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NEWSPAPER

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

Pastore polarizes the dialogue on TV violence, suggests remedial action
Eleventh-hour roundup on network schedules; win-or-lose week ahead
The bitter and the sweet in Boston: WHDH-TV goes dark, WCBV(TV) goes on
Ad Council extinction urged, argued in aftermath to AAAA meeting

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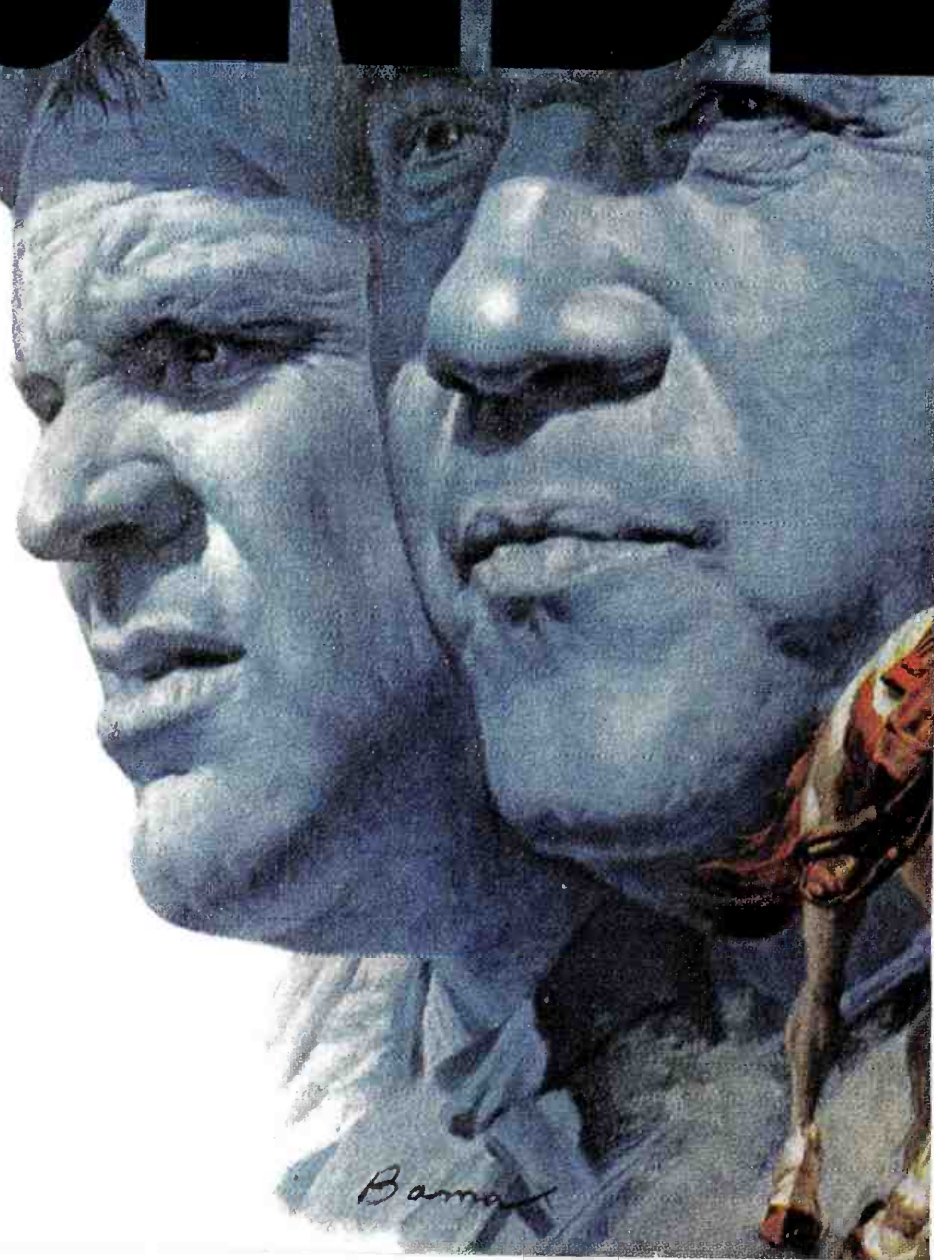
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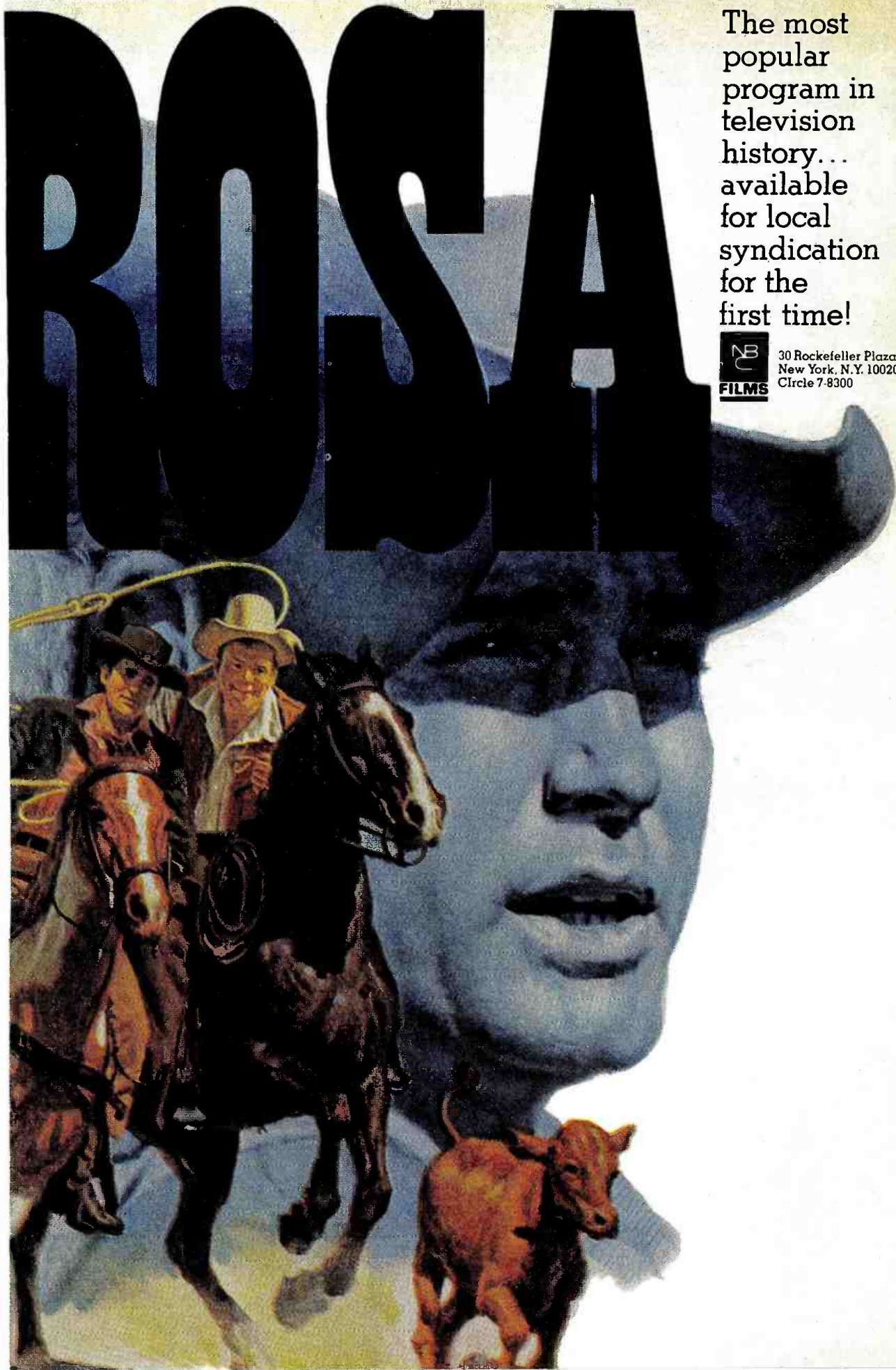
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Research derived from October-November 1971 Syracuse, N. Y. ARB. Data quoted or derived from audience surveys are estimates, subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey for details. Get the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

Pastore subcommittee hearings conclude in wake of surgeon general's findings that an immediate and substantial reduction of violent material on TV is necessary. Question now is how this can be done. See . . .

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End and beginning in Boston . . . 31

Citing his commitment to FCC, taking a few shots at influence of big money on government, Nicholas Johnson decides not to seek Senate seat from Iowa—although he says the incumbent can be defeated. See . . .

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Did president of KDUB-TV Dubuque, Iowa, know he was paying a bribe for an ABC affiliation—or did he think payment was legitimate expense in obtaining affiliation? Licenses are at stake in hearings on that question. See . . .

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There have been delays and uncertainties in this most perplexing of years for program development, but the TV networks are expected to reveal their fall schedules this week. Only six new shows appear set. See . . .

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Public TV executive Jim Karayn warns against 'access' as a substitute for journalism. Newsman's job is to focus and clarify, he says, not 'to put a verbal linkage' between unedited, unevaluated opinions. See . . .

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FCC Executive Director Jack Torbet, a retired Air Force colonel, is an efficiency-minded man, impatient with bureaucratic delay—and, according to many, the best at his job since it was created 10 years ago. See . . .

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Broadcasting

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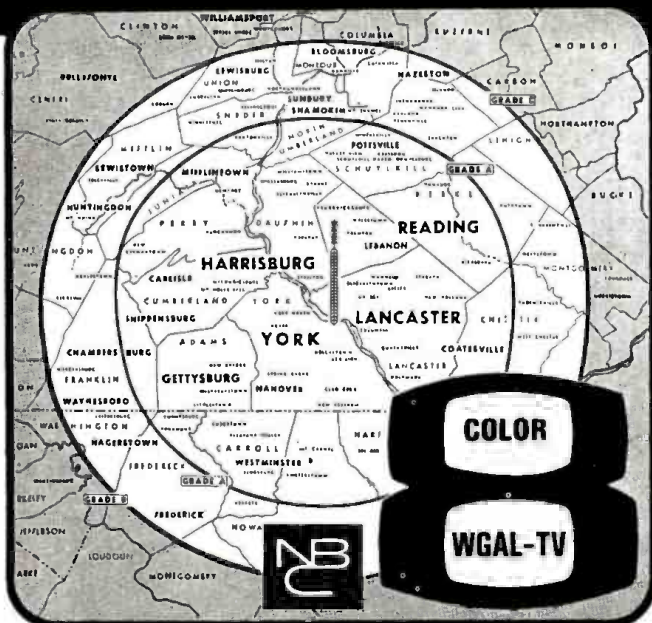
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Scheduling

NBC-TV programers were working on 1972-73 prime-time plans last week under special deadline: their affiliates board of delegates meets Wednesday (March 29) and they were trying to get new schedule in shape before then. Nobody was saying anything for sure, but speculation had it that about five half-hours of current programing would be replaced, including three occupied by two shows long reported headed out: *Jimmy Stewart Show* and *James Garner as Nichols*. *NBC Reports* is going into Tuesday 10-11 period (BROADCASTING, March 20), and it's known two other programs are committed, though their time periods remain to be seen: *Little People* and *Banyon*. Whether NBC would continue to offer three movie nights was subject to question, with betting about evenly divided pro and con.

For CBS-TV, speculation is that up to nine half-hours may be replaced, including *O'Hara*, which made news on Capitol Hill last week (story page 43), *Chimp and I*, *My Three Sons*, and possibly *Arnie* and *Cade's County*. Likely replacements said to tend toward situation comedy except for previously announced Bill Cosby comedy-variety hour and possibly one new dramatic series. ABC, of course, has special problem in FCC requirement that it lop half-hour off its exceptionally successful Tuesday night. There's some talk that *Movie of Week* will shift, but agency sources tend to think *Marcus Welby* may be moved to bolster some other night.

Harmony

Cable and copyright owners are moving closer to workable agreement on legislative particulars to be presented to Senate Copyright Subcommittee. Although their separate written proposals may not be submitted for several weeks (broadcast spokesmen sent theirs earlier this month), indications are that final products will reflect substantial though not total accord, worded in ways acceptable to respective constituencies. Overriding issue at this point is fees.

Johnson's monitor

Now that FCC Commissioner Nicholas Johnson has formally announced intention not to enter Senate race in Iowa (see page 38), Chairman Dean Burch can be expected to watch commissioner's statements for signs of political content—as he has indicated in commission meetings he would. Chairman is said to be determined to make good on commitment commission made to Office of Management and Budget that commissioners will steer clear of political involvement.

Commitment was made in letter commenting on proposed legislation

that would extend to members of independent regulatory agencies Hatch Act ban on political activities by government employees; FCC letter said that provision would be superfluous—that FCC members have traditionally been circumspect about political matters. Big question is what chairman could do if Commissioner Johnson did not suppress his zest for political comment.

Cut and dried

For first time in many years number of announced candidates for election to TV board of National Association of Broadcasters is exactly equal to number of vacancies: six. With two weeks to go before NAB convention in Chicago, where TV board elections will take place, avowed candidates are Leslie G. Arries Jr., WBEN-TV Buffalo, N.Y.; Dale G. Moore, KGVO-TV Missoula, Mont.; George Comte, WTMJ-TV Milwaukee (all running for re-election); Ray Johnson, KMED-TV Medford, Ore.; Walter E. Bartlett, Avco, Cincinnati, and Mark Evans, Metromedia, Washington. Still only candidate for chairmanship of TV board is Peter Storer, Storer Broadcasting, Miami Beach; for vice chairmanship, Messrs. Arries and Moore.

Not yet

Last-minute hitch developed as FCC appeared on way to changing multiple-ownership rules to save banks necessity of selling off some \$85-million worth of broadcast interests. Under consideration was rule that would permit banks to own up to 5% of publicly held broadcast companies, regardless of number of stations owned. (American Bankers Association had asked for 10% ceiling.) However, banks would have to file disclaimer of intent to vote more than 1% of their holdings. Rules setting limits on number of stations (seven AM's, seven FM's and seven TV's) now apply to anyone owning 1% or more of broadcast company.

Hitch that commission wants staff to unravel is extent that banks serve as co-trustees of broadcast stocks, and whether such holdings should be counted against 5% standard. When that is settled, item will be circulated among commissioners for action.

Money men

Dan Seymour, president, J. Walter Thompson Co., New York, will head special five-man committee of American Association of Advertising Agencies on agency finances. Intention to form committee was announced at AAAA's annual meeting (BROADCASTING, March 20). Other members of group, which will serve ad hoc, will be Edward N. Ney, president, Young & Rubicam, New York; Richard C. Christian, president, Marsteller, Chicago; John F. Wilson,

president, Carr Liggett Advertising, Cleveland, and Lester Wunderman, president, Wunderman, Ricotta & Kline, New York. Committee has yet to schedule its first meeting.

Almost, not quite

Communications Satellite Corp. last week scrubbed plan for special satellite-video transmission of President Nixon addressing forthcoming National Association of Broadcasters convention in Chicago from his White House office. Reason: Projected costs got out of hand.

Comsat would have had to erect ground station to send signal from White House to Atlantic bird for relay back to Chicago. To make it in time for April 9-12 convention would have involved premium pay for overtime work.

Who's on first

Apparent reason for Price Commission's long delay in responding to FCC letter seeking guidelines for broadcasting rates has come to light. Networks and National Association of Broadcasters have request pending for exemption from price controls, as media were exempt from earlier controls in World War II and Korean conflict. (New exemption was stricken at last minute from legislation that authorized Phase II of President Nixon's economic policy.)

Price Commission is said to be awaiting disposition of exemption request before acting on FCC letter, which suggested that controls for radio and television be flexible enough to permit broadcasters to adjust prices in keeping with audience size ("Closed Circuit," Jan. 17). Broadcast exemption will be argued before Price Commission this week at public hearings.

Sports night

Trend of recent years to add Monday night to expanded TV sports weekend may get added impetus from National Collegiate Athletic Association next spring. NCAA historically has geared its national basketball championship playoffs to semifinals on Thursday night and finals on following Saturday afternoon (usually bucking National Invitational Tourney on TV). Dates in 1973 will probably put semifinals on Saturday afternoon with big windup in prime time on Monday night.

Secret's out

Another syndicated revival of former popular network series, *I've Got A Secret* is reported to have been bought by five CBS-owned television stations for fall start in prime-access time. *Secret* had 15-year network run ending in 1967, and its producer, Goodson-Todman, has chosen Steve Allen as host of Hollywood-based syndicated version.

NCTA lands its president-to-be: David Foster

Board expected to approve recommendation at meeting next week

Presidential selection committee of National Cable Television Association will recommend appointment of David Foster, executive vice president of Datran Corp., to NCTA presidency, it was learned Friday (March 24).

Mr. Foster, 44, is lawyer who directs legal and regulatory activities for Datran, which is common carrier specializing in data transmission. Prior to joining that company in 1968, he was with Collins Radio Inc. for 10 years, where he became vice president, secretary and member of board of directors.

Selection committee met late last week in Washington, under obvious pressure to make its recommendation, and Mr. Foster was known to be one of three candidates for post. However, official line after meeting was to deny that selection had been made, because committee's recommendation remains subject to approval of NCTA board, which meets next week in Monterey, Calif. Approval is expected.

Recommendation is final product of nine months' work by committee, which was appointed last year after board declined to renew contract of Donald V. Taverner (BROADCASTING, June 14, 28, 1971). Process went through several stages, during which most prominent candidates for position were Bruce Lovett, former NCTA general counsel now with American Television & Communications Corp., and NCTA Chairman John Gwin. Both candidates withdrew earlier this year.

Mr. Foster is regarded as man who "guided" Datran through FCC proceedings that opened way for specialized common carriers to compete with AT&T. Company, formed in 1968 as subsidiary of University Computing Co., is based in Washington suburb of Vienna, Va.

Mr. Foster received both undergraduate and law degrees from University of Iowa, where he was elected to Phi Beta Kappa. He lives in McLean, Va., is married and has three children.

WGMS gets its waiver

FCC last week cleared way for format continuation of Washington's only classical music radio stations. It granted RKO General Inc., licensee of WGMS-AM) Bethesda, Md., and WGMS-FM Washington, waiver of nonduplication rules to permit stations to simulcast common classical programming. RKO had told commission such waiver is necessary to keep it from dropping classical format on AM in favor of contemporary sound. Commission said waiver is "limited to the facts of this case," and that it would continue to adhere to

general philosophy of nonduplication rule. Commission conceded, however, that expectations for FM penetration of drive time had not been realized and that to date only 20.7% of car radios produced have FM tuners. This was major argument of Washington citizens contesting WGMS format switch.

Pastore calls for 'violence index'

Senator John O. Pastore (D-R.I.) has set wheels in motion to find out how much violence does exist on television, in light of surgeon general's testimony last week that it definitely affects some children (story page 25).

On Friday (March 24), final day of his Communications Subcommittee's hearing on surgeon general's TV-violence report, senator said action is indicated immediately. "I am, therefore," he said, "requesting the secretary of health, education and welfare, the surgeon general and the FCC to establish a method of measuring the amount of televised violence entering American homes—a violence index—and for the secretary to report to this committee annually the results of their measurements."

Leo Bogart, one of those vetoed by TV industry for membership on advisory committee that compiled report, proposed that half hour of prime time divested from networks by FCC should be restored. He said first prime-time hour following newcasts, which draws largest juvenile audience, "should be devoted wholly to programs of above average intellectual or cultural substance."

William Abbott, president of Foundation to Improve Television, called for immediate action to curtail violence on TV. He said FIT's petition to FCC for rule limiting violence before 9 p.m., and use of violence content as criteria for granting construction permits and license renewals, was held in abeyance by FCC pending issuance of surgeon general's report. Now that report is out, he said, FIT will press FCC for action.

On another front, he said, FIT's suit

Auto account plumb

American Motors Corp.'s passenger cars account, said to bill about \$15 million (\$10-11 million broadcast), was won Friday (March 24) by Cunningham & Walsh, New York. Loser was Wells, Rich, Greene. Cars include Javelin, Gremlin, Hornet, Ambassador and Matador.

to prohibit showing of *Wild, Wild West* program is designed to make it impossible or unprofitable to present violence during children's viewing hours. He said this "landmark case," which will set precedent for similar actions, will be argued in Washington appeals court in next few months.

Peggy Charren, president of Action for Children's Television, urged FCC to declare children's programming as public-service material and eliminate commercials from it, and require stations to provide minimum amounts of children's programming. Absent FCC action, she said, legislation toward these ends should come from Senate Commerce Committee.

CBS breaks out sales, projects media growth

CBS broadcast revenues and income declined in 1971, though corporation's over-all sales and ordinary earnings increased, as reported earlier (BROADCASTING, Feb. 14).

Breakdown on CBS financial performance in four areas—broadcasting, music and recreation, education and publishing, and "other"—was contained in 1971 annual report, being sent to shareholders over past weekend. Drop in broadcast sales and income was attributed to loss of cigarette advertising (put at \$55 million in 1970), sluggish economy and FCC prime-time access rule.

Net sales of CBS/Broadcast Group fell to \$602.9 million from \$648.9 million and net income (before extraordinary items and accounting changes) to \$41.8 million from \$45.4 million. Lower revenues were reported for both CBS-TV network and CBS Television Stations Division. National spot advertising at five CBS-owned television stations was down but local advertising increased.

CBS Radio Division increased sales, with owned AM stations, as group, registering revenue advances over 1970. Radio network matched previous year.

Report contains projection on sales trends in broadcasting over next five years, says TV industry revenue, now about \$3.5 billion, is expected to grow to approximately \$5.4 billion in 1976. Network-TV sales are projected to rise about 8% yearly from \$1.6 billion in 1971 to \$2.3 billion in 1976; national spot television to jump about 10% annually from \$1.2 billion to \$1.8 billion, and local television to increase by more than 10% yearly, from \$790 million to \$1.4 billion. Growth of network radio is "likely to be modest," report says, but national spot and local radio combined should grow by 7%-8% yearly.

In Chicago, WGN-TV's BC-230 color cameras really move!

As one of the nation's leading independent television stations, WGN, Channel 9, in Chicago probably broadcasts more locally-originated programs, all in color, than any other television outlet in the country. With this background of success, WGN-TV decided to broaden its production facilities by creating a separate production arm, WGN Continental Productions—a fast-paced, versatile, hard-working team of men and equipment. Some of the most respected members of the team are Ampex BC-230 color cameras.

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AMPEX

Doubleday, chicanos settle in four markets

Doubleday Broadcasting Co. and representatives of chicano communities in four Southwest cities have reached agreement under which citizens groups are withdrawing petitions to deny four Doubleday license-renewal applications.

Doubleday, in letter filed with FCC Friday (March 24) commits itself to number of steps in areas of employment, programing and community involvement in deliberations of management of stations and Doubleday corporation.

Announcement of settlement was made simultaneously Friday in four cities involved—San Antonio (KITE-AM) Terrell Hills), El Paso (KROD-TV), Odessa (KOSA-TV), all Texas, and Albuquerque, N.M. (KDEF-AM), and in Washington by Domingo (Nick) Reyes, executive director of Mexican-American Anti-Defamation Committee, who used opportunity to renew attack on United

Church of Christ for what he regards as patronizing attitude toward minority groups in FCC licensing matters (BROADCASTING, Oct. 4, 1971). He also said Ford Foundation, which funds church efforts in aiding minority groups, is "also a culprit" for "insisting on working through their liberal ilk instead of permitting chicanos to help themselves."

Mr. Reyes pointed with particular pride to section in Doubleday letter in which company commits itself to work "toward achieving parity in employment." Mr. Reyes said that constitutes landmark in settlement of disputes between licensees and citizens groups. And it was achieved through "all-chicano effort," he said.

Doubleday said it will seek to achieve equality between percentage of minority employees with station and population percentage of minority groups in

area. Doubleday will count on openings developing through normal attrition.

But it promised that each station affected will within six months have on staff one chicano newsman who will cover barrio activities and who also will serve as investigative reporter in areas of interest to chicano community. KROD-TV and KOSA-TV will use chicano anchormen on daily basis.

Statement also contained these promises: Doubleday station employees will participate in sensitivity training to provide them with insight into chicanos; stations will present programing and advertising designed to present "fair and balanced view of the chicano communities," and KOSA-TV and KROD-TV will each present nine prime-time half-hour specials over next three years that will be aimed at chicano communities; and local and corporate advisory committees will be drawn from chicano communities that will counsel with stations and with Doubleday at corporate levels.

ASCAP rates debated, still in judge's hands

Chance that radio stations will get interim reduction of more than 10% in ASCAP music fees, if they get any reduction at all, seemed slim on basis of records available Friday (March 24). Transcript of conference held earlier in week in chambers of U.S. Southern District Court Judge Sylvester J. Ryan shows he was at first inclined to keep present rate as interim rate—that is, rate at which stations will pay until new contract is worked out, which usually takes years—and later inclined to make interim rate no less than 90% of present rate. Judge Ryan indicated his thinking was influenced by fact that when new rate is finally set it will be retroactive to Feb. 28, when present contract expired, and interim payments will then be adjusted accordingly. He has taken issue under advisement.

Emanuel Dannett, New York attorney for All-Industry Radio Music Licensee Committee, which represents 1,300 stations, insisted present rate should be cut 50%. He cited figures showing radio use of ASCAP music has declined more than 35% since 1963, when last contract was negotiated, dropping to 36% of all music in 1971, although in same period station payments to ASCAP (American Society of Composers, Authors and Publishers) rose 70% from \$10.6 million in 1963 to \$18.3 million in 1971. (Actually, he said, ASCAP's share of radio music is less than 36% because that figure covers all music except 64% share attributed to Broadcast Music Inc.).

Herman Finkelstein, ASCAP general counsel, contended that in all three radio contracts negotiated since 1941 ASCAP had taken rate cuts although it felt entitled to increases. This time, too, he said, ASCAP should be seeking rate increase but is willing to have present rate continued as interim.

KVVU going to court for CATV rules stay

Nevada Independent Broadcasting Corp., licensee of KVVU-TV Henderson, Nev., is expected to ask U.S. Court of Appeals in Washington today (Monday) to order stay of FCC's new CATV rules, now scheduled to go into effect Friday. Counsel for station, Robert Healy, said he would go into court after commission, Friday (March 24) announced it had turned down station's request stay. Commission still has number of other requests for stay that must be disposed of this week; indications are all will be denied.

KSHO-TV appeals fine

KSHO-TV Las Vegas says that FCC's proposal to fine it \$10,000 for network "clipping" has no legal or factual justification and that commission should withdraw its notice of apparent liability, issued two months ago (BROADCASTING, Feb. 7). KSHO-TV has admitted cutting into ABC network programing to insert local commercials. But in letter to commission last week, it said that only "some credits at the end of some daytime programs" had been eliminated—a practice it says has been stopped.

Sauce for the goose

Rules compelling CATV and community antenna relay service licensees to live up to same equal-employment standards now required of broadcasters and common carriers have been implemented by FCC. Rules, which take effect May 9, bar cable operators from discriminating in employment because of race, color, religion, ethnic origin or sex. All CATV and CARS operations with more than five employees must now file statements on equal opportunity programs by June 30.

'Superior performance' oral arguments set

FCC has scheduled oral arguments for May 4 on its "superior performance" inquiry, in which commission is attempting to establish guidelines for judging criteria to be met by license-renewal applicant faced with challenge for its facilities. FCC proposal would set quantitative programing percentages which incumbent must meet or exceed in order to receive "plus of major significance" in comparative proceeding.

Commission said last week those parties wishing to participate in oral presentations should be prepared to state specific differences with FCC proposal, and that parties sharing common viewpoint should select single spokesman. Interested parties must file notices of appearances by Wednesday (March 29).

Prospect of 315 relief

Senate Communications Subcommittee Chairman John O. Pastore's (D-R.I.) bill providing limited repeal of Communications Act's equal-time provision was on its way to House Friday (March 24) following Senate passage Thursday by 67-13 vote.

Measure (S. 3178), which cleared Senate Commerce Committee Feb. 29 (BROADCASTING, March 6), would repeal Section 315 for presidential and vice presidential candidates in general elections. Floor amendment by Senator Howard Baker Jr. (R-Tenn.) to extend repeal to all federal-office candidates was tabled by vote of 41-39.

New lease on life

Senate has approved and sent to White House bill extending support for Radio Free Europe and Radio Liberty until June 30. Vote Friday (March 24) was 65-6, followed passage by House earlier last week.

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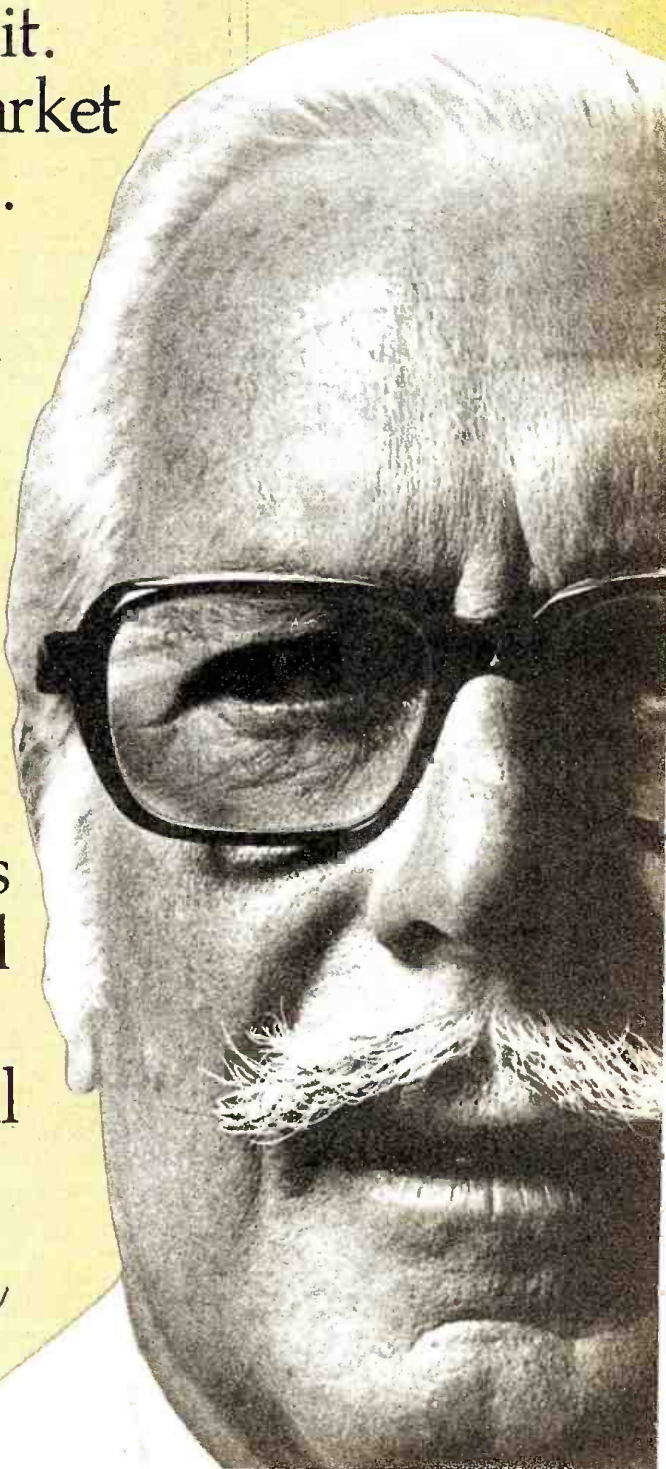
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Datebook © A calendar of important meetings and events in communications

This Week

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.

March 27-29—Panels to present views on fairness doctrine to FCC. Washington. For agenda and 49 participants, see **BROADCASTING**, March 13.

March 28—FCC to testify at hearing on Freedom of Information Act conducted by *House Government Operations Committee's Subcommittee on Foreign Operations and Government Information*. 10 a.m., Room 2154 Rayburn building, Washington.

March 29—Communications Conversation Day, sponsored by *Graham Junior College*. Area broadcasters as well as students will participate in the dialogue. Kenmore Square, Boston.

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.

Also in April

April 3—Deadline for entries, 24th annual *Alfred P. Sloan Awards for Highway Safety*. Program is open to all radio and TV stations, networks, writers and producers, as well as print media. 10 broadcast awards "based upon excellence, originality and creativeness of the public service contributions to highway safety" will be given. Contact: Sloan Awards, Highway Users Federation, 1776 Massachusetts Avenue, N.W., Washington 20036.

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 7-8—National convention, *Alpha Epsilon Rho* (national radio-TV fraternity). Sheraton-Blackstone hotel, Chicago.

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

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

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

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

April 10-12—Annual spring meeting, *California Community Television Association*. Panels on FCC rules, legislation, political cablecasting and organizations will be included. Senator hotel, Sacramento.

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

April 11—Conference and seminar on "How to cope with consumerism and government regulation

in today's business climate," sponsored by region one of the *Association of Industrial Advertisers*. Nassau inn, Princeton, N.J.

April 11-17—Conference for Journalists on Politics 1972, sponsored by *Washington Journalism Center*. Conference will go behind the scenes to discuss questions such as the demography of the electorate, the motivation of voters, media issues vs. real issues, the influence of TV, the use of campaign polls, the high cost of campaigning, reform efforts within parties and the professional management of campaigns. For further information: WJC, 2401 Virginia Avenue, Washington 20037.

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*, Palais des Festivals, 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 19-21—Region six conference, sponsored by *Institute of Electrical and Electronics Engineers*. Microelectronics systems and applications and gen-

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.

Rockville has Wobblers, bull roasts, children who leave home & WINX

WINX is part of Rockville and Montgomery County, Maryland . . . We laugh with our neighbors, we cry with our neighbors . . . best of all, we help our neighborhood. Everyday we broadcast nearly 100 local public service announcements . . . vital information for the residents of our listening area . . . we're involved . . . and we like it that way. But, then, so are a lot of people. That's why there's the WINX "Thanks" Award. Our own special way of thanking people for helping others. Each month a deserving person or organization is recognized and rewarded for significantly and selflessly helping others. We think it's just a nice thing to do . . . just like helping people who are snow-bound, pitching in to help local charities or helping find runaway children. We work at being part of Rockville and Montgomery County. We're glad we're here. There are a lot of other folks:

"I can think of no person or agency who has helped me to do my job than you . . . The thing that impresses me most about all of this is that we didn't go to you—you saw a need for a service and came to us . . . None of your colleagues have done this . . ."

KENNETH K. MUIR
Director of Information
Montgomery County Public Schools

"I am happy to tell you that (name deleted) did respond to your radio announcement and telephoned his parents . . ."

ROBERT A. ROE, Member of Congress,
8th District, New Jersey

"Many thanks to you for getting help to those of us who were snow-bound on Old Baltimore Road . . ."

LEWIS CONNELLY, Boyds, Md.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF ROCKVILLE, MARYLAND, that the "WINX Wobblers" basketball team . . . are here-commended for having found the formula of "fun for all", and for having done such an outstanding job in providing, at the same time, enjoyable entertainment and noteworthy public service on behalf of deserving citizens."

A resolution adopted by the Mayor and City Council of Rockville, Md.

"I would like to express my appreciation to you and the staff of WINX for the co-operation and support you have given . . ."

LT. ARTHUR F. DIGENNARO, Chief Public Information Officer,
Metropolitan Police Department

"I would also like to take this opportunity to commend WINX for providing the impetus for expanding the Montgomery County Information program into the broadcast media . . ."

