



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

NEWSPAPER

Three in running, Hooks in lead for choice as FCC's first black member
The bulls are back in TV buying; medium turning around from dismal '71
FCC wins another day in court on First Amendment, access question
Cobb up, Comstock out, Wells in wings as NAB begins reorganization



*...the most respected call letters
in broadcasting*

WGN Continental Broadcasting Company

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

Hail the Conquering Hero!



Rank among
all regularly scheduled
network series:

Gomer Pyle- USMC

Daytime

1970-71	No. 3
1969-70	No. 2

Prime Time

1968-69	No. 2
1967-68	No. 3
1966-67	No. 10
1965-66	No. 2
1964-65	No. 3

Praise Gomer Pyle as a Top Ten performer.

In all five prime-time
and two complete daytime seasons
on the network.

Cheer Gomer Pyle as a time period winner.

Against all 20 competing
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Draft Gomer Pyle fast for syndication duty.

150 rollicking episodes
will make you a hero, too.

Source: NTI. Oct.-Apr. averages,
AA homes, 1964-1971. Audience estimates are subject
to qualifications available on request.

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Serving the 5 state area of the great Mid-South with the consistent adult programming, news and community service that have made WREC Radio a Memphis tradition for 50 years . . . and a superb buy!

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A subsidiary of Cowles Communications, Inc.

CBS RADIO • THE KATZ AGENCY



Ben Hooks, Revius Ortique, Ted Ledbetter: What do these men have in common? Answer: All are black; all are candidates for the next vacancy on the FCC, and all have congressional support. See . . .

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TV business is beginning to move with some of its old vigor in 1972: Network sales are particularly brisk, spot is recovering and local sales are strong. Radio, which did well in 1971, continues on a rising curve. See . . .

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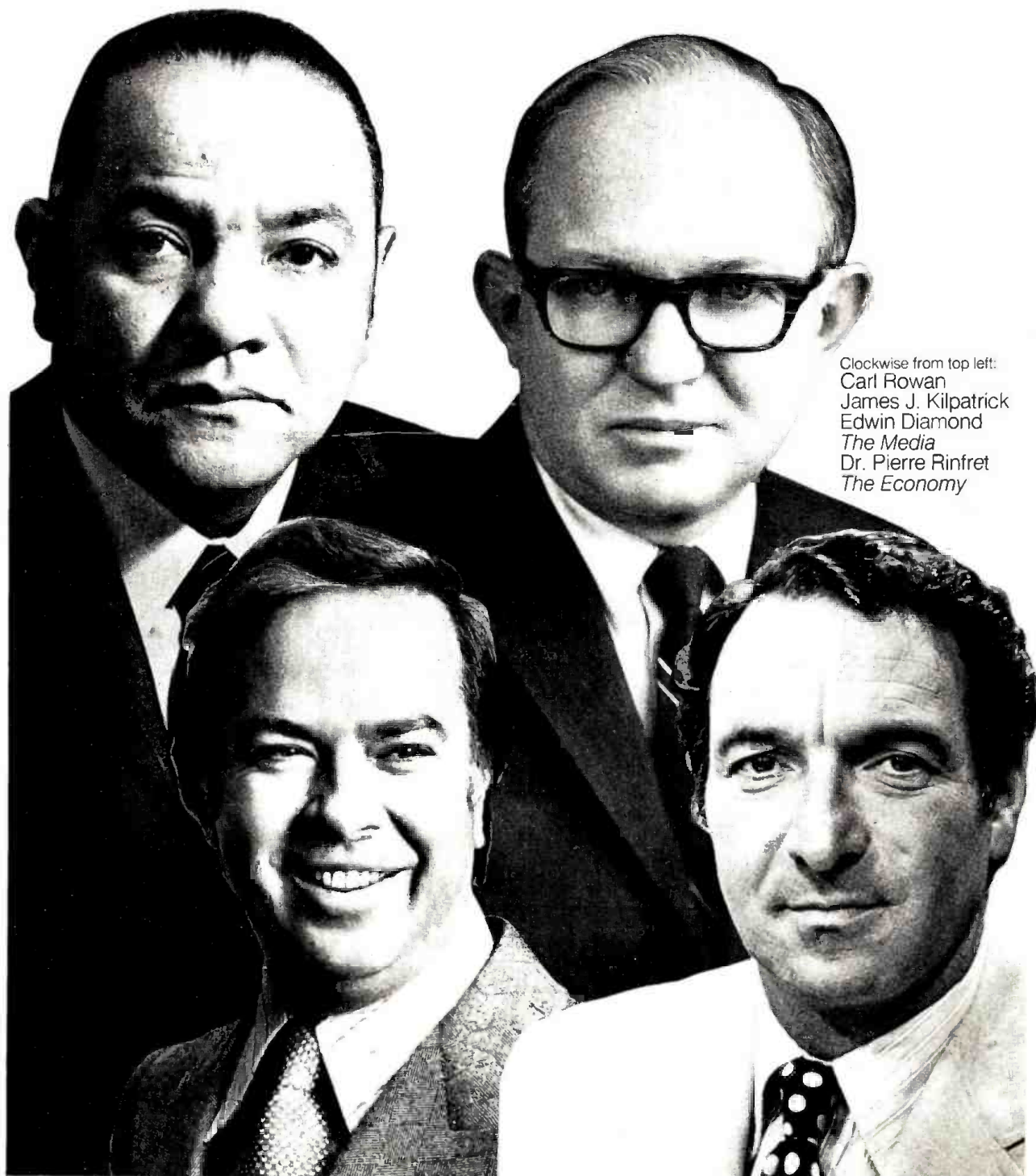
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Subscription orders and address changes: Send to BROADCASTING Circulation Department. On changes include both old and new address plus address label from front cover of magazine.

Commentary

Post-Newsweek Stations, Inc.
WTOP-TV Washington, D.C.
WTOP ALL-NEWS RADIO
Washington, D.C.
WJXT-TV Jacksonville, Florida
WPLG-TV Miami, Florida
WCKY RADIO, Cincinnati, Ohio



Clockwise from top left:
Carl Rowan
James J. Kilpatrick
Edwin Diamond
The Media
Dr. Pierre Rinfret
The Economy

Time on their hands

FCC this week comes face to face with major, and controversial, transfer case—\$69.3-million sale of Time-Life Broadcast Inc.'s five television stations to McGraw-Hill Inc. Sale is being opposed by Spanish-speaking groups from each of five cities and black group from one—but commission staff is recommending approval. Staff is said to feel that complaints are too generalized to warrant hearing. Commission approval would not necessarily end matter, since groups could appeal. Contract permits either side to cancel sale after April 12.

Challengers, represented by Mario Obledo, of Mexican American Legal Defense Fund, San Francisco, and Albert Kramer, of Citizens Communications Center, Washington, have been negotiating with McGraw-Hill representatives. However, there's no word of agreement.

Old days revisited

Wider use of 52-week contract and of sponsor identification in prime time, two hallmarks of growth years in network-TV business, is coming back—along with sellers' market (see page 24). Already a factor this season, advertiser buys on 52-week basis are expected to increase substantially in prime-time purchases for 1972-73 season—from 45-50% this season to 55-60% next season at ABC, from over one-third to 40-50% at NBC. CBS, though percentages were not immediately available, confirmed that it too is anticipating similar rise. Sponsor-identification trend is not in full sponsorship but in concentration within specific programs, as contrasted to across-board scatter buying with little regard to type or content of shows.

Private file

President Nixon's historic mission to mainland China was documented not only via pooled television in full color, transmitted worldwide via satellite, but also with color film. Four-man freelance crew was hired by White House for Air Force One touchdown-to-touchdown coverage along with events that took place in between. Crew members were Fritz Roland, Washington, Bill Hartigan, Schenectady, N.Y., cameraman, and Bert Gold and Dave Ronnie, both Los Angeles, soundmen.

Collector's item

ABC has decided to proceed with lawsuits against nearly dozen advertisers to collect for campaigns placed on its

networks or owned stations, TV and radio, through two companies now in bankruptcy proceedings, U.S. Media International and Lennen & Newell. Six clients of U.S. Media and five of L&N are expected to be named in suits, probably this week. Claims are said to total more than \$1 million, with biggest—for \$468,000—reported to be against Stokely-Van Camp, L&N client. Suits will be filed in various jurisdictions, choice in each case to depend on number of factors including home base of defendant and whether claimant is network, owned station or ABC spot sales organization.

Matter of meaning

FCC this week may issue primer on practical applications of new campaign-spending act—if majority of members can agree on what new legislation means. Staff work-up was studied by commission last week, amid disputes over congressional intent in several passages. Act puts limits on amounts candidates may spend and broadcasters may charge and makes every broadcaster liable for license revocation if he refuses candidates "reasonable access" to his station. Last is fertile ground for disagreement of interpretation. There's even argument over categories of political candidacies covered by act.

Sports on ice

At time new interest is being shown in pay TV (see page 50), FCC is preparing to tighten rule that is intended to make it difficult for pay operators to siphon sports programs off free television, where they are programming staple. Commission last week tentatively approved amendment increasing from two to five years length of time sports event must be off free television before it can be shown on pay system.

However, commission did not approve staff proposal that five-year ban be applied to new sports event never seen on free television. Commission asked for new language making clear it will consider approving such events for pay television case by case.

Not in the book

Members of board committee appointed to negotiate new employment terms for Vincent T. Wasilewski, president of National Association of Broadcasters, have discovered association bylaws make no provision for management contract. Hence committee and Mr. Wasilewski,

who has been head of NAB since 1965 and employee since he got out of law school in 1949, have worked out compensation agreement. He's to get 5.5% increase in present base of \$80,000 a year, of which \$10,000 is deferred and \$5,000 is insurance premium. In addition he'll be given use of car and expense account.

Deal will be submitted to NAB board at meeting during next month's convention of association in Chicago. At same time board is expected to discuss deficiencies in bylaws, perhaps appoint committee to suggest changes.

Home folks

There is growing feeling among some National Association of Broadcasters government-relations staffers that more effective results come out of broadcaster-congressman meetings on home grounds than traditional annual visit by state-association delegations to Washington (see page 42). Visits in districts are seen not only as establishing closer rapport but also as more economical.

In the black

Substantial commercial gain is being made by WHUR(FM) Washington, black-operated Howard University station previously owned by Washington Post Co. and operated, before its donation to Howard, as WTOP-FM. Station changed hands in December, billed \$6,000 first month, \$12,000 second, has \$96,000 on books for year. Black sponsors are represented but not predominant. Major billings include record labels, Sears, American Oil.

Hot cargo

"The Damned," Warner Brothers ex-X-rated movie reduced to R before showing on CBS-TV last week (story page 43), was not only first X but first R for network. Package of 167 films purchased from Warners and MGM contained one X, nine R's. Five of latter have been screened and rejected, other four await screening.

Fresh start

New and modernized version of *Price is Right* is understood to have been bought for fall start in prime time by five NBC-owned TV stations. Weekly half-hour series will be produced by Goodson-Todman Productions in association with Viacom Enterprises, which is handling syndication, with taping scheduled to begin in Hollywood in early summer.

WGMS format ruling could reopen doors

Controversy surrounding planned format change at Washington area's only classical-music radio stations appears to be near end. Ross S. Taber, vice president of radio division of RKO General Inc., licensee of WGMS(AM) Bethesda, Md., and WGMS-FM Washington, has told FCC that company would "reconsider" its decision to abandon classical format of WGMS if commission waives nonduplication rules for stations.

Mr. Taber's statement followed issuance last Thursday (March 2) of FCC letter to RKO General inviting company to submit application for waiver of nonduplication rules. Letter, which was unsolicited, said commission will give prompt consideration to request.

In notifying commission of impending format change last January, RKO said it could no longer continue to run both stations separately with classical formats. Company had been denied such waiver when nonduplication rules went into effect in 1966. Rules state that AM-FM combination in markets over 100,000 cannot be simulcast more than 50% of time.

Since announcement of format change at WGMS(AM), FCC has received numerous pleadings from area residents to take action against RKO (BROADCASTING, Feb. 24).

William S. Green, RKO attorney, said there's "no doubt" WGMS would retain classical format if commission grants waiver. And there is apparently no doubt that commission will.

Waiver would set precedent for other AM-FM operations operating with similar problems of formats and economics. One FCC source said extent of precedent will be determined by language or order granting waiver, but it should at least apply to stations having sole classical format in market and which have experienced financial difficulties.

Commission will probably not take action on matter before March 15.

McKee gets three years in Johnstown CATV case

Robert McKee, former city councilman of Johnstown, Pa., was sentenced last Friday (March 3) to three years in prison following his conviction last month on bribery and conspiracy charges in award of cable-TV franchise in Johnstown to Teleprompter Corp. in 1966.

Irving B. Kahn, former board chairman of Teleprompter, was sentenced earlier to five years following conviction of bribery, conspiracy and perjury and is free pending appeal (BROADCASTING, Oct. 25, 1971). Two other defendants, former Johnstown Mayor Kenneth O. Tompkins and former councilman J. Howard Deardoff, turned prosecution witnesses in Kahn trial and received suspended sentences and were placed on probation.

Justice Constance Baker Motley of U.S. Southern District Court in New York, who imposed sentence on McKee, set hearing for today (March 6) on argument for bail.

ABC's Bill Lawrence dies in N.H. at 56

William H. Lawrence, 56, national affairs editor of ABC News, died of heart attack Thursday (March 2) in Manchester, N.H., where he was covering New Hampshire primary.



He joined ABC News in 1961, following 20-year association with *New York Times*, where he was White House and foreign correspondent. In 1967 Mr. Lawrence scored what he considered his biggest news "beat" when he predicted that President Lyndon B. Johnson would not seek re-election in 1968.

He was White House correspondent for ABC News 1961-65; political editor 1965-69 and national affairs editor since 1969. Though his principal beat was politics, Mr. Lawrence performed occasional general and sports assignments. In 1965 he received George Foster Peabody award for outstanding reporting during presidential election of 1964.

In statements Friday (March 3) Leonard H. Goldenson, chairman of ABC Inc., called Mr. Lawrence's death "a tragic loss . . . to the entire news profession," and Elmer W. Lower, president of ABC News, praised "his trenchant observations, his objective professionalism and his irreverent wit."

Mr. Lawrence is survived by son, William, and daughter, Ann.

Tomorrow offers 'Classics'

Tomorrow Syndication Inc. announced Friday (March 3) it is placing into dis-

tribution new *Family Classic* series for prime-time showing on stations next fall. Series, produced by Arthur Rankin Jr. and Jules Bass, is animated rendition of classic stories, including Robin Hood, Hiawatha, Snow White and Robinson Crusoe. Tomorrow Syndication is subsidiary of Tomorrow Entertainment, subsidiary of General Electric Co.

Rust Craft puts CATV under TCI

Group broadcaster Rust Craft Greeting Cards Inc., Dedham, Mass., has agreed to transfer all its CATV operations to multiple-system owner Tele-Communications Inc., Denver, in exchange for 346,000 shares of TCI common stock.

Rust Craft, whose CATV division has 10 franchises serving 25,000 subscribers, received 130,000 TCI common shares outright and 65,000 shares of TCI \$6 cumulative preferred stock which is convertible to 216,000 shares common. Stock value is estimated at \$10 million.

With addition of Rust Craft systems, TCI now has 225,000 subscribers. Rust Craft systems are in Ohio, West Virginia and Pennsylvania.

Rust Craft, whose principal businesses are greeting cards manufacture and broadcasting, owns six AM and TV stations and five FM's.

AMST wants members on CATV committees

Association of Maximum Service Telecasters wants in on CATV committees formed by FCC to deal with technical standards and federal-state/local relationships.

Commission announced creation of committees last month and solicited outside participants (BROADCASTING, Feb. 7). FCC Chairman Burch is chairman of both committees—Cable Television Technical Advisory Committee and Cable Television Advisory Committee. Sol Schildhouse, chief of FCC's Cable Television Bureau, serves as vice chairman.

In letter Friday (March 3) to technical-standards committee, AMST requested participation, noting that it and others "have repeatedly pointed out the need for standards in areas such as ghosting and color, and have proposed specific standards that could be adopted." AMST recommended Howard Head, its engineering counsel, and



“Mike.”

Each year the Board of Directors of the Broadcasters' Foundation selects one pioneer radio station to receive its highest award: the “Mike”.

The “Mike” is presented “for distinguished contributions to the art of broadcasting and in recognition of dedicated adherence to quality, integrity and responsibility in programming and management.”

This year, the “Mike” was presented to WDSU Radio, New Orleans. We are pleased . . . and deeply grateful to the Broadcasters' Foundation.

WDSU RADIO 1280
NBC IN NEW ORLEANS

Christopher M. Little, legal counsel, for membership.

In separate letter to committee dealing with federal-state/local relationships, AMST requested participation by Mr. Little and Roy Easley, AMST's assistant executive director. It said that AMST has, in comments to FCC, "recommended the adoption of specific guidelines in such areas as character qualifications" [of applicants] and has discussed need for allowing localities to adopt and enforce technical standards for cable "that are consistent with or more stringent than the commission's standards."

NAB self-study group starts sifting ideas

Organization and preliminary discussion of recommendations occupied eight-man special committee of National Association of Broadcasters established to fix goals and direction for association. Meeting was held in Washington Thursday (March 2).

Group, headed by Richard D. Dudley, Forward Communications, Wausau, Wis., was ordered by joint board at last January's meeting in Florida. It plans to meet again late in April or early May. Its purpose is to formulate guidelines, including, possibly, suggestions for improving NAB staff efficiency in time for submission to joint board meeting in June in Washington.

Among almost 100 suggestions, gathered by Mr. Dudley from members of committee, board members and other industry leaders: Impose requirement that key NAB staffers must have practical broadcast operational experience; separate organization into two separate groups, TV and radio, with federation secretariat at top; hire outside management consulting firm to study organization; form political action unit to make contributions to friendly political candidates; delete all references to programming in TV and radio codes.

At last week's meeting, committee reportedly winnowed list down by third.

WBAI double loser in fight over tapes

Edwin Goodman, general manager of WBAI(FM) New York was sentenced to 30 days in jail for criminal contempt of court Friday (March 3). Mr. Goodman had refused New York State Supreme Court order to produce tape recordings of WBAI broadcasts from Manhattan House of Detention for Men during riot there in October 1970 (see page 50).

Judge Gerald P. Culkin imposed sentence after denying motions from radio station to protect what it said were "privileged communications" from sub-

End piece

What could be public-speaking swan song for FCC Commissioner Robert T. Bartley is scheduled for Sunday (April 9) at FM Pioneers breakfast, traditional closing event at annual convention of National Association of FM Broadcasters. NAFMB meeting runs April 6-9 in Chicago at Palmer House, preceding convention of National Association of Broadcasters at Chicago's Conrad Hilton. Mr. Bartley, whose FM experience goes back to 1940's, is retiring from commission June 30 after 20 years.

poena issued by Manhattan district attorney's office. Judge Culkin said that for communication to be privileged, it must not be divulged to third party, "let alone general public." He added defendants had broadcast to its entire listening audience contents of tape sought by prosecution. District attorney's office had sought tapes for use in case against eight prisoners charged with kidnapping, illegal use of arms and rioting.

WBAI was fined \$250.

Another move to stop Hartford U donation

Hartford, Conn., citizens coalition last week renewed its efforts to block RKO General Inc.'s donation of WHCT(TV) there to California religious center. It filed notice of appeal and motion for stay of FCC action last month granting transfer of station (BROADCASTING, Feb. 21).

Petitioners contended that commission ailed to adequately consider points they brought up in contention of RKO's transfer of station to Faith Center.

Center, which runs several stations on West Coast, planned heavy concentration of religious programming for WHCT. Petitioners called this narrowly oriented policy, and further contended that Faith Center has failed to sufficiently ascertain community needs and is not qualified financially to be licensee.

WHCT was formerly run by RKO as nation's first pay-TV station. RKO discontinued subscription operation several

years ago and has since been offering independent programming on station.

Springfield UHF cites harm from access rule

Repeal of FCC's prime-time access rule has been requested by Springfield, Mo., UHF.

Midland Television Corp., licensee of KMTC(TV) (ch. 27) told commission that rule, which went into effect last October, has already had "serious adverse impact" on ABC-TV affiliate.

Midland calculated rule is costing it \$640 week (or \$33,280 year) in losses in network revenues, costs for programming to fit access periods and in loss in advertising. It claimed that its limited financial resources have precluded it from obtaining first-run syndicated or locally produced programming to fill time slots vacated by access rule.

Midland said that it has been "compelled to replace generally attractive network programming with generally inferior programming"—act which has hurt it while failing to serve public interest.

Klopman in radio test

Klopman Mills Inc., New York, in first use, is testing effectiveness of radio for selling its printed fabric, trigger prints. Two stations—KILT(AM) Houston and KCBQ(AM) San Diego—are running 30- and 60-second "Trigger Happy Girls" spots through end of March. Chuck Blore Creative Services created and produced commercials. Klopman is division of Burlington Industries.

WHDH keeps trying

Boston channel 5 case was back in U.S. Court of Appeals in Washington last week. WHDH Inc. filed notice of appeal of FCC decision ordering it off air and authorizing Boston Broadcasters Inc. to start operating on channel on March 19. WHDH acted after appeals court for first circuit, in Boston, dismissed appeal that company had filed there (BROADCASTING, Feb. 28). Court, which also dismissed petition for stay of FCC's order, said that it lacked jurisdiction in case.

Backing for Ledbetter

Ted Ledbetter, Washington communications consultant who is one of three blacks believed to be in contention for appointment to FCC (see page 17), has won endorsement of *Washington Afro-American*. Lead editorial in newspaper's Friday, March 4, issue, says person "to provide representation for 30 million minority people on FCC" should be chosen on basis of qualifications in telecommunications field. "On this score," editorial adds, "Mr. Ledbetter heads the list and we strongly urge his appointment."

Week's Headliners

Grover C. Cobb, executive vice president for station relations, National Association of Broadcasters, named executive vice president for government relations, NAB, succeeding Paul B. Comstock, who has resigned (see page 41).

For other industry developments see "Fates & Fortunes," page 54

Why "The Price Is Right"!

One of television's all-time favorite game shows is coming back in a fresh, new format for once-a-week first-run syndication. An ideal entry for your 7:30 time period.

Here's why "The Price Is Right" is right for you:

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2 Today, great game shows still work well at 7:30. Ratings for the best of this year's syndicated product prove it.

3 Game shows that succeed in syndication are those that have a strong network history, in their original form.

4 For six prime-time years at 7:30 and other time periods and for seven daytime years at 11am on NBC, "The Price Is Right" was a strong network performer.

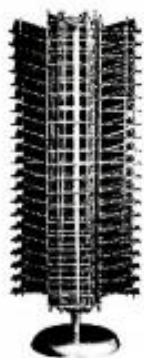
5 "The Price Is Right" is a product of the premier game show producers, Goodson-Todman.

New color tape half hours of "The Price Is Right" can start on your station in September 1972. Sign up right away.

Viacom

NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA, DALLAS

Source: NTI, Oct.-Apr. averages, 1957-58, for "The Price Is Right." NSI and ARB, 1971 and 1972 reports for first-run, syndicated game shows. Audience estimates are based on qualifications available on request.



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Datebook

A calendar of important meetings and events in communications

This Week

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 6-9—Annual spring conference, *Electronic Industries Association*, Statler Hilton hotel, 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 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 12—Organization meeting to establish regional broadcast association including Kansas, Oklahoma, Nebraska, Arkansas, Missouri, Colorado, Iowa. Sherwood Parks, KINA(AM) Salina, Kan., temporary chairman. Hilton inn, Kansas City, Mo.

Also in March

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, *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 23-24—Spring meeting, *Indiana Broadcasters Association*. Stouffer's Indianapolis inn, Indianapolis.

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-Blackstone hotel, Chicago.

April 9-12—Annual convention, *Advertising Mar-*

keting International Network. Rio Rico inn, Nogales, Ariz.

April 9-11—17th annual membership meeting, Association of Maximum Service Telecasters. Waldorf room, Conrad Hilton hotel, Chicago.

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.

April 11—Annual board of directors meeting, Association of Maximum Service Telecasters. Bel Air room, Conrad Hilton hotel, Chicago.

April 11-17—17th annual membership meeting,

April 12-14—National meeting, National Industrial Television Association. Chicago.

April 14-15—Region 1 conference, Sigma Delta Chi. Newark, N.J.

April 14-15—Region 3 conference. Sigma Delta Chi. Athens, Ga.

April 14-15—Region 4 conference, Sigma Delta Chi. Toledo, Ohio.

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

April 15-19—Convention, Southern Cable Television Association. Convention Center, Myrtle Beach, S.C.

April 15-20—International Television Program Market. Cannes, France.

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

April 17—Annual Broadcasting Day, sponsored by Florida Association of Broadcasters and University of Florida's College of Journalism and Communications. Featured speakers will be Wilson Hall, NBC; Mal Goode, ABC; James H. Hulbert, NAB. Reitz Union building, Gainesville.

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

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

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

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.

INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

25th CINE-MEETING
MILAN 19-25 APRIL 1972

2 GRAND AWARDS
FOR TV-FILMS

The International Film, TVfilm and Documentary Market (MIFED) is an international centre where feature, TV and documentary films are traded on a worldwide scale. Contacts are made there for negotiating agreements in any branch of film production, co-production, financing and the issue of import and export licences.

Its comfortable quarters are provided with all modern facilities and include numerous studios for the projection of cinema and TV films. International telephone, cable, telex and telephoto services are available. Conference rooms and offices. All forms of business and secretarial assistance. Legal and notarial consultants. Medical advice. Dining rooms and bars.

Advance bookings should be made to MIFED by letter or cable before 15 March.

For information and bookings write to: MIFED - Largo Domodossola 1 - 20145 Milano (Italy)
Telegrams: MIFED - Milano ☎ 495.495 - Telex 33660 Fieramil
Delegation in Los Angeles: Dr. Vittorio Sanguineti - 1900 Avenue of the Stars - Los Angeles, CA 90067
Telex 67-3394 Italtrade LSA
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Hopes it's catching

EDITOR: Just a brief note to congratulate you on the fine article concerning the networks' Washington representatives. It was well done and I hope that it inspires some of our other brethren in the rest of the country to take a more active role.—*Everett H. Erlick, group vice president and general counsel, ABC Inc., New York.*

The French connection

EDITOR: In your article on network representation here ["Moving More Muscle into Washington," BROADCASTING, Feb. 21] you stated that "To help provide his new office with Washington experience, Mr. Jencks recently retained Charles Caron, lawyer, former reporter and one-time congressional aide, as director of government affairs."

Unfortunately, Mr. Caron (brother perhaps to Leslie and with fluent French?) has not yet appeared on the scene. My colleague, Charles Sargent Carleton, however, has been director of government affairs for CBS here ever since last September and, like Mr. Caron, is a lawyer by profession, a former reporter (*New York World Telegram and Sun*), a former congressional aide (legislative assistant to Congressman Scheuer) and, a facet of experience not shared by Mr. Caron, a former staff member of the Senate Committee on Labor and Public Welfare.

The account in BROADCASTING was not to everyone's taste ("a bull in a typography shop," was one judgment), but as Mr. Caron would say, "Chacun à son goût."—*Richard W. Jencks, vice president, CBS Inc., Washington.*

A store of sweets

EDITOR: Included in the estate of my late husband, E. P. Franklin, who died last Dec. 4, is a fabulous tape library that E. P. and the engineers at KJBS-AM San Francisco set up before he retired as the station's general manager. As you know, KJBS's music format was eminently successful and drew people from all over who came to see how it worked and to emulate it.

The music was all sweet, recorded by the top bands and artists of the forties and early fifties. It's now on 320 master magnetic tapes, including 6,400 separate tunes.

What makes this collection special is that many of the selections were on transcriptions only—for commercial broadcast—and thus not available to

the public. The best recording equipment was used to put it together.

Now nostalgia is in the thing. E. P. always believed that there'd be such a revival and that his precious tapes would serve a purpose, justifying the years of paying storage and insurance. Anyone interested may write to me.—*Betty Franklin, Box 426, Fairfax, Calif. 94930.*

Little inspires much

EDITOR: By 2 p.m., Feb. 22, my secretary had counted over 45 congratulatory phone calls from my friends in the industry who read this week's profile in BROADCASTING—and by 5 p.m. the number of calls had exceeded 85. I figured that on a cost-per-thousand basis, BROADCASTING has to be the most economical media buy throughout the country.

As you know, I can normally talk uninterruptedly for hours conveying a sales message, but when it comes to expressing my gratitude to you and your staff at BROADCASTING for the great story on C. Edward Little, I find my vocabulary shortened to one word—thanks.—*C. Edward Little, president, Mutual Broadcasting System, New York.*

An ill-equipped parsonage

EDITOR: Enclosed is a UHF loop antenna for use by the artists who draw your fine editorial-page cartoons. We are sure that with the American Research Bureau now reporting 80% UHF penetration in the television Areas of Dominant Influence, a TV set just isn't a TV set without that loop attached to it as well as the rabbit ears.

In your Jan. 31 issue the set in the clergyman's office had only rabbit ears. If it also had a loop, the good reverend would be getting much clearer reception of some of those programs that he watches between sermons.—*Richard Block, vice president-general manager, Kaiser Broadcasting, Oakland, Calif.*



Drawn for BROADCASTING by Sidney Harris
". . . Then I catch 'Lamp Unto My Feet,' I rush out to deliver a quick sermon, I run back to catch 'Look Up and Live.'"

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*Reg. U.S. Patent Office.

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TV of Nixon in China: an exceptional ad opportunity

Why take a successful print campaign that is working well against a select audience, pull apart your spending plans and push your creative department into an ulcerous deadline situation in order to provide the program with a short-term television expansion?

The answer is simple: a once-in-a-decade opportunity.

That's what presented itself to our Chemical Bank client. But the opportunity didn't come delivered in a neatly tied bundle. True, all the elements were there in bits and pieces. How they fit and how to pull them together to capitalize on them were the challenges.

The opportunity was President Nixon's historic visit to China. It was obvious that the eyes and ears of the world would be trained on this momentous international journey. However attractive that opportunity was from a media point of view, it didn't present by itself the ingredients for a media/creative marriage that we felt would justify rattling the existing program. And, besides, programing possibilities were not buttoned down because of the tight security surrounding the trip.

Chemical Bank's corporate advertising program has been concentrated in a print campaign, aimed primarily at financial officers in multinational corporations. The campaign addressed itself to the bank's expanding international capabilities and the emphasis was on European operations.

While Chemical has several offices in the Far East and is preparing to open a major branch in Tokyo later in the year, planning for advertising support of the bank's capabilities in that part of the world was only in the preliminary stage.

Chemical handles corporate and retail advertising separately, because they are directed at different audiences and concerned with different bank functions. We handle the corporate portion.

Chemical and we had agreed some time ago that television could provide additional message impact for our ongoing international effort, but budget restraints and audience considerations had directed our concentration into print. (We had been developing a minor television effort to be used in conjunction with the retail campaign which is heavily in that medium.)

That was the situation as we entered February, less than three weeks before the President's take-off for China. It was tantalizing. One of the biggest

news stories of the decade was about to take place. Coverage had been planned and audience anticipation, particularly among that segment we were most interested in, was building. Of course, we could have dropped almost any commercial message into that programing and been assured that it would be seen.

The question was how to make the media opportunity work with the creative message in order to create enough impact to warrant the changes in the established campaign.

The answer was simple, once we got it. And Chemical's advertising vice president, Joe Hall, provided it: Finesse for the time being the Tokyo branch opening effort and move up the whole advertising timetable on the Far East. Then all the elements came together. We had the media opportunity and the subject matter to meld into it.

The only trouble was we had just 12 working days to air time in which to plan, create, clear and produce a commercial, and to commit to the buy. To make it, we had to squeeze quite a bit. While the creatives pushed for a message relevant to the occasion, we requested package availabilities.

Then came the balancing act. The buys were presented as noncancelable, and we didn't want to commit until we were sure we had our commercial. On the other hand, with very little time left, we didn't want to wind up with the commercial and find no time left in which to run it. So we knocked a little off both ends. Before final approvals were received on the commercial, we committed—and held our collective breaths. We got the buys we wanted and we got the commercial for them.

The buys comprised quarter sponsorship of both WNBC-TV's and WCBS-TV's (New York) programing, providing us

with excellent coverage of the market in which the greatest concentration of our target audience was located—New York City, Westchester, lower Connecticut, and parts of Long Island and New Jersey. And the frequency over the period of the programing was good.

The first time slot was scheduled for Sunday night (Feb. 20), and we started taping it at 8:30 a.m. the preceding Thursday. The taping was completed, and quantity tapes were made by the end of the day.

Was it worth the effort? Chemical Bank and we think so. Audience-gathering opportunities like this just don't come around that often, and the chance to present that audience with specifically designed advertising appropriate both to the occasion and to one's advertising strategy comes even less often.

It's too soon to assess the results, but all signs are that this week-long campaign expansion into television has paid off. An early indication of its success came in a new story in the *New York Times*. Commencing that the Nixon trip coverage "once again" demonstrated that television's "impact and power are unique, perhaps still beyond full comprehension," the *Times* correspondent, in referring to Chemical Bank's commercial, said the news coverage "was punctuated with sometimes startling instances of American commercial ingenuity." He then quoted part of the commercial:

"It all started with a ping-pong game. . . . There are no lasting enmities or affiliations, only lasting interests. And as the U.S. expands its interests in Asia . . ." (we might complete it for him) "Chemical Bank with years of experience in the Far East is ready to serve your interests. Chemical Bank. Hong Kong. Tokyo. Manila. Sydney."



Gerald A. Siesfeld writes about an account he knows intimately—he is the Benton & Bowles account supervisor on Chemical Bank, New York. A former United Press International newsman, special projects supervisor for General Dynamics Corp. and from 1959-1965 a public relations executive at Young & Rubicam, Mr. Siesfeld joined Benton & Bowles in 1965 and is now a vice president. Mr. Siesfeld graduated from St. Peter's college. He lives with his wife and three children in Pelham Manor, N.Y.

I cried as I sat in my more than comfortable home...

The words are part of a letter written by Kay Johnson to WMC-TV in Memphis.

She had just seen our documentary that showed with brutal honesty the squalor, misery and frustration of two-fifths of the people of her city—those forced to exist in incredibly substandard housing.

Like the scores of others who wrote to commend the station for its gutsy stand on a vital local issue, Kay Johnson was stunned by the truth of a situa-

tion she could never have otherwise fully understood. And she, like others, vowed to try to bring about some small measure of improvement.

