



NEWSPAPER

# ***Broadcasting***

**THE BUSINESSWEEKLY OF TELEVISION AND RADIO** ®

Justice Department moving to put networks out of program business  
As advertised: Ben Hooks nominated as FCC's first black commissioner  
The center ring in Chicago: Complete coverage of the NAB convention  
Starring: Bullish sales turnaround for programers, equipment suppliers

**The proven big-prize game show.  
From Goodson-Todman.**

**"The Price Is Right."  
With Dennis James.**

**Sold for Fall 1972 in 34 markets.  
By Viacom.**

# Viacom biggest in the

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GOMER PYLE-USMC



HOGAN'S HEROES



# gets the laughs business.

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PETTICOAT JUNCTION



THE DICK VAN DYKE SHOW



I LOVE LUCY



Our collection of rib-tickling, audience-building situation comedies is unmatched by any other distributor of syndicated programming for television.

So get serious. When you're scheduling for fringe time—where situation comedies are a proven success—see Viacom first and select from the finest.

Block programming of good situation comedies is your best audience buildup for prime time. Call us collect for any of ours and we'll even laugh at the phone bill.

## Viacom

# 'Anything You Can Do'

**A Brand New, First-Run  
Game Show Produced for  
Large Family Audiences  
Wherever and Whenever  
It's Shown.**

As a morning strip—  
KREM-TV, Spokane, 10 a.m. M-F

As an afternoon strip—  
KTVK-TV, Phoenix, 3 p.m. M-F

As an early fringe strip—  
WEWS-TV, Cleveland, 6:30 p.m. M-F

As a weekly prime-access show—  
WAVY-TV, Norfolk, 7:30 p.m. M

As a primetime show—  
KHON-TV, Honolulu, 7 p.m. Th

As both daily strip and nighttime show—  
KING-TV, Seattle, 3:30 p.m. M-F; 7 p.m. Sat.

"Anything You Can Do" is already improving ratings across the country. It delivers a 31% share of audience in Dayton, attracts 68% more young women over previous programming in Cleveland, and increased homes in New York by 62%. What's more, it has become Canada's No. 1 weekday game show.

"Anything You Can Do" is a first-run, laugh-filled half hour series that will boost ratings in your market. It may still be available for morning stripping, afternoon stripping, as an access show, as a primetime show or as both a daily strip and nighttime show.

Call your ABC Films representative today.

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NEW YORK: 212, LT 1-7777  
CHICAGO: 312, 263-0800  
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ATLANTA: 404, 255-0777

Source: Nielsen Oct 71, Nov 71 and Jan./Feb 72  
ARB Telephone Coincidental, Feb 7-11, 1972





In announcement received with surprise and outrage by networks, Justice Department says it will file antitrust suits against ABC, CBS, NBC and Viacom aimed at breaking up network scheduling and programing power. See . . .

## Justice aims blockbuster at networks . . . 21

Long-awaited White House announcement of President's choice of first black to serve on FCC—or any other federal agency for that matter—came last week. As expected, he's Judge Benjamin Hooks, of Memphis. See . . .

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NAB President Vincent T. Wasilewski says broadcasters need to get far more deeply involved in politics, to counter attacks on advertising and insure the stability of the license-renewal process. See . . .

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Assessments of programing business at this year's NAB convention vary, but consensus is that things are looking up. Biggest news: MCA TV's surprise offering of 'Ironside,' which is still a network stalwart. See . . .

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Miles David, president of the Radio Advertising Bureau, feels that the aural broadcast medium can sell advertisers to the tune of \$2 billion by 1976. But first, he says, it must sell the men in Washington. See . . .

## Radio target: \$2 billion by 1976 . . . 56

'A Public Affair' was a controversy before it became a program. Now the screams about Sander Vanocur and Robert MacNeil have died down, and the new series is quietly beginning to make its mark in PTV. See . . .

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## Broadcasting

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

When it comes to music, you'd expect a music station to outdo everybody else. But when it comes to politics, you'd never expect a music station to outdo anybody. Unless, of course, you're WROW. The station that not only broke the story of Mayor Lindsay's switch to the Democratic Party, but

received a citation from the New York State Associated Press Broadcasters for doing it.

Good talk, good news and good features are all part of the WROW sound these days. Plus a couple of things that aren't part of the sound. Like our own off-the-air phone referral service for people in

trouble.

Funny thing about our station. In between all the other things we do, we manage to give our audience a little something extra. Great music.

**WROW**  
ALBANY



**When a cool music station  
like WROW breaks one of the hottest  
political stories of the year,  
it really gets hot.**

One of the stations of Capital Cities Broadcasting. We talk to people.

## Diversions

Reaction of professional observers to antitrust suits against TV networks was that they have no valid legal or economic basis but were contrived politically to offset ITT disclosures. One attorney said he knew Antitrust Division was instructed to dust off "old chestnuts" and that aging network-program file was likely to be best attention-getter, with few network friends in Congress willing to speak up. Several practitioners, including lawyers representing networks, feel government can't win if cases go to trial.

## Informal pricing

TV-network selling of prime time for fall is feverish, with formality of basic-unit pricing for each show all but gone by boards. According to reports last Friday, commitments being forged between advertisers and networks are for positions in multiprogram packages, worked out in terms of characteristics such as audience demographics and gross share-points, with mutual understanding of approximately what price ought to be and with ultimate package price in many instances subject to the then-current price regulation.

## Next phase

High-level administration committee on long-range cable-television policy will go back to work on recommendations, now that FCC's new cable rules have gone into effect. Committee suspended operations to avoid interfering with final stages of FCC deliberations. Chairman, Clay T. Whitehead, director of Office of Telecommunications Policy, is expected to convene early meeting of three cabinet members and three top White House aides who compose committee.

This group's recommendations are expected to conflict in some details with FCC rules (BROADCASTING, Dec. 20, 1971). One question still undecided is whether committee will suggest legislation making cable operators common carriers, explicitly removed from control of content on their channels.

## Inflation note

Cost of doing business continues to go up in Washington, too. Association of Maximum Service Telecasters, whose budget last year was \$396,000, will go over \$400,000 mark this year—indication, if nothing else, that AMST sees no letup in challenges.

## Major test

Insurance Co. of North American plans critical reading in September of its multimillion-dollar sponsorship on NBC Radio of news shows, specials and

instant-news reports. INA is NBC Radio's largest single account, spending between \$2.5 million and \$3 million over 16-month period. Company will test campaign after its first year by surveying groups of heavy listeners on their awareness of INA and its radio campaign. In addition to standard "sell" commercials, INA runs unusual messages directed at recruitment of agents.

## Bailing out?

Its WHDH-TV Boston out of business through loss of channel 5 to WCVB-TV after long and costly fight, Boston Herald Traveler Corp. may liquidate rest of its interests, including profitable WHDH-AM-FM as well as unprofitable *Herald Traveler* newspaper. President Harold Clancy reportedly would like morning *Herald Traveler* to acquire or merge with Hearst's afternoon *Record American* to compete with rival and front-running *Globe's* morning and evening editions. But at least some members of his board of directors are said to be insistent on liquidation. While that issue remains unresolved, Richard Butterfield, who was WHDH-TV sales manager, has been given new sales assignment: disposition of TV mobile units and other WHDH-TV equipment.

## No end to it

As if political-spending law isn't complicated enough, here's new question that's bothering broadcasters: If station barter time that is resold to third party at rate lower than any on station's card, does that become station's lowest unit rate to which political candidates are entitled? FCC staff has been struggling with that one for couple of weeks.

## Fun out West

That action by board of National Association of Broadcasters to reconsider Las Vegas as site of 1975 convention because of image (see page 38) won't be universally applauded. NAB first chose site principally at behest of small-market broadcasters who saw chance to live it up on business trip in due-bill capital and who now resent talk of change. Fifteen-member TV board, known to be much more conscious of image than radio broadcasters are, can easily be outvoted by 29-member radio board at decisional meeting next June.

## One-sided?

Lack of discord over race issue at last week's NAB convention may have been more apparent than real. NAB will get letter from delegate, Phil Watson, general manager of black-owned-and-operated WHUR-FM Washington, noting almost total absence of minority representatives at long head tables and other

sites of prominence. Mr. Watson says NAB should take lead in mobilizing minorities within broadcasting. There's talk of minority caucus to work on that.

## Where the action is

Radio and television newsmen who have yearned for headquarters in Washington, may realize hope this year. Ted Koop, recently retired Washington vice president of CBS Inc., and former president of Radio Television News Directors Association, is considering arrangement that would give RTNDA its first Washington executive, at time when broadcast news is itself in the news. Mr. Koop is past national president of Sigma Delta Chi, professional journalism society, and now serves as secretary of Washington Journalism Center. American Newspaper Publishers Association and satellite associations are moving their headquarters to Washington suburb of Reston, Va.

## One down

FCC's three-man Conglomerate Study Task Force is expected to issue report by May 1, then be disbanded. Louis Stephens and James Sheridan, senior members, will be absorbed into Common Carrier Bureau's massive study of AT&T rates. Third member, John Harwick, will return to general counsel's office. Report will analyze material developed from questionnaires submitted to 31 diversified licensees.

## Indisposed

Medical matter of concern to top-level CBS management is recent—as yet undiagnosed—illness of Charles (Chick) Ireland, new president who signed on late last year from International Telephone & Telegraph and is presumed heir to leadership mantle still worn by Frank Stanton in his vice chairman's role. Mr. Ireland was stricken three weeks ago with what is termed "acute digestive distress," was in and out of Westchester hospital until last week. He was in office briefly last Thursday and Friday, hoped to make maiden appearance before annual stockholders meeting Wednesday (April 19) in Chicago.

## Lending in style

Loan department of First National Bank of Chicago, as evidence of its growing interest in financing all phases of broadcast operations, including cable development, had some 40 key broadcasters to private cocktail-dinner party at bank's executive dining room. Get-together, held night before opening of last week's NAB convention, may be continued as annual opportunity for bank to make its investment interest known.



## TV networks to be wiped out of entertainment?

That's government aim, as disclosed in suits filed Friday

Justice Department on Friday (April 14) filed civil antitrust suits designed to prohibit three national television networks from engaging in "any" entertainment-program or feature-film production.

Thus scope of government's action, as revealed in complaints filed in federal court in Los Angeles, is much broader than it was thought to be day earlier (see page 21). Statements issued then by networks and department indicated that suit would be directed against prime-time programming only.

Relief requested in complaint refers to "any television entertainment programs." And department spokesman confirmed aim is to bar networks from daytime production as well as prime time. (Complaints define prime time as 6-11 p.m. EST.)

In addition, spokesman said suit is aimed at prohibiting networks from providing financial assistance to independent producers whose product they purchase, even if they take no ownership interest in program. He said networks have "vested interest" in buying product they help finance, and that such practice "denies competition."

Furthermore, suits would prohibit networks from acquiring anything more than "first-run right of exhibition" in entertainment programming. Networks, thus, would be barred from spreading costs over reruns of programs.

Complaints accuse networks of violating Sherman Antitrust Act prohibitions against monopoly and restraint of trade in connection with prime-time programming. Viacom International Inc., former subsidiary of CBS which now owns CBS's program-syndication and distribution rights, as well as its former CATV business, is named as co-defendant in complaint filed against CBS.

Meanwhile, NBC on Friday joined ABC, CBS and Viacom in pledging opposition to Justice's suits. Don Durgin, president of NBC television network, said suit "is against the public interest" and "rests on incorrect suppositions."

Independent producers who would speak for attribution and advertising agencies—whose clients were among those department says have been harmed by network practices—greeted news of government's action with expressions ranging from surprise to ridicule. On Wall Street, ABC and CBS prices fell, while RCA's held, in heavy trading on Friday.

Suits accuse networks of refusing to sell program time to advertisers except for their commercial messages, which are broadcast in programs "already selected and placed in schedules." Suit

does not specifically prohibit alleged refusal to sell program time; but department spokesman said prohibition on production of programming would force networks to accept advertiser-supplied programming.

Mr. Durgin in his statement said NBC has always encouraged "program proprietorships." And advertising-agency officials said—as they and advertisers did in FCC proceedings leading to prime-time access rule—that advertisers do not have money, interest or expertise to produce programs.

Robert N. Ney, president and chief executive officer, Young & Rubicam International, said Justice's move was "not very bright. Look what happened when the FCC took 30 minutes away from the networks this year and handed it over to other programmers. The result was a lot of junk—game shows and reruns of *Lucy*."

Joseph R. Daly, president, Doyle Dane Bernbach, described Justice's action as "bunch of nonsense" and said he did not know what department proposes as alternative. Clients and agencies no longer buy alternate-week programming over 52 weeks, as they once did. "Now it is scatter plans and spread the money."

In Hollywood, Roy Huggins, independent producer (*The Bold Ones*) said what he had read of Justice's action "makes no sense whatsoever. It's insane. I was shocked. They clearly are not very sophisticated about the industry."

Closing prices on New York Stock Exchange Friday (April 14) were: ABC, 71½, down ¾ on a volume of 125,200 shares; CBS, 54¾, down 2½ on a volume of 221,900, and RCA, 39¾, up ¼ on volume of 163,400. Wall Street sources said volume of trading in three stocks was "unusually heavy." Exchange spokesman said because of "heavy influx" of orders trading in ABC stock did not begin until 1:22 p.m. and CBS trading was delayed

## Disney profits up 50%

Stock of Walt Disney Productions, Burbank, Calif., jumped more than five points on report that firm's profits for six months ended April 1 was up nearly 50% to \$14.4 million and \$1.06 per share from \$9.6 million and \$0.75 per share. Gross for same period was up whopping 84% to \$133.9 million from \$72.8 million. Second quarter profit also was record-buster, up almost 104% to \$9.1 million and \$0.66 a share from \$4.4 million and \$0.33 on sales of \$75.4 million from \$35.3 million, a 113% gain.

until about 11:36 a.m. on Friday.

Suits alleged that as result of networks' alleged monopoly of prime-time television entertainment, viewing public, independent producers and advertisers have been deprived of benefits of free competition.

Beyond prohibiting networks from producing entertainment programs and films, suits would bar them from using their control over access to broadcast time from gaining ownership interest in programs produced by others and from engaging in syndication.

FCC rules, now stayed, already bar networks from acquiring anything other than exhibition rights in programs produced by others and from engaging in domestic syndication. However, Justice Department spokesman said department's obligation is to seek relief it deems necessary under antitrust laws; it cannot rely on agency regulations which can be changed.

Suits allege that networks used control over access to prime time to exclude from broadcast shows in which they had no ownership interest, to compel outside suppliers to grant them financial interests in shows, as well as to control prices paid by network for exhibition rights to feature films, and to obtain competitive advantage over producers of entertainment programs and films.

Complaints also assert that recent network entry into motion pictures (by CBS and ABC) poses danger to competition. Department says that only networks can assure television exposure to writers, actors, directors, producers and related talent, and that networks are in unique position to assure themselves of television revenue from their feature films.

CBS and ABC are already being sued on antitrust grounds by seven motion-picture companies seeking to bar them from production of entertainment programming and feature films. Another suit, filed by American Society of Composers, Authors and Publishers, seeks to enjoin CBS and NBC from, among other things, production and distribution of any program other than news and public affairs.

Justice suits are result of antitrust investigation that originated in 1950's but was held in abeyance pending FCC study of network programming. Commission inquiry, begun in 1959, resulted in prime-time access rule, in May 1970

## Who paid what at Comsat in '71

Communications Satellite Corp., Washington, disclosed it paid \$1,149,260 in salaries to 36 officers and directors during 1971. Information was in proxy statement sent stockholders, announcing



**The guys at WKBW dreamed up  
a great new scheme to help  
Buffalo's 20-mile march on hunger.  
They shut up and marched.**



It's easy for a radio station to make an appeal for charity. All it has to do is talk. At WKBW we decided just talking wasn't enough.

So, when Buffalo's Third Annual March on Hunger rolled around, the three guys at the head of the line came from our staff. They did the whole 20 miles. Each earning a healthy sum of money per mile to help the cause.

The March on Hunger was just one of WKBW's continuing on-the-spot involvements in public service of every kind. Sure, it's easier to talk. But the truth is, we don't believe we can ask anybody else to do what we won't do ourselves.

**WKBW**  
BUFFALO

One of the stations of Capital Cities Broadcasting. We talk to people.

**And now, the good news from the Middle East.**



Farideh was abandoned when she was four days old. Another victim of turmoil. Another forgotten child of the Middle East.

Today, this little Arab orphan has a home at the Pontifical Mission Orphanage in Bethlehem. It's need, not creed, that brings all these children together.

Mom, or "ma mere", is a loving English nun. Sister Elizabeth Marie. "Abuna", the Arabic word for "father," is Monsignor John G. Nolan. An American.

These compassionate people are working to mend the wounds of war. Saving the children, so that one day, they may return to their native villages as future emissaries of peace.

Yes, it's a touching story. But hardly sensational. Newsworthy enough for a T.V. show? Most filmmakers wouldn't think so.

But Capital Cities Broadcasting's Milton Fruchtman was looking for a special story. An overlooked story. One with universal appeal. Like his Peabody award-winning "The Secret of Michelangelo".

So when Fruchtman found the orphanage, Capital Cities sent its people halfway around the world to record this bit of good news. This "Untold Story".

Someone else shared Capital Cities' interest in the orphanage. Pope Paul VI.

Pope Paul invited Sister Elizabeth Marie, Monsignor Nolan, and three Mid-East orphan girls to his home in Rome.

And gave Capital Cities permission to record the event on film. It was the first time anyone was allowed to film a private audience in the Apostolic Palace. Another story within "The Untold Story".

For little Farideh and her friends, it meant the first journey away from their birthplace. The fountains of Rome, to children who knew only an arid land. And "Baba Boulas", Arabic for the Pope, who met the children in one of the most intimate segments of the film.

"The Untold Story" spoke to people throughout the world. Of peace, humanity, hope and love. It was newsworthy, for all time.

So Capital Cities presented the program to the Catholic Near East Welfare Association, which in turn arranged for its broadcast on more than 150 T.V. stations. And for anyone who wants it, "The Untold Story" is still available.

People who've seen the film have responded. With thousands of dollars. With letters. And Concern. All the proceeds go to the Catholic Near East Welfare Association to advance its work in the Holy Land, the Near East, and in India.

The truth is, people still want to hear good news. And television is the place to hear it.

As long as there are untold stories, Capital Cities will be telling them. 

**Capital Cities Broadcasting**  
**We talk to people.**



company's annual meeting May 9 at Washington's L'Enfant Plaza.

Highest-salaried Comsat employee was Joseph V. Charyk, president, who earned \$115,000 in aggregate direct reimbursement and \$36,438 in pension benefits. Other officers listed included George P. Sampson, vice president, operations—\$67,500 and \$11,235, respectively; David C. Acheson, vice president and general counsel—\$65,000 and \$18,279; John A. Johnson, vice president, international operations—\$65,000 and \$15,425.

Comsat Board Chairman Joseph H. McConnell was paid salary of \$46,423 since getting post in June 1971 (he earns \$75,000 per year). James McCormack, who retired as Comsat chairman and chief executive officer in 1970, was paid \$34,000 last year for services as director and consultant.

## House commerce group endorses funding bill

House Commerce Committee issued report late last week on its funding bill for public broadcasting, calling it "a prudent proposal which is fully justified by the record of accomplishment of the Corporation for Public Broadcasting and the need for educational broadcasting facilities grants."

Bill (H.R. 13918) now awaits action by House Rules Committee. It provides two-year authorization for CPB, with up to \$65 million in 1973 and \$90 million in 1974. Measure cleared Commerce Committee last month (BROADCASTING, March 20).

Only dissenting statements were by Representatives James R. Collins (R-Tex.) and John Schmitz (R-Calif.). Their comments—centering on the possibility that federal money may also mean federal control—were issued earlier this month (BROADCASTING, April 10).

## Moss ad bill set for hearing in May

Senate Commerce Committee announced Friday (April 14) it will resume hearing next month on two advertising-related measures sponsored by Senator Frank Moss (D-Utah), chairman of Subcommittee for Consumers.

Measures are truth-in-advertising bill (S. 1461), which would require advertisers to make publicly available written documentation of advertising claims, and S. 1753, which would establish federally funded National Institute of Advertising, Marketing and Society to study impact and effects of advertising.

Key witness at hearing, scheduled for May 16, 18 and 31, will be Federal Trade Commission, which had requested hearing be postponed until it could evaluate its own documentation program (BROADCASTING, Oct. 11, 1971).

First two days of Commerce Committee hearing, with Senator Moss as chairman, will deal with both bills. Final session will concentrate on S. 1753. Hearing will be held in Room 5110, New Senate Office building, at 9:30 a.m.

## Rejected Denver buyer wants to block FM sale

Firm claiming that owner of KADX(FM) Denver broke contract it had with him for purchase of station, in order to sell to another interest for higher price, last week asked FCC to deny approval of that sale.

Mission Denver Co. urged commission to reject application on file since February, in which Gordon S. Rosenblum seeks to sell KADX to Columbine Broadcasting Co. Mission claimed it had contracted with Mr. Rosenblum to buy facility last October, but that owner terminated agreement two months later and subsequently entered into pact with Columbine. Mission had offered \$250,000 for KADX. Columbine would pay \$335,000.

Mission has on file with district court in Denver civil suit against Mr. Rosenblum asking that plaintiff be made to honor contract with Mission, or in alternative to pay \$500,000 damages.

Mission also questioned character of two Columbine stockholders. It said commission should investigate relationship between Columbine President James

Lange and KTLK(AM) Denver, where he was formerly employed as sales manager. KTLK's license renewal has been designated for hearing by commission. Mission also said commission should look into past business affairs of William A. Kilpatrick, one of six Columbine stockholders. Mission noted Mr. Kilpatrick had recently been discharged by Denver court in personal bankruptcy, and questioned validity of certain financial declarations made by Mr. Kilpatrick to FCC and court.

## For Goldenson, Rule: new long-term contracts

New ABC Inc. contracts with Chairman Leonard H. Goldenson and President Elton Rule, providing for their "employment on a full-time basis" until 1977 at annual salaries of \$200,000 and \$175,000 respectively, were revealed in proxy statements Friday (April 14).

Mr. Goldenson's contract runs to Dec. 31, 1977, and Mr. Rule's to Jan. 17, 1977. Both are cancelable on six months' notice by ABC, but in Mr. Rule's case he is to be paid \$100,000 a year for rest of contract term, if canceled earlier.

Contract with Mr. Goldenson replaces one that ran to Dec. 31, 1975, calling for payment at \$125,000 annually plus deferred compensation of \$50,000 for each year he was under contract. New agreement provides for no additional deferred payments but does not affect those already accrued.

## NBC-TV leads the way in Emmy nominations

National Academy of Television Arts and Sciences released list of 224 nominations for the 24th annual Emmy awards that shows NBC-TV leading pack with 83 total nominations; CBS-TV with 70; ABC-TV with 46; Public Broadcast Service, 19; and six going to syndicated shows. Big winners among programs were CBS-TV's *All in the Family* with 11 nominations, ABC-TV's *Movie of the Week* anthology with 13 (one episode, "Brian's Song," won 11) and NBC-TV's *Mystery Movie* series with 11 (10 for "Columbo" episodes). NBC-TV's *Hallmark Hall of Fame* garnered 12 nominations, nine of them for play, "The Snow Goose." Winning Emmy for local programming was WZZM-TV Grand Rapids, Mich., for *Sickle-Cell Disease: Paradox of Neglect* (see page 54). Winners in other categories will be presented on nationally telecast Emmy awards ceremony May 14.

## Baseball rescheduled

"It didn't hurt" sentiment was echoed by many station executives after 13-day baseball players' strike ended Thursday (April 13). Sampling of stations showed most TV stations ready to take on additional games during season as make-goods for those missed by delay in getting season under way.

## Week's Headliners



Mr. Lee

Mr. Hill

Terry H. Lee, television VP of Storer Broadcasting Co., elected president, Association of Maximum Service Telecasters at AMST board meeting in Chicago (see page 37). He succeeds Jack Harris, KPRC-TV Houston, who served as AMST president since 1956 founding of organization. Mr. Lee joined Storer group in 1958 and was named to present post in 1966. He was appointed to Storer board in 1961, and is member of its executive committee.

J. Edgar Hill, manager, international sales, RCA Communications Systems Division, Camden, N.J., appointed division VP, broadcast sales, for RCA's line of radio and TV broadcast equipment, based in Camden. He succeeds Edward C. Tracy, who has been named to new post of division VP, Western Broadcast Region, Hollywood, as part of move to strengthen marketing of RCA broadcast equipment in Western states.

For other industry developments see "Fates & Fortunes," page 83



**To get anything done in this world,  
WKBW believes you've got to  
have the guts to upset a lot of people  
at least once a week.**

Airing an occasional documentary is great if you want to shake up the world a little. But if you want the world to get out and do something about something, you've got to do more than just an occasional airing.

At WKBW-TV we do it by

the week. With strong stuff. Youth gangs. Racism. Doctors in the ghettos. The crucial national issues which relate to Buffalo. And the unique problems of the changing world of Western New York.

It's all there on "Here and Now", our stirring prime-time

series viewers see week after week.

Sure, sometimes the things we show are a little hard to swallow. But, like medicine, it doesn't have to taste good to do good.

**WKBW-TV**  
BUFFALO

**One of the stations of Capital Cities Broadcasting. We talk to people.**



# WE'VE TOPPED

## 1,000

One thousand CCA AM and FM transmitters are now in broadcast service. We're extremely proud of this performance — not only of the number but of the many satisfied friends we've formed in this activity.

**CCA ELECTRONICS CORPORATION**  
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Since 1945**

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OF AMERICAN RADIO STATIONS  
8943 Wilshire Blvd., Beverly Hills, CA 90211

**\*radio stations only**

## Datebook © A calendar of important meetings and events in communications

### This Week

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 News; Mal Goode, ABC News; James H. Hulbert, NAB; Richard Wiley, FCC; George Arkedis, CBS Radio, and Red Barber, sportscaster. Reitz Union building, Gainesville.

April 17—Spring meeting, New York State Cable Television Association. Banquet speaker: Raymond P. Shafer, chairman of Teleprompter Corp. Treadway inn, Binghamton.

April 17—Deadline for filing comments in FCC rulemaking proceeding regarding importation of distant radio signals by cable television systems (Docs. 19418). Replies due May 8.

April 17—Deadline for filing annual FCC financial report by networks and licensees of broadcast stations.

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—"Idearama" seminars for radio salesmen. Sponsored by Radio Advertising Bureau. Holiday inn, Rochester, N.Y., and Holiday inn, Fredericksburg, Va.

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

April 19—Dedication of Broadcast Pioneers Library. National Association of Broadcasters building, Washington.

April 19-21—Region six conference, sponsored by Institute of Electrical and Electronics Engineers. Microelectronics systems and applications and general 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 Eystafiev, 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. 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—"Idearama" seminars for radio salesmen. Sponsored by Radio Advertising Bureau. Holiday inn, Albany, N.Y., and Holiday inn, Roanoke, Va.

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.

### Also in April

April 24—Annual meeting, Associated Press, followed by luncheon, with C. Jackson Grayson, chairman, U.S. Price Commission, speaker. Waldorf-Astoria, New York.

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 stockholders meeting, Foote, Cone & Belding Communications. 10 a.m., Continental Plaza, Chicago.

April 26—Annual spring seminar, Missouri Radio-Television News Association. Missouri Governor Warren E. Hearnes will be principal speaker. Spencer Allen, editorial director, KMOX-TV St. Louis, will discuss the "Problems and Pitfalls of Broadcast Editorializing." Chairman: Robert R. Lynn, KXOK (AM) St. Louis, chairman, University of Missouri, Columbia.

April 26-28—Spring meeting, Pennsylvania Cable Television Association, Holiday Inn, State College.

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

April 27—Newsmaker Luncheon, sponsored by International Radio and Television Society. Speaker: Miles W. Kirkpatrick, chairman, Federal Trade Commission. Hotel Plaza, New York.

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, NBC News; Richard Moore, special assistant to President Nixon; Bill Moyers, former news secretary to President Johnson and former editor, Newsday; Robert Lewis Shayon, University of Pennsylvania and TV-radio critic, Saturday Review. Also "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's 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.

April 29—Annual meeting and awards luncheon, Alabama Associated Press Broadcasters Association. Parliament House motel, Birmingham.

April 30-May 5—11th semiannual technical conference and equipment exhibit, Society of Motion Picture & Television Engineers. Calvin H. Hotchkiss, Eastman Kodak Co., New York, is program chairman. Theme is "The New Filmmaker—

### Major meeting dates in 1972

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.

June 2-3—Second national meeting, Associated Press Broadcasters Association. Speakers include FCC Commissioner Richard Wiley, Dick Eimers, director, News Election Service, will report on plans for coverage of November national elections. Bill Small, VP and bureau chief, CBS News, Washington, will be keynote speaker. Sheraton-Blackstone, Chicago.

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.

Nov. 26-29—Annual meeting, Association of National Advertisers. Cerromar Beach, Puerto Rico.



**In 1971, The Power Station for Sports  
broadcast some of the really tough  
games people play.  
Drugs. Crime. Fear. And death.**



WJR built a reputation on great and memorable sportscasting. And, last year, we were delighted to add the Detroit Lions Football Team to an already powerful schedule of live games.

But there are also a few other games we deal with these days. Games that fit into the kind of serious programming that won us first place in the annual AP award for "The best locally produced public affairs programming."

Then, too, there are the

games called Drugs, Humane Death, Housing Project Crimes, Parochial School Closings. All of which were part of our documentary series on critical current problems.

We wish things were different—so we could stick to football and baseball. But until that happens, you can expect WJR to keep its eye on the biggest game of all. Life.

**WJR**  
DETROIT

**One of the stations of Capital Cities Broadcasting. We talk to people.**

Changing Trends in Motion Picture and Television Production Methods." Hilton hotel, New York.

## May

May 1-2—Oral argument before FCC on domestic communications satellite issue.

May 1-3—Annual seminar, *Association of Canadian Advertisers*. Royal York hotel, Toronto.

May 1-3—Annual conference, state association presidents and executive secretaries, sponsored by *National Association of Broadcasters*. Mayflower hotel, Washington.

May 2—Tune-in '72 seminar, sponsored by *Beaverbrook Commercial Broadcasting Ltd.* Nuts and bolts of commercial radio from organization to news gathering will be treated. Further details: *Beaverbrook Commercial Broadcasting Ltd.*, 43 Shoe Lane, London. EC4A3BH. Grosvenor House, London.

May 2-5—Annual spring meeting, *Audio Engineering Society*. Hilton hotel, Los Angeles.

May 3-4—Meeting, *Television Code Review Board*, National Association of Broadcasters. NAB building, Washington.

May 3-5—Second annual conference, *National Friends of Public Broadcasting*, nonprofit organization formed to build citizen support for public broadcasting at local level. Royal Orleans hotel, New Orleans.

May 3-5—NBC-TV affiliates convention. Century Plaza hotel, Los Angeles.

May 4-7—Annual convention, *American Women in Radio and Television*. Featured speakers: Frank H. Bartholomew, UPI; Dr. Robert Rosenstone, California Institute of Technology; Maureen O'Connor, San Diego councilwoman; Edgar W. Holtz, Washington lawyer; Perry Lafferty, CBS; Louis Rowlett, Motivation Research Center, Austin, Tex.; Sonny and Cher, entertainers. Stardust hotel, Las Vegas.

May 4-7—25th Anniversary Conference, *Western States Advertising Agencies Association*. Hotel Del Coronado, Coronado, Calif.

May 5-6—Policy conference, sponsored by *New York Law Journal* and the *Cable Television Information Center*. Topic will be tapping the potential of CATV. Focus will be on new opportunities and problems for CATV in light of recent FCC regulations. Beverly Wilshire hotel, Los Angeles.

May 5-6—22d annual convention, *Kansas Association of Broadcasters*. Featured speakers will include CBS Vice Chairman Frank Stanton. Ramada inn, Topeka.

May 5-6—Second annual *National Educational Film Festival*. The competition recognizes excellence in educational film-making. Contact: NEFF, 5555 Ascot Drive, Oakland, Calif. 94611. Oakland, Calif.

May 5-6—Region 5 and 6 conference, *Sigma Delta Chi*, combined with national awards presentation ceremonies and spring board meeting. Milwaukee.

May 6—Convention, *Iowa Broadcast News Association*. Hotel Savery, Des Moines.

May 9-10—CBS-TV affiliates convention. Century Plaza hotel, Los Angeles.

May 10—*Wilson Hicks International Conference on Visual Communications*. Program will cover aspects of broadcast, print and mixed media. Registration is \$75. Contact: PR office, University of Miami. Otto G. Richter Library, main campus, University of Miami.

May 11-13—Annual management conference, *Iowa Broadcasters Association*. Roosevelt hotel, Cedar Rapids.

May 11-13—Annual spring conference, *Oregon Association of Broadcasters*. Speakers will include: FCC Commissioner Charlotte Reid; Vincent T. Wasilewski, National Association of Broadcasters, and Fred E. Baker, N. W. Ayer/F. E. Baker Advertising, Seattle, chairman of the American Advertising Federation. Representative John Delleback (D-Ore.) and Frank J. Dye, Fred Meyer Inc. Inn at Spanish Head, Lincoln City.

May 12-13—Third annual country radio seminar. King of the Road motor inn, Nashville.

May 14-17—Annual convention, *National Cable Television Association*. Conrad Hilton, Chicago.

May 14-17—Annual convention and public affairs conference, sponsored by *American Advertising Federation*. Two panels will discuss "Advertising and the Law" and "The Government at Work" in an attempt to explore the relationship between government and ad industry. Among featured speakers are Miles W. Kirkpatrick, Federal Trade Commission; John Elliott Jr., Ogilvy & Mather; Charles Yost, National Advertising Review Board; Esther Peterson, Giant Food Inc.; Tom Benham, Opinion Research Corp.; Senator Frank Moss (D-Utah); Dr. Yale Brozen, University of Chicago; Willie Mae Rogers, Good Housekeeping Institute, and Dr. Harland Randolph, Federal City College, Washington. Shoreham hotel, Washington.

May 16—Annual meeting, *International Radio and Television Society*. Waldorf-Astoria, New York.

May 16—Annual meeting, *Ogilvy & Mather International*. 3 p.m., 2 East 48th Street, New York.

May 16-18—*Public Radio Conference*. Washington Hilton hotel, Washington.

May 17-19—Consumer journalism conference, Graduate School of Journalism, Columbia University, New York.

May 18—Sixth annual Belding Awards competition sponsored by the *Advertising Club of Los Angeles*. Competition winners and scholarship students to be honored at a banquet. Beverly Wilshire hotel, Beverly Hills.

May 18-19—Annual spring meeting, *Washington State Association of Broadcasters*. Tyee motor inn, Olympia.

May 18-19—Conference on "Electronics 1985" by *Electronic Industries Association* to explore economic, political and social environment and relationship to electronics industry. Conrad Hilton, Chicago.

May 21-24—Annual symposium on theater, TV and film lighting, sponsored by the *Illuminating Engineering Society*. Pick Congress hotel, Chicago.

May 21-25—Annual convention, *Pennsylvania Association of Broadcasters*. Xanadu, Grand Bahamas Island.

May 25—Spring managers meeting, *New Jersey Broadcasters Association*. Former FCC Chairman Rosel Hyde will be among speakers. Douglass College campus, Rutgers University, New Brunswick.

May 25—Annual membership meeting and "Broadcaster of the Year" award, *International Radio and Television Society*. Hotel Plaza, New York.

May 25-26—Spring convention, *Ohio Association of Broadcasters*. Hospitality Motor Inn, Toledo.

## June

June 1-3—Annual convention, *Canadian Advertising and Sales Association*. Queen Elizabeth hotel, Montreal.

June 2-3—Second national meeting, *Associated Press Broadcasters Association*. Speakers include FCC Commissioner Richard Wiley, Dick Eimers, director, News Election Service, will report on plans for coverage of November national elections. Bill Small, VP and bureau chief, CBS News, Washington, will be keynote speaker. Sheraton-Blackstone, Chicago.

June 6-8—Annual convention, *Armed Forces Communications & Electronics Association*. Featured speakers: Irving K. Kessler, RCA; Dr. Eberhardt Reicht, assistant secretary of defense for telecommunications. Sheraton Park hotel, Washington.

June 8-9—Policy conference, sponsored by *New York Law Journal* and the *Cable Television Information Center*. Topic will be tapping the potential of CATV. Focus will be on new opportunities and problems for CATV in light of recent FCC regulations. Gotham hotel, New York.

June 8-10—Annual spring meeting, *Missouri Broadcasters Association*. Rock Lane Lodge, Table Rock Lake, Branson.

June 8-13—Spring meeting, *North Carolina Association of Broadcasters*. Melia Castilla hotel, Madrid.

June 11-14—Sixth annual *Consumer Electronics Show*, sponsored by *Electronics Industries Association*. McCormick Place, Chicago.

June 11-30—*National Institute for Religious Communications*, co-sponsored by Loyola University and the Institute for Religious Communications. Loyola University, New Orleans.

June 12-22—"Short Course in Statistical Methods and Advanced Quality Control," sponsored by *Purdue University division of mathematical sciences*. Course fee is \$400. Contact: Conference division, c/o Carl Jenks, 116 Purdue Memorial Center, Purdue University, Lafayette, Ind. 47907.

June 18-21—Annual conference, *Association of Industrial Advertisers*. Sheraton-Boston, Boston.

June 19-24—19th *International Advertising Film Festival*. Venice, Italy.

June 25-28—Convention, *National Association of Farm Broadcasters*. Disney World, Bay Lake, Fla.

## July

July 9-12—Annual convention, *Florida Association of Broadcasters*. Contemporary hotel, Walt Disney World, Bay Lake, Fla.

July 9-21—Annual seminar on marketing management and advertising, sponsored by *American Advertising Federation*. Harvard Business School, Cambridge, Mass.

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

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\*Reg. U.S. Patent Office.

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**On April 6, 1971, WTVD had a very  
unusual studio audience.  
They were backstage giving blood.**



They pushed the lights and  
the cameras and the booms to the  
side and WTVD turned into a blood  
bank for one beautiful day.

Viewers came down to the

studios, all right. But not for enter-  
tainment. For blood. They gave 240  
pints of it—backstage. "TV Blood  
Day" was WTVD's way of doing  
something extra to help the Durham

Chapter of the American Red Cross.

Nobody saw it, but it was  
one helluva show.

**WTVD-TV**  
RALEIGH-DURHAM

**One of the stations of Capital Cities Broadcasting. We talk to people.**



## Heralding media planning's revival

*(This is the last of four consecutive articles written by representatives of Dancer-Fitzgerald-Sample, New York, dealing with the amelioration of media planning.)*

During the past 20 years media planning and media buying have shared the spotlight in the advertiser-agency relationship. While buying was king in the early fifties, the emergence of syndicated media/marketing research re-instated media planning in the latter part of the decade. The mid and late sixties witnessed a revival of buying's dominance which has apparently continued into 1972.

But despite the current emphasis on media buying, the importance of media planning must not be overlooked. Given a little direction, media planning can make a real contribution to today's marketing mix.

To insure the productivity of media planning, attention must be given to three problems it faces:

- (1) impractical planning,
- (2) noncreative planning and
- (3) too much planning.

First, impractical planning. Here we see people who do not recognize the real world and therefore plan in a vacuum, plan with incorrect knowledge or plan with imperfect tools. At D-F-S we have taken steps to avoid such an occurrence.

The first essential is staffing. Six associate media directors for planning, all reporting to a director of media planning, share the workload so that each is responsible for two major clients and a few lesser ones.

Next is the need for accurate and complete information from the account group and from the client. To alleviate costly omissions, D-F-S has introduced a standardized form which includes the brand-marketing strategy (target audience, regional and seasonal aspects, brand posture and position in life cycle as well as specific direction in terms of per capita, volume or other goals) and calls for a description of the creative strategy—which can play an important role in the selection of a media mix.

From this knowledge the media planning department prepares a written media strategy statement which is reviewed and approved by account service.

The importance of computer-assisted selection devices cannot be overemphasized. At D-F-S we employ programs to do what would take many days of hand work. One of these programs, called SNAP, (spot network allocation pro-

gram) was developed to meet a complicated marketing challenge: how much effort should be national vs. local and in which markets should the local effort be placed and in what amounts? Here the importance of data accuracy and direction in the marketing strategy should be especially stressed since SNAP is extremely sensitive to marketing input.

An impractical plan is rare if the plans section is well-staffed, knows how to get necessary information and is given all the best tools. The second area which must be given special attention is noncreative planning, which is far and away the most serious problem a planning director faces. All too frequently plans are developed on first thoughts or are simply extensions of last year's plan without a look at the alternatives—which may well contain a better plan.

To avoid this trap is not simply to look at the alternatives. The planner must have time to think. He must have a chance to exchange ideas—often the client has good ones to offer—to maintain a continuing dialogue with his associates and with those within the industry. He must be encouraged to look for exciting new ways to deliver an advertising message to a brand prospect. And he must get a receptive hearing from media director and account supervisor.

The wise planner makes use of the media research department. This group is the keeper of the keys to media/marketing knowledge. It can be called upon for help in nearly all areas of planning—consumer profiles, media and inter-media analysis, program and magazine analysis and many more.

At D-F-S we have formed a media plans review board whose function it is to review all annual media plans before they are presented to the client. This is the final step to insure that no creative opportunity is overlooked in the presentation.

The third problem area, too much planning, refers to the tendency to produce reams of material in order perhaps to impress the client. But media plans seldom are measured by the paper work they require. Practical information and concise, logical reasons-why make a plan worthwhile. To avoid overplanning, it helps to define what documentation is needed to meet each client's requirements.

Although a common definition is impractical because needs vary from brand to brand, certain essentials must always be included: media strategy, media implementation and rationale, reach and frequencies. Additional possibilities are alternative plan analyses, impressions analyses, regional and local reach and frequencies.

By keeping plans as simple and as brief as possible, the ultimate sale to the client is made easier.

Much of the mystery has gone out of media planning today. It has been simplified and structured and can easily be understood. But to say that 1972 is the age of the buyer is incorrect. Now is the time when both planning and buying come of age. Only in the full service agency can media planning and buying work closely together. And it is only through this close cooperation that the client receives an advertising campaign that is best suited to his needs and best communicated to the consumer.



*Shelton L. Pogue, vice president and senior associate media director for media planning at Dancer-Fitzgerald-Sample, New York, started in business with Kelly-Nason in 1949. He began in media and later became an account executive before re-entering the media field with Cunningham & Walsh in 1952. He was assistant to the media director there before joining the Dancer-Fitzgerald-Sample organization in 1956 as an associate media director.*

# At KFSN we give people a chance to get up off their seats and get things off their chests.

Most of the time all a viewer can do with television is watch it. At KFSN-TV we want them to do more. Our *Valley Viewpoint* gives them a chance to say what they want to say about vital community matters. Things that bother them.

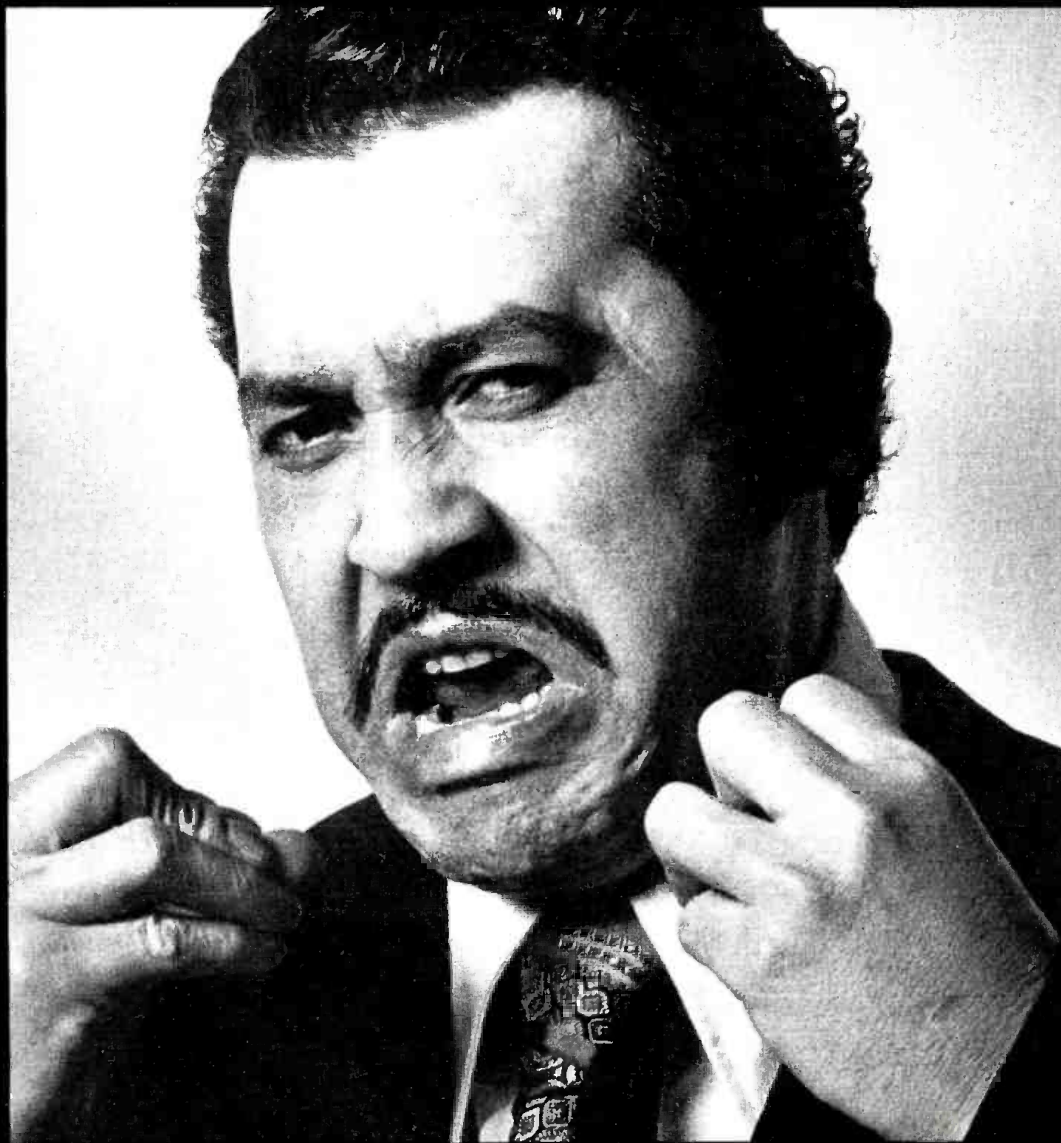
Or hurt them. Or scare them. Or make them mad.

In effect, it's a way for citizens to talk out. And talk back. And it gives them the feeling that television is as much their voice as it is ours.

At KFSN-TV we believe the people looking in have as much right to run the show as we do.

**KFSN-TV**  
FRESNO

One of the stations of Capital Cities Broadcasting. We talk to people.



# The last thing KTRK's cameraman Greg Moore expected to get in the middle of a supermarket shootout was an award.

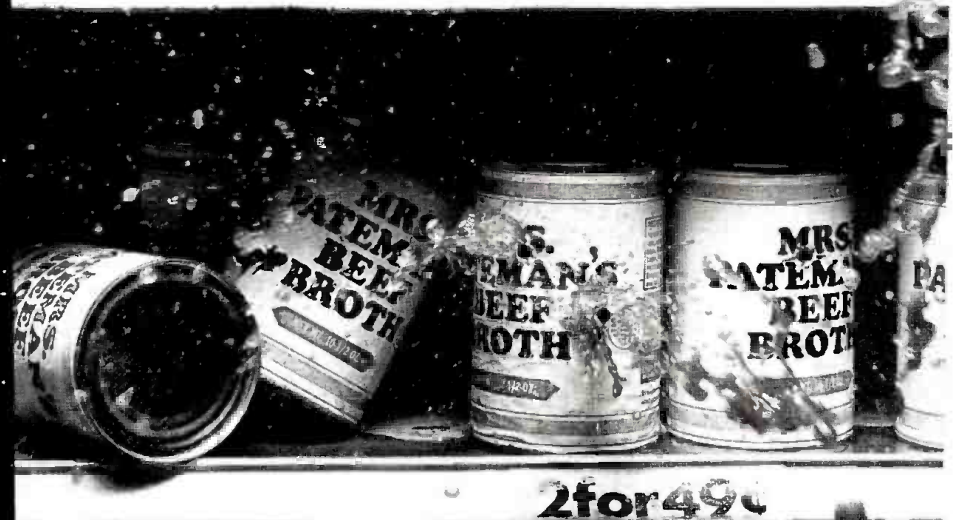


1971 was a big award year for KTRK. For news. For reporting. For special interest programs.

And then there are a couple we almost didn't get. The Best Spot News Story from The Texas Association of Broadcasters and the Texas UPI Broadcaster's Award. Cameraman Greg Moore received them for film coverage of a multiple shooting during a Houston supermarket robbery.

Of course we kind of think he went a little beyond the call of duty. On the other hand, KTRK has a thing about getting involved. It seems whenever something extraordinary happens, we're there. Not to get statues. To get stories.

And maybe one of the reasons we keep coming up



with the first is because we care so much about coming up with the other.

**KTRK-TV**  
HOUSTON

One of the stations of Capital Cities Broadcasting. We talk to people.



## Justice aims blockbuster at networks

It prepares to sever them from scheduling, programing while others in administration buddy up to broadcasters

The Department of Justice is preparing to engage ABC, CBS and NBC in what could be a lengthy and bitter court battle aimed at breaking their power to program and schedule their television networks in prime time.

The department on Thursday confirmed reports that it intends to file civil antitrust suits against the three networks and Viacom International Inc. Viacom operates the program-syndication and CATV businesses that CBS spun off last year.

ABC, CBS and Viacom all issued statements denouncing the government's proposed suits as without merit and saying they will resist them.

NBC, however, had not been heard from as of Thursday—either in response to Justice's question as to whether it would agree to grant the requested relief, or in the form of a public statement. A company spokesman said simply: "It would be inappropriate for us to comment at this moment."

The department's intention—revealed to network and Viacom attorneys in a meeting with antitrust division officials on Monday—left network officials shaken and bitter. Particularly galling was that the announcement came on the same day that three administration emissaries to the National Association of Broadcasters convention in Chicago—Treasury Secretary John Connally, White House Director of Communications Herbert G. Klein and Clay T. Whitehead, director of the Office of Telecommunications Policy—were bringing the President's greetings to the broadcasters and expressing sympathy for their problems. One industry observer remarked, when Justice disclosed its plans, "It reminds me of John Mitchell's advice, 'Pay no attention to what we say; just watch what we do.'"

Some network executives saw the move, known to have been under consideration at the department for several years, as a calculated effort to draw attention from the controversy over the settlement of the International Telephone & Telegraph antitrust case.

The precise nature of the government's complaint—and the extent of its potential impact on network operations—will not be known until the suits are

filed, probably this week. Justice Department officials refused to comment beyond the issuance of the brief statement confirming general intentions.

