Cable's home free on copyright — Judge Motley
Flood gates open on New York area petitions to deny

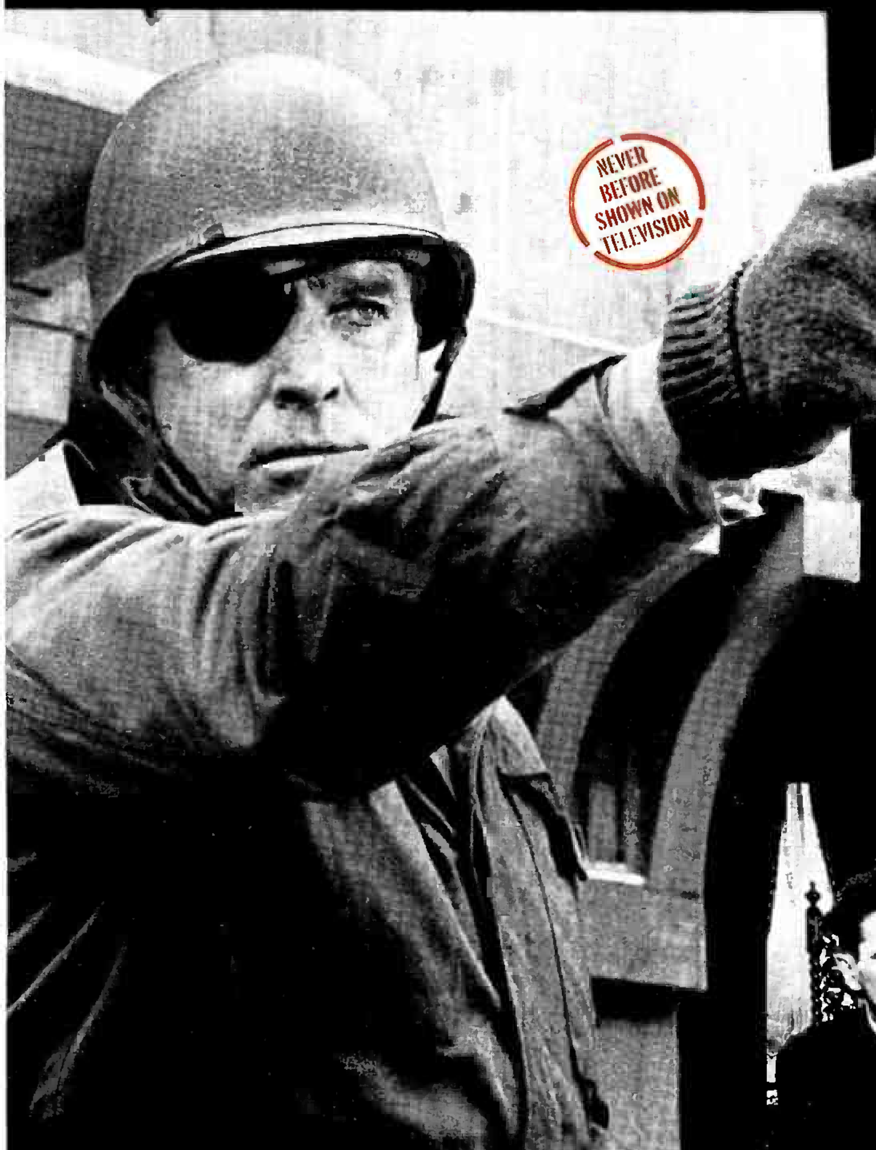
Broadcasting May 8

The newsweekly of broadcasting and allied arts

Our 41st Year 1972

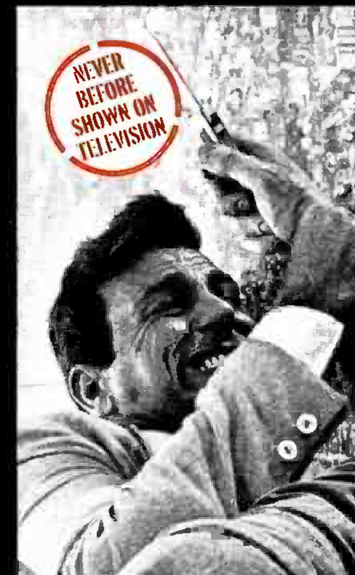
Never before shown on T

Volume VI Prime Time Features



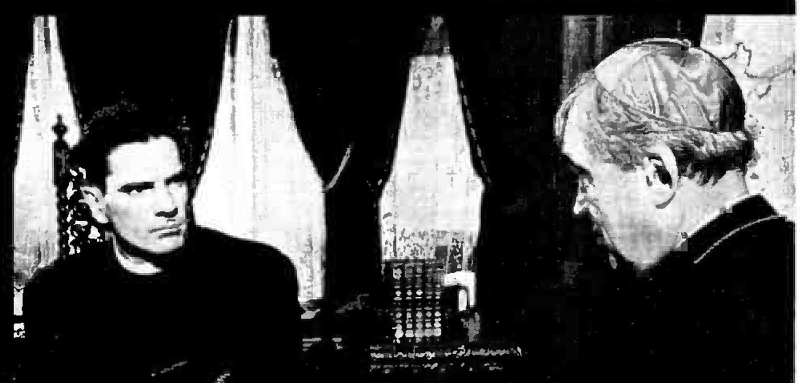
Castle Keep

Never before was a 10th Century castle in a 20th Century war filled with so many princes of adventure... BURT LANCASTER, PETER FALK, PATRICK O'NEAL and JEAN-PIERRE AUMONT.



Kiss The Girls And Make Them Die

Never again will CIA agent MIKE CONNORS get involved in a fiendish plot to sterilize the world... especially after meeting beautiful blonde agent DOROTHY PROVINE.

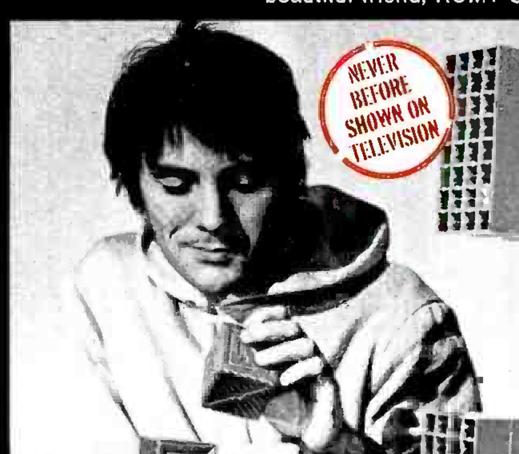


The Cardinal

Never once did TOM TRYON suspect he would rise to great heights in the church, nor did his sister, CAROL LYNLEY, and beautiful friend, ROMY SCHNEIDER.

Before Winter Comes

Never has the Cold War been so hot as when DAVID NIVEN, TOPOL and ANNA KARINA occupy Austria along with the Russian and British armies.



The Mind Of Mr. Soames

Never mind the fact that TERENCE STAMP gives the most chilling performance of his career, ROBERT VAUGHN and NIGEL DAVENPORT have the brains to do likewise.

Heroes of Telemark

Never give KIRK DOUGLAS a stick of dynamite to fight the German army... not when the explosive ULLA JACOBSONN is around.

V plus 1st-run off network.

The Pursuit of Happiness
Never have two of today's most popular young stars — MICHAEL SARRAZIN and BARBARA HERSHEY — rebelled against the Establishment in such an entertaining fashion.

Loving
Never underestimate the power of a woman. And when the woman is EVA MARIE SAINT married to philanderer GEORGE SEGAL, don't underestimate the power of this movie.

The Mad Room
Never believe anyone as beautiful as STELLA STEVENS can't flip her wig and resort to a brutal killing. SHELLEY WINTERS believed and lost her head.

Casino Royale
Never invite PETER SELLERS, DAVID NIVEN, ORSON WELLES, WILLIAM HOLDEN, CHARLES BOYER, WOODY ALLEN and a raft of goreous girls to the same movie . . . unless you want bright and exciting things to happen.

Anzio
Never trust ROBERT MITCHUM to rout the Germans in Italy without PETER FALK, ARTHUR KENNEDY and ROBERT RYAN. It's more exciting that way.

In addition to the audience-getters mentioned above, Screen Gems Volume VI also includes such outstanding films as: DIVORCE AMERICAN STYLE, ADVISE & CONSENT, DON'T RAISE THE BRIDGE, LOWER THE RIVER, THE COMIC, DUFFY, PENDULUM, BERSERK, INTERLUDE, SHADOW ON THE LAND, THE FEMINIST AND THE FUZZ, THE SHERIFF, FURY ON THE BOSPHORUS, MASSACRE AT GRAND CANYON and SEVEN FROM TEXAS.

Screen Gems Volume VI

We'd like to thank the British (Broadcasting Corporation) for starting the second American Revolution.

It's a revolution in quality programming.
BBC-TV productions and co-productions have received no less than 24 Emmy nominations:

THE SIX WIVES OF HENRY VIII (CBS)
OUTSTANDING SERIES—DRAMA
Ronald Travers and Mark Shivas, Producers.
OUTSTANDING SINGLE PROGRAM—DRAMA OR COMEDY
"Jane Seymour." Ronald Travers and Mark Shivas, Producers.
OUTSTANDING NEW SERIES
Ronald Travers and Mark Shivas, Producers.
OUTSTANDING SINGLE PERFORMANCE, ACTOR IN LEADING ROLE
Keith Michell, "Catherine Howard."
OUTSTANDING CONTINUED PERFORMANCE, ACTOR IN LEADING ROLE IN DRAMATIC SERIES
Keith Michell.

ELIZABETH R (PBS)
OUTSTANDING SERIES—DRAMA
Masterpiece Theatre. Christopher Sarson, Executive Producer;
Roderick Graham, Producer.
OUTSTANDING SINGLE PROGRAM—DRAMA OR COMEDY
"The Lion's Cub." Masterpiece Theatre.
Christopher Sarson, Executive Producer;
Roderick Graham, Producer.
OUTSTANDING NEW SERIES
Masterpiece Theatre. Christopher Sarson, Executive Producer;
Roderick Graham, Producer.
OUTSTANDING SINGLE PERFORMANCE, ACTRESS IN LEADING ROLE
Glenda Jackson, "The Lion's Cub." Masterpiece Theatre.
OUTSTANDING SINGLE PERFORMANCE, ACTRESS IN LEADING ROLE
Glenda Jackson, "Shadow in the Sun." Masterpiece Theatre.
OUTSTANDING CONTINUED PERFORMANCE, ACTRESS IN LEADING ROLE IN DRAMATIC SERIES
Glenda Jackson. Masterpiece Theatre.
OUTSTANDING ACHIEVEMENT COSTUME DESIGN
Elizabeth Waller, "The Lion's Cub." Masterpiece Theatre.

The Snow Goose (NBC)
(A co-production of BBC-TV and UNIVERSAL-TV)
OUTSTANDING SINGLE PROGRAM—DRAMA OR COMEDY
Hallmark Hall of Fame. Frank O'Connor, Producer.
OUTSTANDING SINGLE PERFORMANCE, ACTOR IN LEADING ROLE
Richard Harris. Hallmark Hall of Fame.
OUTSTANDING PERFORMANCE, ACTRESS IN SUPPORTING ROLE IN DRAMA
Jenny Agutter. Hallmark Hall of Fame.
OUTSTANDING DIRECTORIAL ACHIEVEMENT, DRAMA
Patrick Garland. Hallmark Hall of Fame.
OUTSTANDING WRITING ACHIEVEMENT, DRAMA, ADAPTATION
Paul W. Gallico. Hallmark Hall of Fame.
OUTSTANDING ACHIEVEMENT, MUSIC COMPOSITION
Carl Davis. Hallmark Hall of Fame.
OUTSTANDING ACHIEVEMENT, FILM EDITING, ENTERTAINMENT PROGRAMMING
Ken Pearce. Hallmark Hall of Fame.
OUTSTANDING ACHIEVEMENT CINEMATOGRAPHY, ENTERTAINMENT PROGRAMMING
Ray Henman. Hallmark Hall of Fame.
OUTSTANDING ACHIEVEMENT, ART DIRECTION OR SCENIC DESIGN
Stanley Morris. Hallmark Hall of Fame.

The Search for the Nile (NBC)
(A co-production of BBC-TV and TIME-LIFE FILMS)
SPECIAL CLASSIFICATION, OUTSTANDING PROGRAM—DOCU-DRAMA
Christopher Ralling, Producer.
SPECIAL CLASSIFICATION—INDIVIDUAL ACHIEVEMENT
Michael Hastings and Derek Marlow, Writers.
SPECIAL CLASSIFICATION—INDIVIDUAL ACHIEVEMENT
Brian Tufano and John Baker, Cinematographers.

TIME-LIFE FILMS is pleased to be in the thick of this second American Revolution. (As co-producers and distributors of "The Search for the Nile," and as distributors of "The Six Wives of Henry VIII" and "Elizabeth R.") And we think our pleasure is only natural. After all, the second American Revolution is the first revolution in history where everybody wins.

TIME LIFE FILMS
Time & Life Building
Rockefeller Center
New York, N.Y. 10020
Phone (212) 586-1212

Broadcasting May8

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WGAL-TV programming designed for varied interests of its audiences

The thriving market area reached by this pioneer television station is marked by great diversity. Heavy and light industry, service organizations, local and regional businesses, and agriculture all contribute to its stability and prosperity. WGAL-TV programs serve the best interests of all facets. An example, the interesting coverage of the recent great annual Pennsylvania Farm Show.











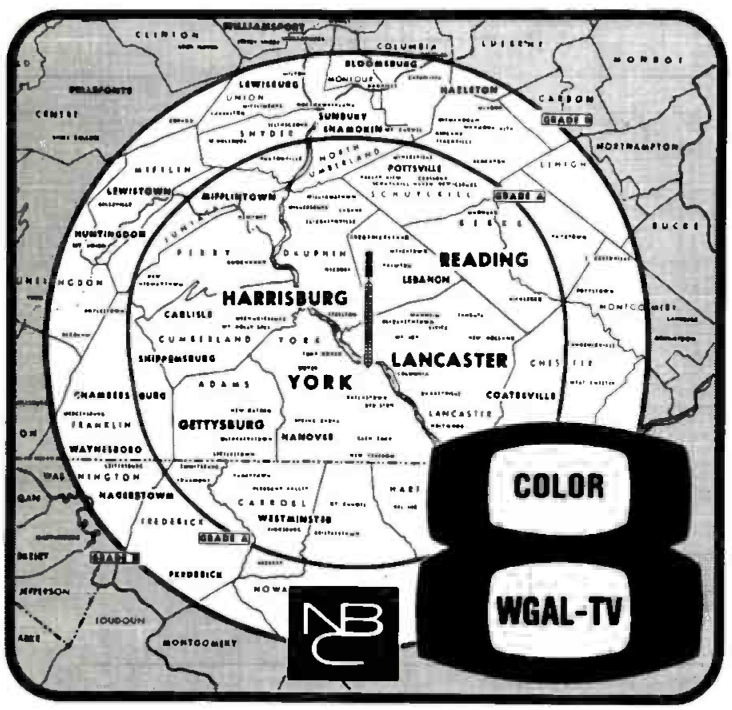

WGAL-TV

Channel 8 • Lancaster, Pa.

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

Closed Circuit®

Price of pacification

McGraw-Hill reportedly has come to terms with groups opposing its acquisition of five Time-Life television stations, and concessions far exceed those in any earlier settlement between challenger and challenged. Word is that WOOD-TV Grand Rapids, Mich., one of four T-L stations in top-50 markets, will be spun off to third party to satisfy demand by Albert H. Kramer, of Citizens Communications Center, Washington, that no more than three top-50 VHF's pass to McGraw-Hill. In addition there are said to be extensive guarantees of minority programing and employment. It's long leap beyond Mr. Kramer's pioneering deal with Capital Cities Broadcasting, which committed $1 million to minority programing in exchange for his withdrawal of protests against Capcities' acquisition of Triangle stations (BROADCASTING, Jan. 11, 1971).

Next step in McGraw-Hill and Kramer accommodation is to get FCC to agree to Mr. Kramer's withdrawal of appeal he filed in U.S. Court of Appeals against FCC approval of McGraw-Hill purchase. To get court to release case quickly, both Mr. Kramer as appellant and FCC as appellee must ask out. Last week Mr. Kramer sought and got extension—to May 11—of deadline for submission of his appellate brief.

Corner

Delegates to last week's convention of NBC-TV affiliates in Los Angeles were beginning to talk of Julian Goodman, NBC president, as destined to succeed to broadcast leadership now generally accorded to Frank Stanton, CBS vice chairman, who is scheduled to retire next year. Mr. Goodman made hit with strong speech urging resistance to government incursions (see page 36). Mr. Goodman, whose 50th birthday was last Monday (May 1), was making his seventh appearance at annual station convention as NBC president. His background in news, station management and general administration was cited by affiliates as qualifying him for broadcast-spokesman's role.

Second look

FCC today (Monday) begins digging into questions raised by petitions for reconsideration of its CATV rules, with all signs indicating there will be no major changes. And one issue that has some broadcasters exercised—date when cable systems' grandfather rights ran out—may turn out to be less controversial than expected. Date is now March 31, when rules became effective; some broadcasters want date moved back to Feb. 2, when adoption of rules was announced. (Others have asked for date in November 1971 when consensus agreement was reached.) Preliminary staff check indicates that, at least in core cities, every proposal by CATV system to add new signals since beginning of January has been opposed by broadcasters and, thus, stymied.

Other issues likely to cause debate are small-market broadcasters' demands for more protection than rules now afford them, and question of whether significant viewing test might work two ways—to require systems to drop as well as add signals. Betting is that commission will not finish work on reconsideration issue this week.

Helping hands

NBC-TV affiliates at Los Angeles convention last week did much more than adopt formal resolution backing NBC President Julian Goodman's announced intention of litigating antitrust suits against networks. In private session they unanimously voted to retain Washington counsel and intervene in NBC case on grounds of life-and-death economic interest. Upon motion of Jack Harris, KPRC Inc., Houston, affiliates pledged initial contribution of $200 per station to underwrite intervention.

Affiliate board chairman, Robert W. Ferguson, WTRF-TV Wheeling, W. Va., named committee of Mr. Harris; Harold Grams, KSD-TV St. Louis; A. Louis Read, WDSU-TV New Orleans, and Doug Manship, WBRZ-TV Baton Rouge, to implement legal intercession.

Accidental bonuses

Spot television discrepancies can work both ways. As told by Benton & Bowles, New York, whose clients include some of biggest spot users, agency often gets more than its money's worth. B&B conducts elaborate audits, taking single week out of spot schedules of individual clients, using data compiled in Broadcast Advertisers Reports (BAR) monitoring in 75 major markets.

In reporting on latest audit—1,395 spots run in one week for client that B&B would not identify—Robert Lyman, agency's senior vice president-finance, told closed workshop held last week in Hershey, Pa., by Association of National Advertisers, that more spots were run than scheduled and paid for.

Phase II

TV stations are up in arms over renewal prices demanded by syndicators on number of made-for-syndication programs that were successful in prime time this past season and are legally eligible for return next season when off-network series will be disqualified by FCC access rule. Station executives claim syndicators initially sought 200% to 300% increases over current prices for 1972-73, and some say they reluctantly paid as much as 100% boost to retain programs. Among shows mentioned are *What's My Line?*, *Let's Make a Deal*, *To Tell the Truth* and *Truth or Consequences*. There's also complaint about prices sought for *Ironside*, being offered for future syndication though it's still on network. Syndicators say that their prices were beaten down by stations last year and substantial boosts are justified. Stations claim that since they cannot use off-network series in prime positions next fall, some syndicators are exploiting situation.

At least one station, WJW-TV Cleveland, has complaint pending with federal Price Commission. It charged ABC Films raised per-episode price of *Let's Make a Deal* from $900 to $2,400 for renewal of 52 episodes. Price Commission referred complaint to its New York office.

Readying the stage

Harley O. Staggers (D-W. Va.) says his House Investigations Subcommittee will hold hearings on news staging and that various dates are being talked about, but he declines to be more specific. Insiders point to lack of time remaining in session, problem of getting members together and press of other subcommittee matters as factors that could be making it difficult to nail down hearing dates.

When hearing is held, it's expected to involve those who have voluntarily given information to subcommittee on news staging. Such was case last year when employes at CBS News, Los Angeles, provided information to subcommittee investigator who also refused to talk to bureau executives (BROADCASTING, Aug. 9, 1971). It's also known that hearing will involve more than that one network.

Washington residents

There was talk some time ago that Frank Shakespeare, director of United States Information Agency, would quit to take active role in Nixon campaign of 1972, as he did in 1968. Word now is that Mr. Shakespeare, who just won hard fight for Senate approval of his budget (see page 41), will stay where he is—unless he opts for return to private business. There's some doubt he will go back to CBS and career he left to join Mr. Nixon.

Another broadcaster, Kenneth Giddens, director of USIA's Voice of America, is also staying put, at least for now. He says his business interests, which include WKRG-AM-FM-TV Mobile, Ala., are running well without his supervision, and he's under no compulsion to go home. With fight for budget won, after bloody and prolonged encounter with Senator J. W. Fulbright (D-Ark.), chairman of Foreign Affairs Committee, Mr. Shakespeare went on vacation last week. Mr. Giddens was still on job in Washington.

At Deadline

Cypress to TVC for $58.7 million

Acquisition of cable systems will make purchaser second only to Teleprompter in size

Television Communications Corp. has agreed in principle to acquire Cypress Communications Corp. in estimated $58.78-million stock deal that would make TVC nation's second largest cable-TV operator.

Agreement, announced by Alfred R. Stern, president of TVC, and Burt I. Harris, president of Cypress, calls for Cypress stockholders to receive approximately 1,375,000 shares of common stock of Warner Communications Corp., TVC parent company. At $42.75 price for Warner shares, on which deal was said to be based, indicated value would be $58,781,250. Agreement is subject to approval by directors and stockholders of Cypress and directors of Warner Communications.

Announcement said Cypress cable systems serve approximately 170,000 subscribers and that acquisition would push TVC's total to about 360,000, making it second largest in U.S. Teleprompter Corp. is largest with approximately 620,000 subscribers.

TVC President Stern expressed confidence that "Cypress management team and TVC's experienced management slate will complement each other, thereby increasing our capability for continued growth in the future."

Warner shares, traded on New York Stock Exchange, rose $1 to $43.75 on day deal was announced, while Cypress stock, in over-the-counter market, rose more than $3 to $18.50.

Frost opts for change

Will terminate his syndicated show in July, announces plans for ambitious projects in TV, movies

David Frost Show, one of most widely acclaimed programs in TV syndication past three years, will cease production about July 1, officials said Friday (May 5). Instead, Mr. Frost and Group W, whose Group W Productions is producer of show, have reached new agreement under which Mr. Frost will do six world-wide public-affairs specials over next two years and 26 new editions of *David Frost Revue*, launched last fall by Group W as weekly half-hour designed for prime-time scheduling.

Donald H. McGannon, president and chairman of Group W, said move was initiated by Mr. Frost, who felt this was time "to change direction and move on to something new." Mr. McGannon said he was "truly sorry" to see show end, calling it "one of the few genuine innovations in the past decade, whether in bringing serious issues before a mass audience or in creating new forms such as the 90-minute interview."

Frost currently is in about 70 markets. It runs 90 minutes in length, five times per week, and is generally regarded as expensive production.

Mr. Frost meanwhile is announcing plans today (May 8) for additional TV and also motion-picture productions, with budgets said to total more than $10 million, by his David Paradine group of companies. He and his managing director, Richard Armitage, said TV plans include series of four major films by Howard Fast entitled "The Revolutionaries," for ABC-TV; new James Michener project already under way; deal with author Georges Simenon for series of Maigret detective films for U.S. television and production of six TV series in Britain during current year.

There's a clean Dean, and a lot of politics in NBC-TV's future

Goodman, Ervin, Frank face affiliates behind doors at Los Angeles convention

In closed-door session between TV affiliates and NBC management at affiliates convention in Los Angeles (see page 36), most important subjects covered were questionable taste of *Dean Martin* program, political broadcasting and news coverage.

Affiliates were told that standards VP Herminio Traviesas and corporate information VP Robert D. Kasmire had discussion last month with producer Greg Garrison about blue material on Martin show and that now there's confidence that problems will be eliminated in new season, with writers particularly being on good behavior.

Sale of political time in presidential campaign was outlined by Executive VP Thomas Ervin. Network will rely primarily on minutes, but will make 30-second positions available when requested. Extra minutes will be added to programs that will be specified for political sales, namely one minute added to 60 and 90-minute programs, and two minutes added in feature film programs. These minutes will be sold at 50% of card rate. From mid-September on NBC will make five minutes per week available for local or station use on noncoop basis.

Network made it understood that on half-hour programs, if orders are received for political sale, they would be moved into prime access time because NBC this year effectively only has three non-access period prime time half-hours available, as compared to eight half-hours per week available in 1968. Network also will make five-minute periods available for political broadcasting in daytime schedule, most of them by shortening *Today* program by five minutes when needed.

Several questions were raised about news coverage, including excessive length of time that seems to be devoted to coverage of live events such as moon shots, how problems of convention coverage of 1968 are to be avoided, and allegation that NBC slants its documentary and news reports. NBC News President Reuven Frank affirmed that network's philosophy about live events is to continue to provide full and complete coverage but with indication that possibly more selectivity may be exercised in future.

On charge that network slants news, NBC President Julian Goodman expressed belief "that the generalized complaint of bias is dropping." He added: "In general I think that it is not a problem that should be of serious concern."

Mr. Frank defended NBC newsmen John Chancellor and Garrick Utley from question that intimated they slanted news via raised eyebrows technique. Mr. Frank said his people were "professional, careful reporters" who have "inexpressive eyebrows."

FCC hears misgivings about programing proposal

Broadcast attorneys last week gave mixed reviews to FCC proposal for establishing percentage of programing as standards for judging performance of renewal applicant in comparative hearing.

Some, in day and half of oral argument that ended Friday (May 5), said they had "reluctantly" concluded that standards—not necessarily as prescribed by commission—were necessary to restore "stability and predictability" to industry they said had lost both as result of WHDH Inc. decision.

"There is merit in letting the broadcaster know what you're doing," said Thomas Wall, speaking in behalf of several broadcast clients. But he offered caveat: "They are guides, nothing more—not inflexible standards."

Percentages proposed are 10-15% over-all of local programing; 8-10% news for network affiliates and 5% for independents, and 3-5% public affairs.

Other attorneys took more traditional view that government has no role in programing. "It's wrong for the government to decide the type and quantity of programing that public will receive," said Ralph Goldberg, counsel for CBS Inc. He suggested that commission use its 1960 policy statement on programing as guide in determining value of service stations are providing.

Number of attorneys made it clear

what they really would prefer is congressional enactment of pending bills aimed at providing broadcasters some protection at license-renewal time. National Association of Broadcaster's John Summers, who also opposed percentages, said: "Changing composition of commission could result in changing criteria, and courts can second-guess FCC on criteria it establishes."

Toughest talk came from Edward P. Morgan, counsel for number of applicants seeking to displace incumbents; his firm last week filed new competing application, in behalf of New York area group, against renewal of RKO General Inc.'s WOR-TV New York (see accompanying "Deadline" story).

"This whole problem is wrapped up in the problem of saving the capital-gain picture of the industry," he said. But, he said, that is no problem, since station profits are adequate to insure industry stability. In any case, he added, that is not matter for commission to consider in making its judgment.

Oral argument was part of further inquiry commission instituted after U.S. Court of Appeals in Washington declared illegal Jan. 15, 1970, policy statement designed to assure incumbent he would be favored in comparative hearing if he had provided "substantial service." Statement had been issued in wake of concern created by commission decision denying renewal to WHDH-TV Boston and granting competing application.