Scripps-Howard can't pretend to be able to change the world. To end all suffering. To create utopia. But in every market we serve, in every community, we pledge to continue to drive home the truth, sometimes the shocking truth, of what the community problems, the community issues, the community needs, really are. Using the full force of our

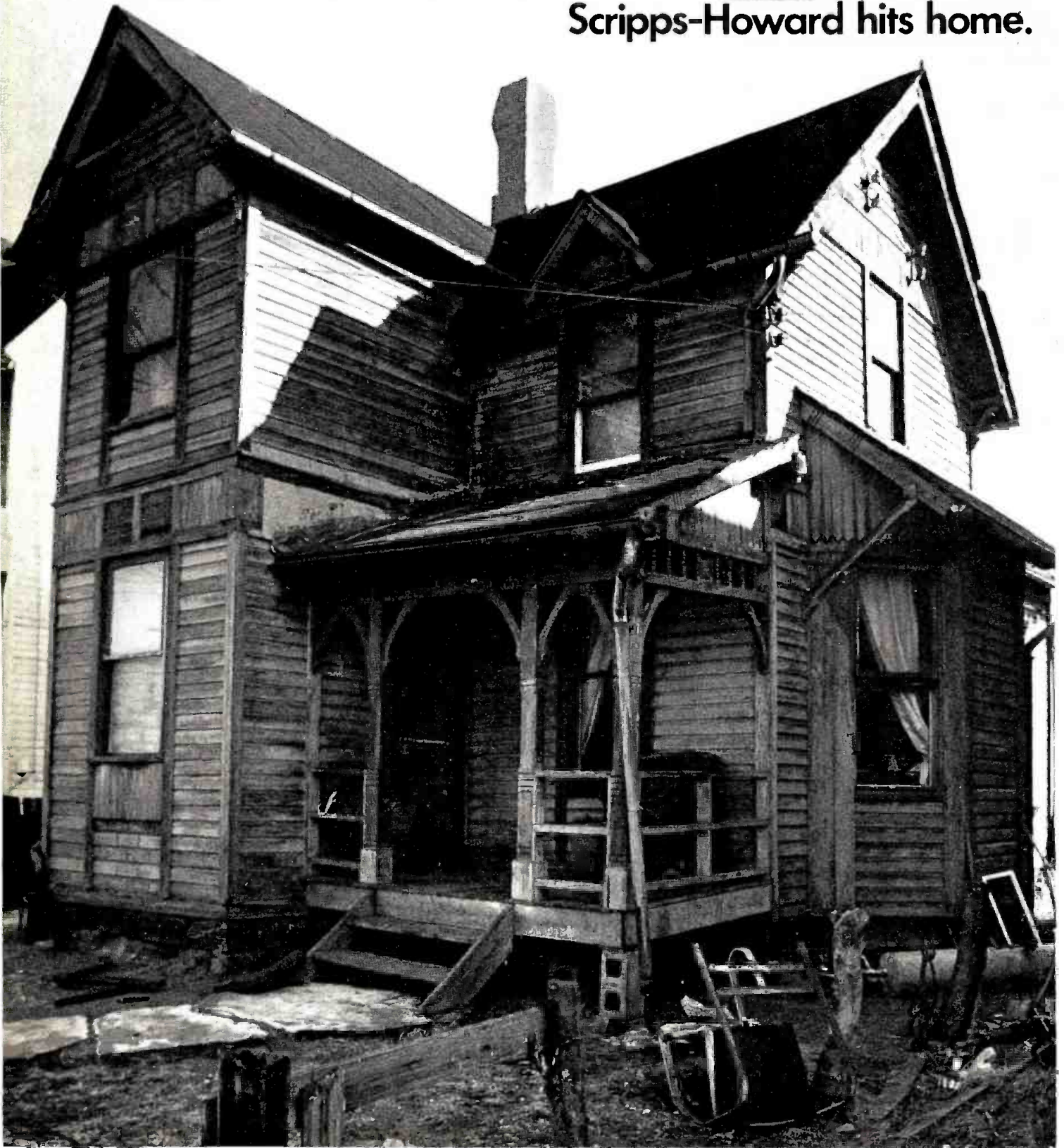
skills, our courage and our concern.

When people know, people think. And thinking people care enough to bring about change. That's why we try to get our viewers where they live.

The Scripps-Howard Broadcasting Co. WEWS (TV) Cleveland, WCPO-TV Cincinnati, WMC, WMC-FM, WMC-TV Memphis, KTEW (TV) Tulsa, WPTV (TV) West Palm Beach, WNOX Knoxville.



Scripps-Howard hits home.



Hooks, Ledbetter, Ortique?

White House nears selection of first black member to sit on FCC, as successor to retiring Bartley

With the countdown approaching zero on the first nomination of a black to the FCC, the pulling and hauling over who President Nixon's nominee will be became intense last week.

Judge Ben Hooks of Memphis, the candidate of Senator Howard Baker (R-Tenn.), was regarded by observers with White House connections as the leading contender for the vacancy to be created June 30, when Robert T. Bartley, a Democrat, is scheduled to retire.

However, backers of the two other blacks prominently mentioned for the post, Revis Ortique, a New Orleans attorney, and Ted Ledbetter, a Washington, D.C., communications consultant, were still active in their behalf. And not even Judge Hooks's supporters claimed their man had the nomination firmly in his grasp, although they said reports they got were encouraging.

Judge Hooks and Mr. Ortique are Democrats, while Mr. Ledbetter is an independent. Republicans now occupy four seats on the commission—the maximum permitted any party under the law.

The three-way race, which some observers say will be decided as early as this week—presents the President with a problem that may be decided on

political grounds. Senator Baker, who is the ranking Republican on the Senate Communications Subcommittee and who is favorably regarded by the White House, faces a re-election campaign. His championship of the first black to be appointed to the FCC would presumably help him in November, particularly in Memphis, where 40% of the population is black. And he is said to have collected some political IOU's from the administration that he has yet to cash in.

Two powerful Louisiana Democrats who represent Mr. Ortique in Congress—Senator Allen Ellender and Representative Hale Boggs, the majority leader in the House, have endorsed him in letters to the President. Furthermore, Mr. Ortique was expected to get the unanimous endorsement of Louisiana's Republican State Central Committee. The committee was scheduled to meet Sunday (March 5) to approve a telegram to the President urging Mr. Ortique's nomination.

However, Judge Hooks's most potent political opposition is provided by Mr. Ledbetter's champion in the Senate, Senator Edward Brooke (R-Mass.). Senator Brooke, who wrote the President in October to recommend Mr. Led-

better, was described by an aide last week as "prepared to go to the mat" on the fight over the nomination. "We're going to do what needs being done to see that he [Mr. Ledbetter] is nominated," the aide said.

Senator Brooke conferred with White House aides twice last week, but was given no encouragement. Senator Brooke, who backed Mr. Ledbetter after interviewing several blacks who had asked his support for the FCC nomination, is said to regard him as the most qualified. Mr. Ledbetter's consulting firm includes among its clients a number of government agencies, including the Office of Telecommunications Policy. However, his appointment would do Senator Brooke little political good in Massachusetts.

Meanwhile, Black Efforts for Soul in Television, one of the first black groups to press for the appointment of a black commissioner, last week issued a statement that verged on an endorsement of Mr. Ledbetter and left no doubt BEST believed the other candidates lacked the necessary background for the FCC post.

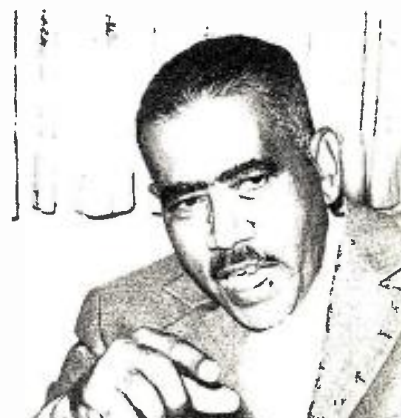
The statement noted that Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcom-



Judge Hooks



Mr. Ledbetter



Mr. Ortique

Judge Ben L. Hooks, 47, who appears to be leading in a race to be the first black FCC commissioner, is already working industriously in two careers—as a lawyer and as a Baptist minister.

Judge Hooks, who practices law in his home town of Memphis, is a former assistant public defender for Shelby County (Memphis) and served as a county criminal judge from 1964 to 1968. On Sundays, when not helping people with their legal problems, he tries to minister to their spiritual needs—in not one but two Baptist churches, one in Memphis, the other in Detroit. He began preaching in Memphis in 1956. He answered the call in Detroit after members of a church in need of a minister heard him preach and invited him to serve.

Judge Hooks, whose credits include a long list of associations with civic, civil rights and business organizations, is also a local television personality. He is the host of a weekly half-hour program (Conversations in Black and White) on WMC-TV and a panel member on a What is Your Faith? broadcast by WREC-TV.

Theodore S. Ledbetter Jr. is, at 32, the youngest of the three principal candidates for the distinction of being the first black FCC commissioner. And unlike the other two, his background is not law but communications. He was born in Louisville, Ky., grew up in New Haven, Conn., and settled in Washington, where his father is a minister, and where he now heads a small communications consulting company, the Urban Communications Group. When he is not tending to the needs of clients that include government agencies, a number of cities and foundations, he serves as editor and publisher of Black Communicator, a monthly journal dealing with minorities and the media.

Mr. Ledbetter got his taste for the communications business at Yale. He was an electrical engineering major, but spent much of his time at the university broadcasting station, WYBC, took a year off to work in a communications firm and, finally, left college after three years to apply what he had learned.

He went to work for Litton Industries, first as a flight test engineer and later as a manager of commercial radar systems. He became a staff associate for the National Urban Coalition in Washington, in 1968, and a year later opened his own office.

Revius Ortique, a New Orleans lawyer and a past president of the National Bar Association (1965-67), is, as these things go, an old hand at being considered a prospect for FCC commissioner.

Mr. Ortique, who is 47, was among those first mentioned for the commission two years ago, after black groups had begun demanding that the Nixon administration break the color line at the commission. At the time, he was serving as a member of the President's Commission on Campus Unrest (the Scranton commission), one of a number of high-level posts he has held. He is currently serving on the National Advisory Council on Law and Poverty, which advises the Office of Economic Opportunity on legal-services matters, and the executive board of the Citizens Advocates Center, which casts a critical eye on government programs.

Mr. Ortique has been active locally, too, as former president of the Greater New Orleans Urban League (1958-61 and 1970-71) and as secretary of the Metropolitan Area Committee, a civic action group. For his "outstanding legal services to the poor," the National Legal Aid and Defender Association awarded him its Arthur V. Briesen Medal.

mittee, had said the only qualifications for the job are honesty and integrity. BEST said: "All three candidates meet these basic criteria. However, the importance of this appointment to the minority community demands an additional dimension: competence and knowledgeability in the field of communications.

"Indications are that the appointment will be made within the very near future," BEST concluded. "It will be interesting to see whether the President chooses a knowledgeable man who is sensitive to the needs of minorities, or overturns yet another rock in search of mediocrity."

The statement, which was drafted by BEST's national coordinator William Wright, after conferring with BEST chapters in a dozen cities, was released to newspapers circulating in the black communities of Washington and New York, and to black-oriented broadcasting stations across the country.

Mr. Wright, who has been active in helping black community groups across the country negotiate with—and file petitions to deny license renewals of—local stations, contends that the appointment of either Judge Hooks or Mr. Ortique would be regarded by blacks merely as a sop. And he warned that blacks who he said were beginning to see that working through the system could produce results would be disillusioned.

Blacks, he said, "won't stand for" the

FCC nomination being passed off as a political payoff if it results in the nomination of an "incompetent" black. He appeared to be fearful that a black inexperienced in communications matters would simply "nod his head yes" at commission meetings, without making a meaningful contribution.

Somewhat ironically, in view of BEST's present position, Mr. Ortique's name came to the White House's attention at least in part through BEST's efforts. His name was one of a number that BEST suggested two years ago as possible candidates for the first black commissioner. Mr. Wright now says Mr. Ortique is qualified for, and should be appointed to, a federal judgeship.

Judge Hooks also has support from prominent blacks. Officials of the Southern Christian Leadership Conference, including the Rev. Ralph Abernathy, and Jesse Turner, the treasurer of the National Association for the Advancement of Colored People, have endorsed him.

Both Judge Hooks and Mr. Ortique have one element of support that Mr. Ledbetter lacks—the broadcasting industry. A number of broadcasters from Memphis, including Charles B. Brakefield, president and general manager of the New York Times's WREC-TV, and M. E. Greiner Jr., vice president and general manager of Scripps-Howard's WMC-AM-FM-TV, are backing Judge Hooks. A. Louis Read, president and

general manager of WDSU-AM-FM-TV New Orleans, and Ward Quaal, president of the WGN Continental stations, number among Mr. Ortique's supporters.

A White House decision on the successor to Commissioner Bartley will result in Senate confirmation hearings on not one but two FCC nominees. The other is Commissioner Richard E. Wiley, now serving as a result of a recess appointment. Senator Pastore, who has taken considerable heat from blacks complaining about the failure of the present and past administrations to name a black to the commission, has informed the White House he will not hold a hearing on Mr. Wiley's nomination until a black is appointed.

Some observers even see the possibility of a three-ply proceeding. Commissioner Nicholas Johnson is considering leaving the commission to seek the Democratic nomination to the Senate from his home state of Iowa. If he were to decide soon to make the race, one administration official said, the White House could probably move fast enough to name a replacement in time for a hearing on all three nominations.

However, Commissioner Johnson's office last week offered no indication the commissioner was prepared to reach a decision within the time frame in which the White House is now expected to announce its choice of the first black commissioner.

The Great Syndication Experiment —what's happening?

You are invited to attend a one-day seminar on the future of syndicated programming sponsored by The Video Publisher

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

Recent developments are reshaping the syndicated programming market.

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

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

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

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

THE PROGRAM

9:00
Coffee and Registration

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

— Bill Donnelly, Manager Editor,
The Video Publisher

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

— American Research Bureau

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

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

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

2:00

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

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

3:00

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

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

5:00

Cocktails

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

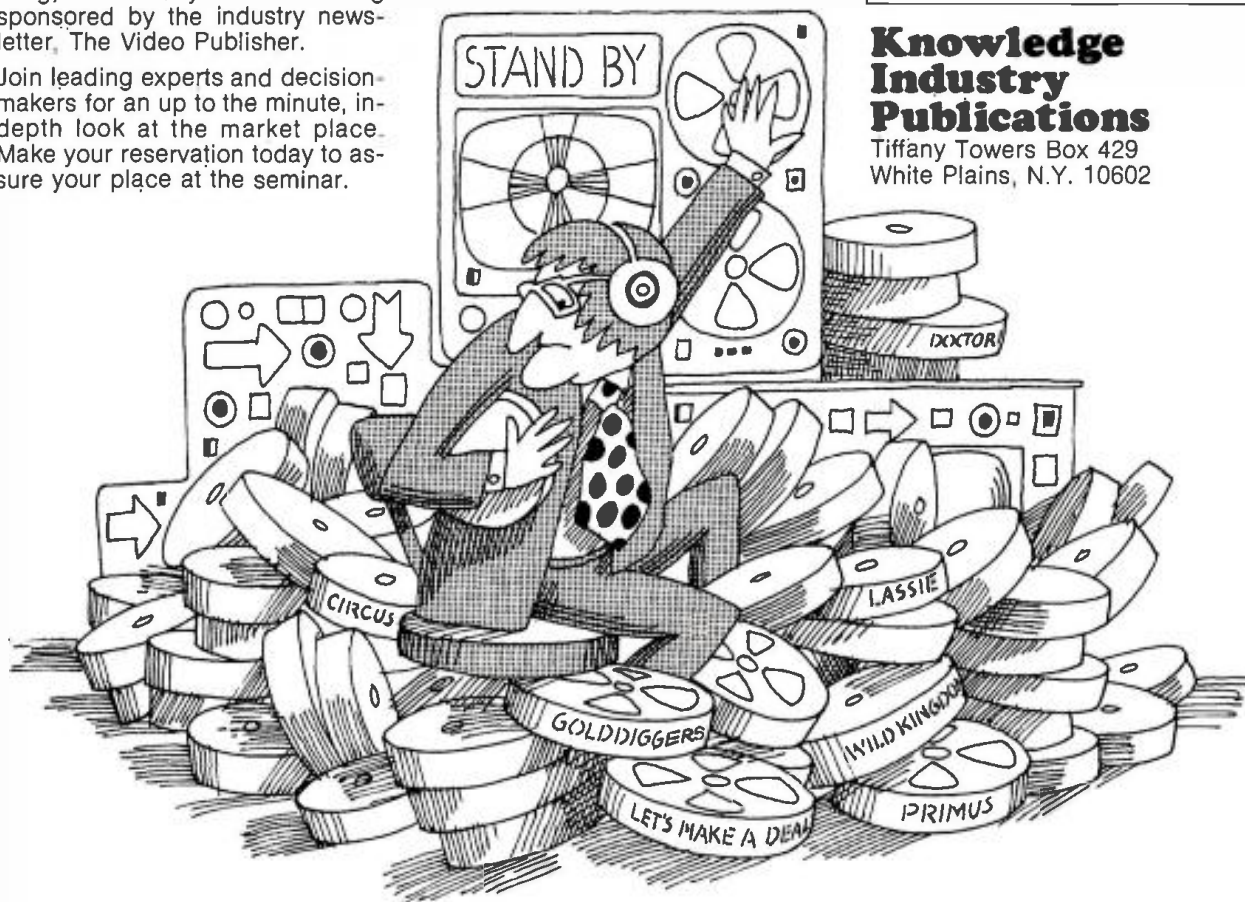
Hotel Accommodations: Not included in fee. Arrangements should be made individually.

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

**To register, phone collect:
(914) 428-5400
or mail the form at left.**

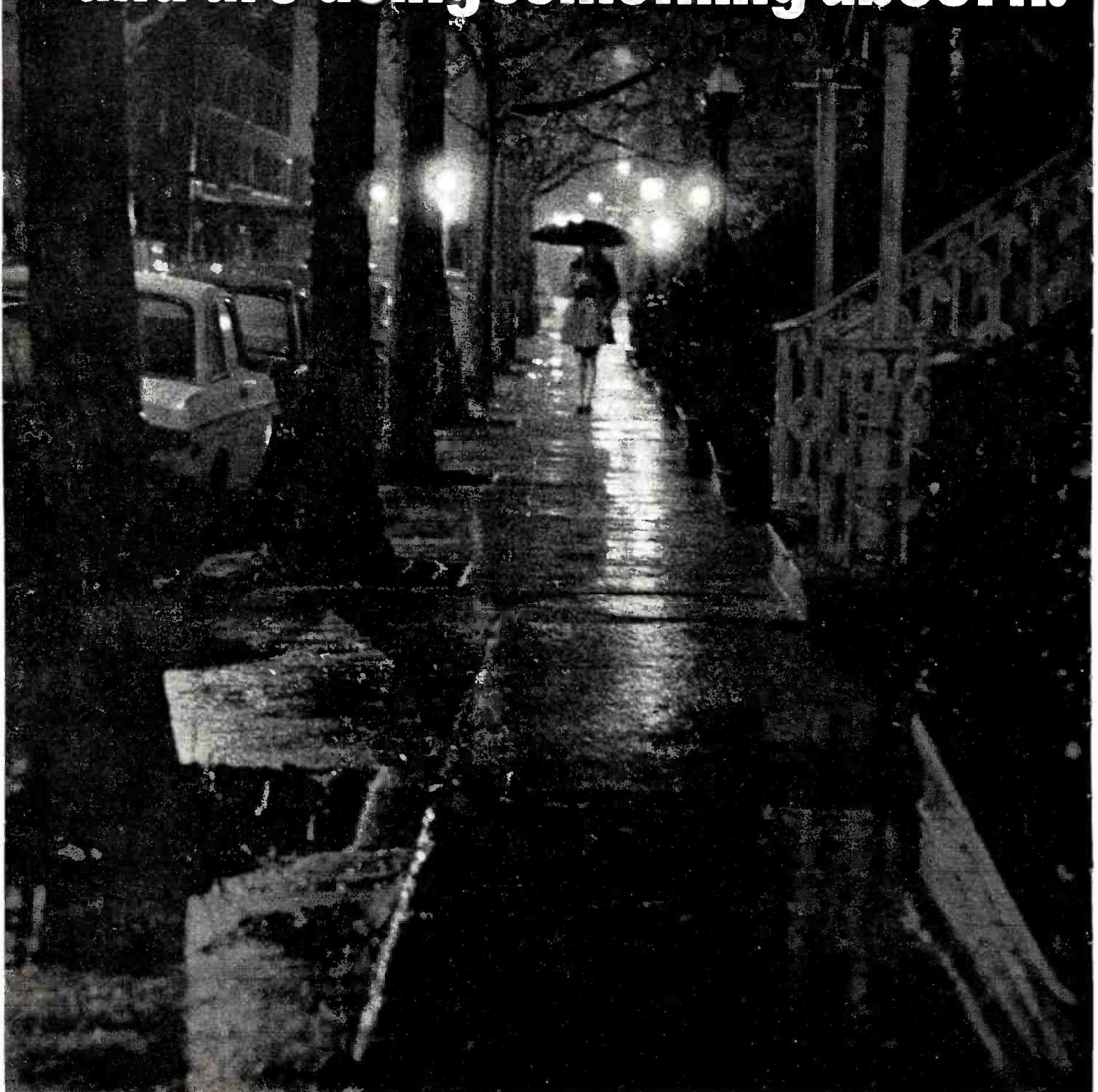
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**IN OUR CITIES, 1 PERSON IN 29
IS EITHER MURDERED,
MUGGED, ROBBED OR RAPED.**

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

WSPD-Radio Toledo focusses on violence.

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

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



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

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

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

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

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

Concerned stations—talking to concerned citizens.

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

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

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

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

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

Strong movement in the market

After a listless 1971, television sales take off; radio keeps riding curve that turned up last year

Television business is beginning to move with some of its old vigor in 1972. Network sales in particular are brisk, spot appears to be in a recovery period and local sales strong.

Radio activity, after a relatively good year in 1971, is continuing—and on a perceptible upswing.

The first television reports this year contrast sharply with last year's business. In 1971 network and spot television, according to BROADCASTING's annual estimates (see page 25), were off 4% and 8.4% from 1970, while local TV was up 1.5%.

Estimates for radio in 1971 put spot well ahead (up 8.5%) of 1970. Network radio in 1971 increased by 10% and local gains kept pace with spot's rise.

At this point in 1972, close to the end of the first quarter, all signs point to an improvement in TV sales. The reports by radio sales representatives and the networks also are bullish for radio in 1972.

The Television Bureau of Advertising has forecast a 1972 network-TV billing increase of 5% over 1971, a spot-TV gain of 5% and a fat local gain of 12%.

The Radio Advertising Bureau's president, Miles David, summarized the radio scene thus:

"If the economy this year takes off, radio will grow 8% to 10%. If the economy stays in the starting gate until the second or third quarter, radio should still outgrow most other media with figures in the 6-8% range just as we did in 1971."

Network-TV business has had a sharp lift-off in 1972. ABC, CBS and NBC reports are phrased in superlatives. Moreover, each network expects a sellers' market for the offerings of the new television season next fall.

The TV networks in recent weeks have been claiming virtual sell-outs of prime time in the first and second quarters. As of last week, the talk was being extended to the third quarter.

Daytime network sales now are catching up with the movement in prime time. Each of the television networks noted that in the past few weeks daytime sales have been coming in with a spurt ("Closed Circuit," Feb. 28):

Network sales authorities point out that this year's network business climate can be appreciated only in comparison with the network sales recession of first-quarter 1971.

Cigarette billings then had just been lost and the national economy had faltered. Network program prices tumbled to their lowest point in history for a first-quarter period (and in mid-season).

At that point national advertisers loosened network budgets. Prices firmed, and choice availabilities that had gone begging were suddenly in demand. The second quarter started weak but finished strong; demand drove prices up, and many advertisers could not find buys for their money. The third quarter moved quickly because many advertisers had gone without network time in the second quarter. The fourth quarter—the start of the 1971-72 season—was strong for all three networks.

In the meantime, the economy began to improve. As noted by Warren J. Boorum, vice president, national sales manager, ABC-TV, in an analysis prepared for network sales, "the cost of money went down which enabled companies to be bolder in terms of new products. In late 1970 money was so expensive many companies postponed product testing and roll-outs because this would have to be pretty successful just to pay the interest charges."

As Mr. Boorum viewed selling in late 1971 and early 1972: The first quarter went like "gangbusters," projections were exceeded by "several million." Moreover, he said, the pattern was in all dayparts, indicating ABC parity in programing strength and also a healthy market place. The second quarter, he said, was sold out before ABC could finish its projections and the third quarter is riding along the same path—"so here we are, ready for the 1972-73 season."

Mr. Boorum predicted a record percentage of advertiser money placed "up front" (that is, early purchase of choice commercial time at firm prices). Moreover, he said, the program buys will be for longer periods—"it will be a strong, orderly and very, very short selling period for the fourth quarter of 1972."

ABC, Mr. Boorum said, has written

millions of dollars in sales (somewhere in the area of \$9 million) in the recent advertiser splurge in daytime periods.

CBS's Frank Smith, vice president, sales, said that from current conversations with advertisers, network sales executives assume that fourth-quarter sales will move "very fast with a fair amount of up-front business which will advance to the degree that the market is going up."

He said CBS was virtually "out of business" to sell in the second quarter and third quarter. "The market has just been tremendous," Mr. Smith said, noting that CBS has had a heavy flow of sales orders in daytime. (NBC had estimated some \$10 million in daytime sales in one week ended Feb. 18. Mr. Smith said that CBS's business at that time was in the same ballpark.)

According to NBC-TV President Don Durgin and Sales Vice President John Otter, business is being conducted with the zest of TV's boom years, with signs of recovery "unmistakable" and "well ahead of any prior pace." Moreover, said Mr. Durgin, "we have the pricing."

It was apparent that 1972 ushered in a sales rush. In just one month—from the week ended Jan. 14 to the week ended Feb. 25—available commercial time sold in prime time for the second quarter went from 65% to 95% (comparable to NBC's selling pace for second quarter 1969, in what was the network's best business year) and from 43% to 89% for the third quarter (in 1969 comparable periods then were 56%). In 1971, the amount of prime time sold in the comparable selling period was 67% for the second quarter and 30% for the third quarter. Daytime sales (also as of the week ended Feb. 25) were 85% of the second-quarter (47% in 1971's comparable period, 72% in 1969's) and 76% of the third quarter (36% in 1971 and 56% in 1969). (NBC noted, however, that the networks have 72 fewer minutes to sell weekly in prime time, 1972 vs. 1969, because of the cutback in prime time).

The prime-time business this represents on the books for 1972 comes to some \$76 million sold in that one-month period. And, Mr. Otter added, many advertisers now are buying positions in anticipation of the new season in the fall.

Mr. Durgin said that though the first quarter 1972 was disappointing, the full year should be "very satisfactory." He cited also such high-cost factors this

Television revenues 1959-1971

Year	Total		Network			Spot			Local		
	(\$ Million)	% of Change*	(\$ Million)	% of Total	% of Change*	(\$ Million)	% of Total	% of Change*	(\$ Million)	% of Total	% of Change
1971†	\$3,097.3	- 4.5%	\$1,489.0	48.1%	- 4.0%	\$1,010.3	32.6%	- 8.4%	\$598.0	19.3%	+ 1.5%
1970	3,242.8	+ 0.2	1,551.1	48	- 1.2	1,102.6	34	- 1.5	589.1	18	+ 7.7
1969	3,235.5	+11.0	1,569.6	48	+10.2	1,119.1	35	+10.8	546.8	17	+13.4
1968	2,916.1	+10.7	1,424.3	49	+ 4.8	1,009.8	35	+14.4	482.0	16	+22.8
1967	2,634.4	+ 3.0	1,359.1	52	+ 4.4	882.7	33	+ 0.05	392.6	15	+ 5.3
1966	2,557.6	+12.9	1,302.4	51	+14.1	882.2	34	+10.8	373.0	15	+13.6
1965	2,265.9	+ 9.6	1,141.7	51	+ 9.3	795.9	35	+10.4	328.3	14	+ 8.8
1964	2,067.8	+12.6	1,044.8	50	+10.6	721.2	35	+15.2	301.8	15	+13.6
1963	1,836.4	+ 7.7	944.7	52	+ 6.6	626.0	34	+10.9	265.7	14	+ 4.7
1962	1,704.7	+12.6	886.6	52	+10.6	564.4	33	+15.3	253.7	15	+13.8
1961	1,514.3	+ 4.0	801.9	53	+ 7.4	489.5	32	+ 4.3	222.9	15	- 7.3
1960	1,456.2	+ 9.0	746.6	51	+10.3	469.1	32	+ 8.1	240.5	17	+ 7.1
1959	1,335.4	—	677.1	51	—	433.8	32	—	224.5	17	—

*Compared to previous year.

†BROADCASTING estimate. All other years from FCC.

Note: Figures for 1969 and 1970 are exact amounts reported by networks and stations to the FCC under a revised reporting form. Figures for years back

through 1959 were recomputed by the FCC from earlier reports and from ratios obtained in the 1969 survey. Financial reports for years preceding 1959 are still in original form and are not comparable to figures shown above.

Radio revenues 1959-1971

Year	Total		Network			Spot			Local		
	(\$ Million)	% of Change*	(\$ Million)	% of Total	% of Change*	(\$ Million)	% of Total	% of Change*	(\$ Million)	% of Total	% of Change*
1971†	\$1,366.7	+ 8.7%	\$53.8	3.9%	+10.2%	\$385.5	28.2%	+ 8.5%	\$927.4	67.9%	+ 8.8%
1970	1,256.8	+ 4.7	48.8	4	- 4.1	355.3	28	+ 1.6	852.7	68	+ 6.6
1969	1,200.4	+ 6.2	50.9	4	- 6.9	349.6	29	+ 2.2	799.9	67	+ 9.1
1968	1,130.4	+13.3	54.7	5	- 6.0	342.2	30	+14.7	733.4	65	+14.4
1967	997.6	+ 4.2	58.2	6	+ 1.4	298.3	30	+ 1.9	641.2	64	+ 5.5
1966	957.7	+10.2	57.4	6	+ 5.7	292.6	31	+12.0	607.6	63	+ 9.9
1965	868.7	+ 8.3	54.3	6	+ 0.6	261.3	30	+ 7.0	553.0	64	+ 9.7
1964	802.3	+ 7.3	54.0	7	+ 4.9	244.1	30	+ 5.7	504.2	63	+ 8.4
1963	747.6	+ 7.2	51.5	7	+14.7	231.0	31	+ 5.9	465.0	62	+ 7.1
1962	697.3	+ 7.1	44.9	7	- 5.9	218.2	31	+ 6.1	434.2	62	+ 9.2
1961	651.0	- 0.5	47.7	7	+ 6.2	205.6	32	- 1.2	397.7	61	- 1.0
1960	654.5	+ 6.9	44.9	7	+ 2.3	208.0	32	+ 7.3	401.6	61	+ 7.2
1959	612.3	—	43.9	7	—	193.8	32	—	374.6	61	—

*Compared to previous year.

†BROADCASTING estimate. All other years from FCC.

Note: Figures for 1969 and 1970 are exact amounts reported by networks and stations to the FCC under a revised reporting form. Figures for years back

through 1959 were recomputed by the FCC from earlier reports and from ratios obtained in the 1969 survey. Financial reports for years preceding 1959 are still in original form and are not comparable to figures shown above.

The record of 1971: radio up, TV down

For television the spurt in billings so far this year represents a recovery. For radio, it is a continuation of a trend. The two media closed out 1971 with sharply different records, according to BROADCASTING's annual estimates of radio and television revenues.

Television in 1971 suffered a decline of \$154 million in network and national spot. It could have been worse; that was the year television lost \$200 million in outlawed cigarette business.

Radio, which had much less cigarette money to lose, moved strongly in all

categories. Its 1971 gains over 1970 were better than its 1970 gains over 1969. In total, radio and television are nearing the \$4.5-billion level in advertising revenue.

Network compensation to affiliated stations, in both radio and television, corresponded roughly with the curves of total network revenues, according to the BROADCASTING survey. Radio-station compensation from national, regional and miscellaneous networks in 1971 was \$10,071,000, an increase of 11% over the \$9,075,000 of 1970. Television affiliates received \$232.7 million from networks in 1971, a 3.1% gain over \$240.1 million in 1970. (These figures

do not appear on the accompanying tables.)

As customary, the 1971 BROADCASTING survey was tabulated by Sinrod & Tash, Washington, certified public accountants. Official FCC figures for the year will not be available until late in 1972.

In the tables, revenue figures for network, spot and local business include receipts from advertisers for sale of time, programs and facilities. Commissions paid to advertising agencies are included in the network revenues. Commissions to agencies and sales representatives are excluded from the figures for spot and local.

year of non-entertainment programing—special events in particular such as the president's trips to China and Russia, Apollo space shots, the primaries, conventions and the election.

Mr. Durgin summed up the network's position: "Advertisers are going for larger bites. We are in a substantially sold position now through the third quarter. I don't recall a selling year just like it."

Spot television is expected to begin moving. With network-TV closing the

books on prime time and about ready to do so on most of daytime and with new-product introduction on the rise, prospects are rated increasingly favorable for spot sales.

Also helping is the nation's economy. There are increased signs of advertisers increasing budgets. Moreover, 1972 is an election year, attracting monies from political sources and reducing inventories available to regular advertisers.

TV station representatives hesitate to project business this year beyond the

first few months (they put the first quarter up as high as 8% above the same period of 1971). But where given, projections range from a "modest rise" of 2-3% up to 10% or even higher—1972 versus 1971.

Spot normally contains more iffy considerations than network television—if networks hold on to their statements of "virtually sold out" in all dayparts for most of 1972, if the economy continues to improve and if new products indeed come back into the marketplace, if

**Where there's the smoke of
a great political battle,
shouldn't there be the fire
of great political reporting?**



If you've watched Howard K. Smith and Harry Reasoner on the ABC Evening News, you've already seen them make sparks fly with their lively, candid reporting and penetrating commentary.

Starting with the first Presidential primary on March 7 — through the conventions in July and August — they'll put you on the scene — and behind the scenes — with brilliant and stimulating reporting of crucial events and candidates. And they'll be there all through the triumphs and defeats of Election Night to reveal its ultimate meaning for the American people.

Backing them will be ABC News National Affairs Editor Bill Lawrence, famous for smoking out stories that even Washington insiders don't have a glimmer of. ABC News Correspondent Frank Reynolds, whose political insights won him a Peabody Award. And a vast corps of ABC Newsmen across the nation.

With a hot news team like this, no wonder that ABC News is winning the fastest-growing audience of any network.

For extensive coverage of these important Presidential primary races... watch the ABC Evening News with Howard K. Smith and Harry Reasoner. And keep watching your local ABC channel throughout each Primary Day for special up-to-the-minute reports.

March 7 — New Hampshire; March 14 — Florida; April 4 — Wisconsin;
May 23 — Oregon; June 6 — California, New Mexico, South Dakota.

ABC News 

agency moves toward regionalized buying upgrade regional activity without diluting the New York buying "clout," etc., 1972 can be the comeback year for spot television, the reps say.

In radio, despite indications of continued advertiser interest and activity, there is doubt. Oftentimes, it's noted, advertiser spending becomes diverted from radio as budgets increase in TV.

In radio, the level of enthusiasm for first-quarter sales ran from cautious anticipation to great optimism. All of the reps canvassed, however, were unanimous in their opinion that not only the first quarter but also the entire year would be a definite improvement over 1971.

The most enthusiastic appraisal was voiced by a radio rep-firm spokesman who projected a 12% increase in sales for the first quarter and up to a 15% rise for the year. Most other reps were less optimistic, projecting sales "modestly ahead of last year," "improving," or "equalling" 1971 levels.

A major radio rep said business was "surprisingly strong" with the first quarter up 15% this year as against a first-quarter 1971 that was 20% ahead of 1970. Summer is normally soft for radio, this rep noted, indicating that the third quarter could be critical.

The radio networks were optimistic. ABC's Walter Schwartz, president of the radio division, was "bullish" for 1972. Sales this year have been "excellent" in the first quarter and "extremely strong" for the second and third quarters—"a culmination of our efforts extended in the four-network-service concept."

CBS Radio's George Arkedis, vice president and general manager, said the first-quarter level was about the same as 1971's, and the second and third quarters are "strongly ahead" of last year's pace.

The political conventions and election coverage will be sold out: All in all Mr. Arkedis sees 1972 as better than 1971.

"We wrote substantially more business in the past few weeks than in comparable periods last year—we are very pleased with prospects for the year," NBC Radio's Nicholas Gordon, vice president, sales, said. Sales in *Monitor* are more than 25% ahead of the comparable selling period last year, and over-all "we should beat 1971 business substantially at the network."

Mutual's Arthur Okun, vice president, sales, said the first quarter was on the soft side but that business has been flowing for much of the second quarter and two-thirds of the third quarter during the past two and a half weeks. While Mutual has not had the opportunity to study the results "the second and third quarters look better."

Mini-debate on counterads

FTC chairman denies buck-passing, says it would not apply to all advertising; FCC's Lee fears great harm



Commissioner Lee



Chairman Kirkpatrick

A mini-debate last week on counter-advertising on TV and radio between Miles W. Kirkpatrick, Federal Trade Commission chairman, whose agency first broached the theory in a filing with the FCC last month, and Robert E. Lee, FCC commissioner, resulted in no decisions but perhaps cleared the air.

Mr. Kirkpatrick solemnly defended the idea of requiring broadcasters to sell advertisements that would be used to attack other commercials, and also to provide free time for those unable to pay for time.

Expressing his own views, largely in opposition to this policy, was Mr. Lee.

Both made their points at a two-day Washington seminar sponsored by the Federal Bar Association and the Bureau of National Affairs, a privately owned government and economic news service.