But the several statements of the department and the companies gave an indication of what is involved. The department said the suits will charge that the companies have monopolized and restrained trade in prime-time television entertainment programs. CBS and ABC say the charge is groundless; CBS notes it produces only 8.2% of its prime-time programing, ABC only 10%. NBC's only prime-time production is *Bonanza*.

CBS, in its statement—issued in the form of a message from Robert D. Wood, president of the television network, to all CBS-TV affiliates—said the department has two goals:

- To transfer control of network schedules, including choice of programs and times, "to advertising agencies and motion-picture producers."

- To prevent the networks from producing any television entertainment programs or feature films.

CBS is the only network company actively engaged in feature-film production. ABC has been producing films for theaters for the past five years, but has been losing money in the process and has no plans for future productions.

In accusing the networks of monopolizing and restraining trade in prime-time entertainment, the Justice Department may be concerned with more than simply the programs that bear the network labels. The networks provide some outside producers with financial assistance, and few shows are produced before networks commit themselves to acquire them for presentation.

And since only a handful of shows are presented, fully mounted, to the networks by advertisers, the networks draw up their schedules on the basis of program proposals made by independent producers, and then sell time in the programs to advertisers.

That is what the department would change, according to Mr. Wood. It would set "the clock back 20 years or more, to the days when entertainment in both television and radio networking was mainly selected and controlled by

advertising agencies," he said. "Beyond that, it would reduce stations and networks to mere conduits."

He also said that the aim to prevent the networks from producing entertainment programing or feature films is the same as that being sought by seven motion-picture companies in an antitrust suit they brought against CBS and ABC in 1970. The seven companies, he noted, supply more than 50% of prime-time television programing.

The statements made it appear that Justice was playing a kind of rerun of the 11-year FCC proceeding that led to the adoption of the prime-time access rule, in May 1970. The rule prohibits major-market stations from taking more than three hours of network programing in prime time.

The rule was adopted in place of one originally proposed by the commission staff, which would have prohibited the networks from owning or controlling more than 50% of their prime-time entertainment programing.

Along with the prime-time rule, the commission adopted two others. One bars the networks from domestic syndication; the other prohibits them from acquiring subsidiary rights in programs they do not produce themselves. However, both rules have been stayed.

The department's action struck CBS, ABC and Viacom as particularly odd in light of the commission's new rules. Mr. Wood said he could not understand why the department has chosen "this moment in time to undermine" these rules—which, he noted, were adopted with the support of the Justice Department. (Richard McLaren, the chief of the antitrust division, wrote the commission in April 1969, urging a course of action the commission generally followed.)

The ABC statement, issued by the network's Washington vice president, Eugene S. Cowen, also said it was "strange indeed that such action would be taken . . . at this particular time."

And Ralph M. Baruch, president of Viacom, noted that "the very creation of Viacom" resulted from the rules.

One network executive, hearing of the suits, simply shook his head, and said: "They never stop, do they?"

## Judge Hooks finally gets the job

Tennessean appointed to FCC as first black named by White House to any regulatory agency

For weeks, Judge Benjamin L. Hooks, a 47-year-old black lawyer-preacher from Memphis, had been awaiting word that the selection process had finally been completed and the White House had formally announced President Nixon's intention to nominate him a member of the FCC—to be the first black ever to serve on a federal regulatory agency.

When the announcement was finally made, at about 11 a.m. on Wednesday, he was flat on his back in Memphis's Baptist hospital, recovering from painful disk surgery he had undergone the previous Friday.

He was feeling somewhat more comfortable when he received the news—by way of the office of Senator Howard Baker (R-Tenn.), the ranking Republican on the Senate Communications Subcommittee, who had worked mightily to secure the nomination for him—so he was able to enjoy a sense of relief, at the end of the waiting, and of pleasure.

He had "mixed feelings," he said, as he did in 1964, when he became the first black judge of a court of record in the South, with his appointment to the criminal court bench in Shelby county—a court with a jurisdiction spanning the gamut of crimes from those that can bring a \$50 fine to those for which the penalty is the electric chair. He had also been the first black public defender in Shelby county; he was appointed assistant public defender in 1961.

Along with his personal satisfaction last week, was the hope that his appointment will clear the way for the nomination of more blacks to federal regulatory agencies. "The more blacks that are appointed the more it proves that blacks can achieve in the system," he said. "Black people today feel that when competent blacks are given recognition, things have to be better."

And his experience as the first black judge in the South, he feels, will help him weather the special pressures and burdens he is likely to face as the first black man to serve on a federal regulatory agency. Black groups have been pressing the White House for more than two years to appoint a minority-group member to the FCC. An all-white agency, they contend, lacks the sensitivity to respond to the problems of blacks and other minority groups. For that reason, broadcasters already concerned about pressures such groups are applying—through petitions to deny renewal applications—in demanding more programing attuned to their in-

terests and the hiring of more minority-group members; are bound to view the appointment with some uneasiness, and to hope he exercises restraint.

"I take the position that you win some, you lose some," Judge Hooks said. And he quoted with approval Harry Truman's famous aphorism: "If you can't stand the heat, get out of the kitchen."

"I've had pressure all my life," he said. "As a judge, I was on the front pages all the time. If I couldn't handle that, I'd have had ulcers from Memphis to Washington."

He says he knows what the blacks expect. He also says he knows he will not always be able to deliver. "But I'll do the best I can." That will satisfy him and, he is confident, "a majority of the blacks."

In that connection he made it clear that if he sees himself as a pioneer in breaking the regulatory agencies' color line, he does not see himself as a special crusader. He will operate "first as a commissioner"—one who will deal with the whole range of problems confronting the commission—"and secondarily as a black," he said. But, he added, that does not mean "I intend to pretend that black problems don't exist."

He feels his whole life as a black and his work in the civil rights movement—he is a board member of the Southern Christian Leadership Conference, a life member of the NAACP and a member of the Memphis-Shelby County Human Relations Council—will enable him to

define and communicate the problems and hopes of blacks to his fellow commissioners and to those in the industries the commission regulates. "So many people in positions of responsibility don't know what blacks want," he said. "Blacks shouldn't talk down to those in authority or up to them, but *across* to them—on a level of equality with them," in order to get their message across.

His approach to life, combined with the energy necessary to fuel an active career in the law, business, civic affairs and the ministry, have served him well. Two years after his appointment by Governor Frank Clement to fill a vacancy on the county bench, Judge Hooks was elected to the post by an electorate 66% white (he resigned two years later). Newsmen who know him say he is respected in both the white and black communities. And his activities brought him to the attention of Senator Baker, when he was looking for a Tennessee black to sponsor for the commission as a means of promoting his own re-election bid.

Senator Baker, who was caught by surprise by the announcement—he had hoped to be in Tennessee when it was made—said in a statement from his Washington office that it was "an honor for a Tennessean to be appointed to any U.S. regulatory commission" and that the nomination "is a tribute to Judge Hooks's character and ability."

Judge Hooks, who regularly votes in Democratic primaries but who was identified by the White House as a political independent, will succeed Commissioner Robert T. Bartley, a Texas Democrat, who will retire June 30, after 20 years of service.

Judge Hooks was one of three black candidates for the FCC nomination who had been receiving the most attention at the White House. The others were



Commissioner-designate Ben Hooks

Theodore S. Ledbetter Jr., a Washington communications consultant, and Revius Ortique, a New Orleans lawyer. Mr. Ledbetter had the strong backing of Senator Edward Brooke (R-Mass.), and Mr. Ortique had received some support from two of his Democratic representatives in Congress, Senator Allen Ellender and Representative Hale Boggs. However, it appeared more than a month ago that Senator Baker's cause would prevail (BROADCASTING, March 6).

The White House announcement on Judge Hooks ends not only his suspense but that of Commissioner Richard E. Wiley. The latter is serving under an interim appointment, but action on his nomination to a regular term, sent to the Senate in January, has been held up pending the appointment of a black to the commission. Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, had told the White House he would not hold hearings on Mr. Wiley's nomination until a black was appointed to the next vacancy. Hearings he conducted on previous FCC nominations had served as a forum for black groups complaining about the lack of minority-group representation.

A date for hearings on the two nominations was uncertain last week because of surgery that Senator Pastore underwent two weeks ago—for a hernia.

Judge Hooks will bring to the commission varied experience that even includes work in home-town television. He was co-producer of *40% Speaks 1968*, and is host of *Conversations in Black and White*, a weekly half-hour show, both on WMC-TV, and is a panel member on *What is Your Faith*, broadcast by WREC-TV.

He was born in Memphis, graduated from LeMoyné College, and received his law degree from DePaul University College of Law in 1948. Besides practicing law, he is vice president and treasurer of the Mutual Federal Savings and Loan Association of Memphis, which he helped to found.

Judge Hooks, who may be the first licensed preacher ever named to the FCC, has been one since 1955. He now serves two churches—the Middle Baptist Church, in Memphis, and the Greater New Mount Moriah Baptist Church, in Detroit. (Members of the Detroit church heard him preach during a visit there in 1964, and asked him to serve their flock, he says.) Judge Hooks expects to give up his pastorates but to continue his preaching ministry.

Judge Hooks's selection caused some concern among blacks long active in broadcasting matters who felt Mr. Ledbetter was the most qualified black who had been under consideration. Phil Watson, general manager of WHUR-FM Washington, said "a group of concerned blacks" intends to check into Judge Hooks's background, and, if it finds "anything that would be detrimental to him as an FCC commissioner," will speak out.

The group wants the first black FCC commissioner to be a good one, he said. "We don't want a dud, a guy who is shallow. Anyone who doesn't know broadcasting is useless to us." Mr. Watson, who does not know Judge Hooks, said he intends to confer with him.

And William Wright, of Black Efforts for Soul in Television, intends to do an educational job. Along with other members of the black community, he said, he plans to spend "considerable time exposing Judge Hooks to the most important issues in broadcasting facing minorities. We hope that within the shortest possible time he can get a firm grip of the issues facing minorities and add to the commission's sensitivity to minority needs and interests."

Like most FCC nominees before him, Judge Hooks declines to discuss any matters of concern to the commission; the closest he comes to that is to express the view that the emergence of cable television, with its considerable channel-capacity potential, is likely to have an impact on the struggle for access to the media that citizen groups are now waging.

But he has not been wasting his time in the past several weeks, as the White House completed processing his nomination. During visits to Washington, he has stopped off at the commission to pick up research material—policy statements, orders, commissioners' speeches—for study. "I've collected a ton of papers," he said last week. "And I'll probably end up with two tons." White or black, Judge Hooks intends to be informed when he starts his new career.

## Whitehead flexes OTP's muscle

**He says if FCC staff ideas  
on satellites are accepted,  
White House will go to Hill**

If the FCC adopts the kind of domestic communications satellite policy its staff has recommended, it may well find itself in a head-to-head fight with the White House Office of Telecommunications Policy—with Congress serving as judge.

OTP Director Clay T. Whitehead told a news conference at the National Association of Broadcasters convention in Chicago last week that "if we feel strongly enough" about what the FCC does, "we'll go to Congress" to obtain legislation.

The FCC staff proposal, he said, is "essentially completely at odds" with the suggestion offered by the White House, in January 1970 (he drafted the plan, as a White House assistant) and reaffirmed by OTP, after it was established as a White House office.

The administration plan is for open access; anyone with the financial resources would be permitted to establish a system, subject only to technical and antitrust considerations. The commission staff has suggested a plan under



Mr. Whitehead

which applicants proposing similar technologies would virtually be obliged to share ownership and use of a satellite.

The commission calls the staff plan one of "limited" open entry. But Mr. Whitehead last week said that description was merely a "euphemism" for saying that the commission will decide what applicants are approved. "We would like completely open entry."

OTP has no authority to direct the commission to follow its lead. Legally, it has no more standing in a commission proceeding than any other petitioner. But it does have the influence of the White House behind it, and if that is not enough, it could, if it thought an issue important enough, go to Congress or to the courts to obtain commission compliance.

And in saying that OTP would go to Congress in connection with the satellite matter, he said he considered the question an important one, and not only in its own terms. The form the satellite system takes will provide a precedent for other forms of communications, he said. "We ought to structure it right."

The commission has stressed that, in issuing the staff recommendation, it was not committing itself to it. Written comments on the plan are due to be filed by April 19, and the commission will hold two days of oral argument on it beginning May 1.

In other matters, Mr. Whitehead indicated the administration feels some concern about network "power" and suggested that court action was not being ruled out as a remedy.

Court action to break up network control over product is "a possibility," he said, in answer to a question. "There is quite a bit of economic concentration in the networks—in news shows, the how they deal with affiliates," he said.

He also said the administration has no position on the question of newspaper-television crossownership. However, he said his "disposition" is like that expressed last week at the convention by Herbert G. Klein, White House director of communications (see page 28). Such crossownership should not be ruled out before abuses are un-



covered, he said. The question should be explored on a case-by-case basis, he said.

He is not ready to offer any proposals in the area of televised violence. He said the research developed by the surgeon general's blue-ribbon committee on the subject developed evidence of a link between television and aggressive behavior in at least some children.

But more research is needed to determine what should be done about that, he said. And the networks should be expected to "exercise corporate responsibility. We can't just take all violence off TV."

## Do small markets get short shrift?

**Yes, say secondary-market TV operators in complaints about deference to big guys**

The way the two-hour Secondary Markets Television Conference was programmed at the National Association of Broadcasters convention in Chicago last week, there was not much time for the broadcasters who attended to speak their minds. There was about 45 minutes of Professor Greg Barnes, of Purdue University, on "Motivation by Management," about 25 minutes by a three-member panel on the new CATV rules for smaller TV markets, and 15 minutes by Richard D. Dudley, chairman of the new ad hoc committee on NAB goals and direction, on the importance of secondary-market broadcasters offering the committee their opinions and ideas.

But in what time there was, some of the broadcasters managed to indicate their unhappiness. After the membership report of the goals committee was read, one broadcaster complained that there were no members from the Mountain time zone on it. Mr. Dudley promised to look into the matter.

The small-market broadcasters—those in markets below the top 100—are still upset about the new CATV rules, which they feel do not afford them sufficient protection against cable TV. NAB President Vincent Wasilewski, who was in the hall, was pressed for a defense of the association's acceptance of the consensus agreement—joined in by the National Cable Television Association, copyright owners, NAB and the Association of Maximum Service Telecasters—that paved the way for commission adoption of the rules.

Why was program exclusivity protection provided for stations in the top-100 markets, and not for those in smaller ones, Mr. Wasilewski was asked? "The compromise was offered on a take-it or leave-it basis," he said. "So we took it."

Marshall Pengra, former Tyler, Tex., broadcaster, and now a consultant, asked: "But what's the justification for differentiating between the smaller and larger markets? 'Copyright owners, the NAB president answered bluntly, are not interested in the smaller markets;

they can't earn enough to make the sales there worthwhile.

At this point, Mr. Dudley joined in, to end the sharp questioning, which he appeared to feel reflected a sterile approach. "We could have had a good deal in '65 if we took it, but we didn't. We kept trying for a better deal. We've got to be realistic, and make the best of the situation."

He was referring to a proposed agreement, worked out by representatives of the NAB and NCTA that was never adopted because the NAB joint boards insisted on 15-day nonduplication protection; the NCTA held out for something less, but was prepared to forego program originations and to abide by strict antileapfrogging rules.

Dale Moore, president of KMSO-TV Inc., indicated another area of concern to small market broadcasters, when he stressed the point made in a resolution the Secondary Markets Television Committee adopted in February. He urged the appointment of a member to the NAB staff who would represent the interests of secondary-market stations, at the NAB and at the FCC. "In Washington," he said, "it's the major-market stations" that get the attention.

## Connally courts broadcasters

**At the NAB convention he seeks their support for Nixon economics**

An emotional and urgent plea for broadcasters and all businessmen to stand behind the Nixon administration's economic controls was delivered last week by Secretary of the Treasury John Connally.

The forum for the secretary's address



*Secretary Connally*

## NAB praises VOA

An organization celebrating its 50th birthday recognized a related organization's 30th anniversary at last week's National Association of Broadcasters convention in Chicago. The members of the NAB presented a certificate of recognition to the Voice of America for 30 years of service. In part the certificate says that the VOA "has served as an instrument of peace," as well as "a custodian of mankind's universal right to a free access of information." As a result of such "exemplary service," the certificate reads, the VOA "has been instrumental in creating a better understanding of this nation, its people and its culture throughout the world."

was the management luncheon on Monday (April 10) at the National Association of Broadcasters convention in Chicago.

At the outset of his speech, Mr. Connally expressed President Nixon's personal "deep appreciation" for the broadcasters' "outstanding service to the nation." He remarked that it was probably a good thing he left broadcasting over 20 years ago (he was president and general manager of KVET[AM] Austin, Tex., from 1946-1949) because "with the problems facing you today I probably couldn't get my license renewed anyway."

But the secretary quickly segued into a sobering account of the economic state of the nation.

Broadcasters and all business are under attack today, he said. "Congress says you can't sell cigarettes and yet other media can." Broadcasters' motives, objectivity and sense of fairness are being questioned to the point of placing licenses in jeopardy, he said.


During World War II the nation was the number-one world power, yet 27 years later it ranks only on a par with other highly competitive nations, the secretary said. The wage and price controls set up by the administration last Aug. 15 were vital to America's continued economic viability, he said. Will the plan work? "Yes, it will work, because it is the only alternative. If it doesn't work," he told the broadcasters, "what will you have?" He said the very freedom of the nation rests on its economic stability.

Broadcasters hoping for any kind of good news from Mr. Connally got hit with this statement: "We are in for some rough economic days in our lives and we might as well face it."

Don't look to just Washington for the answers, he said, because broadcasters themselves are part of the answer with their function of informing the public. And yet, "three seconds of the Dow Jones [stock averages] is the extent of [broadcasters'] economic news," he said.

"If all of us spend all the time criticizing government . . . the American people will lose confidence in government" and that will spell the end of freedom, Secretary Connally warned.

# KPOL is helping L.A. see the cops as people, not pigs.



When the Los Angeles Police Department put together the "Basic Car Plan" to bring officers closer to the citizens in their own patrol areas, KPOL knew that this was a chance to participate in something tremendously vital to the whole city.

Rallying the business community, KPOL raised more than \$16,000 to help sponsor the monthly meetings held throughout L.A.

Now, to keep the "Basic Car Plan" going, the station is fighting for funds to be included in the city's future budgets.

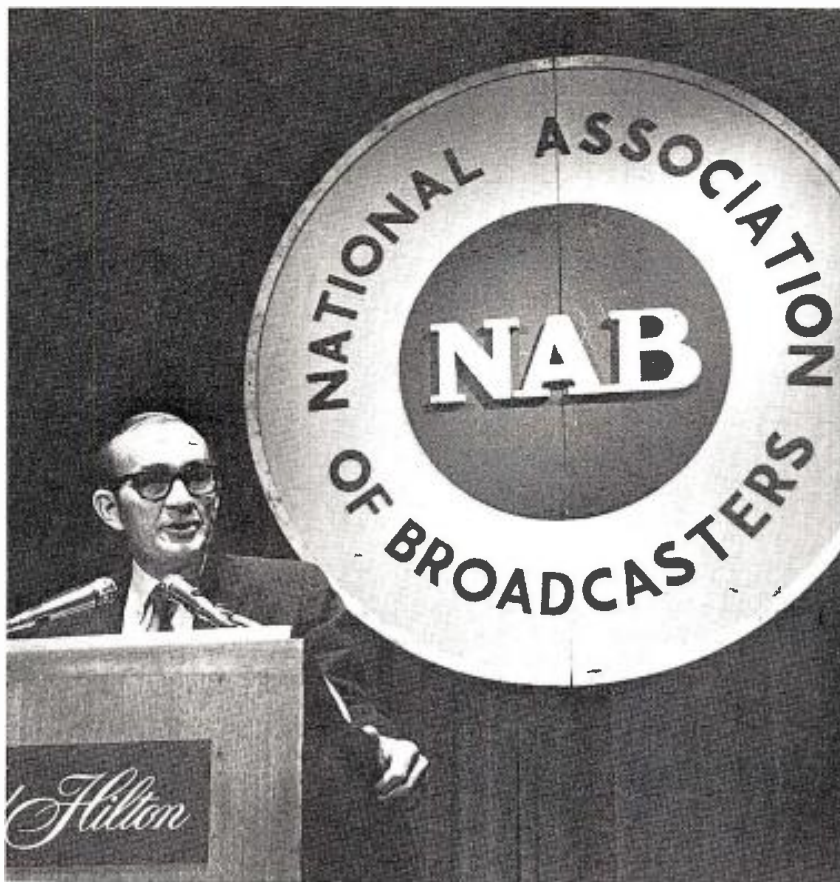
Getting involved in public affairs in unusual ways is part of what makes up KPOL's image.

And changing the cops' image is one of the unusual ways we get involved.

**KPOL**  
LOS ANGELES

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We talk to people.





## Move toward moderation at FCC

**Without letting broadcasters off the hook, Burch speaks of getting access back in hand**

To Chicago and the National Association of Broadcasters convention last week FCC Chairman Dean Burch took some bad news and some good news.

The bad news was that he believes there will always be an FCC. The chairman said it was needed as an umpire in disputes between broadcasters and others with differing concepts of the public interest.

The good news was that Mr. Burch sees the FCC as an instrument to save broadcasting from conversion to a public soapbox. Clearly Mr. Burch is committed to turn back the tide of demands for access to the air.

His speech was by no means conciliatory. There was no way to read into it a suggestion of *laissez faire* as the ideal state for radio or television. He did, however, posit an FCC that, while demanding that licensees identify and respond to community needs, would "cultivate the freedom in which broadcasters will be able to serve their local publics in a flexible way."

There is, the chairman said, a "gulf that separates those who subscribe to the concept of the broadcaster as a public trustee from those who would turn him into little more than a gate-attendant and time-keeper, or worse." The FCC, he said, "is the closest approach to an

institutional bridge that we have yet been able to devise." He described the agency as "often the captive of past precedent, some of it bad, or bureaucratic inertia and the fits and starts of subjective judgment."

But, said the chairman, "the more I attempt to conjure up a substitute, the more I come back to an entity that looks, smells, walks and talks very much like the FCC—and not an appeals court."

Mr. Burch said he saw the commission's role as that of neutral referee. "We're not for broadcasters, and we're not against them," he told the delegates. "Neither are we for or against those whose concept of the public interest does not square with your own. We have been given the job of umpire in a game that's never called off—and, lately, seems to be perpetually in extra innings."

Nor is it apt to get easier, the chairman said. "Outrageous as it may seem to you or to me, the debate has now shifted into an area out on the periphery of the [Communications] Act or even of the Constitution." The chairman said that "substantial groups within the national community—some of them racial and ethnic, some of them issue-oriented" have lost confidence in broad-

## Piece by piece

In his speech to the NAB convention last Wednesday (April 12), FCC Chairman Dean Burch presented a rough timetable of anticipated actions stemming from review of the fairness doctrine. In "late May or the early part of June" he expects a policy on political fairness. "Around midsummer," he said, "we'll be addressing the fairness aspects of product commercials, fairness generally and perhaps some aspects of 'access.'" The basic review of access questions, he said, must await a Supreme Court decision in the case involving a rejected request by Business Executives Movement for Vietnam Peace to buy broadcast time.

casting and in the commission. The cure of that problem, he said, lay with broadcasters.

He said it was necessary for the broadcaster to survey his community in depth and "maintain a continuing dialogue with advocates of every stripe." He said he saw no inconsistency between the taking of "tangible profits" from doing business with the community and the "intangible profits" derived from serving the community.

Broadcasters, Mr. Burch said, were also obligated to hire and train members of minority groups, as part of their community service.

The chairman also urged broadcasters to include controversial issues in their programming, "as another of the ways you can sustain public confidence." Mr. Burch pointed to broadcaster testimony, taken during recent hearings, asserting that the fairness doctrine had a chilling effect on the treatment of controversial subjects. "I believe," the chairman said, "that licensees tend mostly to get into trouble when they do *not* tackle controversial issues head-on—not when they do, and certainly not when they do so in a fair and balanced way."

To carry out their obligations, Mr. Burch said, licensees need a more settled climate than the one now prevailing. In the commission's reviews of its fairness doctrine and its license-renewal practices, it is "searching for procedures that will lead to greater certainty," he said.

The chairman gave broadcasters his "personal commitment" that the FCC will "intensify our study" of the deregulation of radio and that it stands "ready to rewrite as much of the book as necessary, or urge that it be rewritten."

In his prepared text, Mr. Burch had included two paragraphs of appeal to networks and stations to improve their programming directed at children. "I call on you," he told the station executives, "as I have repeatedly called on the networks to join forces in the area of children's programming—to space out your best offerings across the entire broadcast schedule."

He omitted reading those two paragraphs when he delivered his speech.





**Every morning, we ask viewers  
to talk about marriage, open housing,  
abortions, sex and crime.  
No wonder we have to turn away  
2000 calls an hour.**

The show's called "Contact." Live, uncensored, unedited contact between the people at WTNH and the people who watch us.

Every morning for one hour, prominent guests bring vital issues of the day to our viewers. And every morning our viewers reply.

Several weeks ago, we metered our incoming lines to measure the number of busy signals. During just one hour, it recorded more than 2000 signals.

We like reaching and motivating and involving our audience. And we only wish we had enough

time and phones to answer every call.

But we do know this. Even if people can't always get through to us, at least WTNH is getting through to them.

**WTNH-TV**  
NEW HAVEN

**One of the stations of Capital Cities Broadcasting. We talk to people.**

## Fairchild adds two in radio expansion

Fairchild Industries, the Germantown, Md.-based aerospace firm which four months ago diversified into broadcast station ownership has reached an agreement to purchase its second and third radio stations. Subject to FCC approval, the company will acquire outlets in the Twin Cities area, WPBC-AM-FM Richfield, Minn., from William V. and

Becky Ann Stewart, for \$1.5 million. The announcement last week follows the FCC authorization to Fairchild last December to buy Gordon McLendon's KLIF(AM) Dallas (BROADCASTING, Dec. 20, 1971). That transaction, one of the largest single radio transfers in history, had a consideration of \$10.5 million.

John F. Dealy, Fairchild vice president and general counsel, said that the WPBC transfers signify another step in the firm's previously announced program to broaden its traditional line of

business into the areas of broadcasting, real estate development, automotive transportation and communications satellites. Fairchild is one of eight applicants before the FCC to build and operate a domestic communications satellite system.

WPBC(AM) operates on 980 khz with 5 kw full time. WPBC-FM is on 101.3 mhz with 100 kw and an antenna 225 feet above average terrain.

La Rue Media Brokers handled the transaction.

## Suddenly heard: encouraging words

**Nixon endorses profit motive in broadcasting;  
Whitehead denounces drift to government control**

For broadcasters attending the management radio-television assembly at the National Association of Broadcasters convention in Chicago last Monday (April 10) Vice President Spiro T. Agnew and the harsh criticism he has expressed about broadcast news seemed far away.

A message came from President Nixon praising broadcasters for their accomplishments on the 50th anniversary of the NAB and endorsing the concept of broadcasting as a private enterprise that serves the public best when profits are running strong.

Clay T. Whitehead, director of the Office of Telecommunications Policy, and Herbert G. Klein, director of communications for the White House, restated their opposition to developments that they feel could lead to increased government control over programing.

Mr. Whitehead, moreover, went to the unusual lengths of criticizing FCC Commissioner Nicholas Johnson for using "rhetoric" designed to enlist public support for the denial of broadcasters' constitutional rights and the U.S. Court of Appeals for a decision that he said could lead to government specifications for broadcast content.

President Nixon, whose message was read by Mr. Klein, said that "Americans treasure broadcasting" for the various services it provides but that stations perform as they prosper. "The only way that radio and television can absorb the costs of expensive public-

affairs programs and depth news analyses is by a favorable business balance sheet," he said.

Though he added that the "foundation stone of the American system of broadcasting" is "the right of the public to be informed," he described the role of government in the regulation of broadcasting as limited. "Our keystone national policy in this matter insures full freedom for the broadcaster to develop all kinds of imaginative programing with a view to providing better service to the community he serves."

He also said he recognizes that broadcasters' progress has been achieved "through dedication, through sound business judgment and practice, and through a willingness to take risks." He pledged his administration to work with broadcasters in support of those activities and goals "that are so much a part of the American tradition."

While the President stressed the positive, Mr. Whitehead expressed concern about the negatives. He said the Supreme Court review of the appellate-court decision involving an antiwar group, the Business Executives Move for Vietnam Peace, could determine whether a government-controlled broadcast system becomes a reality. The group sued after WTOP(AM) Washington refused to sell it time for antiwar spots.

In the decision, which the FCC appealed to the high court, the appeals court in Washington held that licensees



Mr. Klein

are agents of the government and that the public has a limited First Amendment right of access to the broadcast media. The decision, Mr. Whitehead said, amounts to an unconstitutional effort "to control content" in broadcasting.

"The court made this effort simply to create a personal right-of-access mechanism for the broadcast media," he said. "But, in using a government instrumentality theory to accomplish this, the end result is an abridgeable right of access—abridgeable at the discretion of the government."

He said the same kind of thinking underlies the Federal Trade Commission's proposal that the FCC require broadcasters to make time available on either a paid or free basis, to those who wish to express disagreement with commercial messages. "What this boils down to," he said, "is that there would be government-controlled access to the broadcast media to state a personal opinion on almost any matter."

Mr. Whitehead said those who feel the public's freedom is increased as the broadcasters' is decreased would "back into" a type of broadcast system in which the "government decides what the audience sees and hears." But he said it was distressing to see an FCC commissioner—Mr. Johnson—"purposefully" advocating such a system. "When [Commissioner Johnson] charges some broadcasters and some government officials with activities running the gamut of morality from child molesting to murder, is this merely the latest escalation of rhetoric or is it a calculated device to enlist public support for the denial of constitutional rights to broadcasters?" he asked. "In any event, no one should be led blindly to a government-controlled broadcast system by



Co-chairmen of NAB's 50th annual convention were Wendell Mayes Jr., KNOW(AM) Austin, Tex. (l), and Donald P. Campbell, WMAR-FM-TV Baltimore.



**If the only thing we did was  
play great music, Father Castrilli and  
Reverend Mason might never have known  
how much they had in common.**



Father Michael Castrilli and Reverend Bill Mason don't live more than a few miles from each other. But somehow, the way life goes, it's unlikely that they ever would have met.

But Reverend Mason, who heads up *Task Force*, Paterson's Anti-Poverty Agencies, happened to hear Father Castrilli on WPAT's Paterson Perspective." Moved by

his anguish for the plight of unemployed Italian immigrants, Father Mason, who appeared on the program two weeks later, offered his help.

WPAT arranged a meeting, and sat with these two fine people while they spoke. And, as he had promised, Reverend Mason made several strong and positive proposals to help Father Castrilli re-

ceive the assistance his people need.

In a world where intolerance and indifference seem to run rampant, WPAT is proud to have been part of this meaningful and profound introduction when strangers became brothers in the truest sense of the word.

**WPAT**  
PATERSON  
NEW JERSEY

**One of the stations of Capital Cities Broadcasting. We talk to people.**



proponents of an elitist philosophy that masquerades as populist, while presuming that government knows what's best for the people."

Commissioner Johnson could not be reached for comment.

Mr. Klein also restated his opposition to the FTC proposal for counter-advertising which he said would lead to the "demise" of the present system. And he said the FTC inquiry to determine whether commercials persuade children to buy goods they do not need as "not the American way."

Mr. Klein even gave broadcasters some hope the administration will support their efforts to secure legislation that would protect them against challenges for their licenses at renewal time. The administration, he said, believes "in the stability of the license-renewal process."

On two other issues he expressed views that run counter to those of the FCC but are endorsed by most broadcasters. Broadcasters should be permitted to develop CATV in their communities, he said. (The commission is requiring television licensees to break up their CATV-TV crossownerships by August 1973.) And he said that newspaper ownership of broadcast stations enhances rather than diminishes competition (the commission is considering requiring the breakup of newspaper broadcast crossownerships also).

But Mr. Klein also used the occasion to indicate matters of concern to him. Adoption of proposals—offered by the Democratic National Committee—that broadcasters who carry a presidential address be required to offer time to a spokesman for an opposing view (regardless of whether the President is running for re-election) would be unfortunate, he said.

"For the President to govern, he must have the ability to communicate with the people," Mr. Klein said. He suggested that the proposal, if adopted, would impede the President's use of broadcast media. "The President is the President of all the U.S.," not someone who plays a political role, he said.

He also said the media—along with government and most other institutions in American life—have a credibility problem. He suggested that the media deal with theirs by correcting the mistakes they make. "There is now no real effort to correct errors," he said.

## Court turns down plea to circumvent AM freeze

The FCC's rigid position on the "freeze" on applications for new AM stations or major changes in AM frequency allocations was upheld last week by the U.S. Court of Appeals in Washington.

The court affirmed a September 1970 FCC order that denied an application by KNCB(AM) Vivian, La., to change from 1600 khz to 1320 khz. KNCB had requested a waiver, claiming it had experienced "hard going" because it is at the upper end of the AM spectrum.

North Cadoo Broadcasting Co., the licensee, had filed an application for TV switch to 1300 khz in 1968, but later amended that application to specify 1320 khz, in order to avoid a comparative hearing with another party that had previously filed for a new station on 1300 khz prior to the imposition of the freeze.

The commission denied the requested waiver and dismissed the application on grounds that the relief requested did not, in its opinion, fall under the "extraordinary circumstances" criteria the commission has imposed as a prerequisite for a waiver of the freeze.

KNCB, on appeal, contended that the commission was either unaware of or did not understand its reasons for requesting the waiver.

The court, however, ruled that the applicant's assertions as to the commission's lack of understanding of the situation were "frivolous." It further found no reason to dispute the commission's reasoning that, although North Cadoo's position on 1600 khz had some "undesirable aspects," those aspects were not "so significant as to justify the extraordinary relief requested."

The court noted that North Cadoo could still seek a switch to 1300 khz, the original assignment requested, and go through a comparative hearing with the other application.

## Coming up: IRTS's College Conference

The International Radio and Television Society will hold its 10th annual College Conference at the Hotel Commodore in New York, starting Thursday (April 20) and ending Saturday (April 22).

The theme of this year's conference is "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.

Clay T. Whitehead, director of the Office of Telecommunications Policy, and entertainer Sammy Davis Jr. will be the luncheon speakers on Thursday and Friday, respectively.

Registration for the conference is \$37.50 for students and \$50 for faculty members. Fees include three luncheons and the banquet on Thursday evening.

Participating in the conference will be a group of executives in the broadcast field who will discuss industry issues with students and faculty members.

## Back to Harvard in July

The eighth management development seminar for radio and TV executives will be held at Harvard Business School July 16-28, the National Association of Broadcasters has announced.

The two-week course, limited to 60 broadcast executives, is aimed at the development of managerial skills.

## Radio may get rules of its own

### Separation from TV in FCC's de-regulation is pledged by Wiley

FCC Commissioner Richard E. Wiley almost brought down the house when he told a radio session of the NAB convention last week that radio and "the small guy" need special, sympathetic regulation.

Commissioner Wiley, head of the FCC task force on what has come to be popularly called "de-regulation" of radio, told the Tuesday (April 11) session that the objective of the program, whatever it may be called, is to "properly adjust our administrative focus to meet radio's particular problems."

He suggested the term "re-regulation," but said "de-regulation" could fit the bill and that in any event the proposals of Clay T. Whitehead, director of the White House Office of Telecommunication Policy, who first called for "de-regulation" of radio, would definitely be considered by the FCC.

Mr. Wiley was interrupted frequently by applause for comments such as these:

■ "All too often when we at the commission have attempted to design meaningful and appropriate rules for the regulation of broadcasting, we have tended to think in terms of large-market, VHF television. Accordingly, radio—and particularly small-market radio—has sometimes been saddled with a regulatory burden which, at best, is out of proportion to what the public interest realistically may require and, at worst, is both impractical and wholly unnecessary."

■ "Perhaps the best example of this broad-brush application has been reaction to a comment made by Judge J. Skelly Wright in the BEM [Business Executives' Move for Vietnam Peace] case, a remark which was directed to television licensees but has been widely interpreted to encompass radio operation as well. Citing an authoritative text on broadcasting—'How to Talk Back to Your Television Set,' by a noted expert in the field [FCC Commissioner Nicholas Johnson]—Judge Wright observed that some broadcasters generally average 90% to 100% return on tangible assets. To which, I am certain, many of you radio folks would probably reply: Would that it were so."

■ "I am personally committed to the view that it is very much in the public interest that we continue to enjoy in this country a healthy and economically viable commercial radio broadcasting system."

■ "When one considers the potential cumulative impact of access proposals, fairness-doctrine expansion, advertising exclusion, license-renewal challenges, program percentages, CATV competition, multiple- and cross-ownership re-

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strictions—to mention only a few of the most recent regulatory brainstorm, all of which have their particular individual appeals to different people—I think it's fair to ask whether we're beginning to approach the breaking point."

■ "My job is not to insure all of you a living, but neither, in my opinion, does the public interest necessarily require that one of the most widely admired and enjoyed services to the American people be subjected to what many of you might regard as regulatory overkill."

Mr. Wiley was teamed with Richard W. Chapin of Stuart Broadcasting, chairman of the NAB board, whose proposal that FCC set up an office to counsel small broadcasters preceded Dr. Whitehead's call last summer for "de-regulation" of radio. Mr. Chapin traced the development of an NAB-FCC joint committee and the decision to put first emphasis on questions currently pending before the commission, such as relaxation of first-class operator requirements and revisions of rules for auxiliary broadcast services and transmitter visibility and accessibility.

Mr. Wiley said the FCC welcomes "the information of your committee and whatever input and assistance which you—and anyone else—may wish to contribute."

"Eventually," he added, "we hope to develop a formal rulemaking on which everyone may comment."

Mr. Wiley said the FCC intends to analyze "each and every rule" governing broadcasting and to simplify wherever feasible. On this point he received perhaps his biggest round of applause—aside from the one when he finished—when he said:

"Frankly, I myself have one helluva time keeping up with all of our constantly changing regulations—and that's my full-time job. I don't have to run a station, fill out government forms, meet a payroll, sell spots, appear on the air or interview every public official and local nabob in sight."

## Radio information chief seeks radio information

Charles Jones, director of the National Association of Broadcasters' newly created Radio Information Office, promised radio men last week that RIO will be aggressive both in promoting and defending their medium.

In a brief appearance at the radio management conference of the NAB convention Tuesday (April 11), the former New Mexico station executive also called for Radio operators' support of RIO. He specifically asked for assistance in such projects as compiling data on radio's public-service activities and—on the theory that congressmen respect their local stations but forget those stations are a part of the broader radio business they often attack in general terms—in building a reservoir of information reflecting the esteem in which individual stations are held.

# Evans admits failure, offers hope

## NAB group working for renewal bill sees no chance in election year, but expects hearing next February

Mark Evans, chairman of the National Association of Broadcasters license renewal task force, has acknowledged that there is no chance this year of securing congressional hearings, let alone passage, of the bill the task force is backing as a means of giving some measure of protection to broadcasters at license-renewal time.

But at the same time, he predicted that the drive for the legislation—"the most powerful, concerted effort ever mounted" by the NAB—would produce hearings in the House early next year, perhaps February.

Mr. Evans, who reported on the status of the task force's efforts at a joint radio-TV assembly at the NAB convention last week, attributed the failure to move ahead now to the fact that "we are deep in an election year." He noted that all House members, one-third of the Senate, and the President are seeking re-election: that higher priority issues are crowding broadcasting off Congress's agenda, and that it is becoming increasingly difficult to secure quorums for committee meetings and for meetings of the Senate. "We took a chance and went for the long bomb," Mr. Evans said, in referring to the task force's effort to obtain hearings this year. "Now we will have to go yard by yard up the center."

Mr. Evans, who is Metromedia's vice president for public affairs, said he is looking forward to House hearings in February. He based that expectation on a commitment he said he has received from Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee.

The bill under consideration would require the FCC to favor a licensee under challenge who in a hearing demonstrated his service has reflected a good-faith effort to meet the needs and interests of his area, as he promised to do in his preceding renewal application, and who "has not demonstrated callous disregard for law or the commission's regulations." In addition, the bill would extend the license period from three to five years.

Mr. Evans said 204 congressmen and 43 senators have indicated support for the bill, with an additional 68 congressmen and 18 senators indicating they are "favorably inclined" toward such a measure.

He also outlined the task force's "game plan" for guaranteeing passage of the legislation next year, a plan that relies on a lobbying effort by individual broadcasters:

■ Contact those congressmen who have not yet been reached about the legislation.

■ Contact once again those members of Congress who have been reached.



Mr. Evans

■ Pay more attention to the broadcasters' responsibility to transmit the views of elected representatives back to their public. "Surely we can do better than scheduling members of Congress on our air for five or 10 minutes at 7 a.m. on Sundays," he said.

■ Call on religious, charitable and ethnic groups, newspaper editors and local officials, with all of whom broadcasters constantly work. Ask for their help, particularly in letters to congressmen.

If broadcasters will follow that game plan, he said, "we will then face those hostile to this legislation with overwhelming evidence that this is legislation that many people, not just broadcasters... regard as being in the public interest."

As for those opposing the legislation, he added, such support would help to demonstrate that, "despite their grandiose claims," they "almost always speak for narrow special interest groups."

## Former KLAS-TV head sues Howard Hughes

A suit filed with a Nevada court by the founder and former majority owner of KLAS-TV Las Vegas seeks punitive damages of \$140 million from financier Howard Hughes, who purchased the station through his Hughes Tool Co. in 1968.

The suit, filed in the district court of Clark county (Nev.) by Herman M. Greenspun, a Las Vegas businessman, charges Mr. Hughes with making a false ownership claim of a deed of trust on a 3,000-acre tract of land in nearby Paradise Valley, Nev. Mr. Greenspun claims that he is the bona fide owner of the tract and that the deed offered by Mr. Hughes had been null and void.

Mr. Greenspun contends that Mr. Hughes's claim of ownership of the tract, which includes a golf course, was responsible for the termination of a \$200-million development project Mr. Greenspun had proposed for the land.

The FCC approved Mr. Hughes's purchase of KLAS-TV in February 1968 (BROADCASTING, March 4, 1968). Mr. Greenspun and associates received \$3.65 million in the transaction.



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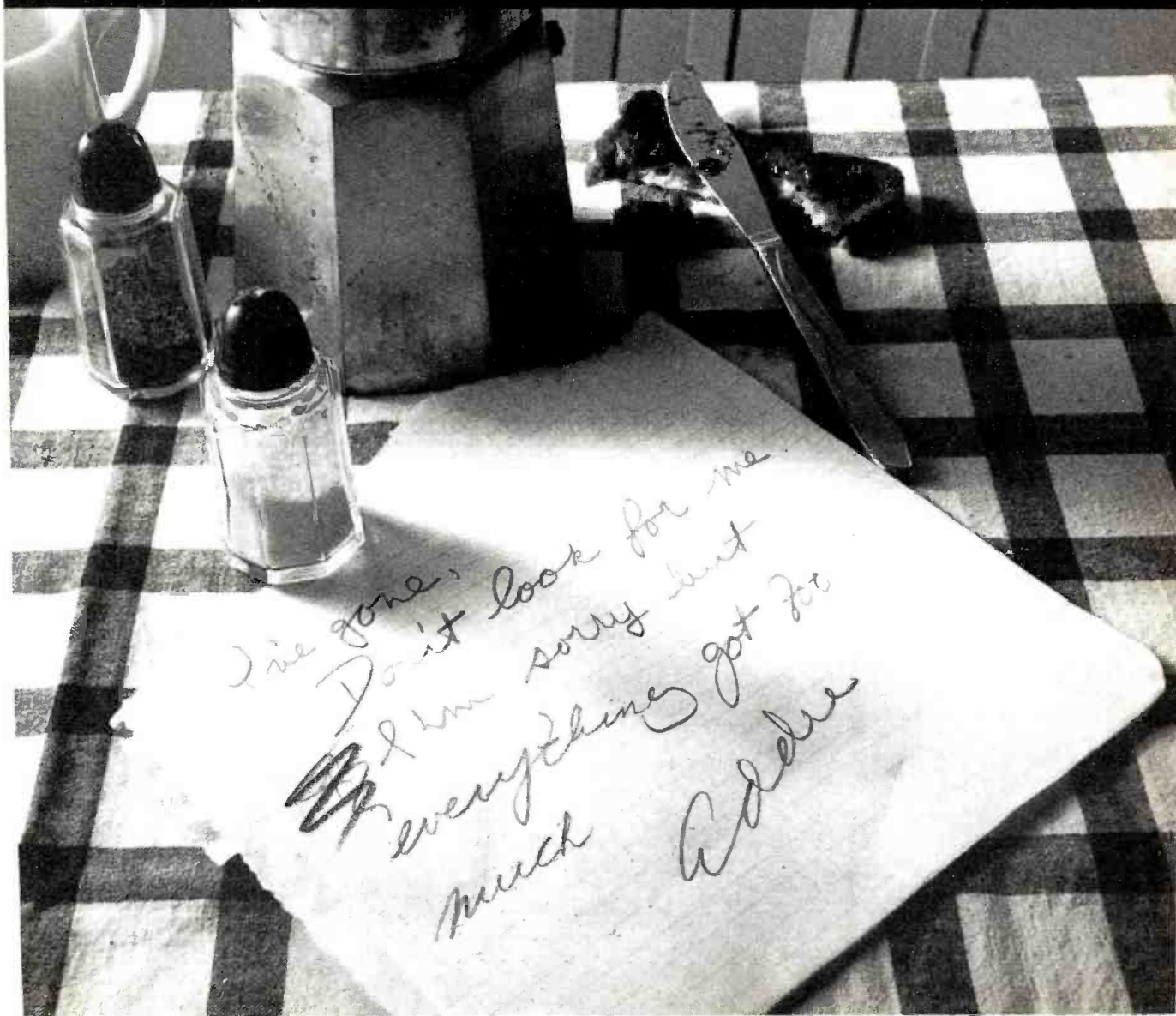
It's not for kids sitting snug in their rooms. It's for kids who thought they had enough of their rooms. *Run-Away* is a one-of-a-kind program developed by WPRO with the cooperation of the Missing Persons Bureaus of Rhode Island's lo-

cal police. Its purpose: to broadcast descriptions of runaway children. And give parents a chance to say "Come home. We care." *Run-Away* is working. Reuniting a lot of scared kids with a lot of scared parents.

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## The 'Primer' gets a going-over

### Broadcasters and FCC discuss community needs at NAB session

Broadcasters aired their gripes over the FCC's "Primer on Ascertainment of Community Problems by Broadcast Applicants" in a workshop session at the National Association of Broadcasters convention last week. But the commission was represented on the workshop panel, and Richard Shiben, chief of the FCC's renewal branch, gave the agency's side of the story in answering questions from members of the session.

Must a licensee identify himself when conducting an interview for his community needs survey? Mr. Shiben said that interviewers must identify themselves and state the purpose of the interview. Rival applicants may use anonymity against licensees and question whether the community leaders knew the intent of the interview, he said.

Some station representatives admitted to concealing their identities while conducting their surveys. "People are immediately turned off to questions and do not speak openly or candidly when the station is identified," according to one delegate.

Must community leaders be identified by name, title, sex and race? The FCC says yes, because without identification, there is no assurance of a cross-section of the population being surveyed, according to Mr. Shiben. And Thomas Wall, president of the Federal Communications Bar Association, said identification had a very important value for the licensee. "If another group should file a petition to deny your license," he said, "the commission can check leaders interviewed and your case will be documented."

The stand of some delegates was that respondents should be given anonymity to get truer, more candid results instead of a "play for a public acknowledged stand."

How many community leaders should be interviewed? The FCC has never attempted to set a number. Mr. Shiben said. "It would be impossible and unrealistic to do so. If a New York station came up with 10 leaders, that would be unacceptable, but if a market with 1,300 people had 10 leaders, that's a different story. Each case is decided separately."

"If a station is interested in getting its license renewed," Mr. Wall said, "it's better to overkill with interviews and talk to more people than you think is necessary."

Are interviews conducted six months before license renewal (as set out in the primer) representative of community needs? Many station executives felt they were not. "The danger of listing community problems in a survey conducted six months before license renewal," one

executive said, "is that a particular problem in the fore during the six-month period may give an inaccurate accounting of more pressing community needs." He gave as an example student demonstrations which were listed by the general public as well as community leaders as the number-one problem. Six months later it would not even be mentioned, he said.

Mr. Shiben suggested that stations could conduct continuing surveys and submit them when their licenses were up for renewal.

The paperwork is tedious and seemingly never ending, Mr. Wall said, but the simple facts are "if you want your license renewed you do it—you can't fight city hall."

## WOIC challengers want sale blocked

### Columbia citizen group finds even greater faults with prospective buyer

A South Carolina black group, whose 1969 challenge of the license renewal of WOIC(AM) Columbia, S.C., has yet to be considered by the FCC, last week asked the commission to prevent sale of the station to an organization that it feels will be even less responsive to needs of the city's minorities.

The Columbia Citizens Committee Concerned with Ignored Broadcasting told the commission it should not authorize the \$650,000-transfer of WOIC from Joe Speidel III and his associates (WOIC Inc.) to Quadrant Radio Inc. Chief among its complaints "was an allegation that Quadrant has failed to adequately determine the needs of the city's black population. But the petition it filed with the commission last week was also laden with jobs at the present WOIC management."

The group claimed that a statement made by WOIC Inc. in its FCC transfer

## The final score

Final registration reached 5,006 at the National Association of Broadcasters convention in Chicago last week—slightly below the 5,137 registered in 1971. The ranks were further swollen, however, by almost 2,000 equipment and program salesmen, engineers, technicians and corporate officials, bringing the grand total present during NAB's 50th anniversary meeting over the 7,000 mark.

application was "misleading at best." It referred to WOIC's answer to a question on the form regarding whether the seller was currently engaged in any litigation. WOIC answered negatively—apparently disregarding, according to CCCCIB, the renewal challenge.

Regarding the buyer's efforts to ascertain community needs, CCCCIB contended that Quadrant surveyed a "numerically insignificant and unrepresentative" group of citizens. Quadrant's overall survey, it argued, was "inadequate" and did not conform to the FCC's primer on ascertainment.

The group further contended the proposed programming Quadrant offered in the transfer application was not specific.

In condemning the employment practices of Mr. Speidel's administration, CCCCIB noted that although 11 of the 20 WOIC staff members listed in the licensee's latest equal-employment report form were black, 10 of these were designated as "on-the-job trainees." The station listed 12 such trainees on its payroll. The group said it "finds it difficult to believe" that a station as small as WOIC could maintain formal training for 60% of its total staff, contending instead that the trainee designation represented a "discriminatory classification on the basis of race."

CCCCIB asserted last week that despite the "deficiencies" of the present WOIC licensee, Quadrant has proposed to "cut back every non-entertainment [programming] category to achieve its goal of maximum profit with minimum service."