Midway through afternoon session of oral argument Thursday, commission was informed of further court decision in that proceeding. It had just denied request of Citizens Communications Center and Black Efforts for Soul in Television that it direct commission to hold rulemaking to determine what constitutes "superior service." CCC and BEST, along with clients of Mr. Morgan, brought suits that led to invalidating 1970 policy statement.

However, court, in response to request for clarification, said it had used "superior" as dictionary defines term—meaning "far above average." Although court's discussion of "superior service" was offered in form of suggestion, it could mean trouble for commission in future. In issuing further inquiry, commission rejected definition of superior under which only stations in top rank would merit "plus." Commission said it would not serve public interest "artificially to require ever advancing amounts."

Former Chairman Rosel H. Hyde, who sat through oral argument, had last word. Invited by Chairman Dean Burch to offer comment, Mr. Hyde did not address percentages issue. Rather he urged commission to review policy statement it issued in 1965 setting forth criteria to be used in comparative hearings involving new applicants only but which commission relied on in WHDH case.

Criteria are designed to give advantage to local applicant with no other media interests. But Mr. Hyde, who had voted against statement, said criteria have come to be regarded as absolutes although they were designed as guides. And if they are applied in hearings involving renewal applicant, he said, effect is to "cut off its hearing rights."

WOR-TV joins that list of challenged stations

Group of 24 New York City area residents, organized as Multistate Communications Inc., are challenging RKO General Inc. for occupancy of New York channel 9, on which WOR-TV operates.

Competing application was only one filed against major New York or New Jersey station last week, when deadline for such applications passed. One other competing application was filed against WLIR(FM) Garden City, N.Y., by local group, which also filed petition to deny station's license.

But in all, late check Friday revealed that total of 30 stations in those states face petitions to deny filed by 15 groups; some stations face number of petitions. Most had become available for inspection at commission earlier in week (see page 32).

President and 10% owner of Multistate is Charles O. Blaisdell, attorney and director and officer in number of corporations, including several that own producing oil property. His son, Charles O. Blaisdell, III, also attorney, is secretary-treasurer and 2% owner.

Other principals are R. Leslie Cizek and Thompson Shea, who are officers and directors in an insurance brokerage, and John J. Deering. Each owns 10%.

RKO General now is being challenged for occupancy of three channels—channel 9, Los Angeles (KHJ-TV), channel 7, Boston (WNAC-TV) are others. And in all cases, law firm for competing applicants is same, Welch and Morgan.

Petition filed Friday, as extended deadline for filing was about to expire (normal deadline was Monday) was directed against WCBS-TV, making it most filed-against station in May 1 renewal group.

Petition was filed in behalf of Black Citizens for Fair Media and said that, although WCBS-TV "has recognized" it has responsibility to city's 1.6 million blacks, it has "blacked out blacks from its programing and has excluded them from meaningful or decision-making positions at the station."

Station's vice president and general manager, Robert L. Hosking, said station and BCFM had held series of meetings in effort to resolve differences but that no agreement could be reached. Result of bowing to "all the demands of pressure groups," he said, "would be a highly fragmented program schedule appealing to no one, a station management that could not effectively function, and employment and training practices which are not based on a person's qualifications."

Week's Headliners


Mr. Rierson


Mr. Nugent


Mr. Lipsen

Robert L. Rierson, director of broadcasting, WCBS-TV New York, named to newly created post of president, Telcom Associates Inc., New York, programing consultant and buying service with station clients in more than 100 markets. Mr. Rierson has been in broadcasting for 23 years and earlier was director of programs for WTOP-TV Washington and program manager of WJBK-TV Detroit. **Herb Jacobs** continues as Telcom chairman.

Burns Nugent, 47, VP and general manager, Blackhawk Broadcasting Stations, Waterloo, Iowa, named executive VP for station relations, National Association of Broadcasters, Washington (see page 44).

Charles B. Lipsen, Washington attorney, named vice president for government relations, National Cable Television Association (see page 58).

For other industry developments
see "Fates & Fortunes," page 67

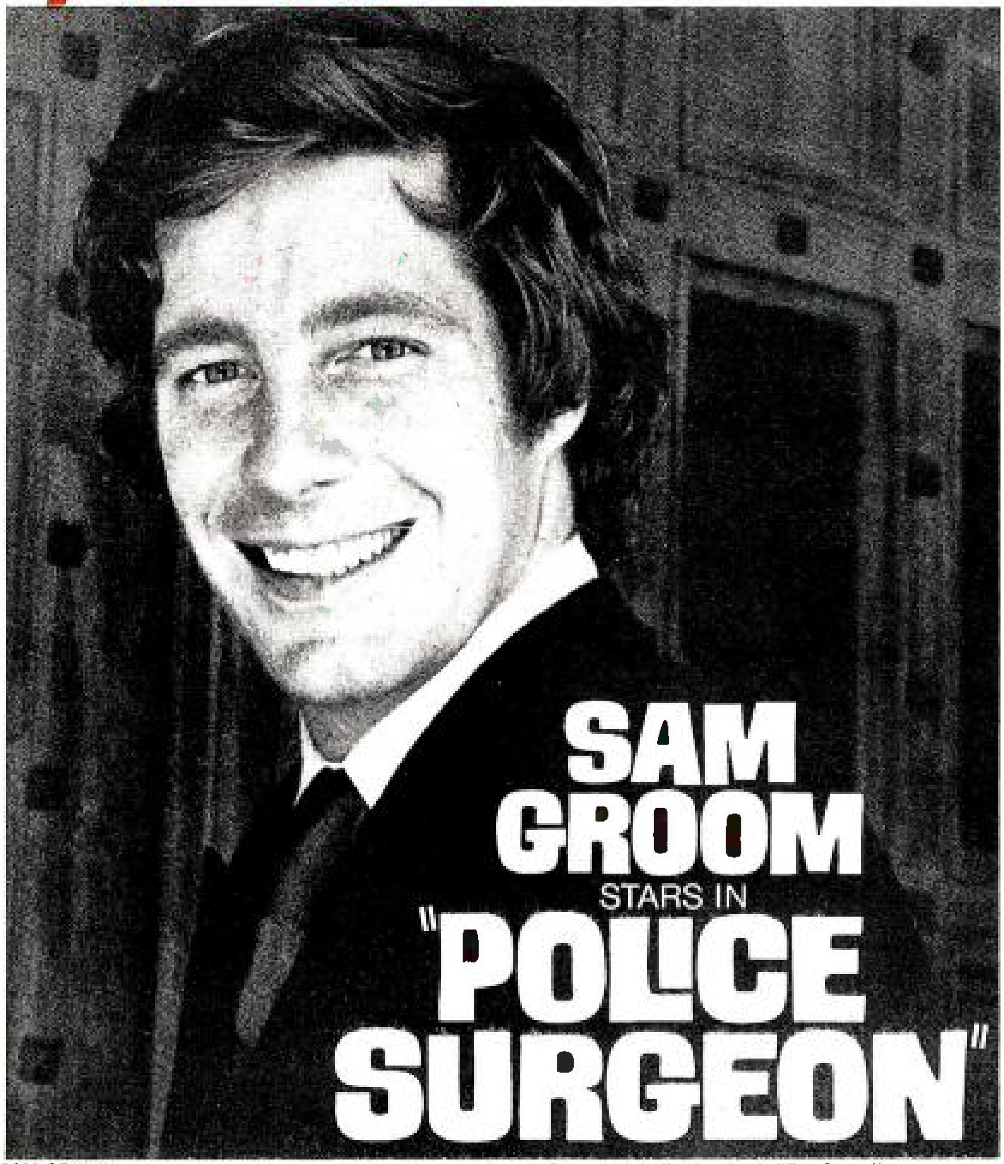
ARB on TV homes: 55% have color, 81% UHF

Color-TV penetration in U.S. has reached 55%, or 34.5 million out of 63-million TV households, according to estimates being released today (May 8) by American Research Bureau. This is gain of 4.8 million color households between February/March 1971 and February/March 1972, when latest ARB nationwide survey was conducted. In individual ADI markets (area of dominant influence), ARB said, penetration ranged up to 73% in Lima, Ohio, and 72% in Las Vegas, Nev.; was between 60% and 69% in 43 other markets, and in all but 59 of approximately 170 remaining ADI markets was between 50% and 60%.

UHF penetration was put at 81% by ARB with 3.3-million new UHF households added in year to bring total to 51.2 million.

Multi-set TV homes also increased by 1.8 million homes to 26 million, or 41% of all TV homes, according to ARB.

Colgate's new, primetime once-a-week, half hour syndicated TV series....



SAM GROOM who has appeared in network's "Another World" and "Edge of Night," Primetime's "Ben Casey," "The Defenders," "The Nurses," "Armstrong Circle Theatre" and "Gunsmoke," Syndication's "Dr. Simon Locke" . . . your assurance of excellent young women demographics.

Scheduled in primetime for Fall start on the five NBC stations in:

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FAST PACED ENTERTAINMENT . . . COMBINING ALL THE ACTION-ADVENTURE OF LAW ENFORCEMENT WITH THE FASCINATION OF POLICE MEDICINE.

Unprecedented promotion campaign!

Now . . . an audience building mix never before provided for any syndicated series. "Police Surgeon's" Fall start will be launched against a back-drop of Colgate-paid, city-by-city print tune-in advertising, will be promoted in a massive direct mail campaign and tied-in with thousands of local in-store Colgate product displays. All of this substantial support will be provided on a continuing basis and will include unique on-air promos, episodic and local promos. This concentrated support is designed to assure you rating success in your crucial primetime access half hour.

Unprecedented production values!

"Network quality" is the key phrase that describes "Police Surgeon." For starters, seasoned professionals Seymour Berns (Gunsmoke, Red Skelton Show), Wilton Schiller (Mannix, Fugitive, Ben Casey) and Chester Krumholz (Mannix, Fugitive, Ben Casey) will produce the series. They've specified 35mm color film and approvals are given for network quality stories, stars, sets, technicians and locales. Nothing has been spared to include all the values that a new syndicated half-hour must contain to be successful in today's competitive primetime market place.

The show Colgate is determined to make a success!

For Information, call either:

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EDITOR: I like it, I like it. The book now has the quality look our industry deserves. —*F. Van Konynenburg,* WCCO-TV *Minneapolis.*

EDITOR: The new BROADCASTING allows faster reading and will be more valuable than ever. BROADCASTING continues to set a standard for others to follow.—*Peter Bardach, VP and director of broadcast, Foote, Cone & Belding, New York.*

EDITOR: BROADCASTING has always been a leader—in fast, accurate reporting and in-depth coverage of our industry. Your new look reflects that leadership. It's clean, arresting and impressive. Congratulations.—*Miles David, president, Radio Advertising Bureau, New York.*

EDITOR: The new format is alert, modern —and I like it. Good luck—*John S. Hayes, broadcast consultant, Washington.*

EDITOR: I just picked up the May 1 issue of BROADCASTING. Congratulations on the "new" look. It's a delightful change which will be welcomed throughout the industry. Please allow me to commend you on the outstanding job you have done reporting to broadcasters for the past 40 years. The best is yet to come and I will look forward to seeing the future unfold each week in BROADCASTING. Please convey my regards to your staff for a job well done.—*Paul M. Stevens, director, Southern Baptist Radio-TV Commission, Fort Worth*

EDITOR: I do like your new look. The change slowly registered with me as I got to about page 20. I then wondered whether this was the first week of the change and went back to the beginning to see if you had an explanation. You certainly did.

And I also like what is old about BROADCASTING.—*Glen A. Wilkinson, Wilkinson, Cragun & Barker, Washington.*

EDITOR: In mod parlance, the cosmetology performed on BROADCASTING is "cool." Most important was your promise to fiercely perpetuate the editorial product, universally acclaimed as the industry "bible." Actually, I'd read BROADCASTING if it were cryptographically printed on rice paper.

Congratulations on a job superbly done. —*Herb Jacobs, chairman of the board, Telcom Associates, New York.*

EDITOR: I just read the May 1 issue— and I like it. If I'd known you were rejiggering, this is exactly the way I'd done it—clear, black and *readable,* physically and literally. There, I have spoken, and whether you engrave my sentiments in granite, here's my pat on the back for all concerned.—*Lewie Gilpin, Hill & Knowlton Inc., Washington.*

EDITOR: Terrific. I didn't imagine that the changes would be so dramatic and contemporary in style. The editorial material and the ads have been enhanced so as to be more readable, organized and appealing. Congratulations.—*Scott Moger, director of advertising and public relations, ABC Films, New York.*

EDITOR: I think your new caption "The newsweekly of broadcasting and allied arts" is just right. Another milestone.— *James A. McKenna Jr., McKenna, Wilkinson & Kittner, Washington.*

New look, old problem

EDITOR: Congratulations on the fine new look of your magazine. [But] this letter is not really to comment on your new look; but to call your attention to comments made by Miles Kirkpatrick [chairman of the Federal Trade Commission] as reported in the May 1 issue. He treated a question of why the FTC had not pursued counterads in print media by noting there is a "limitation of access in broadcast" that is not applicable to print.

How, in the name of reason, are we going to convince Washington officials that "limitation of access" is *properly* used only to describe the print media of this country? How many more *Look* magazines must go out of business, how many more newspapers must be swallowed up by their competitors, how many times must we repeat that not a single major newspaper has been established in the past 10 to 15 years before somebody in Washington will understand that the radio and television stations of this country—now numbering almost 8,000—provide the only real hope of access for political groups, minority groups and opinions of all kinds?

You know that broadcasting is growing daily. You have seen hundreds and hundreds of stations go on the air. You know that hundreds of TV stations will be built in the coming decade in the UHF band to provide still more diversification. You know that broadcasting is truly the *people's medium* when you consider the number of stations vs. the number of newspapers and magazines; the number of people who listen and watch daily; the tremendously low cost of local broadcasting. When will Washington officials lose their incredible fascination with national network TV and look at the rest of this great country—and the rest of the broadcast industry?

In the current musical play "1776," one of the founding fathers (John Adams) sings: "Is anybody there? Does anybody care?" Perhaps you could ask some of our regulation-minded, counteradvertising advocates the same questions. — *Robert W. Stroh, general manager,* WELK-(AM) *Charlottesville, Va.*

Better times

EDITOR: Inasmuch as I have been out of the city, I have been unable to respond to a comment in an April 17 BROADCASTING editorial.

I have been active in broadcasting for 30 years. Most of my broadcasting experience has had to do with news, either directly or indirectly. I am completely in agreement with your concern regarding broadcasters "using their facilities to curry favor."

My comments at the National Association of Broadcasters convention specifically stated that broadcasters giving congressmen better times is strictly a matter of stewardship. Some of the "dog times" given to elected representatives do more harm than good. Were I a member of Congress, I, too, would resent such treatment.

It seems to me that an individual broadcaster is doing the same thing for his congressman as the networks do for the President when he has a matter to discuss with the nation. To my way of thinking, this simply strengthens the democratic process; it builds a bridge of understanding between the people and their elected representatives.

I share your concern about "currying favor." Reporting the news, investigative reporting, should be pursued to the fullest. I do not believe that because President Nixon is allowed air time any of the networks pull their punches when it comes to reporting the news.—*Mark Evans, vice president, director of public affairs, Metromedia, Washington.*

(BROADCASTING is glad to present Mr. Evans's amplification of a speech that made no mention of the broadcasters' journalistic mission while exhorting broadcasters to give more congressmen unedited access to more air time at hours commanding larger audiences.)

Access advocate

EDITOR: Regarding "Open Access: What Happens?" [BROADCASTING, May 1]. The "need" which many segments of the public feel for access to television and television's audience is part hunger and part objective fact. Where a conversation has, for too long, been so one-sided, the other person feels the need to say something in reply. Where working-class people have been discussed at length, they may wish to say something themselves, and so it is for blacks, chicanos, women's liberation people, and so on.

The early days of television, remember, please, were not without their ungraceful moments, and we are not yet so practiced that we do not make slips in taste, errors of judgment, and confusions of opinion with fact. So it must be with the new, perhaps occasional, "broadcasters" who have, until recently, had no possible way—short of joining the profession—in which they could get on the air. And many of these people have sought access more out of frustration, perhaps even rage, than out of any desire to become professionals. Where one has been, as one sees it, denied the chance to speak, there is the strong possibility that one's maiden speech will be a bit shrill and disorganized.

We can hope, we can expect, that with time will come moderation and the development of considerable skill and talent among those choosing television as a means of expression. It is wonderful that one may, in some parts of this country, now *choose* TV as a means of expression, just as one has been able to print a leaflet. It will go a long way towards demythologizing television, and it will also, perhaps, force us to do a better job, now that we may have competition on a neighboring public access channel. The audience may find the comparison between our words and theirs enlightening. Now that people can talk back not only *to* but *on* their TV sets, we have a new ball game, and it ill behooves us to be snide about the new competition, our audience.—*David Bates, ex-broadcaster now audio-visual director, American Friends Service Committee, Philadelphia.*

Pro-ACT, anti-Raine

EDITOR: Happy Raine is all wet. Miss Raine's criticism of Action for Children's Television and her suggestion that the National Association of Broadcasters' Code Authority conduct a "thorough investigation" of ACT's founders [BROADCASTING, April 24] are both intemperate at best. Miss Raine believes that children's personalities should be given the right to serve as pitchmen for every cause and product they find profitable and that only by allowing such profiteering will children's programing be financed. That's like saying that Walter Cronkite must sell Excedrin to insure the continuance of CBS News. Broadcasters have long established the necessary separation between newscasts and the commercials that sponsor these adult-oriented programs. Shouldn't they be willing to do the same for our less sophisticated children?—*Norman Felsenthal, assistant professor of communication, Purdue University, Lafayette, Ind.*

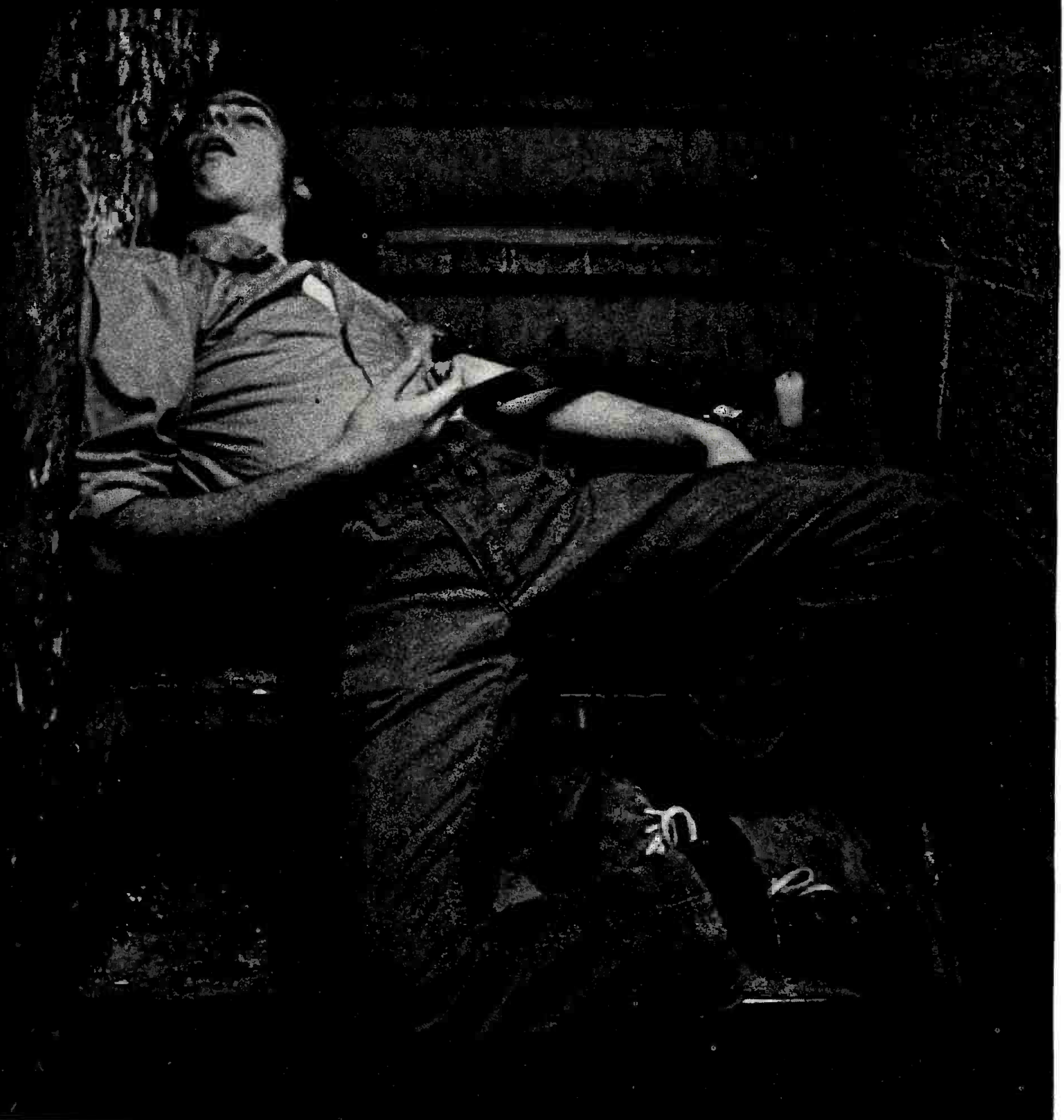
More on minorities

EDITOR: BROADCASTING's [April 24 report] of the New York chapter of the National Academy of Television Arts and Sciences forum on "Television and the Minorities" omitted an important aspect of my comments. I called attention to the efforts that individual stations and groups are making to train and to absorb minorities personnel into their staffs in cities through the country.—*Roy Danish, director, Television Information Office, New York.*

(BROADCASTING's story reported Mr. Danish's affirmative remarks about network efforts in minority hiring and his statement that "Today's TV executive is learning to think black," but did not specify he meant to include station executives in this description.)

WHAT DRUGS ARE DOING TO OUR CHILDREN IS MURDER.

Broadcasters are concerned and are doing something about it.



Drugs are death. Literally.

In 1967 and 1968 in New York City, heroin overdose became the leading cause of death in the 15 to 35 age group. By 1970, heroin OD's totalled over 1,000, with about one-third of the victims under 20!*

That's just New York City. And just heroin.

But what about America's other cities? And the other drugs our children are smoking, pill-popping or mainlining?

No experts in the field can calculate the extent of this national tragedy—the crimes of violence, the suicides, the minds and the genes destroyed. Or the untold anguish of hundreds of thousands of families.

A New Jersey schoolteacher sums it up. "In the last two years in our community more young people have died from drugs than from auto accidents and the Vietnam war combined."

America's broadcasters are not standing idly by as this terrible epidemic claims more of our young. The Storer-owned radio and television stations are committed to help eradicate this killer. We can do no less.

WSBK-TV shows Boston how former addicts are working to fight drug abuse.

TV 38's "Cracker Barrel" is a weekly hour-long panel show that focuses on vital public issues. During the past 12 months over fourteen "Cracker Barrel" sessions were devoted to the drug problem. Many of these shows featured ex-addicts who are now active leaders in "half-way house" rehabilitation programs in the Greater Boston area.

WAGA-TV exposes Atlanta's drug problem.

TV 5 is taking vigorous leadership in the fight against drug abuse. Examples—a special "For Parents Only—a Primer on Drug Abuse" was an eye-opener. A seminar prior to school re-opening brought 150 of the state's top educators to Atlanta and told them where—and how seriously—the drug problem is increasing. And a brochure—"The Most Frequently Asked Questions About Drug Abuse"—pulled over 5,000 requests in less than a month.

These and other public service efforts helped TV 5 win the Georgia Association of Broadcasters "TV Station of the Year Award" for the third time since 1965.

WJW Cleveland, takes a long, hard look into the drug scene.

When Clevelanders want to hear a vital question thoroughly explored, they tune in WJW's "Town Hall."

Last year, "Town Hall" did a five-part series on "Drugs, Users and Drug Abuse." Other regular discussion shows covered such subjects as the international drug traffic, the West Side Free Clinic for treatment of drug victims, and church drop-in centers.

In addition, WJW aired many specials on the drug scene, and has taken a strong editorial stand in favor of stricter penalties for pushers.

WHN, New York, comments regularly on every aspect of the drug culture.

"Comment" is a 5-minute show broadcast many times daily in which WHN speaks its mind on community issues. Dozens of Comment shows have dealt with drugs in school and on campuses, GI's and drugs, methadone treatment for heroin addicts, and the work of therapeutic communities like New York's Odyssey House. WHN has also aired many specials, including "Waiting Around to Die"—a documentary featuring drug users and the voices and music of such drug-culture heroes as Jimi Hendricks, John Lennon, Mick Jagger.

KGBS, Los Angeles, airs the drug-rock controversy.

No one is more aware than broadcasters are of the link between many rock music lyrics and drugs.

That's why KGBS on a recent "Inquiry" show, featured the president of a major recording company who discussed the music world's reactions to his strong condemnation of drug-oriented lyrics.

On "Education '70," KGBS did a two-part series on the nation's first college campus drug information center, at California State College.

Detroit's WJBK-TV raps on drugs.

One of last year's most successful specials was "The Drug Rap"—an informal studio discussion session emphasizing what can be done—and what is being done—to educate the community and to rehabilitate addicts.

TV 2 has also aired many other specials, and has proposed editorially that Detroit consider adopting the "TIP—Turn in a Pusher" plan which has been operating in Tampa, Florida.

Concerned stations—talking to concerned citizens.

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

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

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

*"Overcoming Drugs," Donald B. Louria, M.D. McGraw-Hill, New York, 1971.

Broadcasting that serves.

THE **STORER STATIONS**

STORER BROADCASTING COMPANY

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

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The newsweekly of broadcasting and allied arts

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ABC

* Reg. U.S. Patent Office.

Datebook®

This Week

May 8—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau.* Holiday inn east, Albuquerque, N.M.

May 8-9—Southeastern convention, *National Religious Broadcasters.* Dr. Charles Stevens, Dr. Ralph Neighbour are principal speakers. Hilton inn, Winston-Salem, N.C.

May 9—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau.* Holiday inn of Moorhead, Moorhead, Minn.

May 9—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau.* Holiday inn south, Dayton, Ohio.

May 9—National Quadraphonic Radio Committee panel, sponsored by *Consumer Electronics Group, Electronics Industries Association.* Panel, first of series on quadraphonic sound, will be moderated by Norman Parker of Motorola Inc. and will examine various systems. EIA headquarters, Washington.

May 9—Annual meeting of *Metromedia Inc.* shareholders. 205 East 67th Street, New York.

May 9—Quarterly board meeting, *New Mexico Broadcasters Association.* KOB-AM-FM-TV Albuquerque.

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

May 10—Semiannual meeting, *Radio Code Board of National Association of Broadcasters.* NAB building, Washington.

May 10-11—Annual spring convention, *Illinois Broadcasters Association.* Principal speakers: James Hulbert, National Association of Broadcasters; Andrew M. Ockershausen, Evening Star Stations, chairman of radio board, NAB; Dr. James E. Corbally, University of Illinois; Roland S. Homet Jr., CATV consultant to Illinois Communications Commission; Jerome Lamet, Federal Trade Commission, and Anthony R. Martin-Trigona, public-interest advocate. Holiday inn east, Springfield.

May 10-12—*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—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau.* Holiday inn of Colorado Springs.

May 11—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau.* Holiday inn downtown, Akron, Ohio.

May 11-12—Meeting, *Kentucky Associated Press Broadcasters Association.* Executive inn, Louisville.

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; Fred E. Baker, N. W. Ayer/F. E. Baker Advertising, Seattle, chairman of the American Advertising Federation; Representative John Dellenback (D-Ore.), and Frank J. Dye, Fred Meyer Inc. Inn at Spanish Head, Lincoln City.

