



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

NEWSPAPER

The China beat: Radio, TV again give world front-row seat on history
Ranks close tighter against FTC's countercommercials proposal
Start of a trend? Foote, Cone favors stations that cut ad time
Special report: Baseball rights resist recession, rise to \$41 million

The tall one

VOLUME 17

*30 motion pictures
24 in color*

from Warner Bros. Television

A Warner Communications Company

**Wherever
these secret agents
turn up, they
attract attention.**



crease
homes over year-ago
ogramming:

ild Wild West

- › 100% Albany, Ga.
- › 69% Burlington-Plattsburgh
- › 13% Charleston, S.C.
- › 50% Cleveland
- › 15% Columbus, Ga.
- › 33% Eugene, Ore.
- › 6% Winston-Salem
- › 33% Joplin-Pittsburg
- › 27% Knoxville
- › 24% Las Vegas
- › 75% Los Angeles
- › 100% Memphis
- › 100% Miami
- › 33% Minneapolis-St. Paul
- › 67% New York
- › 40% Phoenix
- › 10% Providence
- › 100% Reno
- › 11% Richmond
- › 29% South Bend
- › 29% Spokane
- › 36% Syracuse
- › 38% Yakima

The action-charged adventures of America's favorite 19th century secret agents are attracting bigger audiences for stations in every section of the country.

Whatever programming was in the time period a year ago, look what happened when the "Wild Wild West" undercover agents moved in and took over.

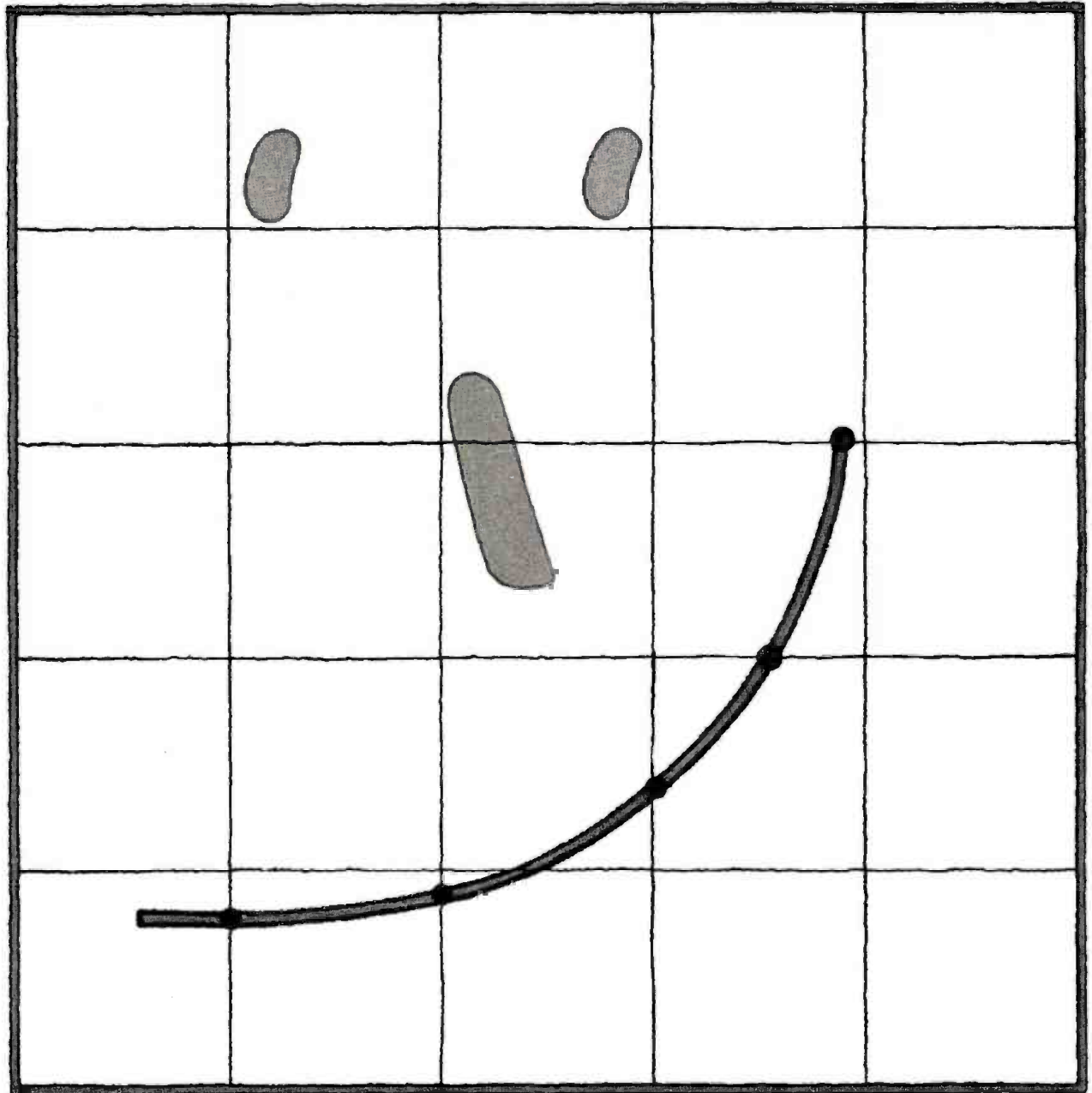
Call Viacom for 104 hours of "Wild Wild West." They're real attention getters.

Viacom

NEW YORK, CHICAGO, SAN FRANCISCO,
ATLANTA, DALLAS.

Source: ARB. November 1971 and November 1970.
Audience estimates are subject to qualifications available
on request.

A BRIEF REVIEW OF OUR 1971 NEWSCAST RATINGS.



Not long ago the ABC Owned Television Stations news format made the industry stand up and take notice. Now our ratings are going to do the same.

In New York, for instance, our 11 p.m. news is number one with the important 18 to 49 year old viewer.* And at 6 p.m. we deliver more 18 to 49's than the other two network stations. Combined. In Chicago, both our early and late news are first with the 18 to 49 year old.

And in San Francisco, our late news delivers 96% more 18 to 49 year olds than its nearest competitor.

All told, the five ABC Owned Television Stations, including Detroit and Los Angeles, are the most effective means of capturing the biggest spender there is: the 18 to 49 year old viewer.

ABC Owned Television Stations: We not only offer the best newscasts, we offer the best numbers.

ABC Owned Television Stations
WABC-TV, NEW YORK; WXYZ-TV, DETROIT; WLS-TV, CHICAGO,
KGO-TV, SAN FRANCISCO; KABC-TV, LOS ANGELES



*AUDIENCE INFORMATION BASED ON THE ARB ESTIMATES NOV./1970, NOV./1971 FOR NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO AND LOS ANGELES. SUBJECT TO QUALIFICATION AVAILABLE ON REQUEST.

President Nixon's visit to mainland China has become a transglobal TV spectacular, with the three American networks providing unprecedented live coverage via satellite—under a tab estimated at \$3 million. See . . .

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A look at the hard work and good times of covering the China trip comes in a BROADCASTING satellite interview with Group W's White House correspondent Jim McManus, one of those chosen few. See . . .

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Adoption of the Federal Trade Commission's 'counterads' proposal would sound the death knell for commercial broadcasting in this country, industry members tell the FCC in comments filed last week. See . . .

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BROADCASTING's annual baseball survey shows that the cost of 1972 coverage will inch up to just over \$41 million. Early sponsorship sellouts are brightening the picture for everyone involved. See . . .

The ballpark figure: \$41 million . . . 39

The government says no one but the President should be immune from a subpoena; newsmen say the First Amendment gives them some immunity. Three related cases are argued before the Supreme Court. See . . .

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Steinfeld denies rigging in report . . . 61

Progressive-rock radio, now firmly established on the FM dial, is slowly making its mark on the AM side as well, as evidenced by Santa Monica, Calif.'s 50-kw KDAY(AM). 'Rock, no schlock' is its theme. See . . .

The coming out of underground radio . . . 66

A career in journalism that spanned 25 years serves Representative Lionel Van Deerlin (D-Calif.) well in his function as ranking majority member of the powerful House Communications Subcommittee. See . . .

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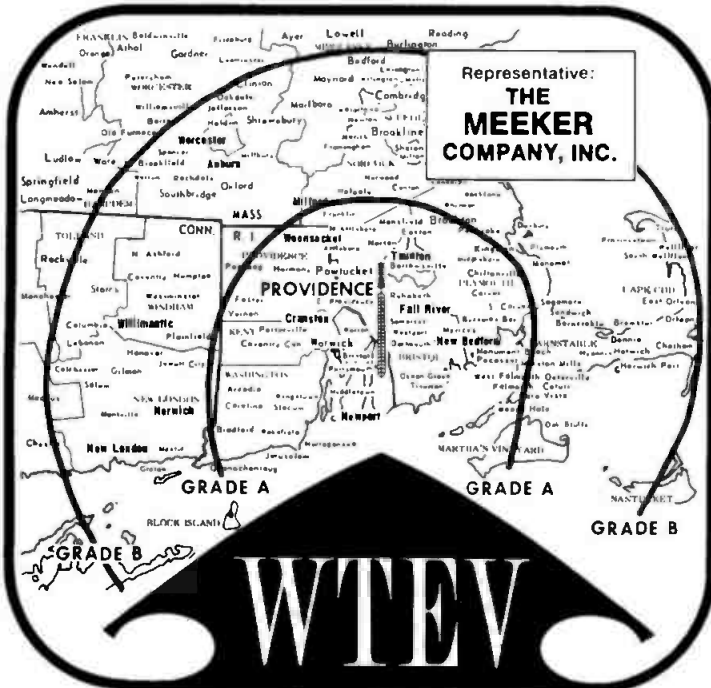
Subscription prices: one year \$14, two years \$27, three years \$35. Add \$52 a year for special delivery, \$65 a year for air mail. Add \$4 a year for Canada, \$6 a year for all other countries. Subscriber's occupation required. Regular issues \$1 a copy. BROADCASTING YEARBOOK published each January, \$14.50 a copy; CATV SOURCEBOOK annually, \$8.50 a copy.

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CONGRESSIONAL CONVERSATION

WTEV Public Affairs Series

Senator Edward W. Brooke, left, Republican of Massachusetts, and Senator Calborne Pell, Democrat of Rhode Island, discuss current issues of interest during recent report to constituents.



More than two years ago, as part of its basic public affairs program schedule, WTEV introduced CONGRESSIONAL CONVERSATION. The unique format of this program is designed to enable Senators and Representatives to report regularly on issues of immediate concern to their constituents in the Channel 6 tri-state coverage area. The programs are filmed in Washington and are telecast exclusively on WTEV.

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel

6

abc

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
WTEV Providence, R. I./New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

FCC morning line

Latest report is that White House talent scouts have names of 15 black candidates for vacancy to be created when Commissioner Robert T. Bartley retires June 30. Front runner is still seen as Revius Ortique, New Orleans attorney (BROADCASTING, Sept. 6, 1971). But since there's "plenty of time" before nomination must go up, decision won't be made immediately.

If Commissioner Nicholas Johnson decides to run for Democratic nomination for Senate from Iowa (see page 35), another Democratic vacancy will be created. But it would go to interim appointee; Johnson seven-year term expires June 30, 1973.

Upswing

Pick-up in spot-TV business that became noticeable last month (BROADCASTING, Jan. 31) is continuing. Sampling of major station reps last week puts first-quarter increases as high as 8% ahead of last year. Sales experts say even more important is sustained activity for second quarter, which was last year's best. Though individual-market national business remains mixed, reps note there is some tightening of avails and firmer station rates, indicators that bode better times, at least for some markets.

Whatever gain amounts to, it'll be distinct relief from 1971 results, first clear reading of which is beginning to emerge. Preliminary tabulations in BROADCASTING's annual survey of TV and radio revenues indicate spot-TV billings dropped close in 8% in 1971. Local-TV revenues, however, were up marginally last year, and radio moved strongly against general economic trends with spot and local showing advances of better than 8%. Details of survey's findings will be published in next Monday's BROADCASTING.

Comstock's career

Paul B. Comstock, after decade of service with National Association of Broadcasters, has resigned effective Sept. 8 to fulfill commitment for new but undisclosed position. There had been earlier speculation that he would be succeeded as executive vice president, public affairs, by Grover C. Cobb, who would then move from his present position as executive vice president for station relations.

NAB President Vincent T. Wasilewski will notify executive committee of

turn of events at regular monthly meeting today (Feb. 28). Mr. Comstock, who had been general counsel as well as head of legislative-contact team, joined NAB in 1962 from partnership in Florida law firm headed by former Governor LeRoy Collins, then NAB president.

Another look

FCC's prime-time-access rule will be subject of special commission meeting on March 7. One matter to be considered is already reported proposal of Commissioner Robert E. Lee that would permit affiliates to take 21 hours of programing to which they are entitled over seven-day period on weekly basis, rather than at present rate of three hours per night ("Closed Circuit," Feb. 14). Other item involves question of definition of off-network programing that will be banned, after October 1972, from prime time made available by rule. Does network special, in news or public-affairs field that was shown only once, for instance, come within definition of off-network programing?

Number of other examples of that kind are posed by FCC staff. One other matter commission is set to consider is ABC's request for renewal of its waiver permitting three and a half hours of programing on Tuesday night, in return for two and a half hours on some other night. CBS has opposed request (see page 64).

Add NAB

One of last year's headliners—Herbert G. Klein, communications chief for executive branch—has been added to blue-ribbon roster of speakers at opening session of 50th annual convention of National Association of Broadcasters, Monday, April 10, in Chicago. Others on agenda, headed by Distinguished Service Award winner, the Rev. Billy Graham, include Secretary of Treasury John B. Connally Jr. (only Democrat in Nixon cabinet), FCC Chairman Dean Burch, CBS Vice Chairman Frank Stanton and Clay T. Whitehead, director of Office of Telecommunications Policy.

Heat of day

After they finished arithmetic last week, NBC-TV officials found they had just come through biggest daytime sales week they've ever had. For week ended Feb. 18, they said, daytime sales totaled \$10,237,000, more than twice the vol-

ume of best previous daytime sales week in network's history. Sources were unable to assign any particular reason for splurge other than that large number of large buys were made. Biggest was said to have come from Ralston-Purina with second-quarter buys in every daytime show on NBC-TV. Shell Oil bought into virtually all. Others placing substantial orders were said to include American Home Products, Warner-Lambert, Standard Fruit and United Fruit, Chesebrough-Ponds, Morton frozen foods, Hunt-Wesson foods, Kellogg and Sears.

Specific figures were not immediately available at ABC-TV and CBS-TV, but one source said "whole daytime scene has gone crazy over the last several weeks—business is booming."

Compromise

Bitter fight over license of WQAD-TV Moline, Ill., now before U.S. Court of Appeals in Washington, may end in settlement, possibly this week. Community Telecasting Corp., whose competing application for channel-8 facility was denied by FCC last August, announced in September it would appeal. However, briefing date has been postponed twice, and reports are circulating within commission that agreement is imminent. No one connected with case will comment, but no one is issuing flat denial. Expectation that announcement will be made this week is based on present deadline for briefs in case—March 7.

Negotiators

Understanding on fee procedures and compulsory-arbitration provisions of cable compromise fashioned by Office of Telecommunications Policy late last year will be among first priorities in meeting tomorrow (Feb. 29) between cable and copyright representatives. Attorney David Horowitz, representing copyright owners, has told National Cable Television Association Chairman John Gwin in letter that it's his understanding that NCTA will not support arbitration, which compromise says must be provided for in legislation if parties cannot agree on schedule of fees. Mr. Gwin—who first heard response last Friday (Feb. 25), week after it was mailed, because of extensive traveling—says it just isn't so. Parties are also not together yet on whether payments should be made through single mechanism.

Ominous overtones in WMAL-TV case

U.S. Court of Appeals heard oral argument Friday (Feb. 25) in case whose outcome could have bearing on manner in which FCC handles petitions against license renewals of some 80 stations.

At issue was commission action renewing license of *Evening Star's* WMAL-TV Washington over protest of 15 area blacks, who had petitioned commission to designate station's renewal application for hearing (BROADCASTING, Feb. 8, 1971).

Counsel for blacks, Jean Camper Kahn, director of Urban Law Institute of Antioch College, urged court to direct commission to hold hearing on issues involving WMAL-TV's ascertainment of community needs, alleged misrepresentations and discrimination in employment, and on whether programming served needs of blacks, who make up 70% of city's population.

Mrs. Kahn also urged that court make it clear "that commission had no choice but to order a hearing where there are disputes as to facts." And in 3,500-page record, she said, "it's virtually impossible for commission to find there are no controverted facts."

Most of petitions filed against renewal applications of some 80 stations that are now pending before commission have been filed by community groups, and make allegations similar to those leveled at WMAL-TV. Stations' responses contain vigorous denials, backed up

with varying degrees of detail for commission's edification.

FCC counsel Joseph Marino told court that Administrative Procedure Act does not require commission to hold hearing in every case. "The pleadings that are filed are designed to bring all necessary facts to the commission," he said. Hearing is required, he added, only in cases of "substantial and material questions of fact" involving public interest.

And he said record in WMAL-TV case justifies commission's action in renewing station's license.

Another issue court has been called on to resolve is question as to area station is obligated to serve. Commission had held that station was correct in considering entire area its signal reached; this includes largely white suburbs surrounding Washington. But Mrs. Kahn argued that this was "electronic gerrymandering," discriminatory in effect and unconstitutional. She said station should serve its city of license—Washington.

Down to work on CPB funding

House Communications Subcommittee is scheduled to begin executive markup session tomorrow (Feb. 29) on long-range funding legislation for Corporation for Public Broadcasting.

Principal bill under consideration is H.R. 11807—introduced last year by subcommittee Chairman Torbert H. Macdonald (D-Mass.)—which along with other proposals was subject of hearings earlier this month (BROADCASTING, Feb. 7).

Measure would set up Public Broadcasting Fund in Treasury, from which money would be provided to CPB over next five years. Amounts range from \$65 million in 1973 to \$160 million in 1977. CPB would have to dispense at least 30% of funds to local stations under formula to be determined in consultation with those stations.

Public-broadcasting observers hope for modified version of Macdonald bill from both subcommittee and full committee (although latter task may be tougher). It's not clear yet when Senate Communications Subcommittee will act on matter; subcommittee is watching House deliberations closely, and could act after full committee reports out bill, but it's too early for precise timetable.

Depth research by CPB

Corporation for Public Broadcasting is about to launch major audience-research

project in nine cities to determine who viewers of noncommercial television are, what they watch and don't watch (nationally and locally), and what non-viewers say their real needs are. Aim is to target on precise viewing groups in ways that aren't possible under Nielsen or American Research Bureau methods. Project is scheduled to run five years, with principal funding from Ford Foundation. Initial Ford grant will be \$100,000 for first year, but total cost may run over \$1 million. CPB has hired Jack Lyle, communications research specialist from University of California at Los Angeles, to be full-time head of project, which is to begin around April 1.

The local programs BBI had promised

Boston Broadcasters Inc.'s WCVB(TV) Boston, scheduled to take over channel 5 there from WHDH-TV on March 19, announced its program schedule Friday (Feb. 25) and said it contains "more hours of regularly scheduled, locally originated/produced programming than any other commercial TV station in Boston is at this time airing."

Spokesmen said locally produced programs alone in regular schedule would total 31 hours per week, including 11½ weekly hours of local news. Network affiliation will be with ABC-TV.

Regularly scheduled programs to be produced locally include *Jabberwecky*, children's show with Dr. Jerome Kagan, Harvard child psychologist, among program's consultants (Monday-Friday, 7:30-8 a.m.); *The Young Reporters*, newscast designed for nine to 17-year-olds (Saturday, 12-12:30 p.m.); *Medical Call*, health/science series with Dr. John Knowles, former general director of Massachusetts General Hospital, as program consultant (Monday-Thursday, 9-9:30 a.m.); *Opportunity Line*, job-information service (Friday, 9-9:30 a.m.); *Sound Off*, giving viewers access to cameras to discuss issues of their own choosing (Wednesday, 10:30-11 p.m.); *Seven Days Journey*, in-depth look into week's news (Friday, 7:30-8 p.m.); *Five on Sports*, look at sports world (Monday, 7:30-8 p.m.); and two programs featuring Arnold Zenker, newsmen, currently with WJZ-TV Baltimore, who sprang to nationwide attention as substitute for Walter Cronkite on CBS-TV during strike several years ago: *From A to Zenker*, interview/variety show (Monday-Friday, 10:30-11:30 a.m.) and *Zenker, Hot Seat*, interviews

CBS late movies in front

Something for everybody in Nielsen multinetwork-area (MNA) ratings report for week ended Feb. 20, out Friday (Feb. 25):

CBS-TV's new late-night movie, which replaced *Merv Griffin Show* that week, led late-night entries with 10 rating and 36 share, as against 8.9 rating and 32 share for NBC-TV's *Johnny Carson Show* and 5.2 and 18 for ABC-TV's *Dick Cavett*.

NBC-TV led in rating and share in common hours of network coverage of President Nixon's arrival in Peking (Sunday, Feb. 20, 10:30-11:15 p.m. NYT). Report gave NBC 19.6 rating and 33% share of audience, ABC 18.6 and 32 and CBS 14.0 and 24.

In prime-time ratings, ABC-TV was on top with average of 21.1 to CBS's 20.2 and NBC's 16.8.

There is still a place
where believing exists.
Believing instead of
cynicism.
Principle instead of
passiveness.



Belief in the intrinsic value
of Radio, Spot Radio.

As a communicator.

As an entertainer.

As an educator.

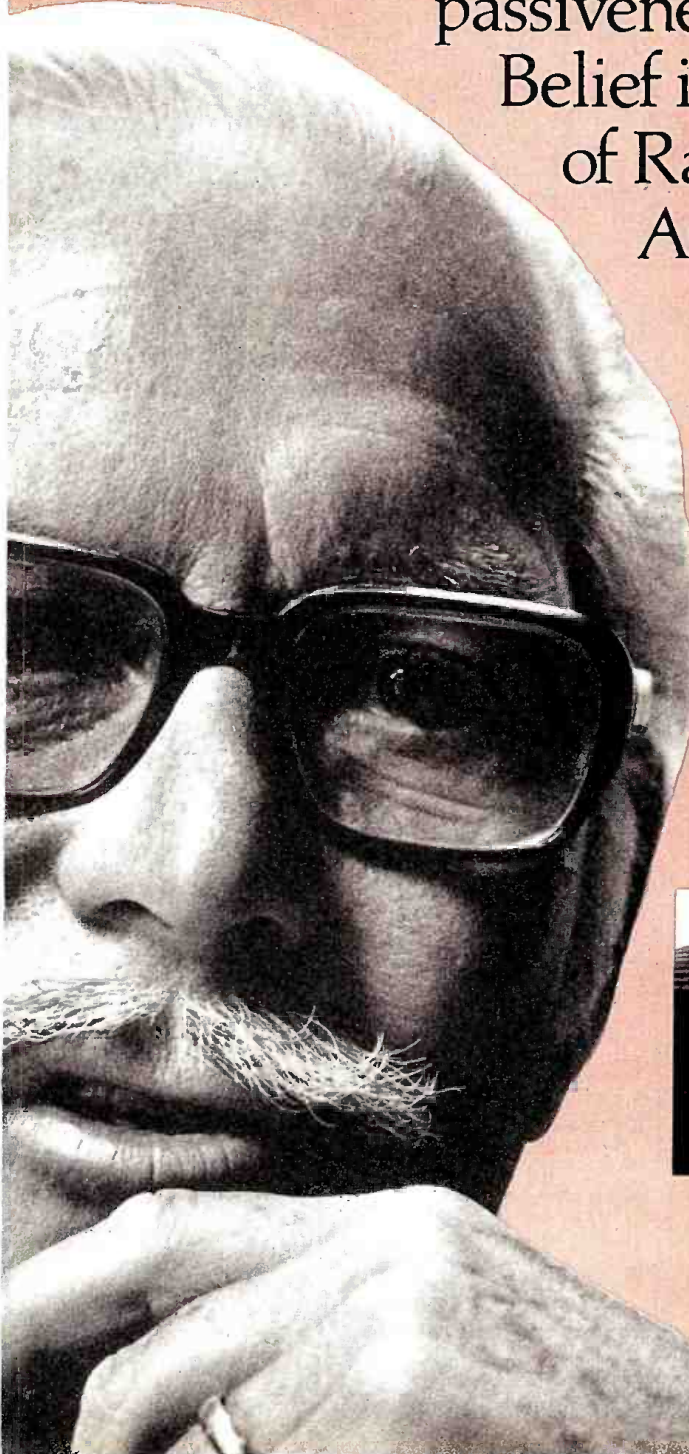
As a selling
instrument.

We believe in
Spot Radio.

It is our only product.
This belief is real.



Sincere.
Therefore,
we sell it
better.



Robert Eastman

ROBERT E. EASTMAN & CO., INC.

Representing America's Leading Radio Stations.

Marlo Thomas is



THAT GIRL

Your comedy hit series for all seasons

136 half-hour episodes in color

#1

ENDS NIGHTTIME NETWORK ENGAGEMENT (1970-71)¹

In time period (Fri. 9-9:30 p.m.)

...in average audience rating & share

...in households reached

...in total viewers

...in women, 18-49, with 68% of total women viewing under 50

#1

OVER 5 FULL SUCCESSFUL NIGHTTIME NETWORK SEASONS²

In total viewers against opposite regular programming on Networks "A" and "B" in variety of time periods

Among women, 18-49, with over 70% of total women viewing under 50, compared to 60% for Network "A" and approximately 50% for Network "B"

Co-star Ted Bessell & Guest Stars Carroll O'Connor, Sid Caesar, Danny Thomas, Milton Berle, Joan Blondell, Ruth Buzzi, others

 Emmy Award Winners Bill Persky and Sam Denoff, creators and executive producers

Available for Fall 1972 start

A Daisy Production

Distributed by

METROMEDIA PRODUCERS CORPORATION

485 LEXINGTON AVENUE, NEW YORK, N. Y. 10017 • (212) 682-9100 • CABLE METPROEAST

National Nielsen Average Audience Estimates. 1. II Sept. 1970—I Sept. 1971. 2. I Sept. 1966—I Sept. 1971. Subject to qualifications available on request.



with local and national figures (Thursday, 7:30-8 p.m.).

Officials said station's news and public-affairs department will have staff of 57 that will produce four daily half-hour newscasts Monday through Friday plus two half-hours and two quarter-hours on weekends. Irregularly scheduled program includes *Special Projects*, which officials said will deal with specific issues over period of several weeks, and *Selective Eye*, cycle of prime-time half-hours dealing with minority groups.

ARB counters FCC's claim

American Research Bureau on Friday (Feb. 25) disputed FCC news release that ARB had submitted material in connection with commission's CATV report and order that was in error and that ARB is now re-evaluating its work (see page 35).

Data was provided for table listing, by county, all television stations "significantly viewed" under terms of new rules—specifically, those counties where CATV penetration was known to be between 10% and 90%. Commission release said that, "for some counties with substantial cable penetration," ARB did not separate cable and non-cable viewing, as it should have.

ARB said its analysis has been checked and is correct as provided commission in August 1971. "Substantial cable penetration" counties now being questioned by the commission were not included in the original specifications

given to ARB by FCC," ARB said. These called for "special tabulation of non-CATV households in [ARB] CATV-controlled counties."

ARB also said that, contrary to FCC statement that it is "re-evaluating its calculations," it has not received order from commission for further tabulations.

Syndicator asks for break

FCC's action three weeks ago in permitting Mutual of Omaha to syndicate its *Wild Kingdom* series in prime time despite program's failure to comply with prime-time access rule (BROADCASTING, Feb. 7), has prompted major program distributor to ask commission for similar relief for all independent syndicators.

MCA Inc., parent of Universal City Studios Inc., Hollywood, last week requested that commission implement rule-making proceedings that would permit syndicators and program producers not affiliated with networks to place off-network material in prime-time access periods, as long as such programs appeared on network no more than five years ago and contain "substantial" number of new episodes. Provision of access rule to go into effect in 1972-73 season would not allow off-network material in nonnetwork time segments.

Commission said it granted Mutual of Omaha waiver because film planned to include at least 12 new episodes in its syndication package. Waiver applies

only to forthcoming season, as would rulemaking MCA is seeking.

MCA said syndicators offering off-network packages that include at least 12 new offerings for 52-week schedule (or proportionately, four for 13 weeks, seven for 26 weeks and 10 for 39 weeks) should be given consideration equal to that commission extended to Mutual. Under such a rule, it said, independent producers "would be encouraged to more readily undertake the financial risks involved" in developing quality syndicated programming for prime time.

Knauer on responsibility

Nixon administration's specialist in consumer affairs, Virginia H. Knauer, says consumers are coming to expect media to share responsibility for truthfulness of advertising they carry.

Mrs. Knauer, who is special assistant to President, also says that consumer pressure "already is building up for more government control over broadcast advertising, particularly to children." And "because the broadcast media are licensed by the government to use the public airwaves," she adds, "the structure for regulation is already in place."

Mrs. Knauer, who was addressing meeting of Pennsylvania Newspaper Publishers Association, in Lancaster, did not propose any new government action. She noted, however, that Federal Trade Commission is broadening its interpretation of who is responsible for advertising, citing advertising agency as well as advertiser in most of its complaints.

Main thrust of Mrs. Knauer's remarks was that media should show greater care and sense of responsibility in protecting public against fraudulent or deceptive advertising.

"I strongly believe that the advertising manager has a direct moral responsibility to his newspaper's readers for the advertising he accepts," she said.

Vote for visual encoding

American Federation of Television and Radio Artists last week told FCC that monitoring commercials through visual encoding is only sure way of ensuring that its members are paid proper residuals. It asked commission to adopt proposed relaxed standards in this area. At present, AFTRA said, there seems to be "no hope of ever getting for the performer an 'honest count' of commercials in which they appeared, other than monitoring of encoded patterns." It noted 1969 collective-bargaining agreements between itself and industry in which producers are compelled to "take appropriate steps to code all commercials" for which they are responsible.

Week's Headliners



Mr. Flanagan



Mr. Denny

Charles R. Denny, former FCC chairman, now executive VP in charge of international activities, RCA, since 1963, named executive VP, Washington, RCA, effective April 17. He succeeds **Samuel E. Ewing**, who reached his normal retirement date in August 1971 but extended it for one year at request of RCA management. Mr. Ewing, who has been with RCA for 25 years, will continue with company until Aug. 1 on special assignment to Washington office. Mr. Denny has served RCA and its

wholly owned subsidiary, NBC, for almost 25 years. Mr. Denny was appointed member of FCC in 1945, becoming chairman in 1946. He joined NBC in 1947 as VP and general counsel.

Alvin G. Flanagan, former president of Mullins Broadcasting, group owner acquired by Combined Communications Co. (BROADCASTING, Jan. 31) Phoenix, named president of CCC's broadcast division and corporate VP.

Kent Replogle, VP and general sales manager of WTTG-TV Washington, named VP in charge of sales for Metro-media Television. Mr. Replogle, with WTTG, a Metromedia Television station, since 1969, will be based in New York and will be in charge of sales activities for entire broadcasting group. Formerly with Metro TV Sales, Benton & Bowles and Torbet station representatives and McConnel Advertising, Mr. Replogle was at various times local sales manager and sales manager for WTTG.

For other industry developments see "Fates & Fortunes," page 68

WSYR...

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

WSYR completely dominates the heart of the radio spending market in Central New York

From 6:00 to 10:00 a.m., WSYR reaches at least 50 percent more women 25 to 49 than the second station. It also reaches at least 50 percent more men 25 to 49 than the second station. Men, women, adults: WSYR programs for them; they listen to WSYR.

WSYR

Radio in Syracuse
570kc NBC 5000 watts

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.

M&H

TENTH ANNIVERSARY

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

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

Social Research and Analysis have improved significantly. It's possible today for management to have available far finer tools for solving its audience problems than ever before. Computers alone can't tell you why things happen the way they do.

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

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

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

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

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011

Area Code 313
644-9200

Datebook © A calendar of important meetings and events in communications

This Week

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

March 1—Deadline for the regional and international radio news awards made each year by *Radio-Television News Directors Association*. Awards will be made in four categories: Edward R. Murrow Radio Documentary Award; editorializing by radio; reporting of an on-the-spot news story by radio, and best series reports for an ongoing news story. Entries must be accompanied by a typewritten presentation and audiotape. Contact regional awards directors: Washington State University, western region; Iowa State University, midwestern region; University of Georgia, southeastern region, and Pennsylvania State University, northeastern region.

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

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

March 3-4—*Georgia Cable Television Association* annual convention. John Gwin, chairman of National Cable Television Association will be banquet speaker (March 3). Also on agenda as speakers: Don Elliott, WSB-TV Atlanta, and Robert W. Coll, associate in McKenna, Wilkinson & Kittner, Washington. Regency Hyatt House, Atlanta. Among featured speakers are Miles W. Kirkpatrick, Federal Trade Commission; John Elliott Jr., Ogilvy & Mather; Charles Yost, National Advertising Review Board; Esther Peterson, Giant Food Inc.; Tom Benham, Opinion Research Corp.

March 3-4—Spring meeting, north central chapter, *Society of Cable Television Engineers*. Cornhusker hotel, Lincoln, Neb.

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.

Also in March

March 6—Forum, sponsored by *American Women in Radio and Television*. "Broadcasting: Is It Everybody's Business?" will be main theme. Langsdale auditorium, University of Baltimore (Md.).

March 6-7—Ad hoc hearings by *Congressional Black Caucus* on relationship of mass media to black community. 9:30 a.m., room 2175, Rayburn building, 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 Ste. Foy, 9-Neuilly, France. Fees are \$170 for individual participants and \$120 for members of companies reserving an office at the sessions. Palais des Festivals, Cannes, France.

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

March 7—18th annual meeting, *New York State Broadcasters Association*. Albany Hyatt House.

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

March 8-10—Convention, *Ohio Cable Television Association*. Speakers will include: Nicholas Johnson, FCC commissioner, and John Gwin, chairman, National Cable Television Association. Sheraton Columbus, Columbus.

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

March 9-10—Semiannual convention, *Arkansas Broadcasters Association*. Featured speaker: Senator John L. McClellan (D-Ark.). Sheraton Motor inn, Little Rock.

March 10—*Western States Advertising Agencies Association* luncheon honoring Ruth and Elliot Handler, president and chairman of board of Mattel Inc., respectively. Century Plaza hotel, Los Angeles room, Los Angeles.

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

March 13—Seventh annual awards presentation, *Academy of Country & Western Music*. Knotts Berry Farm, Calif.

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

March 15—Annual dinner, *Radio and Television Correspondents Association*. Shoreham hotel, Washington. Joseph F. McCaffrey, outgoing president, will preside.

March 16—Annual stockholders meeting, *Cox Broadcasting Corp.* White Columns, 1601 West Peachtree Street, N.E., Atlanta.

March 16—Forum, "The Communications Industry—Tomorrow," sponsored by New York Chapter, National Academy of Television Arts and Sciences. Panel will include Barry Zorthian, president, Time-Life Broadcast Inc.; M. Peter Keane, manager, professional products, Cartridge Television Inc.; James Day, president, Educational Broadcasting Corp.; Leslie Harris, VP, Interpublic Group of Companies, and C. Edward Little, president, Mutual. Hotel Pierre, New York, 8 p.m.

March 16-27th annual Western Advertising Art Exposition and Awards Presentation Banquet,

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.

Art Directors Club of Los Angeles. Biltmore hotel, Los Angeles.

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

March 20—Annual business meeting of *Advertising Research Foundation*. Warwick hotel, New York.

March 20-24—Seminar conducted by *Eastman Kodak's* motion picture and education markets division focusing on techniques of producing color film specifically for use in commercial, public and cable television. The "Videofilm Seminar" is designed for television management, cameramen and those dealing with film. Registration fee is \$150 and each seminar is restricted to 12 participants. Kodak's Marketing Education Center, Rochester, N.Y.

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

March 21-24—*Senate Communications Subcommittee* hearings on surgeon general's report on TV violence. 10 a.m., Room 5110, New Senate Office building, Washington.

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

March 23—"The Great Experiment: Syndication '71-72," sponsored by *The Video Publisher*. Seminar will explore the current market for syndicated programming and analyze its possible future. New York Hilton, New York.

March 23-25—*International Symposium on Communication: Technology, Impact and Policy*, sponsored by *University of Pennsylvania and Communications Workers of America*. Symposium is designed to explore developing frontiers of knowledge in every aspect of communications. Professor Dennis Gabor, 1971 Nobel Prize winner in physics for his discovery of holography. Annenberg School of Communications, University of Pennsylvania, Philadelphia.

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

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

March 26-29—24th western conference of *Association of National Advertisers*. Corrective advertising and its relation to fairness doctrine will be discussed. Del Monte lodge, Pebble Beach, Calif.

April

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

April 3-6—Annual international spring conference *American Marketing Association*, Americana hotel, New York. Speakers include consumer advocate Ralph Nader; management consultant Peter F. Drucker, and Mrs. Virginia H. Knauer, special consumer affairs assistant to President Nixon.

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

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

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

April 7-8—Region 7 conference, *Sigma Delta Chi*. St. Louis.

April 8—Region 10 conference, *Sigma Delta Chi*. Portland, Ore.

April 9—Special board of directors meeting, *Association of Maximum Service Telecasters*. Bel Air room, Conrad Hilton hotel, Chicago.

April 9—Technical committee meeting, *Association of Maximum Service Telecasters*. Sheraton-Blackston hotel, Chicago.

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

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

April 10—Deadline for entries, 19th *International Advertising Film Festival*. Commercials in 35 mm for public transmission in theaters or TV network may be entered in competition by agencies or production houses. Entry fee is \$75 per film. Contact: 35 Piccadilly, London, W1V-9PB.

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*Reg. U.S. Patent Office.

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OpenMike

Hard to beat beat

EDITOR: BROADCASTING scooped the *Times*. I had notified them of my retirement three weeks earlier.—*Jack Gould, The New York Times*.

(BROADCASTING broke the news of radio-TV columnist Gould's impending retirement in "Closed Circuit" Feb. 14. The *Times* carried the story later in that week.)

Bullish on 'Broadcasting'

EDITOR: As a former broadcaster, having spent 11 years with WPTV(TV) West Palm Beach, and now as a stockbroker with Bache & Co., I find BROADCASTING very helpful to my career. The stocks listed in your Broadcasting Stock Index are some of the most recommended on Wall Street and many are among the most active on the New York, American and NASDAQ (over-the-counter) lists each day. . . . Your coverage on CATV, Wall Street's latest "darling," has been excellent.—*Jerry B. Hartman, Bache & Co., Palm Beach, Fla.*

Exhibit for Case A

EDITOR: My colleague, Kenneth W. Harry, and myself have just prepared for The Graduate School of Business Administration, Harvard University, two case studies based on research work we carried out when we were in the U.S.A. during 1971. During the course of our investigations it was necessary for us to study in depth the report of the Carnegie Commission on Educational Television, together with a host of special reports on public broadcasting. We felt that ["The Story of Public Broadcasting," BROADCASTING, Nov. 8, 1971] should be included in Case "A" which "sets the scene" for students of the public television needs and problems in the United States. Therefore, we would respectfully ask your kind permission to be able to reproduce the above report from BROADCASTING when Case "A" is issued.—*Stanley F. Hill, Mid-Essex Technical College and School of Art, Chelmsford, England.*

(Permission granted.)

Sports salesmanship

EDITOR: May we have permission to reproduce the "Monday Memo" by Harold Greenwood, president, Midwest Federal Savings and Loan, Minneapolis ["Follow the bouncing ball for advertising success," *Broadcasting*, Feb. 7]? I would like to give copies to sponsors of sports events on our station.—*Robert I. Wein, sales manager, WDLG(AM) Port Jervis, N.Y.*

(Permission granted.)

NARB, or learning to live with the changing times

I think anybody who seriously thinks that the revolution is over is wrong or deluded or wistful or inattentive.

Sure, some of the more dramatic, purely visual elements of the rapid social upheaval that has taken place in the past 10 years are not nearly so evident. The violent demonstrations, the campus burnings, the marches on the Pentagon just aren't any more. But the only thing this means is that the various forces at work to change the system have stopped paying so much attention to the outward signs and they are getting on with the business of actually making change happen.

The external, visual part of the revolution has succeeded. You don't have to be like everyone else, dress like everyone else, think and live like everyone else. The young and some of the not so young have proved that.

Now they're out to prove some more important things—such as the fact that the consumer should be allowed to know what he's buying and the fact that the environment is more fragile than the corporate profit structure.

If anything, the revolution has gone underground. And those kids on the campus that have stopped marching and started studying—they're most likely trying to learn enough so they can change the things they were marching about in the first place. They're in the library reading furiously to find new ways to drive the money changers from the temple. And to many of them, the advertising business is one of the money changers.

Now it seems as though a lot of people who used to know their place are getting extremely uppity. They've taken what they've learned—mainly that the system they wanted so badly to change can be used for change itself—and they're coming at every institution in this country and demanding that those institutions be responsive to the public. There is nothing sacrosanct; there is nothing above reproach.

And with so many people throwing darts, the targets get sensitive. Advertising, of course, is one of the principal targets, since it's so highly visible, and advertising, to protect itself, set up an organization of self-regulation, known as the National Advertising Review Board.

The board had two meetings, the first one last November. The big issue in the first meeting was whether the NARB would restrict its activities to the area of "truth and accuracy" in advertising, or whether it would rewrite and broaden the charter that had already been written for it, to give the board the right to discuss questions of taste and social responsibility.

It's no secret that the NARB is the advertising industry's attempt to regulate itself, so the government won't. And it's also quite clear that the government and the consumer groups don't share anyone's timidity about judging taste or social responsibility in advertising. And it's probably a last-chance thing. If this doesn't work, the industry is sure to find itself officially under as heavy a set of federal rules as any interstate business.

After the first meeting, a lot of people who hadn't really thought too much about what NARB really ought to do, thought about it. And as a result, at NARB's last meeting the membership voted to broaden the charter, so that there is now no question about advertising, no criticism, no complaint, that can't be brought up before the board.

This doesn't mean that the NARB is automatically going to collapse before the onslaught of women's lib, or any of the other special-interest groups. But it will listen, it will make judgments, and it will try to do the job it has to do. And in this way we are going to try to maximize our chances of not getting regulated by someone else.

The process, I believe, is called learning to live with it. Nothing is going to

go away. It's never going to be 1963 again. And the revolution, although it may change shape every year or so, is not about to stop.

Which makes this the toughest time in history to be in advertising—and maybe the best time. The changes that are taking place are epochal ones—some good, some bad, but none indifferent. And you and I have the opportunity, the power and the duty to make the right kind of changes happen.

We don't have to be for or against women's lib, or for or against gay lib or the Black Panthers or Venceremos or the private armies of the right—but we'd better know they're real, and one way or another, we will be called upon to deal with them.

And there's probably a very attractive prize waiting for those of us who deal with them well. Take just one of the weapons trained at business and advertising today—consumerism. When the customer buys a product, he wants to know what's in it, and how much it costs per ounce, and whether it is really good for him and his family.

Have we really tried to answer him in our advertising? Maybe, just maybe, the first company or agency that does this and says, "What else do you want to know?" will reap consumer loyalty and profits that will make us all very glad that the revolution has not ended.

But if we don't answer him, to his satisfaction, in our advertising we still will inevitably have to answer to him. Hopefully the consumer and the advertiser can find that answer through the NARB.



James C. Nelson Jr., executive vice president of Hoefer, Dieterich and Brown Inc., San Francisco, has been creative director of the agency since 1962. Mr. Nelson is a member of the American Society of Composers, Authors and Publishers, as well as an instructor in advertising at Golden Gate College, San Francisco. He also is a frequent lecturer before professional groups. The National Advertising Review Board, discussed in this piece, consists of 50 members—30 from advertisers, 10 from advertising agencies, 10 public members, and 10 advertising-agency alternates. Mr. Nelson is one of the alternates.



WHAT DO THESE TWO NEWSCASTERS HAVE THAT HUNTLEY AND BRINKLEY DIDN'T?

Charley and Humphrey have the attention of more children in the San Francisco-Oakland market than those other grown-up newscasters ever dreamed of!

Regular, daily news reports adapted for children are a unique part of the Charley and Humphrey Good Stuff Hour on KTVU every week-day afternoon. The other stuff includes nature films, science features, a curiosity corner, special guests, all mixed in with the very best cartoons.

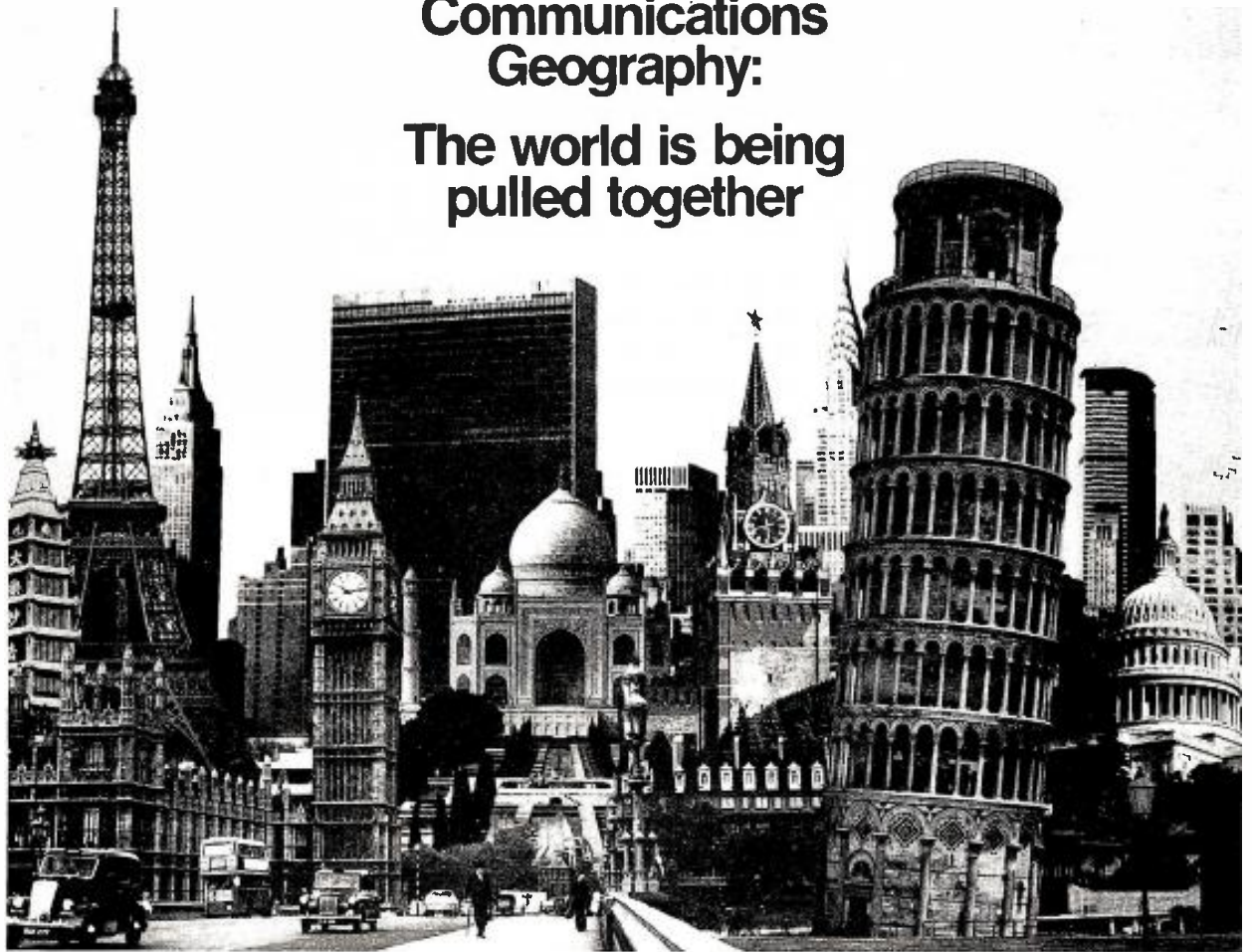
Everybody talks about children's programming but KTVU is doing something about it. Solid information about real things within a delightful format. We know the youngsters love it. The amount of response we're getting from all those grown-ups is a little surprising. Watch out Walter!