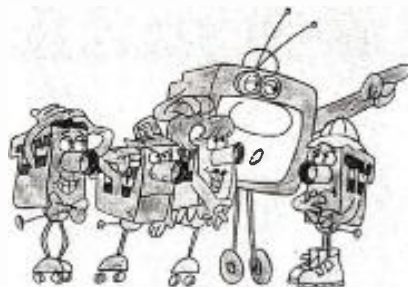
## Persuasion offensive started by TIO

More materials for local TV station use to meet the challenges confronting broadcasters are on the way from the Television Information Office. This was the message Roy Danish, TIO director, brought to TV members at the National Association of Broadcasters convention in Chicago last week.

"We have allowed competitors, detractors and reformers, well-meaning and otherwise, to do this to us," he said. "We have let this calumny persist and grow, mainly by default, by not talking up our own case and presenting it effectively."

Two new 30-second spot announcements emphasizing issues directly affecting stations were also announced by Mr. Danish. One, entitled, "Candidates and Issues," deals with the problems of

presenting complex political issues fully and fairly. The other, "More News," relates to TV's increased time devoted to local news.







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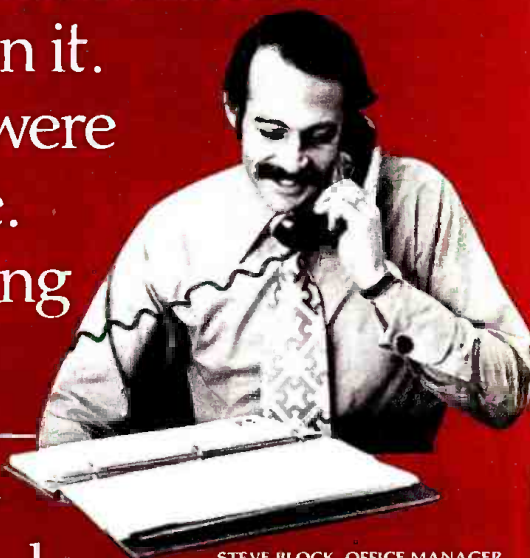
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## KABL-AM-FM sale wins FCC approval

**Stations move from McLendon to Starr for \$10.8 million; Johnson, Bartley dissent**

The FCC has approved the \$10.8-million sale of McLendon Corp.'s KABL-AM-FM Oakland-San Francisco to group station owner Starr Broadcasting Group.

It was a split commission, however, that authorized the transfer. The vote was 5 to 2—with Commissioners Nicholas Johnson and Robert T. Bartley dissenting—and Commissioner H. Rex Lee concurring.

In a dissenting statement, Commissioner Bartley, who will retire from the commission in two months (see page 22), made the kind of argument he has made many times before over the years in opposing sales to multiple owners. He said the public interest would not be served by assignment of the licenses to an owner with nine stations spread over six states, then added: the "over-all structure of broadcasting would best be served by the assignor's selecting a qualified buyer which does not have other broadcast stations."

Starr presently owns KUDL(AM) Fairway and KUDL-FM Kansas City, both Kansas; KISD(AM) Sioux Falls, S.D.;

KXLR(AM) North Little Rock, Ark.; WBOK(AM) New Orleans; KYOK(AM) Houston; WLOK(AM) Memphis; WCYN-TV Bristol, Va., and KDTX(FM) Dallas. It is also attempting to purchase WCAM(AM) Camden, N.J., but that sale has run into trouble at the FCC from a group of local minorities objecting to the planned relinquishment of the station's municipal ownership in favor of a commercial entity.

The KABL stations are the second and third radio properties sold by the McLendon Corp. within the past four months. Last December, the commission granted the sale of McLendon's KLIF(AM) Dallas, which had been the key AM in the Dallas-based company's broadcast chain, to Fairchild Industries (BROADCASTING, Dec. 20, 1971). Consideration in that transaction was \$10.5 million. That price, and the \$10.8-million tag for KABL-AM-FM, are among radio's highest ever.

The McLendon Corp. is principally controlled by Gordon McLendon and his family, whose other business enterprises include various Texas oil, real estate and theater holdings.

Following consummation of the KABL deal, the McLendon Corp. will be left with WSYL-AM-FM Buffalo, N.Y.; WNUS-AM-FM Chicago; WWWW(FM) Detroit; KOST(FM) Los Angeles; KCND-TV Pembina, N.D., and KNUS(FM) Dallas. It had operated KABL-AM-FM since 1969. Starr, a publicly owned company, is

headed by Peter H. Starr, who owns 12% of the company's stock. Other major stockholders are columnist William F. Buckley Jr. (10.8%) and Michael F. Starr (7.1%).

KABL(AM) operates on 960 khz with 5 kw. KABL-FM is on 98.1 mhz with 100 kw and an antenna 1,090 feet above average terrain.

## Changing Hands

### Announced

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

■ WPBC-AM-FM Richfield, Minn.: Sold by William V. and Becky Ann Stewart to Fairchild Industries for \$1.5 million (see page 26).

### Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 87).

■ KABL-AM-FM Oakland-San Francisco: Sold by Gordon McLendon and his family (the McLendon Corp.) to Starr Broadcasting Group Inc. for \$10.8 million (see this page).

■ WPDE-AM-FM Paris, Ky.: Sold by J. M. Alverson Jr. and others to Adlai Ferguson for \$150,000. Mr. Ferguson owns WPRS(AM) Paris, Ill. WPDE(AM) is on 1440 khz with 1 kw day. WPDE-FM operates on 96.7 mhz with 3 kw and an antenna 105 feet above average terrain.


### Cable television

■ Television Communications Corp. has announced acquisition of 80% of Marcus CATV Corp., owner and operator of cable-TV systems serving 2,500 subscribers in Menominee, Mich. and Marinette, Wis. The firm also holds cable franchises for the Wisconsin cities of Peshtigo, Neenah and Menasha, with combined subscriber potential of 15,000 homes. With this purchase, TVC now operates 80 CATV systems serving 178,000 subscribers.

### MediaNotes

**New to ABC** ■ ABC Radio's four network services have added new affiliates. To American Information Network: KRAA(AM) Little Rock, Ark., WTHU(AM) Thurmont, Md., and WVOP-AM Vidalia, Ga.; American FM: WVOP-FM Vidalia, and KROA(FM) Aurora, Neb.; American Contemporary: KRIZ(AM) Phoenix and WLOB(AM) Portland, Me.; American Entertainment: WHEN(AM) Syracuse, N.Y.

**MBS joins** ■ New affiliates of Mutual Broadcasting System: WRYZ(AM) West Palm Beach, Fla., KGCA(AM) Rugby, N.D., and KXIC-FM Iowa City.



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72-17

## FCC trying to get WNJR problem solved

The FCC moved last week in an attempt to settle a dispute among nine competing applicants for Newark, N.J.'s only black-oriented radio station.

The commission said last Wednesday that it would allow new parties an additional 90 days from April 12 to join a group that has been authorized to operate WNJR(AM) Newark on an interim basis.

WNJR, which was operated by Rolins Inc. until that firm lost its license last year, had been run on a temporary basis by the city of Newark. The commission on Dec. 15, 1971, authorized a new firm, WNJR Radio Co., to take over the station on an interim basis pending the outcome of a comparative hearing involving all nine competing applicants for a permanent license on 1450 khz.

That action followed a disclosure by the city that it was no longer capable of maintaining WNJR.

WNJR Radio was made up of three of the competing applicants. Two other applicants, Sound Radio Inc. and Fidelity Voices Inc., however, objected to the commission's Dec. 31 cut-off date for new interests to join the interim operation.

The commission said last week that the issue of interim operation was a major obstacle to the orderly disposition of the comparative hearing. Determining that no ready agreement among all the applicants is apparent, the commission accordingly imposed the 90-day deadline for admission to the joint interim group.

## Will they know the way to San Jose?

The National Association of Broadcasters last week was asked to give its regards to Herrold Square. That's right—Herrold (as in Charles David Herrold) Square.

Making the unusual request was an ad hoc committee known as San Jose Citizens Committee for Radio Recognition. The committee, led by William R. Spendlove, station manager, KLOK(AM) San Jose, Calif., and Gordon B. Greb, professor of journalism, San Jose State College, visited the NAB convention and petitioned NAB President Vincent T. Wasilewski to recognize the city of San Jose as the birthplace of radio broadcasting. Mr. Wasilewski was presented with a script from a purported 1934 broadcast on KQW(AM) San Jose (now KCBS[AM] San Francisco) celebrating the station's 25th anniversary. Further argument was offered by Mr. Greb that electronics pioneer Charles David (Doc) Herrold constructed and programed the pioneer broadcast station in San Jose back in 1909.

Prof. Greb and Mr. Spendlove, who claim they have the backing of their mayor and local business groups, hope

to establish a radio museum in San Jose, and have a downtown area designated as Herrold Square. Prof. Greb and Mr. Spendlove said that they also plan to have San Jose known no longer as the "garden city" but as "the birthplace of radio" instead.

## Changing of the AMST guard

The presidency of the Association of Maximum Service Telecasters changed hands last week for the first time since the organization was founded 16 years ago.

Terry H. Lee, vice president of Storer Broadcasting Co.'s television division, was elected president last week at AMST's membership meeting, held in Chicago during the National Association of Broadcasters convention. He succeeds Jack Harris, president of KPRC-TV Houston, who has been AMST's president since it was formed, and who was presented last week with the gavel he used to preside over AMST meetings since 1956.

Other new officers selected at the meeting: first vice president—Arch L. Madsen, KSL-TV Salt Lake City; second vice president—Robert F. Wright, WTOK-TV Meridian, Miss.; secretary-treasurer—Franklin C. Snyder, WTAE-TV Pittsburgh; assistant secretary-treasurer

Mr. Wasilewski, good-naturedly noting that the interminable semantic battle over who was first in radio was the least of his many problems at NAB, said he would turn the San Jose claim over to the Broadcast Pioneers for authentication.



Mr. Harris

urer (and continuing as AMST's paid executive director), Lester W. Lindow.

The board also elected an executive committee comprising Messrs. Lee, Madsen, Wright, Snyder and Harris, plus C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp., and Lawrence H. Rogers II, president of Taft Broadcasting Co.

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# Talk of real political action

## Now under study: broadcaster committee to collect and disburse campaign funds

A small group of broadcasters met informally last week in Chicago during the National Association of Broadcasters convention to discuss the establishment of a political-action committee that would collect funds and distribute contributions to candidates for federal office who are friendly to broadcasting.

The meeting took place Wednesday morning (April 12), with about 20 present. During the general discussion, two viewpoints became apparent: One was that if such a group is organized, it must encompass a wide spectrum of broadcasters, down to small-market operators whose contributions might run as low as \$10 or \$20. The other questioned the wisdom of getting together at all.

The meeting adjourned with the understanding that participants would think about the idea, discuss it with others in their own organizations and with other broadcasters in their areas, and attend another meeting in two weeks, probably in Washington.

Richard Chapin, Stuart Enterprises, Lincoln, Neb., who is chairman of the NAB's joint board, assumed the leadership role at the meeting, presenting the pros and cons of the subject. Among others present: Peter Storer, Storer Broadcasting; Harold Krelstein, Plough Stations; Peter B. Kenney, NBC Washington, and Joseph L. Floyd, BFR Stations.

The proposal to establish a political-action committee, similar to organizations representing such other interests as oil, power, medicine and education, was first made last summer to the association's executive committee by Roy Elson, NAB's vice president for government affairs.

The suggestion was considered by that committee and again by the joint board last January. The board said only that if a political-action group were formed, it should be separate from the NAB itself.

The subject of political contributions arose last week during the Monday (April 10) panel on government relations at the convention. The convention panel consisted of four men who have considerable experience on one side or the other of the lobbying fence: Mr. Kenney, NBC's Washington vice president; Albert Hardy, radio-TV director of the International Brotherhood of Electrical Workers, Washington; Erwin Krasnow, Washington communications attorney who formerly was administrative and legislative assistant to Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, and James Smith, the Treasury Department's representative on Capitol Hill.

For the most part, they covered familiar ground: Lobbyists are an integral and legitimate factor in the decisions of

government—by the executive and regulatory branches as well as the legislative ("Most things worthwhile [in Washington] are accomplished by people who know each other, and have rapport": Mr. Smith); Washington lobbyists rely on support at the local level ("NAB members have to be active as well as informed," Mr. Kenney said. "Often we're stymied on an issue by lack of support at the grass roots. NAB members should get to know their congressmen, and keep them informed on broadcasting matters"), and the White House itself has a powerful lobby ("It has all kinds of power, including patronage," Mr. Elson said).

There was also talk of the importance of campaign contributions as an aid in promoting one's interests—and the first public indication that broadcasters were preparing to meet in Chicago to establish a political action committee, outside the NAB structure, that would raise funds and distribute them to selected candidates. Mr. Elson, who touched briefly on the subject, said the NAB staff was "trying to stimulate establishment of such a committee."

Mr. Kenney said broadcasting is the least active among industries in making campaign contributions—the contributions are "token, at best," he said. He thought broadcasters would be "well served" in taking action, either individually or through their industry, in making financial contributions.

And Mr. Elson, who for many years was administrative assistant to the late Senator Carl Hayden (D-Ariz.), and who twice ran unsuccessfully for the Senate, agreed. A campaign contributor does not "own" the candidate he helped, Mr. Elson said. "But financing is so essential" that anyone who contributes "a sizable amount" will be remembered and will get "access" to the candidate (assuming he is successful) when the contributor has a problem. Mr. Elson said he is still paying off debts incurred in 1968, when he ran against Senator Barry Goldwater (R-Ariz.).

(The broadcasters attending panel on Monday provided an indication of how inactive the industry is in the area of campaign contributions. About 15 broadcasters out of an audience of some 75 responded when Mr. Elson asked those who had made contributions to raise their hands. Three raised their hands when the question was directed to those who aided candidates outside their districts or states.)

Mark Evans, vice president for public affairs for Metromedia, who was in the audience, felt that broadcasters have a capability unmatched by any other trade association in winning the confidence and support of their Washington representatives—and it has nothing to do with money. Broadcasters have the

"right and duty to transmit the ideas of congressmen back home," he said. Broadcasters who do not provide that means of communication, he said, "are derelict" in their duty.

Broadcasters who do, on the other hand, are doing more than serving their district, according to Mr. Evans. "If the congressman thinks you're interested in him, he'll be interested in you. That's more important than money."

## Wasilewski yes; Vegas questionable

### Joint board approves new contract, reconsiders 1975 convention site

The joint board of the National Association of Broadcasters met for 90 minutes at the Chicago convention last week—the first of what is to be an annual convention occurrence—and took only two specific actions. Both, however, were of substance:

- It approved by acclamation a contract, on a year-to-year basis, for Vincent T. Wasilewski as president.

- It acted to reconsider scheduling the 1975 convention in Las Vegas. The majority of a 24-to-18 vote felt a meeting in the Nevada gaming center would compromise broadcasting's image. The choice between sustaining the Las Vegas site, or changing to another—presumably less scarlet—will be made at the June board meeting in Washington. Next year's NAB convention will be in Washington, 1974's in Houston.

Mr. Wasilewski's contract occasioned muttering among some broadcasters who were unhappy at not receiving a copy for study before the meeting. But none expressed any objections when the contract was offered for a decision. It was accepted on a voice vote.

The contract, Mr. Wasilewski's first, provides him with a base annual salary of \$69,400, as of April 1, with a \$600 raise to go into effect Nov. 1 (subject to federal Pay Board approval). It also provides for \$10,000 annually in deferred compensation (to go to \$15,000 upon Pay Board approval), and a "reasonable" expense account to cover entertainment, travel and similar activities. The association also agreed to pay a \$5,000 annual premium on life insurance on Mr. Wasilewski's life. It also authorizes him to have complete use of a Lincoln Continental sedan, or similar car, to be purchased or leased every two years.

The contract authorizes Mr. Wasilewski to take a three-week vacation each year, and contains provisions dealing with contingencies on disability and illness, including continuation of his salary and compensation for six months following his death. The contract may be terminated by either party upon one year's notice.

One section of the contract refers to



# Delighted!



"Make A Wish," produced by ABC News, has been named winner of the 1971 George Foster Peabody Award in the Children and Youth Category.

The citation states that the program is "produced with understanding and respect for the intelligence of its youthful audience.

It is a creative mix of animation, film, graphics, words and music that challenges children to stimulate their imagination. The program utilizes these mind expanding

techniques to relate to a child's frame of reference in an exciting, amusing, informative and entertaining manner."

We at ABC News are delighted with the recognition accorded the dedicated performance of all of the people involved in this series.

Even more, we trust our young audience also will be delighted when "Make A Wish" begins a new season in September on the ABC Television Network.

## ABC News

the NAB president carrying out his duties according to the provisions of the organization's bylaws. At present, however, there is no way to give concrete meaning to that section, because the bylaws are silent on specific duties for the president. A bylaws committee is to be named to remedy this lack.

The board heard reports from various department chiefs. According to several board members, they were particularly impressed with the reorganized government affairs department under the leadership of Grover C. Cobb. Mr. Cobb had been executive vice president for station relations before he was moved over to head government relations last month, when Paul B. Comstock tendered his resignation—effective in September. No successor for Mr. Cobb in the station relations field has yet been found.

## Minority jobs: things cool down

The demand to make room in the broadcasting business for minority-group members, while still a real one, appears to have lost some of its heat. It has, that is, if workshops on the subject at the National Association of Broadcasters convention last week are indicative.

There were fewer sparks, and the edge was off the debate between industry members and representatives of the minority groups. There were even some acknowledgements of progress being made.

Cliff Frazier, director of the Community Film Workshop of New York, said CFW has placed 200 minority-group members in the motion-picture and television industries since it was established in July 1968.

Tony Gomez, producer-director trainee at KPBS-FM San Diego, under a Labor Department-funded training program, said chicanos in California who decided to help their own people acquire radio-TV skills "were doing well."

Bruce Baird, director of Indian training at the University of South Dakota, talked of the difficulty in establishing a program to train 20 students—the program was revamped three times in the last eight months—but indicated he felt some confidence that success could be achieved.

The presence of about 70 broadcasters—including a large percentage of station managers—at an early-bird session that began at 7:45 a.m. was itself encouraging to him.

And Elizabeth Czech, the only white teacher at the predominantly black Shaw University, in Raleigh, N.C., where she directs the radio-TV program, said 11 graduates have been placed in jobs since she initiated the program four years ago.

Miles Mangrum of Detroit, coordinator of training for Storer Broadcasting, outlined the program that the major group owner has established to recruit

and train minority-group members for broadcast employment. It begins at the junior high school level, where students are made aware of the wide range of jobs available in broadcasting, and runs through four-year colleges, where students interested in the media are given scholarships.

For all of that, Mr. Gomez said more needs to be done. He said it was essential that a "clearing house" be established that would provide broadcasters interested in hiring minority group members ready access to available candidates. (Later, Mr. Frazier said the CFW is planning a proposal for one [funding would be needed to draft], which would not only enable broadcasters to find minority-group workers but would permit the various training programs around the country to keep track of what each is doing.)

Mr. Gomez also urged the broadcasters to help themselves by aiding groups like his. "We're trying to take the pressure off you, without costing you a lot of money," he said. "We're trying to solicit your assistance. Let's find the way."

And Mr. Frazier reminded the broadcasters of the kind of pressure Mr. Gomez had in mind, and indicated he felt the headaches it causes are needless. "It's important that the industry play a role in developing talent," he said. "It's unfortunate that things happen only after pressure: when community groups raise a lot of do. That's a drag. But it seems the only way things go down."

He recalled a major effort the CFW, with assistance from the NAB, made to attract broadcasters' attention: it involved an ad in BROADCASTING magazine (BROADCASTING, July 26, 1971), follow-up pieces and meetings. "It led to no jobs," he said.



*The Rev. Billy Graham appealed to broadcasters last week to join in a crusade against America's "deterioration" and its "moral and spiritual decay." Dr. Graham, receiving the National Association of Broadcasters 1972 Distinguished Service Award, saw "survival of the human race at stake." To the broadcasters he said: "You have the brains and the know-how to set in motion the kind of programming that can re-establish the fundamental values which are essential if we are to survive."*



*The FCC's storefront office at the National Association of Broadcasters convention in Chicago last week proved a magnet to several hundred broadcasters, most of whom have rarely had the opportunity to discuss their problems face-to-face with an FCC official. It was placed at a critical intersection at the convention—behind the registration desk in a hallway leading to the equipment exhibits on a lower level of the Conrad Hilton hotel—and manned by 12 commission staff executives, including Wallace E. Johnson, chief, and Harold Kassens, assistant chief, of the Broadcast Bureau, and Sol Schildhouse, chief of the Cable Bureau.*



# It's been a great 50 years.

WSB Radio Atlanta first started serving the needs and interests of listeners on March 15, 1922.

Back then, the Southern League "Crackers" was just about the only game in town.

Nowadays, WSB Sports means Big League action in Atlanta. Braves Baseball. Hawks Basketball.

Football games by the dozens. "The Voice of the South" is also busy with Award-Winning,

Community-Conscious Programming. On-the-

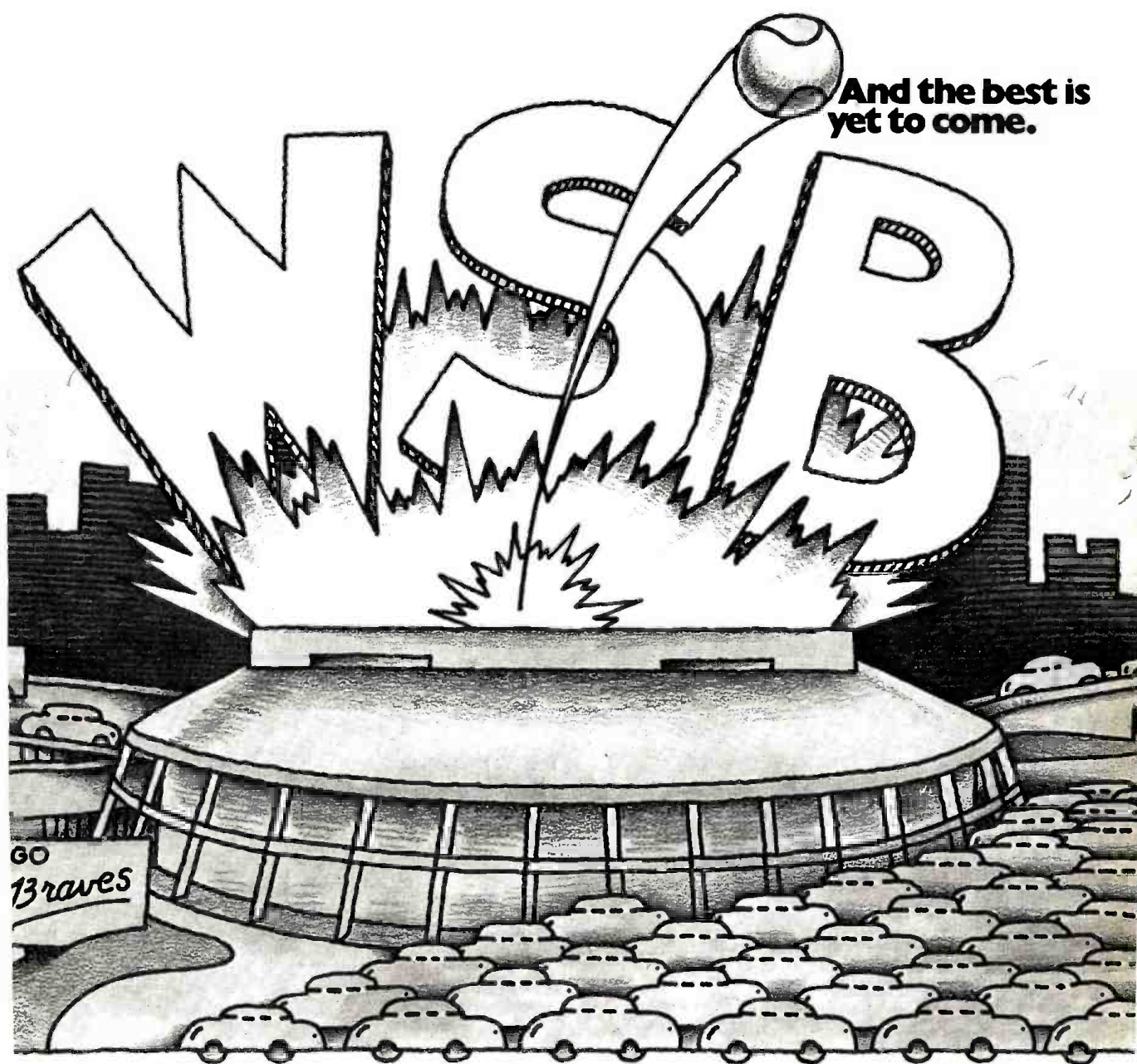
spot News. Great Music. Religion (America's

oldest continuous church service). Public Service

and Public Affairs round-the-clock. Yes, it's been

a great 50 years.

**WSB Radio Atlanta** AM 750 FM 98.5



**And the best is yet to come.**



NBC Affiliate. Represented by CBS Radio Spot Sales, A Communications Service of Cox Broadcasting Corporation. Cox Broadcasting Stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM, WAIA FM, Miami; WLIC-TV, Pittsburgh; KTVU, San Francisco-Oakland.





*Quo Vadis Video?* The answer is that, considering current conditions, the future of television seemed to look good to most of these panelists, who undertook to penetrate it at the wind-up session of the National Association of Broadcasters convention last week. Herb Jacobs of Telcom Associates,

keynoter and moderator, is at lectern. Others (l to r): W. Theodore Pierson, Washington communications attorney; Herbert S. Schlosser, NBC-TV; David J. Curtin, Xerox Corp.; Clifford M. Kirtland Jr., Cox Broadcasting Co., and Burton R. Benjamin, CBS News.

## No radical changes seen for television

**Forecasters say medium is destined to live with same stresses, strengths**

A panel of specialists looked into the future of television last week and sighted a prospect much like television today: still the number-one mass medium for entertainment and advertising but offering increasingly diverse programming, relatively unhurt by cable TV, perhaps subject to a little less regulation than now and, as ever, under criticism by government.

The specialists, who formed the "Quo Vadis Video" panel that closed the National Association of Broadcasters convention in Chicago, were W. Theodore Pierson, Washington communications attorney; Herbert S. Schlosser, NBC-TV programs vice president, West Coast; David J. Curtin, corporate communications vice president of Xerox Corp.; Clifford M. Kirtland Jr., executive vice president and secretary-treasurer of Cox Broadcasting Co., and Burton R. Benjamin, senior executive producer, CBS News. Herb Jacobs, chairman of Telcom Associates, was keynoter and moderator.

Mr. Pierson described Washington's current regulatory climate as "at best unsympathetic to broadcasters and at worst hostile."

He did detect some "sunshine" in the FCC's weighing the probable effects of regulation and proposed regulation on broadcasting's ability to operate. But if the FCC asserts its statutory rights, he said, the outcome depends on "which panel [of judges] you get" to hear the case on appeal and, after that, on which direction the Supreme Court ultimately takes.

Even so, he said, he had "some hope of containing regulation, and even of some de-regulation."

Mr. Kirtland of Cox, which is deeply involved in cable as well as broadcasting, also saw the possibility of some long-term lessening of TV regulation, primarily because of CATV.

He did not undertake to forecast beyond 1980, but could not see cable supplanting broadcasting or materially siphoning advertising revenues from TV by then. He thought CATV penetration might reach, at most, 30% to 40% by 1980 and that it would still vary widely from market to market. Cable revenues in 1980, he predicted, will depend primarily on subscribers, leased channels and pay TV, with advertising perhaps the least important source.

Xerox's Mr. Curtin agreed that TV networks would continue to attract the bulk of the mass audience—and advertising. He thought program costs and time charges would continue to increase but did not expect television to price itself out of the market.

Mr. Curtin also offered glimpses of Xerox's own TV experience and policy. "Television," he said, "has accomplished for Xerox everything we hoped for, and more." The company has underwritten "quality" programming, such as the BBC *America* series on NBC-TV next fall, not only for its advertising values but also because "we want to put something back into television," he said.

NBC-TV's Mr. Schlosser looked first to the past and predicted its trends will continue to bring "increasing diversity in techniques, substance and form" of programming.

Specifically, he felt that "the long-form program [60 minutes or more in length] will remain basic" in network TV; that the "anthological" and "revolving" forms, as distinguished from continuing series, will remain key elements in expanding program diversity; that entertainment specials, though he said they were curtailed by the FCC's

prime-time access rule, will continue to be an important and enlivening part of television and that "mini-series"—such as *The Search for the Nile* and *The Six Wives of Henry VIII*, each in six parts—"will have significant effect on our programming future" and can be expanded to other program types.

Mr. Schlosser also foresaw increased use of video tape, as in *Laugh-In* and in *All in the Family* and *Sanford and Son*, to permit technical and creative innovations "at savings that will give us more and more control over the ever-increasing costs of program production."

CBS News's Mr. Benjamin felt it must be recognized that as long as an adversary relationship exists between government and press, government will continue to complain about the press—especially when television is the press.

He said that "any medium that does not consider itself free to criticize the government is not free," and that "what we want to do is broaden our coverage, not narrow it."

Mr. Jacobs, as keynoter/moderator, had both the first and the last words. "With a couple of if's," he told the TV broadcasters, "I think your future's great."

He said he expected television to survive its encounter with CATV without getting badly mugged up, and also to overcome the consumerists, public-access groups and minority activists, probably not without some anguish but perhaps with better programs as a result.

He called upon broadcasters not to "live for the buck alone" but to provide the "superb television service" that comes from the newsroom, to be "scrupulously honest" with viewers, to "know that your works are good, but keep always striving to improve them," and not to neglect the business of lobbying for a better understanding of television and its service.

His parting advice: "Illegitimi Non Carborundum"—"Don't let the bastards grind you down."



Dear Manager:  
It gave me a lot to  
think about, and I feel  
I have a better  
understanding of how  
some black people  
feel. Mrs. W O R, Dallas



We're listening . . .  
and so is Dallas/ Fort Worth.  
On March 29, almost a half  
million people\* watched  
and listened to **"BLACK TALK"**.  
Another KDFW-TV step in the right  
direction.

KDFW-TV, DALLAS/FORT WORTH

\*ARB: Special coincidental





# Get into politics, Wasilewski tells NAB

Association chief sees action, not reaction, as road to license protection, business survival

Broadcasters were urged last week by the head of their trade association to turn to political action as a means of protecting their licenses and revenues.

Vincent T. Wasilewski, president of the National Association of Broadcasters, said the members should "go beyond the mere reporting of politics" and engage in "political participation." A continuing role in the political process is necessary to survival, Mr. Wasilewski said.

The NAB president said broadcasters were caught up in a social revolution "whether we like it or not." To preserve themselves, he said, they must first preserve their economic support. There must be resistance to attacks on broadcast advertising. The Federal Trade Commission proposal that broadcasters accommodate counteradvertising "could bring broadcasting down with a single blow," warned Mr. Wasilewski.

To counter to such proposals, he said, "we must develop positive educational programs to convince the public and the intellectual minority and, most important of all, the Congress that advertising is worthwhile." The job, he said, would require the joint effort of all elements

in advertising. He said there had been "little meaningful help from newspapers or magazines or advertising agencies." Nor "is our own record of cooperation much to brag about," he said.

It was not enough, however, to explain the essentiality of broadcasting, said Mr. Wasilewski. Broadcast-advertising standards must be tightened if the broadcasters' case is to be believed. He called for enlarged support of the NAB's television and radio codes, which he said were "undersubscribed and underpowered." The effectiveness of the codes, he said, was often "our only defense."

A restoration of "fair and equitable" criteria in the renewing of broadcast licenses is also needed. Mr. Wasilewski said. The model bill now before the Congress would, he said, achieve that end and would also "help us—yes, even force us—to become more deeply involved in our communities than we now are." In the long run, he said, the broadcaster must find his security in community support.

He told the broadcasters to admit the inevitability of "more citizen participa-



Mr. Wasilewski

tion" in broadcasting. But he said broadcasting must not abandon its historic role of serving the "maximum number of people." It "should not be converted into a system that simply spouts personal opinions on a first-come, first-served basis." The broadcaster, he said, "must continue to exercise his journalistic and programing judgments as part of his charge as a licensee."

## Court reverses FCC on WLBT profits

The U.S. Court of Appeals in Washington, whose past decisions have been against attempts of Lamar Life Broadcasting Co. to hang on to its WLBT(TV) (ch. 3) Jackson, Miss., has dealt yet another blow to the erstwhile licensee.

The court last week vacated an FCC ruling that would have enabled Lamar to retain profits from the operation of WLBT over a seven-month period prior to last June, when Lamar was replaced with an interim operator. In so doing, the court questioned whether the commission's failure to impound Lamar's profits during that period did not place other applicants for channel 3 at a comparative disadvantage.

The three-judge panel, consisting of Senior Circuit Judge Charles Fahy and Circuit Judges Harold Leventhal and Spottswood W. Robinson, instructed the commission to reconsider whether its decision to allow Lamar to retain profits from its operation of WLBT between Sept. 8, 1970, and April 17, 1971, had been in the public interest. The court's ruling was in response to an appeal of an FCC order of Feb. 2, 1970, by Civic Communications Corp., one of five competing applicants for channel 3 (Lamar is also an applicant). The FCC action under question dismissed Civic's petition to impound Lamar's profits from Dec. 5, 1969—when the commission invited new applicants for the channel—until the selection of an in-

terim operator. Civic contended that to allow Lamar to continue to profit from the operation of a station for which it no longer held a license would hurt itself and other applicants and would work in favor of Lamar. The commission rejected this argument, claiming it would not be prejudiced.

Lamar lost its license for WLBT in 1969, following an appeals court ruling overturning an FCC decision granting it renewal for another three-year period. The United Church of Christ, which had been awarded standing to challenge Lamar's renewal by the same court in 1966—over the objection of the FCC—had argued that Lamar discriminated in its programing against Jackson's black population.

Judge Fahy, who wrote the opinion last week, pointed out that the court was asked to decide whether Lamar's profits should be impounded during three specific periods of time. The first period, from Dec. 5, 1969 to Sept. 8, 1970, was time in which the FCC permitted Lamar to remain on the air until an interim operator was found for WLBT. During the second period, from Sept. 8, 1970, to April 17, 1971, Lamar was allowed to continue operation while it was contesting the FCC's award of interim operation to Communications Improvement Inc., a nonprofit group which is not an applicant for a permanent license. The third period, April 17 to June 14, 1971, was the time in which Lamar operated WLBT while awaiting the CII takeover—having lost its bid

to keep CII from commencing operations.

Judge Fahy noted that the commission had already ordered Lamar's profits placed in escrow during the third period. The question then, he said, is whether the firm should be allowed to retain the returns it experienced during the first or second period, or both.

The court, Judge Fahy stated, saw no reason to negate the FCC's decision to allow Lamar to keep the profits it earned from WLBT during the first period. While he noted that "it might well be that it would have been reasonable" for the commission to deprive Lamar of its earnings during this time "we do not find it to have been unreasonable" for the commission to rule otherwise.

But the FCC's decision to allow profit-taking by Lamar to continue during the second period, Judge Fahy said, "gives us pause." He noted that the delay in the CII takeover was not caused by the commission, but rather by Lamar's attempt to block that action. Judge Fahy maintained that the delay "substantially increased" Lamar's period of operation beyond that contemplated by the commission in its February 1970 order. Judge Fahy also held that the delay "also made more doubtful the continued validity of the commission's view . . . that failure to impound during this period would not place other applicants for the permanent license . . . at a 'significant disadvantage,' with corresponding advantage to Lamar."



# Cleveland has vocal voters, Black Bazaars, junior d.j.'s & WJMO

It takes more than federal funds and urban development to create communities where people can work together and get things done. It takes communication... it takes education... it takes a radio station like WJMO... broadcasting job opportunities 5 times daily... conducting convincing voter registration campaigns... informing the community of news concerning Blacks... raising money for the United Negro College Fund... opening its studios to young people of minority groups who seek a career in broadcasting... stimulating community action in the prevention of crime. WJMO is proud to be part of Cleveland and gratified to know that our impact is helping to get things done.

"... In my opinion, WJMO Radio has been more responsive to the needs of the Black Community than the other radio stations in Cleveland..."

MISS DAISY G. COLLINS, Esq.

"... The Black World Bazaar would like to extend its appreciation for your participation in our effort to acquaint the Cleveland Community with some of the black businesses..."

RUDY PATTERSON, Chairman, Black World Bazaar

"... On behalf of the staff and family of the Black Unity House let me convey our gratitude to you for your continued efforts and cooperation..."

SISTER MISHABA, Black Unity Community Center

"... I would like to express the sincere appreciation of the Street Academy Project to you for providing the remote broadcast..."

SUZANNE PAYNE, Recruitment Director, The Urban League of Cleveland

"... We appreciate the air time and personal efforts by WJMO which help to remind your listeners of the vital need to contribute to the United Negro College Fund..."

ALTON W. WHITEHOUSE, JR., President, The Standard Oil Company

"... It was a real pleasure to witness a truly professional station operation..."

THE RADIO CLASS AND CLUB, John F. Kennedy High School

"... This is to certify that WJMO Radio has become dedicated to developing meaningful ways of enlisting citizens participation for the prevention of crime..."

LEWIS COFFEY, Chief of Police, City of Cleveland

"... Now that the results are in we find that we have more people registered than ever before in a non-presidential election year... Thanks very much for the contribution made by station WJMO..."

JOSEPH W. BARTUNEK, Chairman  
Cuyahoga County Board of Elections

"... Whereas the services of Radio Station WJMO are of inestimable value broadcasting programs of interest, information and concern... for dedicated efforts to assist and help solve community problems... Now, therefore I, Carl B. Stokes, Mayor of the city of Cleveland hereby proclaim Monday, February 1, 1971 'WJMO Appreciation Day'..."

CARL B. STOKES, Mayor



Concerned and Involved... Dial 1580



**WJMO**

Cleveland, Ohio

Another United Broadcasting Co., Inc., Station

Richard Eaton, President



## City of Cleveland

CARL B. STOKES

### A PROCLAMATION

By the Mayor of the City of Cleveland, Ohio  
Designating Monday February 1, 1971, as

### "WJMO APPRECIATION DAY"

WHEREAS, the City of Cleveland is desirous to express its appreciation to Radio Station WJMO for outstanding public service to the community; and

WHEREAS, the services of Radio Station WJMO are of inestimable value broadcasting programs of interest, information and concern to its listening audience and for dedicated efforts to assist and help solve community problems; and

WHEREAS, Radio Station WJMO and members of its staff have proved to be valuable additions to the communications industry in this community for they are today's citizens of vision and influence - it is through the manifestation of their beliefs that they can build a better community because they want it that way; and

WHEREAS, the City of Cleveland recognizes the important contributions made by Radio Station WJMO to our community.

NOW, THEREFORE I, Carl B. Stokes, Mayor of the City of Cleveland do hereby proclaim Monday February 1, 1971, as "WJMO APPRECIATION DAY" and do respectfully urge all citizens of Cleveland to salute Radio Station WJMO for its noteworthy accomplishments and to wish it continued success.

In Witness Whereof, I have hereunto set my hand and caused the Corporate Seal of the City of Cleveland to be affixed this 29th day of January, 1971.



*Carl B. Stokes*  
MAYOR

## Programmers' consensus: better times

Pre-sale of 'Ironsides' is star of syndication;  
barter takes a bigger place at annual NAB show

How was programming business at this year's National Association of Broadcasters convention? The answer was in the eye of the respondent.

"It was the best convention for me since 1950," a buoyant Wynn Nathan of Time-Life Films said. "We made more sales than we ever had."

"There was just not that much business at the convention," reported Marvin Levine of Winters/Rosen Distribution Corp. "There were fewer programming people around than at NATPE [National Association of Television Program Executives] in San Francisco earlier this year. Most people were just looking around to see what's available."

Between those two extremes probably rests the most accurate assessment. A check of the some 25 program exhibitors at the convention indicated that by and large, as one program salesman put it, "the atmosphere is one of optimism and enthusiasm as against last year's rather depressed mood."

Undoubtedly, MCA TV, the consistent bellwether of the otherwise volatile distribution business, once again led the way with its surprise offering of the network rating hit, *Ironsides*. In another smashing demonstration of the remarkable television pulling power of Raymond Burr (as *Perry Mason* he continued to arouse substantial sales interest in the catalogue of Viacom Enterprises, a floor below MCA in the convention hotel, the Conrad Hilton), station managers rushed to establish a claim to the actor's current starring vehicle on NBC-TV. Even as workmen hurried to strike the MCA TV exhibit on Wednesday (April 12), the last day of the convention, sales executives Lou Friedland and Keith Godfrey were busily writing up orders.

The package they were selling comprised 175 hour-long episodes of top-rated *Ironsides*, a series that is still running strong on the network and renewed for next season. Stations were being offered this package at a set, nonescalating price for delivery in September 1974—whether or not it continues to be renewed for network presentation. If the series continues on NBC-TV beyond the 1973-74 season, stations will play it in syndication under a different title—perhaps *The Raymond Burr Show*.

What MCA did with *Ironsides* at last week's NAB was different from any other pre-sale of existing network product, such as previous pre-sales of *Mis-*

*sion: Impossible* and *The FBI*. For the first time, apparently, a cutoff date was pre-arranged when an ongoing network series—with no terminal date for network showing in sight—would be released to stations. The idea is to sell a hit series at the peak of its network popularity instead of when it's in a lame-duck season.

"I have a feeling that this is going to set a trend for the industry," said one of the many people who moved through the MCA TV suite. "I've been given to believe that *Adam-12* may be the next network series to go into a syndication pre-sale."

Said a station manager who happily signed up for the 175 *Ironsides* episodes: "It's my understanding that MCA wrote \$20-million worth of business at the convention." MCA officials would neither confirm nor deny the report, but unquestionably the distributor (also introducing 35 *World Premiere* movies) generated the highest dollar volume of any syndicator at the convention.

(The strength in such sales was both a good news-bad news situation: good for sellers, not so good for buyers. Reports reaching BROADCASTING indicated some stations were being priced out of stronger series, and that hits of *Ironsides* caliber were selling for two-to-three times normal prices. How such investments can be recouped price-controlled market is a serious question.)

Beyond MCA, the programming activity at the convention marched to the beat of the barter concept. Barter arrived at last year's NAB; it acted like a permanent guest at this year's convention. "Speaking personally," commented Henry A. Gillespie of Viacom Enterprises, a nonbarter sales executive, "I'd have to say that barter is here to stay. But it really depends on the strength of the economy in spot. As the spot economy gets stronger, barter gets weaker."

Last week, though, the TV spot economy—on the rise by general consensus—was not robust enough to slow down the barter trade. The barter suites at the convention—in and out of the Conrad Hilton—got the most consistently heavy traffic.

"We've gotten an extremely positive reaction to our barter shows," said Dennis Holt, president of Western International Media Corp., Los Angeles. Mr. Holt's firm, which is handling placement of five half-hour first-run weekly series

for Chevrolet through Campbell-Ewald, was not greeted with open arms at last year's convention. "Broadcasters approached us with caution," Mr. Holt recalls. "Now it's totally go on all five shows and our clearances are going extremely well."

At times there was brisk traffic as well at Brut Productions, where, on behalf of Faberge, *The Protectors*, a half-hour adventure series starring Robert Vaughn and filmed on location all over Europe, was being offered only on the basis of 26 programs, two plays of each, on a firm 52-week commitment. "Faberge is looking for a 7:30 p.m. or a 10:30 p.m. prime-time period beginning in September 1972," prospective customers were told. "Such time period offers are subject to Faberge's acceptance."

For the program, a slick action-adventure program, Faberge was retaining two one-minute spots with opening and closing billboards of 10 seconds each. The advertiser also wants to reserve the right to sell off one spot to a noncompetitive national advertiser, leaving three one-minute spots available for stations.

Asked why such tight control, Brut's top salesman, Dan Goodman, replied: "We're spending more than \$90,000 for each of these shows. That's \$2,340,000 we've got invested. We've got to have the 52-week commitment and have the show play in prime time to have it make sense for us."

Over at Yongestreet Program Services, the barter concept was operating differently. Yongestreet, as it did at last year's convention with *Hee Haw*, was putting *The Hollywood Palace* up for placement without initial advertiser support. The production company cannot actually go into the barter marketplace until it's in a position to deliver a station list that covers at least 80% of the country. Only then does *Palace* become a practical vehicle for an advertiser.

Asked for a status report, a spokesman for the company revealed: "We came into this convention with 27% coverage for *Hollywood Palace*. We're leaving with well over 60%."

Yet another variation of the barter concept was being employed by Telecom Productions Inc.—a so-called "time-credit" plan. Stations were asked to give Telecom their unsold run-of-schedule spots in exchange for 247 half-hours, encompassing four series. Included were *Championship Bowling*,





The Amazing Kreskin justified his claim to that title last week during this special performance staged by Viacom Enterprises at the NAB.



Calling attention to its specialized, high-syled English product, Time-Life Films offered one of the few thematic exhibits—a replica of an Elizabethan pub.

*Championship Bridge, Win with the Stars and Hunting and Fishing.*

MGM Television, sporting such attractive items as the new "MGM/8" feature-film package and 72 episodes of the off-network *Courtship of Eddie's Father* series, also stressed *Young Dr. Kildare*. This first-run video-tape production, 24 half-hours with Gary Merrill as Dr. Gillespie and Mark Jenkins as

the new Dr. Kildare, was being offered as a barter deal through Bristol-Myers. Said MGM TV's Edward A. Montanus: "The studios can't and don't want to finance for first-run syndication."

It would be a distortion to imply that only MCA and the barter merchants had activity at last week's NAB. A spot check of the marketplace disclosed the following generally favorable busi-



Among the series MGM TV was billboarding was its new *Young Dr. Kildare*. Gary Merrill (r), who plays the Dr. Gillespie role, joined the occasion with Edward A. Montanus (l), MGM TV's director of sales, and Peter Spengler, director of advertising services, Bristol-Myers.



The back-in-syndication *Merv Griffin* and *Marlo Thomas* series were key sales attractions of the "Merv Marlo Metro-media" presentation.



Happy days are here again seemed to be the theme played at Brut Productions, where barter programing drew heavy traffic and placements.

ness indicators from various syndicators:

■ Viacom Enterprises: "We signed more deals on an individual basis—not necessarily on a dollar volume basis—than anyone else at the convention," claimed sales executive Henry Gillespie.

■ Time-Life Films: "We did one quarter of a million dollar business on little things like six episodes of the *Six Wives of Henry VIII* and six more of



*Elizabeth R.*," according to Wynn Nathan. "It got so busy for a time, we couldn't handle the traffic."

■ Firestone Film Syndication Ltd.: "We had a very good convention—the best we ever had," said Len Firestone. *To Tell The Truth* and *I've Got a Secret* were among the best-sellers. "The reason this product sold," explained Mr. Firestone, "is that it's new product, meets the FCC requirements for prime access time, and yet it's not new product. It has a successful track record. For stations it offers a limitation of risk."

■ Larry Harmon Pictures Corp.: "I'm very happy about the convention," reported Larry Harmon. "Last year the buyers were confused, indifferent, depressed. This year, for the first year, we closed deals at the convention for our new educational-entertainment *Bozo's Place* series."

■ Sandy Frank Program Sales Inc.: "We've sold 37 markets for *The Parent Game*, including one at the NAB," said Sandy Frank. "We're selling the show because it's new and with real educational value—in the true spirit of the prime-time access rule."

■ ABC Films: "We're getting renewals like crazy on *Let's Make A Deal*," said Jerry Smith. "Our increased traffic is due to having what we think is the number-one prime-time access show and the fact that Monty Hall, the show's star, was at our hospitality suite during the entire convention."

■ Avco Broadcasting Corp.: "We've gotten some firm commitments and a lot of activity," according to Don Dahlgren. "General managers are showing great interest in our *Phil Donahue Show*."

■ Group W. Productions: Roger Adams reported: "Dollar volume is about the same, but everything else is higher. Spot business is up. Stations now have more familiarity with the prime-time access rule. They found they could make more money with it."

■ Winters/Rosen Distribution Corp.: "We're getting a good renewal business on *Rollin' on the River*," said Marvin Levine. "I'd have to express cautious optimism about the future."

■ Tomorrow Entertainment: "We've done \$600,000 worth of confirmed business in two days at NAB," said Lawrence O'Daly. "This year NAB is terrific. Last year it was impossible. General managers are buying shows and making deals. They're moving more aggressively."

■ Allied Artists TV Corp., Andrew P. Jaeger and Leo M. Brody responding: "Business was acceptable. We had a good representation of general managers and program directors. We closed some deals."

■ Rhodes Productions: "Traffic is about the same as last year, but everything else is up," said Jack Rhodes. "Business was a lot more serious because of the upturn in the economy this year. This is the first NAB that had all of the rating books in and stations came prepared to buy."

## Those barter shows: good or bad for TV?

### That's overriding question in NAB program suites as trade deals proliferate

One way or another barter and talk of it permeated the program exhibits at the NAB convention. Eventually most conversations got around to the impact of barter—the way it was drawing traffic from the conventional program suites, the apparently impressive sales (or, more aptly, placement) record it was chalking up, the debate over its beneficence or harm, the conjecture over whether it was here to stay.

Alan D. Courtney, president, Yongestreet Program Services Inc., Beverly Hills, Calif.—to single out one of many at last week's convention caught up in the trend of barter—is a believer.

"I think the attitude on the part of the stations is one of total respect towards barter," he said, "depending entirely on their feeling about the product and what they think it will deliver."

No surprise here. Mr. Courtney has a healthy self-interest. He was at the convention bartering two series—*Hee Haw* and *Hollywood Palace*.

Still, Mr. Courtney has seen how the other world lives during his many years in the business, first as a top programming executive at NBC-TV, subsequently in the first rank of production at MGM TV and Four Star International.

"There is still a degree of bad connotation about barter," he conceded. "Stations have been disappointed in the production values and the quality of some of the shows that were offered for barter in the past. I think barter always indicated, if not necessarily a bad show, a limited kind of show, such as a cooking program or another quick imitation of a panel or talk show."

But that's the past, according to Mr. Courtney, and now barter has a new image. "There are no better production values in anything than there are in *Lawrence Welk* [not a Yongestreet production]," he observes. "It's done just as well if not better in barter syndication than it was done on the network."

Mr. Courtney also has an answer for the persistent charge that stations engaging in barter programming are giving away the only commodity they have to sell—time.

"What we have tried to explain to the stations that we have done business with," he said by way of rebuttal, "is that they aren't really giving the time away. We construct our shows so that the content is equally divided between us and the station."

Explaining further, Mr. Courtney said: "In an hour there are eight commercial positions. We retain four. The station retains four and keeps its traditional one-minute station break. So what it amounts to is we are saying to the station, 'You pay us the equivalent of four minutes of your time for the show.

That's the program cost to you and you have four minutes left to sell.'"

How does this compare with the conventional way of doing business? Very favorably, Mr. Courtney contended.