May 12—Carbon Mike Awards luncheon, sponsored by *Pacific Pioneer Broadcasters,* honoring Ozzie and Harriet Nelson. Sportsmen's lodge, North Hollywood.

May 12—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau.* Germain hotel, St. Cloud, Minn.

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 14-19—Basic radio advertising sales school of Alpha Omega Co. Travelodge, Tulsa, Okla.

Also in May

May 15—Annual meeting, *Ogilvy & Mather International.* 3 p.m., 2 East 48th Street, New York.

May 15—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau.* Holiday inn, San Bernardino-Colton, Calif.

May 15—Deadline for entries, National Media Awards, sponsored by *American Psychological Foundation.* $500 prize will be made to winner in each of three categories: newspaper, TV-radio-movie, and magazine-book-monograph for "outstanding, accurate reporting which increases the public's knowledge and understanding of psychology." Contact: Jim Warren, public information officer, American Psychological Association, 1200 17th Street, N.W., Washington 20036.

May 15—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau.* Holiday inn, Gainesville, Ga.

May 15-20—General executive board meeting, *International Alliance of Theatrical Stage Employes.* Hollywood Roosevelt hotel, Hollywood.

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

May 16—Annual stockholders meeting, *ABC Inc.* 7 West 66th Street, New York.

May 16—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau.* Holiday inn, Moline, Ill.

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

May 16, 18—*Senate Commerce Committee* hearing on Truth-in-Advertising Act (S. 1461) and National Institute of Advertising, Marketing and Society Act (S. 1753). 9:30 a.m., Room 5110, New Senate Office building, Washington.

May 17—Broadcast industry forum sponsored by Chicago chapter, *American Women in Radio and Television.* Speakers: Willard E. Walbridge, Capital Cities Broadcasting, Houston, past chairman, National Association of Broadcasters; Robert Wells, Harris stations and former FCC commissioner; Thomas Wall, Washington lawyer and president of Federal Communica-Broadcasting. Marianne Campbell, ex-AWRT president, Broadcasting. Marianne Campbell, AWRT president, moderator. Conrad Hilton hotel, Chicago.

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, Calif.

May 18—"Idearama" seminar for radio saelsmen, sponsored by *Radio Advertising Bureau.* Holiday inn, Santa Barbara, Calif.

May 18—"Idearama" seminar for radio saelsmen, sponsored by *Radio Advertising Bureau.* Holiday inn, Valdosta, Ga.

Major meeting dates in 1972

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.* Miami Convention Center, Miami Beach.

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.

Monday Memo

A broadcast advertising commentary from Charles R. Stuart Jr., director of marketing services, Bank of America, San Francisco

'Compliments of a friend' is a nice clean ad that defies challenge, but it won't sell much

No commentary on advertising is meaningful without an appraisal of the times. Social conditions provide the climate for advertising, so let's examine the contemporary scene.

Consumerism is on the rise. It is being legislated and put into practice. Many of the complaints bringing on these changes are valid. But I wonder if the causes of the rise of consumerism are not much deeper than a lament over imperfect merchandise.

We live in a society that professes to have a high degree of efficiency. Yet we discover the computer can't remember our new address after six letters to headquarters. Or our car conks out on the freeway after its fourth visit to the shop. Or we find direct long-distance dialing works only one out of three times. What's the reaction? An understandable frustration results.

Landing a man on the moon leads us to expect one thing, while down on earth the toasters are shorting out. We've been taught to love and cherish technology, but we forget the old aphorism that love is blind. We suffer from a loss of a sense of proportion. Consequently we feel short-changed when things are not perfect.

There's another thing that aggravates consumer response: Mass media. are so adept at dramatizing and circulating the new and the exciting that we have become disenchanted with the commonplace.

The more you read about heart transplants, the more disgruntled you are when your nose becomes stuffed up. Rampant love of new things appears to be the malaise of our times. And here again, we're brought up short. Not everything new—because it is new—is necessarily good, although we've been conditioned to think it is. In the same way, we thought for years that growth would cure all economic ills. Now we find there is a price to be paid—pollution and a lack of privacy.

I'm riding this point pretty hard. But I'm convinced the major challenge we face as advertising and marketing people is more a question of buyer-seller relations than a matter of discovering ways to market new products. One involves a point of view. The other is the matter of technique. And we already have the techniques. What's been lacking is a durable rapport between advertiser and consumer.

Advertising people are guardians of the consumer viewpoint, a role that keeps our work interesting. If we lose the human touch, we can't make meaningful ads that will evoke a friendly response. The need for the inviting and the ingratiating is going to become greater and greater, because the more dehumanized and impersonal our society becomes, the more the individual reaches out for the spark of life.

Charles R. Stuart Jr. is head of the marketing services department in Bank of America's San Francisco headquarters. As vice president he assumed these duties in December 1970 after heading Bank of America's advertising department since 1957. Mr. Stuart's current responsibilities include direction of advertising, marketing research, area development and the bank's corporate identification. A veteran of 19 years with the bank, Mr. Stuart is a past president of the San Francisco Advertising Club and of the Milline Club of San Francisco.

This is probably what the consumer revolution is all about. It's a plaintive appeal for recognition. The consumer quite rightly wants to be loved. When the merchandise or service proves something less than perfect, he feels like a stepchild and petitions the great federal father. But what he doesn't know is that the cure may be worse than the disease. Increasing the regulation of the content of ads, while it may have a worthy motive, may also have undesirable side effects. The more stringently factual an advertising message becomes, the more impersonal and dehumanizing it becomes.

The consumer may be over-protected to insure against false claims, but he runs the chance of being bored silly. The ultimate may be an ad that reads "Compliments of a friend." It's nice and clean. The sentiment is impeccable. The content unassailable and the anonymity defies improvements. But it won't contribute much to the culture. Antisepsis is vital to brain surgery; I doubt that it does very much for advertising.

There is one final comment about social forces at work in the economy. My remarks are really in the nature of a projection—and most assuredly are open to challenge.

In the banking business we have an obligation to ourselves to predict trends and act accordingly. At the moment, we're caught up in the youth culture and the importance of the youth market. This is quite rightly so. They are the customers of tomorrow. But you know it's quite probable that this preoccupation could undergo a reversal in the next 10 to 20 years.

It may sound a bit diabolical but, according to experts, we are on the threshold of being able to slow down the aging process. And not simply to prolong life as measured by years, but to extend the middle years.

Mercifully, rapid decline would hit somewhere around age 120. There would not be much point in extending life unless the vigorous portion could be lengthened. What they have in mind is that middle age. the prime of life, would last 40 or 50 years.

Think what this would mean. The group we now regarded as the elderly would cease to be thought of as second-class citizens. Youth-centered styles would give way to age-centered styles. Men would no longer be in a frantic hurry. They would know time was on their side. Agreements to allow premature aging would be worked out with select members of the young since the only function of the young would be to become elderly. Because this is where the power and the glory would be. There would be a thriving black market among underprivileged youths for the special hormones that would bring about accelerated aging.

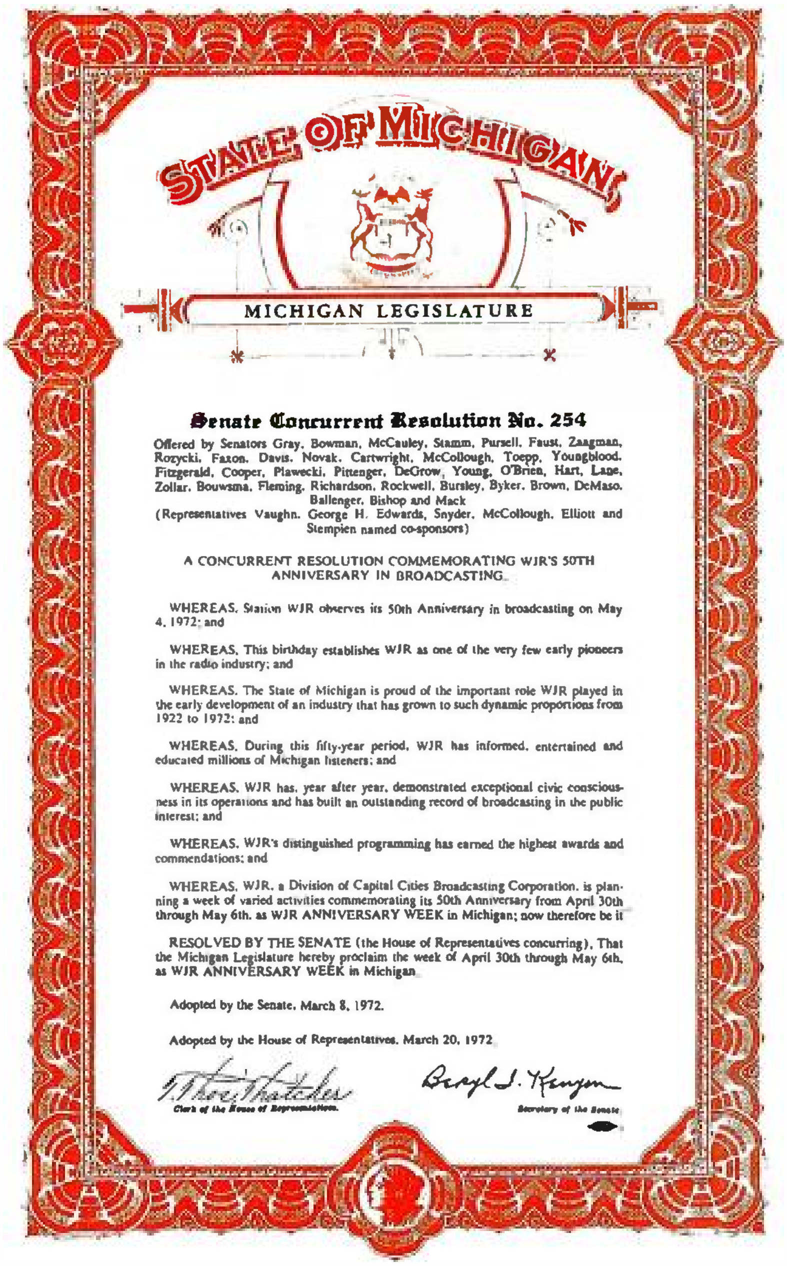
The prospect raises disturbing questions. The great moments of history—and undoubtedly the worst—have been presided over by middle-aged men. The question we might ask is whether or not the world could take four times as much of this. The ramifications of these new discoveries on the aging process are as fascinating as they are profound.

Thanks, Senators. It's just about the nicest birthday card we ever got.

Picking a birthday card for a radio station isn't easy. Just look through the racks at the drugstore. Grandmother, nephew, friend, yes. But a card for a radio station? Even Hallmark doesn't have one.

And "fifty years old." Do you congratulate or commiserate? Emily Post is strangely silent on this point.

So we really appreciate the solution of the Michigan State Legislature. Designing your own card is getting popular again, but we're sure we won't get another one as distinctive. And that Senatorial filigree is a knockout.


STATE OF MICHIGAN

MICHIGAN LEGISLATURE

Senate Concurrent Resolution No. 254

Offered by Senators Gray, Bowman, McCauley, Stamm, Pursell, Faust, Zaagman, Rozycki, Faxon, Davis, Novak, Cartwright, McCollough, Toepp, Youngblood, Fitzgerald, Cooper, Plawecki, Pittenger, DeGrow, Young, O'Brien, Hart, Lane, Zollar, Bouwsma, Fleming, Richardson, Rockwell, Bursley, Byker, Brown, DeMaso, Ballenger, Bishop and Mack
(Representatives Vaughn, George H. Edwards, Snyder, McCollough, Elliott and Stempien named co-sponsors)

A CONCURRENT RESOLUTION COMMEMORATING WJR'S 50TH ANNIVERSARY IN BROADCASTING

WHEREAS, Station WJR observes its 50th Anniversary in broadcasting on May 4, 1972; and

WHEREAS, This birthday establishes WJR as one of the very few early pioneers in the radio industry; and

WHEREAS, The State of Michigan is proud of the important role WJR played in the early development of an industry that has grown to such dynamic proportions from 1922 to 1972; and

WHEREAS, During this fifty-year period, WJR has informed, entertained and educated millions of Michigan listeners; and

WHEREAS, WJR has, year after year, demonstrated exceptional civic consciousness in its operations and has built an outstanding record of broadcasting in the public interest; and

WHEREAS, WJR's distinguished programming has earned the highest awards and commendations; and

WHEREAS, WJR, a Division of Capital Cities Broadcasting Corporation, is planning a week of varied activities commemorating its 50th Anniversary from April 30th through May 6th, as WJR ANNIVERSARY WEEK in Michigan; now therefore be it

RESOLVED BY THE SENATE (the House of Representatives concurring), That the Michigan Legislature hereby proclaim the week of April 30th through May 6th, as WJR ANNIVERSARY WEEK in Michigan.

Adopted by the Senate, March 8, 1972.

Adopted by the House of Representatives, March 20, 1972.

Clerk of the House of Representatives

Secretary of the Senate

WJR/760

A CAPITAL CITIES STATION

Fifty Years of Unique Radio

Broadcasting May 8
Vol. 82 No. 19

All signals, local or far, up for grabs by CATV's

Court rules out copyright liability for cable retransmissions off the air; heat's on now for copyright legislation

Modern cable-TV systems are as free to pick up and retransmit broadcast programing without copyright liability as the Supreme Court said less advanced systems were four years ago. Indeed, there may be "little limit to what can be done with broadcast signals by CATV's."

So said a federal district judge last week in a decision that dashed, at least temporarily, broadcasters' and copyright owners' hopes of establishing copyright equities in the programs cable systems take off the air. They had wanted cable liability established both to give them leverage in negotiations looking toward new copyright legislation and to serve them as a backstop if they failed to get legislation.

The decision gave them neither leverage nor backstop. Some broadcasting representatives professed to see some hope that if CATV operators in the future carried some practices to greater extremes —if they sold a great deal of time, for instance, or engaged in extensive interconnection—the outcome next time might be different. But the outcome this time was down the line for CATV.

Immediately attention turned to the Senate Copyright Subcommittee which, under the chairmanship of Senator John McClellan (D-Ark.), has been working on a new copyright bill. The chairman, busy campaigning for re-election, was reported to be firm in his intention to turn out a bill. There was doubt, however, that he would get to it this year, in view of his political distractions (see story, page 20).

The fateful court decision was handed down Tuesday (May 2) by Judge Constance Baker Motley of the U.S. Southern District Court in New York in the copyright infringement suit brought by CBS and three program packagers against Teleprompter Corp. involving five of Teleprompter's cable systems.

Despite claims by CBS and the other plaintiffs that much had happened to cast CATV operators more in the role of broadcasters than the Supreme Court found them to be in its 1968 "Fortnightly case" decision—which held them to be more like "viewers" than like broadcasters and therefore not subject to copyright liability on retransmission (BROADCASTING, June 24, 1968)—Judge Motley held that Fortnightly still applied.

She did note, however, that courts' construction of the copyright law in the course of developing technology over the years has been built on one basic analogy —that the producers of a stage play "perform" the play, the audience does not— and suggested that "perhaps the time has come to cease piling analogy on analogy and to await word from Congress."

Nevertheless, she added, "taking the law in its present state, we find that the CATV's before us do not function as broadcasters within the meaning of the Fortnightly test, that they therefore do not 'perform' plaintiffs' works and hence do not infringe their copyrights."

CBS and the other plaintiffs, Judge Motley noted, contended that the Teleprompter systems engage in activities different from those in the Fortnightly case and that these different activities put the systems on the "broadcaster" rather than the "viewer" side of the line. The activities: program origination, importation of distant signals, selection of programs, microwave transmission, interconnection with other CATV systems, advertising and sale of commercials.

Of these seven activities, Judge Motley accorded greatest importance to "transmittal of broadcast signals from stations hundreds of miles away and program origination."

As to signal importation, she held that even in the Fortnightly case the systems "brought in stations from which usable reception could not be had at all." Thus, she said, the chief difference in the Teleprompter case was that "in a number of the systems the antenna tower receiving the signals is located not on a hill over the city [where the system is located] but many miles away in the vicinity of the broadcasting station" whose signals are being picked up.

She said the Supreme Court in the Fortnightly decision gave "no indication that it intended to imply a geographical limit." Quoting the Fortnightly decision's assertion that "essentially a CATV system no more than enhances the viewer's capacity to receive the broadcaster's signals: It provides a well-located antenna with an efficient connection to the viewer's set," Judge Motley added: "What Teleprompter has done is to make its antenna even more 'well-located' and even more 'efficiently' connected to a viewer's set than in Fortnightly."

She also rejected arguments that importation of distant signals makes CATV operators more like broadcasters than like viewers because it gives them greater latitude in program selection: "Though Teleprompter has greater freedom of choice than Fortnightly, its latitude is not comparable to that of a broadcaster, which controls program content and scheduling."

Judge Motley agreed with the plaintiffs, however, that program origination is a broadcaster-like function:

"We do not doubt that Teleprompter's program origination is similar to that done by broadcasters. These CATV's select the programs, propagate them and have control over program content and arrangement. Teleprompter's New York system sells commercials for a portion, albeit small, of its original schedule. Certainly New York originates at least as many hours of programing as many local broadcast stations. With respect to its program origination Teleprompter is functioning as a broadcaster."

But this, she continued, does not affect CATV's copyright position in picking up and retransmitting broadcast programs. "It is true," she said, "that the originated programs and the received programs are sold to subscribers as a package; nobody buys one without the other. But the nature of the functions of a CATV with respect to received shows is not changed by the presence of original material on other channels or at other times.

"What Teleprompter is doing to plaintiffs' copyrighted material, and other over-the-air broadcasts, is the same whether the CATV's originate programs or not. The 'function' of the reception

Judge Motley

service is not changed by simultaneous sale of original shows, just as it would not be changed by Teleprompter's simultaneous delivery of free ice cream or candy to every subscriber."

The decision acknowledged that in the five Teleprompter systems involved in the case—chosen, she noted, as representative of the issues raised in the suit—"it often cannot fairly be said" whether the "dominant function" is retransmitting or originating programs. "The service sold by Teleprompter is the combination of these functions, not either in isolation."

Perhaps, she added, "the lesson" of Fortnightly may be—aside from the "functional test" it prescribed—that, as an appeals court said "in another context" in the Midwest Video Corp. case, "broadcast signals are dedicated to the public."

She continued: "Certainly, that is one conclusion that can be drawn from the Supreme Court's first finding that the range of a viewer is determined by the equipment of both the broadcaster and the viewer, and then analogizing a CATV to a viewer's antenna. For if a CATV is like a viewer, and a viewer by his choice of equipment can determine the range of a broadcast, then there seems to be little limit to what can be done with broadcast signals by CATV's. The result indeed may be that [as the appeals court said in the Midwest Video case, currently awaiting Supreme Court review as to whether the FCC may require originations by CATV] 'the right to receive and distribute [signals] may be exercised by anyone with the capacity to capture the signals.' "

Use of microwave, interconnection, advertising and the sale of commercials were dismissed by Judge Motley as "minor features" that did not significantly change the function of the Teleprompter systems. Microwave, she said, is point-to-point, not broadcasting, and the advertising Teleprompter did in promoting its program originations did not in itself alter the function of the systems.

The interconnections involved, linking systems to closed-circuit theater-showings of two Sonny Liston/Mohammed Ali fights, occurred only on "two separate, temporary and special occasions" and, "whatever this brief interconnection may portend for the future, it does not transform [the present system] into a broadcast network as plaintiffs suggest." As for the sale of commercials, she held this factor was "small in both the amount of money involved and in relation to the amount of programing carried," and was, moreover, confined to programs Teleprompter originated, not involved in broadcast programs relayed.

Legal and other authorities at CBS declined to comment on the 40-page decision pending further study. Nor would they speculate on whether they would appeal, though other sources tended to think they would.

The case was filed more than seven years ago (BROADCASTING, Dec. 14, 1964). The Fortnightly case—a suit brought by United Artists against Fortnightly Corp., which then operated systems in Fairmont and Clarksburg, W. Va., picking up stations in Pittsburgh, Wheeling, W. Va., and Steubenville, Ohio—was already pending. When efforts to consolidate the two suits failed, it was agreed that the CBS-Teleprompter case would be stayed pending the outcome of Fortnightly. Subsequently, the plaintiffs were allowed to file supplemental complaints including alegations concerning events up to March 31, 1971.

The Teleprompter CATV systems involved in the case were in New York and in Elmira, N.Y., Farmington, N.M., Great Falls, Mont., and Rawlings, Wyo. Co-plaintiffs with CBS were Calvada Productions, which produced the *Dick Van Dyke Show*, Jack Chertok Television *(My Living Doll)* and Dena pictures *(Danny Kaye Show)*.

The consensus of reaction among broadcasters after the decision was that it probably strengthened the position of the cable operators in their negotiations with copyright holders. At the same time, it was stressed that the National Cable Television Association is a signatory to the compromise agreement, worked out by the Office of Telecommunications Policy last November, and that the agreement contains promise that all parties will work for copyright legislation.

John Summers, general counsel of the

Eyes now on McClellan and copyright

But no action seen soon on pending bill while he campaigns hard for re-election

Now that CBS has lost its suit against Teleprompter (see page 19), attention shifts to the copyright revision bill (S. 644) now pending before Senator John L. McClellan's Subcommittee on Patents, Trademarks and Copyrights.

But, according to a subcommittee spokesman, there is little chance that the subcommittee will have time to consider the legislation this year. For the past six weeks Senator McClellan (D-Ark.) has been in his home state campaigning for re-election (the primary is May 30); there is a Senate recess from June 30 to July 17 for the July 4th holiday and for the Democratic national convention and another recess Aug. 18 to Aug. 28 for the Republican national convention. In the time remaining in the session, the spokesman said, Congress is likely to work in earnest only on high-priority matters, such as appropriations bills. Any subcommittee action on copyright this year would be only "going through the motions," he said.

The copyright bill, introduced last year by Senator McClellan (BROADCASTING, Feb. 15, 1971), is nearly identical to the measure the subcommittee approved in 1969, but which had been held in abeyance until the FCC's cable rules became effective, March 31.

It is a complete revision of the 1909 Copyright Act that—as it now stands—would impose copyright liability on all CATV systems and establish two classes of carriage of TV stations. Systems in the top-50 markets would be limited to carriage of three network signals, three independents and one noncommercial; in other markets to three network, two independent and one noncommercial.

The bill also sets quarterly fees under a compulsory license provision, based on gross receipts from subscribers.

The fees are: 1% of receipts up to \$40,000; 2% of receipts exceeding \$40,000 but not more than \$80,000; 3% of receipts exceeding \$80,000 but not more than \$120,000; 4% of receipts exceeding \$120,000 but not more than \$160,000; 5% of any gross receipts above \$160,000; an additional 1% of gross receipts for each distant signal authorized by the FCC.

Excluded from copyright liability are master-antenna systems or other secondary transmissions for which there is no charge.

Another section of the bill provides royalties to recording artists for use of their records on TV and radio. Stations would have to pay either an annual fee of 2% on net receipts or a prorated fee based on the proportion of their programing occupied by records.

The bill would also create a Copyright Royalty Tribunal to periodically review copyright fees and adjust them.

In a letter late last year to broadcasters, cable interests and other parties, soliciting their comments on the copyright bill, Senator McClellan's subcommittee said that it expects to delete provisions on signal carriage, which define broadcast markets and provide exclusivity rules. (BROADCASTING, Dec. 20, 1971). These items are already covered in the FCC regulations that resulted from compromise agreement reached by copyright owners, CATV operators and broadcasters. The modified bill, the subcommittee said, would grant copyright licenses for carriage of programs and provide for payment of royalties.

In answer to the subcommittee's letter, the National Association of Broadcasters, the Association of Maximum Service Telecasters and ABC said they are ready to support the legislation. CBS at the time declined to comment because it was opposed to the CATV compromise and was assuming a favorable outcome of the suit against Teleprompter (BROADCASTING, March 20).

The music-licensing organizations (American Society of Composers, Authors and Publishers; Broadcast Music Inc., and SESAC) contended that the licensing system used in broadcasting must be expanded to cover CATV.

Sopkesman for professional baseball, football, basketball, hockey and golf and for the National Collegiate Athletic Association stressed the need to protect gate receipts by extending to cable the re-

National Association of Broadcasters, noted the two points, and added: "We are assuming that the cable people have integrity and the outcome of the CBS-Teleprompter lawsuit has no bearing on the agreement."

Mr. Summers said that the NAB acceptance of the agreement, at a special board meeting during the Las Vegas regional meeting last fall, was not conditioned on the outcome of the lawsuit—although CBS urged that course.

Mr. Summers expressed the hope that some sort of draft legislation can be put together, in conjunction with the NCTA and others, for submission to Senator McClellan and his subcommittee in the next 90 days or before.

At the FCC, officials saw the decision as giving the cable industry new leverage in its negotiations with copyright owners over a fee schedule to be incorporated in new copyright legislation. Adoption of such legislation is critical to the implementation of the commission's new CATV rules.

"I would suppose the decision would urge the copyright owners to come down in their demands and put them closer to the cable industry's position," the commission source said.

"But the decision has no effect on the commission," he added. "We never said the suit would have any impact on the commission's decision on the CATV package."

And at the Office of Telecommunications Policy, which worked hard to bring contending parties into the compromise agreement that paved the way for adoption of the FCC's new CATV rules, a spokesman said that the decision "graphically demonstrates the need for an early resolution" of the copyright bill. He said OTP's conversations with cable-industry representatives do not indicate they have any less interest than they expressed previously in adoption of copyright legislation.

"We hope those who have been discussing the problem and trying to resolve the fees question complete their work in time for Congress to adopt a bill this year," he said.

However pleased they may have been by victory in court, cable representatives said the decision didn't change the basic issues or the ultimate goal of the copyright debate. Their talks with copyright owners will continue, and their desire to get new copyright law on the books still stands.

One factor, of course, is the cold political reality represented by the cable compromise. As an observer on the copyright side put it: "They can't get out of that. They might regret having made a deal predicated on copyright, but they're stuck with it." And more than one cable observer said simply: "We committed ourselves."

But there is more involved. In the interest of its own stability, the cable industry wants the whole copyright debate out of its hair—and as long as cablemen get to use enough signals to make their future relatively secure, they're ready to assume copyright liability. Given that condition, "we *want* to pay for what we use," said Stuart Feldstein, vice president and general counsel of the National Cable Television Association.

They also want to be able to plan ahead; it's now established that every relevant arm of government favors copyright liability for cable, but nobody has agreed yet on what the specific fees will be. "You can't factor in what copyright is going to cost you," Mr. Feldstein said, "until you know what the factor is."

That question of fees is the key one facing cable and copyright negotiators. Representatives of the cable industry have been meeting an average of once a week with one copyright group or another—film, music, broadcast, whatever. Whichever way last week's court decision had gone—and whatever may happen to the case on appeal—the same issues and forces will confront both sides.

Last week's court decision was not without a trace of irony. Judge Motley, who found for Teleprompter, is the same judge who a few months ago found Teleprompter—and its former chairman, Irving B. Kahn—guilty on bribery and conspiracy charges, fined Teleprompter $10,000 and sentenced Mr. Kahn to five years in prison (BROADCASTING, Dec. 6, 1971). Cases are on appeal.

strictions now applied to TV sports broadcasts.

In its comments two weeks ago, the National Cable Television Association told the subcommittee that it supports the fee proposals of the bill. But it asked that independent systems with fewer than 3,500 subscribers be exempt from copyright payments (BROADCASTING, April 24). This provision is contained in the CATV compromise, but not in S. 644.

The motion-picture interests which have been meeting with NCTA on the question of copyright fees, have not as yet filed their comments with the subcommittee.

Will Senator McClellan be in office to make good on his promise to consider the copyright bill without additional hearings? Sources in Little Rock, Ark., indicated last week that the senator will have little difficulty in his primary reelection bid on May 30.