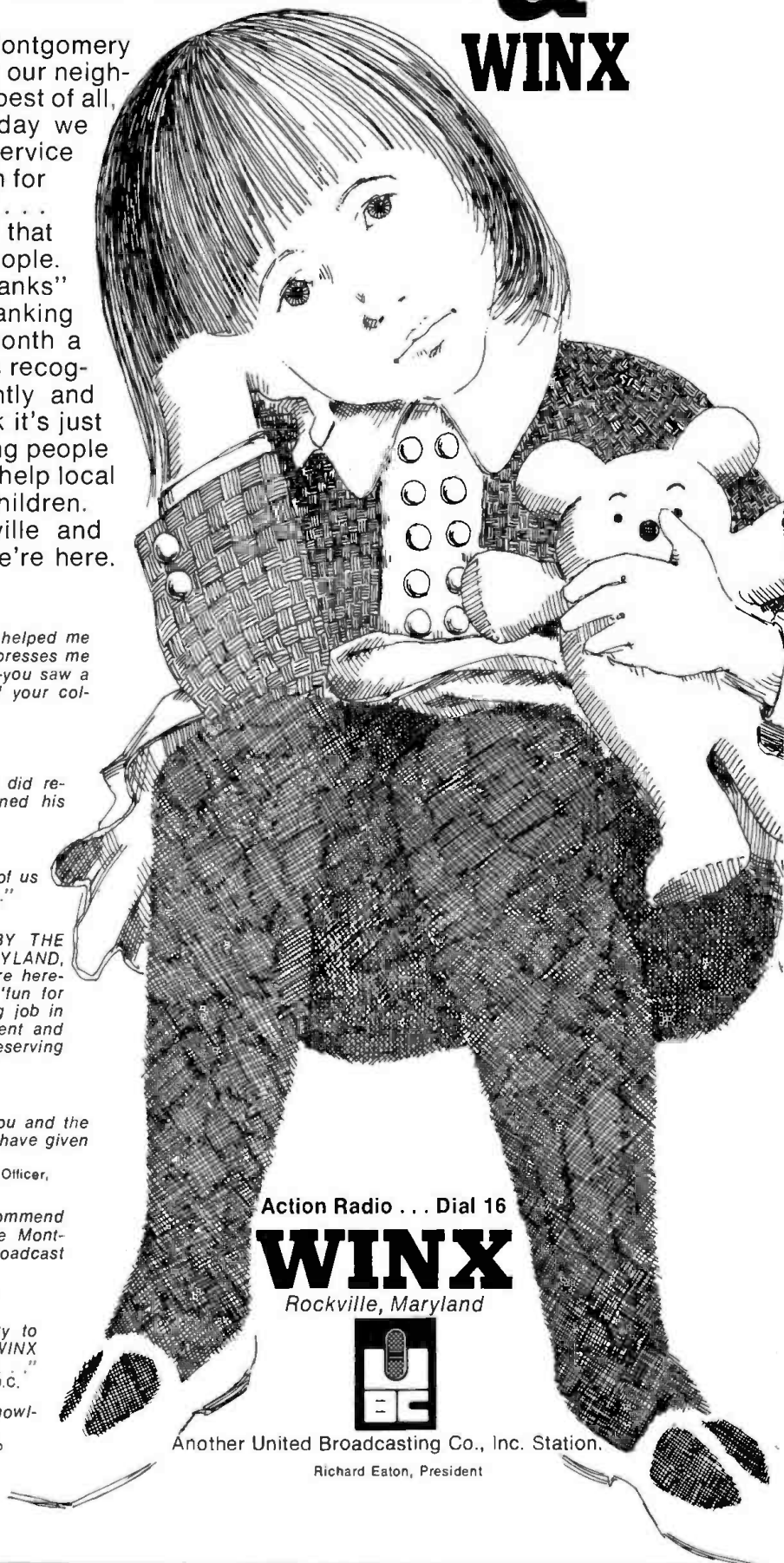
FRANK H. BERFIELD, Director, Office of Information,
Montgomery County, Maryland

"As one member of the business community to another, it is nice to encounter a firm such as WINX that cares about the well-being of the community . . ."

PHILIP WAGNER, Woodward & Lothrop, Washington, D.C.

"We will gladly support your station in acknowledging your civic interest . . ."

ROBERT B. JONES, Bull Roast Chairman, Kiwanis Club



Action Radio . . . Dial 16

WINX

Rockville, Maryland



Another United Broadcasting Co., Inc. Station.

Richard Eaton, President

In recognition of Outstanding Service
by an Organization
to the people of Washington, D. C.,
— the —
District of Columbia Public Health Association
— presents its —
Outstanding Service Award
— To —
Station WMAI Radio-TV Channel 7

March 3, 1972

Madeline P. Jolley
Madeline P. Jolley
President

**When you're involved,
people notice!**

**AN AWARD IS A HANDSHAKE. RECOGNITION.
MORE THAN ANYTHING, AN AWARD INSPIRES
GREATER EFFORTS TOWARD A BETTER COMMUNITY.**

Recently WMAL Radio and Television in Washington, D.C. were honored by the

- **District of Columbia Public Health Association** for focusing continuous public attention on
 - the problems of alcoholism, mental illness & drug abuse—their causes, treatments, and prevention;
 - this city's problems in providing food, nutrition and health services to the needy;
 - health & hygiene practices, by repeating specific health messages over the course of each day.

This, in addition to:

- **The Ohio State Award from Ohio State University**—for outstanding special programming.
- **The Silver Gavel from The American Bar Association**—a constructive series on crime.
- **Chesapeake Associated Press Award**—outstanding news operation—the 5th consecutive year.
- **Chesapeake Associated Press Award**—In recognition of outstanding sports coverage.
- **The George Washington Honor Medal by Freedoms Foundation**—for the special: "As American As".

WMAL TV/AM/FM
WASHINGTON STAR STATION GROUP
WASHINGTON, D.C.

M&H TENTH ANNIVERSARY

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

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

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

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

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

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

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

M&H
McHUGH AND HOFFMAN, INC.
Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313
644-9200

eral systems and applications will be treated. Hilton inn, San Diego.

April 19-22—22d annual *Broadcast Industry Conference*, sponsored by San Francisco chapter, National Academy of Television Arts and Sciences. Principal speakers include: Sir Charles Moses, permanent secretary of Asia Broadcasting Union; Alexander Evtashev, of Soviet Embassy, San Francisco State College, San Francisco.

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.

April 20-22—Spring convention, *Louisiana Association of Broadcasters*. Hodges Gardens, Many, La.

April 20-22—10th annual College conference, sponsored by *International Radio and Television Society*. Topic will be "Issues in Broadcasting" and will focus on five areas: consumerism-advertising, program control-freedom of broadcast journalism, broadcast technology, licensing-access and employment and economics of the industry. Hotel Commodore, New York.

April 20-22—International symposium, "Broadcasting in Pacific Nations," at 22d annual *Broadcast Industry Conference*. San Francisco State College. Address for inquiries: Dr. Benjamin Draper, conference chairman, Broadcast Industry Conference, San Francisco State College, San Francisco 94132.

April 21-22—Region 9 conference, *Sigma Delta Chi*. Albuquerque, N.M.

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

April 22—Region 2 conference. *Sigma Delta Chi*. Staunton, Va.

April 22—Annual meeting and awards banquet. *Georgia Associated Press Broadcasters Association*. Marriott motor hotel, Atlanta.

April 24-26—Fourth Communications Satellite Systems Conference, sponsored by *American Institute of Aeronautics and Astronautics* and organized by its Technical Committee on Communications Systems. Mayflower hotel, Washington.

April 26—Annual spring seminar, *Missouri Radio, Television News Association*. Missouri Governor Warren E. Hearnes will be principal speaker. Chairman: Robert R. Lynn, KXOK(AM) St. Lou chairman. University of Missouri, Columbia.

April 26-28—Annual spring meeting, *Pennsylvania Cable Television Association*. Holiday inn, Sta College.

April 26-29—ABC-TV affiliates convention. Century Plaza hotel, Los Angeles.

April 27-29—Convention, fourth district, *American Advertising Federation*. Walt Disney World Bay Lake, Fla.

April 28-29—Annual seminar on broadcasting and social issues, *Federal Communications Bar Association*. Two panels: "Is the News Credible?" with Edith Efron, author; Bill Monroe, NB News; Richard Moore, special assistant to President Nixon; Bill Moyers, former news secretary to President Johnson and former editor, *New day*; Robert Lewis Shayon, University of Pennsylvania and TV-radio critic, *Saturday Review*. A: "Has the Romance Gone out of Broadcasting?" with Elie Abel, Columbia University; Eugene Katz, The Katz Agency; Robert Swezey, veteran broadcaster, and William Wright, BEST. Boar Head inn, Charlottesville, Va.

April 28-30—Region 8 conference, *Sigma Delta Chi*. New Orleans.

April 28-30—Region 11 conference, *Sigma Delta Chi*. Long Beach, Calif.

OpenMike®

Nonestablishmentarian

EDITOR: As a New York-based newsmen, I resent being tarred with the same brush in Vice President Agnew's remarks to teen-age journalists at Culver City, Calif. [story page 50]. I do not consider myself part of the New York-Washington news media "conglomerate." At the United Press International Audio Network, newcasts do not tend toward "opinion journalism." After analyzing Mr. Agnew's suggestion to shun "interpretive reporting," some of those young people may very well pursue that facet of journalism. Perhaps other New York and Washington radio and TV newsmen agree the Vice President's comments were gratuitous. —*Jack Vail, newscaster, UPI Audio Network, New York.*

Double trouble

EDITOR: Speaking as a member of the National Association of Broadcasters board, I applaud BROADCASTING for discerning not only the possible impact but indeed the disastrous effects of the Federal Trade Commission's proposal that broadcasters be required to carry counteradvertising.

This outrageous proposal should require the thrust of our efforts just as license-renewal reform should.—*Sherril W. Taylor, vice president, affiliate relations, CBS Radio, New York.*

Hot over cool

EDITOR: [In] the editorial, "Cooling It," in the March 13 issue . . . not only have you shown disrespect for FCC Commissioner Nicholas Johnson but not using

his title but you have come as close to libel as possible . . . If you feel Commissioner Johnson's record of service is destructive, then you go on record as: mouthpiece and tool of the broadcasting industry. All you accomplish is to perpetuate the myth that broadcasting to day serves the public interest.—*Gar M. Kazanjian, Television Center, Brooklyn College, Brooklyn, N.Y.*

CPB rebuttal

EDITOR: For the past three years, I have admired the factual and comprehensive reporting on public broadcasting that has appeared in the pages of BROADCASTING. For this reason, I was especially surprised at reading your editorial entitled "Overly Ambitious" in the March 13 issue in which the activity of public broadcasting was dismissed as "an attempt at empire-building" . . .

Those of us who commit ourselves to public broadcasting believe we are engaged in an important experiment. We believe it is possible to evolve a diversified and decentralized system of communications, producing quality programming at both national and local levels, through a representative process that involves local managers and the public itself. Our so-called "networks" are membership organizations controlled by their members, the local stations. Our national programming is not the product of any monopoly. It is provided by station producers across the country, 22 different ones last year. And if we were truly competitive with the commercial networks, as you charge, we would not broadcast *Black Journal*, *Zoom*, *Civilisation*, *Masterpiece Theatre*,

The Advocates, The Electric Company, The French Chef, Book Beat, World Press, etc.—programs of excellence all, but hardly programs of mass appeal in commercial terms. . . .

Public television provides no national news in the commercial network mold; we have neither the money nor the desire to duplicate this service which is already being provided. We do have a role in public affairs and in putting news into perspective; this is a role that was emphasized not only in the Carnegie report but also in the congressional discussions preceding enactment of the Public Broadcasting Act of 1967. When stripped to its essentials, the charge that we are duplicating commercial service in news and public affairs comes down to two former network correspondents now employed in public television [Sander Vanocur and Robert MacNeil]. This is grossly unfair to these men, who should be judged on the basis of their efforts in the new and different format offered in public broadcasting. . . .

I believe it also unfair that you chose to single out James Day [of the Educational Broadcasting Corp., New York] for criticism. Mr. Day is a man of strong beliefs and the courage to voice them. Those beliefs are an important ingredient in the free and creative dialogue among the leaders in this enterprise. While Mr. Day's views sometimes are not met with unanimous agreement, I believe few persons in public broadcasting would deny that his contribution to the industry has been immense. Further, it is this kind of healthy debate within public broadcasting that has given it so much of its vitality.

Finally, I am disheartened by the fact that while critics cite the Carnegie report to support their views, they neglect the current appraisal of the former chairman of that distinguished commission, Dr. James R. Killian, who has served as vice chairman of the board of directors of the Corporation for Public Broadcasting since its inception. In a statement submitted to the House Communications Subcommittee on Feb. 1, Dr. Killian had this to say: "In my view public broadcasting has moved ahead steadily in the spirit of the Carnegie Commission recommendations and in accord with the wise provisions of the Public Broadcasting Act. As the commission said in its report, the corporation would have to be an evolving institution, an institution new in our society, and would have to shape itself as it grew in experience. It was not expected that the corporation or the system would solve all of their problems and come to maturity at once, nor indeed have they. But I have been immensely encouraged by their steady progress and growth."

Dr. Killian went to say that the one Carnegie recommendation that has not been followed is the failure to appropriate adequate, insulated federal funds to the Corporation for Public Broadcasting. This is the real issue facing public broadcasting.—*John W. Macy Jr., president, Corporation for Public Broadcasting, Washington.*

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Broadcasting[®]

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Phone: 01-499-1661.

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

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Spotmaster

Broadcasters' Choice: A77 Mk. III-B Spotmaster/Revox



\$699

- Lifetime guarantee
- Superb specs & performance
- Advanced features
- Accepts 10½" reels & NAB hubs

Check that price again . . . for a broadcast quality stereo tape recorder with all the performance and features of machines costing 50% more. Spotmaster and Revox have joined forces to create the Model A77 Mark III-B (the "B" stands for "broadcast"), a ruggedized version of the recorder that is winning laurels all over the world.

Guaranteed for life. Every basic part of the A77 Mark III-B is protected by a lifetime guarantee except the heads, capstan and pressure roller, which are guaranteed for a full year. This should tell you something about the reliability engineered into the Mark III-B.

18 new features. The original A77 model, so widely praised since its introduction, has been improved in 18 ways. For example, a new oscillator circuit for greater efficiency, lower distortion. A modified and strengthened braking system. A new hardening process to reduce capstan wear. Improved tape handling and spooling.

But we didn't change the already great things: servo control capstan, outstanding speed stability, 10½" reel operation, modular and plug-in electronics, pinpoint editing ease, separate bias adjustment for each channel and speed, remote control of all functions, undetectable wow and flutter, 30 Hz to 20 KHz response, etc.

Designed for rack-mounting, the A77 Mark III-B provides 2- or 4-track stereo operation at 7½ and 3¾ ips. Other speeds, full-track heads, accessories optional. Call or write:

BROADCAST ELECTRONICS, INC.

— A Filmways Company —

8810 Brookville Rd., Silver Spring, Md. 20910
(301) 588-4983

Women's Home

I Love Lucy



With women, there's no favorite like an established favorite.

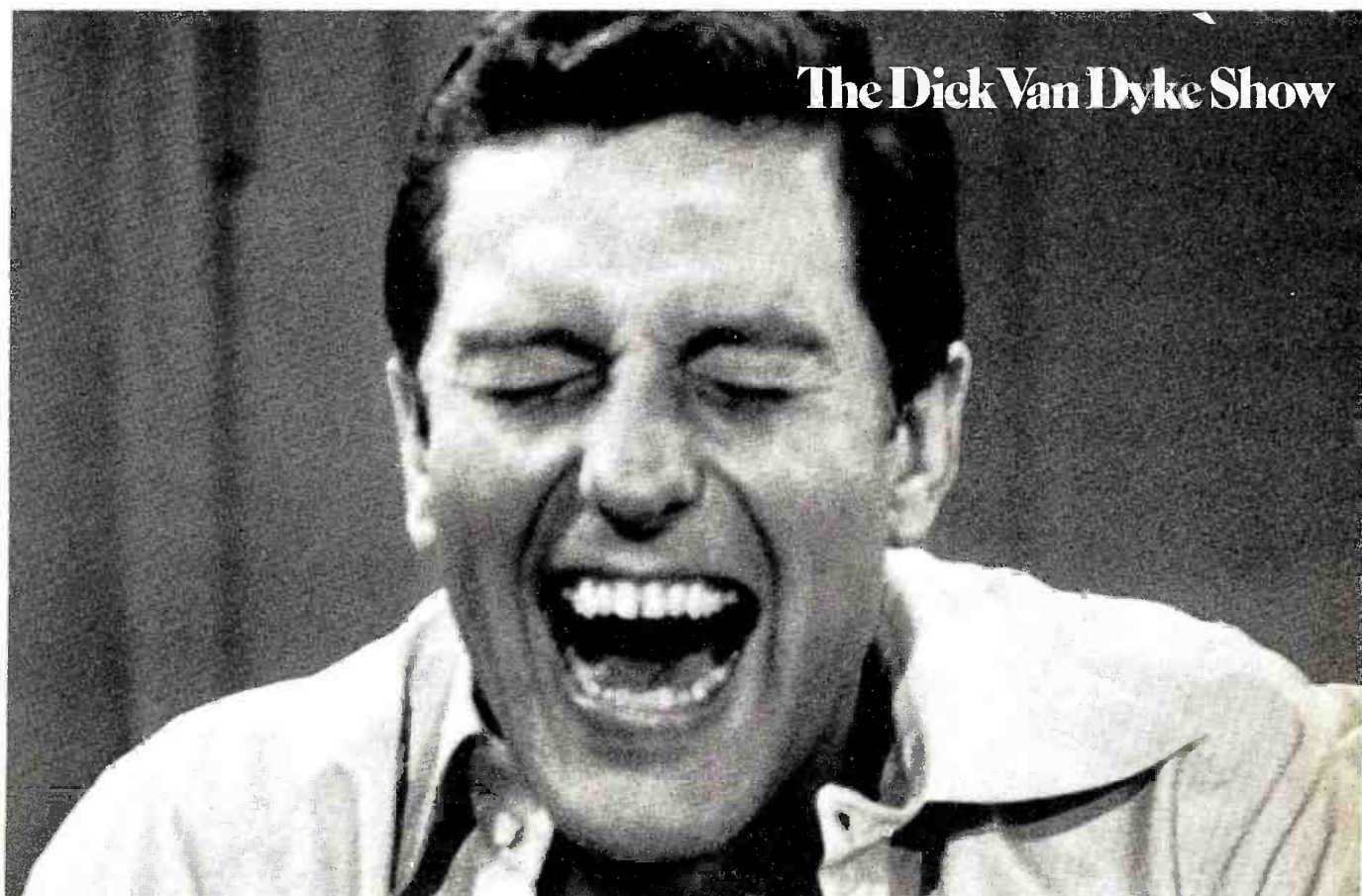
Lucy reaches more 18-49 women in her time period than competing programs in 24 markets, large and small, cross country.

In more than two thirds of all markets currently showing "I Love Lucy," she ranks first or second with young women viewers in her time period.

Kids love Lucy, too. What more could you ask for in a fringe time favorite?

Another great sitcom from **Viacom**

Companions.



With women, there's no favorite like an established favorite.

Dick reaches more 18-49 women in his time period than competing programs in 26 markets, large and small, cross country.

In more than two thirds of all markets currently showing "Dick Van Dyke," he ranks first or second with young women viewers in his time period.

Kids love Dick, too. What more could you ask for in a fringe time favorite?

Another great sitcom from **Viacom**

Better spot TV advertising through cooperation

What's happening to spot TV? Where's the fun that we seemed to have a few years ago? Where's the understanding between buyer and seller? Where's the cooperation between station and agency to give their common customer, the advertiser, the best possible value for his dollar? Perhaps it is foolish to think we can bring back the "good old days" but it might be worth trying.

What we seem to need is a new look at our problems and difficulties and a new attempt to do whatever is necessary for our mutual advantage and in particular to encourage the advertiser to have confidence that he is getting what he paid for. The first step might be to recognize our five major areas of difficulties.

- Scheduling is the first area of concern. It boils down to one thing. Do spots run as ordered with fair vertical and horizontal rotation? Do orbits evolve evenly or do they bend elliptically? The major problems involving fair rotation occur for daytime spots and late-night spots. Rotation in these areas is far from equitable.

- Second, ratings shown on availabilities are often misleading. A sales rep tries to give an accurate interpretation of the numbers. We know that, but a February hockey schedule based on November football ratings is more than making the most of the numbers. A 40 rating for the *Flip Wilson Show* hardly reflects a similar rating for the adjacencies. Loading the deck during rating sweep weeks isn't exactly telling it like it is either.

- Another difficulty we face is product protection. Every spot announcement was once guaranteed 15 minutes product protection. Today only back-to-back is guaranteed, but as one station manager put it: "You've got to catch us first." Stations apparently pay little attention to network scheduling and don't hesitate to run a competitive product in a network break.

- The presentation of clear instructions is also important to us. Many buyers are at fault because they do not specify clearly what they want to buy and under what conditions. Stations and reps have a right and moreover an obligation to let us know about this. But beyond the buyer, reps must also be precise when they forward instructions to their stations. The biggest billing problems occur because of improper start-end data, package vs. per-spot costs and make-goods.

- Paying bills on time is a problem, but not one that is insoluble if the rest of our problems are handled well. Pay-

ments are a matter of paperwork, and paperwork is something that neither buyer nor salesman particularly enjoys. However, unless it is understood that we all become perfect in paperwork, payment delays will continue to exist.

Spot TV is a two-way street. The buyer and the seller must meet halfway to resolve these problems and each must remember what his prime allegiance is. The buyer works for the advertiser and seeks the best price and the best availability. The seller works for the stations and seeks to dispose of the available time inventory at the highest possible price. If both are professional, they will have little difficulty finding a common ground.

Having reached an agreement, both the salesman and the buyer must—braving paperwork—keep exact detail of the buy. Without that there would arise disagreement, discrepancies, and delayed payment.

Agencies should try to give the salesman as much time as possible in submitting availabilities. We feel a minimum of 48 hours is required, but surprisingly some salesmen will come in three or four days late still expecting to be heard.

Make-goods are sometimes a problem. Dancer-Fitzgerald-Sample uses a carte-blanche system in which the rep has a certain amount of freedom in arranging for make-goods. This saves a great deal of time for all parties, but the salesman has the actual obligation to produce a satisfactory make-good and to process the paper on time.

The complicated nature of spot TV, the difficulties in establishing a price for each spot, and the constant shifting of values as ratings improve or decline are all made more difficult by the advertiser's desire to get "bargains" and to make last-minute decisions which disrupt both the buyer and the seller. But

these conditions will not soon change.

We cannot go back to a time when life was more simple. If there is one thing the buying services did when they came into our business, it was to alert advertisers to the nature of spot TV business, the possibilities of negotiating and dealing, and the use of the computer for invoice checking.

Some of our difficulties can be resolved through the judicious application of talented people. In the top 27 markets, DFS uses market specialists who average more than 14 years of experience. These people do the actual buying of 75% of the spot placed by our agency. These same people are responsible for quickly resolving billing discrepancies. But whereas the buyer has become older and, we hope, more knowledgeable, it seems the new crop of salesmen have quite a long way to go.

The shift in strategy to have more salesmen per rep firm call on an agency—where only a few years ago each rep firm sent just one—compounds the problems. We think that rep specialization by agencies is more important than market specialization. We would like to call 10 people, instead of 30, to cover 30 stations in 10 markets.

Is there one particular step we could take to help alleviate the problems we face? We think there is; it's cooperation. We should be reasonable in what we ask; we will be fair in how we evaluate. We would also ask the stations and the reps to be equally fair, particularly in how they execute the order. We would like to talk to anyone who has suggestions. In our agency everyone—treasurer, media director, computer experts, market specialists—is available to review problems and to help develop solutions. Only with that kind of joint effort can we all get back to making spot TV an enjoyable business.



Avram (Ave) Butensky, senior vice president, director of media operations of Dancer-Fitzgerald-Sample, started in the mailroom in 1955 coming right from the campus of the University of Wisconsin. He moved to the traffic department and then into media in 1959, where he worked on planning and buying. Currently, Mr. Butensky is responsible for all spot television buying at DFS and is also market specialist for the agency's New York, Chicago and Los Angeles markets.

dialasound

A SERVICE OF
BOTTOM LINE ASSOCIATES
229 freeman st brookline mass 02146
(617) 232-2009

Mr. Robert Williamson
METRO RADIO SALES
485 Lexington Avenue
New York, N. Y. 10017

March 14, 1972

Dear Bob,

Thank you for openly supporting our National DIALASOUND Service for commercial radio stations. You and several other representatives have realized that using DIALASOUND as a sales tool is bound to result in wider, more favorable exposure and ultimately more business for subscribing stations.

Just to keep you posted about our progress, in only our first week of operation we received 243 calls to hear radio stations in all parts of the country. Every size agency called, from JWT and BBDO on down.

Some buyers requested by call letters, others by market. Many called because they were in the middle of a specific buy and others called just to bone-up (we asked about this when we could). Bob, for a buying world that's supposed to be solely preoccupied with ratings, there's a heck of a lot of interest in program environment out there.

The buyers have taken to DIALASOUND so quickly that the demand at this point far exceeds the supply of subscribing stations. We do have twenty states represented but if you can think of a way to show more stations that this thing works just as it's supposed to, please let me know.

By the way, I hope you've been able to make use of our "call reports." We'll be getting them out to subscribers as fast as we can. What other sales tool do you know of that helps you keep track of its effectiveness?

Best regards,



Joel Singer, President
Bottom Line Associates, Inc.

JS/es

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A question of sanity.

Because of a quirk in the Nebraska law, a person can be committed to a mental institution on flimsy and sometimes non-existent evidence. This problem came to the attention of the Fetzer television station in Lincoln through the plight of a young working girl. The station developed a short prime-time program around her problem which revealed that she had been committed for insanity by a jilted boyfriend. Only fast action by her employer and a psychiatrist proved her sanity beyond a doubt. Her experience received strong response from sympathetic viewers.

As a result, the Governor's office has prepared corrective legislation for the Nebraska legislature. The Fetzer station was glad to have focused attention on this situation, so that the legislature can make "a question of sanity" a more responsible procedure throughout the state.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac
				KMEG-TV Sioux City

Downhold on television violence

Out of Pastore hearings comes agreement that something will be done—but what?



Chairman Pastore

Television violence has been shown to cause aggressiveness in some children who are predisposed to such behavior. No one is sure exactly what "violence" is, specifically how it affects children, how many children are affected or how much violence on TV is excessive. But the tentative causal link established by the surgeon general's report is enough for broadcasters to begin reducing violence in children's programming—immediately and substantially.

That was the tenor of a four-day hearing held last week on the report by Senator John O. Pastore's (D-R.I.) Communications Subcommittee.

The \$1-million report, "Television and Growing Up: The Impact of Televised Violence," was requested by Senator Pastore and was compiled under the direction of a 12-member Scientific Advisory Committee on Television and Social Behavior appointed by the surgeon general in 1969. It was released last January (BROADCASTING, Jan. 24).

Surgeon General Jesse L. Steinfeld told the subcommittee that "my professional response . . . is that the broadcasters should be put on notice. The overwhelming consensus and the unanimous Scientific Advisory Committee's report indicate that televised violence, indeed, does have an adverse effect on certain members of our society." That

causal relationship, he said, "is sufficient to warrant appropriate and immediate remedial action." TV should not be the "whipping boy" for all of society's ills, he said, but "we must take whatever actions we can, when we do identify factors contributing to anti-social behavior in our society."

Dr. Steinfeld said that "unfortunately" two of the networks (ABC and NBC) and the National Association of Broadcasters were allowed to veto seven of the prospective members of the advisory committee. (CBS declined participation in the selection process.) But he stressed that the end product was a unanimous report from scientists from a variety of backgrounds.

Dr. Steinfeld appeared at the opening of the hearings last Tuesday (March 21). On the third day broadcasters got a chance to be heard. Julian Goodman, president of NBC; John Schneider, president of the CBS/Broadcast Group; Elton Rule, president of ABC, and Vincent T. Wasilewski, president of the NAB, all called attention to efforts already being made to reduce violence and elevate quality in children's programming. All pledged to cooperate in joint discussions of ways to deal further with the problem.

Senator Pastore made it clear throughout the hearing that total elimination

of violence was not the goal. "We're talking about violence for violence's sake," he said. "Violence for profit."

Dr. Steinfeld, when asked by Senator Pastore what course of action he would recommend, made the following suggestions:

- A foundation to monitor violence and publish violence ratings. He said the John and Mary R. Markle Foundation has indicated interest in spearheading such an effort.

- A study of the long-range social implications of violence and the use of TV for prosocial behavior.

- FCC scrutiny of stations in terms of the violence content of their programs.

- Parental action to "unsanitize" violence on TV by pointing out to children the consequences of violent acts and emphasizing prosocial behavior. In this context, he said the Office of Child Development of the Department of Health, Education and Welfare will publish a book in the next few months on how parents should view TV with their children.

Dr. Steinfeld was accompanied by Dr. Eli Rubinstein, vice chairman of the advisory committee, and seven members of the committee. When pressed by Senator Pastore, they all concurred with the surgeon general's conclusions.

One of the advisory committee members, Dr. Alberta E. Siegel, outlined a plan of action that contained a few additional suggestions. These were boycotting products advertised in programs containing excessive violence, increasing support for public television, appointment of a child advocate to the FCC and institution of travel fellowships for writers and producers to observe how other nations handle children's programming.

Representative John Murphy (D-N.Y.) repeated his misgivings over the report in light of the fact that the TV industry was allowed to blackball seven proposed members of the advisory committee. "The result of all this has been an alleged misrepresentation of some otherwise excellent research that has caused a rebellion, not only among the



Dr. Steinfeld



Chairman Burch



Mr. Johnson



Congressman Murphy

scientists who were originally blackballed from the advisory committee, but among many of the scientists who actually participated in and contributed to the report, he said.

Mr. Murphy recommended the surgeon general "establish a review panel of social scientists who have no connection with or vested interest in the TV industry to re-evaluate the conclusions."

Dr. Merlin K. Duval, HEW assistant secretary for health and scientific affairs, attended the first day of the hearing but did not testify. But in a statement submitted for the record, he said, "It is beyond dispute that a reduction in the violent content of television programming is most desirable. At the direction of HEW Secretary Elliot Richardson, he said, "we are currently engaged in an intensive analysis of the report and its supporting data in order that we may determine what additional follow-up studies must now be undertaken."

FCC Chairman Dean Burch told the subcommittee that it is no longer a question of whether something should be done about TV violence—only a question of what and by whom.

He noted that the commission has met with Dr. Steinfeld on the problem and that the FCC's children's unit is using the National Institute of Mental Health for guidance in the area of violence. There have also been informal meetings with the networks "partly to pick their brains and partly . . . to keep their feet to the fire," he said.

The next step, he said, will be public panel discussions and oral argument before the commission around the middle of May.

"We very definitely believe that the response of the broadcasting industry to the surgeon general's report should be immediate and decisive—and that it should proceed along two parallel but distinct tracks," he said. He identified these as a sharp reduction in "all gratuitous and needless violence" in programs children watch and "the creation of substantial amounts of new diversified programming, not just the usual diet of cartoons, to open the eyes and expand the minds of young viewers."

Chairman Burch added that joint con-

sultation, among the networks and broadcasters generally, is essential. He also suggested ways for the NAB Code Authority to help—public participation, a larger staff and one with expertise in child development, the pre-screening of children's programs in-conjunction with a rating system. And he urged full cooperation from all networks and support from advertisers.

Senator Howard Baker (R-Tenn.) asked Chairman Burch how "gratuitous and needless" violence could be tested. Chairman Burch said he has thought about it but just doesn't know. Another problem, Mr. Burch said, is implementing a rating system without increasing the audiences of programs containing violence.

Chairman Burch was accompanied by Commissioners Nicholas Johnson, H. Rex Lee and Richard Wiley.

In his testimony, Commissioner Johnson compared the TV networks to child molesters, and stated categorically that "the men who are currently running network television in this country are a vicious, evil influence."

Commissioner Johnson's suggestions were labeled "irrelevant" by Chairman Burch, and "sterile rhetoric" by Commissioner Wiley.

To equate programming with child molestation, said Senator Baker, "is violence of the most despicable kind and unbecoming a federal official . . . You have dragged a red herring across the trail to hide what ought to be done."

Drs. Robert Liebert and Leonard Berkowitz, who provided research for the report, maintained that TV violence has a much more significant impact on children than the report indicates.

That was also the opinion of other researchers—Drs. Monroe Leffkowitz, Leonard Eron, Leopold Walder and L. Rowell Huesmann. They noted the report "systematically includes and excludes certain kinds of data. It ignores other data completely and dilutes and overqualifies certain research results. Moreover, the report contains inaccuracies." They suggested that the data be re-evaluated "by a group whose credentials are unimpeachable," the National Academy of Science.

They also recommended self-policing by the TV industry, parental education and guidance on children's viewing. TV

announcements on the harmful effects of violence, violence ratings, increased attention to the problem by the FCC and an annual report on violence.

Mr. Goodman pointed out that the surgeon general's report does not detail the extent of the causal relationship between TV violence and aggressive behavior in children. He said, however, that NBC felt a responsibility to learn more about the subject and avoid programs that could adversely affect children. "This we have tried to do," he said, through structuring children's programming to eliminate violence that could cause harm, and through introducing Saturday-morning programs to entertain and educate.

In 1969, Mr. Goodman noted, NBC committed itself to a five-year study of violence, the preliminary indications of which "are consistent with the general trend of the data in the surgeon general's report."

He said "the real question for us is not to condemn all action and conflict because it can be called violent, but to present these elements . . . in a way that does not glorify violence, does not treat it as an acceptable solution to human problems, does not present it in a brutal or disturbing fashion, and does not use it for shock effect."

Senator Pastore said he was looking "for something more positive" but he was pleased when Mr. Goodman said he would welcome a consensus on how specifically to deal with TV violence.

Noting that the report's findings are tentative and offer no guidelines for portrayal of violence on television, Mr. Schneider said "informed guidance in this area would be invaluable." Perhaps "violent portrayals should more explicitly show the direct and indirect effects of a violent act," he offered.

Defining prosocial content is difficult, he said, but if it means using TV to depict positive human values and non-aggressive solutions to problems, "these values are currently reflected in many television programs today."

In the area of research, he noted that CBS has committed \$1.5 million since 1962 to studies of broadcasting and society, \$1 million of which has been devoted to violence research. He mentioned two current projects—by Dr. Stanley Milgram of the City University



Mr. Schneider



Mr. Rule



Mr. Goodman



Mr. Wasilewski

of New York and Dr. William Belson of the London School of Economics—that will cost CBS \$700,000.

He said First Amendment considerations make it inappropriate for government to enter the programming process. But “we pledge that as a result of the findings of the advisory-committee report the concerns of that report will play—and have already played—a significant decisional role in the number, scheduling, and creative treatment of action-adventure material on CBS.”

Mr. Rule said it was “unfortunate” that the report was not able to identify the children affected by TV violence, the size of the group affected and the stimuli that tend to increase aggression in children. “Nevertheless,” he said, “now that we are reasonably certain that televised violence can increase aggressive behavior in some children, we will have to manage our program planning accordingly.” In outlining ABC’s plan to help solve the problem, he said that by this fall the network will have entirely eliminated from weekend programming cartoons relying solely on action and devoid of comedy. Emphasis is now on programs that resolve conflicts “through wit, charm, intelligence and imagination,” he said.