"We've explained to stations," he pointed out, "that with a network affiliate if an hour of network time is sold, the station gets one-third of the network compensation. With us it's a 50-50 split."

There would appear to be no doubt in Mr. Courtney's mind that this year's NAB convention marked the establishment of barter as a way of local programming life. "Barter," he observed, "from the standpoint of acceptance on the basis of do you or do you not want the product, may very well be here to stay. And it may have acquired a respectability that makes it competitive with any other form of program sales."

Charles B. Brakefield, president and general manager, WREC-TV Memphis, Tenn., disputed Mr. Courtney virtually all along the line. First he pinpointed the root of the evil he sees: "The prime-time access rule creates the market for barter," he contended. "There is not enough product of quality around to fill the need." Parenthetically, he added: "That rule is less in the public interest than any other in recent years."

Then Mr. Brakefield laid the blame: "Too many station operators think they are getting something for nothing. They don't realize the minutes they are giving away have a monetary value."

Mr. Brakefield was unequivocal about what he prefers to do. "I would rather sell my time for cash," he stressed. "How do I know what two minutes are worth in a show? What if the show turns out to be a big hit?" he asked. "I could be getting \$1,000 for that barter half-hour program. That would make the spots I give away much too high a price to pay for a program in my market."

Ironically, though, Mr. Brakefield indicated a willingness to listen to one barter proposition—that of Mr. Courtney's *Hee Haw*. How come? "*Hee Haw* is a winner in my market," he pointed out, "and it's not available any other way."

So it went, and so it's likely to go, in the barter embroilment—the issue that stole the programming show at NAB-1972 Chicago.

## Radio syndication: harder road to riches

They also serve who only stand and wait. That seems to be the way a number of radio syndicators felt at last week's National Association of Broadcasters convention in Chicago.

For the most part radio's programming people didn't have the favorable floor sites, the fanfare, compelling-enough product to generate excitement and throngs. Yet there were individual upbeat experiences. Among them:

■ Charles Michelson Inc., New York, which reported more sales closed, higher dollar volume of sales, more active leads turned up, heavier traffic, more



## ***A good airing for the Guard.***

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## *The Fetzer Stations*

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<b>WWTV</b> Cadillac	<b>WWUP-TV</b> Sault Ste. Marie	<b>WJFM</b> Grand Rapids	<b>WWTV-FM</b> Cadillac	<b>WWAM</b> Cadillac	<b>KMEG-TV</b> Sioux City

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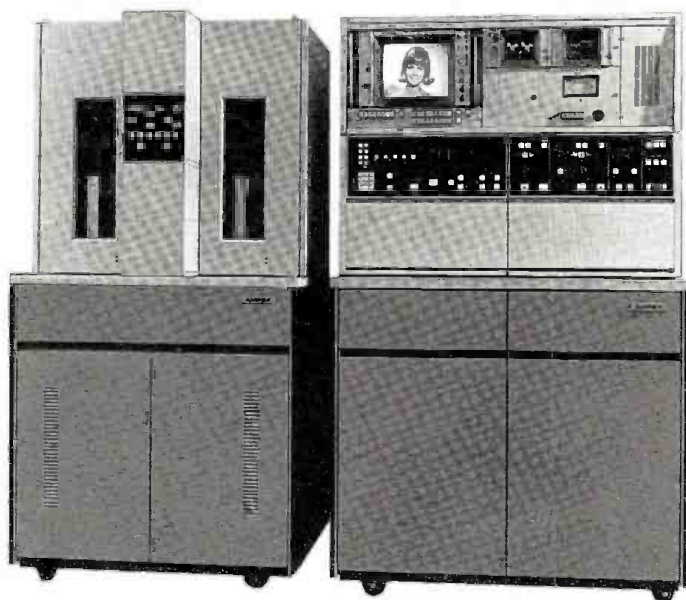


XX-TV  
Program Log

TIME	LENGTH	PROGRAM	LOCATION	CASSETTE NO.	VIDEO/A
7:48:00	:30	FOOD COMM.	Bin 12	522	ACR-25
7:48:30	:10	MOVIE PROMO	Bin 13	684	ACR-2
7:48:40	:60	FLOOR CLEANER COMM.	Bin 14	102	ACR-2
7:49:40	:10	JUICE COMM.	Bin 15	723	ACR-2
7:49:50	:10	COMM. I.D.	Bin 1	468	ACR-
7:50:00	8:00	LOCAL MORNING SHOW			Stu
7:58:00	:60	AUTO COMM.	Bin 16	890	AC
7:59:00	:10	MOVIE PROMO	Bin 24	212	AC
7:59:10	:20	COFFEE COMM.	Bin 17	170	A
7:59:30	:30	COSMETIC COMM.	Bin 18	650	f
8:00:00	28:45	NETWORK			
8:28:45	:15	PUBLIC SERVICE	Bin 19	380	
8:29:00	:60	CEREAL COMM.	Bin 20	140	
8:30:00	:15	LOCAL NEWS OPEN	Bin 22	525	
8:30:15	2:30	LOCAL LIVE NEWS			
8:32:45	:20	MILK COMM.	Bin 3	925	
8:33:05	:10	EVENING NEWS PROMO	Bin 4	365	
8:33:15	:30	WEATHER	Bin 5	720	
8:34:45	:15	LOCAL NEWS CLOSE	Bin 23	374	
8:35:00	:30	DEODORANT COMM.	Bin 6	676	
8:35:30	:10	I.D.	Bin 7	428	
8:35:00	5:00	"THE MANAGER SPEAKS"	Bin 8	970	
8:35:10	:10	EVENING NEWS PROMO	Bin 4	365	
8:35:10	:10	MOVIE PROMO	Bin 24	212	



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# TV networks seen in close race

## CBS gets slight edge in Jacobs forecast for 1972-73 season

If Herb Jacobs's newest handicapping turns out to be right, the three television networks will come out about even in the 1972-73 season. Mr. Jacobs, chairman of Telcom Associates, program buying service and consultancy, predicted last Monday that CBS would achieve an average rating of 19.8 to take a slim lead over ABC-TV and NBC-TV with averages of 19 each. The Jacobs forecasts were made at his annual breakfast meeting with TV Stations Inc. during the National Association of Broadcasters convention.

Mr. Jacobs, following his custom, also forecast shares of audience for each half-hour in network prime time next season (see accompanying charts). He did so against a claimed record of 86.4% of accuracy in his 1971-72 predictions.

By Mr. Jacobs's reckoning he scored 66 "bullseyes" last season, coming within three points either way of the actual shares of 66 half-hours, and 47 "on targets," missing by no more than five points either way. For the other 17 half-hours his errors were greater. The predictions were matched against shares after the first 13 weeks of the 1971-72 season.

For 1972-73 Mr. Jacobs puts ABC in first place in 13 half-hours, second in 11 and third in 18; CBS first in 14, second in 19, third in nine; NBC ahead in 16, second in 12, third in 14.

By nights, Mr. Jacobs sees the race

### Sunday

	ABC	CBS	NBC
7:30	Local	Anna and The King 31	Walt Disney 34
8:00	Local	M*A*S*H 30	34
8:30	FBI 31	The Sandy Duncan Show 31	33
9:00	32	New Dick Van Dyke Show 30	NBC Sunday Mystery 34
9:30	33	31	35
10:00	ABC Sunday Night Movie 35	Mannix 32	Night Gallery 29
10:30	44	Local	Local

this way: No network will dominate Sunday or Monday. Tuesday is given to ABC, with CBS a respectable second and NBC a poor third, by programming *NBC Reports* and a British Broadcasting Corp. production, *America*, against ABC's durable *Marcus Welby* and the new CBS movie.

On Wednesday, the race is closer. ABC, according to Mr. Jacobs, will considerably improve its Wednesday performance of this season. Thursday, opening with the *Flip Wilson* hit, will belong to NBC next season, Mr. Jacobs says. On Friday too NBC will start with the strong 1971-72 midseason entry, *Sanford and Son*, but will decline afterward. ABC and CBS will share the night in Mr. Jacobs's version.

On Saturday CBS will open with *All in the Family*, its 47 the highest share accorded any show by Mr. Jacobs for next season, and will stay on top for the night.

### Monday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Local	Local	Local
8:30	The Rookies 26	Gunsmoke 36	Rowan & Martin's Laugh-In 28
9:00	26	37	29
9:30	30	Here's Lucy 35	31
9:30	33	Doris Day Show 32	NBC Monday Night at the Movies 31
10:00	NFL Monday Night Football 34	31	33
10:30	34	The Bill Cosby Show 31	33

### Thursday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Local	Local	Local
8:30	The Mod Squad 29	Spencer's Mountain 24	The Flip Wilson Show 41
9:00	30	24	42
9:30	The Men 26	29	35
9:30	26	The CBS Thursday Night Movie 30	Ironside 35
10:00	Owen Marshall Counselor-at-Law 29	31	32
10:30	30	32	Dean Martin Show 33

bullish attitudes to prospective customers and a generally better outlook for future business than was witnessed at last year's convention.

■ Hap Day Industries, Boston, which particularly noticed heavier traffic than last year and a decidedly more bullish attitude on the part of customers and prospects towards product.

Commented Charles Michelson, president of the radio programing firm bearing his name: "Our radio program business has increased 47½% since January 1972, which is reflected in the new business contracted for at the NAB convention. By year's end," added the sanguine Mr. Michelson, "we estimate that this will be our greatest dollar volume year."

Said Merrill Barr, general manager of Hap Day: "We spoke to maybe 500 people—at least five times as many people this year." Asked why, Mr. Barr theorized: "Perhaps a combination of the Baskin/Robbins hot fudge sundaes that we offered and an addition of five new radio shows to our product list."

The experience of Robert Wold Co.,

Los Angeles, a first time exhibitor at NAB, was perhaps more indicative of the over-all prevailing conditions and business climate. "We can't say that the traffic was great," reported company President Bob Wold, "but we know that's a function of our having been relatively unknown in addition to being limited to a suite on the 21st floor of the convention hotel. We would much rather be allowed to have a booth in the exhibition hall."

Was it all worthwhile? For Mr. Wold, at least, the answer was a qualified, modest, affirmative. "Those station people who found our suite have been extremely complimentary," he explained, "and we made enough actual sales to pay for the trip."

## Longer wait for pay TV

The FCC has tightened a rule designed to prevent pay television from siphoning sports events from free TV. As amended by the commission, the rule bars from pay TV a sports event that has been seen on conventional televi-

sion within the past five years. The previous restriction was for two years.

The commission also extended from two to 10 years a ban on pay television coverage of regularly recurring sports events, like the Olympic Games. New sports events which result from restructuring of existing sports—Super Bowl is an example—are denied to pay television for the five years after the events are introduced.

Proposals for tightening the rule as it applies to cable television will be considered later, the commission said.

## NBC-TV, Parks renew a date

NBC-TV will telecast the 52d annual Miss America Pageant from Atlantic City on Sept. 9 (10 p.m.-12 midnight). The program will be sponsored by the Kellogg Co. (through Leo Burnett), Toni Co., division of the Gillette Co. (Grey-North) and Campbell Soup Co. (BBDO). This will be the seventh consecutive year that NBC-TV has telecast the pageant. Bert Parks will serve as master of ceremonies for the 18th straight year.

## Tuesday

	ABC		CBS		NBC
7:30	Local		Local		Local
8:00	Temper- ature's Rising	27	Cousin Maude	33	31
8:30		34		33	Bonanza
9:00	Tuesday Movie of the Week	35	Hawaii Five-O	34	36
9:30		36		32	Bold Ones
10:00		42	New CBS Tuesday Night Movie	31	20
10:30	Marcus Welby, M.D.	42		31	NBC Reports/ America

## Wednesday

	ABC		CBS		NBC
7:30	Local		Local		Local
8:00	The Paul Lynde Show	24	Carol Burnett Show	32	Adam-12
8:30		30		33	34
9:00	Wednes- day Movie of the Week	30		33	NBC Wednes- day Mystery
9:30		30	Medical Center	33	34
10:00		34		31	29
10:30	The Julie Andrews Show	34	Cannon	31	Probe

## Friday

	ABC		CBS		NBC
7:30	Local		Local		Local
8:00	The Brady Bunch	31	Sonny & Cher Comedy Hour	29	Sanford and Son
8:30	The Partridge Family	36		32	The Little People
9:00	Room 222	31		33	28
9:30	The Odd Couple	31	The CBS Friday Night Movie	34	Ghost Story
10:00		31		35	26
10:30	Love, American Style	31		35	Banyon

## Saturday

	ABC		CBS		NBC
7:30	Local		Local		Local
8:00	Alias Smith and Jones/ Kung Fu	22	All in the Family	47	25
8:30		24	Bridget Loves Bernie	35	Emergency
9:00		27	The Mary Tyler Moore Show	36	30
9:30	The Streets of San Francisco	27	The Bob Newhart Show	33	NBC Saturday Night at the Movies
10:00		25		33	32
10:30	Sixth Sense	26	Mission: Impossible	34	33

## Extended sportscasts may get FCC thumb

Sports broadcasting, which has had its problems with drawn-out and overtime games, last week found the FCC in the ranks of those ruffled by such disruptions to regular schedules. The commission is concerned about network incursion into time periods reserved for stations under the prime-time access rule.

The FCC, in granting ABC-TV a waiver of the prime-time rule to carry in full yesterday's (April 16) National Basketball Association playoff game, informed the network the commission would monitor the game "and if it appears that [the game] runs more than the allotted time even without overtime, it will be questionable whether such waivers should or will be granted in the future."

The commission has expressed its concern with the issue of network sports runovers on several past occasions and usually on weekends. Such incidents have caused the network feed to extend into cleared access periods. The com-

mission feels this practice may impede the non-network programming efforts of local affiliates in periods opened to this programming by the prime-time rule.

In granting ABC waiver for the NBA telecast, the commission noted its history of generosity in this area (it cited specifically its recent similar action in connection with NBC's coverage of the National Collegiate Athletic Association basketball play-offs. The commission stipulated, however, that, as in the past, "we are not convinced that the game is certain to be completed within the time scheduled for it."

ABC said it anticipated the game would run only two hours, but that overtimes could push it past.

## One of three watched

NBC research estimated that 75 million viewers watched NBC-TV's telecast of the award ceremonies of the National Academy of Motion Picture Arts and Sciences last Monday (10 p.m.-12:30 a.m.). According to available ratings last week—New York Nielsen overnights—the Oscar program scored a rating of 48.1 and a share of 78.

## MOR... where McCartney meets Mantovani.

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How wide is the middle of the radio road? Broadcasting will answer that question June 12, in the first of a series of special reports designed to dissect major sections of today's radio-music universe.

It will talk about the stations who've mastered the middle. It will talk about the program sources that contribute importantly to the mix. It will talk about the music that makes MOR and that MOR has made.

This will be the story of that part of radio that is at once the largest and the least known. If the middle is your market, you'll want to tell your story too.

In Broadcasting, June 12.

## Broadcasting





## Two on a see-saw

After losing his long dominance of late-night network television to the new CBS movies, which replaced the *Merv Griffin Show*, Johnny Carson will make a comeback. That is the prediction of Herb Jacobs, chairman of Telcom, program buying service and consultancy.

In the period immediately preceding CBS's shift of programming Mr. Carson's share of audience in the 11:30 p.m.-12:30 a.m. hour was 30, Mr. Griffin's 16 and ABC's *Dick Cavett Show*'s 14. After five weeks of new competition Mr. Carson's share was 32, the CBS movie's 33 and Mr. Cavett's 12.

Mr. Jacobs, making his annual new season forecasts last week (see story, page 52), said he thought Mr. Carson would soon regain the lead, with the CBS movie a "strong second" and Mr. Cavett a "poor third." His reasoning apparently followed from a belief that CBS's movies would soon fall off in "blockbuster" titles and that Mr. Carson would accelerate his own pace.

## Osceola into TV

Formation of Osceola Television Enterprises Inc., New York, to produce and distribute TV programming has been announced by its parent company, Osceola Operating Corp. Richard H. Gurley Jr., formerly in sales and management positions at CBS and Westinghouse Broadcasting Co., has been named president of Osceola Television, which makes its headquarters at 550 Madison Avenue, New York 10017.

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**Salute** ■ Arthur Godfrey received the Broadcast Pioneers Distinguished Service Award at the organization's 31st annual banquet during the National Association of Broadcasters convention last week. The presenter: Leonard J. Patricelli (WTIC-AM-FM-TV Hartford, Conn.), president of the Pioneers. Special citations went to The Rev. Daniel E. Power, S.J., moderator of the Georgetown University Forum; Jack Gould, retired TV-radio critic of The New York Times (received for Mr. Gould by his son Robert), and J. E. Brown, Zenith Radio Corp.'s senior vice president of engineering and research. The name of the late O. B. Hanson, retired RCA vice president of engineering services, was entered into the Pioneer's hall of fame. Following the ceremonies Mr. Godfrey's CBS Radio show was taped in front of the audience. The daily program, which began 27 years ago, will have its final broadcast April 30.

## NATAS gives WZZM-TV top Emmy station honor

The 1971-72 National Academy of Television Arts and Sciences station award was presented last week to WZZM-TV Grand Rapids, Mich., for a one-hour documentary, *Sickle Cell Disease: Paradox of Neglect*.

George U. Lyons, station manager, accepted the golden Emmy statuette from Robert Lewine, president of the academy at Monday's (April 10) opening television assembly of the National Association of Broadcasters convention in Chicago. The award-winning program was produced by James Jensen, Rod Caszatt and William Corder.

WZZM-TV was also one of 10 stations to receive NATAS plaques at the NAB ceremonies as national finalists in the 1971-72 competition. The others, honored for local programming were WCKT-TV Miami; WABC-TV New York; WWL-TV New Orleans; WHAS-TV Louisville, Ky.; KQIN-TV Des Moines, Iowa; WRC-TV Washington; WKY-TV Oklahoma City; noncommercial WITF-TV Hershey, Pa., and WHDH-TV Boston, off the air by order of the FCC, which assigned its channel to WCVB-TV.

## ProgramNotes

**In business** ■ Fisher Film Group has been formed by Craig Fisher, an NBC News producer for nine years, to develop and produce TV programming. 218 East 49th Street, New York 10017.

**Orientation on VD** ■ As part of nationwide campaign to combat venereal disease, WNET(TV) New York, is producing one-hour informational special for telecasting on 219 public TV stations next fall. Special is being produced for Public Broadcast Service under grant from 3M Co. If additional funds become available, printed materials containing data on all aspects of VD will be prepared by WNET for distribution.

**Chip off old flintstone** ■ An ancient Rome version of *The Flintstones*, called *Roman Holiday*, will be added to NBC's Saturday morning cartoon line-up in fall. Time period for half-hour Hanna-Barbera series has not been set.

**Cats and dogs** ■ NBC-TV reports that *The Stutz Houndcats*, animated comedy-adventure series will premiere this fall as part of Saturday morning schedule for children. It features zany band of cat-dog troubleshooters who set out in Stutz auto to accomplish their mission.

**New in video cassette** ■ Video Cassette Industries has been formed as holding company to offer consultation, idea development, production, duplication and marketing in video-cassette field. New firm is headed by Tom Reddin, former Los Angeles police chief and news commentator for KTLA(TV) Los Angeles. Company also will sell or lease Sony and Panasonic video-tape cassette recorders and playback units, and produce and market programs. Other principals include Hal Dasbach, Charles Bowman, Ernest Rinaldi, Mary Warren, Nancy Mayer, all one-time KTLA staff members. 10000 Riverside Drive, North Hollywood, Calif.

**Quiz for youngsters** ■ NBC-TV will telecast this fall as part of its Saturday morning children's schedule a game show with informational value titled *Runaround*. Specific time period has not been selected. On each 30-minute program nine young contestants will answer questions with opportunity to win prizes tied to communications skills, including cameras, tape recorders, encyclopedias, and trips to historic sites. Paul Winchell, actor-ventriloquist, will be assisted by his wooden partner, Jerry Mahoney. Series will be produced by Heatter-Quigley Productions, Hollywood.

**Self-help** ■ Broadcasters Promotion Association is offering series of 30-second announcements stressing services provided free by broadcast media. Television spots cite quality and number networks. Radio announcements feature speed and global coverage of medium, value in emergencies and almost universal personal ownership and use. Contact: Margaret Injasoulan, KOOL-TV Phoenix.



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# CONGRATULATIONS TO ALL OF THE COMPOSERS AND/OR PUBLISHERS WHOSE PERFORMING RIGHTS WE LICENSE AND WHOSE MUSIC WAS AN INTEGRAL PART OF 30 OF THIS YEAR'S 44 COVETED NARAS AWARDS

## • Record of the Year

**IT'S TOO LATE**  
Recorded by Carole King  
Composers: Carole King  
Toni Stern  
Publisher: Screen Gems—Columbia  
Music, Inc.

## • Album of the Year

### • Best Pop Vocal Performance, Female

**TAPESTRY**  
An album recorded by Carole King and  
containing these BMI-licensed works:  
**I FEEL THE EARTH MOVE**  
**SO FAR AWAY**  
**HOME AGAIN**  
**BEAUTIFUL**  
**WAY OVER YONDER**  
**YOU'VE GOT A FRIEND**  
**WHERE YOU LEAD**  
**TAPESTRY**  
Composers: Carole King  
Gerry Goffin  
**WILL YOU LOVE ME TOMORROW?**  
**SMACKWATER JACK**  
Composers: Carole King  
Gerry Goffin  
**IT'S TOO LATE**  
Composers: Carole King  
Toni Stern  
**(YOU MAKE ME FEEL LIKE)**  
**A NATURAL WOMAN**  
Composers: Carole King  
Gerry Goffin  
Jerry Weiler  
Publisher: All above, Screen Gems—  
Columbia Music, Inc.

## • Song of the Year

### • Best Pop Vocal Performance, Male

**YOU'VE GOT A FRIEND**  
Recorded by James Taylor  
Composers: Carole King  
Publisher: Screen Gems—Columbia  
Music, Inc.

### • Best Engineered Recording

### • Best Instrumental Arrangement

**THEME FROM SHAFT**  
Recorded by Isaac Hayes,  
arranged by Isaac Hayes and Johnny Allen  
Composer: Isaac Hayes  
Publisher: East/Memphis Music Corp.

### • Best Arrangement

**Accompanying Vocalists**  
**UNCLE ALBERT/ADMIRAL HALSEY**  
Recorded by Paul and Linda McCartney,  
arranged by Paul McCartney  
Composers: Paul McCartney  
Linda McCartney  
Publishers: MacLen Music, Inc./  
McCartney Music, Inc.

### • Best Album Notes

**SAM, HARD AND HEAVY**  
Written and recorded by Sam Samudio

### • Best Pop Vocal Performance, Duo

**CARPENTERS**  
An album recorded by the Carpenters  
and containing these BMI-licensed works:  
**SATURDAY**  
**DRUSCILLA PENNY**  
**ONE LOVE**  
Composers: Richard Carpenter  
John Bettis  
Publisher: Irving Music, Inc.  
**SUPERSTAR**  
Composers: Leon Russell  
Bonnie Bramlett  
Publishers: Skyhill Publishing Co.  
Delbon Publishing  
**FOR ALL WE KNOW**  
Composers: Fred Kavlin  
Robb Wilson  
Arthur James  
Publishers: Pamco Music, Inc.  
Al Gallico Music Corp.

### • Best Pop Instrumental Performance

**SMACKWATER JACK**  
An album recorded by Quincy Jones and  
containing these BMI-licensed works:  
**SMACKWATER JACK**  
Composers: Carole King  
Gerry Goffin  
Publisher: Screen Gems—Columbia  
Music, Inc.  
**CAST YOUR FATE TO THE WIND**  
Composer: Vince Guaraldi  
Publisher: Atzai Music, Inc.  
**THEME FROM "THE ANDERSON TAPES"**  
Composer: Quincy Jones  
Publisher: Screen Gems—Columbia  
Music, Inc.  
**BROWN BALLAD**  
Composer: Ray Brown  
Publisher: Quicksand Music Co.  
**HUNKY-BURR**  
Composers: Quincy Jones  
Bill Cosby  
Publisher: Makalott Music  
**GUITAR BLUES ODYSSEY:**  
**FROM ROOTS TO FRUITS**  
Composer: Quincy Jones  
Publisher: Quicksand Music Co.

### • Best R&B Female

**Vocal Performance**  
**BRIDGE OVER TROUBLED WATER**  
Recorded by Aretha Franklin  
Composer: Paul Simon  
Publisher: Charing Cross Music

### • Best R&B Male

**Vocal Performance**  
**A NATURAL MAN**  
Recorded by Lou Rawls  
Composers: Bobby Hebb  
Sandy Baron  
Publisher: Beresofsky/Hebb, Unlimited

### • Best R&B Vocal

**Performance, Duo**  
**PROUD MARY**  
Recorded by Ike and Tina Turner  
Composer: John Fogerty  
Publisher: Jondora Music

### • Best R&B Song

**AIN'T NO SUNSHINE**  
Composer: Bill Withers  
Publisher: Interior Music

### • Best Soul Gospel

**Performance**  
**PUT YOUR HAND IN THE HANO**  
Recorded by Shirley Caesar  
Composer: Gene MacLellan  
Publisher: Beechwood Music Corp.

### • Best Country Song

**Performance, Female**  
**HELP ME MAKE IT THROUGH**  
**THE NIGHT**  
Recorded by Sammi Smith  
Composers: Kris Kristofferson  
Publisher: Combine Music Corp.

### • Best Country Vocal

**Performance, Male**  
**WHEN YOU'RE HOT, YOU'RE HOT**  
Recorded by Jerry Reed  
Composer: Jerry Reed  
Publisher: Guitars Man Music

### • Best Country Vocal

**Performance, Duo**  
**AFTER THE FIRE IS GONE**  
Recorded by Conway Twitty and  
Loretta Lynn  
Composer: L. E. White  
Publisher: Twitty Bird Music Co.

### • Best Country Instrumental

**Performance**  
**SNOWBIRD**  
Recorded by Chet Atkins  
Composer: Gene MacLellan  
Publisher: Beechwood Music Corp.

### • Best Sacred Performance

**DID YOU THINK TO PRAY**  
Recorded by Charley Pride  
Composer: W. O. Perkins  
Publisher: Sacred Music Foundation

### • Best Gospel Performance

**LET ME LIVE**  
Recorded by Charley Pride  
Composer: Ben Peters  
Publisher: Pi Gem Music  
Publishing Co., Inc.

### • Best Ethnic Recording

**THEY CALL ME MUDDY WATERS**  
An album recorded by Muddy Waters  
and containing these BMI-licensed works:  
**IT'S ALL OVER**  
**COUNTY JAIL**  
**THEY CALL ME MUDDY WATERS**  
**FIND YOURSELF ANOTHER FOOL**  
**KINFOLK'S BLUES**  
**MAKING FRIENDS**  
**BLIND MAN**  
**TWO STEPS FORWARD**  
**HOWLING WOLF**  
Composer: McKinley Morganfield  
Publisher: Heavy Music, Inc.  
**WHEN THE EAGLE FLIES**  
Composer: Willie Dixon  
Publisher: Arc Music Corp.  
**BIRD NEST ON THE GROUND**  
Composers: M. Higgins  
M. Dollison  
Publisher: Arc Music Corp.  
**CRAWLIN' KING SNAKE**  
Composer: W. Glasco  
Publishers: Arc Music Corp.  
Olivia Publishing Co.

### • Best Original Score

**Written for a Motion Picture**  
**SHAFT**  
Composer: Isaac Hayes  
Publisher: East/Memphis Music Corp.

### • Best Recording for Children

**BILL COSBY TALKS TO KIDS**  
**ABOUT DRUGS**  
Publisher: Turtlehead Music, Inc.

### • Best Comedy Recording

**LILY TOMLIN—THIS IS A**  
**RECORDING**  
Publisher: Omnipotent Publishing

### • Best Jazz Performance

by a Soloist

### • Best Jazz Performance

by a Group

**THE BILL EVANS ALBUM**  
An album recorded by Bill Evans  
and his trio and containing these  
BMI-licensed works:  
**FUNKALLERO**  
**WALTZ FOR DEBBIE**  
**RE: PERSON I KNEW**  
Publisher: Acorn Music Corp.  
**T.T.T. (TWELVE TONE TUNE)**  
**COMRADE CONRAD**  
Publisher: Orpheum Music Co., Inc.  
**THE TWO LONELY PEOPLE**  
**SUGAR PLUM**  
Composer: All above, Bill Evans  
Publisher: Bill Evans

### • Best Classical Performance—

**Instrumental Soloist**  
**CONCERTO FOR GUITAR**  
Recorded by Julian Bream  
Composer: Heitor Villa-Lobos  
Publisher: Max Eschig (Paris)/  
Associated Music Publishers, Inc.

# BMI

All the worlds of music

for all of today's audience

BROADCAST MUSIC, INC.

## Radio target: \$2 billion by 1976

**It's within sales reach, says RAB's David, but medium must survive to make it**

Radio can reach the two-billion-dollar mark in annual sales by 1976, but first it must "sell our own business system in Washington," Miles David, president of the Radio Advertising Bureau, said last week.

"If we can't sell Washington, forget two billion in business by 1976," he said in a wide-ranging RAB presentation last Tuesday (April 11) at the NAB convention in Chicago.

Mr. David and associates presented plans to help achieve the two-billion-dollar sales year and also advanced proposals to help repel the regulatory attack in Washington.

Speaking 21 years after RAB's formation in 1951—when "there were no complicated issues the industry had to face, merely survival"—Mr. David traced radio's sales growth since then: slow at first but well ahead of other media in recent years (44.7% vs. 27.6% for the 1965-70 period and up an estimated 8.7% vs. 4.4% for other media in the sagging 1971 economy).

If radio can maintain 1971's 8% growth rate, Mr. David said, the two-billion-dollar year will become reality in 1976.

But there is more to sell than radio time, he warned. Washington must be sold or "we could lose the freedom to continue in business," and all private business would be weakened. "The real vast wasteland," he said, "could be America 21 years from now without vigorous broadcast advertising."

Mr. David proposed that RAB, the Television Bureau of Advertising and perhaps other organizations "lend-lease" their communications experience to NAB as "an advisory committee" to

develop "a presentation that would be shown to congressmen and their staffs and to regulatory staff members and other influentials" to underscore the values of the commercial broadcasting system to society.

"This is a time," he said, "when we need all the strength and dedication we can assemble in this industry with the goal of re-selling the American advertising system to government."

On the time-sales front, some of RAB's tools and strategies for improving on 1971's estimated \$1.3 billion in radio sales were outlined by RAB Executive Vice President Robert Alter. Among them: Intensified efforts to sell new accounts and expand old ones; closer communication and coordination between RAB and stations in their selling efforts; tailoring radio plans to the advertiser's needs; generation of new ideas through such devices as the 61 one-day sales "Idearama" sessions that RAB has scheduled from now through June upgrading professional salesmanship through one-week schools for salesmen (one will be held this week at the University of Wisconsin and two others will be held on other campuses next month) as well as through RAB's annual sales clinics, and development of new research to help salesmen zero in on targets.

President David revealed that RAB also plans a mixed-media advertising campaign to sell radio and has retained its first advertising agency (Muller Jordan Herrick, New York) to develop the campaign and No Soap Radio, New York, to create the commercials. Stations will be asked to provide air time for the commercials, and stations and

others in radio with local print commitments will be asked to donate space for the print phase.

Mr. David also reviewed RAB's work with the American Research Bureau and Pulse Inc. in an effort to improve radio ratings and "bring to an end the supposed agency domination of how ratings are done." He said that "hopefully, we are going to get total cooperation [from the rating services]. But if the time comes when we need more vigorous momentum for this project, I will count on you to help us persuade the rating services that we have had the idea that agencies are the determinant of our measurement future. Baloney."

Other RAB efforts to help increase sales were reviewed by Vice President Carl Loucks. Among them was a new accreditation program in which qualifying salesmen will be recognized as "Certified Radio Marketing Consultants," with business-card insignia and wall plaques to show for it.

## RAB's David sells RAB's sales ideas

Miles David, Radio Advertising Bureau president, stressed one of RAB's sales methods—"The consultant sell"—to representatives attending the National Association of FM Broadcasters convention in Chicago last week. Mr. David was confident the sales technique—"selling from the advertiser's side of the desk"—was the key to successful FM radio selling in the '70's.

To maximize radio's sales development opportunity, Mr. David said, "we have to probe systematically for the advertiser's business case history. The objective: to sell radio in a way that exactly fits his needs, which means selling more radio more effectively."

Potentially the "consultant sell" will create more radio accounts and turn non-radio users into major successful radio advertisers, according to Mr. David. He urged executives to open new accounts and sell more vigorously against television and print, rather than try to divide the existing pool of radio advertisers.

Mr. David announced closer cooperation between the RAB and NAFMB whereby nonmember FM stations would be invited to attend future RAB sales clinics.

## Gathering together for consumer education

Formation of a National Consumer Information Resources Center, to gather facts and produce information programs for consumers, was announced last week



**audio news  
for alternative  
radio**

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Washington, D.C. 20009  
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# MARTI proudly presents

## "The Fourth Generation"

Radio Remote Pickup System 150 AND 450 MHZ



RPT-40 TRANSMITTER



R-30/150 RECEIVER

**FEATURES** All Solid State ★ Direct FM Modulator ★ 40 Watts RF Output ★ 4 Audio Mixing Inputs ★ Plug-in Modular Construction ★ Sub-carrier Capacity ★ Broadcast Quality — Continuous Duty ★ Completely Self Contained.

MARTI Remote Pickup equipment is in over 2000 Radio Stations throughout the United States and Abroad.

We are pleased to announce this all new line of solid-state equipment for more PROFITABLE BROADCASTING.



and . . . sharing  
the spotlight —

## "The Second Generation"

Aural Studio-Transmitter Link, Remote Control & Telemetry System



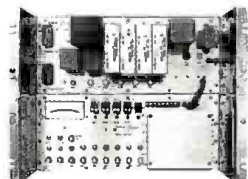
STL-8 TRANSMITTER



R-200/950 RECEIVER



RMC-2AX/S



RMC-2AX/T

**FEATURES** Direct FM Modulator ★ All Solid-State ★ Field Proven Varactor Final ★ Plug-in Modular Construction ★ Solid-State Ovens and Hi-Accuracy Crystals ★ Automatic Change-over to Standby Transmitter and/or Receiver ★ RF Sensing for "Out of Status" Alarm Indication ★ Current Limiting in Regulated Power Supply.

We will provide the names of over 300 satisfied customers! JUST ASK.



finally . . .

## "The First Generation"

Audio Amplifiers



PGM-20  
CLA-40/A  
MA-10

★ The CLA-40/A—Watch this one—it's a Sleeper! Over 300 units sold in less than 18 months.

- ★ PLUG-IN MODULAR CONSTRUCTION
- ★ SOLID-STATE
- ★ ILLUMINATED TAUT BAND METER

COMPRESSOR/LIMITER AMPLIFIER ● PROGRAM/LINE AMPLIFIER ● MONITOR AMPLIFIER

**MARTI Electronics, Inc.**

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by H. Bruce Palmer who is president of the Council of Better Business Bureaus.

Speaking at the annual convention of the National Association of Broadcasters in Chicago, Mr. Palmer said he is appointing a special advisory committee to plan and to muster support for the center.

The center, he said, will consist of three sections: resource, planning and production, and communications. One of its prime functions, he noted, will be to coordinate the hundreds of consumer-information film packages, film strips, teaching aids, pamphlets and books, as well as TV and radio programs that aim at consumer education.

The myriad consumer programs prepared by various organizations are all done with sincere intent, he said, but "everyone is doing it his own way . . . and going in six directions from Sunday." This results, he said, in "a terrible waste of creative power, money and time."

A resources center, he added, will need the assistance of both television and radio to carry the messages that it will provide.

In calling on broadcasters to provide more information so that consumers can choose wisely, Mr. Palmer stressed that networks, sponsors, producers and the CBBB must work in concert to create programing that can be offered to local stations at prices they can afford.

## Wage-price freeze: The ice thickens

### Nobody could penetrate the complexities of Phase II at an NAB session

Some 100 puzzled broadcast managers and employees attended an early morning workshop at last week's National Association of Broadcasters convention to find out how they can best deal with the wage-price freeze. What they were offered by three highly uncomfortable panelists were such responses as: "I couldn't give you the complete answer," or "That's a question that can't be answered by a general rule."

Indeed, there were virtually no definitive answers given by Internal Revenue Service representative Carroll Holcomb and broadcast attorneys David Maher and Tom Arthur to the complex questions of how wage-price restrictions relate to individual station operations. Among the questions perplexed broadcasters raised for which there seems to be no definite guidelines:

Can a station eliminate its local rate card and make all advertisers pay a national rate? The panel indicated that broadcasters would not be permitted to

raise the price for a service simply by changing the name of the service.

Can stations raise rates to reflect rising costs of film and syndicated product? Answers ranged from belief that product suppliers are under rate restrictions themselves, to a feeling that they are excluded from such restrictions under copyrighted programs exemptions, to the theory that if suppliers raise rates so can broadcasters.

Can stations eliminate its pre-emptible spot discount rates? Panelists somewhat agreed that it is perfectly acceptable to eliminate a form of service but that stations can't subsequently increase rates for nonpre-emptible spots.

Most questions dealt with the station's ability to increase rates based on increased circulation. The indicated answer: If a station had a well-documented history of changing its rates based on cost-per-thousand factors, it would be allowed to continue to do so.

And on the wage side of the ledger, what about a key employee of a station, such as a disk jockey, and the chances of providing him with a larger-than-allowable pay raise in order to retain his services? The only enlightenment IRS's Mr. Holcomb could offer was: "I say that you had a definite problem."

Maybe attorney David Maher—a member, as is Mr. Arthur, of the law firm of Kirkland, Ellis & Rowe—pinned the session to the wall when he at one point said: "Now you're going to know how little we know." Perhaps an equally telling indicator of the vast confusion that prevails was offered by workshop moderator Ron Irion, NAB's director of broadcast management, when in one of the few clear-cut assertions, decided that the price and wage boards "are never going to understand our business."

## Comcore acquisition expands BBDO's reach

BBDO, fourth largest ad agency in the U.S., extended its overseas operations last week. BBDO owns 30% of Comcore Communications, Toronto-based advertising complex, which has acquired Grant Advertising Inc., Chicago. Because of Grant's extensive overseas billing (\$55 million annually), BBDO gained additional "capability" outside of the U.S.

The Grant domestic operation bills \$5 million annually. The overseas operation (Grant International) is publicly held and 51%-owned by Grant Advertising Inc., a privately held company. Grant has had financial troubles, attributed chiefly to currency devaluation and some operating losses abroad. It had expected to report a loss of slightly more than \$1 million for 1971.

Comcore now will bill over \$100 million a year for advertising, fees and related services, as the result of its stock purchase. BBDO gets 30 affiliated offices abroad to those it already has. The 30 will be known as BBDO/Grant, and another six, also overseas, plus the domestic agency, continue under the Grant name.

**wcvb-tv**  
BOSTON 

**What are the  
qualifications  
of Boston's  
top, young  
operations  
team?**

**hnp** HAS THE ANSWER

New York, Chicago, Atlanta, Boston, Dallas, Detroit,  
Los Angeles, Philadelphia, St. Louis, San Francisco.



## FTC computerizes ad case handling

The Federal Trade Commission is moving into the computer age. It is establishing an econometric model that takes into account various economic, legal and consumer conditions to help the agency determine which advertising cases are significant and should receive priority handling.

News of the move was announced by Gerald J. Thain, assistant director for national advertising of the FTC's Bureau of Consumer Protection, in a speech to the American Marketing Association in New York (BROADCASTING, April 10).

Some of the inputs to the model, according to Mr. Thain, are total industry sales, sales growth, price trends, profit margins, consumer demographics, outstanding consumer credit for the products, consumer complaints and reports of accidents. Also advertising expenditures, research expenditures and the range of product differentiation in the industry.

This information, he said, will help the FTC determine priorities in bringing false and misleading, or anticompetitive advertising complaints against companies on specific products. And, Mr. Thain continued, the agency plans to continue "our vigorous regulation of advertising," including, he said, "more advanced forms" of corrective advertising" or other "more sweeping" remedies in order to dissipate the past efforts of illegal conduct.

## NCCB on political spots

The National Citizens Committee for Broadcasting petitioned the National Association of Broadcasters last week to adopt a code of ethics for political broadcasting. Included in the code would be a five-minute minimum length of political commercials.

The proposal was made in a telegram sent to the NAB leadership during the association's convention in Chicago. The telegram was sent by Charles Benton, a Chicago resident and son of William Benton, half of the original Benton & Bowles and now president of Encyclopaedia Britannica Inc. The younger Mr. Benton is president of the citizens committee.

## Counterads entrepreneur opens shop at convention

Among all the services hawked in Chicago last week, at least one was unique. On the last day of the National Association of Broadcasters convention a Wheaton, Ill., druggist appeared in the Conrad Hilton to sell, of all things, a consultancy for counteradvertising.

For \$90 a month a television station may buy professional challenges to the claims made in the food and drug commercials it is scheduling. The rate is lower for radio—\$60 for an AM radio

station and \$45 for an FM outlet.

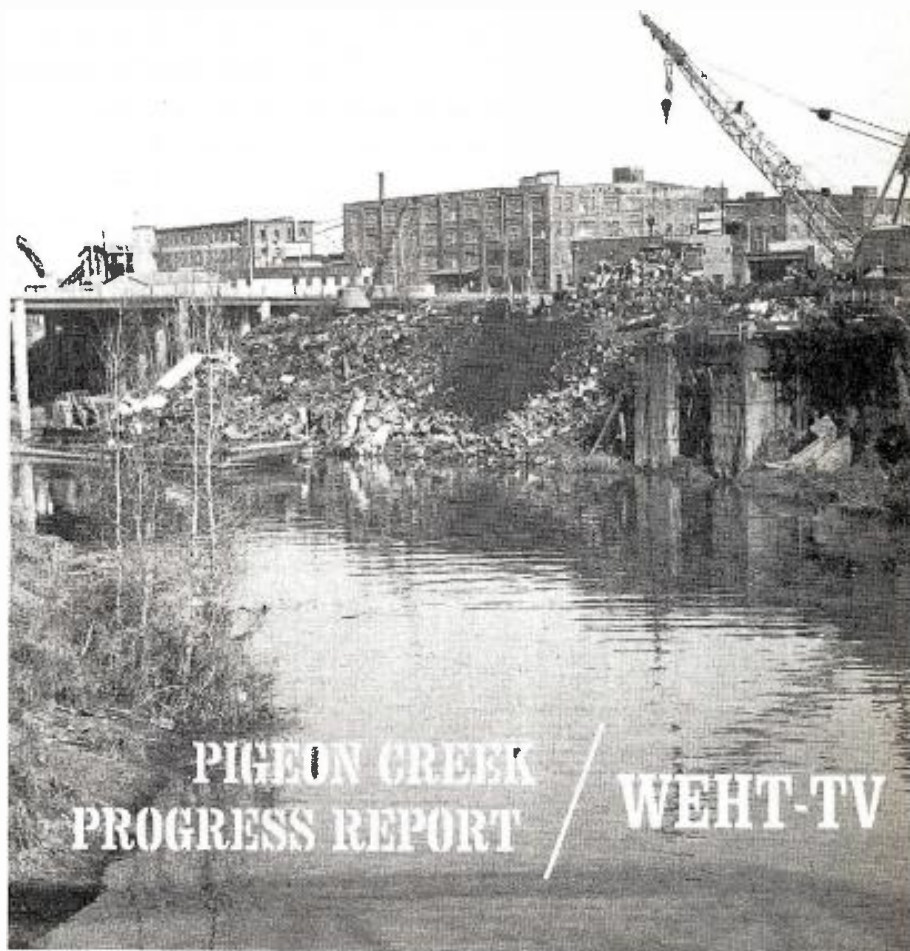
The originator of the service, Balanced Broadcast Commentary, is H. G. Hartgerink, who said he was a registered pharmacist. Mr. Hartgerink's handbill claimed the additional services of two doctors, two chemists, a dietician and a nurse. From this pool professional criticism will be applied to commercials that station clients submit for scrutiny.

Asked what he thought of commercials now on the air for drug products, Mr. Hartgerink provided an instant evaluation: "They're exaggerations or lies."

## Court sets new date on political spending

A special three-judge panel will convene this Friday (April 21) to hear a motion by 42 broadcast licensees for a temporary restraining order pending appeal of the new Federal Election Campaign Act, which went into effect April 7 (BROADCASTING, April 10).

An attorney for the licensees noted that the hearing was to have taken place last week, but it was delayed because of conflicting schedules of the judges.



Pigeon Creek, a partially navigable tributary of the Ohio River at Evansville, Indiana, is dangerously polluted. Adopting a practical plan for redevelopment based on research by the University of Evansville, WEHT-TV went on the offensive.

Our newsmen Tim Spencer and Hal Wolford took city officials on canoe trips along the ten-mile channel of floating filth. They shot and aired film

of this stagnant and festering scar running through the heart of Evansville. Our viewers saw a series of mini-documentaries, news reports, and provocative "WHY?" editorials.

Now WEHT-TV's efforts have begun to show results.

In addition to the clean-up campaign, a \$12-million flood-control levee is being planned. Land has been purchased for a public Green Belt Park to extend along the

entire length of the creek within the city. Other progress is sure to follow.

WEHT-TV will conduct more tours. Air more film. Expose more conditions — until Pigeon Creek becomes an asset to our community. Gilmore Broadcasting Corporation, committed to community action.

*James S. Gilmore, Jr.*  
James S. Gilmore, Jr.  
President



James S. Gilmore, Jr., president

## THE GILMORE GROUP

WEHT-TV Evansville	WREX-TV Rockford	KODE-TV Joplin	WSVA-TV Harrisonburg	KODE-AM Joplin	WSVA-AM Harrisonburg	WSVA-FM Harrisonburg
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# How does a station really rate?

## Lawyers at NAB try to give some basic formulas for charging political candidates for air time

Broadcasters attending a workshop on legal matters at the National Association of Broadcasters convention last week came away with no hard-and-fast answers on how to interpret their rates under the political-spending law. But they were given some guidelines.

On the workshop panel were Arthur Bernstone, senior attorney in the rules and standards division of the FCC, and Washington communications attorneys Edward Hummers (Fletcher, Heald, Rowell, Kenenhan & Hildreth) and Martin Gaynes (Cohn & Marks). John Summers, NAB general counsel, moderated the session.

Mr. Bernstone spoke about that portion of the law requiring broadcasters to charge candidates no more than "the lowest unit charge . . . for the same class and amount of time for the same period" in the 45 days preceding the primary and the 60 days preceding the general election. He said "class" as interpreted by the FCC refers to a station's rate structure (such as run-of-schedule or pre-emptible spots) and "period" refers to time during the day (such as class AA time).

In simple language, he said, the lowest-unit-rate provision means that if a fixed-position spot costs \$4 and 500 are sold to a commercial advertiser for \$500, political candidates are entitled to the discount rate. In other words, he said, candidates get a "volume discount without the volume" on the theory that candidates are not in the "business" of running for office 365 days a year. The lowest unit rate is interpreted as applying to candidates on federal, state and local levels, he added.

In response to a question on agency

commissions, Mr. Bernstone said that only the amounts stations actually receive can be used to determine the lowest unit rate. If a candidate buys \$100 in spots through an agency, he said, the station would usually give the agency a 15% discount, and the net amount to the station would total \$85. Therefore, he said, if another candidate wanted to buy the same amount of time without an agency, the station would have to charge him \$85. He added that if stations normally charge advertisers for production of spots, they may do so with political advertisers.

May stations establish their own limits on commercial and free time to candidates? Yes, according to Mr. Gaynes. But he said limits must be "reasonable" in the FCC's view and he cautioned stations to "think this out thoroughly" before setting such limits.

Mr. Gaynes's remarks were directed at the portion of the law that empowers the FCC to revoke the licenses of stations "for willful or repeated failure to allow reasonable access to or to permit purchase of reasonable amounts of time" by federal-office candidates. Mr. Gaynes said the provision refers to appearances by candidates personally. Stations do not have to curtail commercial advertising to accept political ads, he said, and to some extent they could probably go over their normal commercial limit to accommodate political advertising. But he noted that the "reasonable access" provision would not allow a candidate to reply to a personal attack if he had used up all of the funds allowed him under the law's spending limits. This problem, he said, would be resolved by the courts.

Mr. Hummers dealt with the provision that requires a candidate to certify he has not exceeded his spending limits before he can buy broadcast time. He said there are constitutional problems with the provision because it also requires certification when time is being purchased for an individual who is not yet an announced candidate, and when it is being purchased to run advertising against a candidate. When in doubt, he said, stations should require certification because without it charges for time cannot be made.

## Last-ditch efforts fail to save L&N

Lennen & Newell was declared bankrupt on April 10, a little over two months after the advertising agency had filed a petition in New York under Chapter 11 of the Federal Bankruptcy Act.

Under Chapter 11, the agency could have remained in business, set up a plan for paying creditors and subsequently reorganized.

For L&N, which in 1970 billed \$140 million a little over \$100 million in 1971, it was the end of a financial slide.

With accounts defecting at an accelerating rate in late 1971 and early 1972, L&N found it difficult to honor payments to media. In its filing in February (BROADCASTING, Feb. 7), the agency showed almost \$11 million in liabilities and over \$6.3 million in assets (over \$4.8 million of this figure in accounts receivable).

Between the time the agency filed under Chapter 11 and last week's adjudicated bankruptcy, Lennen & Newell had sought desperately to salvage the operation. At one point, an agreement with its creditors appeared near, but this fell apart as the agency failed to retain clients.

An attorney representing L&N in its petition had indicated a plan for settlement of the agency's debts calling for a 50% payment of claims. This was withdrawn in late February with a report that a publicly held company would take control of the agency and make a new offer of a stock settlement. This did not materialize.

## 'TV advertising is a necessary evil'

TV advertising's bad marks are for insults to the intelligence, unrealistic approaches to which one finds it difficult to relate and an impression that it is devious or dishonest.

Its good marks are for its use of humor, particularly when it is relevant to the selling message, and for its help to the economy (responsible for more products and services and with these, more production and jobs).