San Francisco/Oakland Television
Represented by TeleRep.

A Communications Service of
Cox Broadcasting Corporation 

Communications Geography: The world is being pulled together



Via Satellite

An artist's imagination? Not at all. This is how it really is.

Comsat is helping pull the world together...putting far-away places on the main street of business, industry and commerce...giving people a front row seat to history, Live via Satellite...pioneering new potentials for U. S. domestic as well as international telephone, tele-

vision, telegraph, data and facsimile communications.

Comsat, a communications company with 114,000 shareholders, operates the satellites in the global system . . . U.S. earth stations for satellite communications...the COMSAT Laboratories and a wide range of related technical activities that are creating new communications advances.

These are part of a worldwide satellite system to give you better communications.

More than 60 countries already communicate daily with each other via satellite.

In the United States, if it's via satellite, it's via Comsat.

Write to Comsat's Information Office for the booklet, "Via Satellite, The Comsat Story".

COMSAT
CAN TAKE YOU
PRACTICALLY ANYWHERE
IN MILLISECONDS



COMSAT

Communications Satellite Corporation
950 L'Enfant Plaza, S.W., Washington, D.C. 20024

Another communications barrier down

Satellite coverage of President's China tour marks new passage in medium's—as well as world's—history



NBC PHOTO



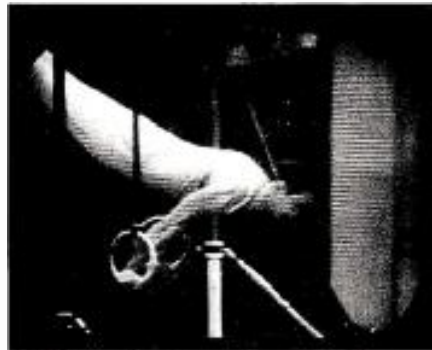
CBS PHOTO



ABC PHOTO



CBS PHOTO



CBS PHOTO



CBS PHOTO

Millions of viewers were given an unparalleled look at life inside China last week as U.S. television newsmen provided coverage of President Nixon's visit that was carried almost literally around the world.

The coverage ranged from live pickups of the President's arrival and on-the-spot greetings by Premier Chou En-lai at Peking airport on Sunday night (Feb. 20) to live and filmed accounts of official ceremonies, including a banquet honoring Mr. Nixon (live) and his meeting with Chairman Mao Tse-tung (filmed), sightseeing tours by Mrs. Nixon and others in the presidential party as well as interviews, features and background reports by the networks individually.

Going into last Thursday (Feb. 24), the three TV networks had logged ap-

proximately 23 hours of special coverage outside of regularly scheduled newscasts. ABC had presented over five hours, NBC almost 10½, CBS over 7½. Still ahead of them were more presidential meetings and sightseeing in Peking and visits to Hangchow and finally Shanghai, from which Mr. Nixon was scheduled to depart—again with live TV coverage—for expected arrival back in Washington early this evening (Feb. 28).

As the week progressed, network news authorities tended to feel that earlier estimates, putting their probable total out-of-pocket costs for the coverage at about \$3 million (BROADCASTING, Feb. 14), were certainly not too high. They still held to estimates of about \$1 million per network for TV-radio coverage—\$500,000 each for the pool, an-

other \$500,000 each for their "unilateral" costs—although some sources were beginning to think the total might go a little higher. They stressed, however, that the real figure won't be known until it's all over and all the bills are in.

The upkeep of newsmen and technicians in China was one of the lesser expenses. The Chinese, according to network authorities in New York, are picking up the tabs for housing, meals and other expenses except personal expenditures. As one source put it, "This is what is known as 'a bad expense-account trip.'"

Travel would be a somewhat bigger item. Those who went with the presidential party from Washington traveled in a chartered press plane whose costs would be borne on a pro-rata basis by all media represented. The approxi-

mately 65 network news executives and technicians who went earlier to help set up arrangements and facilities traveled by commercial airliner to Guam, then transferred to a government charter for the flight to Peking, network sources said. At current roundtrip air rates between New York and Guam the commercial fares for the 65 would range from \$57,590 to \$92,300, depending on whether they traveled coach or first class.

Comsat rates for satellite facilities for the audio and video pool were reported as \$8,300 an hour. For shorter periods the rates were relatively higher; network sources said Comsat would not sell time in units shorter than 10 minutes, even if only one minute was to be used, and that the first 10-minute segment was priced at \$2,400. For audio only, the hourly rate was reported as \$720.

Whatever the final cost proves to be, network authorities seemed agreed there was no way to recoup it all through their sales to sponsors. This was unquestionably so in the case of ABC, whose coverage was not sold. None of the networks seemed apt to lose as much from regular-program pre-emptions as they often do in protracted coverage of major events. However, because the time differential forced them to schedule much of their coverage in early-morning and late-evening hours.

Live coverage from Shanghai was made possible by last-minute completion of a transportable communications satellite earth station there by RCA Global Communications Inc. under contract with the China National Machinery Import and Export Corp. (BROADCASTING, Feb. 21). RCA announced last Wednesday (Feb. 23) that the Shanghai station had gone into commercial operation and was ready for live coverage of Mr. Nixon's visit.

Transmission from Peking and those due later from Shanghai were relayed to the U.S. via the Intelsat IV satellite over the Pacific. Color reception quality in the U.S. was rated exceptionally good.

The scope of U.S. TV coverage could be seen in a report by the Communications Satellite Corp. (Comsat) that 32 separate feeds from China to the U.S., totaling 11 hours 43 minutes, were recorded on the first day alone.

Comsat figures also indicated the world-wide range of the coverage. The first two days, according to Comsat, included retransmission from mainland U.S. to Alaska and across the Pacific to Hawaii, Hong Kong, Korea, Australia and Japan; across the Atlantic to the score of nations making up the European Broadcasting Union, linking at Prague with Eurovision, the network serving all Communist countries in Europe except Albania; to some Afri-



East-West trade

NBC-TV said last week that it will telecast an independently filmed version of the "Red Detachment of Women" (picture above). The ballet President and Mrs. Nixon saw in Peking. NBC's sales department was offering the show for sponsorship last Thursday (Feb. 24)—it will be on the network Sunday, March 12, 2-4 p.m. EST.

The film was obtained in an arrangement with the United Nations representatives of the People's Republic of China, negotiations conducted in advance of the Nixon China trip by Lucy Jarvis, who has been named producer of the ballet telecast. William F. Storke, NBC-TV vice president, special programs, will be executive producer. Gene Kelly will be host and narrator.

The ballet was put on 35mm film at a performance in Peking last October. That version, like that seen Feb. 23 by the President, was also performed by the Peking Ballet Troupe, with Shih Ching-hua in the lead role. NBC said that "in return" Mrs. Jarvis showed and made available to the Chinese several NBC-TV shows, including *The Louvre*, a special produced by Mrs. Jarvis in 1964, and the last two Peggy Fleming ice-skating specials.

can countries, and to Puerto Rico, Venezuela, Panama, Mexico, Brazil and Argentina.

Because of the 13-hour time differential between Peking and New York, President Nixon's arrival in Peking occurred during prime time—about 10:30 p.m. NYT—and the networks made the most of it, getting unexpected shots of Premier Chou in the bargain. He had not been expected at the airport. CBS-TV covered for two hours starting at 9:30, NBC for 90 minutes beginning at 10, ABC for 45 minutes at 10:30.

Earlier, at about 8:30, the networks had carried the first satellite transmission from China, showing scenes at the airport and in the heart of the city, for about two minutes.

The time difference also resulted in

substantial blocks of live coverage being melded with filmed and taped reports in morning presentations starting as early as 6 a.m. NBC also devoted its *Today* (7-9 a.m.) and CBS its *Morning News with John Hart* (7-8 a.m.) to China coverage as events warranted, and all three networks also scheduled a number of late-evening wrapups.

The radio networks—Mutual and UPI Audio as well as those of ABC, CBS and NBC—also accelerated their coverage to provide frequent special feeds, both live and taped, as well as reports in their regularly scheduled newscasts. They also maintained an around-the-clock watch, ready to provide their affiliates with immediate word of news breaks whenever they occurred.

Seller turns buyer

Communications Satellite Corp., which has a vested interest in world communications (as vividly demonstrated in the networks' coverage of the President's trip to China), turned advertiser for the first time last week.

In a schedule on NBC-TV's *Today* show and a three-to-four spots daily campaign (adjacencies on news shows and China coverage) in New York and Washington, Comsat, through Ted Bates & Co., New York, ran 30-second commercials that asked, then answered, the question: "Live via satellite—what does that mean?"

Postscripts on Peking

The television network newsmen who are among the most recent instant experts on China will have early opportunity to share their expertise back home. Both NBC and CBS have arranged appearances this week, NBC for its John Chancellor, who is scheduled to address Philadelphia's Television & Radio Advertising Club at lunch Tuesday (Feb. 29), and CBS for its correspondents Walter Cronkite, Bernard Kalb, Dan Rather and Eric Sevareid, who will appear at a by-invitation-only, off-the-record briefing in New York's Plaza hotel at lunch Friday (March 3).

China on cable

Teleprompter Manhattan Cable Television in New York carried complete live satellite coverage of President Nixon's visit to China over its facilities last week. Teleprompter subscribed to the TV video pool and engaged Bob Considine, in China representing Hearst Newspapers and Mutual Broadcasting, as its correspondent as well.

Teleprompter supplemented the satellite coverage with in-studio discussions by China specialists, including journalists and Columbia University professors.

More than met the eye in China

News of the newsman comes from Group W's McManus, who relates the hard work and good times of those chosen few

The China story was essentially a picture story, as Presidential News Secretary Ron Ziegler admitted candidly, if not diplomatically, to print-media newsmen before the takeoff. But it was also a sound story, as attested by the presence of seven audio news services in Peking. Among them was Westinghouse Broadcasting's Group W, whose White House correspondent, Jim McManus, filed daily feeds to that company's seven radio stations and two independent subscribers. BROADCASTING monitored one of those feeds in Washington last Wednesday (Feb. 23) and later interviewed Mr. McManus by satellite voice signal. This is an account of the story behind his stories.

"Count and go," said Washington engineering director George Mayo. "Three-two-one. The President and Chou En-lai met once again for four hours . . ." responded the voice of Jim McManus from Peking. It was 11:35 a.m. Wednesday in Washington, 12:35 a.m. Thursday in China, and Mr. McManus was beginning his second of two scheduled feeds that day. Awaiting his takes in the Washington studio was bureau chief Sid Davis, who shortly would engage his colleague in a "two-way" exchange on the news of the day. Mr. McManus had been up and going since 6 o'clock (Chinese time) the preceding morning. Mr. Davis had arrived for the day's first feed at 4 a.m. Washington time. Both were tired, but both obviously excited about being in on the biggest news story of the year.

Correspondent McManus had three news items in his basic file, one concerning the President's movements for the day, another reporting on his appearance at a sports arena, still another concerning the significance of ping-pong in a country that has no football heroes. Then he and Sid Davis went into a message exchange: what to do about the possibility of getting press visas for later China coverage; how Mr. McManus would be available the next night for a live feed to Group W's San Francisco TV outlet, KPX; what they would discuss on the upcoming two-way. (Mr. Davis asked, among other things, how the President was standing up under the strain of his trip. Just fine, was the reply, bolstered by a McManus anecdote about Mrs. Nixon's asking him—McManus—if he were tired. His reply: "No, but I think we've brought the 18-hour day back to the People's Republic of China.")

Later, Mr. McManus told BROADCASTING that, on tours of this sort, a "cumulative fatigue" usually starts to build up. It hadn't this time—or at least hadn't yet—a circumstance he attributed both to the excitement of the assignment and the sense of history all newsmen on the trip felt wherever they turned. "We're all terribly interested in what's going on—even if we don't really know what's going on."

Mr. McManus made his contact with China 20 hours before the President, when the Pan-Am 707 carrying the press party landed at the Peking airport. Awaiting him was one of the most incongruous sights he'd ever seen—the massive Western Union International ground station positioned behind the airport terminal and aimed upward at Intelsat IV. Beyond that was "one of the finest press centers I've ever seen," created in just four weeks before the first broadcast from it, and checked out just a day before the President's plane set down. It and the other press center, in the Palace of the Nationalities, next door to the Peking hotel, were in "superb working order," built by the Chinese exactly to the specifications of the advance party which coordinated media details with the host government.

Technical facilities were not alone in drawing Mr. McManus's praise. The hotel's rooms were comfortable, its service also superb ("absolutely as good as the best European hotels") and the food beyond description ("excellent is not a good enough word"). Beyond that, the Chinese were remarkable hosts; his interpreter, Huang Wei-chin (pronounced



Anchoring the Washington end of Group W's China-to-U.S. radio coverage was bureau chief Sid Davis, who conducted twice-daily exchanges with correspondent Jim McManus.

almost like "wrong-way chin"), was gracious and helpful every step of the way.

Not that all that made the newsmen's job easier. "We've been spoiled in the States," reflected Mr. McManus, noting the pages of background material that, in Washington, would accompany as routine an affair as a state dinner. In China a newsman was given all sorts of help but little news—"The White House and the PRC [newsese for People's Republic of China] have a compact not to breathe a word," and obviously were keeping it. Not only were newsmen not told what had happened after it happened, they were given only minimal advance word that something might happen next. Eight to 10 hours were about the best they could hope for; Mr. McManus had learned only between his 4 a.m. and 11:30 a.m. feeds that the President would be off for the Great Wall of China the following morning; the correspondent would have to be out of the hotel at 5, just three and a half hours after talking with BROADCASTING.

Briefings there were none, off as well as on the record. Correspondents saw the President but did not talk to him; the celebrated meeting between Mr. Nixon and Chairman Mao Tse-tung was in secret quarters in the Forbidden City section, and not even a pool of Americans was allowed. (Pictures of that event were provided by the Chinese information office, a branch of the foreign ministry.)

Not only were Mr. McManus and his colleagues in the dark about diplomatic progress in Peking, they were isolated as well from news of the world. The only contact—aside from whatever word seeped back during their relays with headquarters—was a daily English-language news wrapup, furnished by the Chinese 24 hours late. "We would feel even more isolated if we weren't so busy," said Mr. McManus.

But while China's dealings with America were kept a diplomatic secret, its dealings with the newsmen couldn't have been more open. "From their point of view, and considering the history of this closed society, we're being given remarkable access," Mr. McManus said. However pre-programmed they may have been, the visits to schools, hospitals, communes were richly rewarding to newsmen. "There's a terrific story just in what we see on the surface."

A further distinction of this presidential tour was that newsmen were participants, not simply witnesses. The Chinese considered them part of the official party, and all were invited as guests to events that, normally, would be restricted to several members of the pool. Mr. McManus's companions at

**You always said
you wanted
grandchildren.**



And now your darling daughter has presented you with one that doesn't look like you. Or like her.

How do you handle it? What do you say when she tells you she has adopted a black baby instead of having a child of her own?

Ready for that kind of news? There's plenty of it around, in this high-pressure, fast-changing, almost unrecognizable world.

Not just adoption across racial lines. Kids without marriage and marriage without kids. Teen-age divorce. Communes. Abortion. New attitudes, new ways, that are tearing up all the old ideas about sex, and love, and life, and family.

Bewildering, alien, alarming changes arrive faster and more unlooked-for every day. Especially in the big cities, where everything seems to happen first, change faster, and come harder.

How do you deal with it?

First of all, you've got to know what's going on. You can handle almost anything, but no surprises, please.

That's our job. The CBS Owned television stations in the big cities where the changes start. New York, Los Angeles, Chicago, Philadelphia, St. Louis. Digging into what's happening. Holding it up to the light. Examining it. Trying to see if it makes sense.

Our stations broadcast more than 800 hours a year of this kind of public affairs

programs. Programs designed to eliminate some of the surprises. To cushion the shock of change.

Like the recent fifteen-part series in which our Chicago station probed today's marriage modes, so wedlock at 16 and divorce at 19 won't come as such a mystery.

Or a program our St. Louis station did on "VD and the Kid Next Door" that underscored one particularly worrisome aspect of changing times—VD, once considered an "adult" disease, and now most virulent among teenagers.

An inquiry into the alienated life styles among today's youth called "Tomorrow's People"—which just won two local Emmys for our New York station—was designed to make it somewhat understandable when a youngster with all the promise in the world decides to chuck it and move into a commune.

A program called "V," in which our Philadelphia station showed one group of young activists actually working inside the system to change it. Successfully.

And what happens when daughter brings home a new, adopted, bouncing black baby—explored by our Los Angeles station in a program called "More Special Than Others," designed to ease the shock for grandpa.

So it won't come as a bolt from the blue.

For him. Or his neighbors.

Change. You can see it coming on The Five CBS Stations

CBS Owned television stations: WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis.

the welcoming banquet included senior members of the foreign ministry and Chuang Tse-tung (no relation to the chairman), three-time world table-tennis champion. At the sports arena he was with Seng Thiliang, a Chinese official who had spent many years in the U.S. With them as with other "in" Chinese—those involved deliberately with the American delegation—the contacts were relaxed and easy. "The Chinese all exhibited a good sense of humor," he reported. "They did not engage in political polemics, and were not about to lecture us." Nor were they noticeably guarded, although "if they don't want to talk [about something] they just don't." Mr. McManus observed that a common expression—by Wednesday almost a by-

word of the trip—was a smiling "Let's just wait and see." What would the itinerary be tomorrow? "Let's just wait and see." What would be the upshot of the new dialogue between the two countries? "Let's just wait and see." Would a Chinese correspond with Mr. McManus after he returned to the U.S.? "Let's just wait and see."

Contacts with the Chinese people were another matter, Mr. McManus found. "It's tough to catch their eye," he said, especially when a reporter ventured beyond pleasantries into serious areas. The newsmen were warned ahead of time not to take pictures unless the subject was asked in advance, and many who were declined. It was not as much a matter of hostility as of confusion,

he felt, characterizing the general attitude of the people as a "confused curiosity" toward the situation.

The attitude was understandable. "I'm really surprised" that things went as smoothly as they did, said Jim McManus, "given the fact of almost 25 years of lack of contact with these people and the kind of propaganda that has characterized the impressions that have been given to the great masses of the Chinese people." It was perhaps that perspective that led him to comment, almost in awe, that "You have the sense that whatever comes out of this meeting, the fact that it happened at all [makes you know] you're watching history—even if you can't quite see it clearly."

BroadcastAdvertising

United front against counterads

Adoption of FTC proposal would lead to death of commercial broadcasting, industry tells FCC

If broadcasters have ever been in total agreement over a proposal before the FCC, this was the time. Without exception, the licensees, networks and associations filing comments last week on the Federal Trade Commission's "counterads" proposal were united in the belief that if the proposal becomes law, the demise of commercial broadcasting in this country would be inevitable.

"The revenue loss to the TV broadcasting industry," according to the Television Bureau of Advertising, "would be substantial, not only because, given the expansive nature of the [FTC] proposal, a large portion of broadcasting time, previously revenue producing, would be commanded by free counteradvertisements, but also because advertisers, acting as rational economic decision-makers faced with a less attractive advertising medium, would purchase less time and would be willing to pay less for the time they did purchase."

TVB's 55-page brief went on to brand the FTC proposal as unfounded on a rational, administrative and legal basis. Notably, this was the first time TVB has seen the need to comment on an FCC proceeding in its 17-year history. Its decision to do so now was explained by its president, Norman E. (Pete) Cash, at a New York news conference last week. "We have taken this [unprecedented] step," Mr. Cash said, "be-

cause we believe the threat to commercial television embodied in this discriminatory concept is also unprecedented."

And in a letter to Chairman Burch last week, Arch N. Booth, executive vice president of the U.S. Chamber of Commerce, forewarned that if the FCC proposal is adopted, "not only would there be a far-reaching adverse effect upon American business, but broadcast audiences—the American people—would be ill-served." Many of the commercials that would fall into the counterad milieu, Mr. Booth said, would in "no way raise controversial issues of public importance," the prerequisite for fairness doctrine complaints. It is the Chamber's "firm opinion," he said, "that the FTC now has adequate resources to require that broadcast advertising, as well as advertising in other media, conform to the rigorous prohibitions of unfair or misleading advertising contained in the Federal Trade Commission Act."

That feeling was echoed throughout the documents submitted by other members of the industry. In all, the commission received 20 comments last week signed by 54 entities—all of them broadcasters.

"In our view," said CBS, "the regulatory scheme proposed by the FTC is as ill-conceived and ill-advised as the similar schemes which have been ad-

vanced by other parties [that filed comments supporting the "counterad" concept earlier in the FCC's fairness-doctrine inquiry]. Like them, it would seriously impair the functions which broadcast advertising legitimately performs in a competitive economy. Like them, it would undermine or destroy the commercial broadcasting medium's financial base and ability to render significant public service. And like them, it would fail to produce the additional public enlightenment which is its asserted goal." The significant factor that separates the FTC proposal from its predecessors is that, this time, the threat to broadcasting has come not from a group or individual, but from a governmental agency charged with regulating the advertising source, CBS said.

In submitting its proposal to the FCC last month (BROADCASTING, Jan. 10), the FTC contended that it was advancing "an appropriate means of enforcing some of the shortcomings of the FTC's [regulatory] tools, and a sensible approach to some of the failings of advertising which are now beyond the FTC's capacity." But if the FTC is as helpless in this area as it purports to be, CBS said, "the answer does not lie in an attempt by this commission to compel the provision of a broadcast 'soap box' for counteradvertisers."

ABC also embraced this argument in

WWJ IS THE RIGHT COMBINATION FOR DETROIT

**NEWS & INFORMATION ALL DAY ON AM...
THE FINEST SPECTRUM OF MUSIC
AVAILABLE ANYWHERE ON FM.**

WWJ-AM and WWJ-FM are the right combination for Detroit. The ideal radio mix. News and information all day long on WWJ-AM. The finest spectrum of music available anywhere on WWJ-FM. News and information. Beautiful music. The kind of programming Detroiters really like—and the latest ARB report shows it:

- * WWJ-AM/WWJ-FM Combination ranks Number ONE in Total Audience, in Adult Women and in Women 18-49, 10 AM-3 PM weekdays.
- * WWJ-AM/WWJ-FM Combination ranks Number ONE in Adult Women; second in Adult Men and in Men 18-49, 3-7 PM weekdays.
- * WWJ-AM/WWJ-FM Combination ranks Number ONE in Adult Women; second in Adult Men, in Men 18-49 and in Women 18-49, 7 PM-Midnight weekdays.
- * WWJ-AM/WWJ-FM Combination ranks second in Total Audience among all Detroit-area stations, Monday-Sunday, 6 AM-Midnight.
- * WWJ-AM/WWJ-FM Combination ranks second in Total Audience, in Adult Women, in Adult Men and in Men 18-49, 6-10 AM weekdays.
- * WWJ-FM ranks Number ONE among all FM stations and fifth among all AM and FM stations in the Detroit area, Monday-Sunday, 6 AM-Midnight.
- * WWJ-AM ranks second in Adult Men and Adult Women, 6-10 AM weekdays and second in Adult Men, 3-7 PM weekdays.

*Source: American Research Bureau Audience Estimates in the Detroit ARB Radio Market, October/November, 1971. Average quarter-hour ratings (Metro Survey Area). Data used are subject to limitations and accuracy inherent in the method of survey and should be considered estimates.

**WWJ-FM
MUSIC
STEREO** **ONE** / **WWJ
RADIO** **ONE**

Owned and Operated by The Detroit News • Affiliated with NBC
National Representatives: McGavren-Guild-PGW Radio, Inc.

pointing out that while the FCC should understandably be concerned about the possibility of deceptive broadcast advertising, it is not in a position through its own resources, to "indirectly expand the jurisdictional base of the FTC" to deal with this problem. Rather, ABC said, if the FTC finds itself stymied by its own jurisdictional restrictions, "the appropriate course would be for the agency to turn to Congress, not a sister agency, to achieve any necessary modification or administrative remedies."

In the same vein, the National Association of Broadcasters noted that the FCC is already overtaxed within its own jurisdiction. Extending the communications agency's activities into the field of advertising merit, as the FTC proposal would unquestionably do, NAB said, would not only "choke the FCC's now crowded dockets and burden its financial and personnel resources," but would also cause unnecessary traffic jams in the courts.

Additionally, NAB pointed out two alleged "quandaries" in the FTC proposal. First, NAB said, "it seems irresponsible for a government agency obligated to serve the public to force that same public instead to assume the duty of serving the agency." Through its proposal, NAB contended, the FTC is "handing the public the onus of policing advertising," through a program of citizen requests for free or paid time to answer commercials they feel warrant rebuttal (which, NAB said, will undoubtedly be the case in every commercial broadcast, since somebody is bound to find something objectionable). Second, NAB said, the FTC would fail in its avowed goal of making the whole truth about each commercial available to the public, since counterads "would probably involve the public in a confusing and often misleading debate from which no clear perception of actual facts can escape."

Challenging the impracticality of the FTC proposal, NBC also asserted that the motion appears to seek an inappropriate mechanism—namely the fairness doctrine—to carry out its regulatory activities. Congress, NBC noted, has set up procedural guidelines by which the FTC can challenge deceptive advertising through litigation. But in its proposal, NBC said, the FTC points out that litigation is both slow and often ineffective. This is a fallacy, NBC said. It noted that Congress has empowered the FTC to obtain preliminary injunctions against advertisers if the agency can show that the advertiser is engaged or is about to engage in deceptive commercials. Further, if litigation is an ineffective process, counteradvertising would be even more so, NBC claimed, since counterads would not resolve "the truth



Theodore Sorenson, former aide to President Kennedy, announced TVB's first-time filing with the FCC at a news conference in New York last week. Mr. Sorenson, a lawyer, has been retained by TVB as a "spokesman" in Washington.

or accuracy of claims as litigations seeks to do; they merely confront the public with conflicting claims."

Another problem with the proposal, as pointed out by virtually all the broadcasters filing comments, is that implementation of a counteradvertising program would place the licensee in a backseat position from which he might observe, but do nothing about, the advertiser and counteradvertiser exchanging blows—or as CBS puts it: "The contest between advertiser and counteradvertiser . . . [which] would partake less of serious discussion—or even 'robust debate'—than of guerrilla warfare, in which access to the broadcast medium would be the essential weapon used by contending sides."

And adding salt to the wound, they said, is the fact that the advertiser would be a decided underdog, being checked in his own presentation by the FTC's "rigorous standards of truth-telling," while the counteradvertiser would be relatively free—even protected by the First Amendment—to say anything short of the willfully libelous.

But, they conceded, such would probably never materialize, since the sensible advertiser would undoubtedly take his business elsewhere rather than risk open confrontation at its exclusive expense with the proponent of a contrasting view. Many of those filing comments referred to a warning by Association of National Advertisers President Peter W. Allport that "winning a debate is not necessarily the way" to promote the sale

of products and that allocating funds to carry on such a debate "would be an economic waste so far as advertisers are concerned" (BROADCASTING, Feb. 14).

Another point of contention was the FTC's stipulation that only certain types of commercials would be subject to reply, and that the time made available for such replies should be limited. On the first point, WMAR-TV Baltimore asserted that "it is difficult to conceive of a single advertisement which has been shown on any television station which would not come under the content of any or all of the . . . aspects of the FTC's proposal." Specifically, the FTC said time should be made available to answer commercials that explicitly raise controversial issues of public importance, that raise such issues implicitly, that rely on scientific premises that are under debate within the scientific community, or that are silent about the "negative aspects" of the advertised product.

On the second point, TVB pointed out that the FTC recommendation that counterads be limited to specific time segments and durations would become unworkable if counteradvertisers embrace the traditional commercial theory that continuously repeating a message is necessary to get a point across.

In what might constitute a prologue to the spate of condemnations launched against the FTC last week, Lee Enterprises, joining with seven other licensees, indicated that the immediate proposal is so untenable that it creates a need for the FCC to determine how far broadcasters can be pressed economically by federal regulation. They suggested that the commission undertake a study of "the economic effects of present and proposed government regulation upon the viability of television" in order to locate the medium's economic "breaking point."

"The apparent assumption [of the FTC and others] that television is an untiring work horse that, without limitation as to load, can be made to perform 'better,' to look 'better' structurally, and to relieve almost any agency of government of the burden of its own tasks, is patently false," they said. "The FCC," they warned, "cannot possibly serve the public interest by blinking economic realities."

D-F-S gets three-ring sign

Grey Advertising lost the P. Ballentine & Sons beer account last week. The Newark, N.J.-based brewery announced that it would take its advertising business to Dancer-Fitzgerald-Sample. Ballantine put all of its broadcast allotment into spot TV in 1971, spending some \$1.1 million in the medium during the first 11 months.

IN MEMORIAM

CHANNEL 14 — WFAN-TV

1963 — 1972

Channel 14, the first commercial pioneer UHF television station in the Washington, D.C. area, has had to sign off the air. You may ask yourself why any television station has to make a statement such as this and that is why we are taking this means to notify you of the reasons. WFAN-TV was choked to death literally because of lack of power to cover greater Washington.

Ultra High Frequency television was in its infancy when WFAN-TV was proud to receive the first construction permit in the 1950's. We were even prouder to start broadcasting on March 5, 1963. A 300 foot tower appeared adequate to serve the concentrated Washington public. This was no longer true when we discontinued telecasting on February 12, 1972.

We now take for granted the ready accessibility of UHF on our television receivers which resulted from the wisdom of the Congress in obliging all new sets to carry UHF channels, but in 1963 receivers were constructed to tune only to VHF stations—Channel 2 to 13—and UHF reception could be achieved only by installing a somewhat awkward and moderately expensive converter. At the beginning of the operation of Station WFAN-TV, we sought to provide meaningful service to the then neglected audience in Washington—the Black Community.

Building a television station is a costly undertaking. During the nine years WFAN-TV lived, and covered less and less of the Washington, D.C. Metropolitan Area, WFAN-TV lost in excess of \$1,450,000. Serious and valiant efforts were made over the years to obtain sufficient revenue to meet current operating costs, but our coverage was insufficient.

From the start, the Channel 14 operation had to compete with four well established VHF television stations in Washington. Three of these stations are affiliated with national television networks. The competition for advertising and for programing was especially keen between WFAN-TV and the independent VHF station. Moreover, WFAN-TV's "monopoly" of the UHF band in Washington was quite temporary. It was soon followed by a higher powered commercial UHF television station which added to the competition of advertising and programing.

Several years ago there was proposed for most of the Washington television stations a new "tall tower" which would significantly improve the quality of both UHF and VHF stations in Washington. WFAN-TV fully participated in the planning for the new tower. After an expenditure of approximately \$85,000, the joint tower arrangement had to be abandoned in the face of local opposition to the necessary rezoning. Channel 14 and the other parties to the "tall tower" arrangement had filed applications with the Federal Communications Commission for authority to relocate their facilities. Channel 14 amended its application to move to a substitute location which would provide a signal comparable to that provided by the other UHF stations. In 1966, at the same time WFAN-TV was engaged in efforts to improve its facilities, there were filed with the Commission two applications specifying Channel 14. The Federal Communications Commission procedures permit such filings whenever an application for renewal is pending. Because of the existence of competing applications, the Federal Communications Commission imposed a freeze on improvement of WFAN-TV's operation and later on, even though the two competing television applications had been dismissed, the freeze on Channel 14 continued. Consequently, Channel 14 continued operating with very limited coverage and substantial financial losses. In 1971 alone, WFAN-TV lost \$153,396. With Channel 14's application to improve its facilities tied up in a Federal Communications Commission hearing for the foreseeable future, Channel 14 had no choice but to request the Federal Communications Commission to allow us to go off the air.

Our decision to terminate operations on Channel 14 was all the more difficult to make as we recalled some of the memorable events which occurred on that Channel over the years. A large percentage of programing was devoted to public affairs programs involving discussion of local issues such as, Washington Speaks, Hot Seat, Controversy and Checkpoint 14. WFAN-TV, with the assistance of many outstanding community servants, gave premier coverage to the District of Columbia Public School System, Tune In Your Schools, The D.C. Superintendent's Report and the Scholastic Quiz.

This is the explanation to those who miss the programing offered by Washington's original commercial UHF station and those who for technical reasons were never able to see it. Therefore, because of the impossibility of getting greater coverage, Channel 14 had to go off the air.

We want to thank all our viewers including the members of the Congress who sent us messages regretting our disappearance.

Richard Eaton, President
WFAN-TV
(The United Television Co.)

The emphasis is on youth

Demographics scale for spot-radio accounts is heavy on young side

The age group being targeted by the spot-radio advertiser is getting younger and younger. This is spotlighted in a demographics-loaded study released by Alan Torbet Associates Inc., radio representative firm, based on an analysis—its third annual "Spot Radio Profile Report"—of 1,774 national-spot campaigns run between February 1971 and January 1972.

The 1971 study is more extensive than the 1970 report which was based on 568 campaigns (BROADCASTING, March 8, 1971). This year's Torbet study covered the schedules of 60 Torbet-represented stations in the top-100 markets.

The 1971 study focused on five primary areas: time periods, rating services preferred or required for justifications, length of campaigns, target audience by sex and target audience by age group (for full listing, see end of story).

The youth trend in campaigns cited in the study: 73.4% of the campaigns specified ages under 50 compared with 64.1% in 1970. Also noted was an increase from last year's study in demands for teen-agers (from 5.9% to 9.9% this year), for the teen-age group in combination with the 18-24 age group (from 11.6% to 13.6%), for adults 18-24 (from 0.4% to 1.7%) and for adults 18-34 (from 5.8% to 10.1%). Campaigns aimed at adults 35-49 sagged (from 5.4% to 3%).

Among the significant changes from last year's study as highlighted by Tor-

bet's analysis: more emphasis on drive-times in campaigns (from 28.4% to 34.8% this year, and a reversal of last year's trend of an apparent reduction in drive-time demands); a reduction in demand for mid-day campaigns (from 22.7% to 16.3%), increase in drive-time plus weekends (from 16.1% to 20.8%); reduction of demands for drive plus weekend in combination with nighttime (from 6.2% to 1.6%).

Torbet said that more campaigns were directed at men (18-49 age group accounted for 17% of this year's campaigns, up from 14% last year) and slightly fewer to women (women 18-49 down to 7.7% this year from 8.5% last year).

The company also said that 37.5% of all campaigns were aimed at men only; 23.4% at women only, 21% at both men and women; 1.9% at total listeners, and 1.9% at special audiences (farm, sports, religious, etc.).

In copy lengths, demands ran: 60 seconds, 68.5% (down from 70.4% last year); 30 seconds, 12.1% (up from 8.3%); combinations of 60's, 30's, 10-seconds and five-minute program sponsorships, 16.5% (down from 20.1%), and 10-second and five-minute programs and others, 2.9% (up from 1.2%).

Torbet had noted last year the preponderance of shorter campaigns—74% of all schedules were less than nine weeks. The comparable figure this year was 78.5%. Schedules of less than one week were 4.8%; one to four weeks, 40.4%, five to eight weeks, 33.3%. Other lengths: nine to 12 weeks, 8%; 13 to 25 weeks, 8.5%; 26 to 39 weeks, 2.7%; 40 to 51 weeks, 0.5%, and 52 weeks, 1.8%.

Torbet said 68% of the campaigns required justification on the basis of American Research Bureau ratings (up from 59.5% last year); 27.5% required

Pulse (32.3% last year); 2.8% accepted both ARB and Pulse (7.6% last year), and 1.7% required others.

The following table shows in descending order the demographic percentages advertisers required in schedules running from the winter of 1971 through this winter:

Men 18-49, 17.1%; teen-agers 12-17, 9.9%; women 18-49, 7.7%; men 25-49, 6.9%; women 25-49, 6.4%; adults 18+, 6.1%; adults 18-49, 5.6%; women 18+, 5.3%; men 18+, 5.1%; men 18-34, 4.3%; adults 25-49, 3.0%; specials, 1.9%; total audience, 1.8%; adults 35-49, 1.7%; adults 25-34, 1.6%; men 35+, 1.5%; adults 25+, 1.4%; women 18-34, 1.4%; adults 35+, 1.3%; adults 12-34, 1.3%; adults 50+, 1.2%; men 18-24, 1.0%; adults 18-34, .9%; adults 12-24, .9%; women 35-49, .8%; women 12-24, .7%; men 25+, .7%; women 12-34, .6%; men 35-49, .5%; women 25+, .5%; women 18-24, .5%; men 35-64, .5%; men 25-64, .5%; women 35+, .4%; men 12-24, .4%; men 18-64, .3%; adults 25-64, .3%; adults 18-24, .2%, and men 25-34, .1%.

Political spending law goes to court

Three members of the New York Conservative Party have filed suit in federal district in New York, seeking a ruling that portions of the political spending law, signed by President Nixon earlier this month (BROADCASTING, Feb. 14), are unconstitutional.

The suit by Mario Pichler, Donald J. Walsh and George C. Smith, was filed in U.S. District Court for the Southern District of New York against Comptroller General Elmer B. Staats and W. Pat Jennings, clerk of the House, who along with the secretary of the Senate are charged with keeping track of contributions and expenditures.

Part of the law violates the free-speech guarantee of the First Amendment, the plaintiffs contended, because in order for any group to spend money in the media to voice its views on candidates, those candidates would first have to certify that the expenditure does not violate the law's spending limitations.

Another part of the law violates the Fifth Amendment, they said, because it requires all identification of campaign contributors, which could result in self-incrimination.

BAR reports: television-network sales as of Feb. 13

CBS \$78,669,800 (37%); NBC \$74,708,600 (35%); ABC \$64,870,800 (28%)*

Day parts	Total minutes week ended Feb. 13	Total dollars week ended Feb. 13	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	65	\$ 595,100	333	\$ 2,283,700	\$ 2,182,900
Monday-Friday 10 a.m.-6 p.m.	972	7,438,100	5,201	38,999,000	39,927,700
Saturday-Sunday Sign-on-6 p.m.	310	4,924,900	1,822	33,672,200	23,703,500
Monday-Saturday 6 p.m.-7:30 p.m.	87	1,842,000	540	11,651,700	9,917,800
Sunday 6 p.m.-7:30 p.m.	10	256,600	97	3,151,200	4,662,800
Monday-Sunday 7:30 p.m.-11 p.m.	388	20,653,900	2,403	119,276,900	118,414,000
Monday-Sunday 11 p.m.-Sign-off	159	2,581,600	640	9,214,500	6,244,900
Total	1,991	\$38,292,200	11,036	\$218,249,200	\$205,053,300

* Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

Return of the BAR chart

BROADCASTING's weekly summary of network television sales, compiled by Broadcast Advertisers Reports, resumes this week after a hiatus that commenced last fall. The lapse occurred because uncertainty over the government's wage-price freeze made it temporarily impossible to determine what prices would actually be paid. These questions have now been resolved sufficiently to permit resumption of the weekly estimates by BAR.

You have to be tops to go to the Olympics*

Vidifont is the electronic character generator system that's tops in its field. It's the one system that can do all your titling instantaneously with the help of only one operator. The graphic qualities of news flashes and all messages are superior. Because Vidifont features proportional letter spacing, a choice of type fonts and sizes, upper and lower case characters, word-by-word color, push button centering, three-speed flashing, built-in edging, and roll and crawl. Little wonder that Vidifont was chosen to play a big

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

CBS LABORATORIES

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

*Vidifont used in 1972 Winter Olympics, Sapporo, Japan



An incentive to cut the clutter

FC&B adds 10% to the audience of stations that reduce commercial time by that amount

Avco Broadcasting's campaign to reduce so-called clutter reached a peak in Chicago on Jan. 18 before the Broadcast Advertising Club when the group owner's president, John T. Murphy, put it on the line:

"The advertiser is studying his cost figures very, very carefully these days. Is he still getting the impact he wants from television?" asked Mr. Murphy, who reflected, "It is entirely possible that if we continue to dilute the impact of his message by over-commercialization and clutter, we can render impotent the greatest instrument of communication the world has ever known."

Earlier in his talk, Mr. Murphy explained Avco's six-month-old policy of reducing commercial time on all programs its TV outlets originate by 10% from that allowed under the National Association of Broadcasters' code. All time thus gained was added to program content.

In reciting what followed, Mr. Murphy noted that while "hurrahs" greeted Avco's policy at the advertising agencies, the enthusiasm "never quite seemed to filter down to the men and women who actually buy the time."

"They continued to buy a spot that would match the formula, and the formula made no allowance for a possible increase in impact when the amount of commercial time was reduced," Mr. Murphy said.

Among those seated in the audience was Robert D. Daubenspeck, vice president, media manager, Foote, Cone & Belding, Chicago. Eight days later, Mr. Daubenspeck's department issued a memorandum within the agency.

It stated that FC&B was pleased with Avco's step and that "to make our endorsement more meaningful, we are beginning a policy of simply adding 10% to the audience of all spots offered by Avco stations where commercial time has been reduced."

"It should provide a lower cost per thousand of attentive viewers. We will also make a value-added adjustment to other stations who reduce their commercial volume, and we hope other broadcasters will follow Avco's lead."

FC&B's media department warned in its memorandum that "if any client chooses not to go along with this position, the appropriate management supervisor should so advise the media department."

A week after the memo was issued, Mr. Daubenspeck wrote Mr. Murphy

that "we used to have an 'informal' policy favoring Avco stations. After hearing you talk at the BAC we made it a 'formal' one."

Mr. Daubenspeck said last week that in effect what the agency has done is to "put a policy in writing." He said this should give the buyer "a little more indication to favor" the spots than if the policy is merely passed along by word of mouth and unwritten. He said that without formality, the policy's intent would evaporate. Now the buyer can justify his action toward Avco stations, Mr. Daubenspeck said.

The Avco decisions date back almost one year when the group's stations scuttled the pre-emptible spot, combining this move with the 10% cutback. The code allows 10 minutes per hour in prime time; Avco takes only nine. The code allows 16 minutes in nonprime time, but Avco takes only 14:20. The effective date of those changes, disclosed in early April, was June 1, 1971.

Shortly after Avco's decision, Taft Broadcasting said its TV stations, effective last Oct. 1, would limit program interruptions in prime time to 90 seconds and would not permit more than three products to be advertised in each. Taft officials described their move as an extension of Avco's policy. At that time, Taft said advertisers were paying a premium in cost-per-thousand for positions in a show on one of the Taft stations that was experimenting with the policy.

Among other broadcaster moves toward commercial reductions (aside from the most recent limitations on advertising in children's programming Saturday mornings put in motion by the NAB code):

The Peters, Griffin, Woodward representative firm in early 1971 had advised station clients that pre-emptible spots should go; Blair Television had advocated a 12-minute-per-hour across-the-board ceiling, and more recently, Corinthian Broadcasting had proposed that allowable commercial time under the NAB code be cut by 10%.

Asked last week if others had taken Avco's lead, FC&B's Mr. Daubenspeck, whose department had said the memo's purpose was simply "to explain our willingness to pay a premium for spot announcements on stations that voluntarily decrease their commercial volume," said he thought not, and added he had been informed that copies of the FC&B memo were being shown by station reps

to other major advertising agencies in Chicago.

In the memorandum, FC&B decried the increase in 30's as "surely" having added to "confusion and clutter over the tube" and asserted that many TV stations "use overkill during the key viewing periods."

The agency cited monitoring showing 21 commercials totaling 11:30 minutes appearing in the course of a 10 p.m. half-hour news program on a major Midwest network-affiliated station. The memo said three 30's each were slotted in the break position just before and after the news and seven 30's and one 60 in the first quarter-hour in the body of the program and six 30's and one 60 in the remainder. FC&B said this was but four minutes short of the 15:30 minutes the code permits in a full hour of nonprime time—"an amount," the agency added, "many of us believe is excessive." The agency said that the NAB rule does not demand commercial time be split evenly by half-hours—"all 15:30 minutes could conceivably run in one half-hour."

Avco's TV stations affected are WLWT Cincinnati, WLWC Columbus, WLWD Dayton, all Ohio; WLWI Indianapolis, and WOAI-TV San Antonio, Tex.

WREO is upheld again on union-boycott spots

For six years, WREO(AM) Ashtabula, Ohio, has maintained that it was not bending to economic pressure in 1966 when it canceled a labor union's spots urging a boycott of one of the station's advertisers. The FCC accepted the station's word in renewing WREO's license without hearing in November 1968. Now, following further hearing on the issue, an FCC hearing examiner has concluded that there still is no evidence to support the coercion charge.

The hearing was held after the U.S. Court of Appeals, in November 1970, reversed the commission's decision renewing the station's license. The court held that the issue had not been resolved by the "bare" denials of the advertiser involved and the station.

At issue was a series of spots sponsored by local 880 of the Retail Store Employees of Cleveland calling on listeners to boycott Hill's department store in Ashtabula in support of a strike the union was conducting against the store.

The station broadcast 322 union ads between February and April 1966, and decided not to carry more, it told the commission, because of listener complaints that they were irritating.

Examiner Isadore A. Honig noted that Hill's advertising representative and the head of the store's advertising

agency had discussed the legality of the boycott ads but not whether the ads should be discontinued. He also said the agency head discussed the legality and accuracy of the ads with WREO and that, after a review, the station's attorney concluded that there was no basis for a lawsuit against the station.

"Enough has been detailed . . . to demonstrate that WREO considered it had compelling reasons for discontinuance of the union's advertising," the examiner said, adding: "These did not include the element of economic pressure from Hill's, which reason has no support in the record.