The subject of counteradvertising was the principal topic at the seminar. It followed by a week the filing of comments with the FCC, virtually all in opposition to the counteradvertising principle (*BROADCASTING*, Feb. 28) and three weeks after Clay T. Whitehead, director of the Office of Telecommunications Policy, expressed his objections to the idea (*BROADCASTING*, Feb. 21).

The topic is still so touchy to broadcasters and advertisers that the National Association of Broadcasters' executive committee last week instructed the staff to generate additional comments to the FCC on the subject from broadcasters and state associations.

In his speech, Mr. Kirkpatrick stressed that the FTC proposal related only to advertising that explicitly raises controversial issues of public importance, like pollution or auto safety; or emphasizes themes that raise questions

of public policy, like food ads that might encourage poor food habits; or advertisements that rest on scientific premises that are subject to controversy within the scientific community, and finally advertisements that are silent about harmful qualities in the product.

In what was seen as a direct response to Mr. Whitehead, the FTC chairman insisted that the agency was not trying to pass the buck to the FCC. The FCC's responsibilities deal with truth in advertising, he commented; counteradvertising would permit individuals or groups to dispute claims with which they disagree.

He stressed that the FTC is not advocating equal-time procedures, is not asking that a reply be required for each commercial on TV. It only suggested, Mr. Kirkpatrick noted, that the FCC establish guidelines forcing broadcasters to provide time for general replies in broad product categories. The FTC recognizes, he said, the necessity for strictly limiting the frequency, number and duration of reply ads.

Commenting on the argument that the practice of counteradvertising would drive advertisers from TV, Mr. Kirkpatrick said:

"I am deeply concerned by the notion that the majority of advertisers are able or willing to play the game only if the rules free them from disagreement." And, he added: "Why, in any event, should an advertiser have the right to monopolize the consumer's attention by trumpeting the virtues of his product when a consumer who learned of an aspect undesirable to him might not buy it if the attention monopoly were ended?"

Carrying the monopoly thought a

step further, Mr. Kirkpatrick added: "... The TV viewer is a member of the advertiser's captive audience." And, he noted, the antitrust laws prohibit monopoly "of ideas or of goods."

Counteradvertisements, he said, like the original advertisements, should be aimed at making the consumer consider. "If it encourages him to reflect, to think twice, to weigh for himself, to seek more information, a counterad will have done quite enough."

In reply to the First Amendment questions that have been raised in opposition to the FTC's proposal, Mr. Kirkpatrick quoted the 1969 Red Lion Supreme Court decision that the rights of viewers and listeners are paramount, not that of licensees or, inferentially, of advertisers.

As to problems of falsity in counteradvertising, Mr. Kirkpatrick noted that under current court decisions malice would have to be proved. In any event, he added: "I believe that we should risk the possibility of a few distortions in order to achieve the balancing benefits that an effective counteradvertising mechanism would create for the American consumer."

He stressed strongly that the agency's fundamental proposition, that broadened access rights for counteradvertising makes sense as a matter of national policy, has gone virtually unchallenged.

"Instead," he concluded, "detractors have concentrated on alleged adverse side effects that would overwhelm the conceded good our proposal would accomplish."

Throughout the seminar, Mr. Kirkpatrick's views were iterated and amplified by members of his staff. Robert Pitofsky, director of the FTC's Bureau of Consumer Protection, who is generally acknowledged to be the author of the counteradvertising philosophy, noted at one point that this, plus corrective advertising, could in the end turn out to be the two most beneficial things that the FTC can do for consumers. Corrective advertising is a two-year-old policy of the FTC that requires an advertiser who has been found guilty of false or misleading advertising to devote 25% of a year's advertising to acknowledging that error. It has been imposed in only one case so far; Profile bread agreed to follow this practice and, according to Mr. Pitofsky, its action has resulted in a plus—many viewers and readers have praised the "candor" of the advertiser.

Mr. Lee told his audience that the FTC proposal "rankles" him. If the FCC embarks on this road, he said, he feels it will be "dealing a severe blow to the broadcast industry."

He expressed the hope that the "government" would not do anything that would lead to the "liquidation" of com-

Thought for food?

"How are you going to attack advertising for a bottle of catsup?" someone asked at the advertising-law seminar in Washington last week (see story).

There was no answer; it was plain that counteradvertising would never be involved for that product.

And then someone in the audience, moments later, arose.

"Most catsup contains benzoate of soda, doesn't it?" he asked. "Suppose there are some people who think benzoate of soda is no good for you . . . ?"

Again there was no answer, but this time the emanations from the audience told a different story: Yes, indeed, that would be a subject for counteradvertising.

mercial broadcasting.

Remarking that advertising and counteradvertising might result in questions of fairness, Mr. Lee commented: "That could lead to more clutter on the air."

If the principle of counteradvertising is valid, he said, why not impose it on all media, not just on broadcasting.

At one point in his extemporaneous comments, the FCC commissioner called on advertisers to impose their own restraints on advertising in children's TV programs. This, he noted, would make it unnecessary for the commission to act on the petition by Action for Children's Television. ACT asked the FCC to ban all advertising on children's TV programs. Mr. Lee said that he will resist a complete ban in this matter.

Mr. Lee was not alone in opposing the counteradvertising proposals of the FTC. A one-time FTC chairman and now a Washington lawyer, Earl W. Kintner, declared the FTC was "leading too fast and too far." And, directing his remarks at Mr. Pitofsky, a fellow panel member, Mr. Kintner commented that Mr. Pitofsky had given "too little thought to some of his radical ideas."

Paul C. Warnke, also a Washington lawyer and former assistant secretary of defense, said that counteradvertising is bound to result in a loss of advertising to broadcasters, thus destroying broadcasting's public-service activities.

This point was also made by William B. Ray, the FCC's broadcast complaints and compliance chief, who noted that if an advertiser sees his commercial neutralized, he is bound to take his advertising elsewhere.

Responding to question of why broadcasting is singled out for counteradvertising, Ronald M. Dietrich, FTC general counsel, stated that it is because TV has a far greater impact than any other medium. Another panel member, Ben-

jamin Gordon, staff economist with the Senate select committee on small business, was even more blunt in answer to this query. It is, he said, because the airways are owned by the public.

The issue of media responsibility for the advertising they carry arose early when Aileen Cowan, who is associated with the Ralph Nader-sponsored Center for the Study of Responsive Law, declared that media should be responsible for its advertising.

Mrs. Cowan also expressed surprise that the TV code review board consists of six members appointed by the president of the NAB, and three named by the networks, and that code review board recommendations must be approved by the TV board of the NAB. And that the code has no public representation, and no mechanism for handling public complaints.

Mr. Ray, at another point, responded to an inquiry about the FCC and its standards for requiring broadcasters to screen advertising. The FCC, he said, has no expertise in this field, and only asks licensees to use "reasonable" methods to prevent false and misleading advertising. It is up to the FTC, however, to determine whether or not an advertisement is false or misleading.

Lysol flu virus ad bugs FTC

"Lysol Spray kills flu virus on environmental surfaces." That's true, the Federal Trade Commission said last week, but it issued a proposed complaint anyway against Sterling Drug Inc., and its advertising agency, SSC&B Inc., both New York, charging false advertising.

The FTC charged that Lysol advertising leaves the impression that it kills all flu and cold bugs and that this is not true.

The trade agency sale seeks to require Sterling to carry corrective advertising for one year to counter the alleged erroneous residual effect. Two of the five FTC commissioners dissented from this prospective provision.

Sterling Drug denied the FTC allegations, noting that its labeling makes the same claim and that this had been approved by the Federal Environmental Agency.

Lysol's 1971 sales amounted to \$60 million, with \$17 million spent on advertising—almost principally in TV (\$16.5 million).

Meanwhile, the U.S. Supreme Court bolstered the FTC's power in dealing with unfair business practices, by overturning last week a lower court ruling that forbade the FTC from using its antitrust powers to stop alleged anti-competitive practices; the case involved S&H Co. and its green stamps redemption practices.

High court to hear BEM-DNC case

And lower court's ruling on public's right of access to air time is stayed

For the second time in three years, the Supreme Court has agreed to consider the First Amendment's relationship to the broadcaster where the discussion of controversial issues of public importance is concerned. The high court last week agreed to review a lower court's decision that individuals have a limited First Amendment right of access to the broadcast media to discuss such issues.

At the same time, the high court reversed an earlier action and stayed the effectiveness of that ruling. As a result, the FCC on Thursday scratched an inquiry it had initiated aimed at developing guidelines for providing greater public access to the airwaves.

In June 1969, the Supreme Court ruled that the FCC's fairness doctrine and the personal-attack rules developed under the doctrine "enhance rather than abridge the freedoms of speech and press protected by the First Amendment" (BROADCASTING, June 16, 1969).

That opinion, adopted by an 8-to-0 vote, came in two cases brought by broadcasters—the Red Lion Broadcasting Co. (WGBH[AM] Red Lion, Pa.), in one, and the Radio Television News Directors Association, CBS and NBC in the other. They said that their First Amendment rights were being violated by the commission's policy and rules.

Now it is the FCC, among others, that is seeking relief at the Supreme Court. The commission, CBS, ABC and WTOP(AM) Washington contend that the decision of the U.S. Court of Appeals in Washington gives the government power over broadcasters that is neither constitutionally nor statutorily required, and would, if implemented, "destroy the licensee's statutory role as a 'public trustee.'"

The ruling, adopted by a 2-to-1 vote in cases involving the business Executives' Move for Vietnam Peace and the Democratic National Committee, asserts that commercial broadcasters violate the First Amendment when they impose a flat ban on the sale of time for the discussion of controversial issues of public importance (BROADCASTING, Aug. 9, 1971).

BEM had appealed a commission ruling upholding WTOP in its refusal to sell the group time for spots opposing the Vietnam war. The DNC objected to the commission's refusal to issue a declaratory ruling that broadcasters may not, as a general policy, refuse to sell time to "responsible entities," like the

DNC, for the discussion of controversial issues.

The commission's position was that in view of the fairness-doctrine requirement that broadcasters inform the public on controversial issues of public importance—and do so fairly—licensees need not sell time to individuals or parties. And since argument in the BEM-DNC case will not be heard by the Supreme Court until next fall, it will be the fairness doctrine and the personal-attack rules—as well as the equal-time law—that govern the manner in which broadcasters cover the upcoming political campaigns.

Ironically, both sides in the access case—one in which the future role of the broadcaster may be shaped—can find support for their respective positions in the benchmark Red Lion decision. The opinion spoke of the public's "right" to a multitude of ideas "which is crucial here." But the opinion also spoke of broadcaster as a "trustee" for the public, with an obligation "to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

The Supreme Court's announcement on Monday came as something of a surprise, particularly that aspect of it staying the lower court's mandate. The high court in January had denied the commission's request for a stay pending disposition of the appeal (BROADCASTING, Jan. 31), an action that led many observers to speculate that the court would refuse to review the case. Only one of the justices, William O. Douglas, was recorded last week as opposing the request for a stay.

The inquiry withdrawn last week had been issued after the high court's earlier refusal to stay implementation of the lower court's decision; that had directed the commission to establish the guidelines for broadcasters in selling time for editorial advertising.

In initiating the inquiry, the commission said that political advertising is an important aspect of the question of the public's access to the broadcast media generally—one of the four major issues being explored in the commission's wide-ranging review of the fairness doctrine (BROADCASTING, Feb. 7). But last week, the commission said that it would not be appropriate to pursue the matter in light of the Supreme Court's action.

However, it invited comments on the

nonconstitutional aspects of the access issue, directing interested parties to address the question of what policies might properly be evolved under the public interest standard of the Communications Act, and what their relationship would be to proposed fairness doctrine policies. Comments are due March 15.

In a related development, the commission began shaping up plans for the next stage in its review of the fairness doctrine—the oral presentations. Commissioner Richard E. Wiley, who is in charge of the project, last week suggested that the commission hold three days of panel sessions, with participants from various backgrounds to be selected by the commission, and two days of oral argument, which would allow virtually anyone interested an opportunity to express himself (if only briefly).

The commission agreed to set aside the week of March 27 for the purpose. The make up of the panels—which would be patterned after those first used by the commission last year in its CATV rulemaking proceeding—has not been decided. But Commissioner Wiley has a list of more than 60 names, from which 49 panelists eventually will be chosen. Those on the list are being checked for their availability. Seven panels in all are envisioned—three on the question of fairness generally, two on product commercials' relationship to the fairness doctrine, and one each on access and political broadcasting.

TV scores low on nutritional ads

Food advertising, especially on TV, not only fails to advocate proper nutrition, it sells improper nutrition. This was the gist of the testimony of three witnesses who appeared last week before Senator Frank E. Moss (D-Utah) and his Senate Consumer Subcommittee.

Robert B. Choate, Washington nutritional consultant; Joan Gussow, Columbia University, New York, and Michael Jacobson, Center for Science in the Public Interest, Washington, were the witnesses.

Mr. Choate, however cited two advertisements that, he said, exemplified good nutritional advertising—one by duPont and the other by Seabrook Foods Inc.

Senator Moss said he intended to hold additional hearings, this time on labelling, this spring. Earlier, he had heard testimony from tobacco industry and government officials on his bill (S. 1454) that would require the Federal Trade Commission to establish maximum levels of tar and nicotine for cigarettes, as well as on the propriety of advertising Reynold's Winchester little cigars on television.



Ruth Batchlor of NOW, in stewardess attire, confronts an impassive William Free.

Free's 'Fly Me' campaign crashes with NOW

*"I don't have propellers and I don't have wings,
I don't have none of those mechanical things,
I'm only a woman and as you can see,
I can sure be walked on . . . but you can't fly me."*

Traditionally, women have an every-four-years prerogative of reversing sexual roles and proposing marriage to men. The New York chapter of the National Organization of Women, in its "first Leap Year action," didn't do that last week, but it did something.

What it did was protest the National Airlines "Fly Me" radio-TV commercial campaign and, more specifically, its creator, F. William Free, president of the New York ad agency bearing his name. The ads, since their introduction in October last year, have been attacked by the feminist group as being "sexist," "vulgar" and degrading toward women (BROADCASTING, Oct. 18, 1971).

The television commercials feature stewardesses who introduce themselves and invite the audience to fly the planes bearing their names—"I'm Cheryl, Fly Me," "I'm Linda, Fly Me," etc.

*"No, you can't fly women anywhere,
And Bill Free's ads are all unfair.
No matter what the scene implies,
You can't fly women so the ad still lies."*

In their latest attack on the ads, members of the NOW organization as well as some stewardesses from National demonstrated last Tuesday (Feb. 29) in front of the building housing Mr. Free's

offices on Fifth Avenue. Demonstrators held placards proclaiming "You can't fly Free and you can't fly me;" "Haven't you heard I'm not a bird;" and "Go fly yourself, Free"—and held mock-up parachutes saying, "I'd rather jump" and "Fly me and I'll leap" while folksinger and NOW member, Ruth Batchlor led the group in the protest song she composed.

*"This kind of advertising just ain't right—
To make men think they're getting more than a flight
She's so busy serving every other way
If you tried to fly her, you'd get hit with a tray."*

Several hundred pedestrians were attracted to the proceedings as television cameras recorded the action. Public opinion, however, seemed to be divided with most of the men laughing indulgently and many of the young women shouting: "Right on!"

One man in his mid-twenties queried: "What's wrong with sex? I'd like to fly these girls myself." An older woman, admitting she was old-fashioned in her views, felt the ads didn't cause any harm and said: "There are much more important things to do."

Several minutes later the group headed toward the elevators and regrouped in front of Mr. Free's offices on the 15th floor.

Mr. Free greeted the organization members and gave a bouquet of flowers to Miss Batchlor. A verbal battle ensued with Mr. Free denying that he proposed the ad knowing that it had

sexual connotations or that he sought to cause a sensation and the women reiterating their objections. Neither party seemed swayed.

Mr. Free said he felt the ads were "human, fun and open," and what's more had been an effective sales tool. The 10-, 30- and 60-second spots are backed by a \$2 million spot-TV budget and an approximately \$2.9 million radio allocation.

Miss Batchlor said that if the ads read "Fly with Me" instead of "Fly Me" they would not be as objectionable. Mr. Free felt there was no difference in the two interpretations.

*"She's a glorified waitress in the skies
She doesn't have time to fight all the guys
Commercials are inviting men to make a pass
That's flying low and it's not first class."*

A young policeman who watched the proceeding on Fifth Avenue stared in surprise and said: "Some of them are really pretty."

Next on NOW's list, according to Midge Kovacs, coordinator of the image committee and organizer of the "Leap Year action" are the Lois Holland Callaway-created ads for the Olivetti Corp.'s typewriters.

NOW objects to the ads' portrayal of secretaries as "dizzy brainless sex objects" and the ads' insinuation that the typewriter thinks for the secretary and all she has to do is look pretty. Theme of the spots is: "Once an Olivetti Girl, Always an Olivetti Girl."

The typewriter commercials, which broke on network TV in early February and will run into the spring, are said to be backed by some \$2 million.

Best Foods to delve into slow-pay problem

Best Foods Division of C.P.C. International hopes to come up with a program that will insure its bills are paid to media. Company officials said last week that Best Foods—which moved its billings out of Lennen & Newell following the agency's filing for bankruptcy (BROADCASTING, Feb. 7 et seq)—had assigned a "crash group" to the problem. "They are to devise a program," company spokesmen said.

A check of various advertising sources last week indicated that individual companies are using different approaches to the problem, ranging from requiring agency proof of media payment to placing its account in escrow from which payments are drawn and in making payments direct.

Most common method, however, is

the traditional advertiser payment to agency, which in turn deducts its commission before media are paid. The advertiser then spot checks to determine whether or not payments are being made to media within a "reasonable time."

One broadcast source close to the situation said "not many advertisers associated with large agencies are seriously considering direct payments to media nor are they placing accounts in escrow."

This source said that broadcast organizations, such as station representatives association, have suggested "a more careful advertiser study of an agency's financial structure—but we assume advertisers would do this." Still other suggestions call for changes in standard contracts to make both advertiser and agency liable for payment to the media.

BAR reports: television-network sales as of Feb. 20

CBS \$91,413,400 (36%); NBC \$84,923,300 (34%); ABC \$75,127,900 (29%)*

Day parts	Total minutes week ended Feb. 20	Total dollars week ended Feb. 20	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	63	\$ 369,500	397	\$ 2,653,200	\$ 2,659,600
Monday-Friday 10 a.m.-6 p.m.	967	7,266,500	6,169	46,265,500	46,626,000
Saturday-Sunday Sign-on-6 p.m.	285	3,160,000	2,109	36,832,300	26,490,400
Monday-Saturday 6 p.m.-7:30 p.m.	87	1,779,000	627	13,430,700	11,410,400
Sunday 6 p.m.-7:30 p.m.	10	254,800	107	3,406,000	5,049,900
Monday-Sunday 7:30 p.m.-11 p.m.	387	18,723,300	2,791	138,000,200	138,454,300
Monday-Sunday 11 p.m.-Sign-off	154	1,662,200	794	10,876,700	7,306,500
Total	1,954	\$33,215,400	12,994	\$251,464,600	\$237,997,100

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

TheMedia

CATV: Its direction and timetable

Key executives at West Coast session examine regulatory, programing, technical outlook for cable

What was billed as the largest conference on cable television ever to be held on the West Coast attracted an overflow crowd of some 900 people who spent seven hours on a sunny Saturday in a Beverly Hills, Calif., hotel to hear 26 speakers say in essence that the doors to cable TV's future have been at least partially opened; that now is the time to figure out how to use the medium's many channels and how to develop new services, and that clearly all of this is not going to help the sluggish production lines and consistent unemployment in Hollywood in the near future.

The all-day conference opened with John Gwin, chairman of the National Cable Television Association, offering what almost amounted to a plea: Cable television, he submitted, "is potentially so much better for many people than anything yet devised that it must somehow succeed."

Also appearing as a keynote speaker was Sol Schildhouse, chief of the CATV Bureau of the FCC, who reminded the audience that the country is "in the middle of a CATV craze." Mr. Schildhouse, obviously interested in keeping this "craze" in perspective, noted that cable TV "is a little industry with big designs and maybe a great potential."

Again taking a moderate approach, Mr. Schildhouse said he was "reasonably confident" that the U.S., "one way or another, is going to be wired." But he feels that "one way or another" is likely to mean convulsive progress rather than explosive movement towards the ultimate goal.

The morning session of the conference consisted of two cross-discussion panels, one comprising CATV people, the other made up of broadcast TV executives.

Speaking on the CATV panel, Dr. Leland Johnson, manager of the communications-policy program for the Rand Corp., suggested that what is needed now is a great deal of study and experimentation to determine what new kinds of services will prove economically feasible on cable systems. He indicated that some of the answers won't be known until the major cities are wired and a lot of the answers will depend on how the cities are wired. "I see the immediate future as one of a lot of problems," was his evaluation.

Theodore S. Ledbetter Jr., Paul Klein, Bill Daniels and Geoffrey Nathanson, all appearing on the CATV panel, discussed specific issues and projects. Mr. Ledbetter, president, Urban Communi-

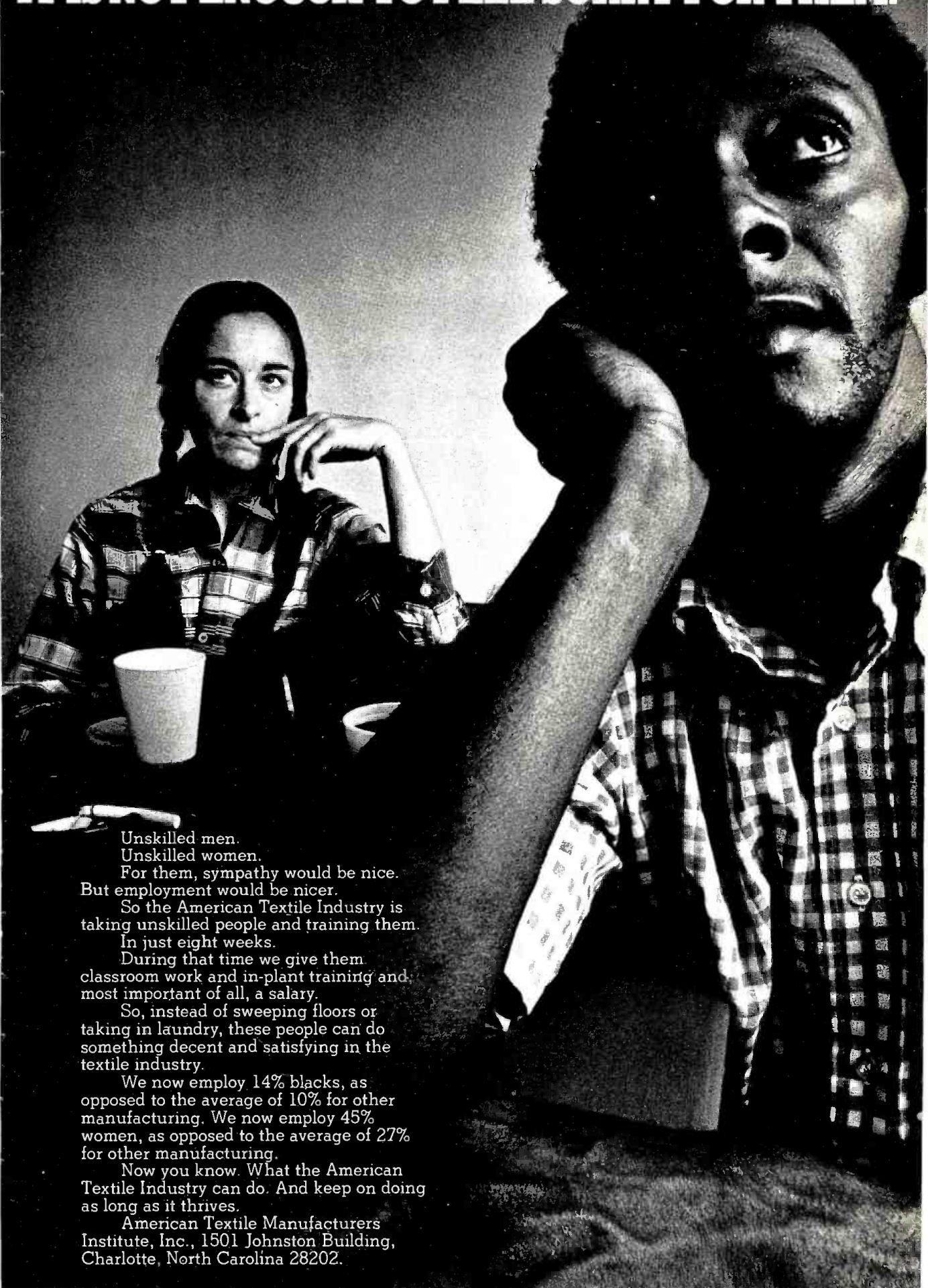
cations Group (and a candidate for an FCC vacancy; see page 17), said that "the ownership of cable by minority people is as important, if not more important, than access to the medium." He pointed out that currently of some 2,700 cable systems in the country he knows only two where as much as 50% of ownership is held by black people. "I think I can say with some assurance that this situation is going to change," Mr. Ledbetter promised. He added that the message he was bringing is simple: "Blacks and other minority people are determined to own cable systems and are determined to produce a lot of programs that go on those systems."

Mr. Nathanson, president, Optical Systems Corp., a firm that has developed a leased channel system for CATV, had a different kind of a message for the Hollywood production community: Pay cable is the answer, the means to pay for programing for CATV. Added Mr. Nathanson: "We've got the razors. Now we need the blades. You make it. We'll sell it."

Paul Klein delivered a status report of his own pay cable operations, Computer Television Inc., a firm of which he is president. Reaffirming his faith in CATV, Mr. Klein said that "the accident of cable sort of leap-frogged cartridge television and made me think that it is the answer to a new video distribution system that is not advertiser-supported."

Mr. Daniels, president, Daniels and Associates, said his firm has committed funds to build a cable system in Denver

IT IS NOT ENOUGH TO FEEL SORRY FOR THEM.



Unskilled men.
Unskilled women.
For them, sympathy would be nice.
But employment would be nicer.
So the American Textile Industry is
taking unskilled people and training them.
In just eight weeks.

During that time we give them
classroom work and in-plant training and
most important of all, a salary.

So, instead of sweeping floors or
taking in laundry, these people can do
something decent and satisfying in the
textile industry.

We now employ 14% blacks, as
opposed to the average of 10% for other
manufacturing. We now employ 45%
women, as opposed to the average of 27%
for other manufacturing.

Now you know. What the American
Textile Industry can do. And keep on doing
as long as it thrives.

American Textile Manufacturers
Institute, Inc., 1501 Johnston Building,
Charlotte, North Carolina 28202.



FCC Cable Bureau Chief Sol Schildhouse addresses the opening session of last week's cable conference in Beverly Hills.

that will cost nearly \$10 million and will spend an additional \$16 million to build a cable system in Indianapolis. Expressing regret that he wasn't 20 years younger so that he can more fully explore CATV's possibilities, Mr. Daniels claimed that about 90% of the U.S. homes, most of them in the top-100 markets, "are laying out there as potential" for cable. He projected that the cable TV industry would provide about one million jobs, exclusive of creative work, for people within the next 10 years.

As lead-off speaker on the broadcast panel, Thomas W. Sarnoff, staff executive vice president, NBC West Coast, expressed personal doubt that cable TV will supplant commercial broadcasting. "I don't think it's necessary, I don't think it will, and certainly I don't think it should," he said.

Instead, Mr. Sarnoff indicated that he regards cable TV "as a highly specialized supplemental service." He would wish for cable TV not to be thwarted, but rather tested in the marketplace.

John Reynolds, general manager of KTLA(TV) Los Angeles, emphasized that cable TV operators some day "will have to make up their minds to invest in programming instead of concentrating on hanging cable." That's the name of the game, he said, "if you're going to some day fill 20 channels."

Burt Rosen, president, Winters-Rosen productions, asked that the major successful systems owners in CATV provide the financing for programming by joining their systems together into a nationwide network.

John Gavin, president, Screen Actors Guild, wanted to know how actors and the rest of the Hollywood production industry will manage to survive until cable TV begins to become a significant programming force. The most definitive answer he was able to muster from those on the CATV panel was that 1980 may be the promised year.

Luncheon speaker at the conference was Mike Dann, vice president, Children's Television Workshop, who painted a gloomy picture of the future for his production-oriented audience. "The amount of specially made entertainment fare or escapist fare for the

cable viewer, made in Hollywood, will decrease rather than increase," Mr. Dann said in no uncertain way. "No one has any idea for sure what the interest of the video viewer will be when he has 40 alternatives."

Throughout his talk, Mr. Dann drove stakes into the hopes of those who believed cable TV may yet soothe Hollywood's economic ills.

Mr. Dann saved the worst for last: "It is quite possible," he warned, "cable television will be so different in satisfying the various needs of the viewer that by 1980 Hollywood will be no more the software capital of the world than Berkeley, Cambridge or New Haven."

The afternoon session of the conference was organized into two concurrent panels, one on economics and engineering, the other on programming. Hubert J. Schlafly, president, Teleprompter Inc., told the economics and engineering panel that the combination of domestic satellites for national delivery and broadened cable for local delivery of TV signals "is an unbeatable combination. He indicated that the timetable for cable TV to have "the world on a string" might be the end of this decade, or in 1980.

Also looking into the future was Dr. Walter S. Baer of the Rand Corp. He predicted that cable TV in the cities will be different technically and economically from cable TV systems in the

past. According to Dr. Baer, the new big-city systems will cost more to build, will have tighter technical standards, yet will deliver better signals.

Speaking on two-way transmissions of cable TV, interactive data terminals, and on some of the opportunities that introduction of these facilities will mean were Edward Callahan, Donald G. Chandler and Richard T. Callai. Mr. Callahan, chief of engineering, American Television and Communications, said the problem with bi-directional systems for cable is "We really don't know what people will buy." He emphasized that subscribers would have to buy a package of services, instead of one or two services.

Mr. Chandler, executive vice president, Electronic Industrial Engineering Inc., said that a two-way broadband communications system will be implemented only when the financial community, cable operators, and equipment suppliers make the necessary commitments to make it happen. "Two-way cable television is a technical reality, no longer a way-out dream," he assured. The only limitations to accomplish application of bi-directional broadband communications, he indicated, is the question of the economic viability of the two-way system.

Mr. Callai, manager, subscriber response system division, Theta-Com of California, advocated a total system approach to two-way communications instead of one which provides one or two services. The complete system, he contended, "does not attempt to prejudice the relative value or eventual marketability of the services to be offered."

Appearing on the programming panel, Dore Schary, president, Theatrevision, also a pay-cable operation, said that cable-TV and pay-TV operators "better be bolder, more sophisticated, more mature" than the commercial TV industry. He made it clear that he was referring to the presentation of "great issues" and not to pornography.

The conference was sponsored by the Hollywood chapter of the National Academy of Television Arts and Sciences. Ethel Booth, first vice president of the Hollywood chapter, moderated the event.

Down in the mouth over UHF

Some comments about UHF television brought the crowded house down at the marathon CATV conference in Beverly Hills, Calif., on Feb. 26. NCTA President John Gwin attacked the FCC for creating "its own vast wasteland by squandering 50% of our spectrum on UHF television." Added Mr. Gwin: "Think of it, nearly 50% of our most valuable natural resources tied up in something that is predestined to failure." The only FCC representative in sight was Sol Schildhouse, chief of the commission's CATV bureau, and he was quick to respond: "I've begun to think in recent years," he said, "that UHF was conceived as part of a plot to bankrupt Jewish dentists."

Lead-off hitter against cable

Dale Moore goes to bat for small-market TV's in initial petition against FCC's rules package

The first official challenge at the FCC of its new cable-television rules came last week. Surprisingly, the challenger was not the National Association of Broadcasters or the Association of Maximum Service Telecasters—both of which have stated they will contest the cable package (BROADCASTING, Feb. 21)—but the owner of four small-market television stations.

Petitioning the commission for reconsideration of portions of the CATV report and order was Dale G. Moore, a group broadcaster and member of the NAB's TV board. Mr. Moore is president and owner of KMSO-TV Inc., licensee of KGVO-TV Missoula, KCFW-TV Kalispell, and KTVM(TV) Butte, all Montana, and KMVT-TV Twin Falls, Idaho.

Mr. Moore contended in his petition that the cable rules in their present form would have a "serious and adverse impact" on small-market broadcasters.

Mr. Moore was the second small-market broadcaster to take action against the new rules. Three weeks ago, the licensee of KVVU(TV) Henderson, Nev., filed a notice of appeal with the U.S. Court of Appeals in Washington, asking that the court review the cable package on grounds that the commission did not give parties an opportunity to file comments on the rules (BROADCASTING, Feb. 14).

Mr. Moore said that five alterations of the cable rules must be made:

- Extension of the effective date of the rules beyond March 31, to a time when Congress passes copyright legislation.

- Elimination of the provision providing local broadcasters "simultaneous" nonduplication protection in favor of "same-day" exclusivity.

- Elimination of the grandfather clause.

- Revision of the section of the package concerning CATV distant radio-signal importation to restrict carriage of these signals to a minimum.

- Expansion of the 35-mile protection zone to 65 miles.

On the copyright issue, Mr. Moore brought up a point that formed the basis for NAB's and AMST's announcements three weeks ago that they will challenge the rules. In essence, that argument is that the FCC's cable rules do not meet the terms of the compromise agreement worked out by the Office of the Telecommunications Policy. Behind this is

a feeling by some broadcasters that copyright legislation should have been proposed in Congress when the FCC rules were issued.

Mr. Moore said that the need for effective copyright legislation to coincide with the effective date of the rules is "paramount," and that a March 31 start for the rules would permit CATV systems "to grow, expand, multiply and profit at the direct expense of free broadcasters who pay copyright fees."

Equally troublesome, at least for small-market stations, Mr. Moore said, are the exclusivity provisions of the rules. The abandonment of same-day nonduplication requirements (which were in effect under the commission's interim cable rules) in the compromise and the present rules, he said, "will victimize small-market stations to a degree that their viability will be destroyed." The simultaneous protection provided for in the rules, he argued, simply isn't enough, since national and regional advertisers could effectively "bypass" local stations by placing time on distant stations that cable brings into the local market.

Similarly, Mr. Moore said, small-market TV stations would be more adversely affected by the grandfathering provision of the rules than those in major markets, since cable has "profitably existed" in small markets for two decades while major-market stations previously had been protected from cable penetration by the ban on distant signals.

The problem here, Mr. Moore said, is that the cable rules "served as rocket propulsions" for systems to grandfather additional channels before the effective date of the rules. Those same signals would be prohibited once the rules go into effect. The grandfather clause must be dropped entirely to prevent this injustice, Mr. Moore said.

Small-market radio licensees also would not escape harm from cable under the present rules, Mr. Moore said. Although the commission has said it would not process CATV applications for distant radio-signal importation in market with a population under 50,000 unless all the local radio stations are carried, this intent is "meaningless" when the complying cable system is still free to import "scores" of distant signals, Mr. Moore said.

Distant radio stations, he noted, have no public-service commitment to the

community into which they are imported. Additionally, "the exposure granted their national advertisers by the importing CATV system make it unnecessary for such advertisers to purchase time on local stations," Mr. Moore said.

In yet another area, Mr. Moore asserted that despite numerous pleadings that in small-markets, CATV systems must be forced to protect broadcasters at least 65 miles from their systems, the commission has elected to standardize the 35-mile zone. Thus, he said, "the commission insists that a neat, mathematical distance standard cannot be sacrificed in a general rule. The commission is saying, in effect, that while it recognizes the distinct differences which apply to a Washington, or Baltimore, and a Twin Falls, Idaho, or Missoula, Mont., it can make no exception in the general rulemaking process for the small-market television station operation."

Mr. Moore said that the service area outside the 35-mile zone is "vitaly important" to small-market television stations. They have made specific public-service commitments to these areas, rely on them for advertising, and have undergone "tremendous expense" in building translators to serve them, he said.

In another filing at the commission last week, KFMB-TV San Diego asked the agency to clear up a particular controversy over the cable rules.

The station asked the commission to issue a declaratory ruling that existing cable system that have been subject to an FCC order not to expand their operation beyond a designated locality may not do so under the new rules unless they obtain a certificate of compliance from the commission.