Senator McClellan's opponents are Representative David Pryor (D-Ark.); Ted Boswell, a Little Rock attorney who four years ago was narrowly defeated in a bid for the Democratic nomination for Arkansas governor; and Foster Johnson, a Little Rock real-estate agent who unsuccessfully ran against Senator McClellan six years ago.

Senator McClellan is campaigning hard, using public-works projects and his seniority (he ranks fourth in the Senate) as key campaign issues, according to a newsman for KARK-TV. He said a runoff election, which would be held June 13, is likely because the senator must take over 50% of the vote to avoid it.

Senator McClellan campaigning in Arkansas

A news executive for the *Arkansas Democrat* described the senator's chances as "excellent" and predicted there would be no runoff. He pointed out that Senator McClellan has the support of local politicians ("the court house crowd") all over the state and said that the other candidates do not seem to be capturing public attention.

A source at KTHV(TV) also predicted a McClellan victory, pointing to the senator's broad-based support and well-financed campaign.

Polls give the senator a strong lead.

McGovern's media buys pay off in Ohio

Over $125,000 spent on TV-radio spots helps him cut into Humphrey margin

While heavy use of the broadcast media is not the sole factor needed to lift a political candidate into office—or into contention for a party's presidential nomination—the Ohio primary has proved it can be a major one.

The proof came in the form of the heavily funded broadcast campaign staged by Senator George McGovern (D-S.D.) in Ohio which brought him to within a few thousand votes of the favored Senator Hubert H. Humphrey (D-Minn.). Prior to the primaries on April 25, McGovern people showed little interest in the Ohio primary. But the senator's victory in Massachusetts and strong showing in Pennsylvania encouraged the McGovern campaign forces to try for an all-out victory in Ohio. So they threw all but the kitchen sink into a broadcast-based campaign.

In all, McGovern people spent more than $125,000 in broadcast ads (two-thirds in TV, one-third in radio) produced by Charles Guggenheim, a Washington media specialist. The buys were made in an eight-market area needed to cover the state.

The expenditure marks the second heavy buy made by McGovern forces—the first being in New Hampshire. According to an agreement signed last year (BROADCASTING, Dec. 6, 1971), Democratic presidential contenders agreed to limit spending for broadcast, print and billboards to five cents per registered voter. For each candidate, 5% of the limit, or approximately $142,000, was put into a contingency fund from which a candidate could draw, a third at a time. With the Ohio campaign complete, two-thirds of the McGovern reserve has, therefore, been depleted.

According to Elizabeth Stevens, media director for the McGovern campaign, the third major effort will come in California on June 6.

In the Ohio race Senator Humphrey's media people placed little more than $17,000 in broadcast ($8,595 in TV, $8,800 in radio). Television advertising consisted of half-hour live call-in shows on which the senator answered viewers' questions and an hour-long networked program, broadcast in three states, which followed the Q-and-A format. Radio advertising was limited to 60-second spots featuring the candidate. Newspaper placement (totaling only $700) was devoted to television tune-in ads.

But while Senator McGovern's campaign advisers maintain that the Guggenheim commercials are naturalistic and serve only to identify the senator to a new public, they are pleased with the results.

The McGovern material follows what has come to be called "the Ottinger Rule" which states that there can be only a minor charisma gap between the candidate's broadcast commercials and his live appearances, or else voters will reject not only the ad but the candidate. (The "rule" bears the name of former Representative Richard L. Ottinger, who lost his bid in the New York senatorial race when his ads proved more articulate than his live appearances.)

In keeping with this rule, the McGovern spots were edited from conversations the senator has held with groups of voters. While the meetings were planned, the general topics and individual questions were not. And it is hoped that these low-key dialogues—in which the candidate does not "sell" the candidate—*will* sell the man.

While apparently not as sold on the idea of a media campaign as the McGovern forces, advisers to Senator Humphrey feel they are getting a fair return for their money. D. J. Leary, media director for the campaign, said that his people were making only enough broadcast buys to counter other candidates' moves, and "only enough to win."

Politicals on their minds

The movement to persuade broadcasters to institute a code of ethics for political broadcasting—including a minimum length of five minutes for political commercials—will get a hearing by the radio code board of the National Association of Broadcasters. On the agenda for a May 10 meeting in Washington is Charles Benton, president of the National Citizens Committee for Broadcasting, who earlier had asked the NAB to establish a political-advertising code during the association's convention in Chicago last month (BROADCASTING, April 17).

Also to be reviewed at the code board meeting will be proprietary-drug advertising, particularly in light of recent moves to ban such products from being advertised on the air (BROADCASTING, Feb. 28); the advertising of R- and X-rated movies, and procedures to make membership in the code more attractive to radio broadcasters.

Longer political spots: no FCC action now

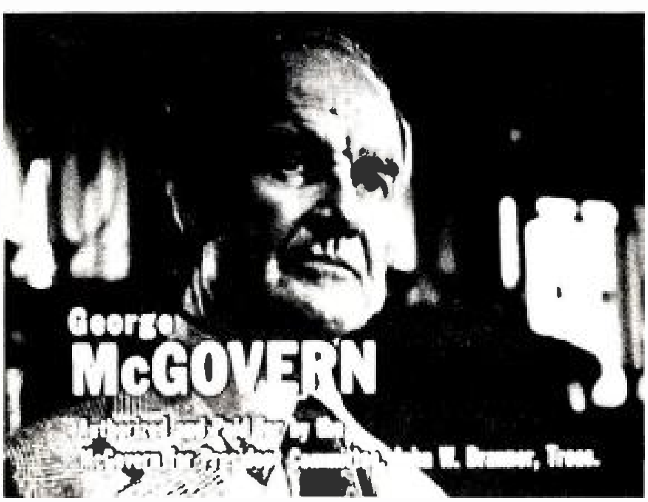
Burch sees merit in five-minute limit but says study should be private affair

FCC Chairman Dean Burch sees proposals to limit the length of political commercials to a minimum of five minutes as "well worth sober consideration," but not until 1973 because a study now —in a political year—could easily become "a partisan issue."

He also suggests a study of political ads would be "best conducted under private, impartial auspices," and that perhaps the Twentieth Century Fund might wish to organize a "preliminary" conference early next year.

Chairman Burch's view of an issue that has been subject recently to much

Senator McGovern's massive TV campaign in Ohio (left) paid off importantly last week in votes taken from his rival, Senator Humphrey.



Liz & Richard & Katharine &
Marilyn & Clark & Hedy & Re
Jeanette & Nelson & Joanne
Gina & Red & Doris & David
Laurence & Olivia & Laurence
Charles & Kim & Karl & Marg
Ronald & June & Gregory & E
Yul & Lauren & Montgomery
Cyd & Sidney & Judy & Micke
Marlon & Angela & Van & Ing
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debate in broadcasting and advertising councils, came to light with disclosure last week of correspondence between Mr. Burch and Newton N. Minow, Chicago attorney and former FCC chairman.

Mr. Minow, in advocating a "fuller discussion of issues" than can be presented in the limited time of a spot commercial, suggested in a letter sent Feb. 21 that Mr. Burch assume leadership in convening a "conference of citizens, the political parties, advertising agencies and academic authorities" that would examine political commercials.

In his reply, April 5, Mr. Burch said he preferred an impartial sponsor of a study because he doubted that the FCC, "operating always with an implied threat of ultimate regulation, should take the lead." Mr. Burch and Mr. Minow served together on a Twentieth Century Fund commission that in 1969 proposed that periods of prime time be set aside for candidates at cut price.

In Chicago, Mr. Minow said he had forwarded Mr. Burch's suggestion to the fund. The fund's director, M. J. Rossant, said in New York that the proposal, though under consideration, was "on the back burner just now."

Push on anticar ads

N.Y. TV's given spots by city agency

New York City's Environmental Protection Agency has distributed to six TV stations there a series of antiautomobile commercials. The spots were produced in response to a court ruling that automobile and leaded gasoline advertising were subject to fairness-doctrine requirements.

Three commercials, 60-, 30- and 10-seconds in length, were produced at cost by volunteer talent organized and directed by Sweda Enterprises, a New York commercial and film production company. The spots attack indiscriminate use of the automobile in the city and urge viewers to use mass transit and to drive their cars only in nonurban environments.

A "test" spot featuring actor Eli Wallach, has been running on TV stations since December 1971. One of the three new commercials, in the guise of an automobile ad, praises the attributes of the vehicle and its low price. The commercial ends, however, with a take-off on anticigarette ads: "Medical experts have determined that automobile emissions are dangerous to your health. Maybe you can't afford it."

C&W's Nichols endorses Bell's call for unity

Urges major ad factions to join hands in counteroffensive on over-regulators

The proposal for the formation of an advisory council on advertising was backed last week by Cunningham & Walsh's chairman, Carl Nichols.

In a talk at the San Francisco Advertising Club, Mr. Nichols in effect gave his blessing to the proposal—made by Howard Bell, president, American Advertising Federation (BROADCASTING, May 1)—that all elements of the advertising industry unify in their efforts to combat the onslaughts of government, consumerists and other attackers.

"Cunnningham & Walsh," he said, "strongly supports any forward step that can take advantage of the existing resources and brainpower which exist among these three powerful associations and all other media-related associations."

His reference to three associations was in line with Mr. Bell's recommendation that an advisory council be composed of the chairmen and presidents of the American Association of Advertising Agencies, the Association of National Advertisers and his own organization.

Mr. Nichols said: "Frankly, we are appalled at how little has really been done to forcefully unite our industry—not only to defend against government overregulation—but to go on the offensive to explain advertising to government, to consumers, to students, to our critics."

No sure way to agency-client accord

That's conclusion of Price Waterhouse in study that recommends concessions that must be made in pricing ad services

There are some do's and don'ts in the advertiser and advertising-agency work relationship that could affect the pricing of advertising agency services.

But the client, or the agency, shouldn't expect any independent study to come up with a "magic formula" for developing an immediate solution in pricing that would satisfy all.

Such were the observation and the confession of the accounting firm of Price Waterhouse & Co., New York, delivered last week to an Association of National Advertisers workshop held in Hershey, Pa.

For some time, the firm has concerned itself with what has to be one of the hottest subjects among agency managements ("Closed Circuit," Jan. 10). For years, the traditional basis for pricing agency services has been the 15% commission. This method of compensation has been under fire. Some would raise the percentage; others would abandon it altogether in favor of a fee arrangement. ANA itself also is preparing an analysis of the 15% commission.

At ANA's advertising financial management workshop in Hershey, the Price Waterhouse report was presented in closed session—and later made available —by two of its officials, Henry Gunders and Frederick A. Loesing.

The report included a number of recommendations, some technical, on the basis of studies and interviews with advertisers and advertising agencies.

Agencies and clients were cautioned in the report that a method of pricing be determined only after a "detailed analysis of work requirements" by both parties, and "a translation by the agency of its work requirements into estimated costs and pricing value."

Both must be aware of the extent of the work to be performed, the report said. "Otherwise, neither can have reasonable assurance that the agreed upon method of pricing the agency's services is fair to either party, or knowledge of the risks involved."

Fees, the report said, should be negotiated with this in mind. Moreover, warned Price Waterhouse, "arbitrary adoption" of any single pricing arrangement —the standard 15% commission or a cost-plus fee method—can only subject the client or the agency, or both, to unknown risks which can prove "exceedingly costly" and harm the professional quality of the work.

Also recommended was advance agreement on "advertiser's rejection privileges of creative work." This would apply also to arrangements for reimbursements of substantial costs incurred by the agency on that portion of the ad budget that is subsequently cancelled. At the same time, the report suggested that consideration be given to a reduced commission rate on additional advertising when the advertiser substantially increases his ad budget without causing a comparable increase in the agency's work load.

Additionally, the report recommended that both parties continue detailed studies of alternative pricing methods, and that in cost-plus arrangements the determination of costs be under "acceptable costing procedures" and the principles followed be uniform.

In one recommendation, which is certain to commend the full attention of agencies, Price Waterhouse said: "Recognition must be given to the fact that the advertiser marketing decisions are becoming more intimately involved with the advertising process and are responsible for the results achieved by it.

"Thus, they are absorbing, and will continue to absorb, certain functions previously or presently performed by agencies."

It suggested that this change be considered in planning agency operations and in pricing its services.

In its other recommendations, the report said business and financial planning and "performance measurement techniques" were a must, regardless of an agency's size, and that return on investment was the best basis to appraise relative profitability performance of "agencies, media and advertisers," while gross revenue earned, as opposed to gross billings, provide the best basis for measuring profitability of individual agency accounts.

The report noted that agency business profits were often referred to in terms of a percentage of gross billings, that is, space and time costs billed to advertisers plus capitalized fees. This method was judged somewhat artificial, in that figures are derived by multiplying gross revenue

(commission or fees, etc.) by a factor of 6.6 to arrive at total billings. But some agencies, it was stated, have as much as 20% of gross revenue derived from production cost mark-ups (possibly 40% from fees determined on a cost-plus basis).

Price Waterhouse said it preferred the use of gross revenues earned as a basis for figuring the profitability percentage and the percent of return on equity as "even more meaningful."

Applying this yardstick to all agency groupings, Price Waterhouse found that the return on investment in general did not differ from that earned by U.S. industry "in spite of possible inequities that may or may not exist in the pricing arrangements between individual advertisers and agencies."

Also at the workshop, the role of the "house" or "corporate" agency was described by Philip Agisim, president, Parkson Advertising, which is owned by the J. B. Williams Co. He explained the house agency concept as it operates at Parkson; called it "successful" but warned it could falter if the parent company is not staffed with top executives versed in advertising.

Among the "accomplishments" of or "innovations" by Parkson cited by Mr. Agisim: It was one of the first agencies to use piggyback commercials in network TV programs and on radio; it pioneered the use of tape commercials and was among the first agencies to realize the economy of transferring film to tape for color correction.

John C. Rennels Jr., vice president and treasurer, Ketchum, MacLeod & Grove, offered advertisers suggestions on auditing the agency's handling of their accounts. For the future, he raised the possibility that advertisers might use public accountants following a standardized audit program, rather than subject agencies to numerous individual audits.

BAR reports: television-network sales as of April 23

CBS $205,617,500 (36.5%); NBC $186,843,300 (33.1%); ABC $171,731,600 (30.4%)*

Day parts	Total minutes week ended April 23	Total dollars week ended April 23	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	81	$ 469,800	1,100	$ 6,892,400	$ 6,892,500
Monday-Friday 10 a.m.-6 p.m.	965	6,888,400	14,904	109,558,900	101,958,700
Saturday-Sunday Sign-on-6 p.m.	373	4,056,000	5,082	70,045,200	55,271,700
Monday-Saturday 6 p.m.-7:30 p.m.	106	1,860,500	1,459	29,497,800	24,776,900
Sunday 6 p.m.-7:30 p.m.	21	451,800	233	5,745,400	9,878,200
Monday-Sunday 7:30 p.m.-11 p.m.	399	18,228,900	6,343	314,367,000	308,392,100
Monday-Sunday 11 p.m.-Sign-off	156	2,466,100	2,170	28,085,700	19,205,200
Total	**2,101**	**$34,421,500**	**31,291**	**$564,192,400**	**$526,375,300**

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

Price controls or no, supply and demand still call the shots in broadcast advertising

Some stations have already hiked rates in wake of new government rulings, and some had even before, but rules or no rules, none can get more than the traffic will bear

"Why doesn't somebody tell President Nixon that broadcast sales are one area left in the U.S. where competition really controls the business?" asked one station-rep president in reacting to the exemption for small businesses (story page 47). His point: Station rates, at least those quoted to national spot advertisers, are really regulated by the marketplace.

According to the station reps questioned, there would appear to be this rule-of-thumb: Where the market is large, the competition is greatest. Moreover, it is more likely that stations in the larger markets are owned by station group operators, are subsidiaries of large corporations or are themselves large in size, and are thus disqualified from exemption.

But one radio rep reported that a few radio station clients had already informed him by Wednesday (May 3) that they had revised rate cards upward (from 10% to 25%), effective June 1. A top executive with one of the largest station representation firms in New York said he fully expected some TV stations to decide on rate revisions. "It ought to break open a little bit," he said. "There are stations struggling with the problem of the rate situation. I would expect that many stations, which qualify under the exemption, would make adjustments where they see fit but these, particularly in television, will be limited by competitiveness."

Other reps noted that many stations have already revised spot rates during Phase II. They said broadcasters did this according to the interpretations of their attorneys by including, for example, "the structuring in of new expenses (new equipment, etc.) and/or the stations' track record of cost-per-thousand efficiencies" in justification of rate revisions.

It was noted that in today's "tight marketplace," advertising agencies in effect contribute to the imposition of rate ceilings based on demographic considerations—"They will pay no more than a certain figure for, say, men between the ages of 18 and 49 in certain program schedules."

The president of a radio rep said that a number of stations, "inhibited at the time of the freeze, will want to get in rate increases which are long past due." He said he had been exhorting some of his stations to consider rate increases on the basis of improved audience performances, "well before this latest exemption was announced."

A TV-rep president said that a few stations may be chafing to raise their rates but "most are living with it [price control]. The problem is not so severe in the spot business, at least not now. Rate cards have sections and they are seasonal. There is generally [rate] growth room in the card. There is no particular hardship."

Said another TV rep: "It is supply and demand, still. Stations can go back to the higher rate in the price spread when business is better. Come this summer, nobody will be particularly concerned with raising prices."

RAB plays Johnny Appleseed

Stuffs best ideas for selling in a bag, goes wandering cross country in radio promotion called 'Idearama'

A new salesman with a small-market radio station plunked down $25 at a Radio Advertising Bureau "Idearama" in Fredericksburg, Va., one day last month. The price of admission entitled him to a series of "money-making ideas" sessions that ran from 9 a.m. to 3:30 p.m., and also included lunch and a collection of materials that could prove useful in generating new sales.

That $25 got his station $500 to $1,000 worth of additional business only 24 hours later. The salesman sold a local retailer on the basis of an idea he got at Fredericksburg. (The idea was taken from a larger-market station in another part of the country that ran a similar campaign for a drive-in restaurant.)

This story of a quick sale, as related by RAB officials in New York last week, is what Idearamas are supposed to be about. The one-day stands—61 of them—started April 13 and will run through June 11. They are handled by RAB's five regional field managers, who divided up the country, each handling a specific number of sessions.

Idearama was created this year to disseminate ideas for quick local sales; ideas that salesmen can quickly adapt in their routine calls and contacts. There are three sections to each session. The first deals with general ideas; How a bank tied in

with auto dealers in a commercial; other advertiser tie-ins and promotions. The second centers on new advertisers and new ways to get radio sales. (One commercial on tape features Lake Tahoe plumbing contractors who play wake-up music in the morning, with a "Wish you a happy day" message.

A third section explores "factors that make good copy," of pointers for salesmen to use when they approach advertisers and of new ways of looking at familiar things.

In all, about 95 sales ideas and 87 different taped commercials are presented. They included such story ideas as these:

One radio salesman obtained a 52-week schedule from a local Cal-Tex service station operator after he dramatized "the subjective and imaginative power" of radio by "inventing," on the spot, the image of a bow-legged "Cal-Tex" cowboy—"Think of Cal-Tex and what do you see in the mind's eye?"

Another salesman hassled with a client who maintained he did not have to advertise. That client was sold 215 one-minute spots. The campaign ploy: Listeners were urged to forget the advertiser, his product and the phone number, because after all, the company did not have to advertise. (Forget, "unless you want to save money," was the commercial's kicker).

RAB says it worked.

Business Briefs

Detroit buy. Ford Motor Credit (subsidiary of Ford Motor), Dearborn, Mich., in major buy through Kenyon & Eckhardt, Detroit, started seven-week schedule on Blair-Represented Network. Campaign is targeted for 18-49 adult audience during peak spring-buying period; Ford Motor credit's first purchase on BRN includes 106 stations.

Sign for five-partner. Eastman-Kodak, Rochester, N.Y., through J. Walter Thompson Co., New York; General Foods, White Plains, N.Y., through Benton & Bowles, New York; and Talley Industries, Mesa, Ariz., through Della

What's good for GM is good for TV

Combined spot-network buying report shows firm with biggest increase in '71; ad returnee Hershey spent $7.3 million

Six of the top-10 national television advertisers increased their combined network and spot investments in 1971.

And, according to a compilation of the top-100 clients released last week by the Television Bureau of Advertising, the largest increases were registered by General Motors (up $23.5 million) and American Home Products (up $20.9 million).

Other leaders and their increases: Procter & Gamble ($11.3 million), Bristol-Myers ($2.7 million), Lever Bros. ($3.1 million) and Sterling Drug ($4.5-million). Three of the top-10 advertisers spent less. They were General Foods (down $6.3 million), Colgate-Palmolive (down $10.3 million) and Warner-Lambert (down $2.3 million). General Mills had approximately the same expenditures in 1971 and 1970.

The TVB compilation is based on figures from Broadcast Advertisers Reports.

Newcomers to the top-100 listing included Hershey Foods, ($7.3 million) which for years was advertising holdout before embracing TV in the seventies. Others new to the list are Del Monte ($8.2 million), Imperial Products ($10.6-million), Ronco Tele-Products ($10.2-million) and S.T.P. ($6.9 million).

Also released by TVB were estimated expenditures by product classification.

The 100 biggest TV spenders in 1971

	Total TV	Spot TV	Network TV
1. Procter & Gamble Co.	$190,534,800	$69,634,500	$120,900,300
2. American Home Products Corp.	88,083,400	39,289,200	48,794,200
3. General Foods Corp.	87,492,200	46,792,600	40,699,600
4. Bristol-Myers Co.	73,660,100	25,053,100	48,607,000
5. Colgate-Palmolive Co.	72,966,600	38,510,700	34,455,900
6. General Motors Corp.	65,381,800	25,399,700	39,982,100
7. Lever Brothers Co.	62,470,400	26,325,500	36,144,900
8. Warner-Lambert Pharmaceutical Co.	61,676,000	16,799,700	44,876,300
9. Sterling Drug	58,653,400	12,299,800	46,353,600
10. General Mills	42,008,800	19,656,500	22,352,300
11. Sears, Roebuck & Co.	41,756,500	18,871,400	22,885,100
12. Ford Motor Co.	41,294,900	11,634,300	29,660,600
13. Gillette Co.	38,503,700	9,305,600	29,198,100
14. Miles Laboratories	35,424,000	11,829,500	23,594,500
15. PepsiCo Inc.	33,994,800	16,786,000	17,208,800
16. Kraftco Corp.	33,736,100	16,171,600	17,564,500
17. Kellogg Co.	32,905,200	9,853,300	23,051,900
18. Ralston Purina Co.	32,274,600	9,030,900	23,243,700
19. Coca-Cola Co.	31,694,300	17,996,800	13,697,500
20. S.C. Johnson & Son	31,647,100	3,937,600	27,709,500
21. Alberto-Culver Co.	31,188,200	16,928,700	14,259,500
22. American Tel. & Tel. Co.	27,713,100	12,068,100	15,645,000
23. Chrysler Corp.	26,654,500	6,125,100	20,529,400
24. McDonalds Corp.	25,051,200	15,823,600	9,227,600
25. Campbell Soup Co.	23,541,700	7,581,300	15,960,400
26. Johnson & Johnson	23,191,400	8,291,900	14,899,500
27. Heublein Inc.	22,816,100	12,638,200	10,177,900
28. William Wrigley Jr. Co.	21,372,200	19,867,900	1,504,300
29. Nestle Co.	21,269,500	8,425,400	12,844,100
30. Mattel Inc.	20,959,800	9,701,900	11,257,900
31. American Cyanamid Co.	20,669,100	5,176,600	15,492,500
32. Carter Wallace Inc.	19,947,300	5,484,000	14,463,300
33. International Tel. & Tel. Corp.	19,800,100	12,726,800	7,073,300
34. Quaker Oats Co.	19,413,500	11,104,100	8,309,400
35. Schering Plough Corp.	18,460,400	6,212,200	12,248,200
36. Morton-Norwich Products	17,874,200	6,424,500	11,499,700
37. J. B. Williams Co.	17,815,200	—	17,815,200
38. Block Drug Co.	16,982,600	3,026,400	13,956,200
39. Norton Simon	16,953,200	6,594,700	10,358,500
40. Noxell Corp.	16,882,500	7,667,900	9,214,600
41. Rapid-American Corp.	16,824,600	676,100	16,148,500
42. Nabisco Inc.	16,685,500	6,882,100	9,803,400
43. Carnation Co.	16,592,300	7,600,500	8,991,800
44. Clorox Co.	16,567,200	2,597,800	13,969,400
45. Shall Oil Co.	16,530,700	9,666,600	6,864,100
46. Greyhound Corp.	14,989,500	4,229,000	10,760,500
47. Mennen Co.	14,720,900	5,332,600	9,388,300
48. Richardson Merrell Inc.	14,683,300	3,467,500	11,215,800
49. Pfizer Inc.	14,303,000	2,005,300	12,297,700
50. Jos. Schlitz Brewing Co.	13,936,500	7,910,000	6,026,500
51. Philip Morris	13,856,600	3,738,900	10,117,700
52. Volkswagenwerk A. G.	$13,801,300	$4,379,500	$9,421,800
53. Texaco	13,773,300	739,200	13,034,100
54. Pillsbury Co.	13,755,600	5,406,000	8,349,600
55. Standard Oil Co. of N.J.	13,707,300	5,887,200	7,820,100
56. Seven-Up Co.	13,526,500	10,293,500	3,233,000
57. Smith Kline & French Labs	13,391,700	5,613,600	7,778,100
58. F. W. Woolworth Co.	13,054,000	13,054,000	—
59. Deluxe Topper Corp.	12,873,300	8,602,000	4,271,300
60. Toyota Motor Distributors	12,636,700	12,636,700	—
61. Scott Paper Co.	12,479,700	7,324,500	5,155,200
62. Eastman Kodak Co.	12,245,400	2,841,400	9,404,000
63. Standard Brands	11,904,100	5,361,500	6,542,600
64. C.P.C. International	11,842,500	7,366,800	4,475,700
65. Anheuser-Busch	11,752,200	6,334,800	5,417,400
66. Mars Inc.	11,657,700	3,726,500	7,931,200
67. Chesebrough Ponds	11,569,500	4,931,300	6,638,200
68. Gulf Oil Corp.	11,434,400	2,352,300	9,082,100
69. E. I. Dupont DeNemours & Co.	11,240,300	1,018,200	10,222,100
70. H. J. Heinz Co.	11,233,100	6,937,800	4,295,300
71. General Electric Co.	11,105,500	3,121,400	7,984,100
72. Union Carbide Corp.	10,615,700	3,159,400	7,456,300
*73. Imperial Products	10,554,800	10,554,800	—
*74. Ronco Tele-Products	10,210,300	10,210,300	—
75. Triangle Publications	9,967,800	9,967,800	—
76. Goodyear Tire & Rubber Co.	9,961,700	3,547,300	6,414,400
77. Mobil Oil Corp.	9,106,200	3,819,300	5,286,900
78. Polaroid Corp.	9,039,800	242,900	8,796,900
79. Squibb Corp.	9,024,700	6,275,200	2,749,500
80. RCA Corp.	8,896,700	4,048,900	4,847,800
81. Royal Crown Cola Co.	8,888,700	8,126,600	762,100
82. Liggett & Myers Tobacco Co.	8,833,300	3,298,200	5,535,100
83. Gulf & Western Industries	8,776,300	3,788,000	4,988,300
84. General Cigar Co.	8,741,900	1,447,900	7,294,000
85. American Motors Corp.	8,560,800	1,406,400	7,154,400
*86. Del Monte Corp.	8,202,300	3,028,000	5,174,300
87. Avon Products, Inc.	7,992,500	4,388,500	3,604,000
88. Firestone Tire & Rubber Co.	7,978,900	2,098,300	5,880,600
89. American Can Co.	7,842,000	5,863,700	1,978,300
90. Standard Oil Co. of Indiana	7,742,600	7,112,000	630,600
91. Sun Oil Co.	7,735,900	2,068,700	5,667,200
92. Westinghouse Electric Corp.	7,538,100	6,221,800	1,316,300
93. Singer Co.	7,534,800	1,767,000	5,767,800
94. Beatrice Foods Co.	7,393,900	4,980,000	2,413,900
95. U A L Inc.	7,355,700	5,676,500	1,679,200
96. Hershey Foods Corp.	7,253,100	2,356,500	4,896,600
*97. S.T.P. Corp.	6,923,300	1,056,700	5,866,600
*98. American Express Co.	6,819,300	3,253,700	3,565,600
99. Borden Co.	6,800,200	4,024,500	2,775,700
100. Consolidated Foods Corp.	6,778,400	4,294,500	2,483,900

* New to the top 100 in 1971.