In substance, these were the findings of Cunningham & Walsh in conducting interviews with hundreds of consumers at different economic levels in different areas of the country as to "attitudes to

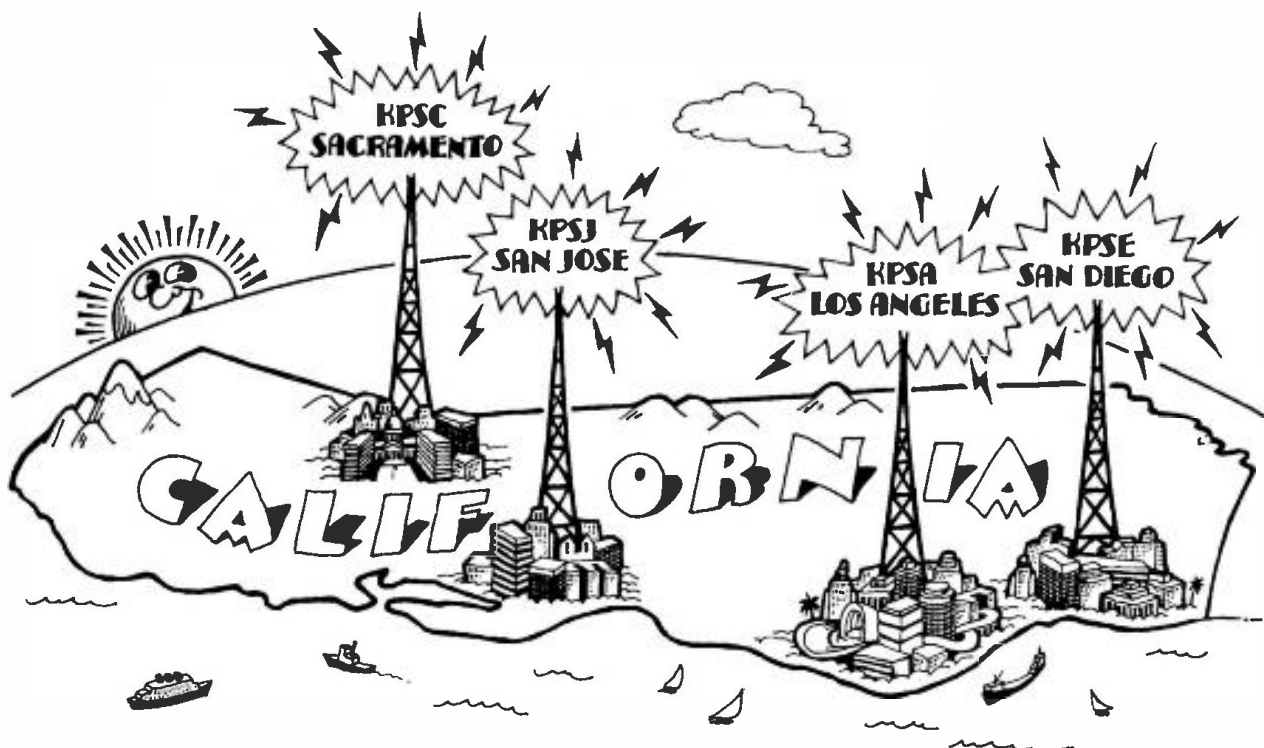
## BAR reports: television-network sales as of April 2

CBS \$168,207,200 (36.5%); NBC \$152,710,800 (33.2%); ABC \$139,540,800 (30.3%)\*

Day parts	Total minutes week ended April 2	Total dollars week ended April 2	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	77	\$ 482,200	873	\$ 5,551,600	\$ 5,539,200
Monday-Friday 10 a.m.-6 p.m.	954	7,030,600	11,928	88,845,100	83,879,400
Saturday-Sunday Sign-on-6 p.m.	307	3,075,300	4,011	58,667,200	46,126,000
Monday-Saturday 6 p.m.-7:30 p.m.	91	1,753,600	1,167	24,278,000	20,764,200
Sunday 6 p.m.-7:30 p.m.	7	98,500	178	4,671,800	8,092,200
Monday-Sunday 7:30 p.m.-11 p.m.	393	19,470,300	5,144	257,584,500	254,170,400
Monday-Sunday 11 p.m.-Sign-off	144	1,356,700	1,704	20,860,600	14,182,700
<b>Total</b>	<b>1,973</b>	<b>\$33,267,200</b>	<b>25,005</b>	<b>\$460,458,800</b>	<b>\$432,754,100</b>

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

# Now you get Sacramento free when you buy Los Angeles, San Diego, and San Jose.



To our knowledge, no California radio group has ever had a four-for-the-price-of-three sale.

So, just this once, we're going to bribe you with Sacramento.

We figure that's all it'll take. Our soft, smooth sound is attracting more listeners every week.

And our format, with only 4 commercial

interruptions per hour is making our advertisers very conspicuous.

Offer expires July 31, 1972. Only one free city to a customer, please.

Call John Potter at (213) 388-3407 (Los Angeles) or Adam Young at (415) 986-5366 (San Francisco), (312) 642-6190 (Chicago), (212) 751-4848 (New York).

**KPSC Sacramento/KPSJ San Jose/KPSA Los Angeles/KPSE San Diego**

PSA Broadcasting 3225 N. Harbor Drive, San Diego, CA 92101

advertising." C&W indicated that it was really TV advertising to which the consumer reacted in the survey.

The advertising agency's direct approach to the question of consumer attitudes to advertising was discussed last week by Carl W. Nichols, chairman and chief executive officer, Cunningham & Walsh.

Mr. Nichols in an address before the Hollywood Radio and Television Society, said the consensus of consumers questioned was that "TV advertising is a necessary evil [and] that without it TV as it is structured today would not last."

Mr. Nichols said the agency concluded from its study that the public wants and will respond to advertising that answers: "What is this product going to do for me?" He said consumers want advertising with "personal involvement and relevancy, honest facts required to make an informed but individual decision."

He noted that in the C&W research, examples of commercials cited by the public as "good advertising" included those of Alka-Seltzer, Chiffon's "Mother Nature" and Coca-Cola.

Said Mr. Nichols: "To my way of thinking, a responsible advertising agency is one of the best consumer protectors. It should be the voice of the consumer to clients, making sure through continuous step-by-step consumer research that good products are presented believably, truthfully and with a clear consumer benefit that's important and relevant to changing buyer needs."

## Network TV rallies in first quarter

**Billings were nearly 9% over last year, just 4% under the '70 record year**

Network television billings totaled \$451.2 million in the first quarter of this year, up 8.9% over the similar period in 1971.

The Television Bureau of Advertising reported Broadcast Advertisers Reports figures last week showing advertiser in-

vestments of \$154.1 million for March, a 7.9% increase over the same month in 1971.

The upbeat report found billings in the weekend daytime segment registering the largest gain, up 28.8% to \$55.6 million in the January-March 1972 period. Nighttime billings increased 6% to \$301.2 million, and weekday daytime 8.6% to \$94.4 million.

In comparison with 1970, network TV's best year in total billings and the last before the withdrawal of cigarette advertising, the 1972 first quarter figures ran 4% behind.

March was the highest billing month in the quarterly period for each of the networks.

Network television time and program billing estimates by day parts and by network (add \$000)

	1971	MARCH 1972	% Chg.	1971	JANUARY-MARCH 1972	% Chg.
Daytime	\$ 44,038.3	\$ 49,758.7	+13.0	\$130,083.8	\$149,988.6	+15.3
Mon.-Fri.	30,678.6	34,621.7	+12.9	86,920.8	94,396.7	+ 8.6
Sat.-Sun.	13,359.7	15,137.0	+13.3	43,163.0	55,591.9	+28.8
Nighttime	98,753.2	104,364.4	+ 5.7	284,323.0	301,253.2	+ 6.0
Total	\$142,791.5	\$154,123.1	+ 7.9	\$414,406.8	\$451,241.8	+ 8.9

	ABC	CBS	NBC	Total
* January	\$ 44,484.7	\$ 55,687.6	\$ 47,903.9	\$148,076.2
* February	44,809.4	53,167.2	51,065.9	149,042.5
March	46,902.6	55,801.0	51,419.5	154,123.1
Year-to-date	\$136,196.7	\$164,655.8	\$150,389.3	\$451,241.8

\* Revised

Source: Broadcast Advertisers Reports (BAR), as released by Television Bureau of Advertising

## BusinessBriefly

**Ford Motor Co.**, marketing division, through J. Walter Thompson Co., both Detroit, will sponsor Mutual's 25-minute *Ara Parseghian Show* next fall. Program is to be broadcast before each Notre Dame football game and feature Irish's coach discussing upcoming game (BROADCASTING, April 10).

**Firestone Tire & Rubber Co.**, Akron, Ohio, through Sweeney & James, Cleveland, and KIL Corp. (home and industrial tools), Chicago, through N. W. Ayer & Son, Chicago, will sponsor 18 special reports on Indianapolis 500 auto racing event over NBC Radio's *Monitor* program service on May 27, starting at 10:35 a.m. and continuing to conclusion of race.

**Borden Chemical Co.**, Columbus, Ohio, for Elmer's Glue-All and School Glue, plans new campaign to run from April through May and from August through September on ABC-TV, CBS-TV and NBC-TV as well as in spot in 30 top markets. Three 30-second spots created by Conahay & Lyon, New York, will be telecast in both daytime and nighttime programming.

**Fabrege Inc.**, through Nadler & Larimer, both New York, will sponsor one-hour documentary, *Space in the Age of Aquarius*, on Hughes Sports Network Thursday, April 13 (time and date may vary in some markets). Special stars Hugh O'Brian with Jonathan Winters and Dr. Wernher Von Braun.

**SERO of New Haven**, New York,

through Harold M. Mitchell there will advertise its shirts with spot-TV in markets across U.S. beginning in May. Theme of new campaign: "Nothing is obvious except the quality."

**Noxell**, Baltimore, through William Esty, New York, is continuing its trade-out association with Winters/Rosen Distribution's half-hour, prime time series, *Rollin' on The River* for another season. Show is currently in about 165 markets. Noxell sold off alternate minutes in musical-variety series to Coca-Cola during first season. Coca-Cola has not decided whether to continue in show.

**Allied Radio Shack**, Fort Worth, broadcast equipment manufacturer, through Bloom Advertising, Dallas, will make its first network-TV appearance as participating sponsor in NBC-TV National Football League coverage on 13 dates beginning Sunday, Oct. 15.

**American Motors**, through Wells, Rich, Greene, New York, will be sole sponsor of eight broadcasts of five-minute weekly series *Mr. President* on Mutual Broadcasting System beginning in June. Series highlights dramatic incidents involving little-known facts about U.S. presidents.

## RepAppointments

▪ **KTUL-TV** Tulsa, Okla. and **KATV(TV)** Little Rock, Ark.: Petry Television, New York.

▪ **WKXI(FM)** Jackson, Miss.: Bernard I. Ochs Co., Atlanta.

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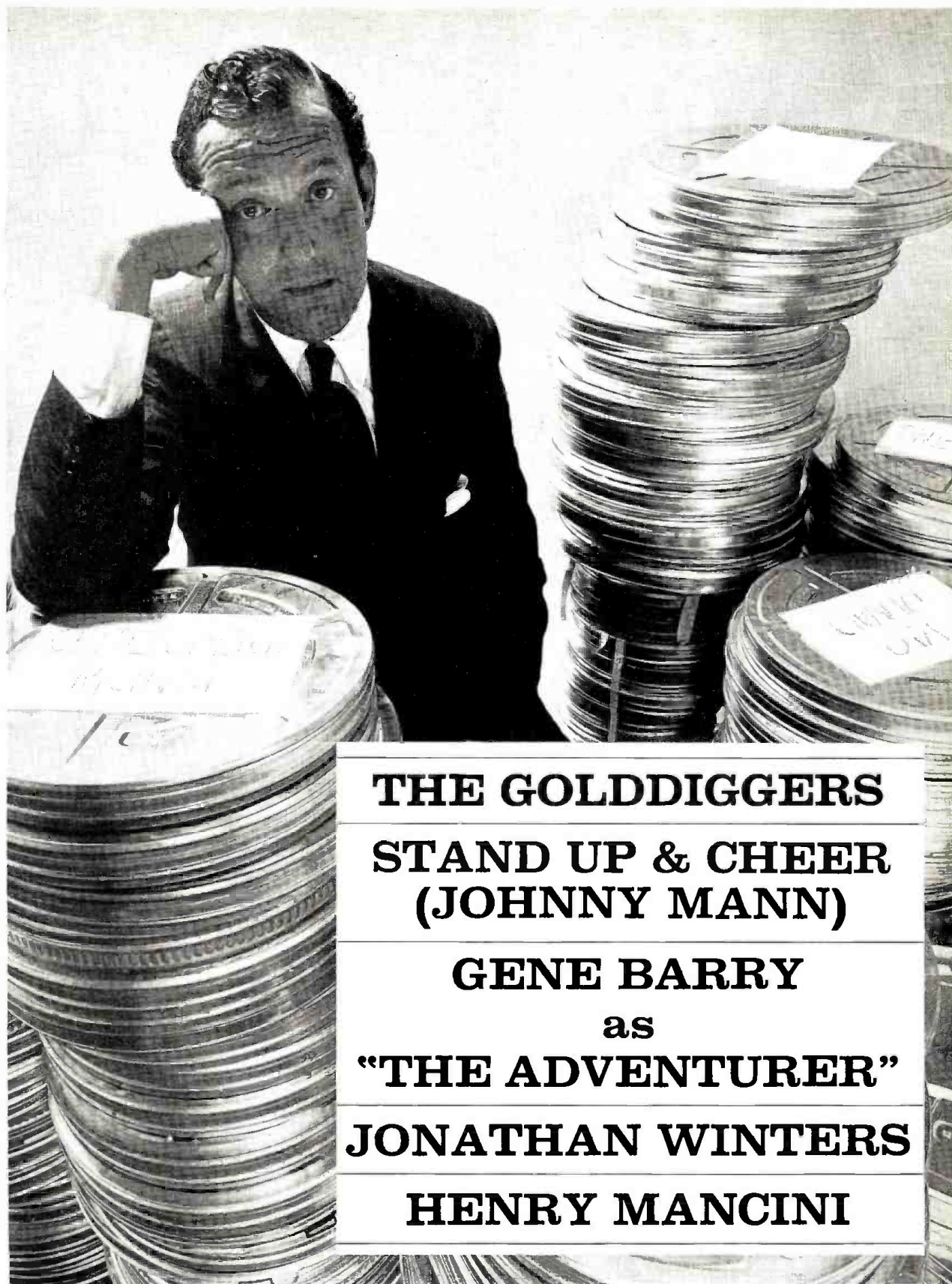
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## Rates to go down for radio music?

**Stations' negotiators stick by their demands to halve ASCAP fees**

Leaders of the All-Industry Radio Station Music License Committee expressed confidence last week that they could win "a significant reduction" in the fees stations pay to use the music of the American Society of Composers, Authors and Publishers.

Harold R. Krelstein of Plough Inc., a member of the committee, held out that expectation in a report to the NAB convention. Emanuel Dannett, New York counsel to the committee, also told the radio session that he had rejected a federal judge's offer of a 10% reduction in setting the interim rate—the one at which stations will pay while the question of a "reasonable rate" is being litigated—because "I think radio deserves more and will get more."

Mr. Krelstein and Mr. Dannett reviewed the committee's court arguments that the interim fee should be 50% of the fee provided in the contracts that expired Feb. 29. This is justified, they contended, because ASCAP's radio-station revenues rose 70% be-

tween 1963 and 1971 (from \$10.6 million to \$18.3 million) although radio's use of ASCAP music declined 36% in the same period, and because local radio's "effective" ASCAP rate is 50% higher than local TV's rate (BROADCASTING, March 27). ASCAP is seeking a continuation of the 2% rate provided in the old contract.

The committee representatives said the court is expected to set the interim fee this month and that when it does they will notify the 1,300-plus stations represented by the committee. In the meantime, they said, these stations—and any others that join them—should not make payments to ASCAP for March or April.

Mr. Dannett said the committee hoped to achieve "modernization of procedures" through modification of ASCAP's per-program licenses. This was in response to questioning by a broadcaster who complained that although his station was heavy in news and sports it had to pay ASCAP more than some competitors who played more music.

Aside from the court proceedings, Mr. Krelstein said, the committee is negotiating with ASCAP for "a substantial reduction" in the ASCAP commercial fee, elimination of the sustaining fee, an incremental formula whereby the rate on radio revenues beyond a certain base level would be 50% of the base rate and, among other objectives, a

20% optional standard deduction for stations and reduction of reports to ASCAP from a monthly to an annual basis.

"These negotiations are continuing but we cannot predict the outcome," Mr. Krelstein added.

## Music-license group gives status report

Television broadcasters were assured last week that the continuing goal of the All-Industry Television Station Music License Committee is "to reduce [music] license fees, not maintain the status quo."

The assurance was extended by Leslie G. Arries Jr. of WREN-TV Buffalo, N.Y., chairman of the license committee, in a status report at the television assembly of the National Association of Broadcasters convention last Monday (April 10).

The committee is currently "between negotiations," so far as basic music-license contracts are concerned. It negotiated a 10-year contract with the American Society of Composers, Authors and Publishers more than two years ago, providing for TV station payments at reduced rates, and reached a parallel agreement with Broadcast Music Inc. a year ago (BROADCASTING, April 5, 1971).

He indicated last week that the committee expects at some time to negotiate with SESAC. It has not done so in the past.

He held out some hope that broadcasters in time might succeed in getting "peruse" music licenses, under which they would pay only for the music they actually use. This hope, Mr. Arries indicated, stemmed from a federal district judge's refusal last summer to summarily dismiss a suit filed by CBS-TV that seeks per-use licenses from both ASCAP and BMI.

Mr. Arries noted that the committee is bound by the terms of the ASCAP contract to play a role in administering it, and is also involved in projects of its own. One of these, he said, is a sampling of stations, due to start shortly. The project will compile data on television stations' use of music. A pilot study is currently being conducted in cooperation with WNEW-TV New York, he reported.

About 30% of all commercial TV stations currently support the committee financially, Mr. Arries said, urging other stations to join up. He also reported that about 90% of all stations have signed the new contract with BMI—which took some time to put into writing after the basic agreement was reached a year ago—and recommended that the rest go ahead and do so.

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**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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- ☐ 2 years \$27
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- ☐ 1972-1973 CATV Sourcebook \$8.50 (If payment with order: \$7.50)
- ☐ 1972 Yearbook \$14.50 (If payment with order: \$13.)
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ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.

# A PAT ON THE BACK FOR OUR COMPETITORS!

Reading the advertising in the April 5 issue of *Variety*\* we note with satisfaction that our competition has been doing well. Our friends at Viacom have announced "The Price is Right" as sold in 14 markets including the 5 NBC Owned and Operated Stations. Over at Firestone Program Syndication Co. they've announced as sold "I've Got a Secret" to the 5 CBS Owned and Operated Stations.

For these sales efforts we sincerely feel that these two competitors of ours deserve a pat on the back—a small one!

While it may seem a bit immodest, we'd like to tell you about our sales efforts on behalf of Chuck Barris' new winner—THE PARENT GAME!

*In just 27 working days\*\* we've sold THE PARENT GAME in 32 markets.*

Of these 32 markets 8 are in the first 10 rank and include all 5 ABC O&O's; 9 are in the second ten rank; 7 are in the third ten rank.

*Here are the markets, call letters, and date of sales of all stations sold through noon of April 4:*

MARKETS	CALL LETTERS	DATE SOLD '72	MARKETS	CALL LETTERS	DATE SOLD '72
Spokane	KREM-TV	Feb. 28	Dallas	WBAP-TV	Mar. 15
Cleveland	WJW-TV	Feb. 28	Orlando	WFTV	Mar. 15
Philadelphia	WPVI-TV	Mar. 1	Tampa	WTVT	Mar. 16
New Haven	WTNH-TV	Mar. 2	Indianapolis	WLWI	Mar. 17
Buffalo	WKBW-TV	Mar. 3	Atlanta	WSB-TV	Mar. 20
Houston	KTRK-TV	Mar. 6	Minneapolis	WCCO-TV	Mar. 21
Seattle	KING-TV	Mar. 7	Miami	WCKT	Mar. 22
Portland	KGW-TV	Mar. 8	Birmingham	WAPI-TV	Mar. 23
Greenville	WFBC-TV	Mar. 9	St. Louis	KTVI-TV	Mar. 24
San Diego	KFMB-TV	Mar. 10	Kansas City	KCMO-TV	Mar. 28
Cincinnati	WCPO-TV	Mar. 13	Shreveport	KSLA-TV	Mar. 29
New York	WABC-TV	Mar. 14	Boston	WCVB-TV	Mar. 30
Chicago	WLS-TV	Mar. 14	Toledo	WTOL-TV	Mar. 31
Detroit	WXYZ-TV	Mar. 14	Sacramento	KOVR-TV	Apr. 3
San Francisco	KGO-TV	Mar. 14	Denver	KOA-TV	Apr. 4
Los Angeles	KABC-TV	Mar. 14	Nashville	WSIX-TV	Apr. 4

If your market is still open, you'd better call us or your rep today. They're going fast!

Oh! Just one more thing, if our competition deserves a small pat on the back, maybe—just maybe—we deserve a bigger one!

## SANDY FRANK PROGRAM SALES, INC.

— THE ACTION COMPANY —

EXCLUSIVE DISTRIBUTOR OF THE PARENT GAME

790 MADISON AVE., NEW YORK, NEW YORK

212-752-6239

\* The April 5 issue of *Variety* closed for advertisers at noon on April 4.

\*\* We are certain that since April 4 both Viacom and Firestone Program Syndication Co. have sold more stations. So have we! They include: WMAL-TV, Washington, D.C. Apr. 6; WRGB-TV, Albany/Schenectady Apr. 6; KTUL-TV, Tulsa Apr. 6; KATV, Little Rock Apr. 6.



## Stanton catalogues dangers to media

Broadcast statesman, honored for turning back threats to freedom, warns erosion is ever present

CBS Vice Chairman Frank Stanton, a year ago in the eye of a storm over the CBS News program *The Selling of the Pentagon*, last week cautioned the National Association of Broadcasters that "the freedom of broadcasting to do its job" still is threatened by "insidiously erosive" requirements and restraints. Speaking before a convention luncheon honoring him for "highest achievement in the public interest and in the forward progress of the broadcast media," Dr. Stanton cited an inventory of existing and proposed restrictions hanging over broadcasting. Among them:

- Equal-time "constantly crippling the most constructive use of broadcasting in the electoral process").

- Compulsory access to the air ("which would strip the licensee of the responsibility of what he broadcasts, even though he is held accountable for it").

- Fairness doctrine ("tortured applications" which reduce "to an absurdity any valid concept of fairness to the listener and viewer").

- Bans on broadcast advertising ("of lawful products whose advertising is permitted in all other media").

- Counteradvertising (which, through the compulsory allocation of broadcast time, "would destroy one of the mainstays of our economy").

- Governmental dictation of program formulas for time periods and types of audiences ("the ultimate example of Big Brother dividing the entire population into rigid, fixed categories").

Dr. Stanton pointed out that these hovering restrictions—real and suggested—compounded by "the constant threat of investigation," are "insidious" because they are issued in the guise of "well-intentioned" purposes. He "readily" admitted that *The Selling of the Pentagon* program "was not flawless" and that as a result CBS News conducted "exhaustive studies" not only of the factual basis of the program, but as to how the reporting and editing of broadcast journalism generally can be improved. Out of these studies have come updated standards for news and public affairs broadcasts.

"We must be willing and prompt to change when change is in the public interest. We must prove, by our actions rather than our words," Dr. Stanton emphasized, "that the way of freedom is more than the pale afterglow of ancient visions of the good society." Instead, he made it clear, "freedom must be the determining, lasting condition in



Dr. Stanton

which the institutions of our society, including broadcasting, are strong and healthy and best capable of fulfilling their mission."

At the conclusion of his address—greeted, as was his introduction, by a standing, sustained ovation—Dr. Stanton was presented with a first-edition set of the three-volume "American State Papers." The volumes, it was noted, contain this quotation from Chief Justice John Marshall: "However desirable those measures might be which might correct without enslaving the press, they have never yet been devised in America."

The NAB, describing its tribute as "unprecedented" in the history of the association, praised Dr. Stanton for "his leadership, his wisdom, his devotion to the objectives of the American democratic society, his tenacity, boldness and courage in furthering broadcasting's capacity to achieve those objectives; and for his uncompromising rejection of encroachments upon radio's and television's freedom and capacity to advance the greater public interest."

## Macdonald seeks repeal of 315 for top two

House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) last week introduced a bill to repeal the Communications Act's equal-time provision for presidential and vice-presidential candidates.

An identical bill cleared the Senate

last month by a comfortable 67-to-13 margin, but a stiff partisan battle is expected in the House ("Closed Circuit," April 10). The Nixon administration, which opposes the bill but did not mobilize Senate Republicans, will be much more active in preparing for a floor fight in the House.

That arena may be its only hope for a direct shot at the bill, since Chairman Macdonald is not expected to hold hearings on it. His subcommittee and the parent Commerce Committee considered the issue last year when they wrote a limited repeal of the equal-time provision into their version of the campaign-spending bill.

After President Nixon indicated that he might veto the entire measure if it contained a repeal only for presidential and vice presidential candidates, Congress considered and rejected a proposal that extended the repeal to include Senate and House candidates. Section 315 was left unchanged when the spending bill became law.

The first voice to be heard in opposition to the bill last week was a subcommittee Republican, James M. Collins (Tex.). He was quoted by UPI as having labeled it "some kind of Democratic trick." Said Mr. Collins: "I just can't imagine the President lowering himself to this type of debate. The Democrats are desperate."

Mr. Macdonald emphasized in a statement that the bill does not require debates or "any special format," but simply enables the networks to devote "more free time" to discussions involving the major candidates. "That all-pervasive medium, television, should not be shackled by a rule that requires it to make the same amount of time available to fringe-party candidates that it does to the major parties," Mr. Macdonald said.

## Police raid 'Hair,' block news coverage

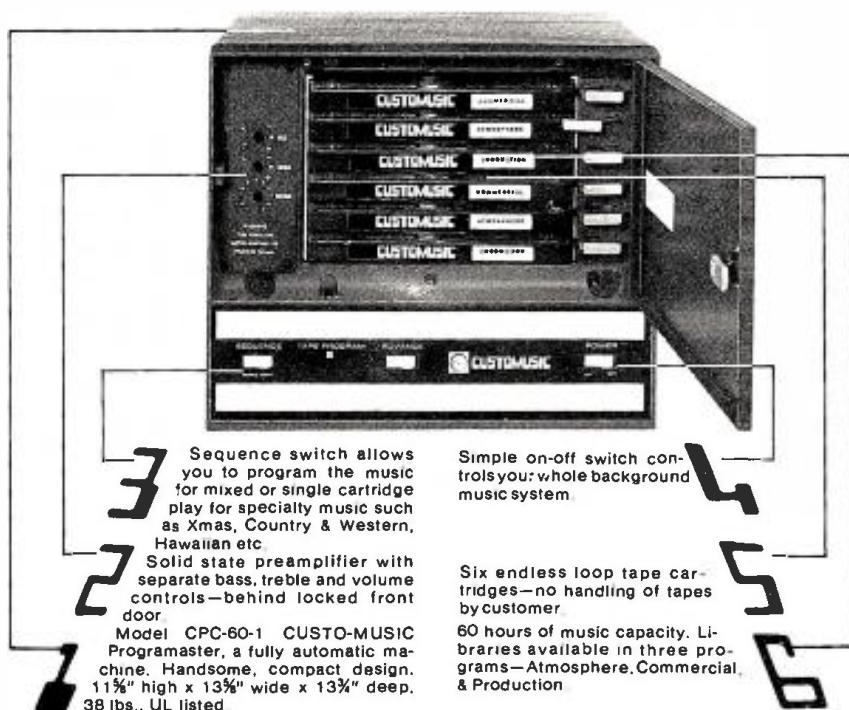
A radio newsman and two local newspaper reporters were involved in a skirmish with police during a performance of the rock musical "Hair" in Augusta, Ga., two weeks ago.

Local police threatened to arrest 12 cast members of the company after a first-act nude scene. The three newsmen—Bob Young, WBBQ-AM-FM Augusta; Frank Adams, *Augusta Chronicle*, and Gordon Gardner, *Augusta Herald*—rushed backstage to report the action. But when they got there, plainclothesmen turned them away, even after the reporters had presented their press credentials.

One detective approached WBBQ's Bob Young and turned off the tape-recorder he was using to record an ex-

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change between Police Chief James G. Beck and the show manager.

WNNQ manager Ed Dunbar decried the police action, saying that "to turn off a radio reporter's recorder is tantamount to taking away a newspaper reporter's pad and pencil . . . While the police most certainly have to perform their sworn duty without undue interference, we, too, have an obligation to perform our responsibility, nay more, our duty, to inform the public concerning public affairs."

During the backstage confrontation, police had also threatened to lift newspaperman Adams's press card.

Two days later, Police Chief Beck held a news conference at which he apologized for the police actions against the newsmen.

## Swapping newsmen with other nations

A buddy system, between American broadcasters and those in foreign lands, has been suggested by the Town Affiliation Association, Washington.

The organization, allied with the National League of Cities, also in Washington, has since 1956 arranged sister-city relationships between 380 American cities and 450 cities abroad.

Now the Town Affiliation Association is suggesting that U.S. broadcasters engage in an exchange program for foreign and U.S. broadcast journalists.

## 'A Public Affair': after the storm

With the Vanocur-MacNeil controversy behind it, the series quietly begins to make its mark

It began as a quietly ambitious attempt to capture the tang, crosscurrents and significant detail of an American political year. Then, abruptly—well before it went on the air—*A Public Affair* lived up to its title; it became an issue in its own right. The White House and its allies made no secret of their outrage; public television, backed by federal money, had hired Sander Vanocur for \$85,000, hired Robert MacNeil for \$65,000, and turned the two of them loose on America. From the administration's viewpoint, the salaries alone were bad enough; that they were paid to former network newsmen was worse; that they were paid to these newsmen—described vaguely as "liberal," but perceived by some as a balding Yippie and his icy blond sidekick—was intolerable.

As it happened, the entire debate tied in with broader administration attacks on the entire direction of public broadcasting. Charges of excessive centralization, too little attention to local needs, too much copying of the commercial networks, were heard. Clay T. Whitehead, director of the Office of Telecommunications Policy, publicly questioned whether national public television should carry any public-affairs programs, let alone this one.

Some saw in the political collision a threat to the effective survival of national, federally funded noncommercial broadcasting.

What happened after that is hard to describe. There was no "resolution," no "victor," no magic conversion on either side; the argument just ran out of fuel. The issue of funding for public broadcasting still occupies Congress, but the issue of Sander Vanocur and Robert MacNeil has almost receded from view. Meanwhile, with far less fanfare (an ounce of political controversy is apparently worth a pound of daily life), a new series went on the air three months ago. It is called *A Public Affair/Election '72*; it is, as intended, a quietly ambitious weekly look at the unfolding political year.

The program's reception by critics, PTV managers and (so far as can be determined) the public makes last fall's controversy seem even more remote. *A Public Affair* has been enthusiastically received by most critics. Inside public television there is neither wild excitement, outrage nor boredom; the series is generally seen as a solid addition to the schedule, not as a breakthrough. The best available readings of public reaction indicate that *A Public Affair* is slowly building an audience and an image, but certainly not running away with the viewers even by public TV's modest standards. As a magnet for PTV, it is not the *Sesame Street* of public-affairs programs.

It does, however, seem to be drawing stronger and better reaction in larger markets. Jonathan Rice, program director of KQED(TV) San Francisco, calls it "an important and valuable kind of thing. It's important that public TV be looking at the political scene."

Sam Silberman, program director of WQED(TV) Pittsburgh, adds that it's "the only program that takes advantage of our interconnection by presenting highly topical programs." Bob Wilson, general manager of KERA-TV Dallas calls it "a terrific addition to the schedule," and totally rejects "the idea that it's doing what the commercial networks are doing."


The chief complaint from major markets is not about the series itself, but about the relatively little effort and money devoted to promoting it. In these cities, station enthusiasm appears to be out-running public awareness of the programs. It is almost as if *A Public Affair* had been brought into the world with a low profile because of last fall's controversy (though the real reason appears to be financial).

In medium and smaller markets, the reaction can only be described as vaguely favorable. (One Midwestern manager said, with some satisfaction: "I haven't had any complaints about it.") The consensus there is that *A Public Affair*, like many PTV programs, is taking time to find itself and build its audience.


It wouldn't be on the air yet at all if the news executive who oversees it could have taken the time he wanted. When James Karayn, a veteran of public television, was named last year to head a new production center called the National Public Affairs Center for Television, he would have preferred to spend a year building a staff and charting its purposes. "But we just didn't have that luxury," he says. "We had to get on with the job of covering the political year."

He also had to find a different way to do that job. A severely limited budget made such ambitious undertakings as a nightly program impossible; besides, Mr. Karayn says he's "philosophically opposed" to that idea for public television.

What *A Public Affair* eventually became is the product of endless discussions between Mr. Karayn and the first three, key men he hired: Bruce Cohn (formerly with ABC News), the executive producer, and Messrs. Vanocur and MacNeil, the "senior correspondents." The program title is attributed not to these men but to Sidney James, board chairman of soon-to-be-merged NPACT and WETA-TV Washington. But the concept is theirs: a weekly, half-hour program that would attempt to view the evolving political year from the stand-



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Mr. MacNeil and Mr. Vanocur.

point of the electorate rather than the candidates.

That is part of what it has become. There has been a study of the grassroots selection of delegates in Iowa, a look at the concerns of a carefully selected "typical American family," and views of such voting blocs as labor, blacks and the young "non-college" group. But other programs have gone beyond the electorate to give it an overall view of the campaign—including examinations of the political reporter's role in presidential politics, the question of campaign financing and the problems of being a "front-runner."

(The last program produced a problem that affects all of television and especially public television. It was originally titled "Muskie: The Problems of a Front-Runner"; when the legal department warned that there might be an equal-time problem lurking in that title, the name "Muskie" was dropped.)

There have also been special broadcasts such as an hour-long post-mortem on the Wisconsin primary, and more are to come. The program's present thrust as summarized by Mr. Cohn is this: "Most people don't have any idea how the hell a President is really elected. They see 1,500 delegates at a convention, but they don't know how all those people got there. I like to think that if a man

from Mars dropped to earth next November 10, and read a year's worth of our scripts, he'd have a pretty good idea of the real mechanics of how a President gets chosen."

The two correspondents who try to bring that idea to life on camera appear to relish what is, for both of them, a radically new environment. "There are three luxuries we had in preparing this program," Mr. Vanocur says. "One is time; two is the ability to make mistakes; three is the pleasure of working with a small unit. I can't emphasize enough the importance of this smallness; it's much like NBC when I joined in 1957."

But if there is a central difference between what they do now and what they did with commercial television, the difference as they see it is the freedom to be reporters. Mr. MacNeil—who has worked both for NBC and the British Broadcasting Corp.—says: "What I've tried to insist on is that I want to report. I don't want to sit there reading some crap somebody else has written. The networks are full of very talented people who are intellectually and professionally constipated. A seasoned reporter will go out all day, then come on in the evening and get one minute to squeeze one inch of toothpaste out of the tube of his mind. The hardest things

in TV are to find a role for the reporter—to make him a real reporter—and then come in with that irreplaceable experience on the air."

Mr. Vanocur concurs. "My complaint about network news is that it's over-produced," he says. "I learned to hate being referred to as 'talent'; I ain't goddam talent, I'm a reporter."

Each man gets an abundance of opportunity to prove that point. In most cases, one or the other is the reporter for a particular weekly filmed segment.

The only concession to an older sense of "news" is a brief segment called "Campaign Update," which appears at the conclusion of most weekly programs. Here the preceding week's developments are summarized and analyzed.

With the worst of its own political problems apparently behind it, *A Public Affair* is running along on a weekly budget of about \$20,000, a staff of 28 and a backlog of topics sufficient to carry it almost to the political conventions (plans for coverage there are undecided). NPACT has also assumed the responsibility for producing such older PTV programs as *Washington Week in Review* and *Thirty Minutes With . . .* but *A Public Affair* is its real experiment.

After the political year, Mr. Karayn hopes to expand the programs to one hour and deal with a broader range of subjects. At contract time, there may also be renewed controversy over the two network newsmen he hired.

For now, however, those connected with *A Public Affair* are preoccupied with refining their weekly inquiries into American presidential politics. Sander Vanocur talks about the need to ascertain, not just the "issues" of 1972, but the "substructure" of American life—the electorate's poorly expressed needs and concerns, things that transcend political categories. At the same time, he says, the way to get at that substructure is to focus on the concrete, the individual ("People are tired of the 'big picture' in this country"). The goals are at once terribly broad and very detailed; they probably couldn't be fully realized with *Three Wise Men* and 10 times the budget.

But the series, its political problems behind it, is at least under way. By commercial viewing standards, it's happening almost in private, but the former network newsmen profess to be unconcerned. "I've learned," Mr. Vanocur says, "not to think about that anymore."

### Narrow miss for Nixon

A threat that coverage of President Nixon's trip to Canada would be blacked out by television technicians there was averted at the eleventh hour last week when the CTV Television Network obtained a court injunction against union picketing. The National Association of Broadcast Engineers and Technicians has been conducting a series of wildcat strikes against the Canadian Broadcasting Corp., and threatened to picket CTV when it agreed to originate for CBC and American and European networks.

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## Inside China with Marshall Davidson

The CBS newsman tells the human-interest side of the President's trip

As would any proud tourist back from an unusual expedition, Marshall B. Davidson, the CBS News representative in the pooled coverage of President Nixon's trip to China, came back to tell his peers all about the once-in-a-lifetime experience. Appearing at the opening luncheon of last week's NAB convention, Mr. Davidson was able to present some impressive statistics: In the eight days the President was in China, the three TV networks' two remote vans covered 18 locations in three cities and transmitted 52 hours of material via satellite at a cost of about a half-million dollars. But beyond the bare facts, Mr. Davidson told of many surprises, frustrations and seemingly impossible challenges.

Initially, a Boeing 747 was to be outfitted as an entire broadcast center, but instead the Chinese without fanfare constructed in three weeks a 13,000-square-foot broadcast center next to the airport in Peking, complete with hot and cold running water in the film-processing room and two sitting rooms where hot tea, candy and fresh fruit were always supplied. (For technicians too tired to travel to a hotel in downtown Peking some 18 miles away, a small hotel was built next to the transmission center.)

The forks on the forklifts in China were too short to unload the C-141 transport plane from the U.S., forcing equipment to be unloaded piece by piece, instead of pallet by pallet—a process taking eight hours longer than expected.

The Chinese insisted on and were given a complete inventory of everything brought in, including coffee, bouillon cubes, instruction manuals, diagrams and schematics.

Told that the visitors were enjoying the pool table in their hotel, the Chinese set up a ping-pong room, pool room, three bowling alleys, and a half-court basketball area in the basement of the cultural palace for the exclusive use of the Americans supplying the pooled coverage to the U.S.

A Chinese driver ran one of the mobile units into a local bus and the Chinese only accepted responsibility when the Americans, one of whom broke a glass display case in a fit of temper, promised not to cause any more such breakage.

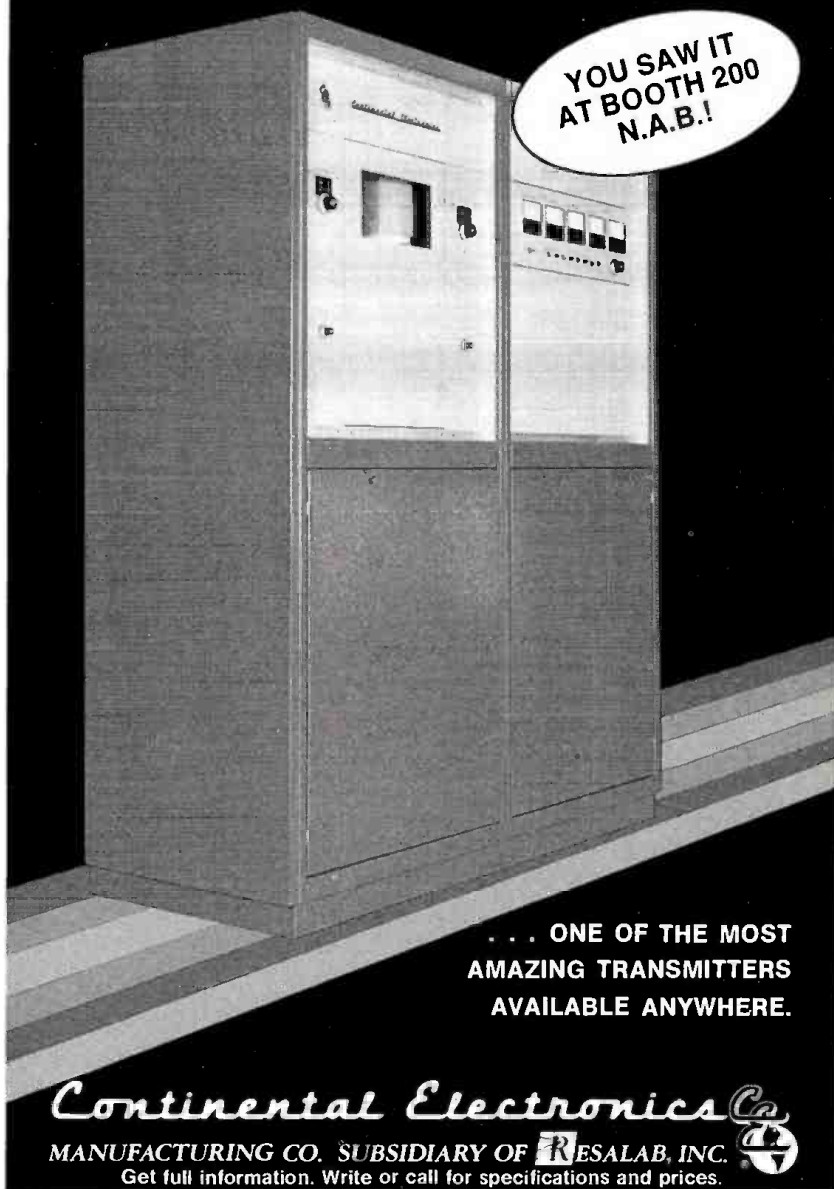
Displaying almost a compulsion for perfection the Chinese would not allow prerecording of the President's motor route into Peking until arrangements were made to change all traffic lights into town to green and to have policemen all along the 18-mile route.

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sentatives were unaware that the President was to be late for his first meeting with Prime Minister Chou En-Lai and the information was revealed only when a Chinese official, feeling sorry for an American cameraman holding a PCP 70 camera in anticipation of the meeting of the two statesmen, was told he could

sit down because his President would be delayed.

Was Mr. Davidson happy to be a part of these unorthodox yet historic doings? "Certainly interesting and challenging," said the CBS News vice president, operations, "but I don't think I would want to do it again."

## Urging-on for broadcast journalists

Many voices, one thought for managers, newsmen:  
News coverage is sine qua non of radio-TV media

Broadcast journalists—and their station managers—were told forcefully last week that news is the broadcaster's most important product and that timidity in supporting it or in covering it will lead to "absolute oblivion for this industry."

Moreover, on the means-to-the-end front, they learned that the day of less expensive but broadcast-acceptable super-8 film for hard news coverage is about to dawn.

The status report on super-8 film and TV equipment to show it came from Sheldon Nemeyer, manager of equipment service for NBC News film. The admonition for aggressive news coverage was issued by Eldon Campbell, vice president and general manager of WFBM-TV Indianapolis. Both were among highlights at early bird workshops on TV news at the National Association of Broadcasters convention last week.

Mr. Nemeyer traced NBC's work over the years in developing 8mm equipment for use in news coverage. He said he was satisfied that, although 8mm picture quality looks definitely inferior when shown side-by-side with 16mm—just as 16mm looks "like manure" alongside 35mm—super-8 when seen by itself, using original films rather than prints, is "usable" for hard-news coverage.

The cost of super-8 raw stock, Mr. Nemeyer said, ranges from one-half to one-fourth that of 16mm. He estimated that NBC News uses 24 million feet of raw color stock, or \$1.8 million worth, each year. If super-8 were used instead, the cost would fall well below \$1 million and perhaps below \$500,000.

Asked about the cost of installing super-8 equipment, he noted that there is none of professional quality on the market, but he suggested that a station might convert present equipment for about \$2,000, perhaps less.

Charles Harrison, news manager of WGN-TV Chicago, moderator for the sessions, said he understood that KQUB-TV Dubuque, Iowa, had been showing news on 8mm for six or eight months and that KRCR-TV Redding, Calif., either had recently converted to all-super-8 or soon would. Mr. Nemeyer estimated that 30 to 50 stations either were using super-8 occasionally or had been seeking information about it.

Portions of the workshop were filmed in super-8 for showing later during the convention.

After a report by Chet Casselman of KSFO(AM) San Francisco, president of the Radio Television News Directors Association, on problems facing broadcast newsmen, WFBM-TV's Mr. Campbell told the workshop that "Congress is telling us in the loudest voice ever that they respect news—and fear news." Through their own actions and attitudes, he added, the FCC and state and local governments also make clear that "news is the most important thing we have." As for viewers, repeated polls conducted for the Television Information Office and most recently one for *TV Guide* (BROADCASTING, April 10)

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have demonstrated that "the public respects and does not fear news."

In these circumstances, Mr. Campbell maintained, broadcasters must resist the temptation to be "timid" in the face of government criticism and, to the contrary, must strengthen and improve their news operations. He called particularly for wider support of RTNDA, saying "it's a disgrace" the association "has to get by on a \$25,000 to \$28,000 budget."

Some of RTNDA's efforts to improve broadcast news operations, including plans for this year's series of one-day regional seminars, were outlined by William Garry, manager of the Chicago bureau of UPI Television News, and moderator Harrison. Two new programs initiated by REA Express to speed delivery of newsfilm—use of special labels and inauguration of a "guaranteed same-day service"—were described by Kenneth Hoffman of REA, Los Angeles.

The urging-on of broadcasters to greater news efforts was voiced in two other Chicago forums last week.

Elie Abel, dean of the graduate school of journalism at Columbia University and a former NBC newsmen, called for more investigative reporting and more documentaries by broadcast journalists. He warned against the overreliance by many broadcasters on Associated Press and United Press International news services. Such dependence, he said, "reduces the broadcast newsmen to the role of processor and disseminator of second-hand information." Mr. Abel made his remarks in presenting the Major Armstrong Awards at the convention of the National Association of FM Broadcasters in Chicago last week (BROADCASTING, April 10).

Mr. Abel also urged broadcasters to supplement wire service news by stressing "the concerns of his audience." This can mean controversy, he said, but there is no way to skirt that problem. Otherwise, he said, the information and news that is broadcast is nothing but "pabulum and cotton candy."

Speaking to the Association for Professional Broadcasting Education, Sig Mickelson, vice president-international and television, Encyclopaedia Britannica Educational Corp., and former CBS News and Time-Life Broadcast executive (and now teaching at Northwestern University), stressed the problems coming up with the advent of regular communications satellite use—on the verge of being compounded by the establishment of domestic satellite systems.

Noting that the burden of charges for small nations in using international satellite communications is onerous, Mr. Mickelson called for a tax on high density users for the benefit of low traffic users. Mr. Mickelson also called for the establishment of some sort of a clearing house for the exchange of information on the economics, technology and other phases of satellite communications and its impact on broadcast news and cultural programs.

## The AP cooperators win organization's praise

The Associated Press Broadcasters Association cited 25 radio and television stations for outstanding news cooperation at the association's winter meeting in Phoenix. The top-four award winners, all radio stations, received plaques, and, in addition, 21 radio and television stations were presented honorable-mention certificates.

Plaques will go KFOD(AM) Anchorage; WAKY(AM) Louisville, Ky.; WZOO(AM) Asheville, N.C., and KLNG(AM) Omaha.

Certificates were given to KLWW(AM) Cedar Rapids, Iowa; KRKO(AM) Everett, Wash.; KYTV(TV) Springfield, Mo.; KALL(AM) Salt Lake City; KMTY(AM) Clovis, N.M.; WKRM(AM) Columbia, Tenn.; KCBS-AM-FM San Francisco; WTVC-TV Chattanooga; KYNO-AM-FM Fresno, Calif.; WTLV(AM) Jacksonville, Fla.; WTLC(FM) Indianapolis; KJRB(AM) Spokane, Wash.; WGAU(AM) Athens, Ga.; KIST(M) Santa Barbara, Calif.; KCCO-AM-FM Lawton, Okla.; WJAG-AM-FM Norfolk, Neb.; KBOL(AM) Boulder, Colo.; KVSF(AM) Santa Fe, N.M.; WXCL(AM) Peoria, Ill.; WMAK(AM) Nashville, and WLYC-AM-FM St. Petersburg, Fla.

## Momma knows best?

The promotional spot shows a kitchen where an unmistakable Jewish momma is tasting soup from a pot. She offers a taste to someone out of camera range. The camera pulls back to reveal the KABC-TV Los Angeles "Eyewitness News" team sitting around the kitchen table. "So tell me, Joe," the little old soup-maker asks co-anchorman Joseph Benti, "what's new?" A quick cut shows the news team in the studio broadcasting. Back to the kitchen where the woman, looking at her TV set, announces, "Eyewitness News. It's like hearing it from a friend."

This "Like Hearing It from a Friend" campaign was put together by KABC-TV's advertising and public relations department and the advertising agency of Richter & Mracky-Bates, Inc., Los Angeles, to call attention to the station's "it-ain't-all-that-bad" style of news reporting. Backing up the TV promotion are magazine ads that make a "special introductory offer" to try the KABC-TV news team ("If you're not completely satisfied that our news is not only accurate but downright human, we'll gladly refund your average, everyday newscaster").

A clip-out coupon is provided for a free "gift" offer: choice of the recipe for the chicken soup used in the TV spot, picture postcard of the station's news team photographed on location in the same spot, or a slightly used wire-service report of the rip-and-read variety used by some other stations.

At last count the station had received more than 1,500 requests for one or more of the free offers.

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## Hardware sales take off in Chicago

### Broadcasters turn loose their pent-up demands on a jumping equipment market at NAB convention

If there was one group at the NAB convention last week that ended the four days on the high side, it was the equipment manufacturers. The reason for elation was not hard to find: strong business.

Equipment displayers said the Chicago convention was the best market in years. Broadcasters who viewed the array of hardware either had check-books at the ready, or were serious shoppers whose orders are expected to be closed in the weeks to come.

Manufacturers, reporting to BROADCASTING on April 12 at the close of the convention, were virtually unanimous that more sales were made, that dollar volume was higher and that there were more active leads than for the past three or four years at an NAB meeting.

Some manufacturers reported that traffic through the 54,000 square feet of equipment exhibit space on the lower levels of the Conrad Hilton hotel was about the same as last year. But it was traffic with money to spend.

Not many would release dollar volume, but one that did was International Video Corp., Sunnyvale, Calif.—not one of the giants in the field, but a firm that has been pitching since 1966.

IVC reported that it sold over \$2.5-million worth of equipment during the four-day meeting, including one sale of \$700,000 to the new channel 79 in Toronto, Ont.

Carter G. Elliott of IVC commented: "The show has absolutely surpassed our most optimistic expectations." He noted other IVC orders: Recife, Brazil, \$90,000; KIMO-TV (ch. 13) Anchorage and CFQM-TV (ch. 4) Quebec City, Que., each \$80,000; Fortaleza, Brazil, \$60,000.

Neil Vander Dussen, division vice president, RCA broadcast systems, noted that business has been ahead of his plan for the first quarter of the year. He said he expects this trend to continue for the rest of 1972, and anticipates that broadcaster confidence in the economy is being manifest in larger capital investments for new and replacement equipment.