He added that ABC is carefully evaluating its prime-time schedule in terms of adverse effects programs may have on children, has spent substantial amounts over the past two years on TV-violence research, now scheduled for completion June 1, and will intensify its research efforts to a commitment of \$1 million over the next four years.

“The network’s sincere efforts to achieve more sound, more stimulating television for children will be apparent in our schedule next season,” he promised.

The network spokesmen agreed that a violence-rating system for programs should at least be explored.

In his prepared testimony, Mr. Wasilewski said he had asked the NAB Code Authority to undertake, “as a high priority matter,” a detailed study of the surgeon general’s report. He said the Code Authority had been instructed to draw on outside counsel as required “for the purposes of developing recommendations to the industry as to how

the results of this report may be implemented.”

Pledging industry support to determine how negative effects of TV violence on children can be alleviated, Mr. Wasilewski disclosed that a study by Professor William Wells of the University of Chicago “also suggests that some children may, in some circumstances, be adversely affected by viewing TV programs containing violence.”

The Wells study, of about 300 junior-high-school children over an eight-week period, was funded with \$140,000 by the Joint Committee for Research on TV and Children, sponsored by the television networks and the NAB.

Mr. Wasilewski said the Code Authority’s three offices (New York, Washington and Los Angeles) have monitored a total of 2,278 network programs. These reports, he commented, cover such matters as treatment of crime and its techniques, violence and its consequences, retribution, race, morality, safety, prejudice and the like.

Mr. Wasilewski also disclosed that from 1968 to 1970, the three TV networks and the Code Authority jointly funded a consultancy with two members of a Temple University unit in law and psychiatry. They were Drs. Melvin S. Heller, a physician, and Samuel Polsky, a psychiatrist. They studied the monitoring findings and made suggestions, Mr. Wasilewski said, that not only further codified and strengthened network editing criteria, but also pinpointed factors to be considered in the treatment of violence in programs directed to adults as well as to children. He did not amplify.

TV’s ‘violence index’ drops for 1970

Television violence declined in 1970 compared with 1969, but movies-on-TV violence rose sharply and comic violence is increasing. These are among the findings of Dr. George Gerbner of the University of Pennsylvania’s Annenberg School of Communications.

Dr. Gerbner’s report, issued last week, is an update of a study he did for the surgeon general’s investigation of TV violence and children (see page

25) but this covered only 1967 to 1969.

Dr. Gerbner noted that children’s cartoons are “still by far” the most violent of TV programs, although his charts show that their “violence index” dropped between 1969 and 1970.

Among other trends, Dr. Gerbner noted that NBC is “clearly emerging” as the most violent of the three networks—with a violence index of 203.3 in 1970. ABC and CBS were almost equal in that year, with violence indexes respectively of 161.1 and 161.4.

In establishing his ratings, Dr. Gerbner used equations to indicate prevalence, rate and roles of violence in programming. The indexes are based on one week’s monitoring of each year’s prime-time and Saturday morning programming on the three national networks.

For example, Dr. Gerbner found that whereas the violence index for all networks and all programs was 183.3 in 1969, it fell to 172.8 in 1970; cartoons fell from a 262.0 index to 249.9, but feature films zoomed from 168.6 to 249.6, comedy from 183.4 to 195.9.

Sexy movies get into act

Senator Howard H. Baker Jr. (R-Tenn.) kept asking about X-rated movies during the TV-violence hearing last week.

NBC President Julian Goodman said he could not think of any circumstance under which his network would schedule an X-rated film. Elton Rule, president of ABC, replied that it has R-rated movies but edits them and sends them back for another rating by the motion-picture industry before the films are shown. CBS/Broadcast Group President John Schneider said the network cleans up offensive material in such films and shows them if, after editing, it is possible to do so.

Senator Baker had received a letter from Dr. Charles A. Trentham of the Southern Baptist Convention in Knoxville, Tenn., complaining about televised X-rated films and mentioning CBS’s showing of “The Damned” last month (BROADCASTING, March 6). After much discussion Mr. Schneider said he wished the picture had never been shown.

Some final flak at AAAA

McCall's disparagement of Ad Council draws Keim rebuttal; Seymour, Thiele decry unfair shakes given advertising

A few controversial issues were saved for the final sessions of the American Association of Advertising Agencies annual meeting in Boca Raton, Fla., March 15-18 (BROADCASTING, March 20). Among them:

- Advertising's own voluntary public-service organization, The Advertising Council, was pictured by David B. McCall, president of McCaffrey & McCall, New York, as no longer relevant. He suggested it might just be time to end it.

- Mrs. Joan Ganz Cooney, president of Children's Television Workshop, asked that agency executives initiate steps to eliminate all advertising directed at children before "your critics gang up on you and stop the practice."

- Failings of the fairness doctrine in advertising and alleged failure of news media to present "balanced coverage of consumer issues" were denounced by Dan Seymour, president of J. Walter Thompson Co., New York, and by Edward M. Thiele, vice chairman of Leo Burnett Co., Chicago.

Mr. McCall's desire to terminate the Ad Council met with little sympathy at the New York headquarters of the volunteer organization that is supported by advertising companies, agencies and by time and space provided by media.

Robert P. Keim, council president, said he had asked for a meeting with Mr. McCall, who he suggested was a "dedicated fellow but frustrated by [society's] problems."

Mr. Keim said he wishes to present the story of the Ad Council (which is 30 years old) because Mr. McCall "apparently still thinks the council is only Smokey the Bear."

Most of Mr. McCall's talk centered on what he believed were misdirected attempts, or utter failures of businesses in their voluntary efforts to correct society's ills. He took dead aim at the Ad Council, saying:

"Now is the time for The Advertising Council to disband. It is too old, and it is too heavily encrusted with establishment points of view.

"It did not distinguish itself last summer when, with the vast majority of the American people urging the end of the war in Vietnam, it took on a strange assignment from the White House or the Defense Department or Herb Klein or the American Red Cross, depending on who is telling the story.

"It executed a campaign urging citizens to write Hanoi asking better treatment of our men who are prisoners of war at a time when American citizens knew that the only way to get these

poor men home was to end the war."

He said many of the council's campaigns address subjects "that seem peripheral at best in 1972—Smokey the Bear, traffic safety, and now a word from our Creator—Love Your Neighbor."

Mr. McCall decried what he said was the council's siphoning off of "almost all of the 'pro bono publico' space and time that the nation's media can give up." He noted that the council says it will only deal with national problems, "yet the problems of the nation are overwhelmingly local."

Donald H. McGannon, president, Westinghouse Broadcasting, and first broadcaster to be elected chairman of The Advertising Council (BROADCASTING, March 20), said that, contrary to Mr. McCall's opinion, the council is "relevant and will become even more so." He said that had the council not existed, "we would have invented" to meet today's needs.

The Council, Mr. McGannon said, has demonstrated its effectiveness over the years he has been associated with it ("about 12 or 13 years," he said). He said Mr. McCall's assertion as to relevancy was "not valid." He said the council's significant campaigns, to cite a few, have been on drug abuse, minorities, venereal disease, youth, and planned parenthood.

Mr. McGannon questioned the relevancy of Mr. McCall's emphasis on corporate profit motives clouding voluntary efforts. He noted that "making a profit is not a sole goal any more for a corporation if it wants to be in the new enlightened ball game." In addition to devoting itself to the "profit dollar,"

O&M keeps bills sorted

Ogilvy & Mather, New York, has come up with a nitty-gritty change in its office procedures that may ease some of the problems of speeding payment to media.

The agency set up post office box numbers to receive invoices—one box number for broadcast, the other for print. The bills are thus separated from the general mail glut received at O&M's street address and are delivered directly to the proper person for "prompt processing."

John Harrison, treasurer and vice president, said the system went into effect around March 1 and that already the agency has noticed a "substantial speedup in the paper-handling process."

today's corporation must also turn its attention and efforts to the public weal, he said.

Mr. Keim said he wished that Mr. McCall had "bothered to check out some of his facts with us before he gave his talk," and called the speech an "ironic reminder of the harm that can be done when a government agency issues a press release condemning a product or an advertising claim before the facts have been assembled and scrutinized."

In his rebuttal, Mr. Keim said that Mr. McCall had criticized a drug-abuse campaign on the basis of announcements which were not the council's; that the campaign on prisoners of war was not on assignment from the Defense Department but on behalf of the American Red Cross and the National League of Families of Prisoners Missing in Action in Southeast Asia; that Mr. McCall used slogans from council campaigns conducted years ago.

Mr. Keim took issue also with the reference to council campaigns being addressed to subjects that "seem peripheral at best." "If drug abuse, pollution, population, minority business enterprise, hiring the hard-core unemployed, United Negro College Fund, jobs for veterans, to name just a few of our current efforts, are peripheral. I don't know what is central to the public's current concerns," Mr. Keim said.

Of campaigns being national when they should be local, Mr. Keim commented: "All of us recognized that the actions our campaigns propose to the listener or reader just have to be local—that's where babies are conceived, drugs are taken or waters polluted."

JWT's Mr. Seymour in suggesting an advertising industry's fairness doctrine, said: "Let us demand equal time against the Federal Trade Commission every time they indict by innuendo, every time they make a McCarthy kind of a mistake, as in the Zerex case, or with phosphates, or whatever—all those brutally damaging accusations which are shown to be false a year later. Just think of the beautiful commercials we could do about the FTC."

The news media also came in for some licks. Mr. Seymour said the media have two faces: One, "the stern editorial face which denounces or misunderstands advertising," the other, he said, "is the friendly smiling face that takes us out to lunch to tell us about all the media numbers, the circulation, demographic power and so forth, and to explain why we should place advertising on their channels and in their pages."

He said: "The lack of respect from the media is pretty close to being a sore spot. Sore—and delicate, I hasten to add—because we don't feel they owe us anything. . . . We don't want plugs,

or favors, or sweetheart stories; all we want is a fair shake editorially, a chance to get our story told by writers and editors who will bother to try to understand our business, and who can see beyond the distortions, the sick commercials, and the fluffy fringes of the business."

On the same wavelength, Mr. Thiele, 1971 chairman of the AAAA, said he did not intend to accuse news media of being "biased or deliberately unfair" but he believed that "perhaps inadvertently but nevertheless realistically [they are] fanning the fires of consumerism by unbalanced coverage of consumer issues."

He said he included the electronic media and magazines along with newspapers. Mr. Thiele said several top AAAA officers met with "two publishers of important metropolitan newspapers" to impart these sentiments.

Mr. Thiele called attention to what he said was "the obvious unfairness of the press in giving treatment to a major complaint against business, or perhaps the product of one of our clients, whether justified or not, only to have it disclaimed or answered several days later. But the complaint appears on page one, while the disclaimer is buried among the obituaries."

Mr. Thiele maintained that the publishers "listened with interest, reacted positively, and indicated a willingness to hear more" and then that "there is further evidence that the press itself is recognizing this deficiency in the reporting."

Admen help to set up new antiwar campaign

"There's Still a War going on in Laos, Cambodia and Viet Nam, Whether You Know It or Not," is the theme of a second public-service advertising campaign by a segment of the nation's advertising community under the auspices of Clergy and Laymen Concerned, a New-York-based ecumenical peace group. Last spring, the first such campaign, "Help Unsell the War," was announced (BROADCASTING, June 7, 1971). Spearheaded by David McCall, president of McCaffrey & McCall, New York, a group of East Coast-based advertising people created commercials that were used by more than 350 radio and nearly 80 TV stations.

The new campaign, announced at a news conference in Los Angeles, is a continuation of the "Help Unsell the War" campaign. This one will be conducted by a West Coast group headed by Ralph Carson, chairman of the board of the Carson/Roberts division of Ogilvy & Mather; Louis Honig, president, Honig-Cooper & Harrington; James C. Nelson Jr., executive vice president and creative director, Hoefler, Dieterich & Brown; and Maxwell Arnold, president and creative director, The Maxwell Arnold Agency.

The new ad material will be distributed in April and May through CALC to 150 or more citizen groups.

Katz wants stations to cut commercials

Rep joins those urging more TV programing and less TV advertising

A new proposal to reduce so-called clutter in television was on the table last week.

Katz Television is suggesting a 13% reduction in nonprogram time during television's prime time and a 17% reduction in nonprogram time during non-prime periods.

At the same time, the TV rep is asking that station clients adopt a new sales approach it calls "tele-marketing" which it says would make it easier for retail chains to use spot television.

Both proposals were advanced in a series of regional conferences held by Katz with the 70 stations it represents. The meetings were held in New York, Atlanta, Chicago and San Francisco over the past two weeks, ending last Friday (March 24) in San Francisco.

The anticlutter recommendation was explained at the meetings by Michael T. Membrado, Katz Television president. It envisions a maximum of three commercial impressions during any one prime-time program interruption. No piggyback or integrated commercial for two products would be less than 60 seconds long in any time period. The proposals will be formally presented to the National Association of Broadcasters' code board meeting in May.

Mr. Membrado said Katz was making its stand on commercial limitations now in view of the preponderance of viewer complaints. He noted, for example, that the FCC's Broadcast Bureau complaints division had estimated that a fourth of all public communications about advertising in 1971 concerned the amount.

Mr. Membrado said that under the Katz proposal three minutes of nonprogram material and 70-seconds of commercial time at the break would be maximum within a half-hour program in prime time. He said this would reduce nonprogram content to eight minutes and 20 seconds in the hours from the currently allowable nine minutes and 30 seconds, or a net reduction of 13%. He also said that with this approach, station-originated programs would generally contain no more commercial content than that currently emanating from the networks.

Other details of the Katz plan: a maximum of six minutes of nonprogram material within the half-hour program in non-prime time, and a maximum of 40 seconds of commercial time at the break, thus reducing hourly nonprogram content to 13 minutes and 20 seconds from the currently allowable 16 minutes, or a net reduction of 17%.

The suggestion that a maximum of three commercial impressions be allowed during any one prime-time program interruption would reduce the number of

commercials the television code currently allows per interruption from four to three, Mr. Membrado said.

He predicted that if individual stations supported the Katz proposal, or one like it, the networks would follow. "I think," he said, "the time has come when they will listen to the affiliates if those affiliates can say in truth we have cleaned our own house and we now expect you to do the same."

Several independent moves have been made toward reduction of clutter. Avco Broadcasting adopted a policy of reducing commercial time on all programs its TV outlets originate by 10% from that allowed by the National Association of Broadcasters' code—a move that has been warmly embraced by Foote, Cone & Belding, Chicago (BROADCASTING, Feb. 28).

Others that have proposed various limits include Taft Broadcasting, Corinthian Broadcasting and major reps, such as Peters, Griffin, Woodward and Blair Television.

Katz Television's proposal for "tele-marketing" was made by Kenneth P. Donnellon, corporate vice president.

Mr. Donnellon, in describing retail advertising in spot TV as "television's biggest sales opportunity," called on a joint selling effort—the stations on the local level and the rep nationally.

He said: "Our sales managers working with you at the stations would create packages of time—demographically oriented rotations—which would efficiently reach retail target audiences." The packages would sell either specific products or promotions such as a white sale or a Mother's Day event.

Mr. Donnellon suggested further that "we might even guarantee audience delivery by tele-marketing. And to make the retail sales-promotion manager's job even easier we could supply him with background commercials. At the station you'd Chroma-key in the product and price."

One objective, as described by Mr. Donnellon, would be to encourage bulk buying, permitting TV to offer retailers "the kind of end rate they buy from newspapers."

If stations and reps, by working together in sales to retailers, could eventually realize \$350 million in retail sales, retailing would become "the single biggest spot-TV customer category," according to Mr. Donnellon.

A way to keep national spot-radio advertisers

National advertisers often tend to use spot radio and then fade away. CBS Radio Spot Sales is taking concrete steps to find out why and what to do about it.

A memorandum spelling out the rep firm's proposed procedures was circulated last week internally and to station managerial personnel by J. William Grimes, vice president and general manager of CBS radio spot sales.

The plan involves both the rep and the station. It envisions a close contact

made and maintained with new users of spot radio (by a thank-you letter to client and advertising agency) and with the rep's largest advertisers (by presentation of an "in-depth stewardship report"). The report would cover schedules purchased, impressions, reach and frequency, a review of the station's qualitative values and comments from the advertisers' local representatives in the market.

Stations are to be advised of the advertiser's local contact in their markets, and asked to become acquainted with the local contact and "hopefully all major national advertisers in your market." This would be followed up by solicitation of specific information such as personal reaction to the campaign, the campaign's effectiveness, role of the station in making the campaign more successful, what the competition may be doing to affect the campaign, how these facts are communicated to the advertiser's main office and to the agency, whether the contact man is responsible for other products not getting radio support, anticipation of increased distribution or expansion in the markets, and several other questions.

In illustrating the problem of advertiser attrition, Mr. Grimes said that as of last January, 18 national accounts that ran in that month on WCAU(AM) Philadelphia and another 18 on WSB(AM) Atlanta failed to return to those markets. He said that although new advertisers were added in both markets, "the point is made—attrition is serious."

Mr. Grimes said he believed the high rate of attrition could be attributed to the national rep and the stations that "do not continue to sell them once they are in the medium." He said stations or reps often fail to thank the right people ("the client who is spending the money") and also do not take time or effort to find out during or at the end of the schedules "whether radio is working for them."

Ayer, McCann cop top ad prizes

Scholl campaign wins
Hollywood TV sweepstakes;
Coke stands out in radio

N. W. Ayer & Son, Chicago, and McCann-Erickson, New York, won top honors in the 12th annual International Broadcasting Awards, sponsored by the Hollywood Radio and Television Society.

Ayer won the television sweepstakes with a commercial for Dr. Scholl's foot deodorant spray, produced by E.U.E./Screen Gems, Burbank, Calif. The same spot, "Last to Know," also was chosen in the category of the best humorous commercial.

McCann-Erickson won the radio sweepstakes with a commercial for Coca-Cola. The spot, "Buy the World a Coke," was produced by Trident Studios, London, and also was picked as the best 60-second musical commercial.

Young & Rubicam, New York, won the most number of awards, three in television and one in radio. Intermarco-Elvinger S.A., Paris, won two TV awards, while Honig-Cooper & Harrington, San Francisco, took away awards in both TV and radio on behalf of Levi Strauss & Co.

In all, winners were announced in 12 television and nine radio categories. They were selected from some 3,000 entries from 40 nations. In addition to two TV winners from France, commercials from England, Japan and Canada also won awards.

Sandy Duncan of CBS-TV's *Funny Face* series, an actress who first gained recognition for her work in commercials, was honored as "Woman of the Year" in broadcasting.

Winning commercials—including title,

advertiser, agency and production company—were:

Television:

Sweepstakes winner: "Last to Know," Scholl Inc.; N. W. Ayer & Son, Chicago; E.U.E./Screen Gems, Burbank, Calif.

Live action, 60 seconds: "Drug Education," Metropolitan Life Insurance Co.; Young & Rubicam, New York; Gomes Loew Inc., New York.

Live action, non-English language, 60 seconds: "Grandma," Matsushita Electric Co., Tokyo; National Electric Cleaner; Ad Creative Associates, Tokyo.

Live action, 30 seconds: "The Young Ones," Marshall Cavendish "Book of Football"; The Kirkwood Co., London; N.S.H. Creative Partnership International Ltd., London.

Live action, non-English language, 30 seconds: "Les Marins," Philips Cassette Recorders; Intermarco-Elvinger, Paris; I.D. TV, Paris.

ID's, 10 seconds or less: "La Prison," Johnson Brise Air Freshener. Intermarco-Elvinger, Paris; F.B.I., Paris.

Animation: "Stranger," Levi Strauss & Co., Honig-Cooper & Harrington, San Francisco; John Urie & Associates, Los Angeles. Snazelle Films, San Francisco; Ken Nordine Group, Chicago.

Combination: "This is the Place to Be," ABC-TV, on-air advertising, Los Angeles.

Videotape: "Kaleidoscope," Leonards department store; Ad Agency of Texas, Fort Worth; KTVT(TV) Fort Worth-Dallas.

Public service: "Cy Barrack," Legal Aid Society; Young & Rubicam, New York; Dick Miller Associates, New York.

Local (one market): "Movies," Washington Star, Carhill, Wilson & Acree, Richmond, Va.; Bill Stokes Associates, Dallas.

Series (three commercials): "Montreal, L.A. Dream, Raft," Eastern Air Lines; Young & Rubicam, New York; McShane/Bethune Co., New York; Dick Miller Associates, New York; Cooper Dennis/Dick Miller Associates, New York.

Radio:

Sweepstakes winner: "Buy the World a Coke," Coca-Cola, USA, McCann-Erickson, New York; Trident Studios, London.

Musical, 30 seconds: "Let Someone Hear You Call," British Columbia Telephone; O'Brien Advertising Ltd., Vancouver; The Strachan Co., Seattle.

Humorous, 60 seconds: "Say 'Avco,'" Avco Financial Services; Bozell & Jacobs, Los Angeles; Chuck Blore Creative Services, Los Angeles.

Humorous, 30 seconds: "Interview with Babe Underwood," Terminix Termite Service; Freberg Ltd./Thyme Inc., Los Angeles; Freberg Ltd., Los Angeles.

Open, 60 seconds: "Tow," Volvo Inc.; Scali, McCabe, Sloves, New York; No Soap Radio, New York.

Open, 30 seconds: "Sound Museum," Levi Strauss & Co.; Honig-Cooper & Harrington, San Francisco; Ken Nordine Group, Chicago.

Local (one market): "General," Baltimore Football; VanSant Dugdale & Co., Baltimore; Twelve East Recordings, New York.

Public Service: "Tammy," United Way Inc.; Clinton E. Frank/West Coast, Los Angeles; Radio Man, Santa Monica, Calif.

Series (three commercials): "Houston, Charlotte, New Orleans," Eastern Air Lines; Young & Rubicam, New York.

BAR reports: television-network sales as of March 12

CBS \$129,884,900 (37%); NBC \$117,955,300 (33%); ABC \$107,523,800 (30%)*

Day parts	Total minutes week ended March 12	Total dollars week ended March 12	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	74	\$ 450,700	645	\$ 4,146,700	\$ 4,112,500
Monday-Friday 10 a.m.-6 p.m.	959	7,083,600	9,042	67,641,800	65,719,900
Saturday-Sunday Sign-on-6 p.m.	322	3,808,800	3,033	47,569,900	35,825,300
Monday-Saturday 6 p.m.-7:30 p.m.	89	1,762,600	887	18,658,300	16,232,100
Sunday 6 p.m.-7:30 p.m.	14	290,700	145	4,079,300	6,614,200
Monday-Sunday 7:30 p.m.-11 p.m.	400	19,551,000	3,964	196,885,200	196,827,400
Monday-Sunday 11 p.m.-Sign-off	143	1,496,000	1,257	16,382,800	10,794,900
Total	2,001	\$34,443,400	18,973	\$355,364,000	\$336,126,300

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

Compu/Net sales to be handled by ARB

American Research Bureau has been named exclusive sales agent for the Compu/Net on-line spot availabilities traffic control and information system designed for use by TV and radio stations and station representatives.

The Compu/Net system uses typewriter consoles and TV-type tube terminals to interconnect the station, its representative via computer. Portable terminals, using ordinary telephone lines, are available for use by clients outside their offices. The system makes out station logs, produces progress and management reports, calculates and types out bills, and, on command, produces sales projections, quotes availabilities and calculates cost-per-thousand.



It was five minutes past 3 a.m. on Sunday, March 19, when this picture was taken in the WCVB-TV newsroom. The party wasn't yet over, but the business of broadcasting had already begun for the new operators of Boston's ch. 5.

End and beginning in Boston

Its 10-year fight for survival at last lost,
WHDH-TV goes off the air; WCVB-TV goes on

The new station in town took over the operation of channel 5 in Boston last week, three years after it received the FCC grant and less than two hours after WHDH-TV made the sign-off it had fought 10 years to avoid.

WCVB-TV, owned by Boston Broadcasters Inc., signed on at 3 a.m. Sunday (March 19) with the words "Good morning, world" and a taped preview of local programs on its schedule. Regular programming started at 7 a.m. with *Christopher Close-Up*, a religious program syndicated by the Christophers.

More than 100 WHDH-TV employees moved to the WCVB-TV staff, including 28 newsmen, about half of the new station's news force, according to WCVB sources. The 100-plus WHDH alumni brought WCVB-TV's total payroll to about 225 persons as of last week. Officials of WHDH-TV, which had employed more than 300, said they could not tell immediately how many they had left to operate WHDH-AM-FM.

The change-over was rendered inevitable when the Supreme Court, in the final act of a long-running cliff-hanger, refused to block the move less than 36 hours before it was to take place (BROADCASTING, March 20). For

Boston viewers there was one more eleventh-hour bit of drama. It came at 11:05 p.m. Saturday when Harold E. Clancy, president of the *Boston Herald Traveler* and of its WHDH Inc., appeared on WHDH-TV's last 11 o'clock news for "a few brief valedictory remarks."

He expressed "the deepest gratitude" to WHDH-TV's staff, advertisers and viewers—and let them know that "if there were any opportunity left to prevent the change-over at 3 a.m., we would, even now, be pursuing it. But there is none," he added. "We sincerely hope the change will be accomplished without misadventure and without any inconvenience to the viewing public." He was sure WCVB requires "no help from us," he said, but if it does "we stand ready to help in any way—large or small—that we can, so that the public will not be inconvenienced."

WHDH-TV then went into its last movie, an offering titled "Fixed Bayonets."

While this was happening, WCVB-TV's stockholders, officers, principal executives and their wives and guests were gathering at a large motel, a few miles from the station in Needham on Boston's western outskirts, for a midnight

celebration: cocktails and a buffet supper. The mood was jubilant but remarkably restrained for a group that was within three hours of air time after 10 years of trying to get there.

With BBI Chairman Matthew Brown presiding informally, there were a few jokes, recognition and praise for key officials and some brief, serious reminiscences, including tributes to five original stockholders who had died since BBI was formed in 1963. There was a short talk by Dr. Leo Beranek, BBI president, who reminded his associates that WCVB-TV would start with more local programming than any other Boston station and promised it would become a 24-hour-a-day station as soon as possible. There was a short talk, too, by William J. Poorvu, the Boston real-estate developer and city-planning and urban-problems expert who is also BBI's treasurer, and one by Benito Gaguine, Washington attorney for BBI.

Notably missing was Nathan David, the officer-stockholder whose being named in a civil suit by the Securities and Exchange Commission might have wrecked it all for BBI if the courts had granted the FCC's request to let it reopen the case. Mr. David has been sequestered from BBI operations during the pendency of the SEC suit. But although absent, he was singled out several times for praise for his work, prior to the SEC case, in helping to put WCVB-TV together.

When the dinner was over, close to 2:30 a.m., the group piled into cars and drove to the station to see it turned on, to sip champagne in the lobby and to watch the preview program on monitors scattered through offices and studios. The evening passed without incident, although officials said afterward that there had been earlier bomb threats by telephone.

The first day's operations also went smoothly except for an occasional brief foul-up in audio or video, usually attributed to the brand-new equipment. The *Boston Globe* reported some "snafus" but concluded that the transition had been "surprisingly" smooth. The *Herald Traveler*, owner of the darkened WHDH-TV, didn't mention mis-cues at all, though it gave a long, straightforward account of the preview program plus reviews—unenthusiastic—of fable episodes seen in an opening-night syndicated show, *Story Theater*.

Boston viewers had a lot of habit-changing to do following the switchover to WCVB-TV CBS-TV, which had WHDH-TV as its Boston outlet, moved its affiliation to WNAC-TV as of Sunday morning, and ABC-TV moved to WCVB-TV.

Among other things, viewers will have to look to Westinghouse Broadcasting's WBZ-TV for telecasts of the Boston Red Sox baseball games, formerly seen on

WHDH-TV (but they can still hear the Sox games on WHDH[AM]). Three syndicated shows formerly seen — *Perry Mason*, *Primus* and *To Tell The Truth* — can still be seen on channel 5 under WCVB-TV operation, but for *What's My Line* and *Truth or Consequences* viewers will have to get used to tuning WNAC-TV, and as between *What's My Line* and *To Tell the Truth* they will have to make a choice; those two are stripped opposite each other.

In news, however, the new channel 5 will look remarkably like the old channel 5, due to the large-scale move-over of WHDH-TV on-air, and other newsmen to WCVB-TV. Jack Hynes and Don Gillis, who were anchorman and sportscaster on week-night early-evening and late-evening news on WHDH-TV, are handling the same chores at WCVB-TV. The WHDH-TV team of John Henning, anchorman, and Bill O'Connell, sports, is handling WCVB-TV's weekend early and late newscasts.

Six of the people who did WHDH-TV's Saturday-night *The Week Ends Here*, news roundup, are working on a Friday-night wrap-up, titled *Seven Days Journey*, for WCVB-TV. They are Chet Curtis, host; Les Kretzman, producer; Liz Aitkin and Karen Kiger, associate producers; Larry Crowley, cameraman, and Sally Hergrueter, film editor.

Bill Harrington, who covered the state house for WHDH-TV, is now covering the state house for WCVB-TV. And the new station has added news people from other stations as well.

Natalie Jacobson signed on from WKBG-TV as on-air news reporter and also to conduct a weekly prime-time half-hour, *Sound Off*, presenting local citizens and groups. Arch Macdonald, also from WKBG-TV, joined as political editor-reporter, and Bob Clinkscales moved in from WKBG-TV as an on-air reporter, as did Mary McKay from WNAC-TV.

In addition, six booth announcers moved from WHDH-TV to WCVB-TV some of whom will also do on-air reporting, and Bob Copeland, who used to be weatherman at WHDH-TV, is doing the weather on the week-night newscasts. WCVB-TV is still looking for a weather-caster for weekends, morning and late-morning newscasts.

One WHDH-TV newsmen who did not go to WCVB-TV was Robert Caulfield, news director. He went to WNAC-TV, also as news director.

Larry Pickard, for six years news editor of ABC-TV's evening news and editor with the ABC News special-events unit, is WCVB-TV's director of news and public affairs. A veteran of 25 years as newsmen, he has been on the job at WCVB-TV since last July (and helped plan its original presentation in 1963). Reporters who have been working with him for several months include Jim Boyd and Mike Taibbi.

WCVB's opening schedule calls for 31 hours of locally produced and regularly scheduled programs a week, including 11½ weekly hours of local news (BROADCASTING, Feb. 28). The station will editorialize and plans to offer *Spe-*

cial Projects, an irregularly scheduled feature dealing with selected issues over a period of several weeks, and a cycle of prime-time half-hours dealing with minority groups under the title *Selective Eye*. Its program advisory board is headed by Oscar Handlin, professor of history at Harvard.

Executives on the job full time since last year—in addition to President Beranek, an acoustical consultant and original partner in the scientific research firm of Bolt, Beranek & Newman—include Robert M. Bennett, former vice president and general manager of Metromedia's WNEW-TV New York and before that of WTTG-TV Washington, who is vice president and general manager of operations, and Richard S. Burdick, one of the original planners of BBI and then with Visual Information Services, New York, who is vice president and general manager of creative services. Thomas G. Maney, assistant general manager and director of sales; John P. Twaddle, program manager, and Joseph A. Ryan, assistant vice president and community services director, are among other veteran executives on the staff for several months.

While they and their colleagues were moving into their first week of air time, WHDH-TV officials were having problems, aside from adjusting to the loss of WHDH-TV. The news staff was largely an integrated AM-FM-TV operation, so the losses to WCVB-TV required some quick reassignments of remaining news personnel over the weekend. "But not a program was lost," said Joseph Levine, whose responsibilities extend into radio and into other areas beyond his official title of vice president and program director of WHDH-TV.

Neither he nor other executives could say with certainty early last week how many employees had left or how many others would have to be let go. "The dust hasn't settled yet," said Mr. Levine. Another official said no layoffs had yet occurred but added: "Of course it's something we'll have to face up to soon." Nor could they say what might be done with the big TV studios, the TV tower and the TV mobile units. Last summer one executive had said "we have a plan" for other uses if disposition became necessary, but last week he said he was unsure what the actual disposition would be.

President Clancy was reported busy in a series of meetings, grappling with problems that almost certainly included the fate of the *Herald Traveler*. He has said many times that the paper could not survive the loss of TV revenues. There has been talk in recent weeks that some sort of cooperative production arrangement with the *Boston Record American* might emerge, but associates of Mr. Clancy said last week they knew of "nothing concrete" to support that speculation. There had been other reports, also unconfirmed, of offers to buy the paper.

One thing Mr. Clancy has made clear—and this could figure in last week's uncertainty about disposition of the TV facilities and the fate of the

paper—was that, despite the Supreme Court's refusal to block the WCVB-TV takeover, he intends to pursue other appeals already on file in the case. That did not seem to lighten the gloom around WHDH-TV last week, however. "It's a very lonely place," one surviving executive reported on Monday. Or, as Joe Levine put it later on being asked how things were going: "That's like saying, 'And how did you like the play, Mrs. Lincoln?'"

Ford, Hyde to join FCC fairness panels

Former FCC Chairmen Frederick W. Ford and Rosel H. Hyde, both now in private law practice, were added to the panels that will discuss the commission's fairness doctrine this week.

The FCC three weeks ago had named four other panelists who will participate in the March 27-29 Washington sessions.

The commission last week also issued a list of the parties that will participate in oral arguments to be conducted Thursday and Friday (March 30-31).

Mr. Ford will be on a panel this afternoon (March 27) discussing part two of the inquiry, the fairness doctrine generally. Mr. Hyde will join the Wednesday panel on part five, applications of the doctrine to political broadcasts.

The presentations in the March 30-31 oral arguments, in order of appearance:

Thursday morning: NBC, Urban Law Institute, Corinthian and Orion Stations, National Mexican-American Anti-Defamation Committee, Connecticut Television Inc., Environmental Action, American Association of Advertising Agencies, Friends of the Earth, Combined Communications Corp.

Thursday afternoon: Democratic National Committee, Republican National Committee, Basic Communications Inc., National Citizens Committee for Broadcasting, CBS, National Association of Educational Broadcasters, Accuracy in Media Inc.

Friday morning: ABC, Commission on Population Growth and the American Future and Population Education Inc., Radio Advertising Bureau, National Wildlife Federation, Association of National Advertisers, National Consumer Organization ad hoc advisory committee to Virginia Knauer, Storer Broadcasting Co., Society of Separationists, National Association of Broadcasters.

Mickelson, O'Brien at APBE

Sig Mickelson, vice president, international and television, of the Encyclopaedia Britannica Educational Corp., and former CBS News chief, and Thomas O'Brien, ABC Radio News, will be luncheon speakers April 8 and 9 during the annual meeting of the Association for Professional Broadcasting Education, at the Pick-Congress hotel in Chicago. APBE program includes panel discussions on CATV, First Amendment and FCC regulations, as well as six workshop sessions.

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No Dogs (continued)

Well, here we are with another eagerly-awaited installment of MGM/8. And while we hate to repeat ourselves, we'd better say once again that there's still not an airedale in sight.



Gigi

Zowie! They don't come much better than this charming film about a young French girl who, in spite of her upbringing by a family of genteel libertines, manages to retain her romantic ideals (and hook the handsomest man

in Paris in the process). Leslie Caron, Maurice Chevalier, Louis Jourdan, Hermione Gingold, and Eva Gabor make this wry fairy tale a delight in every way.