Sources: Network TV-BAR; Spot TV-BAR, 75 markets.

Femina, Travisano & Partners, New York, will sponsor a five-part CBS-TV series, *The Life of Leonardo da Vinci*, to be presented Sunday, Aug. 13 (9-10:30 p.m. EDT), Sunday, Aug. 20, 27 and Sept. 3 (9:30-10:30 p.m. EDT) and Sunday, Sept. 10 (9-10 p.m. EDT).

'Round the track. Texize Chemicals (Simoniz), through Henderson Advertising, both Greenville, S.C., will promote its tie-in with auto racing on radio and probably also on TV. Simoniz will sponsor Brock Racing Enterprises Datsun racing team in 1972 two-five challenge series, part of Trans-Am competition (starts this month). Among plans: radio spot campaign, tentatively set, utilizing one-minute commercial participations in youth-oriented shows in about 50 markets. In TV, it is producing feature film on racing that will be edited to half hour for eventual broadcast exposure.

Two in one. J. Walter Thompson Co., New York, consolidates communications research and marketing research departments into one unit, research and planning. With change, Joel Baumwoll, formerly vice president and associate director, Grey Advertising, New York, takes charge of new department as vice president; Mrs. Sonia Yuspeh, also from Grcy where she was VP and executive director of marketing and research, becomes a VP and department director.

Musical notes. Physicians Mutual Insurance Corp., Omaha, through Albert Frank-Guenther Law, Los Angeles, will sponsor *The Billy Walker Show*, half-hour television show featuring Nashville sound, on nearly 100 stations. Syndicated show is scheduled for fall 1972 start. Nashville recording artists will appear. Series is available in 26-segment color packages.

Agency appointments. Dutch Boy Paint Division, N.L. Industries, New York, has appointed Richard K. Manoff, there, to handle its $1.5-million account. Broadcast plans have not been finalized. Former agency was Marschalk. ▪ Dunkin' Donuts of America, Randolph, Mass.,

Product spending in TV in 1971

	Spot TV	Network TV	Total National
AGRICULTURE AND FARMING	$ 4,285,300	$ —	$ 4,285,300
APPAREL, FOOTWEAR AND ACCESSORIES	41,667,800	28,569,700	70,237,500
Apparel fabrics and finishes	3,233,100	1,829,800	5,062,900
Footwear	8,439,000	2,797,200	11,236,200
Hosiery	11,374,800	920,400	12,295,200
Ready-to-wear	6,116,300	4,299,100	10,415,400
Underwear, foundations and bras	6,501,000	17,504,600	24,005,600
Misc. apparel, accessories and notions	6,003,600	1,218,600	7,222,200
AUTOMOTIVE	100,694,600	141,562,100	242,256,700
Passenger cars	80,020,100	102,589,600	182,609,700
Tires and tubes	8,459,200	13,030,200	21,489,400
Trucks and mobile homes	6,190,200	6,643,800	12,834,000
Misc. auto accessories and equipment	6,025,100	19,298,500	25,323,600
BEER AND WINE	78,377,600	26,184,200	104,561,800
Beer and ale	59,278,800	22,116,200	81,395,000
Wine	19,098,800	4,068,000	23,166,800
BUILDING MATERIALS, EQUIPMENT AND FIXTURES	10,343,900	10,209,700	20,553,600
Building materials	1,683,100	30,800	1,713,900
Equipment fixtures and systems	5,451,900	5,401,100	10,853,000
Protective coating and finishes	3,208,900	4,777,800	7,986,700
CONFECTIONERY AND SOFT DRINKS	106,136,500	59,478,700	165,615,200
Confectionery	40,442,300	29,426,800	69,869,100
Soft drinks	65,694,200	30,051,900	95,746,100
CONSUMER SERVICES	7,804,500	39,163,500	46,968,000
Communications and public utilities	452,300	20,875,300	21,327,600
Engineering and professional services	5,433,900	9,483,800	14,917,700
Financial	1,918,300	8,804,400	10,722,700
DRUGS AND REMEDIES	96,352,400	204,011,200	300,363,600
Cold, cough and sinus remedies	25,624,100	45,703,700	71,327,800
Digestive aids and antacids	11,612,700	26,233,400	37,846,100
Headache remedies and sedatives	30,332,500	63,301,000	93,633,500
Laxatives	1,156,500	15,021,100	16,177,600
Medical equipment and supplies	4,208,200	3,524,400	7,732,600
Skin products and liniments	8,130,300	19,287,300	27,417,600
Vitamins	5,614,300	18,734,500	24,348,800
Misc. drugs and remedies	9,673,800	12,205,800	21,879,600
ENTERTAINMENT AND AMUSEMENT	(91,012,100)*	16,895,000	16,895,000
Amusements and events	(17,670,100)*	134,400	134,400
Motion pictures	(26,054,000)*	3,872,400	3,872,400
Restaurants and drive-ins	(47,288,000)*	12,888,200	12,888,200
FOOD AND FOOD PRODUCTS	303,696,600	284,516,100	588,212,700
Appetizers, snacks and nuts	8,929,700	14,514,600	23,444,300
Bakery goods	35,517,600	20,973,300	56,490,900
Cereals	30,669,900	50,882,600	81,552,500
Coffee, tea and cocoa	49,635,000	26,059,600	75,694,600
Condiments	12,693,800	9,383,400	22,077,200
Dairy products	26,157,600	8,430,800	34,588,400
Desserts and dessert ingredients	8,178,700	13,097,200	21,275,900
Flour and baking mixes	4,673,700	11,375,600	16,049,300
Fruit and vegetable juices	7,295,700	12,450,400	19,746,100
Fruits and vegetables	14,130,900	11,108,100	25,239,000
Health and dietary foods	2,313,800	2,864,900	5,178,700
Infants' foods	1,289,700	871,700	2,161,400
Meat, poultry and fish	20,394,400	14,427,700	34,822,100
Pasta products and dinners	9,870,000	8,279,500	18,149,500
Prepared dinners and dishes	16,471,900	9,898,600	26,370,500
Salad dressings and mayonnaise	9,439,400	6,722,800	16,162,200
Shortening and oil	13,867,800	20,602,400	34,470,200
Soups	5,541,700	11,698,700	17,240,400
Sugars, syrups and jellies	3,734,200	3,483,300	7,217,500
Misc. food and food products	22,891,100	27,390,900	50,282,000
GASOLINE, LUBRICANTS AND OTHER FUELS	57,932,100	51,609,000	109,541,100
HORTICULTURE	4,326,500	3,543,900	7,870,400
HOUSEHOLD EQUIPMENT AND SUPPLIES	$100,760,500	$65,066,400	$165,826,900
Deodorizers and air fresheners	1,709,000	3,457,600	5,166,600
Disinfectants	5,131,300	10,246,200	15,377,500
Food wraps and foils	15,063,200	10,290,000	25,353,200
Household paper products	26,556,100	9,443,200	35,999,300
Insecticides	3,788,700	4,955,300	8,744,000
Major appliances	17,668,500	17,262,000	34,930,500
Small appliances and equipment	9,818,300	3,514,300	13,332,600
Misc. accessories and supplies	21,025,400	5,897,800	26,923,200
HOUSEHOLD FURNISHINGS	10,038,700	8,579,700	18,618,400
Floor covering	2,574,300	3,042,400	5,616,700
Furniture	4,973,800	3,289,000	8,262,800
Household fabrics and finishes	1,140,500	1,644,600	2,785,100
Misc. household furnishings	1,350,100	603,700	1,953,800
INSURANCE	14,251,300	28,762,500	43,013,800
JEWELRY, OPTICAL GOODS AND CAMERAS	9,390,500	32,018,300	41,408,800
Cameras and photographic supplies	6,651,000	18,755,900	25,406,900
Jewelry, watches and optical goods	2,739,500	13,262,400	16,001,900
OFFICE EQUIPMENT, STATIONERY AND WRITING SUPPLIES	2,051,100	13,076,200	15,127,300
PET FOODS AND SUPPLIES	35,777,200	41,086,100	76,863,300
Pet foods	32,454,300	37,800,500	70,254,800
Pet supplies	3,322,900	3,285,600	6,608,500
PUBLISHING AND MEDIA	19,957,100	2,917,700	22,874,800
RADIOS, TELEVISION SETS AND MUSICAL INSTRUMENTS	32,363,500	18,422,000	50,785,500
Musical instruments	1,469,200	397,500	1,866,700
Records and tape recordings	16,801,700	386,400	17,188,100
Radios, TV sets, phonographs and recorders	13,489,100	16,321,800	29,810,900
Misc. components and supplies	603,500	1,316,300	1,919,800
SMOKING MATERIALS	5,130,300	14,493,700	19,624,000
Cigarettes	—	1,456,600	1,456,600
Cigars and tobacco	4,816,700	12,948,200	17,764,900
Misc. smoking materials and accessories	313,600	88,900	402,.500
SOAPS, CLEANSERS AND POLISHES	110,263,000	147,938,800	258,201,800
Cleansers and polishes	45,238,800	63,980,000	109,218,800
Laundry preparations	17,512,100	21,038,600	38,550,700
Soaps and detergents	47,512,100	62,920,200	110,432,300
SPORTING GOODS AND TOYS	48,581,300	39,299,100	87,880,400
Games, toys and hobbycraft	43,059,600	35,904,000	78,963,600
Sporting goods	5,521,700	3,395,100	8,916,800
TOILETRIES AND TOILET GOODS	154,370,400	298,748,100	453,118,500
Cosmetics and beauty aids	25,262,700	31,600,900	56,863,600
Dental supplies and mouthwashes	27,369,000	73,788,100	101,157,100
Depilatories and deodorants	12,281,100	36,746,000	49,027,100
Feminine hygiene products	6,840,500	5,713,100	12,553,600
Hair products	48,708,000	77,426,900	126,134,900
Men's shaving equipment	7,256,200	17,297,200	24,553,400
Men's toiletries	8,100,200	27,667,700	35,767,900
Toilet soaps	10,256,400	20,054,300	30,310,700
Women's shaving equipment	250,000	1,013,900	1,263,900
Misc. toiletries and toilet goods	8,046,300	7,440,000	15,486,300
TRAVEL, HOTELS AND RESORTS	37,920,100	11,868,700	49,788,800
Airlines	32,946,000	5,155,300	38,101,300
Buses	2,621,300	—	2,621,300
Car rental	2,342,600	2,497,100	4,839,700
Resorts and hotels	(10,257,000)*	4,194,500	4,194,500
Steamships	10,200	21,800	32,000
MISCELLANEOUS	5,237,800	39,692,100	44,929,900
TOTAL	$1,397,710,600	$1,627,712,500	$3,025,423,100

* Categorized as "Local" activity by BAR, shown here for comparative purposes but not included in the total.
Sources: Network TV—BAR; Spot TV—BAR, 75 markets.

has appointed Foote, Cone & Belding, New York, to handle its $2-million account (includes TV and radio), effective Sept. 1. Account leaves Compton Advertising, New York. Change does not affect company's Howdy beefburger advertising and other special projects, which continue to be handled by Hill, Holiday, Connors and Cosmopulous, Boston. ▪ Zayre Corp., national department store chain, Framingham, Mass., appoints Ingalls Associates, Boston.

Rep appointments. WWEZ(AM) Cincinnati, WRC-AM-FM Washington, WNAP(AM) Indianapolis: Blair Radio, New York. ▪ WCFL(AM) Chicago: McGavren-Guild-PGW Radio Inc., Chicago. ▪ WSAM-AM-FM Saginaw, Mich.: Grant Webb & Co., New York. ▪ WJIB(FM) Boston: Katz Radio, New York.

A pep talk to print media

RAB's David solicits their support in battle against FTC proposals

Miles David, president of the Radio Advertising Bureau, is urging newspapers and magazines "to put their formidable resources into the struggle" against the Federal Trade Commission's counterad proposal.

Acknowledging that broadcasting at present is on the receiving end (and that "clearly advertisers and agencies have a vested interest in maintaining free and effective broadcasting advertising"), Mr. David warned last week that "for too long many newspapers and magazines have let us fight this battle ourselves."

In urging all segments of the advertising industry to regard the fight as a common cause, Mr. David noted that Virginia Knauer, the President's adviser on consumer affairs, had startled a meeting of newspaper publishers with remarks about a program of "FTC-type" control over print advertising.

Mr. David's remarks were made before ad clubs in El Paso and San Diego.

A vote for Bromo ads

A stockholders' challenge to commercials for Bromo-Seltzer fizzled last week.

Spokesmen for the Project for Corporate Responsibility appeared at a stockholders' meeting of Warner-Lambert Pharmaceuticals, which makes Bromo, to charge that the product's campaign—"Take it when you don't have time to feel bad"—might contribute to the abuse or overuse of certain drug products.

Dr. David Lewis, a physician who appeared for the project, offered a proposal that would have directed Warner-Lambert to initiate a study of the effect of its advertising. Stuart K. Hensley, W-L chairman and chief executive officer, said the company would be willing to take part in a study only if it involved the pharmaceutical industry as a whole.

The proposal was then put to a stockholders' vote. It won the support of 3.2%. PCR owns one share of W-L stock.

Media

Challenges from all sides in New York renewals

For first time women's lib appears in new wave of coalitions and causes opposing applications of 26 stations

The citizen-group movement aimed at making use of the license-renewal process to press demands on broadcast licensees has spread to New York and New Jersey, and is livelier than ever. Twenty-six AM, FM and TV stations—including 14 of the 18 outlets in Rochester and some of the richest VHF's in New York City—were hit last week with petitions to deny their renewal applications, some with more than one.

And there may be more. Several letters were filed with the FCC advising the agency that citizen groups and stations were still attempting to negotiate their differences and that both sides had agreed to extensions of the May 1 deadline for filing petitions to deny.

The grounds on which the petitions are being filed are becoming increasingly varied. Most petitions still cited the now-traditional grievances of allegedly inadequate ascertainment-of-needs surveys, irrelevant programing and defective or nonexistent minority-employment programs. But there were these new allegations: sexism, failure to discharge fairness obligations in connection with ecological issues, neglect of the programing needs of a sizable portion of a station's audience despite specific promises (in this case, some 5 million residents of northern New Jersey), and religious discrimination in programing.

The new batch of petitions threatens to jam still further the commission's license-renewal machinery. The commission staff is currently attempting to work its way through a mountain of 90 cases of renewals deferred as a result of petitions to deny, some dating back more than two years. The time needed to process a case—three weeks of uninterrupted work, according to one official—plus inadequate manpower (the renewal-branch staff of lawyers was increased in the past year from four to eight, but is still said to be short-handed) are cited as factors in the failure to reduce the backlog. However, a slight dent may be made soon; a half-dozen cases are said to be ready for submission to the commission, with several more nearly ready.

Among the petitions filed last week, one by the New York chapter of the National Organization for Women against ABC's WABC-TV constituted the first use of the renewal process to call attention to complaints about programing that women liberationists have been expressing over the past several years.

The 128-page petition, based on studies and monitoring begun 18 months ago, said the station had failed to deal meaningfully with issues of concern to women and had instead presented programing portraying women as "unintelligent, irresponsible, dominated by men, defined by their anatomy and incapable of independent thought or action."

Breaking down its complaint in terms of the station's legal obligations, NOW said the station, in determining community problems, had failed to ascertain the needs and interests of women and had violated the commission's fairness doctrine. NOW also said the station violated commission rules by its failure to hire and promote women "equally with men."

Environmentalist groups have in the past used the commission's complaint procedure to seek redress from stations they felt did not balance the impact of advertising they said presented only one side of the argument concerning the air-polluting effects of gasoline and automobiles. The Friends of the Earth won a court decision asserting that such commercials raise fairness-doctrine questions.

But last week FOE and the Citizens Committee for Clean Air filed similar complaints in the form of petitions to deny the renewal applications of WABC-TV, RKO-General's WOR-TV, CBS's WCBS-TV and Metromedia's WNEW-TV. (FOE two weeks ago dropped its complaint against NBC's WNBC-TV, the station involved in the court case [BROADCASTING, April 24].) This method of dissent has only been employed once before—last November, when Alan F. Neckritz petitioned to deny the renewal of KPIX(TV) San Francisco on grounds that the station violated the fairness doctrine in its broadcast of commercials for Chevron F-310 gasoline.

The FOE-CCCA petitions said the four stations had failed to comply with their fairness-doctrine obligation, particularly as outlined in the FOE court decision, which they said requires stations "to present the environmentalists' viewpoint" on the automobile-related air-pollution issue in New York City "on a regular basis."

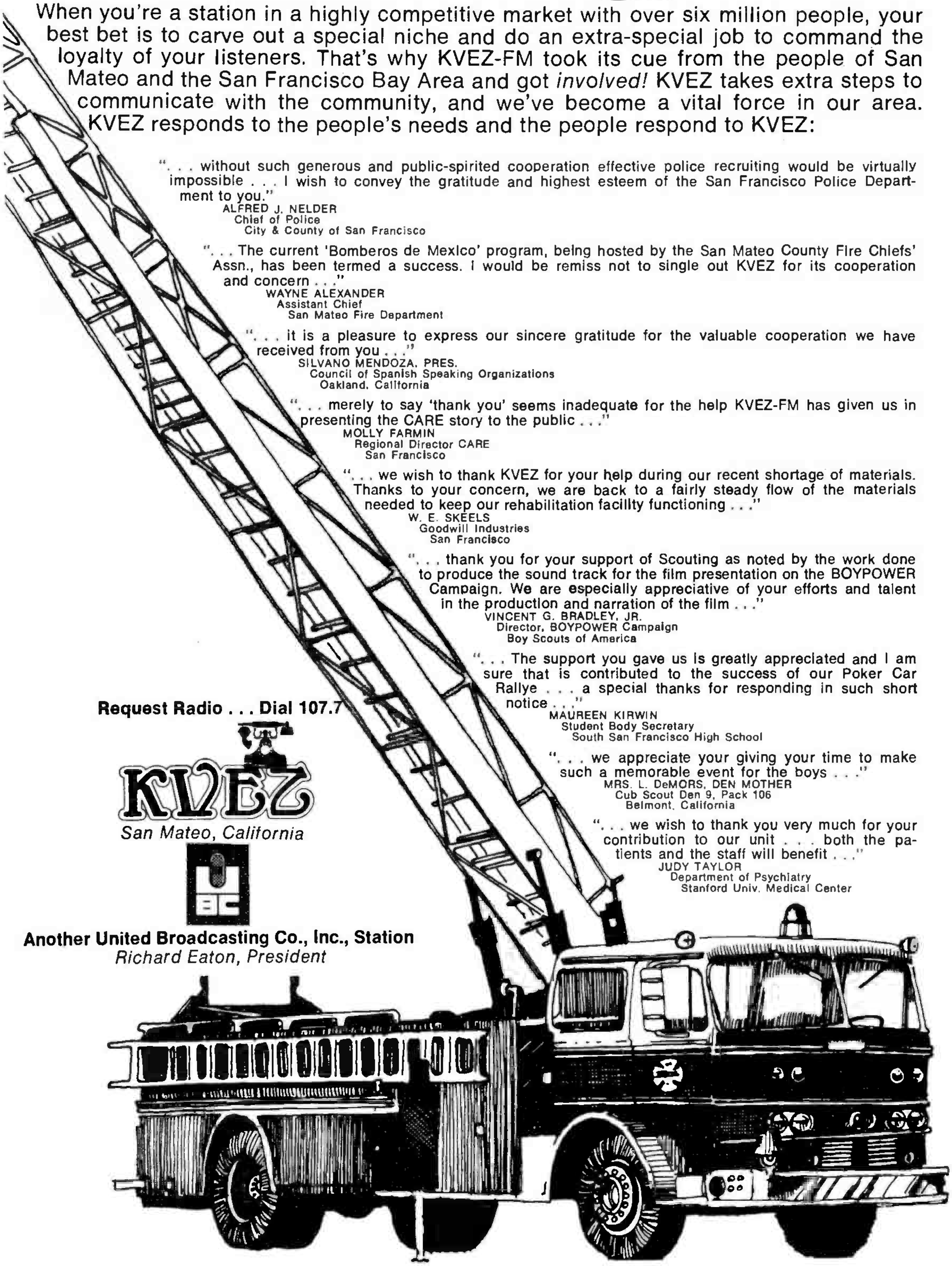
The petitions said the presentation of such programing was needed to counter "the large numbers of gasoline and automobile advertisements" that the stations broadcast. According to "all available evidence," the petitions said, the stations failed to present the other side, either through spot announcements "or other programing" on a regular basis.

A New Jersey group—the New Jersey Coalition for Fair Broadcasting, which describes itself as concerned about the lack of VHF television service tuned to New Jersey's needs and which includes in its members Senator Harrison A. Williams (D-N.J.)—expressed its members' frustrations in two petitions, and left itself the option of filing three more.

The petitions that it filed were directed

San Mateo has a BOYPOWER film, Poker Car Rallyes, visiting firemen & KVEZ-FM

When you're a station in a highly competitive market with over six million people, your best bet is to carve out a special niche and do an extra-special job to command the loyalty of your listeners. That's why KVEZ-FM took its cue from the people of San Mateo and the San Francisco Bay Area and got *involved!* KVEZ takes extra steps to communicate with the community, and we've become a vital force in our area. KVEZ responds to the people's needs and the people respond to KVEZ:



". . . without such generous and public-spirited cooperation effective police recruiting would be virtually impossible . . . I wish to convey the gratitude and highest esteem of the San Francisco Police Department to you."
ALFRED J. NELDER
Chief of Police
City & County of San Francisco

". . . The current 'Bomberos de Mexico' program, being hosted by the San Mateo County Fire Chiefs' Assn., has been termed a success. I would be remiss not to single out KVEZ for its cooperation and concern . . ."
WAYNE ALEXANDER
Assistant Chief
San Mateo Fire Department

". . . it is a pleasure to express our sincere gratitude for the valuable cooperation we have received from you . . ."
SILVANO MENDOZA, PRES.
Council of Spanish Speaking Organizations
Oakland, California

". . . merely to say 'thank you' seems inadequate for the help KVEZ-FM has given us in presenting the CARE story to the public . . ."
MOLLY FARMIN
Regional Director CARE
San Francisco

". . . we wish to thank KVEZ for your help during our recent shortage of materials. Thanks to your concern, we are back to a fairly steady flow of the materials needed to keep our rehabilitation facility functioning . . ."
W. E. SKEELS
Goodwill Industries
San Francisco

". . . thank you for your support of Scouting as noted by the work done to produce the sound track for the film presentation on the BOYPOWER Campaign. We are especially appreciative of your efforts and talent in the production and narration of the film . . ."
VINCENT G. BRADLEY, JR.
Director, BOYPOWER Campaign
Boy Scouts of America

". . . The support you gave us is greatly appreciated and I am sure that is contributed to the success of our Poker Car Rallye . . . a special thanks for responding in such short notice . . ."
MAUREEN KIRWIN
Student Body Secretary
South San Francisco High School

". . . we appreciate your giving your time to make such a memorable event for the boys . . ."
MRS. L. DeMORS, DEN MOTHER
Cub Scout Den 9, Pack 106
Belmont, California

". . . we wish to thank you very much for your contribution to our unit . . . both the patients and the staff will benefit . . ."
JUDY TAYLOR
Department of Psychiatry
Stanford Univ. Medical Center

Request Radio . . . Dial 107.7

KVEZ

San Mateo, California

UBC

Another United Broadcasting Co., Inc., Station
Richard Eaton, President

at the renewals of WCBS-TV and WNEW-TV. Both stations, it said, had promised to ascertain and serve the needs of northern New Jersey, which is within their service area. But both, the petitions said, have failed to meet New Jersey's needs, to cover events in New Jersey, or to include perspectives or personalities from the state in their public-affairs programing. The coalition also said that the proposals in WCBS-TV's 1972 renewal application are insufficient to meet New Jersey's needs.

The coalition obtained extensions of the deadline to continue negotiations with WNBC-TV, WOR-TV, WABC-TV and WNET-(TV), the noncommercial outlet in New York, concerning their service for northern New Jersey. The group apparently reached a settlement with the NBC station. however, since the deadline of May 3 to which the two sides had agreed passed without the filing of a petition.

The petition alleging religious discrimination in programing was filed against WOR-TV, and grew out of the station's cancellation, last year, of the program, *The Passover*, after complaints had been received from Jewish groups. The petition was filed by the American Board of Missions to the Jews Inc., which had offered to pay $5,000 for the station time to present the program, which depicts the Jewish seder as a forerunner of holy communion. The American board is a New York-based Protestant group that seeks to convert Jews to Christianity.

NOW's charge against WABC-TV:

"Women are consistently shown as unintelligent, irresponsible, dominated by men, defined by their anatomy and incapable of independent thought or action."

The American Board said that the cancellation of the program and WOR-TV's "refusal or failure to otherwise air the beliefs of Christian Jews constitute as gross an injustice as has been brought before the commission." The petition also asks the commission to determine whether the station bowed to outside pressure in canceling the program and whether it violated the fairness doctrine in refusing to present "the other side" of the "controversial issue" as to whether Passover "is an entirely Jewish service."

The renewal applications of the 14 Rochester stations were the object of a single petition filed by 36 residents of the city, for themselves and as members of a number of community groups representing the city's poor. The petition charges that "nearly all" of the stations' surveys of community needs were inadequate, in that they discriminated against participation of the poor and minority groups and that the stations' public-affairs and news programing bears no "identifiable relationship" to the needs that were ascertained in surveys. ("More local news was available to the 87,000 citizens of Aristotle's Athens than is available to the city which is black Rochester today—a communications disaster area," the petition said.) The petition also said that none of the stations had implemented an affirmative hiring and promotion program.

The stations involved are WNYR(AM) and WEZO(FM), WBBF(AM) and WBFB-(FM), WSAY(AM), WHAM(AM) and WHFM(FM), WROC-AM-FM-TV, WAXC(AM) and WHEC-TV, WOKR-TV and WVOR(FM).

WHEC-TV, in its last renewal period, was one of the first stations to reach an agreement with a citizens group that headed off a petition to deny a renewal application (BROADCASTING, Sept. 9, 1969). The petition last week noted that the agreement, with a group called Metro-Act of Rochester, provided for an advisory council to be selected by WHEC-TV with Metro Act's concurrence. The record of that council, the petitioners said, "strongly suggests that WHEC-TV has exploited it as a free consulting service with no real input into station policy at all."