Examiner Honig recommended a grant of the renewal application.

The union, in petitioning the commission to deny WREO's license-renewal application, charged the station had violated the fairness doctrine in dropping the boycott ads while continuing to accept Hill's advertising. The commission had rejected that complaint also, noting that the station had carried 322 union spots and, after refusing to accept more, offered free time to both sides for a discussion of the strike. The union did not accept the offer.

The court, while it did not rule on that aspect of the commission's decision, suggested it felt the fairness doctrine was applicable to Hill's regular merchandise ads, and called on the commission to consider the issues the decision raised. The FCC's response was to incorporate the questions in its inquiry into the fairness doctrine.

BusinessBriefly

General Foods Corp. (Jell-O division), White Plains, N.Y., moves Jell-O instant pudding and pie filling into national introduction via network TV, featuring Pearl Bailey and her daughter in commercials. Young & Rubicam, New York, is the agency.

Timex, through Warwick & Legler, both New York, will sponsor *Aquacade at Acapulco*, entertainment special starring Tony Randall, Jerry Stiller and Anne Meara, Ed McMahon and Mel Brooks with filming on location in Mexico. The special pre-empts *The Carol Burnett Show* on CBS-TV, April 5, 8-9 p.m. EST.

The **Cadillac division, General Motors Corp.**, Detroit, through D'Arcy-MacManus-Intermarco, Bloomfield Hills, Mich., and **Skil Corp.**, for its power tools, through Rink Wells & Associates, both Chicago, will co-sponsor horse racing's triple crown on CBS Radio—the Kentucky Derby (Saturday, May 6), Preakness (Saturday, May 20) and Belmont Stakes (Saturday, June 10).

Now states battle mood-drug ads

As issue ignites in some legislatures, NAB begins campaign to put out fire

First it was cigarettes that were banned from the air; now drug advertising is under attack.

Barbs at over-the-counter drug commercials on TV and radio, estimated to amount to over \$300 million yearly, have been thrown for the last several years, notably by Senator Frank E. Moss (D-Utah), Representative Paul G. Rogers (D-Fla.) and most recently by New York Mayor and presidential aspirant, John V. Lindsay. Target of their complaints has been so-called mood-drug advertising on the air.

Now, state legislatures are beginning to take up the same questions. Pending in six legislatures are resolutions calling on Congress, the FCC, the Federal Trade Commission and the Food and Drug Administration in one form or another to ban all proprietary drug advertising on TV and radio. And one state, New Mexico, earlier this month actually passed such a resolution addressed to the U.S. Congress.

The reason for this concern? According to the states, drug advertising conditions children to accept drugs as a way to overcome the vicissitudes of life, resulting in a drug-abuse problem among the young.

First memorial to Congress came early this month from New Mexico. Last week the Vermont legislature held a hearing on a resolution, and next week (March 7) Massachusetts is holding a hearing. Other states that have such resolutions pending: Florida, Hawaii (includes beer advertising), Michigan and West Virginia.

The National Association of Broadcasters' Paul B. Comstock has alerted state association presidents and executive secretaries to this danger and urged them to take action with their state legislatures.

There is no evidence that broadcast advertising of proprietary remedies plays any part in leading to drug abuse, Mr. Comstock said. "Available evidence is to the contrary and, in any case," the NAB executive vice president for government relations continued, "a well-funded investigation of this matter is under way by the National Commission on Marijuana and Drug Abuse. The work of the commission should not be prejudged by adoption of these and other proposals that are not based on factual evidence."

The Florida "memorial" is cited as

an example of state resolutions. It expresses the concern of the Florida legislature "over the proliferation of advertisements in the broadcast media which facilitate the use of 'non-prescription' drugs by our society." It asks the Senate and House to hold hearings as a prelude to enacting legislation restricting the advertisement of drug stimulants, depressants and other non-prescription remedies in the broadcast media.

The Florida statement charges that the broadcast media, especially TV, have contributed to this "serious, growing problem through the carrying of such advertisements that glorify the use of stimulants and depressants for solving problems of everyday life. . . ."

The Florida measure also asks Congress to direct the FCC and the FDA to propose recommendations to implement such restrictions.

Common Cause to monitor 1972 campaign spending

Common Cause, the nonpartisan "citizen lobby" that urged adoption of the new federal law on political campaign spending, has announced a project to monitor federal elections—monies received, media spending and the like.

A memorandum outlining the project called the monitoring "an opportunity to challenge directly the basic structural deficiency in our political system.

"Our elected officials are beholden to those who pay the huge bills for their elections," the memorandum said. "An effective program to monitor and publicly expose campaign financing and its enormous consequences could constitute the first major step in reversing the process of an owned government."

The memorandum came last Tuesday (Feb. 22) following a Common Cause board meeting in Washington.

Stressing the disclosure provisions of the Federal Election Campaign Act of 1971, the Common Cause project will focus on congressional candidates.

Under the law, the supervision of presidential candidates' political funding and spending falls to the General Accounting Office, the semi-independent auditing branch of Congress.

For House and Senate candidates, however, supervision and enforcement is allotted to the clerk of the House and the secretary of the Senate—both political appointees.

Seeing what it called a "built-in conflict and the fundamental inconsistency of assigning a servant to investigate and supervise the master," Common Cause has appointed itself as detached third-party to monitor House and Senate financial activities.

While displaying concern for the

sources of campaign contributions, Common Cause is also focusing its project on where the money is being spent—and in the case of media expenditure, that the six cent broadcast limit not be exceeded.

Heading the effort will be Fred M. Wertheimer, former antiwar lobbyist for Common Cause. More than 1,000 persons are expected to take part in the monitoring project.

In those instances where examination of candidates' required financial reports on station records reveals inconsistencies, Common Cause will utilize the federal law's provision for "citizen complaints."

If satisfaction for these complaints is not obtained, Common Cause said it would be prepared to carry the issue "straight into court."

Mr. Wertheimer added that target districts for the project would include those of the chairmen and ranking members of "the traditional and notorious special interest committees of Congress." among them: Agriculture, Appropriations, Banking and Currency, Interior

and Insular Affairs, Public Works and Ways and Means.

In another action involving broadcasting, John P. Gardner, president of Common Cause, in a speech delivered before a Feb. 23 membership meeting in Miami, urged the National Association of Broadcasters to ban all political commercials under five minutes in length—saying that shorter lengths are "too brief for discussion of any significant issues." He also was in favor of live and unrehearsed TV appearances to allow each candidate to "be seen and heard and judged as a human being."

Agency Appointments

■ Best Foods, a division of C.P.C. International, reassigned several products to three of its advertising agencies. All of the products—representing over \$7 million in billing—had been handled by Lennen & Newell. Business with L&N was terminated recently following the agency's bankruptcy filing (BROADCASTING, Feb. 7, et seq.). Nusoft fabric soft-

ener (\$1,750,000 in billing) goes to Dancer-Fitzgerald-Sample, which already has Best Food's Hellmann's mayonnaise, Nucoa and Skippy peanut butter; Mazola oil, Bosco milk amplifier and H-O cereals (\$3 million in billings) all move to De Garmo, McCaffrey, which also handles Best products Mazola margarine and S. B. Thomas; Niagara spray starch, Niagara fabric finish and Dutch Pantry frostings (\$2.5 million in billings) switch to SSC&B, which also has Best Foods's Karo corn syrups, Golden Griddle syrups and Rit household dyes.

■ General Foods Corp., Jell-O division, White Plains, N.Y., has chosen Young & Rubicam to handle its Dream Whip whipped topping mix, formerly handled by Grey Advertising, and Grey Advertising to handle its Minute rice and Minute rice mixes, formerly at Y&R. Account shifts were designed to consolidate GF's dessert products with Y&R and its other food products with Grey. Annual billings for the two broadcast advertisers are about equal according to GF.

TheMedia

Signs of public disenchantment

NAB-backed survey turns up restiveness about quality and service of all media

A public-opinion survey conducted for the National Association of Broadcasters two years ago but released only last week has found that all media, including radio and television, are drawing increasingly critical appraisals from the general public.

The survey was done by the National Opinion Research Center, Chicago, under a \$45,000 grant from the NAB. Some 1,500 people were interviewed. It is the second such study underwritten by the broadcasters' association; an earlier one was done in 1966 by the same organization which, at that time, interviewed 2,500 people for a \$60,000 fee.

The 1970 analysis was done by Data-mize Corp., New York (now extinct) but was recast by John Dimling, NAB vice president for research, who said last week that he had rearranged the format so that it was easier to compare with the 1966 report.

In general a comparison of the 1966 and 1970 surveys shows a decline in public acceptance of established practices of radio and television. Mr. Dimling noted that the same could be said

of most other institutions of high visibility in the U.S.

Changes are most pronounced among blacks, the report shows. There is also more call for government controls for all media (including newspapers and magazines) than before. Generally people are more dissatisfied with commercials than with programs. In fact, there is no real change about programs in the four-year period.

James H. Hulbert, NAB executive vice president for public relations, said the importance of the study should not be overplayed. He said it was a "rough draft of an incomplete report." Conclusions from the study "have yet to be drawn," he added.

Mr. Hulbert pointed to indications that the public's attitude toward most American institutions is changing. He noted that a 1966 Louis Harris poll discovered that regard for such pillars of the community as bankers and financial leaders had plummeted. "Broadcasting," Mr. Hulbert said, "has fallen somewhat in the esteem of Americans, but not as severely as other industries."

The report has nine main sections, and begins with attitudes toward programs. In both 1966 and 1970, the average person felt that there were about as many "good" TV programs as "bad." Out of every 10 TV programs, the average person found 4.5 good, 4.0 bad in the 1970 survey, compared to 4.4 good and 3.8 bad in 1966.

In radio, the average person rated 56% of the programs good and 28% bad in the most recent survey; four years earlier the scores were 58% good and 31% bad.

On the general attitude toward TV, the 1970 study found 37% of the people favorable, 31% neutral and 32% unfavorable—which compares to the 1966 findings of 42%, 25% and 33%.

Radio in 1970 found 39% of those interviewed reporting a favorable attitude, 47% neutral, and 14% unfavorable, a change from the 1966 report of 47%, 39% and 14%.

In a special analysis, it was noted that socio-economic differences that were apparent in 1966 (showing that better educated, higher income people

exhibited more unfavorable attitudes toward TV and radio programs than do less educated, lower income people) were not as great in the 1970 sample.

Also noted was a "dramatic" change in the attitude of blacks toward TV and radio programs. The number of blacks with a favorable attitude toward TV programs fell from 60% in 1966 to 41% in 1970; toward radio programs, from 57% to 41%.

In a section on viewing habits, the report finds that 37% of people are heavy viewers (five or more hours daily), 31% medium (three-to-four hours daily), and 32% light (two or less hours daily). In radio the proportions are 26% heavy (four or more hours daily), 27% medium (two to three hours daily), and 47% light (one or less hours daily). There were no comparable figures for 1966.

Women more than men are likely to be heavy TV viewers and radio listeners, less educated and lower income people are likely to be heavy TV watchers, but there is no such distinction for radio listening. Whereas in 1966 young people seemed more likely to be heavy radio listeners, in 1970 age did not seem to be related at all to the amount of radio, or TV, exposure.

For TV there was a decline between 1966 and 1970 in strongly favorable attitudes with the increase going to more neutral descriptions.

For example, TV as "informative" fell from 66% who gave that description in 1966, to 62% in 1970, whereas terms that range between informative and not-informative rose from 28% to 33%. For radio, however, there were no significant shifts. In fact, radio rated more favorably than TV with respect to community services, good taste and good for children.

The report showed clearly that most people dislike all networks canceling their regular programs at the same time to carry a special event. And, it continues, there is evidence of "some disenchantment" with special-events coverage, with younger people objecting most vigorously to it.

More people still express annoyance at TV and radio commercials than find them enjoyable, but in 1970 more people are annoyed also at newspaper and magazine advertisements than was true in 1966.

Criticism of commercials seems also to have become stronger, with a striking change in black attitudes. In 1966, 49% of blacks expressed a favorable attitude toward TV commercials while 27% had an unfavorable reaction. In 1970, these figures were 43% and 32%. And, also noted is a dramatic change toward clutter on TV. In 1966, 56% of the people felt there were too many com-



The significance of the survey of people's attitudes toward broadcasting and other media, sponsored by the National Association of Broadcasters, was soft-pedaled by James H. Hulbert (l), the association's executive vice president for public relations. "It's a rough draft of an incomplete report," he said, of the document put together by John V. Dindling (r), vice president for research of the NAB.

mercials in a row; this rose in 1970 to 65%.

A downward trend was noted also in the feeling that commercials are a fair price to pay for TV. In 1966 73% of all people agreed with this sentiment; in 1970 69% agreed.

Conversely, whereas in 1966 only 40% said they would prefer TV without commercials, in 1970, this had risen to 69%, with the increase coming principally from those 34 and under and college educated.

Most people (54%) still feel TV has a good effect on children; only 19% feel that over-all TV has a harmful effect. More people without children (23%) feel that TV is harmful for children than parents (16%). Most of those who have negative attitudes toward TV and children are generally over 49, college graduates, have higher incomes and live in the northeastern section of the country.

An overwhelming majority feels that children learn useful things from TV,

Bigger survey in work

Coming soon, perhaps within a month, is an update of an earlier survey to determine what the public thinks of TV and radio, as well as other media.

This is the CBS-underwritten study being completed by Dr. Robert T. Bower, director of the Bureau of Social Science Research, Washington.

The Bower study, for which CBS paid over \$150,000, is based on interviews with about 2,000 people nationally. It is essentially a duplicate of the 1960 study done by Dr. Gary L. Steiner, also underwritten by CBS.

although 37% agree with the statement that TV violence increases juvenile delinquency. Again this feeling is higher among non-parents (42%) than parents (30%).

As in 1966, TV and radio are mentioned most often as sources for first learning about spot news, with radio pre-eminent for local events (38%), and TV mentioned most significantly for news from other parts of the nation (64%).

TV and newspapers continue to be regarded as the best media for in-depth news sources, with newspapers first for most complete and accurate spot news and for local news, while TV is regarded by more than half of all people as tops for national and international news.

Generally, TV is watched more than newspapers are read. In fact, 48% of people report they regularly watch two or more TV news programs; only 22% report that they regularly read two or more daily newspapers. Only 17% report they regularly listen to two or more radio news programs, and only 13% that they regularly read two or more news magazines.

In 1966, it is noted, a higher proportion of blacks than whites were heavy viewers of TV news. In 1970 viewing levels were virtually identical.

More people are aware that stations editorialize and endorse political candidates. An increased number of people (64% in 1966, 70% in 1970) feel stations should editorialize, but there is an intriguing shift among blacks and whites. In 1966, 67% of blacks approved of editorializing on the air; in 1970, this shrank to 56%. In contrast, white approval went up from 64% in 1966 to 72% in 1970.

But more people disapprove of political endorsement; from 66% in 1966 to 75% in 1970.

In the area of government control, a significant increase is shown in public sentiment for more controls for all media. The percentage of respondents calling for more controls on TV rose from 20% in 1966 to 26% in 1970; on radio, from 9% to 11%; on newspapers, from 14% to 22%, and on magazines, from 19% to 23%.

And, favoring more government control in 1970 were whites and conservatives, whereas in 1966 this attitude was strongest among blacks and liberals.

But, as was true in 1966, increase in government controls is favored most by the less educated, those of lower income and by the older.

Reasons for favoring more controls? For TV, the prime item is "too much sex and violence." For radio, it's that too, plus poor programs, and biased and inaccurate programs.

Noted is a substantial shift in favor

of more government controls over the kinds as well as the amount of advertising in all media. For TV up from 27% in 1966 to 39% in 1970; for radio, up from 16% to 26%; for newspapers and magazines, up from 22% to 35%.

More people in 1970 favor self-regulation for broadcasters (67%) than in 1966 (64%), rather than government controls (26%). But even among those who hold favorable views of broadcasting, the wish for government controls has gone up. In 1966, for example, only 12% of those with pro-broadcasting views wanted government controls; in 1970, however, this group numbered 28%.

Generally, the public expressed the feeling that programs are governed by rules and standards and commercials are not. Many believe government sets the rules for both programs and commercials.

The study also found that more people than in 1966 have heard about the NAB code of practices, with half under the impression that all stations subscribe, and 20% of those with knowledge of the code under the mistaken impression that a code subscriber who violates the rules and standards loses his license.

Broadcasting passes the test with academics

College deans and professors who participated in a three-day dialogue with broadcasting and advertising executives have given a stamp of approval to the performance of commercial television and radio.

The International Radio and Television Society released last week the results of a poll taken among 28 deans and professors of broadcasting, mass communications, journalism, business administration and law on subjects under discussion at the second annual IRTS Faculty/Industry Seminar held two weeks ago at the Harrison House conference center on Long Island, New York, under the chairmanship of Gene Accas, vice president of Leo Burnett Co. Approximately 40 broadcasting and advertising officials participated in the closed sessions.

The poll showed that 92% of the educators felt that broadcast journalism does a "relatively impartial" job in news delivery, while 8% voted negatively. In the area of documentaries, 66.7% responded that commercial broadcasting was performing a "responsible journalistic" function, while 33.3% said the job was "adequate."

The majority of faculty members (60%) said the commercial system does "a fair job" of presenting mass entertainment, while the remainder of them

reported the system did "a good job."

Asked what they considered to be commercial broadcasting's single greatest strength, 41.5% of those polled voted "ability to reach massive audiences with news and documentaries"; 30%, "quality of people in the business"; 18%, "ability to be where it's happening" and 10.5%, "technical and production excellence."

Robert H. Boulware, executive director of IRTS, said a series of audio cassettes titled *The Business of Broadcasting*, will be offered as a new reference and teaching resource for both broadcasters and educators. They contain recordings of many of the sessions. The package is being produced for IRTS by the Martin S. Fliesler Co., New York.

No further action against KSHO-TV

KSHO-TV Las Vegas, which earlier this month was fined \$10,000 by the FCC for allegedly "clipping" ABC-TV programming (BROADCASTING, Feb. 7), weathcred another charge against it at the commission last week. The commission found that evidence does not justify designation of the station's license renewal for hearing on grounds that it harassed the University of Nevada professor who had originally brought the matter to the agency's attention.

Professor Donald W. Hendon complained to the commission that a major KSHO-TV stockholder had written a letter to his department head requesting Mr. Hendon's dismissal. The communication allegedly took place after Mr. Hendon conducted an investigation of Las Vegas television stations that eventually led to the fine against KSHO-TV.

The stockholder, who was not identified, reportedly told Mr. Hendon's supervisor that certain KSHO-TV surplus equipment that the university had been trying to acquire would not be made available unless Mr. Hendon was relieved of his duties. The stockholder further charged that Mr. Hendon's charges against KSHO-TV were an attempt at revenge for his failure to obtain research financing from the station.

As a result, Mr. Hendon was reportedly told to seek another job.

Although the commission did not find action against KSHO-TV justified, it warned the licensee that "intimidation or harassment of persons for filing complaints with the commission is contrary to the public interest in that it tends to discourage expression of public opinion on the service being rendered by the broadcast station." It said that "appropriate sanctions" would be taken against stations found guilty of such practices.

Network cutbacks trouble Mrs. Reid

Commissioner says prime-time-access rule has failed its mission

Some 200 communications lawyers and engineers turned out last week for the public debut of FCC Commissioner Charlotte Reid. A fifth-term congresswoman when she moved to the commission last October, Mrs. Reid confessed she still feels part of a strange new world. Even the language is foreign; "leapfrogging" had always been a game she played as a girl, "stripping" a reference to Gypsy Rose Lee.

But Mrs. Reid, who was appearing at a joint luncheon of the Federal Communications Bar Association and the Association of Federal Communications Consulting Engineers, indicated she is developing opinions on key issues.

She described the prime-time-access rule, for instance, as one whose "overall general idea" was good but which has not accomplished the commission's purpose. The programing appearing locally during the time periods made available by the rule, she said, is "second rate."

And she said that unless things improve next fall, when a ban on the use of off-network programing in the half-hour made available to stations goes into effect, the commission "should take a further look at the whole matter." The commission is expected to examine the rule's impact next year.

The issue of children's programing concerns her, she said, as a commissioner, mother of four and grandmother. She offered nothing more specific than that. But she noted that as a member of the House, she surveyed her congressional district in Illinois several years ago and found that 80% of those responding felt that Congress should act to reduce violence on television.

Like others on the FCC, she views the fairness doctrine with some despair.

The doctrine, she noted, was intended to serve as "a simple statement" pointing out a licensee's obligation to be fair. "But now we find ourselves in the chaotic situation of complainants defining issues in their own terms." And the commission, she said, can't resolve the questions raised "without ending up in court."

As for being the only woman on the FCC, she said she finds that no disadvantage. Neither did she find it a disadvantage to be a woman member of the House. "If it's good to have a woman in the House," she quipped, "maybe it's good to have a woman on the commission."

Nick Johnson goes home again

Talking politics in Iowa,
he sounds very much
like a candidate

FCC Commissioner Nicholas Johnson focused on one of his favorite targets for criticism last week—television—but it was only in connection with a wide-ranging attack on the policies and actions of the government he serves.

The commissioner, who was delivering a lecture at the University of Iowa, in Iowa City, is considering seeking the Democratic nomination for U.S. senator from his home state. Against that background, his remarks took on a political cast.

He was born in the state, he noted, and his grandparents settled there: and his trips back to the state are "an escape into reality."

One of the main themes of the lecture was what he regards as government insensitivity to the needs of the people. In that regard he cited his experience as an FCC commissioner and as a Federal Maritime administrator, a post he held before joining the commission in 1966. But he also attacked the nation's tax structure as "a welfare program for the rich," and suggested that the government undertakes projects like the SST and the space shuttle out of a pro-biz-bias. Much of his lecture—entitled "Old People, Young People, Government and You"—was devoted to what he regards as the government's failure to deal with the special problems of the elderly.

Television came in for criticism as a result of what the commissioner said was its failure "to take a lead in addressing the major social problems of the day." Television, he said, "is a powerful medium, and its influence could be felt. But time and again, it has abdicated its responsibility to act as a leader and has shown itself to be nothing more than a follower."

Recount in Hartke election

Former Representative Richard L. Roudebush (R-Ind.) is entitled to a recount in the 1970 Senate election against incumbent Democrat Vance Hartke, the Supreme Court ruled last week.

The 5-to-2 decision last Wednesday (Feb. 23) comes nearly a year after the high court agreed to hear the case (BROADCASTING, March 29, 1971).

Mr. Roudebush, who lost to Senator Hartke by 4,283 votes out of 1.7-million cast, had asked the Supreme Court



FCC Commissioner Nicholas Johnson (l), who appears to be wearing his hair shorter as he considers a race for the Senate from Iowa (his moustache is long since gone), was in his home state for more than political purposes. He was on hand at the 50th anniversary celebration of WOC(AM) Davenport. In center is Lee Marts, general manager of WOC-AM-FM-TV, and at right Dr. Frank W. Elliott, who was WOC's first general manager and who later became president of the National Association of Broadcasters.

to consider whether a federal court in Indianapolis acted properly in blocking implementation of a state-ordered recount. Senator Hartke had obtained an injunction barring the recount from that court.

Senator Hartke, ranking majority member of the Communications Subcommittee, predicted last week the recount "will show a much healthier margin" in his favor.

WHDH still refuses to abandon ship

WHDH Inc. is continuing its fight to block implementation of the FCC order that spells the end of WHDH-TV Boston as the occupant of channel 5 Boston on March 19. Turned down by the commission in a request for a stay of the order—which also directs Boston Broadcasters Inc.'s WCVB-TV to start broadcasting on the channel—WHDH last week made the same request of the U.S. court of appeals in Boston.

WHDH, which has asked that court to review the commission order directing WHDH-TV to cease operations, said that order should not be implemented until the question raised on appeal is settled.

WHDH concedes it has lost the comparative hearing to BBI. But it notes that the commission has yet to consider the voluminous pleadings it has filed alleging wrongdoing on the part of BBI and its principals. And BBI should not be permitted to begin operating on the channel "in the face of prima facie proof" that it is not qualified to be a licensee, WHDH said.

The question of whether WHDH was in the right court is itself in dispute. On Thursday, that matter was argued before the three-judge panel, with counsel for the commission and BBI urging the court to dismiss the WHDH appeal for lack of jurisdiction, and counsel for WHDH insisting its right to appeal to that court, on the particular issue involved, is spelled out in the Communications Act. All previous appeals in the case were taken to the appeals court for the District of Columbia circuit where the majority of all cases involving the FCC are heard.

Errata in FCC cable rules

The FCC has announced that one of the tables published in connection with its Feb. 3 cable-television report and order contains errors, and is to be corrected.

The table lists by county all television stations "significantly viewed," under the commission's rules. Information for counties with between 10% and 90% cable penetration was derived from a special study of non-CATV circulation and share of viewing hours tabulated by the American Research Bureau. But, the commission said, "it now appears that for some counties with substantial cable penetration," ARB did not separate cable from noncable viewing; as a result, viewing data for those counties includes cable as well as noncable homes. The commission said that ARB is re-evaluating its calculations for the affected counties and that corrections will be published as soon as the information is available from the research organization.

Muscat gets reprieve, but may face hearings

The FCC has scratched the proceedings it had established that looked to the possible revocation of six construction permits it had issued to Victor Muscat. However, it indicated it would reopen the matter at a later date, and in a different form.

Mr. Muscat's FCC problems stem from charges leveled against him in New York State of corporate misconduct in discharging his fiduciary duties to Fifth Avenue Coach Lines Inc.

The commission in December 1970 issued an order asserting it would be necessary to hold an oral argument on Mr. Muscat's character qualifications, and directing him to show cause why the permits he held should not be revoked. The argument had been scheduled for Feb. 15.

But in response to a petition for reconsideration filed by Mr. Muscat, the commission has cancelled the oral argument, vacated the show cause order and terminated the matter, without prejudice to the future institution of evidentiary proceedings.

Mr. Muscat had contended that the Communications Act requires an evidentiary hearing prior to revocation of

a license or permit. He also contended that since the facts in the case, would not warrant revocation of the permits, termination of the show-cause proceeding would be appropriate.

The commission in its order said that the circumstances involved in the case, a determination of whether an individual has the qualifications to be a licensee, cannot be based on "isolated facts." It also said that countervailing or extenuating circumstances may outweigh charges of misconduct. And since Mr. Muscat has alleged mitigating circumstances, it said, full consideration should be given to them "in the crucible of an evidentiary hearing, where they can be subjected to cross-examination and evaluated by a hearing examiner."

Mr. Muscat, individually or through subsidiaries, is permittee of KVMP(TV) (ch. 29) Tulsa, Okla.; KMYO-TV (ch. 16) Little Rock, Ark.; KIKS-TV (ch. 29) and KIKS-FM Lake Charles, La.; WTVU-TV (ch. 59) New Haven, Conn., and channel 24, Memphis.

Bigger, hopes to be better

The American Research Bureau has expanded its physical plant to accommodate a second computer system. The addition to ARB's operations center in Beltsville, Md. (a suburb of Washing-

ton) was completed at a cost of \$300,000 and will double ARB's computer ability when the system is installed early this spring. According to Theodore Shaker, president of ARB, the expanded installation will speed delivery of reports and enable the company to offer new computer services for buying and selling of spot TV and radio. ARB's first major plant expansion was in 1968 when it built a wing to house its first computer. The company now occupies 70,000 square feet on its 11-acre Beltsville site.

Changing Hands

Announced

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

■ WEXT(AM) West Hartford, Conn.: Sold by Donald Wilkes and Michael Schwartz to Harry Reiner and Bernard Sherl for \$425,000. Messrs. Wilkes and Schwartz own WTYM(AM) East Longmeadow, Mass., and WPET(AM) Greensboro, N.C. Mr. Reiner is a certified public accountant in New York and Mr. Sherl is an attorney there. WEXT operates daytime on 1550 khz with 1 kw. Broker: Blackburn & Co.

■ KHOB(AM) and KLDG-FM, both Hobbs, N.M.: Sold by L. Dickson Griffith to International Airlines Inc., Amarillo, Tex., for \$350,000. International Airlines, formerly in the charter flight business, is now a cargo carrier. KHOB is a daytimer on 1390 khz with 5 kw, directional. KLDG-FM operates on 95.7 mhz with 36 kw. Broker: Chapman Associates.

■ KRSA-AM-FM Salinas, Calif.: Sold by Stanley Lichtenstein to David Rodgers for \$215,000. Mr. Rodgers formerly owned his own TV syndication firm in Cleveland. KRSA(AM) operates daytime on 1570 khz with 250 w. KRSA-FM is on 100.7 mhz with 729 w and an antenna 2,420 feet above average terrain.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 70).

■ WLOF(AM) Orlando and WLOQ-FM Winter Park, both Florida: Sold by John T. Rutledge and others to Home Security Life Insurance Co. for \$2.6 million. Home Security is acquiring the stations through a subsidiary, Home Security Broadcasting Co. The Durham, N.C.-based firm has no other broadcast interests. Arthur W. Clark is its presi-



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dent. WLOF operates full time on 950 khz with 5 kw. WLOQ-FM operates on 103.1 mhz with 3 kw and an antenna height of 105 feet above average terrain.

■ WLOU(AM) Louisville, Ky.: Sold by Rounsaville of Louisville Inc. to Summers Broadcasting Inc., and WMBR(AM) Jacksonville, Fla.: Sold by Turner Communications Corp. to Rounsaville. The transfers are contingent upon each other. Consideration will be in the form of a nontaxable exchange, from Turner to Rounsaville, of the fixed assets of WMBR for those of WLOU. Upon receipt of the WLOU assets, Turner will sell them to Summers for \$850,000. Robert W. Rounsaville controls Rounsaville of Louisville. He also controls WFUN(AM) South Miami, WDAE-AM-FM Tampa, and WBVW(AM) Winter Park, all Florida; WCIN(AM) Cincinnati; WVOL(AM) Berry Hill, Tenn., and WYLD(AM) New Orleans. Turner also owns WTGG(AM) Atlanta. Summers's principals are William E. Summers, Vincent A. Pepper and E. Stratford Smith. Mr. Summers is general manager of WLOU. Messrs. Smith and Pepper are general partners in the Washington communications law firm of Smith & Pepper. WLOU is a daytimer on 1350 khz with 5 kw. WMBR operates full time on 1460 khz with 5 kw.

■ WUHN(FM) Peoria, Ill., and WGEE-FM Indianapolis: Sold by Illinois Valley Communications Inc. and Rollins Inc., respectively, to Mid-America Radio Inc. for \$325,000 for WUHN and \$500,000 for WGEE-FM. Mid-America also operates WKAN(AM) Kankakee, WIRL-AM-TV Peoria and WQUA(AM) Moline, all Illinois, and KIOA(AM) Des Moines, Iowa. WUHN operates on 106.9 mhz with 50 kw and an antenna 480 feet above average terrain. WGEE-FM operates on 103.3 mhz with 64 kw and has an antenna height of 120 feet above average terrain.

■ WCRE(AM) Cheraw, S.C.: Sold by The Dispatch Broadcasting Co. to Ted J. Gray Jr. and associates (Town and Country Radio Inc.) for \$125,000. Dispatch owns WBUG(AM) Ridgeland, WGED(AM) Chester, both South Carolina, and WPYB(AM) Benson, N.C. Buyers own WDAR(AM) Darlington, S.C., and WKDE(AM) Alta Vista, Va. WCRE is on 1420 khz and operates with 1 kw day.

Cable television

■ Multiple-CATV owner Cablecom-General Inc., Denver, has reached an agreement with Downe Communications Inc. for the former's acquisitions of CATV systems in Joplin, Mo., and Miami, Okla. The systems serve about 5,000 subscribers and pass 20,000 homes. They have been owned by Mid-

west Cablevision Inc., a wholly owned subsidiary of Downe. Consideration was a combination of cash and notes aggregating at \$1,015,000, plus 43,333 shares of Cablecom-General Stock. Downe also owns a substantial portion of group broadcaster Bartell Media Inc. Cablecom-General, a subsidiary of RKO General Inc., group owner of television and radio stations, presently owns 48 cable systems serving approximately 154,000 subscribers.

Almost a Midwest association

Formation of a regional broadcasters association representing midwestern states is expected to become a reality next month when representatives of seven state associations hold their second meeting at the Hilton Inn, Kansas City, Mo., on March 12. It was called by Sherwood Parks (KINA[AM] Salina, Kan.), president of the Kansas Association of Broadcasters. It follows a Jan. 23 organizing meeting, also in Kansas City (BROADCASTING, Jan. 17) that saw 12 broadcasters representing the seven states that would constitute the region: Kansas, Oklahoma, Nebraska, Arkansas, Missouri, Colorado and Iowa. Scheduled for consideration at next month's meeting of the seven state associations is the question of including Texas.

MediaNotes

Neighbors ■ The FCC has issued a list of all Canadian television assignments that fall within 250 miles of the U.S. border. The list includes all additions, changes and deletions as supplied to the commission by the Canadian Department of Communications as of Jan. 7. Copies can be obtained from Keuffel & Esser Co., 1521 North Danville Street, Arlington, Va. 22201.

Mingling the media ■ Columbia Pictures Industries Inc.'s WAPA(TV) San Juan, Puerto Rico, will build a combination television studio and motion picture theater, to be called Cinema 4, on the grounds of its facilities. The new structure will be leased to Regency Caribbean Enterprises Inc., one of the major theater operators in Puerto Rico. Construction of the theater, which will seating 1,000 persons, will begin this month.

All in All ■ Stephen All, formerly assistant director, National Reading Center, Washington, has formed All Communications, consulting firm, San Diego. Firm handles program and equipment planning for CCTV, cable, educational TV and commercial broadcast marketing. Firm is located at 3611 Fifth Avenue, San Diego.

25

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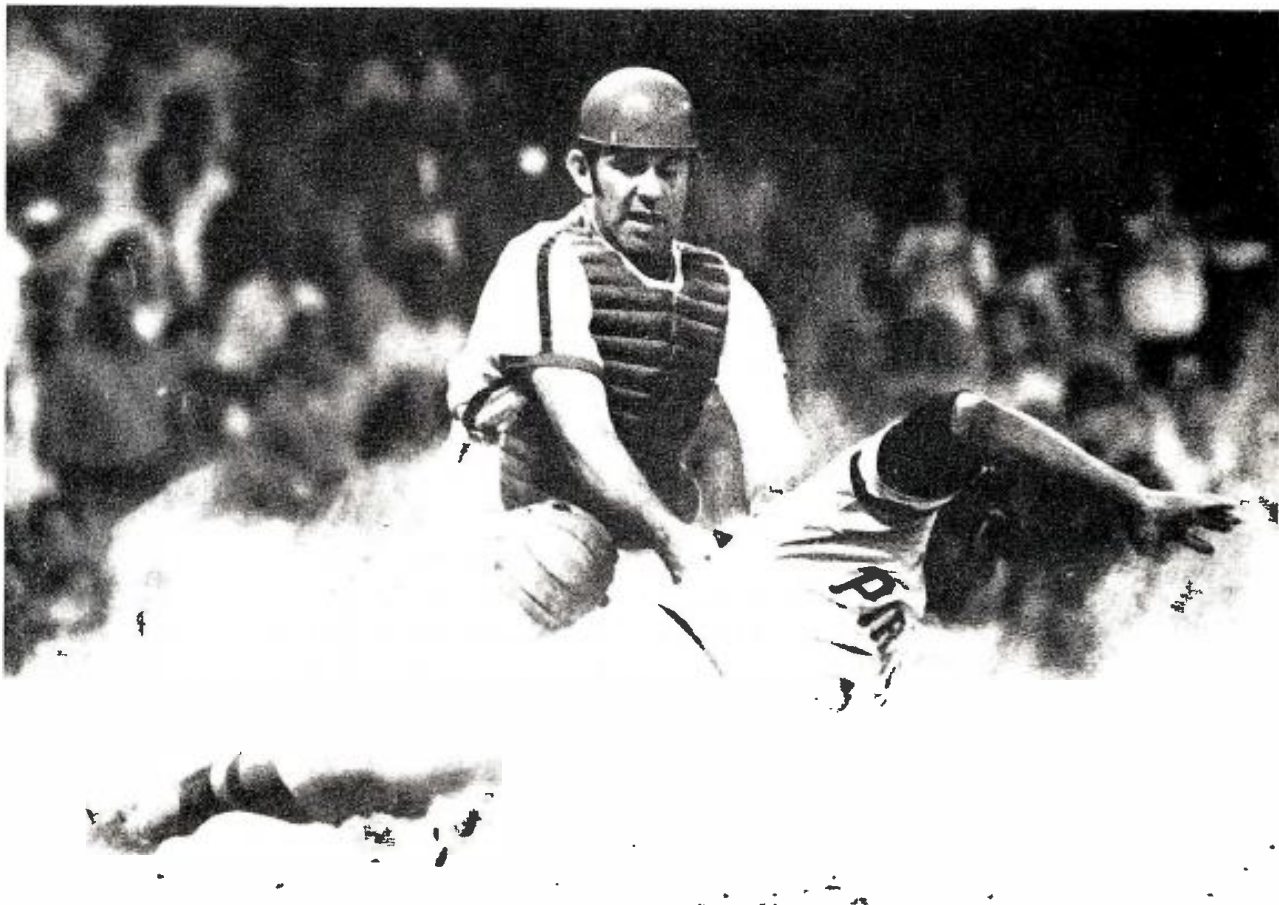
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A CAPITAL CITIES STATION



The ballpark figure: \$41 million

Baseball's price tag again is higher for radio-TV;
early sponsorship sellouts brighten everybody's picture

Copyright 1972 Broadcasting Publications Inc.

Despite a lagging economy, the price tag that baseball's major leagues will get from broadcasting for 1972 coverage will inch up to \$41,185,000—a respectable \$734,000 more than the bill for 1971.

The 1972 rights price breaks down to:

- \$23,185,000 to the 24 major league clubs (With the National League West by far commanding the largest portion).

- \$18 million to the major leagues from NBC-TV under a new four-year contract.

But even more encouraging to those concerned with the business of radio and television are the many upbeat reports on advertisers who gobbled up availabilities for the coming season.

Prime examples are three clubs, all non-winners in their divisions, who were

sold out as early as last December: the New York Mets, California Angels and Chicago Cubs.

Only the new Texas Rangers and Kansas City Royals are a bit slow in firming broadcast plans for 1972. The Rangers, who switched from Washington last fall, appear to be involved in the time-consuming mechanics of plowing a new territory for station line-ups and sponsors. However, Broadcast Coordinating Corp., a subsidiary of Tracy-Locke Inc., Dallas, which is handling the Rangers' broadcasting fortunes, is confident it would have a full complement of advertisers by opening day.

At Kansas City, the selection of a TV station to originate the Royals TV was made just last week. This follows the action of the ball club in taking over

the handling of its own broadcasting, a trend that is being followed by more and more of the major-league organizations.

Station selected was KBMA-TV, a Kansas City UHF. The Royals also said that a line-up of eight TV stations is in the works.

Schlitz Brewing, through Majestic Advertising, held the Royals right in preceding years.

There were some slight reservations on sales in those areas where hockey and basketball still have a firm midwinter grip, but generally the comments followed the line of "very tickled with the sales picture" and "sales are unbelievably up this year."

NBC-TV will be keeping its hold on
(Text continues on page 44)

Baseball's '72 opening line-up: the money, stations, game sponsors

American League—East

Team	1972 Rights	1971 Rights	Television	Radio	Sponsors & agencies of games only
Baltimore	\$775,000	\$775,000	WJZ-TV 1-4	WBAL 44-60	National Brewing (W. B. Doner) 1/6 of TV, 2/9 of radio; Other TV sponsors to be sold locally. American Oil (D'Arcy-MacManus-Intermarco); Koester Bakery (Doner); Al Packer Ford (Doner); Volvo (Scali, McCabe, Sloves), and Isaac Hamburger & Sons (Torrieri & Myers).
Boston	700,000	700,000	WHDH-TV	WHDH	F&M Schaefer Brewing Co. (BBDO) 1/3 TV; Arco (Needham, Harper & Steers) 1/6 TV; The Boston Herald Traveler (Wm. Haughey Agency) 1/6 TV; Kennedy's Inc., department store (Hawley Advertising) 1/12 TV; General Cigar (Young & Rubicam 1/12 TV; National Shawmut Bank (Harold Cabot) 1/6 TV. F&M Schaefer Brewing Co. (BBDO); Chrysler-Plymouth Dealers (Young & Rubicam); Shawmut Bank (Harold Cabot); Zayre's department store (Ingalls Associates); Old Colony/Tri-S gasoline (Harold Cabot), all radio participations.
Cleveland	800,000	800,000	WJW-TV	WERE 20	TV sponsors not set. Stroh Brewing (Doyle Dane Bernbach), radio participation, other radio sponsors not set.
Detroit	1,200,000	1,200,000	WJBK-TV 6	WJR 31	Pabst Brewing Co. (Kenyon & Eckhardt) 5/16 TV; Sun Oil (Wm. Esty) 3/16 TV; Lincoln-Mercury Dealers Association (Kenyon & Eckhardt) 1/16 TV; Autolite division of Ford (Kenyon & Eckhardt) 1/16 TV; Pepsi Cola Co. (BBDO) 1/16 TV; Allstate Insurance Co. (Leo Burnett) 1/16 TV; AAA (Stockwell-Marcuse) 1/32 TV; Hygrade Food Products (W. B. Doner) 1/32 TV; 3/16 still open. The Stroh Brewery (Doyle Dane Bernbach); Ziebart auto-truck rust proofing (Meltzer, Aaron & Lemen Inc.); Marathon Oil Co. (Campbell-Ewald); Detroit Bank & Trust Co. (Ross Roy); AAA (Stockwell-Marcuse); Maccabees Mutual Life Insurance (Burton Sohigian Advertising); Armour-Dial, food manufacturers (Foote, Cone & Belding), all radio participations.
New York	1,300,000	1,500,000	WPIX 10	WMCA 32	F&M Schaefer Brewing Co. (BBDO) 1/4 TV; Metropolitan New York Datsun Dealers (Parker Advertising) 3/16 TV; Dr Pepper (Young & Rubicam); Con Edison (Dancer-Fitzgerald-Sample); Avco Financial Services (Bozell & Jacobs); Getty Oil (Delehanty, Kurnit & Geller); Motorcraft (direct), all TV participations, 3/16 TV open. F&M Schaefer Brewing Co. (BBDO) 1/4 radio; Datsun (Parker) 1/8 radio; Doctor Pepper (Young & Rubicam) 1/8 radio; Avco (Bozell & Jacobs) 1/5 radio; Carte Blanche (J. Walter Thompson) 1/16 radio; Good Humor (Ross Roy) 1/16 radio.
Texas	800,000	466,000 (as Washington Senators)	KDTV 13	KRLD 25	Sponsors not set.

American League—West

California	1,000,000	1,000,000	KTLA	KMPC 19	Anheuser-Busch for Busch Beer (Gardner) 1/4 TV; Goodyear Tire & Rubber (Bruce Wert) 1/8 TV; Allstate Insurance (Leo Burnett) 1/8 TV; Autolite division of Ford (Kenyon & Eckhardt) 1/16 TV; Standard Oil of Calif. (BBDO) 1/4 radio; Anheuser-Busch (Gardner for Busch Beer, and D'Arcy Advertising for Budweiser Beer) 1/4 radio; Continental Airlines (Needham, Harper & Steers) 1/4 radio; Datsun (Parker) 1/4 radio.
Chicago	1,000,000	1,400,000	WFLD-TV	WEAW 15	Household Finance Corp. (Needham, Harper & Steers) 1/20 TV; Zenith Radio Distributing Corp. (Intercoast Inc.) 1/20 TV; Interlake Inc. (Coordinated Advertising) 1/20 TV; Jay's Foods. (The Lilienfeld Group-Marsteller Inc.) 1/20 TV; Motorola Inc. (Clinton E. Frank) 1/10 TV; Oldsmobile Dealers Association (Stern Walters & Simmons) 3/20 TV; Meister Brau (direct) 1/4 radio; Chicago Area Volkswagen Dealers (direct) 1/4 radio.
Kansas City	650,000	400,000	TBA	KMBC	Sponsors TBA.
Milwaukee	600,000	600,000	WTMJ-TV (regional networks being set.)	WTMJ	Schlitz Brewing (Leo Burnett) 1/3 TV; Union Oil (Leo Burnett) 1/6 TV, and Allstate Insurance (Leo Burnett) 1/6 TV; Schlitz Brewing (Leo Burnett); Oscar Mayer (J. Walter Thompson), and Grass Beverages (Cramer-Kasselt), for radio.
Minnesota	850,000	700,000	WTCN-TV	WCCO 145	Midwest Federal Savings & Loan (M. R. Bolin); S. Schmidt & Co. beer (Bates); Autolite division of Ford (Kenyon & Eckhardt) on TV. Midwest Federal also taking 1/3 sponsorship on WCCO and 1/6 sponsorship on radio network.
Oakland	1,000,000	1,000,000	KBHK-TV 2	KEEN 17	Arco (Needham, Harper & Steers), 1/2 radio and TV; Dodge Dealers (BBDO); Mennen Co. (Grey Advertising); Datsun (Parker); Toyota Dealers (Clinton E. Frank); Buick Dealers (Wyman Co.), participating rotating advertisers for TV. Individual stations sell to individual advertisers for radio with exception of ARCO sponsorship. Chevrolet Dealers (Campbell-Ewald) is participating on KEEN, originating radio station.
A. L. totals	\$10,675,000	\$10,541,000			

Rights figures are BROADCASTING estimates of net prices to teams, after talent, production and line charges if the team packages its own games. Not included in table is NBC's payment for nationally televised games which

this year amount to \$18 million under new four-year contract. Originating stations for TV and radio are listed with number of stations in each network.