Langdon Cook, general manager of CBS Labs, said: "Best show in recent years. Good buying attitude."

A novice at the NAB display had nothing but good words to describe his experience in Chicago last week: "This is our first NAB," Peter Giddings, director, professional division, Revco Corp.,

said. "I am most impressed with the volume of sales, the traffic and the interest."

The election campaign that is looming this fall was cited by Newland Smith, director of planning, Systems Resources: "This seems to be the year that TV broadcasters are committing for electronic titling systems."

And representing another line, W. C. Hunefeld Jr., director of broadcast sales, Compu/Net Inc., predicted that 1972 will be the year of computers for the broadcasting industry.

Jim Tharpe, president of the reborn Visual Electronics Corp., expressed pleasure with the uptrend, which, he particularized, was "for new products where the product is innovative, more reliable and needed."

Other comments received in BROADCASTING's returns ran a gamut:

"Recession . . . it's over," said Leo L. Darrigo, marketing manager, Broadcast Electronics.

"Excellent show. There seems to be an optimistic feeling on the part of all broadcasters," said David Bain, sales manager, Fairchild Sound Equipment Corp.

"The finest show of the many we attend," said J. C. Smith, general superintendent, Allied Tower Co.

"A really great show with a lot of serious interest," said Theodore E. Davey, LPB Inc.

And Clyde McKinney, chief engineer and vice president of Taber Manufacturing and Engineering Co., said: "Best trade show after participating in 14."

Imero Fiorentino, president of the production design and consulting firm of that name, said: "Great."

Among the highlights of the 146 equipment exhibitors were a spate of new TV color cameras—with prices ranging from \$16,000 (Shibaden) to \$80,000 (most of the studio-type cameras).

RCA introduced its TK-630, with three-lead-oxide pickup tubes and a built-in image enhancer. It contains a removable viewfinder. Price is below \$40,000.

Marconi showed its new Mark VIII automatic color-TV camera, priced in the \$75,000-\$80,000 range. Weighing less than 75 pounds, without lens, the unit is said to give pictures down to 50 foot candles. It features automatic line-up and color balance, two-speed focus control and an autotest circuit that

makes a 31-point diagnostic check of the camera, with visual read-out on a monitor.

Unveiled by Philips was the PC-72, a three-tube Plumbicon color camera whose features include cable compensation, ability to use standard or minicabling, automatic filter wheels and automatic capping. Price: \$75,000.

Fernseh's new KCR hand-held color camera uses three one-inch Plumbicons and weighs 14 pounds with viewfinder and zoom lens. The backpack weighs 11 pounds. All controls are incorporated into the camera grips and control units can be removed up to 2,500 feet. The KCR costs \$50,000-\$75,000.

From GE there was the PE-403A at \$65,000, featuring high resolution and using a separate luminance principle. Weight of the camera, minus viewfinder and zoom lens, is 90 pounds.

Shibaden Corp. of America showed the FP 12-00, a three-tube Plumbicon model weighing 48 pounds (without lens) and featuring automatic and remote-controlled iris setting, individual red, blue and green outputs and a five-inch viewfinder. Price: \$16,165.

A \$20,000 color camera from Commercial Electronics—the CEI-280—weighs 50 pounds with lens and viewfinder and uses three Plumbicons. Setup and operating controls are removed.

There was also the Mark III from Editel, a small, compact color-TV camera for hand-held or pedestal use. It weighs less than 20 pounds and is only 10 inches long, 3.75 inches wide and 15.5 inches high. The camera is being sold as part of a specially designed mobile-unit package that will be leased to broadcasters for \$20,000 down, plus \$7,500 a month.

Among new film chains, International Video Corp. displayed its 240 series color-film chain, priced at \$24,900, in a free-standing cabinet integrated with optical multiplexer.

RCA introduced its TK-28 color-TV film camera, which includes automatic features for correcting color balance. It uses vidicon or lead-oxide tubes and has a neutral density filter wheel in the light path to provide automatic light control. It is priced at \$45,000 with vidicons; \$50,000 with lead oxides.

The 1500 series color film camera shown by Cohu Electronics features three separate mesh vidicons, an image enhancer and an "instant paint" control on the remote-control panel to adjust



for bad colorimetry. The system sells for \$31,000.

Eastman Kodak showed two new projectors for station, CATV, educational and closed-circuit applications. One is a super 8 TV film chain projector (model TV-M100A) priced at \$1,325. The other, a 16mm TV film chain projector (model TV-12M6), sells for \$1,500.

For television titling, one of the most prominent items this year was the Vidifont X from CBS Laboratories, a third-generation electronic unit that includes random-access memory and permits use of changeable typographic font styles. Pre-set messages may be stored and retrieved on command. The Vidifont X costs \$35,000.

The base price of the Telemation Event Display is \$40,000. It uses a mini-computer and keyboard to store and update character information. It has an electronic character generator, random-access memory and 100-display selector panel.

Chiron Telesystems presented its Chiron II TV titling system (\$35,000-\$40,000), which has the ability to transfer to vidiloop cartridges all kinds of artwork fonts. It also offers standard type fonts in cartridges, off-line editing capability, disk-pack storage for up to 10,000 titles and instant access.

Datatron Inc. exhibited its Vidicue video tape-editing system. It can perform audio only, video only or audio/video edits. It gives remote manual control of three VTR's and may be inter-

faced to a digital computer for automated editing. Price: \$10,000.

From Sarkes Tarzian there was the Cinematte I, a digital video-effects system (\$6,500) featuring wipes, chroma keying, mask-wipe keying, positioning and pattern modulation. Over 100 patterns are available.

Introduced by 3M Co. was a video "duster," a noise-reduction device said to significantly diminish high-frequency noise. It is available in one-, three- or four-channel configurations for use with video tape recorders and with color and monochrome cameras. Prices are \$995, \$1,875 and \$2,312.

Other TV gear displayed included Cohu Electronics' model 9501-000 vertical interval video production switcher. The unit, priced at \$4,500, measures 19 inches wide, 10.5 inches high and seven inches deep. It has four bus conductors and includes wipe key, dissolve to inserts, mix, effects, insert keying and self-keying. A matte generator is also included and an optional background generator is available for color matting.

The model 570-1 video production switcher from American Data Corp. features a full-effects unit with dual mix-key generators. It sells for \$27,000.

The only CATV equipment exhibitor, Jerrold Electronics Corp., showed the model UD-283 Uni-Demod UHF/VHF demodulator, which the company says provides high-quality audio and video signals. It sells for \$825.

Priced at \$22,000, the 1-kw UHF TV translator amplifier, model TOA-1000A,

by Emcee Broadcast Products has automatic recycle, automatic turn-on, power supply crowbar protection and automatic VSWR protection. It is said to operate at very low hourly cost.

In the area of radio automation systems—by this time a staple in radio equipment—International Good Music displayed its 700 series. The system is run by computer and uses digital signals. It costs \$30,000.

The Schafer 900 series automation system, priced at \$23,415, has such features as the model 903 control unit keyboard memory unit.

Gates added several new items to its digital program automation system. These include digital clock, random access, switching center, time selector and system programmer. The complete system sells for \$32,000.

One item that gained particular attention was the low-cost tape transport record/playback system (model A77) introduced by Revox Corp. Cost of the unit ranges from \$649 to about \$1,000, depending on options added. The A77 is available in stereo or monaural and in two speed versions (15/7½ i.p.s. or 7½/3¾ i.p.s.). It accommodates 10½-inch reels, has three heads and a servo-controlled capstan motor. Options include a remote-control unit, a plug-in module that can vary the record or playback speed from -10% to +15% and the Dolby noise reduction system.

Shafer's new tape recorder is the RP-720-2, selling for \$1,440 (\$1,195 for

*(Continued on page 79)*

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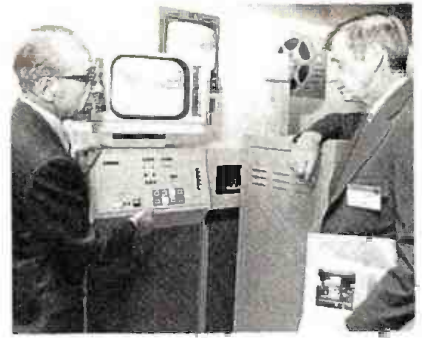
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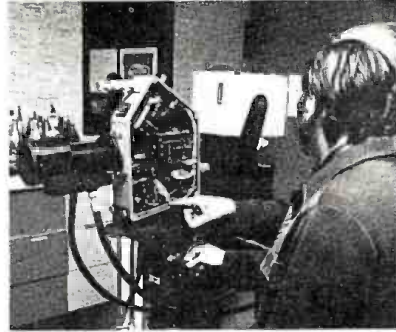
1 PHILIPS



2 IVC



3 GATES



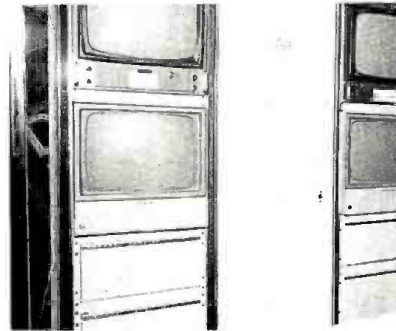
4 EDITEL



5 GENERAL ELECTRIC



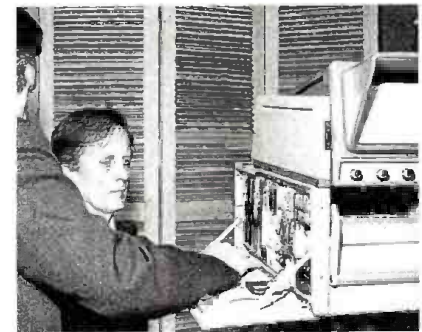
7 RCA



6 SARKES TARZIAN



8 INTERNATIONAL GOOD MUSIC



9 MARCONI

1. R. Fournier (l) and S. Glover (c), both of the Canadian Broadcasting Corp., are briefed on special features of the new Philips PC-72 color TV camera by Leonard Wolff of the Philips firm.

2. Gene Warren (l) of IVC tells Lloyd C. Erickson, KXJB-TV Fargo, N.D., about a new color film chain.

3. Gates new 50 kw AM transmitter is explained by Joe Engle (l) of Gates to Don Coleman, WGRT(AM) Chicago.

4. Eugene P. Klumpp, WBEN-TV Buffalo, N.Y., is being shown the new Editel Mark III portable camera by John Douglas (partially hidden), president of Editel, Montreal.

5. Charles Sheppard (l), Rust Craft, and Thomas Sheally, WJKS-TV Jacksonville, Fla., a Rust Craft station, are given insights into General Electric's new color TV camera by Earl Platt (r) of GE.

6. Sarkes Tarzian's new Cinematte I digital video effects system is examined

by Alan L. Harmon, WTTG(TV) Washington (l) with Jack Roden of Sarkes Tarzian.

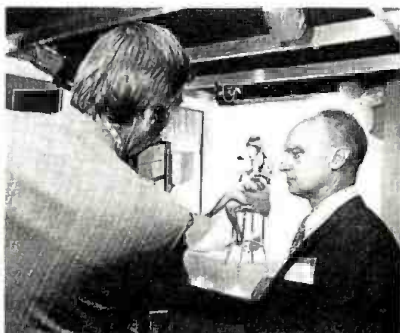
7. F. W. Miller (l) KOMO-TV Seattle, listens to features of RCA's new film camera chain described by Paul Bergquist of RCA.

8. International Good Music's 700 series audio control system is explained to Roland B. Potter (r), WKBC-AM-FM North Wilkesboro, N.C., by Bob Popke of IGM.





10 AMPEX



11 SHIBADEN



12 TELEMATION



13 CBS LABORATORIES



14 ANGENIEUX



15 SCHAFER ELECTRONICS



16 CCA ELECTRONICS



17 COLLINS

9. W. Barry Holland (l), Marconi, shows Raul Lopez Guiral of Venezion, Caracas, Venezuela, the new Marconi Mark VIII TV color camera.

10. Bill Weber (c) and Bill Nicholls (r), both of CBS-TV New York, get the word on Ampex's new videotape recorder from John Harris of Ampex.

11. Mort Russin (l), Shibaden, points out key features of that firm's new low-cost color TV camera to Mr. Art Biggs, KHOU-TV Houston.

12. Concentrating on Telemation's event display unit are that company's Robert C. Bacon (l), Glen Akins, ABC Hollywood (c) and Max Berry, ABC New York (r).

13. CBS Labs' new Vidifont X being demonstrated to convention shoppers by Alan Schoenberg of that company.

14. Gerard Potvin (l) and Robert Bonneau (c), both of CKTM-TV Trois Rivieres, Quebec, talk over Angenieux's 15X18E61 zoom lens with Ken Rice, Angenieux.

15. Frank Roide (r), Schafer Electronics, tells Bob Barnett, WRBD(AM) and WCKO(FM) Fort Lauderdale, Fla., about his company's new 900 series automation radio equipment.

16. Husband and wife team, Ron and Barbara Hickman, WKED(AM) Wickford, R.I., view CCA's Futura 6 monaural console with the help of John Ring of CAA (r).

17. Jim Perkins (l) WJW-TV Cleveland, examines Collins' new STL microwave relay with Marion (Doc) Botu of Collins.



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(Continued from page 75)

playback only). It features three speeds and ferrite heads.

A new series of Spotmaster multi-channel tape-cartridge playback systems from Broadcast Electronics Inc. features logic switching; plug-in, modular construction; forced-air ventilation, and is available in monaural or stereo. Model 303C-SW with three playback decks sells for \$1,395; model 305C-SW with five decks costs \$2,190.

Another highlighted item was a miniature cartridge system, using cassette-size tape, shown by Visual Electronics Corp. The cartridges are about two inches square and are designed to reduce wow and tape hangup and to simplify pinch-roller insertion. Ten of the systems fit into a standard 5¼-inch panel, and the cartridges can be used with a carousel-type random-access system that holds 80 cassettes. Tape speed is 3¾ i.p.s. and each cassette holds up to 10 minutes of audio material. Each system costs \$100. Visual's system is still in the prototype stage, but is expected to be in production this summer.

Sparta's newest is the Century series modular line of compact tape-cartridge equipment, featuring replacement circuit boards available at a nominal exchange price after a one-year warranty period. Price: \$430.

New, with heavy duty motor, was cassette record/player shown by International Tapetronics, priced at \$2,000 and capable of accepting cue tones.

New transmitters included Gates's 50-kw AM unit using pulse duration modulator (\$89,000) and American Electronics Laboratories' 2.5-kw FM transmitter that has a unique final tube grounded-grid triode that assertedly improves reliability (\$10,500).

The SS7400 two-channel audio console by McCurdy Radio Industries comes equipped with 12 mixers with slide attenuators. The desk-sized unit sells for \$7,500.

The model 1008-2B broadcast audio console by Spectra Sonics can intermix any combination of 22 reel-to-reel tape machines and turntables. It costs \$6,000.

CCA Electronics showed its Futura 6 monaural console system, with 19 inputs and six sliding faders. Price is \$2,095, including the new CCA 1272 turntable.

McMartin Industries showed the new ACCU 5, five-channel control unit that can also be used at remote locations (\$495).

## Skeptics turn into fans of radio automation

Automation has proved a time and money saver—as well as providing a competitive edge to radio operators in small markets. So said panelists and delegates at a Wednesday morning (April 12) session at the National Association of Broadcasters convention, unanimous in their praise for computerization. The panelists—Walter L.

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Rubens, KOBE(AM) Las Cruces, N.M.; Robert M. McKune, KTTR(AM) Rolla, Mo., and Allan Page, KGWA(AM) Enid, Okla., represented small markets where broadcasters had recently installed traffic, accounting or programing systems.

Mr. Rubens, whose station is automated for traffic and accounting, said the computer offers invaluable information on contracts, commercial flights, logging, sales reports, and more. An initial outlay of \$15,000 has enabled the station to work more efficiently and effectively and to cut down the number of employees, he said. The computer also provides a certificate of performance to advertisers by recording when spots run, assuring advertisers of performance and providing a competitive edge.

Mr. Page said the advantages to his station were in better utilization of employee time. One on-air personality, he said, is also able to spend time as a salesman because of the extra hours automated programing provides. Station staff has been cut from 12 to eight, he said, and expenditures were down 9% last year.

Admitting that at one time he was "violently opposed" to computerization, Mr. McKune said he supported the other panelist's experiences and is now sold on the idea. He warned station executives in the audience, however, not to consider computerization a panacea to station ills. "If you have a lousy station before you automate," he said, "you're going to have a lousy station after you automate."

## Two-way battle over four-channel sound

Engineers at NAB hear pros, cons of matrix, discrete systems; they are also told that former doesn't need FCC approval

The battle between the two systems of four-channel sound heated up in Chicago last week, but the outcome is still as unclear as ever.

One element was made plain, however, and it caused consternation among the adherents of the discrete system of quadrasonic broadcasting: the matrix system does not need FCC authority to be broadcast. This previously had been publicized by the commission.

Harold Kassens, assistant chief of the FCC's Broadcast Bureau, made it clear at the opening of the panel on four-channel sound at an engineering conference meeting during the National Association of Broadcasters convention.

"We are only concerned with the signal that comes out of the transmitter," Mr. Kassens said. Since the four channels are matrixed before they are fed into the microphone, he noted, and since the broadcast signal meets FCC standards, there is no need for FCC action.

But, he added, "the discrete system is something else."

Quadraphonics was also a highlight of the closing session of the National Association of FM Broadcasters, also in Chicago, at times erupting in charge and counter-charge among some of the panelists.

The two four-channel systems are in competition for adoption in the market place (BROADCASTING, April 3). Already, CBS Records, Sansui and Electro-Voice have moved ahead with the matrixing system—with Columbia Records already on music store counters with 50 releases. Matrix-system encoders and decoders are already being offered to broadcasters and receiver manufacturers.

The matrixing system (CBS calls it the SQ system, Sansui, the SS system, and Electro-Voice, Stereo 4) essentially mixes four separate channels into a composite that is broadcast, or recorded for discs. When it is broadcast, a decoder at the receiver separates the four channels to be fed into four speakers.

The four-channel discrete system, on the other hand, essentially is multiplexed over the air. It is claimed that the resulting reception is purer, with a high degree of separation among the four channels.

This system has been adopted for recording, and presumably for broadcasting, by RCA, Japan Victor and Panasonic.

It is the burgeoning of the matrix system that obviously has alarmed those FM broadcasters who are partial to the discrete system. One of them is James J. Gabbert, KIOI(FM) San Francisco, who termed the matrix system "a hoax," and charged that the public was being "conned."

Mr. Gabbert, who has been experimenting with four-channel broadcasting

since 1969, used these expressions at both sessions in Chicago.

And again at both sessions, Mr. Gabbert stressed one serious drawback to the matrix system: its alleged poor response on monaural receivers.

"Seventy percent of my audience in San Francisco uses mono," Mr. Gabbert said. On a nationwide basis, he estimated that fully 60% of all FM listeners are capable only of receiving mono.

Mr. Gabbert's position was echoed by Lou Dorren, the developer of the discrete system. Not only is matrixing inefficient, Mr. Dorren charged, but it is incompatible with monaural FM. Discrete systems, on the other hand, he said, have signal-to-noise ratios that are equal to current recording levels already used in broadcasting and provide "true" separation.

Defending the matrix system was Emil L. Torick, CBS Labs, who noted that the matrixing system does no more or less than what is already done in motion pictures (still pictures at 24 frames a second), and in TV (still pictures at 60 frames a second).

Mr. Torick, upholding the technical integrity of the matrix system, faulted the discrete system for using ultra high frequencies, for susceptibility to noise from dust and ash, and concluded by stating, "it is only a laboratory curiosity."

Sidney Silver of Sansui declared that some day there well might be a matrix-discrete system. At the FM meeting, Louis Goldberg, also of Sansui, described that firm's advertising campaign this year that will stress four-channel FM.

During the FM session, matrix proponents emphasized that matrix is simple for broadcasters, that decoders for FM receivers are relatively inexpensive, and that matrix program material is compatible with stereo FM and mono FM.

During the sometime heated NAFMB meeting, it was implicit that many FM

### The ears have it

A quizzical attitude toward quadraphonic broadcasting (see above story) was expressed in Chicago last week. FCC Commissioner Robert T. Bartley, reminiscing about his early days in FM (he was the FM executive with the former Yankee Network in New England in the nineteen-thirties), told an audience of FM Pioneers last week that he first heard of "binaural" sound in 1937. He felt it commendable that stereo broadcasting came to pass, since he had two ears and two-channel FM came close to the natural sounds. Now, Mr. Bartley continued, the talk is about four-channel sound. But, he added, "I still have only two ears."

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broadcasters felt that they had moved from mono to stereo, and needed four-channel broadcasting to generate excitement that could be translated into the sale of four-channel FM sets and concomitant advertising buys. Howard Durbin of Electro-Voice made the only frank mention of this theme: Four-channel sound must be gotten into the marketplace, he told the FM broadcasters, to help build an audience for the FM broadcasts.

## AM rules adjusted

The FCC has amended its rules to permit operation of AM transmitters at less than rated or "nominal" power. The action, the commission noted, should eliminate the necessity of using resistors in antenna-feed systems, which often results in a waste of power and a burden to the licensee. The amendment takes effect May 19.

In the past, the commission has required that resistors be used to restrict the level of power delivered to an antenna in order to guard against interference to other stations. This involved operation of the stations with power less than the normal transmitter-output power.

The commission has also revised its filing procedures for AM licensees requesting license renewals. Under the new procedure, licensees will be required to specify the rated power of their stations as well as the actual antenna-input power in their renewal applications. A public notice detailing the changed procedures went out to all AM licensees last week.

## X-ray hunters

Some 15,000 TV sets and 35 TV projection devices were modified last year to reduce radiation output at the behest of the federal Bureau of Radiological Health. A report issued last week said the TV sets involved four manufacturers. In the case of two firms, X-ray emissions were higher than those designated by set designs but still below federal TV set standards. In the case of two other manufacturers, radiation exceeded, but not significantly, federal standards. Corrections included tube replacements and picture tube shielding.

## CBS buys two tech schools

Acquisition by CBS Inc. of Brown Institute of Minneapolis and Thompson Institute of Harrisburg, Pa., was announced last week by Ross D. Sackett, president of the CBS/Education & Publishing Group. Brown Institute, founded in 1946, is considered the largest independent broadcasting school in the nation. It also offers courses in electronics and data processing. Thompson Institute provides courses in accounting, business administration, secretarial skills, data processing, management, medical assistant training, drafting and merchandising. Mr. Sackett noted that CBS now owns six proprietary resident schools.

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## RCA profits increase despite computers

RCA reported record sales in first quarter 1972 and a 10% rise in earnings from continuing operations. If discontinued computer operations were included, the increase would be 2%.

Robert W. Sarnoff, board chairman, noted that earnings in the first quarter were 53% over the comparable 1971 period when the loss of \$9.2 million from the now-discontinued computer-related operations was included.

Mr. Sarnoff said that sales and profit of NBC were higher than in the 1971 quarter, with "NBC experiencing a pick-up in advertising commitments during the quarter and a further firming in the network pricing structure." He said that improved RCA color-TV set sales were "the single greatest contributor to the company's first-quarter sales and profit gain."

For the three months ended March 31:

	1972	1971
Earned per share	\$ 0.47	\$ 0.30
Revenues	924,900,000	839,400,000
Net income	36,300,000	23,800,000

## CBS has high hopes for next quarter

CBS Inc. reported last week that estimated net income for the first quarter of 1972 almost doubled from the corresponding 1971 levels and estimated net sales rose by more than \$38 million.

CBS said the results were "due primarily to sizable sales and earnings gains in our broadcasting and international records businesses, together with the elimination of losses due to the phasing out of our EVR cassette processing operations and improved performance by our theatrical motion pictures division."

For the first quarter ended March 31:

	1972	1971
Earned per share	\$ 0.42	\$ 0.21
Revenues	319,500,000	281,400,000
Net income	12,100,000	6,400,000

## Lame-duck division helps Time profit

Time Inc. has reported that its broadcasting business, which it is selling, produced 4% of its total revenue in 1971 and 12% of its profits.

The company has sold all of its television stations to McGraw-Hill in a deal awaiting FCC action (BROADCASTING, April 10) and its radio properties to various buyers. Its cable-television operations, which it retains, were included as broadcasting in its annual report.

Time had reported earlier that its total revenues in 1971 rose to \$606.8

million from \$603.2 million the year before and its net income to \$23.3 million from \$20.6 million (BROADCASTING, Feb. 28). The new breakdown showed that in both 1971 and 1970 publishing accounted for 73% of total revenues and pulp and paper, 15%; broadcasting accounted for 4% in 1971 and 5% in 1970. Publishing contributed 41% of total profits in 1971 and 39% in 1970; pulp and paper, 40% in 1971 and 46% in 1970; broadcasting 12% in 1971 and 13% in 1970.

A gain in cigarette advertising was reported for the company's three magazines, *Life*, *Time* and *Sports Illustrated*, from 8.4% of total advertising revenues in 1970 to 14.6% in 1971. Cigarette advertising was banned from broadcasting effective in 1971.

The report also said that General Foods had increased its advertising in *Life* after conducting a test of magazine effectiveness in 1970. GF bought 39 pages in 1971, compared to 10 in 1969, the year before the study.

## NH&S has many takers

Needham, Harper & Steer's initial public offering of 375,000 common shares was oversubscribed Thursday (April 13). The offering was at \$23 a share, with the stock quoted as high as \$26.50 bid. The advertising agency had registered the offering with the Securities and Exchange Commission last month (BROADCASTING, March 20). First Boston Corp. handled the sale.

## Company Reports

■ Scripps-Howard Broadcasting, New York, income and revenues were up for three months ended March 31:

	1972	1971
Earned per share	\$ 0.36	\$ 0.30
Revenues	5,820,045	5,351,655
Net income	933,417	771,470

■ A. C. Nielsen Co. reported record sales and earnings for the six months ended Feb. 29:

	1972	1971
Earned per share	\$ 0.97	\$ (2.78)
Sales	61,155,459	55,197,714
Net income	4,572,811	4,114,314

■ Wrather Corp., Beverly Hills, Calif., producer of *Lassie* TV series and engaged in leisure-time activities, reported a loss from continuing operations for 1971, but based on a profit from discontinued operations and a special net gain, recorded an operating profit for the year.

For the year ended Dec. 31, 1971:

	1971	1970
Earned per share	\$ 0.29	\$ 0.37
Revenues	16,804,399	16,299,195
Net income	7,177,377	811,801

Notes: 1971 earned per share is based on income before special credit. 1971 net earnings, equal to

\$3.26 a share, includes a net from discontinued operations of \$990,968 and a special credit of \$6,547,461 from disposal of Muzak Inc. to Teleprompter Corp.

Admiral Corp. reported a better profit picture in 1971 due to a "combination

of increased financial controls, consolidation of manufacturing facilities, divestment of an unprofitable division, strengthening of company management and sales increases."

For the year ended Dec. 31, 1971:

	1971	1970
Earned per share	\$ .097	\$ (2.78)
Sales	\$ 406,688,000	\$ 368,533,000
Net income	\$ 5,005,000	\$ (14,321,000)

## BroadcastingStockIndex

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

Weekly summary of market activity in the shares of 111 companies associated with broadcasting.											Approx. shares out (000)	Total market capitalization (000)	
	Stock symbol	Exch.	Closing April 12	Closing April 4	Net change in week	% change in week	1972						
							High	Low					
Broadcasting													
ABC	ABC	N	75 1/2	72 1/2	+ 3	+ 4.13	75 1/2	51 1/4	7,095	535,672			
ASI COMMUNICATIONS	ASIC	U	2 1/2	2 1/2			5	2 1/8	1,815	4,537			
CAPITAL CITIES	CCB	N	59 1/2	59 1/2			64 1/4	48	6,236	371,042			
CBS	CBS	N	39 1/2	54 1/8	- 14 5/8	- 27.02	57 1/2	39 1/2	27,829	1,099,245			
COX	COX	N	46 5/8	49 1/2	- 2 7/8	- 5.80	49 3/4	36 1/4	5,827	271,683			
GROSS TELECASTING	GGG	A	22 1/8	22 1/8			23 7/8	12 1/4	800	17,700			
LIN	LINB	O	20 3/4	19 7/8	+ 7/8	+ 4.40	22 3/8	15 1/2	2,294	47,600			
MOONEY	MOON	O	9 7/8	10 1/4	- 3/8	- 3.65	10 1/4	4	250	2,468			
PACIFIC & SOUTHERN	PSOU	U	17 5/8	17 7/8	- 1/4	- 1.39	18 1/4	10 3/8	1,930	34,016			
RAHALL COMMUNICATIONS	RAHL	O	9 1/4	10 1/2	- 1 1/4	- 11.90	29	8	1,037	9,592			
SCRIPPS-HOWARD	SCRH	O	22 3/4	22	+ 3/4	+ 3.40	27	18	2,589	58,899			
SONDERLING	SDB	A	24	25	- 1	- 4.00	30 3/4	23 1/8	997	23,928			
STARR	SBR	M	27 3/8	24 3/4	+ 2 5/8	+ 10.60	27 3/8	15 1/2	732	20,038			
TAFT	TFR	N	53 3/8	55 1/2	- 2 1/8	- 3.82	57 1/4	41 3/4	3,707	197,861			
Broadcasting with other major interests									TOTAL	63,138	2,694,281		
AVCO	AV	N	18 3/8	18 3/4	- 3/8	- 2.00	20 7/8	15 7/8	11,489	211,110			
BARTLETT MEDIA	BMC	A	5 3/4	5 1/2	+ 1/4	+ 4.54	7 1/8	4 1/2	2,254	12,960			
BOSTON HERALD-TRAVELER	BHLO	O	13	13			30	11	589	7,657			
CHRIS-CRAFT	CCN	N	8 1/8	5 3/4	+ 2 3/8	+ 41.30	8 1/8	5 5/8	3,980	32,337			
COMBINED COMMUNICATIONS	CCA	A	37 1/2	37 5/8	- 1/8	- .33	42 1/2	30 1/8	2,534	95,025			
COWLES COMMUNICATIONS	CWL	N	10 5/8	11 1/8	- 1/2	- 4.49	12 1/2	10	3,969	42,170			
DUN & BRADSTREET	DNB	N	70 1/2	71 1/2	- 1	- 1.39	76 1/2	63	12,867	907,123			
FUQUA	FOA	N	27 1/2	26 3/8	+ 1 1/8	+ 4.26	27 3/4	20 7/8	8,120	223,300			
GABLE INDUSTRIES	GBI	N	30 3/4	31 1/8	- 3/8	- 1.20	32 1/4	24	1,872	57,564			
GENERAL TIRE & RUBBER	GY	N	29 5/8	32 1/4	- 2 5/8	- 8.13	32 5/8	24 5/8	19,483	577,183			
ISC INDUSTRIES	ISC	A	8 3/4	8	+ 3/4	+ 9.37	9 1/8	6	1,646	14,402			
KANSAS STATE NETWORK	KSN	O		6 3/4			7 1/2	6 1/2	1,621	10,941			
LAMB COMMUNICATIONS		O	3 3/4	3 7/8	- 1/8	- 3.22	4 7/8	2	475	1,781			
LEE ENTERPRISES	LNT	A	28 3/4	25 1/8	+ 3 5/8	+ 14.42	28 3/4	17 1/2	3,289	94,558			
LIBERTY CORP.	LC	N	20 3/8	18 1/2	+ 1 7/8	+ 10.13	20 1/2	17 3/4	6,753	137,592			
MEREDITH CORP.	MDP	N	27 1/8	26 3/4	+ 3/8	+ 1.40	30 3/4	23 1/4	2,772	75,190			
METROMEDIA	MET	N	35 7/8	35 3/4	+ 1/8	+ .34	38 7/8	27 1/4	5,995	215,070			
MULTIMEDIA INC.		U	43 1/2	41	+ 2 1/2	+ 6.09	43 1/2	14	2,408	104,748			
OUTLET CO.	OTU	N	18 3/4	18	+ 3/4	+ 4.16	19 3/8	14 3/4	1,334	25,012			
POST CORP.	POST	O	29 1/4	30	- 3/4	- 2.50	30	9	912	26,676			
PUBLISHERS BROADCASTING CORP.	PUBB	O	2 3/8	2 1/2	- 1/8	- 5.00	4 7/8	1 5/8	919	2,182			
REEVES TELECOM	RBT	A	3	3			3 5/8	2 3/8	2,292	6,876			
RIDDER PUBLICATIONS	RPI	N	33 1/2	32	+ 1 1/2	+ 4.68	34 1/2	26	9,146	306,391			
ROLLINS	ROL	N	51 1/4	50 5/8	+ 5/8	+ 1.23	53 1/2	44 3/4	12,131	621,713			
RUST CRAFT	RUS	A	31 3/8	29 3/8	+ 2	+ 6.80	31 3/8	24	2,318	72,727			
SCHERING-PLOUGH	SGP	N	97 1/2	96 7/8	+ 5/8	+ .64	98	82 5/8	25,174	2,454,465			
STORER	SBK	N	42 7/8	42 5/8	+ 1/4	+ .58	43 1/4	31	4,223	181,061			
TIME INC.	TL	N	59	58	+ 1	+ 1.72	64 3/4	55 3/8	7,278	429,402			
TURNER COMMUNICATIONS		O	5 1/2	5 5/8	- 1/8	- 2.22	5 5/8	2	1,328	7,304			
WASHINGTON POST CO.	WPO	A	33 1/4	33	+ 1/4	+ .75	34 1/2	23 1/2	4,753	158,037			
WOMETCO	WOM	N	23 1/2	24 1/4	- 3/4	- 3.09	24 7/8	18 1/2	5,815	136,652			
CATV									TOTAL	169,739	7,249,209		
AMECO	ACO	O	3	2 1/2	+ 1/2	+ 20.00	12 3/4	1 1/2	1,200	3,600			
AMERICAN ELECTRONIC LABS	AELBA	O	7 7/8	7 7/8			9 3/4	3	1,670	13,151			
AMERICAN TV & COMMUNICATIONS	AMTV	O	41 5/8	41	+ 5/8	+ 1.52	43 1/2	17 1/4	2,434	101,315			
BURNUP & SIMS	BSIM	O	44	41 1/8	+ 2 7/8	+ 6.99	44	11 1/2	3,061	134,684			
CABLECOM-GENERAL	CCG	A	15 1/4	14 3/8	+ 7/8	+ 6.08	18 1/4	14	2,395	36,523			
CABLE INFORMATION SYSTEMS		O	3 1/2	3 1/4	+ 1/4	+ 7.69	4 3/4	1 3/4	955	3,342			
CITIZENS FINANCIAL CORP.	CPN	A	14 5/8	13	+ 1 5/8	+ 12.50	22 7/8	12 3/8	2,385	34,880			
COLUMBIA CABLE	CCAB	O		27 1/2			29	18 3/4	900	24,750			
COMMUNICATIONS PROPERTIES	COMU	O	19	27 3/8	- 8 3/8	- 30.59	27 3/8	11 1/8	1,906	36,214			
COX CABLE COMMUNICATIONS	CXC	A	32	30 3/8	+ 1 5/8	+ 5.34	33 7/8	23 1/4	3,555	113,760			
CYPRESS COMMUNICATIONS	CYPR	O	18 3/8	16 3/4	+ 1 5/8	+ 9.70	18 3/8	7	2,707	49,741			
ENTRON	ENT	A	7 1/2	7 1/2			9 1/4	3 3/4	1,320	9,900			
GENERAL INSTRUMENT CORP.	GRI	N	26 1/2	27	- 1/2	- 1.85	29 1/4	20 3/4	6,371	168,831			
LVO CABLE INC.	LVOO	O	16	15	+ 1	+ 6.66	16 1/2	6 3/4	1,466	23,456			
STERLING COMMUNICATIONS	STER	O	6 1/2	6 1/4	+ 1/4	+ 4.00	7 3/4	3 1/2	2,162	14,053			
TELECOMMUNICATIONS	TCOM	O	30 3/8	27 7/8	+ 2 1/2	+ 8.96	30 1/4	15 1/2	2,856	86,751			
TELEPROMPTER	TP	A	35 1/4	34 5/8	+ 5/8	+ 1.80	37 1/2	28 1/8	13,236	466,569			
VIACOM	VIA	N	27 7/8	27	+ 7/8	+ 3.24	28 3/8	15 1/2	3,791	105,674			
VIKOA	VIK	A	17 7/8	16 1/8	+ 1 3/4	+ 10.85	19 3/4	8	2,344	41,899			
Programming									TOTAL	56,714	1,469,093		
COLUMBIA PICTURES	CPS	N	13 5/8	12 7/8	+ 3/4	+ 5.82	14 7/8	9 1/8	6,342	86,409			
DISNEY	DIS	N	156	165 1/4	- 9 1/4	- 5.59	171 1/2	132 3/4	13,223	2,062,788			
FILMWAYS	FWY	A	6 3/8	6 1/8	+ 1/4	+ 4.08	8	5 3/4	1,832	11,679			
GULF & WESTERN	GW	N	43	42 7/8	+ 1/8	+ .29	43	28	15,816	680,088			
MCA	MCA	N	35 1/2	33 5/8	+ 1 7/8	+ 5.57	35 1/2	25 5/8	8,165	289,857			
MGM	MGM	N	18 7/8	19 1/2	- 5/8	- 3.20	21 1/2	17 1/4	5,895	111,268			
MUSIC MAKERS	MUSC	O	3 1/4	3 1/2	- 1/4	- 7.14	3 1/2	1 1/8	534	1,735			
TELE-TAPE PRODUCTIONS		O		1 1/8			2 7/8	1	2,190	2,463			
TRANSAMERICA	TA	N	22 3/4	22	+ 3/4	+ 3.40	23 1/2	18 1/8	64,418	1,465,509			

	Stock symbol	Exch.	Closing April 12	Closing April 4	Net change in week	% change in week	1972 High	1972 Low	Approx. shares out (000)	Total market capital- ization (000)		
20TH CENTURY-FOX	TF	N	15	15 1/2	-	1/2	-	3.22	17	11 3/8	8,562	128,430
WALTER READE ORGANIZATION	WALT	O	2	2 1/8	-	1/8	-	5.88	4 1/8	1 3/8	2,414	4,828
WARNER COMMUNICATIONS INC.	WCI	N	44	42 1/4	+ 1 3/4	+	4.14	47 5/8	31 1/4	16,221	713,724	
WRATHER CORP.	WCO	A	14 3/8	14 3/4	-	3/8	-	2.54	17 7/8	9 7/8	2,164	31,107
Service									TOTAL	147,776	5,589,885	
JOHN BLAIR	BJ	N	19 1/4	19 3/4	-	1/2	-	2.53	20 3/4	16 3/4	2,600	50,050
COMSAT	CO	N	65 7/8	64 3/4	+ 1 1/8	+	1.73	75 3/8	56 5/8	10,000	658,750	
CREATIVE MANAGEMENT	CMA	A	15 1/4	13 5/8	+ 1 5/8	+	11.92	15 1/4	9 3/8	969	14,777	
DOYLE DANE BERNBACH	DOYL	O	27 1/8	26 1/2	+ 5/8	+	2.35	28 1/2	24	1,872	50,778	
ELKINS INSTITUTE	ELKN	O	3 1/4	3 3/8	-	1/8	-	3.70	16 3/8	3	1,664	5,408
FOOTE, CONE & BELDING	FCB	N	11 5/8	11 3/4	-	1/8	-	1.06	12 1/8	10 5/8	2,181	25,354
GREY ADVERTISING	GREY	O	16 1/4	16 3/8	-	1/8	-	.76	18	9 1/4	1,209	19,646
INTERPUBLIC GROUP	IPG	N	24 1/4	24 7/8	-	5/8	-	2.51	28 3/4	23 1/2	1,673	40,570
MARVIN JOSEPHSON ASSOCS.	MRVN	O	16 3/4	14 5/8	+ 2 1/8	+	14.52	16 3/4	5 7/8	825	13,818	
MCCAFFREY & MCCALL		O	14	11 1/4	+ 2 3/4	+	24.44	16 1/2	7	585	8,190	
MOVIELAB	MOV	A	3	3 1/8	-	1/8	-	4.00	3 1/8	1 5/8	1,407	4,221
MPD VIDEOTRONICS	MPD	A	5 3/8	3 1/8	+ 2 1/4	+	72.00	7 1/8	3 1/8	547	2,940	
A. C. NIELSEN	NIELB	O	49 3/8	46 7/8	+ 2 1/2	+	5.33	50	37 5/8	5,299	261,638	
OGILVY & MATHER	OGIL	O	55 1/2	47 1/2	+ 8	+	16.84	55 1/2	24	1,096	60,828	
PKL CO.	PKL	A	7 3/8	7	+ 3/8	+	5.35	9 1/2	6 3/8	778	5,737	
J. WALTER THOMPSON	JWT	N	44 1/4	44 7/8	-	5/8	-	1.39	46	40 1/4	2,707	119,784
WELLS, RICH, GREENE	WRG	N	22	22				27 7/8	19 5/8	1,618	35,596	
Manufacturing									TOTAL	37,030	1,378,085	
ADMIRAL	ADL	N	23 1/4	25	- 1 3/4	-	7.00	27	17 1/8	5,163	120,039	
AMPEX	APX	N	9 1/8	7 3/4	+ 1 3/8	+	17.74	15 1/8	7	10,873	99,216	
CARTRIDGE TELEVISION INC.		O	39	36 1/2	+ 2 1/2	+	6.84	43 1/2	16 1/2	2,083	81,237	
CCA ELECTRONICS	CCAE	O	6 1/4	5 1/4	+ 1	+	19.04	6 1/4	2 1/4	881	5,506	
COLLINS RADIO	CRI	N	19 3/4	16 1/2	+ 3 1/4	+	19.69	19 3/4	13 3/8	2,968	58,618	
COMPUTER EQUIPMENT	CEC	A	3 3/8	3 3/4	- 3/8	-	10.00	4 5/8	3	2,404	8,113	
CONRAC	CAX	N	38 3/8	35 3/4	+ 2 5/8	+	7.34	39 3/8	27 1/8	1,259	48,314	
GENERAL ELECTRIC	GE	N	68 3/4	67 1/4	+ 1 1/2	+	2.23	70 3/4	58 1/4	182,128	2,521,300	
HARRIS-INTERTYPE	HI	N	50 3/4	52 1/4	- 1 1/2	-	2.87	59	48 1/4	6,344	321,958	
MAGNAVOX	MAG	N	44	45	- 1	-	2.22	52 1/4	41	17,476	768,944	
3M	MMM	N	147 7/8	147 1/4	+ 5/8	+	.42	149 5/8	129 1/4	56,281	8,322,552	
MOTOROLA	MDT	N	99 1/2	95 3/4	+ 3 3/4	+	3.91	100	80	13,411	1,334,394	
RCA	RCA	N	40 1/4	39 1/8	+ 1 1/8	+	2.87	45	36 3/4	74,352	2,992,668	
RSC INDUSTRIES	RSC	A	3 3/4	3 7/8	- 1/8	-	3.22	4 3/8	2 7/8	3,458	12,967	
TELEVISION	TIHT	O		9 1/4				13 3/4	6	1,050	9,712	
WESTINGHOUSE	WX	N	52 1/2	49 7/8	+ 2 5/8	+	5.26	52 1/2	43	86,927	4,563,667	
ZENITH	ZE	N	48 1/8	49 1/4	- 1 1/8	-	2.28	50 1/2	41 3/8	19,025	915,578	
									TOTAL	486,083	2,184,783	
									GRAND TOTAL	960,480	20,565,336	

Standard & Poor Industrial Average

122.93

121.44

+ 1.49

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.

## Fates & Fortunes®



**Electoral process** ■ Three incumbents were re-elected and three new members elected to the TV board of the National Association of Broadcasters in a relatively calm contest held during the NAB convention in Chicago last week. Chosen from the seven candidates for six vacancies were (l to r): Walter E. Bartlett, senior VP, Avco Broadcasting, Cincinnati; Leslie G. Arries Jr., WBEN-TV Buffalo, N.Y.; Dale G. Moore, KGOV-TV Missoula, Mont.; Mark Evans, Metromedia, Washington; George Comte, WTMJ-TV Milwaukee, and Ray Johnson, KMED-TV Medford, Ore. The unsuccessful candidate, who announced his running for the board only two weeks ago, was A. H. Constant, KRON-TV San Francisco.

## Broadcast Advertising

**Stanley R. Becker**, creative group head, Dancer-Fitzgerald-Sample, New York, named senior VP and creative director.

**J. Eugene Hart**, senior VP, Young & Rubicam International, New York, appointed head of Y&R's Houston office. He will continue to head special services at agency.

**David Ackerman**, VP, Ed Libov Associates, New York, appointed VP and account supervisor, Helitzer Advertising, New York.

**Paul J. Moroz**, research director, and **Ethel Wieder**, media supervisor, named senior VP, and VP, respectively, Compton Advertising, New York.

**Joan Lipton**, copy supervisor, Dan F. O'Neill, account director; **H. Robert Sauer**, copywriter, and **John Todaro**, art director, named VP's, McCann-Erickson, New York.

**Raymond McWeeny**, department man-





*Farewell honors to Simon B. Siegel, who retired April 7 as executive vice president of ABC, were accorded by affiliates of that company's radio and television networks during the NAB convention last week. Mr. Siegel (second from left) was presented with an inscribed silver tray by George C. Hatch (c), president of KALL-AM-FM Salt Lake City and chairman of the affiliate board of the American Information Radio Network. With them are (l to r) Walter A. Schwartz, president of the ABC Radio Network; Leonard H. Goldenson, ABC chairman, and Elton H. Rule, ABC president. At another ceremony, ABC-TV affiliates presented Mr. Siegel with an inscribed, leather desk set.*

ager and associate media director, McCann-Erickson, Chicago office, joins NBC Television Central office, Chicago, as manager for sales development and planning.

**A. Victor Sylvia**, general sales manager, and **Carroll Philbrook**, operations manager, WHIM-AM-FM East Providence, R.I., named VP of stations' licensee, Franks Broadcasting.

**Earl Cole**, VP, senior creative director, and **Martin Regen**, VP, creative supervisor, Ted Bates & Co., New York, appointed senior creative supervisors.

**Daniel F. Kohn**, TV-radio producer Ogilvy & Mather, New York, joins Warwick & Legler there in same capacity. **Edward E. Finlay** and **Louis R. Spino**, assistant group head, Grey Advertising, New York, and VP-associate media director, Lennen & Newell there, join W&L as media supervisors.

**Richard V. Morse**, former VP and management supervisor, Norman, Craig & Kummel, New York, named executive VP-marketing and account services, Richard Rodd Communications, advertising agency there. **Ed Hiestand Jr.**, former copy director, Vick International, division of Richard Merrill, New York, named senior VP-creative services, Richard Rodd Communications.

**Richard C. Goldstein**, retail-developmental sales manager, WCBSTV New York, appointed sales manager, WCAU-TV Philadelphia. Both are CBS-owned stations.

**William A. Long**, senior media buyer, Leo Burnett, Chicago, joins Needham, Harper & Steers there as assistant media supervisor.

**Jim Coufal**, senior associate creative

director, Norman, Craig & Kummel, New York, appointed associate creative director, Needham, Harper & Steers there.

**Bruce A. Houston**, president and general manager, WPAW(AM) Syracuse, N.Y., joins WRC-AM-FM Washington as general sales manager.

**Edwin A. Trizil**, VP, Post-Keyes-Gardner, Chicago, retires after 50 years in advertising.

**Albert C. Lucero**, account executive, KBHK-TV San Francisco, appointed sales manager.

**William R. Kunkel**, sales manager, WJZ-TV Baltimore, appointed to similar position with WKBC-TV Boston.

**John Clarke**, and **Gary Horton**, copy supervisors, Leo Burnett, Chicago, appointed associate creative directors.

**Edward F. O'Donnell**, with KPOL(AM) Los Angeles in various sales executive capacities for 15 years, appointed national sales manager, WNBC(AM) New York.

**Walter C. Lance**, assistant controller, N. W. Ayer & Son, Philadelphia, appointed controller.

**David B. Colquhoun**, assistant controller, Peters, Griffin, Woodward, New York, named controller. Also in PGW's financial and business department, **Nicholas Duca Jr.**, credit manager, appointed manager of new departmental group (estimating, billing, credit and collection) and **Mary E. Hartnett**, staff member, appointed administrative assistant.

**David T. Habisch**, account executive, WKRC-FM Cincinnati, appointed marketing director, WLW(AM) there.

**Douglas Brown**, with sales staff, WCUE-AM-FM Cuyahoga Falls, Ohio, appointed local sales manager.

**Robert G. McCready**, account manager, Hoefer, Dieterich & Brown, San Francisco, appointed account supervisor.

**John Beddia**, former media planner, BBDO, New York, joins Kenyon & Eckhardt there as media supervisor.

**Dennis W. Phillips**, commercial writer and producer, WDBJ-TV Roanoke, Va., appointed creative director, WBTV(TV) Charlotte, N.C.

**Ron Winblad**, sales manager, WEAT-AM-FM West Palm Beach, Fla., assumes additional duties of sales manager for WEAT-TV there.

**Ken Miller**, assistant sales manager, KMPC(AM) Los Angeles, appointed sales manager.

**Charles Ashworth**, sales promotion manager, WAPE(AM) Jacksonville, Fla., joins WVOL(AM) Berry Hill (Nashville), Tenn., as sales manager.

**Alan Eckland**, senior sales executive, Life magazine, New York, joins WDBO-AM-FM Orlando, Fla., as sales manager.

**Steve Wrath**, station manager and sales manager, KYNO-FM Fresno, Calif., joins KIOI(FM) San Francisco as national sales manager.

**Henry A. Tronco**, sales manager, WYSP(FM) Philadelphia, appointed to similar position with WCAU-FM there.

**Raymond M. Robbins Jr.**, marketing manager, North Carolina National Bank, Charlotte, N.C., named president, AIM Inc., Statesville, N.C., agency.

## The Media

**Nelson Williams**, manager, personnel administration, NBC's Washington office, appointed administrator, salary practices in New York.

**John Stenkamp**, business manager, Bend, Ore., school district, and former sales manager, KBND(AM) Bend, re-joins station as VP and general manager.

**Jeff Davidson**, general sales manager, WDCA-TV Washington, joins WLKY-TV Louisville, Ky., as VP and general manager.

**Gary A. Hokenson**, in managerial post, Trans Video Corp., San Diego-based division of Cox Cable Communications, named VP for operations of firm's Mission Cable TV there.

**James H. Hall**, VP of Storer CATV of Florida, Sarasota, named president of Florida CATV Association. Other officers named: **Vern L. Coolidge**, district manager, Teleprompter, West Palm Beach; **J. Patrick Michaels Jr.**, VP of marketing and development, TM Communications, Tampa; and **Thomas S. Gilchrist Jr.**, VP of Perry CATV, North Palm Beach, named VP's. **Ronald D. Harmon**, manager, Florida CATV, Vero Beach, named treasurer; **James Hudgens**, general manager, Orange CATV, Leesburg, named secretary; **Paul Thorpe Jr.**, president, Thorpe Products, Sara-

sota, named new associate member. **H. H. Harris**, general manager, TV Cable, Ft. Walton, and last year's president named board chairman.