Other petitions to deny were filed by:

- Thirteen community groups in Syracuse, organized into the Syracuse Coalition for the Free Flow of Information in the Broadcast Media, against two of the city's three television stations—WSYR-TV and WNYS-TV. The coalition, which is being aided by the United Church of Christ, alleges that the stations have discriminated against women and minority groups in their employment practices. The groups also say WSYR-TV has failed to ascertain community needs and has ignored the needs of women and minority groups in its programing. And they say that WNYS-TV, whose sale by W. R. G. Baker Co. to the Outlet Co. is pending, has not filed an ascertainment-of-needs survey or proposed programing—omissions, they say, that impair their right to participate in the license-renewal process.
- The Paterson Coalition for Media Change, against Capital Cities Broadcasting Co.'s WPAT-AM-FM Paterson, N.J. The coalition asserts that the stations, the only ones in Paterson, are not serving its needs, that they provide little local programing that is meaningful, that they ignore the blacks and Spanish-surnamed elements who account for more than half the city's population, and that they lack an effective policy for employing minority-group members. The coalition also notes that the stations' office and transmitter are in New York City and that although a new studio is to be built, it will be located in Clifton, N.J.
- The Mid-Hudson Valley Broadcasting Group, against WSPK-FM Poughkeepsie, N.Y. The group, a coalition of individuals and groups representing blacks, accused the station of misrepresentation; the group said the station did not survey all of those individuals it said it contacted during its ascertainment of community needs. It also charged that the station had failed to provide programing to meet the needs of its community and that it discriminated against blacks and Puerto Ricans in its employment. The group, which is represented by a local law firm, also indicated that if the commission denies the station's renewal application, some or all of those involved in the petition "may" apply for a permit to operate on the vacated frequency "for a trial period of at least three years to insure the objectives of this petition."
- The National Association of Broadcast Employes and Technicians, against WGR-AM-TV Buffalo, N.Y. Although it is directed at both stations' renewal applications, the petition alleges only that the television station has performed inadequately as a vehicle for local self-expression and for developing local talent. It asserts that the station provides no local live programing between the hours of 6 and 11 p.m. The union, which once served as bargaining agent for employes at the stations, had petitioned the commission in 1966 to deny the renewal applications then pending; that petition was denied.

Still to be heard from is a New York group called the Black Citizens Committee for Fair Media. It was still conferring last week with officials of WNBC-TV and WCBS-TV. Both stations had agreed to a May 5 extension of the deadline for filing petitions to deny.

Another round for KAYE(AM)

FCC orders further hearings on charges by opponents of station's renewal

The FCC has ordered further hearings on the case of KAYE(AM) Puyallup, Wash., so that the station may rebut charges by a group that is challenging its license renewal.

The commission remanded the case to Hearing Examiner Ernest Nash after hearing a pleading by Benedict Cottone, KAYE counsel. In oral argument before the commission last month, he said Mr. Nash ended the hearing late in 1970 without permitting him to answer charges made by the opponents, the Puget Sound Committee for Good Broadcasting. Mr. Cottone had asked for a three-month delay to prepare a rebuttal, but Examiner Nash denied the request, calling it "unreasonable."

The commission in effect granted the attorney those three months. It said that the new hearing is not to commence for 90 days, so that KAYE will have a "full opportunity to make a rebuttal showing." After the hearing, Examiner Nash is to prepare "on an expedited basis" a cumulative initial decision based on the entire record.

In his initial decision last year (BROADCASTING, June 7, 1971), Examiner Nash recommended denial of KAYE's renewal application on the ground that its licensee, KAYE Broadcasters Inc., did not fulfill its fairness obligation. The examiner also said that KAYE attempted to "intimidate and harass" those who complain-

ed to the FCC about its actiivties. And he held that Mr. Cottone attempted to disrupt the due process of the hearing by calling witnesses whose testimony was irrelevant.

Mr. Cottone, in turn, has said that the hearing was "a shambles" and asked the commission to expunge from the hearing record all comments—by Mr. Nash and by the opposing attorney—that he considered damaging to his reputation. (As an example of the discord of the hearings, Mr. Cottone said last week that he irately walked out of the hearing room after one exchange with Mr. Nash; on another occasion the examiner ordered him out.) However, the commission made no mention of these disputes in remanding the case for further hearing.

CPB starts huddles with local stations

The desire of public broadcasters to participate more actively in the decisions of their national organizations became reality two weeks ago with the first formal consultation between local station representatives and staff members of the Corporation for Public Broadcasting.

The meeting was a result of a CPB board action earlier this year, establishing mechanisms for regular consultations of this kind. The April 28 session was preliminary and organizational; it will be followed by a more detailed consideration of the budget at regular intervals.

Managers, selected by boards of the Public Broadcasting Service and the educational TV stations division of the National Association of Educational Broadcasters, are: James Loper, KCET(TV) Los Angeles: Lloyd Kaiser, WQED(TV) Pittsburgh; Frank Barreca, KUAT(TV) Tucson, Ariz.; John McBride, Nebraska ETV Commission; Frederick Breitenfeld, Maryland Center for Public Broadcasting, and Leonard Press, Kentucky Educational Television.

Schweiker renewal measure goes further than Moss's

Five-year license period would be established by new Senate bill

License-renewal legislation supported by the National Association of Broadcasters was introduced in the Senate April 27 by Richard S. Schweiker (R-Pa.).

The bill (S. 3551) amends the Communications Act to provide that the performance of an existing licensee will be a primary factor for the FCC to consider in license-renewal proceedings. It also extends the licensing period for TV and radio stations from three years to five years.

The measure is identical to legislation introduced in the House last year by Representative Jamts Broyhill (R-N.C.). It was also introduced in the Senate by Frank Moss (D-Utah), but that version did not contain the five-year renewal provision (BROADCASTING, Dec. 20, 1971).

Julian Goodman on the offensive

NBC president, delivering keynote speech to affiliates, blasts government's many-sided 'invasion' of broadcasting

Mr. Goodman

NBC-TV affiliates were told last week of "a large-scale invasion of broadcasting by government." The report came not from a detached observer, but from one of the walking wounded.

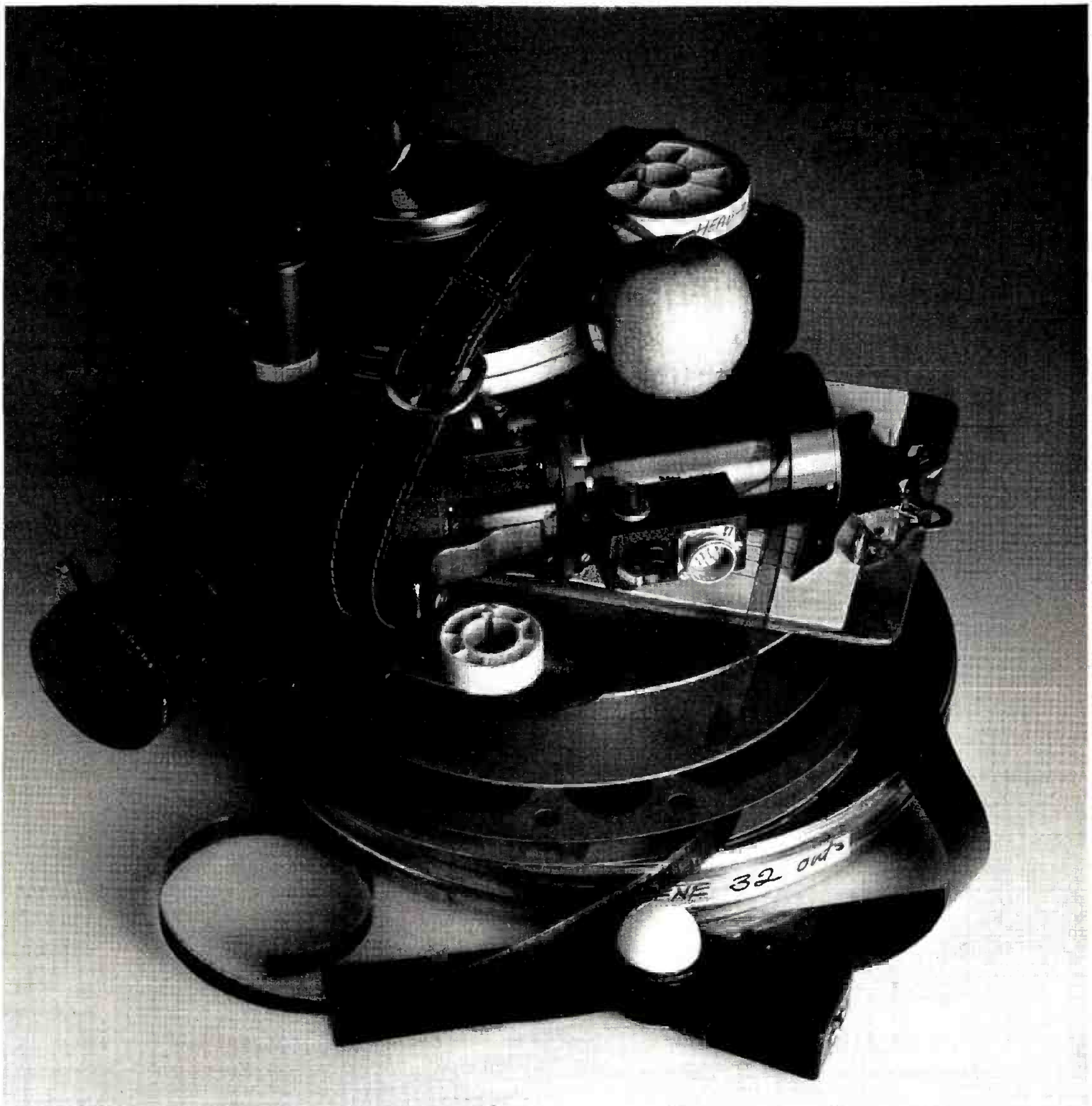
NBC President Julian Goodman, the keynote speaker of the three-day affiliates convention in Los Angeles (May 3-5), confronted the spearhead of the government invasion—the Justice Department's antitrust suit against the three networks—with a point-by-point counterattack. The suit, he said, "is ill-conceived, unnecessary and based on obsolete information"; it "assumes a situation that is unreal" because the networks get 90% of their entertainment programs from outside producers, seek to diversify sources of supply, no longer demand financial interests in outside-produced programs and encourage program sponsorships instead of—as charged—forcing participation buying on advertisers, he said.

"We do not believe this suit will be successful," Mr. Goodman said, "but if it ever should be, the ability of networks to serve audiences, stations and advertisers will be gravely impaired."

Picking up where ABC Inc. President Elton H. Rule left off in his speech a week earlier to the ABC-TV network affiliates (BROADCASTING, May 1), NBC's president told stations of other notable examples of impending threats to broadcasters ("a threat to one of us is a threat to all of us"). The FCC's prime-time access rule has "injured most stations and most program producers," he contended, and also has limited the ability of networks to develop innovative and varied program formats. He said that generally, the rule "has not offered the offsetting benefits that were contemplated."

Mr. Goodman revealed that NBC last week petitioned the FCC to rescind the rule (see page 49), an action he first gave word of earlier in the year in an address to the International Radio and Television Society in New York (BROAD-

Not all the moments at NBC-TV's affiliates meeting in Los Angeles last week were somber ones. Here, at a Wednesday night reception opening the affair, President Goodman (l) shares one of the lighter ones with A. Louis Read, president of WDSU-TV New Orleans (c), and Michael Landon, a star of *Bonanza*.



CASTING, March 13). He pointed out that the commission is being asked in the NBC petition to reach a decision on the validity of the rule early next year so that the 1973-74 night-time schedules could reflect any change.

Mr. Goodman reserved perhaps his toughest remarks for the threat of counteradvertising, which he characterized as the "illegitimate offspring" of the fairness doctrine. "We regard the possibility of forced countercommercials as the most dangerous single threat broadcasting is facing," Mr. Goodman emphasized. "It would reduce the medium's advertising effectiveness to the point of undermining its whole economic base, together with the great information and entertainment services built on that base," he added.

The price for satisfying the theory that every advertising claim deserves a counterclaim is too high for the public to pay, Mr. Goodman argued, and the FCC should not be permitted to "allow the mainstream of television information and entertainment to be blocked for such narrow and abstract purposes."

Concluding his talk, Mr. Goodman pointed out that broadcasting's problems are clearly indicative of its overwhelming impact. "I believe our problems can be met and solved," he said. The key to the solution, he suggested, is for broadcasters to intensify their concentration on problems in direct proportion to the impact broadcasting is having on society.

ANPA has a bone to pick with FCC

Meeting gets report from task force exploring proposed crossownership ban

Newspaper executives have been urged to step up the fight against the FCC's proposed ban on crossownerships of newspapers, broadcasting stations and cable systems within the same communities.

Harold W. Andersen of the *Omaha World-Herald* (KETV-TV Omaha), chairman of the American Newspaper Publishers Association's task force on broadcast/CATV ownership, made the appeal April 27 at the ANPA's annual meeting in New York. He asked all newspapers, regardless of their present electronic media relationships, to urge members of Congress and others to support a system wherein licensing would be on the basis of performance rather than ownership.

"We don't expect much to happen in 1972," he said. "The solution to the problem must lie in Congress with revisions of the Communications Act. We are directing our planning in 1973 toward that end."

Also at the closing session, H. Bruce Palmer, president, Council of Better Business Bureaus, highlighted plans for the proposed national consumer information center to be headquartered in Washington. Discussions are now under way, Mr. Palmer said, for financing the center, which he estimated will cost some $2.3 million.

Reagan pulls punch on media criticism

California governor tells NBC affiliates he's all for the free enterprise system in broadcasting, but doesn't like bias he sees in news and public affairs; delivered remarks fall short of text they came from

California Governor Ronald Reagan had good news and bad news for NBC-TV affiliates in Los Angeles last week. All of the good news he spoke about. Much of the bad news—in his prepared remarks—was omitted from the speech he delivered.

The good news was that he agrees that the free enterprise system is currently under assault. The bad news was not only that he doesn't find commercial television without fault, but also that he's convinced there is bias in television and its presentation of news and public affairs. In person, he urged station management to prevent bias from occurring. In his text he went further—to recommend that the industry police irresponsible broadcasters.

Elaborating on the areas where he's in agreement with the broadcaster's cause, Governor Reagan said "it doesn't take a PhD to foresee that counteradvertising could literally destroy the private, independent broadcasting industry in America." The result, he indicated, would be "a totally government-sponsored, government-run and government-controlled broadcast industry."

As an example of his stated belief that the free economic system in this country will be lost because "those who had the most to lose did the least to prevent its happening," Governor Reagan, to ringing applause, cited the banning of cigarette advertising on stations as an injustice. "How in heaven's name does a government ban cigarette advertising while that same government continues to subsidize the growing of tobacco?" he asked.

Governor Reagan

But these supportive remarks were but preamble to the thrust of the governor's primary intention—to impress upon broadcasters the awesome responsibility they have to keep bias out of television. He stressed that the responsibility for maintaining objectivity cannot be delegated by station management. More emphatically, he pointed out that the bias that does exist in television, "in too many cases," may exist because management does not make its voice heard.

Mr. Reagan assured that he was not suggesting that news be used to further personal political opinions or for commercial gain. But he again called attention to the responsibilities of management. Particularly in the text of his speech the governor pointed out to station managers that "if someone down the line is slanting things you are not being neutral simply because you keep hands off."

Governor Reagan came out strongly in support of the Broyhill bill that would extend the station licensing period to five years. But in his text, the governor tied in this support with admonishment for stations "that pander to the drug culture, allow obcenity on the air and turn over their facilities to those who shout 'revolution' at every turn." His written speech contended that such stations continue to operate seemingly "without official concern," and he suggested that the situation should deeply concern all broadcasters.

"If you are unable to find a way to use your influence to police the irresponsible broadcaster," he cautioned in his prepared remarks, "you may not have an industry left to police—at least, not the independent, private commercial system we know today."

Again, in his delivered remarks, he pointed out that modern totalitarian regimes invariably come to power through control of mass broadcasting and he used this rationale to explain why he was against a totally centralized, government-owned and government-operated public broadcasting system. Instead, he favors a funding policy in public broadcasting on the local level.

Mr. Reagan closed his speech by urging broadcasters to sell the American way of life. Noting that television has been the most effective medium for selling products, he told the affiliates "you can be just as effective selling free enterprise to those who benefit most from economic freedom—the people."

In a prolonged question and answer session that followed his delivered speech, Mr. Reagan recounted a personal experience of how balance in television is sometimes tilted. He recalled that when he was an actor appearing for eight years on the *G.E. Theater* TV series, the preponderance of material submitted was of an antibusiness nature. He claimed that writers told him that there was no market for pro-American or pro-free-enterprise stories.

Still solid: ABC, affiliates

Talk of late nights without Cavett, football without compensation, Democrats for 19 hours fails to rattle relationship

An upcoming Democratic party fund-raising telethon, the new National Collegiate Athletic Association college football package and the fate of late-night performer Dick Cavett evidently were the major subjects of discussion when the board of governors of the ABC Television Network Affiliates Association met with network executives in a closed session as the last official piece of business of the three-day ABC-TV network affiliates meeting in Los Angeles (April 27-29).

At a news conference immediately after the affiliates meetings, Robert K. King, chairman of the board of governors, said that the Democratic National Committee is coming on ABC-TV with "a substantially different kind of network program"—a national telethon to run for 18½ hours over a 19-hour span and aimed at raising funds for the Democratic party. The telecast, scheduled as a direct lead-in to the Democratic national convention in Miami Beach July 9, will be carried by ABC-TV starting at 10 p.m. on Saturday, July 8, and, with the exception of a break from 11 to 11:30, run continuously until the following day at 5 p.m. The program will originate in Los Angeles and feature well-known entertainers. Estimates placed the cost of network time for the telethon at $600,000.

"It would appear," said Mr. King, who is executive vice president for television for Capital Cities Broadcasting Corp., "that the Democratic National Committee is coming on ABC with a telethon that raises the normal questions in the minds of the affiliates as regards their obligations under the law to discharge equal time demands if such are made." But it was later said that the Republican party had been offered equal time by the network and turned the offer down.

Network officials, including ABC-TV President James E. Duffy, his assistant, Frederick Pierce, and Richard L. Beesemyer, vice president in charge of affiliate relations, said that the Democrats asked for submissions from the three networks before choosing ABC-TV, that the party organization is paying for the television time, that the order has been accepted by the network subject to unspecified "certain conditions" and that stations will be compensated for the time, most of which is in class C periods.

Concerning the NCAA football, Mr. King said that affiliates have agreed to carry the package without compensation "in realization that the tremendous escalating rights fees made it a very difficult package for the network to continue on any other basis." The affiliates will this year surrender compensation for four night games and for four NCAA-related prime-time bowl games.

During the past two years, all of the day games in the NCAA package, which represented 14 out of a total of 18 games, had been carried without compensation but with the affiliates having expanded station-break times inside the telecasts of these games. No longer part of the network-affiliate deal is the hour of class C compensation that stations were receiving for carrying four NCAA night games. ABC-TV affiliates are having to forego the compensation for these night games in the upcoming season. In addition, four college-related prime-time bowl games, for which affiliates were formerly getting an hour of class C compensation, no longer will be fed on a compensation payment basis.

In justifying the concessions affiliates made, Mr. King said: "This thing is rooted in principle. There's a basic network-affiliate relationship that we would prefer not be changed or drastically modified. We would like to be paid for the things that are carried on the network, but we recognize that there are some special situations and, I guess, this is one of the most special."

Fred Pierce said that to offset the increase in rights fees for the NCAA package, ABC-TV has received the right to add a 19th game to the over-all schedule of telecasts and the right to place a 19th commercial minute in each of the games for network sale. ABC-TV, in its Monday-night telecasts of National Football League professional games, is permitted to run 20 commercial minutes for network, but until now the precedent in NCAA football has been a maximum of 18 commercial minutes for the network.

Mr. Pierce also said that there is now a great deal more flexibility in the NCAA package. Under the terms of the new two-year contract, ABC-TV has preselected the games to be televised on only the first six dates (Sept. 9-Oct. 14), and now has the right to select the game or games for the remaining dates as late as the Monday before each Saturday of play. Formerly, with the exception of two wild-card games, the network had to preselect the entire schedule.

Mr. King said that the affiliates board of governors did discuss ABC's decision to give *The Dick Cavett Show* a 90-day period to revitalize (BROADCASTING, May 1). "I think we have a sentiment on the affiliate body to do everything to continue to work with the network in achieving the parity that has been achieved in literally every other profit center on the network," Mr. King said in indicating that affiliates will go along with ABC-TV's decisions in the late-night period.

Explaining the network action, Jim Duffy said, "Cavett has made a very, very definite contribution to this medium, there's no question about it, but things have happened that have made us re-evaluate the late-night area. We are concerned about the talk-show form."

Mr. Duffy added that he hoped Mr. Cavett's circulation tripled but that for the next three months the network has to proceed with a development project for other forms of late-night programing. He made it clear that thought is not being given to merely replacing Mr. Cavett as host of the show or replacing him with a feature-film program.

Mr. King said that beyond the three major areas of discussion—late night programing, NCAA football and the Democratic telethon—the affiliates asked the network to give serious and early consideration to a morning news service.

That lonely feeling

Dick Cavett, on notice from ABC-TV that his late-night show will be dropped if its ratings don't pick up in the next 90 days (BROADCASTING, May 1), told his audience last Tuesday night (May 2) that the network had not done everything it could have done to make the show succeed and that he had "told them so." More than that, he said, some of the help he was supposed to get from the network had been ineffective—"and to that I would add sometimes lazy, inept and incompetent."

Otherwise, his remarks were relatively restrained, for the most part cast as answers to questions he thought viewers might ask. He said he liked doing the show and didn't want it to go off but that network people didn't think the ratings were high enough—and he promised to say more about that "at a later date." Was there a basic disagreement about the show? "Yes," he answered his own question. "I want it on and, uh, they aren't sure."

Fall and politics on CBS-TV agenda

Affiliates head for L.A. convention for briefing on what's ahead; Stanton plans major address

The 1972 general conference of CBS-TV network affiliates will be held in Los Angeles tomorrow and Wednesday (May 9-10), with approximately 500 executives from 200 stations expected to attend.

A high spot of the conference is expected to be a major speech during luncheon tomorrow by Dr. Frank Stanton, vice chairman, CBS Inc. Also prominent on the agenda are discussions of fall programing and plans for coverage of the 1972 political scene.

The opening day's events include remarks by Charles Brakefield, WREC-TV Memphis, chairman of the CBS-TV Affiliates Association, and Robert D. Wood, president of the network. Other speakers that day will include Jay Eliasberg, director, CBS Television Network research; Fred Silverman, vice president in charge of programing, and Oscar Katz, vice president, programs, New York.

The affiliates will hold a closed-session discussion Tuesday afternoon. A reception and buffet are scheduled for that evening at the Century Plaza hotel.

Wednesday's agenda consists of a panel discussion of "The Broadcaster and the Justice Department," featuring John D. Appel, deputy general counsel, CBS Inc., and Mr. Wood, and a description of the fall 1972 promotion and publicity campaign, presented by John P. Cowden, vice president, information services, CBS-TV.

Rounding out Wednesday morning will be a question-and-answer session, moderated by Mr. Wood. The panel will consist of Richard S. Salant, president, CBS News; Mr. Cowden; Mr. Silverman; Perry Lafferty, vice president, programs, Hollywood; Irwin B. Segelstein, vice president, program administration; Mr. Appel; Richard W. Jencks, vice president, Washington, CBS Inc.; Frank M. Smith Jr., vice president, sales; William C. MacPhail, vice president, sports; Thomas W. Swafford, vice president, program practices; Carl S. Ward, vice president, affiliate relations, and Mr. Eliasberg.

Mr. Salant will make a presentation on behalf of CBS News on Wednesday afternoon. The annual banquet will be held that evening.

The sessions tomorrow will be held at CBS Studio Center, Studio City, and those on Wednesday at Television City, Hollywood.

McCormick for blue chips

Veteran New England broadcaster gets solid backing in new firm that plans to get a string of stations

Formation of a new broadcast company that aims to acquire multiple broadcast properties—initially radio in the Boston area—has been announced.

President of McCormick Communications Inc. will be 25-year-veteran broadcaster William M. McCormick, New England area vice president for RKO General Inc., who is resigning that post as of June 1.

Controlling interest in McCormick Communications will be held by Technical Operations Inc., Burlington, Mass., a research and scientific instruments firm that acquired Vappi & Co., Cambridge, Mass., a general construction firm, at the end of last year. President of Technical Operations is Marvin G. Schorr, who said of his company's interest in McCormick Communications: "Broadcasting is an exciting medium with a tremendous noncyclical growth record . . ." Technical Operations reported sales of over $32 million and net income after taxes of $491,000 (35 cents a share) for the six months ended March 31. For the same period last year, sales were over $31.5 million with a net loss of $550,000.

Technical Operations also holds a 40% interest in Abto Inc., New York, which sells a system of broadcasting color from black-and-white film. Abto is headed by former ABC engineering chief Frank Marx. It is 40% owned by ABC, with 20% owned by public stockholders.

Mr. McCormick has spent his career with RKO General, starting on the sales staff. From 1956 to 1960 he was director of sales for WOR-AM-FM New York; from

1960 to 1970, he was vice president and general manager of WNAC-TV Boston (and of WNAC-AM-FM from 1960 to 1964). He became RKO General area vice president for WNAC-TV and WHCT(TV) Hartford, Conn. (which was donated by RKO General to Faith Center, California), in 1970.

Senate votes to give USIA full $200 million

McGee concedes Fulbright's point on right to examine records, but says cut would cripple agency too much

Overriding objections by Foreign Relations Committee Chairman J. William Fulbright (D-Ark.) the Senate voted Monday (May 1) to restore nearly $45 million the committee had cut from the 1973 budget request for the U.S. Information Agency. The vote was 57 to 15.

The action followed an amendment proposed by Senator Gale McGee (D-Wyo.), a member of the Fulbright committee, authorizing the full $200-million agency budget.

Senator McGee said the cuts called for in the agency's overseas activities would have created an "imagery problem" for the U.S. abroad and would have handicapped USIA efforts to tell people abroad "what we think we mean [by U.S. policy actions], rather than what others say we mean."

Protesting the restoration of the budget cut, Senator Fulbright again cited the refusal by the agency—on grounds of "executive privilege"—to provide certain working papers requested by the senator's committee (BROADCASTING, April 10, et seq.). The senator claimed that the Congress's right to examine USIA policy moves, and not the size of the budget cut itself, was at issue. He argued that unless this right were maintained—and the budget cut—Congress would lose its ability to oversee agencies in the executive branch of government.

Senator McGee agreed in principle that "the Foreign Relations Committee is justified in receiving a great deal more information than it does," but he maintained that the proposed cuts were just too large and would have brought about massive reduction in the size of the agency's staff and its effectiveness.

Public-radio audience: lean but loyal

College graduates, blacks, city dwellers form its main audience, survey finds

Public radio reaches less than half of the nation's listeners—and of those who receive it, less than 10% listen as much as once a week—according to a survey by Louis Harris & Associates.

The Harris survey, conducted for the Corporation for Public Broadcasting, found that noncommercial radio stations reach 46% of the country (compared to 72% for public television). Of this potential audience for public radio, 9% say they have listened at least once in the last

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NEW YORK (212) 371-5300 CHICAGO (312) 943-6500 SAN FRANCISCO (415) 397-8333 ATLANTA (404) 876-6368 DALLAS (214) 521-0961 week; 15% have listened at least once within the last six months.

Listening was found to be higher in cities than in more sparsely populated areas; higher among the 21-to-29-year-olds than other age groups; and slightly higher among blacks than whites. The most important variable, however, was education; 6% of the high-school graduates polled had listened within the last week, but the figure jumped to 18% among college graduates.

Although the Harris organization found that public radio "has a long way to go before it can be said to be reaching substantial portions of its potential audience," some hope was seen in the loyalty of the listeners it does have.

"There are some indications," Harris said, "that public radio listeners are more committed to the medium than are public television viewers." The public radio audience, Harris said, spends a "significantly higher" proportion of its listening time with the public station and devotes almost twice as many hours to the station as PTV viewers do to the public channel. "This would appear to be a solid base from which to build a larger audience," it said.