The new cable rules specify that no new CATV system may commence operation, and no present system may add another channel, without first obtaining such a certificate. But apparently, KFMB-TV noted, that rules do not cover present systems wishing to expand their area of operation.

If CATV systems certified to operate only in specific areas are not treated as new systems when they expand under the new rules—thus obligating them to obtain an FCC certificate, the station said, the systems could expand unchecked as long as they carry only grandfathered TV signals in the new areas. And, KFMB-TV argued, those systems would also be free to avoid complying with new requirements concerning access and leased channels, channel capacity and franchise standards, since they would be grandfathered under the old rules.

An affirmative ruling by the commission, the station said, would specifically affect systems in San Diego, Cleveland, Philadelphia and Toledo, Ohio.

Moves to delay new cable rules

NAB to seek stay pending copyright legislation; AMST prepares petition

A move to set aside the effective date of the new FCC cable-TV rules was taken last week by the executive committee of the National Association of Broadcasters.

The NAB staff was ordered to seek reconsideration of the rules and to ask that their effective date be stayed until an agreement is reached among the parties on copyright legislation to be submitted to Congress.

The NAB also, according to Richard D. Chapin (Stuart Enterprises, Lincoln, Neb.), chairman of the association, will ask for the effective date for grandfathering existing CATV systems to be Nov. 11, 1971, rather than the March 31 date that is listed in the FCC rules. The 1971 date was when the compromise agreement among broadcasters, cable operators and copyright representatives was signed.

These were two of the significant elements in the commission's CATV regulations to which the NAB will object. Others are in the nature of clarifications of details, some of which, broadcast representatives charge, are not exactly written the way they understood they were to be expressed.

A second petition for reconsideration is anticipated from the Association of Maximum Service Telecasters, whose board also stressed that the rules should not become effective until an agreement is reached on copyright legislation (BROADCASTING, Feb. 21).

Last week a broadcaster, Dale G. Moore, KGVO-TV Missoula, Mont., asked the FCC to reconsider the CATV rules (see page 35). Even earlier, KVVU-TV Henderson, Nev., asked a federal court in Washington to require the FCC to hold hearings before issuing the new rules (BROADCASTING, Feb. 14).

Meanwhile, a scheduled meeting between CATV and copyright lawyers that was to have been held Feb. 29 was postponed until March 10.

Business fulcrum for blacks under study

Planning is under way by a group of black executives interested in aiding blacks around the country who want to enter the communications business as owners.

Some 15 executives, representing corporations, banks, the law, foundations and government, met in Washington

two weeks ago to review proposals for raising and distributing funds, as well as for providing advice and guidance, to black groups that want to invest in television, radio, CATV, video cassettes or similar enterprises.

One proposal discussed was for a single, multimillion-dollar financial-and-expertise resource center. However, there were some at the meeting who felt that several resource centers would be more advantageous than one.

The feasibility of the various proposals is being considered by the group, which is expected to hold a number of meetings on the project.

The names of the executives, who were in Washington to attend a dinner honoring former Secretary of Commerce Maurice Stans, have not been divulged. However, it is known that William Wright, of Black Efforts for Soul in Television, and Ted Ledbetter, president of Urban Communications Group Inc., a communications consulting firm, were present.

KGFJ concessions satisfy citizen group

KGFJ(AM) Los Angeles has reached accord with a citizen group that had petitioned the FCC to deny the station's license renewal (BROADCASTING, Nov. 1, 1971).

KGFJ has amended its renewal application to make changes in programming and other practices that were criticized by the Council on Radio and Television in its petition to deny.

CORT, a black citizen group, characterized the changes in the KGFJ amendment as "designed to make the 'soul' station more of a public service to the black community rather than a vehicle for commercialism." KGFJ's programming is predominantly black-oriented. The station has a rhythm-and-blues format.

Foremost in KGFJ's amendment is a provision calling for the establishment of a citizens' advisory council, with a 75% black membership. The council is to meet four times a year to review and make suggestions about the station's operation. Although Tracy Broadcasting Co., the KGFJ licensee, said it reserves exclusive right to final decisions, the amendment states that Tracy will "make a good-faith effort" to follow the council's recommendations.

The station has also agreed to add two new programs, one of a public-affairs nature and another religious. The latter will be broadcast regardless of whether commercial sponsorship is available. The public-affairs program, KGFJ said, will be produced with the assistance of black students in the area.

It is expected to deal with locally oriented programs, black culture, and instructional material.

KGFJ will also program more public service announcements of particular relevance to black youth, and will air PSA's intended to familiarize the consumer with "exploitive, misleading or fraudulent" advertising practices. In the same vein, the station has agreed on a commercial-acceptance policy designed to preclude misleading advertising. KGFJ said it will make some free commercial time available to new black-owned businesses.

The amendment further notes that KGFJ will continue to present "fair, balanced and in-depth reporting" of news concerning the black community; will continue to editorialize on issues relevant to area blacks, and will observe the provisions of the fairness doctrine and equal-time rules. KGFJ's previously stated employment policy was affirmed with a promise that the station will specifically recruit black students of communications.

CORT's attorney, Stan Levy of the Beverly Hills Bar Association Law Foundation, emphasized that the filing of KGFJ's amendment "culminates" his client's efforts in this case. CORT was also aided in its negotiations with the station by a group of Loyola University law school students.

Pastore's 315 repeal clears committee hurdle

Legislation to repeal Section 315 of the Communications Act for presidential and vice presidential candidates in general elections sailed through the Senate Commerce Committee last week by a 15-to-1 vote.

The bill (S. 3178), introduced several weeks ago by Communications Subcommittee Chairman John O. Pastore (D-R.I.) (BROADCASTING, Feb. 21), would take effect this year and allow broadcasters to give free time to major-party candidates without having to grant equal time to all contenders. The political-spending measure signed into law by President Nixon Feb. 7 contains no repeal of Section 315 for any candidate category.

The only vote against the Pastore equal-time bill last Wednesday (Feb. 29) came from Senator Howard Baker Jr. (R-Tenn.). Republicans J. Glenn Beall Jr. (Md.) and Robert Griffin (Mich.) were absent.

The bill was not considered in the Communications Subcommittee and no hearings were held on it. A subcommittee spokesman said Senator Pastore will push for early Senate action on the measure.

Compromise is out in Greensboro

FCC says public interest would be better served by choice between WFMY-TV and challenger

The FCC appears to have signaled a new, tougher policy that will make it more difficult for renewal applicants and challengers for their frequencies to settle their cases outside a hearing.

The commission last week announced that it had denied a joint petition by WFMY-TV (ch. 2) Greensboro, N.C., and Greensboro Television Co. for approval of an agreement under which Greensboro TV would have withdrawn its competing application for channel 2 in return for reimbursement of \$44,195 in expenses.

The commission, noting that Greensboro TV may decide to withdraw from the contest with WFMY-TV voluntarily, directed the applicant to file a statement of its intent within 30 days. If it does not indicate it intends to proceed, its application will be dismissed.

The commission, which acted on a 4-to-2 vote, said it was adhering to the principle established nine years ago, in a case in which NBC was seeking renewal of its license for channel 3 Philadelphia in the face of a competing application filed by Philco Corp. The commission refused to approve an agreement under which Philco would have withdrawn from the contest in return for reimbursement of \$550,000 (BROADCASTING, March 18, 1963).

(The commission ultimately decided that case by renewing NBC's licenses for WRCV-AM-TV but only on condition that the network exchange those stations for Westinghouse Broadcasting Co.'s KYW-AM-TV Philadelphia, and thus undo a trade-sale agreement completed in 1956 between NBC and Westinghouse [BROADCASTING, Aug. 3, 1964]. The commission held, as the Justice Department had charged, that the network had used its power to grant or withhold affiliations to force Westinghouse to make the original agreement.)

The commission said then that unless there were special public-interest considerations or other unique circumstances, the public interest would be served by holding a comparative hearing between a renewal applicant and a challenger for its frequency. The commission said the circumstances in the Greensboro channel 2 case were not "of sufficient weight to offset the detriment to the public interest which would result from the loss of a choice between competing applicants."

The two applicants said that approval of the agreement would spare the commission and WFMY-TV staffs the burden of a long comparative hearing.

In addition, Greensboro TV said it

felt its chances for success in a contest with WFMY-TV had diminished since it filed its application, in November 1969, principally on issues involving ascertainment of community problems, integration of management and ownership and concentration of ownership of mass media. (The station is owned by the parent company of the publisher of the only daily newspaper in Greensboro.) Greensboro TV said commission actions in those areas over the last two years had weakened its position.

The commission in 1970 had approved two agreements that ended challenges to renewal applicants by competing applicants: one case involved NBC's KNBC-TV Los Angeles; the other Post-Newsweek's Stations' WPLG-TV Miami. In both, the challengers said that the commission's Jan. 15, 1970, policy statement on comparative hearings involving renewal applicants, which was adopted after they filed their applications, and which was designed to afford licensees with protection against challengers at license-renewal time, had adversely affected their chances of success.

The request for approval of the agreement was filed in May 1971, less than a month before the U.S. Court of Appeals in Washington declared that policy statement illegal. Regardless of that development, which the commission said does not settle all questions in the license-renewal-comparative hearing area, the commission said that, despite its actions in the NBC and Post-Newsweek cases, the "controlling principle" was established in the 1963 NBC case.

It said that a "new applicant must make his judgment to go forward with the full hearing in which he can advance his grounds why he should be preferred, or to dismiss, but with no reimbursement of expenses."

The commission order was adopted by Commissioners Robert E. Lee and Charlotte Reid, with Chairman Dean Burch and Commissioner Robert E. Lee concurring and Commissioners Nicholas Johnson and Richard E. Wiley dissenting.

Viacom grows in Northwest

Viacom International Inc., whose cable-TV interests include 28% of United Community Antenna System Inc., CATV operator in and around Seattle, announced last week it has signed a letter of intent to acquire the remaining 72% of the local firm. The 72% is owned equally by Fisher's Blend Stations Inc. (KOMO-AM-TV Seattle), King Videocable Co. (KING-AM-FM-TV Seattle)

and KIRO Inc. (KIRO-AM-FM-TV Seattle). Purchase price was not disclosed.

United and a wholly owned subsidiary, Vista Television Cable Inc., were said to have more than 15,000 subscribers. Ralph M. Baruch, Viacom president, said that after the acquisition Viacom will have 35,000 subscribers in Washington state and its wholly and partially owned systems throughout the country will have 167,000 subscribers.

Cable holds new rules up to ACLU's proposals

The National Cable Television Association and 20 system operators last week attacked in two separate filings with the FCC a proposal by the American Civil Liberties Union that essentially would reduce cable to the role of common carrier.

ACLU, a frequent critic of the commission's efforts in cable regulation, had asked the agency to rule that CATV operators are subject to regulation under Title II of the Communications Act. As such, they would be required to lease all channels not occupied by a broadcast signal to anyone desiring them on a first-come, first-served basis. Further, they would have no say as to what is transmitted over these channels and would be obliged to file tariff statements with the FCC that would be subject to scrutiny and adjustment by the commission.

Responding to this proposal last week, NCTA said: "At this point, ACLU's petition is at best premature; at worst, moot." The FCC's cable rules, which were issued after ACLU's filing, provide revised standards for channel capacity, an equal number of broadcast and nonbroadcast channels, and a formula increasing the number of nonbroadcast channels on demand, NCTA said. And aside from those channels reserved by the system for program origination, it said, all other nonbroadcast channels should be available for leasing or free access.

The only thing the FCC did not do in its regulatory package, NCTA said, was to call CATV a Title II common carrier. Instead, it said, the commission has permitted "latitude and experimentation" in cable, and has stated that CATV operators "are neither broadcasters nor common carriers within the meaning of the Communications Act. Rather, cable is a hybrid that requires identification and regulation as a separate form of communications."

The system operators filed jointly, and agreed with NCTA's arguments. "Any further commission action [short of denying ACLU's proposal] would yield little significance and constitute a mere academic exercise," they said.

Hughes Tool ordered to testify on Maheu

The business ventures of billionaire Howard Hughes have touched many fields, broadcasting not excluded. These maneuvers have evoked the interest of the FCC, which last week instructed a Hughes subsidiary to divulge what it knows about an applicant for a Fullerton, Calif., 50-kw AM facility, in which Mr. Hughes's erstwhile confidant, Robert A. Maheu, is a stockholder.

The commission's action, which overruled a request by Hughes Tool Co. that it be excused from the Fullerton proceeding, follows a ruling by the FCC's review board last April denying all other applicants for 1110 khz there and designating the application of Orange Radio Inc. for separate hearing on character-qualification issues (BROADCASTING, May 3). In that ruling, Hughes Tool Co. was named as a party in the further hearing.

The issues to be decided in the new hearing with respect to the Hughes enterprise are determinations of whether Mr. Maheu made misrepresentations to the commission in Orange's pleadings for the Fullerton grant; whether Orange made erroneous statements regarding the time Mr. Maheu would devote to the new station; whether Mr. Maheu

had at any time assumed unauthorized control over Hughes Tool Co.'s KLAS-TV Las Vegas, and whether the KLAS-TV management relinquished such control to Mr. Maheu.

Although the commission said it must require Hughes Tool Co. to testify in the Fullerton proceeding, it granted the company's request that it also be made a party to an issue in the forthcoming hearing as to whether Orange or Mr. Maheu lied about the nature of Mr. Maheu's business activities, especially those involving Mr. Hughes himself, Hughes Tool Co., or Mr. Hughes's Nevada operations. This request apparently coincides with litigation brought against Mr. Maheu by Hughes Tool Co. to counter Mr. Maheu's suit against individuals who allegedly attempted to strip him of his duties with Mr. Hughes's business enterprise.

Orange is now the sole remaining applicant for the 1110 khz frequency, which was placed under interim authority in 1962 when Eleven Ten Broadcasting Corp. lost its license for KRLA(AM) Pasadena, Calif. Oak Knoll Broadcasting Co., a nonprofit venture, has been operating KRLA on an interim basis.

Sullivan's bigger cable show

Sullivan Productions, New York, headed by entertainment personality Ed

Sullivan has expanded its cable-TV holdings. The company announced last week it has acquired American Cablevision Corp.'s system in Cambridge, Md., and undeveloped franchises in Hurlock, Denton, St. Michaels, Oxford and Secretary, all in Maryland's Eastern Shore region.

The Cambridge system has about 1,300 subscribers and there are approximately 4,000 additional homes in the franchised communities. Sullivan Productions also owns and operates five cable-TV systems in upstate New York and three in Illinois, and is constructing a new system in Benton, Ill.

Whitehead actions may prompt court challenge

A public-interest lawyer in Washington said last week he is considering bringing a lawsuit challenging the intrusion of Clay T. Whitehead, director of the Office of Telecommunications Policy, in both the CATV and the counteradvertising issues.

He is Victor H. Kramer, director of Georgetown University's Institute for Public Interest Representation, who made his remarks at the advertising and law seminar in Washington last week (see page 28).

The thrust of Mr. Kramer's concern seems to be the intervention of a member of the executive branch in decisions of Congress—on the assumption, he said, that both the FCC, regarding CATV, and the Federal Trade Commission, regarding counteradvertising, are arms of Congress.

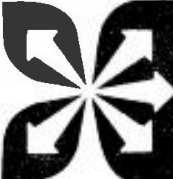
Pittsburgh area AM-FM faces billing charge

A Pennsylvania licensee faces revocation of the licenses of its two radio stations on charges including fraudulent billing.

Gateway Broadcasting Enterprises Inc., licensee of WYDD(FM) Pittsburgh and WKPA(AM) New Kensington, Pa., was told last week by the FCC that it must show cause in hearing why it should not lose those licenses.

The hearing will attempt to determine whether Gateway knowingly engaged in fraudulent billing practices; whether the advertising rates the stations charged a men's shop owned by one of Gateway's officers and stockholders were substantially lower than those charged other advertisers, and whether any of Gateway's principals used the stations to gain a competitive business advantage in any matter other than the stations' operation.

The commission said that the information concerning WKPA-WYDD came to



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its attention after the stations' licenses had already been granted, and that "if substantiated," the charges would warrant revocation.

Most adults get news in morning on radio

Results of a survey announced by CBS Radio last week show that radio is the main source of news in the morning for more than half of all Americans 18 years and older.

The study, conducted by Opinion Research Corp., Princeton, N.J., among 2,003 persons last November and December, reveals that 52% of the sample turned to radio in the morning for news, as against 20% each for television and newspapers.

George Arkedis, vice president and general manager of CBS Radio, which commissioned the survey, said the results paralleled another study made last summer by Opinion Research among business executives. That survey showed that 58% of the executives chose radio as their first source of morning news.

Changing Hands

Announced

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

■ WSEO-FM Kalamazoo, Mich.: Sold by Steere Broadcasting Corp. to Stephen C. Trivers and William J. Wertz for \$150,000. Seller owns WKMI(AM) Kalamazoo and WXIT(AM) Charleston, W. Va. Mr. Trivers is station manager and Mr. Wertz program director of WSBA-FM York, Pa. WSEO-FM operates on 106.5 mhz with 23.5 kw and an antenna 285 feet above average terrain. Broker: Chapman Associates.

■ KCLW(AM) Hamilton, Tex.: Sold by William E. Hobbs to George W. McClarin for \$120,000. Mr. McClarin is now with WHLT(AM) Huntington, Ind. KCLW operates daytime on 900 khz with 250 w. Broker: Hamilton-Landis & Associates.

(Hamilton-Landis was also broker in the sale of KRSA(AM) Salinas, Calif. [BROADCASTING, Feb. 28]).

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 53).

■ WYFM(FM) Charlotte, N.C.: Sold by William A. Vaughn and others to Arthur C. Keller, James L. Draper and others for \$200,000. Messrs. Keller and

Draper have interests in WEEL(AM) Fairfax, WEZR(FM) Manassas and WEZS(FM) Richmond, all Virginia, and WEZB(FM) New Orleans. WYFM operates on 104.7 mhz with 3.8 kw and an antenna 210 feet above average terrain.

■ WDEW(AM) Westfield, Mass.: Two-thirds interest sold by Sherwood T. Tarlow and Joseph Kruger to Allan W. Roberts and Richard H. Vaughn for \$143,813. Mr. Roberts already holds the other one-third interest in the station. He also owns 96.2% of Central Broadcasting Corp., to which the two-thirds interest is being transferred. Central owns WARE(AM) Ware, Mass. Mr. Roberts also has an interest in an inoperative CATV system at Ware, and is the applicant for a new AM at Clinton, Mass. Mr. Vaughn has a 3% interest in Central and is news director of WDEW. WDEW operates on 1570 khz with 1 kw day.

■ KILE(AM) Galveston, Tex.: Interest in station sold by D. M. Wiggins and George Atkinson to Tom Wiseheart and Frank Junell for \$132,000. As a result of the transaction, Mr. Wiseheart's ownership in the station will change from 20.1% to 51%, and Mr. Junell's ownership, from 35.6% to 49%. In addition, Mr. Wiseheart will over a 10-year period buy out Mr. Junell's inter-

est. Mr. Wiseheart is general manager of KILE. Mr. Junell has an interest in KNIT(AM) Abilene and KKUB(AM) Brownfield, both Texas. KILE operates on 1400 khz with 250 w.

■ WGLN(FM) Sylvania, Ohio: Sold by Twin States Broadcasting Inc. to Lewis W. Dickey for \$125,000. Larry Green is president of Twin States. Mr. Dickey owns WOHO(AM) Toledo, Ohio. He also owns Woman's World Inc., a Toledo broadcast syndication firm, and has interest in numerous banks. WGLN is on 105.5 mhz with 3 kw and an antenna 300 feet above average terrain.

Cable TV

■ The WHJB Inc. Cable TV CATV system at Greensburg, Pa., has been sold to Covenant Cable Inc., a wholly owned subsidiary of Broad Street Communications, Riverside, Conn., for about \$3.5 million. The system has 10,500 subscribers. Principals of WHJB Inc. Cable TV are Milton J. Shapp, governor of Pennsylvania, and Mel Goldberg. Mr. Goldberg owns WHJB(AM) Greensburg. Broad Street also owns a cable system at Millville, N.J., and WELI(AM) New Haven, Conn. Richard L. Geismar, William Baucé and Fred Walker are principals. Blackburn & Co. assisted in negotiations.

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FCC mixup, tardiness claimed by Friendly

WLYT(FM) Cleveland Heights, Ohio, was characterized as an innocent bystander and its AM counterpart, WJMO, as a victim of FCC tardiness, in a filing last week by Friendly Broadcasting Co. arguing for revision of a hearing order on the stations' licenses.

The FCC had set the renewal applications of the outlets for hearing last January (BROADCASTING, Jan. 31).

Friendly Broadcasting Co. is a subsidiary of United Broadcasting Co. United is owned by group broadcaster Richard Eaton, who now faces litigation at the commission on the licenses of seven of his 16 broadcast stations. Friendly urged last week that WLYT(FM) be eliminated from the commission's hearing order and that most of the charges against WJMO(AM) be dropped.

In its first argument, the licensee said that all of the violations listed in the hearing order stemmed from an FCC staff investigation of WJMO's facilities in February 1971. Not only was WLYT never investigated, it charged, but the FM operation is completely severed from the AM. Further, it contended, none of the issues cited in the Broad-

cast Bureau's bill of particulars on the case related to, or even named, WLYT.

Friendly also argued that most of the issues against WJMO must be dismissed because of the "irreparable violation" of the licensee's rights that has occurred through the commission's lengthy inactivity in the case. It noted that the WJMO-WLYT hearing order included a notice of apparent liability which the commission instituted "to maintain the fullest possible flexibility of action" by the presiding hearing examiner in the case. But, Friendly complained, it cannot be fined on most of the violations, since the one-year statute of limitations on them has now passed.

"By failing to act over a period of many months," Friendly complained, "the commission has allowed its power to utilize a lesser sanction than license denial (or short-term renewal) to expire."

Later in the week, it was learned that Mr. Eaton had reached agreement to sell WMUR-TV (ch. 9) Manchester, N.H. Buyer is Charles W. Grinnell, a Manchester businessman. Price was fixed at \$3 million, which will be financed through a \$600,000 down payment and a 10-year pay out. WMUR-TV is one of three Eaton stations designated together for hearing by the commission in connection with an ABC-TV affiliation con-

troversy. The sale is subject to the FCC's approval of a United petition for reconsideration of that hearing order, as well as the commission's routine transfer authorization.

A quieter Johnson explains cable view

FCC Commissioner Nicholas Johnson turned the heat under his controversy with FCC Chairman Dean Burch way down last week.

Commissioner Johnson had sparked things last month with his denunciation of the commission's massive report and order in the CATV rulemaking case as government "decision-making at its worst" and an example of "presidential interference" in the operation of an independent agency.

Chairman Burch responded with a statement containing terms like "demagogue," "irresponsible," "bombast," and "simplistic approach" in referring to the commissioner and his statement (BROADCASTING, Feb. 21).

Last week, Commissioner Johnson restated his position, though in cooler terms. A principal cause of complaint in his original statement was the Office of Telecommunication Policy's role in helping bring off the compromise among broadcasters, cable television operators and copyright owners that paved the way for commission adoption of the report and order.

He said he still feels that intervention "was wrong, inappropriate, despicable—call it what you will." He also said he believes it was politically unnecessary and possibly illegal. Much of his seven-page statement was taken up with quotations from an appeals court decision in a Washington case involving a controversy over the proposed construction of a Potomac River bridge that the commissioner says supports his view that the commission's acceptance of the compromise was illegal.

But "none of this has anything to do with my personal feelings about Dean Burch or President Nixon," the commissioner said. "Nor does it have to do with my unwillingness to compromise. . . . It has to do with the outer reaches of propriety in administrative procedure."

Redhead in NAB finale

The Broadcast Pioneers banquet that will be held in Chicago during the National Association of Broadcasters convention will have Arthur Godfrey as guest of honor. Mr. Godfrey at the April 11 event will present his last broadcast after 27 continuous years in network radio.

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Cobb in for Comstock at the NAB

**Assumes critical, criticized government relations;
Ex-commissioner Bob Wells in line as successor**

A long anticipated change took place at the National Association of Broadcasters last week: Paul B. Comstock, for almost 10 years the association's chief lobbyist, resigned and Grover C. Cobb, executive vice president for station relations, was at once named the new executive vice president for government relations ("Closed Circuit," Feb. 28).

Speculation immediately centered on Mr. Cobb's replacement in the station-relations field. At week's end, all that could be learned is that Vincent T. Wasilewski, NAB president, has been discussing the post with Robert Wells, Kansas broadcaster (Harris stations) and former FCC commissioner.

Mr. Wasilewski declined to comment on his discussions with Mr. Wells, except to say he has been talking to a number of people about the station-relations job. Mr. Wells declined to confirm or deny his interest in the position.

Mr. Cobb, also a former Kansas broadcaster (KGV[AM] Great Bend and KSLI[AM] Salina), joined the NAB in 1971. Immediately beforehand he was vice president for broadcasting of the Gannett Co. He was chairman of the NAB in 1967-69.

Mr. Comstock's resignation has been hinted at for the last several years. Last year mounting criticism of NAB's lack of success in fending off government attacks on broadcasting reached a peak. Dissident members of the NAB board, primarily radio members, mounted a campaign against Mr. Wasilewski's leadership—again principally aimed at Mr. Comstock and the poor record of the government-relations department. That move collapsed at the board meeting in Florida last January when Mr. Wasilewski was given a vote of confidence (BROADCASTING, Jan. 31).

Mr. Comstock declined last week to identify his new association, although he has told friends that he has signed a contract that is effective early in September, leading to the belief that his new affiliation may be in university teaching. His new assignment, he said, will be "much concerned with the progress and service of the broadcasting profession."

For the remainder of his association with the NAB, Mr. Comstock will serve as special counsel concentrating on cable TV, consumer and advertising matters.

He plans to take a three-week vacation in mid-August, he said.

During his decade with the NAB, Mr.



Mr. Cobb



Mr. Comstock



Mr. Wells

Comstock has been vice president for government affairs, vice president and general counsel, and in January last year, executive vice president for government relations.

He is a native of Oklahoma and a graduate of the University of Oklahoma. Mr. Comstock was a partner in the law firm headed by former Senator Spessard Holland (D-Fla.) and served with the State Department and the Executive Office of the President under President Eisenhower.

The plight of the government-relations department also was a topic of discussion at the NAB executive committee meeting last week in Washington. Acting at the direction of the joint board at its January meeting, the executive committee discussed beefing up that area of NAB activities with more money and more personnel. Specific recommendations should be at hand at the next executive committee meeting to be held in Washington early in April, before the NAB convention in Chicago, Richard D. Chapin (Stuart Enterprises, Lincoln, Neb.), chairman, said.

Steele makes plea for RFE, Radio Liberty

Representative Robert Steele (R-Conn.) last week called on President Nixon to confer with congressional leaders on saving Radio Free Europe and Radio Liberty.

In a speech prepared for House delivery, Mr. Steele charged that Senate Foreign Relations Committee Chairman J. William Fulbright (D-Ark.) has kept from the public two favorable reports on the propaganda outlets. The reports, ordered by the Senate committee, are available to members of Congress but have not been published for public distribution.

Mr. Steele asked Senator Fulbright to publish the reports and asked Congress to keep the stations operating until the reports can be studied.

In another development, Senators Hubert Humphrey (D-Minn.) and Charles Percy (R-Ill.) introduced a resolution last week urging the Senate to support the stations. The resolution was cosponsored by a bipartisan group of over 40 senators, including Edmund Muskie (D-Me.), who said the stations "should not be permitted to die" while Congress determines their future operations.

Senate and House conferees were unsuccessful several weeks ago in an attempt to agree on compromise funding legislation for RFE and Radio Liberty. Funding for the stations ran out Feb. 22, and no further conference sessions have been scheduled. The stations broadcast to eastern European nations and the USSR, respectively.

Jayhawk broadcasters climb Capitol Hill

A score of Kansas broadcasters were in Washington last week to see their congressional delegation, primarily to urge support for legislation that would protect licensees from harassment by outside groups at license renewal time—an activity that is obviously going to increase this year.

The Kansans' two-day visit took them to the National Association of Broadcasters for a morning briefing, a Capitol Hill luncheon with one senator and a half-dozen congressmen, a visit with FCC commissioners and staff, a meeting with Clay T. Whitehead, director of the Office of Telecommunications Policy, and individual meetings with senators and representatives.

The Kansas Association of Broadcasters delegation is the third broadcaster group to come to Washington this year. Earlier there had been groups from Florida and from Oregon.



Principal Kansas Association of Broadcasters officials listen to Senator James B. Pearson (R-Kan.) (second from left) at the KAB luncheon for senators and congressmen on Capitol Hill last Monday (Feb. 28). Others (from the left) are Sherwood R. Parks, KINA(AM) Salina, KAB president; Robert D. Fromme, WREN(AM) Topeka, president-elect, and Hank Parkinson, KAB executive secretary.

WDSU goes marching in to collect its honor

WDSU(AM) New Orleans, now in its 49th year, was honored with the 12th annual Broadcast Pioneers Mike Award at New York's Pierre hotel last week (Feb. 29).

Proceeds from the banquet in the station's honor are used in the work of the Broadcasters Foundation, an adjunct of the Broadcast Pioneers.

Taking part in the ceremony were FCC Chairman Dean Burch (who delivered a copy of the original license awarded to the station in 1923 when its assigned call letters were WCBF); Leonard J. Patricelli, WTIC-AM-FM-TV Hartford, Conn., president of Broadcast Pioneers; Louisiana Governor John J. McKeithen; New Orleans Mayor Moon Landriew; Senator Russell Long (D-La.); NBC President Julian Goodman; Vincent Wasilewski, president of National Association of Broadcasters; Edgar B. Stern, president, Royal Street Corp.; A. Louis Read, president, WDSU-AM-FM-TV, and Harold M. Wheelahan, vice president and general manager, WDSU-AM-FM. Entertainment was provided by Pete Fountain and his jazz group.

A gilded replica of a pioneer microphone (actually used by WDSU) was presented to Mr. Read by Joseph E. Baudino, senior vice president of Westinghouse Broadcasting Co. and president of the Broadcasters Foundation.

Among congratulatory wires read by host for the evening, William B. Monroe Jr., Washington editor of NBC's



The Golden Mike award was presented to WDSU's A. Louis Read (second from left) by Joseph E. Baudino, president of the Broadcasters Foundation. At left is Leonard J. Patricelli of WTIC-AM-FM-TV Hartford; at right Edgar B. Stern, president of Royal Street Corp., licensee of the pioneer New Orleans station.

Today show and a WDSU alumnus, was one from Representative F. Edward Hebert (D-La.) which set WDSU apart at a time when "media is under criticism for irresponsible reporting."

Challenges in Conn.: one filed, more on tap

The March 1 deadline for submitting challenges to license-renewal applications in the state of Connecticut passed at the FCC with one petition to deny being filed and four late-comers promised.

The challenge landing at the commission within the time limit was made

against WCCC-FM Hartford by a competing facility, WHCN-FM there. The basis for the challenge, according to WHCN-FM, was an alleged history of interference by its competitor.

Attached to the WHCN-FM petition were a series of communications between Randall M. Mayer, the station's general manager, and the FCC, dating back to last August. Mr. Mayer complained that WCCC-FM, which operates on 106.9 mhz, was substantially exceeding the permissible amount of radiation set by the commission, and causing degradation of WHCN-FM's signal in some areas. WHCN-FM is on 105.9 mhz.

Mr. Mayer said that attempts to reach

an outside solution with WCCC-FM's general manager were largely frustrated by the latter's insistence that WHCN-FM hire a consultant to survey the situation. Mr. Mayer contended that he was qualified to do that research himself. He conducted three studies of WCCC-FM's signal over a six-month period.

WHCN-FM emphasized that its only concern is to see an end of the interference problem. However, it said, if WCCC-FM does not rectify the situation quickly, denial of the station's license or designation of the matter for hearing would be appropriate.

On another front, a coalition of local citizen groups asked the commission to give it a week's extension of time to file petitions to deny against WNLC(AM) New London, WICH-AM-FM Norwich and WKND(AM) Windsor. The coalition described itself as "broad-ranging" and including area chapters of the National Association for the Advancement of Colored People and the National Organization of Women, and the New London Coalition for Responsive Media. The group said it is "currently holding discussions [with the licensees] on the matter of the stations' license renewals," and that a time extension would "facilitate" those discussions. Challengers said that attorneys for the licensees are agreeable to an extension.

Klein and Whitehead to address NAB

Herbert G. Klein, President Nixon's director of communications, and Clay T. Whitehead, director of the Office of Telecommunications Policy, have been scheduled for appearances at the annual convention of the National Association of Broadcasters, April 9-12 in Chicago ("Closed Circuit," Feb. 28).

Among other highlights of the convention is "Quo Vadis, Video," a Tuesday-morning (April 11) discussion of TV's future, including as panlists: Burton Benjamin, CBS News; Herbert Schlosser, NBC's West Coast programming vice president; W. Theodore Pierson Sr., Washington lawyer, and David J. Curtin, Xerox public affairs vice president. Herb Jacobs, Telcom Associates, will be moderator of that session.

Messrs. Klein and Whitehead join other convention speakers already announced: John B. Connally Jr., secretary of the treasury; Frank Stanton, vice chairman, CBS; Dean Burch, FCC chairman, and the Rev. Billy Graham, recipient of the NAB's Distinguished Service Award.

Principal speaker at the engineering luncheon on Tuesday, April 11, is Dr. James C. Fletcher, administrator of the National Aeronautics and Space Administration.

Programming

CBS's 'The Damned' damned on its own

X-rated late movie hit by clearance defections, criticism

CBS-TV had a flap on its hands last week over its edited version of "The Damned," possibly the first X-rated theatrical film ever presented on network television in any form, which ran—less than unanimously—on its late-night movie Monday (Feb. 28).

A reported 30 affiliates, out of approximately 170 that normally clear the *CBS Late Movie*, refused to carry the film, although its original running time had been cut by about 25% through the deletion of scenes of incest, nudity, homosexuality, drugs, sex and child molestation and a good deal of just plain gore. CBS declined to identify stations, but among those that reportedly rejected the film were WTOP-TV Washington and WJXT(TV) Jacksonville, Fla.; WMAR-TV Baltimore; WHDH-TV Boston; WBTV(TV) Charlotte, N.C.; WPRI-TV Providence, R.I.; WHAS-TV Louisville; WLAC-TV Nashville; KLZ-TV Denver; KDFW-TV Dallas; KENS-TV San Antonio, Tex.; WCPO-TV Cincinnati and KOLN-TV Lincoln, Neb.

The rejections appeared to spring primarily from one of two causes: belief that movies X-rated [adults only] for theaters are, per se, unsuitable for showing on television in any form, and pressures from local audiences pre-empted to "The Damned." Some broadcasters also felt the editing left the TV version jumpy and dull or did not manage to get all objectionable material out, or both.

Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co., licensee of WBTV, objected almost across the board. He said the picture had been carefully edited but that he still detected a sequence strongly implying child molestation, found the story "boring and disjointed" as a result of the editing and didn't think X-rated movies were proper material for television in any case. "In my considered judgment," he said, "nothing justifies the showing of an X-rated film on television, and parents—rightfully concerned about what comes into their homes for their children to see—should not have to worry about being subjected to material deemed unfit for young people . . . edited or not."

CBS-TV officials maintained that they—with prior help from Warner Brothers, the producer—had cleaned out the offensive material to a point where even a suggestion of child-molestation would not be discernible, in their judgment, to any but the "most sophisticated and knowledgeable" viewers. The editing, they contended, not only eliminated objectionable matter but may also have improved the story by accelerating its pace. Moreover, they emphasized, "The Damned" is the only X-rated film in the package they have bought.

CBS-TV previewed the edited version of the film—about the decadence and disintegration of a German munitions family during the Hitler regime—to affiliates by closed circuit in two parts, one Thursday (Feb. 24) and one the next day. Some stations—presumably including those that object to X-rated films on TV in any form—decided against it before seeing the preview, however.

Joseph Levine, vice president and program director of WHDH-TV Boston, for one, said that "as a matter of policy we don't accept commercials for X-rated movies, much less carry X-rated movies." When the station learned "The Damned" was scheduled, Mr. Levine said, it did ask CBS what would be eliminated, but CBS was still editing, so the station asked the Motion Picture Association of America why the picture had been given its X. "We didn't intend to carry it if CBS didn't get all that material out," Mr. Levine said, but MPAA refused to respond, "and so we decided not to schedule it."