National League—East

Team	1972 Rights	1971 Rights	Television	Radio	Sponsors & agencies of games only
Chicago	\$1,000,000	\$1,000,000	WGN-TV	WGN 10	TV sponsors not released. Oak Park Federal Savings & Loan (Connor Sager Associates); Heileman's Brewing Co. (Campbell-Mithun); Metropolitan Buick Dealers of Chicago (Post-Keyes-Gardner); Karoll's Men's Wear (Kalmon/Cohen/Greenbaum); Continental Airlines (Needham, Harper & Steers); Union Oil (Leo Burnett), radio, sold out.
Montreal	600,000	500,000	CBC	Regional networks	TV sponsors not set yet. Steinberg's food chain (direct) 1/16 radio; Les Prevoyants du Canada, insurance company (Watier Advertising) 1/16 radio.
New York	1,250,000	1,250,00	WOR-TV 4	WHN 30	Rheingold Breweries (Young & Rubicam); Chase Manhattan Bank (Ted Bates); Coca-Cola (McCann-Erickson); General Cigar (Young & Rubicam); Chrysler-Plymouth Dealers (Young & Rubicam); Getty Oil (DKG), all TV participations. Rheingold Breweries (Young & Rubicam) 1/3 radio; Household Finance (Needham, Harper & Steers) 5/18 radio; Chrysler-Plymouth Dealers (Young & Rubicam) 1/6 radio; General Cigar (Young & Rubicam) 1/9 radio; Coca-Cola (McCann-Erickson) 1/9 radio, radio sold out.
Philadelphia	1,500,000	1,500,000	WPHL-TV 3	WCAU 20	Arco (N. W. Ayer); Schmid & Sons Beer (Ted Bates); Girard Bank (Atkin-Kvnet); Chrysler-Plymouth (Young & Rubicam); Autolite division of Ford (Kenyon & Eckhardt); Toyota (Clinton E. Frank); M. A. Bruder, paint store (Ted Reimeo); Datsun (Parker); all TV participations. Arco (N. W. Ayer); Schmidt (Ted Bates); Chrysler-Plymouth (Young & Rubicam), all radio participations.
Pittsburgh	450,000	450,000	KDKA-TV 2	KDKA 15-25	Iron City Beer (Ketchum, MacLeod & Grove) 1/3 radio and TV; Arco (Needham, Harper & Steers) 1/6 radio and TV. On TV, remaining 1/2 being sold to local participating sponsors. On radio, Chrysler (Young & Rubicam) 1/6; Pittsburgh Plate Glass (Thompson & Associates) 1/6, remaining 1/6 to be sold locally.
St. Louis	800,000	600,000	KSD-TV 20	KMOX 120	Anheuser-Busch (Gardner) 1/4 TV; Sun Oil (Gardner) 1/10 TV; Allstate Insurance (Leo Burnett) 1/10 TV; Steak & Shake (Stassen-Groves) 1/10 TV; American Airlines (Doyle Dane Bernbach) 1/10 TV; Pontiac Dealers (O'Arcy-McManus-Intermarco) 1/10 TV, and Household Finance Corp. (Needham, Harper & Steers) 1/10 TV. Anheuser-Busch (Gardner) 1/3 radio; Sun Oil (Gardner) 1/6 radio; GFC Loan (Post-Keyes-Gardner) 1/6 radio; Famous-Barr stores (direct) 1/12 radio; First National Bank (Gardner) 1/12 radio, and Miserany Appliance (direct) 1/12 radio.

National League—West

Atlanta	1,000,000	1,000,000	WSB-TV 23	WSB 63	Union 76 (Leo Burnett); Coca-Cola (McCann-Erickson); Pabst Brewing (Kenyon & Eckhardt); Autolite division of Ford (Kenyon & Eckhardt); Delta Air Lines (Burke Dowling Adams); Jim Dandy Co. dog food, corn meal (Henderson); C&S Bank (J. Walter Thompson); Cotton States Insurance (McRae & Bealer); Dairy Queen (Campbell-Mithun); Datsun (Parker); Midas Mufflers (Wells, Rich, Greene); Marietta Dodge (Pat Lynch Etc. Etc.); Six Flags over Georgia (Cargill, Wilson, Acree); Liberty Life Insurance (Burton-Campbell), and Yardman lawn products (Burton-Sohigian), all participating on TV. Union 76, Coca-Cola, Jim Dandy, Delta Air Lines, Dairy Queen and Yardman will also participate on radio with Red Fox chewing tobacco (Tucker-Wayne); Oevox paints (Doe-Anderson); Sterling beer (Burton-Sohigian); General Finance Corp. (Post-Keyes-Gardner); Trust Company Bank (Tucker-Wayne); Gold Kist farmer group (Tucker-Wayne) Cotton States Insurance (McRae & Bealer); Walton Clothes (Henry Sherry Associates); Budweiser (O'Arcy); Dixie Snack Foods (Jack Thrift & Co.); Sears (Gerald Rafshoon); S.S.S. 20-20 eye lotion (Tucker-Wayne); Ben Hyman & Co. (Sam Eckstein), and Orkin exterminating (Kinro).
Cincinnati	1,300,000	1,000,000	WLWT 9	WLW	Burger Brewing (Midland) 1/3 TV; Marathon Oil (Campbell-Ewald) 1/6 TV; Tresler Oil (J. S. Freedman) 1/6 TV. Stroh's Beer (Doyle Dane Bernbach) 7/19 radio; Frisch's Restaurants (Rollman) radio; First National Bank of Cincinnati (Northlich-Stolley) radio; Pepsi-Cola Bottling (Robert Acomb) radio; Conwood Tobacco Corp. (Tucker-Wayne) radio, and Marathon Oil (Campbell-Ewald) radio.
Houston	1,000,000	1,000,000	KPRC-TV 16	KPRC 32	Falstaff Beer (Needham, Harper & Steers) 1/2 radio and TV. Chevrolet (Campbell-Ewald); Texaco (Benton & Bowles), and Coca-Cola (McCann-Erickson) dividing evenly the remainder of radio-TV time.
Los Angeles	1,800,000	1,800,000	KTTV	KFI 10	Union Oil (Leo Burnett) 1/4 radio; Olympia Brewing (Botsford Ketchum) 1/4 radio; Clougherty Packing for Farmer John Meats (Pacific West) 1/4 radio; Toyota Dealers (Clinton E. Frank) 1/4 radio. Each also takes 1/4 participations in TV.
San Diego	710,000	710,000	KCST	KOGO 2	Westgate California Corp. for Land Development (Barnes-Carey) 1/4 radio; Standard Oil of Calif. (BBDO) 1/4 radio; Toyota Dealers (Clinton E. Frank) 1/6 radio. Participating advertisers for TV are Toyota Dealers; Oldsmobile Dealers (Helix); Autolite division of Ford (Kenyon & Eckhardt).
San Francisco	1,100,000	1,100,000	KTVU-TV	KSFO 14	Theodore Hamm Beer (J. Walter Thompson); Chevrolet Motor Division of General Motors (Campbell-Ewald); Standard Oil of Calif. (BBDO); Allstate Insurance (Leo Burnett); Bank of America (D'Arcy); Longs Drug Stores (direct), all rotating participating advertisers for radio. Union Oil (Leo Burnett), 1/4 TV; Toyota Dealers (Clinton E. Frank); Ford Dealers (J. Walter Thompson), Buick Dealers (Wyman), all rotating participating advertisers for TV.
N. L. totals	\$12,510,000	\$11,910,000			
Major league totals	\$23,185,000	\$22,451,000			

WCCO RADIO upsets favored TV again.

Minneapolis-St. Paul (ARB)

WCCO RADIO outscored all four TV entries, capturing 15 out of 16 points of audience leadership, to win the 1971 Twin Cities ARB Invitational Championship.

NATIONAL OBSERVERS CONVINCED

Media analysts from those parts of the nation dominated by TV watched the WCCO RADIO stalwart's fourth consecutive triumph in disbelief. Many threw away their rule books for games played in the Minneapolis-St. Paul ballpark. One is reported to have said: "The ARB record proves it: the Twin Cities market is an impenetrable fortress of radio listenership."

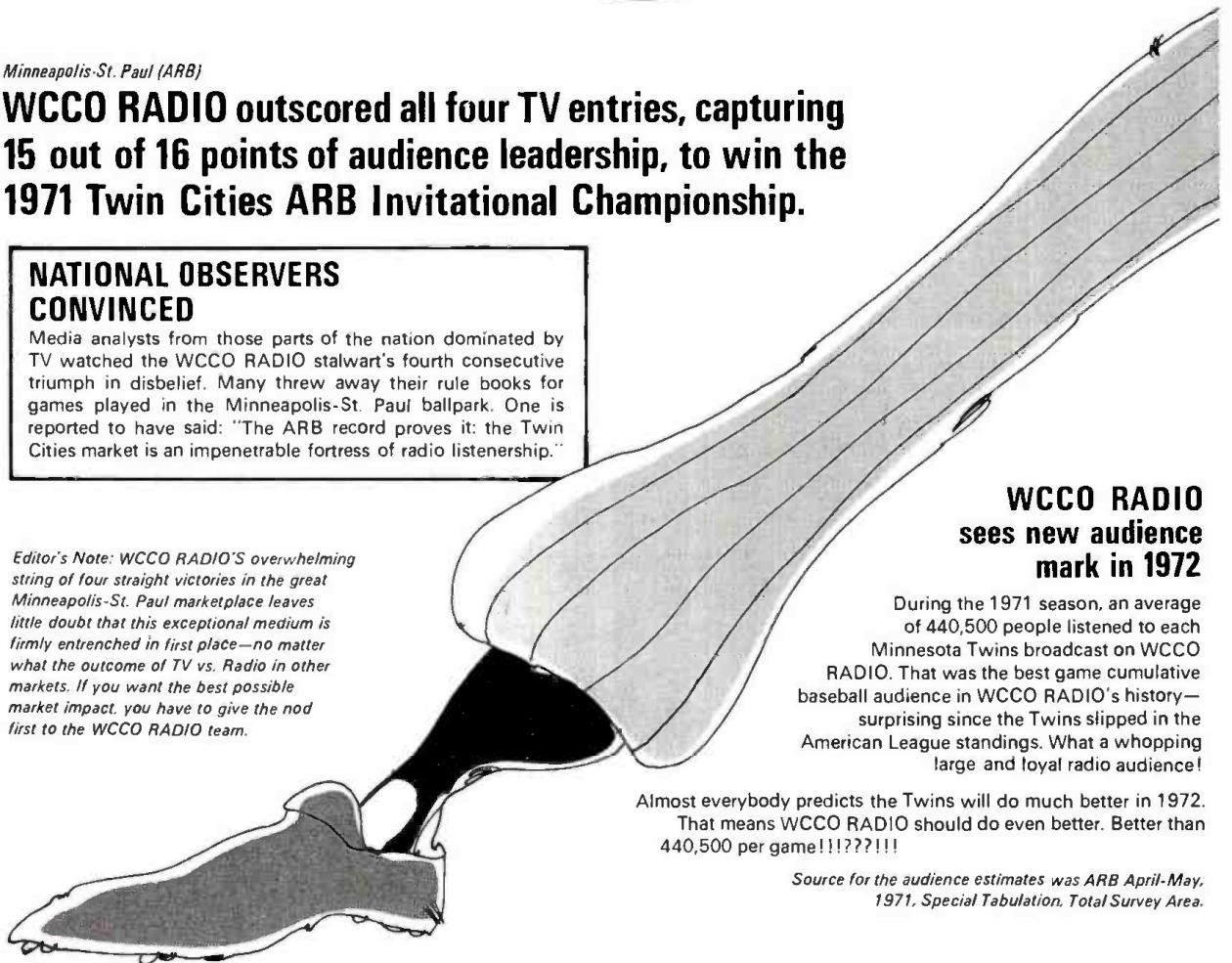
Editor's Note: WCCO RADIO'S overwhelming string of four straight victories in the great Minneapolis-St. Paul marketplace leaves little doubt that this exceptional medium is firmly entrenched in first place—no matter what the outcome of TV vs. Radio in other markets. If you want the best possible market impact, you have to give the nod first to the WCCO RADIO team.

WCCO RADIO sees new audience mark in 1972

During the 1971 season, an average of 440,500 people listened to each Minnesota Twins broadcast on WCCO RADIO. That was the best game cumulative baseball audience in WCCO RADIO's history—surprising since the Twins slipped in the American League standings. What a whopping large and loyal radio audience!

Almost everybody predicts the Twins will do much better in 1972. That means WCCO RADIO should do even better. Better than 440,500 per game!!!!!!

Source for the audience estimates was ARB April-May, 1971, Special Tabulation, Total Survey Area.





WE WINNING :AM OFFERS VOTER

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seball. Coverage
every game, at
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WCCO RADIO.
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its CBS Spot Radio
iles representatives
day.

WCCO RADIO IS BIGGER THAN TV!

Here are some statistical highlights from the
1971 ARB Invitational records:¹

Persons 12+ AQH 6 am-Midnight, M-S

WCCO RADIO	115,000
Best TV Station	91,600

Adults 18+ AQH 6 am-6 pm, M-F

WCCO RADIO	136,500
All 4 TV Stations (combined)	118,400

Men 18+ AQH Prime Time, M-F

WCCO RADIO (6-10 am)	98,450
Best TV Station (6:30-10:30 pm)	82,675

WCCO RADIO also won 12 of 13 other points
of comparison.

¹ Sources: WCCO RADIO—ARB estimates, average of April-May and October-November, 1971. TV—ARB estimates, average of January, February-March, May, October and November, 1971. Total survey areas. All data subject to qualifications which WCCO RADIO and its representatives will be pleased to supply upon request.

WCCO RADIO

MINNEAPOLIS/ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES

The Game of the Week series for another four years. Open negotiations for renewal were conducted with all three networks, but NBC, which has telecast the games for the last six years, held an edge with a track record of excellent coverage behind it, according to a spokesman for the baseball commissioner, who termed the agreement a "happy marriage."

The "marriage" was consummated for \$18 million a year, slightly higher than the last contract, which called for a \$52-million payment over a three-year period or about \$17.3 million a year.

Prime-time telecasts, which are gaining an increasingly stronger foothold in sports coverage, are being expanded this year to include 10 Monday evening telecasts (doubled from 1971) and three World Series games (Tuesday, Oct. 17, Wednesday, Oct. 18, and Thursday, Oct. 19).

The first experiment with an evening World Series game, Wednesday, Oct. 13, 1971, garnered the "largest audience ever for baseball," according to NBC, and gained a 34.8 rating and a 54 share of the audience. Nielsen figures showed that the telecast reached 62.3-million viewers in 21.6-million homes.

Coverage of regular-season play begins Saturday, April 8, and will run through Sept. 30. In addition to the World Series and Monday-evening games, 26 Saturday-afternoon contests will be telecast as well as the All-Star game in July from Atlanta (played under the lights for the last two years), and the league division championship playoffs, beginning Saturday, Oct. 7.

Calling the games again this year is the announcing team of Curt Gowdy, Tony Kubek and Sandy Koufax, former Dodger pitcher and newly elected to the Baseball Hall of Fame in Cooperstown.

Advertisers will be paying NBC about the same price as last year for the games. Only the World Series bill has been upped a bit (to between \$80,000 and \$85,000 per commercial minute) because of the added attractiveness of the evening games. Regular Saturday games are tagged at \$20,000; Monday-night games, \$35,000; playoffs, \$40-45,000; and the All-Star game, \$70,000.

Major sponsors signed, so far, include: Gillette (Moorgate), Chrysler Corp. (BBDO), Phillips 66 gasoline (JWT), Sears, Roebuck (Foote, Cone & Belding), Gale Products, outdoor power-equipment manufacturer (D'Arcy-MacManus-Intermarco), Lewis-Howe Co., pharmaceutical manufacturer (Leo Burnett), Association of American Railroads (McCann-Erickson), Shell Oil (Ogilvy & Mather), Kentucky Fried Chicken (Burnett), Uniroyal

Wold gets NL playoffs again

Radio rights to the best-of-five playoff series between Eastern and Western Division winners in the National League have been acquired by Robert Wold Co., Los Angeles. As it did in 1971, Wold again plans to establish an international network of stations to carry the radio coverage of the series that determines the team that will represent the National League in the World Series.

The company's rights do not include home territories of the teams in the playoff series. These areas will be served by the stations carrying the regular season games of the competing teams.

Wold Co. also has acquired rights from WCCO(AM) Minneapolis-St. Paul to handle station clearances, time sales and lines for the 45-station Minnesota Twins regional network (see page 48).

(Doyle Dane Bernbach), Lincoln National Life Insurance (Bonsib), J. B. Williams toiletries (Parkson), Norwich Pharmaceutical (Benton & Bowles) and Allstate Insurance Co. (Burnett).

Following is a city-by-city rundown of the radio-TV plans of each major-league club. Pregame and postgame sponsors are listed in the team capsules; sponsors of the actual play-by-play broadcasts are shown in the league charts on pages 40 and 41.

AMERICAN LEAGUE EAST

Baltimore Orioles

WBAL-AM-FM Baltimore will again broadcast all 162 regular-season games in addition to 12 exhibition contests of the American League champions. WBAL-AM-FM will feed a regional network of 50-75 stations serving the Southeast.

Chuck Thompson and Bill O'Donnell will return to call the games, but plans for pregame and postgame shows have not as yet been completed.

WJZ-TV will carry 52 regular-season games and one exhibition. Of the regular season line-up, eight are at home, 44 away, with 27 falling in prime time.

Messrs. Thompson and O'Donnell will rotate on radio and television, doing separate play-by-play, while a third man, John Gordon, will provide color.

There will be a 15-minute pregame show in addition to a five-minute *Warmup*. *Oriole Highlights* will be the postgame offering, utilizing a flexible 15-minute to half-hour format. John Kennelly, of WJZ-TV sports, will handle the postgame.

Boston Red Sox

WHDH-AM-FM Boston will continue its long association with the Red Sox (25

years on AM and 23 years on FM) feeding the full schedule (76 day games and 86 night games) plus 17 preseason contests to 47 stations in New England.

Play-by-play will be handled by Ken Coleman and Ned Martin with former Red Sox manager Johnny Pesky doing color. Mr. Coleman will also do 15-minute pregame show, *Dugout Interview* and Don Gillis the other, a five-minute program *Warmup Time*. Either Messrs. Martin or Pesky will host a five-minute postgame program, *Sports Extra*.

The TV coverage of the Red Sox is still uncertain with WHDH-TV Boston slated to begin its 14th year of originating Red Sox games. However, WCVB-TV there is scheduled to take over the channel 5 operation on March 19 as the culmination of the two-year FCC proceeding in which WHDH Inc. was denied its license renewal (BROADCASTING, Feb. 21). The baseball package is not part of the changeover to the new licensee.

With regular season play scheduled to begin April 6, that leaves only two exhibition games that will be definitely on WHDH-TV (March 11th and 18th). The Sox and WHDH-TV had worked up a tentative schedule, calling for coverage of 56 games (41 day and 15 at night) and three exhibition contests.

Play-by-play men on TV are Messrs. Coleman and Martin with Mr. Pesky on color. A five-minute postgame show, *Red Sox Wrap Up* with Mr. Martin had been planned for TV.

Cleveland Indians

WERE(AM) Cleveland, Indians originator for more than two decades, is going into the second year of a three-year agreement with a full 162-game regular-season schedule. The station expects to feed the games to a line-up of 20 or more outlets in Ohio, West Virginia and Pennsylvania. Bob Neal and Herb Score will return to handle announcing chores.

WJW-TV, beginning its final year of a three year contract, will carry 48 games and hopes to feed them to a regional network still in the works. A 15-minute pregame show, *Dugout Interviews*, and a postgame program *Scoreboard*, also 15-minutes, are planned. Former Indian outfielder Rocky Colavito will join Harry Jones as a new TV announcer.

Detroit Tigers

WJR(AM) Detroit, which began Tiger coverage in 1952, broadcasting only night games, begins its second decade with the club with the full 162-game season schedule (98 evening games) as

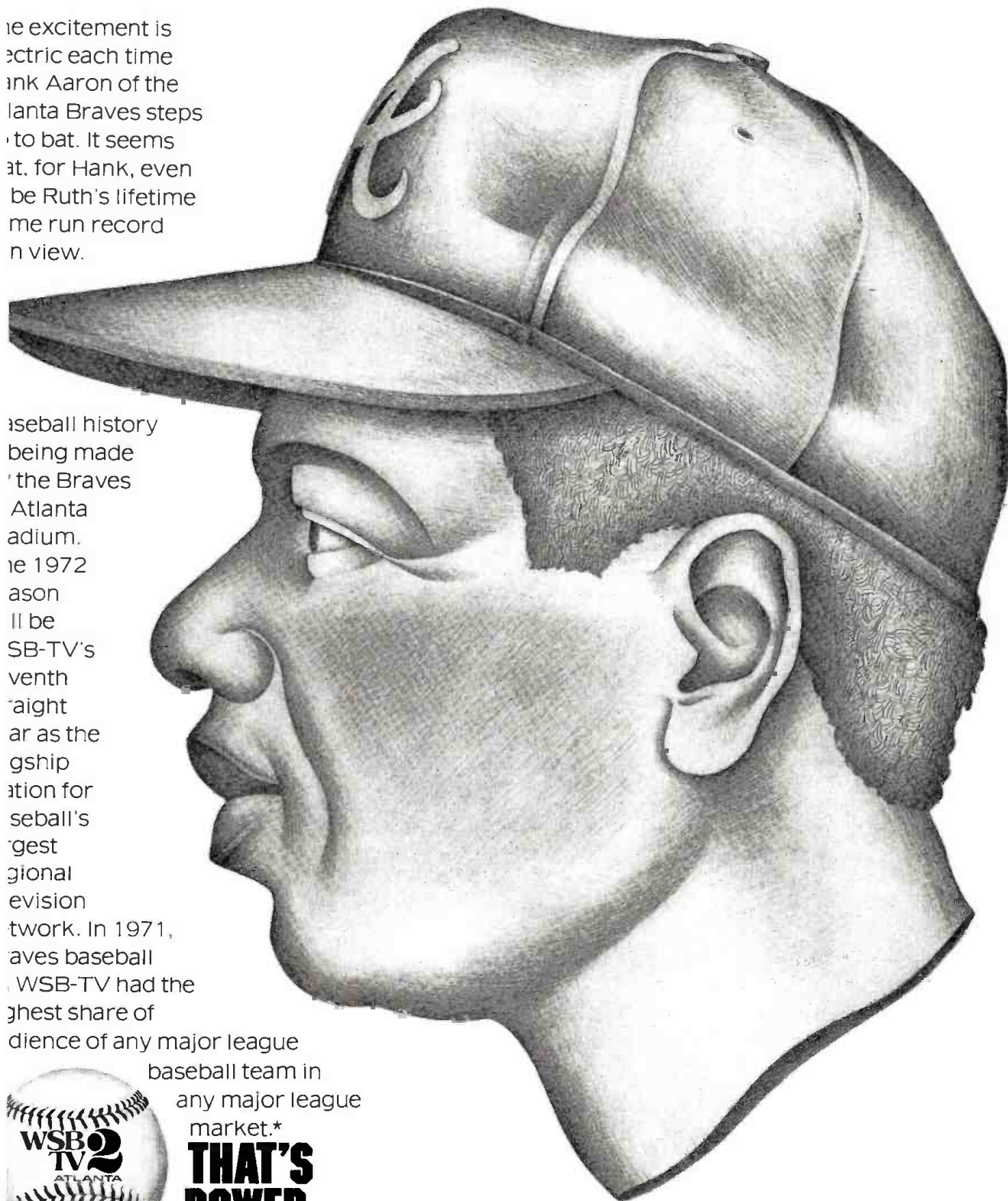
BASEBALL RECORD BOOKS ARE BEING REWRITTEN IN ATLANTA. BY A SLUGGER, AND BY A STATION.

The excitement is electric each time Hank Aaron of the Atlanta Braves steps to bat. It seems that, for Hank, even Babe Ruth's lifetime home run record is in view.

Baseball history is being made at the Braves Stadium in Atlanta. The 1972 season will be WSB-TV's twentieth straight year as the flagship station for baseball's greatest regional television network. In 1971, the Braves baseball station, WSB-TV, had the highest share of audience of any major league

baseball team in any major league market.*

**THAT'S
POWER.**



 A Communications Service of Cox Broadcasting Corporation

COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV Atlanta, WHIO AM-FM Dayton, WSOC AM-FM-TV Charlotte, WIOD AM-FM Miami, KTVU San Francisco-Oakland.

*Source: ARB, May 1971 sweep. Audience estimates subject to qualifications available upon request.

well as eight exhibition contests. A regional network of approximately 31 stations in Michigan, Indiana and Ohio is being set up by the Wolverine Broadcast Network.

Ernie Harwell and Ray Lane are the radio announcers—and will also handle a 10-minute pregame show *Tiger Beat* and a 10-minute *Scoreboard* program, respectively. Programs are under half-sponsorship of Household Finance (Needham, Harper & Steers).

The Tigers begin their eighth year of packaging their own TV schedule and WJBK-TV begins its 19th year as originating station this year. The schedule calls for 40 games and possibly one exhibition contest to be fed to five Michigan stations: WKZO-TV Kalamazoo-Grand Rapids, WNEM-TV Bay City-Saginaw-Flint, WJIM-TV Lansing, WWTV(TV) Cadillac and WWUP-TV Sault Ste. Marie, plus WSPD-TV Toledo, Ohio.

George Kell and Larry Osterman will return as the announcing team. Mr. Kell and Detroit manager Billy Martin will host a 15-minute pregame program, *Tiger Talk*. A postgame show, with an announcer soon to be named, *Baseball Scoreboard*, is also planned. Station is still negotiating for sponsorship.

New York Yankees

WMCA(AM) New York begins its second year as Yankee originating station, feeding the full slate of regular season games plus 10 exhibition contests to a 32-station hookup in New York, Connecticut and Pennsylvania. The Mayor's Trophy game, played for charity a standing feature over the years between the Yankees and the New York Mets, will also be broadcast on Aug. 24.

The announcing team of Phil Rizzuto, Frank Messer and Bill White will again be heard on both radio and television. Mr. Messer will host a pregame and postgame show on radio.

WPIX(TV) continues its long association with the team (21 years) under a new three-year contract. This season the station will cover at least 80 and up to 100 regular season contests, and two preseason games and feed them to a 10-station lineup in New York, Pennsylvania and Connecticut.

Texas Rangers

When owner Robert Short rode out of Washington last fall with his Senators, one of the many plums that awaited him in Arlington, Tex., was radio-TV money nearly double the 1971 rights figure of \$466,000.

The estimated \$800,000 for 1972 has been advanced by the city of Ar-

lington which has delegated the handling of the new Rangers' radio-TV to Broadcast Coordinating Corp., Houston, a subsidiary of Tracy-Locke Inc., Dallas-based agency.

KRLD(AM) Dallas will originate radio coverage of the Rangers for a regional network that numbered 25 stations as of last week.

KOTV(TV), Dallas UHF, will be the key station for a regional television network that may number 13 outlets.

Announcers will be Bill Mercer and Dick Risenhoover along with the former Los Angeles Dodger pitching star, Don Drysdale.

AMERICAN LEAGUE WEST

California Angels

As early as last December, KMPC(AM) was able to announce full sponsorship of play-by-play broadcasts with renewal of all participating sponsors. One, Standard Oil of Calif., is starting its 11th season of Angel baseball on radio. The full 162-game regular season and 18 spring-training contests will be originated by KMPC for 19 other stations on a regional setup. They are: KBIS(AM) Bakersfield, KWTC(AM) Barstow, KXO(AM) El Centro, KNKS(AM) Hanford, KCHV(AM) Coachella, KAVL(AM) Lancaster, KSFE(AM) Needles, KPSI(AM)

One gauge of baseball TV

How good are the ratings for telecasts of baseball? The Cox Broadcasting Corp. research department for its WSB-TV Atlanta did an analysis of the May 1971 ARB sweep, taken at a time when all the teams are just out of the gate and interest is at a relatively even level in each of the major-league cities.

Here's one part of what James A. Landon, Cox research director, announced last month:

	Share
Atlanta Braves on WSB-TV	66
Detroit Tigers on WJBK-TV	63
Pittsburgh Pirates on KDKA-TV	62
San Francisco Giants on KTVU(TV)	62
Boston Red Sox on WHDH-TV	61
Kansas City Royals on KMBC-TV	60
Houston Astros on KTRK-TV	59
Minnesota Twins on WTCN-TV	58
St. Louis Cardinals on KSD-TV	58
Milwaukee Brewers on WTMJ-TV	55
Cincinnati Reds on WLWT(TV)	54
Baltimore Orioles on WJZ-TV	50
Los Angeles Dodgers on KTTV(TV)	47
Chicago Cubs on WGN-TV	46
Washington Senators on WTOP-TV	42
Cleveland Indians on WJW-TV	35
California Angels on KTLA(TV)	34
New York Mets on WOR-TV	29
Philadelphia Phillies on WPHL-TV	24
Oakland A's on KBHK-TV	22
New York Yankees on WPIX-TV	8
Chicago White Sox on WFLD-TV	8
No data on San Diego Padres and Montreal Expos.	
Source: May 1971 ARB	

Palm Springs, KPRL(AM) Porterville, KPRO(AM) Riverside, KATY(AM) San Luis Obispo, KGUD-AM-FM Santa Barbara, KSMA(AM) Santa Maria, all California; KLVV(AM) Las Vegas, Nev.; KFBR(AM) Nogales, KTUC(AM) Tucson, KVOY(AM) Yuma, KXTC-FM Phoenix, all Arizona.

Angel Warmup and *Angel Report* will be carried as pregame and postgame shows, sponsored by Bank of America (Grey Advertising), American Bakeries for Langendorf bread (through A/Media Ltd.); Vons Grocery Co. (Honig-Cooper & Harrington). *Angel's Hotline*, a pregame two-way telephone show, will have Sears-Roebuck as a part sponsor (Star Advertising); and Kentucky Fried Chicken, (Sachs, Finley & Kaye), as a rotating spot advertiser.

On TV, the Angels will be with KTLA for the ninth consecutive season. A total of 30 telecasts are scheduled, all road games, with four games from Palm Springs during spring training. Dick Enberg and Don Wells will handle announcing responsibilities on both radio and TV.

There will be a pregame half-hour show with Dick Enberg and Harry Dalton, new general manager of the team. The postgame show will be to fill to the quarter hour and will consist of highlights of the game, standings and scores. Pregame and postgame sponsors on TV are Household Finance (Needham, Harper & Steers), one-third; Fuller Paints (Dailey & Associates), one-third; with one-third left open for spot participations.

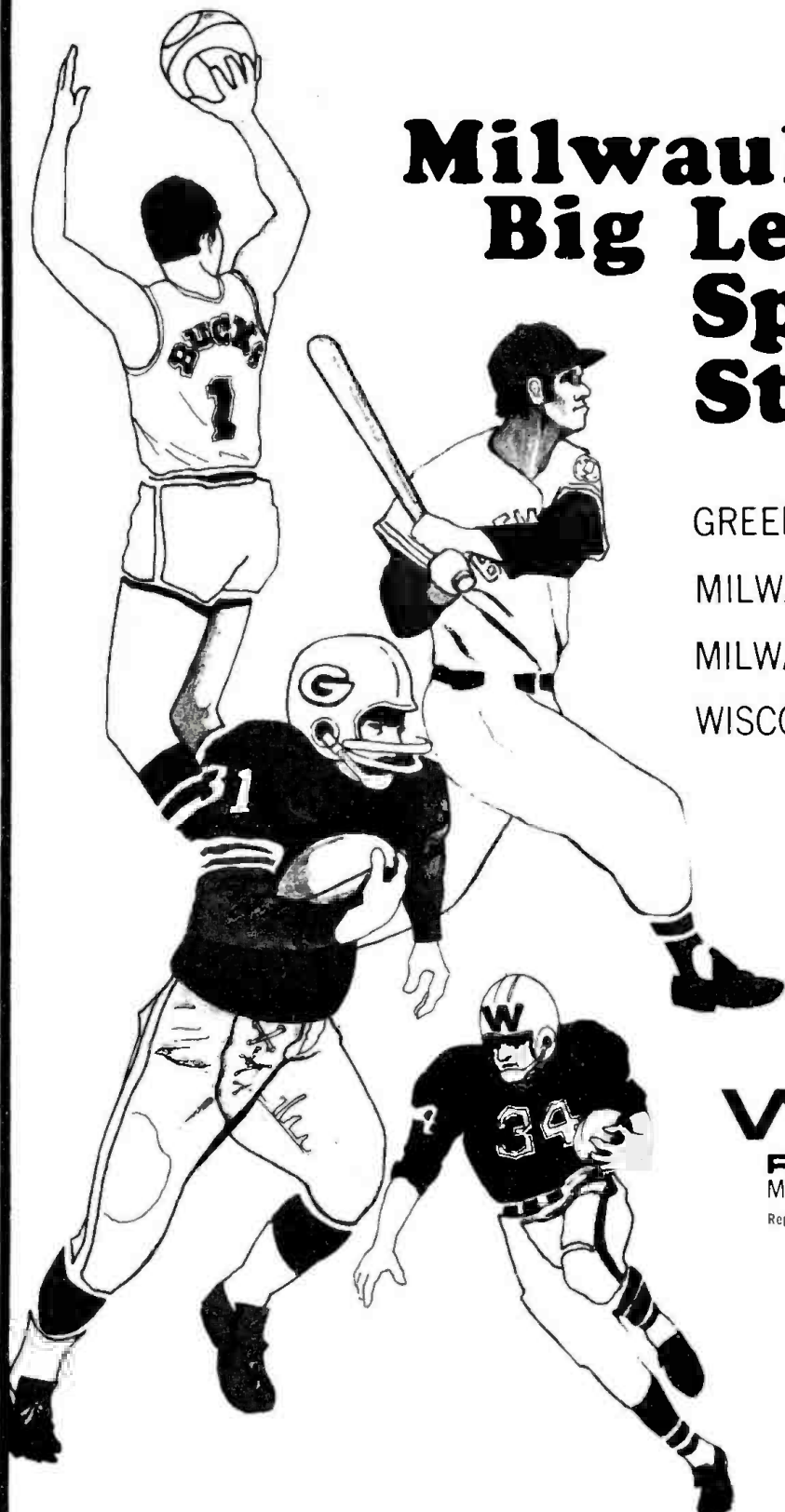
Chicago White Sox

Plans of WEAU-FM Evanston, Ill., in its second season as White Sox originator, are virtually a carbon copy of last year's coverage—a full schedule of regular season play (162 games) plus a dozen preseason contests. About 15 AM and FM stations (five more than last year) in Illinois, Wisconsin and Indiana are to pick up the feeds.

Returning play-by-play commentators, Harry Caray and Ralph Faucher, will also handle a 15-minute pregame *Dugout* series and a 15-minute postgame *Scoreboard* program, respectively. Sponsorship for both shows has not been announced.

Starting its last year of a five-year agreement, UHF station WFLD-TV Chicago, is the sole carrier of 129 regular season contests, of which 62 will be played under the lights. Jack Drees will be on play-by-play and Bud Kelly will handle color.

A 15-minute pregame show, *On Deck Circle* and a between-games program (on doubleheader days), *Baseball Re-*



Milwaukee's Big League Sports Station

WITH
GREEN BAY PACKERS
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MILWAUKEE BREWERS
WISCONSIN FOOTBALL

WTMJ
RADIO 62
Milwaukee
Represented by the Christal Co.

port, are planned. Both shows will be under the sponsorship of Style Home Builders Inc. (Rocklin Irving & Associates). Also on tap, when time permits, is a postgame show, *Wrap-Up*.

Kansas City Royals

KMBZ(AM) Kansas City, Mo., will again provide coverage of the 1972 Royals baseball, but this will be the first year the ball club will package the radio and TV. Schlitz Brewing, through Majestic Advertising, handled the Royals in preceding seasons. KMBZ will present all 162 regular-season games in addition to 13 exhibition contests. The games will be fed to a regional network of 50-60 stations, nearly 20 more than last year.

Two pregame shows will be offered in the package: a five-minute *Bob Lemon Show*, featuring the Royals coach, and a 10-minute *Warmup* interview program. *Scoreboard* and *Player of the Day* will be the package's 10-minute postgame offering.

Announcers for the games will be Buddy Blattner and Dennis Matthews, hired by the Royals to share color and play-by-play duties.

Sponsors for the pregame and postgame shows have not been released, as

plans for the KMBZ broadcasts themselves were just finalized. Spokesman for the ball club, however, said that one-half the sponsorships have been sold.

On the TV side, the Royals last week announced that KMBZ-TV Kansas City UHF, would originate TV coverage for an eight station regional network. The club said it has assembled package of 26 regular season games for telecast (24 road, two home; 16 in prime time). The games, it said, would be carried through the Hughes Sports Network. Pregame and postgame shows would be offered at each station's discretion.

Milwaukee Brewers

WTMJ-AM-FM-TV Milwaukee will again cover the Brewers. The package to be carried by the stations is being put together by the broadcast division of the Schlitz Brewing Co. It includes 33 colorcasts of regular season games (19 in prime time) and the full 162 regular season and 10 exhibition games on radio.

A decision on pregame and postgame shows scheduled for television is to be made by WTMJ-TV.

On radio, there will be two pregame

shows: the *Dave Bristol Show*, a five-minute program sponsored by the Yellow Pages (Cramer-Krasselt), and *Dugout Doings*, a 10-minute interview show featuring announcer Merle Harmon. Following the game there will be a 10-minute wrapup, *Tom Collins Scoreboard*, featuring the star of the game, with Mr. Collins also providing final scores of other games. Salerno Cookies (Scott & Scott) and Raabe Paint Co. (direct) will sponsor both the *Dugout* and *Collins* shows.

Game announcers on radio will be Messrs. Collins and Harmon. Mr. Harmon will be teaming with color man Bob Ucker on television.

Minnesota Twins

WCCO(AM) Minneapolis-St. Paul will again handle radio coverage of the Twins under an arrangement with Midwest Federal Savings & Loan Association, holder of the team's radio-TV rights. Four exhibitions and the regular 162-game season schedule will be broadcast by wcco.

In turn, Robert Wold Co., Los Angeles has arranged a 45-station regional network for the games with Wold selling one-half of the play-by-play to network advertisers the remaining time, includ-

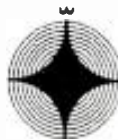
"An exciting new dimension in radio sports broadcasting."

We sought and earned this widespread reaction to our unique coverage of the 1971 National League Championship Series, announced by Vin Scully and Bob Gibson. RWC will do it again in 1972.

What we do for broadcasting and sports must be done right or we won't do it at all. Some of our other activities:

- *The Minnesota Twins' seven-state network, one of the largest in baseball. We build it and sell it.*
- *The East-West Football Classic. We packaged it.*
- *The program lines and related services for 1,300 individual events in behalf of 32 broadcaster clients. Included in 1972, several major league baseball schedules.*

RWC is already the West's major supplier of special services to sports and radio.



ROBERT WOLD COMPANY
11661 San Vicente Blvd.
Los Angeles, Calif. 90049
(213) 820-2668

Network Management • Program Syndication • Production Services

ing pregame and postgame participations being sold locally by affiliated stations.

Midwest Federal also is taking one-third of the sponsorship on WCCO and one-sixth on the regional radio network.

Announcers on radio will be Ray Christensen and Herb Carneal with Halsey Hall on the color.

WCCO plans a pregame *Bill Rigney Show*, a *Fan in The Stands* program prior to home games, a pregame *Herb Carneal Show* and a postgame *Scoreboard* report.

Sponsors for these peripheral programs as well as some of the play-by-play are Midwest Federal, Western Air Lines (BBDO), RCA distributor F. C. Hayer Co., S & M Co. tire distributor, Fisher Nut Co., Cloverleaf Dairy, A. A. Kindem & Sons building materials and Gannon's restaurant.

WTCN-TV Minneapolis-St. Paul plans to cover 50 home and road games. Regional TV network plans have not yet been announced. In past years, sponsors buying WTCN-TV got the network as a bonus.

TV announcers will be Lynn Faris, who formerly did baseball in Kansas City, and Frank Buetel.

WTCN-TV is working on a half-hour of pregame shows and a postgame scoreboard program.

Oakland Athletics

Atlantic Richfield Co., through Needham, Harper & Steers, owns broadcast rights to the Athletics games. This is the last year of a five-year contract.

This year for first time, however, KEEN(AM) San Jose, Calif., some 50 miles south, is originating station for the radio broadcasts. KEEN, which was not part of the regional network last season, begins pickups on March 9 from Mesa, Ariz. In all, the station will feed 26 preseason and 162 regular-season games to 25 stations that are expected to be feeds as part of a regional network. But to date only 18 stations have committed themselves.

They are: KEST(AM) San Francisco, KKIS(AM) Pittsburgh, KPER-FM Gilroy, KIDD(AM) Monterey, KSRO(AM) Santa Rosa, KWG(AM) Stockton, KPOM(AM) Roseville, KPIF(FM) Roseville, KQMS(AM) Redding, KCEY(AM) Turlock, KTIM-AM-FM San Rafael, KBLC(AM) Lakeport, KNCR(AM) Fortuna, KUBA(AM) Yuba City, KIRV(AM) Fresno, all California, and KBET(AM) Reno.

Atlantic Richfield is the prime advertiser. Other advertisers will be picked up individually on spot basis by stations down the line. There will be 10-minute pregame and postgame shows on radio, again with advertisers sold station by station. KEEN, for example, has sold a

KEEN expects baseball to boost C&W audience

KEEN(AM) San Jose, Calif., a first-time baseball station this season, sees a decided advantage in devoting some three hours of air time a day to play-by-play coverage over a six-month period. As originating station for at least an 18-station Oakland Athletics network, KEEN is committed to carrying a minimum of 188 games. Won't this kind of extensive schedule play havoc with the station's format?

"It's worth the risk," said station Manager Len C. Smith. "We hope we don't lose too much of our regular audience." On the other hand, KEEN expects to attract a considerable amount of new listeners to its modern country music format. "We think with the major league baseball broadcasts we're going to get a lot of people tuning in who will give another listen to country music." And, he predicted, baseball "will add many thousands of dollars to our gross this year."

pregame show to Occidental Petroleum's Land Department (McElroy Advertising.)

KBHK-TV San Francisco, UHF, is again handling TV coverage. It will televise 25 regular-season road games, all in color. KTVN(TV) Reno and KOVR(TV) Stockton-Sacramento will pickup the telecasts as part of a modest regional network.

There will be a *Dugout Interviews* pregame show and an *A's Today*, pregame program. Bay Area Buick Dealers, (The Wyman Co.), have a piece of the pregame show. There will be no postgame program on TV.

Monte Moore and Jim Woods announce the play-by-play and do color on both radio and TV.

NATIONAL LEAGUE EAST

Chicago Cubs

WGN(AM) Chicago will begin its 15th year as Cubs originator feeding all 162 regular-season games and 10 exhibition contests to an expected 10-station regional hookup in Ohio, Illinois and Indiana.

Vince Lloyd and Lou Boudreau will be back to handle announcing chores with Mr. Boudreau also hosting two pregame shows, *Durocher in the Dugout*, (five-minutes) and *Lead-Off Man*, (15-minutes). Half-sponsorship of programs has been purchased by Seno & Sons, formal-wear rental firm (Bud Salk Associates). Also planned, with

Mr. Lloyd as host, is a postgame *Scoreboard* show (15 minutes). Sponsorship is divided equally between Cotter & Co. pin and plumbing accessories manufacturer (Home Products Marketing Associates) and AAMCO auto transmissions (A. J. Rosenthal & Co.).

Television schedule on WGN-TV Chicago has not been released but a station spokesman said the station expects to carry about 140 games. Jack Brickhouse and Jim West are the announcers. A 15-minute pregame show with Mr. West, *Lead-Off Man*, is planned as well as a postgame show, *Tenth Inning*, hosted by Mr. Brickhouse.

Montreal Expos

Radio lineup for Expos games this season has expanded to include 23 French-language stations, (more than doubling last years coverage) all in Quebec province and nine English-language stations (two in Quebec and nine in Ontario) as well as some stations in the U.S. (So far, four stations will carry the games in Vermont and New York).

Stations will pick up the full schedule and two exhibition games fed to the French network through CKAC(AM) Montreal and to the English network through CFCF(AM) Montreal.

Announcers on the English side are Dave Van Horne and Russ Taylor and on the French, Jacques Doucet and Jean Pierre Royle. Both networks are preparing their own pregame and postgame programs.

The Canadian Broadcasting Corp., has added one more game to its coverage (23) this season and will feed them to a 43-station English-language hookup in all 10 Canadian provinces as well as a 14-station French lineup, primarily in Quebec. Telecasts will be in both French and English with Guy Ferron handling play-by-play and Jean Pierre Royle color, on the French side, and Dave Van Horne on play-by-play and a color man, to be announced, on the English commentary.

New York Mets

WHN(AM) New York returns this year as the Mets originating station under a new three-year agreement after a five-year hiatus. The club's games were carried by WJRZ(AM) Hackensack, N.J. (now WWDJ(AM)) since 1967. The station will feed 143 regular-season games plus 15 preseason contests to more than 30 outlets in New York, New Jersey, Connecticut, Pennsylvania, Massachusetts, Rhode Island, Maine and Florida. Sponsorship has been sold out since Dec. 21, 1971.

Lindsay Nelson, Bob Murphy and

Ralph Kiner will return to handle the radio and TV announcing. A pregame radio show is in the works as well as a postgame program with Bill Mazer, WHN sports director and Al Albert, his assistant. Sponsorship is half sold.

WOR-TV New York will begin its 10th year of Mets coverage with a 117 regular-season-game and three preseason-game schedule. Rheingold Breweries, which owns the TV rights, expects to set up a three- or four-station regional hookup in New York and possibly Pennsylvania. No pregame program is planned although a postgame show for away games is a possibility.

Philadelphia Phillies

WCAU(AM) Philadelphia will start its fifth year as Phillies originator under the second year of a three-year contract. The station is slated to pick up the full regular-season schedule as well as 20 preseason contests. Regional hookup has not been finalized but approximately 20 stations in Pennsylvania, and possibly New Jersey and Delaware are expected to pick up the feeds.

The Frank Lucchesi Show and *Star of the Game*, pregame and postgame shows, both 10 minutes, are also planned. Play-by-play announcers Byram Saam and Harry Kalas return with Richie Ashburn on color.

On the television side, UHF station WPHL-TV Philadelphia will begin its second season with the Phillies and will feed 68 regular-season games (50 on the road) and two exhibition contests to a three-station network in Pennsylvania: WGAL-TV Lancaster, WLYH-TV Lancaster-Lebanon and WNEP-TV Scranton-Wilkes-Barre.

Radio announcers will double on the television play-by-play. A three-part pregame program, *Baseball Today*, will include segments entitled "The Bill Webber Show" (seven and a half minutes) directed towards youngsters; "Baseball for the Better ½" (seven and a half minutes) with Dorie Lenz and directed towards women; and a 10-minute program from the field with either Mr. Ashburn or Mr. Kalas. Also, on Sunday home games, *The Frank Lucchesi Show* will be featured. *The 10th Inning* with Al Meltzer will follow all games with scores and taped highlights.

Pittsburgh Pirates

In the second year of a three-year contract, KDKA(AM) Pittsburgh will carry the full 1972 Pirates 162 regular-season games and 15 exhibition contests.