Iowa broadcaster to NAB hierarchy

Executive vice presidency is filled by manager of the Blackhawk stations

The new stations-relations chief at the National Association of Broadcasters will be Burns Nugent, 20-year Iowa broadcast veteran, who joins NAB May 22 as executive vice president. He succceds Grover C. Cobb, now NAB executive vice president for government relations.

The station-relations post has been vacant since March when Mr. Cobb was named to head the government relations department following the resignation of Paul B. Comstock, effective Sept. 1. Mr. Comstock, who is recuperating from a gall-bladder operation, will teach at San Diego (Calif.) State College this fall.

For the last five years, Mr. Nugent has been vice president-general manager of the Blackhawk Broadcasting Co. stations (KWWL-TV Waterloo-Cedar Rapids, KWWL-AM-FM Waterloo, and KLWW[AM] Cedar Rapids, all Iowa). From 1953 to 1967, he was with the WMT-TV Inc. stations, becoming vice president of WMT-TV Cedar Rapids, general manager of WEBC(AM) Duluth, Minn., and vice president of WDIO-TV Duluth. He also was president of WMT-TV's cable-TV subsidiary with CATV systems in Iowa and Minnesota. The WMT-TV Inc. stations were sold in 1968 to the Orion Broadcasting group for $10.5 million.

Mr. Nugent, 47, is a 1945 graduate of Harvard and received his law degree in 1948 from the University of Iowa. From 1945 to 1946, and again from 1950 to 1953 he served with the U.S. Navy. He is married to the former Joan Foster and they have two children.

Whitehead warns magazines on smugness

Sees regulatory ripple widening across all the pond; notes that publishers have technical future in communications

Clay T. Whitehead, director of the Office of Telecommunications Policy, last week took the themes he explored in his April 20 speech to the American Newspaper Publishers Association (BROADCASTING, May 1), put them in new garments and exposed them to a magazine publishers' group, meeting in Palm Beach, Fla.

One point was that government should not prohibit the publishers from joining the revolution in the communications technology. The other was that the publishers should be concerned about the expanding regulation of electronic communications because, whatever they think of those now subject to that regulation, the publishers may find that regulation applicable to them.

But last week, in his speech to the Magazine Publishers Association, Mr. Whitehead made the connection more direct than he had when he warned the newspaper publishers that the fairness doctrine and other regulation familiar to broadcasters might be extended to them. Then, he was theorizing about the law being extended to newspapers. Last week, he was talking about magazine publishers making themselves subject to the same kind of regulations when they adapt the electronic media to their own publishing purposes.

He said that magazine publishers should make use of the new technology the telecommunications industries were making available: indeed, he said, they would have to become part of the electronic media if they are to survive. He noted that cable television operators and producers of cassettes can become sources of serious competition for magazines, both as to their subscribers and their advertisers.

"Our policies should allow magazine publishers to use their skills, their talent, and their experience in such a way as to turn the new communications technologies to their own advantage," he said. "In doing so you can provide incalculable benefit to the public by increasing the range and variety of program services that can be offered in the new communications media."

He pointed out that the development of domestic communications satellites and of specialized common carriers employing long-haul microwave systems offers opportunities for reduced costs of transmitting magazines for printing at multiple locations. Publishers can also use the new cassette and cable technologies for distribution as well as production, he said, adding, "Why not consider a multimedia magazine, using print for presentation of detailed and systematically organized information and using audio or video to supplement this data?"

But against the possibility of the publishers being able to make that kind of use of the new technologies, Mr. Whitehead noted that government is responsible for establishing policies for determining who will use them. Two weeks ago, he criticized the FCC proposal to prohibit newspapers from owning CATV systems in their communities; last week he made it clear he would oppose the same proposal regarding magazine publishers. (The commission has not made such a proposal; but it has asked for comments on such a ban.)

The government, he said, should simply provide "the appropriate economic incentives so that the would-be viewer and the would-be programer can interact as easily and as constructively as possible. Why should there be any artificial barriers imposed to preclude the use of the new communications technology by magazine publishers?"

But that was not the only reason for his concern about expanding regulations in the communications media. He said that unless vigilance was maintained to guard against the regulation of the content of broadband cable systems and other new technologies, "magazine publishers run the risk of losing their present freedom when they employ the electronic media to transmit their own messages.

"As future developments bring the print and electronic media closer together, your interests in unfettered journalistic responsibility and free expression become intertwined with those of the broadcast and cable-television industries," he said. "The broadcast regulation you applaud editorially today may become the cable programing regulation of tomorrow and, ultimately, the pattern of content regulation in all the media."

Praise the Lord, but pass the bias

FCC rebukes religious licensee for interrogating job applicant about his and his wife's beliefs

In what it said was a case of "first impression," the FCC last week held that King's Garden, licensee of KGDN(AM) and KBIQ-FM, both Edmonds, Wash., had violated the commission's rules barring discrimination in employment on the basis of religion.

The commission ruled that even stations licensed to religious organizations cannot consider religion in hiring a person for a job that would not involve him in advocating a particular religious viewpoint.

The commission's decision grew out of a complaint by Trygve J. Anderson, who had been seeking a job at the King's Garden stations as a newsman or announcer. He said he was asked if he were a Christian and if his wife were one, and directed to "give a testimony."

The licensee described itself as a Christian religious organization with a mission to "share Christ," and said it was necessary to ask prospective employes whether they subscribe to its objectives. The AM's format was described as composed largely of "inspirational" programing; the FM's, of "good music" that serves to air "brief essays stimulating a desire for higher moral and spiritual values."

King's Garden hinged its defense of its employment practices on an exception in the Civil Rights Act of 1964, on which the commission's nondiscrimination rules are based. The exception permits a religious corporation to choose persons "of a particular religion to perform work" connected with the corporation's "religious activities."

But, the commission said, King's Garden does not exist as a licensee "solely to espouse a particular religious philosophy." It is required to operate in the public interest and to have a policy of making time available for other religious views, including those of non-Christians, the commission added.

Thus, while the stations may bc exempt from the nondiscrimination rule in hiring persons to advocate a particular religious philosophy over the air, the commission said, that is as much as the exception to the 1964 act allows. It added that it saw no reason "for a broad interpretation that would permit discrimination in the employment of persons whose work is not connected with the espousal of the licensee's religious views."

Any other holding, the commission said, "would strike the word 'religion' from [its] rules as to any station licensed to a religious organization."

The commission said that since the case was one of "first impression," it would impose no sanction against the licensee. But it directed King's Garden to submit within 20 days a statement of its future hiring practices and policies in light of the commission's nondiscrimination rules.

CPB money bill moves on

It clears House Rules Committee, may reach floor by next week

The two-year funding bill for the Corporation for Public Broadcasting cleared the House Rules Committee last week, but the measure is not likely to come up for floor consideration until next week at the earliest.

The funding bill passed the House Commerce Committee in March (BROADCASTING, March 27).

Rules gave the bill (H.R. 13918) a one-hour open rule, meaning that amendments may be—and undoubtedly will be—offered on the floor. But a Rules spokesman said the bill was not on the House schedule for this week.

It was unclear last week who will manage the bill when it does reach the floor. A spokesman for Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.), principal sponsor of the legislation, said that decision would probably be made this week.

Mr. Macdonald, who has been absent for the past month, is recovering from an operation.

A plea for a broadcaster on the FCC

State presidents' resolution urges planning now for next vacancy in 1973; D.C. meeting also confers on regulatory problems, including scope of new consumer agency

A group of 90-odd broadcasters voted unanimously last week to ask the National Association of Broadcasters, state broadcasters associations and other elements of broadcasting to ask President Nixon to appoint a broadcaster as the next FCC commissioner.

The resolution, considered a first in the 17 years of NAB-sponsored state-presidents conferences in Washington, noted that FCC Commissioner Nicholas Johnson's term expires June 30, 1973, and urged "action now" to get an experienced broadcaster on the commission. It was recalled that the last broadcaster-commissioner was Robert Wells, Harris stations, Garden City, Kan., who served two years, from 1969 to 1971.

The resolution was introduced by Tom S. Whitehead Jr., KWHI-AM-FM Brenham, Tex., and seconded by Richard T. Laughridge, WNOK-TV Columbia, S.C., both presidents of their respective state organizations.

That was the only action taken by the assemblage that met last week in Washington. For the remainder of the one-day meeting, the state presidents and executive secretaries listened to a parade of speakers and NAB officials on the political-spending law, license-renewal legislation, counteradvertising proposals, radio regulation, advertising taxes, and the pending Consumer Protection Agency bill.

The last required considerable explanation because the audience obviously was not familiar with the bill (H.R. 10835) passed by the House last year with the Senate version (S. 1177) under consideration by the Senate Committee on Government Operations.

So important do NAB officials consider the bill, particularly a provision that would permit the CPA to intervene as a matter of right in proceedings before other regulatory agencies, that the association sent out a plea for broadcaster opposition last month. This was followed two weeks ago by a special call sounded by Richard Chapin (Stuart Enterprises, Lincoln, Neb.) chairman of the NAB's joint board of directors.

In a speech at the University of Missouri, Mr. Chapin pointed out that the proposed agency if given authority to intervene in FCC proceedings could appeal an FCC decision to court, and it would have the power to demand that the FCC subpoena any information it feels it needs to fulfill its mission of representing the consumer.

"Broadcasting always seems to draw most of the attention, and I am sure we would be very quickly the target of many of the Consumer Protection Agency's activities," Mr. Chapin said.

Such a move, he added, would slow FCC proceedings, "already excruciatingly slow and complex in many cases." It would "confuse and muddy the waters," he said, "if the FCC were forced to include the views of yet another government agency in its deliberations."

During the session on government relations, the audience heard a discreet recommendation that broadcasters treat their congressmen more kindly. The suggestion that there be greater empathy between broadcaster and congressman came from T. Michael Barry, an NAB government relations staffer, who explained how difficult it is to get big-city broadcasters involved with their congressmen. One major problem, he said, is that the top management of major-market stations changes so frequently.

The broadcasters also heard R. William Habel, another government-relations staffer, forecast that problems with minorities will increase. Mr. Habel noted that many congressmen have expressed personal support for broadcast positions but have explained their inability to vote their convictions because of fear of political reprisals from minority blocs that are protesting license renewals or complaining about broadcast stations' hiring and programing policies.

Grover C. Cobb, executive vice president for government relations, told the audience that the NAB was prepared to seek revision of the political spending law to eliminate discrimination against broadcasting after the elections "when candidates will have experienced the adverse features of the law."

All of this was in preparation for the next day's visit to Capitol Hill by the broadcasters.

They also heard Vincent T. Wasilewski, president of NAB, urge them to discuss various bills that would regulate the advertising of over-the-counter drugs on broadcast stations. One such bill is S. 2812, introduced last year by Senator Gaylord Nelson (D-Wis.). Others are various "memorials" pending in state legislatures asking Congress to prohibit the advertising of proprietary drugs over the air because, it is alleged, this leads to drug abuse (BROADCASTING, Feb. 28).

During the morning session on the political-spending law, a panel led by John Summers, NAB general counsel, answered questions regarding lowest unit rate charges and certification. Members of the panel were Arthur H. Bernstone, FCC; Robert Higgins, Office of the Comptroller General; and Edward W. Hummers Jr. and Martin Gaynes, both Washington lawyers.

In the more formal part of the proceedings, the state presidents heard John Pettit, FCC general counsel, call for more and better communications between broadcasters and the commission. Commenting on the fairness problems, Mr. Pettit said: "The fairness doctrine is in clear and present danger of becoming —like the internal revenue code—the intellectual plaything of lawyers and law professors, while at the same time becoming the scourge of broadcasters who have looked vainly to it for guidance in meeting their public-interest responsibilities."

Representative Hale Boggs (D-La.), majority leader of the House of Representatives, complained that the TV networks rarely covered the activities of the House. Broadcasters must learn, he said, to cover the significant and complex matters with which the House deals even though they may not be sensational or headline-making.

J. W. (Bill) Roberts, Washington bureau chief for Time-Life Broadcast Inc., asked broadcast management and ownership to keep a close watch on First Amendment violations in Washington, in their state capitals and in their local governments. And, he concluded, if something is happening "you should blow the whistle . . . and blow it loud and clear."

Changing Hands

Announced

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

▪ KAWA(AM) Waco-Marlin, Tex.: Sold by Delwin W. Morton and others to Ronald J. Romanski, David C. Fricker, Roy Harris and William R. Parvin Jr. for $300,000. Mr. Romanski is marketing manager and stockholder for ECC Corp., Euless, Tex., manufacturer of semiconductor components and control systems. Mr. Parvin is president and majority stockholder of Parvin Sales Co., Addison, Tex., manufacturer representative. Messrs. Fricker and Harris are also employes and stockholders of ECC Corp. In addition, Mr. Harris owns R&D Products, Euless, archery-equipment manufacturer. KAWA is a daytimer on 1010 khz with 10 kw.

▪ KFKF-AM-FM Bellevue, Wash.: Sold by F. Kemper Freeman, Elwell C. Case and Florence G. Hayes to A. S. Ballinger and others for $300,000. Mr. Ballinger is a Seattle real-estate broker. KFKF is on 1540 khz with 1 kw full time. KFKF-FM operates on 92.5 mhz with 100 kw and an antenna 1,000 feet above average terrain.

▪ WFRC(AM) Reidsville, N.C.: Sold by Rockingham Broadcasting Inc., part of Statesville Stations group, to new corporation to be owned 60% by Mr. and Mrs. Eugene F. Smith (he is salesman for WFMD[AM] Frederick, Md.) and 40% by Dr. Gene Camp, Frederick dentist. Price is $250,000. L. A. Parks is president and treasurer of Statesville group, which also owns WSIC(AM) and WFMX(FM) Statesville, N.C.; WIST(AM) Charlotte, N.C., and WQXL(AM) Columbia, S.C. The company has about 50 stockholders. WFRC operates full time on 1600 khz with 1 kw. Broker: William T. Stubblefield, Casanova, Va.

▪ KBIS(AM) Bakersfield, Calif.: Sold by Robert K. Straus to Edward G. Atsinger III and Stuart W. Epperson for $237,500. Mr. Epperson owns WKBX(AM) Winston-Salem, N.C., and WKBA(AM) Vinton, Va. Mr. Atsinger owns WKBQ(AM) Garner, N.C. He is employed as a speech instructor at Los Angeles City College, KBIS operates on 970 khz with 1 kw.

▪ WLRJ(FM) Roanoke, Va.: Sold by Robert L. Hartman and others to Aylett B. Coleman III, Dr. Charles Crockett Jr., John J. Butler and Dr. John A. Martin for $125,000. Mr. Coleman owns 50% of CEBE Co., Roanoke real-estate firm, and has interest in a shopping center there. Dr. Crockett is assistant dean at University of Virginia Medical School, Charlottesville, and is physician-director at Roanoke Memorial hospital. Mr. Butler also has an interest in CEBE Co., and has ownership interest in a Richmond, Va., petroleum firm. Dr. Martin is physician-employe at Radiology Associates, Roanoke. WLRJ is on 92.3 mhz with 2.7 kw and an antenna height of minus 54 feet.

Approved

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

▪ WDLP(AM) Panama City, Fla.: Sold by Denver T. Brannen and others to Ray L. Danner and Larry Edwards for $400,000. Buyers own WDVH(AM) Gainesville, Fla. WDLP operates on 590 khz full time with 1 kw.

▪ WEDO(FM) McKeesport, Pa.: Sold by Edward Herschberg to Tom Feldman, Ralph Baron and George Lund for $350,000. Mr. Feldman is the manager of WCUM-AM-FM Cumberland, Md. Mr. Baron has an interest in those stations, and owns WENC(AM) Highland Springs and WWOC(AM) Portsmouth, both Virginia. Mr. Lund is the manager of WENC. WEDO is a daytimer on 810 khz with 1 kw.

▪ KRSA-AM-FM Salinas, Calif.: Sold by Stanley Lichtenstein to David Rodgers for $215,000. Mr. Rodgers owned a TV production firm in Cleveland. KRSA(AM) is a daytimer on 1570 khz with 250 w. KRSA-FM is on 100.7 mhz with 720 w and an antenna 2,370 feet above average terrain.

▪ KBBB(AM) Borger, Tex.: Sold by Charles S. Small to Dr. Orville Rippy for $201,125. Dr. Rippy is a Stillwater, Okla., physician. KBBB is a daytimer on 1600 khz with 5 kw.

▪ KCAW(AM) Hamilton, Tex.: Sold by William E. Hobbs to George W. McClarin for $120,000. Mr. McClarin was formerly with WHLT(AM) Huntington, Ind. KCAW operates daytime on 900 khz with 250 w.

The ice breaks on price-wage controls — but only slightly

Provided a broadcaster can meet all the 'ifs,' he may find relief in newest rules for small business

The first exemptions of the wage and price regulations to provide relief for broadcasters—or at least for some—were made last week by the Cost of Living Council. Announced last Monday (May 1) by council director, Donald Rumsfeld, they will affect only small stations and other small businesses.

How can broadcasters determine whether they fall into the "small business" category? According to a spokesman for the Cost of Living Council, the first consideration is over-all annual revenues of the parent company (including all subsidiaries and stations, whether partially or wholly owned). Companies with revenues of over $50 million per year are not exempt; those with revenues under $50 million are.

But, the spokesman said, that is only the first criterion. The second, he said, deals with employes. If the total number in a broadcasting company—including those of all its stations and subsidiaries, and those in the corporate headquarters—totals less than 60, the company is exempt. If it has 60 or more, it's not.

And that's not all. If the first two criteria exempt a broadcasting company, it must then meet a third, the spokesman said. The explanation: If over half the company's employes belong to a union, it is not exempt from wage or price controls, regardless of the number employed.

The following provisions refer to wage controls only:

▪ If under half are unionized, under a master contract covering fewer than 60 employes, the company is exempt.

▪ If under half are unionized under a master contract covering 60 or more employes, the unionized employes are not exempt and the nonunion employes are exempt.

The exemptions became effective last Tuesday (May 2).

The National Association of Broadcasters and other elements of the broadcasting industry have informally asked the council to apply the exemption criteria to licensees instead of parent companies, the argument being that a licensee is a legally responsible entity to the FCC.

According to NAB figures, the exemptions in their present form would apply to slightly more than half of radio stations and, perhaps 10% to 15% of all TV stations.

NAB President Vincent Wasilewski, in

a prepared statement last week, said: "We are continuing our dialogue with the Price Commission seeking relief for larger radio and television stations, and we are optimistic that some relief will be forthcoming shortly."

Annual election of NAB president recommended

That's most drastic of proposals to come out of by-laws committee's first meeting in Washington

Breaking sharply with past practices, a committee of broadcasters has recommended that the by-laws of the National Association of Broadcasters be amended to require that the president of the association be elected annually.

The proposal was one of several by the by-laws committee at its first meeting in Washington last week.

At present, the NAB president continues in office unless asked to resign by the board of the association. The only office that has been voted on yearly is that of secretary-treasurer, held since 1956 by Everett C. Revercomb.

The by-laws committe was named late last month following instructions by the NAB board at its January meeting that the by-laws be reviewed (BROADCASTING, Jan. 24). At that time also the board ordered that a compensation contract be drawn between Vincent T. Wasilewski, president of the NAB, and the association. Up to then Mr. Wasilewski never had a contract although two years ago he signed a letter agreement that specified he would give the association six-months notice if he decided to leave.

These actions took place when Mr. Wasilewski was under fire by some members of the radio board; despite this, he was given a vote of confidence by the entire board. Mr. Wasilewski's contract was approved by the NAB board last month at the convention in Chicago (BROADCASTING, April 17).

Among other changes the by-laws committee proposed is one that would require both the president and the chairman to select members of committees. At present the president chooses members of NAB committees, although commonly with the concurrence of the chairman. It was explained that this move was required because there is a feeling that the president could, if he desired, staff committees with friends and supporters. Mr. Wasilewski was never accused of this.

A third element in the proposed by-law changes would provide for the existence of an executive committee. At present the by-laws say nothing about an executive committee, although the association has been operating with one since 1966. The executive committee consists of the joint board chairman, the immediate past chairman, the chairmen and vice chairmen of the TV and radio boards, and, recently added, a nonvoting network representative.

The recommendations of the by-laws committee were being drafted in proper language by John Summers, NAB counsel. This draft will be submitted to committee members and if acceptable will then be submitted for ratification to the joint board meeting in June in Washington.

Members of the by-laws committee are Harold R. Krelstein, Plough Stations, Memphis, chairman; Frank Balch, WJOY-AM-FM South Burlington, Vt.; Earl W. Hickerson, WCEE-TV Rockford, Ill. (who was absent last week); Daniel W. Kops, Kops-Monahan Communications, New Haven, Conn., and Wilson C. Wearn, Multimedia Broadcasting, Greenville, S.C. (also absent last week). Present at the first meeting also were Richard W. Chapin (Stuart Enterprises, Lincoln, Neb.), chairman of the NAB joint board; Andrew M. Ockershausen (Evening Star Stations, Washington), chairman of the NAB radio board, and Messrs. Wasilewski, Revercomb and Summers.

Spin-off in that merger of P&S, Globetrotters

Art McCoy to take Hawaiian V, Oregon AM for $4 million

Pacific & Southern Broadcasting, group station owner currently planning a merger with Globetrotter Communications Inc., is selling its KHON-TV Honolulu and KYXI(AM) Oregon City, Ore., to Arthur H. McCoy, Pacific & Southern president, in cash and stock transactions totaling close to $4 million.

The agreements are subject to approval by Pacific & Southern directors and stockholders and by the FCC. Mr. McCoy has resigned as president, chief operating officer and director of P&S, effective upon execution of the agreements, which would precede the P&S-Globetrotters deal.

For KHON-TV and its translator and satellites, Mr. McCoy would transfer to the company 180,000 shares of P&S. Based on recent over-the-counter quotations the market value would be about $2.9 million. The proposed sale price of KYXI is $1.12 million in cash plus assumption of certain liabilities.

Mr. Harrison said the sales would strengthen P&S because KHON-TV has not made "an appropriate profit contribution" and KYXI's contribution is "small." He added: "Arthur McCoy, concentrating on these stations alone, will no doubt make another forward step in his fine broadcasting career."

Other P&S stations are WQXI-AM-TV Atlanta; WQXI-FM Smyrna, Ga.; WSAI-AM-FM Cincinnati; WWDJ(AM) Hackensack, N.J.; KIMN(AM) Denver and KKDJ(FM) Los Angeles. Globetrotters Communications, which would acquire P&S in a stock transaction valued at $32 million to $35 million, owns WVON(AM) Cicero, Ill., and WIXY(AM)- WDOK(FM) Cleveland and the Harlem Globetrotters basketball team.

Friendship ▪ The National Friends of Public Broadcasting held its second annual conference in New Orleans last week, with several leaders of the noncommercial media on hand. Shown above (l to r) is John W. Macy Jr., president of the Corporation for Public Broadcasting, with Mrs. Moise Dennery, chairman of the conference, and William S. Hart, executive vice president and general manager of noncommercial WYES-TV New Orleans.

The National Friends—a nonprofit organization formed to build citizen support at the local level for public broadcasting—heard Mr. Macy say: "We must somehow convince every American that support of public television is fully as important as support of other educational and cultural institutions—maybe more so, since the pattern of support for other such institutions is firmly established, while the notion of supporting television—generally thought of as a 'free' benefit—has still not adequately been accepted."

Chalmers W. Marquis, executive vice president of the National Association of Educational Broadcasters, reviewed the progress of funding legislation to support the public broadcasting media. He urged the building of public awareness and support for the bill—in ways that would make an impression on Congress.

Radio in on mini-conferences

Radio broadcasters will be included in a new series of mini-conferences that were initiated in 1970 by William Carlisle, vice president for broadcast liaison, National Association of Broadcasters.

Originally, the meetings were limited to TV broadcasters. There have been 21 city-by-city meetings up to now.

The next mini-conference is scheduled for Louisville, Ky., on May 18. On May 19, a similar meeting will take place in Cincinnati, to be followed by a May 22 session in Greensboro, N.C., and a June 5 meeting in Syracuse, N.Y.

Attending from NAB on a regular basis will be Mr. Carlisle and John Summers, NAB general counsel. Other NAB executives who may attend one or more are Charles T. Jones, Radio Information Office director, and Roy Elson, vice president for government affairs.

NBC damns access rule as failure

It cites dwindling audiences as proof of worsening programing in station time and asks FCC to take it all back soon

NBC formally petitioned the FCC last week to rescind its prime-time access rule in time for the planning of the 1973-74 network-television season.

The petition was filed while NBC-TV and its affiliates were meeting in Los Angeles (see story page 36). In a major speech to the stations NBC President Julian Goodman solicited their support in the network's effort. He called the rule a "regulatory experiment [that] has failed at its purpose."

At the FCC, however, a different view prevailed. In response to another pleading the commission said it was determined to give the rule a chance to achieve its intended aim, the opening of prime time to nonnetwork programing by independent suppliers. In denying a request for modification, filed by MCA Inc., the FCC said the rule would remain intact for at least another year (see story this page).

The NBC petition asserted that the access rule "is not achieving its stated objective; is causing hardship to stations, particularly stations in small markets; and is not providing the high-quality programing to which the viewing public has been accustomed and which it should be entitled to receive."

The network added: "The over-all effect of the rule has been to drive a significant portion of the public away from television entirely in the time periods from which popular, quality network programing has been barred."

To document its assertion about the public reaction to nonnetwork programs now being shown in cleared-time periods has been generally unfavorable, NBC compared audience levels for the past season with those of 1970-71, before the prime-time rule went into effect. Among the findings:

- In the top-50 markets, audience levels during the 7:30-8 p.m. period decreased by 7% in 1971 from the preceding year. At the same time, NBC said, levels for periods not affected by the access rule showed no decline. And "perhaps even more striking," NBC asserted, was the fact that on Tuesday evenings from 7:30-8 last season, when network programing was offered due to a waiver, audience levels increased 7% over 1970. NBC claimed that these figures show that "at least" 10% of the viewing audience that would have watched television during the access periods, had network shows been available, "elected to tune out television entirely."
- In markets below the top 50, the NBC study asserted, the levels for the 7:30-8 period were down 6% from the year before. In comparison, the levels were up in the two adjacent time periods—a 2% increase over 1970 in the 7-7:30 period and a 5% rise in the 8-8:30 slot.

To expedite reconsideration of the rule, NBC proposed a three-step plan of action. It asked the commission to:

(1) Issue a notice of proposed rulemaking "broad enough in scope to support rescission" of the prime-time rule.

(2) Create a task force of staff members to compile data aimed at determining whether the rule has been effective and the impact of the restrictions upon licensees and the public.

(3) Hold a conference that would include the commission's staff, industry representatives and knowledgeable members of the public, to aid the commission in obtaining all relevant information necessary to evaluate the impact of the rule.

NBC stressed the need for a speedy decision. While it proposed no deadline, it claimed that a delay in final commission action until the end of the next season would preclude any change in network scheduling until the fall of 1974, and "more likely" until the 1975 season.

The FCC stands by its guns on access rule

Commission tells MCA it wants provision to undergo first year in full effect

The FCC has made it clear that it will not tamper with any provision of the prime-time access rule, at least for the upcoming new season. It said as much last week in denying a request by MCA Inc., Hollywood, for a rulemaking aimed at lessening restrictions on syndicated programing during time periods cleared for nonnetwork material under the access rule.

The commission said it is determined that the access rule should get "a full and fair test, something it has not had so far with stations still permitted to present 'off-network' material during the cleared portions of prime time."

During the past television season—first affected by the access rule—stations were permitted to run, in the freed periods, programs previously shown on the networks. Beginning with the 1972 season, off-network shows and feature films that have been broadcast in the market two years previously will be banned from these periods.

MCA, parent of Universal City Studios, made its request last February (BROADCASTING, Feb. 28). It asked that the commission permit the broadcast of series previously shown on the networks up to five years ago, provided that 25% of the package offered for syndication include new material never seen over the network.