Libel

One of the most enduring forms of suspense film is the courtroom drama. If it's a British courtroom, with the judge and counsel in those imposing wigs, so much the better. In this case, the trial concerns a baronet (Dirk

Bogarde) who is accused of being an imposter—and whose supposed wife (Olivia DeHavilland) isn't even sure whether he is or he isn't. Positively smashing.



Hotel Paradiso

Take a script based on a play by that master of the bedroom farce, Georges Feydeau. Add the immense comedic (and other) talent of Alec Guinness, Gina Lollobrigida, Robert Morley, and the inspired direction of Pete Glenville. Result: a non-fattening confection that is absolutely irresistible.



The Password Is Courage

Dirk Bogarde plays a World War II British P.O.W. who, in the course of his incredible escape attempts, manages to get himself awarded the Iron Cross. Which would be pretty freaky, except that it's all perfectly true. This completely documented story of the exploits of Sgt. Major Charles Coward is one of the finest "escape" films ever made.

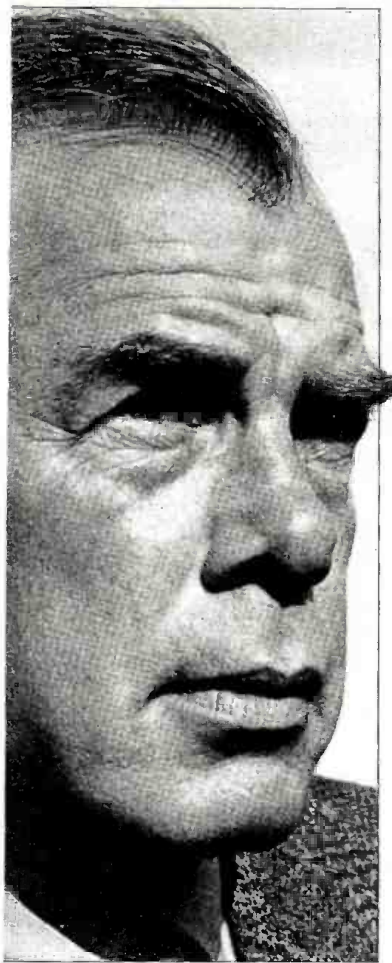


When The Boys Meet The

As you might guess, this is one of those pictures where you don't have too concerned about the plot. But with music-makers like Connie Francis, Louis Armstrong, Herman's Hermits, Liberace and Sam the Sham around, why worry?

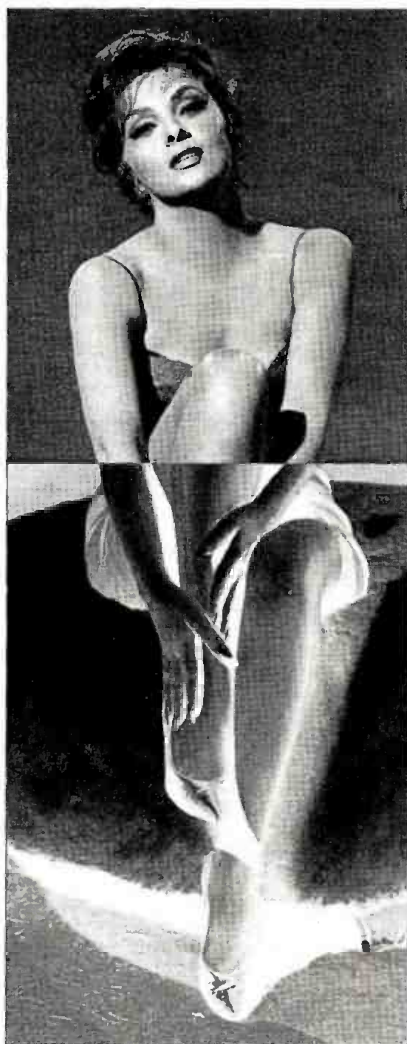
Girl

of those to be with Louis



Point Blank

Without doubt, the closest thing to Humphrey Bogart around these days is Marvin. He's tough, he's got sex appeal, and he can make a line of dialogue crack like whip. Here he's out to revenge himself on his wife and partner who betrayed him. The next, at deserted Alcatraz, is a sizzler.



Go Naked In The World

With Gina Lollobrigida. What more could you want? Anthony Franciosa? Ernest Borgnine? O.K., you got 'em.



Double Trouble

Elvis Presley movies fall into a category all their own. Whenever they're shown, they're consistently among the highest-rated films on television. And their appeal is not only to the young, but to those in their thirties who are perhaps reliving their own teen years when Elvis first appeared on the scene. The people, we might add, who spend the most at the supermarket.



The Cincinnati Kid

Steve McQueen has Ann-Margret and Jessday Weld after him, but all he can think about is beating Edward G. Robinson at stud.

Poker, that is. A first-rate screenplay by Ring Lardner Jr. and Terry Southern completes the winning hand.



Coming Next Week

Operation Crossbow, The Secret Of My Success, Quentin Durward, and more from MGM/8

WAIT loses bid for clear channel

The U.S. Court of Appeals in Washington last week upheld the FCC's decision to maintain 820 khz as an exclusive clear-channel frequency. The court rejected an appeal by WAIT(AM) Chicago, a daytimer on 820 khz, from the commission's denial of its application to operate full time, thus preserving the status of WBAP(AM) Fort Worth as sole tenant of the frequency during night-time hours.

The court's decision ended a five-year struggle by WAIT to obtain a waiver of the commission's clear-channel rules. Its application was originally denied by the commission in 1967. On appeal, the court reserved judgment on the matter and instructed the commission to take another "hard look" at the case. On further consideration, the commission voted again to deny the WAIT request.

WAIT, which was represented by former Attorney General Ramsey Clark, had argued that although the rules prohibit any station other than the one authorized to operate on 820 khz during night-time hours to broadcast on that frequency, its proposal would not conflict with the underlying principle of the rules—to prevent "objectionable" interference on the clear channel.

WAIT conceded that its night-time operation on the frequency would cause "slight interference" with WBAP's signal

in a crescent-shaped area running from Kentucky to South Dakota, but argued that this area is served by two other clear-channel signals and that WBAP is not listened to there. The merit of its proposal, an increased night-time service to Chicago-area residents, exceeded any deficiency, WAIT said.

The commission's position had been that interference, however unobjectionable, was still not desirable.

Two groups oppose exclusion of opinion ads

Arguments for open access to broadcast facilities for the discussion of controversial issues—on both a free and paid basis—were presented at the FCC last week in two citizen-group pleadings. The National Citizens Committee for Broadcasting and the Consumers Union, submitting comments in the commission's fairness-doctrine inquiry, contended that no broadcaster should be permitted to deny arbitrarily any group or individual the opportunity to present over the air viewpoint on any given topic.

The position taken by the two groups last week emulated the argument that is currently being litigated by Business Executives Move for Vietnam Peace—specifically that a public "right of access" for the discussion of editorial issues exists under the First Amendment and the public-interest standards of the

Communications Act. The final arbiter in this matter, however, will be the Supreme Court, which a month ago agreed to review a U.S. Court of Appeals decision overturning the FCC's ruling that WTOP(AM) Washington was not legally obligated to sell BEM time to defend its antiwar position (BROADCASTING, March 6).

Consumers Union said in its pleading that broadcasters are required "to open the airwaves to divergent views expressed by all sectors of society." CU accused the FCC and the broadcast industry of permitting commercial interests to monopolize the flow of information over the airwaves.

CU said that broadcasters should not be permitted to limit time that is allocated for paid advertisements of an editorial nature. CU said that access should be as readily available for paid editorial advertisers as for commercial buyers. Nor should the licensee have the right to reject any particular spot because the opinion it reflects has already been adequately covered in other programming, or the right to censor any spot merely because of possible objectibility of its content, CU said.

NCCB agreed that commercial time should always be available to editorial advertisers, and added that when the demand for air time exceeds supply, requests for editorial spots should be given preference over commercial. NCCB also claimed that licensees should not be permitted to reject offers to purchase time without making a compelling showing to the FCC that "substantial disruptions or excessive financial burdens" would result. NCCB further argued that those parties seeking free time to discuss controversial issues should have access to all time allocated to public-service announcements; that up to 5% of all prime time should be made available to parties wishing to purchase time to discuss their viewpoints; and that broadcasters should not arbitrarily reject requests for free programming time, although the granting of such requests should not be compulsory.

Whitehead headlines AWRT convention

Clay T. Whitehead, director of the Office of Telecommunications Policy, will be the keynote speaker at the 21st annual convention of the American Women in Radio and Television, to be held May 4-7 at the Stardust hotel in Las Vegas.

AWRT members will also hear Frank H. Bartholomew, UPI; Dr. Robert Rosenstone, California Institute of Technology; Maureen O'Connor, San Diego councilwoman; Edgar A. Holtz, Washington lawyer; Perry Lafferty, CBS, and Louis Rowlett, Motivational Research Center, Austin, Tex. Entertainers will be Sonny and Cher.

Also to take place at the convention will be the installation of president-elect Rose Blythe Kemp, Columbia College, Los Angeles, and other officers.



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72-14

Announced

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

■ **KRCB-AM-FM** Council Bluffs, Iowa: Sold by James J. Conroy and others to Richard L. Freeman for \$415,000. Mr. Freeman was formerly general manager of Kaiser Broadcasting's **WKBD-TV** Detroit. **KRCB(AM)** is on 1560 khz with 1 kw day. **KRCB-FM** operates on 98.5 mhz with 100 kw and an antenna 175 feet above average terrain. Broker: Chapman Associates.

■ **WJGA-AM-FM** Jackson, Ga.: Sold by Robert P. Shapard Jr. and Herbert Shapard to B. L. Williamson for \$130,000. Mr. Williamson has interests in **WCKM(AM)** Winnsboro, S.C., and **WLBW(AM)** Royston and **WLOV-AM-FM** Washington, both Georgia. **WJGA(AM)** is on 1540 khz with 1 kw daytime. **WJGA-FM** operates on 92.1 mhz with 6 kw and an antenna 275 feet above average terrain. Broker: Chapman Associates.

Approved

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 55).

■ **KEGL(AM)** Santa Clara, Calif.: Sold by B. E. Barnes to Cascade Broadcasting Corp. for \$316,000. David M. Jack is president of Cascade, the owner of **WLIQ-AM-FM** Portland, Ore.; **KUBA(AM)** Yuba City, Calif., and **KUDY(AM)** Spokane, Wash. **KEGL** operates 1430 khz with 1 kw.

■ **WYNN(AM)** Florence, S.C.: Sold by Joe Speidel III to Forjay Broadcasting Corp. for \$180,000. Principals of Forjay are: James N. Maurer, Dr. John G. Maurer, Agnes C. Hunt and John F. Maurer. James Maurer is general manager of **WYNN**. Dr. Maurer is a lieutenant commander in the U.S. Navy, stationed at San Diego Naval hospital. Agnes Hunt is controller of Speidel stations — **WOTC(AM)** Columbia and **WPAL(AM)** Charleston, both South Carolina; **WTMP(AM)** Tampa, Fla., and **WYNN**. John Maurer is national sales manager of same stations. **WYNN** is a daytimer on 540 khz with 250 w.

For starters on de-regulation

The radio de-regulation ball has been volleyed back to the FCC's court by a special committee of the National Association of Broadcasters. It called attention to four NAB petitions, one five years old, that await action. The petitions seek amelioration of what the NAB calls too rigorous operating requirements.

If the FCC wants to help radio broadcasters by simplifying procedures

and cranking down reporting requirements, the committee said, it can do something about pending requests for partial relief from the rule requiring the inspection of directional antennas, filed in 1967; relaxation of the regulation that requires a first-class operator to be on duty at all times at stations with directional antennas and those AM and FM stations with higher powers, filed in 1970; modification of the rules on the use of mobile broadcast equipment, and revision of the regulation barring remote monitoring of transmitters and meters, both filed in 1971.

The committee was established earlier this year in response to an invitation from FCC Chairman Dean Burch to work toward reducing the regulatory burden on radio broadcasters. Mr. Burch's suggestion (**BROADCASTING**, Jan. 24) came after Clay T. Whitehead, director of the Office of Telecommunications Policy, said radio ought to be de-regulated (**BROADCASTING**, Oct. 11, 1971).

Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., who is the chairman of the NAB committee (and who also is chairman of the NAB joint boards), commented after the committee meeting, "We regard early FCC action on these long-pending petitions as evidence of the commission's interest in the over-all effort to simplify radio rules and regulations."

Other members of the committee: Sam W. Anderson, **KFFA(AM)** Helena,

Ark.; Harold R. Krelstein, Plough Broadcasting, Memphis; Stanley W. McKenzie, **KWED-AM-FM** Sequin, Tex.; Dick Painter, **KYSM-AM-FM** Mankato, Minn.; Lee Allan Smith, **WKY(AM)** Oklahoma City; Joseph Tennesen, **KFFA(AM)** Greeley, Colo. Abe Voron, representing the National Association of FM Broadcasters, also was present at the committee's first meeting on March 16.

CPB moves to involve local stations

The board of directors of the Corporation for Public Broadcasting has acted to increase the role of local stations in CPB's decision-making processes.

Meeting in Anaheim, Calif., two weekends ago, the board approved the creation of a panel of station managers to provide recommendations on the budget and the disposition of general support grants to stations.

Neither set of recommendations would technically be binding on CPB. In the area of station grants, however, the board emphasized that the managers' role should be "more definitive"; if they failed to reach agreement with CPB, the question would be forwarded to the board for resolution.

The panel would be formed under a method determined by CPB and the National Association of Educational Broadcasters. It would meet with CPB

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staff members at regular intervals—three times a year on the budget, “more regular” meetings on support grants.

The board also made plans to increase its own contacts with managers. It will have two scheduled meetings annually with them, principally for budget discussions, and more frequent meetings on a wider range of issues. As a beginning, board members of NAEB's educational television stations division were invited to the CPB board's regular meeting in May. In addition, the CPB board said it will make “more frequent visits to stations.”

These actions reflect not only the desires of local-station representatives, but also the intention of the CPB funding bill approved last week by the House Commerce Committee (see page 42). That bill, a revised version of one introduced last fall by House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.), requires that CPB distribute “not less than 30%” of its money to local stations in the form of general support grants. It also stipulates that the station money is to be distributed in “consultation” with local stations.

The board also said that if Congress approves the funding levels recommended in the House bill—\$65 million in 1973, \$90 million in 1974—CPB will distribute more than the minimum 30% to stations. However, it added that these figures will probably be lowered, “given the pattern of Appropriations Committee actions.”

In other actions, the board told CPB to develop “with all elements of the industry” a plan for long-range financing to be presented to Congress by the end of this year, and called a special meeting for next month to discuss the budget for fiscal 1973.

CBS, Guam CATV set licensing precedent

An agreement marking “the first time a cable-television system has accepted and agreed to pay for a license to carry network television programs” has been announced by CBS.

The license was taken by Marianas Communications System Inc., a cable operator in Guam, as part of a settlement of a copyright-infringement suit that CBS filed against Marianas last December (BROADCASTING, Dec. 27, 1971-Jan. 3, 1972).

The license gives the Guam cable system the right to carry “certain CBS-TV programs that are not broadcast by KUAM-TV Agana, Guam.” CBS's announcement did not identify the programs or specify rates to be paid, but the complaint in the case had listed *Guns, Smoke, My Three Sons, You Are There, Hawaii Five-O* and *Cimarron Strip* as infringed works.

The suit charged that these programs were recorded on the mainland and subsequently transmitted for a charge to the Guam system's subscribers, said to number more than 2,000. In addition to Marianas, the complaint named Mar-

kit Communications Inc. and John and David Ulloa as defendants. CBS sources said CBS would move for dismissal of the suit against them too. The suit was brought in U.S. District Court for the Central District of California in Los Angeles.

CBS has another cable copyright suit pending, against Teleprompter Corp. It was tried in U.S. Southern District Court in New York last September and is awaiting a decision.

Johnson ducks the Iowa race

With blasts against contemporary institutions, he opts to stay on FCC

FCC Commissioner Nicholas Johnson has decided to forego a race for the Senate in favor of serving out the remaining 15 months of his commission term.

The March 18 announcement came as a surprise, particularly in view of the setting—the yard of his mother's home in Iowa City, which seemed a likely place to launch a campaign, not call one off.

Commissioner Johnson gave a number of reasons for not seeking the Democratic nomination for the Senate, but fear of failure in an effort to become a senator was not one of them. The support for the incumbent Republican, Jack Miller, “is soft,” he said, adding: “He can, of course, be beaten. I have confidence in my capacity to win the nomination . . . and the Senate seat in the election.”

Rather, he cited his “commitment . . . to fill a full term of public service” on the commission. He noted that the agency faces a number of important matters—domestic satellites, cable television and the fairness doctrine hearings, among them. He also cited his concern over television's role in the 1972 elections and “the kind of appointment President Nixon would likely make to fill my position on the commission.”

The question of finances also, apparently, figured in his decision—but not because he did not think he could raise “enough clean money to run a modest but respectable campaign.” He said he could.

But, he said, “the decadent state of big-money control of government is so rampant today that efforts to work from within the system may be as futile as they are demoralizing.”

He said he understood that Senator Miller will have a campaign fund of \$1 million and “more if he needs it.” That much money is not available to any Iowa Democrat unwilling to seek contributions outside of the state, he said.

“And it is basically unfair to have to fight a campaign against such enormous amounts of money and the odds it cre-

ates. Furthermore, it is wrong for those who have offered to fund my campaign—rich and poor alike—to have to do so. Why should the people have to out-bid ITT in order to buy their government back?”

The commissioner, who has attracted at least as much media attention as any other FCC commissioner, including chairmen, also said his service to the public “can only be worthy and unique” if his “integrity and candor are uncompromised.” And his usefulness would be “eroded,” he said, once he began to worry about the effect of his actions on votes and upon financial contributions.

“I could sell bits and pieces of my integrity to raise the money,” he said. “I could call upon my friends in campaign and media management to sell Iowans an image of myself they would vote for. I know how to use the computers to win over swing voters. But I am not going to do it.”

Commissioner Johnson had been considering the Senate race for more than a month, ever since Representative John Culver (D-Iowa), who had been counted a sure thing for the Democratic nomination, decided he did not want to make the race against Senator Miller, and Iowa Democrats urged the commissioner to make the race. He said he had spent the past month evaluating the invitation.

In rejecting the race because of “the decadent state of big money control of government” and his unwillingness to sell his integrity, he said his decision was made easier because of the candidacy of Richard Clark, an aide to Representative Culver. The commissioner called him “honest, honorable and able.”

A look beyond in public TV

Public television broadcasters, often preoccupied with current problems, will turn some of their attention to the future during next week's Public Television Conference in Washington.

With “Toward '77 and Beyond” as the theme, conferees will hear two noted future-gazers as featured speakers, author-inventor Arthur C. Clarke (“2001: A Space Odyssey”), whose diverse credits include an early forecast of how satellites could be used in communications, and Dr. Krafft E. Ehrlicke, chief scientific adviser for North American Rockwell Space Division's advance and space-station programs.

Other principal speakers are from the world of public broadcasting: John W. Macy Jr., president of the Corporation for Public Broadcasting, and William G. Harley, president of the National Association of Educational Broadcasters.

The annual meeting will be sponsored by CPB, the Public Broadcasting Service and the educational television stations (ETS) division of NAEB, with CPB acting as host organization. It will be held April 4-7 at the Washington Hilton hotel.

Testimony conflicts in bribe case

Station head tells FCC he thought payments were legitimate; convicted former network-affiliation official says not so

Did Gerald Green, president and general manager of KQUB-TV (ch. 40) Dubuque, Iowa, know he was paying a bribe for an ABC affiliation when he gave a representative of the network \$19,000? Or did he really think—as he says in a statement given support by the results of a polygraph test—that the payment was a legitimate expense in obtaining the affiliation, as he contends?

That is the basic question that emerged last week after six days of testimony in the first of four scheduled hearings in which licenses of six stations are at stake.

A principal witness in the KQUB-TV case was Thomas G. Sullivan, who had been ABC's Midwest regional representative for station relations before being fired by the network in February 1970 for allegedly accepting a \$20,000 bribe to promote an affiliation for WKTR-TV Dayton, Ohio (BROADCASTING, March 2, 1970). The breaking of the WKTR-TV case prompted the commission to undertake a nonpublic inquiry, the results of which have not yet been made public but which led to charges involving six other stations—WJYY-TV Jacksonville, Ill.; KAIT-TV Jonesboro, Ill.; KQUB-TV, and Richard Eaton's WMUR(TV) Manchester, N.H., WMET(TV) Baltimore and KECC-TV El Centro, Calif.

Mr. Sullivan, who testified that he had taken money from WJYY-TV and KAIT-TV, as well as WKTR-TV and KQUB-TV in connection with affiliation matters, said he had never used the word "bribe" in dealing with Mr. Green. But he said he did not believe Mr. Green could have failed to realize the money he was paying was not going to ABC. Mr. Green put the station on the air in May 1970.

Mr. Green, in his testimony, acknowledged making payments to Mr. Sullivan of \$5,000 and \$14,000. But he said he thought the first was for a market-research consultancy and the second for line charges to bring in ABC programs.

Mr. Green's testimony was given some support by the results of a polygraph test which had been administered by John W. Leon of the National Lie Detection Laboratories, Washington. The hearing examiner in the case, Frederick W. Denniston, has not yet decided whether to admit results of the test into the record, but Mr. Leon was permitted to testify to his conclusion—that Mr. Green was telling the truth when he said he did not know the money he was paying Mr. Sullivan constituted a bribe. Broadcast Bureau attorney Phillip Permut reserved the right to cross-examine Mr. Leon.

At one point in his testimony, Mr. Sullivan brought in the name of the other former ABC official dismissed by the network as a result of its own in-

vestigation into the bribery charges. Under questioning by Mr. Permut, Mr. Sullivan said he split the money he received from Mr. Green with Carmine Patti, who had been ABC-TV director of affiliate relations. Mr. Patti had a consultancy arrangement with Mr. Eaton at the time various affiliation agreements between ABC and Eaton stations were settled.

Mr. Patti, whom the commission has not called as a witness in the proceeding, has denied under oath, in the Eaton case, that he ever received money from Mr. Sullivan. KQUB-TV's attorney, William Bernton, submitted Mr. Patti's sworn statement as an offer of what he would say in the hearing if called.

Mr. Patti's name originally came to light in connection with charges of misconduct in affiliation arrangements when ABC dismissed him in March 1970 (BROADCASTING, March 30, 1970). The network later sued him and Mr. Eaton's United Broadcasting Co. to recover compensation it paid under the WMET, WMUR and KECC-TV affiliation agreements.

Mr. Patti, in the 225-page deposition he gave in the Eaton case, acknowledged that he had served Mr. Eaton as a consultant—he said Mr. Eaton was in serious need of help—but he swore that he was never influenced in his role as an ABC employee by the payments he received from United Broadcasting. Mr. Eaton has also denied that the relationship involved any wrongdoing.

Mr. Sullivan testified that he pleaded guilty in New York to commercial bribery and to second-degree grand larceny. The first charge related to the

'Forum' moderator honored



Father Power

presented at the annual banquet of the Pioneers April 11 at the Conrad Hilton in Chicago during the National Association of Broadcasters convention.

Father Power is public-affairs director of Georgetown University, Washington. He began the weekly *Forum* series in 1946, having been a professor of history and government there. The series is now carried on 370 radio stations and on 12 TV stations via NBC-TV. Father Power is retiring June 30.

Broadcast Pioneers has selected the Rev. Daniel E. Power, S.J., moderator of the 25-year-old *Georgetown University Forum*, to receive its special citation for outstanding contribution to broadcasting. The

award will be presented

Dayton case; the second to an allegation that he attempted to extort money from Mr. Patti as a condition for not involving him in the bribery investigation.

Examiner Denniston on Tuesday recessed the KQUB-TV case until April 12. At that time a decision will be made as to whether further hearings are needed.

Specifically at issue in the KQUB-TV hearing is the station's application for a license to cover a construction permit. Applications for initial licenses are also involved in the KECC-TV and WJYY-TV cases; WMET(TV) and KAIT-TV are seeking license renewals, while WMUR(TV) faces revocation of its license.

11 Mass. TV's face renewal roadblock

Study of employment asked in what shapes up as first of many such moves

The Office of Communication of the United Church of Christ has asked the FCC to defer action on the license-renewal applications of all Massachusetts television stations pending an inquiry into the stations' employment practices.

But while it is the Massachusetts stations that are taking the heat, it is the commission's general implementation of rules designed to assure equal-employment opportunities in broadcasting—rules the church originally proposed—that appears to be the church's larger concern.

The Office of Communication supported its complaint with a study of the Massachusetts stations' employment practices that, the complaint said, "discloses a failure to employ members of minority groups (particularly blacks and women) in significant numbers, except in positions of the lowest level."

The complaint, signed by the Reverend Dr. Everett C. Parker, director of the office, said that access to station records is essential to determine whether "there is actual intent to discriminate against minorities as against failure to carry out affirmative programs of equal employment opportunity." Dr. Parker said that since such information is available only to the commission staff, the commission should conduct the necessary inquiry—and defer action on the stations' license-renewal applications until it is completed. Joining the office in the petition were the United Church Task Force on Women in Church and Society, the Boston NAACP, Bay State Law Society, Black United Front and three Boston residents.

Dr. Parker indicated he felt the questions raised by the study are not limited to Massachusetts. The results, he said, "evidence an industrywide disregard of the commission's rules and policies." The commission in 1969 adopted rules barring discrimination in employment on grounds of race or sex, and requir-

ing stations to file detailed reports on their employment practices. The first reports were filed in May 1971.

The United Church agency said it picked Massachusetts stations for its first analysis of the employment reports because of the imminence of the license-renewal date for the state—April 1.

The study, prepared by Ralph M. Jennings and Marcella Kerr, of the Office of Communications, finds fault with the form the commission uses to implement its rule requiring stations to adopt programs to insure nondiscrimination. "Applicants," it said, "can and do submit a variety of selective and self-serving information which does little to demonstrate effectiveness of equal employment programs."

Denial petition against a cable

Parker group asks PUC in Connecticut to lift franchise of Waterbury CATV

The New Samaritan Corp., a Connecticut nonprofit group, has petitioned the Connecticut Public Utilities Commission to revoke Waterbury Community Antenna Inc.'s certificate to construct and operate a cable-TV system in Waterbury.

Dr. Everett C. Parker, director of the Office of Communications of the United Church of Christ, whose Connecticut office is sponsoring the New Samaritan Corp., said he believed that this action is the "first challenge of its kind" against private cable operators, who, he said, "are buying and selling cable franchises hoping to rip off big profits without giving any thought to community needs."

The petition charges that Waterbury Antenna sold its franchise to Sammons Communications Inc. of Dallas without informing the public utilities commission of the transfer, and that Waterbury Antenna had not begun constructing the cable system five years after the certificate was granted although Connecticut law requires that no more than two years elapse between the date of issue and the beginning of operation of the franchised system.

The New Samaritan Corp. proposes to operate a nonprofit cable system in Waterbury, using income from its subscribers to build programming facilities and train local people to put on programs of benefit to the community. Robert Lewis Shayon, a professor of communications at the University of Pennsylvania's Annenberg School, would take over as head of programming for the proposed cable system.

Eighty percent of Waterbury Community Antenna is owned by Jerrold Corp., manufacturer of cable-TV equipment. The remaining stock is held by Congressman John S. Monagan (D-Conn.); James E. Greeley, a Washington communications attorney, and Frank M. (Scoop) Russell, a retired vice president of NBC.

Johnson lauds KPRC-TV, television in general

Former President Lyndon Baines Johnson was on hand last week to salute "a vibrant and growing television station," KPRC-TV Houston, as it and its AM affiliate moved to a new \$3.2-million broadcast center.

Speaking at dedication ceremonies last Wednesday (March 22), Mr. Johnson spoke of the station as exemplary of the innovation that makes television "the wave of the future." He said the medium "holds out more hope than any other form of communication for educating and informing people, for breaking down racial and economic walls, for opening exciting new horizons for the disadvantaged, and for making the best of our culture available to all people."

The former President looked ahead to a communications revolution that is "just around the corner," and emphasized that it will include commercial as well as noncommercial television. He cited the coverage of President Nixon's China trip as evidence of the strides that have already been taken.

Mr. Johnson expressed satisfaction

that leaders such as those at KPRC-AM-TV "will be leading that revolution." He had high praise for Oveta Culp Hobby, chairman of the parent *Houston Post* ("one of the great ladies of this nation and one of the dearest friends I have . . . the epitome of all that is good and progressive and dynamic about this state") and Jack Harris, president of the broadcast operation ("my friend and consultant . . . who not only runs this station but has helped us run other stations up the road," the Johnson family's KTBC-AM-TV Austin).

He called the KPRC stations "just about the ultimate in the field of radio and TV communication" and said he hoped "to learn from them, as I have on other occasions, how you can advance and still prosper in the communications business."

The move last week to the new facility marks the second time in 23 years of operation that KPRC-TV has moved. The new center covers 86,000 square feet, more than double the size of its predecessor.



Exchanging pleasantries before the luncheon dedication of a new broadcast center for KPRC-AM-TV Houston are (l-r): Jack Harris, president of the stations; William P. Hobby Jr., executive editor and president of the Houston Post, parent of KPRC-AM-TV, and former President Lyndon Baines Johnson.

Mergers bad news for NCTA

The mergers that are boosting cable television's market value and cash flow will lead next year to a decrease in the income of its trade association.

Glenn Scallorn, chairman of the budget and audit committee of the National Cable Television Association, told a meeting of the NCTA executive committee last week that a combination of rising expenses and lowered dues income will lead to a deficit of \$50,000 in NCTA's \$1.3-million budget for fiscal 1973.

NCTA dues are based upon gross revenue from subscriber fees, but the association provides volume discounts; therefore, it would receive less from two companies that merge their resources and subscriber totals.

For fiscal 1972, on the other hand,

NCTA has a budget surplus of \$201,000—due primarily to budgeted but unpaid salaries. Part of that situation should change soon, however, with the appointment of a new president considered imminent (see "At Deadline"). Appointments of a government relations director, a general counsel and a public relations director are also anticipated.

The executive committee took preliminary staff actions last week. It named an assistant general counsel, Stuart Feldstein, to be acting general counsel: he replaces Gary L. Christensen, who resigned earlier this year to join the Washington law firm of Hogan & Hartson, but who has continued to provide legal service to the association during the transitional period. It also approved a budget recommendation providing for expansion of government relations.

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CPB funding takes one hurdle easily

House Commerce Committee gives speedy approval;
Senate subcommittee may set hearings

The House Commerce Committee last week gave quick, emphatic approval to a bill that would provide \$155 million in the next two years for the Corporation for Public Broadcasting.

By a voice vote, the committee accepted almost intact the measure fashioned two weeks ago by its Communications Subcommittee (BROADCASTING, March 20). Its principal provisions:

- A two-year authorization with \$65 million in 1973, \$90 million in 1974.

- An increase in facilities grants from \$15 to \$25 million.

- Distribution of federal money through a Public Broadcasting Fund, to be established in the Treasury.

- Requirement that no less than 30% of CPB's money be distributed to local stations in the form of general support grants.

- Requirement that five positions on CPB's 15-member board be filled by representatives of local stations.

- An amendment proposed by Representative James T. Broyhill (R-N.C.), limiting CPB salaries to \$60,000. The new provision would not affect the salaries of air personalities or other personnel outside of CPB.

- An amendment offered by Representative Clarence J. Brown (R-Ohio), stipulating that no money given to a station in a general support grant is to be used for improving facilities. This provision would distinguish two forms of funding that are already separate in practice—the money distributed through CPB and the facilities grants distributed by the Department of Health, Education and Welfare.

The Nixon administration's bill providing for a one-year authorization of \$45 million and a statutory formula for distributing station money, was not seriously discussed, according to sources close to the situation. In fact, the swift passage of what could have been con-

troversial legislation surprised many, although the bipartisan support hammered out in the subcommittee's deliberations was seen in retrospect as central to the bill's approval.

Once again, Representative James Collins (R-Tex.) called for the elimination of national public-affairs programming, but the 43-member committee defeated the proposal, on a voice vote in which "maybe two or three voices" were heard in support of it.

The bill as it now stands has the bipartisan cosponsorship of Representatives Torbert Macdonald (D-Mass.), chairman of the Communications Subcommittee; Lionel Van Deerlin (D-Calif.), Fred Rooney (D-Pa.), Robert O. Tiernan (D-R.I.), Hastings Keith (R-Mass.), Louis Frey (R-Fla.) and Brown.

Because of the congressional recess beginning this week, and the necessity for Rules Committee clearance of the bill, no precise timetable for its consideration by the full House is possible. Attention shifted late last week to the Senate, where the Communications Subcommittee may schedule its hearings even before the House acts.

Cable pole rights before FCC again

Dispute between CATV's
and utility companies
defies negotiated deal

An aging controversy between the CATV industry and telephone-and-power companies, which the FCC designated as the subject of an "expedited" hearing two years ago and which the parties later made an extended effort to resolve between themselves, is back before a commission hearing examiner.

At issue are two questions—the policies of telephone-and-power companies regarding the use of their poles by CATV systems, and whether and to what degree the FCC has jurisdiction over the agreements providing for such use.

The hearing, prompted by cable television's complaints, was spun off for "expedited" handling in March 1970 from one initiated in 1967; that hearing involved a variety of other issues concerning telephone companies' practices applicable to CATV.

The National Cable Television Association has complained that telephone companies have refused to negotiate long-term agreements with CATV systems and that they often charge unreasonably high rates when they grant access (BROADCASTING, March 9, 1970). The rates are said to vary from \$1 to \$5 per pole per year. Following reports that the telephone companies were preparing to hike their rates, the commission, in January 1970, asked them to defer action until it had determined its jurisdiction.

NCTA and Bell-systems representa-

tives attempted to resolve their differences, and last June were reported near agreement; the need to negotiate a separate agreement between Pacific Telephone and Telegraph Co. and California CATV interests was said to be the last major obstacle (BROADCASTING, June 7, 1971).

But, although the various parties are still talking, the difficulty in settling their differences finally led them, on March 16, back before Hearing Examiner Charles J. Frederick.

The hearing, with telephone-and-power company representatives explaining pole-attachment policies, was moving slowly last week.

However, lawyers for the CATV interests were buoyed when Examiner Frederick on Wednesday said he would certify to the commission the question of whether AT&T's alleged anticompetitive practices in granting pole-attachment rights are at issue in the hearing.

Now Marston declines Cobb's former NAB slot

The National Association of Broadcasters is still looking for an executive vice president for station relations, to succeed Grover C. Cobb who moved to executive vice president for government affairs earlier this month.

The association, however, did make moves to restructure its government-relations department.

Withdrawing himself from consideration for the station-relations post was J. Kenneth Marston, Robinson stations-Dixie Network executive and member of the NAB radio board. His name had been mentioned after former FCC Commissioner Robert Wells, now chief of the Harris stations, decided not to accept the job ("Closed Circuit," March 20).

The addition of personnel to the government relations department followed the January joint board directive to beef up government relations.

Named to that department as vice president for broadcast liaison was William Carlisle, currently the association's vice president for television. Effective April 1, he will work with members, state broadcasters associations and the future of broadcasting committee's task force to generate broadcaster activity as a backup for the activities of the government relations department in Washington. Mr. Carlisle joined the NAB in 1954. Most recently he has been the staff liaison for the task force on license renewals. He also instituted a series of mini conferences for TV station executives last year.

Working with Mr. Carlisle will be Hollis Seavey, a member of the government-relations department.