Bob Prince and Nellie King will return to share play-by-play chores, feed-



The Minnesota Twins are setting up their training camp in Florida, but back home the men behind the men behind the mike for the club last week were finishing their plans for 1972. The discussion involved (l-r) Harold W. Greenwood Jr., president of the Midwest Federal Savings & Loan Association, holder of Twins' broadcast rights; Mike Bolin, president of M. R. Bolin Inc., Midwest's agency, and Phil Lewis, general manager of WCCO(AM) Minneapolis-St. Paul, which will cover the Twins' games. The team's television will be originated by WTCN-TV.

ing a regional network of 15-20 stations.

In addition, there will be a 10-minute pregame and postgame show. Announcers for these are not set and sponsors have not been finalized.

KDKA-TV will be back again to handle TV for the 1971 World Champions. An unspecified number of games will be fed to two other stations in the region.

Messrs. Prince and King will also handle the TV announcing.

St. Louis Cardinals

KNOX(AM) St. Louis will again provide coverage of the St. Louis Cardinals 1972 schedule. The station will feed a 120-station regional network serving 12-14 states. The package—along with one for television—is once again being put together by the club's owner, Anheuser-Busch.

On the radio side, 162 regular-season and 16 exhibition games will be broadcast. The radio package also includes one pregame and two postgame shows: *Dugout Interview* (10 minutes), *Cardinal Scoreboard* (five minutes, post-

game) and *Star of the Game* (5-10 minutes, postgame). In addition, KMOX is providing its own 10-minute pregame *Mike Shannon Show* which is being sold locally.

Sponsors for the shows are LaClete Gas Co. (D'Arcy-MacManus-Intermarco); Jefferson Savings & Loan (Walsh); Hamilton Jewelers (direct); St. John's Bank (direct); Firestone dealers (direct); Chevrolet (Campbell-Ewald); Central Auto Air Conditioners (direct); Mizerany Appliances (direct); Boatmans Bancshares (Batz-Hodgson-Neuwoehner); Wolff's Clothing (Gerald Deppe), and B. F. Goodrich dealers (direct). Other sponsors are: Sun Oil (Gardner); Six Flags Over Texas (Winus Brandon); and Krey Packing Co. (D'Arcy).

Radio announcers will be Jack Buck doing play-by-play and Mike Shannon on color.

KSD-TV St. Louis will originate the television coverage of the Cardinals, feeding a regional network of approximately 20 stations. 25 regular-season road games and one exhibition contest will be colorcast.

Jack Buck will share TV announcing chores with another network sportscaster who has not yet been named. Jay Randolph, KSD-TV sports director, will handle the pre- and postgame shows that include: the *Dugout Show*, 15-minute to half-hour pregame interview; *Star of the Game* and *Scoreboard*, postgame shows of flexible length.

American Airlines (Doyle Dane Bernbach) and Household Finance Corp. (Needham, Harper & Steers) will co-sponsor the three programs.

NATIONAL LEAGUE WEST

Atlanta Braves

WSB-AM-TV Atlanta will be going into its seventh year of originating coverage of the Braves. A radio network of 63 stations will be fed 162 regular season and 10 preseason games. WSB-TV will be the key station for a regional TV hookup for 20 games (10 in prime time and the other 10 on Sundays).

Back again to handle the radio-TV play-by-play will be Milo Hamilton and Ernie Johnson.

As of last week, plans for pregame and postgame shows had not been made.

The Atlanta Braves handle all game and media details on their own, packaging advertisers and contracting with the WSB stations to be originating outlets.

Jack Carlin, who has been the business manager of the Braves since 1966, this winter was appointed director of broadcast operations for the club.

Cincinnati Reds

WLW(AM) Cincinnati, for the second straight year, will be the key station for a regional radio network packaged by the Reds. Coverage will include 162 regular-season games and 20 exhibitions.

Announcers for radio will be Al Michaels, handling play-by-play, and Joe Nuxhall on color. They will also share chores on the 10-minute pre- and postgame shows: *The Main Spark*, interview show with Mr. Michaels and featuring the Reds' manager, Sparky Anderson, and *Turf Side*, with Mr. Nuxhall and featuring a baseball personality, make up the pregame lineup. *Star of the Game*, with Mr. Nuxhall, and *Scores and Comments* wrap-up, with Mr. Michaels, comprise the postgame.

Sponsors lined up thus far for the shows include: *Main Spark*: B. F. Goodrich (Ed Bartlett Advertising Services); *Turf Side*: Midwest Volkswagen (Kight-Cowman-Abram); Blue Cross/Blue Shield (Oppenheim/Herming, Hausen/Clarke); *Star: Cincinnati Enquirer* (Stockton-West-Burkhardt), Hader Hardware Stores (Bender Adv.); *Scores*: Dodge dealers (BBDO), Devoe Paint (Doe-Anderson). Other pregame and postgame sponsors are American Dairy Association of Cincinnati (Midland Adv.), Miami Margarine (Ralph Jones), Ohio National Life Insurance (Northlich-Stolley), Burkhardt's Men's Stores (J. S. Freedman) and Fast-Foto (Northlich-Stolley).

A 10-minute radio *Redset Report* will be broadcast during the exhibition season sponsored by Admiral Appliances (J. S. Freedman). Messrs. Michaels and Nuxhall will handle.

WLWT(TV) Cincinnati will again provide coverage for the 1972 Cincinnati Reds schedule. In the second year of a three-year contract with the club, the station will colorcast 35 regular-season games and one exhibition contest. The game will be fed to nine-station regional network.

Tom Hedrick will do the TV play-by-play while baseball Hall of Fame member Waite Hoyt will provide the color and host a pregame show. A postgame *Scoreboard* will be presented weekends.

Houston Astros

For the first time, KPRC-AM-TV Houston will originate both the radio and TV coverage of the Houston Astros. The AM will broadcast all 162 regular-season games and 18 exhibition contests on a 32-station regional network.

The package is again being put together by the Houston Sports Association, a subsidiary of the baseball club.

On the TV side, KPRC-TV will be the key for 16 regular-season games on a 16-station regional network.

Doing double duty for the simulcast radio-TV coverage will be Gene Elston, Loel Passe and Bill Ennis, who will provide both color and play-by-play.

A 10-minute *Pregame Show* and a 15-minute *Postgame Show* are scheduled with host responsibilities shared by Messrs. Elston, Passe and Ennis. Sponsors for the programs have not been announced.

Los Angeles Dodgers

The Dodgers organization, perhaps the most efficient operation in baseball, own the rights and package and produce the play-by-play radio broadcasts and telecasts. The Dodgers, who buy time and deliver the show to stations, move into their 14th season with KTTV(TV) Los Angeles and 13th season with KFI(AM) Los Angeles.

All spring-training and regular-season games will be carried on KFI and the dodgers radio network of 10 other stations. KWKW(AM) Pasadena, Calif., Spanish-language station, will cover the games in Spanish, as well. Stations on the network, all of them AM, are: KROP Brawley, KUHL Santa Maria, KREO Indio, KTMS Santa Barbara, KGEQ Bakersfield, KYOR Blythe, KVEC San Luis Obispo, all California; KTAR Phoenix, KOPO Tucson, both Arizona; KORK Las Vegas, Nev.

A total of 25 road games will be carried in color on KTTV, 22 of them regular-season contests and three pre-season games. Included in this total are every Sunday game on the road (14 of them) and all games played in San Francisco. First telecast is March 12 from Vero Beach, Fla.

Vin Scully and Jerry Doggett continue as the Dodgers announcers on both radio and TV. *Scully's Warmup*

and *Scully's Scoreboard* are titles of pregame and postgame shows on radio-TV, with Pepsi-Cola Bottling Co. of Los Angeles (Brown Clark Elkus & Moses) and Knudsen Corp. (Grey Advertising), on behalf of its dairy products, sponsoring a portion of these programs.

San Diego Padres

The Padres control its own broadcast rights. Coverage of games has been placed on KCST(TV) for the third year and on KOGO(AM) for the fourth year. The Padres organization has responsibility for line costs, travel expenses and sales. A full slate of 162 regular-season games will be carried on radio plus 16 exhibition games starting March 19.

Radio announcers will be Bob Chandler, formerly sports director of KCST, and Jerry Coleman, making a shift from KTLA(TV) Los Angeles, where he did the Angels postgame show. Regional network for radio is difficult because of San Diego's geographical situation and Los Angeles territorial rights. Only direction available is East, where KICO(AM) Calexico, Calif., will take KOGO's feed. KBLU(AM) Yuma, Ariz., also will pick up some but not all of the broadcasts.

Colgate-Palmolive Co. (Pace Management) is sponsoring a 15-minute pregame show on radio, while Pepsi-Cola Bottlers (Knoth & Meads Co.), is the advertiser on the 15-minute postgame *Dugout Show*.

TV plans call for coverage of nine games from Los Angeles and nine games from San Francisco, all in the regular season and all in color. Currently there also are thoughts of covering two preseason games on TV. There may be a pregame show, but apparently there will be no postgame program. Sid Gilman, former coach of San Diego Chargers football team, is set as color announcer on the telecasts but his as-

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sociates have not yet been named. It's likely that the Chandler-Coleman radio team also will be on TV.

San Francisco Giants

KSFO(AM), moving into its 15th year with Giants baseball, will cover 10 pre-season and 162 regular season games.

There will be 14 other AM stations on a regional radio network including KCNO Alturas, KHSL Chico, KPLY Crescent City, KINS Eureka, KDAC Ft. Bragg, KMJ Fresno, KBEE Modesto, KWST Mt. Shasta, KCVC Redding, KOH Reno, KFBK Sacramento, KTOM Salinas, KUKI Ukiah and KSYC Yreka, all in California, plus KOH Reno, Nev.

There will be *Giants Warmup* and *Giants Clubhouse* pre and postgame shows with American Bakeries Co., Chicago, for Langendorf bread (A/Media, Ltd.), Western Airlines International (BBDO), and Roos/Atkins Inc., San Francisco (Argonaut & Associates), as rotating advertisers for these 15-minute programs.

KTVU(TV) Oakland-San Francisco, in the third year of a six-year contract with the Giants (but beginning its 12th year of coverage), will carry three pre-season games and 17 regular-season games for a total of 20 telecasts. All coverage will be of road games, starting March 12 from Phoenix.

Highlight of preseason schedule is a March 26 telecast from Honolulu where the Giants will play Lotte Orions, a touring team from Japan. Game will be carried live via satellite and using facilities of the Hughes Sports Network.

Lon Simmons and Bill Thompson continue calling the Giants on both radio and TV. There will be no pregame or postgame shows on TV. For first time this season KTVU will make use of slow motion instant replays for its baseball coverage.

(This special report was principally written by Frederick M. Fitzgerald, senior editor, with assistance from Morris Gelman, contributing editor, Hollywood; Helen Manasian, assistant editor, New York, and Clara M. Biondi, staff writer, Washington.)

Equipment & Engineering

Now it's a zoning board

**FCC is asked to prevent
Sears's Chicago tower
from interfering with TV**

A Chicago citizen group, worried about possible interference to television signals in the city, has asked the FCC to "assume jurisdiction" over what is destined to be the world's tallest building—Sears, Roebuck & Co.'s Sears Tower.

The Illinois Citizens Committee for Broadcasting said that in proceeding with construction of the tower, Sears is violating the First Amendment rights of area residents, the Communications Act, the rules, regulations and licenses of the FCC, the license obligations of the area stations, and the complainants' rights.

It asks the commission to investigate the interference problem the committee says will be caused and propose a remedy. It also asks the commission to direct Sears to halt construction "until it has taken all actions necessary to protect the rights of complainants and those they represent to an adequate signal."

Five of Chicago's nine television stations beam their signals from the an-

tennas atop the 1,107-foot, 100-story John Hancock building. When completed, Sears Tower will rise to a height of 1,450 feet. And the ICCB says that it will cause TV interference in an area where over a million people live.

The ICCB claims to represent all Chicago viewers and the city's television stations, although not with the stations' authorization. Nine of the stations, which have been consulting with Sears in an effort to solve the interference problem, have specifically informed the committee it was on its own in seeking relief from the commission.

The stations involved, in a letter telling the committee it was on its own, contended that the commission lacks authority to act in the matter. And commission officials, who regarded the petition as highly unusual, agreed with the stations' assessment. However, the matter will be brought to the commission's attention.

The committee in November had urged the stations to ask the commission to "protect the quality of television signals by assuming jurisdiction" and taking all possible steps to protect television communication in the area.

Sears and the Chicago stations have been searching for a solution to the possible ghosting problem for the past 18 months. And last week, Sears issued a statement asserting that "a substantial

solution" had been found. Arthur Wood, Sears president, said electronics scientists and consulting engineers have reported that it involves a combination of signal-absorbing material applied to the upper floors of the Tower and a window design in which wires or metal tabs are imbedded between two panels of glass. Mr. Wood said the techniques would eliminate or minimize the problem, and that Sears would make free space available to broadcasters on the top rentable floor of the Tower for UHF translators to eliminate any remaining ghosting.

The broadcasters, however, while encouraged, are not completely satisfied. They issued a statement after Sears made its announcement, asserting that the problem needed more time and work.

The broadcasters have a proposal of their own—reduction of the height of the building by 250 feet. However, Mr. Wood, in the Sears statement, specifically rejected this proposal as inferior to the use of signal-absorbing material and special window design. (It would also deprive the tower of the label as the world's tallest building.)

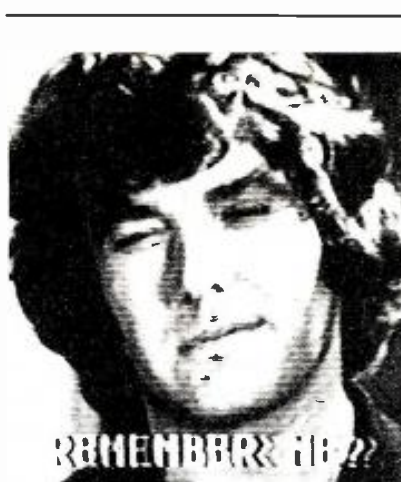
The option chosen by New York stations when faced with a similar problem by construction of the World Trade Center building—transferring their antennas from what had been the world's tallest structure, the Empire State Building to the new building—is apparently not available to the Chicago stations. The tower's present proposed height is at the maximum allowed by the Federal Aviation Agency.

There is also some dispute over whether the New York stations should move their antennas to the World Trade Center. The Port Authority of New York, which owns the building and which offered the stations a generous inducement to move, now contends its studies indicate expected interference has not occurred and that the stations would beam a clearer signal if their antennas were left on the Empire State building. The stations, which are using UHF translators to beam their signals into some parts of the city, argue that the interference problem grows worse. The commission is studying the conflicting claims.

The ICCB, noting that the stations have not indicated they have found a solution, asks prompt commission action. It says its understanding is that structural changes can be made in the tower only within the next 90 days.

The stations cited in the complaint are WBBM-TV, WMAQ-TV, WLS-TV, WGN-TV, WTTW-TV, WXXW-TV, WCIU-TV, WFLD-TV and WSNS-TV.

ICCB, which is affiliated with the National Citizens Committee for Broadcasting, has been active for several years. It participated with other groups



Hearing-handicapped students at Washington's Gallaudet College got more out of their television viewing because of a newly developed system that allows dialogue to be transmitted along with the picture. ABC's Mod Squad was subtitled using a system developed by the National Bureau of Standards to transmit time and frequency standards that can be picked up on specially adapted sets. Because the system has the capability of coding and decoding numbers and letters, it also has a use in captioning TV broadcasts for those with hearing impairments and for the non-English speaking. The experiment, which has been in the works for several months (BROADCASTING, Jan. 10) was conducted in conjunction with WMAL-TV Washington.

in opposing the license renewals of various Chicago stations in 1970. And it participated in the opposition to WGN's acquisition of WFMJ(FM) Chicago; the opposition led WGN to donate the station to the Chicago Educational Television Association.

The committee's members include Charles Benton, president of NCCB; Robert Bennett, a former legal assistant to Commissioner Nicholas Johnson, and William Singer, a member of the Chicago city council.

IVC sales record at half

International Video Corp., Sunnyvale, Calif., which manufactures and markets color video tape recorders and cameras, reported record sales of \$8,011,000 for the six months ended Jan. 31. According to the privately-held company this represents a 63% increase over the \$4,928,000 in sales for the corresponding period the previous year. Profit figures were not disclosed.

Market in color TV picks up momentum

Color TV set sales to dealers for the first month of 1972 were 33.4% bigger than in January 1971, the Electronic Industries Association reported last week. Black-and-white TV set sales were up 9.1%, while total radio sales were down 9.8%.

Meanwhile, EIA reported that total 1971 sales of color TV sets, including imported models, set a new record of 7,256,700 units, up over 1970's total by 39%. The sales of imported color TV were up 40.2% for the year. Monochrome set sales for the year reached 7,604,364, up 7.9% over the previous year, with imports up 15.9%. Total radio sales were up 5.7%, with auto radios up 30.1%, but with home radios declining slightly. Imported home radios declined by 0.5%; auto radios were up by 41.1%.

U.S. manufacturers' sales to dealers for January:

Television	1972	1971
Color	546,062	409,371
Black-and-white	391,083	357,636
Total	937,145	767,007
Radio		
Home AM	243,973	298,235
Home FM	232,353	201,016
Auto	746,589	855,716
Total	1,222,915	1,354,967

Easing of remote rules sought for radio

A New Jersey broadcast equipment manufacturer has asked the FCC to allow radio licensees carrying on remote-control operations to inspect their transmitter sites at weekly intervals rather than the presently required daily checks.

CCA Electronics, Gloucester City, N.J., told the commission that a relaxation of the present rules in this area would give radio broadcasters "a more favorable economic base" without adversely affecting technical standards. It noted that a section of the commission's remote-control rules adopted last December provides for the inspection of television remote-control units "at intervals as great as once per week" (BROADCASTING, Dec. 13). This privilege, it said, should also be afforded AM and FM broadcasters, since radio transmitters are "substantially less complex" than their television counterparts.

The section of the rules CCA was referring to allowed noncommercial TV licensees to inspect their transmitters on a weekly basis until April 30, 1974. Commercial UHF and VHF broadcasters must conduct such inspections five times a week, however.

LVO system to test alarms, polls, pay

LVO Cable Inc., multiple system owner, is launching an experiment in two-way communication. The trial will be conducted on a portion of the company's system, currently under construction, northwest of Chicago in Carpentersville and Crystal Lake, both Illinois.

Gene W. Schneider, president of LVO Cable, said that the company has se-

lected Scientific-Atlanta Inc., Atlanta, to provide the equipment. Oak Security Inc., a portion of Oak Electro/netics Corp., will provide home burglary and fire-detection sensors and operate a security system.

Mr. Schneider said in a statement: "The system will have the capability of remotely monitoring fire and intrusion alarms, polling subscribers' television tuners to determine which channels are being viewed, as well as remotely connecting and disconnecting cable-televi-

sion services. At a later date, we expect to modify and add functions to the system to include polling and per-program services and other uses."

LVO Cable Inc. is 75%-owned by LVO Corp., whose stock is traded on the New York Stock Exchange. LVO Cable stock is traded over-the-counter.

12-hour daily minimum set for FM stations

FM broadcast stations will be required to operate no less than 12 hours a day after April 7, following an FCC ruling last week increasing significantly the minimum amount of time an FM is permitted to broadcast each week.

Presently, FM stations must operate a minimum of 36 hours weekly between 6 a.m. and midnight and no less than five hours per day except Sunday. Under the new rule, no less than eight hours of daily operation between 6 a.m. and 6 p.m. local time is required, and not less than four hours between 6 p.m. and midnight.

The commission proposed the rule last November, citing a need for expanded aural service, particularly in the evening. It also noted that although the viability of FM has increased significantly, many stations were still operating at or near the minimum.

The proposal evoked little interest from broadcasters. The only comment filed in the proceeding was from WMCB-FM Michigan City, Ind., which, while supporting the proposal, argued that stations should be allowed to determine their own hours of operation Monday through Saturday, based on the specific need of their audiences.

The commission said that in such cases when the licensee finds it difficult to conform to the specific hours noted in the rule, it will be free to seek a waiver.

3M tries out cassette outfit

The 3M Co., St. Paul, announced that its Wollensak ¾-inch U-matic videocassette units will be test-marketed in Los Angeles, Chicago, New York, Washington and Minneapolis-St. Paul this spring. National distribution of two systems—one of a recorder/player, the other of a player only—is scheduled for fall. Units will be priced at \$1,395 for the recorder/player and \$995 for the player only. The U-matic system allows video recordings to be made directly from video cameras or from television receivers. Cassettes for the units will be available in 30- and 60-minute lengths. Rewind time is three minutes for a 60-minute cassette. The ¾-inch tape used by the U-matic units are said to be compatible with all other ¾-inch videocassette units now on the market.



Best of both worlds ■ Ancient architecture and modern technology have come together at SS. Peter and Paul Cathedral, Providence, R.I., to enable broadcasters to cover live church events. The set-up, developed in conjunction with WJAR-TV there, is designed to accommodate as many as 15 broadcast feeds "to aid the broadcaster without detracting from the appearance of the cathedral." Last month the system, which cost approximately \$30,000, permitted WJAR-TV to telecast the consecration of the Most Rev. Louis E. Gelineau (top) as bishop, with minimal disturbance of the ceremony. The cathedral is wired for sound, cameras and lighting—with all microphones and speakers either

concealed or designed to blend with the decor. Behind the scenes are hidden electrical outlets and conduits (second row left), a gold-framed speaker system above the rosace window (center) and concealed microphones, this one on the main altar (right). Manning the audio/video console in the choir loft are Charles Smith (l), engineer with the Gertz Co., which designed the sound system, and one of the cathedral's priests. Outside, special hookups have been installed for television mobile units, eliminating the need to lay cable. The entire set-up inside the Providence cathedral is believed to be the first "state of the art" integration in a major religious building.

Cox computer operation grows

Cox Data Systems Inc., Atlanta, division of Cox Broadcasting Corp., has reached an agreement whereby CDS will provide its real-time broadcasting information system to KSD-TV St. Louis, according to C. Dan Clay, vice president and general manager of the data systems division. The service—which is now in use at Cox's WSB-TV Atlanta and is being installed at Cox-owned WRC-TV Pittsburgh—provides information on availabilities, processes order confirmations, schedules and rotates spots, does billing and performs other data-information functions.

NASA chief talks at NAB

Dr. James C. Fletcher, administrator of the National Aeronautics & Space Administration and former president of the University of Utah, will be the speaker at the April 11 engineering luncheon during the convention of the National Association of Broadcasters in Chicago April 9-12. A speaker is still being chosen for the April 10 engineering luncheon. Major speakers at the NAB convention will include John B. Connally Jr., secretary of the treasury; Frank Stanton, vice chairman of CBS Inc., and Dean Burch, FCC chairman (BROADCASTING, Feb. 14).

Technical Topics

Playback mixer ■ A new line of multi-channel cartridge tape playback systems is now available from Broadcast Electronics Inc., Silver Spring, Md. The models 303C, 305C and 605C are capable of "mix and match" playback, with combinations of three, five, six, nine, 10 and 15 decks. Features on the systems enable use under both manual and automated operations.

Multiple multiplexers ■ Laird Telemedia Inc., Salt Lake City, has introduced a complete line of television optical multiplexers, claiming rapid on-air transfer between projection sources. Models are available with either three or four inputs with an additional unit developed for large images. A transfer line in the order of 50 microseconds is possible through use of the units. All three models are designed for color and feature push-button control.

Illuminating words ■ General Electric is distributing three updated reference publications concerning theatrical and broadcast lighting products. *Quartzline and Incandescent List* is a catalog of the lamps most frequently used by the television, stage, motion picture and still-photography industries. *Fixture Relamping Guide* lists and describes more

than 1,200 lighting fixtures manufactured by 29 firms. *ANSI Cross-Reference List* matches the ANSI code with the appropriate GE lamp or replacement. The booklets will be available at GE's exhibit at the National Association of Broadcasters convention and the Society of Motion Picture and Television Engineers conference this spring. Single copies are also available from GE Lamp Sales Department representatives or from the company's Inquiry Bureau, Dept. SS, General Electric, Nela Park, Cleveland 44112.

FCC shop in Chicago ■ The first regional office of the FCC's Spectrum Management Task Force has been opened in temporary quarters in Chicago. The office will seek to improve the quality of communications in the congested land-mobile radio service band. Address is 176 West Adams Street, Suite 1900, Chicago.

Aids for election returns ■ Telemation Inc., Salt Lake City, has introduced a TV election display system that makes use of electronic character generators, mini-computers, teletypewriters, among other equipment, to automatically display numbers and letters on a TV screen. The system is designed for TV stations in their coverage of elections and similar events. According to Tele-

mation, its TED-1 system does away with the need for tote boards and sets for TV coverage of elections.

Double load ■ Laird Telemedia Inc., Salt Lake City, announces a new, low-cost TV slide projector housing two carousel drums featuring instant transfer and lap dissolves through the use of a pair of surface mirrors located between the film plane and seven-inch lens. Price: \$1,195.

Fires hit Eureka stations

A lightning storm in the early morning hours of Feb. 22 left a radio station in northern California without its main transmitter and a television station gutted by fire. A lightning bolt apparently struck the 300-foot tower of KRED(AM) Eureka, causing an estimated \$2,500 damages. Soon afterwards, fire broke out at KVIQ-TV Eureka, possibly also because of the lightning storm. The flash fire destroyed the offices and studios of the station with a loss that is believed will exceed \$1 million.

The radio station continued to operate using a 500-watt directional antenna usually reserved for nighttime broadcasting. KVIQ-TV carried on local operations using the production and office facilities of KIEM-TV Eureka.

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Reporting privilege argued at top

Supreme Court hears three cases, including TV cameraman's, on government subpoena power

Throughout the country's history, newsmen have occupied a kind of gray area so far as their responsibilities to government investigators are concerned. But three cases argued before the Supreme Court over a two-day period last week are likely to turn the gray into black or white—which, it is hard to foresee.

Principally at issue is whether reporters, under pain of being cited for contempt of court, can be compelled to testify—or even to appear—in grand-jury investigations, or whether the First Amendment privilege of a free press gives them at least some degree of immunity to government subpoena powers.

The government contends that reporters have the same obligations as other citizens in responding to subpoenas and that the court should not carve out a special exemption for them. But the reporters' reply is that if they are not accorded some protection, the free flow of information to the public will be seriously impaired.

The arguments came as a climax to the continuing controversy between the news media and the government over what the media call an attempt to transform reporters into an "investigative arm of the government." The controversy led two years ago to former Attorney General John Mitchell's issuing of guidelines limiting the discretion of government attorneys in subpoenaing newsmen and their files and film. But the guidelines still left the attorney general as the final arbiter of whether subpoenas would be issued (BROADCASTING, Aug. 17, 1970).

In two of the cases argued last week the reporters involved—Earl Caldwell, of the *New York Times*, and Paul M. Branzburg, of the *Louisville (Ky.) Courier Journal*—are contending that their mere appearance in a closed-door grand-jury room would have a chilling effect on their ability to gather news; their sources, they said, would no longer trust them. A federal grand jury wanted to question Mr. Caldwell about stories he had written on the Black Panthers in 1969. County grand juries wanted Mr. Branzburg to disclose the names of individuals about whom he

had written stories in 1969 and 1970 dealing with the compounding of hashish and the sale and use of marijuana in state buildings.

The third case involves a television cameraman, Paul Pappas of WTEV(TV) New Bedford, Mass. He had appeared before a grand jury investigating riots that occurred in New Bedford in July 1970. But he refused to report on what he had seen in the Black Panthers headquarters, where he had been permitted to spend one night during the disturbances. He had been invited only on condition that he film a police raid if one occurred; otherwise he was to report on nothing that he saw. The police did not raid the headquarters.

Mr. Branzburg and Mr. Pappas appealed to the Supreme Court after losing their cases in the state courts. But it is the government that is appealing the Caldwell case. The U.S. Court of Appeals in San Francisco, in overturning a district court decision, asserted that the government cannot require a reporter to testify in a secret grand-jury proceeding unless it can demonstrate a compelling need for his testimony; and it said the government, in the Caldwell case, did not make that showing (BROADCASTING, Nov. 23, 1970).

The district court decision directing Mr. Caldwell to appear was itself unusual in specifying that Mr. Caldwell need not testify as to information he had received in confidence as a reporter. However, the appeals court held that his very appearance before the grand jury would impair his ability to function as a reporter.

It was the compelling-need test that attorneys for the three reporters cited in their arguments. They did not contend that newsmen have an unqualified right to ignore subpoenas. Rather, they said, the government must demonstrate that the need for their testimony outweighs the harm that might be done to their First Amendment rights.

But Solicitor General Erwin Griswold, in urging the Supreme Court to overturn the appeals court, said that the Caldwell decision was unprecedented. "I know of no other decision that says anyone in the country but the President

is immune to a subpoena, except for the privilege against self-incrimination," he said. And, he added, there is no basis for interpreting the First Amendment as providing "a wholly unrestrained route to the gathering of news."

He also warned that, once granted to reporters, the right of refusal to appear in grand-jury rooms might be extended to those beyond "the establishment press" and beyond reporters generally, to authors of books and even college lecturers. "Where does it end?" he asked.

These arguments appeared to strike responsive chords in some of the justices. Justice Thurgood Marshall's questions appeared to reflect the view that newsmen should not be given treatment not afforded the general public. And he was troubled by the prospect of a reporter who saw "someone building a bomb to blow up the Capitol" being permitted to remain silent. "My problem is that a crime's a crime," he said.

Justice William H. Rehnquist, who was appointed to the bench last fall from the position of assistant attorney general, said that if, as in the Caldwell case, a reporter simply relied on affidavits asserting he had no information to provide, the government suffered from a "built-in disadvantage," since it would have no way of determining what the reporter really knew.

And Chief Justice Warren E. Burger, in response to an assertion that there are "dissident elements in society" that the media "for the first time" are reporting on, asked: "Shouldn't we have a right to know the source of that information? Is not the public going to make decisions on the basis of the source and the credibility of the source?"

The attorneys for the newsmen countered by arguing for the establishment of guidelines that a judge could use in determining whether to compel a reporter's testimony. Under the guidelines, originally suggested in a friend-of-the-court brief that was filed by *The New York Times* and in which ABC, CBS, NBC, and a number of other news media joined, a reporter would be required to testify only if the government had reason to believe he had information about a crime, could not obtain it elsewhere and could demonstrate "a compelling and overriding interest in the information" (BROADCASTING, Sept. 27, 1971).

And the attorney for Mr. Branzburg,

Edgar A. Zingman, offered this bleak prediction in the event the Pappas and Branzburg decisions are upheld: "Nobody is going to provide information to newsmen. Government officials or anyone else will not give information. Sources of information will be withheld. Reporters who have confidential information will exercise prior restraint, for fear of being taken before a grand jury."

Fired black newsman fires back at WCBS-TV

WCBS-TV New York was charged last week with "racism" in the dismissal of a black newsman from the station's staff on Feb. 11. The accusation was made at a news conference by the ousted reporter, Gene Simpson, who said that "blacks and other minorities are denied equal access to the station's staff and programs."

A spokesman for WCBS-TV denied the racism charge and said Mr. Simpson had been fired because he refused to work on the overnight shift from midnight to 8 a.m.

James Finney, an attorney retained by Mr. Simpson, said the former WCBS-TV newsman had filed a complaint against the station last summer with the city Human Rights Commission, charging it with discrimination in work assignments. Mr. Finney said last week the commission has not acted on that complaint, and that he may file another one or amend the earlier one.

Local Emmy nominees

The National Academy of Television Arts and Sciences has selected 10 national finalists from among 76 entries for its annual national station-award Emmy. The special Emmy is presented each year to the single program or series of programs in the country that best covers a significant local issue. The winner is to be announced during the National Association of Broadcasters convention in Chicago, April 9-12.

The 10 national finalists include: *About Welfare* (noncommercial WITF-TV Hershey, Pa.); *The Awkward Age* (WCKT-TV Miami); *Drug Crises in East Harlem* (WABC-TV New York); *Inside Parish Prison* (WWL-TV New Orleans); *Louisville: Open City* (WHAS-TV Louisville, Ky.).

Also *Make No Mistake About It: The President Came to Iowa* (noncommercial KDIN-TV Des Moines); *A Place For Music* (WHDH-TV Boston); *Probe . . . and Throw Away the Key* (WRC-TV Washington); *Sickle Cell Disease: Paradox of Neglect* (WZZM-TV Grand Rapids, Mich.); and *Still Got Life to Go* (WKY-TV Oklahoma City).

Court to DNC: Wait for FCC fairness rules

The Democratic National Committee will have to wait a few more months to learn the FCC's reaction to its proposal that any presidential broadcast obligates broadcasters to afford equal time to those holding contrary views.

The proposal was first made in an FCC rulemaking which was initiated in May 1970 but which was later incorporated in the broad-ranging inquiry into the fairness doctrine that began last June.

The DNC last April had asked the commission to expedite consideration of the proposal. And after the over-all inquiry was begun, it asked the commission to separate the section encompassing the earlier proceeding—Part IV—for early decision.

When the commission turned down that petition, the DNC appealed to the U.S. Court of Appeals in Washington. Last week, the court said the facts do not warrant its overriding the commission on the procedural issues involved.

The court, in a brief, unsigned decision, did not pass on the merits of the proposal, which would amend the equal-time rule to specify that "equal opportunities" applies to all presidential

broadcasts and that the President is presumed in a broadcast address or news conference to be discussing controversial issues of public importance, thus invoking existing standards of the fairness doctrine.

But the court noted that the DNC, in the oral argument on Jan. 31, asked that the commission resolve the issues under Part IV within 30 days. And the commission's counsel, the court added, said that the new rules will be issued by late spring or early summer, or within 100 days.

Furthermore, the court said, the equal-time rule now applies to broadcast appearances by President Nixon so far as other candidates for the Republican nomination are concerned. And Democratic candidates, it added, would have an opportunity to respond to presidential pronouncements under the fairness doctrine, "which is issue-oriented and which requires a presentation of balanced (not necessarily equal) views."

Under these circumstances, the court said, it would not be in the public's interest, or the interest of any of the parties to the proceeding, "to force accelerated commission consideration of these admittedly complicated and fundamental issues, merely to gain at the most some 70 days of time."

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A two-way nightly news program

KTLA(TV) brings in a live studio audience and asks it to question anchormen

KTLA(TV) Los Angeles, looking to innovate, hoping to give a fresh look to its nightly news report, is inviting the public to talk back to the news. Monday through Friday, a live audience, present in the studio for the station's hour 10 o'clock news program, is invited not only to view and listen but to participate.

Some 40 minutes into the news report, anchorman George Putnam turns to the audience and says, "You've heard the news, now it's your turn to talk back." Individuals in the audience identify themselves and address questions or comments to Mr. Putnam or the other two members of his on-air news team, Hal Fishman and Larry McCormick. What frequently follows is a dialogue, with the newsmen throwing questions back at the audience.

The "talk-back" format was started Feb. 14, some two months after Mr. Putnam returned for his second tour with KTLA after three years with KTTV(TV). Impetus for the move came from John T. Reynolds, vice president and general manager of the Golden West Broadcasters station. Mr. Reynolds, a former president of CBS-TV, as well as of Paramount TV, was eager to add some spice to what he felt was the general blandness of local TV news reporting. Competing with three other nonnetwork VHF stations for news viewers during the 10-11 p.m. time period, KTLA is relying on the personalities of its news team and their exchanges with the audience to attract an edge in viewers.

The station claims that there has been a decided upturn in ratings of the nightly news report since the talk-back segment was added. Indications are that the ratings are building during that portion of the news program when the audience has its turn before the camera and microphone. Mr. Reynolds points

out that talk-back news is still in an experimental stage, with an ultimate format being sought. A decision as to its future will not be made for several weeks.

Initially the live audience for each night's program consisted of members of formal organizations or groups such as the Urban League or local Chamber of Commerce. More recently the general public is being invited, via on-air messages, to send in for tickets. KTLA studio 8, where the news telecast takes place, can seat 50 people.

One evening last week, as example of how the format works, students from Columbia College in Hollywood, in addition to students from Beverly Hills and Fairfax high schools, were in the audience for the newscast. Mr. Putnam, a loquacious speaker and never at a loss for an opinion, came out about 10 minutes before air time to warm up the audience. He told the students that the only ground rules in what is going to be a free exchange are good taste, objectivity, fair play and "please, no profanity. We are concerned with issues, not personalities," he told them.

The news report itself is an update of Mr. Putnam's earlier news program at 5 p.m. At times during the news report, some members of the young audience cheered and applauded or laughed, but for the most part they listened quietly.

Some 40 minutes into the newscast the talk-back feature begins. The proceedings are live and unrehearsed with no 10-second delay to protect the station.

A question was asked about venereal-disease education taught in schools. Messrs. Putnam, Fishman and McCormick took turns answering, occasionally differing among themselves. At one point Mr. Putnam threw a question back at the audience, hoping to create

a dialogue. "Now it's my turn to ask you," he said.

At one point, while Mr. Putnam was citing evidence to back up his contention that marijuana should not be legalized, a young man in the audience offered counterpoint to every statement. "Bull," he muttered, "bull, bull." But it is not an antagonistic situation. The audience is not baited and the newsmen have been cautioned by Mr. Reynolds not to browbeat people with documents and lectures.

The questions cover many subjects not necessarily related to anything current in the news. "It seems to me you're sexually uptight—strung out about sex," one student challenged Mr. Putnam. The newscaster responded with his belief about the sanctity of a monogamous relationship.

"Did you like it?" Mr. Putnam shouted out when the program concluded. "Yeah, but get rid of the news in the beginning," someone answered from the audience.

Someone else in the audience had an even more favorable evaluation. "Oh, what a trip," a young man commented as he departed.

NAEB's Harley answers Whitehead

He says noncommercial must be left free to practice journalism

William G. Harley, president of the National Association of Educational Broadcasters, is not a frequent speaker at gatherings of commercial broadcasters. Nor is he a man who seeks controversy for its own sake. But in this year of turmoil over noncommercial broadcasting, the unusual becomes commonplace; so it was that Mr. Harley used a meeting of the Colorado Broadcasters Association as a forum from which to blast the Nixon administration's attitude toward public-affairs programming on public television.

"Not to have public affairs on public broadcasting would be patently ridiculous," Mr. Harley said. "This is not to say that some of our stations have not been concerned about the production of some of the public-affairs programs they have carried, but that is our business and the checks and balances without our own field provide the means for accommodation of these matters; it is not justification for government meddling."

The NAEB president was addressing himself to separate but related events of recent weeks. The administration—acting through Clay T. Whitehead, di-



George Putnam at the rostrum with his audience of talkers-back.

rector of the Office of Telecommunications Policy—has held back on recommendations for long-term financing of public broadcasting because of what it considers excessive “centralization” in the noncommercial media; and Mr. Whitehead has publicly questioned whether there should be any national public-affairs programming on these media at all. Representative Clarence J. Brown (R-Ohio) has introduced a bill (H.R. 12808) that would explicitly prohibit national public-affairs programming on public-broadcast stations; although the administration does not support that bill, it is sympathetic to some of its provisions (BROADCASTING, Feb. 7).

As Mr. Harley saw it, the problem of public affairs “involves journalistic and managerial judgments that must be our concern. Asking us to act responsibly is one thing; asking us to abdicate responsibility is quite another.”

Mr. Harley also went out of his way to impress commercial broadcasters with the magnitude of the problem by relating it to their own pressing concerns.

“Continued critical statements by spokesmen for the administration come very close to constituting government interference with broadcasting, a problem with which you commercial broadcasters are not unfamiliar,” he said. “So clearly, you people have a stake in our concern . . . The establishment of a viable, noncommercial public broadcasting service, alongside its commercial counterpart, with each service naturally devoted to doing that which it does best seems more likely to result in complete and diversified broadcast service for the American people than any method of federally imposed, artificial programming requirement.”

Vanocur defended on Nixon remarks

The question of Sander Vanocur’s “bias” and its relationship to his qualifications as a public-television newsmen got a thorough airing earlier this month at House hearings in Washington, when Representative William Springer (R-Ill.) quoted from a talk Mr. Vanocur supposedly gave at Duke University. In those remarks—delivered between the time he left NBC and the time he joined the National Public Affairs Center for Television—Mr. Vanocur was quoted by a Durham, N.C., newspaper as having said, among other things, “Nixon lies all the time” (BROADCASTING, Feb. 7). But NPACT President James Karayn has another version of the story.

A note signed by Mr. Vanocur, and vouched for by publisher Eugene Patterson—a sponsor of the gathering at which Mr. Vanocur spoke off-the-cuff

—says that the quotes were largely inaccurate and taken out of context, since Mr. Vanocur was speaking specifically about the Vietnam war and making the point that all Presidents have been less than candid on that subject. Additionally, Mr. Karayn notes, the remarks were not delivered on the air.

Better journalism is aim of PBS

Gunn wants board to OK an editor in charge and professional advisers

The Public Broadcasting Service is about to ask its board of directors to approve a set of proposals designed to improve the over-all journalistic performance of public television and ease some of the programming controversies that have bedeviled the national system. The two key recommendations call for (1) the hiring of “an experienced journalist who understands the problems of the national system” in the new position of PBS public-affairs coordinator, and (2) the establishment of a 12-member advisory panel of journalists to evaluate PBS’s performance in public affairs.

The proposals, contained in a long memorandum from PBS President Hartford N. Gunn Jr., will be submitted to the board at its meeting next week in Washington. The two principal ones are intended to lessen the internal disagreement between the network and some of its production centers over public-affairs programming, by placing responsibility for maintaining standards of journalism in professional hands.

Mr. Gunn said that the naming of a public-affairs coordinator is “crucial to the implementation of any new policies in public affairs.” As the PBS president outlined it, the coordinator would be the senior executive in charge of public-affairs programming, with responsibility for seeing that the production centers meet the standards demanded of them.

“Working directly with the production agencies,” Mr. Gunn said, “the public-affairs coordinator should attempt to: gain the lead time and information necessary to head off program problems before they get so far along the program pipeline; persuade producers of the validity of an editorial role with system-wide responsibility which is not automatically censorship; and better sensitize both PBS staff and the producers to stories which should be covered and types of public-affairs programming which should be done.”

The proposed advisory panel would

consist of 12 members “chosen from all sections of the country and representing a broad spectrum of journalism,” who would be asked to view PBS programs and write detailed evaluations of the programs and the full service. Mr. Gunn noted that this panel would formalize processes of consultation that already exist on an ad hoc basis.

More important, six members of the panel—all “located so as to be readily accessible to PBS staff in Washington”—would be designated as a journalism advisory group. They would be available for consultation with the coordinator or other staff members on any problem.

The idea of the coordinator appears to be less troublesome to public-television newsmen than the prospect of the board, principally because the latter’s function is less clear to them. Some see it only as a background, or genuinely advisory panel, perhaps acting as a “court of last resort” in particularly difficult cases. Others fear that it might exercise a more active role and create a process of journalism “by committee,” although that is clearly not the intention.

The name first mentioned as a possibility for the job of coordinator is James Lehrer, news director of non-commercial KERA(TV) Dallas and executive producer and anchorman of the station’s *Newsroom* program.

Chisholm levels sexism charge at broadcasting

Representative Shirley Chisholm (D-N.Y.) last week refused an invitation to attend the Gridiron Club’s annual dinner, claiming the membership of the organization of Washington journalists “is symbolic of the racism and sexism which pervades the news industry,” including the electronic media.

Mrs. Chisholm, one of 13 women invited, labeled the invitation for the April 8 dinner as “a lame, token gesture,” noting the club excludes women and has no minority members even though there is no formal prohibition against them.

In a statement released Feb. 20, she said her office conducted a survey of the hiring practices of the Washington bureaus of 18 major newspapers, and although the survey is not yet completed “the information we have received thus far clearly documents the charges of racism and sexism.”

In television and radio the situation is “not much better,” she added. “Apparently,” she said, the FCC “does not place a very high priority on compiling totals [on employment of racial groups and women] for the television and radio

industry." She said reports filed in May 1971 "are still waiting around for someone to finish a computer program that will allow them to be processed."

But she noted figures compiled by the National Association of Educational Broadcasters from FCC files showed minority employment at public-TV stations dropped from 12% to 8% from 1970 to 1971 (BROADCASTING, Oct. 25, 1971).

Senator George McGovern (D-S.D.) was also invited to the dinner but declined because of the club's membership policy.

A sharp focus on the primaries

The network news organizations are putting the finishing touches on their plans to cover the presidential primary campaigns, starting with New Hampshire on March 7.

ABC News has made definite coverage plans for seven state-primary elections this year and is prepared to cover seven others if they heat up, according to Walter J. Pfister Jr., executive producer for special events.

The state primaries scheduled for live, special coverage are New Hamp-

shire (March 7), Florida (March 14), Wisconsin (April 4), Oregon (May 23), and California, New Mexico and South Dakota (June 6).

The primary coverage, anchored by Howard K. Smith and Harry Reasoner, will air in five-minute and 10-minute segments during the evening of each primary day, and will be presented on a special report-interrupt basis that will permit regularly scheduled programing to be broadcast in its entirety following each report.

CBS News spokesman said that generally the news organization would cover "all of the results in New Hampshire, Florida, Wisconsin, Oregon and California and others as warranted." Walter Cronkite will be anchorman of half-hour specials originating in the primary states and scheduled for 10:30 p.m. NYT on the days of the primaries, with the first special on March 7 in Manchester, N.H.

NBC News plans heavy concentration on eight to 10 of the 23 contests. Donald Meaney, vice president, NBC News, said that special primary election programs, *NBC Nightly News* and *Today* will be originated in appropriate cities.

Three NBC primary election specials

have been scheduled: from Manchester, N.H., on March 7; from Miami on March 14, and from Milwaukee on April 4. Each will be telecast at 10:30-11 P.M. EST and will present John Chancellor as anchorman and David Brinkley offering evaluation.

In addition, *NBC Nightly News*, with Mr. Chancellor and Mr. Brinkley, will originate on March 6 and 7 in Manchester; March 13 and 14 in Miami, and April 2 and 3 in Milwaukee (6:30-7 p.m.). For the first time in its 20-year history, the *Today* program (Mon.-Fri., 7-9 a.m., will be originated in its entirety in key primary states for at least six and perhaps seven contests. Already scheduled are the New Hampshire, Florida and Wisconsin primaries.

NBC News said that on NBC Radio, its team of correspondents will be broadcasting primary reports from New Hampshire on March 7; Florida March 14; Illinois March 21, and Wisconsin April 4. Special reports also will be carried from Pennsylvania April 25; Alabama, Indiana, Ohio and Washington (D.C.), all on May 2; Tennessee May 4; Nebraska May 9; Oregon May 23, and California June 6 (a date that may be changed).

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Company Reports

■ Foote, Cone & Belding Communications reported 1971 net income from advertising operations up 18% and operating income (including cable-TV operations) up 32%. Gross billings, which it said were off 3% for the year, had moved up after mid-year, increasing 11% in the last six months.