Even if the MPAA had provided a bill of particulars, he added, there

A star is born

Once the kids in the suburban Washington neighborhood where the Dean Burch family lives get a load of *Sesame Street* on May 12, the FCC chairman will be walking in the reflected glory of his 7-year-old daughter, Dianne. The chairman, who was in New York with his daughter on Tuesday for the Broadcast Pioneers Annual Mike Award Dinner, took her to see the production of a *Sesame Street* segment (Joan Ganz Cooney is an old friend). And, as kids will, she began playing with the children who had been assembled on the set. An alert cameraman recorded the scene, and it will be shown on the May 12 episode.

would have been little time between the closed-circuit preview, which he said ended about 6:30 p.m. Friday, to make a scene-by-scene check before the program aired. The station substituted "Shadow of Evil," a suspense movie.

Thomas J. Swafford, CBS-TV vice president for program practices, said network officials decided in advance that "we wouldn't even look at 'The Damned' until Warners got the X lifted—which they did. They cut it until the movie code said it would get an R rating [adults and children accompanied by adults] in theaters."

The movie ran 160 minutes in theaters. Warners cut out 25 minutes and CBS another 10 minutes 58 seconds. Footage left on the cutting-room floor was said to include an explicit scene of incest, "considerable" nudity, about four minutes of a "drunken rout that had overtones of a homosexual orgy," a bed scene, a sequence showing the preparation and injection of narcotics, virtually all of the child-molestation scene, 4 minutes 45 seconds of a six-minute massacre scene and much of a long funeral scene.

Mr. Swafford thought it was "a pretty big thing to say" that X-rated films are never susceptible to editing for TV. "That's not to say that all X films can be edited," he added. But he felt that much objectionable material in X-rated movies is put there for its own sake, for impact, rather than for any real contribution to the story, "and when that is the case, it can be edited out."

CBS sources thought much of the flak was inspired by published stories like one they said appeared in *The Christian Crusade*, claiming that CBS was replacing the *Merv Griffin Show* with X-rated movies and calling upon readers to write CBS in protest.

"These are undoubtedly sincere people," one executive said, "but they are wrong in thinking we're putting X-rated movies in for *Griffin*. This was the only X-rated movie in our entire package."

No innocent talk on kids, violence

NBC's Milavsky may get call to hearing as result of 'Post' coverage of speech

Dr. J. Ronald Milavsky, manager of social research for NBC, made a seemingly innocent trip to Washington last week to talk about research methodology to a group of sociology and communications students at American University. As a result, he may be invited back to testify at the Senate Communications Subcommittee's hearings, scheduled March 21-24, on the surgeon general's report on TV violence.

Senate sources said the invitation may be extended because Dr. Milavsky was quoted, in a story in the *Washington Post*, as telling the American University students that NBC's on-going study of television violence, which he directs, had led him to tentative and preliminary conclusions that there is a slight but significant connection between violent action on TV and aggressive behavior in American boys—and that there is some but by no means conclusive evidence that TV violence may cause or contribute to the aggressive behavior.

In an interview back in New York later in the week, Mr. Milavsky tended to amplify more than correct the basic remarks attributed to him by the *Post*. He stressed that he not only had been talking about tentative and preliminary conclusions, based on the analysis of a fraction of the data the study will ultimately encompass, but also had been referring to a "statistically" significant correlation between viewing and behavior, not to a "significant" connection in the lay sense of being important.

Actually, he said, his studies do not show a "strong" connection at all but, at most, a link in the mid-range of those reported by the surgeon general.

The findings and conclusions that may be drawn from NBC's work thus far, he asserted, "are consistent with those in the surgeon general's report." That report, based on numerous studies, boiled down to the basic conclusion that there is no causal relationship between TV violence and aggressive behavior by most children, but that TV violence can trigger aggression in children predisposed to it (BROADCASTING, Jan. 17).

Though the NBC findings thus far tend to indicate that as the viewing of violence increases, aggressive behavior increases, Dr. Milavsky said it remains to be seen whether viewing affects behavior or whether a predisposition toward violence causes youngsters to seek out programs containing violence—or whether some other factor is at work. But what he has seen thus far in his studied "tends to suggest that television is a little stronger [influence] than behavior."

Pulse claims flaw in phone coinidentals

The accuracy of the telephone coincidental method of radio-audience measurement, which draws only from directory listings, came under fire last week as the result of a survey conducted by The Pulse Inc., New York.

The survey, conducted in the Toledo, Ohio, market, indicated that contemporary music stations get bigger audiences in homes with unlisted phones, while middle-of-the-road music scored higher in home with listed phones.

These figures, Pulse says, raise serious questions about the validity of audience research based on directory samples.

The Toledo market was selected for the Pulse survey because a recent survey conducted there by Drs. James A. and G. Allen Bruner. It showed statistically significant differences in several demographic characteristics in the listed-unlisted population. To see if the demographic differences pointed out by the Bruner survey were carried out in the listening habits of the Toledo community, The Pulse returned to its most recent study (April 1971) made by random personal—not telephone—interview.

Its results went like this: Measured in percent of audience share by day part, contemporary music stations received a 41 share with unlisted, compared to a 21 share with listed phones in the morning drive-time period. The gap increased to a 53 share (unlisted) to a 19 share (listed) from 10 a.m. to 3 p.m. During afternoon drive time, the contemporary music stations received a 46 share (unlisted) but a more modest 35 share (listed); in the evening, 57 share (unlisted), 34 share (listed).

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Who will survive on the networks?

Herb Jacobs warms up for annual forecast by picking 38 fall returnees

Herb Jacobs, forecaster of the network-television rating races, acknowledged last week that his handicapping a year ago of the 1971-72 "first season" was not up to his past proficiency, but he called his predictions "still very good."

Mr. Jacobs, chairman of Telcom Associates, New York, makes his forecasts for the fall during the National Association of Broadcasters conventions (BROADCASTING, April 5, 1971). He said he had attained "a most respectable 80% efficiency" for the 1971 "first season." He calculated this percentage by scoring what he called "66 bullseyes" (within three share points) and 34 "on target" (within five share points) out of 125 time periods. (Mr. Jacobs claimed a 97.5% efficiency rating for the 1970-71 "first season.")

Mr. Jacobs said that for the 1971-72 season he had underestimated ABC-TV's rating potential and had slightly overestimated NBC-TV's. His prognostication at ABC-TV, he said, amounted to a 73.7% rating; at NBC-TV, 85.7%, and at CBS, 100%. He conceded that he was off slightly in projecting NBC-TV as an over-all winner for the "first season," but pointed out he was only about 1% off.

Mr. Jacobs said that for next fall, he envisions 38 shows as "sure renewals": seven as "marginal" and 19 as "cancellation candidates."

ABC-TV series that Mr. Jacobs feels will return next fall are *Brady Bunch*, *The FBI*, *Love American Style*, *Marcus Welby*, *Mod Squad*, *Movie of the Week*, *Odd Couple*, *Partridge Family*, *Room 222*, *Sunday Movie* and football. In the marginal class he placed *Longstreet*, *Owen Marshall* and *Movie of the Week-end*. Those likely to be canceled are *Bewitched*, *Comedy Hour/Kopy Kats*, *Eddie's Father*, *Persuaders*, *Show of the Week*, *Sixth Sense* and *Smith and Jones*.

At CBS-TV, Mr. Jacobs predicts these returning shows: *All in the Family*, *Carol Burnett*, *Dick Van Dyke*, *Doris Day*, *Friday Movie*, *Funny Face*, *Gunsmoke*, *Hawaii Five-O*, *Lucy*, *Manix*, *Mary Tyler Moore*, *Medical Center*, *Thursday Movie* and *Sonny and Cher*. He lists *Cade's County* and *Canon* as "marginal." He tabs as cancellation candidates these series: *Arnie*, *Glenn Campbell*, *My Three Sons*, *Me and The Chimp*, *O'Hara*, *Don Rickles* and *Sunday Movie*.

At NBC-TV, Mr. Jacobs expects the

return next fall of *Adam-12*, *Bonanza*, *Dean Martin*, *Disney*, *Flip Wilson*, *Ironside*, *Laugh-In*, *Monday Movie*, *Mystery Tonight*, *Night Gallery*, *Sanford and Son* and *Saturday Movie*. In the marginal classification are *The Bold Ones* and the *Friday Movies*. Likely to be dropped are *Emergency*, *NBC Specials*, *Nichols* and *Jimmy Stewart*.

A word of caution on ASCAP signings

NAB reminds radio outlets that many are still protected in negotiating period

Radio broadcasters were warned last week by the executive committee of the National Association of Broadcasters that they should not sign extension agreements with the American Society of Composers, Authors and Producers as suggested by ASCAP earlier last month. The ASCAP agreement with radio broadcasters expired Feb. 29.

The NAB alert echoed an earlier notice to radio licensees by Elliott M. Sanger, chairman of the All-Industry Radio Music License Committee.

"There is no reason for any station that has authorized our committee to act in its behalf to sign ASCAP's proposed extension agreement," recently mailed to them, Mr. Sanger said.

The committee, he noted, has arranged that the 1,200 stations that have joined the committee continue using ASCAP material without fear of copyright infringement.

Stations that have not signed up with the committee, however, must make their own arrangements with ASCAP, both NAB and All-Industry Committee officials stressed.

The radio music committee and ASCAP are scheduled to appear March 20 before Judge Sylvester Ryan in U.S. Southern District Court in New York, to argue ASCAP's motion to have the current rates made the interim rates while the issue is in litigation. The All-Industry Committee plans to file an opposition early this month seeking an interim rate that is lower than the current fee. It also plans to petition the court soon to determine a reasonable fee for incorporation in future contracts.

The broadcast committee has asked ASCAP for substantial reductions in music payments, including elimination of the fee for sustaining programs, an incremental formula to be applied to increases in radio revenues that would result in one-half the normally applicable commercial rate, a 20% standard optional deduction, and the submission of annual reports instead of monthly accounting.

WOR-TV to feed special on environment to 40

Twelve hours of programing will be devoted to the environmental crisis by WOR-TV New York on March 21 (6 a.m.-6 p.m.), with all commercials eliminated from that period.

The special programing is being produced by WOR-TV in cooperation with the United Nations, which helped arrange for the appearance of many of the leading spokesman in the ecology movement. The 12-hour telecast will feature Hugh Downs as host.

Among those who will participate in various segments will be Rogers C. B. Morton, secretary of the interior; Christian Herter Jr., assistant secretary of State for environmental affairs; Dr. Margaret Mead, anthropologist; Bill Baird, population control crusader; Maurice Strong, secretary general of the UN Human Environmental Conference; William C. Conway, curator of the Bronx (N.Y.) zoo; Roger Tory Peterson, authority on bird life; David Brower, president of Friends of the Earth; James Hansen, Dow Chemical Corp.; Robert Moses, urban planner; Richard Charney, executive director, Glass Container Institute.

Most of the segments will be taped but there will be several live programs.

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PTV rivals find common target

Gunn, Day mount separate but equal attacks on Whitehead criticisms of news, public affairs

Two leading public broadcasters who often find themselves on opposite sides of internal disputes stood together last week in firm defense of public-affairs programming on public television.

Hartford N. Gunn Jr., president of the Public Broadcasting Service, and James Day, president of New York's Educational Broadcasting Corp., both dismissed as "ridiculous" the Nixon administration's argument that strong public-affairs programs have no place in national, federally funded noncommercial media. And both took direct jabs at the administration spokesman with whom that position is identified—Clay T. Whitehead, director of the Office of Telecommunications Policy.

Said Mr. Gunn: "A new young Socrates who suddenly has arrived upon the scene admonishes us to remember" that when taxpayers see controversial programs presented at their expense they will complain to the government, thereby politicizing the public media. "What they're really suggesting," Mr. Gunn said, "is that to eliminate the threat of government interference, we should eliminate public-affairs programming. Frankly, that is like telling the newspapers the best way to stop government threats of censorship is to stop publishing."

Said Mr. Day: "I find [Mr. Whitehead's position] so patently ridiculous that it virtually answers itself. When one realizes that commercial television devotes a scant 2% of its prime time to news and public affairs, in a country where self-government is dependent upon an informed electorate (whose people, when polled, cite television as their principal source of information), the only wonder is that the present administration would permit itself to be identified with such a ridiculous and self-serving position. One hopes it will not."

The two broadcasters' remarks were contained in separate speeches to the Western Educational Society for Telecommunications meeting last week in San Francisco. Immediately after Mr. Gunn delivered his speech, the delegates heard the contrasting view of an OTP spokesman, general counsel Antonin Scalia.

After quoting a passage from the Carnegie Commission report, in which

television is called upon to serve "both the mass audience and the many separate audiences," Mr. Scalia said: "Yet in both fiscal 1971 and fiscal 1972, more than one-third of all nationally networked hours were devoted to a single subject: news and public affairs. The plan is the same for fiscal 1973. When one considers that approximately a third of all nationally networked time is devoted to *Sesame Street* and *The Electric Company*, there remains less than a third of the national schedule [for] adult education, drama, science, art, literature, music—in short, less than one-third for *everything* public broadcasting is supposed to do besides public affairs and children's programming. This despite the fact that national news and public affairs exist on *all three* of the commercial networks. When is the last time you saw a live drama on the commercial networks? Or Gilbert and Sullivan?"

Mr. Scalia raised the issue of news and public affairs as part of a broader attack on the system's structure. The refrain was familiar to watchers of OTP and Mr. Whitehead. "All of the issues relate ultimately to the center of gravity of the system: Is it to rest in the stations, with the [Corporation for Public Broadcasting] facilitating the growth of community-based institutions, enabling them to produce and exchange local programming, and funding the production of some programs for non-fixed-schedule distribution? Or is the central organization to be the heart of the system, with public broadcasting pretty much the same from coast to coast, except for an occasional substitution of a local program for the national network fare?" He said the latter trend may already be irreversible, because of "a decay of the spirit of localism."

Mr. Scalia was questioned sharply by public broadcasters after his speech—one Washington source described the reaction as "hostile"—particularly on the subject of public affairs. The broadcasters as a group were slow to respond last fall when Mr. Whitehead launched his public attacks on the structure of noncommercial broadcasting; but they apparently began to find their voices when he extended the argument and questioned the entire national effort in

public affairs. The fact that CPB's politically appointed board earlier this year seriously considered (although it rejected) a proposal to get out of public affairs altogether did nothing to lessen their alarm. The latest evidence was provided by the Gunn and Day remarks last week.

By the very nature of their roles in the system—Mr. Day as president of the principal and most controversial production center, Mr. Gunn as president of the medium's distribution system—the two are involved in a variety of well-publicized disagreements. But on the subject of news and public affairs, they sang in unison.

Mr. Gunn's entire speech was devoted to the public-affairs question. He said that public television does this kind of programming for three reasons: because the Communications Act requires it, because it was the intention of the Carnegie Commission and the Congress, and "even more importantly . . . because we feel a moral commitment to use the communications tools of our time for the education and enlightenment of our people. . . . As responsible citizens and communicators, we want to."

He rejected the notion that public television is doing "the same kinds" of news and commentary as the commercial networks, citing specific programs as examples and comparing the total amount of time each system is able to devote to the field. And he labeled "spurious and ridiculous" the argument that public affairs is being emphasized at the expense of educational programming. "By its very nature, public affairs programming is educational. [It] deals with . . . the very ingredients of tomorrow's history books as well as today's political and social science."

Mr. Gunn said appropriate questions about public television programming from stations, citizens and government officials are "most welcome." But, in another reference to Mr. Whitehead, he added: "What is not welcome, or appropriate, is for those in positions of real power to attempt to influence a public medium on the basis of their own personal biases. We all have our biases and our prejudices. But, by inappropriate attempts to influence our medium, I mean attempts to apply financial pressure to achieve objectives which are alien to the basic premises for which public broadcasting was established in this country."

Mr. Day made clear his basic agreement with these sentiments. But, in the



Public broadcasting principals Hartford Gunn (above left) and James Day (right), who more often than not find themselves on opposite sides of the PTV fence, were on the same side last week in opposing Nixon administration criticism of the medium's efforts in the news and public affairs area. Their target was Clay T. Whitehead, director of the Office of Telecommunications Policy (below left), whose general counsel, Antonin Scalia (on the right), defended the OTP's tack in the same West Coast forum which heard the Gunn and Day salvos last week.



course of a speech that touched on a variety of points, he also made clear his differences with many in the medium—particularly on the subject of centralization at the national level. He favors it.

"PBS has evolved into a fourth network and we shouldn't be ashamed of that fact," he said. "But [this evolution] is certainly recognition of the absolute necessity for centralized control. We shouldn't shun that fact nor apologize for it. It is one of our best guarantees of a national service of excellence in quality to supplement the local and regional services."

He added, however, that the PBS board ought to be composed of members of the public rather than station managers. The latter concept, he said, "grows out of the earlier concept of a distribution mechanism and clearly does not fit the idea of a national network. These managers, however carefully selected, do not represent the national interest, nor do they represent the public."

Mr. Day predicted that PBS will eventually exercise "far greater control over the national program service than it does now, provided our objective is better programs and not political accommodation to the stations." And if there is to be extensive national programming, he said, "its single-minded objective should be excellence, excellence wherever and in whatever form it can be found: in thought, in performance, in creative enterprise."

The EBC president also called for a second national service solely for educational programs, although he acknowledged that such a project would require far higher levels of funding than the medium now receives. And he called upon the federal government to help bring public VHF stations to major cities that do not now have them—"perhaps by the exercise of eminent domain with fair compensation to the present licensees."

Few in public broadcasting are as vigorously centralist as Mr. Day, but most now endorse the idea of a strong

national service. William G. Harley, president of the National Association of Educational Broadcasters, probably spoke for them last month when he called upon the administration to quit "meddling" in public television—and, like Messrs. Gunn and Day last week, chose the word "ridiculous" to describe the administration's position on public affairs (BROADCASTING, Feb. 28). Mr. Harley also said that "continued critical statements by spokesmen for the administration come very close to constituting government interference with broadcasting."

Mr. Scalia pondered that statement last week in his speech, and found it mysterious. "A response almost fails me," he said. "Vociferous criticism by this administration might indeed have been unnecessary if the NAEB itself had more of a taste for principled controversy. Where were their Washington representatives when, over the last four years, the local stations were being allotted less than 13% of the federal funds distributed through CPB? Where were they while the diverse community system we once had was being transformed into a fourth network? If the NAEB disagrees with our view of the congressionally created plan for public broadcasting, then let it say so. But to suggest that the matter should not be vigorously discussed . . . is to avoid not only controversy but responsibility."

Mr. Harley found that statement mysterious, or at least misleading. He said late last week that the "continued critical statements" portion of his speech dealt specifically with assaults on public affairs, and that Mr. Scalia had made of it a reference to criticism of any kind. "I wasn't saying, for God's sake, that public broadcasting should be immune from constant scrutiny and criticism by *anyone*, including government officials," he said. "What I was referring to was repeated government criticism in the sensitive program area, and particularly public affairs."

PBS news conference for marijuana report

The Public Broadcasting Service will telecast live a nationwide telephone news conference examining the report of the National Commission on Marijuana and Drug Abuse on March 22.

The commission, headed by former Pennsylvania Governor Raymond P. Shafer—now chairman of Teleprompter Corp.—will present the results of its year-long study of marijuana to the President and Congress on March 22. Mr. Shafer and members of the commission will fly later that day to Syracuse, N.Y., where the one-hour *The Shafer Report: What to Do About Marijuana* will originate from WCNY-TV.

Pictures pretty, coverage dull

That's network news chiefs' assessment of China spectacular

Television network news chiefs said last week they rated their coverage of President Nixon's trip to China as photographically spectacular but otherwise, like coverage by other media, unavoidably incomplete. Restrictions imposed on all media as to movements and coverage created a situation in which, as one executive put it, "nobody was deep or insightful—everybody was reduced to personal impressions." In the circumstances, they agreed, TV clearly had the advantage over other media because it was essentially a picture story.

Richard S. Salant, president of CBS News, refused to comment on criticisms by *Time-Life's* Hugh Sidey and others who claimed print newsmen on the trip

were treated like second-class citizens, suggesting that the White House and television were in cahoots (see below). He did express some general views on the China coverage, however. It was impossible for either print or broadcast journalists to tell "the really basic story," he said. "Reporting on what was happening in the meetings was impossible because the meetings were understandably closed, and giving a real insight into life in China is impossible in four days."

But, he added, "it was a beginning—and that's all you can ask for."

Reuven Frank, president of NBC News, also felt that "reporting by all media was incomplete." either because of White House restrictions or "because China is China, or both." On the other hand, he contended, "we saw a lot more of China than ever before. The opportunity to show it live was marvelous, and when I saw those pictures of the Great Wall come popping up, I said 'this is all worthwhile.'"

As for print criticisms, Mr. Frank

said: "If we [TV] had not been there, the print media would not have done any better than they did, and their sour grapes are getting to be a pain."

Elmer W. Lower, president of ABC News, disagreed with print critics both on their charges of favoritism for television and on their imputation of collusion between the White House and TV.

"I don't even agree that we were shallow," he added. "I thought television did pretty well, considering the circumstances. I'm against secrecy, I yield to no one in my insistence on access to information." But, he added, there comes a point at which access must be balanced with other public-interest considerations, and in this case "I am willing to give the President a chance to conduct diplomacy without having to do it in a goldfish bowl."

Whatever the depth of their coverage—or the rivalry between them and print media—the network news organizations kept the reports rolling on both TV and radio.

The TV networks—which supplied

Print media hindsights on TV's China coverage

Concern about the television-government relationship in coverage of President Nixon's China trip was voiced by two print newsmen last week during a "Perspective on China" discussion broadcast Tuesday (Feb. 29) on Westinghouse Broadcasting radio stations. The 25-minute exchange was moderated by Sid Davis, chief of Group W's Washington bureau, and included that company's White House correspondent, Jim McManus, whose own coverage from China was the subject of a BROADCASTING story Feb. 28. With them on the broadcast, from which these excerpts were taken, were Hugh Sidey, Washington bureau chief for Time magazine and columnist for Life, and Peter Lisagor, capital bureau chief for the Chicago Daily News.

Hugh Sidey: "I was very disturbed by the role of the press. We were captives. We were treated as if we had been granted a privilege in order to travel with the President. There was the feeling by the White House authorities that since you had been allowed to come along on this trip therefore you should behave, be good people. Further than that, I must, as a writing man, show a little resentment of the television end of things. For the first time I felt I saw a real fusion of the government apparatus with television. I think that in the long run that can be a very dangerous thing. I believe the people like Walter Cronkite and Eric Sevareid and John Chan-

cellor and all the individual commentators kept their integrity; they said what they felt about the trip. But you've got to go a little deeper than that. All the apparatus to set up this vast system of electronics that brought back instant pictures was authorized by the White House. Mobile units were flown in U.S. Air Force tankers. Positions were staked out. People were allowed to survey the city—all done under the auspices of the White House. And therefore when you come down to the final thing of what is broadcast when and how, it is granted by the White House. They have given these privileges. Therefore when we ended up with this frantic week of trying to report that story, television was absolutely controlled—at least the technical end of it—by the White House. And I think that has an effect on the broadcasting and I think it is a phenomenon that goes very deep and one that needs to be explored. I'm bothered by it."

Peter Lisagor: "I agree with all that. It tends to confirm the Chinese or any Communist nation's view that the press is really nothing but an arm of the government in disguise—that we're a vehicle for government propaganda and government information. I agree with everything Hugh says. I think it's disturbing and I think somebody will have to deal with it at some point. . . ."

Hugh Sidey: ". . . Television, for in-

stance, was granted the right to send three producers in a week ahead of time. They could survey the city. They could decide that they would like Eric Sevareid to do a piece on this corner on such and such a day and talk to these people and that. The writing press hit the streets cold. There were no taxis to hire, you were totally dependent on the busses which the White House arranged, all the cars were given to the network stars to take them where they wanted to go. I should qualify [all this by saying] that I'm really not in opposition to television; I think that's fine that they could do as much as they could. But the whole constriction, and the fact that you couldn't move or you couldn't see people, posed by the Chinese and endorsed by the White House, made us feel like we were in straitjackets. . . ."

Jim McManus: ". . . I think you should not lose sight of the fact that there was good in it, that it did allow the American people to see that the Chinese don't have horns. Secondly, the maintenance of secrecy—certainly the Chinese insisted upon that. . . ."

Hugh Sidey: "On that matter of secrecy, Jim—I would challenge you just a little on this. I don't think it was necessary and I think the Chinese would have accepted us with less restrictions than were put on us, to be honest with you. We come back to this business of Richard Nixon so insistent on a domestic spectacular that he would do anything, and they caved in on it."

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and used 12 Norelco cameras in their inside-China coverage—together devoted more than 41 air hours to reports and analyses of the trip, aside from extensive coverage in their regular evening newscasts. NBC-TV reported a total of 17 hours 44 minutes, CBS-TV 13 hours 30 minutes, ABC-TV 10 hours 30 minutes.

NBC researchers estimated that 100 million viewers saw some portion of the three networks' coverage of the eight-day visit.

The radio networks for the most part were less precise in reporting total times devoted to the trip, although ABC Radio said it pinpointed four hours 24 minutes of special feeds and CBS Radio totaled up seven hours 58 minutes including 94 hourly reports.

Mutual said it carried two special broadcasts a day for eight days, each ranging from 10 to 25 minutes in length, plus two 45-minute specials on takeoff from and return to Washington. In addition, Mutual said approximately

60% of its 36 five-minute newscasts each day during this period were actualities and reports from China.

NBC Radio said its coverage, the most extensive it had ever given a presidential trip abroad, included 130 reports and actualities in regularly scheduled newscasts, 26 scheduled special reports sponsored by the Insurance Co. of North America, 43 "hotline" reports of varying lengths to stations in after-midnight hours and almost a dozen hotlines in normal broadcast hours, plus extensive coverage in the weekend *Monitor* service.

UPI Audio estimated it fed its stations approximately 700 individual cuts, usually 30- to 60 seconds in length and including reports from Taipei beginning two days before the President reached mainland China. In addition, UPI Audio fed some 35 special five-minute reports, plus 30-minute live programs covering Mr. Nixon's takeoff from Washington, his arrival in Peking and return to Washington.

City seeks court help to get WBAI tapes

The New York State Supreme Court reserved decision last week on a show-cause order requiring WBAI-FM New York to provide police authorities with tape recordings the station had produced of a prisoner uprising in the Manhattan House of Detention for Men in 1970. The station could be held in contempt of court.

The show-cause order had been issued by Justice Gerald P. Culkin at the request of John Fine, an assistant district attorney. Mr. Fine said the station had a policy of selling tapes of its programs to interested listeners but refused to sell tapes to the district attorney's office. Mr. Fine claimed the tapes would show that eight prisoners, now facing trial on charges including kidnapping and illegal possession of arms, had made statements about killing people and cutting their throats.

Equipment&Engineering

Another flick of the flint for pay-TV

Blonder-Tongue Labs seeks Newark UHF with plan to set up part-time subscription operation

Pay television, an idea whose time some observers believe has not only come but gone, was shown last week to have maintained its appeal for some entrepreneurs. The owners of the Blonder-Tongue Laboratories Inc., Old Bridge, N.J., manufacturer of television antennas and CATV equipment are seeking to acquire the construction permit for channel 68 Newark, N.J., and to build and operate a pay-TV station on it.

Blonder-Tongue Broadcasting Corp., owned by Isaac Blonder and Ben Tongue, and Atlantic Video Corp., permittee of WWRO-TV, a station not yet built, last week applied to the FCC for assignment of the permit.

However, the application is conditioned on the commission approving Blonder-Tongue's simultaneously filed application for authorization to operate the station in part on a subscription basis. The station would use the Blonder-Tongue Laboratories' subscription-TV system, which the commission approved last July.

Indeed, the entire pay-TV operation would be an in-house affair. The franchisee who would operate the subscription-television system, BTVision, is owned by Mr. Blonder and Mr. Tongue.

One unusual wrinkle in the proposed sale involves the consideration. The agreement calls for any amount up to \$500,000 approved by the FCC. (Commission cites limit considerations in the assignment of construction permits to the seller's expenses.) But of the total, \$375,000 is said to have been spent by Atlantic Video, a subsidiary of Walter Reade Organization, not on WWRO but on acquiring and operating WRTV-TV (ch. 58) Asbury Park, N.J., which went off the air in the mid-50's after about two years of operation. When channel 68 was later allocated to Newark, Atlantic Video sought to modify its permit to specify that frequency. It eventually was given a new permit.

The Blonder-Tongue applications come at a time when pay TV appears to have been overshadowed by CATV as a means of providing an alternative service to that offered by free television. Pay television's backers, principally Zenith Radio Corp., fought broadcasters, theater owners and congressional committees for 17 years before the FCC rewarded their efforts by establishing pay-TV as a regular broadcast service.

However, although the commission has been open to applications for pay-

TV systems since September 1969, when it issued technical standards for the service, only five applications, besides Blonder-Tongue's, have been filed, and none of these has yet been approved.

Two have filed by competing applicants for channel 57 in Philadelphia—Vue-Metrics Inc., which proposes to use the Zenith Phonevision system, and Radio Broadcasting Co., which plans to use Blonder-Tongue's. Zenith intends to use its system at WCFL-TV (ch. 38) Chicago, which is not yet on the air, provided the commission approves its application to buy the station; a petition to deny the sale is pending. WXON-TV (ch. 62) Detroit expressed an interest in seeking a pay-TV authorization but has not yet indicated the system it would use.

Blonder-Tongue is involved in the fifth application filed by Boston Heritage Broadcasting, permittee of WQTV-TV (ch. 68) Boston. It has a 25% interest in the proposed franchise, Universal Subscription Television Inc., which would use the Blonder-Tongue system. According to the applications filed in connection with channel 68 Newark, WWRO would broadcast subscription television up to three hours a night, from 8 to 11 p.m.; it would broadcast on a nonsubscription basis 28 hours weekly, up to 14 hours between 6 and 11 p.m.

Blonder-Tongue Broadcasting would be responsible for signal transmission and either Blonder-Tongue Laboratories

or another manufacturer would build the decoders developed by the labs to unscramble the signal transmitted under the Blender-Tongue system. Subscribers would lease the decoders for \$40 annually. Blender-Tongue says it has not firmed up any programming plans because of the time lag that would be involved in making its system operational; it estimates this at two years from the date of approval of the STV-authorization request. However, it said that a survey of Newark area residents indicates a heavy demand for entertainment (Broadway and off-Broadway plays, music, variety specials, and both first-run and "classic" movies) and sports (professional and college team sports and professional boxing). However, present commission rules deny pay-TV systems sports events that have been viewed on free television in the preceding two years; the commission is considering making that five years.

Blender-Tongue says BTVision would devote 90% of its programming to those two categories annually—no more than 95% of it in any calendar month. (The commission rules prohibit pay TV operators from devoting more than 95% of their time in one month to movies and sports.) The programming would be paid for on a per-program basis.

Blender-Tongue estimates that it will begin operating as a subscription-television station with 10,000 subscribers—or one-fourth of 1% of the four million households in the area. Over a four-year period, it expects to pick up another 160,000 subscribers—40,000 each year.

Bankrupt U's gear to go under hammer

In what is being billed as an unprecedented action, General Television Network, Ferndale, Mich., on March 14 will auction off the entire physical plant of the now-defunct WKTR-TV (ch. 16) Kettering, Ohio.

Among the articles to be placed on sale are two RCA TK-42 color cameras, a TK-27 color film chain, a TS-40 switcher and a high-band video tape recorder. Darkroom, film editing and art equipment, as well as the station's office furniture, will also be sold.

WKTR-TV went off the air last year when its licensee, Kitty Hawk Television, went bankrupt. The station's license was assigned to the Ohio Educational Television Network Commission last October. General Television then purchased the station's physical assets from the bankrupt trustee.

General Television will conduct the auction in conjunction with the Detroit auctioneering firm of Lester M. Koploys & Co. The Koploys firm is offering a free brochure, describing the WKTR-TV equipment to be sold.

Keeping them down on the farm

Senate group taps Goldmark to study broadband cable uses in revitalizing rural areas

The Senate Subcommittee on Rural Development has named Dr. Peter C. Goldmark to conduct a study of the uses of two-way broadband cable in solving the problems of rural-urban "imbalance."

The project will enlarge on one that Dr. Goldmark currently is conducting in a 10-town area of rural Connecticut. The retired president of CBS Laboratories, who now heads Goldmark Communications, detailed plans for the first phase of "The New Rural Society" at a Washington news conference last Wednesday (March 1).

The broader study will include, in addition to Connecticut, California, Georgia, Illinois, Minnesota, Nebraska, New Mexico, Pennsylvania, Texas and Washington.

The project hopes to enable businesses to decentralize their operations through the use of broadband cable installations by providing up to 40 channels for simultaneous use, and allowing companies to relocate urban divisions in rural areas without disrupting daily business routines.

Such use of broadband, it is hoped, would also bring the expertise of big-city medical centers to the rural clinics, and the facilities of urban universities to satellite campuses.

Also under study by the project is the use of a synchronous satellite system to bring live theatrical, musical and sporting events originating in big cities to rural communities. The programs would either be picked up for showing in local theaters or for re-transmission on local cable-TV channels.

Dr. Goldmark stressed that "we must,



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Cost-cutting at Fox brings turnabout

Twentieth Century-Fox Corp. bounced back into a profit position in 1971 with net earnings of almost \$9 million after suffering a loss of more than \$77 million in 1970.

Fox's earnings comeback was achieved even though its revenue from all sources declined from more than \$202 million to less than \$177 million in 1971. The results reflect the company's sharp cost-cutting moves, under which expenses were pared from more than \$283 million in 1972 to less than \$165 million last year.

Sales of feature films to television increased to \$21,218,000 from \$3,609,000 in 1970, while those of film series produced for TV declined to \$28,305,000 from \$35,698,000.

For the year ended Dec. 25, 1971:

	1971	1970
Earned per share	\$ 1.05	\$ (9.03)
Revenues	176,822,000	202,146,000
Net income	8,998,000	(77,355,000)

Company Reports

■ Burnup & Sims Inc., West Palm Beach, Fla., construction firm in communications field, reported substantial increases in sales and earnings for the nine months ended Jan. 31:

	1971	1970
Earned per share	\$ 0.47	\$ 0.32
Revenues	38,277,900	26,335,300
Net income	1,536,300	861,900

■ Communications Satellite Corp., Washington, reported a substantial increase in revenues and net income for the year ended Dec. 31, 1971:

	1971	1970
Earned per share	\$ 2.25	\$ 1.75
Revenues	88,385,000	69,598,000
Net income	22,537,000	17,501,000

■ J. Walter Thompson Co., New York, number-one advertising agency in billings, reported a 3.9% drop in its domestic billings last year. But, the agency said, the year saw a new high in over-all billings in view of gains overseas (international business accounted for 46%

of JWT's worldwide billings in 1971). Earnings were at a new high, per-share earnings increasing 5.3%.

In the fourth quarter, billings were off \$3 million from 1970 but earnings in the period continued at about the same level.