Roy Elson, current vice president for government relations, will continue to be responsible for NAB's legislative activity. He will function as operating chief of the government relations department, working with Mr. Carlisle.

Continuing to report to Mr. Elson will be William Habel, who now will be legislative counsel, and Michael Barry, legislative assistant.

Mr. Cobb was named government relations chief, succeeding Paul B. Comstock, who is resigning effective Sept. 8 but who is continuing as special counsel on Federal Trade Commission, consumer affairs and CATV matters (BROADCASTING, March 6).

In another move last week, Charles M. Stone, vice president for radio, will be designated coordinator of stations services in the station relations department. He will coordinate a number of NAB committees and publication of monthly kits sent to member stations.

Networks play close-to-vest for fall

Prime-time and violence questions slow scheduling; only six shows set; pilots for series becoming passe

It's sweaty-palms time along the television production lines. This week the networks are expected to reveal their 1972-73 prime-time schedules. Who wins and who loses will be public knowledge and there's really no court of appeals. Probably never before has there been such uncertainty as to what to expect.

As of now, only six new shows—two for each network—would appear to be committed for next season. They are:

- A Julie Andrews musical-variety hour on ABC-TV out of Lew Grade's Associated Television Corp., London, to originate in Hollywood.

- *The Streets of San Francisco*, an hour law-enforcement series starring Karl Malden for ABC-TV, produced by Quinn Martin Productions in association with Warner Bros. Television.

- *The Bill Cosby Show*, an hour comedy-variety series on CBS-TV, produced by George Schlatter in Hollywood.

- A completely revised version of this season's discontinued half-hour situation comedy, *Funny Face*, again to star Sandy Duncan and be produced by Paramount Television.

- *Banyon*, an NBC-TV hour about a hard-boiled private investigator, set in the 1930's, starring Robert Forster and Joan Blondell, produced by Quinn Martin Productions in association with Warner Bros. Television.

- *The Little People*, a half-hour situation comedy for NBC-TV, starring Brian Keith, filmed in Hawaii, produced by Warner Bros. Television.

Other decisions have been on again, off again. For this has been the most perplexing of program-development periods.

The new schedules are more than a month overdue. As recently as last January, Fred Silverman, CBS-TV's vice president for programs, expressed confidence that his schedule would be

ready for public disclosure by Washington's Birthday. Similar disclosures by the other two networks were not expected to be far behind.

Essentially there have been two reasons for the delay (and for much of the uncertainty):

- The question of whether the FCC would stick with its prime-time access rule limiting network evening shows to three hours, and particularly whether the commission would deny ABC-TV's request for continuation of a waiver to let its shows run from 7:30 through 11 on Tuesday nights.

- The question of what would be decided at the TV violence hearings in Washington.

Why did the ABC Tuesday-night waiver present such a dilemma? Let an overheard conversation at last week's Los Angeles Emmy awards ceremonies provide an explanation.

"It's like a baseball manager bringing

'O'Hara': casualty and cause

That the violence hearings held by Senator John O. Pastore (D-R.I.) and his Communications Subcommittee last week (see page 25) had a kind of bearing on the delay in announcing new fall network programs was exemplified to a degree in the story of *O'Hara*, U.S. Treasury.

This program, according to John A. Schneider, president of the CBS Broadcast Group, has been dropped from the network's 1972-73 schedule primarily because of low ratings. (For the rating period through February, the latest available, *O'Hara* averaged a 17.3 rating and 29 share of audience, a level that most network programmers regard as marginal for renewal. Last season it did slightly better but in January it was moved back from 8:30 p.m. to 8 p.m., NYT Fridays, against NBC's *Sanford and Son* which has proved to be a hit.)

But, inferentially at least, a consideration in the decision to drop the program was the network's anticipation of backlash against violence resulting from the surgeon general's report and the Pastore hearings.

This element was the theme of a letter to Senator Pastore from Eugene T. Rossides, assistant secretary of the U.S. Treasury. Mr. Rossides commented that

the program was being considered for cancellation "because CBS is concerned about how your subcommittee will view the extent of violence on its program schedule."

The senator spoke of "shenanigans behind the scenes" and said, on reading the letter into the record: "I'll tell you



O'Hara, United States Treasury, became a cause celebre in the United States Senate last week during hearings into televised violence. The result—testimony by CBS that the series would not be renewed—ranks among the most publicized in TV annals.

this is the kind of pressure that is being brought at this time. This kind of propaganda is not helpful and is damaging to the public interest. The reflection here that we're in some way damaging the education of the people or law enforcement is a lot of nonsense."

Reading a separate statement on this issue, obviously prepared after Senator Pastore's comments the day before, Mr. Schneider acknowledged that Mr. Rossides had spoken to Robert D. Wood, president of the CBS Television Network, who had told the Treasury official that the program was being reviewed because of low ratings and other considerations, a normal procedure. Mr. Wood did mention the upcoming Pastore hearings, the CBS witness said, but not as an element in a decision on *O'Hara*.

Just how Mr. Rossides knew that continuance of the program was shaky was explained by a Treasury spokesman who noted that the department worked closely with the producers (Jack Webb's Mark VIII Productions) in the preparation of the various episodes and that the possibility of cancellation was a well-discussed topic among all those involved in the program. It was through his own staff, it was stressed, that Mr. Rossides learned of the prospective axing, which in turn moved him to call the network.

in a right-handed relief pitcher to face a right-handed pinch hitter," one producer said to another. "CBS and NBC have to know how they're going to pitch to ABC's strongest line-up, Tuesday nights."

Reportedly, because dealing with ABC's strength was deemed so critical, at least one of the other networks, if not both, drafted two different program schedules for the fall—one if ABC was granted its waiver; the other if the request was denied. Now that the commission has ruled that ABC will have to give back a half-hour of prime time to affiliates on Tuesdays (BROADCASTING, March 20) this dilemma has been solved.

Still hovering ominously over the fate of next season, though, is Surgeon General Jesse L. Steinfeld's call for action to stem violence in TV programming (see page 25). There has been a spate of action-oriented dramatic hours devel-

oped for the fall. Is the pressure from Washington against any program hinting of violence compelling enough to cause a switch to safe situation comedies? As late as last week, network programming officials were wondering. And television's program producers were fretting. There seems no question now that the TV-violence hearings in Washington are going to have a decided effect on the final schedules, causing changes in carefully developed program concepts and scripts.

The saving element for the networks in all this uncertainty is that there is plenty of development product available, situation comedies as well as action-adventure. Nobody wanted to be caught short. As a result perhaps as many as 90 projects were developed as potential series. Not all are being acknowledged by the networks as series contenders. ABC-TV, in particular, this year has been reluctant to publicly rec-

ognize most of its TV movies as being possible series introductions.

Actually, though, the 1972-73 program development season is likely to be remembered as a time when the pure prime-time pilot began to disappear. A BROADCASTING survey of 38 possible pilot projects that already have been exposed to the public or have been assigned air dates, shows that 22 of them played as TV feature films; six others were presented as segments of feature-film time periods; eight were shown as programs within existing series (in other words could become series spin-offs); one was a special; one other was showcased as a "sneak preview" hour.

It adds up to a development year when the series-within-a-movie and series-within-a-series became the economical, feasible, efficient, accepted way to make a pilot.

A list of possible pilot projects and how they were presented follows:

Title	Projected Length	Type of Presentation	When	Title	Projected Length	Type of Presentation	When
ABC-TV				<i>The Singles</i>	Half-hour	Feature segment, CBS New Friday Night Movies	3/17/72
<i>Love in the Happy Days</i>	Half-hour	Spinoff, <i>Love American Style</i>	2/25/72	<i>Heat of Anger</i>	Hour	Feature, CBS New Friday Night Movies	3/3/72
<i>Love and the Newscasters</i>	Half-hour	Spinoff, <i>Love American Style</i>	2/25/72	<i>Bobby Jo and the Big Apple</i>	Half-hour	Feature segment, CBS New Friday Night Movies	3/31/72
<i>Love and the Private Eye</i>	Half-hour	Spinoff, <i>Love American Style</i>	1/28/72	<i>My Sister</i>	Half-hour	Feature segment, CBS New Friday Night Movies	3/31/72
<i>Love and the Old-Fashioned Father</i>	Half-hour	Spinoff, <i>Love American Style</i>	2/11/72	<i>Miss Stewart, Sir</i>	Half-hour	Feature segment, CBS New Friday Night Movies	3/31/72
<i>The Twentieth-Century Follies</i>	Hour	Spinoff, <i>The ABC Comedy Hour</i>	2/16/72	<i>Man on a String</i>	Hour	Feature, CBS New Friday Night Movies	2/18/72
<i>Fol-De-Rol</i>	Hour	Spinoff, <i>The Monday Night Special</i>	2/28/72	<i>Oh, Nurse</i>	Half-hour	Feature segment, CBS New Friday Night Movies	3/17/72
<i>The Streets of San Francisco</i>	Hour	Feature, <i>The ABC Sunday Night Movie</i>	2/28/71	<i>The Cable Car Murder</i>	Hour	Feature, CBS New Friday Night Movies	11/19/71
<i>Wheeler and Murdoch</i>	Hour	Feature segment, <i>The ABC Monday Night Movie</i>	3/27/72	<i>Maude</i>	Half-hour	Spinoff, <i>All in the Family</i>	3/11/72
<i>The New Healers</i>	Hour	Feature segment, <i>The ABC Monday Night Movie</i>	3/27/72	NBC-TV			
<i>Call Her Mom</i>	Half-hour	Feature, <i>Movie of the Week</i>	2/15/72	<i>Wow</i>	Hour	Special	3/21/72
<i>The Rookies</i>	Hour	Feature, <i>Movie of the Week</i>	3/7/72	<i>Ghost Story</i>	Hour	Feature segment, <i>World Premiere</i>	3/17/72
<i>Fireball Forward</i>	Hour	Feature, <i>The ABC Sunday Night Movie</i>	3/5/72	<i>Movin' On</i>	Hour	Feature segment, <i>World Premiere</i>	3/17/72
<i>The Adventures of Nick Carter</i>	Hour	Feature, <i>The ABC Sunday Night Movie</i>	2/20/72	<i>Lights Out</i>	Hour	Sneak-preview Special	1/15/72
<i>A Very Missing Person</i>	Hour	Feature, <i>Movie of the Weekend</i>	3/4/72	<i>Banacek</i>	Hour	Feature, <i>World Premiere</i>	3/20/72
<i>Jigsaw</i>	Hour	Feature, <i>The ABC Sunday Night Movie</i>	3/26/72	<i>Cutter</i>	Hour	Feature, <i>NBC Mystery Movie</i>	1/26/72
<i>The Delphi Bureau</i>	Hour	Feature, <i>The ABC Monday Night Movie</i>	3/6/72	<i>Evil Roy Slade</i>	Hour	Feature, <i>World Premiere</i>	2/18/72
<i>The Eyes of Charles Sand</i>	Hour	Feature, <i>Movie of the Weekend</i>	2/29/72	<i>Amanda Fallon</i>	Hour	Spinoff, <i>The Bold Ones</i>	3/5/72
<i>Kung Fu</i>	Hour	Feature, <i>Movie of the Week</i>	2/22/72	<i>Banyon</i>	Hour	Feature, <i>World Premiere</i>	3/15/71
CBS-TV				<i>Probe</i>	Hour	Feature, <i>World Premiere</i>	2/21/72
<i>The Living End</i>	Half-hour	Feature segment, CBS New Friday Night Movies	3/17/72				

WGAW bestows honors for best of scripts

The Writers Guild of America West gave 13 awards for excellence in screen, radio and television writing at its 24th annual awards reception in Beverly Hills. Included was a special award to actor Charles Chaplin, named recipient of the WGAW's first Medallion Award.

Television awards went to Carol Sobieski and Howard Rodman for best original anthology script, "The Neon Ceiling," a *World Premiere* on NBC-TV. The best-anthology-from-another-source award was won by William Blinn for "Brian's Song," presented as an ABC-TV *Movie of the Week*.

Thomas Y. Drake, Herb Bermann, Jerrold Freedman and Bo May won in the best-dramatic-episode category for "Par for the Course," which was an episode on NBC-TV's *The Psychiatrist* series.

Honors for the best comedy episode went to Martin Cohan for his script, "Thoroughly Unmilitant Mary" on CBS-TV's *Mary Tyler Moore Show*.

Ten writers on CBS-TV's *Carol Burnett Show* won in the best-variety category. They were: Don Hinkley, Jack Mendelsohn, Stan Hart, Larry Siegel, Woody Kling, Roger Beatty, Arnie Rosen, Kenny Solms and Gail Parent, with writing supervised by Arthur Julian.

The Valentine Davies Award, "for bringing honor and dignity to writers everywhere" was given for the first time to two writers, Michael Blankfort and Norman Corwin. Allen Rivkin was given the Morgan Cox Award for guild service. The Laurel Award for writing achievement went to screen-writer Ernest Lehman.

Winners announced by directors guild

John Rich, director of CBS-TV's top-rated *All in the Family* series, was named "television director of the year" by the Directors Guild of America. Mr. Rich was also honored for best direction of a comedy series. The awards were announced at the guild's 24th annual awards dinner held simultaneously in Beverly Hills, Calif. and New York.

For its TV awards—motion picture awards were also announced—the guild followed a new policy of nominating three "best directors" in each of five categories of programing. Other TV winners were: Daniel Petrie in the dramatic series category for the "Hands of Love" episode of ABC-TV's *The Man and the City*; Tim Kiley in the musical variety category for NBC-TV's *Flip Wilson Show*; Phillip Beigel for "Anatomy of a Decision" segment of ABC-TV's *The FBI* and *The Great American Dream Machine* on National Educational Television-Public Broadcasting Service in the documentary/news special category; and Buzz Kulik for ABC-TV's movie, "Brian's Song" in a special category defined as any program running longer than an hour.



Kurt Waldheim, secretary-general of the United Nations, striking the Japanese Peace Bell at UN headquarters during ceremonies marking WOR-TV New York's 12-hour E Day '72 program on the environment last Tuesday (March 21). More than 60 stations throughout U.S. carried WOR-TV's programing in whole or in part.

Movie-in-hotel service to expand beyond Atlanta

Trans - World Communications Inc. termed its closed-circuit showing of motion pictures in the Hyatt Regency Atlanta for three months "an unqualified success" and announced last week that it will put the service into hotel

rooms in 25 major cities by December 1973.

Jerome S. Hyams, executive vice president of Columbia Pictures Industries, Trans-World's parent company, told a news conference in New York on Thursday (March 23) that in December 14.2% of the Atlanta hotel's guests requested the Tele/Theater service, with the percentage rising to 22.3% in January and 24.4% in February. Fee for each movie is \$3. Mr. Hyams said it was "significant" that 67% of the total viewing was from 9 a.m. to 7 p.m. and 11 p.m. to 9 a.m. during hours that are not peak motion-picture theater times.

William J. Butters, vice president and general manager of Trans-World Communications (formerly known as Trans-World Productions), outlined expansion plans. He said Tele/Theater will be extended to six more hotels in the Atlanta area; is installing equipment in New York and Toronto hotels and will move by fall into Chicago, Miami, Honolulu and San Francisco. Present projections are for Tele/Theater to be available in 25,000 hotel rooms in six cities by December 1972 and in about 160,000 rooms in 25 cities by December 1973.

Mr. Butters also revealed that Trans-World's Televention system will provide closed-circuit coverage of the Democratic national convention to 30,000 hotel rooms in Miami July 9-13.

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Three of the Peabody's television network winners: ABC's "Brian's Song," shown on its Movie of the Week; CBS's "A

Conversation with Lord North," part of The American Revolution series; NBC's White Paper "This Child Is Rated X."

Peabody winners for 1971

Awards to be presented April 25; citations to Stanton, Heinemann, Godfrey

Seventeen individuals and broadcast organizations, were designated in an announcement for release today (March 27) as winners of the 1971 George Foster Peabody broadcasting awards.

Announcement of the awards was to be made by Dean Warren K. Agee of the Henry W. Grady School of Journalism, University of Georgia, which administers the program. Formal presentation of medallions and certificates will be made in New York on April 25 at a luncheon held in conjunction with the Broadcast Pioneers.

The 1971 winners:

Broadcast news—John Rich, NBC Radio and TV, New York, for "two decades of distinguished radio and television reporting on China and the Far East."

Radio education—WHA(AM) Madison, Wis., for its *Wisconsin on the Move* program, "an innovative classroom use of radio."

Radio youth or children's programs—WWVA(AM) Wheeling, W. Va., for its

Junior Town Meeting of the Air series.

Radio promotion of international understanding—Voice of America, for its "continuing excellence in programing in the promotion of international understanding."

Radio public service—NBC Radio for its *Second Sunday* series, which "probes deeply into social issues."

Radio special award—WCCO(AM) Minneapolis for *Heart of the Matter*, a program with "a unique approach to public education in cardiovascular disease and treatment."

Radio special award—Arthur Godfrey, CBS Radio, "as an affectionate gesture for his continuing service to American radio."

Television entertainment—NBC-TV for "continuing dedication to the concept of excellence in dramatic programing, as evidenced by *The Price*, *Jane Eyre*, *All the Way Home* and *The Snow Goose*;" CBS-TV for *The American Revolution: 1770-1783*, a *Conversation with Lord North* as a "unique blend of entertainment and information," and to ABC-TV and William Blinn for "extraordinarily sensitive translation of a touching human drama into the outstanding production of *Brian's Song*."

Television youth or children—ABC-TV News for *Make a Wish*, a program "produced with imagination and understanding relating to the world of children."

Television education—WQED(TV)

Pittsburgh for the *The Turned-on Crisis*, in which "educational television utilizes its potential to help solve one of the country's major problems, drugs."

Special television education—Mississippi State Educational Television Authority and its executive director, William Smith, for "enhancing the educational system of the state of Mississippi through innovative use of television."

Television promotion of international understanding—United Nations television, New York, for "the production of a rich television experience of music and peace in *United Nations Day Concert with Casals* which featured some of the world's outstanding musicians."

Television public service—NBC-TV for *This Child is Rated X* exemplifying "television at its finest, focusing on juvenile justice and children's rights."

Special television award—George Heinemann, NBC-TV, for "a distinguished career in children's and youth's programing, including his current series, *Take a Giant Step*."

Special Award—Dr. Frank Stanton, vice chairman of CBS, for "a distinguished career in broadcasting, serving America as a gallant and courageous spokesman for the industry."

Production troika

Three companies with broadcast affiliations have entered a joint venture to produce motion pictures. Bing Crosby Productions (a subsidiary of Cox Broadcasting), Fuqua Industries and Wometco Industries have agreed to produce at least two films in next year, beginning with "Walking Tall," described as a contemporary action drama to be shot in Tennessee. BCP will put up 50%, Fuqua and Wometco 25% each of the first production. The parties said they entered deal because of "concern with the shortage of good motion picture product," and indicated theirs would be "excellent family pictures for the motion picture industry and, later, for television." BCP, which had a box-office hit with its first film, "Willard," has finished a sequel titled "Ben" and currently is shooting a third feature with Universal.

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ProgramNotes

Basketball benefit ■ Coliseum Sports Productions Inc., New York, will put together 120-station network package for Pizza Hut Basketball Classic between East and West college all-star squads on Saturday, April 15, in Las Vegas Convention Center. Wichita's Pizza Hut Corp., sponsor, will set up fund out of event to benefit Wichita State University and Marshall University (whose football teams were lost in airplane crashes in 1970) and to aid U.S. Olympic team.

On NBC in fall ■ *Sealab 2020*, an animated adventure-ecology series about an underwater colony of oceanauts 50 years from now, premieres this fall on NBC. The Saturday-morning half-hour series will be produced by Hanna-Barbera Productions. The head writer and story editor is Peter Dixon, an author-scientist who has contributed to oceanographic journals.

Kirby for fall ■ Winters/Rosen Productions, Hollywood, will produce *The George Kirby Show* in association with Group W for fall start in syndication. Half-hour comedy-variety series will be shown on Group W's outlets—KYW-TV Philadelphia, KDKA-TV Pittsburgh, WJZ-TV Baltimore, KPX(TV) San Francisco and WBZ-TV Boston.

Methodist coverage ■ Special "hot-line" telephone service will be available to radio and TV news personnel interested in United Methodist General Conference. Sixty-second recorded stories will be updated at 12 p.m., 5 p.m. and midnight (EST) on (404) 524-8572. Meeting will be held April 16-22 in Atlanta.

New syndication ■ Gottlieb/Taffner Programs has been formed by veteran program executives Ira Gottlieb and Don Taffner to serve as syndicator for Thames Television Ltd. and other independent producers. New firm has begun distribution of two Thames series, one-hour *The Rivals of Sherlock Holmes* and half-hour *Father, Dear Father*. 39 West 55th Street, New York.

Luce talk ■ Claire Boothe Luce, writer, former U.S. ambassador to Italy and congresswoman, is newest commentator on CBS Radio Network opinion series *Spectrum*. Mrs. Luce will record opinion pieces at KHVH(AM) in Honolulu, where she now resides.

Report on rampage ■ *Thou Shalt Not Kill*, documentary about two young men who murdered six people and injured others during Christmas week, 1966, in Salt Lake City, will be NBC News special Tuesday, April 18 (8:30-9:30 p.m. NYT). Special includes interviews with convicted murderers Walter Kelbach and Myron Lance.

Two for one ■ Two half-hour series will replace "The ABC Comedy Hour" on ABC-TV (Wednesdays, 8:30-9:30 p.m. NYT), starting April 12, at 8:30-9 ABC-TV has scheduled "The Marty Feldman Comedy Machine," and at 9-9:30, "The Smith Family." Latter se-



Four of five principals in a cooperative program venture addressed a Washington reception and screening last week of a "health, nutrition and growing-up" series to begin April 3 on CBS-TV's Captain Kangaroo. L to r: Richard W. Jencks, CBS Washington vice president; Edward Zigler, director of the Office of Child Development of the Department of Health, Education and Welfare; Bob Keeshan, originator and star of Kangaroo, and Robert D. Wood, president of CBS-TV. John Sutherland, chairman of Sutherland Learning Associates, which is producing the series of 50 three-and-a-half minute vignettes, also attended the gathering. Dr. Zigler termed it "the first time that a federal agency, a national commercial network and a producer of multimedia learning systems have cooperated on a joint venture," with the government supplying the funds, the producer the talent and the network the showcase and time.

ries was in ABC-TV's prime-time schedule last fall but was dropped temporarily at midseason.

Football rights ■ Washington State University, Pullman, has awarded broadcast rights for 1972 football season to Robert Wold Co., Los Angeles, for radio, and to Michael P. Martin and Associates, Spokane, for delayed telecasts. Wold plans to set up regional network.

Pro prime-time rule

Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co., said Friday (March 17) he was "deeply concerned" by NBC President Julian Goodman's announcement that NBC would shortly petition the FCC to revoke the prime-time access rule (BROADCASTING, March 13).

Mr. McGannon, in response to questions, challenged Mr. Goodman's contention that the rule hasn't worked, asserting that it hasn't had a chance to work because of a number of factors, including a slack economy, recent FCC waivers permitting stations to schedule movies and off-network series and general opposition by broadcasters. Moreover, he said, next season "will be difficult too," particularly with the advertiser/barter trend continuing and a large number of former network series being "resurrected and redone."

"What we need," he said, "is a reasonably long trial period—at least two years and preferably three—and a commitment from the industry and the FCC to give it a real try."

Mr. McGannon was one of the foremost advocates of the access rule and one of the few broadcasters favoring its adoption.

Teaser on prime-time rule

FCC Commissioner Robert E. Lee said last week that the commission may hold further hearings this summer on the

prime-time access rule if, after network schedules are firmed up, there remain "uncertainties" about the possible "adverse impact" of the rule. Mr. Lee appeared in New York Thursday (March 23) at a seminar on syndicated programming sponsored by Knowledge Industry Publications.

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Two-way cable test planned for Orlando

American Television & Communications Corp., Denver, announced that before the end of May it will install a two-way cable-distribution system in 25 locations in its already operative cable-TV system in Orlando, Fla. The installations will be remote interactive terminals in homes, businesses and educational facilities. These subscribers will be connected to a central computer. The system, which is called "Polycom," will allow subscribers to send as well as receive information.

Beyond field testing the bidirectional cable-distribution system in Orlando, ATC is preparing for several thousand more two-way installations by the end of the year, with at least 200 two-way installations expected as early as late fall. For the Orlando field test, ATC is talking about using its two-way capability for fire-alarm and burglar-alarm systems, opinion polling, in-home merchandising, credit verification, subscription programing, and automatic connection and disconnection to the basic cable-TV system.

The system to be used in Orlando was developed jointly by ATC and Electronic Industrial Engineering Inc., North Hollywood, Calif.

The first phase of the Orlando experiment is to prove the technical feasibility of operating a two-way cable-TV system. The hope also is that two big questions, at least, will be answered: what are the economics involved and what different types of services will subscribers accept?

For two years, Electronic Industrial Engineering has been evaluating a single wire, two-way or bidirectional cable distribution system. The company, which is engaged in the design, manufacture and marketing of a range of

components and systems for the cable-TV industry, was acquired earlier in the year by RCA as a wholly owned subsidiary ("Closed Circuit", Feb. 21). Founded by John R. Thompson and Donald G. Chandler, both out of the aerospace business, EIE has been in full-time operation only since 1968. Its bidirectional cable equipment previously has been installed in Overland Park, Kan., and in Morro Bay, Calif.

Color TV, FM radio up

The sale of color TV sets and FM radio receivers by manufacturers to dealers rose significantly for the first two months of the year, compared to the same period last year—color TV by 25.8%, FM sets by 15.9%—the Electronic Industries Association has reported.

Only two categories dropped in sales for the January-February period: home AM radios and auto radios. Home AM radio sales were down by 13%; auto radios by 9.5%.

For the first two months of 1972:

	TELEVISION	1972	1971
Color TV		1,064,291	846,261
Black and white		774,297	725,187
Total		1,838,588	1,571,448
	RADIO		
AM		555,538	638,209
FM		500,527	431,893
Auto		1,578,445	1,743,095
Total		2,634,510	2,813,197

China TV pool chief at NAB

Marshall B. Davidson, CBS News vice president-operations, will address the April 10 engineering luncheon at the National Association of Broadcasters convention in Chicago April 9-12. It was announced last week. Mr. Davidson was chairman of the U.S. networks' pool covering President Nixon's visit to China. The engineers will also hear Dr. James C. Fletcher, administrator of the National Aeronautics and Space Administration, at their luncheon on April 11.

Technical Topics

New video tape ■ Ampex Corp., Redwood City, Calif., has introduced transverse video tape for use with four-head broadcast video-tape recorders. Two-inch-wide tape is designed for commercial and educational monochrome broadcasting, as well as for producing master monochrome programs for closed-circuit TV. It's available in 30-, 60- and 90-minute versions at \$190 for hour reel.

White on black ■ Audio/Video Products announces Digiclock, digital clock system for TV display providing real-time readout on all monitors. Device uses white time characters on black background "window" for improved readability. Price: \$1,995. 9236 Fostoria Street, Downey, Calif. 90241.

RCA's Powers makes case for dual cable

An RCA scientist has reached some "surprising conclusions" about two-way cable—one of which is that dual cable can be less expensive than single cable for distributing 20-24 channels of cable programing in cities.

Dr. Kerns H. Powers, director of communications research laboratories at RCA's David Sarnoff Research Center in Princeton, N.J., said that dual cable's greater cost for cable and installation is offset by other factors, primarily the elimination of the set-top converter required with single cable. Additionally, he said, the dual-cable system offers such advantages over single cable as improved receiver performance, increased system reliability and greater system capacity.

Reporting to the first International Cable Television Market conference in Cannes, France, Dr. Powers said the cost of dual cable could run as low as \$66 per subscriber versus \$71 for single cable in the top-50 markets, where 65% of all cable homes are found. Costs for both systems would be about the same in suburban areas, he said.

Dr. Powers cautioned that the figures "have some uncertainty in their values for a typical installation and, of course, should not be taken at face value." Their purpose, he said, is "to show that the general assumption of dual-cable systems being much more expensive than single cable is simply not valid."

New home TV recorder due from RCA in '73

RCA has promised to be out in late 1973 with a new magnetic-tape color video player for viewers to record and

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play back home broadcasts or home movies. RCA's system doesn't require modification of the home color set.

In its March 23 announcement in Indianapolis, where RCA demonstrated its new system, called "SelectaVision MagTape," RCA said that Bell & Howell and Magnavox will market products based on the system. Bell & Howell also is expected to make the precision tape-transport component of the system for RCA in its Chicago facility and will license this to others in the industry. Magnavox plans to integrate its "low-cost" color camera with the new system, and RCA, which at present has only a black-and-white camera available, said it is developing a "low-cost" color camera.

RCA, which will both produce and market the new player, said it is continuing to work on its holotape system (for playback only), first announced in October 1969, but that holotape (using the laser beam) would be earmarked only for anticipated demand "in specialized markets."

At a news conference in Indianapolis, RCA officials said they hoped to market the new player at \$700, and that a cartridge of one-hour unrecorded, reusable tape would be priced around \$30.

Demonstrated by RCA was the play of pre-recorded tapes, the recording and playing back of regular off-the-air TV shows (with a home-TV camera using 8mm film) and the recording and playing back of home movies. All three uses employ the tape cartridge, which is about the size of an average hard-cover book.

Motion pictures from 35mm stills

A new process for producing motion pictures, said to be capable of drastic cost reductions for TV commercials as well as in other audio-visual areas, has been announced by Instructional Dynamics Inc., Chicago. Called Electromotion, the process was devised by Dr. Leonard Reiffel, inventor of an instant electronic graphics system under the name Telestrator.

The new system uses a sequence of 35mm stills that are processed at IDI laboratories to produce 16mm film on which complementary information is electronically superimposed. The result is apparent motion-picture film.

The cost, according to IDI, would run \$200 to \$400 per minute for a master.

Sony two-system cassettes

Sony Corp., Tokyo, says it has developed the first video-cassette system that gives program compatibility between NTSC (U.S. and Japan) and CCIR (Europe) standards.

Sony revealed at VIDCA, an international trade conference in Cannes, France, that its system will permit programs made in Japan and the U.S. to be played back in Europe. A spokesman in New York said that playback is possible when an NTSC-CCIR switch is used with Sony's 625-line, 50-field Trinitron color-TV monitor.

Broadcast Journalism

Journalism medium or soap box?

That's decision TV faces in trend toward 'access,' Karayn tells ETV group

A noncommercial-television news executive warned last week against "the current and growing tendency among broadcasters to turn to unlimited, direct and mathematically equal 'access' as a substitute for journalism and as a means for reducing the pressures upon journalists."

Jim Karayn, president of the National Public Affairs Center for Television, said the opening of broadcast channels to debate is important, particularly in a political year, but not sufficient. In fact, he said, such access is a "total abdication of journalism" if unaccompanied by interpretation and analysis.

"Journalism is the attempt to condense, focus and clarify debate on public issues," Mr. Karayn told a meeting of the Southern Education Communications Association in San Antonio, Tex. "It attempts to translate the facts on issues from a few people in positions of power to the entire public in a rational and understandable form. Access alone cannot fulfill this function."

Mr. Karayn did not deal specifically with the Nixon administration's opposition to public affairs on the noncommercial media, or its criticism of the hiring of former network newsmen Sander Vanocur and Robert MacNeil. However, his speech was in part an implicit defense of public television's right to follow the course it has taken.

Television journalism, he said, must not become only a "telethon of ideas," or an "ever more confusing babble of voices competing for public attention." Instead:

"It must continue to provide society with calm, reasoned discussion by professionally trained journalists—yes, men like Sander Vanocur and Robert MacNeil—as a means of focusing attention on the important and not the trivial, the substance and not the rhetoric. 'Access' is important, but it is not journalism, it should not be mistaken for journalism, and it should not replace journalism. Journalists are hired to make judgments; they are not employed to put a verbal linkage between one unedited and one unevaluated opinion after another."

The NPACT president named access as perhaps the most important of three problems broadcast journalists face in maintaining their credibility. Another, he said, is the "unwillingness to dig

for the stories behind the blizzard of press handouts and speeches . . . We are in serious danger of moving to 'journalism by press release.'" A third was as much a criticism of the establishment as the news media. Mr. Karayn said that the same powerful men who accuse "television, and particularly public television" of over-emphasizing the views of antiestablishment spokesmen, are "more and more unwilling to come into the free marketplace of ideas on television and present [their] views."

The commercial establishment, he said, is "quite willing to present its views through those communication channels it controls—such as commercial television advertising. But, when a television journalist attempts . . . to study the problems of pollution or product safety, he can always get the consumer advocate to appear, but he will find it very difficult to obtain a spokesman from the company whose product is being questioned." Similarly, he said, the administration—any administration—controls so many sources of public information "that it does not wish to inject itself into a risky, uncontrolled communications medium, such as a television public-affairs program."

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Efron vs. CBS: another round

**New research disputes
her charges of news bias
but she argues back**

A new independent study commissioned by CBS News reports findings "radically different" from those made by Edith Efron in her book, *The News Twisters*, which charges there was liberal-left-wing bias in 36 CBS Evening News programs carried during the 1968 presidential election campaign.

Miss Efron actually last week hailed the new study "which is totally unlike mine" because it "does not replicate or refute my findings."

The latest study by International Research Associates, New York, is an analysis of the content of transcripts of 36 broadcasts and follows a study completed last fall by Dr. Charles Winick, professor of sociology at the City University of New York, which examined and sharply challenged Miss Efron's methodology (BROADCASTING, Oct. 13, 1971).

INRA said that while Miss Efron had reported 16 times greater anti-Nixon than pro-Nixon material in the 36 telecasts, INRA found 62% of the Nixon material to be "neutral", 19% "favorable" and 19% "unfavorable."

Miss Efron had reported that pro-Humphrey material was greater than unfavorable treatment in the same broadcasts by a 1.1-to-1 ratio while INRA found a 1.5-to-1 ratio, largely as a result of the way Mr. Humphrey referred to himself. INRA classified 57% of the Humphrey material as "neutral," 25% as "favorable" and 17% as "unfavorable."

INRA analyzed all paragraphs in the transcript containing references to presidential candidates not only to determine if content was favorable, unfavorable or neutral but also for sources of content. The study showed that where CBS newsmen were the source, 68% of the Nixon material was neutral; 18% favorable to him and 13% unfavorable, while 66% of the Humphrey material was neutral, 18% favorable to him and 16% unfavorable.

CBS also asked INRA to analyze treatment in the 36 broadcasts of 10 "issues" included in Miss Efron's book, including U.S. policy on the Vietnam war, white middle class, black militants, etc. INRA reported these "issues" could not be analyzed systematically, principally because they had not been precisely defined by Miss Efron and some overlapped.

Miss Efron pointed out that her book was "strictly a pro and con opinion study based on a journalistic definition of bias in covering controversy—namely that fair coverage requires relatively equitable presentation on both sides." The INRA study, she said, used different methodology. She said it measured in paragraphs all campaign-related stories, whether or not they contained opinions, and evaluated them as pro, con or neutral. "I don't know what it means, but its conclusions support my book," she said.

She quoted what she said were some of the INRA study's highlights:

- Of 210 campaign-related stories 46% referred to Democratic Party figures, 11% to Republican Party figures.

- Of the people or groups covered in campaign-related paragraphs of the 210 stories 16% were Democrats, 3% were Republicans.

- Of the sources of reports in all campaign-related stories 20% were public officials known to be pro-Democratic, 8% known to be pro-Republican.