Subsidiary FCB Cablevision continued to show a loss, but the loss was not as great as in 1970.

For the year ended Dec. 31, 1971:

	1971	1970
Earned per share	\$ 0.65*	\$ (0.29)
Gross billings	235,172,000	241,950,000
Net income	1,423,000	(641,000)
Shares outstanding	2,188,000	2,187,000

Notes: Earnings per share on income from advertising operations were 84 cents in 1971 and 71 cents in 1970; after CATV operations and before extraordinary item, 65 cents in 1971 and 49 cents

In 1970. Net operating loss of FCB Cablevision after income tax credit—was \$408,000 in 1971 and \$467,000 in 1970.

■ Transamerica Corp., San Francisco, parent of United Artists Corp., reported record revenues and improved consolidated net income for the 1971 calendar year. United Artists showed a profit of slightly more than \$1 million for the year against a substantial loss in 1970.

For the year ended Dec. 31, 1971:

	1971	1970
Earned per share	\$ 0.95	\$ 0.66
Revenues	1,643,458,000	1,483,916,000
Net income	61,932,000	42,645,000
Shares outstanding	64,398,000	63,534,000

■ The Interpublic Group of Companies and its subsidiaries—including McCann-Erickson; Tinker, Dodge & Delano; Marschalk, and Erwin Wasey—reported a 94.2% jump in net income and a 3.9% rise in billings for the year ended Dec. 31, 1971. The increase includes a credit of \$550,000 covering an accounting change.

For the year ended Dec. 31, 1971:

	1971	1970
Earned per share*	\$ 2.09	\$ 1.26
Gross income	110,787,000	106,121,000
Net income	4,254,000	2,191,000
Billings	740,772	712,851
Shares outstanding*	1,981,012	1,693,060

* Assumes full conversion of convertible debentures.

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■ Doyle Dane Bernbach last week reported a \$7-million decline in annual billings, a decrease of 2.5%, in 1971. Net income for the period was down some \$200,000 and earnings per share decreased 13 cents. DDB billed an estimated \$116 million domestically in broadcast in 1971.

For the year ended Oct. 31, 1971:

	1971	1970
Earned per share	\$ 1.83	\$ 1.96
Gross billings and sales	271,745,000	278,887,000
Net income	3,538,000	3,763,000

■ Time Inc. reported an increase in revenues and net income for 1971, though Time-Life Broadcast Inc. showed a 4% decrease in advertising sales. The company is selling its broadcast properties but retaining its CATV interests.

For the year ended Dec. 31, 1971:

	1971	1970
Earned per share	\$ 3.20	\$ 2.84
Revenues	606,808,000	603,244,000
Net income	23,625,000	20,627,000

■ John Blair & Co., New York, station representative, has reported per-share earnings down in 1971 compared with 1970. Revenues for 1971 were \$62.3 million, a 4% decline from the previous year.

For the year ended Dec. 31, 1971:

	1971	1970
Earnings per share	\$ 0.36	\$ 1.50
Revenues	62,303,000	65,090,000
Net earnings	921,000	3,892,000
Shares outstanding	2,592,000	2,592,000

BroadcastingStockIndex

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

	Stock symbol	Exch.	Closing Feb. 23	Closing Feb. 16	Net change in week	% change in week	1971-72 High	1971-72 Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ARC	ARC	N	61 5/8	60 1/4	+ 1 3/8	+ 2.28	61 5/8	25	7,095	437,229
ASI COMMUNICATIONS	ASIC	O	2 1/2	2 1/2			4 1/8	2 1/8	1,815	4,537
CAPITAL CITIES	CCB	N	55	55			55	17 3/4	6,236	342,980
CBS	CHS	N	51 7/8	53	- 1 1/8	- 2.12	54 1/2	30 1/8	27,829	1,443,629
COX	COX	N	40	42	- 2	- 4.76	42 1/2	17 3/4	5,805	232,200
GROSS TELECASTING	GGG	A	15 1/2	15 1/4	+ 1/4	+ 1.63	16 1/2	10 5/8	800	12,400
LIN	LINB	O	19 1/4	19 1/2	- 1/4	- 1.28	19 1/2	6 1/8	2,294	44,159
MOONEY	MUON	O	9 3/4	9 1/2	+ 1/4	+ 2.63	10 1/4	4	250	2,437
PACIFIC & SOUTHERN	PSOU	O	13 3/8	12 5/8	+ 3/4	+ 5.94	17 1/2	8	1,930	25,813
RAHALL COMMUNICATIONS	RAHL	U	14	12 1/4	+ 1 3/4	+ 14.28	29	8 3/8	1,037	14,518
SCRIPPS-HOWARD	SCRIP	O	21 3/4	21 1/2	+ 1/4	+ 1.16	25	18	2,589	56,310
SONDERLING	SDR	A	28	27 7/8	+ 1/8	+ .44	34	17	997	27,916
STARR	SRG	M	23	24 7/8	- 1 7/8	- 7.53	24 7/8	8 7/8	691	15,893
TAFT	TFR	N	50 1/4	47 1/4	+ 3	+ 6.34	50 1/2	23 5/8	3,707	186,276
Broadcasting with other major interests									TOTAL	63,075 2,846,297
AVCO	AV	N	18 1/2	18 3/4	- 1/4	- 1.33	19 3/8	12 1/8	11,472	212,232
BARTLETT MEDIA	BMC	A	6 3/4	7	- 1/4	- 3.57	8	2 7/8	2,254	15,214
BOSTON HERALD-TRAVELER	BHLD	O	15	16	- 1	- 6.25	28	15	589	8,835
CHRIS-CRAFT	CCN	N	6 5/8	6 5/8			9 7/8	5	3,980	26,367
COMBINED COMMUNICATIONS	CCA	A	39 1/2	38 5/8	+ 7/8	+ 2.26	39 1/2	10 1/2	2,528	99,856
COWLES COMMUNICATIONS	CWL	N	10 3/4	10 5/8	+ 1/8	+ 1.17	13 1/2	8	3,969	42,666
DUN & BROADSTREET	DNR	N	72 3/8	73 1/8	- 3/4	- 1.02	73 1/8	52 1/8	12,845	929,656
FUQUA	FOA	N	23 3/4	23 1/2	+ 1/4	+ 1.06	26 1/2	13 1/4	7,897	187,553
GARLE INDUSTRIES	GRI	N	29 3/4	31 1/2	- 1 3/4	- 5.55	31 1/2	9 1/2	1,872	55,692
GENERAL TIRE & RUBBER	GY	N	25 1/2	25 5/8	- 1/8	- .48	28 1/4	21 1/8	18,713	477,181
ISC INDUSTRIES	ISC	A	8 3/8	7 7/8	+ 1/2	+ 6.34	9 1/8	4 5/8	1,646	13,785
KANSAS STATE NETWORK	KSN	O		6 3/4			7 1/2	6 1/2	1,621	10,941
LAMB COMMUNICATIONS	L	O	4 3/4	4 7/8	- 1/8	- 2.56	4 7/8	2	475	2,256
LFE ENTERPRISES	LNT	A	22 1/8	20 5/8	+ 1 1/2	+ 7.27	22 1/8	16	3,289	72,769
LIBERTY CORP.	LC	N	19	19 1/4	- 1/4	- 1.29	24	16 1/8	6,744	128,136
MEREDITH CORP.	MOP	N	26 1/2	26 3/4	- 1/4	- .93	29 1/8	19 3/4	2,772	73,458
METROMEDIA	MET	N	34	33 7/8	+ 1/8	+ .36	34	17 3/8	5,764	195,976
MULTIMEDIA INC.	U	39 3/4	39 3/4				39 3/4	25	2,408	95,718
OUTLET CO.	UTU	N	18 1/4	17 1/8	+ 1 1/8	+ 6.56	22	13 3/8	1,334	24,345
POST CORP.	POST	O	26 1/4	26	+ 1/4	+ .96	26 1/4	9 1/4	909	23,861
PUBLISHERS BROADCASTING CORP.	PUBB	O	3 1/4	3 1/4		.00	4 7/8	1 5/8	919	2,986
REEVES TELECOM	RBT	A	3 1/2	3 3/8	+ 1/8	+ 3.70	3 7/8	2	2,292	8,022
ROLLINS	RDL	N	45 5/8	45	+ 5/8	+ 1.38	50 3/8	25 1/8	8,087	368,969
RUST CRAFT	RUS	A	27 5/8	27	+ 5/8	+ 2.31	28 1/4	18 1/2	2,318	64,034
SCHERING-PLOUGH	SGP	N	94	94 1/4	- 1/4	- .26	94 1/4	60 1/2	25,174	2,366,356
STORER	SRK	N	32 1/2	34 3/4	- 2 1/4	- 6.47	34 3/4	19	4,223	137,247
TIME INC.	TL	N	59	58 1/2	+ 1/2	+ .85	62 3/4	40 5/8	7,258	428,222
TURNER COMMUNICATIONS	T	O	3 3/8	3 3/8			4	2	1,328	4,482
WASHINGTON POST CO.	WPD	A	31 5/8	30 1/4	+ 1 3/8	+ 4.54	31 5/8	19 3/4	4,753	150,313
WOMETCO	WUM	N	24 1/8	23 5/8	+ 1/2	+ 2.11	24 1/8	14 7/8	5,815	140,286
CATV									TOTAL	155,248 6,367,414
AMECO	ACD	U	7 3/4	6 3/4	+ 1	+ 14.81	12 3/4	1 1/2	1,200	9,300
AMERICAN ELECTRONIC LABS	AELBA	O	8 1/4	7 7/8	+ 3/8	+ 4.76	10	3	1,668	13,761
AMERICAN TV & COMMUNICATIONS	AMTV	O	39 1/4	40 1/2	- 1 1/4	- 3.08	40 1/2	19 1/2	2,434	95,534
BURNUP & SIMS	BSIM	O	32 1/4	32	+ 1/4	+ .78	37 3/4	20 1/2	3,061	98,717
CABLECOM-GENERAL	CCG	A	16 7/8	17 3/8	- 1/2	- 2.87	17 3/4	9 5/8	2,485	41,934
CABLE INFORMATION SYSTEMS	O	3 1/2	2 3/4	+ 3/4	+ 27.27	4 3/4	1 3/4	955	3,342	
CITIZENS FINANCIAL CORP.	CPN	A	21 1/8	21 7/8	- 3/4	- 3.42	21 7/8	11	1,590	33,588
COLUMBIA CABLE	CCAB	O	17 3/4	17 1/4	+ 1/2	+ 2.89	18 1/4	9 7/8	900	15,975
COMMUNICATIONS PROPERTIES	COMU	O	16	18 3/4	- 2 3/4	- 14.66	18 3/4	7 3/8	1,906	30,496
COX CABLE COMMUNICATIONS	CXC	A	31 1/8	32 3/8	- 1 1/4	- 3.86	32 3/8	15 3/8	3,552	110,556
CYPRESS COMMUNICATIONS	CYPR	O	16 5/8	17 3/4	- 1 1/8	- 6.33	17 3/4	7	2,384	39,634
ENTRON	ENT	A	8 1/4	8 5/8	- 3/8	- 4.34	8 3/4	2 1/4	1,320	10,890
GENERAL INSTRUMENT CORP.	GRL	N	25	25 3/8	- 3/8	- 1.47	29 5/8	13 1/2	6,371	159,275

	Stock symbol	Exch.	Closing Feb. 23	Closing Feb. 16	Net change in week	% change in week	1971-72 High	Low	Approx. shares out (000)	Total market capital- ization (000)
LVO CABLE INC.	LVUC	U	16 1/4	15	+ 1 1/4	+ 8.33	16 1/4	7	1,466	23,822
STERLING COMMUNICATIONS	STER	O	7 3/4	5 3/4	+ 2	+ 34.78	7 3/4	3 1/2	2,162	16,755
TELECOMMUNICATIONS	TCUM	U	27 7/8	26 5/8	+ 1 1/4	+ 4.69	28 1/4	12	2,856	79,611
TELEPROMPTER	TP	A	137 3/4	128 7/8	+ 8 7/8	+ 6.88	139 7/8	36 1/2	3,309	455,814
TELEVISION COMMUNICATIONS	TVCM	O	12 3/4	12 3/4			12 3/4	5 7/8	3,804	48,501
VIACOM	VIA	N	21 1/2	20 5/8	+ 7/8	+ 4.24	23 1/8	9 7/8	3,791	81,506
VIAOA	VIK	A	16 1/2	17 1/4	- 3/4	- 4.34	17 1/4	4 5/8	2,344	38,676
Programming										
								TOTAL	49,558	1,407,687
COLUMBIA PICTURES	CPS	N	11 3/4	12 1/2	- 3/4	- 6.00	17 3/8	6 5/8	6,342	74,518
DISNEY	DIS	N	167 1/4	165	+ 2 1/4	+ 1.36	167 1/4	77	13,175	2,203,518
FILMWAYS	FWY	A	6 5/8	7	- 3/8	- 5.35	11 7/8	4 1/8	1,832	12,137
GULF & WESTERN	GW	N	34 1/2	34 3/8	+ 1/8	+ .36	36 1/2	19	15,186	523,917
MCA	MCA	N	31 1/2	31 3/8	+ 1/8	+ .39	31 1/2	17 3/4	8,165	257,197
MGM	MGM	N	20 1/8	21	- 7/8	- 4.16	26 7/8	15 1/2	5,895	118,636
MUSIC MAKERS	MUSC	O	2 1/2	1 3/4	+ 3/4	+ 42.85	3 3/8	1 1/8	534	1,335
TELE-TAPE PRODUCTIONS	TT	O	1 1/2	1	+ 1/2	+ 50.00	2 7/8	1	2,190	3,285
TRANSAMERICA	TA	N	19 3/8	19 3/4	- 3/8	- 1.89	20 1/2	14 3/8	64,418	1,248,098
20TH CENTURY-FOX	TF	N	14 3/4	14 7/8	- 1/8	- .84	15 7/8	7 5/8	8,562	126,289
WALTER READE ORGANIZATION	WALT	O	1 3/4	1 3/4			5 5/8	1 3/4	2,414	4,224
WARNER COMMUNICATIONS INC.	WCI	N	45 3/8	43 3/8	+ 2	+ 4.61	45 3/8	25 7/8	15,084	684,436
WRATHER CORP.	WCU	A	16 3/4	16	+ 3/4	+ 4.68	17 3/8	5 1/4	2,160	36,180
Service										
								TOTAL	145,957	5,293,770
JOHN BLAIR	BJ	N	20	20			24 3/4	13	2,597	51,940
COMSAT	CO	N	67 5/8	68 3/4	- 1 1/8	- 1.63	84 1/2	49 1/8	10,000	676,250
CREATIVE MANAGEMENT	CMA	A	10 5/8	11 1/8	- 1/2	- 4.49	17 3/4	7 5/8	969	10,295
DOYLE DANE BERNBACH	DOYL	O	27 3/4	27 1/2	+ 1/4	+ .90	27 3/4	20	1,934	53,668
ELKINS INSTITUTE	ELKN	D	3 3/4	3 5/8	+ 1/8	+ 3.44	16 3/8	3	1,664	6,240
FOOTE, CONE & BELDING	FCB	N	11 3/8	11 1/2	- 1/8	- 1.08	13 3/8	7 3/8	2,196	24,979
GREY ADVERTISING	GREY	O	15 1/2	14 3/4	+ 3/4	+ 5.08	16 3/8	9 1/4	1,209	18,739
INTERPUBLIC GROUP	IPG	N	24 3/8	26	- 1 5/8	- 6.25	28 1/8	17 1/8	1,673	40,779
MARVIN JOSEPHSON ASSOCS.	MRVN	O	12 3/4	11 3/4	+ 1	+ 8.51	12 3/4	5 7/8	825	10,518
MCCAFFREY & MCCALL	MCC	O	9 3/4	9 1/4	+ 1/2	+ 5.40	16 1/2	7	585	5,703
MOVIELAR	MOV	A	2 1/2	3 1/8	- 5/8	- 20.00	4	1 5/8	1,407	3,517
MPD VIDEOTECHNICS	MPO	A	6 7/8	5	+ 1 7/8	+ 37.50	8 1/2	3 1/4	557	3,829
A. C. NIELSEN	NIELR	O	46 3/4	47 3/4	- 1	- 2.09	49 3/4	38 1/4	5,299	247,728
OGILVY & MATHER	OGIL	O	46	46 3/4	- 3/4	- 1.60	47 1/4	24	1,096	50,416
PKL CO.	PKL	A	7 1/2	7 3/4	- 1/4	- 3.22	10 1/8	3 5/8	778	5,835
J. WALTER THOMPSON	JWT	N	44	44 1/4	- 1/4	- .56	60	34 1/2	2,873	126,412
WELLS, RICH, GREENE	WRG	N	24 1/4	23 3/4	+ 1/2	+ 2.10	27 7/8	15 1/4	1,602	38,848
Manufacturing										
								TOTAL	37,264	1,375,696
ADMIRAL	ADL	N	21	20 3/4	+ 1/4	+ 1.20	21 1/2	8	5,163	108,423
AMPEX	APX	N	9 1/4	9	+ 1/4	+ 2.77	25 3/8	9	10,873	100,575
CCA ELECTRONICS	CCAE	O	4 1/8	3 3/4	+ 3/8	+ 10.00	5 1/8	2 1/4	881	3,634
COLLINS RADIO	CRI	N	16 5/8	16 1/2	+ 1/8	+ .75	20 7/8	9 3/4	2,968	49,343
COMPUTER EQUIPMENT	CEC	A	4 1/8	4 1/8			7 1/4	2 1/2	2,404	9,916
CONRAC	CAX	N	33 1/2	33 5/8	- 1/8	- .37	35 1/2	15 1/8	1,259	42,176
GENERAL ELECTRIC	GE	N	59 3/8	60 3/8	- 1	- 1.65	66 1/2	52 7/8	181,607	782,915
HARRIS-INTERTYPE	HI	N	56 1/2	56 3/8	+ 1/8	+ .22	69 3/8	45	6,344	358,436
MAGNAVOX	MAG	N	50	49 5/8	+ 3/8	+ .75	55	37 3/8	17,283	864,150
3M	MMM	N	139 3/4	137 7/8	+ 1 7/8	+ 1.35	139 3/4	95 1/8	56,251	7,861,077
MOTOROLA	MOT	N	93 3/4	94 5/8	- 7/8	- .92	94 7/8	51 1/2	13,370	1,253,437
RCA	RCA	N	41 3/8	44 3/4	- 3 3/8	- 7.54	44 3/4	26	74,437	3,079,830
RSC INDUSTRIES	RSC	A	3 1/2	3 1/2			6 3/8	2 1/2	3,458	12,103
TELEVISION	TMT	O	8 1/2	8 1/2			13 3/4	6	14,040	119,340
WESTINGHOUSE	WX	N	43 1/2	44 1/4	- 3/4	- 1.69	48 1/4	41 1/4	86,829	3,777,061
ZENITH	ZE	N	45 5/8	46 1/2	- 7/8	- 1.88	54 7/8	36 3/8	19,025	868,015
								TOTAL	496,192	9,290,431
Standard & Poor Industrial Average			117.07	117.43	- .36			GRAND TOTAL	947,294	26,581,295

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Steinfeld denies rigging in report

Scores some points in briefing FCC on TV-violence study

The U.S. surgeon general, Jesse L. Steinfeld, spent more than two hours with FCC members and members of its staff last week, briefing them on the report on televised violence's impact on children.

The session was regarded not only as beneficial to the commission officials but for Dr. Steinfeld; it served as kind of a warm-up for his appearance at hearings the Senate Communications Subcommittee will hold on the report March 21-24.

According to one of those present last week, Dr. Steinfeld made an "excellent" presentation. And on what is sure to be a key issue in the hearings—the question of whether the study had been rigged—he is said to have made a more effective presentation than he did at the news conference at which the report was made public last month (BROADCASTING, Jan. 24). The report concludes that there is no evidence of a recognizable link between televised violence and children's behavior, except in cases of those children who are predisposed to violence.

"Dr. Steinfeld very vigorously denied the report was rigged," according to one staff member present. And he quoted Dr. Steinfeld as saying, in response to questions, that any group of responsible scientists, given the same evidence, would have reached essentially the same conclusions as his 12-member Scientific Advisory Committee on Television and Social Behavior.

The committee has been accused of a whitewash not only because of its conclusions but because, in its establishment, television-industry representatives were permitted to blackball seven of the 40 members originally considered for membership. The only FCC member known to share that view is Commissioner Nicholas Johnson who was not in attendance for Dr. Steinfeld's briefing.

Dr. Steinfeld noted that the committee's research projects were farmed out to researchers through the normal National Institutes of Health selection process, which is very rigorous. He also

pointed out that the most generously funded project—one for over \$100,000—was assigned to a social scientist who had been blackballed from membership on the committee—Dr. Percy H. Tannenbaum, of the University of California.

The report is of critical importance to the commission, as it ponders the question of what, if anything, it should do in the field of children's programing. "All commissioners were equally skeptical," one official said. "They wanted to know how much reliance could be placed on the data." They were also said to have indicated they were aware of the problems in an area "so charged with personal preference" and where the no-censorship provision of the Communications Act "and the first 10 amendments" to the Constitution come into play.

Dr. Steinfeld offered further help to the commission when the back-up data on which the report is based—five volumes of material—becomes available, some time during the week of March 5. National Institutes of Mental Health staff members will help guide commission staffers who are concerned with the children's-programing issue through the labyrinth of information to be released.

Dr. Steinfeld also offered to aid the commission in obtaining briefings from members of his committee. However, a decision on whether the commission will seek such briefings will hinge on the information developed in the Senate hearings. Indications are that Senator John O. Pastore (D-R.I.), chairman of the subcommittee, plans a very in-depth proceeding, with testimony to be obtained from members of the committee and the research teams involved. The commission will follow the hearings to determine whether there remain any informational gaps concerning the report it wants filled.

Supermarket sweepstakes brought back to TV

The idea behind *Let's Go to the Races*, a horse-racing game that used to be televised in over 125 cities, has been revived by its originator under a new name, *Racing Sweepstakes*. Telecom Productions, Chicago (formerly Walter Schwimmer Inc.), reports that the show is already running in several cities and

is set to go in 11 additional markets, with five food chains as sponsors, as of next month.

Telecom's chairman, Walter Schwimmer (who recently bought the company back from Cox Broadcasting Corp.), started the sweepstakes idea. The show is put on the air in conjunction with a local food chain; customers are given numbers which may mean prizes if they match up with winners on the televised "races."

Participating food stores so far on *Racing Sweepstakes* are National Food Stores on WGN-TV Chicago; Thrif-T-Mart on WNDU-TV South Bend, Ind., and signed for WTTV-TV Indianapolis; P&C Food Markets on WHEN-TV Syracuse, WENY-TV Elmira, WWNV-TV Watertown and WAST-TV Albany, all New York; Curtis Food Stores on WSBK-TV Boston; and an unidentified "major food chain" that has signed to go in three markets next month and "could go nationwide."

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Back and forth on starting times

CBS hits ABC request for waiver, tentatively opts for uniform schedule

CBS last week told the FCC that it flatly opposes ABC-TV's motion to continue its present 7:30 p.m. prime-time start on Tuesday evenings.

In the same statement, CBS gave its conditional support to a proposal last month by ABC-TV President James Duffy that all three networks uniformly commence prime-time programming at 8 p.m. (BROADCASTING, Jan. 31).

ABC three weeks ago requested that the commission extend through the 1972-73 season the waiver it had received to broadcast three-and-one-half hours of prime-time programming on Tuesday evenings with a 7:30 start in return for a two-and-one-half hour schedule some other day of the week (BROADCASTING, Feb. 14). The waiver is set to expire at the start of next season. ABC said, however, that the public interest would best be served by the continuance of the Tuesday schedule in light of the acknowledged public acceptance of its present block of programming on that evening (*Mod Squad*, 7:30-8:30 p.m.; *Movie of the Week*, 8:30-10; *Marcus Welby*, 10-11, all NYT).

ABC's reasoning in this area, CBS said, is "indicative of ABC's contradictory position on the prime-time access rule." Pointing out that ABC was the only network to support the rule when it was proposed, CBS said that its competitor's request "can only tend to subvert the rule, and deny the commission and the broadcast industry the opportunity to analyze the effects of [the rule] in its first full year of operation."

"ABC's intent, as the request clearly shows," CBS said, "is to seek waivers of the rule to protect the early start of its strongest night of programming, the high audience flow, and the concomitant advertising revenue, all apparently on the assumption that CBS and NBC would either forego a 7:30 p.m. start on Tuesdays or commence only three hours of their programming at 7:30 p.m., thereby leaving ABC free from network competition from 10:30 to 11 p.m."

"CBS remains convinced, if the prime-time access rule is to be given a fair chance, that networks should not be permitted to regularly present three-and-one-half hours of entertainment programming in prime time on any evening."

Regarding the Duffy proposal, CBS said that while it "is not at all sure that,

in the long run, a uniform start time is in the public interest," it will not oppose the motion. It stipulated, however, that its support is subject to the condition that each of the three networks have the prerogative to start at either 7:30 or 8 p.m. on Sunday evenings, with three hours of programming—as is presently practiced by NBC. And it added that if the other two networks' schedules vary from this position, it will reserve the right to start its own programming at either 7:30 or 8 p.m. each evening.

Allied Artists to do TV series

As part of a planned expansion in television, Allied Artists TV announced last week its entry into TV production with a half-hour suspense-anthology, *The Evil Touch*. Actor Anthony Quale will serve as host on the series, which will be produced in Hollywood and Australia for a fall start. Andrew Jaeger, Allied president, said the firm has more than 400 features in TV release and it will concentrate in the future on arranging distribution and co-production deals for series, specials and features.

Johnny journeys to Burbank

NBC-TV's *The Tonight Show Starring Johnny Carson* will originate from Burbank, Calif., on a regular basis starting May 1. In announcing the change last week, NBC-TV President Don Durgin said the program will make periodic visits to New York, which has been *Tonight's* home base since its inception in 1962. Mr. Durgin said the shift to NBC studios in Burbank provides "a change of scene" and will make available many of the entertainment industry's outstanding personalities. The program, consistently the highest rated in its Monday-through-Friday time period (11:30 p.m.-1 a.m.), is currently in California on a three-week visit. Production resumes in New York March 6.

ABC-TV edges out in front

ABC-TV captured the lead in the Nielsen for the week ended Feb. 13. The prime-time averages: ABC 20.4, CBS 20.3 and NBC 19.4. ABC's showing was marked by big numbers for its Tuesday-night schedule and by the placement of all its Friday shows and all of its prime-time movies in the top-40 list. ABC took Saturday night in addition to Tuesday, CBS had Monday and Saturday, and NBC won Wednesday, Thursday and Friday. NBC's *Sanford and Son* continued well up in the list (11th place) and CBS's *Sonny and Cher* was 22d. Among other replacement shows, ABC's *Sixth Sense* was 45th, NBC's *Emergency* was 47th and CBS's *Don Rickles* was 53d.

An adviser on mixing fun and learning

Sutherland Learning Associates, Los Angeles film production firm has formed a consulting service for producers of children's TV programs. Alan P. Sloan, executive vice president, said the new service is designed "to enhance the educational content of . . . children's programs and still maintain high entertainment standards." Five stations, as yet unidentified, have signed on as Sutherland's first clients.

Dr. Sloan—a former CBS executive and once general manager of WCBS-TV New York—said the service, which is being offered on an exclusive basis in major TV markets, evaluates current and proposed programming, identifies new subject matter for inclusion in children's programs and develops a profile of the station's target audience. The final step is development of the content of the subject area and the entertainment forms to be used, Dr. Sloan said.

The move was Sutherland's second in the children's TV area. Last November it was awarded the first federal funding (from the U.S. Office of Education) for a children's series to be broadcast on a commercial network. The 50-part series will premiere on CBS-TV's *Captain Kangaroo* April 3.

RKO products to Gold Key

Gold Key Entertainment Inc., Beverly Hills, Calif., has acquired the complete motion-picture and television-program library of RKO General Corp., New York. Under terms of a joint agreement, Gold Key has acquired 120 full-length motion pictures from RKO General, the *Virginia Graham* and *Della Reese* syndicated TV programs, and the *Abbott and Costello* cartoon series. Most of the motion pictures are said to be in color.

Virginia Graham, an hour strip series, currently is being distributed in some 50 markets. *Della Reese* programs represent about 200 variety-type shows. *Abbott and Costello* cartoons, produced originally by Hanna-Barbera, consist of 150 five-minute programs.

TV writers ahead in 1973

Writers Guild of America West has reported that residuals earned from television programs were up 8.24% in 1971 over 1970, an increase of from \$5,713,083 to \$6,183,540. However, residuals from films-to-TV dropped 4.16%, from \$999,451 in 1970 to \$957,876 last year. Record residuals in 1971 over 1970, an increase from month of December, when TV residuals dropped 42.94% from 1970 and films-to-TV residuals fell 7.34% behind.

ProgramNotes

Son of 'Bonanza' ■ NBC-TV will premiere *Ponderosa*, a weekly series of hour episodes from past seasons of the network's *Bonanza*, on May 2 at 7:30 p.m., NYT, and will continue the series until the start of the 1972-73 season in September. The network is currently filling this time slot with specials. *Bonanza*, currently in its 13th season on NBC-TV, will continue in its Sunday, 9-10 p.m. NYT time period.

NBC comes up roses ■ NBC will begin its second decade as exclusive radio and television broadcaster of the Rose Bowl New Year's Day football game under a new "long-term" agreement reached last week. Neither the length of the contract nor the rights cost was disclosed by the network.

FDR tapes ■ NBC has presented the Franklin D. Roosevelt library in Hyde Park, N.Y., with radio tapes of speeches made by the late president. The 20 recordings were made during the 1930's and 1940's on NBC Radio.

The girls are back ■ ABC Films Inc. will resume production on the *Girl Talk* half-hour, daytime series which has been off the air since September 1970. Kevin O'Sullivan, president of ABC Films, said last week that former Miss America, Vonda van Dyke, will serve as hostess for the new version of *Girl Talk*. The program was in syndication for more than eight years, with Virginia Graham as hostess for seven years.

Prime-time sports series ■ "Monday Night Sports," a new series of one-hour filmed sports features, will be telecast on ABC-TV as part of *The Monday Night Special* series. So far, schedule calls for first telecast March 13 (8-9 p.m. EST) and additional specials April 10 and May 1 (same times). Sportscasters Howard Cosell and Jim McKay will be hosts on the series.

More TV movies for ABC ■ ABC-TV's *Movie of the Week* (Tues., 8:30-10 p.m.) has been renewed for a fourth year, it was announced last week. The series uses features made especially for television.

Safety spots ■ The American Gas Association, Arlington, Va., is offering a series of 20, 90-second public-service announcements on disk or text relating to such subjects as home safety, pollution and ecology and home winterization. Requests should be made to Phil Rabin, AGA, 1515 Wilson Boulevard, Arlington 22209.

What's on your mind? ■ Viacom Enterprises reports sales in 16 markets on *The Amazing World of Kreskin*, a weekly half-hour television series featuring the mentalist. The station list includes KYW-TV Philadelphia, KING-TV Seattle, KHOU-TV Houston, WTOP-TV Washington and KGW-TV Portland, Ore.

New in the Midwest ■ John Walp, who has produced over 600 commercials in the past five years for Procter & Gamble, and William Leslie, executive producer with Avco Broadcasting Co., have formed a new film production company, Laskyfilm, in Cincinnati. The company will have complete 16-mm, 35-mm and video-tape production capabilities including animation and optical services, sound recording and mixing, optical soundtrack production and laboratory services. Messrs. Walp and Leslie started the new firm following their acquisition of Lasky Film Productions. Max Lasky of that firm will remain as executive producer of Laskyfilm.

York into syndication ■ York Enterprises, New York, has formed a new division, York Enterprises Syndication, to offer programs and series to stations on both a barter and direct-sale basis.



Mr. Huberman Arnold N. Huberman, formerly supervisor of syndicated services for Young & Rubicam, is heading the division. The unit represents more than a dozen production companies with series, specials and cartoon features available for syndication. The parent company represents producers for network placement of programs.

The syndication division has placed a one-hour musical special, *Monsanto Night Presents Nancy Wilson*, in 34 markets for the Monsanto Co., the first of four to which York has exclusive rights for Monsanto for 1972.

Kaplan's new firm ■ CKT Productions has been formed by Cy Kaplan to produce and distribute filmed and taped programs at 229 Saugatuck Street, Westport, Conn. CKT's initial product for syndication are two one-hour specials featuring Sammy Davis Jr. titled *The Magic of Sammy I and II*; an hour special spotlighting Sandler and Young, and a one-hour special titled *Sikkim*. In addition, CKT has signed a sales representation agreement with Northwest Teleproductions, Minneapolis, for TV programing, commercials and industrial films. CKT also has in development a

television version of *America's Town Meeting of the Air* that will be produced in association with New York University.

Sold: 'Water World' ■ Heathertel Enterprises Inc., New York, announced last week that its *Lloyd Bridges Water World* series has been cleared by 68 stations on a barter basis. The 13-program series consists of 12 half-hour and a final one-hour episode, covering pleasure- and sports-boating and safety factors. CPM Programs Inc., New York and Hollywood, is offering the Heather-tel-produced series on behalf of Mercury Marine, Champion Spark Plugs, Old Spice and Contac. The program began in a few markets in late January and will start in others over the next few weeks.

Chicago opening ■ National Telefilm Associates Inc., Beverly Hills, Calif.-based TV-film distributor, has opened a Chicago office in O'Hare Plaza, suite 415, 5275 East River Road. The office is headed by John N. Heim Jr., former vice president of Warner Bros.-Seven Arts. William F. Wineberg, most recently Midwest director of syndication sales for Warner-Seven Arts, has been appointed as Midwest sales rep to work with Mr. Heim.

Another British import ■ Group W Productions has acquired U.S. syndication rights to *On The Buses*, a half-hour comedy series produced by London Weekend Television. It will be available in the U.S. in the fall. Group W also syndicates in the U.S. another series produced by London Weekend Television, *Doctor in the House*, which begins its second year here in the fall. The latest series centers around the on-the-job adventures and the family life of a London Transport driver.

New to syndication ■ A new TV series, *Charles Blair's Better World*, is making an appearance in or adjacent to prime time. Half-hour shows feature as host Charles Blair, an interdenominational leader of Denver's Calvary temple. Mr. Blair talks with such figures as space explorer Michael Collins, Dr. Jonas Salk, champion miler Roger Bannister and former Israeli Prime Minister David Ben-Gurion. News film is used from the library of Koplin & Grinker Productions, New York. Herman Rush Associates, New York and Los Angeles, is handling syndication. Among TV stations signed for the series (starting dates varied from late January through February) are KBT Denver; KHOL-TV Kearney, KHPL-TV Hayes Center, and KHQL-TV Albion, all Nebraska; KJLP-TV El Paso; KAVE-TV Carlsbad, N.M., and KCMO-TV Kansas City, Mo.

The coming out of underground radio

The darling of FM formats, progressive rock, makes a calculated entrance into the L.A. AM world

Progressive-rock radio used to belong exclusively to those few pioneers of the counterculture who lived the music, spread the lifestyle and stayed poor on principle. Then it found a strong, secure place on the dial—the FM dial, that is. Now, the hybrid format with its less restrictive playlist is slowly making its mark in the mass-oriented, conservative world of AM radio.

To understand the how and why, consider a specific case—the Los Angeles market with its 60-plus radio stations. It has been both a demanding market, where the program director who got caught flat-footed found himself squeezed out of professional existence, and a creative one: Bill Drake's "boss radio" started at KHJ(AM), the "format for women" developed at KGBS(AM), and all-news radio was given an early trial nearby at XETRA(AM) Tijuana, Mexico. ("There's always been one rule of thumb," says one ex-L.A. program director, "innovate like hell and don't stop.") To that list may now be added KDAY(AM) Santa Monica, one of the early examples of the successful progressive AM station.

Two years ago, KDAY was a top-40 station not unlike any other in the town—or the country, for that matter. But signal problems (it's at 1580 khz) and a lackluster style all but shut it out of the second largest market in the country. Then in 1969, Rollins Broadcasting Co., owner of KDAY, brought in a new, young (then 23) program director, Bob Wilson, from KAFY(AM) Bakersfield. Eighteen months ago, Art Astor moved to KDAY as general manager from his general sales manager position at KHJ ("I saw the cracks on the walls and knew that top 40 was eroding," he said). Last January, the station got clearance to broadcast with 50 kw, and Messrs Wilson and Astor began to carve out their piece of the market with "progressive AM." The result: so much success that the idea is spreading to higher-rated stations in the market.

What's progressive AM—or "rock, no schlock" as they put it—all about? First let Art Astor summarize it: "We're FM on AM. We're into a lot of things that are identified with FM only because of the FM progressive-rock thing that has

been happening for the last couple of years. It was only underground because nobody allowed it on AM, overground. And now, instead of a pirate thing, it is a legitimate presentation of progressive music. And AM radio has given us that license and legitimacy."

The KDAY formula has four components: an expanded playlist including more than 125 singles and album cuts, eight commercial minutes an hour clustered at about 10-minute intervals, air personalities—with experience in popular radio—who can appeal to an older audience, and diversified, creative special programming scheduled on a regular basis.

The playlist is divided into four categories. "The strongest album cuts from the strongest albums" and some singles that are to be played with the greatest frequency make up one section. Another section is composed of songs that are beginning to fall off and other cuts from strong albums that would not be in the first category. A third section is "super-hits" (Rod Stewart's *Every Picture Tells a Story* and Carole King's *Tapestry* are examples) that are kept in a fairly regular rotation, rather than going into a "gold" category where they wouldn't be played as much. That category, the final one, is made up of hits that are several months old (but still requested) and new records that are just being tested. The existence of a gold section doesn't mean that some songs are identified as "golden oldies" or some other standard AM designation. "It's just all music," Bob Wilson offers.

The six air personalities have top-40 backgrounds in medium markets. "They were picked," Mr. Astor says, "because they were of a certain voice quality and for their maturity in communicating information about the music." But all are required to submit written drafts of their shows at least 24 hours in advance for approval by the program director, and the playlist is revised almost daily.

The commercials "are carefully formatted into clusters," Mr. Wilson says, "They're formatted on how they flow best together, to keep the audience interested during the commercial cluster and protect the sponsor." When trying to

sell KDAY's eight commercial minutes an hour, Mr. Astor adds, "you must charge for these spots in their proper environment," because in a format with few commercials "the interruptions become more important and more significant for the advertiser." (The basic six-time rate for an AA spot is \$36; KDAY billed approximately \$750,000 during the past year.)

Probably the greatest single factor that separates KDAY from most popular AM radio is the amount of special programming it does. From 7 to 8 p.m. during the week a concert hour, uninterrupted, has put KDAY in direct competition with the FM progressives. The concert hour usually includes live-on-tape broadcasts from local night clubs like the Troubador or Whisky A Go-Go, or cuts from live albums either segued or straight through. And beginning last week, KDAY introduced a live remote show from Hollywood Boulevard, which runs 8 to 9 p.m., Monday through Friday.

But the whole idea behind progressive AM is ultimately "the blend," as Mr. Astor puts it. "Just like good tobacco, or good food, or good booze, the secret's in the blend." And if anything sets this new AM format apart from its FM counterparts, it is the careful creation of that blend.

The advance reports on Pulse ratings for January show KDAY up in all four time slots: from a 1 to 2 share at 6-10 a.m.; from 1 to 3 between 10 a.m. and 3 p.m.; 2 to 3 in the 3-7 p.m. slot, and from 2 to 3 in the 7 p.m.-midnight period. Among progressives—including FM's—the station is topped only once—by KLOS(FM) at night. KDAY is the best-rated station for away-from-home listening in the market, according to Mr. Wilson—who built that position by constantly changing his format to hold the interest of Los Angeles's massive car-radio audience. Clearly, the "blend" can work on AM.

ASCAP receipts dip, but membership rises

Total domestic receipts for the American Society of Composers, Authors and Publishers in 1971 was \$59,521,000, a sharp drop from the \$65,073,000 earned for 1970. The net amount available for distribution to members was \$45,930,000, after total expenses of \$13,591,000 were deducted. There were two foreign distributions made in 1971,

\$4,021,000 in June and \$4,180,000 in December.

Financial results for last year were detailed for some 800 members attending the society's semiannual West Coast meeting in Los Angeles. Gross domestic receipts included income of \$57,703,000 from licenses; \$1,592,000 from interest on investments; and \$226,000 from membership dues.

The meeting also was told that 482 writers and 253 publishers have been added to the membership since Sept. 22, 1971. Total membership of ASCAP is now 19,170, including 14,316 writers and 4,854 publishers. The figures are substantiation of a trend in which more and more songwriters switching to ASCAP membership (BROADCASTING, Feb. 21).

Al Green puts it all together

And grabs wide audience with single and album for London Records

Al Green is hot property. He has gained the attention of both pop and rhythm-and-blues audiences, commanded massive airplay, and become one of the brightest new male faces in the field of black music since the late Otis Redding. His latest single, "Let's Stay Together," has sold more records for London Records than its Rolling Stones classic, "Satisfaction."

Al Green has not been confined in his success to the R&B charts or black radio. When an artist sells two-million copies of one record, which is the case with "Let's Stay Together," according to Hi Records (London's custom soul label), he is appealing to a broad market. With this particular record, Al Green is appealing directly to the pop market and the top-40 stations. He is very much aware of the crossover possibilities of his music.

"Let's Stay Together" has been on *Billboard's* hot-100 chart for 13 weeks, 11 of them in the top five, and two in the number-one slot.

Even though the single is beginning to drop off after three months, his album, also called *Let's Stay Together*, has begun to climb noticeably. The album broke onto the charts only four weeks ago at number 136. The next week it jumped to 48; last week it was number 24. And this week *Let's Stay Together* was rated as the 14th best-selling album in the country. Incidentally, his first album, *Al Green Gets Next to You*, which was released six

months ago, was number 80 last week.

Born in Forrest City, Ark., about 40 miles from Memphis, one of the primary centers for R&B, Al Green began singing professionally at the age of nine. At that time he was part of a gospel group with his four brothers. Realizing several years later that there was slight chance for money or recognition in gospel music, he began forming pop groups.

Three years ago, he had a more than modest hit with "Back Up Train," backed by the Soul Mates, which sold 700,000 copies. But the lack of a strong follow-up recording sent him out on his own again.

Last year, Al Green gained his wide recognition with his first release on the Hi label, "Tired of Being Alone," a million seller. And *Let's Stay Together*, released just before Christmas, provided him with the follow-up boost that was needed to establish him in the public musical eye.

Comparisons with Otis Redding have been flying around the music trade press of late and there seems to be adequate basis for it. The lush vocals and tight horn backgrounds, which are produced by Willie Mitchell, famed Memphis session man, and the fact that Al Green writes most of his own songs all are evocative of the style and feeling of Otis Redding.

WWVA is host to Harris hearing on folklife bill

The stage of WWVA(AM)'s *Wheeling Jamboree*, weekly country-music broadcast, was the site for a congressional hearing on legislation to create an American Folklife Foundation.

The ad hoc session, conducted by Senator Fred Harris (D-Okla.), was held Feb. 19 at Capitol Music Hall in Wheeling, W. Va., and carried live by WWVA-AM-FM at 7:30 p.m.

The subject of the hearings, which

also were held in Washington last July and on the stage of the Grand Ole Opry in Nashville on Dec. 4 (BROADCASTING, Nov. 29, 1971), is a bill introduced by Senator Harris and Representative Frank Thompson (D-N.J.). The measure would create a folklife foundation within the Library of Congress to promote folklife festivals, provide research grants and collect material dealing with American folklore.

A number of entertainers—including Skeeter Davis, Mac Wiseman, Dick Curless and the Blue Ridge Quartet—performed and testified at the ad hoc session.

Music reuse is basis of songwriters' suit

Triple damages of \$300 million are sought in an antitrust suit brought by the striking Composers and Lyricists Guild of America against the Association of Motion Picture and Television Producers and 15 production companies. The suit, filed in U.S. District Court for the Southern District of New York, charges the producers illegally control reuse of music composed for a film.

The defendants named in the suit, in addition to AMPTP, are Universal Studios, 20th Century-Fox, Paramount Pictures, Metro-Goldwyn-Mayer, Warner Bros., Columbia Pictures, Walt Disney Productions, United Artists, CBS-TV, ABC-TV, NBC-TV, Transamerica Corp. (parent of United Artists), Gulf & Western Industries (parent of Paramount), Kinney National Service (parent of Warner Bros.) and MCA (parent of Universal).

The guild has been on strike since Dec. 1. Essentially at issue in the dispute is copyright ownership, with the guild wanting ultimate control of music for its members. Under terms of a contract with AMPTP that expired Nov. 30, 1971, copyright control remains with the producers.

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Broadcast Advertising

Mary Jo Clayton, copy supervisor, Ketchum, MacLeod & Grove, New York, named VP. **Steven I. Israel**, media planner, Tatham-Laird & Kudner, Chicago, joins KM&G, Pittsburgh office, in similar capacity.

Malcolm A. McNiven, VP-manager of marketing services, Coca-Cola Co., Houston-based food products producer, named chairman, advertising planning and evaluation committee of the Association of National Advertisers, New York. He succeeds **Joel Axelrod** of Xerox, Stamford, Conn., who continues as committee member. Committee membership is made up of marketing and research executives.

James P. Fagan, VP and director of broadcast services, Grey Advertising, New York, joins Barnaby & Plum, Boston agency, as president.

Glenn T. Potter, sales manager, WTTG-TV Washington, appointed national sales manager.

Neil Harding, broadcast producer, Hofer, Dieterich & Brown, San Francisco, appointed director of broadcast services.

John M. Kemper, senior VP and account supervisor, Lennen & Newell, Chicago office, joins Needham, Harper & Steers there as account supervisor. **Melvin J. Pulver**, director of creative services, L&N, Chicago, joins Chicago office of NH&S as copy supervisor. **Marion Dawson**, VP and associate creative director, J. Walter Thompson, Chicago, joins Chicago branch, NH&S, as associate creative director.

Kent Smith, local sales manager, WTVN-TV Columbus, Ohio, appointed general sales manager, WKRC-TV Cincinnati. Both stations are owned by Taft Broadcasting.

Ernest Rogers Anderson Jr., account executive, Leo Burnett, Chicago, joins Henderson Advertising Agency, Atlanta office, in similar capacity. **Ronald L. Carrier**, market research project coordinator, Keebler Co., Chicago, joins Henderson, Greenville, S.C., as marketing research supervisor.

David G. Pritchard, president and owner of Reeves & Pritchard Advertising, Cincinnati, has closed two-year old operation and joined Ogilvy & Mather, New York, in capacity to be decided.