For the year ended Dec. 31, 1971:

	1971	1970
Earned per share	\$ 2.80	\$ 2.66
Billings	778,900,000	772,600,000
Net income	7,695,000	7,452,000
Shares outstanding	2,746,245	2,796,817

■ Rollins Inc., Atlanta, group broadcaster and service company, reported record revenues and earnings for the nine-month period ended Jan. 31:

	1972	1971
Earned per share	\$ 0.92	\$ 0.82
Revenues	102,832,105	92,959,804
Net income	7,453,356	6,668,911

■ Sonderling Broadcasting Corp., New York, reported that its gross income climbed but net income declined for year ended Dec. 31, 1971:

	1971	1970
Earned per share	\$ 1.55	\$ 1.69
Gross revenues	23,064,000	22,794,000
Net income	1,562,000	1,695,000

Broadcasting Stock Index

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

Weekly summary of market activity in the shares of 110 companies associated with broadcasting.										Approx. shares out (000)	Total market capitalization (000)
Stock symbol	Exch.	Closing March 1	Closing Feb. 23	Net Change in week	% change in week	1971-72					
						High	Low				
Broadcasting											
ARC	ARC	N	6 1/8	61 5/8	+ 6 3/8	+ 10.34	6 1/8	25	7,095	482,460	
ASI COMMUNICATIONS	ASIC	O		2 1/2			4 1/8	2 1/8	1,815	4,537	
CAPITAL CITIES	CCR	N	57 1/4	55	+ 2 1/4	+ 4.09	57 1/4	17 3/4	6,236	357,011	
CBS	CBS	N	54	51 7/8	+ 2 1/8	+ 4.09	54 1/2	30 1/8	27,829	1,502,766	
COX	COX	N	42 1/4	40	+ 2 1/4	+ 5.62	42 1/2	17 3/4	5,805	245,261	
GROSS TELECASTING	GGG	A	18 1/4	15 1/2	+ 2 3/4	+ 17.74	18 1/4	10 5/8	800	14,600	
LIN	LINB	O	20 5/8	19 1/4	+ 1 3/8	+ 7.14	20 5/8	6 1/8	2,294	47,313	
MOONEY	MODN	O	9 3/4	9 3/4			10 1/4	4	250	2,437	
PACIFIC & SOUTHERN	PSOU	O		13 3/8			17 1/2	8	1,930	25,813	
RAHALL COMMUNICATIONS	RAHL	O	13 1/4	14	- 3/4	- 5.35	29	8 3/8	1,037	13,740	
SCRIPPS-HOWARD	SCRP	O	23	21 3/4	+ 1 1/4	+ 5.74	25	18	2,589	59,547	
SONDERLING	SDR	A	27	28	- 1	- 3.57	34	17	997	26,919	
STARR	SBG	M	26 3/4	23	+ 3 3/4	+ 16.30	26 3/4	8 7/8	691	18,484	
TFT	TFR	N	51 3/4	50 1/4	+ 1 1/2	+ 2.98	51 3/4	23 5/8	3,707	191,837	
TOTAL									63,075	2,992,725	
Broadcasting with other major interests											
AVCO	AV	N	19 1/2	18 1/2	+ 1	+ 5.40	19 1/2	12 1/8	11,472	223,704	
BARTLETT MEDIA	BMC	A	6 1/8	6 3/4	- 5/8	- 9.25	8	7 7/8	2,254	13,805	
BOSTON HERALD-TRAVELER	BHLO	O	15	15			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	38	39 1/2	- 1 1/2	- 3.79	39 1/2	10 1/2	2,524	46,064	
COWLES COMMUNICATIONS	CWL	N	11 7/8	10 3/4	+ 1 1/8	+ 10.46	13 1/2	8	3,969	47,131	
DUN & BRADSTREET	DNR	N	72 5/8	72 3/8	+ 1/4	+ .34	73 1/8	52 1/8	12,845	932,868	
FUQUA	FQA	N	24 5/8	23 3/4	+ 7/8	+ 3.68	26 1/2	13 1/4	7,897	194,463	
GABLE INDUSTRIES	GBT	N	29 3/4	29 3/4			31 1/2	9 1/2	1,872	55,692	
GENERAL TIRE & RUBBER	GY	N	26 3/8	25 1/2	+ 7/8	+ 3.43	28 1/4	21 1/8	18,713	493,555	
ISC INDUSTRIES	ISC	A	7 3/4	8 3/8	- 5/8	- 7.46	9 1/8	4 5/8	1,646	12,756	
KANSAS STATE NETWORK	KSN	O	6 3/4	6 3/4			7 1/2	6 1/2	1,621	10,941	
LAMB COMMUNICATIONS		O	4 3/4	4 3/4			4 7/8	2	475	2,256	
LEE ENTERPRISES	LNT	A	23 1/8	22 1/8	+ 1	+ 4.51	23 1/8	16	3,289	76,058	
LIFERTY CORP.	LC	N	18 1/2	19	- 1/2	- 2.63	24	16 1/8	6,744	124,764	
MEREDITH CORP.	MDP	N	28 3/4	26 1/2	+ 2 1/4	+ 8.49	29 1/8	19 3/4	2,772	79,695	
METROMEDIA	MET	N	34 5/8	34	+ 5/8	+ 1.83	34 5/8	17 3/8	5,764	199,578	
MULTIMEDIA INC.		O	39 3/4	39 3/4			39 3/4	25	2,408	95,718	
OUTLET CO.	OTU	N	19	18 1/4	+ 3/4	+ 4.10	22	13 3/8	1,334	25,346	
POST CORP.	POST	O	25 1/2	26 1/4	- 3/4	- 2.85	26 1/4	9 1/4	909	23,179	

	Stock symbol	Exch.	Closing March 1	Closing Feb. 23	Net change in week	% change in week	1971-72		Approx. shares out (000)	Total market capitali- zation (000)
							High	Low		
PUBLISHERS BROADCASTING CORP.	PUBH	O	3 1/4	3 1/4			4 7/8	1 5/8	919	2,986
REEVES TELECOM	RHT	A	3 1/2	3 1/2			3 7/8	2	2,292	8,022
ROLLINS	ROL	N	49 3/4	45 5/8	+ 4 1/8	+ 9.04	50 3/8	25 1/8	8,087	402,328
RUST CRAFT	RUS	A	29 3/8	27 5/8	+ 1 3/4	+ 6.33	29 3/8	18 1/2	2,318	68,091
SCHERING-PLOUGH	SGP	N	95 5/8	94	+ 1 5/8	+ 1.72	95 5/8	60 1/2	25,174	2,407,263
STORER	SBK	N	36 3/4	32 1/2	+ 4 1/4	+ 13.07	36 3/4	19	4,223	155,195
TIME INC.	TL	N	62 3/4	59	+ 3 3/4	+ 6.35	62 3/4	40 5/8	7,258	455,439
TURNER COMMUNICATIONS	T	O	3 1/2	3 3/8	+ 1/8	+ 3.70	4	2	1,328	4,648
WASHINGTON POST CO.	WPO	A	33	31 5/8	+ 1 3/8	+ 4.34	33	19 3/4	4,753	156,849
WOMETCO	WOM	N	24 3/8	24 1/8	+ 1/4	+ 1.03	24 3/8	14 7/8	5,815	141,740
							TOTAL		155,248	6,545,336
CATV										
AMECO	ACO	O	5 3/4	7 3/4	- 2	- 25.80	12 3/4	1 1/2	1,200	6,900
AMERICAN ELECTRONIC LABS	AELHA	O	7 3/4	8 1/4	- 1/2	- 6.06	10	3	1,668	12,927
AMERICAN TV & COMMUNICATIONS	AMTV	O	39 3/8	39 1/4	+ 1/8	+ .31	40 1/2	19 1/2	2,434	95,838
BURNUP & SIMS	BSIM	O	35 3/8	32 1/4	+ 3 1/8	+ 9.68	37 3/4	20 1/2	3,061	108,282
CABLECOM-GENERAL	CCG	A	17 1/4	16 7/8	+ 3/8	+ 2.22	17 3/4	9 5/8	2,485	42,866
CABLE INFORMATION SYSTEMS	C	O	3 3/4	3 1/2	+ 1/4	+ 7.14	4 3/4	1 3/4	955	3,581
CITIZENS FINANCIAL CORP.	CPN	A	20 7/8	21 1/8	- 1/4	- 1.18	21 7/8	11	1,590	33,191
COLUMBIA CABLE	CCAB	O	17 1/4	17 3/4	- 1/2	- 2.81	18 1/4	9 7/8	900	15,525
COMMUNICATIONS PROPERTIES	COMU	O	15 1/2	16	- 1/2	- 3.12	18 3/4	7 3/8	1,906	29,543
COX CABLE COMMUNICATIONS	CXC	A	30 3/8	31 1/8	- 3/4	- 2.40	32 3/8	15 3/8	3,552	107,892
CYPRESS COMMUNICATIONS	CYPR	O	16 1/2	16 5/8	- 1/8	- .75	17 3/4	7	2,384	39,336
ENTRON	ENT	A	8 3/8	8 1/4	+ 1/8	+ 1.51	8 3/4	2 1/4	1,320	11,055
GENERAL INSTRUMENT CORP.	GRL	N	27 1/4	25	+ 2 1/4	+ 9.00	29 5/8	13 1/2	6,371	173,609
LVO CABLE INC.	LVOC	O	14	16 1/4	- 2 1/4	- 13.84	16 1/4	7	1,466	20,524
STERLING COMMUNICATIONS	STER	O	6 1/4	7 3/4	- 1 1/2	- 19.35	7 3/4	3 1/2	2,162	13,512
TELECOMMUNICATIONS	TCOM	O	29 1/8	27 7/8	+ 1 1/4	+ 4.48	29 1/8	12	2,856	83,181
TELEPROMPTER	TP	A	138	137 3/4	+ 1/4	+ .18	139 7/8	36 1/2	3,309	456,642
TELEVISION COMMUNICATIONS	TVCN	O		12 3/4			12 3/4	5 7/8	3,804	48,501
VIACOM	VIA	N	20 7/8	21 1/2	- 5/8	- 2.90	23 1/8	9 7/8	3,791	79,137
VIKOA	VIK	A	15 5/8	16 1/2	- 7/8	- 5.30	17 1/4	4 5/8	2,344	36,625
							TOTAL		49,558	1,418,667
Programming										
COLUMBIA PICTURES	CPS	N	13 1/4	11 3/4	+ 1 1/2	+ 12.76	17 3/8	6 5/8	6,342	84,031
DISNEY	DIS	N	171	167 1/4	+ 3 3/4	+ 2.24	171	77	13,175	2,252,925
FILMWAYS	FWY	A	7 5/8	6 5/8	+ 1	+ 15.09	11 7/8	4 1/8	1,832	13,969
GULF & WESTERN	GW	N	35 1/2	34 1/2	+ 1	+ 2.89	36 1/2	19	15,186	539,103
MCA	MCA	N	33 1/4	31 1/2	+ 1 3/4	+ 5.55	33 1/4	17 3/4	8,165	271,486
MGM	MGM	N	19 7/8	20 1/8	- 1/4	- 1.24	26 7/8	15 1/2	5,895	117,163
MUSIC MAKERS	MUSC	O	2 7/8	2 1/2	+ 3/8	+ 15.00	3 3/8	1 1/8	534	1,535
TELE-TAPE PRODUCTIONS	T	O	1 1/2	1 1/2			2 7/8	1	2,190	3,285
TRANSAMERICA	TA	N	21	19 3/8	+ 1 5/8	+ 8.38	21	14 3/8	64,418	1,352,778
20TH CENTURY-FOX	TF	N	16	14 3/4	+ 1 1/4	+ 8.47	16	7 5/8	8,562	136,992
WALTER READE ORGANIZATION	WALT	O	1 7/8	1 3/4	+ 1/8	+ 7.14	5 5/8	1 3/4	2,414	4,526
WARNER COMMUNICATIONS INC.	WCI	N	45 1/2	45 3/8	+ 1/8	+ .27	45 1/2	25 7/8	15,084	686,322
WRATHER CORP.	WCO	A	15 5/8	16 3/4	- 1 1/8	- 6.71	17 3/8	5 1/4	2,160	33,750
							TOTAL		145,957	5,497,865
Service										
JOHN BLAIR	BJ	N	19 1/4	20	- 3/4	- 3.75	24 3/4	13	2,597	49,992
COMSAT	CO	N	72 3/8	67 5/8	+ 4 3/4	+ 7.02	84 1/2	49 1/8	10,000	723,750
CREATIVE MANAGEMENT	CMA	A	10 5/8	10 5/8			17 3/4	7 5/8	969	10,295
DOYLE DANE BERNBACH	DDYL	O	24 1/4	27 3/4	- 3 1/2	- 12.61	27 3/4	20	1,934	46,899
ELKINS INSTITUTE	ELKN	O	3 3/4	3 3/4			16 3/8	3	1,664	6,240
FODTE, CONE & REIDING	FCR	N	11 5/8	11 3/8	+ 1/4	+ 2.19	13 3/8	7 3/8	2,196	25,528
GREY ADVERTISING	GREY	O	15 1/4	15 1/2	- 1/4	- 1.61	16 3/8	9 1/4	1,209	18,437
INTERPUBLIC GROUP	IPG	N	26 3/8	24 3/8	+ 2	+ 8.20	28 1/8	17 1/8	1,673	44,125
MARVIN JOSEPHSON ASSOCS.	MJVN	O	12	12 3/4	- 3/4	- 5.88	12 3/4	5 7/8	825	9,900
MCCAFFREY & MCCALL	M	O	9 3/4	9 3/4			16 1/2	7	585	5,703
MOVIELAB	MOV	A	2 3/8	2 1/2	- 1/8	- 5.00	4	1 5/8	1,407	3,341
MPO VIDEOELECTRONICS	MPV	A	6 3/8	6 7/8	- 1/2	- 7.27	8 1/2	3 1/4	557	3,550
A. C. NIELSEN	NIELR	O	47	46 3/4	+ 1/4	+ .53	49 3/4	38 1/4	5,299	249,053
OGILVY & MATHER	OGIL	O	49	46	+ 3	+ 6.52	49	24	1,096	53,704
PKL CO.	PKL	A	8 3/8	7 1/2	+ 7/8	+ 11.66	10 1/8	3 5/8	778	6,515
J. WALTER THOMPSON	JWT	N	43	44	- 1	- 2.27	60	34 1/2	2,873	123,539
WELLS, RICH, GREENE	WRG	N	25 3/8	24 1/4	+ 1 1/8	+ 4.63	27 7/8	15 1/4	1,602	40,650
							TOTAL		37,264	1,421,221
Manufacturing										
ADMIRAL	ADL	N	24 5/8	21	+ 3 5/8	+ 17.26	24 5/8	8	5,163	127,138
AMPEX	APX	N	9	9 1/4	- 1/4	- 2.70	25 3/8	9	10,873	97,857
CCA ELECTRONICS	CCAE	O	4 1/8	4 1/8			5 1/8	2 1/4	881	3,634
COLLINS RADIO	CRI	N	16	16 5/8	- 5/8	- 3.75	20 7/8	9 3/4	2,968	47,488
COMPUTER EQUIPMENT	CEC	A	4	4 1/8	- 1/8	- 3.03	7 1/4	2 1/2	2,404	9,616
CONRAC	CAX	N	33 5/8	33 1/2	+ 1/8	+ .37	35 1/2	15 1/8	1,259	42,333
GENERAL ELECTRIC	GE	N	61 1/2	59 3/8	+ 2 1/8	+ 3.57	66 1/2	52 7/8	181,607	1,168,830
HARRIS-INTERTYPE	HI	N	54 7/8	56 1/2	- 1 5/8	- 2.87	69 3/8	45	6,344	348,127
MAGNAVOX	MAG	N	49 1/2	50	- 1/2	- 1.00	55	37 3/8	17,283	855,508
3M	MMM	N	140 7/8	139 3/4	+ 1 1/8	+ .80	140 7/8	95 1/8	56,251	7,924,359
MOTOROLA	MOT	N	96 1/2	93 3/4	+ 2 3/4	+ 2.93	96 1/2	51 1/2	13,370	1,290,205
RCA	RCA	N	41 5/8	41 3/8	+ 1/4	+ .60	44 3/4	26	74,437	3,098,440
RSC INDUSTRIES	RSC	A	3 3/4	3 1/2	+ 1/4	+ 7.14	6 3/8	2 1/2	3,458	12,967
TELEIMATION	TIMT	O	8 1/2	8 1/2			13 3/4	6	14,040	119,340
WESTINGHOUSE	WX	N	44 7/8	43 1/2	+ 1 3/8	+ 3.16	48 1/4	41 1/4	86,829	3,896,451
ZENITH	ZE	N	48 1/4	45 5/8	+ 2 5/8	+ 5.75	54 7/8	36 3/8	19,025	917,956
							TOTAL		496,192	9,960,249
							GRAND TOTAL		947,294	27,836,063

Standard & Poor Industrial Average

117.43

118.4

-1.87

A-American Stock Exchange
M-Midwest Stock Exchange

N-New York Stock Exchange
O-Over the counter (bid price shown)

A blank in closing price columns
indicates no trading in stock.

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

Broadcast Advertising

Nancy L. Buc, attorney adviser to Federal Trade Commission Chairman Miles W. Kirkpatrick, Washington, appointed assistant director for consumer education in FTC's Bureau of Consumer Protection. Miss Buc succeeds **W. Byron Rumford**, appointed assistant to Robert Pitofsky, director of consumer protection bureau.

Joseph D. Lanneck, TV-radio producer, New York office of Leo Burnett, named VP. TV and radio production, Norman, Craig & Kummel, New York.

Leslie W. Wallwork, VP and media director of McCann-Erickson, Los Angeles, joins Western International Syndication, Los Angeles, division of Western International Media, timebuying service, as president.

Alexander Biel, senior VP and director of research, Ogilvy & Mather, New York, will live and travel in Europe and consult with O&M International offices while pursuing outside research interests during one-year sabbatical. **Jules Fine**, senior VP, director of marketing services, will serve as acting research director in addition to his regular responsibilities in Mr. Biel's absence.

Barbara Kassell, executive assistant to Leslie A. Harris, president, Leslie A. Harris Co., New York-based commercial producer, named VP.

Harold K. Deutsch, national radio sales manager, Capital Cities Broadcasting Corp. for past eight years, appointed eastern sales manager of Capital Cities Television Productions, program production and distribution arm. He will continue to make his headquarters in New York.

Elio Betty Jr., former sales manager, WTNH-TV New Haven, Conn., joins Blair Television, New York, as Eastern regional sales manager.

Denise Froelich, creative supervisor, Cunningham & Walsh, New York, named VP.

Michael Lepiner, director of TV programming, Benton & Bowles, New York, named VP.

Donald E. Bybee, account executive, KMBZ(AM) Kansas City, Mo., appointed station manager and general sales manager, KSL(AM) Salt Lake City.

Michael Drazen, copywriter, Young & Rubicam, New York, appointed creative supervisor of Warwick & Legler there, and **Michael F. Pedone**, VP, ac-

count supervisor, John Rockwell & Associates, New York, appointed account supervisor at W&L there.

Dick Morrison, former general manager, KRBE(FM) Houston, appointed general sales manager, KRLD-AM-FM Dallas.

Daniel D. Ellithorpe, executive, Detroit office, Grey Advertising, joins Campbell-Ewald there as associate creative director-broadcast.

Dominick Rosetti, TV art production supervisor, Ray Dempsey, copy supervisor, and **Edward A. Bianchi** and **Henry N. Holtzman**, art supervisors, appointed creative supervisors, Young & Rubicam, New York.

Robert A. Habermas, head of his own advertising and promotion firm in Royal Oak, Mich., rejoins WJR-AM-FM Detroit, as president of Wolverine Broadcast Network, division of WJR. Earlier, Mr. Habermas was stations' regional sales manager.



The Washington advertising and PR agency, Ehrlich-Linkins & Associates, has changed its name to Ehrlich, Harris, Manes & Associates to reflect the addition of two principals and the retirement of Bernard R. Linkins. Mr. Linkins along with Alvin Q. Ehrlich formed the agency in 1968.

The new names are those of Nella C. Manes and Frederick M. Harris, both executive vice presidents and principals in the agency since its founding. Mrs. Manes also serves as treasurer and Mr. Harris as corporate secretary.

No changes are expected in the structure or services of the agency which bills approximately \$8.2 million a year.

Pete Moller, with Los Angeles office, the Christal Co., station representative, appointed manager of San Francisco office of Christal.

Vince Poleo, local sales manager for KTAR-TV Phoenix, named VP and general sales manager.

Paul R. Levett, copywriter, Daniel & Charles, New York agency, and **Louis Colletti**, art director, Ackerman Mont & White, agency there, join Herbert Arthur Morris Advertising, New York, in same capacities.

Peter B. Cooney, account supervisor, Foote, Cone & Belding, New York, appointed to similar position in New York office of Needham, Harper & Steers.

Phil Costin, with sales staff, WIOD-AM-FM Miami, appointed general sales manager of AM.

Michael Ventura, program director, WTHI-AM-FM Terre Haute, Ind., appointed director of sales and operations.

The Media

Joseph A. Kjar, VP-general manager, KSL(AM) Salt Lake City, named executive VP for radio, Bonneville International Corp., station's licensee. He will oversee all Bonneville radio station operations. He is succeeded as KLS general manager by **Donald Bybee**.

Lee C. Hanson, WDIA(AM) Memphis, named president, Tennessee Association of Broadcasters. He succeeds Charles R. Simms, formerly of WDXI(AM) Jackson, Tenn., who left to manage Walker & Associates, Memphis agency (BROADCASTING, Feb. 28).

Ralph W. Beaudin, radio VP, LIN Broadcasting Corp., New York, elected to board.

Joseph P. Costantino, VP for advertising and promotion, Avco Broadcasting, Cincinnati, named VP-general manager of its WRTH(AM) Wood River, Ill.

William J. Bresnan, VP, West Coast, cable TV division, Teleprompter, Los Angeles, appointed VP, assistant to chairman, Teleprompter Corp., New York.

Daniel L. Monroe, accounting manager, WNEM-TV Flint-Saginaw-Bay City, Mich., appointed to newly created position of controller for Meredith Corp., station's licensee.

Jules L. Mayeux, general sales manager, WBRZ(TV) Baton Rouge, La., assumes additional duties as station manager.

Merle J. Block, administrative opera-

tions manager and sales manager, Santa Barbara, Calif., system. Trans Video Corp., multiple CATV owner, appointed system's general manager. **Dennis L. Marnion**, chief technician, Bakersfield CATV system, appointed manager of Mission Cable TV, southern district for metropolitan San Diego, also Trans Video System. **Marc E. McKinney**, local sales manager, KXY(FM) San Diego, joins Mission Cable TV, as director of advertising sales.

Larry Saunders, general sales manager, WTAR-AM-FM Norfolk, Va., appointed general manager.

Stuart G. Zuckerman, with KBHK-TV San Francisco, joins WCAS(AM) Cambridge, Mass., as station manager. Both are Kaiser Broadcasting stations.

Programing

Aubrey W. (Bud) Groskopf, VP, business affairs and motion-picture production for Four Star International, Beverly Hills, Calif., elected executive VP.

Merrill Colegrove, promotion-publicity and sales-promotion manager, WJW(AM) Cleveland, appointed program administrative assistant to James P. Storer, VP in charge of radio division of Storer Broadcasting, station's licensee.

Nat Leipziger, former director of programing and production. Showcorporation of America, New York, appointed VP, programing. Independent Television Corp., there.

Richard Berger, executive assistant to president, 20th Century-Fox Television, New York, appointed director of programs.

Tim Steele, supervisor of program unit managers for ABC-TV Hollywood, Calif., appointed manager of West Coast unit managers department.

Harry Hogan, associate producer in TV arm of Wolper Productions Inc., Hollywood, appointed production executive.

James Willcockson, former production coordinator, CBS, Hollywood, appointed West Coast manager. Glen-Warren Productions there.

Lynn McIntosh, former operations manager, WMAL-AM-FM Washington, appointed program director.

Herb O. Kent, music director, WLAP(AM) Lexington, Ky., appointed program director.

Paul Balich, formerly producer at CBS Radio and Cine-Vox Productions, both New York, appointed program director, WKMB(AM) Stirling, N.J.

Harvey Allen, formerly with KOA-AM-FM Denver, appointed program director, KLVV(AM) Las Vegas.

Larry Hall, program director, WKBO(AM) Harrisburg, Pa., joins WXTR(AM) Pawtucket, R.I., in similar capacity.

James A. Smith, assistant director, CBS/FM syndicated programing services. Chicago, joins CBS-owned WBBM-FM there as music director.

Mike H. Mottler, station manager, non-commercial WAUS-FM Berrien Springs, Mich., appointed director of radio operations, noncommercial WJCT(FM) Jacksonville, Fla., scheduled to begin operation April 1.

Broadcast Journalism

Norman Fein, former news program producer, WABC-TV New York, appointed manager of TV news operations, WNBC-TV there.

Fred Barry, news director, WJON(AM) St. Cloud, Minn., named president of Minnesota Associated Press Broadcasters Association.

Dillon Smith, assistant to editorial director, WMAQ-TV Chicago, appointed editorial director.

Kelly Burke, news writer, WXYZ-TV Detroit, appointed general assignment reporter. **Mary Ann Maskery**, formerly with KDKA-AM-FM-TV Pittsburgh, and **Vince Wade**, WKBN-AM-FM Dearborn, Mich., also appointed general assignment reporters, WXYZ-TV. **Dave Wittman**, with WWTV(TV) Cadillac, Mich., appointed reporter-weekend meteorologist, WXYZ-TV.

Carl J. Fielstra, PR administrator, NBC, Cleveland, appointed to news staff, WAVY-TV Portsmouth-Norfolk-Newport News, Va.

Jacqueline Tollett, with noncommercial KUHT(TV) Houston, joins WTOP-TV Washington, as urban affairs director.

Paul Moyer, newsman for WCBS-TV New York, joins KNBC(TV) Los Angeles

as weekend anchorman and field reporter.

Frank C. Thomas, data communications operator. U.S. Air Force, Hancock, N.Y., joins WJBF(TV) Augusta, Ga., as reporter.

David R. Durian, reporter, WOI-AM-FM-TV Ames, Iowa, joins KMBC-TV Kansas City, Mo., as general assignment reporter.

Robert H. Werly, formerly with news staff, WCPO-TV Cincinnati, joins news staff, KMBC-TV Kansas City, Mo.

Leon D. Bibb, reporter-photo journalist, WFOI-TV Toledo, Ohio, joins WLWC-TV Columbus as reporter-anchorman.

Mike Current, Denver Broncos football club, joins KBTB(TV)-KBTR(AM) Denver, as sportscaster and member of sales staff.

Richard E. Etter, former director of news and programing, WBBM-AM-FM Chicago, joins KTAR-AM-FM Phoenix as news director.

Bob Butz, with news staff, KLZ-AM-FM-TV Denver, appointed news director for radio.

Jack Spencer, reporter, KVI(AM) Seattle, appointed news director. **Lou Gillette**, news director for KVI, named public affairs director.

David White, news editor, WLAP(AM) Lexington, Ky., appointed news director.

Karen Smith, former news director, KGMV(AM) Missoula, Mont., appointed to similar position, KKGf(AM) Great Falls, Mont.

Promotion

Douglas T. Weaver, promotion writer, *Fortune* magazine, New York, joins Katz Agency there as director of PR and promotion.

Richard H. Gleick, administrator, ad-

ask about our new am | fm | tv monitors



Call or Write ARNO MEYER
BELAR ELECTRONICS LABORATORY, INC.
Delaware & Montrose Avenues, Upper Darby, Pa. 19084 Box 83
(215) 789-0550

vertising and promotion, WRC-TV Washington, joins WFTV(TV) Orlando, Fla., as director of promotion, merchandising and public service.

Mary Bates, VP for public information, Avco Broadcasting, group owner, Cincinnati, named VP for communications. Appointment reflects consolidation of firm's public-information and advertising and promotion departments.



Mrs. Bates

Equipment & Engineering

Ralph L. Clark, former acting associate director, international telecommunications, White House Office of Telecommunications Policy, Washington, joins Institute of Electrical and Electronics Engineers as manager of institute's new Washington office.

Edmund R. McCauley, in charge of finance for Allied Maintenance Co., New York, appointed to newly created post of VP of finance for Technicolor Inc., Hollywood, Calif.

Werner R. Koester, VP-general manager, Selectronics division of Oak Electro/Netics Corp., Crystal Lake, Ill., named VP of operations for Oak's newly formed CATV division there.

Eugene C. Walding, engineering section manager, Selectronics division of Oak, appointed manager of engineer-

ing, CATV division. **Daniel A. Green**, with southern sales, Switch division of Oak, Ft. Lauderdale, Fla., appointed director of sales, CATV division, Crystal Lake.

William C. Youkers, manager of national accounts, CATV, Phelps Dodge Communications Co., Trenton, N.J., appointed CATV product sales manager there.

Helvi M. Terry, associate in consulting engineering firm of Andrew D. Ring & Associates, Washington, since its formation in 1941, retires.

Deaths

Walter (Pat) Patterson, president, WSOO(AM) Saulte Ste. Marie, Mich., and one-time executive VP of Knorr group of Michigan stations before it was sold off, died Feb. 27 at Montego Bay, Jamaica, presumably of heart attack. He was 60. In lifetime broadcasting career he had worked at stations in West Virginia, Ohio, Indiana as well as Michigan. He acquired WSOO last year. Surviving is wife, Wilma.

E. Gordon Walls, retired VP and manager of Philadelphia office, Blair Television representatives, died Feb. 28 at his home in Villanova, Pa., of heart attack. Mr. Walls entered broadcasting in 1952 as regional sales manager for WCAU-TV Philadelphia. He is survived by his wife, Dorothy, and one daughter.

Pat Brady, 57, Western character performer in motion pictures and TV, particularly in films and programs star-

ring Roy Rogers, died Feb. 27 near Colorado Springs. Mr. Brady, singer and comedian, appeared in some 80 films as well as in the Roy Rogers TV series during 1950's. Mr. Brady is survived by his wife, from whom he had been separated.

Lars M. McSorley, 41, production publicity director for Metro-Goldwyn-Mayer, died of cancer Feb. 16 in Santa Monica. Mr. McSorley was in motion picture and TV publicity for such firms as Allied Artists, United Artists and Paramount. He joined MGM in 1968. Mr. McSorley is survived by his wife, Margery, and two sons.

Walter Sande, 65, veteran motion picture and TV character actor, died of heart attack Feb. 22 in Chicago where he was scheduled to film TV commercial. In television, Mr. Sande played regular roles in such series as *Dragnet*, *The Farmer's Daughter*, *Hennessy*, *Wild, Wild West* and *Tugboat Annie*. His last TV appearance was in the *Gunsmoke* series. Mr. Sande is survived by his wife, Fran, and two daughters.

Charles R. Murphy, 45, account executive, Lewis & Gilman, Philadelphia, died Feb. 27 while visiting relatives in Pittsburgh. He joined agency in 1969. Mr. Murphy is survived by his wife, Mary, two daughters and one son.

David Fleagle, owner and general manager, WLYB(AM) Albany, Ga., died Feb. 4 at Emory University hospital, Atlanta, of cancer. He is survived by his wife and four children.

ForTheRecord™

As compiled by BROADCASTING, Feb. 22 through Feb. 29, and based on filings, authorization and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced.

ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—direction antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary

communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.



EDWIN TORNBERG

& COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242

West Coast—P.O. Box 218, Carmel Valley, California 93924
408-375-3164

New TV stations

Final action

■ *Hagerstown, Md.—The Maryland Public Broadcasting Commission. Broadcast Bureau granted UHF ch. 31 (572-578 mc); ERP 479 kw vis, 85.1 kw aur. Ant. height above average terrain 1,230 ft.; ant. height above ground 411 ft. P.O. address: Bonita Avenue, Owings Mills, Md. 21117. Estimated construction cost \$786,000; first-year operating cost \$153,000; revenue none. Geographic coordinates 39° 39' 04" north lat.; 77° 58' 14.7" west long. Type trans. RCA TTU-30A. Type ant. RCA 30 JDA. Legal counsel Schwartz & Woods, Washington; consulting engineer Richard S. Duncan, Director of Engineering, Maryland Public Broadcasting Commission. Principals: Frederick Breitenfeld, et al. Mr. Breitenfeld is executive director of Maryland Public Broadcasting Commission. Action Feb. 10.

Action on motion

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, on request of Civic Communications

Corp. extended to March 13 time to file findings and to April 24 time to file reply findings (Docs. 18845-9). Action Feb. 23.

Call letter action

■ Ohio Education Television Network Commission, Alliance, Ohio—Granted WNEO-TV.

Existing TV stations

Final actions

■ WTVJ-TV Miami and KHOU-TV Houston—FCC granted requests by Wometco Enterprises Inc., licensee of WTVJ, and Gulf Television Corp., licensee of KHOU-TV for waiver of prime time access rule. Action Feb. 23.

■ KIFI-TV Idaho Falls, Idaho—FCC granted waiver to The Post Co., licensee of station KIFI-TV Idaho Falls of broadcast auxiliary services rules to permit unattended operation of KIFI-TV's studio to trans. link (STL) KPR-38, connecting studio in Idaho Falls with trans. near Atomic City, Iowa by direct path or "one-hop" system. (An STL station trans. is usually located at TV studio; STL receiving point is at TV trans.) Commission granted waivers, provided that operator will be on duty at receiving end of STL circuit and will be responsible for required observations and proper operation of KIFI-TV within terms of its license. Action Feb. 23.

■ WKNX-TV Saginaw, Mich.—Broadcast Bureau granted CP to change ERP to vis. 1,350 kw, aur. 135 kw; trans. location to south side of Willard Road, 2.8 miles north of Chio, Mich.; change type trans. and ant.; make changes in ant. structure; ant. height, 1,310 ft.; condition. Action Feb. 22.

■ KSHO-TV Las Vegas—FCC advised Channel 13 of Las Vegas Inc., licensee of KSHO-TV ch. 13, Las Vegas, that its investigation into allegations made by Professor Donald W. Hendon, of University of Nevada at Las Vegas, that ch. 13 tried to bring about termination of his employment because he had filed complaint with FCC has not revealed information which would justify designation of station's applications for hearing. Action Feb. 16.

Actions on motions

■ Hearing Examiner Forest L. McClenning in Fort Smith and Jonesboro, Ark. (KFPW Broadcasting Co. [KFPW-TV] and George T. Herreich [KAIT-TV]), TV proceeding, denied motion by George T. Herreich to compel answers to interrogatories; denied motion by George T. Herreich for discovery with production of documents; and granted motion by George T. Herreich for protective order to extent that Broadcast Bureau shall furnish to counsel for George T. Herreich no later than Feb. 15 all prior statements of witnesses other than Mr. Herreich on whom it intends to rely (Doc. 19291-2). Action Feb. 9.

■ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV], et al.), TV proceeding, on request of Cowles Florida Broadcasting Inc., extended to March 10 date for Cowles to file responses to those interrogatories which have been served on it, and to pending petition of Central Florida Enterprises Inc. for leave to amend and extended to April 10 date for replies to Cowles' responses to interrogatories (Docs. 19168-70). Action Feb. 23.

ABC

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

■ WYEA-TV Columbus, Ga.—Eagle Broadcasting Co. Agreement dated Feb. 1, effective Jan. 1, 1971, through Jan. 1, 1973. Network rate \$100; compensation paid at 30% prime time.

■ WMTW-TV Poland Spring, Me.—Mt. Washington TV Inc. Agreement dated Nov. 3, 1971, to replace one dated July 7, 1971, effective Nov. 1, 1971, through March 1972. First call right. Network rate \$774.00; compensation paid at 30% prime time.

■ WAST-TV Albany, N.Y.—Sonderling Broadcasting Corp. Agreement dated June 29 to replace one dated April 21, 1970, effective July 2, 1971, through July 2, 1973. First call right. Programs delivered to station. Network rate \$982.00; compensation paid at 30% prime time.

■ KTRE-TV Lufkin, Tex.—Forest Capital Communications Corp. Agreement dated Nov. 5, 1971, to replace one dated Nov. 29, 1967, effective Sept. 1, 1971, through Sept. 1, 1973. Network rate \$187.00; compensation paid at 30% prime time.

New AM stations

Final action

■ Beaver, Pa.—FCC denied Shawnee Broadcasting Co. reconsideration of Jan. 21, 1971, FCC action refusing waiver of overlap provisions of rules and returning Shawnee's application for new daytime AM at Beaver. Shawnee had sought authorization to operate on 950 khz with 500 w D-power, DA at Beaver. Action Feb. 23.

Actions on motions

■ Hearing Examiner Millard F. French in Vancouver, Wash. (Cathryn C. Murphy), AM proceeding, on examiner's own motion scheduled hearing conference for Feb. 24; continued to March 3 time for filing proposed findings and to March 17 time for filing reply findings (Doc. 18672). Action Feb. 22.

■ Chief Hearing Examiner Arthur A. Gladstone in Tallahassee and Quincy, both Florida (Charles W. Holt, Talquin Broadcasting Co. and B. F. J. Timm), AM proceeding, designated Hearing Examiner Charles J. Frederick to serve as presiding officer and scheduled prehearing conference for April 4, and hearing for May 2 (Docs. 19445-7). Action Feb. 18.