'Interpretive reporting' upsets Spiro Agnew

Vice President Spiro T. Agnew offered 1,200 high-school editors assembled in Culver City, Calif., last week his formula for improving the quality of the news-gathering profession—steer clear of "interpretive reporting."

The Vice President said he was distressed by a "trend to interpretive reporting, something midway between an editorial statement and a factual story."

And while he has been critical of the product of newspaper and magazine writers about as often as he has of broadcast journalists, he gave higher marks to the print media than to radio and television newsmen in hewing to the facts.

"Reporting should be separate and distinct," he said. "The written press has basically held to that. Television and radio tend to allow opinion journalism not separated from the facts."

Mr. Agnew's conference with the high-school journalists was sponsored by the California Scholastic Press Association.

Appeals court tells judge to reopen doors

A ruling underscoring the constitutional rights of newsmen in covering trials was handed down by the New York Court of Appeals last week. Its language suggested—but explicitly refused to say—that a judge might almost never be justified in closing a trial to newsmen and public.

The decision was on an appeal taken by a group of broadcast and print reporters after State Supreme Court Justice George Postel barred the press and public from the trial of Carmine J. Persico on loan-shark charges last fall. A lower court had rejected a petition to require Justice Postel to reopen the trial.

The appeals court decision, written by Chief Judge Stanley H. Fuld, held that Justice Postel had closed the trial to "punish and censor" the newsmen for disregarding his instructions not to publish "anything other than [what] transpires in this courtroom."

"Even if we were to assume that such an order could ever be justified, and we do not here reach or consider that question," the decision said, "it could stand only upon a clear showing . . . that it was necessary to meet 'a serious and imminent threat' to 'the integrity of the trial.'"

The decision said a number of other means are available to judges, including sequestering of juries in "extreme situations," to keep news reports from influencing trials.

Because the Persico trial was completed—he was found innocent—the decision has no effect there. But lawyers felt it would be deterrent on moves to close other trials.

Rally around the logo

NBC-TV's use of a red, white and blue logo introducing and advertising its election campaign coverage was blasted on the House floor last week as "poor taste" and a "distasteful misuse" of the American flag by Representative James H. Quillen (R-Tenn.).

The "Decision '72" slide, which features the numeral seven in such a way that it resembles the United States flag, was used last Tuesday evening to introduce the network's capsule reports on the Illinois primaries. Mr. Quillen contended that the use of the emblem in this manner is a violation of the Federal Flag Code, which states that "the flag should never be used for advertising purposes in any manner whatsoever."

The flag code is intended to be a voluntary guide to proper flag usage by American citizens; however, it carries no penalties for noncompliance.

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Entron cable systems go to new corporation

Entron Inc. announced that it will transfer interest in its CATV operating subsidiaries to a new corporation formed by a group of investors led by Sidney R. Knafel and George L. Lindemann of New York.

Mr. Knafel is with Loeb, Rhoades & Co. Mr. Lindemann is vice chairman of Cooper Laboratories Inc., a pharmaceuticals company, and had been president of Smith, Miller & Patch, also a pharmaceuticals concern, which was recently merged into Cooper Laboratories.

Under the proposed agreement, Entron will receive cash, preferred stock and 50% of the new corporation's common shares. Joseph Ross, president of Entron, said the company would use the cash to retire essentially all its obligations relating to CATV operations.

Simultaneously with the Entron transaction, the new corporation will acquire Vision Cable Television Co. Inc., in which both Mr. Knafel and Mr. Linde-

mann have interests. Vision Cable owns and operates CATV systems in Fort Lee and Edgewater, both New Jersey. Entron is the sole owner of CATV systems in Wilmington and Wrightsville Beach, both North Carolina, Houma and New Iberia, both Louisiana, and North Brad-dock and Swissvale, both Pennsylvania, and also owns 94% of a system in Jack-sonville, N.C., and 50% of systems in Dubois and Sharon, both Pennsylvania. The final agreement is subject to the approval of the boards of the partici-pating corporations.

In addition to its CATV systems, Entron manufactures CATV equipment as well as telecommunications, test and other electronic products.

Stock issue by Iowa cable

Des Moines (Iowa) Cable Television Inc. has changed its name to Hawkeye Communications Inc., and has signed a letter of intent with R. G. Dickinson & Co. to underwrite the public sale of 70,000 shares of Hawkeye stock. The company's stock is traded over the

counter and recently was quoted at a bid price of \$21. Hawkeye is owner and operator of cable systems in Cres-ton, Iowa, and Barbaroo, Wis. Its sub-sidiary, Hawkeye Cablevision Inc., has franchises in Urbandale, Clive and Windsor Heights, all Iowa, and has franchise applications pending in An-keny and West Des Moines, both Iowa.

Company Reports

■ Ogilvy & Mather International, New York, reported across-the-board in-creases in billings (up 18%), fee and commission income (up 18%), net in-come (up 30%) and earnings per share (up 22%) for the year ended Dec. 31, 1971:

	1971	1970*
Earned per share	\$ 2.94	\$ 2.40
Capitalized billings	325,537,334	275,130,430
Net income	3,449,475	2,646,600
Fees and commis-sion income	48,806,197	41,248,940
Average number of shares outstanding	1,175,248	1,102,558

* Net income and earnings per share have been restated to include the company's equity in earn-ings of certain affiliate advertising agencies.

Broadcasting Stock Index

A weekly summary of market activity in the shares of 111 companies associated with broadcasting.

Stock symbol	Exch.	Closing March 22	Closing March 15	Net change in week	% change in week	1972 High	1972 Low	Approx. shares out (000)	Total market capitali-zation (000)
Broadcasting									
ABC	ARC	N 66	67	- 1	- 1.49	68 1/8	51 1/4	7,095	468,270
ASI COMMUNICATIONS	ASIC	O 2 1/2	2 3/4	- 1/4	- 9.09	5	2 1/8	1,815	4,537
CAPITAL CITIES	CCR	N 58 1/2	60	- 1 1/2	- 2.50	64 1/4	48	6,236	364,806
CBS	CBS	N 53	53 1/4	- 1/4	- .46	55 7/8	45 1/2	27,829	1,474,937
CDX	CUX	N 45	45			46	36 1/4	5,805	261,225
GRUSS TELECASTING	GCG	A 19 1/4	19 1/2	- 1/4	- 1.28	20 5/8	12 1/4	800	15,400
LIN	LINB	O 20 3/8	22 3/8	- 2	- 8.93	22 3/8	15 1/2	2,294	46,740
MOONEY	MOON	U 9 3/4	9 3/4			10 1/4	4	250	2,437
PACIFIC & SOUTHERN	PSOU	O 15 3/4	17 1/2	- 1 3/4	- 10.00	17 1/2	10 3/8	1,930	30,397
RAHALL COMMUNICATIONS	RAHL	O 11	12 1/2	- 1 1/2	- 12.00	29	8	1,037	11,407
SCRIPPS-HOWARD	SCRIP	O	23 1/2			27	18	2,589	60,841
SINDBERLING	SDB	A 26 1/4	26 5/8	- 3/8	- 1.40	30 3/4	23 1/8	997	26,171
STARR	SBG	M 24 1/2	25 1/2	- 1	- 3.92	26	15 1/2	732	17,934
TAFT	TFB	N 52 1/4	54 1/4	- 2	- 3.68	57 1/4	41 3/4	3,707	193,690
TOTAL								63,116	2,978,792
Broadcasting with other major interests									
AVCO	AV	N 18 5/8	19 7/8	- 1 1/4	- 6.28	20 7/8	15 7/8	11,479	213,796
BARTLELL MEDIA	RMC	A 5 3/8	5 7/8	- 1/2	- 8.51	7 1/8	4 1/2	2,254	12,115
BOSTON HERALD-TRAVELER	BHLO	O 11	14	- 3	- 21.42	30	11	589	6,479
CHRIS-CRAFT	CCN	N 6	6 1/8	- 1/8	- 2.04	7 1/4	5 5/8	3,980	23,880
COMBINED COMMUNICATIONS	CCA	A 37 3/4	41 1/4	- 3 1/2	- 8.48	42 1/2	30 1/8	2,528	95,437
COWLES COMMUNICATIONS	CWL	N 11 1/2	12 1/4	- 3/4	- 6.12	12 1/2	10	3,969	45,643
DUN & BRADSTREET	ONR	N 71	75	- 4	- 5.33	76 1/2	52 1/8	12,867	913,557
FUQUA	FQA	N 24 1/8	24 7/8	- 3/4	- 3.01	25 1/4	20 7/8	8,377	202,095
GARLE INDUSTRIES	GRI	N 27 5/8	27 1/4	+ 3/8	+ 1.37	32 1/4	24	1,872	51,714
GENERAL TIRE & RUBBER	GY	N 30 1/8	27 7/8	+ 2 1/4	+ 8.07	30 3/8	24 5/8	19,092	575,146
ISC INDUSTRIES	ISC	A 7 1/4	7 3/4	- 1/2	- 6.45	9 1/8	6	1,646	11,933
KANSAS STATE NETWORK	KSN	O 6 1/2	6 5/8	- 1/8	- 1.88	7 1/2	6 1/2	1,621	10,536
LAMB COMMUNICATIONS	O	4 5/8	4 1/2	+ 1/8	+ 2.77	4 7/8	2	475	2,196
LEE ENTERPRISES	LNT	A 22 3/4	24 3/4	- 2	- 8.08	25 3/8	17 1/2	3,289	74,824
LIBERTY CORP.	LC	N 19	19			20 1/2	18 3/8	6,744	128,136
MERIDITH CORP.	MNP	N 29 1/2	30	- 1/2	- 1.66	30 3/4	23 1/4	2,772	81,774
METROMEDIA	MET	N 35 5/8	38 5/8	- 3	- 7.76	38 7/8	27 1/4	5,995	213,571
MULTIMEDIA INC.	O	43	41	+ 2	+ 4.87	43	14	2,408	103,544
OUTLET CO.	DTU	N 16 1/2	17 1/2	- 1	- 5.71	19 1/4	14 3/4	1,334	22,011
POST CORP.	POST	O 26 1/4	28 3/4	- 2 1/2	- 8.64	28 3/4	9	909	23,861
PUBLISHERS BROADCASTING CORP.	PUBB	U 2 3/4	3	- 1/4	- 8.33	4 7/8	1 5/8	919	2,527
REEVES TELECOM	RBT	A 3 1/4	3 1/8	+ 1/8	+ 4.00	3 5/8	2 3/8	2,297	7,449

	Stock symbol	Exch	Closing March 22	Closing March 15	Net change in week	% change in week	High	1972 Low	Approx. shares out (000)	Total market capital- ization (000)
ROLLINS	ROL	N	51 1/2	53 3/8	- 1 7/8	- 3.51	53 1/2	44 3/4	8,087	416,480
RUST CRAFT	RUS	A	29	29 1/2	- 1/2	- 1.69	30 5/8	24	2,318	67,222
SCHERING-PLOUGH	SGP	N	94 1/2	95 1/2	- 1	- 1.04	98	82 5/8	25,174	2,378,943
STORER	SRK	N	39 1/2	36 3/4	+ 2 3/4	+ 7.48	39 1/2	31	4,223	166,808
TIME INC.	TL	N	62 1/2	62 1/2			64 3/4	55 3/8	7,258	453,625
TURNER COMMUNICATIONS		O	4	3 1/2	+ 1/2	+ 14.28	4	2	1,328	5,312
WASHINGTON POST CO.	WPD	A	33 1/2	33 1/8	+ 3/8	+ 1.13	34 1/2	23 1/2	4,753	159,225
WIMETCO	WDM	N	23 1/2	23 3/4	- 1/4	- 1.05	24 7/8	18 1/2	5,815	136,652
TOTAL									156,367	6,606,486
CATV										
AMECO	ACU	O	5 1/4	5 1/2	- 1/4	- 4.54	12 3/4	1 1/2	1,200	6,300
AMERICAN ELECTRONIC LABS	AELBA	U	7 1/2	7	+ 1/2	+ 7.14	9 3/4	3	1,668	12,510
AMERICAN TV & COMMUNICATIONS	AMTV	O		39 3/8			43 1/2	17 1/4	2,434	95,838
BURNUP & SIMS	BSIM	O	37 3/8	37 7/8	- 1/2	- 1.32	38 3/4	11 1/2	3,061	114,404
CABLECOM-GENERAL	CCG	A	14 3/4	15 5/8	- 7/8	- 5.60	18 3/4	14	2,485	36,653
CABLE INFORMATION SYSTEMS		O	4 1/4	4 1/4			4 3/4	1 3/4	955	4,058
CITIZENS FINANCIAL CORP.	CPN	A	18 1/2	20	- 1 1/2	- 7.50	22 7/8	13 1/4	1,590	29,415
COLUMBIA CABLE	CCAB	O	25	27 1/2	- 2 1/2	- 9.09	27 1/2	10 1/8	900	22,500
COMMUNICATIONS PROPERTIES	COMU	O	15	16 3/8	- 1 3/8	- 8.39	19	11 1/8	1,906	28,590
COX CABLE COMMUNICATIONS	CxC	A	27 3/4	24 7/8	- 2 1/8	- 7.11	33 7/8	23 1/4	3,552	98,568
CYPRESS COMMUNICATIONS	CYPR	O	15	16 1/8	- 1 1/8	- 6.97	17 3/4	7	2,707	40,605
ENTRON	ENT	A	7 1/4	7 3/4	- 1/2	- 6.45	9 1/4	3 3/4	1,320	9,570
GENERAL INSTRUMENT CORP.	GRL	N	24 5/8	26 3/4	- 2 1/8	- 7.94	29 1/4	20 3/4	6,371	156,885
LVO CABLE INC.	LVOIC	U	14 1/4	15	- 3/4	- 5.00	16 1/2	6 3/4	1,466	20,890
STERLING COMMUNICATIONS	STER	O	6 1/2	7	- 1/2	- 7.14	7 3/4	3 1/2	2,162	14,053
TELECOMMUNICATIONS	TCOM	O	28	29 1/4	- 1 1/4	- 4.27	30 1/8	24 1/8	2,856	79,968
TELEPROMPTER	TP	A	114 1/2	122 3/8	- 7 7/8	- 6.43	142 5/8	111 7/8	3,309	378,880
TELEVISION COMMUNICATIONS	TVCM	O					14 3/8	5 7/8	3,804	54,682
VIACOM	VIA	N	23 5/8	24 1/4	- 5/8	- 2.57	26 3/8	15 1/2	3,791	89,562
VIKOA	VIK	A	14 3/4	15	- 1/4	- 1.66	19 3/4	8	2,344	34,574
TOTAL									49,881	1,328,505
Programming										
COLUMBIA PICTURES	CPS	N	13 3/8	14 1/4	- 7/8	- 6.14	14 7/8	9 1/8	6,342	84,824
DISNEY	DIS	N	151	153 7/8	- 2 7/8	- 1.86	171 1/2	132 3/4	13,223	1,996,673
FILMWAYS	FWY	A	6 3/4	6 1/2	+ 1/4	+ 3.84	8	5 3/4	1,832	12,366
GULF & WESTERN	GW	N	36 3/4	38	- 1 1/4	- 3.28	39 3/8	28	15,816	581,238
MCA	MCA	N	34	34 1/2	- 1/2	- 1.44	35 1/4	25 5/8	8,165	277,610
MGM	MGM	N	17 1/2	19 5/8	- 2 1/8	- 10.82	21 1/2	17 1/2	5,895	103,162
MUSIC MAKERS	MUSC	O	3 1/2	3 1/2			3 1/2	1 1/8	534	1,869
TELE-TAPE PRODUCTIONS		O		1 1/8			2 7/8	1	2,190	2,463
TRANSAMERICA	TA	N	22 1/4	22 1/8	- 5/8	- 2.73	23 1/2	18 1/8	64,418	1,433,300
20TH CENTURY-FOX	TF	N	14 1/2	14 5/8	- 1/8	- .85	17	11 3/8	8,562	124,149
WALTER READE ORGANIZATION	WALT	U	2 1/8	2 3/4	- 5/8	- 22.72	4 1/8	1 3/8	2,414	5,129
WARNER COMMUNICATIONS INC.	WCI	N	42 1/8	43 7/8	- 1 3/4	- 3.98	47 5/8	31 3/4	16,221	683,309
WEATHER CORP.	WCO	A	13 5/8	14 3/4	- 1 1/8	- 7.62	17 7/8	9 7/8	2,164	29,484
TOTAL									147,776	5,335,576
Service										
JOHN BLAIR	BJ	N	20	19 1/8	+ 7/8	+ 4.57	20 3/4	16 3/4	2,597	51,940
COMSAT	CO	N	60 3/8	66 3/8	- 6	- 9.03	75 3/8	56 5/8	10,000	603,750
CREATIVE MANAGEMENT	CMA	A	11 1/4	11 5/8	- 3/8	- 3.22	12 3/8	9 3/8	969	10,901
DOYLE DANE BERNBACH	DUYL	U	27 1/2	24 3/4	+ 2 3/4	+ 11.11	28 1/2	24	1,872	51,480
ELKINS INSTITUTE	ELKN	O	3 3/8	3 1/2	- 1/8	- 3.57	16 3/8	3	1,664	5,616
FOOTE, CONE & READING	FCR	N	11 1/4	11 5/8	- 3/8	- 3.22	12 1/8	10 5/8	2,196	24,705
GREY ADVERTISING	GREY	O	16 3/8	15	+ 1 3/8	+ 9.16	18	9 1/4	1,209	19,797
INTERPUBLIC GROUP	IPG	N	24 3/4	24	+ 3/4	+ 3.12	28 3/4	24	1,673	41,406
MARVIN JOSEPHSON ASSOCS.	MRVN	O	13 1/8	12 1/2	+ 5/8	+ 5.00	13 1/8	5 7/8	825	10,828
MCCAFFREY & MCCALL		O	9 3/4	9 3/4			16 1/2	7	585	5,703
MOVIELAB	MOV	A	2 1/4	2 3/8	- 1/8	- 5.26	4	1 5/8	1,407	3,165
MPO VIDEOTECHNICS	MPU	A	5	6	- 1	- 16.66	8 1/2	3 1/4	547	2,735
A. C. NIELSEN	NIELN	O	45 1/2	45 3/4	- 1/4	- .54	50	37 5/8	5,299	241,104
HIGLIV & MATHER	UGIL	U	47 1/8	46 1/2	+ 5/8	+ 1.34	47 3/4	24	1,096	51,649
PKL CO.	PKL	A	7 1/2	7 5/8	- 1/8	- 1.63	9 1/2	6 3/8	778	5,835
J. WALTER THOMPSON	JWT	N	44 1/2	45	- 1/2	- 1.11	60	34 1/2	2,873	127,848
WELLS, RICH, GREENE	WKG	N	21 1/8	21	+ 1/8	+ .59	27 7/8	20 3/4	1,579	33,356
TOTAL									37,164	1,291,818
Manufacturing										
ADMIRAL	ADL	N	22	25 1/2	- 3 1/2	- 13.72	27	17 1/8	5,163	113,586
AMPEX	APX	N	8	8 1/2	- 1/2	- 5.88	15 1/8	7	10,873	86,984
CARTRIDGE TELEVISION INC.		O	34	33	+ 1	+ 3.03	43 1/2	16 1/2	2,083	70,822
CCA ELECTRONICS	CCAE	O	4 3/4	4 1/2	+ 1/4	+ 5.55	5 1/8	2 1/4	881	4,184
COLLINS RADIO	CR1	N	15 7/8	17	- 1 1/8	- 6.61	18 3/8	13 3/8	2,968	47,117
COMPUTER EQUIPMENT	CEC	A	3 3/4	4	- 1/4	- 6.25	4 5/8	3	2,404	9,015
CONRAC	CAX	N	35 1/2	37 1/2	- 2	- 5.33	37 5/8	27 1/8	1,259	44,694
GENERAL ELECTRIC	GE	N	63 3/4	63 5/8	+ 1/8	+ .19	65	58 1/4	181,607	1,577,446
HARRIS-INTERTYPE	HI	N	53 3/8	55	- 1 5/8	- 2.95	59	50 3/8	6,344	338,611
MAGNAVOX	MAG	N	41 7/8	48 3/8	- 6 1/2	- 13.43	52 1/4	41 7/8	17,283	723,725
3M	MMM	N	147 1/4	144 1/8	+ 3 1/8	+ 2.16	147 7/8	129 1/4	56,251	8,282,959
MOTOROLA	MOT	N	92 1/2	97 1/4	- 4 3/4	- 4.88	98 3/8	80	13,411	1,240,517
RCA	RCA	N	40 1/4	43	- 2 3/4	- 6.39	45	36 3/4	74,437	2,996,089
RSC INDUSTRIES	RSC	A	3 5/8	3 5/8			4 3/8	2 7/8	3,458	12,535
TELEFATION	TMT	O		9 1/4			13 3/4	6	1,050	9,712
WESTINGHOUSE	WX	N	46 3/8	47	- 5/8	- 1.32	48 1/4	43	86,927	4,031,239
ZENITH	ZE	N	45 1/2	49 5/8	- 4 1/8	- 8.31	50 1/2	41 3/8	19,025	865,637
TOTAL									485,424	454,872
GRAND TOTAL									939,733	17,996,049

Standard & Poor Industrial Average 118.72 119.71 — .99

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



Mr. Hale, director, western region operations for San Francisco and Los Angeles, Cunningham & Walsh, Los Angeles, elected executive VP. **Edward T. Baczewski**, senior VP and management supervisor, New York, elected senior VP-administration; **Horace Malfa**, senior VP and manager, account management division, New York, elected to board of directors; **Charles E. Rogers Jr.**, VP and treasurer, New York, elected senior VP and director, financial services division, and **Frederic F. Maney**, creative director, San Francisco, elected senior VP and to board of directors.

Glenn T. Potter, national sales manager, WTTG(TV) Washington, named VP and general sales manager. **Michael W. Colen**, with sales staff, Metro Sales, Chicago, where he represented WTTG, Metromedia station, succeeds Mr. Potter. **Paul H. Slappy**, traffic manager, WKBF-TV Cleveland, appointed manager of commercial operations, WTTG.

Bill Larimer, retired VP and Los Angeles manager of Edward Petry & Co., station representative, opens sales office for KCST(TV) San Diego. Suite 1313, 5670 Wilshire Boulevard, Los Angeles 90036.

Bernard Brown, account supervisor, DKG Inc., New York, joins Warwick & Legler there as VP, account supervisor.

John Linder, VP, associate creative director, Kracht, Ryder, Minicus, New York agency, named senior VP, creative director.

Kevin O'Brien, formerly with sales staff, Metro TV Sales, New York, appointed general sales manager, KMBC-TV Kansas City, Mo.

Pete Williams, with Blair Television, station representative, New York, joins WALA-TV Mobile, Ala., as general sales manager.

J. Peter Koop, manager of information, Northern State Power Co., Minneapolis, joins J.F.P. & Associates, advertising and PR agency, Duluth, Minn., as account executive.

James E. Daniel Jr., formerly with Cargill, Wilson & Acree, Birmingham, Ala., joins Luckie & Forney Advertising there as account executive. **Robert E. Luckie III**, production assistant, appointed assistant account executive.

Burl B. Meals, with sales staff, KGW-TV Portland, Ore., appointed national sales manager.

Al Parsons, sales manager, KOCO-TV Oklahoma City, appointed general sales manager.

Robert L. Shive, with sales staff, WLWI(TV) Indianapolis, appointed local sales manager.

Dennis E. Siewert, with sales staff, WDBO-TV Orlando, Fla., appointed local sales manager.

William Izzard, with sales staff, WIOD-AM-FM Miami, appointed local sales manager.

George Sproul, account representative for *Los Angeles Times*, appointed to newly created position of retail sales director for KGO(AM) San Francisco.

Phil Syrdal, former general sales manager, KRKO(AM) Everett, Wash., appointed local sales manager, KIRO-AM-FM Seattle.

Robert R. Bingham, with sales staff, KISW(FM) Seattle, appointed sales manager.

Al Crounse, with sales staff, KCMO(AM) Kansas City, Mo., appointed sales manager, KLNG(AM) Omaha.

George S. Carr, general manager, WMHI(AM) Braddock Heights, Md., appointed sales manager, WFRE(FM) Frederick, Md.

John B. Rogers, sales manager, WJAC-AM-FM Johnstown, Pa., appointed sales director.

Larry Fischer, sales manager, WAUG-AM-FM Augusta, Ga., appointed to similar position, WRDW-TV there.

Richard Bolster, with ABC FM Spot Sales, Chicago, joins WDAI(AM) there as sales manager.

The Media

William Hipper, VP and general manager, KRNT-AM-FM-TV Des Moines, Iowa, named president of newly created

Buckley says goodbye

Conservative columnist William F. Buckley Jr., has declined reappointment to the Advisory Commission on Information, which advises the President on operations of the U.S. Information Agency. Mr. Buckley, board chairman and 13.7% owner of the Starr Broadcasting Group, has in recent months been critical of the administration's economic controls and the President's trip to China. In addition, Mr. Buckley has announced he would back conservative Republican Representative John Ashbrook (Ohio) in his bid for the party's presidential nomination. President Nixon expressed regret over Mr. Buckley's decision not to return to the five-man panel for another term.

KRNT Broadcast Division of Cowles Communications, parent.

Walter M. Strouse, VP and station manager, WESH-TV Daytona Beach-Orlando, Fla., named executive VP in addition to station manager duties, Cowles Florida Broadcasting, licensee of station.

Robert L. Brown, VP and general manager, KARK-TV Little Rock, Ark., named president and general manager of station recently acquired by Combined Communications Corp. in its purchase of Mullins Broadcasting group.

Lee C. Hanson, executive VP and general manager, WDIA(AM) and WAID(FM) Memphis, named to similar position with WKMR-AM-FM Dearborn, Mich.

Don Shuler, VP of Cypress Cable TV of Ohio, Wapakoneta, elected president, Ohio Cable TV Association. **Jack Rubins**, Marion Cable TV, Marion, and **John Raines**, Teleprompter, Portsmouth, elected VP and secretary-treasurer, respectively.

John Keenan, VP and general manager, WJKS-TV Jacksonville, Fla., named to similar position with WKNX-TV Saginaw, Mich. Both are Rust Craft stations. Succeeding Mr. Keenan as general manager of WJKS-TV is **Ralph Becker**, national sales manager, KBHK-TV San Francisco.

Joseph E. Schmidt Jr., broadcast-finance consultant, appointed controller of Broad Street Communications Corp., New Haven, Conn. He will be responsible for all financial services of the corporation's holdings including Covenant Broadcasting and its WELI(AM) New Haven and Covenant Cable, which has subsidiaries in Millville, N.J., and Greensburg, Pa.

Michael J. McMahon, director of financial analysis, CBS Broadcast Group, named manager of business affairs, WCBSTV New York.

Fred Barber Jr., former broadcast operations manager, WBTV(TV) Charlotte, N.C., appointed to similar position with WMAL-TV Washington.

Evan Thompson, manager of business affairs for WNBC-TV New York, appointed director of business affairs for KTLA(TV) Los Angeles.

Herbert E. Shaper, assistant secretary-treasurer and director of personnel, Miami Valley Broadcasting Corp., Dayton, Ohio, appointed to additional duties as controller. Miami Valley Broadcasting is subsidiary of Cox Broadcasting and operates WHIO-AM-FM-TV.

John F. Bassett, former program director, WHDH-AM-FM Boston, appointed general manager, WBSM(AM) New Bedford, Mass.

J. Taber Bolden Jr., director-management development, NBC, New York,

appointed director-personnel, NBC, Washington.

Programing

Ted Chambon, VP, WNVY(AM) Pensacola, Fla., joins Chuck Blore Creative Services, Hollywood as manager of its newly opened Midwestern sales office at 111 East Wacker Drive, Chicago.



R. S. Allen and **Harvey Bullock**, executive producers of *Love, American Style*, appointed executives in charge of studio creative development for Hanna-Barbera Productions, North Hollywood, Calif.

Larry Cain, production director, KSEL-TV Lubbock, Tex., appointed program director, KCBQ-TV there.

John Savage, head of his own firm, Crest Productions, New York, joins Communetics Inc., there as president. Communetics is film and audio-visual subsidiary of PR firm, Edward Gottlieb & Associates.

Mike Boudry, director of on-air promotions, KTLA(TV) Los Angeles, appointed director of operations and program services.

Betty De Losada, program head for in-service training for racial integration, San Francisco unified school district, takes sabbatical to join public affairs department of KPIX(TV) San Francisco as consultant.

James A. Underwood, chief engineer and sales representative, WBOW-AM-FM Terre Haute, Ind., appointed operations manager, WTVB(TV) there.

Mike Elliot, former program director, WGST(AM) Atlanta, appointed to similar position, WASH(FM) Washington.

Broadcast Journalism

John Wilson, with news staff WAVY-TV, Portsmouth, Va., appointed news director. **Harvey A. Cox Jr.**, with WAVY-TV, appointed assistant news director.

Jack Ogle, assistant news director, WKY-TV Oklahoma City, appointed news director.

Frank Kury, with WBBH-TV Fort Myers, Fla., joins WALA-TV Mobile, Ala., as reporter-cameraman.

Eldridge Spearman, newsman and announcer, WOL(AM) Washington, appointed co-anchorman on *Black News* on WTTG(TV) there.

Sonny Buxton, bureau chief and reporter for KGO-TV San Francisco, appointed community-affairs director.

Woodrow Berry, newsman with WCHS-TV Charleston, W. Va., joins WLWC(TV) Columbus, Ohio, as meteorologist.

Steve Gendel, with WEEI-AM-FM Boston, joins WTOP(AM) Washington as correspondent.

Don Alexander, reporter, WTTG(TV) Washington, appointed anchorman-reporter of WCBS(AM) New York.

Frank Stacy, news director, WGLN(FM) Sylvania, Ohio, appointed to similar position with WCIT(AM) and WLSR(FM) Lima, Ohio.

Tom Crane, news announcer, WNEM(TV) Bay City-Saginaw-Flint, Mich., appointed news director.

Bob Gibson, newsman, KDKA-AM-FM Pittsburgh, appointed to additional duties as weekend sportscaster. He succeeds **Nelson Briles**, Pittsburgh Pirates baseball pitcher now back with club for upcoming season.

Promotion

Don Witheridge, director of PR, Nation Cable Television Association, Washington, appointed corporate relations director, American Television & Communications Corp. He will be based in Washington.

Charles M. Powell, director of advertising and publicity for Frankovich Productions, Hollywood, joins Metro-Goldwyn-Mayer, Culver City, Calif., as director of advertising, publicity and exploitation.

Jim Zrake, with sports department of

KTLA(TV) Los Angeles, appointed director of on-air promotions.

Doug Smith, with WDEE(AM) Detroit, appointed promotion manager.

Equipment & Engineering

Joseph H. Vogelmann, senior VP of Laser Link Corp., named vice chairman and chief operating officer. **Ken Knight**, VP, named executive VP. Dr. Vogelmann is also VP of Chromalloy American Corp., Laser Link's controlling stockholder. Dr. Vogelmann and Mr. Knight are also directors of Telepremiere International, pay-TV arm of Laser Link.

William F. Garmon, president of Altec division, LTV Ling Altec, Anaheim, Calif., elected to board of directors and corporate VP.

Robert H. Walker, director of video marketing for Warwick Electronics, Chicago, named to newly created position of VP, products, Teledyne Packard Bell Sales Co., Los Angeles.

Kerwin F. McMahon, former national sales manager, Cama Electronics, New York, appointed Eastern CATV sales manager, Telemation East there.

Earle Gallin, former owner of Electronics for Industry, Denver, appointed resident sales representative, Anixter-Pruzan, CATV equipment supplier there.

Deaths

Marilyn Maxwell, 49, actress-singer, died March 20 in Beverly Hills of natural causes. Miss Maxwell started career as band singer and was given motion picture roles after several radio appearances. In early 60's Miss Maxwell appeared as regular in *Bus Stop* TV series. Her most recent TV appearances were in ABC-TV *Movie of the Week*, and on CBS-TV's *O'Hara, U.S. Treasury* series. She is survived by one son.

Odell V. Robinson, 71, founder and former president of KAJC(FM) Alvin, Tex., died March 10 at Houston hospital of stroke. Mr. Robinson sold station in 1963, now operating as KLYX(FM) Houston, to seek public office. He is survived by his wife, Amanda, and one son.

James Lightfoot, 35, president and part owner, Firestone Communications Corp. and president and general manager of its subsidiary, Generation II and its KSDO(AM) San Diego, died March 19 of heart attack in La Jolla, Calif. Mr. Lightfoot, through Firestone Communications, acquired station on Feb. 1. Previously, he spent most of his career with Westinghouse Broadcasting, where he was at various times national radio program manager for radio station group, and general manager of Westinghouse-owned WBZ(AM) Boston and KFBW(AM) Los Angeles. Mr. Lightfoot is survived by his wife, Toni Ann, and two children.

Andrew Willoner, 66, retired motion

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picture sound engineer, died March 16 at Leland Memorial hospital Riverdale, Md., of heart ailment. Mr. Willoner began career as newsreel sound engineer with RKO Pathe News and Hearst Metrotone News before going to CBS

as TV sound engineer. Mr. Willoner is survived by his wife, Virginia, one daughter, one son, two step-children.

Arthur D. Nelson, 44, lighting director and audio engineer, WNEW-TV New

York, died March 21 in New York of brain hemorrhage. Mr. Nelson was also president of Local 794 of the International Alliance of Theatrical Stage Employees. Survivors include his wife, Martha, and six children.

ForTheRecord®

As compiled by BROADCASTING, March 15 through March 21, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—direction antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations

Actions on motions

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX] and Forum Communications Inc.), TV proceeding, granted motion by Forum for authority to publish abbreviated public notice respecting this proceeding following Commission's redesignation order, released Feb. 24; reopened record; scheduled hearing conference for April 10 (Docs. 18711-2). Action March 15.

■ Chief, Office of Opinions and Review in Orlando, Fla. (Mid-Florida Television Corp. et al). TV proceeding, granted request by Broadcast Bureau and extended through March 24 time to file responsive pleadings to applications for review (Docs. 11083, 17339, 17341-2, 17344). Action March 13.

Existing TV stations

Final actions

■ KVOA-TV Tucson, Ariz.—FCC granted application of KVOA Television Inc., for renewal of license of KVOA Tucson. Action March 8.

■ KMVT(TV) Twin Falls, Idaho—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from Elizabeth Boulevard and Eastland Dr., Twin Falls. Action March 15.

■ KMBC-TV Kansas City, Mo.—Broadcast Bureau granted CP to install alt. main trans. at main trans. location. Action March 15.

■ Springfield, Mass.—FCC denied petition by Springfield Television Broadcasting Corp. (WWLP, ch. 22 Springfield, Mass.), for reconsideration of FCC action returning its application for new TV facility in Springfield, and returned its application second time. Action March 15.

■ McGill, Nev. and Richfield, Utah—FCC proposed amendment of TV table of assignments by reassigning Richfield ch. 13 to McGill as educational channel, and replacing it with ch. 8, presently assigned to McGill. Action March 8.

■ WRIP-TV, Chattanooga, Tenn.—Broadcast Bureau granted license covering new TV station. Action March 14.

■ KUTV(TV) Salt Lake City—FCC authorized KUTV(TV) Salt Lake City, to present up to 3½ hours of network programming during prime time on March 11, 18 and 25. Action March 15.

■ WHRO-TV Norfolk-Hampton, Va.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 5200 Hampton Boulevard, Norfolk, Va. Action March 15.