Lawrence R. McIntosh, former director of marketing, Don Feddersen Productions, Hollywood, joins Kenyon & Eck-

hardt, Los Angeles office, as manager and account executive.

Joy Cakora, media buyer, Grey-North Advertising, Chicago, joins Clinton E. Frank there in similar position.

Ruth Beiswenger, with timebuying staff, Young & Rubicam, Chicago, joins Eisaman, Johns & Laws, there as media buyer.

Diane Flynn, associate producer, The Lampert Agency, New York, appointed producer of TV and radio broadcast material.

Charles Simms, station manager, WDXI-AM Jackson, Tenn., appointed manager, Walker & Associates, Memphis agency.

Lou Snyder, with sales staff, KCBS-FM San Francisco, appointed sales manager.

Gene Michelson, account executive, Lindsey, Bradley & Johnson, Chattanooga, named to additional duties as VP.

Daniel R. Fineburg, former director of media and market research, Krupnick & Associates, St. Louis, appointed media director, Batz-Hodgeson-Neuwoehner, advertising and marketing agency there.

Reed Gordon, sales manager, WRGB-TV Schenectady, N.Y., appointed general sales manager. **Donald Jacques**, sales manager, WGFM(FM) Schenectady, appointed general sales manager. Both are General Electric Broadcasting stations.

Vincent T. DeLuca, VP and TV sales manager, Avco Radio Television Sales, Chicago, joins WTEN-TV Albany, N.Y., as sales manager.

Calvin E. Coleman, local sales manager, WAND-TV Decatur, Ill., appointed general sales manager.

Erwin Rosner, VP and sales manager, U.S. Media International, independent New York-based media-buying firm, appointed eastern and central sales manager, KFAC-AM-FM Los Angeles.

Wayne Muller, assistant sales manager, KPOL-AM-FM Los Angeles, appointed director of marketing services.

Richard Bolster, with sales staff, Major Market Radio, Chicago, station representative, joins WDAI-AM Chicago, as sales manager.

Lee M. Larsen, manager, RKO Radio Representatives, San Francisco office, appointed local sales manager, KHJ-AM Los Angeles.

Fred Grumbach, with sales staff, WHK-

). Cleveland, joins WMMS(FM) as national sales manager.

ert LaChance, former general manager, WPRO-FM Providence, R.I., joins WR(AM) Pawtucket, R.I., as general manager.

Kelly, formerly with sales staff, W-AM-FM Bad Axe, Mich., appointed sales manager, WMIC-AM-FM Muskegon, Mich.

Media

iel C. Palen, VP and general manager, WMAD-AM-FM Madison, Wis., WGLB-AM-FM Port Washington, Pa., as president and general manager.

Mack Carter, VP, Downe Communications Inc., New York, elected president and chief operating officer of which, among other interests, operates AM and FM stations and CATV.

d L. Erickson, general manager, WR(TV) Utica, N.Y., named executive VP of station's licensee, Roy H. Broadcasting of Utica-Rome Inc.

P. Kusaart, station manager, WDTV Decatur, Ill., named VP and assistant general manager.

ert J. Granata, associate director, Stations, CBS, appointed director, Stations development. **Arthur Sukel**, director, acquisition and investment, first in treasurer's department, CBS, assistant director, acquisitions analyst.

lorris, director of information, Public Broadcasting Service, Washington, appointed VP-general manager, WNSN-TV Chicago. He succeeds Yale Roe, who plans to produce films in Israel.

ge Oliviere, with complaints and compliance division, Broadcast Bureau, FCC, Washington, appointed VP of Public Line State Broadcasting, licensee of W-AM-FM Bradenton, Fla.

as W. Hoppers, management assistant, Dixie Network, regional radio network, Jackson, Tenn., appointed station manager, WDXI(AM) there.

ard Phelan, station manager, KALO-TV Little Rock, Ark., appointed general manager of Moses Broadcasting, operator of KEWP(AM) there.

i D. Davey, general manager, WMIX-TV Mt. Vernon, Ill., appointed general manager of local programming, Sullivan Southern Illinois CATV there.

y Stump, formerly with sales staff, W-AM-FM Bad Axe, Mich., appointed general manager, WMIC-AM-FM Sault Ste. Marie, Mich.

Brooks, senior analyst, NBC-TV Stations Division, New York, appointed manager of daytime research at NBC.



Goodbye CBS ■ Colleagues of William H. Tankersley (second from left) toast him on the occasion of his leaving post as VP, program practices, CBS-TV, New York, to become executive VP, Council of Better Business Bureaus. At left is Robert D. Wood, president, CBS-TV; to right, Drew Brinckerhoff, CBS manpower management VP.

Programing

C. Wheeler Coberly Jr., formerly director of business affairs for TV operations, 20th Century-Fox, Los Angeles, joins Viacom Enterprises there in newly created position of director of program development, West Coast.

Richard Berger, executive assistant to president of 20th Century-Fox Television, Los Angeles, appointed director of programs for studio.

Thomas L. Miller, VP, program development, Paramount TV, Hollywood, and **Edward Milkis**, in charge of post-production, leave to form new company for development of TV and theatrical film properties in Hollywood. New, still unnamed unit, will be exclusive to Paramount.

Ken Byrnes and **Charles Quinn**, partners in Aztec Film Productions, Tucson, Ariz., named president and VP, respectively. **James Bowman**, with time sales staff, KLAS-TV Las Vegas, joins Aztec as VP.

Edward W. Jacobson Jr., program coordinator, WOUB-AM-FM Athens, Ohio, appointed program director.

Dave Diamond, with KRLA(AM) Pasadena, Calif., named program director for KCBS-FM San Francisco.

Bob Armstrong, with WLEW-AM-FM Bad Axe, Mich., appointed program director, WMIC-AM-FM Sandusky, Mich.

Promotion

Sonny Eliot, with WWJ-AM-FM-TV Detroit, appointed PR director.

Cheryl Poling, former assistant to director of broadcast research center, Ohio University, Athens, joins WJW-TV Cleveland as director of publicity and sales-promotion research.

Charles S. Williams, former director of information services, WEEI-AM-FM Bos-

ton, appointed to similar position at WCVB-TV Boston, due on air March 19.

Broadcast Journalism

Darrell A. Swayze, VP of KBAD-AM-FM, Carlsbad, N.M., named chairman of New Mexico Associated Press Broadcasters Association. He succeeds **Kenneth Baugh**, KQEO(AM) Albuquerque, N.M.

William T. Slater, assistant to Massachusetts Governor Francis Sargent, joins WCVB-TV Boston as director of community affairs programming.

Andy Brigham, with news staff, WHEN-TV Syracuse, N.Y., appointed assistant news director, WKBW-TV Buffalo, N.Y.

Jack Gallagher, anchorman and reporter, WKBN-AM-FM-TV Youngstown, Ohio, joins WTVN-TV Columbus, Ohio, as anchorman.

Tom Davis, news desk assistant, WBAL-TV Baltimore, appointed sports reporter.

Allied Fields

Commissioner Richard E. Wiley appointed spectrum management commissioner by FCC. Post was previously held by Commissioner Thomas J. Houser, who retired from FCC in October 1971. Commissioner Wiley will coordinate all activities of FCC's spectrum management program, which was set up to promote more effective utilization of radio spectrum. He will also be member of FCC study group which is developing, in coordination with the Office of Telecommunications Policy of the Executive Office of the President, joint review of nature and scope of spectrum use by both government and nongovernment interests.

Leonard J. Marsh, with sales staff, WOAI-TV San Antonio, Tex., joins American Research Bureau's Atlanta office, as regional manager, responsible for ARB sales and services in Arkansas,

Tennessee, southern Virginia, North Carolina, South Carolina and parts of Alabama and Georgia. Paul Kelly continues as Atlanta regional manager in remainder of Southeastern states. A. William Varga, research manager, RKO Radio Representatives, New York, joins ARB, New York, in newly created position of senior administrative assistant in radio sales department, working with ARB VP for sales, William T. McClenaghan, to coordinate radio product analysis and client relations with other sales and marketing efforts.

Dr. Rod Whitaker, acting chairman of University of Texas department of radio-TV-film, Austin, appointed chairman.

Equipment & Engineering



Mr. Charles is director of sales. Mr. Charles will direct sales activities for firm's broadcast and closed-circuit TV and audio equipment.

Warren Charles, sales engineer for broadcast equipment, RCA, Los Angeles, joins audio-video systems division, Philips Broadcast Equipment Corp., subsidiary of North American Philips, Montvale, N.J., as

Deaths



Mr. Winchell died at age of 74. Cause of death was given as cancer.

Mr. Winchell already had attained considerable stature as syndicated newspaper columnist when he turned to radio newscasting in 1932. His Sunday-night broadcasts attracted millions of listeners on NBC for more than decade and after World War II on ABC. He addressed his broadcasts to "Mr. and Mrs. America—and all the ships at sea," and broke off each news item with sound from a telegraph "bug."

By far most highly paid news personality of that period, Mr. Winchell earned \$5,000 a week for weekly 15-minute *Jergen's Journal*, sponsored by Jergen's lotion. His sign-off was: "... with lotions of love."

NBC News commentator Ben Grauer, who was announcer for Winchell newscasts for 16 years, recalled last week

Walter Winchell, whose rapid-fire delivery and colorful language on radio made him a household word throughout U.S. from 1930's to early 1950's, died on Feb. 20 at University of California at Los Angeles medical

that he once held stop-watch while Winchell gave his newscast and clock him at 240 words per minute (Grauer himself speaks at about words per minute).

"He used to walk to the NBC studio which was at 711 Fifth Avenue and 56th Street in the early days and we run there when he had great stories," Mr. Grauer recalled. "I remember I excited he was when he happened to be in the vicinity when Legs Diamond captured by the police."

After World War II service in Navy, Mr. Winchell resumed his radio newscasts on ABC and for brief time Mutual. He appeared as host on several television dramatic series and served as narrator for *The Untouchables* series.

Robert F. Hurleigh, former president of Mutual, said last week he believed Mr. Winchell's final newscasting assignments were in 1960 and 1964 when Mutual retained him for coverage of Democratic and Republican national conventions.

Mr. Winchell's only survivor is daughter, Walda.

Sherwood Keith, 59, character actor on TV and motion pictures, died Feb. 19 in Los Angeles after brief illness. Keith's TV credits include *The A. Griffith Show*, *Perry Mason*, *Man of the U.N.C.L.E.*, *Gunsmoke* and *Adam-12*. He is survived by his wife, Louise, and two sons.

ForTheRecord®

As compiled by BROADCASTING, Feb. 16 through Feb. 22, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—direction antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours.

SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations

Final action

- Review board in Boston, TV proceeding, grant-

ed motion by The Dudley Station Corp., applied for CP for new television station on ch. 7 Boston asking for extension of time until Feb. 23 to file petition to respond to petition to enlarge the issues filed by Community Broadcasting of Boston, Inc., competing applicant (Docs. 18759-61). Proceeding also involves renewal application of General Inc. for WNAC-TV. Action Feb. 17.

Existing TV stations

Final actions

- WJCL(TV) Savannah, Ga.—Broadcast Bureau granted license covering new station. Action Feb. 8.
- KAID(TV) Boise, Idaho—Broadcast Bureau granted license covering new station. Action Feb. 14.
- WHDH(TV) Boston—FCC denied petition of WHDH Inc., asking that commission stay orders terminating WHDH's authorization for 5, granting Boston Broadcasters test authorization and denying its petition to revoke or suspend termination order (Docs. 15204-6). Action Feb. 16.
- WTUV(TV) Tupelo, Miss.—Broadcast Bureau granted mod. of license and CP to operate by remote control from Beech Springs Road. Action Feb. 10.
- KPLR-TV St. Louis—Broadcast Bureau granted mod. of license covering operation of trans remote control from 4935 Lindell Boulevard. Action Feb. 15.
- KENW(TV) Portales, N.M.—Broadcast Bureau granted CP to replace expired permit new station. Action Feb. 11.
- WUTV(TV) Buffalo, N.Y.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 951 Whiteh Road, Grand Island, N.Y. Action Feb. 14.

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■ FCC requested NBC to submit within 20 days its current plans for making available reasonable opportunity for presentation of opposing viewpoint to certain advertisements for large-engine automobiles and leaded gasoline it is presently carrying on WNBC-TV New York. Action Feb. 16.

■ KUTV-TV Salt Lake City—FCC waived provisions of rules (prime-time access), for three dates, in order to permit KUTV and some 10 stations to which it feeds NBC programming, to provide up to three-and-one-half hours of network programming during prime time. Waivers granted for Saturdays, Feb. 19 and 26 and March 4. KUTV waiver request for three more Saturdays in March was denied. Action Feb. 16.

■ KVOS-TV Bellingham, Wash.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 1151 Ellis Street, Bellingham. Action Feb. 16.

■ WFAN-TV Washington—FCC authorized United Television Co. Inc., subsidiary of United Broadcasting Co. to discontinue operation of WFAN-TV (ch. 14) until 15 days after release date of action on United's petition for reconsideration of order setting for hearing applications of United Television Co. of Eastern Maryland Inc. Hearing involves renewal of license of WMET-TV (ch. 24) Baltimore, license revocation of WMUR-TV Manchester, N.H., and license application of KECCTV El Centro, Calif. (Docs. 19336-8). Action Feb. 17.

Actions on motions

■ Chief, Office of Opinion and Review, in Tijuana, Mexico, ABC—for renewal of authority to deliver network programs to XETV-TV; rescheduled oral argument for Feb. 15 (Doc. 18606). Action Feb. 2.

■ Chief Hearing Examiner Arthur A. Gladstone in matter of renewal of licenses for Alabama educational TV stations WAQ(TV) Montgomery, WBQ(TV) Cheaha State Park, WDIQ(TV) Ozier, WEIQ(TV) Mobile, WFIQ(TV) Florence, WGIQ(TV) Louisville and WHIQ(TV) Huntsville and license covering CP for WIIQ(TV) Demopolis, Ala., designated Hearing Examiner Isadore A. Honig to serve as presiding officer; scheduled prehearing conference for March 28 in Washington, and hearing for April 25 in Birmingham, Ala. (Docs. 19422-30). Action Feb. 14.

■ Hearing Examiner Forest L. McClenning in Fort Smith and Jonesboro, both Arkansas (KFPW Broadcasting Co. [KFPW-TV] and George T. Herrreich [KAIT-TV]), TV proceeding, on hearing examiner's own motion, scheduled prehearing conference for Feb. 15. Action Feb. 14. By separate action granted motion by George T. Herrreich and continued hearing to March 28. Action Feb. 16 (Docs. 19291-2).

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, granted petition by RKO General Inc. for leave to amend its application to show filing of private civil antitrust action against 43 corporations including The General Tire & Rubber Co. (Docs. 18759-61). Action Feb. 14.

■ Hearing Examiner Herbert Sharfman in regard to applications for transfer of control of D. H. Overmyer Communications Co. and D. H. Overmyer Broadcasting Co. from D. H. Overmyer to U.S. Communications Corp., on request of Overmyer and Broadcast Bureau, rescheduled further hearing to May 8 (Doc. 18950). Action Feb. 15.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX] and Forum Communications Inc.), TV proceeding, granted petition by Forum Communications for leave to amend its application to reflect change in occupation of one of its principals (Docs. 18711-2). Action Feb. 9.

Designated for hearing

■ FCC, in response to Jan. 21 order of U.S. Court of Appeals for District of Columbia Circuit, directing commission to comply with court mandate in Citizens Communications Center, et al. v. FCC case, has redesignated eight cases affected by court's ruling. (In that case court held that FCC's policy statement on comparative hearings involving renewal applicants was contrary to law and should not be applied in any pending or future comparative renewal hearings. It directed FCC to redesignate all comparative renewal hearings to which policy was deemed applicable.) Redesignated cases are:

Norfolk, Va. (Docs. 1891-92) WTAR Radio-TV Corp. (WTAR-TV), Hampton Roads Television Corp.

Washington (Docs. 18559, 18561-63). United Television Co. (WFAN-TV), United Broadcasting Co. (WOOK), Washington Community Broadcasting Co.

New York (Docs. 18711-12). WPIX Inc. (WPIX), Forum Communications Inc.,

Boston (Docs. 18759-61). RKO General Inc. (WNAC-TV), Community Broadcasting of Boston Inc., The Dudley Station Corp.

Hartford and Berlin, both Connecticut (Docs. 18805-6). WHCN Inc. (WHCN[FM]), Communication Media.

High Point, N.C. (Docs. 18906-7). Southern Broadcasting Co. (WGHP-TV), Furniture City Television Company.

Indianapolis, Omaha and Vancouver, Wash. (Docs. 19122-25). Star Stations of Indiana, Inc. (WIFE-AM-FM), Indianapolis Broadcasting Inc., Central States Broadcasting Inc. (KOIL-AM-FM), Star Broadcasting Inc. (KISN).

Daytona Beach, Fla. (Docs. 19168-70). Cowles Florida Broadcasting Inc. (WESH-TV), Central Florida Enterprises Inc. Action Feb. 16.

New AM stations

Final actions

■ Tallahassee and Quincy, both Florida—FCC set for hearing exclusive applications of Charles W. Holt, Tallahassee, Talquin Broadcasting Co., Quincy, and B. F. J. Timms, Tallahassee, for new AM's in respective locations. All three applicants propose operation on 1070 khz, with 10 kw-D only. Action Feb. 16.

■ Denver—FCC approved, in response to request by Denver United Investors Group Inc. and Radio Colorado Corp., joint agreement providing for dismissal of Denver United application for new AM in Denver, in return for payment of expenses incurred in amount of \$15,944.88. It granted application of Radio Colorado Corp. for new daytime AM to operation of 1090 khz, with 50 w, DA. Action Feb. 16.

■ Centreville, Va.—FCC vacated review board action, adding overlap issue to hearing on application of Centreville Broadcasting Co. to build new D-only class II AM in Centreville (Doc. 18888). Commission waived provision of rule (prohibited overlap) and said that proceeding could be resolved without any further consideration of possible overlap between Centreville proposal and operation of WRAR Tappahannock, Va. Action Feb. 16.

Actions on motions

■ Hearing Examiner Millard F. French in Vancouver, Wash. (Cathryn C. Murphy), AM proceeding, on request of Broadcast Bureau reopened record and scheduled hearing conference for Feb. 17 (Doc. 18672). Action Feb. 16.

■ Chief Hearing Examiner Arthur A. Gladstone in Key West, Fla. (John M. Spotswood), AM proceeding, on request of Florida Keys Broadcasting Corp., extended certain procedural date and rescheduled hearing for April 10 (Doc. 19290). Action Feb. 16.

■ Chief Hearing Examiner Arthur A. Gladstone in Sanford, Pine Castle-Sky Lake and Titusville, all Florida (Blue Ridge Broadcasting Co. Inc., Hymen Lake and S & S Broadcasting Co.), AM proceeding, designated Hearing Examiner Millard F. French to serve as presiding officer; scheduled prehearing conference for March 28 and the hearing for April 25 (Docs. 19431-3). Action Feb. 10.

■ Chief Hearing Examiner Arthur A. Gladstone in Salem and West Derry, both New Hampshire (Salem Broadcasting Co. Inc., New Hampshire Broadcasting Corp. and Spacetown Broadcasting Corp.), AM proceeding, designated Hearing Examiner Lenore G. Ehrig to serve as presiding officer; scheduled prehearing conference for March

28 and hearing for April 25 (Docs. 19434-36). Action Feb. 10.

■ Chief Hearing Examiner Arthur A. Gladstone in Humble, Houston and Nassau Bay, all Texas (Albert L. Crain, et al.), AM proceeding, authorized and approved reimbursement to Crain in respect to engineering fee in sum of \$2,010 (Docs. 19186-9). Action Feb. 16.

■ Hearing Examiner Forest L. McClenning in Denver (Action Radio Inc.), AM proceeding, denied request for records filed by applicant (Doc. 19274). Action Feb. 14.

■ Hearing Examiner Chester F. Naumowicz Jr. in Jacksonville, Fla. (Belk Broadcasting Co. of Florida Inc.), AM proceeding, on request of Broadcast Bureau, extended to March 31 time to file proposed findings of fact (Doc. 19126). Action Feb. 16.

Other action

■ Review board in Youngstown, Ohio, and Ellwood City, Pa., AM proceeding, granted extension of time to Media Inc. through March 20, to file briefs and exceptions to initial decision proposing grant of application of Jud Inc. for new class II AM to operate on 1500 khz, 250 w, DA-Day, at Ellwood City, and denial of application of Media Inc. for new AM on 1500 khz, 500 w, 250 w CH, DA-D, at Youngstown (Docs. 18768-9). Action Feb. 16.

Existing AM stations

Final actions

■ WMOP Ocala, Fla.—Broadcast Bureau granted CP to install new aux. trans. Action Feb. 11.

■ WGUN Atlanta—Broadcast Bureau granted mod. of CP's for extension of completion dates to May 30. Action Feb. 11.

■ WCCR Urbana, Ill.—Broadcast Bureau granted mod. of license covering change of main studio location to 2410 Skyline Drive, Champaign, Ill. (outside city limits), and operate trans. by remote control. Action Feb. 11.

■ KARE Atchison, Kan.—Broadcast Bureau granted mod. of license covering change of main studio location and operate by remote control from 200 North Fifth Street, Atchison. Action Feb. 14.

■ WLUX Baton Rouge—FCC denied petition by receiver for bankrupt estate of Capital City Communications Inc., for termination of WLUX license renewal proceeding, grant of renewal without hearing, and immediate approval of assignment of WLUX license to United Broadcast Industries Inc. (Doc. 19067). Action Feb. 16.

■ WROA Gulfport, Miss.—Broadcast Bureau granted mod. of license covering change of main studio location to Klein Road (one-quarter mile from intersection of Connie Drive), Harrison county, Gulfport, and operate trans. by remote control and granted request for waiver of rules. Action Feb. 14.

■ WCID Juncos, P.R.—Broadcast Bureau granted license covering new standard AM; trans. studio location Route 189, 1.3 miles south of Juncos. Action Feb. 16.

Actions on motions

■ Hearing Examiner Basil P. Cooper in New York and Minneapolis (City of New York Municipal Broadcasting System [WNYC] and Midwest Radio-Television Inc. [WCCO], AM proceed-

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Summary of broadcasting

Compiled by FCC Feb. 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,338	3	17	4,358	55	4,413 ¹
Commercial FM	2,269	1	43	2,313 ²	118	2,421
Commercial TV-VHF	503	2	5	510 ³	16	526 ²
Commercial TV-UHF	179	0	10	189 ³	87	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.

ing, scheduled further prehearing conference for Feb. 22 (Docs. 11227, 17588 and 19403). Action Feb. 16.

■ Hearing Examiner Frederick W. Dennison in Fayetteville, N.C. (Newport News and Smithfield, both Virginia (Cape Fear Broadcasting Co. [WFNC], et al.), granted petition by Town and Country Radio for leave to amend application to reduce power from 5 to 1 kw and to change ODA and granted petition for leave to reply to opposition (Docs. 19375-7). Action Feb. 11.

■ Hearing Examiner Charles J. Frederick in West Hazleton, Pa. (Broadcasters 7 Inc.), AM proceeding, denied petition of Hazleton Broadcasting Co. (WAZL) for leave to intervene in proceeding (Doc. 18491). Action Feb. 15.

■ Hearing Examiner Isadore A. Honig in Cleveland Heights, Ohio (Friendly Broadcasting Co.), for renewal of licenses of WJMO and WLYT-FM, on request of Broadcast Bureau advanced prehearing conference to March 6 (Doc. 19412). Action Feb. 11.

■ Hearing Examiner David I. Kraushaar in Fargo, N.D. (Northwestern College [KNW]), AM proceeding, denied petition by applicant to amend its application (Doc. 19313). Action Feb. 10.

Initial decisions

■ Hearing Examiner Lenore G. Ehrig in Jacksonville, Ala., proposed in initial decision grant of application of University Broadcasting Co. (J. Millard Lecroy, James M. Davis, Will V. Roberson and Thomas J. Roberson), for new AM on 1090 khz with 500 w-d at Jacksonville. Examiner Ehrig proposed to deny application of Jacksonville Broadcasting Co. (James J. Lessley, George J. Lessley and James C. Vice (for the same facilities) (Docs. 18899-900). Action Feb. 8.

■ Hearing Examiner Isadore A. Honig in Humboldt, Tenn., proposed in initial decision grant of application of Communications Associates Inc., for new class II AM at Humboldt, to operate on 1190 khz with 500 w. D only, subject to condition that permittee shall install approved type frequency monitor (Doc. 18987). Action Feb. 9.

Fines

■ KRZE Farmington, N.M.—FCC notified E. Boyd Whitney, licensee of KRZE, that he has incurred apparent liability for forfeiture of \$1,000 for willful or repeated violation of terms of station's license, and of rules for commencing operation prior to its licensed hours. Licensee has 30 days to pay or contest forfeiture. Action Feb. 16.

■ WKRR Pickens, S.C.—FCC ordered Frank D. Ferguson Jr. and Franklin D. R. McClure (Pick Radio Co.), licensees of WKRR, to forfeit \$1,000 for repeated violation of rules by failing to file annual financial reports on time for years 1968 and 1969. Pick Radio failed to reply to Nov. 4, 1970 notice of apparent liability. Licensee has 30 days to pay or contest forfeiture. Action Feb. 16.

Designated for hearing

■ Corvallis, Ore.—FCC designated for hearing mutually exclusive applications of Corvallis Broadcasting Corp., Ted A. Jackson and Western Radio Corp. for facilities formerly authorized to KFLY-AM (1240 khz, 250 w, 1 kw-LS, U) and KFLY-FM ch. 268 (101.5 mhz, 28 kw, 100 ft.). Action Feb. 16.

New FM stations

Applications

■ St. Charles, Mo.—Peoria Community Broadcasters Inc. Seeks 97.1 mhz, 50 kw. Ant. height

above average terrain 500 ft. P.O. address 232 Southwest Jefferson Street, Peoria, Ill. 61602. Estimated construction cost \$70,484.19; first-year operating cost \$52,000; revenue \$100,000. Principals: Thomas A. Murphy (60%), Paul Carnegie (15%) and W. N. Warren (15%). Mr. Murphy is chairman of board of Peoria Community Broadcasters. He was formerly sole owner of Metron Films Inc. in Detroit. Mr. Carnegie is vice president of Willamette Broadcasting Co. (KQIV-AM) Lake Oswego, Ore. He is also president of Peoria Community Broadcasters. Mr. Warren is office manager of Docutel Corp., development of baggage handling and transit systems. Ann. Feb. 3.

■ St. Louis, Mo.—Board of Education, Lindbergh School District. Seeks 87.9 khz, 10 w. Ant. height above average terrain 117 ft. P.O. address 4900 South Lindbergh Boulevard, St. Louis 63126. Estimated construction cost \$95,000; first-year operating cost \$15,000; revenue none. Principals: Joseph K. Tanaka, Noah E. Gray, et al. Mr. Tanaka is engineer. Mr. Gray is superintendent of schools. Ann. Feb. 3.

■ Lincroft, N.J.—Brookdale Community College. Seeks 90.5 mhz, 2.24 kw. Ant. height above average terrain 100 ft. P.O. address 765 Newman Springs Road, Lincroft, N.J. Estimated construction cost \$31,370.13; first-year operating cost \$25,000; revenue none. Principals: W. Preston Corderman, Audrie LaTowsky, et al. Mr. Corderman is chairman of board of Brookdale Community College. Mrs. LaTowsky is vice chairman of board. Ann. Feb. 18.

■ Bellevue, Ohio—Bellevue Community Broadcasting Co.—Seeks 92.1 mc, 1.1 kw. Ant. height above average terrain 122 ft. P.O. address 106½ East Main Street, Bellevue 44811. Estimated construction cost \$8,655; first-year operating cost \$31,670; revenue \$28,000. Principals: John P. Bedard (100%). Mr. Bedard is sole owner of Bon Real Estate & Investment Co. in Mt. Clemens, Mich. He also has major interests in real estate brokerage and mortgages in Mt. Clemens. Ann. Feb. 3.

Final actions

■ Hutchinson, Kan.—Hutchinson Community College. Broadcast Bureau granted 90.1 mhz, 50 kw. Ant. height above average terrain 56.5 ft. P.O. address 1300 North Plum, Hutchinson 67501. Estimated construction cost \$17,018; first-year operating cost \$35,000; revenue none. Principals: Wesley Nunemaker, Don Miller, et al. Mr. Nunemaker is member board of trustees. Mr. Miller is chairman board of trustees. Action Feb. 4.

■ Ladysmith, Wis.—Stewards of Sound Radio. Broadcast Bureau granted 92.9 mhz, 100 kw. Ant. height above average terrain 680 ft. P.O. address Route 4, Box 141, Chippewa Falls, Wis. 54729. Estimated construction cost \$69,300; first-year operating cost \$24,000; revenue \$26,000. Principals: Warren D. Steward (100%). Reverend Steward is field representative, ordained minister and missionary consultant for Mid States Representative of Conservative Baptist Foreign Mission Society. Action Feb. 9.

Other actions

■ Review board in Ft. Smith, Ark., FM proceeding, has remanded to Hearing Examiner Basil P. Cooper initial decision proposing grant of application of George T. Herneich (KFPW Broadcasting Co.) for CP for new FM at Fort Smith, for modification of ordering clause (Doc. 18241). Action was in response to request by Broadcast Bureau that clause would be changed to indicate that final action on Herneich FM application would be withheld, pending favorable resolution of character qualification issues against Herneich in hearing on his applications for CP for KFPW-TV Fort Smith and license renewal of KAIT-TV Jonesboro, Ark. (Docs. 19291-2). Action Feb. 17.

■ Review board in Rochester, N.Y., FM proceeding, granted Auburn Publishing Co. extension of time through Feb. 22, to file reply to responses to its petition to enlarge issues, in proceeding involving competing applications of Auburn Publishing Co. and Monroe County Broadcasting Co. for new FM's at Rochester, and What The Bible Says Inc., for same facilities at Henrietta, N.Y.. (Docs. 18674-6). Action Feb. 15.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, on request of Eastern Broadcasting Corp., continued further hearing to March 16 (Docs. 19018-9). Action Feb. 15.

■ Chief Hearing Examiner Arthur A. Gladstone in Waseca, Minn. (Melvin Pulley and Edwin B. Darby and Richard H. Darby d/b as The Waseca-Owatonna Broadcasting Co.), FM proceeding, designated Hearing Examiner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for March 28 and hearing for April 25 (Docs. 19420-1). Action Feb. 11.

■ Hearing Examiner David I. Kraushaar in Lexington Park and Leonardtown, both Maryland (Key Broadcasting Corp. and Sound Media Inc.), FM proceeding, rescheduled prehearing conference for March 20 (Docs. 19410-1). Action Feb. 15.

■ Hearing Examiner Herbert Sharfman in Southern Pines, N.C. (William R. Gaston and The Sandhill Community Broadcasters Inc.), FM proceeding, certified to review board petition by Gaston for leave to amend his application by supplying new bank commitment and other related financial qualification materials; certified to review board Sandhill's opposition to petition (Docs. 19349-50). Action Feb. 11.

■ Hearing Examiner James F. Tierney in Harri-man, Tenn. (Folkways Broadcasting Co. and Harriman Broadcasting Co.), FM proceeding, on request of Harriman Broadcasting Co. extended to March 17 time to file reply findings (Docs. 18912-3). Action Feb. 16.

Initial decision

■ Hearing Examiner David I. Kraushaar in Las Vegas proposed in initial decision grant of application of Quality Broadcasting Corp. for new FM on ch. 226 (93.1 mhz) at Las Vegas. Examiner proposed denial of application of James B. Francis for same facilities (Docs. 18437-8). Action Feb. 16.

Existing FM stations

Final actions

■ WLPR(FM) Mobile, Ala.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 khz. Action Feb. 11.

■ Fort Smith, Ark.—FCC granted Fred H. Baker Sr. (Megamedia), permittee of KISR(FM) Fort Smith, \$1,800 fee in connection with application for major changes in station. FCC denied requests by Mission Broadcasters Inc., licensee of KGMV-AM Missoula, Mont., and Neosho County Broadcasting Inc., licensee of KKOY-FM Chanute, Kan., for waivers of \$900 grant fees. Action Feb. 16.

■ KJLH(FM) Compton, Calif.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 khz. Action Feb. 11.

■ KOSI-FM Denver—Broadcast Bureau granted CP to install new aux. trans. and ant. at main trans. location to be operated on 101.1 mhz, ch. 266, for aux. purposes only; ERP 10.5 kw; HAAT 700 ft.; remote control permitted. Action Feb. 17.

■ WEAT(FM) Jacksonville, Ill.—Broadcast Bureau granted CP to install new trans. and new ant.; ERP 10 kw; HAAT 330 ft.; remote control permitted. Action Feb. 17.

■ KBRA(FM) Wichita, Kan.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 97.9 mhz, ch. 250; ERP 2.6 kw. Action Feb. 17.

■ WORC(FM) Barnstable, Mass.—Broadcast Bureau granted request for waiver of rules to identify as Barnstable-Hyannis, Mass. Action Feb. 1.

■ WROA-FM Gulfport, Miss.—Broadcast Bureau granted mod. of license covering move of main studio location outside city limits and operate by remote control from Klein Road (one-quarter mile from intersection of Connie Dr.), Harrison county, Gulfport, and granted request for waiver of rules. Action Feb. 14.

■ *WAFR(FM) Durham, N.C.—Broadcast Bureau granted license covering new noncommercial educational station; ERP 3 kw; HAAT 150 ft. Action Feb. 16.

■ WKVO-FM Havelock, N.C.—Broadcast Bureau granted request for waiver of rules to identify as Havelock-Cherry Point, N.C. Action Feb. 9.

(Continued on page 74)

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(Continued from page 72)

■ **WHUD(FM)** Peekskill, N.Y.—Broadcast Bureau granted CP to install new aux. trans. and new ant. at main trans. location for aux. purposes only; ERP 31 kw; HAAT 410 ft.; remote control permitted. Action Feb. 10.

■ **WNCF(FM)** Columbus, Ohio—Broadcast Bureau permitted remote control. Action Feb. 14.

■ **KEOR(AM)** Atoka, Okla., **KNUU(FM)** Tulare, Calif., **WXFM(FM)** Elmwood Park, Ill., **KLYX(FM)** Clear Lake City, Tex.—FCC waived provisions of rules in case of FM to permit KEOR, KNUU(FM), WXFM(FM) and KLYX(FM) to originate majority of programming from aux. studios in nearby communities. Stations will be required to originate majority of non-recorded music programs from main studios, and shall make additional program log entries as may be necessary to show which of programs originate from main studios, and which of recorded entertainment programs are music programs. Action Feb. 16.

■ **WPAY-FM** Portsmouth, Ohio—Broadcast Bureau granted CP to install new trans.; ERP 93 kw (horiz.), 58 kw (vert.); HAAT 610 ft.; remote control permitted. Action Feb. 17.

■ **KWIL-FM** Albany, Ore.—Broadcast Bureau granted mod. of CP for extension of time to April 21. Action Feb. 11.

■ **WMSP(FM)** Harrisburg, Pa.—Broadcast Bureau granted CP to change trans. location to: Watt Street and Poplar Church Road, Wormleysburg, Pa.; install new trans. and ant.; make changes in ant. system; ERP 50 kw; HAAT 205 ft.; operate by remote control from studio site; 24 South Second Street, Harrisburg; conditions. Action Feb. 15.

■ **WMJR(FM)** Fort Lauderdale, Fla.—Broadcast Bureau granted CP to change trans. location to southeast corner of South 33d Avenue and Pembroke Road, Pembroke Park, Fla. (WSMS-TV and WFCB-TV site); install ant.; make changes in ant. system; ERP 100 kw; HAAT 900 ft.; remote control permitted; conditions. Action Feb. 15.

■ **KGNC-FM** Amarillo, Tex.—Broadcast Bureau granted CP to change frequency to 97.9 mhz; install new trans. and ant.; make changes in ant. system; HAAT 1,290 ft.; ERP 45 kw. Action Feb. 15.

Other action

■ FCC, in response to request by The Committee to Free KFMM(FM) Des Moines, Iowa, has clarified statement on "free-form format" it used in Aug. 5, 1971, letter denying committee's request for stay of assignment of KFMM. FCC said licensee responsibility does not require licensee to choose every record to be played on particular program but it "must have general procedure to exercise its overall responsibility for what is broadcast." Committee had requested stay on grounds that buyer, Stoner Broadcasting System Inc., eliminated station's "free form" format (in which announcers decided what to play) and instituted restricted play list from which announcers had to choose. In Aug. 5, 1971, reply to committee's argument, FCC said free-form format gives announcer controls over program content that are inconsistent with strict controls licensee must exercise to avoid questionable practices. Action Feb. 16.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and co-owning auxiliaries and SCA's when appropriate: **KARE(AM)** Atchinson, Kan.; **KAWT(AM)** Douglas, Ariz.; **KAYO(AM)** Seattle; **KCAU-TV** Sioux City, Iowa; **KCLK(AM)** Clarkston, Wash.; **KCOR(AM)** San Antonio, Tex.; **KNPT(AM)** Newport, K.R.K.T. (AM) Albany, both Oregon; **KRST(FM)** Albuquerque, N.M.; **KSUB(AM)** Cedar City, Utah; **KTKN(AM)** Ketchikan, Alaska; **KVGB(AM)** Great Bend, Kan.; **WQOK(AM)** Greenville, S.C. Action Feb. 15.

■ Broadcast Bureau granted renewal of licenses for following stations and co-owning auxiliaries and SCA's when appropriate: **KAHL(AM)** North Platte, Neb.; **KBBR(AM)** North Bend, Ore.; **KDNA(FM)** St. Louis; ***KEWC-FM** Cheney, Wash.; **KGFJ(AM)** Los Angeles; **KHAR-AM-FM** Anchorage; **KJLH(FM)** Compton, **KLOK(AM)** San Jose; **KPRO(AM)** Riverside, all California; **KRCO(AM)** Pineville, Ore.; **KRRR(AM)** Ruidoso, N.M.; **KUMA(AM)** Pendleton, **KWIL-FM** Albany, both Oregon; **KXLE(AM)** Ellensburg, Wash.; **WPBC(AM)** Richfield, Minn. Action Feb. 16.

Other actions, all services

■ FCC denied complaint by Democratic National Committee, asking that three major television networks be required to grant committee time to respond to certain TV and radio appearances

by President Nixon and Treasury Secretary John Connally, since Aug. 15, 1971, dealing with administration's economic policy. Action Feb. 3.

■ FCC affirmed ruling by Broadcast Bureau holding that TV comedian Pat Paulsen was bona fide candidate, on national basis, for Republican nomination for President under Section 315 of Communications Act. Action Feb. 16.

Translator actions

■ **K02FF** Lakehead, Calif.—Broadcast Bureau granted CP to change trans. location to Haycock Peak, two miles south of Lakehead; change type trans.; make changes in ant. system of VHF translator. Action Feb. 17.

■ Broadcast Bureau granted licenses covering following new UHF translators: **K77CQ** Point Arena, Calif.; **K82AL** Dubuque, Iowa; **K32AA** Waterloo, Iowa; **K34AA** Salina, Kan.; **K69AF** Shiprock, N.M.; **W73AR** Arcade, Delevan and Yorkshire, W81AJ Cattaraugus and Little Valley, W81AK Machias, W72AQ Great Valley Township, W82AP Limestone and Great Valley, all New York; **W42AA** Yauco, Puerto Rico; **K72DY** Belle Fourche, S.D.; **K64AB** Odessa, Wash., and **W67AC** Darlington, Wis. Action Feb. 15.

■ **K06BE**, **K09EK** and **K11GW** San Luis and rural area, Colorado—Broadcast Bureau granted license covering new VHF translators. Action Feb. 16.

■ **K05BE** Lemhi, Baker and Lemhi Valley, all Idaho—Broadcast Bureau granted CP to replace expired permit for changes in VHF translator. Action Feb. 17.

■ **W05AP** Murphy, N.C.—Broadcast Bureau granted CP to include Brasstown, N.C. in principal community of VHF translator; change type trans. and make changes in ant. system. Action Feb. 11.

■ **Lake Tahoe**, Nev.—Broadcast Bureau granted CP for new VHF translator to serve Crystal Bay, Nev., operating on ch. 6 by rebroadcasting programs of **KOLO-TV** ch. 8 Reno. Action Feb. 15.

■ **Stateline**, Nev.—Broadcast Bureau granted CP for new VHF translator to serve Zephyr Cove, Nev., operating on ch. 6 by rebroadcasting programs of **KOLO-TV** ch. 8 Reno. Action Feb. 15.

■ **K07EB** Pinos Altos, Fierro, Hanover, Santa Rita, Arenas, Arenas Valley, Hurley, Silver City and north suburban area of Silver City, all New Mexico—Broadcast Bureau granted license covering changes in VHF translator. Action Feb. 17.

■ Broadcast Bureau granted licenses covering Lovelock, Nev., **W56AB** and **W69AB** Darlington, changes for following UHF translators: **K78CJ** Wis. Action Feb. 14.

■ **Asheville**, N.C.—FCC has returned application by **WISE-TV** Inc., licensee of **WANC-TV** ch. 21 Asheville, for CP for new 1-w VHF translator to serve Asheville. Action Feb. 16.

■ **K071W** Jamestown, N.D.—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to Aug. 15 and to specify type trans. Action Feb. 15.

■ **K02GO** Myrtle Point, Norway, Broadbent, Catching Creek and Gaylord, all Oregon—Broadcast Bureau granted license covering new VHF translator. Action Feb. 11.

■ Broadcast Bureau granted licenses covering following new VHF translators: **K03DK** Moberg, **K04GV** Philip, **K04GW** Spearfish, **K06HG** Pine Ridge, **K07KA** Midland, **K13LE** Pine Ridge, **K13KX** Hill City, **K04GO** Lemmon, **K02GK** Martin, all South Dakota; **K08HG** Waterville, Kan. Action Feb. 15.

Modification of CP's, all stations

■ **KUAC-TV** College, Alaska—Broadcast Bureau granted mod. of CP to change ERP to vis. 56.2 kw, aur. 10 kw; trans. location to ridge approximately one mile north of Farmers Loop Road, 4.5 miles from Fairbanks, Alaska; make changes in ant. structure; HAAT 500 ft. Action Feb. 11.

■ **WAVO-FM** Decatur, Ga.—Broadcast Bureau granted mod. of CP and license covering change in main studio location to 2203 La Vista Road, Atlanta; granted mod. of license covering operation of trans. by remote control from 2203 La Vista Road. Action Feb. 16.

■ **WTVG(TV)** Joliet, Ill.—Broadcast Bureau granted mod. of CP to change studio location to 17 South Stolo Avenue, Aurora, Ill.; granted mod. of CP to extend completion date to Aug. 16. Action Feb. 16.

■ **WPUT** Brewster, N.Y.—Broadcast Bureau granted mod. of CP to change to non-directional ant.; conditions. Action Feb. 16.

■ **WLSE-FM** Wallace, N.C.—Broadcast Bureau granted mod. of CP to change trans. and ant.; HAAT 300 ft. Action Feb. 17.

■ **WFFV(FM)** Front Royal Va.—Broadcast Bureau granted mod. of CP to extend completion date to July 1. Action Feb. 17.

Ownership changes

Applications

■ **KRSA-AM-FM** Salinas, Calif.—Seeks assignment of license from **KRSA Broadcasters Inc.** to **Mt. Toro Broadcasting Corp.** for \$215,000. Sellers: Stanley C. Lichtenstein, et al. Buyer: David A. Rodgers (100%). Mr. Rodgers was formerly salesman for **WHWH(AM)** Princeton, N.J. Ann. Feb. 18.

■ **KGMO-AM-FM** Cape Girardeau, Mo.—Seeks assignment of license from **KGMO Radio-Television Inc.** to **Withers Broadcasting Co.** for \$200,000. Sellers: William M. Bryan, president, et al. Buyers: James K. Withers (40%), W. Russell Withers Jr. (30%), et al. James Withers is sales manager of **KGMO-AM-FM**. He also has minor interest in **WEIC-AM-FM** Charleston, Ill. W. Russell Withers is vice president of **Laser Link Corp.** in Woodbury, N.Y. Ann. Feb. 18.

■ **WVSC-AM-FM** Somerset, Pa.—Seeks assignment of license from **Radio Station WVSC Inc.** to **Ridge Communications Inc.** for \$450,000. Sellers: T. H. Oppegard, president. Buyers: Ira, Richard Adams (25%), George Russell Shafer (25%), Robert M. Keim (25%) and Dean M. Hottle (25%). Mr. Adams is commercial manager of **WVSC**. Mr. Shafer is owner of pharmacy in Somerset. Mr. Keim is attorney in Somerset. Mr. Hottle is 33 1/3% owner of **Lamberson, Bulow, Hottle & Co.**, certified public accounting firm in Somerset. Ann. Feb. 18.

Actions

■ **WMOG(AM)** Brunswick, Ga.—Broadcast Bureau granted transfer of control of **Morris Broadcasting Co.** (parent of licensee, **Radio Brunswick Inc.**) from **Beryl Weiner** (receiver) to **Bromo Communications**. Consideration: \$60,000. Principals: William G. Brown (none before, 50% after) and Clifton G. Moor (none before, 50% after). Mr. Brown is vice president and general manager of **WACX(AM)** Austell, Ga. Mr. Moor is announcer for **WMOG**. Action Feb. 2.

■ **WHPA(AM)** Honesdale, Pa.—Broadcast Bureau granted transfer of control of **Wayne County Broadcasting Corp.** from **Sidney I. Leibowicz**, **Lewis R. Cowan**, **Marvin S. Cowan**, **Alan Latman** and **Arthur J. Greenbaum** (jointly 100% before, none after) to **Curtis C. Beusman** (none before, 100% after). Consideration: \$6,000. Principal: Mr. Beusman is vice president, manufacturing secretary and has 50% interest in **Curtis Instruments Inc.** in Mt. Kisco, N.Y., manufacturer of chemical and electronic timers. He is also director and minority stockholder in **Action City Broadcasting Corp.** in New York which formerly operated **WKTC(AM)** Charlotte, N.C. Action Feb. 8.

CATV

Final action

■ **WKG-61** and **WKG-62** Coos Bay, Eastside and North Bend, all Oregon—Cable Television Bureau granted CP's for new **CARS** to bring TV signal **KOBI-TV** Medford, Ore., to CATV systems in Coos Bay, Eastside and North Bend. Action Feb. 15.

Action on motion

■ **Hearing Examiner Isadore A. Honig** in Dayton, Wash. (Touchet Valley Television Inc.), CATV proceeding, granted request of **Columbia Empire Broadcasting Corp.** and postponed prehearing conference now scheduled for Feb. 15 to date to be specified by further order (Doc. 18825). Action Feb. 11.