**Herb Berg**, VP, WAYS(AM) Charlotte, N.C., joins WIST(AM) there as VP and general manager.

**Harold P. See**, former president, Western Communications, Walnut Creek, Calif., named vice-chairman of board. Other changes in Western Communications and its five affiliated CATV companies are: **Edward M. Allen**, VP-general manager, named president; **Oz Gutsche**, VP, Alarm Corp. (now Monterey [Calif.] Peninsula CATV), named VP, Western Communications, Monterey Peninsula CATV parent company; **C. M. Kirkeeng**, VP-general manager, Concord CATV, Concord, Calif., named president there; **Ernest D. Nelligan**, VP-general manager, County CATV, San Carlos, Calif., named president there; **William L. McPheeters**, VP-general manager, Monterey Peninsula CATV, named executive consultant; **Ted W. Hughett**, VP, Alarm Co., named president of Monterey Peninsula CATV; **J. John Martin**, VP-general manager, State CATV, Chico, Calif., named president there; **Charles Whitlock**, VP-general manager, Western CATV, South San Francisco, named president there.

**John Irvin**, director of community relations and producer, KHOU-TV Houston, appointed assistant to manager.

**Bill Raney**, producer-director, KXTV-TV Sacramento, Calif., appointed to newly created position of community affairs director.

**Thomas J. White**, regional manager, station relations, NBC, appointed district manager, affiliate relations, CBS-TV.

**Phyllis Rosenthal**, assistant manager for broadcast operations, WCBS-TV New York, appointed manager for broadcast operations.

**Merrill E. Flynn**, regional sales manager, Cascade Electronics, Port Moody, B.C., appointed manager, Cypress Cable TV, Chambersburg, Pa.

**Merrie Lynn**, with KOA-AM-FM-TV Denver, appointed manager of community affairs.

**Don W. Bonesteel**, former general manager, KTRM-AM-FM Beaumont, Tex., appointed to newly created position, assistant general manager and national sales manager, WCRO(AM) Johnstown, Pa.

**William T. Layman**, business manager, KLO(AM) Ogden, Utah, appointed general manager.

**Steve Shannon**, administrative manager, Meredith Corp.'s Broadcasting Division, Des Moines, Iowa, appointed general manager, WOW(AM)-KFMX(FM) Omaha.

**Joseph T. Loscalzo**, with sales staff, Spencer Kennedy Labs, joins Magnavox CATV division, Manlius, N.Y., as Mid-Atlantic regional sales representative.

**Ed Spiegel**, program manager, WPST-

## Men in charge at APBE

**Richard Block**, Kaiser Broadcasting, was named to board of Association for Professional Broadcasting Education last week in Chicago, representing National Association of Broadcasters.

Re-elected at APBE's annual meeting were **John Pennybacker**, Louisiana State University, Baton Rouge, president; **Clark Pollock**, Nationwide Communications Inc., vice president; **Robert Snyder**, Wisconsin State University, secretary-treasurer, and **Harold Niven**, National Association of Broadcasters, executive secretary. Re-elected to the board was **Burrell Hanson**, Utah State University.

(FM) Trenton, N.J., appointed director of communications for Nassau Broadcasting's WPST and WPSB(FM) Bridgeport, Conn. Mr. Spiegel's new position will include work in marketing and merchandising.

## Programing

**Robert A. Bernstein**, VP for information, Winters/Rosen, New York, joins Viacom International there as director of information services. Previously, Mr. Bernstein had held promotion positions with Triangle Stations and Westinghouse Broadcasting. **Mort Slakoff**, advertising-promotion director at Time-Life Films, New York, joins Viacom as head of creative service.

**Don Menchel**, former executive VP of Telcom Associates Inc., New York, TV program-buying and counseling service, appointed to executive sales staff of Time-Life Films, New York.

**Alan D. Mitchell**, program manager, WOWO(AM) Fort Wayne, Ind., moves to KDKA(AM) Pittsburgh in similar capacity. Both are Westinghouse Broadcasting stations.

**Richard St. Johns**, executive VP, Filmways Inc., resigns. His decision was based on desire not to relocate from New York area.

**Al Sussman**, formerly director of special projects for National Telefilms Associates, named VP of sales, Four Star Entertainment Corp., Beverly Hills, Calif.

**C. B. Turner**, operations manager, WWL-TV New Orleans, joins KOA-TV Denver in similar capacity.

**Rita Gentile**, formerly director of instructional programing, noncommercial WVPT(TV) Harrisonburg, Va., appointed to similar position with noncommercial WQVC(TV) Grand Rapids, Mich.

**Harold Miller**, Chicago radio personality for more than 20 years, joins WMAQ-AM-FM there as morning man.

**Paul Junger Witt**, producer for Screen Gems, Hollywood, joins Spelling-Goldberg Productions, Los Angeles as producer-director.

**Ken Kohl**, producer-director, Global Village Video Resource Center, New

York, video-tape production house, joins WLIR(FM) Garden City, N.Y.

**Ron Wolfe**, with WWOC(AM) Norfolk, Va., appointed program director.

**Lee Abrams**, music and research director and assistant program director, WMYQ(FM) Miami, appointed program director, WRIF(FM) Detroit.

**Ellen D. Hudson**, news coordinator, Salt-Tee Television Productions, appointed program director of its associated WSLT-FM Ocean City, N.J.

**Joe London**, with WRNC(AM) Raleigh, N.C., appointed operations manager.

**Gene Bunge**, former producer-director, noncommercial WTTW(TV) Chicago, appointed director of cultural affairs, Nebraska ETV Network, Lincoln.

**James R. Craig**, former manager of instructional services, Iowa ETV Network, appointed senior producer, State University of Nebraska higher education project.

## Broadcast Journalism

**H. L. Stevenson**, managing editor of United Press International, appointed editor and VP, succeeding **Roger Tartarian**, who is taking early retirement to join journalism faculty at Fresno State College, Fresno, Calif., this fall.

**Lee Arthur**, part-time sports writer, WNEW-TV New York, appointed weekend sports broadcaster for WCBS-TV New York. She was first woman to be accredited as boxing writer by New

## PREMIUM FEATURES - ECONOMY PRICE



### ENCORE RECORDER/REPRODUCER \$495

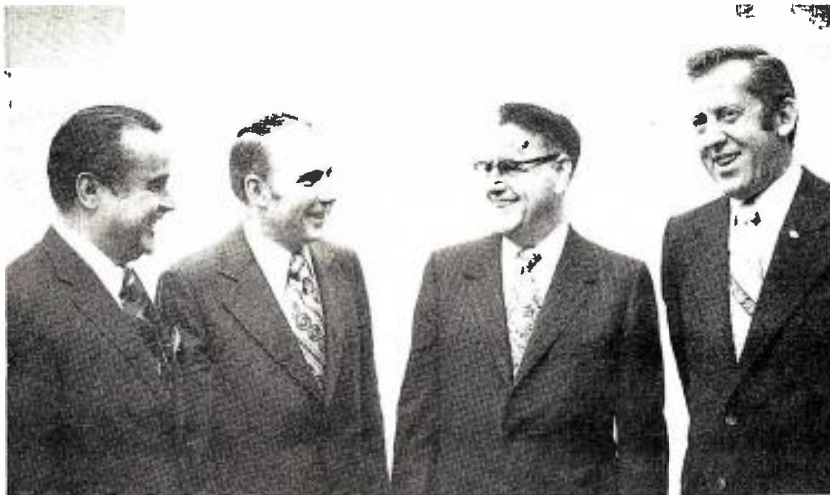
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*New chairman of the board of governors for the ABC-TV Affiliates Association is Robert K. King (second from left), executive vice president for television, Capital Cities Broadcasting Corp., Philadelphia. He's shown after his election during the NAB convention with (l to r) Richard L. Beesemyer, vice president for affiliate relations, ABC-TV; William W. Warren, president-general manager, KOMO-TV Seattle, the retiring chairman, and James E. Duffy, president of ABC-TV. Two new members were elected to the affiliates board: Jay E. Gardner, general manager, KRDO-AM-FM-TV Colorado Springs, and John C. Hauser, station manager, WFAA-TV Dallas.*

York State Athletic Commission. **Dan Akens**, executive producer for Marshall Space Flight Center's television operations, Huntsville, Ala., appointed news director, WYEA-TV Columbus, Ga.

**Jeff McCracken**, news reporter and assignment editor for KFSN-TV Fresno, Calif., appointed assistant news director.

**Jim Gallant**, assignment editor, WMAL-AM-FM-TV Washington, appointed manager of news and public affairs for radio.

**David Sullivan**, news director, WNOR-AM-FM Norfolk, Va., joins WAVY-TV Portsmouth, Va., as newsman.

**Barry Jones**, editor, ABC News, New York, joins WKBW-TV Buffalo, N.Y., as newsman.

**Joe Glover**, anchorman, WDSU-AM-FM-TV New Orleans, joins KPIX(TV) San Francisco in similar capacity.

**Cathy Clements**, student, University of Georgia, Athens, joins WBTV(TV) Charlotte, N.C., as public-affairs reporter.

**Victor Lambert**, formerly with WAGA-TV Atlanta, joins WCKT(TV) Miami as news film reporter.

**William F. Brown**, broadcast specialist with U.S. Army in Saigon, joins WLWT(TV) Cincinnati as sportscaster.

**Bill Carlsen**, meteorologist, WTMJ-AM-FM-TV Milwaukee, retires after 21 years in that position.

**Ken Barker**, anchorman with WICS(TV) Springfield, Ill., appointed newsman, WWJ-AM-FM-TV Detroit.

**Jordan Ray**, news director, WABB(AM) Mobile, Ala., appointed reporter-cameraman, WALA-TV there.

**Judd Hambrick**, co-anchorman, KHON-TV Honolulu, joins WCAU-TV Philadelphia in similar capacity. **Troy Dungan**,

weatherman, KTRK-TV Houston, joins WCAU-TV as weatherman.

**Ted Henry Jr.**, with news staff, WKBN-AM-FM-TV Youngstown, Ohio, appointed assistant news director.

**William Rohrer**, executive producer, WINS(AM) New York, appointed executive editor. **Michael Rhea**, news editor, appointed news supervisor.

**Raymond Brady**, editor-columnist, *Dun's Review*, New York, appointed business reporter, WCBS(AM) there.

**Don Lark**, ceremonial announcer with U.S. Army's Old Guard at Fort Myer, Arlington, Va., joins WAVA-AM-FM there as editor and newscaster.

**Will Spens**, news director, WNAB(AM) Bridgeport, Conn., appointed anchorman of half-hour evening news, WELI(AM) New Haven, Conn.

**Jon Bascom**, news editor, WNAB(AM) Bridgeport, Conn., appointed news director.

## Promotion

**E. Boyd Seghers Jr.**, manager of sales promotion and research, WGN Continental Broadcasting Co., and VP of

## By romantic Lake Michigan

Honeymoon at the annual convention of the National Association of Broadcasters? Yes, for one couple. **Virginia F. Pate**, WASA-AM-FM Havre de Grace, Md., and past president of American Women in Radio and Television, was wed to **Edward Wetter**, New York station broker (Edwin Tornberg Co.) on April 7 at Mrs. Pate's home in Havre de Grace. Both attended the NAB convention in Chicago that began April 9.

WGN World Travel Services, Chicago, named VP of WGN's broadcast division there. WGN Continental Broadcasting Co. is licensee of WGN-AM-TV.

**Richard W. Owen**, director of research and sales promotion, WNEW-TV New York, named VP.

**Meredith Levinson**, publicity and publications writer, Avco Broadcasting, Cincinnati, appointed publicity manager. **Nancy Dellon**, assistant advertising manager, Indiana Bell, Indianapolis, joins Avco as advertising-promotion manager.

**Thomas J. Madden**, newsman, WAVA-AM-FM Arlington, Va., and former staff writer, *BROADCASTING* magazine, Washington, joins National Cable Television Association, Washington, as member of PR staff.

**Loris Thacker**, with corporate staff, Oak Electro/Netics Corp., Crystal Lake, Ill., appointed manager for PR, CATV division there.

**Bill Camfield**, promotion manager, KTVT(TV) Dallas-Fort Worth, joins KOA-TV Denver in similar capacity.

**Suzanne R. Seybold**, with WYES(TV) New Orleans, appointed director of public information.

**Barton M. Lamb**, sales promotion manager, WBBM-TV Chicago, appointed promotion manager, WMC-AM-FM-TV Memphis.

**Robert H. Sanders**, director of press activities, Playboy Enterprises, Chicago, joins noncommercial WTTW(TV)-WXXW(TV) there as director of information and promotion.

**Arthur Gerbel**, manager of public affairs and PR, KOMO-AM-TV Seattle, retires after more than 30 years in broadcasting.

**Isaac Banks Jr.**, with U.S. Air Force, Puerto Rico, joins WIL-AM-FM St. Louis as director of promotion and community relations.

**Barbara Sheehan**, press representative, National Shows, Charleston, W.Va.-based booking agency, appointed manager of press information and promotion, WOR(AM) New York.

## Equipment & Engineering

**Edward H. Herlihy**, assistant director of engineering, Kaiser Broadcasting, and engineering head at its WKBG-TV Boston-Cambridge, Mass., appointed to newly created position of director of technical services.

**Dr. Peter C. Goldmark**, president of Goldmark Communications, Stamford, Conn., named Poynter Fellow of Yale University for "outstanding achievements in electronic media." He participated as keynote speaker at Poynter Fellowship seminar last week in New Haven, Conn.

**Colin D. Neblett**, manager of business development, Fairchild Camera and Instrument Corp., Mountain View, Calif., joins Collins Radio Co., Dallas, in new-



ly created position of director of development.

**Thomas E. Malson**, manager of Male Electronics and Q-Tronics, Syracuse, N.Y., appointed sales representative, Magnavox Co., CATV division.

**Arthur A. Schubert Jr.**, senior project engineer, CBS, New York, joins Rupert Neve Inc., Bethel, Conn.-based audio control and distribution equipment manufacturer, as chief engineer.

**Robert K. Murphy**, sales promotion manager, Cool-Ray Inc., Boston-based sun glass manufacturer, joins BASF Systems, Bedford, Mass., as product manager for firm's line of cassette recorders.

**William G. Mors**, in radio management and programming, appointed Western regional sales manager for Schafer Electronics Corp., Goleta, Calif. **Allen Collier**, station manager, WKRC-FM Cincinnati, appointed Southeastern regional sales manager, Schafer.

**Anthony R. Pignoni**, formerly with Philips Broadcast Equipment Corp., Montvale, N.J. equipment manufacturer, joins Robert Bosch Corp., TV equipment manufacturer, as Eastern operations manager, based in New York.

**Vincent McLane**, operations manager of Broadcast Recorders, custom equipment manufacturer, Fremont, Calif., joins Dyma Engineering, Taos, N.M., as director of newly acquired division, Concept 70 Systems, which was division of Broadcast Recorders.

## Allied Fields

**Donald G. Garvey**, national sales manager, and **Thomas E. Whealon**, production manager, A. C. Nielsen's Clinton, Iowa, Clearing House, elected VP for sales and VP for U.S. production, respectively.

**Mark Evans**, VP and director of public affairs Metromedia, Washington, named to two-year post as director, U.S. Chamber of Commerce.

**Will A. McGibbon**, assistant chief, spectrum management task force, FCC, Washington, appointed chief.

**Haskell P. MacCawatt**, director of investor relations, CBS, selected as 1972-73 Alfred P. Sloan Fellow by Sloan School of Management, Massachusetts Institute of Technology, Boston. He was one of 49 young executives from eight countries.

**Robert Hadl**, legal adviser, U.S. Copyright Office, Washington, joins communications law firm, Wilner, Scheiner & Greeley there.

## International

**Lee L. Cross**, general manager, Far East operations, Ampex Corp., Hong Kong, appointed general manager of International Video Corp.'s newly established Far East office there.

**Michael Drummond**, deputy managing director, Sydney, Australia, office,

Ogilvy & Mather, moves to Hong Kong office, O&M, in similar capacity. He is succeeded in Sydney by **Geoffrey Lindley**, who founded O&M's New Zealand branch and was its managing director for both Auckland and Wellington. **Renny Cunnack**, Wellington manager, appointed office's managing director, and **David Bell**, Auckland manager, appointed office's managing director, in reorganization of two offices.

## Deaths

**Miles Mangrum**, 51, Detroit educator and Storer Broadcasting general executive in Detroit, died in his sleep of apparent heart attack April 12 in Chicago while attending National Association of Broadcasters convention. He participated in April 10 panel on minorities (see page 40). Mr. Mangrum was appointed last July as Storer's coordinator in charge of employee development and training programs, with emphasis on minority-employee recruitment and involvement in community affairs and had previously served part time at Storer's WJBK-TV Detroit. He is survived by his wife and five children.

**Brian Donlevy**, 69, veteran screen and TV film actor died April 5 in Los Angeles of throat cancer. Mr. Donlevy who began his screen career in 1929, was the star of the TV film series, *Dangerous Assignment*. He is survived by his wife, Lillian, and one daughter.

## ForTheRecord®

As compiled by BROADCASTING, April 5 through April 11, 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

■ Chief Hearing Examiner **Arthur A. Gladstone** in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al), TV proceeding, designated Hearing Examiner **Jay A. Kyle** to preside over proceeding (Docs. 15461, 16760-1, 16758). Action April 4.

■ Hearing Examiner **David I. Kraushaar** in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al), TV proceeding, hearing examiner, deeming himself to be disqualified from presiding further in proceedings, notified commission of his withdrawal (Docs. 15461, 16760-1, 16758). Action April 3.

■ Hearing Examiner **David I. Kraushaar** in Norfolk, Va. (WTAR Radio-TV Corp., and Hampton

Roads Television Corp.) TV proceeding, denied Feb. 22, 1971, motion of Hampton Roads; granted Oct. 1, 1971, motion to compel answers to initial interrogatories filed by WTAR-TV as to interrogatories 4, 5 and 6, 16, 17 and 18 and denied as to interrogatories 7 and 10-13, 15, 19-21 and 26, denied in all other respects; granted motion by Hampton Roads for production as to any specified 2 weekly periods for each year of license period as to item numbered 1 and granted as to item 4; denied in all other respects as unjustifiably burdensome; denied as to item 2, 3 and as to all remaining items (5-15); and denied motion by Hampton Roads to compel answers to further interrogatories (Docs. 18791-2). Action March 23.

#### Other actions

■ Review board in Homewood and Birmingham, both Alabama, remanded and reopened to hearing examiner record in proceeding involving one Homewood and three Birmingham applicants for CP for new UHF TV on ch. 21. Action March 28.

■ Review board in Homewood-Birmingham, Ala., TV proceeding, granted motion by Alabama Television Inc., to correct transcript of oral argument held Jan. 25, 1972. (Docs. 15461, 16760-1, 16758). Action March 29.

■ Review board in Daytona Beach, Fla. TV proceeding, granted request by Central Florida En-

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terprises Inc., for extension of time to April 7, to file responsive pleadings to motion by Cowles Florida Broadcasting to enlarge issues (Docs. 19168-70). Mutually exclusive applications of Cowles Florida Broadcasting Inc., for renewal of license for its WESH-TV (ch. 2), Daytona Beach, Fla., and of Central Florida Enterprises Inc., for CP for new TV on ch. 2 at Daytona Beach, were redesignated for hearing by order released Feb. 24. Action April 6.

## Rulemaking action

■ FCC denied petition by Continental Urban Television Corp., requesting rulemaking proceeding to amend rules (TV table of assignments) to assign ch. 29 to Salinas-Monterey, Calif. Action April 5.

## Existing TV stations

### Final actions

■ KUAC-TV College, Alaska—Broadcast Bureau granted request for authority to operate by remote control from Fine Arts Complex, College. Action April 5.

■ WZZM-TV Grand Rapids, Mich.—FCC denied petition by West Michigan Telecasters Inc. (WZZM-TV [ABC] ch. 13 Grand Rapids) asking reconsideration of FCC action terminating operation of West Michigan's translator W12AP at Kalamazoo and Comstock, both Michigan. Action April 5.

■ KHSD-TV Lead, S.D.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 6th and St. Joe Streets, Rapid City, S.D. Action April 5.

■ WTTW-TV Chicago—Broadcast Bureau granted CP to change ERP to vis. 135 kw; aur. to 22.9 kw; trans. location to John Hancock Center, 875 North Michigan Avenue, Chicago; change type trans. and type ant.; make changes in ant. structure; ant. height 1,250 ft.; condition. Action April 15.

■ WCBT-TV Augusta, Me.—Broadcast Bureau granted mod. of license covering change in studio location to 1450 Lisbon Street, Lewiston, Me. Action March 30.

■ WVIA-TV Scranton, Pa.—Broadcast Bureau granted mod. of license covering change in studio location to Old Boston Road, approximately five miles south of Scranton, Jenkins township, Pa. Action March 24.

■ WITI-TV Milwaukee—FCC stated that in reply to complaint on behalf of Senator Hubert H. Humphrey, candidate for Democratic Party nomination for President, charging that WITI-TV violated equal opportunities provision of Section 315 of Communications Act by refusing request for an opportunity to purchase time for 15-minute program for Senator Humphrey in response to half-hour programs purchased by his opponents, that it does not appear that licensee has failed to comply with Section 315 or its public-interest responsibilities concerning political broadcasts. Action March 30.

### Actions on motions

■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.) TV proceeding, on examiner's own motion, scheduled further hearing conference for April 11 (Docs. 18906-7). Action March 31.

■ Hearing Examiner Forest A. McClenning in Fort Smith and Jonesboro, both Arkansas (KFPW Broadcasting Company [KFPW-TV] and George T. Herreich [KAIT-TV]), TV proceeding, granted petition by ABC and extended to April 7 time to file response to motion for production of documents filed by George T. Herreich (Docs. 19291-2). Action March 3.

■ Hearing Examiner Forest L. McClenning in Jacksonville, Ill. (Look Television Corp. [WJYY-TV]) TV proceeding, granted motion by applicant to extent that Broadcast Bureau shall furnish to counsel for Look no later than April 10, so much of Mr. Sullivan's testimony in Doc. 18811 as deals directly with matters relating to his dealings with Keith Moyer relative to ABC affiliation agreement of Feb. 6, 1969, with WJYY-TV; manner in which agreement was authorized, processed and implemented at and by ABC and sequence of events following which he obtained copies of agreement for delivery to Look and sequence of events by which ABC undertook to pay line charges for WJYY-TV and advised AT&T with respect thereto (Doc. 19340). Action April 3.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAO-TV], et al), TV proceeding, granted request by RKO General Inc. and ordered that publication of both notice may commence during week starting April 4 (Docs. 18759-61). Action March 30.

■ Hearing Examiner James F. Tierney in New York (WPIX, Inc. [WPIX-TV]) and Forum Communications Inc. TV proceeding, granted request by Forum Communications and continued hearing conference to April 18 (Docs. 18711-2). Action March 24.

## Other action

■ Review board in New York, TV proceeding, on request of WPIX Inc., applicant for renewal of license of WPIX-TV ch. 11 New York, has enlarged issues against Forum Communications Inc. (competing applicant for facilities), to include determination of its efforts to ascertain community needs and interests of area to be served and means by which it proposes to meet them (Docs. 18711-2). Action March 29.

## Initial decision

■ Hearing Examiner Millard French proposed in initial decision in Montgomery, Ala., grant of application of Cosmos Broadcasting Corp., (licensee of WSFA-TV ch. 12 Montgomery) for authority to move its trans. from Mt. Carmel (24 miles south of Montgomery) to Grady (29 miles south-south-east of Montgomery and 12 miles east-southeast of its present site) and to raise its 1,040 ft. ant. to 2,000 ft. (Doc. 16985). Action April 7.

## New AM stations

### Actions on motions

■ Chief, Office of Opinions and Review, in Brush, Colorado Springs and Boulder, all Colorado (Pettit Broadcasting Co. et al) AM proceeding, dismissed as moot petition of Pettit Broadcasting Co., A. V. Banford and Brocade Broadcasting Co. for review of review board's denial of appeal from presiding officer's interlocutory ruling (Docs. 19157-9). Action March 31.

■ Hearing Examiner Millard F. French in Brunswick and Waycross, both Georgia, and Jacksonville, Fla. (Dowric Broadcasting Company, et al) AM proceeding, set certain procedural dates and scheduled hearing for June 20, 1972 (Docs. 19448-50). Action April 4.

■ Hearing Examiner Millard F. French in Sanford, Pine Castle-Sky Lakes and Titusville, all Florida (Blue Ridge Broadcasting Company, et al) AM proceeding, set certain procedural dates and scheduled hearing for July 11 (Docs. 19431-33). Action April 4.

■ Hearing Examiner Charles J. Frederick in Tallahassee and Quincy, both Florida (Charles W. Holt, et al), AM proceeding, set certain procedural dates and scheduled hearing for July 18 (Docs. 19445-7). Action April 5.

■ Chief Hearing Examiner Arthur A. Gladstone in Monroe and Pineville, La., and Dermott, Ark. (Patrick H. Robinson, Robert Cowan Wagner and Southeast Arkansas Radio Inc.) AM proceeding, designated Hearing Examiner Jay A. Kyle to serve as presiding officer; scheduled prehearing conference for May 1 and hearing for June 5 (Docs. 19472-4). Action March 17.

■ Hearing Examiner Isadore A. Honig in Cleveland Heights, Ohio (Friendly Broadcasting Co.) AM and FM proceeding, granted request by Broadcast Bureau and extended to March 31, time to file responsive pleading to Friendly Broadcasting Co.'s motion for production of documents (Doc. 19412). Action March 24.

■ Hearing Examiner David I. Kraushaar in Indianapolis (Sands Broadcasting Corp., et al) AM proceeding, on examiner's own motion directed applicants to show cause by not later than April 25 whether their respective applications may now be dismissed and if not, whether they still intend to prosecute such applications (Docs. 14015, 14017-8). Action April 14.

■ Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis, Omaha, and Vancouver, Wash. (Star Stations of Indiana Inc. et al) AM and FM proceeding, on examiner's own motion advanced hearing to April 13; by separate action granted motion by Star Stations for authority to publish abbreviated public notice (Docs. 19122-25). Action March 27.

## Other actions

■ Review board in Troy, Ala., FM proceeding granted request by Broadcast Bureau for extension of time to April 5, to file comments to petition by Troy Radio Inc. to enlarge issues. Proceeding involves applications of Troy Radio Inc. and Pike Broadcasting Inc. for new FM at Troy. (Docs. 19407-8). Action March 30.

■ Review board in Brunswick-Waycross, Ga., and Jacksonville, Fla., AM proceeding, granted request by Dowric Broadcasting Co. Inc. for extension of time to April 18 to file responsive pleadings to petitions by James Harry Moye and Integrated Broadcasting Company to enlarge issues. Proceeding involves mutually exclusive applications on 1530 khz of Dowric Broadcasting with 1 kw at Brunswick, James Harry Moye, with 10 kw at Waycross, and Integrated Broadcasting with 50 kw, directional ant., at Jacksonville (Docs. 19448-50). Action March 29.

■ Review board in Mt. Pleasant, Iowa, AM proceeding, granted Broadcast Bureau extension of time to April 19, to file responsive pleadings to

exceptions to initial decision released Feb. 22. Initial decision proposed grant of application of BCST Co. of Iowa Inc. for CP for new AM at Mt. Pleasant and denial of competing applications of Pleasant Broadcasting Co., for station at Mt. Pleasant, and of Chariton Radio Co. for station at Chariton, Iowa (Docs. 18594-6). Action April 6.

■ Review board in Corvallis, Ore., AM-FM proceeding, granted Western Radio Corp., and Ted A. Jackson extension of time to April 18, to file responsive pleadings to petition by Corvallis Broadcasting Corp. to enlarge issues (Docs. 19439-44). Proceeding involves applications of Corvallis, Jackson, and Western Radio for facilities formerly authorized to stations KFLY-AM-FM Corvallis. Action April 6.

## Existing AM stations

### Final actions

■ WMPP Chicago Heights, Ill.—Broadcast Bureau granted CP to replace expired permit for changes. Action April 6.

■ WCRB Waltham, Mass.—Broadcast Bureau rescinded March 30 grant for renewal of station. Action April 6.

■ WPTF-AM-FM Raleigh, N.C.—Broadcast Bureau license covering new low power station to be used with WPTF-AM-FM. Action April 6.

■ WCBT Roanoke Rapids, N.C.—Broadcast Bureau granted CP to change trans. location to Birdsong Street and Roanoke Avenue, Roanoke Rapids, N.C.; make changes in ant. system; conditions. Action April 6.

■ KIBL Beeville, Tex.—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new trans.; conditions. Action March 31.

■ WMON Montgomery, Va.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action March 31.

### Actions on motions

■ Chief, Broadcast Bureau in Roswell, N.M. (KRDD) AM proceeding, has been directed by Commission to inspect KRDD to determine its current operating situation and whether station is in compliance with Commission's rules. Action was in response to request by KRDD licensee, Reginaldo Espinoza, II, for reconsideration of FCC order (released April 26, 1971) designating for hearing KRDD renewal application on issues including failure to file reports and applications on time, failure to respond to official correspondence, efforts to ascertain community needs, and whether applicant could be relied on to fulfill his licensee responsibilities (Doc. 19208). Action April 5.

■ Hearing Examiner Frederick W. Denniston in Fayetteville, N.C., Newport News and Smithfield, both Virginia (Cape Fear Broadcasting Co. [WFNC], et al) AM proceeding, granted joint petition by Cape Fear, Virginia Peninsula Broadcasting Corp. and Town and Country Radio; dismissed with prejudice application of Virginia Peninsula, approved reimbursement of Virginia Peninsula not to exceed \$6,000 in accordance with agreement; granted application of Cape Fear and of Vernon H. Baker dba Town and Country Radio; terminated proceeding; ordered that CP issued to Cape Fear contain technical condition (Docs. 19375-7). Action on March 30.

## Other action

■ Review board in Cleveland Heights, Ohio (WJMO, WYLT[PM]), license renewal proceeding granted motion by Friendly Broadcast Co. for extension of time to April 3 to file responsive pleadings to petition by Broadcast Bureau to modify issues. Applications of Friendly Broadcasting Co. for renewal of licenses for stations WJMO and WYLT(FM) were set for hearing Jan. 26 (Doc. 19412). Action March 29.

## Rulemaking actions

■ FCC ruled affiliates of ABC-TV network may carry National Basketball Association playoff game of Sunday, April 16, to completion (but not any post-game material), without any of time counting toward three hours of prime-time network programing permitted that evening. Action April 10.

■ FCC adopted amended rules (part 73) designed to improve specification and measurement of power of AM's (Doc. 19200). Action April 5.

■ FCC on April 5, amended part 73 of its rules and regulations to make specific and direct provision for situations where AM's are required to deliver to their ant. power at level which differs from rated station power. Amended rules provide that each station license will specify two values of power, each mode of operation, rated station power, which will henceforth be called its nominal power, and power delivered to its ant., antenna input power.

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The nominal power of station for each mode (mode of operation is particular combination of

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## Summary of broadcasting

Compiled by FCC April 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,343	3	18	4,364	57	4,421 <sup>1</sup>
Commercial FM	2,278	1	49	2,328 <sup>2</sup>	14	2,442
Commercial TV-VHF	503	2	6	511 <sup>3</sup>	14	525 <sup>3</sup>
Commercial TV-UHF	181	0	7	188 <sup>3</sup>	66	254 <sup>3</sup>
Total commercial TV	684	2	13	699	80	779
Educational FM	482	1	17	500	78	578
Educational TV-VHF	86	3	0	89	2	91
Educational TV-UHF	115	0	8	123	11	134
Total educational TV	201	3	8	212	13	225

\* Special Temporary Authorization.

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes 15 educational stations.

<sup>3</sup> Indicates four educational stations on nonreserved channels.

power and ant. radiation power) of operation. (Present licensed power of station.)

Actual measured antenna or common point resistance for each mode of operation (R).

Antenna or common point current for each mode of operation (I).

Antenna input power for each mode of operation (IPR).

For stations with nondirectional ant. which have not been required to adjust ant. input power to value lower than rated trans. power (the majority of cases), required information can be obtained directly from current license (ant. input power and nominal power are of same value). Action April 5.

## New FM stations

### Applications

■ Westbrook, Me.—Keith C. and Birdie R. Morton. Seek 104.9 mhz, 3 kw. HAAT 148.25 ft. P.O. address 11606 Oak Street, Kansas City, Mo. 64114. Estimated construction cost \$1,800; first-year operating cost \$27,797.88; revenue \$30,000. Principals: Keith C. and Birdie R. Morton (50% each). Mr. Morton is U.S. Air Force civilian, AFCS (EICWC) engineering and installation group in Richards-Gebaur AFB, Mo. Mrs. Morton was formerly outlet store manager for Lumus Manufacturing Co., Rome, N.Y. Ann. March 24.

■ Bisbee, Ariz.—Bisbee Broadcasters Inc. Seeks 92.1 mhz, 6 w. HAAT 1,950 ft. P.O. address Drawer CC, Bisbee 85603. Estimated construction cost \$4,800; first-year operating cost \$5,800; revenue \$4,000. Principals: Howard Waterhouse (100%). Mr. Waterhouse is sole owner of Bisbee Broadcasters Inc. (KSUN[AM] Bisbee). Ann. March 31.

■ Wetmore, Mich.—George A. Freeman. Seeks 98.3 mhz, 3 kw. HAAT 300 ft. P.O. address 128 West Varnum Street, Munising, Mich. 49862. Estimated construction cost \$17,350; first-year operating cost \$3,410; revenue \$10,000. Principals: George A. Freeman (100%). Mr. Freeman is sole owner of WGON(AM) Munising, Mich. Ann. March 31.

### Final actions

■ Fayetteville, Ark.—Board of Trustees, University of Arkansas, Broadcast Bureau granted 88.9 mhz, 10 w. HAAT 215 ft. P.O. address 406 Administration Building, Fayetteville 72701. Estimated construction cost \$3,795; first-year operating cost \$3,780; revenue none. Principals: Howard H. Horst, John L. Wilson, et al. Mr. Horst is director of university. Mr. Wilson is director of university. Action March 24.

■ Athens, Ga. University of Georgia, Broadcast Bureau granted 90.5 mhz, 2.5 kw. HAAT 145 ft. P.O. address University of Georgia, Athens 30601. Estimated construction cost \$24,129.99; first-year operating cost \$10,790; revenue none. Principals: Fred D. Davison, et al. Mr. Davison is president of university.

■ Carrollton, Ga.—West Georgia College, Broadcast Bureau granted 89.3 mhz, 10 w. HAAT 78.6 ft. P.O. address c/o Charles L. Faires, Carrollton 30117. Estimated construction cost \$5,466.98; first-year operating cost \$7,266.98; revenue none. Principals: Charles L. Faires, R. O. Coffeen, et al. Mr. Faires is chairman of broadcasting committee. Mr. Coffeen is representative for educational affairs. Ann. March 22.

■ Austin, Minn.—Austin State Junior College, Broadcast Bureau granted 90.7 mhz, 16.2 w. HAAT 63 ft. P.O. address 1800 Northwest Eighth Avenue, Austin 55912. Estimated construction cost \$12,250; first-year operating cost \$10,500; revenue none. Principals: Robert Mars, Dr. Phillip Hel-

land, et al. Mr. Mars is president of state junior college board. Dr. Helland is chancellor of state junior college system. Action March 24.

■ Highland Park, N.J.—Highland Park High School, Broadcast Bureau granted 90.3 mhz. HAAT 75 ft. P.O. address North Fifth Avenue, Highland Park 08904. Estimated construction cost \$7,025; first-year operating cost \$600; revenue none. Principals: Roy D. Loux, Austin E. Gumbs, et al. Mr. Loux is superintendent of schools. Mr. Gumbs is principal of Highland Park. Action March 27.

■ Corsicana, Tex.—D. K. Television Inc., Broadcast Bureau granted 107.9 mhz, 28 kw. HAAT 330 ft. P.O. address 11046 Aladdin Drive, Dallas 75229. Estimated construction cost \$40,465; first-year operating cost \$92,905; revenue \$50,000. Principals: Richard I. Kearley Jr. (54%), George W. Sibley M.D. (22%), Don Chanslor (22%), et al. Mr. Kearley is employed by Resalab Dallas. Dr. Sibley is physician in Dallas. He is also vice president of Diversified CATV Services Inc., Dallas. Mr. Chanslor is president of Timerite Inc., advertising firm in Dallas. He is also chairman of board of Diversified CATV Services, Dallas. Action March 30.

■ Morris, Minn.—University of Minnesota, Broadcast Bureau granted 89.7 mhz, 12.6 kw. HAAT 70 ft. P.O. address University of Minnesota, Morris 56267. Estimated construction cost \$3,085; first-year operating cost \$1,500; revenues none. Principals: Elmer L. Anderson, Neil Sherburne, et al. Mr. Anderson is chairman, board of regents. Mr. Sherburne is vice chairman, board of regents. Action March 24.

### Other actions

■ Review board in Troy, Ala., FM proceeding granted Pike Broadcasting Inc., extension of time to April 14, to file oppositions to petition by Troy Radio Inc., to enlarge issues. Proceeding involves applications of Troy Radio and Pike Broadcasting for new FM at Troy (Docs. 19407-8). Action April 6.

■ Review board in Live Oak, Fla., FM proceeding, granted Live Oak Broadcasting Co. extension of time through April 18, to file responsive pleadings to petition by WNER Radio Inc. to enlarge issues in proceeding involving applications of Live Oak and WNER for new FM station to operate on ch. 251 at Live Oak (Docs. 18975-6). Action April 4.

### Actions on motions

■ Deputy Chief, Broadcast Bureau, on request of Tri-County Broadcasters Inc. (WTRS-AM-FM Dunnellon, Fla.) extended through April 7 time to file comments and through April 19, time to file reply comments in matter of amendment of FM table of assignments (Crystal River and Gainesville, both Florida (Doc. 19401). Action March 24.

■ Deputy Chief, Broadcast Bureau, on joint request of Broadcast Services Inc., (WTAP-FM, Parkersburg, W. Va.) and Franklin Broadcasting Inc. (WCEF-FM Parkersburg), extended through March 29, 1972, time to file reply comments in matter of amendment of FM table of assignments (Doc. 19413). Action March 24.

■ Hearing Examiner Basil P. Cooper in Waseca, Minn. (Melvin Pulley and KOWO Inc.) FM proceeding on motion of chief, Broadcast Bureau, continued prehearing conference to April 25, and continued evidentiary hearing scheduled for April 25, to date to be specified at prehearing conference (Docs. 19420-1). Action March 24.

■ Hearing Examiner Frederick W. Denniston in Lorain, Ohio (Lake Erie Broadcasting Co. and Lorain Community Broadcasting Co.), FM pro-

ceeding, reopened record and scheduled further hearing conference for April 26 (Docs. 19213-4). Action April 4.

■ Hearing Examiner Isadore A. Honig in Live Oak, Fla. (WNER Radio Inc. and Live Oak Broadcasting Co.) FM proceeding, on request of Broadcast Bureau, scheduled hearing conference for April 6 (Docs. 18975-6). Action April 3.

■ Hearing Examiner Forest L. McClennan in Wilmington, Ohio (5 KW Inc. and Clinton County Broadcasting Corp.) FM proceeding, set certain procedural dates and scheduled hearing for May 4 (Docs. 19218-9). Action April 3.

■ Hearing Examiner James F. Tierney in Harriman, Tenn. (Folkways Broadcasting Company and Harriman Broadcasting Co.) FM proceeding, granted request of Harriman and extended to April 14, time to respond to interrogatories served by Folkways (Docs. 18912-3). Action March 31.

## Rulemaking action

■ Kinston, N.C.—FCC assigned FM ch. 249A to Kinston, N.C., as second FM channel assignment in that community (Doc. 19249). Action April 5.

## Existing FM stations

### Final actions

■ KLZ-FM Denver—Broadcast Bureau permitted remote control. Action March 29.

■ WMPH(FM) Wilmington, Del.—Broadcast Bureau granted CP to make change in transmission line and operate trans. by remote control from studio location. Action April 6.

■ WPSR(FM) Evansville, Ind.—Broadcast Bureau granted CP to change trans. location and studio location to 9201 Petersburg Road, Evansville, Indiana; operate trans. by remote control from proposed trans. studio site; install new trans. and ant.; make changes in ant. system; change trans. equipment; ERP 14 kw; ant. height 130 ft. Action March 30.

■ KUNR(FM) Reno—Broadcast Bureau granted CP to change frequency to 88.7 mhz, ch. 204, change remote control location to: studio site; S.E.M. Building, University of Nevada Campus, Reno; change trans. Action March 30.

■ WANS-FM Anderson, S.C.—Broadcast Bureau permitted remote control. Action March 24.

■ WDEB-FM Jamestown, Tenn.—Broadcast Bureau accepted data filed March 17 in accordance with commission's first report and order adopted Jan. 12 and released Jan. 17 in Doc. 19074 to change frequency to: 103.9 mhz ch. 280A; change ant.; ant. height 450 ft.; ERP 1.2 kw (Doc. 19074). Action March 31.

■ KBFM(FM) Edinburg, Tex.—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 320 ft. Action March 31.

■ KRLY(FM) Houston—Broadcast Bureau granted CP to change trans. location to: One Shell Plaza Building; install new trans. and new ant.; ERP 32 kw; ant. height 790 ft.; remote control permitted. Action March 31.

■ WGAY-FM Washington — Broadcast Bureau granted CP to install new ant. Action April 5.

■ WMOD(FM) Washington—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 50 kw; ant. height 490 ft.; remote control permitted. Action April 5.

■ WTCH-FM Shawano, Wis.—Broadcast Bureau accepted data filed March 13, 1972, in accordance with commission's second report and order adopted Jan. 5, and released Jan. 7, in Doc. 19161 to change frequency to 99.3 mhz, ch. 257A; condition (Doc. 19161). Action March 31.

## Other actions, all services

■ FCC waived sponsorship identification requirements of section 317 of Communications Act for certain announcements sponsored by Gulf Oil Corp. for Opportunities Industrialization Centers. Announcements do not mention oil company. Action April 5.

## Translator actions

■ K07IM Mitchell, Ore.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 7 (174-180 mhz) to ch. 9, (186-192 mhz); change call letter to K09KQ. Action March 29.

■ Mitchell, Ore.—Broadcast Bureau granted CP for new VHF translator to serve Mitchell, operating on ch. 4 by rebroadcasting programs of KTVB(TV) ch. 7 Boise, Idaho. Action March 29.

## Modification of CP's, all stations

■ KFCA(FM) Phoenix—Broadcast Bureau granted  
(Continued on page 96)

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Payable in advance. Check or money order only.

Deadline for copy: Must be received by Monday for publication next Monday.

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Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

## Radio Help Wanted Management

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.

## Sales

Sales-announcing job, man or woman, for good South Carolina AM-FM small market radio stations. \$10,000.00 easy potential plus fringe benefits on guaranteed salary-commission basis. Emphasis on sales and service. Send resume, audition tape and photo in confidence. Box D-181, BROADCASTING.

Sales manager for growing AM-FM combination. City of 80,000. Excellent area for raising a family. If you have a good track record, you can write your own ticket. Contact E. C. Stangland, KCHF Radio, Sioux Falls, S.D. 57101.

Good opportunity—established station. Salary, commission. Need resume, sales record, KFRO, Longview, Texas 75601.

KTAC AM/FM calling. Expanding sales crew on AM/FM top rated rock stations, Tacoma, 420,000 population. Experienced men with at least two years on the street selling rock format. Ages 22-32. Aggressive go-getters. Start immediately. Phone Jim Nelly, 206-475-7737.

Four more hard working salesmen needed at WGRY Radio, Grayling, Michigan. Graduates of BRASS preferred. Contact Jim Sylvestre, President & General Manager, at 517-348-6181.

## Announcers

First phone announcer, eastern Massachusetts, opening soon. Medium market. Send references, resume, air check and salary expected to Box D-33, BROADCASTING. Equal opportunity employer.

Afternoon drive time DJ. Must be exciting and strong on production. Top 17 markets. Rush tape, resume, picture and references to Box D-73, BROADCASTING.

All night jock. First ticket necessary. First 20 markets. Appeal to age groups teens—35. Good chance for advancement. Send tape, with picture, references and resume to Box D-74, BROADCASTING.

Early evening jock. Large market. Must be able to move a show and reach the audience in a good rock format. Need immediately. Air mail tape, reference and resume with picture to Box D-75, BROADCASTING.

Clear channel midwestern station—#1 in market—has immediate and excellent opening for good announcer/salesman. Protected account list will assure you maximum opportunity for good combined salary/commission. Send audition tape and all particulars to Box D-194, BROADCASTING. We repeat—this is an excellent opportunity for the right man.

Chief engineer who can announce and has technical know-how for 500 watt daytime directional. Better than average pay. Beautiful, progressive city of 40,000 within hour to 4 recreational lakes. Contact Parks or Melton, KINA, Salina, Kansas.

Good music station in need of announcer. Basso Profundo strong on production, news and initiative. Send tape and resume to KOSI, Aurora, Colorado 80010. An equal opportunity employer. M/F

Alaska's largest city. Competitive five station market. 50,000 watt all country format. Experienced professional only, solid voice, production, first phone, permanent. At least \$1000.00; depends on you. Medical. Company expanding. KYAK, 2800 E. Dowling, Anchorage, 99507.

Mid-Wisconsin needs early morning farm announcer who can sell his own show. Generous salary plus commission. Apply to Manager, WCWC, Ripon, Wis.

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.

## Announcers continued

Wine country radio—Needs experienced announcer, at least two years. Good knowledge of MOR and/or C&W. Play-by-play helpful. No beginners! Send resume and tape to J. Benedict, WEKT, RD#2, Hammondsport, N.Y. 14840, no phone calls.

Brand new AM station in North Central Ohio needs pro announcers with first phone. Format MOR/C&W. Send tape, resume and photo to WGLX, P.O. Box 161, Galion, Ohio 44833 or phone Glenn Andrews (419) 468-4664.

Experienced announcer for northwest Ohio station. Good pay, benefits. Send tape and resume to WNDH Radio, P.O. Box 87, Napoleon, Ohio 43545.

Needed immediately, experienced, mature MOR announcer for evening radio shift. Also on-camera TV duties. Send resume, photo, audio tape, VTR, if available, to Program Department, WBSB-AM-FM-TV, South Bend, Indiana 46601.

## Technical

Chief engineer. AM directional. East Coast suburban market. Must be hard worker and able to direct men. Minority group applicants welcomed and given full and equal consideration. Send resume, references, up-to-date picture and salary requirements to Box B-214, BROADCASTING.

Transmitter engineer. First phone. Some non-voice production work but no announcing. Opportunity for advancement. Job available now. Send resume, references, picture and salary requirements to Box D-76, BROADCASTING.

Chief engineer for Memphis non-directional remote control radio station. Immediate opening. Box D-161, BROADCASTING.

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.

St. Louis area AM/FM combination needs competent young technical man. Announcing ability helpful but not necessary. Would accept a minimum of experience if aptitude is high. Write C. Norman, WGNU, P.O. Box 178, St. Louis, Mo. 63166.

First engineer—opening soon. Modern small town. AM-FM. Recreation area. No drivers. Start \$120.00. Tom Archibald, WSRW, Hillsboro, Ohio 45133.

## News

Newsman. AM rock station. Large market. Send tape, resume, references, latest picture to Box B-216, BROADCASTING.

Suburban net affiliate seeks strong reporter . . . experienced, northeast only . . . send 7 1/2 ips non-returnable tape and resume . . . including writing samples, salary . . . equal opportunity employer. Box D-120, BROADCASTING.

If you are energetic, capable and can follow direction maybe you can fill our news director slot. Send tape, salary requirements and references (which will be checked). Gas, life, hospital, dental ins. furnished. We welcome replies from minority groups. Box D-157, BROADCASTING.

Newsman. Midwest radio station seeking newsman. Must be experienced. Good salary and benefits. Send audition tape and resume to Box D-192, BROADCASTING.

Wanted: News director for better station in smaller market. Must be able to rewrite wire service copy, conduct interviews, and prepare local actualities. Send tapes and resume immediately to Buddy Deane, KOTN Broadcast House, 920 Commerce Road, Pine Bluff, Arkansas 71601.

Fulltime experienced newsman for MOR CBS affiliate in southwest Va. The man who joins us will have good delivery, be hard working and want to grow. Send resume and news tape to Norman Kay, WFIR Radio, Box 150, Roanoke, Va. E.O.E.

## News continued

News director. WSOY (Decatur, Ill.) a CBS affiliate, has an opening for a news director to head a three man professional news team. Excellent salary. Send resume and tape to James B. Spangler, P.O. Box 789, Decatur, Illinois 62525.

## Programing, Production, Others

P.D. Rock. AM. \$25,000. Top 50 market experience only. Resume, references, picture. Box C-306, BROADCASTING.

Production man's dream. We'll furnish good studio's, good pay, good fringe benefits and excellent working conditions at midwest station. We want a self starter who loves to produce commercials . . . an idea man . . . with good voice . . . looking for a long tenure with a young aggressive staff. Send production tape, resume, and picture with first letter. Box D-168, BROADCASTING.

Community affairs director. Public radio opportunity for creative journalist on southeast campus. Box D-188, BROADCASTING.

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.

Production manager, WRVR 106.7 FM, New York. Highly creative person capable of producing top-rate sound. Experience in technically complex operation required. We program extensive news, remotes, talk public affairs, call-ins, jazz in stereo. Resume, demo tape to General Manager, WRVR, 85 Claremont Ave., New York, N.Y. 10027.

PD-Tennessee, leading station 26 years, many national and local news awards, MOR, must be sharp on details and production. Send tape and resume, R. M. McKay, Jr., P.O. Box 113, Columbia, Tennessee 38401.

FM Radio producer/salesman. To serve as executive producer of radio projects for Rolling Stone Magazine. Responsibilities include national advertising sales representation, liaison with syndicating stations, and business management of new one-hour weekly program. Minimum two years radio experience, preferably FM. Write: Radio Project, Rolling Stone Magazine, 78 East 56th Street, New York, N.Y. 10022.

## Situations Wanted

### Management

Young aggressive general manager. Heavy in sales. Can make substantial investment. Currently employed. Prefer east or south east. Box D-56, BROADCASTING.

Station manager, experienced in all phases, strong sales, former owner. Box D-87, BROADCASTING.

Progressive FM, co-manager, 29. Helped build highly successful operation, top ten market. Strong sales management. Bottom line militant. High sensitivity 18-34. Wide contacts. Seeking progressive situation, major market. Box D-118, BROADCASTING.

Traffic manager. Excellent system, good knowledge related departments. Full time or consultant. Will locate immediately. 29 yr. old, 3 yrs. exp. Box D-119, BROADCASTING.