■ WETA-TV Washington—Broadcast Bureau granted mod. of license covering change in studio location to 3620 27th Street South, Arlington, Va. Action March 10.

Actions on motions

■ Chief, Broadcast Bureau on request of International Digisonics Corp., extended to May 10

time to file reply comments in matter of amendment of rules concerning inclusion of program identification patterns in visual transmissions of TV stations (Doc. 19314). Action March 15.

■ Hearing Examiner Isadore A. Honig in matter of Alabama Educational TV Commission—for renewal of licenses for WAIQ(TV) Montgomery, Ala., et al. educational TV proceeding, denied motion of Linda Edwards, Eugene Farrell and Steve Suits for postponement of scheduled March 28 prehearing conference (Docs. 19422-30). Action March 15.

■ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, continued hearing to July 31 in Daytona Beach and scheduled hearing sessions for May 22 and Sept. 11 in Washington (Docs. 19168-70). Action March 15.

Initial decisions

■ Hearing Examiner David I. Kraushaar proposed in initial decision order directing Tele-Caption of Winchester Inc. owner and operator of cable television system at Winchester, Ky. to cease and desist from carriage of distant signals of WLKY-TV (ABC) Lexington, Ky., and WXIX-TV (independent) Cincinnati, in violation of notification provisions of rules (Doc. 19358). Action March 20.

Fine

■ KUII-TV Amarillo, Tex.—FCC notified Marsh Media Ltd. (KVII-TV) Amarillo, Tex. that it has incurred apparent liability for forfeiture of \$1,500. for willful or repeated violation of sponsorship identification requirements of section 317 of Communications Act, and violation of logging requirements of rules. Action March 15.

Rulemaking action

■ FCC proposed 6 to 10 p.m. as prime viewing hours in Mountain time zone for TV stations operating under prime time access rule. In October, 1971, stations in Mountain zone were given permission to redesignate prime hours as 6 to 10 p.m. In Mountain zone prime-time rule applies to nine stations in Denver, Phoenix and Salt Lake City. Action March 15.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during pro-

gram 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.

■ WBBH-TV Fort Myers, Fla. (Broadcasting-Television Services Inc.)—Agreement dated Feb. 1, effective Sept. 1, 1971 through Sept. 1, 1973. Network rate \$100; compensation paid at 30% prime time.

■ WCTI-TV New Bern, N.C. (Continental Television Inc.)—Agreement dated Sept. 14, 1971 to replace one dated March 12, 1969 effective July 1, 1971 through April 1, 1973. First call right. Network rate \$266; compensation paid at 30% prime time.

■ WAST-TV Albany, N.Y. (Sonderling Broadcasting Corp.)—Agreement dated June 29, 1971 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; compensation paid at 30% prime time.

New AM stations

Application

■ Stamford, Conn.—Radio Stamford Inc.—Seeks 1400 khz, 250 w night, 1 kw day. P.O. address: care of Alphonsus J. Donahue, 336 Ocean Drive West, Stamford 06902. Estimated construction cost \$157,234; first year operating cost \$75,000. Revenue \$232,234. Principals: Robert Benchley Jr. (11%), Alphonsus J. Donahue (22%), et al. Mr. Benchley is president of The Benchley Corp. consultation, invention and marketing of advertising. Darien, Conn. Mr. Donahue is president of Donahue Sales Division of Textron Inc. distributor of Talon sewing notions in New York. He is also director of Peter Paul Inc. candy maker in Naugatuck, Conn. Ann. March 8.

Final action

■ San Juan, Puerto Rico—FCC denied petition by Augustine L. Cavallaro Jr., for waiver of rules which require that new file number be assigned to application when new location is requested. Cavallaro's application for new AM on 1030 khz. San Juan has been assigned new file number, and commission has given public notice of cut-off date for filing of competing applications. Action March 15.

Actions on motions

■ Chief, Office of Opinions and Review in Carthage and Jackson, both Mississippi (Meredith Colon Johnson and Ford Broadcasting Co.), AM proceeding, granted motion by Meredith Colon Johnson and extended through March 31, time to file opposition to application for review of decision of review board (Docs. 18487-8). Action March 15.

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Summary of broadcasting

Compiled by FCC March 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,341	3	14	4,358	59	4,417 ¹
Commercial FM	2,275	1	47	2,323 ²	109	2,432
Commercial TV-VHF	503	2	6	511 ³	15	526 ²
Commercial TV-UHF	178	0	10	188 ³	65	253 ³
Total commercial TV	681	2	16	699	80	792
Educational FM	477	1	16	494	74	568
Educational TV-VHF	86	3	2	89	2	91
Educational TV-UHF	114	0	8	122	10	132
Total educational TV	200	3	10	211	12	223

* 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.

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, on request of applicants, postponed without date hearing now scheduled for March 16 (Docs. 18856, 18858). Action March 13.

■ Hearing Examiner Millard F. French in Franklin and Hackettstown, both New Jersey (Louis Vander Plate and Radio New Jersey), AM proceeding, reopened record, granted joint request for approval of agreement to extent indicated, but is held in abeyance as to reimbursement provision; dismissed with prejudice application of Louis Vander Plate (Doc. 18251), retained in hearing application of Radio New Jersey and closed record (Docs. 18251-2). Action March 13.

■ Chief Hearing Examiner Arthur A. Gladstone in Eureka, Calif. (Phil D. Jackson, et al.), AM proceeding, in absence of Presiding Examiner Basil P. Cooper, granted request by Broadcast Bureau and continued hearing conference to March 30 (Docs. 19294-6). Action March 15.

■ Hearing Examiner Forest L. McClenning in New London, Wis. (New London Enterprises Inc.), AM proceeding, on examiner's own motion, cancelled prehearing conference now scheduled for March 14 (Doc. 19409). Action March 15.

■ Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), AM and FM proceeding, ordered that hearing shall recommence on April 14 for purpose of receiving parties' stipulations and further ordered that hearing shall commence on May 1 to receive any additional evidence which may be necessary (Docs. 19122-5). Action March 14.

Other actions

■ Review board in Circleville, Ohio, AM proceeding, added issue to determine whether daytime groundwave contour of application for new AM proposed by Circleville Broadcasting Co. at Circleville will overlap contour of WDLR Delaware, Ohio, in violation of rules (Doc. 18858). Action March 16.

■ Review board in West Hazleton, Pa.—denied appeal by Hazleton Broadcasting Co., licensee of WAZL and WVCD(FM) Hazleton from presiding officer's denial of its petition to intervene in hearing on application of Broadcasters 7 Inc., for new AM at West Hazleton (Doc. 19491). Action March 16.

Designated for hearing

■ Bay St. Louis, Gulfport and McComb, all Mississippi—FCC designated for hearing mutually exclusive applications of Michael D. Haas for new AM at Bay St. Louis on 1140 khz, HWH Corp. for same frequency at McComb and Robert Barber Jr., George Sliman and F. M. Smith (Gulf Broadcasting Co.) for AM on 1130 khz at Gulfport. Action March 15.

Existing AM stations

Final actions

■ KLLR Walker, Minn.—FCC granted Edward P. De La Hunt Jr. (KLLR Walker), waiver of provisions of rules (interim criteria to govern acceptance of standard broadcast applications) and his application to increase power to 1 kw has been accepted for filing. Action March 15.

■ WQOK, Greenville, S.C.—Broadcast Bureau granted license covering aux. trans. Action March 15.

■ KAYE Puyallup, Wash.—FCC denied motion by KAYE Broadcasters Inc. requesting additional time for oral argument on exceptions and pleadings to initial decision released June 3, 1971, recommending denial of license renewal for KAYE (Doc. 18929). Action March 16.

■ KTOY Tacoma, Wash.—Broadcast Bureau granted CP to replace expired permit for noncommercial educational station. Action March 14.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in matter of revocation of licenses of Gateway Broadcasting Enterprises Inc. for WKPA(AM) New Kensington and WYDD(FM) Pittsburgh, both Pennsylvania, designated Hearing Examiner Lenore G. Ehrig to serve as presiding officer and scheduled prehearing conference for April 18 in Washington and hearing for May 16 in Pittsburgh (Doc. 19452). Action March 3.

■ Hearing Examiner Isadore A. Honig in Stamford, Conn. (Western Connecticut Broadcasting Co.), revocation of licenses of WSTC-AM-FM, granted petition by Broadcast Bureau and extended to April 3 time to file proposed findings of fact and conclusions, and to April 17 time to file replies (Doc. 19043). Action March 14.

Fines

■ WVOG New Orleans—FCC ordered Wagonvoord Broadcasting Co. (WVOG [formerly WWOM] New Orleans) to forfeit sum of \$10,000 for willfully and repeatedly violating terms of station's PSA and other technical and logging violations of commission's rules. Action March 15.

■ KALG Alamogordo, N.M.—FCC notified Basin Broadcasting Co. (KALG Alamogordo), that it has incurred apparent liability in amount of \$3,000 for repeated or willful violation of rules by engaging in fraudulent billing practices. Action March 16.

New FM stations

Application

■ Orangeburg, S.C.—Radio Orangeburg Inc. Seeks 103.9 mhz, 3 kw. HAAT 300 ft. P.O. address Box 1386, Orangeburg 29115. Estimated construction cost \$25,246.80; first-year operating cost \$6,164; revenue \$9,600. Principals: H. Edward Crapps Sr. (75%) and Edward R. Paulling (25%). Mr. Crapps is president and 99% owner of WBLR-AM-FM Batesburg, S.C. He is also president and 75% owner of WORG (AM) Orangeburg, S.C. Mr. Paulling is 25% owner of WORG(AM). Ann. March 14.

Final actions

■ Benton, Ill.—FCC waived mileage separation requirements of rules and application of Rend Lake Broadcasting Co. for new FM on ch. 292 (106.3 mhz) Benton, has been accepted for filing. Will be 63.5 miles from the trans. site of KSGM-FM, Ste. Genevieve, Mo., instead of required 65 miles. Action March 8.

■ Duluth, Minn.—Stereo Broadcasting Inc., Broadcast Bureau granted 98.9 mhz, 26 kw. HAAT 470 ft. P.O. address 410 West Superior Street, Duluth, 20004. Estimated construction cost \$38,976.90; first-year operating cost \$28,550; revenue \$30,000. Principals: Lewis M. Lato Jr. (50%) and William H. Whitsitt (50%). Mr. Lato is owner, president and general manager of WAKX(AM) Superior, Wis. Mr. Whitsitt is 50% owner of Whitsitt, Gessner & Co., accounting firm, Duluth. He also is 50% owner of Northland Transport Inc. and Gopher Transport Inc., over-the-road trucking in Superior, Wis. He is also sole owner of Marble Inc., financing firm in Superior. Action March 9.

■ *Johnson, Vermont—Board of Trustees, Vermont State College, Broadcast Bureau granted 91.5

mhz, 0.01 kw. HAAT not applicable. P.O. address 322 South Prospect Street, Burlington 05401. Estimated construction cost \$3,075; first-year operating cost \$3,000; revenue none. Principals: John H. Downs, Dr. Frank Smallwood, et al. Mr. Downs is chairman board of trustees. Dr. Smallwood is vice chairman board of trustees. Action March 6.

Other actions

■ Review board in Hamden, Conn., added to proceeding issue to determine whether Quinnipiac College, Hamden, one of three competing applicants for CP for new noncommercial educational FM, has sufficient funds to construct and operate proposed station for one year (Docs. 19393-5). Action March 10.

■ Review board in Lexington Park and Leonardtown both Maryland, FM proceeding, granted Sound Media Inc. extension of time through March 22 to file reply to opposition to petition by Key Broadcasting Corp. to enlarge issues in proceeding involving applications of Key, Lexington Park, and Sound Media, Leonardtown, for new FM to operate on ch. 249, with 3 kw power and HAAT 300 ft. (Docs. 19410-11). Action March 14.

■ Review board in Lorain, Ohio, FM proceeding, denied motions by Lake Erie Broadcasting Co., applicant for CP for new FM at Lorain, asking for enlarged hearing issues against Lorain Community Broadcasting Co., competing FM applicant, and for dismissal of Lorain's application (Docs. 19213-4). Action March 16.

Actions on motions

■ Chief Office of Opinions and Review in Lexington and China Grove, both North Carolina (Harry D. Stephenson and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, granted request by China Grove Broadcasting Co. and extended through March 20 time to file application requesting review of action of review board (Docs. 18385-6).

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, granted request by Eastern and postponed hearing until March 28 (Docs. 19018-9). Action March 15.

■ Chief Hearing Examiner Arthur A. Gladstone in Galion, Ohio (The Tuscarawas Broadcasting Co. and Radio Galion Inc.), FM proceeding, designated Hearing Examiner David I. Kraushaar to serve as presiding officer; scheduled prehearing conference for April 25 and hearing for May 23 (Docs. 19461-2). Action March 9.

■ Hearing Examiner Ernest Nash in Ardmore, Okla. (Arbuckle Broadcasters Inc.), FM proceeding, scheduled hearing for March 22 (Doc. 19199). Action March 15.

■ Hearing Examiner Charles J. Frederick in Virginia Beach, Va. (Payne of Virginia Inc. and Virginia Seashore Broadcasting Corp.) FM proceeding, granted request by Payne of Virginia to open record; received in evidence exhibit no. 5; changed date for filing findings of fact and conclusions of law to March 24, and date for filing replies to April 4; reclosed record (Docs. 19095-6). Action March 13.

■ Hearing Examiner Ernest Nash in Ardmore, Okla. (Douglas C. Dillard and Arbuckle Broadcasters Inc.), FM proceeding, dismissed joint request for approval of agreement; by separate action granted request for dismissal filed by Douglas C. Dillard and dismissed application with prejudice; retained in hearing application of Arbuckle Broadcasters Inc. (Docs. 19198-9). Action March 13.

■ Hearing Examiner Chester F. Naumowicz Jr. in Troy, Ala. (Troy Radio Inc. and Pike Broadcasting Inc.), FM proceeding, granted petition by Troy for leave to amend its application to modify its financial proposal to meet designated issue (Docs. 19407-8). Action March 13.

Designated for hearing

■ Galion, Ohio—FCC set for hearing mutually exclusive applications of The Tuscarawas Broadcasting Co. and Radio Galion Inc. for new FM in Galion. Both applicants propose operation on ch. 272A with 3 kw power. Action March 8.

■ Carlisle, Pa.—FCC set for hearing applications of WIOO Inc., Hilton, McGowan & Hilton, Russell C. Lash and Cumberland Broadcasting Co. for new FM facilities on ch. 228 (93.5 mhz) Carlisle. Action March 15.

Existing FM stations

Final actions

■ WOAB(FM) Ozark, Ala.—Broadcast Bureau granted CP to change trans. location; install new ant.; ERP 2.85 kw; ant. height 180 ft. Action March 14.

■ KKEG(FM) Fayetteville, Ark.—Broadcast Bureau granted CP to install new trans. and new

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ant.; make changes in ant. system; change trans. location to Lewis Avenue, near state highway 16, Fayetteville; ERP 3 kw; ant. height 190 ft. Action March 16.

■ KPRA(FM) Paso Robles, Calif.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 53 ft. Action March 6.

■ KFOG(FM) San Francisco—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main trans. location; ERP 13.5 kw; ant. height 930 ft.; remote control permitted. Action March 14.

■ WFMB(FM) Springfield, Ill.—Broadcast Bureau granted CP to change trans. location and studio location to room 819, Myers office building, Springfield; install new trans. and new ant.; ERP 20 kw; ant. height 245 ft. Action March 14.

■ *WTUL(FM) New Orleans—Broadcast Bureau granted CP to install new alt. main trans. Action March 14.

■ WWOM(FM) New Orleans—Broadcast Bureau granted license covering changes; ERP 54 kw; ant. height 290 ft. Action March 8.

■ FCC amended FM table of assignments by substitution of ch. 254 for ch. 235 at Utica and assignment of ch. 237A at Cazenovia, both New York. Request for assignment of ch. 254 at Hamillon, N.Y., was denied (Doc. 19201). Action March 8.

■ WBWC(FM) Berea, Ohio—Broadcast Bureau granted CP to install new trans. and change transmission line. Action March 15.

■ WKBI-FM Ridgway, Pa.—Broadcast Bureau granted mod. of license covering change in main studio location to trans. location: Boot Jack Summit, route 219, near intersection of Route 948 near Ridgway; condition. Action March 15.

■ KODA-FM Houston—Broadcast Bureau granted CP to replace expired permit. Action March 14.

■ *WHSa(FM) Brule, Wis.—Broadcast Bureau granted CP to replace expired permit and change ant.; ERP 38 kw; ant. height 550 ft. Action March 15.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations: K74CO and K76BZ, both Ottumwa, Iowa; K07BY and K11BN, both Eureka, S.D. Actions March 13.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending auxiliaries and SCA's when appropriate: KFLW(AM) Klamath Falls, KLBW(AM) LaGrande, both Oregon; KRAY(AM) Amarillo, Tex.; KYNO(AM) Fresno, Calif.; WLAP(AM) Lexington, Ky.; WSVL-AM-FM Shelbyville, Ind.; WKBI(AM) St. Marys and WKBI-FM Ridgway, both Pennsylvania. Action March 17.

Other actions, all services

■ FCC denied request by ABG for continuation of waiver of prime-time access rule granted in March 1971 for October 1971-October 1972 TV season. Action March 15.

■ FCC issued guidelines informing broadcast station licensees, CATV operators, candidates for federal office, and other interested parties of their responsibilities and rights under sections 312 and 315 of the Communications Act which were amended by enactment of Federal Election Campaign Act of 1971. Action March 15.

■ FCC informed Marcus Garvey Wilcher, chairman of Community Coalition for Media Change (CCMC) that it will give further consideration to his request for general hearing into operation of stations in San Francisco Bay area, if more specific factual details are submitted. Action March 8.

Translator actions

■ Campo, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Mount Carmel and rural area, both Colorado, operating on ch. 12 by rebroadcasting programs of KKTU(TV) ch. 11 Colorado Springs. Action March 13.

■ Pritchett, Colo.—Broadcast Bureau granted CP for new VHF translator to serve rural area in southwestern Baca county, Colo., operating on ch. 7 by rebroadcasting programs of KKTU(TV) ch. 11 Colorado Springs, Colo. Action March 13.

■ Toquerville, Utah—Broadcast Bureau granted CP for new VHF translator to serve Toquerville, operating on ch. 9 by rebroadcasting programs of KORK-TV ch. 3 Las Vegas. Action March 10.

Modification of CP's, all stations

■ KLAZ(FM) Little Rock, Ark.—Broadcast Bureau granted mod. of CP to change trans. loca-

tion to: Shindall Mountain, near Little Rock; change studio and remote control location to 2309 Durwood Road, Little Rock; change trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 880 ft. Action March 10.

■ KSDO San Diego—Broadcast Bureau granted mod. of CP to extend completion date to June 14. Action March 14.

■ WOZN Jacksonville, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 10. Action March 14.

■ *WIUM(FM) Macomb, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 8. Action March 14.

■ WHO-FM Des Moines, Iowa—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 26. Action March 14.

■ WKXN-TV Saginaw, Mich.—Broadcast Bureau granted mod. of CP to change studio location to south side of Willard Road, 2.8 miles north of Clio, Mich. Action March 15.

■ KPTL-FM Carson City, Nev.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 27. Action March 14.

■ KWIL-FM Albany, Ore.—Broadcast Bureau granted mod. of CP to change trans. and change transmission line. Action March 14.

■ KOMS(FM) Lebanon, Ore.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 29. Action March 15.

■ KLVV(FM) Longview, Wash.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 4. Action March 14.

Ownership changes

Applications

■ WCWR(AM) Dunedin, Fla.—Seeks assignment of license to Dunedin Broadcasting Co. for \$125,000. Sellers: Leon P. Gorman Jr. Buyer: William H. Boyce (100%). Mr. Boyce is president of Dunedin Broadcasting Co. Ann. March 7.

■ WNRJ(AM) Gainesville, Ga.—Seeks assignment of license from WLBA Inc. to Sun World Broadcasters Inc. for \$200,000. Sellers: Norbert R. Johnston, president, et al. Buyers: Earl L. Boyles (25%), Glenn Turner (23%), et al. Mr. Boyles is president of and has 25% interest in Sun World Broadcasters Inc., Orlando, Fla. Mr. Turner is chairman of board and sole owner of Glenn W. Turner Enterprises Inc. distribution and sale of house giftsware, jewelry, household and allied products. Ann. March 7.

■ WOTW-AM-FM Nashua, N.H.—Seeks assignment of license from Eastminster Broadcasting Corp. to Northeast Broadcasters Inc. for \$425,000. Sellers: Samuel P. Bronstein, treasurer, et al. Buyers: Gerald Williams (42½%), M. James Zelman (15%) and Harold Solomon (42½%). Mr. Williams is announcer and commentator for WBZ(AM) Boston. Mr. Zelman is attorney in Boston. Mr. Solomon is president and 46% owner of Northeast Cablevision Corp. CATV firm in Merrimack, N.H. He is also sole owner of Tele Communications Services Inc. communications firm in Merrimack, N.H. Ann. March 7.

■ WEDO(AM) McKeesport, Pa.—Seeks assignment of license from Tri-City Broadcasting Co. to 810 Inc. for \$350,000. Sellers: Edward J. Hirschberg, president, et al. Buyers: Thomas C. Feldman (25%), Susan C. Feldman (20%), Ralph J. Baron (25%), Judith M. Baron (20%) and George J. Lund (10%). Mr. Feldman is president and 25% owner of WCUM-AM-FM Cumberland, Md. He also has 10% interest in Sports Media Inc. producers radio and TV sports programs Baltimore. Mrs. Feldman is secretary-treasurer and 25% owner of WCUM-AM-FM. Mr. Baron is president and 45% owner of WENZ(AM) Highland Springs, Va. He is also vice president and 25% owner of WCUM-AM-FM and president and 45% owner of WWOC(AM) Portsmouth, Va. He also has 20% interest in Sports Media Inc. Mrs. Baron is secretary-treasurer of WENZ(AM). She is also director and 25% owner of WCUM-AM-FM and secretary-treasurer and 25% owner of WWOC(AM). She also has 20% interest in Sports Media Inc. Mr. Lund is executive vice president and 10% owner of WENZ(AM). He is also vice president and 10% owner of WWOC(AM). Ann. March 7.

Actions

■ KMEO-AM-FM Phoenix—Broadcast Bureau granted assignment of license from Southwest-ern Ilorizons Inc. to KMEO Inc. for \$400,000. Sellers: M. Kenneth Cowan, president, et al. Buyers: Edward D. Oskierko (49%), Raymond L. Peterlin (25½%), and Frank J. Peterlin (25½%). Mr. Oskierko has been associated with WJOB(AM) Hammond, Ind., in various capacities for 40 years. Messrs. Peterlin are joint owners of corporations which are concerned with trucking cartage and warehousing. Action March 8.

■ WDWL-AM-FM Vineland, N.J.—Broadcast Bureau granted assignment of license from The Delaware Broadcasters to Frank F. and Vital Marie Ventresca for \$200,000. Sellers: Mortimer and

Vivian Eliza Hendrickson (jointly 100%). Buyers: Frank F. and Vital Marie Ventresca (jointly 100%). Mr. and Mrs. Ventresca jointly own Ventresca Co. real estate firm in Cherry Hill, N.J. Action March 7.

■ WWOM(FM) New Orleans—Broadcast Bureau granted assignment of license from Wagenvoort Broadcasting Co. to Advanced Communications Inc. for \$258,750. Sellers: David Wagenvoort, president, et al. Buyers: Lawrence J. Gutter (44%), Alvin Golin (40%), et al. Mr. Gutter is sole owner of Chicagoland Broadcasters Inc. advertising sales Chicago. Mr. Golin is 49% owner of Cooper & Golin public relations counsel Chicago. He is also 49% owner of Mid-America Publishing Co. Chicago. Action March 8.

■ WZOW(FM) Utica, N.Y.—Broadcast Bureau granted assignment of license from Phi-Hidelity Inc. to Horwin Broadcasting Corp. for \$73,000. Sellers: Alan F. Bonapart, president, et al. Buyers: Lawrence J. and Janet Benson Horwin (jointly 100%). Mr. Horwin is sales executive for WWRL(AM) New York. Mrs. Horwin is secretary for Charles Klatskin Real Estate Teterboro, N.J. Action March 8.

■ WKJK(AM) Granite Falls, N.C.—Broadcast Bureau granted transfer of control of Broadcasting Enterprises by John R. Morris (46.2% before, 53.8% after) through purchase of stock from Robert W. Scott (19.2% before, 11.5% after). Principal: John R. Morris. Mr. Morris is vice president and general manager of WKJK(AM). Action March 7.

■ WDEB-AM-FM Jamestown, Tenn.—Broadcast Bureau granted assignment of license from WDEB Inc. to Surber Broadcasting Inc. for \$45,000. Sellers: R. Gene Cravens, vice president, et al. Buyers: N. A. Baz (49%), N. Jean Baz (1%), O. F. Surber (49%) and Jerry A. Surber (1%). Mr. Baz is owner and manager of Northgate Citgo, Winter Haven, Fla. Mr. Surber was formerly station manager of WINT(AM) Winter Haven, Fla. Action March 3.

CATV

Final actions

■ Chief, CATV Bureau, Sol Schildhouse, in response to request by Rocky Mountain Broadcasters Association (RMBA), extended to April 13 time to file comments in proceeding on amendment of rules (importation of radio signals by cable television systems) (Doc. 19418). Action March 15.

■ WDU-34 Redding, Calif.—CATV Bureau dismissed October 15, 1970 grant of CP for new CARS to bring TV signal KTXL(TV) Sacramento, Calif. to CATV system in Redding. Action March 10.

■ WDU-34 Redding, Calif.—CATV Bureau dismissed application for transfer of control of permittee corporation from Columbia Broadcasting System Inc. to Viacom International Inc. Action March 10.

■ WDU-34 Redding, Calif.—CATV Bureau dismissed application for license covering permit authorizing new CARS and specify type trans. Action March 10.

■ Duval county, Fla.—CATV Bureau dismissed application for CP for new CARS to bring TV signals WFGA-TV, WJKS-TV, WJXT(TV), all Jacksonville, Fla., to CATV system at Duval county. Action March 10.

■ California, Pa.—FCC ordered Southwest Pennsylvania Cable TV Inc. to show cause why it should not cease and desist from further violation of program exclusivity requirements of rules. Action March 15.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through March 21. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Weed, Calif.—Community Antenna TV has applied to city council for franchise.

■ Blue Earth, Minn.—Winnebago Cable TV Corp. has applied to city council for franchise.

■ Belmont, N.Y.—Sammons Communications Co. has been awarded franchise by village board.

■ Plymouth, Pa.—Universal Television Cable System Inc. has been awarded 25-year franchise by borough council.

■ Texarkana, Tex.—Texarkana TV Cable Co. has been awarded 15-year franchise by board of directors.

■ Glenrock, Wyo.—John Field has applied to town council for franchise.

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Philadelphia station. Target audience 18-34. Must be creative, hardworking on-the-street retail type guy. Will carry personal list. As retail sales manager will supervise four man sales department. Box C-257, BROADCASTING.

Management opportunity, northwest AM. Successful stations under present ownership for over 10 years. Can you follow policies and bring in fresh ideas? The name of the game is sales. Are you ready for your final move? May we please have complete information in your first letter? It will be answered promptly. Box C-293, BROADCASTING.

Asst. manager-sales manager wanted! Ambitious? Energetic? Producer? We offer a real future not just a job. Expanding organization. Get in on the ground floor. Phone today, 712-246-2890, Mr. Willis, Box 10, Shenandoah, Iowa.

Sales

Sell for the largest and most successful stereo station in the southeast. Must be energetic with sales-development background. Spare no details in first letter. Box C-273, BROADCASTING.

One of Florida's leading stations has a career opening for an ambitious salesman who wants to join a sharp organization where he can make money and grow. Top rated MOR, owned by 7 station group. We are in a large market but welcome applications from men looking to advance from small markets. Equal opportunity employer. Box C-297, BROADCASTING.

Great opportunity with strong promotional station for top experienced country music salesman. If you are ready to move into major market and have potential for top sales effort, call Carl Brenner, WBMD, Baltimore, Md. 21206, (301) 485-2400.

Opening for salesman who wants to move up. Will teach inexperienced with ability and desire to move into sales. Need news director. WMJM, Cordele, Ga.

Experienced salesman for thriving, exciting market. AM-country—FM-contemporary—progressive. Fine opportunity for go-getter. WNRS/WNRZ-FM, P.O. Box 5, Ann Arbor, Michigan, 313-663-0569.

Don't fight it—move south to Florida's sun coast. WBMD and separately programed WBMD-FM serving Bradenton-Sarasota needs an experienced account executive. Send full particulars (in full confidence) to: George Oliviere, P.O. Box 1038, Bradenton, Fla. 33505.

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.

Mature announcer/salesman to take week-end air shifts and sell 3 days per week at growing northern New Hampshire station. Good salary plus account list. Send tapes and resume to Box C-170, BROADCASTING.

Announcers continued

Possible opening . . . wake up announcer-news director. Learn news. East . . . small market. Box C-262, BROADCASTING.

Western Penna. MOR station looking for first phone combo morning man. Send tape and resume to Box C-288, BROADCASTING.

Experienced morning man plus night man, rock jock, metro NYC area (LI), AM-FM, #1, up tempo, top 40 station. Send tape, resume & current picture. Box C-294, BROADCASTING.

Contemporary jock needed immediately. Send tape, references and salary required to Jim Shaw, KIMM, Box 2006, Rapid City, South Dakota.

Announcer/salesman wanted in small market (8,000 population). Prefer married with children who will work to help the licensee serve the public interest, convenience and necessity and become a contributing member of our community. Start \$5,200-plus depending on experience. Top pay this position 1971 over \$9,000. Send resume and tape with personal (include church) and business references to Ed Hall, Owner, radio station KVCL, KVCL Road, Winfield, La. 71483. For information, telephone 318-628-5822.

Country DJ-sales . . . great opportunity for country music pro with ability to sell on and off air. Top potential for ambitious, knowledgeable personality. Send tape, resume, photo to Carl Brenner, WBMD, Baltimore, Md. 21206 or call (301) 485-2400.

P.D. newsman with two years experience. Send tape, resume including earnings. Opening April 24. WCSS, Amsterdam, N.Y.

Format progressive rock station looking for professional jock. Minority group applicants positively given equal consideration. Tape, resume, references to Program Director, WDAI(FM), Chicago, Illinois 60601.

Radio announcer air personality with production ability for leading MOR station in Walt Disney World area. Great opportunity in dynamic area. Send air check, including production spots and resume to: Bill Taylor, Program Director, WDBO, P.O. Box 1833, Orlando, Florida 32802.

Experienced staff announcer/operator with news and production training. Provide full details of experience, personal resume, photo and recording of news and commercial delivery to George DeForest, WDEA-AM-FM, 68 State Street, Ellsworth, Maine 04605.

Suburban Chicago. Permanent opportunities for experienced combo operators with first class license. Tape and letter to Joyce Bresnahan, WEAU-AM-FM, Evanston, Ill.

Rock jock for dominant L.I. contemporaries. Send tape, resume to WGLI/WBLI, 1290 Peconic Avenue, Babylon, N.Y. 11704.

Morning man for #1-rated WHWH, Princeton, N.J., to replace highly professional, talented man moving fulltime into WHWH sales. MOR format, outstanding station midway between NY and Philadelphia. Send tape and resume to Bob Locke, Box 1350, Princeton, N.J. 08540.

Need top 40 DJ with minimum of two years experience for summer replacement work. Send tape and resume to R. Charest, Program Director, WHYN Radio, 1300 Liberty Street, Springfield, Mass. 01101.

Florida coastal station wants young experienced announcer to train as operations director and assistant to president. Send tape and resume. Hudson Millar, WIRA, Fort Pierce, Florida and Airmedia Station; equal opportunity employer.

Wanted—contemporary disc jockey for #1 Oklahoma City contemporary station. Must have good credit and good references. Send tape and resume to WKY, Oklahoma City.

Immediate opening for announcer of modern country music station in Madison, Wisconsin. Growth opportunity and advancement for person interested in permanency. Call Tom Uttomark at WMAD, (608) 271-6611, to arrange for audition and interview.

Announcers continued

Staff announcer needed for radio station in Massachusetts city of 20,000. Up to \$150.00 weekly. Paid vacation and ten paid holidays. Group hospitalization. Must have good voice and be capable of excellent production. Must be a warm, lively entertainer on the air. No beginners. Contact (617) 632-1340. Ask for Ken Elliot.

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 for Virginia station. Experience required. Pleasant station staff to work with. Salary open. Send photo and resume. Immediate opening. Box C-192, BROADCASTING.

First ticket engineer announcer. Basic responsibility announcing and maintenance of AM and new FM facility. New studios. Pleasant part of the country to raise a family. Wally Stangland, Mgr. KIWA, Sheldon, Iowa 51201. Phone 712-324-2597.

Are you a young, eager, really interested technical type with a first class ticket? Like to work in a pleasant, sympathetic environment under a savvy boss? Lots of test equipment. Good spacious lab. Maintenance only—no announcing—no dull routines. Expanding 5KW AM station and CATV system. Contact WCOJ, Coatesville, Pa. 19320. (215) 384-2100.

Chief engineer for mid-Atlantic 5 kw AM. Experience in DA and maintenance. Complete resume and salary. Call Mgr., 201-364-4400.

News

Newsman. AM rock station. Large market. Send tape, resume, references, latest picture to Box B-216, BROADCASTING.

New England 5000 watt contemporary accepting applications for dynamic, hardworking newsman who can move up to News Director. Experienced only. Send tape and resume to Box C-173, BROADCASTING.

Major market seeks top flight contemporary heavy morning newsman. No beginners, please. Box C-184, BROADCASTING.

Fulltime suburban New York station. Good voice. Good reader—most important—creative writer. Minimum 1 year experience or journalism background. Write Box C-255, BROADCASTING.

Possible opening . . . news director . . . wake up announcer. Small market . . . East. Box C-263, BROADCASTING.

Experienced newsman to round out news staff at New England medium market radio station. Starting salary \$7,000. Liberal benefits. Box C-274, BROADCASTING.

WGIR/WGIR-FM, Manchester, New Hampshire, is looking for a professional, experienced in news, play-by-play sports, with a strong warm voice. The Granite State's prestige facilities offer beautiful New Hampshire living, challenging assignments, and income commensurate with ability. Send non-returnable tapes with news, sports, talk shows, and commercials plus resume to Rick Lee, P.D., WGIR/WGIR-FM, Stark Lane, Manchester, N.H. 02105. A KQS equal opportunity employer.

Florida coastal station seeks news director, must be hard-driving newsman who will generate 90 per cent of local news, prepare and deliver five 10 minute newscasts weekdays. Great place to live, opportunity for advancement, fast growing area. Send tape and resume to Hudson Millar, WIRA, Fort Pierce, Florida. An Airmedia station. Equal opportunity employer.

WOKJ, a 50,000 watt soul station in Jackson, Miss. has opening for experienced newsman, must be able to gather, edit and report local news. Send resume and tape to Bruce Payne, PD. WOKJ Radio, Jackson, Miss. Salary open.

Radio Help Wanted

News continued

Experienced beat reporter wanted to work with Ohio's best equipped full-time radio news department. Salary/experience. E.O.E. tapes and resumes to: News Director, 223 N. Main Street, Lima, Ohio 45801.