Cable actions elsewhere

The following are activities in community-antenna television reported to **BROADCASTING** through Feb. 22. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Grand Blanc, Mich.*—Multiple-CATV owner **Lamb Communications Inc.** has been awarded franchise by city council.

■ *Jamestown, Pa.*—John Fuelhart, Dr. John Mahan and William Martin have applied to borough council for franchise.

■ *Dublin, Va.*—Continental CATV of Virginia Inc. (owned by multiple-CATV owner **Continental CATV Inc.**) has been granted franchise by town council.

■ *Gladewater, Tex.*—Cable Systems Inc. of Tyler (owned by multiple-CATV owner **Cable Systems Inc.**) has been granted franchise by city council.

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Deadline for copy: Must be received by Monday for publication next Monday.

Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum.

Situations Wanted 25¢ per word—\$2.00 minimum.

All other classifications 35¢ per word—\$4.00 minimum.

Add \$1.00 for Box Number and reply service (each ad), per issue.

Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO Help Wanted Management

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.

General Manager for Pennsylvania AM/FM, top billings, ratings in market. Rare opportunity for experienced manager. Box B-217, BROADCASTING.

Talent-profits - we've got 'em. Manager needed to develop both. Midwest. MOR AM/FM. Share of profits, good salary and fringes. Box B-233, BROADCASTING.

Asst. manager midwest. Excellent opportunity for a successful local salesman who "enjoys" selling, to enter management. Must be sharp on detail. Fulltime AM in beautiful growth area with major university. MOR format with heavy sports and local news coverage. Play-by-play ability optional. The man we're seeking will make a minimum of \$12,000 salary and commission, equal opportunity employer. Box B-259, 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) 973-2764; (201) 383-5744 eves.

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 Poesse, 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.

Radio-TV staff positions in Terre Haute, Indiana. See display ad. Radio Help Wanted-Management section for information.

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.

Broadcast executive with long tenure at one location assuming new, challenging responsibility in metro mid-west market. Now interviewing for salesmanager to lead sales organization. Our projected expansion will give you unprecedented scope if you desire to get ahead with an aggressive group of stations with reputable name in industry. Send resume including salary requirements in strict confidence to Box B-212, BROADCASTING.

Sharp hungry local salesman-chain operation top stations-midwest current top salesman making in excess of 20M. Reply to Box B-236, BROADCASTING.

Sales position—Denver, Colo. Top rated station experienced man at least 5 years. Ability to make \$25,000 yearly. Good list available. Management possibilities in immediate future depending upon right man. References required, must be ready to move Box B-270, BROADCASTING.

Sales Continued

Asst. manager midwest. Excellent opportunity for successful local salesman who "enjoys" selling to enter management. Must be sharp on detail. Fulltime AM in beautiful growth area with major university. MOR format with heavy sports and local news coverage. Play-by-play ability optional. The man we're seeking will make a minimum of \$12,000 salary and commission, equal opportunity employer. Box B-261, BROADCASTING.

Salesman-first phone announcer billing \$2500 monthly earns \$782 monthly here. Management possibility. Send resume, photo and tape: Dave Drew, WDLR, Delaware, Ohio 43015.

Four more hard working salesmen needed at WGRY Radio Grayling, Michigan. Contact Jim Sylvester President and General Manager at 517-348-6181.

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.

Announcers

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.

Rock jock AM. Top 10 markets. East. Strong on music. To \$16,000 start plus bonuses. Send tape, resume, references, current picture to Box B-215, BROADCASTING.

Progressive midwest MOR station looking for night announcer/production combo. Must have some experience. Equal opportunity employer. Send tape, resume, photo and salary requirement to Box B-218, BROADCASTING.

\$200/week for experienced top 40 jock. First phone required; no maintenance. Large mid-west market. Box B-240, BROADCASTING.

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.

Morning announcer plus heavy high school play-by-play. Minimum 2-3 years experience. Contact General Manager. WCBY Radio, Sheboygan, Mich.

Opening soon for dependable C&W dj who can work board—write copy—service accounts. Send complete resume to: Keith Buck, WEZJ, Williamsburg, Kentucky.

Experienced morning man, major market contemporary MOR format. Immediate opening. Send tape, resume, photo to Program Director, WGST, Box 7888, Atlanta.

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.

WLIF, Baltimore's beautiful music station is looking for a polished professional airman, who can talk to and not at our audience. Only interested in a personable sounding pro, with friendly, warm delivery. Send tape, containing spots and news to Dick Foreman, Operations Director, WLIF, 1570 Hart Road, Baltimore, Maryland 21204. An equal opportunity employer.

Announcers Continued

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 daytimer, 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.

The McLendon Corp. wants you, if: A. You are an experienced air personality. B. You are able to entertain within a well-disciplined new pop music format. Send and air-check and resume to: Ken Dowe, National Director of Operations, McLendon Executive Offices, 1917 Elm Street, Dallas, Texas 75201.

Need experienced announcer/salesman for medium market C/W station. Air shift salary with excellent commission rate on all sales. Send tape, resume, salary requirements to W. Lanier, 8335 Witsell Street, Charleston, S.C. An equal opportunity employer.

Technical

Asst. 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.

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 directional. East Coast suburban market. Must be hard worker and able to direct men. Minority group applicants welcomed and given full and equal consideration. Send resume, references, up-to-date picture and salary requirements to Box B-214, 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.

Medium market midwest station looking for radio engineer with transmitter experience. 1st ticket needed. Possible combo work. Equal opportunity employer. Send resume, photo and salary requirements to: Jim Miller, KFOR, Lincoln, Nebraska 68501.

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.

Are you a young, eager, really interested technical type with a first class ticket? Like to work in a pleasant, sympathetic environment under a savvy boss? Lots of test equipment. Good spacious lab. Maintenance only—no announcing—no dull routines. Expanding 5KW AM station and CATV system. Contact WCOJ, Coatesville, Pa. 19320. (215) 384-2100.

Chief engineer, strong on maintenance. Immediate. Contact Manager, WCRO, Johnstown, Pa.

News

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.

News Continued

Newsman. AM rock station. Large market. Send tape, resume, references, latest picture to Box B-216, BROADCASTING.

Midwest MOR needs a self-motivated news director who believes in actualities. Air delivery must be professional. Tape and resume. Equal opportunity employer. Box B-258, BROADCASTING.

Programing, Production, Others

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.

Wanted a "born-again" Christian staff to operate a 24 hour class C FM stereo in sunny Fla. Box B-262, BROADCASTING.

Number one Black station in major market seeks experienced account executive to take over top account list. Division of major broadcasting corp with many fringe benefits. send resume to Box B-269, BROADCASTING.

Radio-TV staff positions in Terre Haute, Indiana. See display ad, Radio Help Wanted-Management section for information.

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.

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.

Network operations executive wants medium market radio management. Six years experience: programing, production, promotion, management. M.B.A. candidate. Box B-223, BROADCASTING.

Sales oriented professional-10 years radio & TV seeks management career-midwest preferred-small or medium market-married—good references—solid background. Box B-226, BROADCASTING.

Selling manager, 18 years experience. Excellent record, references. Last station 7 years. Box B-228, BROADCASTING.

Programing specialist. Strong on sales and management skills. 5 years in top 5 market. B.S. M.B.A. Solid references. Box B-235, BROADCASTING.

Female operations manager seeking challenging position and financial opportunity. Nine years experience includes music, programing, traffic, copy and personnel management. Excellent references. Interested only in Florida, Alabama, Georgia, North and South Carolina areas. Will not respond to other areas. Am 31 years old. Free to relocate. Have first phone. Box B-244, BROADCASTING.

Need Help? Will operate your station on lease basis. All area considered. Send complete information first letter. Box B-252, BROADCASTING.

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 683, Tyler, Texas 75701. Call (214) 592-6280.

Eighteen years experience. Skills include management, sales, programing, administration. Honest, dependable. Last station seven years. Charles Doll, (301) 761-0998. Available immediately.

Sales

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.

Your station needs "The Closer." "The Closer" doubled on the air billing in six months in market of less than 50,000. Reserve your weeks for "The Closer" now. 4 week \$250.00 per plus expenses minimum. Phone 203-739-5052 or write Box B-205, BROADCASTING.

Successful salesman-12 years radio all phases... sales... programing... engineering... 2 years television... sales... newsreporter... family man... first phone... hardworker... honest... dependable... qualified... no problems... references... prefer southeast... write Box B-230, BROADCASTING.

Announcers

Experienced graduate of N.Y. school—willing to relocate—tight board—third—endorsed—seeks new, challenging position. Box A-261, 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.

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.

10 year radio pro ready to move up. Possibly TV experience in all phases. Now rocking and M.O. administrative experience. Married. 27. Box B-173, BROADCASTING.

Female broadcaster—newscaster—writer with announcing and DJ skills, 3rd endorsed, college grad, major magazine background professionally broadcast trained. Box B-188, BROADCASTING.

Black PD announcer experienced 1st, soul, contemporary, jazz. Box B-206, BROADCASTING.

Experienced DJ newsmen versatile. Tight board. 3rd endorsed. Dependable, aggressive salesman. Box B-207, BROADCASTING.

First phone, 21, draft free, 3 years experience in MOR, top 40, C&W formats, along with production, news, selling, play-by-play, copywriting, currently program director. Prefer northeast but will consider all. Box B-209, BROADCASTING.

Experienced Black announcer waited 4 years in N.Y.C. metro before running this ad. Soul, rock jock and ready presently working. Handles professional phone-in-talk show, news and gospel. Married, veteran, N.Y.C. school graduate in broadcasting. 3rd endorsed. Top jock this present station. I'll answer all ads. Box B-213, BROADCASTING.

Bob & Ray we're not-nor elaborate skits and bits. We do offer a lively fast-pace (but not breathless) two-man morning format. Separately we've got sports, public affairs, copy and production. If you're in Boston, New York, Philadelphia or Washington, D.C. we should talk. Box B-219, 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-221, BROADCASTING.

Announcer-DJ, three years experience, married, third, will relocate-seeking position with MOR or light rocker. Stable position only. Aggressive, hard worker. Box B-227 BROADCASTING.

Chief announcer/traffic director now working in medium market has 7 months experience in network C&W station. Good references from present employer. Would like to move onto more duties in a friendly operation. Prefer contemporary, MOR, or country DJ. Can also do news and write copy. Anywhere except California. Box B-241, BROADCASTING.

More music rocker, first phone. Box B-243, BROADCASTING.

Make your mornings hum. 30 yr old-12 yr vet-jock and sports. Want Illinois-Wisconsin 6-9 AM slot. 20 to 60 music appeal-50% oldies and 50% fresh. Fun-realistic-happy serious-ratings? Tremendous. Box B-246, BROADCASTING.

Announcers Continued

Morning personality—contemp MOR. First phone. Tight, happy, mature professional. Will also sell, \$175 plus sales commissions. Box B-251, BROADCASTING.

1st phone 5 yrs. rock BS degree HT, C-305, Juneau Village, Milwaukee, (414) 273-6839.

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-5 years experience 24, married. Good production. Looking for place to stay several years. Dick Houser, 318 Browns Lane, Louisville, Kentucky 40207.

Professionally trained announcer, 3rd endorsed, 2 years college plus advanced Columbia School of Broadcasting training. Authoritative news. Seeking dj-news-sales combo. Any format. Have sales experience. P.O. Box 3123, Shawnee, Kansas 66216 or call (913) 631-7853.

Scott Shannon is the name of your next personality announcer. Why? Because he knows the least you'd expect to fill that slot is a community involved, dedicated, married veteran with 6 years experience, college degree, tight board, great set of pipes, creative, production, and naturally, a 1st. If the least you'd offer to him is excellent working conditions and commensurate remuneration, contact: Scott Shannon. He will relocate anywhere from 137 S. Oxford Ave. #18, Los Angeles, Ca. 90004 or call (213) 388-7837, but you must act now! This offer will not be repeated.

Yar Niknar is now packaged and ready to be delivered anywhere. This thunder-throated college grad, with two years experience in a small Los Angeles station, runs a tight draft exempt board, with unlimited production on the side, plus news and play-by-play sports out front. This kit can be ordered on short notice by contacting Ray Rankin at 12541 Old River School Rd., Downey, California 90242 or by dialing (213) 388-7837-it's all in the package-try it... you'll like it.

The Douger is now available in your market. He has been grooming his top 40 style in the past 8 years at small and medium markets, and is now ready for yours. His sense of timing is unsurpassed by Charlie Tuna; his vibrance unequalled by the Real Don Steele; his frantic wit is unparalleled by anyone; and his board is so tight, you can't drive a nail into it. For a truly unusual capsule of this, not perfect but exceptional talent, call (213) 388-7837. If you want audio radiance for your radio audience, and you need the 18 to 34's delivered, call day or night and Dig The Douger.

Broadcasting school graduate wants start as DJ anywhere! Received training in sales, play-by-play, copywriting and news also. 3rd endorsed. I am available immediately. Gerald Gerbig, 3214 Mackin Rd., Flint, Michigan 48504, 1-313-235-3703.

Desire someone with ambition, talent, and quick thinking? Three years experience, first ticket, sports, rock jock. Premium and polished product; if you've the quality, contact Dale Ganske 319-283-2026.

Experienced college student desires summer job near home in Phila., Pa. 3rd endorsed, currently employed, not a beginner. Marty Larsen, 642 Broad St., Ashland, Ohio 44805.

Hey big brother! Little brother needs job. First phone looking for first break. Bill Wade grad-versatile and ready. I'll go anywhere and trade dedication for experience. Jim Sumpter 24216 Island Ave., Carson, Calif. 90745 (213) 835-8443.

Tallest dj in U.S. 6'11", 1 yr. experience in radio and TV. 3rd phone want job in Florida along coast at full time rock station if possible. Fantastic voice with great references. Want steady job w/future. Randy Johnson (513) 426-1763, 2635 Coldsprings Dr., Xenia, Ohio 45385.

Brobdignagian talents—young, single, draft free, college graduate; 3½ years college, commercial experience; tight, combo board: network, automation experience; 3rd phone; good production contact: Jack Spiess, 422 Arizona, Glenwood, Illinois (312) 799-6116.

Mature young announcer, 1st phone, 1½ years experience. Seeking position in a rock-oriented AM or FM. Music is my message. (305) 287-1170.

Seek move-up and genuine growth. 5 yrs. experience, married, degree, vet. excellent references. Call Dennis (307) 237-3711 or 265-6036. 305 N. Nebraska, Casper, Wyoming 82601.

Technical

Attention: N.Y., N.J., Conn. 1st phone. Black 3 years experience: 4 channel recording, editing remotes, light 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

"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.

Experienced newsman, edit, air news, strong on sports BPB, 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.

Major market pro with all the assets, 29, looking to add even more class to your major market news operation. You want the news to make sense to your very special listeners. That's what I do. Box B-232, BROADCASTING.

Nine years experience—if your news department isn't all it should be, let's talk. I've anchored a top ten market half hour news block, produced documentaries and served as news director. If you're looking for a 30 year old "idea" man with a journalism degree call 301-622-3585 or write Box B-256, BROADCASTING.

Want to move up to top 50 sports market. Like competition. 25, married college grad, jock experience. Tapes and resume available. Box B-264, BROADCASTING.

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.

Sportscaster/DJ, young college grad, with two years experience in MOR and top 40 formats plus play-by-play, news and copy writing and production. This enthusiastic worker is ready to relocate anywhere and begin to grow. Pete Moss, 2975 West Avenue 33, Los Angeles, California 90065. (213) 388-7837.

Seeking a position as newsman or sportscaster. Authoritative news delivery. Knowledgeable on all sports. Willing to re-locate. Tom Brown, P.O. Box 94, Tarrytown, N.Y. 10591. 914-631-3645. Call after 7:30 P.M.

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.

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.

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.

Clearance sale. Rock program director. Regularly \$299.95, now \$249.95. Included bonus: first phone license. Box B-242, BROADCASTING.

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.

Production specialist, announcer, chief engineer and newsman, 28, married and 5-A. 602-969-9283 or write F. Mayo, 59 W. Juniper St., Mesa, Arizona 85201.

TELEVISION

Help Wanted Management

Sales manager wanted: For new television station, WSWB-TV, now under construction in Orlando, Florida. Send photograph and full resume, including references to Earl L. Boyles, President, Sun World Broadcasters, Inc., 1080 Woodcock Rd., Suite 259, Orlando, Florida 32803

Technical

Engineer wanted—must have first-phone FCC license and switching experience. Opportunity for right man to get in on ground floor of new UHF television station in Northeast. Box B-231, BROADCASTING.

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 engineer, 1st phone, 4-5 years experience. Heavy on maintenance. Contact R. Truscott, WITI-TV, 5445 N. 27th St., Milwaukee, Wis. 53209.

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.

Technical supervisor for large media operation. Maintenance and design in television, audio and film. Send resume American College of Life Underwriters, 270 Bryn Mawr Avenue, Bryn Mawr, Pa. 19010 Attn: Miss Lauber.

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.

Radio-TV staff positions in Terre Haute, Indiana. See display ad, Radio Help Wanted-Management section for information.

"We are building a professional local and area television news department. Need immediately experienced newsman who eats, sleeps and breathes news, and wants to grow with a progressive organization. Beat reporting . . . leature work . . . anchor . . . Capability of using 16mm preferred but not necessary. Rush resume, picture and V.T.R. to Dave Koehler, News Director, WLIO Television, 1424 Rice Avenue, Lima, Ohio 45805

T.V. anchor man needed for NBC affiliate in State Capitol. Must be aggressive news gatherer with 16mm camera experience. Our man is probably #2 now, ready to step up. For interview, call Jack Hoskins, AC/217-528-0465.

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.

Radio-TV staff positions in Terre Haute, Indiana. See display ad, Radio Help Wanted-Management section for information.

Television

Situations Wanted Management

Interested in having at least a 20% increase in sales every year? I've been doing it and have been responsible for at least that much every year of my 8 years in management. If your needs are what I speak, a producing General Sales Manager you'll get. Write for the whole success story. Box B-234, BROADCASTING.

Management Continued

Available for negotiation: Top 15 major market network affiliate salesman who has worked up the ladder of small market stations to spend the past 7 years tripling a 6 figure sales volume for one of the industry's leading network stations. Tripling sales volume with the bottom list and a large rate card were challenging however, management positions are locked in. The company I seek must be open to suggestions and management level. Background solid, direct and agency sales, production, promotion, programing, coupled with research ARB, NSI. Lets open the door and make some real money. Early 30's, married, & family. Box B-225, BROADCASTING.

Successful experienced TV account executive wants local sales management position. 29 years old 6 years in TV sales experience. Presently employed with nat'l rep. Box B-260, BROADCASTING.

Sales

Successful salesman-12 years radio all phases . . . sales . . . programming . . . engineering . . . 2 years television . . . sales . . . newsreporter . . . family man . . . first phone . . . hard worker . . . honest . . . dependable . . . qualified . . . no problems . . . references . . . prefer southeast . . . write Box B-229, BROADCASTING.

Available-traffic/sales service gal. Prefer east coast location. Box B-254, BROADCASTING.

Announcers

Bob Hope, Joey Bishop, James Stewart: appeared on network TV-radio with them all. True, it was Saigon's military network; but uniform's gone and, after free lance writing and radio announcing, I'm itching for commercial television. Young, personable, professional. Excellent presence and delivery. Talk, commercials, weather, news, whatever. A gamble? Perhaps. But you won't be sorry. Box B-255, 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. mngr.—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.

Engineer, BSEE, 12 years experience in all phases of radio, television broadcasting. Immediately available. Box B-224, BROADCASTING.

Conscientious first phone broadcast production engineer. striving perfectionist. Box B-247, BROADCASTING.

Chief engineer with experience in large and small markets, desires change. Box B-266, 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.

TV, radio sports director seeks larger market. Experienced play-by-play, strong on commentary. Young family man. Bachelors degree in broadcasting. Box B-257, BROADCASTING.

News director/anchor. B.A. journalism. Three years radio-TV. last three wire service. Strong administrative, writing. Prefer #2 in medium market so can make it #1. Box B-263, BROADCASTING.

Television

Situations Wanted

Programing, Production, Others

BS in June, Experience as producer/director and engineer. Relocate anywhere. Desire position as producer/director. Box B-150, 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.

Yale B.A. medium market writer-producer with 6 years broadcasting experience, strong background in film and videotape production. I am looking for a challenging opportunity in news, public affairs or cultural programming. Box B-245, BROADCASTING.

Black producer-director with MS in broadcasting and commercial TV experience seeks producing and/or directing position. Write Box B-253, BROADCASTING.

Commercials, programs, newscasts... experienced, creative directors looking to relocate. Must have heavy production schedule. Three directors—no waiting. Currently employed. Contact now, Box B-267, BROADCASTING.

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.

Wanted... 18 mm Black and white processor. Call 606-233-0620.

For Sale Equipment

Hellax-styrolflex. 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.

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 foil sensing. System is late model solid state. Make offer to: WMYD-FM, 825-41st Street, Miami Beach, Florida 305-538-5321. Robert Blumenkraz, Chief Engineer.

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.

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.

For Sale Equipment. Channel-10 TV antenna, R.C.A. super-turnstile, six-bay bat-wing. Box B-250 BROADCASTING.

Automation—System, IGM 512-5 mono complete with 5 channel modules, 2 music modules, peg clock, silence sensor, sonalert, 4 carousels, 2 cart playbacks. Revox w/sense amp., sola voltage transformer, 2 racks. On air, well maintained. In good condition. Being replaced w/ larger system. Ideal for medium or small AM. Could be converted to stereo for FM. \$11,500 complete. Dave Kelly WTID, Manistique, Michigan (906) 341-2024.

RCA TK21 B&W film camera, good working order, best offer, Chief Engineer, WDXI-TV Atlanta, Ga.

Due to recent move to new tall tower stack, we have for sale like-new General Electric TY50F superturnstile channel 2/3 antenna. Retired after 4½ years in service, we'll sell it for \$27,500 on the ground at St. Paul, Minnesota. Call Wayne Mayer, at 612-645-0471.

FOR SALE Equipment continued

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models available from VIF International, Box 1555, Min. View, Calif. 94040. (408) 739-9740.

Cartridge tape equipment—Reconditioned, guaranteed. Autodyne, Box 1004, Rockville, Maryland 20850 (301) 762-7626.

Miscellaneous

Deejays! 11,000 classified gag lines, \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone. Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog... everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Notice!! Anyone knowing the whereabouts of Richard S. Harrington—also known as "Rick Harrington" please notify the following. Box B-92, BROADCASTING.

Baseball spring training interviews available beginning March 1st. A must for any sports minded station—order now. Call Gene Romansky 714-344-6385.

Radio research and analysis. Statistical reports and audience studies prepared by private research consultant. Box B-248, BROADCASTING.

Funny, short (1:15), radio shows, fully taped—the Walt Johnson Comedy Traffic Reports—Hilarious highlights for your drive time format. As low as \$1.00 per show. No long-term contracts required. For information, free audition tape, phone collect (916) 791-4111, or write: Gene Ragle K-POP/Minicast Productions, Box 1110, Roseville, Calif. 95678.

Electrovox talking moog promos are available exclusively from Mother Cleo at just \$10.00 each. Also drop-ins, promos, commercials, jingles! Mother Cleo Productions, Box 521, Newberry, S.C. 29108.

Your audience is your biggest asset. Do something for them (and yourself). Prizes and promotions to fit any situation, available in exchange for air time. International Promotional Consultants, Inc., 915 W. Sunrise Boulevard, Ft. Lauderdale, Florida, Phone (305) 764-6424.

Warm-up lines—Comedy for live pre-broadcast audiences. Special \$3.00—free broadcast comedy catalog on request. Show-Biz Comedy Service (Dept B) 1735 East 26 St., Brooklyn, N.Y. 11229.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared... let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas***, 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in San Francisco***, 180 S. Van Ness.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Instructions continued

Elkins in Chicago***, 3443 N. Central.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1382 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in El Paso*, 6801 Viscount.

Elkins in Seattle**, 4011 Aurora Ave., N.

Elkins in Milwaukee, 611 N. Mayfair Rd.

Elkins in Colorado Springs*, 323 South Nevada Ave.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates April 12, June 28. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave. Huntington Beach, Calif. 92649.

Zero to first phone in 5 weeks. R.E.I.'s classes begin Mar. 13, April 17 and May 22. Rooms \$15-20 per week, call toll free: 1-800-237-2251 for more information or write: R.E.I., 1336 Main Street, Sarasota, Florida 33577. V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Dr toll free: 1-800-237-2251.

R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or toll free: 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams... Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, \$7.00; 2nd class, \$12.00; 1st class, \$16.00; complete package, \$25.00. Research Company, 3206 Bailey Street, Sarasota, Florida 33580.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st phone in 6 weeks. Money back guarantee. Cost \$370. Announcer/disc-jockey training classes start every month. Graduates Nationwide. National Institute of Communications, 11516 Oxnard St., North Hollywood, Calif. 91606. (213) 980-5212.

FCC first phone classes will begin March 6th and April 3rd at United Broadcasting College, 3217 Atlantic Blvd., Jacksonville, Florida. Phone 904-396-1667.

First phone in 5 weeks. Guaranteed. Tuition \$250. Rooms \$9.00 weekly. Academy of Radio and Television, 1120 State Street, Bettendorf, Ia. 52722. (319) 355-1165.

Radio Help Wanted Management

Radio station staff expanding into TV in future months. Applications being accepted for all positions including management qualified personnel. TV operation scheduled for fall start. Radio-news, talk, MOR format. No phone calls please. Mail resumes & tape to: George A. Foulkes, WAAC Radio, Box 894, Terre Haute, Indiana 47808.

Sales

SALES MANAGER

35,000 guaranteed first year. Experienced, dedicated pros only. Minority groups welcomed. refer devoted stable family man. Resume, references and current picture to

BOX B-28, BROADCASTING

SALES MANAGER RADIO

Major southwest network affiliate is seeking a sales manager. Prefer someone with successful radio sales management experience, but will consider insider radio salesman who can demonstrate readiness for management. Company offers good starting salary plus incentive and an excellent fringe benefits program. Please send complete resume, including earnings history, in confidence

BOX B-268, BROADCASTING

An Equal Opportunity Employer

Situations Wanted

Management

RADIO MANAGER

Successful young manager spent last three years turning FM CP into profits in 23 station market. Looking now for management, corporate, or ownership opportunity.

BOX B-208, BROADCASTING

KNOWLEDGE + ACTION = SUCCESS

General Manager-Program Director team, currently based in New York, disgusted of taking stations in ruts and building into winners only to get zapped in the end. Looking for metro area network or individually owned station with reputable management. Available now! Best first offer accepted. Write

BOX B-211, BROADCASTING

AVAILABLE

Asst. Mgr.-Program Dir.

Who Has

Major market experience, all phases, good track record, credentials, college, 15 yrs. exp.

Who Is

Strong on format, F.C.C., sales, promotions, comm. affairs, problem solving, steady

Who Will

Manage small to medium station and make it pay; or make lateral move to solid company.

BOX B-265, BROADCASTING

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: George Brown—WMPS
Memphis, Tennessee—(901) 525-2663

Television Help Wanted

Management

STUDIO/ PRODUCTION MANAGER

TO 13M

Leading educational audio-visual co. needs manager for audio production facility. Experience preferred in either broadcasting or recording. Administrative and production abilities necessary. Submit resume to

BOX B-210, BROADCASTING

An Equal Opportunity Employer

Programing, Production, Others

Cable TV Personality Wanted—We are looking for an idea man who will be a Program Director, Producer, Performer on our Cable TV System. The emphasis is on local programing. This CATV System is associated with a successful radio station in the suburban Philadelphia market. If you like the challenge of creating and doing daily programing on a modest budget and working hard for a modest salary in return for the opportunity of getting in on the ground floor of an expanding communications enterprise, then please write:

Cable TV, P.O. Box 231,
Coatesville, Pa. 19320.

Technical

BROADCAST ENGINEERING TECHNICIAN 3

University of Wisconsin Extension, WHA-TV, Madison. Four positions: two Senior Video Engineers, one Senior Audio Engineer, and one Senior Maintenance Engineer. Need five years of work experience in the operation and maintenance of a variety of television broadcasting equipment, one year of which shall have been as a Senior Video, Audio or Maintenance Engineer. Must possess a 1st class radio-telephone license issued by the Federal Communication Commission. Start at \$828 a month; raises to \$1076. Apply by March 31 to:

State Bureau of Personnel
1 West Wilson Street
Madison, Wisconsin 53702
Phone 608/266-1731

An Equal Opportunity Employer

TELEVISION

Situation Wanted, Management

ENOUGH OF NETWORK MANAGEMENT AND THE BIG CITY

Desire medium market operations/pgm manager. Solid local/network background in operations, programing, production management - radio-TV. Avail. immed. Degree + vet.

BOX B-222, BROADCASTING

MANAGEMENT CONSULTANTS SPECIALIZING IN EXECUTIVE SEARCH

Radio/Television/Newspapers/CATV



RON CURTIS & COMPANY

Executive Search/Corporate Planning/Acquisitions

O'Hare Plaza, 5725 East River Road,
Chicago, Illinois 60631
(312) 693-6171

TELEVISION

Situations Wanted

Announcers

KID-SHOW HOST AVAILABLE

Professional ventriloquist and magician, network exposure on Carson Show, Sullivan, etc. Former TV host in medium market, and now available to host kids' show in medium or major market.

BOX B-237, BROADCASTING

TV TALK HOST

Experienced talk host and producer available. Young, dynamic, quick witted (a la Steve Allen). Just concluded 2 successful years hosting show at medium market NBC affiliate. Now available.

BOX B-238, BROADCASTING

Miscellaneous

I would like to purchase the complete MOR library. Please contact Randy Wood at Area Code 512-224-3021.

Instructions

BASIC RADIO ADVERTISING SALES SCHOOL

Classes start the second Sunday of every month and end the following Friday. Licensed by State of Oklahoma Board of Private Schools. Contact . . .

AΩ

THE ALPHA OMEGA COMPANY
Post Office Box 18
Sapulpa, Oklahoma 74066
918-224-7455

Employment Services

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Wanted To Buy Stations

WANTED

Experienced operators desire AM property in Iowa, Mo., Kans., Nebr., Colo., or Wyo. Private buyers, write

BOX B-220, BROADCASTING

Listed public corp. Seeking profitable broadcast or outdoor advertising properties in exchange for stock. Replies in confidence.

BOX B-239, BROADCASTING

FOR SALE Equipment

Public Auction

TUESDAY—MARCH 14, 1972
11:00 A.M. E.S.T.

By Order of the Owner, Bankrupt Assets Formerly of WKTR-TV

1630 E. Stroop Road

WKTR-TV
(A Suburb of Dayton, Ohio S.E.)

Kettering, OH

Directions: East off I-75 at Exit 32 or 31

LATE MODEL (1967 or LATER) COLOR TV STUDIOS

R.C.A. FILM CHAIN (New 1967), TK-27 Color Film Chain W/TK-22 Camera, 2 TP-66 Projectors, TP-Multiplexer, TP-7 Slide Projector
CAMERAS: 2 R.C.A. TK-42 Color Cameras W/TD9-BC Pedestals (New 1967), R.C.A. TK-60 Monochrome W/TI Pedestal (New 1967)

R.C.A. VIDEO TAPE RECORDERS: TR22C Low Band Color W/Elec. Editing (New 1967), TR-4 HI/Low Ba 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, & 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 Sy Generators, 6 TA-34 Pulse Dist. Amps., 6 TA-33 Video Dist. Amps.

MONITORS—COMPLETE KLEIGL LIGHTING PACKAGE W/DIMMER PANEL—COMPLETE FILM AND OAK RO SET UP—TEST EQUIPMENT, FILM LIBRARY, COMPLETE AUDIO CONSOLE W/TURN TABLES, OFFI EQUIPMENT—(LARGE QUANTITIES)

INSPECTION: 9:00 A.M.-4:00 P.M.—MONDAY, MARCH 13, 1972

For Illustrated brochure please contact:

L. M. Koploy Company

Auctioneers • Liquidators • Appraisers

17597 James Couzens (Area 313) 864-1889 Detroit, Michigan

Wanted to Buy—Stations

WANTED TO BUY FM STATIONS OR FULL-TIME AM STATIONS

Profitable or unprofitable give lowest cash price and also best terms price. Not a broker.

BOX B-249, BROADCASTING

For Sale Stations

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20006
1801 Ave. of the Stars 1725 Eye St., N.W.
Century City, Suite 501 Suite 714
213/277-1567 202/223-1553

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH

NEW YORK, N.Y.

EAST COAST WEST COAST
(212) 265-3430 (213) 677-0055

For Sale Stations

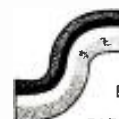
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If Lionel Van Deerlin hadn't decided in 1962 to take a third crack at the House to represent California's 37th district, you'd probably find him on the staff of a metropolitan daily newspaper or fighting to meet an air deadline in a TV-station newsroom. He shudders at the prospect, but then leans back, reflects a moment and says with a grin: "Well, I'm not prepared for much else."

That may be true. But it can also be said that Mr. Van Deerlin's journalism career, which spanned nearly 25 years, serves him well on the House Communications Subcommittee, of which he is ranking majority member.

His life as a newsman began at the University of Southern California, where he was editor of the campus newspaper; continued through stints on newspapers in San Diego, Minneapolis and Baltimore; TV and radio news jobs in San Diego, and in the Army, where he worked on the Mediterranean edition of *Stars and Stripes*.

But it was with the objective of finding a cure for San Diego's rising unemployment rate that he made unsuccessful bids for a House seat in 1952 and 1958. He finally won in 1962 by a narrow 3,000-vote margin. And the fact that the liberal Democrat has steadily gained strength (he was re-elected by a 61,000-vote margin in 1970) in a basically conservative, marginally Democratic district is due in large measure to Mr. Van Deerlin's efforts to fulfill his campaign promises through legislation to develop San Diego's seaport facilities, drawing more industry creating more jobs.

But a congressman's job entails much more than serving his constituents. It gives him the opportunity to apply his personal expertise in shaping legislation—if he is lucky enough to find a slot on the right committee. That opportunity came quickly for Lionel Van Deerlin, who joined the Commerce Committee in his first year and switched from the Commerce and Finance Subcommittee to Communications and Power two years later.

"I tend to look at things through the eyes of a hired hand," the 57-year-old congressman says of his subcommittee duties relating to broadcasting. And, as friends and colleagues point out, Mr. Van Deerlin is frank and articulate about his views.

He sees the FCC's rules on CATV as "a victory for cable," but stresses that the important thing is that "the logjam" has finally been broken.

It was Mr. Van Deerlin who called on the Corporation for Public Broadcasting to disclose salaries paid to top talent and officials. And, while he was the first to criticize those pay scales, he supports the long-range CPB-funding

A former newsman in the right niche on Capitol Hill

bill sponsored by Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.). But the bill standing the best chance for passage, he says, is the administration's one-year funding extension proposal. Mr. Van Deerlin adds, however, that he "cringes" at the

Week's Profile



Lionel Van Deerlin — member, U.S. House of Representatives (D-Calif.); ranking majority member, Subcommittee on Communications and Power of House Commerce Committee; b. July 25, 1914, Los Angeles; BA in journalism, University of Southern California, 1937; police reporter and copy reader for now-defunct San Diego Sun, 1937-38; copy reader, Minneapolis Tribune, 1938-41; service in U.S. Army, 1941; copy reader, Baltimore Evening Sun, 1941-42; resumed military service in Army Artillery, 1942-45; rewrite man and city editor for now-defunct San Diego Journal, 1946-50; founder of Point weekly news magazine, which subsequently merged into San Diego magazine, 1950-51; ran unsuccessfully for Congress, 1952; newsman for XETV(TV) Tijuana, Mexico (San Diego), 1953-55; news director, KFSD-AM-TV (now KOGO-AM-FM-TV) San Diego, 1955-58; second unsuccessful campaign for Congress, 1958; returned to XETV as news director, 1959-61; elected to Congress, November 1962; served on Special Subcommittee on Investigations, 1965-70; served on Communications Subcommittee since 1965; m. Mary Jo Smith, Oct. 8, 1940; children—Jim, 29; John, 24; Vicki, 21; Elizabeth, 18; Susan, 17; Jeffrey, 16; hobbies—tennis and jogging.

stop-gap approach of that measure.

As a former newsman, he seems intensely dedicated to the preservation of journalistic freedom. News and public-affairs programing should play a significant role in noncommercial broadcasting, he maintains. ("If all you want is ballet and birdwatching, count me out.")

And in the Commerce Committee last year he voted against issuing a proposed contempt-of-Congress citation against CBS and its then-president, Frank Stanton (now vice chairman), in connection with *The Selling of the Pentagon*. At the time he said he didn't like some of the things CBS did on the program "but that's not up for Congress or any level of government to decide."

He sees a need for overhauling the present license-renewal system—through weeding out the "frivolous, whimsical" challengers; beefing up the FCC's investigative staff; eliminating the need for the massive renewal filings that he says no one at the commission bothers to read. ("There's no reason to enrich the law fraternity by holding to the present system.")

Are broadcasters an effective lobby on the Hill? He has his doubts. Perhaps they've cried "wolf" too often on small matters and have lost the ability to be heard on key issues, he ventures.

Lionel Van Deerlin offers these views in his own relaxed, shirt-sleeved style—interspersed with the brand of quick, often wry, wit that has brightened many a drab subcommittee hearing. "I enjoy him," one Hill staffer says simply.

Sitting in his office, amidst piles of newspapers stacked on a nearby table and the Royal manual that he often uses to pound out his own material—the congressman reminisces about a low-budget half-hour news shows he did at XETV(TV) Tijuana, Mexico. ("I got 17 and 18 ratings. Incredible.") The work was at time chaotic due to a mixture of Spanish- and English-speaking employees. "I'd be talking about Joe McCarthy and they'd be showing a still of the American Beauty Pageant or something," he laughs.

Mr. Van Deerlin admits he's a homebody who tries to limit social engagements to those concerning his district, the committee, or those that just promise to be a good time. He's an inveterate reader, although he seldom has time to do it for pleasure. Well over 6 feet and obviously in good shape, he says he likes to jog every morning, plays a good game of tennis, but "I'd be laughed at if you listed golf as a hobby."

Lionel Van Deerlin isn't sure whom he'll be up against in the California primary in June. "But I can give you a good description of him . . . utterly unworthy," he quips.

Musical mystery

The television networks are cast in a strange light in the on-going tussle for talent between the two major music-licensing organizations, described here a week ago.

If the claims of Broadcast Music Inc. are correct—and the known record seems to favor them—the networks are in effect subsidizing a raid by the American Society of Composers, Authors and Publishers on talent under contract to BMI. Intentionally or not, they are doing this—again, if BMI's claims are correct—by having paid ASCAP several millions of dollars more than their ASCAP contracts seemed to call for, while refusing to make proportionate extra payments to BMI even though both the BMI and ASCAP contracts provide for payments to be made on the same bases.

BMI's claims are contained in a lawsuit, and we recognize the danger in commenting on pending litigation. But the matters of extra payments to ASCAP, and of none to BMI, are on the public record and undisputed. While ASCAP officials shy from calling their recruitment drive a raid on BMI, their recruitment publicity is less modest and their exercise, whatever it may be called, is luring importing pop music writers away from BMI and into the ASCAP ranks.

"We're not in danger of going out of business," says Edward M. Cramer, BMI president. But that could be the effective result if the talent losses go on indefinitely—a clear possibility since the BMI lawsuit is only one small part of an elaborate jumble of suits and countersuits that may take years to untangle.

This is a strange position for the networks to be in, if only because they were among the broadcasters that founded BMI, more than 30 years ago, when the ASCAP monopoly imposed demands that made the creation of an alternative music source essential. It is true, of course, that ASCAP's consent decree will keep some sort of lid on its rates in the future. Thus the networks may be merely protecting their bottom lines, feeling secure in that knowledge. Or they may have other reasons, or each network its own. But it is hard to believe that any of them would not want two strong music sources in preference to one. Whatever their reasoning, it is especially ironic that the licensing organization being weakened is the one that historically charged them less and whose music they now use more.

Toward a dead end

The FCC has been given what ought to be a sobering look at the damage that can ensue from a prolongation of the present anarchy in license-renewal proceedings. The Institute of Broadcasting Financial Management has shown how the very underpinning of broadcasting can be eroded by the "alarming increase" in renewal challenges. If the trend persists, the IBFM has pointed out, broadcast properties will cease to be regarded as continuing businesses. They will become high-risk ventures with a maximum life expectancy of three years, the normal license term.

The financial complications to result from so radical a change in the fiscal structure of broadcasting have been described in the IBFM pleading that was reported here a week ago. Capital would be driven out of radio and television. Programming and technical quality would deteriorate appallingly. Such is the public service that present FCC policies, as shaped by the agency and the appellate court, must ultimately produce.

In accord with the characteristic conservatism of the

financial managers who constitute its membership, the IBFM confined its comments to the problems flowing from direct challenges to renewal applicants. It could, with equal relevance, have addressed itself to the whole mechanism of intercession in commission-licensee affairs by minorities or special-interest fragments of the public.

Competing applications for facilities occupied by applicants for renewal, petitions to deny renewal applications, petitions to deny transfers, petitions to prohibit format changes—these are having the cumulative effect of hastening the disaster that the IBFM predicts. Take the latest manifestation of interference with managerial judgment, the protests filed against RKO General's decision to convert its WGMS(AM) Washington from classical music to top 40. Here a vocal minority, represented by foundation-supported lawyers, has succeeded in deferring, if not preventing, a change of format that management hopes will turn a losing enterprise around.

If this is to be added to the earlier precedents, broadcast management will soon be helpless to make any programming change that is apt to be protested by any group, however small, that can engage the interest of the "public-service" law firms.

The destructive course it now pursues may be beyond the FCC's power to change, as long as the appellate court in Washington keeps making FCC policy. Legislation is probably the only sure way to keep broadcasting from being turned into a true wasteland by forces that claim to be seeking its cultural and social elevation.

Why it could be done

Last week's broadcast coverage of President Nixon's trip to China was aptly summarized by the President himself in his remarks at the state banquet: "At this very moment, through the wonder of telecommunications, more people are seeing and hearing what we say than on any other such occasion in the history of the world."

The President might have added that this wonder of telecommunications could not have been brought off by an enfeebled radio and television system. If the U.S. expects its broadcasters to go where history is being made and deliver it back home in high-fidelity sound and living-color pictures, it must not prevent its broadcasters from making the money that makes such enterprise possible.



Drawn for BROADCASTING by Sid Hix
"Ralph Nader can't make it . . . his car broke down!"



Fire engines chase kids.

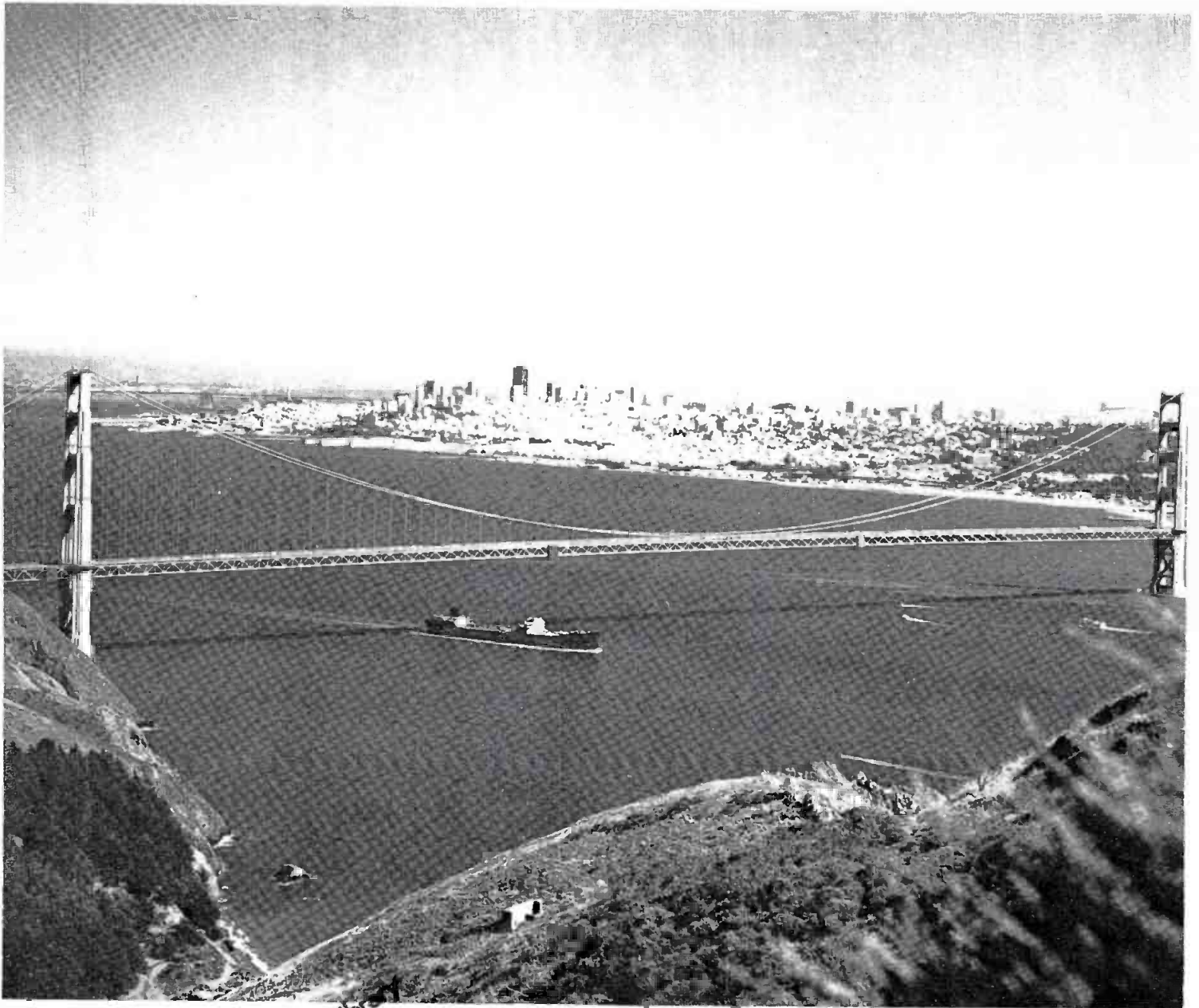
It's normal enough to have kids follow the fire engines, but it was the other way around during Fire Prevention week in Sioux City. Following a suggestion from 2 Fetzter television station newsmen, officials took fire equipment right into the school yards. Hundreds of children got a close look at equipment and lessons in using breathing devices. Then the station followed through with news film reports of the visits, spreading the word on fire prevention to adults. It's an example on how a television station can contribute through ideas as well as air time.



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