■ Chief Hearing Examiner Arthur A. Gladstone in Brunswick and Waycross, both Georgia, and Jacksonville, Fla. (Dowric Broadcasting Co., James Harry Moye and Integrated Broadcasting Co.), AM proceeding, designated Hearing Examiner Millard F. French to serve as presiding officer and scheduled prehearing conference for April 4, and hearings for May 2 (Docs. 19448-50). Action Feb. 18.

■ Chief Hearing Examiner Arthur A. Gladstone in Corvallis, Ore. (Corvallis Broadcasting Corp., Ted A. Jackson and Western Radio Corp.), AM and FM proceeding, designated Hearing Examiner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for April 5 and hearing for May 3 (Docs. 19439-44). Action Feb. 18.

■ Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, granted request by Empire Broadcasting Stations Inc. and extended to March 24 time for filing proposed findings of fact and conclusions of law, and to April 7 time for filing replies (Doc. 18852). Action Feb. 17.

Other action

■ Review board in Charlottesville, Va., AM proceeding, granted extension of time to joint request by Charles W. Hurt, WELK Inc. and WUVA, competing applicants for new AM at Charlottesville, for extension of time until March 24 to file exceptions and briefs to initial decision released Sept. 30, 1971, proposing denial of each of three applications (Docs. 18585-87). Action Feb. 18.

Call letter actions

■ Hancock County Broadcasters, Hawesville, Ky.—Granted WKCM.

■ East St. Louis Broadcasting Co. Inc., East St. Louis, Ill.—Granted WESL.

Existing AM stations

Final action

■ KOPO Tucson, Ariz.—Broadcast Bureau granted CP to increase daytime power and changed trans. site to south side of 26th Street, between Warren and Cherry Avenues, Tucson; remote control permitted; conditions. Action Feb. 23.

Action on motion

■ Hearing Examiner David I. Kraushaar in Fargo, N.D. (Northwestern College [KFNW]), AM proceeding, granted petition by Northwestern College; accepted amendment rejected by examiner's order released Feb. 10; returned Northwestern College's application to FCC processing line; terminated as moot instant proceeding; and canceled hearing scheduled for Feb. 23 (Doc. 19313). Action Feb. 17.

Initial decision

■ Hearing Examiner Chester F. Naumowicz in Bayamon, Puerto Rico, proposed in initial decision denial of application by Radio San Juan Inc., licensee of WRSJ (1560 khz, 250 w, 5 kw-LS, U), Bayamon, for change in city of assignment to San Juan and increase in nighttime power to 5 kw, DA (Doc. 17574). Action Feb. 25.

Fine

■ WSHB Raeford, N.C.—FCC notified Friendly Broadcasting Co., licensee of WSHB Raeford, that it has incurred apparent liability in amount

of \$1,000 for repeated or willful violation of rules by operating station with excess power, during both day and night hours. Licensee has 30 days to pay or contest forfeiture. Action Feb. 23.

Call letter applications

■ WRHC Inc., Jacksonville, Fla.—Seeks WERD.

■ WXTR Pawtucket, R.I.—Seeks WGNG.

Call letter actions

■ KARK Little Rock, Ark.—Granted KARN.

■ WUWU Gainesville, Fla.—Granted WAKA.

■ KPBC Port Sulphur, La.—Granted KAGY.

■ WTLE Tupelo, Miss.—Granted WJLJ.

■ WKTC Charlotte, N.C.—Granted WHVN.

■ KHUZ Borger, Tex.—Granted KQTY.

New FM stations

Applications

■ *Lockport, Ill.—Lewis College. Seeks 88.1 mhz, 0.25 kw. HAAT 95 ft. P.O. address Route #53, Lockport, 60441. Estimated construction cost \$7,885.90; first-year operating cost \$2,125; revenue none. Principals: L. J. Farrington, Kenneth Kreft, et al. Mr. Farrington is vice president of business affairs. Mr. Kreft is student program director.

■ Grand Forks, N.D.—Richard Morris Johnson. Seeks 92.9 mhz, 100 kw. HAAT 290 ft. P.O. address 315 Belmont Road, Grand Forks, 58201. Estimated construction cost \$24,928; first-year operating cost \$29,040; revenue \$35,000. Principals: Richard Morris Johnson (100% owner). Mr. Johnson is advertising salesman for KMAV(AM) Mayville, N.D. Ann. Feb. 17.

■ Quebradillas, Puerto Rico—Arzuaga-Roberto Davila db as A&D Associates. Seeks 98.3 mhz, 3 kw. HAAT minus 81 ft. P.O. address Box 6495, Loiza Station, Santurce, Puerto Rico 00914. Estimated construction cost \$7,965; first-year operating cost \$18,801.40; revenue \$18,000. Principals: Jose J. Arzuaga (50%) and Roberto Davila (50%). Mr. Arzuaga is chief engineer of program and production of International Broadcasting Corp. (WVOZ-AM and WOLA-FM), both Carolina.

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Summary of broadcasting

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	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	2,312 ²	118	2,421
Commercial TV-VHF	503	2	5	510 ³	16	526 ²
Commercial TV-UHF	179	0	10	189 ³	67	256 ³
Total commercial TV	782	2	15	699	83	782
Educational FM	471	1	12	484	77	561
Educational TV-VHF	85	4	2	89	2	91
Educational TV-UHF	114	0	7	121	10	131
Total educational TV	199	4	9	210	12	222

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes 15 educational stations.

³ Indicates four educational stations on nonreserved channels.

Puerto Rico. He is also technical supervisor of Southwestern Broadcasting Corp. (WSRG[AM]) San German, Puerto Rico, and part time engineering assistant for Hearst Radio (WAPA[AM]). Mr. Davila is 50% owner of Roberto Davila & Associates Inc., retail liquor and candy, in Santurce, Puerto Rico. He is also 66 2/3% owner of Jewelry Departments of Puerto Rico Inc., retail jewelry company in Santurce. Ann. Feb. 16.

■ Hampden-Sydney, Va.—President and Trustees of Hampden-Sydney College. Seeks 91.7 mhz, 10 w. HAAT 140 ft. P.O. address Hampden-Sydney, Va. 23943. Estimated construction cost \$3,357; first-year operating cost \$2,000; revenue none. Principals: T. Kyle Baldwin, Robert S. Brenaman, et al. Mr. Baldwin is member of executive finance committee. Mr. Brenaman is member of executive finance committee. Ann. Feb. 16.

■ West Columbia, S.C.—West Columbia Broadcasters Inc. Seeks 100.1 mhz, 3 kw, HAAT 300 ft. P.O. address 924 Seton Road, Columbia, S.C. 29210. Estimated construction cost \$44,372; first-year operating cost \$23,750; revenue \$50,000. Principals: David A. Wood (49.03%), William B. Prince (23.54%), et al. Rev. Wood is founder and pastor of Harbor Baptist Church, West Columbia. Mr. Prince is sole owner of Asset Leasing Co., Columbia. Ann. Feb. 16.

Final actions

■ Talladega, Ala.—Jimmy E. Woodard. Broadcast Bureau granted 92.7 mhz, 3 kw, HAAT 300 ft. P.O. address 604 South Street, Talladega, 35160. Estimated construction cost \$31,795; first-year operating cost \$27,554; revenue \$36,000. Principal: Jimmy E. Woodard. Mr. Woodard is president, general manager and 25% owner of Talladega Broadcasting Co. (WEYY[AM]) Talladega. He is also 33 1/3% owner of Clay County Broadcasters (WANL[AM]) Lineville, Ala. Action Feb. 15.

■ Crown Point, Ind.—John Meyer. Broadcast Bureau granted 103.9 mhz, 3 kw, HAAT 300 ft. P.O. address 1254 Park Drive, Munster, Ind. 46321. Estimated construction cost \$44,637; first-year operating cost \$35,000; revenue \$50,000. Principal: John Meyer. Mr. Meyer is secretary and minority stockholder in Meyer's Ventures Inc., jobber for Marathon Oil Co., including ownership of two gas stations and two car washes in Munster. Action Feb. 15.

■ Boone, N.C.—Appalachian State University. Broadcast Bureau granted 90.5 mhz, 340 w. HAAT minus 120 ft. P.O. address Appalachian State University, Boone, 28607. Estimated construction cost \$5,000; first-year operating cost \$9,484; revenue none. Principals: Dr. Herbert W. Wey, Ned R. Trivette, et al. Dr. Wey is president of Appalachian State University. Mr. Trivette is vice president for business affairs for university. Action Feb. 15.

■ Peterborough, N.H.—Contook Valley Broadcasting Corp. Broadcast Bureau granted 92.1 mhz, 140 w. HAAT 1120 ft. P.O. address Route 1 and Ames Avenue, Peterborough, N.H. 03458. Estimated construction cost \$3,400; first-year operating cost \$20,020.74; revenue \$26,020.74. Principals: Francis H. Harms (51%), John E. Leary (25%), et al. Mr. Harms is president, treasurer and director of WSOQ Inc. (WSOQ-AM-FM) in North Syracuse, N.Y. He is also president and director of Upstate Community Antenna Inc. in Clay-Cicero, N.Y. Mr. Leary is vice president of group owner Wometco Enterprises. He is also vice president of WSOQ Inc. Action Feb. 10.

Other actions

■ Review board in Macon, Ga., FM proceeding, supplemental initial decision released Sept. 13, 1971, which proposed grant of application of Middle Georgia Broadcasting Co. for new FM

ch. 300 (107.9 mhz) at Macon, has become effective. (Doc. 18279). Action Feb. 18.

■ Review board in Bangor, Me., FM proceeding, denied motion by Penobscot Broadcasting Corp. to enlarge hearing issues against competing applicant, Bangor Broadcasting Corp. (Docs. 19165-6). Action Feb. 19.

■ Review board in Lorain, Ohio, FM proceeding, granted extension of time to Lake Erie Broadcasting Co. to March 1 in which to file responsive pleadings to motion by Lorain Community Broadcasting Co. to enlarge issues, in proceeding involving applications of Lake Erie Broadcasting Co. and Lorain Community Broadcasting Co. for new FM to operate on ch. 285 (104.9 mhz) at Lorain (Docs. 19213-14). Action Feb. 18.

■ Review board in Williamson-Matewan, W. Va., FM proceeding, denied petition by Three States Broadcasting Co. asking for addition of hearing issue against competing applicant, Harvit Broadcasting Corp. Mutually exclusive applications of Harvit Broadcasting and Three States Broadcasting for new FM at Williamson and Matewan were set for hearing by order released March 7, 1969 (Docs. 18456-7). Action Feb. 18.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Bangor, Me. (Bangor Broadcasting Corp. and Penobscot Broadcasting Corp.), FM proceeding, granted request of applicants and continued date for filing proposed findings of fact and conclusions of law from Feb. 22 to date to be specified; scheduled further hearing conference for March 2 (Docs. 19165-6). Action Feb. 22.

■ Hearing Examiner Charles J. Frederick in Battle Creek, Mich. (WVOC Inc. and Michigan Broadcasting Co.), FM proceeding, rescheduled hearing for Feb. 24 (Docs. 19272-3). Action Feb. 17.

■ Hearing Examiner Chester F. Naumowicz Jr. in Troy, Ala. (Troy Radio Inc. and Pike Broadcasting Inc.), FM proceeding, granted request by Broadcast Bureau and advanced prehearing conference to March 10 (Docs. 19407-8). Action Feb. 18.

■ Hearing Examiner James F. Tierney in Searcy, Ark. (Horne Industries Inc. and Tellum Broadcasting Co. of Searcy), FM proceeding, granted motion by Tellum and continued proceedings without date pending notification by counsel for Tellum to presiding officer and all counsel at earliest opportunity, of Tellum's ability to move forward and, in any event, said notification shall be made on or before May 15 (Docs. 18989-90). Action Feb. 23.

Call letter applications

■ Ashdown Broadcasters Inc., Ashdown, Ark.—Seeks KMLA(FM).

■ Harford Community College, Bel Air, Md.—Seeks *WHFC(FM).

■ Roanoke Christian School, Roanoke Rapids, N.C.—Seeks *WPGT(FM).

■ Mandaree School, Mandaree, N.D.—Seeks *KRSS(FM).

■ Southwestern State College, Durant, Okla.—Seeks *KHIB(FM).

■ South Carolina Educational Television Commission, Greenville, S.C.—Seeks *WEPR(FM).

■ West Texas State University, Canyon, Tex.—Seeks *KWTS(FM).

Call letter actions

■ Merced Community College District, Merced, Calif.—Granted *KBDR(FM).

■ Jaco Inc., Wichita, Kan.—Granted KICT(FM).

■ Salem Broadcasting Co., Salem, Ill.—Granted WJBD-FM.

■ Central School District #4, Plainview, N.Y.—Granted *WPOB(FM).

■ WMID Inc., Pleasantville, N.J.—Granted WGRF(FM).

■ WPOW Inc., Albany, N.Y.—Granted WGNA(FM).

■ Central Broadcasting Co., Central City, Pa.—Granted WCCS(FM).

■ People Communication Corp., Central City, Pa.—Granted WCCS(FM).

■ Metropolitan Pittsburgh Public Broadcasting Inc., Pittsburgh—Granted *WQED-FM.

■ Bahr & Arroyo Associates, Frederiksted, Virgin Islands—Granted WVIS(FM).

Designated for hearing

■ Chief, Broadcast Bureau, in Blairstown, N.J., set for hearing applications of Benjamin J. Friedland and Warren Broadcasting Corp. for new commercial FM's at Blairstown (Docs. 19437-8). Action Feb. 22.

Existing FM stations

Final actions

■ FCC amended FM table of assignments to delete FM ch. 292A from Terrell Hills, Tex., eliminating six-mile short spacing from co-channel assignment at Gonzales, Tex. Amendment becomes effective April 7. Action Feb. 23.

■ Broadcast Bureau granted licenses covering changes for following FM's: KKDJ Los Angeles, KAMB Merced, both California; WRMN-FM Elgin, Ill.; *KCLC St. Charles, Mo.; WGMG Atlantic City; WZTA Tamaqua, Pa. Action Feb. 17.

■ *WMBI-FM Chicago—Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw (horiz.), 52 kw (vert.); ant. height 440 ft.; remote control permitted. Action Feb. 25.

■ WRMN-FM Elgin, Ill.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Feb. 17.

■ WXTG(FM) Annapolis, Md.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 khz. Action Feb. 18.

■ WLPL(FM) Baltimore—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 khz. Action Feb. 18.

■ KRSI-FM St. Louis Park, Minn.—Broadcast Bureau granted CP to install new ant.; ERP 52 kw; ant. height 190 ft. Action Feb. 25.

■ WRIO-FM Cape May, N.J.—Broadcast Bureau granted CP to install new ant.; change ERP; change ant. height; ERP 3 kw; ant. height 145 ft. Action Feb. 18.

■ KTOH-FM Clovis, N.M.—Broadcast Bureau granted license covering use of former main trans. and ant. for aux. purposes only; ERP 7.4 kw; HAAT 130 ft. Action Feb. 17.

■ *WDON(FM) Providence, R.I.—Broadcast Bureau granted CP to reinstate change of trans. location; change studio location to Joseph Hall, River Avenue and Eaton Street, Providence; operate by remote control from proposed studio site; make changes in ant. system. Action Feb. 18.

■ KTON-FM Belton, Tex.—Broadcast Bureau granted CP to replace expired permit. Action Feb. 18.

■ KFWD(FM) Fort Worth—Broadcast Bureau granted request for waiver of rules to identify as Fort Worth-Dallas. Action Feb. 15.

■ KRAB(FM) Seattle—Broadcast Bureau set aside grant of Jan. 28 for CP for changes in authorized facilities. Action Feb. 22.

■ WFWO-FM Milwaukee—Broadcast Bureau granted license covering changes; granted license covering use of former main trans. for aux. purposes only. Action Feb. 22.

Call letter applications

■ KWKH-FM Shreveport, La.—Seeks KROK(FM).

■ WLBI-FM New York—Seeks WBLS(FM).

■ WAAA-FM Winston-Salem, N.C.—Seeks WSGH-FM.

■ WVLE(FM) Kaukauna, Wis.—Seeks WKAU-FM.

Call letter actions

■ KARK-FM Little Rock, Ark.—Granted KARN-FM.

■ KOGO-FM San Diego—Granted KFSD-FM.

■ WXTG(FM) Annapolis, Md.—Granted WFSI-FM).

■ WMRP-FM Flint, Mich.—Granted WWCK-FM).

(Continued on page 60)

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(Continued from page 58)

- KWLM-FM Willmar, Minn.—Granted KQIC-FM).
- WBIL(FM) Biloxi, Miss.—Granted WVM1-FM.
- WNHS(FM) Manchester, N.H.—Granted WGIR-FM.
- KKLS(FM) Oklahoma City—Granted KKNQ-FM).
- WBVB(FM) Union City, Pa.—Granted WCTL-FM).
- WTMA-FM Charleston, S.C.—Granted WPXI-FM).
- WVLE(FM) Kaukauna, Wis.—Granted WKAU-FM.
- *WSUS(FM) Stevens Point, Wis.—Granted *WWSP(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries and SCA when appropriate: KANA(AM) Anaconda, Mont.; KCVL(AM) Colville, KEDO(AM) Longview, both Washington; KEND(AM) Lufkin, Tex.; KEYJ(AM) Jamestown, N.D.; KITL(AM) Chehalis-Centralia, KITT(AM) Olympia, both Washington; KOMA(AM) Oklahoma City; KRNS(AM) Burns, Ore.; WDNC(AM) Durham, N.C.; WITY(AM) Danville, WNUS(AM) Chicago, both Illinois. Action Feb. 8.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries and SCA when appropriate: KIAY-FM Tacoma, Wash.; KPCO(AM) Quincy, Calif.; KRDR(AM) Gresham, Ore.; KRMK(AM) Carmel, Calif.; KSMK(AM) Kennewick, *KTPS(TV) Tacoma, KWIO(AM-FM) Moses Lake, all Washington; KXOL(AM) Fort Worth, WHYL(AM) Hendersonville, N.C.; WISM(AM) Madison, Wis.; K70CL Fort Dodge, Iowa; K09GW Broken Bow, K10EZ Curtis, both Nebraska. Action Feb. 25.

Other actions, all services

■ FCC denied request by Richard B. Kay of Cleveland who describes himself as only candidate for president of American Party, asking FCC to order the CBS and NBC television networks and Public Broadcasting Service (PBS) to afford him opportunity to answer President Nixon's State of Union address of Jan. 20. Action Feb. 23.

Translator actions

- K292AA Canon City, Colo.—Broadcast Bureau granted license covering CP for new FM translator. Action Feb. 25.
- K10CC Towaoc, Colo.—Broadcast Bureau granted CP to replace expired permit for new VHF translator. Action Feb. 25.
- K06EH Silver City, N.M.—Broadcast Bureau granted license covering changes in VHF translator. Action Feb. 18.
- W07BD Syracuse-Dewitt section, N.Y.—Broadcast Bureau granted license covering new VHF translator. Action Feb. 25.
- W05AE Sylva, Dallowhee and Dillshoro, all North Carolina—Broadcast Bureau granted license covering changes in VHF translator. Action Feb. 18.
- Dryden, Wash.—Broadcast Bureau granted CP's for three new VHF translators to serve Dryden by operating (1) on ch. 9 by rebroadcasting programs of KREM-TV ch. 2 Spokane, Wash.; (2) on ch. 11 by rebroadcasting programs of KXLY-TV ch. 4 Spokane; (3) on ch. 13 by rebroadcasting programs of KHQ-TV ch. 6 Spokane. Action Feb. 17.
- Douglas, Wyo.—Broadcast Bureau granted CP for new VHF translator to serve Douglas, operating on ch. 9 by rebroadcasting programs of KDUH-TV ch. 4 Ilay Springs, Neb. Action Feb. 24.
- Charlotte Amalie, Virgin Islands—FCC waived power limitation rules and Quality Telecasting Corp. license of WSVI-TV ch. 8 Christianssted, St. Croix, Virgin Islands, has been granted partial authorization to construct new 10-w VHF translator to serve Charlotte Amalie, St. Thomas, Virgin Islands, by rebroadcasting WSVI-TV on ch. 5. Action Feb. 23.
- Hulett, Wyo.—Broadcast Bureau granted CP for new VHF translator to serve Hulett, Carlisle, Oshoto and New Haven, all Wyoming, operating on ch. 7 by rebroadcasting programs of KTWOTV ch. 2 Casper, Wyo. Action Feb. 22.

Modification of CP's, all stations

■ KAWW-FM Heber Springs, Ark.—Broadcast Bureau granted mod. of CP for extension of time to Aug. 24. Action Feb. 25.

- WMHT-FM Braddock Heights, Md.—Broadcast Bureau granted mod. of CP to extend completion date to May 1. Action Feb. 18.
- KSJR-FM Collegeville, Minn.—Broadcast Bureau granted mod. of CP to extend completion date to July 1. Action Feb. 18.
- KFMP(FM) Cape Girardeau, Mo.—Broadcast Bureau granted mod. of CP to change type trans. Action Feb. 18.
- *KLUM-FM Jefferson City, Mo.—Broadcast Bureau granted mod. of CP for extension of time to Aug. 9. Action Feb. 25.
- WTNW Chapel Hill, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 16. Action Feb. 22.
- WFNC Fayetteville, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1. Action Feb. 17.
- WIAC-FM San Juan, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 30. Action Feb. 18.
- *WTTU(FM) Cookeville, Tenn.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 17. Action Feb. 18.

Ownership changes

Applications

■ WRIA(AM) Augusta, Ga.—Seeks assignment of license from Augusta Broadcasting Co. to WRIA Inc. for \$50,000 with promissory note of \$350,000 payable in 12 years. Sellers: W. Ray Ringston, president, et al. Buyers: William H. Tewell (20%), J. McCarthy Miller (30%), Boris Mitchell (30%), et al. Mr. Tewell is vice president, secretary and has 10% interest in WTRL Inc., Bradenton, Fla. Mr. Mitchell is vice president and has 21.5% interest in WCOA(AM) Pensacola, Fla. Mr. Miller has 68% interest in WCOA Pensacola. He also is president and has 46% interest in Pensacola Omnivision CATV firm in Pensacola. Ann. Feb. 25.

■ KOAK(AM) Red Oak, Iowa—Seeks assignment of license from Mid-America Publishing Corp. to Red Oak Broadcasting Co. for \$105,000. Sellers: David E. Archie, et al. Buyers: Dwain Munyon (90%) and Gloria Munyon (10%). Mr. Munyon is news director and salesman for WISV(AM) Viroqua, Wis. Mrs. Munyon is teacher aid for Viroqua area schools. Ann. Feb. 25.

Actions

■ WEIS(AM) Centre, Ala.—Broadcast Bureau granted assignment of license from Audree O. Thomas, executrix of will of Mac M. Thomas and Ruby Jo Clotfelter db as Cherokee County Radio Station to Cherokee County Broadcasting Co. for \$27,272.72. Sellers: Ruby Jo Clotfelter, partner, et al. Buyers: James M. Davis (99%) and Olene E. Davis (1%). Mr. Davis is new director and manager of WEIS. Action Feb. 15.

■ WBYS(AM) Canton, Ill.—Seeks transfer of control of Fulton County Broadcasting Co. from John Barrons Winsor (19.1% before, none after), Commercial National Bank of Peoria and Richard C. Kavanagh (combined 31.9% before, none after), co-trustees of Harriett B. Winsor testamentary trust to Charles E. Wright (49% before, 100% after). Consideration: \$153,000. Principal: Mr. Wright is general manager of Fulton County Broadcasting Co. Ann. Feb. 25.

■ WUHN(FM) Peoria, Ill.—Broadcast Bureau granted assignment of license from Illinois Valley Communications Inc. to Mid America Media Inc. for \$295,000. Sellers: Henry P. Slane, et al. Buyers: Burrell L. Small (67.018%), et al. Mr. Small is president and has majority interest in Mid America Audio Video Inc. (WKAN[AM] Kankakee, Ill. He is also vice president and has majority interest in Mid America Broadcasting Inc. (WQUA[AM] Moline, Ill. and KIOA[AM] Des Moines, Iowa) and of Mid America Radio Inc. (WIRE[AM] Indianapolis). He is also president of Kankakee TV Cable Co. in Kankakee and has realty interests in Kankakee and Indianapolis. Action Feb. 17.

■ WGEE-FM Indianapolis—Broadcast Bureau granted transfer of control of Rollins Inc. to Mid America Radio Inc. for \$500,000. Sellers: R. Randall Rollins, senior executive vice president. Buyers: Burrell L. Small (67.018%), et al. Mr. Small has majority interest in the Mid America Media station group and has purchased WUHN(FM) Peoria, Ill. (see item for WUHN above). Action Feb. 17.

■ WEMJ(AM) Laconia, N.H.—Broadcast Bureau granted assignment of license from Belknap Broadcasting Corp. to WEMJ Broadcasting Inc. for \$120,000. Sellers: Albert L. Auclair, president, et al. Buyers: O. E. Lussier Jr. (36.72%), Gerald P. Plano (24.50%), Velma Smith Plano (24.50%), et al. Mr. Lussier is president and 72% owner of Creative Concepts Inc., land development firm in Meredith, N.H. He also has 40% interest in Northern Realty Trust, sister corporation of Cre-

ative Concepts, in Laconia. Mr. Plano was formerly producer of RCA Special Products, marketing and producing special production for national advertisers, in New York. Mrs. Plano is associated with Vermont Agency of Development and Community Affairs Information Center in New York. Action Feb. 16.

■ KDUN(AM) Reedsport, Ore.—Broadcast Bureau granted transfer of control of Communications Broadcasting Inc. from Wayne A. Moreland (51% before, none after) to KDUN Radio Inc. (none before, 100% after). Consideration: \$38,760. Principals: 1. Jerome Kenagy (33 1/3%), Stephen D. Kenagy (33 1/3%) and J. Wesley Morgan (33 1/3%). 1. Jerome Kenagy is manager of KDUN. Stephen Kenagy is sales manager of KDUN. Mr. Morgan is manager of real estate for Nils B. Hult & Associates, Eugene, Ore. He is also 33 1/3% owner of Neill, Morgan & Hughes, developers and owners of apartments in Eugene. Action Feb. 11.

■ WCRE(AM) Cheraw, S.C.—Broadcast Bureau granted assignment of license from The Dispatch Broadcasting Co. to Town and Country Radio Inc. for \$125,000. Sellers: Joe S. Sink, secretary, et al. Buyer: Theodore J. Gray Jr. (100%). Mr. Gray is president and majority stockholder of Altavista Broadcasting Corp. (WDKE-AM-FM) Altavista, Va. He is also president and 50% owner of Rebel Radio Inc. (WDAR-AM-FM) Darlington, S.C. Action Feb. 16.

CATV

Final actions

■ KYP-25 Jonesboro, Ark.—Cable Television Bureau granted transfer of control of license to International Cablevision Corp. Action Feb. 22.

■ Castle Air Force Base, Calif.—Cable Television Bureau dismissed CP for new CARS to bring in TV signals KTVU-TV Oakland, KRON-TV, KPIX-TV, KGO-TV and KQED-TV, all San Francisco, all California, to CATV system adjacent to Castle Air Force Base. Action Feb. 24.

■ WAA-20 Delano, McFarland, Shafter, Wasco, Famosa and Bakersfield, all California—Cable Television Bureau granted license covering CP for new CARS. Action Feb. 23.

■ WGI-25 Monterey, Calif.—Cable Television Bureau granted CP for new CARS. Action Feb. 17.

■ WHE-34, WHE-21, both Santa Barbara, Calif.—Cable Television Bureau granted licenses covering CP's for new CARS. Action Feb. 17.

Action on motion

■ Hearing Examiner Charles J. Frederick in matter of Warrensburg Cable Inc., complainant, vs. United Telephone Co. of Missouri, United Utilities Inc. and United Transmission Inc., defendants, CATV proceeding, on request of Warrensburg Cable Inc. set aside procedural dates; set procedural date and scheduled hearing for May 2 (Docs. 19151-2). Action Feb. 23.

Other action

■ Review board in Berwick, Pa. denied petition by Cable TV Co., owner and operator of CATV system at Berwick, Foundryville and Nescopeck, all Pennsylvania, for reconsideration of Dec. 29, 1971, review board decision (Doc. 18986). Action Feb. 24.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Feb. 29. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Ansonia, Conn.—Valley Cable Vision Inc. has been awarded franchise by state public utilities commission.

■ Council Bluffs, Iowa—Multiple-CATV owner Community Telecommunications, LVO Cable Inc. of Omaha (owned by multiple-CATV owner LVO Cable Inc.) and Council Bluffs Cablevision have applied to city council for franchise.

■ Delaware, Ohio—Continental Cablevision of Ohio (owned by multiple-CATV owner Continental Cablevision Inc.) has applied to city council for franchise.

■ Knoxville, Tenn.—Cabletron Inc. has applied to city council for franchise.

■ Irving, Tex.—CAS Manufacturing Co. has applied to city council for franchise.

■ Bowling Green, Va.—Regional Cable Corp. of Silver Spring, Md., has been granted franchise by town 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. Full-time 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.

National company doing business throughout North America needs immediately a sales representative in every state in the Union to provide broadcasters with the sales tool of the decade. Keep your present job and have the opportunity to make outstanding money with limited involvement by working on a commission basis with all expenses paid. The man we choose will represent our company in his home state and will receive commission for all business done in that state. He must now be an owner, part owner, general manager or general sales manager of a broadcast property. All we ask of this man is that he represent our company on a state level, attend state broadcasting meetings and meet with us at our home office for three days once a year. Send resume immediately and we will contact you with full details. Box C-75, BROADCASTING.

Sales

Customer relations representatives. Be your own man. Sales and credit experience. Extensive travel. Multistate 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 midwest market. Now interviewing for sales manager 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.

Asst. manager midwest. Excellent opportunity for successful local salesman who "enjoys" selling to enter management. Must be sharp on detail. Full-time 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.

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.

Salesman-announcer mature and experienced—from 30 years of age and up. Will pay according to experience and ability. Minnesota station of 1,000 watts—member of a network—room for advancement. Box C-41, BROADCASTING.

Country music—one of the nation's top 10 markets. If you can sell—here is an opportunity for unlimited earnings. Write Sales Manager, Box C-44, BROADCASTING.

Spanish helpful but not essential. All Spanish radio station in southwest needs sober, reliable, hard-working salesman to work into sales manager. Excellent opportunity for the right man. Send complete resume to Box C-67, BROADCASTING.

Sales continued

Self-starter salesman for excellent Ohio single-market station. Great staff, top sound, fine facilities. Two colleges in the county, no pollution, safe streets, beautiful school system; large leisure community being developed in the county. Producer you are replacing has been with us for 8 years—leaving for major market. Play-by-play ability beneficial but not necessary. You should be ready and able to earn above \$10,000 first year. Reply is confidential. Box C-48, 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 C-78, BROADCASTING.

Sharp, moral, stable salesman wanted for immediate opening. Guarantee draw \$150 per week plus commission, plus other benefits. South eastern New York FM station. Box C-81, BROADCASTING.

Wanted—a street selling sales manager. Heavy on promotions. Call Jay Raymond, KGOE, Thousand Oaks, Calif. 805-497-8511. Great opportunity with new station.

Salesman—first phone announcer billing \$2500 monthly earns \$782 monthly here. Management possibility. Send resume, photo and tape: Dave Drew, WDLR, Delaware, Ohio 43015.

An outstanding opportunity for the right man that wants to live in a medium sized Wisconsin community of about 40,000 people. Must have outstanding work record with outstanding references which will be checked. This is a career opportunity with a 32 year old station. Quality and prestige are the hallmark of this middle-of-the-road news, local news and sports minded station. Excellent fringe benefits. Top management team with success know how. Please send resume, picture or call Jack R. Genaro, General Manager, Radio Stations WFHR/WWRW, Wisconsin Rapids, Wisconsin. Area code 715-423-7200.

Four more hard working salesmen needed at WGRY Radio Grayling, Michigan. Contact Jim Sylvester, President and General Manager, at 517-348-6181.

Immediate opening for salesman-announcer-1st. Growing organization with a good chance for promotion. 314-586-8577. No collect.

Announcers

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.

Progressive station seeks creative dj with 3rd. Box C-3, BROADCASTING.

Florida station needs hardworking good voice. MOR FM going 100 KW. Send tape and resume. Box C-11, BROADCASTING.

Bay area station looking for Spanish speaking announcers with first ticket. Send tape and resume to Box C-16, BROADCASTING.

Major market progressive FM seeking announcers with minimum 4 years AM background. Unusual creative freedom. Send tape, resume to Box C-29, BROADCASTING.

Needed immediately, one good experienced MOR trained 1st phone announcer. Must be strong on production, original, and have a pleasant air personality. Send tape and resume to Box C-42, BROADCASTING. No floaters need apply. Northeast station, good salary plus fringe benefits.

Immediate opening for versatile disc jockey . . . 10,000 watt station . . . medium market. Rush tape, photo, resume. Box C-57, BROADCASTING.

Announcers continued

Freelance work—Chicago. Mature commercial voice needed by Chicago Hq. of station group. One 3-4 hr. session per wk. Top dollars for top man. Send basic info + short tape. Box C-79, BROADCASTING.

Morning man, 5 KW, MOR daytime, ABC affiliate. Top wages. Open now. Send resume and tape, KOLY, Box 800, Moberg, S.D. 57601.

Expanding staff. Need one combination part time announcer and newsmen. Professional sound. Prefer a settled man but young and energetic to get the job done. Permanent. Like new facilities. Number one in market. Immediate opening. Send references, resume and air check tape to Forrest Eddy, President, KXOW AM-FM, P.O. Box 579, Hot Springs, Arkansas 71901.

Morning announcer plus heavy high school play-by-play. Minimum 2-3 years experience. Contact General Manager, WCBY Radio, Sheboygan, Mich.

Need announcer-producer pros for new 100 KW non-commercial fine arts and human affairs station. Send resume, references and tape of four music intros and tags, newscast and an original human interest piece direct to: Mike H. Mottler, Director of Operations, WJCT-FM, 2037 North Main Street, Jacksonville, Fla. 32206. Phone calls OK (on your dime) 904-354-2806. An equal opportunity employer.

Wanted: Modern country in college town has opening late March—afternoon/evening shift announcer, some sales if desired. Tape, resume to: WKEX, 400 Lark Lane, Blacksburg, Virginia 24060.

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.

We're expanding. Need experienced, versatile morning man plus production. Send resume, audition, photo. WSML, Litchfield, Illinois 62056.

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, 3835 Witsell Street, Charleston, S.C. An equal opportunity employer.

Technical

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.

Group operator needs chief engineer for newly acquired AM-FM station. Must be experienced in AM-FM stereo and capable of executing a complete rebuilding project. Send complete resume to Box C-26, BROADCASTING.

West coast major market AM/FM combination wants neat, bright, industrious chief engineer. No directional. No board shifts. Just need top notch operation and maintenance efforts in smog-free climate. Box C-28, BROADCASTING.

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.

Chief engineer, AM-FM maintenance. General Manager, KOFO, Ottawa, Ks. 66067.

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.

News

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.

Major market seeks top flight contemporary heavy morning newsman. No beginners please. Box C-1, BROADCASTING.

WCIT-WLSR needs experienced News Director. Send resume to R. Riggs, P.O. Box 940, Lima, Ohio.

WOKO Albany-Schenectady-Troy wants experienced, working newsman to put good, dependable news operation together as news director. Send resume, tape and your concept of news to Bill Musser, WOKO General Manager. All replies confidential. An equal opportunity employer.

Immediate opening for newsman also capable of doing occasional board shift. Contact Blair Eubanks at Radio Station WPAQ, Mount Airy, North Carolina 27030, 10,000 watts, 740 KHz, immediately.

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.

Situations Wanted

Management

Southern, experienced, reliable adult seeks station or operations manager spot. First class, including license. Accentuates the positive. Box B-160, 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.

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.

Need Help? Will operate your station on lease basis. All areas considered. Send complete information first letter. Box B-252, BROADCASTING.

Successful young station manager looking for major market opportunity. Also interested in learning station acquisition and finance. Track record in 20 station metro market includes programing, sales, management of FM CP to profits in 3 years. References, education, experience. Box C-9, BROADCASTING.

Radio station to manage with existing owner on gradual buy out or shared equity basis. Box C-22, BROADCASTING.