5,000 watt station, on hour from New York City, needs experienced, quality newsmen for expanded department. Contact news director, 201-364-4400.

Programing, Production, Others

Working partner. Three station group (2 radio, 1 TV), central Atlantic states, seeks working partner. Share control with absentee owner. Excellent opportunity for man with some capital, credit line and experience in the field. Box C-253, BROADCASTING.

P.D. with air shift for 5 kw mid-Atlantic MOR. First phone desirable. E.O.E. Call Mgr., 201-364-4400.

Production director for leading MOR stations in dynamic Central Florida area. Must have mature voice, imagination and production ability. Send tape of production spots, air check, and complete first letter to: Bill Taylor, Program Director, WDBO, Post Office Box 1833, Orlando, Florida 32802.

P.D. Rock. AM. \$25,000. Top 50 market experience only. Resume, references, picture. Box C-306, BROADCASTING.

Situations Wanted

Management

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.

Change your bank balance to plus by changing your listener acceptance to positive! This southern gentleman can. Box C-121, BROADCASTING.

I guarantee to put your station in the black within months. No gimmicks, just lots of hard work and know-how. Presently successful station manager, emphasis on sales. Top references, ethical, moral, ability. Box C-171, BROADCASTING.

Broadcast professional seeks station management or sales management position. Excellent verifiable track record, degreed, hard working. Box C-210, BROADCASTING.

Manager who can sell, programing and engineering with first ticket. Looking for small market. Box C-227, BROADCASTING.

Experienced manager, salesman, administrator desires small market position. Box C-238, BROADCASTING.

Successful professional, qualified in business, management, sales, and engineering wants General Manager, sales, sales engineering, western states. Thirty-two years experience AM-FM-TV group. Eight years chief engineer 50 KW AM and automated FM. For NAB interview or for resume write Box C-242, BROADCASTING.

Took last station from zero to half million in ten years. But I couldn't fire man seriously ill in hospital. So I'm available. Family man. Mature. Stable. Strong on ideas and promos. Image must be one of excitement. Prefer S.E. but will consider others. C&W or MOR ideal but could live with moderate contempt. AM and/or FM. Not concerned with large guarantee. Just incentive. If you make it, I make it. And we will! Box C-248, BROADCASTING.

Dynamic, aggressive professional broadcaster ready for management. Eighteen years all phases, four in sales. First phone, family, forty. Box C-272, BROADCASTING.

Experienced production manager would like to relocate. Experience includes engineering, award winning producer/director, production manager, asst. program manager and local sales. Box C-282, BROADCASTING.

Psychopath, 22, with no experience whatsoever, seeks CATV/broadcast station to run. Has absurdist plan encompassing quality programing and financial abundance alike. Gamblers—write immediately. Box C-285, BROADCASTING.

Management continued

Sales oriented broadcaster now managing a successful station in a small market. Have increased sales, profit and image of station, community minded. Have managed AM and FM. Experienced and hard working, looking for a challenge. Family man with 2 children. Top references. N.Y., Penna.-Ohio preferred, will consider east coast. Box C-295, BROADCASTING.

News director with 13 years radio experience seeks opportunity at station management in small market. Opportunity more important than money. Box C-301, BROADCASTING.

Experienced small market manager. Learned from one of nation's most successful small operations. Strong on sales. Proven track record including multi-station markets. 12 years experience. 1st phone, play-by-play. 32. Phone 417-667-5644.

16 years experience, currently managing small market station. Good sales record, excellent references, midwest preferred. Doug Therpe, 712-623-3198.

Sales

Southeast—salesman-sportscaster. Prefer small-medium market part ownership opportunity. Box C-244, BROADCASTING.

Positive presentation—three years retail management, two years consumer sales, five years broadcast spots equals young family man, 30, asking for pbp combined with sales, and/or public relations leading to management. The end result—a career. Box C-246, BROADCASTING.

Announcers

First phone, 6 yrs. experience with good production. I want medium market 200,000+, rock or MOR. Give me a listen. Box C-76, BROADCASTING.

Pro air personality for pro station. First phone/married/28/college/PD experience. Box C-105, BROADCASTING.

Working medium market top 40. Seek progressive gig. Extensive musical knowledge. Box C-108, BROADCASTING.

No. 1 morning-man in medium market (adult top 40) seeks slot in large medium or major. Voice style, production, 3rd, all pro. Box C-109, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box C-111, BROADCASTING.

Young top 40 announcer, 5 years experience, 1st phone. Also production and music programing. Available mid-June. Prefer midwest. Box C-178, BROADCASTING.

MOR announcer: 26, married, 6 years small market experience, 3rd, seeking position in South. \$130 weekly. Box C-185, BROADCASTING.

Efficient, reliable pro, 5 years experience, striving for greater heights. Box C-212, BROADCASTING.

Experienced top 40 jock now in medium market. Box C-239, BROADCASTING, or (215) 535-2379 before 6 P.M.

Weekends—within commuting range of N.Y.C. Not a self-proclaimed star, but a competent, knowledgeable and personable pro with first phone and several years experience seeks DJ position and can also do maintenance, production, etc. Box C-243, BROADCASTING.

Male, single, 19 years old, desires to become affiliated with a small growing station as a disc jockey time salesman. Completed a 26-week course in radio broadcasting. Third class license and willing to travel. Box C-247, BROADCASTING.

First phone announcer seeking relocation. Currently on-air in 8th market AM. B.A. radio-TV, working on masters. Three years experience news, production, DJ, play-by-play. 25. Married. Box C-252, BROADCASTING.

Top air personality—talented entertainer. Disc jockey, newscaster (salesman). Experienced, creative, aggressive, versatile, tight board, third endorsed. Radio/TV. Box C-258, BROADCASTING.

First phone, versatile announcer, 2 1/2 years experience, including sales and play-by-play. Warm climate only, including small island. Box C-271, BROADCASTING.

Announcer producer-DJ. Three years experience, married, third. Will relocate. Seeking position with MOR, country, or S. gospel. Tight board. Dependable. Prefer western states. Box C-279, BROADCASTING.

Announcers continued

Black disc jockey, newscaster & salesman. 1, experienced; 2, dependable; 3, versatile; 4, tight board; 5, third endorsed. Box C-280, BROADCASTING.

Female broadcaster . . . seeks job . . . radio-TV-talk show. TV-radio writing experience . . . prefer warm climate. Box C-284, BROADCASTING.

Announcer, newsmen, salesman, beginner, versatile, creative, 3rd endorsed. Box C-286, BROADCASTING.

First phone modern country personality from 50,000 watt KRAK, Sacramento. Seeking immediate employment. All opportunities considered. 916-885-3832, 916-885-9553.

First phone—rock jock. Two years experience. Call me! (216) 371-0987.

Major market uptempo MOR or top 40 jock, looking for midday gig in midwest area. Salary open. Good references and 15 years in all fields, heavy MOR music man. Wish to move approx. April 1-10-72. All letters will be answered promptly. Write to: Tony R., Box 3257, Spartanburg, S. Carolina 29302. Telephone 10 a.m. to 5 p.m., (803) 583-4395 or 583-2711.

Tough that dial for Sheldon Green, (209) 233-5103 Ext. 76. Any format. Anywhere United States or Canada. 3rd.

Five months television announcer/salesman. Want to return to radio as announcer or announcer salesman. 3rd, studying for 1st. Experienced news, announcer production, copy, music director (there's more). Relocate anywhere. Want to make move now. Mike Withowski, Old Hedding Road, Epping, New Hampshire. (603) 679-8705.

DJ first class ticket, ready to move. Call (215) PO5-3407, Jose Ramirez, 2409 N. 7th Street, Philadelphia, Pa. 19133.

DJ/newscaster, 29, seeks challenging new position, MOR or top 40. Presently employed. 6 1/2 years experience all phases including production, copywriting. 3rd, BA degree. Totally dedicated. Not afraid of hard work. Amiable, cooperative. Best references. Phone 201-232-6900. Write Box 303, Metuchen, N.J. 08840.

Rock-jock—1st phone, 4 years experience. Want medium market station. Call 614-948-2470 collect, Stephen Foster.

Capable top 40 announcer, 2 years experience, military recently completed, 1st phone, will relocate immediately. Call Marc Kaplan, 1-612-721-2826, mornings.

2 yrs. as dj music director, 3rd end. with pure country station, sales, production and news. 15 yrs. as country entertainer with thorough knowledge of country music including Bluegrass. Desire south or west. Del Davidson, 813-894-1758, evenings.

West coast please. Top 40 morning man. One year experience in 100,000 plus market. Ten months as music director. First phone. 206-827-1484, ask for Phil.

Looking for first station. Two years college radio, third endorsed, relocate anywhere. For tape and resume contact Bob Kneebone, 1505 Bedworth, Baltimore, Md. 21093, (301) 828-7576.

Will trade 1 yr. of professional dedication for experience. Prefer western half of U.S. Recent grad Bill Wade—radio & T.V.—in Hollywood. 250 hrs. board exp. 3rd phone w/endorsement, sales background. For tape—write or call Jerry Hedlund, 7214 Milton, #16, Whittier, Calif. 90602. Ph. (213) 693-1726.

Heavy 1st phone, versatile, relocate anywhere U.S. All formats. Radio is my profession. Mark Wald, 213-390-3018 after 6 P.M. Mon.-Fri., 12470 Culver Blvd., #1, L.A., Calif. 90066.

Experienced first phone announcer/dj. Tight board, MOR, C&W, or top 40. Have tape, will travel, prefer Pa., Ohio, Md., N.J. areas but will consider others. Call Gary, (412) 465-2292.

Technical

Experienced chief, will announce. Looking for small market. Box C-176, BROADCASTING.

Station sold, must relocate. Family man, 1st phone, 12 years experience. Duties, chief engineer, program directing, some management. Box C-264, BROADCASTING.

Navy chief. Competent technician. Broadcast maintenance experience. First phone. Available June. East/southeast. Bob Owen, (714) 271-2137/4962. 1520 Mator Dr., Miramar, Calif. 92145.

Chief engineer 15 yrs. AM-FM-DA-CATV. Desire position as transmitter engineer or chief. N.W. Penna. Available immediately. George Donahue, 324 E. Weber Ave., DuBois, Pa. 15801.

News

Beef up your news staff for this election year. Top-notch political reporter/anchorman available immediately. Five years experience, including major market. Box C-183, BROADCASTING.

Young news pro with major market experience seeks bigger challenge. Box C-275, BROADCASTING.

Medium, major market radio, TV seeks baseball PBP, sports director position. Professional approach. Let's talk business. Box C-277, BROADCASTING.

News director . . . over dozen years experience radio-TV. I'm seeking to work with management that puts news first. Box C-291, BROADCASTING.

Radio & T.V. arts and science grad. 1st phone, excellent news and 320 hours of board logged. 1 year to my first station plus versatility. Relocate anywhere West. J. Bauman, 5505 Ackersfield, Long Beach, Ca. #311 90805. 213-531-7551.

University carrier-current news director with Democratic convention press credentials. For tape, resume: Kenneth Norkin, 1908 Fox, #102, Adelphi, Maryland 20783.

Polished pro—experienced radio anchorman with degree seeks challenging new position. If you're looking for a newscaster, field reporter or news director who's believable, I'm your man. Paul Carson, 11700 Old Columbia Pike, Silver Spring, Md. 20904. Call 301-622-3585.

Programing, Production, Others

Stability—top 40, PD/MD, 5 yrs., 3rd, employed. Box C-128, BROADCASTING.

11 year professional wants a home. Currently employed, same station, 4 1/2 years. As program director, maintained consistent number one ratings. New ownership and subsequent budget cuts forcing this move. I've jockeyed, done play-by-play, production and also sold so I know your goals. Mine is to manage someday. Box C-191, BROADCASTING.

Black PD, dj, salesman. 1st, soul or contemporary. Box C-241, BROADCASTING.

Producer/director. Full color top 50 affiliate. Ready. Box C-259, BROADCASTING.

Program/operations manager seeking home with medium market station or group offering future. Successful background all phases of programing. Box C-289, BROADCASTING.

Creative trio offers 12 years experience commercial progressive radio seeks PD, MD, and production. Good track record. Inexpensive. Tapes, ratings upon request. Ron Sorenson, 637 36th, Des Moines, Iowa. 515-277-3600.

8 year veteran rock PD/jock. Married. First. (913) 625-9315.

TELEVISION

Help Wanted

TV packager to sell program of outstanding Irish. Scottish documentaries as singles or series first-run United States. Write Sherman Films, Inc., P.O. Box 6, Cathedral Station, New York City, 10025.

Management

Growing television station group seeks local sales manager at flagship station. Beautiful green southwestern city—a perfect place to raise your family. Progressive community. Have super talented staff to back you up. A real opportunity for a proven winner who seeks new challenge and increased recognition of his ability. Compensation in the \$18,000-\$23,000 range. Your future with this company depends on you. Write Box C-217, BROADCASTING.

Growing TV/CATV group owner seeks challenge-oriented General Manager for new station acquisition. Base salary \$25,000 with incentives to \$35,000. Applicant must have a proven record of success in TV management—sales strongly preferred. Company believes that aggressive, fully responsible managers are the key to successful station. Build a rewarding future. Write Box C-218, BROADCASTING.

Sales

Young aggressive local professional TV salesman for leading VHF network station in 50 size market located in non-polluted city of 300,000 in mid USA. Station recognized for award winning creative ability of staff which means chance for profitable creative selling. Opportunity to work with established active and good potential accounts. Sales bonus plan, profit sharing plan, excellent medical insurance coverage, paid vacations and opportunity for advancement. Write Box C-219, BROADCASTING.

Sales continued

Seasoned "pro" for new Dallas TV. Send resume immediately. No collect calls. KBFI-TV, P.O. Box 7106, Dallas, Tex. 75209.

Trade, good life, good money, Montana fringe benefits, for one salesman just as good. Let's investigate each other. Manager, 701-572-2345 none collect.

No. 2 television station in major southeast market expanding staff. Seeking top experienced personnel—sales, engineering, etc. Write: R. Q. Tiedje, Box 1045, Charlotte, N.C. 28205. An equal opportunity employer.

Technical

Samoa ETV project needs chief engineer. Facilities include four production studios, 13 VTR's, 6 TV broadcast transmitters, and technical staff of 18. Two year contract. Housing for family. Excellent opportunity for good administrator. Box C-91, BROADCASTING.

First phone superior broadcast production engineer, locate anywhere. Box C-270, BROADCASTING.

First phone engineer with transmitter experience for southwestern VHF. Salary plus allowance, annual increases, paid holidays, vacation and other benefits. Send brief resume outlining experience and past earnings history along with present salary requirements to: Chief Engineer, KOAT-TV, Box 4156 Albuquerque, N.M. 87106.

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.

News

Anchorman/reporter West Coast VHF. Send VTR of studio and field work. Box C-276, BROADCASTING.

Programing, Production, Others

Promotion mgr. energetic and creative with some production experience to handle on air image. Great potential for number two promotion man, to move into number one slot and grow with the number one station in a three-v top fifty market, include picture and resume. Box C-235, BROADCASTING, an equal opportunity employer.

Production director. Midwest station in top 20. Prefer production director in smaller market who would like to move up. Must be able to direct. Immediate opening. Send complete resume with references and photo to Box C-287, BROADCASTING.

We need suitable television and radio programing for national syndication. BATACH Syndications, Drawer 98810, Seattle, Washington 98188. 206-878-8900.

TELEVISION

Situations Wanted Management

Do you need a station manager who can promote sales, budget operations, coordinate production, and direct engineering activities? Married, presently employed but desire to relocate. Box C-193, BROADCASTING.

Experienced pro in sales, production, management and promotion is seeking management position. Degree, 10 years experience, try me . . . you'll love me. Box C-211, BROADCASTING.

General manager for your television property available. Presently successful vice president and general manager, group owned medium market network affiliate. Sound reason for desiring change. Best industry references, including present owner. Available for interview at NAB Convention in Chicago or will send complete resume. Box C-256, BROADCASTING.

Young TV executive available for first or second level management. 14 years experience, quality conscious, talented, mature. Great record and references. Box C-303, 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

Experienced salesman. Top 75 markets only. Currently employed. Excellent references. Box C-299, BROADCASTING.

Announcers

Four year experienced broadcaster seeking warm weather mkt. Experienced in TV, currently at more music contemporary . . . tape on request . . . wants security . . . family man soon. Box C-268, BROADCASTING.

Technical

Experienced engineer. 2 years college. Ampex trained. Strong on maintenance (tape). Desire position with growth potential. East or West. Box C-251, BROADCASTING.

Overseas—chief engineer, 20 yrs. experience all phases including overseas, desires foreign chief or supervisory position. Box C-245, BROADCASTING.

Engineering manager with fifteen years experience in large and small markets seeks new challenge. Box C-265, BROADCASTING.

First phone, married—operations and production oriented—four years. Box C-290, BROADCASTING.

Situation Wanted News

Experienced broadcaster, author, world traveler, lecturer, catalytic interviewer, profound, dignified commentator. Box C-147, BROADCASTING.

Environmental meteorologist with TV experience seeks new opportunity. AMS professional. Box C-197, BROADCASTING.

News director/anchor. B.A. journalism. Three years radio-TV, last three wire service. Strong administrative, writing. Prefer #2 in medium market so can make it #1. Box C-250, BROADCASTING.

B.A., radio-TV/English major, two years commercial experience in radio-TV, anchoring, writing, reporting, filming. Top 100 only. Box C-298, BROADCASTING.

News—decade anchor direct. Employed top 50. You judge qualifications. Personal interview possible at April convention. Box C-302, BROADCASTING.

Enthusiastic, young newsfilm cameraman has journalism-broadcasting BSJ, three years newspaper experience. Wants TV news. Box C-304, BROADCASTING.

Programing, Production, Others

Stage manager, A.D., director seeking same. Ample sports, remote, studio experience. Four years #1 and #5 markets. Veteran-officer. BA in TV. Will relocate. Box C-240, BROADCASTING.

Attention, TV program directors: do you know where your children are? Two young, talented entertainers can keep your market's kids tuned in. Box C-283, BROADCASTING.

Versatile director, studio cameraman, studio production, filming. Anywhere. Box C-300, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Have immediate need for: plate transformer for RCA BTA-5H AM transmitter, or will buy entire transmitter in any condition; parts for Raytheon RA-1000 or RA-5000, or buy entire transmitter; 1 KW AM transmitter in repairable condition. Bill Goodson, WMJM, Cordele, Georgia.

Wanted, 10KW FM transmitter; state condition and price. Box C-249, BROADCASTING.

Wanted, Eclair, NPR, 2 magazines, crystal or sync motors, 9.5-95 Angenieux or 12-120, 12V belt battery. Jacob Eleasari, WTVI, 42 Coliseum Drive, Charlotte, N.C. 28205.

Wanted: Old or damaged AM and FM transmitters. 404-882-7441 after 6:00.

For Sale Equipment

Heliast-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.

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.

Situation Wanted, Management

PROGRESSIVE FM MANAGER

Helped put progressive format on the map with sales, ratings, profits. Now it's time for a long term major market or corporate move. Balanced professional.

BOX C-254, BROADCASTING

Convention Bound?

Let's discuss needs for aware GM in your top market station or group exec. Under 45 with 23 years day to day local AM and FM sales and programming savvy. Know FCC requirements. Sensitive local problems. Abound in ideas and follow through. Can also listen. Meet NAB, if desired.

BOX C-292, BROADCASTING

"84 PERCENT INCREASE IN REVENUE"

In just 3 years with major radio station in Miami, Florida. Professional broadcaster with documented track record in management and sales seeks new challenge. Call James Austin

(305) 271-6083

Programing, Production, Others

PERSONALITY/PD

Serious professional, six years major market, former progressive-contemporary PD, accomplished copywriter, strong production, promotion oriented, BA performing arts, presently Army Captain, available July for substantial contribution to creative contemporary AM or stereo FM. Resume, photo, tape.

BOX C-269, BROADCASTING

TELEVISION—Help Wanted

Technical

Chief engineer needs a take-charge man to handle staffing and maintenance of remote unit operating on the East Coast. New equipment. Immediate opening. Excellent salary. Solid company. For more information call:

Dick Joliffe
National Skating Derby
(213) 466-6491

Programing, Production, Others

EXECUTIVE DIRECTOR (Madison, Wisconsin)

Wisconsin educational communications board seeks chief administrative officer to direct statewide educational radio network and complete construction of TV network. Person selected will have responsibilities for maintaining close liaison with educational institutions of the state; administering and preparing budgets; selecting and supervising personnel; administering policies of the board; and carry out responsibilities designated by statute. Salary open. Excellent state benefits, written application by April 3. Write

Tony Moe, Chairman
Educational Communications Board
732 North Midvale Blvd.
Madison, Wisconsin 53705

Television Help Wanted

Sales

TV SALESMAN

Make \$18,000 first year; \$25,000 second year; over \$35,000 third year. If you are over 24 years of age with a limited but successful sales record, this is an excellent opportunity to make broad industry contacts with President and owners of major Broadcast groups. Limited travel. Call Carl Young, (312) 693-6173.

TELEVISION

Situations Wanted—Management

TELEVISION PROGRAM MANAGER & FILM BUYER

- with impressive TV programing & production experience
- seeks opportunity with major affiliate or independent
- available for discussion at NAB Convention in Chicago.

BOX C-305, BROADCASTING

TV GENERAL MANAGER

Over 20 yrs. broadcast exp. Desires greater challenge, now employed—finest references, strong on administration—cost control.

BOX C-260, BROADCASTING

News

TV NEWS ANALYST

Presently employed at network-owned station in major market. Seeking expanded opportunity.

BOX C-194, BROADCASTING

AVAILABLE SOON

Top 5 market VHF net anchorman 31, M.A., law, 11 yrs. exp. award winning anchorman and journalist.

BOX C-281, BROADCASTING

Employment Services

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Miscellaneous

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(714) 291-4044

Business Opportunity

Customize, contemporize your format for more meaningful, saleable demographics! Update your operation appropriately for your market . . . The way it should be . . . The way you want it! We have the know-how . . . The people with unlimited experience, savvy, seasoning, and conspicuous credentials in programing and station operations. Write now to this new, upstate New York based firm . . . "Custom Consultants," c/o Box 93, Oriskany, New York 13424.

Miscellaneous continued

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Las Vegas soul and Spanish language station needs a national rep. Will be at NAB Convention April 11th only. Write

Cy Newman, KVOV Radio
301 South Highland, Las Vegas
or phone (702) 384-1548
and we'll meet in Chicago.

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1653 No. Cherokee, Hollywood, Cal.
HO 2-3281

SALES REPORT TO . . .

. . . those broadcasters still able to learn better concepts in sales and those who believe radio sales careers should begin with solid training in the basics before hitting the street!

It is about our findings from the first 18 classes of the Basic Radio Advertising Sales School (BRASS). They produced some pleasant surprises for us and maybe for you.

Attending have been 137 men and women from 77 stations in 32 states and one Canadian province. One third of those stations already have two or more graduates on staff. Four out of ten are FM only stations. One in five students have been owners/managers/salesmanagers . . .

nearly half of all attending had over a year of selling experience . . . one in ten were female and a few programmers have come to better serve their stations with sales understanding. The average age is at the 30 mark. Nine out of ten are from small market radio.

Seven out of ten are reported as having done well upon return. One in three earns a superior rating at the station back home. Some have gotten excited enough to try to sell their EBS tests!

A new advance class for graduates who want more with the addition of sales management has been announced.

BRASS remains what the name says. A one week "bootcamp" using fifteen hour days and no nonsense. The complete cost of all materials, meals, a private room and tuition . . . effective April 10, 1972 . . . \$595.00. Class meets in Tulsa on the second Sunday of every month.

Formal training in the basics is still a "new" idea to radio sales. If it is a good idea for you get in touch. We are licensed by The Oklahoma Board of Private Schools and we are bonded. We also refuse to squander good money on coupons.

AΩ

THE ALPHA OMEGA COMPANY
Post Office Box 18
Sapulpa, Oklahoma 74066
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Rockville, Md. 20851
(301) 770-3500

Wanted to Buy—Stations

AM and/or FM STATION WANTED

Prefer West, Southwest, Southeast. Must be full time. Any size market. Station need not be profitable. Give lowest cash price and best terms price.

BOX C-266, BROADCASTING

WANTED TO BUY

Will pay cash for AM or FM in Rocky Mountain states. Brokers and finders protected. Call or write:

T. C. DUTCH WALKER
2351 S. Locust St.
Denver, Colo. 80222
(303) 756-0754

Private Party wishes to buy medium sized full time AM or FM station with potential on Eastern Seaboard.

BOX C-267, BROADCASTING

Experienced, responsible southeast-based group broadcasters desire small to medium market AM or FM in Fla., S.E. or midwest. Contact:

ROBERT M. HAUCK
P.O. Box 2156
Asheville, N.C.
(704) 252-6703

For Sale Stations

FOR SALE

A one thousand (1,000) watt, day-time AM station with PSA Authority and a Class A—FM station, licensed in Cheyenne, Wyoming, to be sold at public auction on June 1, 1972. For information, contact

John R. Smyth, Attorney
Suite 604, Cheyenne National Bank Tower
Cheyenne, Wyoming 82001

MW	Small	FM	\$ 75M	29%	SE	Small	Day	\$ 75M	29%
N.Y.	Small	Fulltime	225M	20%	MW	Small	AM+FM	275M	29%
Fla.	Medium	Day	229M	Cash	W	Suburb	FM	500M	145M
SE	Medium	AM+FM	335M	29%	E	Metro	Fulltime	275M	\$100M
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When the FCC in 1962 created the position of executive director, implementing one of the suggestions in a Booz, Allen and Hamilton management study of the agency, there were some among the commission's regulated industries who felt a quiver of apprehension. There would be a man who would be involved in all of the commission's administrative procedures, in purchasing, hiring, budget preparation, coordination of commission activities, among them; whose job would cut across all areas of the agency's responsibilities, and who would serve as a buffer between the staff and the chairman. Who knew what influence such a man might exert? In time, however, the fears subsided. The men who filled the job through the years appeared to have their hands full simply keeping the agency moving from one week to the next; visions of a gray eminence gave way to one of a head housekeeper.

John M. (Jack) Torbet, the present incumbent of the post, is still no gray eminence. But the square-jawed, retired Air Force colonel whose background includes tours of duty in all four services—he flew 148 missions as a Marine fighter pilot in the Pacific during World War II—sure as hell is no housekeeper, either. He is regarded as a tough, efficiency-minded man, impatient with the delays inherent in a bureaucracy.

Commissioners and staffers alike count Mr. Torbet, who took over the post on Jan. 29, 1971, as the most effective executive director yet. But while some say his hard-nosed, by-the-book approach is accompanied by a smoothness and pleasantness that make it all bearable, not everyone is persuaded of that. "He has a way of writing memos like the military," says one colleague. "He says, 'This is the way it's going to be.' It tends to irritate people." He even makes some commissioners uneasy. "Torbet is a strong man," one commissioner said the other day. "He's capable. But there is a tendency on his part to be a little stronger than he should be."

Mr. Torbet, who, sartorially, at least, rejects his military background—a plaid jacket over a yellow shirt, orange-and-gray-striped tie and beige-colored flares is one of his more conservative outfits—speaks of his job as "fascinating and frustrating." The fascinating part is that for a man who has spent 14 years learning and applying the skills of a logistician—how to get things from here to there—the FCC presents a number of opportunities for innovation.

"When I came here, there was no manning document"—which details for each bureau how many positions it is authorized, and at what level, temporary as well as permanent—"and no manpower utilization costs program," he says. "Monies spent bore no relation to the function for which they were spent." A manning document and a resources management system are now in preparation.

He also felt there was need for a program-review system. How much would a proposed program cost, in terms of manpower and money? What

The GI way becomes part of the FCC way

effect would it have on other agency programs? He asked the commission to adopt such a review program, and charge him with implementing it. Last week it did. And here the housekeeper could be moving up to the counsel table. It is the delays he encounters in

Week's Profile



John Matheson Torbet—executive director, FCC; b. July 20, 1918, Detroit; B.A., history and political science, Michigan State University (Army ROTC), 1940; U.S. Navy V5 (flight training) program, 1941; U.S. Marine Corps, commissioned officer, 1942-46; display advertising, Detroit News, 1947-51; U.S. Air Force, B-36 squadron commander, Carswell Air Force Base, 1951-53; White House and Senate liaison officer to secretary of Air Force, 1953-58; deputy commander for services, Torrejon Air Base, Spain, 1958-61; chief, plans division, Headquarters, Air Defense Command, Colorado Springs, 1961-64; M.S., advanced logistics management (with distinction), Air Force Institute of Technology, Wright-Patterson Air Force Base, Ohio, 1964; Air War College, 1964; systems support manager, L. G. Hanscom Field, Mass., 1964-66; deputy chief, plans and requirements division, headquarters, Military Assistance Command, Vietnam, 1966-67; deputy chief of staff, materiel, U.S. Air Force Academy, Colorado, 1967-70; southwest regional sales manager, Farah Manufacturing Co., El Paso, Tex., June 1970-January 1971; assumed present duties, Jan. 29, 1971; m. Phyllis M. Ludtke, Nov. 4, 1942; one son, 29; hobbies—bridge, swimming and golf.

working through the commission in personnel and procurement, and other areas, that he finds frustrating. "I can't get it to move as fast as I'd like," he says. It is the "collegial nature" of the commission he finds troublesome.

So last week, the commission gave him additional authority in procurement, but it deferred action on his request for new authority in personnel matters pending receipt of the Office of Management and Budget's proposals for reorganizing the FCC, which are due in a few weeks.

Mr. Torbet is FCC Chairman Dean Burch's find. They met 20 years ago, when Mr. Torbet was Air Force liaison with the White House and the Senate and Mr. Burch was an aide to Senator Barry Goldwater (R-Ariz.). When Mr. Burch, as FCC chairman, was looking for an executive director, he thought of Jack Torbet, a retired Air Force colonel who had acquired both experience and a master's degree (from the Air Force Institute of Technology, in Ohio, in 1964) in logistics, and who at the moment, in December 1970, was Southwest regional sales manager for Farah Manufacturing Co., of El Paso, a major slacks and jean maker; he had taken the job only six months earlier, after retiring from the Air Force.

Mr. Torbet's energy, imagination and military background and, presumably, Chairman Burch's support had led to an enlarging of the executive director's function even before the new delegations were added to it last week. The office now has a staff of 263 permanent employees, swelled to that size by the recent accretions of the office of the secretary (36 employees) and the office of information (12), both of which had reported directly to the chairman's office. He has separated the procurement function from the property division and created a separate division (and put an ex-Air Force man, one of two he has hired, in charge) to provide for more efficient administration.

When the President established machinery to maintain a hold on prices and wages, it was Mr. Torbet who suggested that the commission maintain liaison with the price commission in order to provide answers for broadcasters and others with questions about how the new economic policy affected broadcasting. He suggested, and drafted, the letter Chairman Burch wrote to the price commission in January asking whether more flexible guidelines might be applied to broadcasters that would permit them to adjust their rates to the rise as well as to the fall of their audience size ("Closed Circuit," Jan. 17).

Mr. Torbet seems reasonably pleased with his job thus far; its fascination still outweighs its frustrations. But for all of his toughmindedness, he is not beyond introspection, and his own view of himself provides as good a summing up as any. "Some people think of me as a 'hard ass' or 'iron ass,'" the ex-Air Force colonel says. "But I'm a businessman with both feet on the ground trying to do a job with the funds he's got available."

Cop-out

On Saturday, March 18, FCC Commissioner Nicholas Johnson called a news conference at his mother's house in Iowa City to announce whether he would seek the Democratic nomination to run against Senator Jack Miller (R-Iowa), who is up for re-election. Mr. Johnson opened with an exhortation of the government, which he said was conspiring with the largest corporations to kill "hundreds of thousands of men, women and children" by war abroad and by neglect at home, was "robbing the poor to give to the rich" and was depriving citizens of their rightful liberties. Then he explained why he had decided not to seek a Senate seat from which he could do something about the conditions he deplored. Here are verbatim excerpts from his remarkable remarks:

"... [F]or the past month, I have been going through the exhausting process of evaluating the invitation [to run]..."

"... But my commitment, from the beginning, has been to fill a full term of public service [on the FCC]—no more, but no less..."

"... [T]o the extent that any campaign against an incumbent is a sensible undertaking, this one is. The ingredients are there. Senator Jack Miller's support is soft. He can, of course, be beaten. I have confidence in my capacity to win the nomination in the Democratic primary and the Senate seat in the election..."

"... I could sell bits and pieces of integrity to raise the money. I could call upon my friends in campaign and media management to sell Iowans an image of myself they would vote for. I know how to use the computers to win over the swing voters. But I am not going to do it."

Here we have one side of Mr. Johnson's mouth admitting he pondered for a month before deciding against running and the other side vowing an unswerving commitment, made nearly six years ago, to stay on the FCC until his term expires on June 30, 1973. In one breath he is convinced he could win the Senate election; in another he as much as says that no one can enter the Senate without taking tainted money and fraudulently advertising himself.

Mr. Johnson advocates a form of political inaction that would, if practiced widely, bring this country to a dead halt. This time he has written his own editorial on the negativism of Nicholas Johnson.

Out of date

We cannot agree with David B. McCall's proposal, reported elsewhere in this issue, that The Advertising Council disband. We do agree that many campaigns approved by the council do not come to grips with crucial social problems. We are not against Smokey the Bear. But aren't there hotter contemporary problems meriting campaigns at least as intense as the one against forest fires?

The irrelevances of The Advertising Council pertain more to its current programs than to its concept and organization. Over the years it has served useful causes, and there remain useful causes to be served.

We suggest, instead of disbandment, that the council take a fresh look at its priorities. Mr. McCall notes that the council deals only with national campaigns, whereas the nation's fundamental social problems are local. This may indeed create difficulties. But difficulties are not necessarily insurmountable, and the likelihood that they will arise should not rule out a serious study by the council of what

its future objectives ought to be and how they might best be attained.

In this respect a certain serendipity is apparent in the council's affairs. Its newly elected chairman is Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co. (BROADCASTING, March 20). His record for alertness in recognizing social problems and acting imaginatively to deal with them is unsurpassed in media and perhaps in all advertising. The council could not have been more fortunate in either its selection or the time of it.

A little bit pregnant

Coincident with last week's Pastore subcommittee hearings into televised violence, a distinctly nonviolent example of children's programing was being unveiled in Washington. It was a prebroadcast screening of a series of live-and-animated vignettes that will appear in CBS-TV's *Captain Kangaroo* series beginning April 3. There are 50 in all, each three-and-a-half minutes long, on subjects of health and child development, and judging by the two shown last week it must be assumed they will serve a useful purpose.

Under normal circumstances we would applaud such a development. Regrettably, the circumstances in this case are decidedly abnormal. As the closing credits of each segment describe, the series is being funded by the Office of Child Development of the U.S. Department of Health, Education and Welfare. Translated harshly, this means that an agency of the government is using tax funds to create programing to be run on a commercial network in a series itself supported by advertising. If this is a precedent, it is a bad one. If it has happened before, or is happening elsewhere, it ought not be repeated.

As CBS itself took great pains—and lumps—to inform us, there is a growing government propaganda apparatus seeking to sell points of view to the people. That the selling of good health and living habits may be quite distinct from the selling of the Pentagon is not germane. If this series is worth doing on CBS, it is worth doing by CBS. It is prophetic that the first episode broadcast will bear the title: "Oops, I Made a Mistake."



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