Mr. Station Owner. Looking for a mature, sober, well-respected, hardworking manager versed in every phase of the radio industry from CP's to license renewal and, with a 25-year proven track record in station and sales management in both small and major markets? I'd prefer an east coast location where warm breezes blow while NYC shivers, but will consider other locales if opportunity is realistic. Strong agency contacts. Currently employed as vice president and general manager but tired of rat race in saturated market. Base \$25,000 plus reasonable incentives. Complete resume on request—highest industry recommendations . . . personal interview can be arranged. Reply: Box D-139, BROADCASTING.

Experienced manager . . . salesman . . . administrator . . . desires small market position. Box D-151, BROADCASTING.

## Situations Wanted Management

### continued

Energetic self starter, 16 years experience, AM-FM, selling, general manager. Chief engineer AM directional, FM stereo. Best credit and character. Excellent track record. Know FCC rules and regs. Anywhere southern. Prefer Louisiana. Presently employed. Married. Two children, church and civic club affiliations. Box D-159, BROADCASTING.

If you own a group of stations in the west and need a man who can run them successfully—let's talk. Box D-165, BROADCASTING.

Crutches, fat and forty. However, buy 20 successful years broadcasting experience. Great voice and sales. Know-how for profitable operation. Professional operator. Box D-167, BROADCASTING.

Guarantee to put your station in black quickly as selling manager. No gimmicks. Just lots of hard work and know how. Presently successful station manager—emphasis, sales. Top references—ability, ethics, morals. Box D-177, BROADCASTING.

General manager. All the ingredients of sales, programming, promotion and planning skills to build ratings and revenue. 20 years practical broadcast experience, medium and larger markets. Last 10 in key management. Consider stock purchase and/or option plan. Top industry and character references. Box D-187, BROADCASTING.

Mature, professional, thorough knowledge sales, management, programming, engineering. Future investment/acquisition possibilities desirable. Prefer medium market. Box D-199, BROADCASTING.

Will manage, any station, any location, in any condition, and make "us" money. 505-325-4447, Karl Ross.

## Sales

Broadcasting graduate 1st. Training: sales, copywriting, news, traffic. Sue Sadler, 816 N.W. 52, Lawton, Oklahoma, 405-357-3551.

## Announcers

Professional announcer and/or dj looking for stable position in small to medium market. Five years experience. Box C-87, BROADCASTING.

Disc-jockey, news, tight board, experienced, dependable. 3rd class. Married. Box D-21, BROADCASTING.

Looking for beginning, Eastern broadcast school graduate. You have opening, I'll travel. Box D-37, BROADCASTING.

Experienced N.Y. school graduate—authoritative—mature—dependable—versatile—third endorsed. College graduate (B.A.-M.B.A.) relocate. Box D-40, BROADCASTING.

N.Y.C. vicinity—DJ, newscaster, major market experience, dependable, creative production, copywriting, tight board, 3rd endorsed. Box D-60, BROADCASTING.

Young ambitious professional seeks medium major market radio sports play-by-play. Four years present job, semi-pro football, collegiate basketball, baseball, 15 minute sports show. Did segment with Frank Gifford on CBS. Have done it all. Box D-143, BROADCASTING.

Major markets: Contemporary jock at #1 station in 400,000 market. First ticket, 5 1/2 years experience. Summer, weekends, or all night at right station. Box D-145, BROADCASTING.

1st phone—sports-caster desires small-medium market, 10 years broadcast experience, married, college. Box D-146, BROADCASTING.

Experienced first phone announcer, presently employed, no nights. Box D-149, BROADCASTING.

Black Philly soul personality, articulate, smooth, seeks R&B, top-40 station. Box D-150, BROADCASTING or (215) 747-2211, air checks available.

Three years experience, 25. Searching for a professional-sounding, contemporary formatted station. Box D-153, BROADCASTING.

Experienced dj/newsman with sales ability. Professional approach. Will relocate anywhere in U.S. Box D-162, BROADCASTING.

Thirty years of experience in radio and television . . . from announcing to general management. Interested in small to medium market. Can make you money . . . have record to prove it. In exchange want salary . . . override and interest in property. Prefer southwest. Available between June 15th to July 1st. Box D-163, BROADCASTING.

## Announcers continued

Creative Ivy grad with friendly, entertaining style looking for work in FM-progressive format. Hip, articulate, musically knowledgeable, third endorsed. Box D-173, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box D-176, BROADCASTING.

Experienced Black announcer, production man and program dir. + news. Looking for lucrative position, knowledgeable all formats. 9 yrs. experience, looking for chance to work without hassles. Interested in gen/mkt or TV stations preferably. Contact R.J.C., Box D-189, BROADCASTING.

3rd phone, broadcast school trained, wants to break into dj work, also newscasting and commercial advertising, good, strong, mature sounding voice. Box D-191, BROADCASTING.

Professional. 16 years local radio, 1st phone. Average voice, small family. Late 40's but versatile, dependable. Good habits. Appreciate opportunity with pleasant, friendly operation. Central or south-east area. Prefer short air shift plus assist engineering, etc. No sales. Moderate salary. Smith. Box D-193, BROADCASTING.

Experienced first phone professional. Rock, up tempo mid road, country. Box D-196, BROADCASTING.

Competent, young, married male. B.S. degree RT-journalism. 4 years experience, 3rd, seeks announcing/news. Available mid-June, will relocate. Box D-197, BROADCASTING.

Not a heavyweight, not a beginner! Armed Forces radio and commercial experience, mostly top 40. 3rd phone, tight and likeable. Box D-202, BROADCASTING.

1st phone combo man, guaranteed dependable hire Dean. 213-781-5824, 15820 Vanowen, Van Nuys, Calif. 91406.

First phone—prefer Minnesota or Wisconsin. Hard working—dedicated, versatile announcer. Available now! 4 years experience, announcing, production, sales, play-by-play. Call 414-642-3633, after six p.m.

Broadcasting school graduate looking for a start. 19, draft-exempt, loves rock and top 40, can and will do news. I'm just not one of those run-of-the-mill type of guys. Radio is it for me. Write Tony Venturoli, 106 Ladner, Buffalo, New York, or call 716-822-4720, after 6.

Spring sale! One nut. Slight irregularities. Experienced, 3rd, tight board, fantastic production. Great for N.E. Ohio contemporary or up-tempo MOR, but good elsewhere. Dave, -Action, 3345 W. 25th, Cleveland 44109-(216) 398-8968, days. All sales final.

Hard working, dependable, first phoner, experienced, college, tight board, want C&W, rock or MOR. (601) 475-5400.

DJ, tight board, good news, first phone, relocate anywhere. Dave Josephson 1/612/888-8309. 501 E. 102nd. Minneapolis, Minn. 55420.

Young married man seeks first announcing job in northeast. College—broadcast school graduate. Tape available. John Engratt, 3024 Fairfield Ave., Bridgeport, Conn. 203-384-2533.

Attention contemporary or MOR. Formats in Eastern or central U.S. with immediate opening. Need eager, hardworking, professionally trained 1st phone with experience who loves radio? Then send for resume, tape and references to, Larry Lafkowitz, 278 Harmony Drive, Massapequa Park, New York 11762, 516-541-3212.

1st phone, bright, experienced. Happy-sounding, 24, single. (anywhere). Sonny Stevens, 1-513-825-2430.

Professional: Seventeen years. Finest background. Present employer best reference. Veteran with college, strong news background. Third ticket. Phone 217-429-0414.

Experienced announcer, writing, production, news-casts, news on cable-TV, San Francisco. Will relocate. Some college. Ben Voris, 1105 Larkin, San Francisco, Calif. (415) 673-7720.

Experienced announcer, news director, copy writer, college. Country, good music or MOR. Small market. Relocate, references. Ray White, 919-482-2693, Box 61, Merry Hill, N.C. 27957.

College student, broadcast trained, 3rd endorsed. Veteran, married—wants to work with interesting station. College air experience. Available in June. R. Tranquillo, 18 Highview Ave., Port Chester, New York 10573 (914) 937-0491.

Seeking job, commercial or ed. station. 1st, broadcasting degree, news exp.; 23 with family. 3107 a Brown, Alton, Ill. 62002. 465-2695.

## Technical

Chief engineer, 20 years experience, desires to relocate, east coast. Box D-148, BROADCASTING.

Chief engineer seeks low pressure job—permanent capable. Box D-184, BROADCASTING.

1st phone. Bill Wade grad, articulate, intelligent, eager for first gig: Combo, rock, DJ/news, West/northwest, or? Age 24, Marshall Thompson, 1-714-283-9019.

## News

Chicago metro or suburban—part time or weekend newscaster-reporter. Now working at area biggie. Looking for extra opportunity. Box D-3, BROADCASTING.

Augment your election-year news coverage. Knowledgeable young newsmen with five years experience, college degree, family, and first phone. Major market references. Box D-93, BROADCASTING.

Suburban specialist. Five years top five market experience. Can handle hard or soft news, anything from ecology to tax rebellion. Box D-127, BROADCASTING.

First phone, two years experience radio-TV seeks news, sports or announcer position. Box D-128, BROADCASTING.

Former news director. Last job Washington anchor and editor. Nine years experience. Degree. 301-622-3585 or write Box D-140, BROADCASTING.

Life is worth reporting—experienced newsmen with B.J. radio-TV degree seeking new heights in major market area. Versatile—sports experience with PBP. Box D-144, BROADCASTING.

News director . . . wishes to move family to Western States. A dozen years radio-TV experience. Opportunity more important than money. Let's talk . . . I'll be on West Coast starting May 1st for interviews at my expense. Box D-158, BROADCASTING.

News director seeks medium market directorship or major market newsmen post. Six years experience including two directorships and major market beat position. Prefer stable MOR station. Presently employed as medium market director. Box D-185, BROADCASTING.

Imaginative pro wants opportunity. Rockies or west. No markets too small. College grad. Box D-198, BROADCASTING.

People-oriented creative newsmen. Documentary experience. Recent broadcast school plus B.A. speech, 3rd phone. Nick Isenberg, (303) 322-2356. 2890 Elm Street, Denver, Colorado 80207.

Sports-minded professionally trained broadcaster seeks position anywhere in U.S. Avid fan of all sports with full background and knowledge of all. For sample of a voice made for sports, contact Randy Gaess, 268 Carl St., Apt. 1, San Francisco, California 94117-415-566-1873.

Ten year radio man seeking new challenge. Presently in 100,000 market. Over three years here as news director and host for two daily talk shows. Warren Boldt, 217-877-7823.

Locate midwest, newsmen/dj, one year experience, college graduate, 25, third, Odvarka, 1931 Champlain, Ottawa, Ill. 815-434-6994.

News sports director, seeks position in college area. Ten years experience, with major college background. Dave Nitz, 703-229-5410.

## Programing, Production, Others

Versatile, stable P.D. with excellent record of creating successful sound, building solid staff. All adult formats. Prefer northeast. Box D-13, BROADCASTING.

Raleigh-Durham-Chapel Hill: Creative copywriter experienced in women's programs, interviewing, selling, production. Box D-152, BROADCASTING.

Contemporary programing specialist with reputation for building and maintaining dominant numbers. Effective organizer and administrator. Meticulous programer gets the job done. Box D-154, BROADCASTING.

Directors direct, producers produce, imagineers create. Need one? Box D-155, BROADCASTING.

MOR and rock format specialist. Currently programer of top 20 market major group owned winner! Reputation for capturing primary demographics with proven formula. Incisive troubleshooter. Excellent leadership and organizational skill. 10 year multi-market background. Box D-156, BROADCASTING.



## Programing, Production, Others continued

Mature, experienced programing, announcing, sales, PBP, news, looking for permanent job in small southeastern market with real possibilities. Box D-174, BROADCASTING.

Stable, married, college grad, six years experience, seeks program director position with small-medium MOR station. Professionalism is my motto. Box D-182, BROADCASTING.

Programer—air and management experience—build ratings—take charge of internal operations—over 30—married. Box D-200, BROADCASTING.

Black programer looking. 919-483-6530.

Can do program director, available to medium or good small market station. I will be as selective in looking for an employer just as you will be selective about an employee. Call 615-354-0831 or write Steve Sherry, 109 N. Kingston Avenue, Rockwood, Tenn. 37854.

Program director top 20 market experience. Great organizational skills, decisive, excellent leader and very hard working, has a great track record and wants to win. Available now. Mike Button, 34 yrs. old, married, 415-471-7607.

Experienced P.D. country or rock. 27, first phone, Karl Ross, 505-325-4447.

## Television Help Wanted Management

VHF network affiliate in top 100 markets seeks general manager capable of leading sales, controlling expenses and budgeting his goals boldly and accurately. Part of group operation with wide opportunities. Please get your track record and objectives to us as soon as possible. Write Box D-18, BROADCASTING.

TV sales manager. Management ability more important than experience. Exceptional opportunity for young, aggressive salesman ready to move up. Major market. \$24,000. Salary, plus excellent incentive. Send confidential resume to our management consultant. Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, Illinois 60631.

## Announcers

Announcer/weatherman southeast ABC affiliate. Male or female. Send VTR immediately. Box D-180, BROADCASTING.

On-camera announcers and sports announcer wanted: For new television station, WSWB-TV, now under construction in Orlando, Florida. Only professionals need apply. Send photograph and full resume, including references, to Earl L. Boyles, President, Sun World Broadcasters, Inc., 1080 Woodcock Rd., Suite 259, Orlando, Florida 32803.

## Technical

TV technician with first class license for operation of transmitter and studio equipment. Equal opportunity employer. Send resume Assistant Chief Engineer, WJKS-TV, P.O. Box 17000, Jacksonville, Florida 32216.

## News

TV newsmen needed for late evening anchor position—must be a newsmen willing to work. Send VTR and salary requirements. Send replies to Box D-108, BROADCASTING.

Co-anchorman. Mature, authoritative. Friendly team format. Network affiliate in major southwest market. Consider strong No. 2 man ready for top spot. Box D-137, BROADCASTING.

Wanted combination anchorman news director for a California market. Experienced in administrating news staff, shooting and editing film, writing and compiling newscast. Send complete resume—references and at least five-minute low band tape to Box D-178, BROADCASTING.

Television anchorman . . . northern Michigan . . . small university town. Beautiful hunting, fishing, skiing, outdoor area on Lake Superior. Previous radio or TV required. Must be able to write and handle field assignments as well. Present anchorman promoted within corporation chain. Contact Don Ryan, WLUC-TV, P.O. Box 460, Marquette, Michigan 49855. (906) 475-4161. A Post station.

News and weather: Iowa VHF needs experienced newsmen with some knowledge of weather to do on-camera weather plus investigative reporting and filming. B.A. or B.S. with journalism background required. Self starters only. Personal interview necessary. Good starting salary and fringe benefits in university community. Complete resume, references, photograph and audio tape or VTR with first contact. No beginners please. Phil Morgan, WOI, AM-FM-TV, Ames, Iowa 50010.

## News continued

Editorial—WSFA-TV, Alabama's leading news operation, is seeking an Editorial Director to continue the station's tradition of voicing informed, enlightened opinion on Alabama news. Applicants must have writing and reporting experience. Editorials are delivered daily within the state's highest rated news program. Send sample writing, VTR, and background to WSFA-TV News, P.O. Box 2566, Montgomery, Alabama, 36105.

## TELEVISION

### Situations Wanted Management

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 McNeel, P.O. Box 683, Tyler, Texas 75701. Call (214) 592-6280.

## Sales

Account executive seeks challenging opportunity in television station sales or TV film syndication sales. Eighteen years station and agency experience. Box D-141, BROADCASTING.

## Technical

First phone superior broadcast production engineer, locate anywhere. Box C-270, BROADCASTING.

Engineering manager. Experienced, available. Box D-25, BROADCASTING.

Maintenance engineer seeking permanent position after successful completion of contract in Middle East. Immediate availability. Fourteen years television broadcasting. Replies answered promptly. Box D-124, BROADCASTING.

Experienced switcher, audio, VTR—1st phone. Prefer switching. Box D-164, BROADCASTING.

First phone, AM-TV, 25 years engineering background. Box D-201, BROADCASTING.

Versatile, first phone seeks production/engineering post. AAS degree in Communications. Details and resume available. Edward Rich, 1469 Helderberg Avenue, Schenectady, N.Y. 12306. Telephone 518-355-0393.

1st phone, experienced, all phases of radio, MOR or C/W. Good on production. Presently chief audio technician for TV. Well experienced cameraman, all phases of TV production. Ready to return home to southern Calif. Harley Jones (505) 296-7554.

## Situations Wanted News

Newspaper reporter-photographer with TV experience, flair for features, desires TV reporting slot. Hard worker. Box D-90, BROADCASTING.

Aggressive, award-winning reporter with No. 1 news station in top 10 market seeking news operation willing to pay for excellence. Thoroughly experienced in all aspects of studio and film work. Station must have highly professional, innovative film staff and facilities. Impeccable credentials. Master's degree, married. Box D-105, BROADCASTING.

Meteorologist—professional, young and promotable. My weather program now top rated in competitive large market area. Seeking new position with station wanting to up grade weather program. Box D-166, BROADCASTING.

Enthusiastic, young newsmen cameraman has journalism-broadcasting BSJ, three years newspaper experience. Wants TV news. Box D-175, BROADCASTING.

TV anchorman: Top 15—professional with net bureau experience available. Fully proficient all phases broadcast journalism. Degrees, credentials, maturity, VTR, interview. Box D-179, BROADCASTING.

Give me that experience all news directors talk about. Aggressive, enthusiastic reporter with writing talent seeks first position. MS in broadcast journalism. Will relocate. John Gamel, 38 Winchester St., Brookline, Ma. 02146.

## Programing, Production, Others

Broadcast pro, airwork, production, writing, programming. Hardworking, stable. Presently national P.D. small radio chain. Would like to get back in Television in creative capacity on and/or off the air. Prefer east. All considered. Box D-12, BROADCASTING.

## Programing, Production, Others continued

TV film director with exceptional experience in all facets of film room supervision, film buying, feature film programming and scheduling, film editing and make-up, newsmen and transshipment/library coordination. Seek major market opportunity. Box D-142, BROADCASTING.

Art director: Professional, sales-minded, budget-minded artist, graphic & set designer, photographer. Values for management, hard worker & creative. Outstanding references. Will finance move to stay in South. Box D-171, BROADCASTING.

Versatile, first phone seeks production/engineering post. AAS degree in Communications. Details and resume available. Edward Rich, 1469 Helderberg Avenue, Schenectady, N.Y. 12306. Telephone 518-355-0393.

Degree in broadcasting. Need first break. Eager to learn. Married, military complete. Jerry Hines, 442 Chacoma S.W., Albuquerque, New Mexico 87104.

## 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 Ilurbide St., Laredo, Texas 78040.

Need UHF television transmitter. Prefer 30 kw RCA type TTU-30A. What have you? Box D-147, BROADCASTING.

Wanted: Good condition LB color Ampex or RCA VT machine, quad. Minimum work needed. Send details to Box D-183, BROADCASTING.

Wanted to Buy: A good used 5 or 10 kilowatt FM transmitter. Contact Q.P. Coleman, KOLY Radio, Mobridge, South Dakota.

## 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.

RCA BA-5F 5KW AM transmitter excellent condition. Hy-Power Electronics, Dallas, Texas (214) 272-5567.

Film production equipment for sale: used one production, all like new. Eclair NPR—sync motor converted Nagra Bloop—12-120 lens—2 mags—battery and alum cases. \$4,800.00. Kem Universal 8—Plate editing table with 2 16mm picture heads and 3 16mm sound modules—\$14,500.00. Portable 16mm Magnasync Recorder, \$1,300.00. Other small items. Call (717) 742-8705.

1000 45-rpm records dating mostly from '63-'68. Most are rock, most ex. cond. \$600 or best offer. Box D-160, BROADCASTING.

All used less than two years—1 Collins 37CP-12FM antenna 102.1 mc (can be retuned) 50 twenty-foot sections Prodellin 100-835 rigid coax. 1 Prodellin 500-835 gas barrier, 90 Prodellin 203-835 spring hangers, 3 Prodellin 494-835 elbows, 90° 1 Marti microwave dish, 300 feet coaxial line to microwave dish. Inquiries to: Chief Engineer, KLYX-FM, P.O. Box 27560, Houston, Texas 77027, phone (713) 527-9545.

CB5 Audimax III—Volumax 400 combination \$450 per unit. Will sell separately. Also Ampex PR-10, \$400. All excellent condition. WMAX, Grand Rapids, Michigan. 616-458-3793.

Color film, chain—RCA-TK-27 camera, two TP-66 projectors, TP-7 slide projector, TK-22 mono camera, TP-15 multiplexer, plus controls, cables, monitors, and waveform monitors; \$75,000.00 complete—R. Hippler; General Television Network; 520 W. Eight Mile Road, Ferndale, Michigan 48220; (313) 548-2500.

Cartridge Machines. 3 Visual RQ-3.5SRP stereo record/play cart machines, \$800 ea., 2 RQ-3.5SP2 dual play machines (all desk mount), \$1025 ea.; one RQ-3.5RP monaural record/play unit, \$550, all exc. cond. Also Program Equalizers, 2 Pultec EQP1A3, almost new, \$400 ea. R. Cassidy, National Public Radio, 1625 Eye St. N.W., Washington, D.C. 20006.

Capstan idlers for Ampex 300, 350, 440 series, self aligning with replaceable ball bearings. \$22.50 net. VIF International, Box 1555, Mtn. View, Cal. 94040. (408) 739-9740.

## For Sale Equipment continued

**GE camera equipment:** A large stock of boards, hardware, and subassemblies, such as encoders, processing amps, and update kits, etc. for General Electric 240's, 250's and 350's camera chains, in new and near new condition. Also will consider trade for microwave equipment. Contact J. Devine, (315) 797-5220.

**Nikkor 6 to 1 zoom lens** original for IVC 90 series with rear controls. 4-TM Modulators for Channel 13-11-5-7. RCA TA-5 stab. amp WP-580 P.S. Vikoa ST-1000 Vidicon camera. 8' Parabolic (taco) mount. Commander 1's (several CCV's). Additional items on request. For prices contact T. E. Harrison, Wolverine Cablevision Inc., 357 West Columbia Ave., Battle Creek, Michigan. Phone 616-962-6216.

**Ampex 350, Ampex 601, Sparta 800 R/P, TEAC 7030SL, TEAC 1200.** Must sell all. O'Connor Records, 1680 Vine, Hollywood, Ca. Phone 213-461-3393.

## MISCELLANEOUS

**Deejays!** 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

**Prizes!** Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

**"Free" Catalog . . . everything for the deejay!** Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

**Broadcasters seeking jobs!** Your classified ad can bring you more & quicker action. We'll play your audition tape exclusively 2 hrs. per day M-F over high quality phone lines. PD calls & hears you immediately. Send tape, date of ad and \$15 check or MO. We'll assign your schedule and phone # (to be added to your ad) by return mail. Jim Holt Enterprises, Audition Showcase, 6777 Hollywood Blvd., Hollywood, Calif. 90028.

**\$1,000 a week comedy writer** for \$15 a month! Exclusive! One client per market! Rush \$15 to Box B-172, BROADCASTING.

**Automation Broadcasters!** Tapes for automation at yesterday's costs! Or—need some of yesterday's "Good ol' Music"—even old 78's—in automation format? CnB Studios, 3415 Beresford Avenue, Belmont, California 94002.

**Stop spending money for your vacations, contest prizes, etc.** Trade for them with your advertising. International Promotional Consultants, Inc., 915 W. Sunrise Boulevard, Fort Lauderdale, Florida 33311.

**Art Service** exclusively for television & audio-visuals. Write Video-Art, 1301 N. Rampart, New Orleans, La. 70116.

**Resumes professionally prepared.** Fast service. Free information. CDI, Box 163, Fanwood, N.J. 07023.

**Fifty humorous personalized voice drops** with your name, call frequency etc. Rated . . . G . . . great! Only \$10.00/15 rock voice jingles \$10.00. Columbus Radio, 749 West Water, Kankakee, Illinois 60901.

**Managers! PD's!** Program the radio show that is an authentic, entertaining history of rock and roll that continues week after week. "Weekend Spectacular" is the unforgettable weekly syndication! Demo and details from Morher Cleo Productions, Box 521, Newberry, S. C. 29108.

**Office Space,** New York City. Private, furnished small offices (ideal for sales representatives) \$125.00 up including air conditioning, personal telephone service by qualified staff, mail, reception, lobby listings. No leases. All-Office-Services, Inc., 15 W. 44th St., New York, N.Y. 212-687-7040.

## INSTRUCTIONS

**Attention Broadcast Engineers:** Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

**First Class FCC License** theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans\* and accredited member National Association of Trade and Technical Schools.\*\* Write or phone the location most convenient to you. Elkins Institute in Dallas\*\*\*, 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

## Instructions continued

Elkins in Houston\*\*\*, 3518 Travis.

Elkins in San Antonio\*\*, 503 S. Main.

Elkins in San Francisco\*\*\*, 160 S. Van Ness.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver\*\*, 420 S. Broadway.

Elkins in Miami\*\*, 1920 Purdy Ave.

Elkins in Atlanta\*\*\*, 51 Tenth St. at Spring, N.W.

Elkins in Chicago\*\*\*, 3443 N. Central.

Elkins in New Orleans\*\*\*, 2940 Canal.

Elkins in Minneapolis\*\*\*, 4103 E. Lake St.

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis\*\*\*, 1362 Union Ave.

Elkins in Nashville\*\*\*, 2106-A 8th Ave. S.

Elkins in El Paso\*, 6801 Viscount.

Elkins in Seattle\*\*, 4011 Aurora Ave., N.

Elkins in Milwaukee, 611 N. Mayfair Rd.

Elkins in Colorado Springs\*, 323 South Nevada Ave.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates June 28 & July 5. Reservations required. William B. Oden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

Zero to first phone in 5 weeks. R.E.I.'s classes begin May 22, June 26 and July 31. Rooms \$15-20 per week, call toll free: 1-800-237-2251 for more information or write R.E.I., 1336 Main Street, Sarasota, Florida 33577. V.A. approved.

## Radio

### Help Wanted Sales

#### SALES MANAGER — \$40,000

Excellent opportunity. Must have minimum last 3 years as radio sales manager. Be dynamic. A teacher, leader. Minority group applicants welcomed. Resume, references, current picture to

BOX C-237, BROADCASTING

### Situations Wanted

#### Management

#### BROADCAST EXECUTIVE

Will be available 60-90 days. I'm an experienced general manager with a sales background. Additionally, I know broadcast engineering (FCC 1st phone). Will consider all offers.

BOX D-78, BROADCASTING

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or toll free: 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, \$7.00; 2nd class, \$12.00; 1st class, \$16.00; complete package, \$25.00. Research Company, 3206 Bailey Street, Sarasota, Florida 33580.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st phone in 6 weeks. Money back guarantee. Cost \$370. Announcer/disc-jockey training classes start every month. Graduates Nationwide. National Institute of Communications, 11516 Oxnard St., North Hollywood, Calif. 91606. (213) 980-5212.

First phone in 5 weeks. Guaranteed. Tuition \$250. Rooms, \$9.00 weekly. Academy of Radio and Television, 1120 State Street, Bettendorf, Iowa 52722. (319) 355-1165.

Complete home study course for 1st phone. \$75.00 total. It works! Guaranteed. Academy of Radio and Television, 1120 State Street, Bettendorf, Iowa 52722. (319) 355-1165.

Think about it. We cost less; but take longer to prepare you for a first phone. 10 weeks \$355. It's the best way. State approved. Omega Services, 333 E. Ontario, Chicago, Illinois 60611. 649-0927.

## Situations Wanted

### Management continued

\*\*\*\*\*  
**STRONG EXECUTIVE CANDIDATE**  
 Excellent regional and local experience all phases radio. Now seek major station, group or rep firm post. Manager. Sales Manager or aide de camp.  
**BOX D-186, BROADCASTING**  
 \*\*\*\*\*

#### ATTENTION MIDWEST

Broadcast executive, 30, with 16 years experience in all phases of radio, sales, programming, management. Will manage your station for percentage of ownership, option to earn or buy all. College degree, family man, dedicated. This will be my final move.

BOX D-190, BROADCASTING

## TOP TALENT AVAILABLE

DJ's All Formats  
 TV Newsmen-Anchormen

Sales Managers  
 Managers

### BROADCAST SERVICES DIVISION

#### Media Management Corporation

710 Tower Bldg., Seattle, Wash. 98101 (206) 682-8897

## Programing, Production, Others

### CONTEMPORARY P.D.

Business-minded pro. 7 yrs. exp. major markets/major groups. Excellent refs and background. AB, MBA Dartmouth. Looking for the right opportunity.

Box 8765, Govt. Center, Boston

## Television Help Wanted

### Technical

### TV CHIEF ENGINEER WANTED

For new Health Science TV Dept. in Philadelphia Medical School. Responsible for selection & installation of equipment and operation of all engineering activities. Position available July 1. Send background, salary requirements to:

R. R. Getz, 10995 Le Conte Ave.,  
Los Angeles, Calif. 90024

## Television Situations Wanted

### News

Major market T.V. anchorman wants combo anchor—news director post in medium market. \$35,000 annually. I am a seasoned professional with the highest credentials who will become a part of your community. Reply

BOX D-170, BROADCASTING

## Management

### AVAILABLE IMMEDIATELY

National regional sales manager—16 years successful background, constant increase—1971 average 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

## Miscellaneous

## DICTIONARIES WEBSTER

Library size, 1971 edition, brand new; still in box. Cost new: \$45.00

WILL SELL for \$15

Deduct 10% on orders of 6 or more.

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C.O.D. orders enclose \$1.00 good will deposit. Pay balance plus C.O.D. shipping on delivery. Be satisfied on inspection or return within 10 days for full refund. No dealers, each volume specifically stamped not for resale. Please add \$1.25 postage and handling. New York State residents add applicable sales tax.

## Miscellaneous continued

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San Diego, California 92108  
(714) 291-4044

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Classes start the second Sunday of every month and end the following Friday. Licensed by State of Oklahoma Board of Private Schools. Bonded. Contact . . .

A Ω

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918-224-7455

## Wanted to Buy—Stations

### — WANTED —

Large market FM, midwest—prefer Ind., Ohio, Illinois. Need not show profit—all details first reply—confidential—200M maximum total, with terms—would consider buy in or partner with tech experience.

BOX D-172, BROADCASTING

### STATION OWNERS

Ky. — increased 450%; N.C. — increased 400%;  
Ga. — increased 400%

If you sell me up to 50% of your station at attractive price and terms, I'll do the same for you (us). All areas considered. Box 1483, Atlanta, 30303.

Fla.	Small	Day	\$ 80M	Cash	MW	Small	AM/FM	\$275M	29%
SE	Medium	Day	125M	29%	Ill.	Small	FM	75M	29%
MW	Medium	Fulltime	275M	29%	Fla.	Medium	Day	210M	Cash
E	Metro	Fulltime	200M	SOLD	W	Metro	FM	94.5M	\$30M
MW	Metro	FM	150M	Terms	SE	Major	Fulltime	2,000M	Cash



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## FOR SALE Stations

### STATIONS FOR SALE

1. NORTHEAST. Major market. AM-FM. \$315,000. Terms.
2. MIDWEST. AM-FM. Profitable. Exclusive to market. \$437,500. Terms.
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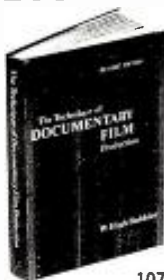
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(Continued from page 90)

mod. of CP to extend completion date to Nov. 7. Action April 6.

■ KBKB(FM) San Diego—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 4. Action April 6.

■ WFAM Jacksonville, Fla.—Broadcast Bureau granted mod. of CP to change trans. location to 9117 Hogan Road, Jacksonville; change ant. of noncommercial educational FM; make changes in ant. system: ERP 37 kw; ant. height 460 ft.; remote control permitted. Action March 24.

■ WBET-FM Brockton, Mass.—Broadcast Bureau granted mod. of CP to make changes in transmission line. Action April 6.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: \*WCWL(FM) Stockbridge, Mass., to Oct. 6; WJMS-FM Ironwood, Mich., to Oct. 1; WAMB-FM Nashville to Sept. 4. Action April 4.

■ \*WCMP-FM Mt. Pleasant, Mich.—Broadcast Bureau granted mod. of CP to extend completion date to Oct 7. Action April 6.

■ KXLW Clayton, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 1. Action April 6.

■ WRNO(FM) New Orleans—Broadcast Bureau granted mod. of CP to make changes in ant. system: change ERP to 56 kw; ant. height 370 ft.; remote control permitted. Action April 4.

■ WUSJ Lockport, N.Y.—Broadcast Bureau mod. of CP to extend completion date to Sept. 26. Action April 6.

■ WOWI(FM) Norfolk, Va.—Broadcast Bureau granted mod. of CP to change trans. line; change studio location and remote control to 713 Colonial Avenue, Norfolk. Action April 5.

## Ownership changes

### Applications

■ KCAB-AM-FM Dardanelle, Ark.—Seeks transfer of control of Central Arkansas Broadcasting Co. from Parker Parker (294 shares before, 10 shares after) to G. Ronald Rye (none before, 284 shares after). Consideration: \$180,000. Principal: Mr. Rye is president of Investors Security Corp. management and investment firm in Dardanelle, Ark. March 22.

■ KSVK(AM) Richfield, Utah—Seeks transfer of control of Sevier Valley Broadcasting Co. from Homer R. Bandley (27,500 shares before, none after) to James G. Clawson (none before, 27,500 after). Consideration: \$80,000. Principal: Mr. Clawson is general manager of KSVK(AM) Richfield, Ark. March 22.

### Actions

■ WBAR(AM) Bartow, Fla.—Broadcast Bureau granted assignment of license from Radio Station WBAR Inc. to Polk County Broadcasters Inc. for \$72,500. Sellers: James E. Yarbrough, president, et al. Buyers: Michael R. Freeland (25%), James Ronald Lane (25%), James Kolb Miles (25%) and Richard Albright (25%). Mr. Freeland is sole owner of Camden Broadcasting Co. (WFWL(AM) Camden, Tenn.). He is also 62½% owner of Carroll Broadcasting Corp. (WKTA-FM McKenzie, Tenn.) and sole owner of Flora Broadcasting Co. (WNOI-FM Flora, Ill.). Mr. Miles is salesman for WJZM(AM) Clarksville, Tenn. Mr. Lane is employed by Camden Broadcasting Co. Mr. Albright is salesman for WJZM(AM) Clarksville, Tenn. Action March 22.

■ WIBB(AM) Macon, Ga.—Broadcast Bureau granted assignment of license from The Peace State Broadcasting Co. to WIBB Radio Inc. for \$410,000. Sellers: Thomas H. Maxwell, et al. Buyers: J. McCarthy Miller (100%). Mr. Miller is 64.8% owner of WCOA(AM) Pensacola, Fla. He is also president and 46% owner of Pensacola Omnivision. CATV firm in Pensacola, and vice president and 40% stockholder of WTRL Broadcasting Inc. Bradenton, Fla. Action March 30.

■ WHTV(TV) Meridian, Miss.—Broadcast Bureau granted assignment of license from Delta Communications Corp. to Central Television Inc. for \$30,000. Sellers: F. Carrington Weems, president, et al. Buyers: Frank K. Spain (80%), et al. Mr. Spain is president and majority stockholder in WTUV(TV) Tupelo, Miss. Action March 23.

■ WHOK-AM-FM Lancaster, Ohio—Broadcast Bureau granted assignment of license from Hocking Valley Broadcasting Corp. to WHOK Inc. for \$525,000. Sellers: Don Turnbull, secretary treasurer, et al. Buyers: William M. France (24%), Anthony S. Oceppek (24%), Richard H. Gehring (24%) Raymond Q. Armington (24%) and Richard E. Streeter (4%). Mr. France is vice president of Lake Communications Corp. (WPVL(AM)) Painesville, Ohio. He is also president of WHOK Inc. Painesville. Mr. Oceppek is president of Lake Communications Corp. Mr. Gehring is vice president of Lintern Corp., Mentor, Ohio. He is also vice president of Lake Communications Corp. Mr.

Armington is president and chairman of The Triax Co., Cleveland. He is also director of Lake Communications Corp. Mr. Streeter is director of Lake Communications Corp. Action March 30.

■ KIXL-AM-FM Dallas—Broadcast Bureau granted assignment of license from Strauss Broadcasting Co. to Crescent Communications Corp. for \$1,775,000. Sellers: Dan Hayslett, president, et al. Buyers: Morton G. Wolpert (34%), Curtis Owen (23%), et al. Mr. Wolpert is president and director of Continental Computer Assoc. Inc. computer leasing firm in Wyncote, Pa. He is also 33½% owner of Charter Financial Association, equipment and auto leasing firm in Wyncote and 25% owner of Universal Financial Association, equipment and computer brokers in Wyncote. Mr. Owen is general manager of Patcainr Leasing Co., Wyncote. He is also 33½% owner of Charter Financial Association and 68% owner of American Financial Services Corp. vendor lease programs Wyncote. Action March 27.

## CATV

### Final action

■ FCC issued declaratory ruling in response to petitions by two San Diego TV licensees, that CATV systems beginning to carry certain signals in areas where they had previously been prohibited should be treated as adding signals within meaning of rules and therefore certificate of compliance will be required before start of added service. (Doc. 18397-A).

### Actions on motions

■ Chief, Cable Television Bureau, granted petition by National Association of Broadcasters, and extended to April 17, time to file comments and to May 8, time to file reply comments in matter of amendment of part 76 of rules to govern importation of radio signals by cable television systems (Doc. 19418). Action March 30.

■ Chief Hearing Examiner Arthur A. Gladstone in California, Pa. (Southwest Pennsylvania Cable TV) CATV proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. to serve as presiding officer and scheduled prehearing conference for May 2, and hearing for June 1 (Doc. 19464). Action March 17.

■ Hearing Examiner Isadore A. Honig in Somerset, Pa. (Laurel Cablevision Co.) CATV proceeding, on examiner's own motion scheduled hearing conference for April 13 (Doc. 17538). Action April 14.

■ Hearing Examiner David I. Kraushaar in Aiken, S.C. and Williston, S.C. (Aiken Cablevision Inc. and Home CATV Co.) CATV proceeding, directed parties to show cause by April 17 why petitions involved should not be dismissed and proceeding terminated as moot (Docs. 17057, 17629). Action April 14.

■ Hearing Examiner Herbert Sharfman in Peoria, Peoria Heights and Bartonville, all Illinois (General Electric Cablevision Corp.) CATV proceeding, scheduled further prehearing conference for May 5 (Docs. 17144, 17155). Action April 3.

■ Hearing Examiner Herbert Sharfman in Rockford, Ill. (CATV of Rockford Inc., et al) CATV proceeding, scheduled further prehearing conference for May 5 (Docs. 17234-41, 18190-92). Action April 3.

■ Hearing Examiner Herbert Sharfman in Clinton, Iowa (Clinton TV Cable Company Inc.) CATV proceeding, scheduled further prehearing conference for May 5 (Doc. 18024). Action April 5.

## Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through April 11. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Temple City, Calif.*—Theta Cable, subsidiary of Hughes Aircraft, has been awarded franchise by city council.

■ *Port Richey, Fla.*—TM Communications of Florida has been awarded 15-year nonexclusive franchise by city council.

■ *Venice, Fla.*—Multiple-CATV owner Storer TV Cable Co. has been awarded 30-year franchise by city council.

■ *Shrewsbury, Pa.*—Regional Cable TV of Silver Spring, Md. has been awarded franchise by borough council.

■ *Sioux Falls, S.D.* *Apoka, Fla., Aberdeen and Pinehurst, both North Carolina*—Multiple-CATV owner American Television & Communications has been awarded franchises.

The "singles meeting" at Columbia Records takes place every Wednesday morning. About 40 people—heads of departments, art people, producers, promotion—cram into a smallish conference room on the 12th floor of "Black Rock," the CBS building in New York. The purpose of the weekly meeting is to coordinate the promotion, advertising buys, concert dates, art work and other detail on current records, of which some 330 will be released this year to generate an estimated \$150-million worth of business. In charge of this meeting is Clive Davis, president of what CBS calls the biggest record production and manufacturing company in the world.

Mr. Davis, born and raised in New York, has an extremely cultured demeanor. He is a collector of art, almost fiercely articulate, tastefully dressed. Yet he has enormous dedication to and love for popular music. It seems incongruous: a man who looks as though he ought to be a curator at the Museum of Modern Art bopping and swaying and drumming on the table right along with the loudest and raunchiest of today's rock.

At the end of the conference room where the singles meeting is held are the two huge speakers, five feet by three feet at least, through which the new releases are played. He sits no more than six feet away from the speakers and the sound is deafening. Even in his private office, when he is reviewing a demo, the volume is almost full up. Like his young customers, he wants his music loud.

A lawyer by training, Clive Davis says, "I haven't thought about law since I joined this company. Most of my time is dedicated to the creative aspects of the company." He is active in signing artists, selecting material for albums and singles, and enjoys close personal friendships with many of the artists on the label.

Why is it important for the president of so large a company, prospering in so fickle a market, to become active in A&R (artist and repertoire) functions? "Because my competition is other heads of companies," he says. "My competition, Jerry Wexler and Ahmet Ertegun, Joe [Smith] and Mo [Austin], Jac Holzman, are all very active in finding and signing talent. Not wishing to criticize any other company, I feel that the companies where the presidents are not active in the creative areas are the ones who really aren't doing very well."

He was directly responsible for the signing of Laura Nyro, Blood, Sweat and Tears, Chicago, Santana, and Johnny and Edgar Winter. The Monterey Pop Festival of 1967, he says, was very instrumental in developing the vision he has had for Columbia. It was at Monterey that he first saw and contracted Janis Joplin to the Columbia label.

Columbia is also one of the few companies that produces music in all areas. Mr. Davis has committed the company to recording the complete works of Stravinsky, and to a series of re-issues

## Sound combination: Clive Davis and today's music

including Bessie Smith, Billie Holiday, Robert Johnson and Charlie Christian. It could be surmised that a company would have to be flexible to produce records by Leonard Bernstein, Bob Dylan, Barbra Streisand, Morton Subotnick (a pioneer of electronic music), Johnny Cash, and "I Can Hear It Now" (the spoken-word series).

In the music business, when someone says "He's got ears," it means something very special. There are plenty of people in that business without "ears" (usually their jobs are safely removed from the business of judging music or perceiving trends). Clearly Columbia has a president with "ears": the company walked away from the 1971 Grammy Award presentations with 20 of the 44 Grammys. It also won 15 gold records last year, more than any other record company.

In July 1971, Mr. Davis was appointed president of the newly combined CBS Records Division (domestic) and CBS Records International. To-

gether the divisions produced 380 million records and tapes for worldwide distribution. His prominence as a spokesman and trend-setter in the record industry began with his move in 1967 to price all LP's—both stereo and mono—the same. As other companies followed suit, mono records were soon phased out altogether. He is also credited with being the pioneer of variable pricing—adding \$1 to the price of an LP according to demand and cost factors.

Columbia hopes to maintain its leading edge with its own quadrasonic system, four-channel sound, called SQ. Four other record companies have come to CBS in order to produce quad albums of their own. Other operations of CBS's Records Division include record retailing—it owns a discount record stores chain, audio equipment retailing, newly acquired Pacific Stereo, plus a tape and disk manufacturing facility in Indiana.

"I try to run this organization as the hungriest of young companies," he says, "a lack of bureaucracy, informal lines of communications. I hate it when somebody says 'that's not my responsibility, go ask somebody else.'"

One of Mr. Davis's pressing concerns of the moment has less to do with his zest for music than with his legal background. Columbia Records, on its own behalf and on the behalf of other record companies hurt by the recent wave of tape and record piracy, has filed a \$250-million class-action suit against all the companies now engaged in unauthorized duplication of recorded material. Some estimates put the cost to the industry of record piracy as high as \$100 million a year.

One of the problems associated with stopping the piracy stems from the legislation passed last year that now protects recordings made after Feb. 15, 1971, from duplication but does not protect anything before that date. The only way companies have been able to deal with the duplicators has been through individual court orders issued through state courts. Mr. Davis hopes that this broad suit will be able to cut through much of the red tape involved in stopping the piracy.

"The one thing my law background has given me," Mr. Davis says, "is a talent for organizing and a taste for hard work. And there really is so much to be done." He arrives at work some time between 8:30 and 9:30 "depending on the day" and is rarely home before 8 p.m. "I insist on eating dinner with my family every night," he says. "Even if I have a dinner engagement, I go home and spend some time with them."

He may even be spending more time at home of late, since the arrival of his new son barely three weeks ago. "We've thought of moving to the suburbs"—he lives in Manhattan several blocks from the office—"for the children's sake. No, no. I take that back. The children don't enter into it at all really. Sometimes I feel that if we moved to the suburbs the pace might slow down a bit."

### WeeksProfile



*Clive Jay Davis—president, CBS/Records group; b. April 4, 1932, New York City; B.A., New York University, Phi Beta Kappa, 1954; LL.B., Harvard Law School, 1956; private practice, Roseman, Colin, Kaye, Petschek, Freund and Emil, 1956-60; counsel, CBS Records, 1960-66; general manager CBS Records, 1966-67; president, CBS Records Division, 1967-70; president, CBS/Records group, 1970-; m. Janet Adelburg, Aug. 6, 1966; children—Fred 12, Lauren 10 (by his first marriage), Mitchell 20 months, Douglas 3 weeks.*

## They tried it and liked it

The majority of broadcasters who attended the 50th anniversary convention of the National Association of Broadcasters in Chicago last week should have liked what they heard. Few of the speakers gilded the anniversary lily. Most talked realistically about the deplorable state of broadcast regulation and the strong countermeasures needed to regain ground that was given too easily in the fat years.

From the opening keynote, in which President Vincent T. Wasilewski called for strong political action to protect franchises and revenues, the tenor was to declare resistance to legislative, regulatory and special-interest extremes by all legitimate means. There was encouragement from government, too, beginning with the President himself.

Mr. Nixon's message, delivered by the administration's director of communications, Herbert G. Klein, went far beyond the perfunctory greeting. It made commitments.

The over-all record of the convention contains more substance than may have been immediately apparent to the speakers' audiences. This is not to play down the oratorical tours de force of John Connally, the secretary of treasury, and the Rev. Billy Graham, winner of the NAB's Distinguished Service Award. But the words of President Nixon and Clay T. Whitehead, director of the Office of Telecommunications Policy, put the administration on the side of realistic regulation, and against the excesses of recent times.

If the broadcasters' main point of regulation, the FCC, dispatched no missionary with a gospel to match that of the White House, there was some comfort for them to take in the speech of FCC Chairman Dean Burch. Even though the chairman made much of his main point that there would always be an FCC, he went out of his way to promise even-handed consideration of the broadcasters' side of things.

It is hard to recall in modern times when government representatives at an NAB convention were in greater sympathy with licensees. There was a recognition of recent overkill in the regulatory process. There was an endorsement of the principle that profits are a legitimate end in broadcasting and essential to finance the variety of programming the public now receives. In that context, stability in the license-renewal process was given administration support.

If broadcasters were disappointed to be told officially for the first time by the NAB that there would be no legislative relief in license renewals at this session of the Congress, they had no reason to be surprised. They had been forewarned. Considering the friendlier attitude in the executive branch and disposition toward moderation at the FCC, and assuming no letdown in the broadcasters' efforts to explain their plight to Congress, it is entirely possible that they can get the bill they need next year. That is more than they had reason to expect at their 1971 convention.

## Let our people go

It was made apparent by FCC Chairman Dean Burch and Commissioner Richard E. Wiley last week that radio is headed for some sort of de-regulation. Mr. Wiley, who is chairman of the task force on the project, was especially encouraging during an appearance before the NAB convention. Mr. Burch lent emphasis by declaring that the FCC "stands ready to rewrite as much of the book as necessary."

All to the good, and about time. The longer radio and television operate, the more unlike their services and

natures become. It makes no sense for the two of them to be indiscriminately treated in the same regulatory scheme.

On more than one occasion radio has fallen innocent victim to governmental restraints precipitated by television and aimed at its control. The law prohibiting broadcast advertising of cigarettes was a conspicuous example. Television was the target. Radio got hit by accident. A separation of radio and television in the regulatory approach of the FCC ought to encourage their separation elsewhere.

So the sooner the FCC gets on with radio de-regulation the better. It can then proceed to the second part of the job, de-regulating television.

## Way to oblivion

Broadcasters were exhorted last week to commit themselves to vigorous political action. In public forums and private rooms at the National Association of Broadcasters convention, the talk was of legislative contact and even tangible political support. The creation of an apparatus to disburse campaign contributions was under consideration.

There is nothing wrong in any of that. As subjects of federal licensing that flows from federal law, broadcasters have more reason than most businessmen to maintain a presence in Washington.

There is, however, a danger that broadcasters will confuse their roles as political activists and broadcast journalists. The confusion may have already set in.

Vincent T. Wasilewski, NAB president, said broadcasters should "go beyond political reporting" and get into political action. Mark Evans, chairman of the association's task force on license renewal, was more explicit. He recommended that broadcasters give more time at better hours to "the men who represent us in the Congress."

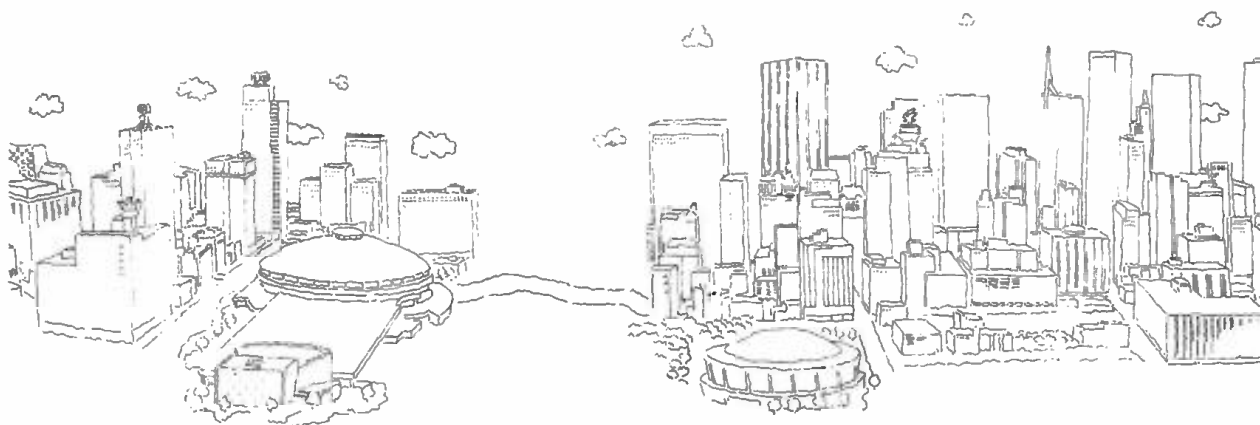
That is not very good advice. The minute broadcasters begin using their facilities to curry favor, they have corrupted their journalistic function and abandoned all claims to editorial independence. It is possible to conduct political action without journalistic compromise. For broadcasters who do not now understand that distinction, it must be learned fast.



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