Highly qualified hard-working manager/salesman. Forty, family, friendly. No bad habits. Box C-32, BROADCASTING.

Selling General Manager. Experienced all phases including ownership. Excellent business and personal references. Will invest. East or southeast. Box C-49, BROADCASTING.

Attention beautiful music station owners!!! I'm managing one of America's most successful such stations. We're in the top 40 markets. With a well organized staff I've brought our profits, revenues and ratings to an all-time high but I'm ready for a new challenge to bring me into the \$25,000/\$35,000 range. Contact me and I'll show you what I've done. My owner knows of this ad. Box C-60, BROADCASTING.

Major market pro with a decade of experience in the top ten markets as DJ, newsman and sales, wants to offer my skills and knowledge to a small market operation as manager or P.D. Reason: A better environment for my growing family. All offers considered. Why settle for less? Box C-68, 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.

Sales management, or management. An organizer with sales ideas. 19 years of broadcasting experience. Ready to relocate. Desire small or medium sized market. Phone 309-663-1943.

Sales

Pro sales manager. Age 28. BSBA, MBA. 5 years programming. AM-FM-TV. 3 years sales management other industry. Knows programing to profit making. Desires sales/management in medium Southeast market. Excellent references. Box C-5, BROADCASTING.

Aggressive sales/announcer. Limited as to air time but stable, dependable. Married, college. Korean veteran. Tape and resume. Ideal medium market. Third endorsed. Box C-18, BROADCASTING.

Salasman—first phone—good record. Single, mature adult. Box C-19, BROADCASTING.

Pro announcer desires sales—willing to implement ideas into \$—would like morning show plus good account list. 1st phone, employed. Box C-55, BROADCASTING.

Announcers

No. 1 morning-man in medium market (adult top 40) seeks slot in large medium or major. Voice style, production, 3rd, all pro. Box B-144, BROADCASTING.

More music rocker, first phone. Box B-243, BROADCASTING.

Experienced dj, full or part-time, any format including religious. Third. Box C-6, BROADCASTING.

Three years experience DJ, music director, TV newsman, 25, married, 3rd. Medium market preferred. Box C-15, BROADCASTING.

Want that first station real bad. Have 3rd endorsed now. Working on 1st. Some experience. At present have job out of broadcasting with intense people contact. Box C-25, BROADCASTING.

Professionally trained announcer, will relocate. Third endorsed. Dependable. Box C-36, BROADCASTING.

Smooth black dj—newsman with first wants to join you. Tight, all formats and writing ability. Check me out at . . . Box C-38, BROADCASTING.

Sincere warm announcer. Family man, wants to settle. Box C-39, BROADCASTING.

Staff ann.—3 yrs. exp., some news, 3rd, seeking dj position, married, 23, vet, presently employed. Box C-40, BROADCASTING.

First phone wants combination work. Eight years experience, past two major market engineer, previous six announcer. Rock music, night, prefer south, will consider all locations. Box C-45, BROADCASTING.

Beginner, broadcast school grad, single, 28, 3rd. Excellent diction. Seeks 1st job where car not essential or within 1 mile nearest town. Prefer N.Y., N.J., but any N.E. area considered. Box C-47, BROADCASTING.

Station sold . . . 29 year old stable contemporary dj/programer in top 100 market looking for new challenge now. Top references. Ten years experience, including management. Let's talk. Box C-53, BROADCASTING.

3 for 1 sale! First phone rock jock/copywriter/production man. Experienced, military completed, will relocate. Box C-62, BROADCASTING.

First phone radio pro, four years MOR experience, college degree, seeking combo radio-TV. Box C-66, BROADCASTING.

Experienced dj, third class, good air personality desires sports announcing or top 40. Box C-70, BROADCASTING.

Announcer, first class, varied experience—rock, MOR, news, sports but a bit rusty: took a few years off to pursue higher education but have decided to return to my first love; young and willing to work from the bottom up. Box C-72, BROADCASTING.

First phone, 6 yrs. experience with good production. I want medium market rock or MOR. Give me a listen. Box C-76, BROADCASTING.

Mature announcer/dj—25, married, draft exempt, 3rd endorsed, 2 1/2 years experience; presently music and program director of MOR-FM station. Prefer rock or up MOR. No drifter; desire permanent challenging position. Available immediately! Call 607-775-3099 or write Box C-77, BROADCASTING.

1st phone 5 yrs. rock, BS degree HT. C-305, Juneau Village, Milwaukee. (414) 273-6839.

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.

Seeking board, Career Academy trained, 3rd phone, 19 years of age willing to work. Danny Horacek, Utica, Kansas (913) 391-2417.

Announcers continued

Experience first phone announcer/dj tight board—MOR, C&W or top 40 formats. Have tape, will travel—prefer Pa., Ohio, Md., N.J. areas but will consider others. Call Gary (412) 465-2292.

Good announcer given bad first start through disreputable placement, looking for second chance on an honest station with any format. Trained thoroughly for 1 yr., 1st phone and good disposition. Willing to relocate anywhere U.S.A. I have a wife and son to support and consider radio my profession. Tape and resume available—call John H. 213-985-7650 afternoons and evenings.

Country format only. Experienced . . . third. Joe Williams, 1798 N. Dixie Hwy., Monroe, Mich. 48161. (313) 241-2094.

Looking for summer replacement job outside the midwest. Prefer New England, Oregon. 2 yrs. experience MOR, rock. 1st phone. Bob Kirby, 104 Hanley, Dodge City, Kansas 67801.

Black beginner—3rd endorsement—27—married, 2 children, broadcasting is my life, I need it to live and I need a job. Good jock. Will do anything, even scrub floor after I get off air—don't get my hopes up if I'm not needed. Please give me a chance, will relocate, very hard worker. Dewey (Duke) Hawes, 13362 S. Michigan, Chicago, Ill. 60627.

Locate, midwest, DJ/newsman, one year experience, college graduate, 25, third. Odvarka, 1931 Champlain, Ottawa, Ill. 815-434-6894.

DJ: Male, college (W.Q.C.C.) third class program Black audience, reference (W.W.R.L.). Johnny Allen, 215-38-111 Road, Queen's Village, N.Y. 11429. 212-776-6502.

1st phone—rock—jock. Sound of sunshine. Experienced. Good references. Sonny Stevens 1-513-825-2430.

Polished, dj/newsman, 29, college degree, third MOR/top 40. 6 years commercial experience all phases. Articulate mature voice, creative, bright, happy personality, dependable, cooperative. Best references. Air check. Phone (201) 232-6900. Write Mr. Announcer, c/o Donner, 1309 Cushing Road, Plainfield, N.J. 07062.

Technical

Engineer-announcer. Over 11 years of experience in almost all phases of radio. Now located in Iowa. Box C-4, BROADCASTING.

Chief, 36, 1st phone since 1951. Radar endor. Technical only. (415) 751-1974 or Box C-59, BROADCASTING.

Experienced engineer wants stable position as studio—transmitter—assistant chief. Steve Burgess, 624 Oakley, Topeka, Kansas 66606.

First phone—experienced, prefer Southwest, L. A. Green, 1316 D Ave., N.E., Cedar Rapids, Iowa 52402.

Chief in AM/FM stereo now. Also contract all phases broadcast. Need a good permanent future at progressive, stable station. Family man, experience and references. John Gudgel, Box 683, Fort Morgan, Colo. 303-867-6176.

Retiring Navy chief. Know solid state and tubes. Broadcast maintenance experience. First phone. Prefer east. Available 1 July. Bob Owen, 714-271-4962.

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.

Newsman now in top five TV market wants to go back to radio. Twelve years experience (1 1/2 network), college educated, family man. Former news director and anchorman. Contact Box B-163, 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.

Situations Wanted

News continued

Reporter. Experienced. Writing excellent. College grad. Northeast or southeast. Reply to Box C-10, BROADCASTING.

10 years broadcasting. Former radio-TV news director, presently TV announcer. Prefer south central states. Box C-37, BROADCASTING.

8 years experience/presently news and sports director/PBP sports/college graduate. Box C-43, BROADCASTING.

Nine-year broadcast journalist seeks hard-working position. Very adept in local news, digging/actualities. Any area. Box C-46, BROADCASTING.

News director operations manager . . . veteran broadcaster, now in top 10 market doing drivetime news block. Ambitious, but looking for non "musical chair" operation with a future. Married, first phone, with over 15 years experience in all phases of programing, news and production. If you're a station manager looking for a real pro, let's talk terms. Box C-74, BROADCASTING.

News director and sportscaster . . . available now. Call "Joe Merry," 201-223-0743.

Award winning news director-newsman—15 years radio. Actual and editorial oriented! Excellent references. First phone. Jack Dempsey—5026 3rd Avenue South, Minneapolis, Minnesota 55419 (612-825-5531).

The voice of Fordham Ram sports seeks play-by-play spot at top major/medium market operation; experienced PBP in all sports; currently sports director at New York City 50,000 watt FM'er; B.A. degree (English) from Fordham; first phone; in commercial radio 5 years; can also double in news; top references; will travel anywhere; available June 1; Dan Reilly, P.O. Box 21; Hillsdale, New Jersey 07642.

News sports combo, seeks position in college area. Now broadcasting college sports. Call Dave Nitz, 703-229-5410.

Programing, Production, Others

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.

Clearance sale. Rock program director. Regularly \$299.95, now \$249.95. Included bonus: first phone license. Box B-242, BROADCASTING.

AM-FM MOR format specialist. Currently programmer top 20 market major group owned winner. Reputation for capturing primary demographics with proven formula. Incisive troubleshooter. Excellent leadership and organizational skill. 10 year multi-market background. Box C-2, BROADCASTING.

Former New Englander seeking spot in that area. Former P.D. announcer, and have done some sales. Many years of commercial announcing on TV and radio, plus news. Presently Ohio. Box C-7, BROADCASTING.

Operations/program manager with diversified, successful broadcasting background. If you're less than number one and aspire to be higher. Box C-30, BROADCASTING.

Personality and hard work is what I offer your small to medium market. First phone, three years experience, seek pd position. Box C-34, BROADCASTING.

Operations assistant, experienced, conscientious. Traffic, continuity, automation, programing production, etc. Desirous of position with responsibility and management potential. Box C-51, BROADCASTING.

Since when don't you need a creative contemporary pd that can look in those demographics? Hard working pro can get the audience . . . and you can get the sales. Quit reading and write Box C-54, BROADCASTING.

Creative copy . . . and that's the truth! Experienced copywriter/production man. Military completed, will relocate. Box C-63, BROADCASTING.

Progressive rock pd. Excellent major market FM-track record. Expert with ratings and profitable progressive sound. 23, BA economics. Looking for station that could use some numbers. Black ink, and a good man. Will go anywhere. R. Barna, RFD #2, Box 40, Storrs, Ct. 06268. 203-429-0729.

Jack looking for work. 3rd endorsed. Tight board. Prefer country or contemporary. Experienced. Production, news, copy. Lyle Kriegel. Phone: 715-842-1470.

Programing, Production, Others

continued

One ad only. Best yet! Production director, w/1st. Married, 5 years experience prod/combo MOR—top 40. Excellent ref. vet. Salary and moving exp. (216) 521-1877.

TELEVISION

Help Wanted Technical

Immediate opening for transmitter supervisor for southwestern VHF. Reply to Box C-64, 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.

News

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.

Top 50 market, northeast. Excellent opportunity for experienced newscaster/reporter to act as weekend anchorman and serve as back-up during the week. Some field reporting. Salary open. Video tape desired, and resume. Box C-17, BROADCASTING.

TV news anchorman, assignment and writing background required. Top 100. Equal opportunity employer. Send pix, resume, and references to Box C-83, BROADCASTING.

"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 . . . feature 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.

Investigate reporter. Hard nosed, energetic, creative. Proven ability. On-camera and/or film experience helpful. Contact Tom Torinus, WLUK-TV, Green Bay, Wisconsin.

TV news reporter-photographer some editing and writing. Equal opportunity employer. Send pix, resume, references to WEAT-TV, P.O. Box 70, West Palm Beach, Florida.

TV weatherman experienced, news background helpful but not required. Send VTR (low-band) to Manager, WXLT-TV, Sarasota, Fla. 33578

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.

TELEVISION

Situations Wanted Management

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. Let's 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.

Qualified in management, sales, promotion, news. With solid midwest AM/FM/TV operation 14 years; 8 years other management, sales, agency experience. Now returning to civilian life after recall to active military duty including key management assignments. Ready for general management opportunity. Excellent references. Available now for interviews. Box C-31, BROADCASTING.

Sales

Experienced salesman. Top 75 markets only. Currently employed. Excellent references. Box C-50, BROADCASTING.

Announcers

Presently host and produce a 90-minute local TV talk show in small market area. Experienced toastmaster and radio announcer. Young family man—B.S. degree. Seeking new opportunity with TV talk or game show. Box C-27, BROADCASTING.

Help . . . experienced TV announcer wants bigger market. Weather specialist. Top ratings. 5 years present station. BA, 29, married, best references. For VTR write Box C-58, BROADCASTING.

Technical

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.

Conscientious first phone broadcast production engineer, striving perfectionist. Box B-247, BROADCASTING.

Situation Wanted News

TV sports director seeking change. 15 years experience, all phases. Box B-106, BROADCASTING.

Female broadcaster—newscaster—writer with announcing and DJ skills, 3rd endorsed college grad, major magazine background—professionally broadcast trained. Box B-189, BROADCASTING.

Television network correspondent working in Europe wants to come home. Seeking permanent stateside position. Box C-8, BROADCASTING.

Professional: impressive appearance, delivery, resume. Dedicated, educated, mature attitude. Experienced eight years, all phases. Seek TV anchor, reporter, administration position, medium market. Box C-14, BROADCASTING.

Tired of stale anchorman or sluggish news director? Try authoritative, employed newsmaker! Box C-20, BROADCASTING.

I have radio news experience and want television reporter position. College grad. Northeast or southeast. Reply to Box C-21, BROADCASTING.

News or sports. 12 years experience all phases. Box C-24, BROADCASTING.

Airman, reporter, college degree, medium market experience, wants move up with possible chance at working documentaries. Prefer radio and TV. Box C-35, BROADCASTING.

Self-disciplined anchorman/reporter with defined goals seeks creative news operation in top 50 market. B.S. degree. Presently employed. Box C-61, BROADCASTING.

Experienced newsman in late 20's can dig, write, film, edit, and deliver for your viewers. Seeks position in West. 717-866-6267. Box C-65, BROADCASTING.

Editing problems? College professor (English/media/propaganda/RTNDA) offers expert criticism of scripts, tapes. Innuendo, nuance-diction reviewed for stations, individuals. Box C-69, BROADCASTING.

Aggressive, young reporter-photographer wants small, medium market. I'm not afraid of long hours or low pay. Married, 23, masters degree. Box C-80, BROADCASTING.

Conscientious and talented Black female with BA in broadcasting seeks challenging position in news, programing, production, community relations. Single. Willing to relocate anywhere. Contact: Beverly Jackson, 5515 Spring St., Phila., Pa. 19139. Call (215) SH B-0310.

Programing, Production, Others

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 programing. 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.

Programing, Production, Others

continued

Award winning filmmaker, 24, presently chief news-film editor with top news station in fourth market, expert in all aspects of production: single and double system filming and editing—news documentary and commercials, three years experience; seeks opportunity on West coast. Box C-12, BROADCASTING.

Energetic young woman seeks job as TV producer or associate producer with talkshow or variety format, currently employed in major market with three years solid p.r., TV and radio experience. B.S. communications. Single. Willing to relocate in small, medium or major market. Box C-13, BROADCASTING.

Attention ETV/ITV: Major market commercial producer/director seeking position in educational television. (Genuine interest, not escaping). Degree, experienced all phases including film and syndication. Market size not a factor. Box C-33, BROADCASTING.

Successful TV announcer-talk show host. Radio TV pro including writing, directing, management, all phases airwork, presently in secure but routine P.D. job with 50 KW radio station. Want back in TV prefer northeast. Box C-71, BROADCASTING.

Drake junior anxious to exchange energy and enthusiasm for genuine learning opportunity in station operation or production in television or radio or similar opportunity in film production or allied fields. Three years in Drake journalism school and summer in Stanford included classes in stage craft, acting, photography and music. Willing and able to work with hands as well as mind. Available May 15. Edmund R. Kennedy, 1117 25th St., Apt. 5, Des Moines, Iowa. 50311. Telephone 515-279-4021.

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 Irbide St., Laredo, Texas 78040.

For Sale Equipment

Helix-styroflex. Large stock—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.

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. Enclose payment with order, shipping collect. Redding Radio, Box 344, Fairfield, Connecticut 06430.

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, WTIQ, Manistique, Michigan (906) 341-2024.

Gates RDC-10 Xmr remote control. SA40 console. 4 Grey 208 arms with Grey 602 equalizers. Mari remote unit. Box C-23, BROADCASTING.

Three year old Collins 212 M-1 console, six mixers, dual switches. \$1,350.00 or make offer. Box C-56, BROADCASTING.

RCA 5k transmitter BTF5D-stereo equipped. Excellent condition. WYFI, Box 33, Norfolk, Va.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer, Box B057, Pensacola, Florida 32505.

Ampex model 600/601 users—noise, heat, and flutter reduction its available from VIF International. Box 1555, Mtn. View, Calif. 94040. 408-739-9740.

RCA-TS-40 Video Production Switcher, 14 inputs/6 buses; Solid State RCA TE-60B Special Effects, Grass Valley Chroma Keyer. Diamond Hand Command CCTV System—Never Used—Includes 2 Viewfinder Vidicon Cameras w/5:1 Zoom Lens, Tripods, Sync Generator, Audio Mixer, Special Effects, 1/2" Helical Scan VTR, 19" Monitor, 35 ft. Control Cable. Write to: Video Equipment, 2425 Wood Valley Drive, Morrow, Georgia 30260.

FOR SALE Equipment

NASA Surplus—audio oscillators, TS-382D/U, mfg. Taffet, Part 124-110-100, stock 7CAC-363916-5. Voltages: Input 115 v. at 50-1000 cycles. Output 20 to 20,000 cycles second, adjustable 0-10 volts with load 1000 ohms. Wt. 42 lbs., aluminum waterproof case, schematic, connectors. Excellent condition. Orig. cost \$300. \$55 ea. General Supply & Equip., Box 14628, Houston, Tex. 77021. 713/748-3350.

Complete broadcast mobile unit with 2-RCA TK-30 cameras, zoom lens, 2 sync gen., audio, etc. Ready to roll. (312) 738-1022.

For Rent: 1—Spotmaster model 400A and 2—Spotmaster model 405A units at \$44.00 per month. Address inquiries to: Channing Leasing Co., Inc., P. O. Box 447, Natick, Mass. 01760 Tel. No. 617-655-5360.

Tapecaster cart Mach #700 playback w/1 KHz—150 Hz cue tones. Purchasing record/playback. Used less than 80 hours. \$250.00. Cablevision, Lisbon Street, Lewiston, Maine 04240.

Iso-coupler 10 KW in mint condition. Will tune to your frequency and pressure test. Reasonably priced at \$650.00. Contact James Mitchell, Chief Engineer, Communications Fund, Inc., 314-961-1320.

Auricon cine voice, general research conversion, sync motor, crystal control, 100D inverter, 2-400' Mitchell magazines, 12-120 Angenieux zoom, custom case, new condition, sacrifice \$2,250.00 (cost \$3,900.00). Call (615-875-6156) Bill Smith, 4 E. Daytona Dr., Chattanooga, Tenn. 37415.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Notice! Anyone knowing the whereabouts of Richard S. Harrington—also known as "Rick Harrington"—please notify the following. Box B-92, BROADCASTING.

Got an IDEA for a promotion? We'll supply the prizes in exchange for air time or? International Promotional Consultants, Inc., 915 W. Sunrise Boulevard, Ft. Lauderdale, Florida, Phone (305) 764-6424.

Attention station owners and managers (and history buffs, too!). Learn the history of your station (or your competition). Airdate, ownership, location, power, etc. from then till now, researched just for you. Send for Free catalogue listing profiled stations. Only \$5.00 each AM; \$2.50 each FM, accurately researched by pro. Most unusual service in broadcasting! Broadcast Pro-File, Box 982, Hollywood, Calif. 90028.

Commercials with humor sell. Order our book of 101 of them, 32 client categories for \$19.95. Brain Bag, Box 875, Lubbock, Texas 79408.

What's so funny? Sullivan's Comedy Tonight, 4301 7th Avenue, South, Birmingham, Alabama 35222.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas***, 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in San Francisco***, 160 S. Van Ness.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Instructions continued

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in Chicago***, 3443 N. Central.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in El Paso*, 6801 Viscount.

Elkins in Seattle**, 4011 Aurora Ave., N.

Elkins in Milwaukee, 611 N. Mayfair Rd.

Elkins in Colorado Springs*, 323 South Nevada Ave.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low cost dormitories at school. Starting dates April 12, June 28. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

Zero to first phone in 5 weeks. R.E.I.'s classes begin 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. Or 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.

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.

Complete home study course for 1st phone. \$75.00 total. It works! Guaranteed. Academy of Radio and Television, 1120 State Street, Bettendorf, Ia., 52722. (319) 355-1165.

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, New Mexico. Three months training on two commercial radio stations . . . KSVP-AM and KSVP-FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 only. Bonded! Approved by the New Mexico State Board of Education. Classes begin June 1st and Sept. 4, 1972. Enroll Now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

See our display ad under instruction on page 65. Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California HO 2-3281.

Radio Help Wanted

WANTED: Professional Talent For Nationwide Employment

PLEASE SUBMIT: Aircheck or Video tape • Resume & References •
Current Photo • Desired Salary • Desired Format • Location Preferred

BROADCAST SERVICES DIVISION

Media Management Corporation

710 Tower Bldg., Seattle, Wash. 98101

Employer inquiries welcome.

Radio Help Wanted

Sales

SALES MANAGER

\$35,000 guaranteed first year. Experienced, dedicated pros only. Minority groups welcomed. Prefer devoted stable family man. Resume, references and current picture to

BOX B-28, BROADCASTING

SALES MANAGER RADIO

Major southwest network affiliate is seeking a sales manager. Prefer someone with successful radio sales management experience, but will consider 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 to

BOX B-268, BROADCASTING

An Equal Opportunity Employer

Situations Wanted

Management

AVAILABLE

Asst. Mgr.-Program Dir.

Who Has

Major market experience, all phases, good track record, credentials, college, 15 yr. pro

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

Announcers

• 205-264-8056 •

For an articulate, professional "Talkmaster" with 4 years of good numbers. Just left #1 rated show in 13 station market. Seeking major market opportunity. Call or write

Box C-52, BROADCASTING

Television Help Wanted

Management

LOCAL SALES MANAGER

Top 25 market. Major group.

\$30,000 plus override.

Call: 312-693-6172

Miscellaneous

"MUSIC . . . ONLY FOR A WOMAN"

Now 1st in San Diego with Women 25-49 (3:00-7:00 p.m.) (Oct./Nov. 1971 Pulse)

Send for information and demo tape:

Peters Productions, Inc.

1333 Camino Del Rio South

San Diego, California 92108

(714) 291-4044

"MUSIC . . . JUST FOR THE TWO OF US"

Full concept radio service

Now Available

Send for information and demo tape:

Peters Productions, Inc.

1333 Camino Del Rio South

San Diego, California 92108

(714) 291-4044

Instructions

BROADCASTERS SEEKING JOBS IN RADIO MUST BE POLISHED!

Are you? If not, let us help. We'll analyze and critique your 5-10 minute tape and polish your resume. We're clearing the "air" pollution. Send tape, resume and a \$10.00 M.O. to:

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P.O. Box 5037
Columbus, Ohio 43212

F.C.C. 1st PHONE in five weeks

Finest Instructors

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• Visual aids & Films

Reasonable Costs

• One charge to successful completion

Selected Accommodations

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Top Results

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(Approved for Veteran training)

(Low interest Bank financing available)

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at the Nation's oldest
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School of Broadcast Training

DON MARTIN SCHOOL OF RADIO & TV
(established 1937)

NEXT INTENSIVE THEORY CLASS
starts

April 10, 1972

for additional information call or write

DON MARTIN SCHOOL OF RADIO & TV

1653 No. Cherokee, Hollywood, Cal.

HO 2-3281

THE COMPASS, INC. SALES FORMULA!

Give your clients the Tropicana Hotel and Country Club, Las Vegas. You sell 50 of your sponsors just \$600 per month, April to November '72. $8 \times \$600 = \4800 $\times 50 = \$240,000$. Then in December '72 or January '73, when you have the money in the bank, Compass, Inc. will jet those 50 sponsors and their wives to Las Vegas direct from your local airport. They will receive: round trip air transportation; deluxe rooms, 3 nights, based on double occupancy, at the Tropicana; one hour cocktail party with unlimited beverage; luggage handling, hotel, skycaps; transfers, airport/hotel/airport; taxes and gratuities on above items. Your cost? Example: Billings, Mont. — \$125.85 per seat, total cost \$11,578.20; New York City — \$199.03 per seat, total cost \$19,305.91; Chicago, Illinois — \$160.62 per seat, total cost \$15,580.41. You pay 10% down and start selling this incentive immediately. Call or write today for the per seat price from your city.

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Tropicana
HOTEL AND COUNTRY CLUB
LAS VEGAS

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
WKTR-TV
(A Suburb of Dayton, Ohio S.E.)
Directions: East off I-75 at Exit 32 or 31
Kettering, Ohio

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-56 Projectors, TP-15 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/TD-3 Pedestal (New 1967)
R.C.A. VIDEO TAPE RECORDERS: TR22C Low Band Color W/Elec. Editing (New 1967), TR-4 HI/Low Band Color (New 1968), TR-5 Low Band Color (New 1967)
AUDIO: R.C.A.-BC7A Console, R.C.A. RT-21 Reel to Reel Recorder, Mikes, Decks, Amplifiers, Cartridges, etc.

MOBILE UNIT

R.C.A. TR-11 VTR, 4 TK-31B Camera, TG-2 Sync Gen., TS 30 Switcher, TM35 Monitor, etc.
R.C.A. TERMINAL EQUIPMENT: TS-40 Switcher W/TE-60B Special Effects Unit (1967), 2-TG-3 Color Sync Generators, 6 TA-34 Pulse Dist. Amps., 6 TA-33 Video Dist. Amps.
MONITORS—COMPLETE KLEIGL LIGHTING PACKAGE W/DIMMER PANEL—COMPLETE FILM AND DARK ROOM SET UP—TEST EQUIPMENT, FILM LIBRARY, COMPLETE AUDIO CONSOLE W/TURN TABLES, OFFICE EQUIPMENT—(LARGE QUANTITIES)
INSPECTION: 9:00 A.M.-4:00 P.M.—MONDAY, MARCH 13, 1972

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East	Medium	Day	600M	29%	West	Metro	FM	65M	Cash
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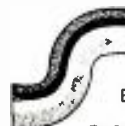
For Sale Stations continued

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

James Joseph Tommaney writes television campaign plans with a discipline he might never have achieved in the literary area. At Yale in the 1950's, Mr. Tommaney wrote for the campus literary magazine and his short stories were being published. But several years later, and six months along as a copywriter trainee at McCann-Erickson in New York, he switched to media research.

"I thought the discipline of research would be better," he explained the other day at his office at McCaffrey & McCall in mid-town Manhattan.

As it turned out, the switch benefited both Mr. Tommaney and McCaffrey & McCall, with which he's been associated for eight years. The agency, itself only 10 years old, has seemingly become a factor in broadcast advertising overnight. In 1962, when James McCaffrey and David McCall took over C. J. LaRoche it was billing \$11 million, but now the agency (under its new name) has billings over \$50 million, of which more than half are in broadcast.

The phrase "media research" still sticks with Mr. Tommaney. As senior vice president in charge of media, broadcast and research, Mr. Tommaney has over-all responsibility for all market research and media research as well as media and broadcast activity.

(His boss is also a trained research man: Chairman McCaffrey came up that route from Ogilvy & Mather and before that was in media at Young & Rubicam.)

Though Mr. Tommaney's title suggests considerable latitude and range—which he has—his authority is quite clear. Reporting to him are a vice president in charge of broadcast, a vice president-director of research, and three associate media directors.

The Tommaney image is not entirely executive suite. On a normal afternoon, his desk was completely covered with papers, he was in shirtsleeves and his cuffs were rolled back. But somehow everything appeared to be in place, including Mr. Tommaney's impromptu observations.

"There may be all cliches, but they're true," he said: "Study the marketplace. Get to know what problems the network or the station may have. In the best of negotiations, the client is satisfied while the network requirements are met."

What Mr. Tommaney may have had in mind specifically is the Penney story. The agency has had spectacular success with one of the leading store chains in the country, J. C. Penney. Part of that success is Penney's plunge into network television.

McCaffrey and McCall was the first advertising agency to be hired by Penney on a corporate basis, more than

He helped engineer Penney's big jump into network TV

two and a half years ago. It worked with the client in preparing commercials for local sponsorship on radio and on TV. But in late fall last year a change was instituted by Penney—it would enter network television in the fall of 1972.

To mark the first use of network TV, the retailer asked for "exciting advertising ideas." In a series of discussions, the planners settled on election coverage as a means of being identified with an important event in the lives of all Americans.

"It was a complicated buy, but an exciting opportunity to reach all households," Mr. Tommaney recalled. "I was impressed with Penney's ability to

go ahead and make decisions quickly.

"In a single morning, we confirmed acceptance of a broad concept [sponsorship of election coverage on all three TV networks] and in a matter of two hours the necessary approvals were through the client's executives. The client was the most helpful party in the network negotiation." (Penney has all of election coverage sponsorship on NBC-TV, one half on ABC-TV and one-quarter on CBS-TV.)

Speed like that suggests cold executive efficiency, but Mr. Tammaney has his lighter side.

During one session, Mr. Tommaney wore an oversized red, white and blue necktie, prompting the network executive to ask if Mr. Tommaney wasn't carrying "patriotism" too far. The agency man said he didn't think so. Later the network man received a package containing a red, white and blue necktie—but 10 feet long. Mr. Tommaney said that since it made the world's biggest knot it was appropriate to the U.S.

Mr. Tommaney's life-style is no less out of the ordinary. A New York City native and a bachelor, he maintains a penthouse apartment on the fashionable West Side. He has a "weekend log cabin" near Greenwood Lake in northern New Jersey. He owns 1,600 feet of beach-front and is building a home for retirement on Shoal Bay in Anguilla, a tiny island in the Leeward group of the West Indies in the Caribbean.

Despite these facilities, Mr. Tommaney would appear to prefer sedentary activities. He does not fish, hunt or hike. He is not a sports participant, is not a Mr. Fix-It, has no workshop, and a contractor will build his home at Anguilla.

At the Jersey log cabin, he is apt to spend a weekend playing bridge with guests. He watches TV about two hours daily, and his tastes run to CBS's *All in the Family*, NBC's *Sanford and Son* and ABC's movies.

He is a firm believer in commercial television, acknowledges that advertisers and agencies "historically impelled" the networks to adopt the 30-second commercial as the basic unit and thereby accentuated the appearance of commercial clutter, sees no signs of viewers losing interest in television and believes the forecasts of "segmentation and fragmentation" of TV have been wrong.

To those who may have been confused at one time as to the "real" Tommaney—there is but one James Joseph. He is an identical twin. Joseph V. Tommaney works for a steel company in Houston. At one time, Joe was in advertising and the brothers worked in the Rockefeller Center area. That proved nettling at times; says James Joseph: "I'm happy Joe left advertising and New York—but for that reason only."

Week's Profile



James Joseph Tommaney—senior VP in charge of media, broadcast and research, McCaffrey and McCall Inc., New York; b. March 13, 1930, New York; graduated from Yale University, BA, 1952 public information officer, U.S. Army, 1952-54; McCann-Erickson, New York, as copywriter trainee for six months, then in media, became senior project director, 1954-57; supervisor of market research, Benton & Bowles, New York, 1957-62; research account supervisor, D'Arcy Advertising, New York, 1963-64; director of marketing research, LaRoche, McCaffrey & McCall (name shortened to McCaffrey and McCall in 1972) New York, 1964-65, VP 1965, senior VP 1967, director December 1970 and serves also as member of plans board and of management committee.

Rescue possible

The Supreme Court last week gave broadcasters another chance to retain their journalistic status. The court agreed to review an appellate-court decision that would turn radio and television into passive conduits for propaganda. There is no way to predict how the high court will eventually vote, but its mere act of accepting the case is ground for at least some optimism.

Absent a review by the Supreme Court, broadcasters were facing a bleak future, which could have been brightened only by legislative succor. It is possible, of course, that the Supreme Court will let the lower court's decision stand. If so, legislation will be more imperative than ever. Still, there is a respite from the application of the standards that the appellate court decreed.

This is the case initiated by the demands of the Business Executives' Move for Vietnam Peace (BEM) to buy time on WTOP(AM) Washington to argue against the war and of the Democratic National Committee to buy time on ABC and CBS to raise money and comment on political issues. The appellate court said the FCC was wrong in sustaining the rejection of such advertising. As a rule, the court decreed, broadcasters cannot exclude purchasers who want to buy time to espouse views on public issues. Not only that, said the court, persons without funds ought to be given air time at no charge to dispute points raised in the paid advertising.

The appellate decision would have been objectionable enough if it had contented itself with commentary on the public-utility, common-carrier role it was assigning to broadcasting (which the Communications Act explicitly excludes from common-carrier regulation). But it went on to identify broadcasting with government as part of the institution that the First Amendment proscribes from interfering with freedom of speech. Broadcasting, in the appellate court's reasoning, gets that way because it is regulated by the government.

That interpretation is, of course, absolutely at odds with the contention that broadcasting, like older forms of communication, is protected by the guarantees of freedom of the press, another part of the same First Amendment. So far no court has decided that freedom of speech takes precedence over freedom of the press, that anyone who wants it must be given space in, say, the *New York Times* or *Chicago Tribune*. Hopefully the Supreme Court will not pioneer that field now by saying that broadcasting, alone among the media, must provide unfettered access.

In recent years the government has pursued the contradictory course of demanding that broadcasters exercise more responsibility over what they broadcast while writing regulation that takes responsibilities out of the broadcasters' hands. The Supreme Court has an opportunity to eliminate the inconsistency.

Front page v. prime time

All of us are unwittingly involved in an artificially contrived contest among the media in which the First Amendment is imperiled and with no winners in sight.

Because this is an election year, the battleground is like a floating crap game, moving not only from primary to primary but also from nation to adversary nation. The administration, just returned from a spectacular mission to China, made the most of it by tailoring the trip mainly for prime TV time. Front pages obviously were secondary.

If this was calculated to make the printed media unhappy, it was eminently successful. But whether networks, their

affiliated stations, and the enterprising independents although enthralled with the technological success, were happy in getting the "break" when most of the pickups turned out to be live by satellite travelogues and toast-drinking tours is certainly debatable, particularly when the tab totaled up to \$3 million, with no compensatory return.

The same general pattern can be expected from now until the elections. The presidential trips to the Soviet Union and possibly other distant lands will stimulate new political conflicts with fairness-doctrine demands for equal time on the domestic front. Internationally, there will be thunder on the left and the right, no matter what new "summits" may produce.

All this is taking place as broadcasters and their customers are confronted with the confiscatory proposition of the Federal Trade Commission to use the FCC as its cat's paw in the invention of new mischief called "counteradvertising." Newspapers reaping a harvest in cigarette advertising and who have long enjoyed the booze bonanza really have little to cheer about. By now they know that they are next in the sights of the crusaders who have dead aim on a grade-labeling as opposed to a brand-name economy.

If it is the purpose of the politicians (there's no distinction between the parties) to create a bable of confusion among competing media, the campaign is a total success. Magazines who now also enjoy the fruits of the cigarette-booze windfall, face the mounting second-class mail crisis that will raise their costs about 150% in the next five years, along with the advertising threats.

From now until the elections there is little chance of Congress enacting new legislation that will chip away at the media underpinnings beyond what has already been wrought. Not can the FCC, even if so minded, do anything about the the insane plan of the FTC—an agency that deserves oblivion for irresponsibility.

Between now and November all candidates ought to be asked to put themselves on record on the free enterprise system. If they don't believe in it—without equivocation—they do not believe in America.



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