MCA based its request on an FCC action earlier in February, granting Mutual of Omaha authority to syndicate its *Wild Kingdom* series in prime time, under the condition that the series include a substantial amount of new programs (BROADCASTING, Feb. 7).

But the commission maintained last week that it would be inconsistent with the objective of the prime-time rule—namely, to encourage a market for independent program producers in prime viewing hours—to grant the MCA request.

"Tinkering with the ground rules" of the prime-time rule for the next year, when the rule will be in full effect for the fi-st time, the commission said, could have "a most substantial impact" on the efforts of those intending to operate in compliance with the rule.

Academy has Emmy trouble

The television industry's biggest annual headache was scheduled to begin unfolding on May 6 when Emmy award winners in news and documentary, creative crafts, children's and daytime programing categories were to be revealed by the National Academy of Television Arts and Sciences at a luncheon in Los Angeles and a banquet, the same evening, in New York. These award ceremonies will not be televised. Additionally, for the first time, the award event in Los Angeles has been changed from the traditional evening banquet to a luncheon affair. It's a move that has some West Coast production people incensed, with threats of a boycott of this and other academy events voiced by many, particularly newsmen and program producers.

"We are being treated like second-class citizens," complained a leading Hollywood producer of game shows. "Our company is up for several awards, but we won't attend. The reason they have us scheduled for Saturday afternoon, a week before the national telecast of the awards to nighttime programs and performers is they want us out of the way."

Robert F. Lewine, stuck with one of the industry's most unenviable jobs as president of NATAS, agrees that Emmy awards events are both "our greatest asset and our greatest liability." He points out that the annual Emmy telecast has made the academy internationally famous and more important, is the organization's major source of income. According to Mr. Lewine, although the National Academy of Television Arts and Sciences has between 6,500 and 7,000 members, dues go to local chapters. Instead, the national academy relies for about 90% of its income on rights fees paid by the networks for the Emmy awards telecast.

The national telecast is rotated among the networks—this year CBS-TV, with ABC-TV in 1973 and NBC-TV in 1974—and rights fees are negotiated on an annual basis. This year the national academy, basking in ratings from last year's telecast of more than 40 with a share of audience of 70%, is receiving $300,000 for telecast rights.

"A disastrous telecast show," explains Mr. Lewine, "can seriously jeopardize the academy." That's why, he indicates, awards to the best-known performers and biggest program productions are given in the national spotlight on television in prime time, while daytime performers and producers and religious and sports and children's programing and performers as well as industry technicians are honored only among their peers at luncheons and dinners attended by at most 500 people.

"The telecast has to have entertainment value," Mr. Lewine says. "It cannot be a tedious parade of people. It's intended to be a glamorous evening, the television industry's showcase." He recognizes that some in the industry are vehemently in favor of achieving parity with nighttime performers and demand equal time on the May 14 telecast on CBS-TV. But Mr. Lewine feels that most of the self-styled "outcasts" are "darn good sports about it and realists."

Controversy over equal treatment is only part of the headache involved in the Emmy awards situation. Logistics in handling the more than 10,000 entries become overwhelming as presentation times draw near. At one point late last month, the national academy had 17 different so-called "blue-ribbon" judging panels operating at one time, encompassing some 275 people at four different locations in the Los Angeles area. The academy set up 138 separate screenings over a two-day period.

The three television network program chiefs were together in person if not in strategies last week in this appearance before the Hollywood Radio and Television Society. L to r: Mort Werner, NBC; Marty Starger, ABC, and Fred Silverman, CBS.

New things coming in small packages on two networks

ABC, NBC program chiefs outline plans to forge ahead with 'mini-series' idea; CBS's Silverman dissents, tells why

The mini-series is coming to prime-time television and ABC-TV and NBC-TV will use it more and more, but CBS-TV will rely principally on continuing program series with continuing talent. That was the chief message the three network television programing Muhammads brought to the Hollywood production community.

Speaking at a luncheon meeting of the Hollywood Radio and Television Society, Mort Werner, NBC-TV vice president in charge of programs and talent, said that the trend towards the mini-series "is going to grow and grow and grow." He compared it to the old theatrical concept of booking a theater for a specific engagement, but in television, he said, "you book a time period" for a limited engagement as was done with *The Search for the Nile* on NBC-TV and *The Six Wives Henry VIII* on CBS-TV.

The trend will grow, Mr. Werner contended, "not only because of the diversity that the audience will get but because of the great break the producer gets when he only has to do six shows or nine shows instead of 24 or 25—in which he has to shoot at least one script that he doesn't want to shoot at all."

Martin Starger, vice president in charge of programing for ABC-TV, also spoke about the limited series or novel for television ("when two people in our jobs talk about the same subject that's the beginning of a trend"). The mini-series, Mr. Starger indicated, "certainly is going to be a very active form on ABC." Explaining the reasons, Mr. Starger pointed out that some material demands more than merely a single program to tell the story properly, while, "God knows five years or even five months of some series sometimes stretch the material beyond endurance." Emphasized Mr. Starger: "The material should dictate the length."

He cited several examples of mini-series being prepared for the network. The most spectacular: a presentation in August of the seven-and-a-half-hour-long Russian feature film, "War and Peace," to be shown over four consecutive nights in prime time. "It will be the first step for us, and a big one, in the development of the novel for television," commented Mr. Starger.

Other mini-series upcoming on ABC-TV, as described by Mr. Starger, include: production in August of "QB VII," Leon Uris's best-selling novel which will be run in 1973 for five to six hours over several nights in network prime-time; Irwin Shaw's novel, "Rich Man, Poor Man," also to have a limited run of about eight hours; a limited series of 13 original hour dramas entitled *The Jurors*, to be written and supervised by Reginald Rose.

"We really believe in this area of limited series or novels for television," said Mr. Starger. He indicated that ABC-TV already has spent more than $3-million in development of the mini-series.

Fred Silverman, CBS-TV vice president for programs, acknowledged that he was the "lone dissenter." He pointed out that the CBS-TV program philosophy "goes back to the days when the radio network was an infant." Enunciating that philosophy, Mr. Silverman said, "the backbone of a network television schedule is the continuing program series with continuing talent." To back up this contention, Mr. Silverman noted that seven of the top 10 programs this season are in the category of continuing series.

Balance, Mr. Silverman made clear, is what CBS-TV is seeking. The network program schedule, he said, should comprise "a fair percentage of situation comedies, comedy-variety and musical-variety, anthology drama and the continuing long forms with recurring characters." He pointed out that next season in prime time, CBS-TV will be presenting a mix of five-and-a-half-hours of situation comedy, three hours of comedy-variety, five-and-a-half-hours of motion-picture programing, five hours of action-adventure and two hours of general drama.

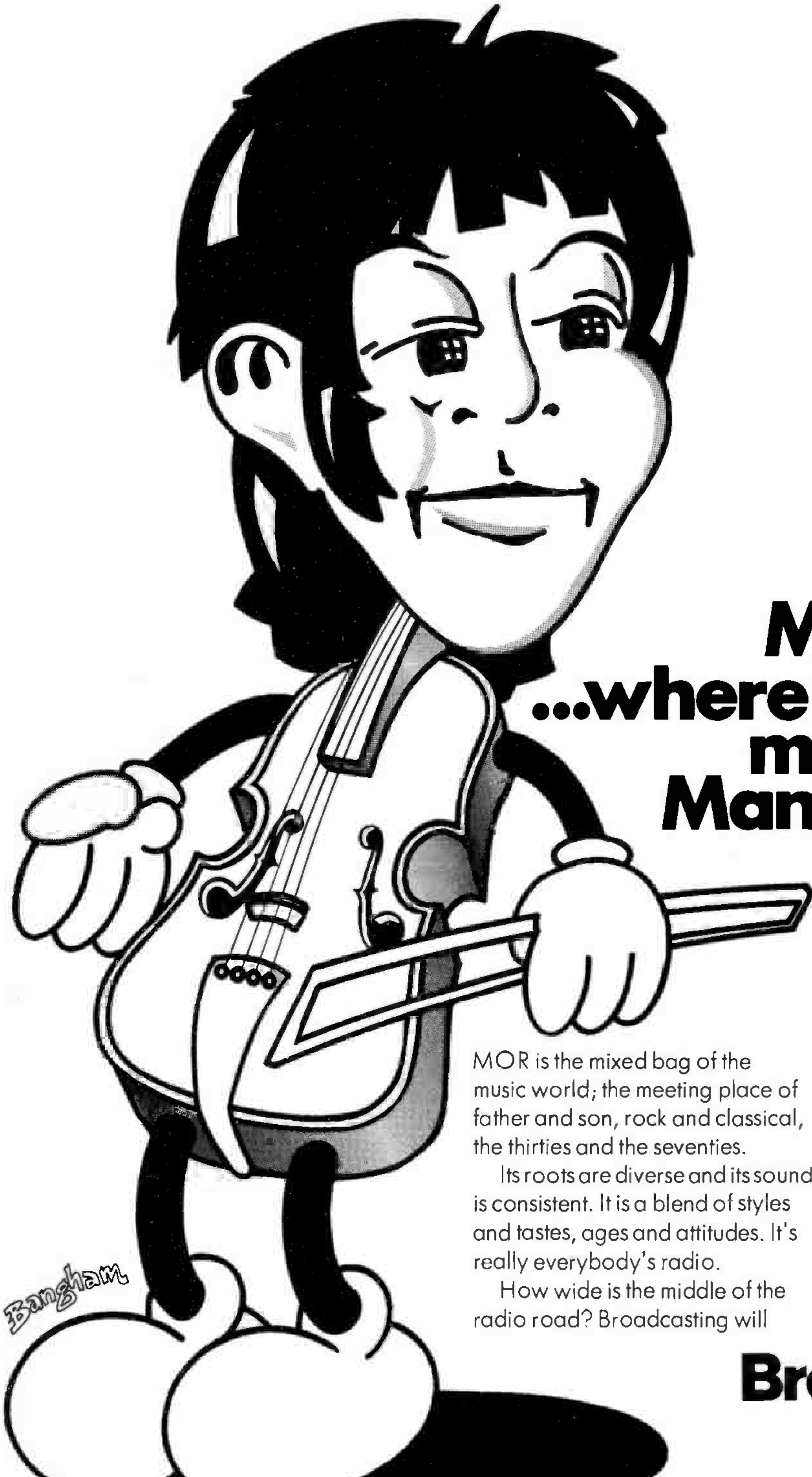
See you in September

The three networks have firmed the week when they will premiere their new prime-time fall shows. The starting date is Sept. 11 for all three. The date was disclosed at the Hollywood Radio and Television Society meeting where the program chiefs of the three TV networks faced the film production community.

Ready for kick-off: NBC's football line-up

NBC-TV's professional football coverage this year will be the most ambitious in its history, the network reported last week. A record 93 games, including the Super Bowl and an American Football Conference schedule of seven double-headers (tentative), two Saturday afternoon games, divisional playoffs and the AFC championship game are on tap beginning Sunday, Sept. 17.

Regular-season play will be preceded by coverage of three preseason games, all



MOR ...where McCartney meets Mantovani.

MOR is the mixed bag of the music world; the meeting place of father and son, rock and classical, the thirties and the seventies.

Its roots are diverse and its sound is consistent. It is a blend of styles and tastes, ages and attitudes. It's really everybody's radio.

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

under the lights, beginning Saturday, Aug. 19 (9 p.m. NYT) when the Oakland Raiders meet the Los Angeles Rams in California. The New York Jets will go against the Dallas Cowboys, Saturday, Aug. 26 (9 p.m. NYT) followed by the Baltimore Colts and the Detroit Lions, Friday, Sept. 1 (8:30 p.m.) in Tampa, Fla.

In addition to all AFC games, NBC will televise 16 interconference games. Under National Football League rules, interconference contests will only be broadcast when an American Conference team is the visiting team.

The Super Bowl, alternating each year between CBS-TV and NBC-TV, is scheduled for Sunday, Jan. 14, from the Los Angeles Coliseum.

NTA pays $2 million for Cary Grant rights

Stock purchase in actor's own companies key factor in getting five major films

National Telefilm Associates, Los Angeles, has acquired for theatrical and TV distribution a number of motion pictures starring Cary Grant.

Films acquired by NTA through the purchase of the stock of three companies owned by Mr. Grant are "That Touch of Mink," "The Grass Is Greener" and "Penny Serenade." Buy of the actor's stock in his own companies also gives NTA participation rights to "Walk, Don't Run." In addition, NTA has purchased rights to "Operation Petticoat" and "Indiscreet" directly from Mr. Grant. In all, NTA is believed to have spent in excess of $2 million for the Cary Grant films.

Children's fare stays animated on networks this fall

To the programers, it's a marketable way to slip information into Saturday's diet; to the reformers, it's a sad step backward

The trend in next fall's Saturday-morning children's schedule is for the three TV networks to sugar-coat the information they're eager to provide to youngsters by encasing it within the cartoon format.

ABC, for example, has moved its live-action *Curiosity Shop* from the cutthroat Saturday-morning competition to a placid Sunday-morning time period (where the program's only competition will be CBS's *Look Up and Live* and a locally produced show which will appear on NBC-affiliated stations).

"But we've got a new cartoon show called *Kid Power*, which will be set in an urban neighborhood made up of blacks, browns, yellows and every other racial and ethnic group you want to name," says Brandon Stoddard, the director of daytime programing for ABC. "It'll deal with everyday problems like getting along in school and how to handle a bully and how to care for a pet. We expect subjects like ecology to come up in the new episodes of the *Jackson Five* series, and the premise of the new *Osmond Brothers* cartoon show is an international goodwill tour, which will speak to a hands-across-the-sea kind of brotherhood."

CBS has erased the live-action *You Are There* from its upcoming fall schedule because, as explained by Allen Ducovny, the head of children's programing at the network, "we wanted something new and with this show we felt that when you revive an old property that's lying around in the files you're not moving ahead but standing still." The replacement is *Fat Albert and the Cosby Kids*, a cartoon comedy series (with some interpolated live-action stuff featuring Bill Cosby), which, according to Mr. Ducovny, "will incorporate learning experiences for children in some of the situations it deals with."

"Owens-Illinois Glass brought *Mr. Wizard* to us and we're dropping the show next fall because the company bowed out," says George Heinemann, NBC vice president for children's programs, about one of his network's live-action information shows. "And we think that by compressing *Take A Giant Step* from its current hour to a tighter 30 minutes we'll make it a better show." Mr. Heinemann is running a straight format of half-hour cartoon shows from 8 a.m. to 11:30 a.m. "But we've diversified them," he says, "so that there's one pure situation comedy, one social-commentary show, one just-for-fun comedy, one that's fully dramatic, and so on."

For economic reasons, all three networks are liberally sprinkling their Saturday-morning schedules with repeats. Almost half of ABC's line-up will include rerun episodes of *H.R. Puf n Stuf*, *Bewitched*, *Funky Phantom* and *The Monkees* and there'll be only six new half-hours of *Jackson Five*. CBS is playing back *Bugs Bunny*, *Sabrina the Teen-Age Witch*, and *Archie's TV Funnies*, and NBC, whose Saturday-morning schedule is undergoing the most violent upheaval of the three (with a total of six new shows), is rerunning *Underdog* and *The Jetsons*.

The biggest Saturday-morning revenue loss for the networks is likely to come when (as of Jan. 1, 1973) they lop three minutes off their current 12 commercial minutes per hour. To fill the extra program minutes that will be freed by this voluntary cutback, ABC has picked up a series of 90-second scholastic rock films called *Multiplication Is* and CBS is bringing back *In the News*, which consists of two-and-a-half-minute reports on current events. NBC has filmed longer episodes of its new series designed for scheduling after Jan. 1.

Equipment & Engineering

Is FCC moving to advocacy of open-entry satellite plan?

That's not definitely known yet, but it looks as though the agency is cooling toward its own staff's plan

The FCC last week heard two days of oral argument on the staff's proposal for establishing a limited-entry domestic communications satellite system—and and then, reportedly, began moving away from it. But it was not clear whether the commission was moving toward the position of open entry advocated by the administration.

The commission, which spent all of Wednesday in a special meeting on what is regarded as one of the most significant and difficult issues ever to come before it, did not reach any conclusions.

But the vehemence of the arguments against the proposal, by companies that would be forced into consortiums in order to go into the new space business as well as by the Department of Justice and the Office of Telecommunications Policy, appeared to have had an effect. Even the staff was said to have suggested that its proposal required modifications.

Under the staff proposal, companies utilizing similar satellite technologies would be required to share a common space segment. Fairchild Industries Inc. and MCI Lockheed would be allowed to establish their own systems, as they have proposed. Hughes Aircraft Co. and GTE Service Corp., which filed jointly, and Western Union Telegraph Corp., would be required to own common space segment, with Western Telecommunications Inc. and two RCA companies were given the option of sharing that segment or proceeding independently.

The Communications Satellite Corp. and AT&T would constitute another system in a separate segment, in which Comsat would lease facilities to AT&T, or enter the field as a supplier of service to customers other than AT&T. In the latter case, however, it could share ownership of one or more satellites with AT&T and act as manager of the system. Comsat has proposed both to lease facilities to AT&T and to establish a second multipurpose system of its own to serve other customers.

In written pleadings filed in response to the proposal (BROADCASTING, April 24) and in the arguments last week, only the companies that would be free to operate independently supported the plan. And the staff was said to have been struck by the argument of the opponents that forcing them into consortiums would be no easy matter.

There was no indication last week the

commission would swing over to a plan of completely open entry. The Justice Department, which urged the commission to adopt a plan closer to the open-entry proposal offered by the White House in January 1970, suggtsted that some restrictions be imposed on entry; sideration by the commission last week. and thesc were given considerable con- So were restrictions suggested by OTP, the administration spokesman.

Justice, for instance, has suggested that, during the initial phase of domestic satellite system operations, both Comsat and AT&T be prohibited from transmitting television signals, if the networks choose to switch from their terrestrial system. This would be designed to assure important business for competitive space systems. (The staff would go further with respect to AT&T and limit it to the carriage of its monopoly services—message toll and wide area telephone service.)

Both the department and OTP suggested another limitation aimed at meeting one principal concern that led the staff to propose a limited-entry system—the possibility that excess space capacity would result in losses to some common carriers that would adversely affect their other services. Justice and OTP said the commission could require an applicant to demonstrate that its proposed investment would not jeopardize its other services. OTP would make this "the sole economic criterion for authorization."

The range of options discussed by the commission appears to have been quite broad. At one end, Commissioner Nicholas Johnson was said to have expressed as his first choice the removal of AT&T and Comsat from consideration for satellite business; other commissioners, however, reportedly appeared to favor the Justice-OTP approach. There was also talk of barring Comsat from serving AT&T, as a means of assuring competition in the new field.

The staff will prepare a list of possible policy choices, concerning the central question of entry as well as other issues involved in the proceeding, for consideration by the commission at its next meeting on the subject. One staff proposal that seems likely to emerge intact involves service for public broadcasters. The staff would not require carriers to assure free or reduced rates for such service; it says the commission lacks the information on which to base such a requirement. But it said the commission should consider specific proposals by carriers for preferential rate classifications and believes that carriers who have offered free service to public broadcasting should implement those proposals.

The concern of companies that are seeking entry into the new domestic-communications satellite field but fear the consequences of unrestricted entry was expressed by a number of those who appeared before the commission last week. Michael Bader, counsel for MCI-Lockheed, said, "We couldn't afford open entry."

"Let qualified applicants in," he said. "But put some restrictions on so that there will be entry by companies other than AT&T and Comsat. Don't give us the reward of a license that will be worthless if AT&T takes all the business. Private line business is petty cash to them. But it's lifeblood to us." The commission staff would prohibit AT&T from using satellites for its private-line service.

On the other hand, David Acheson, the general counsel of Comsat, warned that the restrictions the staff has proposed putting on that company—principally the requirement that it be forced to choose between leasing facilities to AT&T and serving other customers—would seriously affect its role in the international field. He noted that, under the new Intelsat agreement signed last summer, Comsat's role as manager of that international consortium will diminish; as a result, he said, it is important for Comsat to expand into the domestic field.

"If you tell Comsat it is limited to any market that does not support the kind of team Comsat has, you're going to lose that team, which is interested in development, as well as its investors, who are interested in growth. You'll lose a resource created by Congress."

"We ask the commission to reject the restrictive policies recommended by the staff and to adopt an open-entry policy."

Zap, it's pay TV

Telebeam Corp., New York, has announced the development of a pay-television system that uses a laser to establish a direct, instantaneous link between a central transmitting facility and hotels, institutions, apartment houses or CATV facilities.

A spokesman said the system will be used initially in hotels to show feature films and to provide guests with other services, including information and reservations for restaurants and airlines, train schedules, and security protection. He said that subsequently the system will be expanded to institutions, apartment houses and cable-TV installations.

Technical Briefs

Mini Recorder. Nagra Magnetic Recorders Inc. is offering the Nagra SN, Swiss-made broadcast-quality miniature tape recorder (5.8 x 4 x 1.02 inches) with two speeds (3¾ ips and 1⅞ ips) with running time 27 minutes and 54 minutes, respectively, and with frequency range from 80 hz to 15,000 hz under optimum conditions. Price: $1,298. *19 West 44th Street, New York 10036.*

Calibration tape. Maxell Corp., Magnetic Tape Division, New York, is introducing calibration-standard recording tape for professional use by broadcasters, duplicators, recording studios and manufacturers of tape equipment. Maxell said it is only quarter-inch tape of its kind offered for sale in North America.

New tube available. Rank Precision Industries Inc., Des Plaines, Ill., has introduced new flying-spot cathode-ray tube for use in color-slide scanners. Rank says it has 30-second warm-up time, 10db increase in signal-to-noise ratio and 100% increase in tube life.

Cutting up. Tapecaster TCM, Rockville, Md., producer of broadcast and CATV cartridge tape equipment has announced new and inexpensive device for locating splice in endless loop cartridge tape. TCM model SL-1 splice locator costs $75. *12326 Wilkins Avenue, Rockville, Md.*

Has Dolby. Advent Corp. has announced availability of model 202 stereo cassette player incorporating Dolby system of noise reduction, as well as special playback equalization switch to permit use of ferrite or chromium oxide tapes. With frequency range of 30 hz to 15,000 hz, plus or minus 2 db, machine uses standard 1¾-ips speed, contains fully automatic shut-off at end of reel. Device is consumer product that is capable of being used for over-the-air broadcast, according to manufacturer. Price is $129.95. *195 Albany Street, Cambridge, Mass. 02139.*

The 500. Slide projector that can hold up to 500 standard (2x2 inch) slides, that changes slides in half second, and that has two, 1,200-w tungsten halogen lamps, providing for virtually instantaneous lamp replacement, is to be announced soon by Spindler & Sauppe Inc. Called Selectroslide 900, unit delivers 3,500-lumen output with f/2.5 lens. Provision also is made for rear-screen projection. Late this year, film-chain version is due. Price is not yet set but is in neighborhood of $1,400. *13034 Saticoy Street. North Hollywood, Calif. 91605.*

8 Chicago TV's reject Sears plan

Say switch of antennas to new building is not satisfactory long-term solution to interference problem

Sears, Roebuck & Co. is encountering opposition from most of Chicago's television stations in its attempt to soften the potential effect of its new 110-story headquarters on TV reception in that city.

Seven broadcast operators representing eight of Chicago's 10 TV stations, joined last week in a statement criticizing Sears's latest proposal as "neither a temporary nor a long-term answer" to the problems that may be posed by the Sears tower.

Sears has proposed to reinforce its tower to permit the installation of 350-foot antennas on top, and has asked the Federal Aviation Administration to approve the plan (BROADCASTING, May 1). Two Chicago TV stations, WLS-TV and WCIU-TV, joined in that petition to FAA and would move to the Sears building if it's approved. The others are now situated atop the John Hancock building—which the Sears tower will surpass as the city's tallest.

Representatives of those stations said last week that the Sears assertions concerning possible effect on reception have not been tested by station consultants; that raising of the present height maximum, as requested of FAA by Sears, would only lead to another taller structure and another request some time in the future; that the stations now on the Hancock building have each made a "substantial financial investment" and committed themselves to a long-term lease at that location; and that the use of translators to ameliorate potential problems, as proposed by Sears, is "not a practical solution."

Additionally, the stations said: "We believe the question of television reception in Chicago is of extreme, but equal importance to each station. Any solution that is beneficial to some, but not equally to all, cannot properly respond to the public interest."

The broadcasters proposed an alternative solution. They urged Sears to reduce the height of its building by 250 feet and proceed with its already announced plans to use special treatment of the upper floors to lessen the problem of reflection.

Joining in the statement were the licensees of WBBM-TV, WMAQ-TV, WGN-TV, WFLD(TV), WCFL-TV, WSNS(TV) and commonly licensed noncommercial stations WTTW(TV) and WXXW(TV).

Betty Boop in color

Feature House, New York, a TV program distributor, claimed last week that a new film process will enable it to release to TV shortly 100 Betty Boop cartoons in color, though they were originally produced in black and white.

A Feature House spokesman said a new company, Color Systems Inc., New York, has developed a film process that converts old black-and-white film to color. The Betty Boop cartoons were produced in the 1930's by Max Fleischer and released theatrically by Paramount.

The principals in Color Systems Inc. are veteran program executive Eliot Hyman and Donald Klauber, who are board chairman and president, respectively, of Feature House.

Hughes gets new life in argument with AT&T

The FCC has opened the door for further litigation in a lengthy proceeding involving a complaint and request for damages against AT&T by Hughes Sports Network over the phone company's tariff policies.

The commission granted the HSN appeal of an FCC review board 1970 decision in 1970 that dismissed HSN's pleading for damages totaling $140,419.50 from AT&T (BROADCASTING, Sept. 7, 1970). The review board had ruled that while AT&T's tariffs for part-time users of its TV interchange channel service were "unjust, unreasonable and discriminatory"—and therefore illegal—there was no basis for awarding HSN monetary relief. HSN sought the recovery of five-eighths of the total amount charged it by AT&T in 1964-65, claiming that while it was only using the service about three hours a day, it was being charged for the full eight hours—minimum AT&T charge for service at that time.

On appeal, HSN had argued that it is entitled to reparation because the rates had been determined illegal. The commission agreed. It ruled, however, that the amount of damages to be assessed still must be decided, and remanded the case back to the hearing examiner for further deliberation.

Programing power to the people

Quadrant Communications puts hopes for new source of children's shows in cable-less, sound-sync film system

A lightweight super-8mm synchronous sound-filming system, said to offer high-quality performance at low cost, has been developed by Massachusetts Institute of Technology scientists and will be the centerpiece of a new approach to children's TV programing by Quadrant Communications Inc.

Quadrant is a new organization formed by Jeremy Gury, formerly deputy chairman of the board in charge of creative services for Ted Bates & Co. and still a creative consultant to the agency. Mr. Gury is chief stockholder and executive director (there is no president or chairman) of Quadrant, in which MIT also has an ownership interest.

Quadrant has the exclusive franchise for distribution and sale of the new cable-less sync system and in addition will use it in a fellowship program to encourage student filmmakers to produce for children's television.

The new camera with its associated audio gear is expected to sell for approximately $1,500, according to Mr. Gury, as compared with about $12,000 for a standard hand-held Bolex with sound. Although he plans to use it first in association with universities to expand programing for children, Mr. Gury also sees widespread uses for the system in television news and other TV programing and in a variety of educational, scientific, medical and other contexts.

The hardware, in Quadrant's description of it, "is so lightweight, so simple to use, so inexpensive, yet so versatile in its adaptability to video tape, video cassettes, video disks, 16mm and 35mm film, that it will change the whole ethos of filmmaking."

The system was built to specifications developed by Richard Leacock, the noted film documentarian, who is now professor of cinema at MIT. It is said to use available equipment with minor modifications and quartz crystals providing the controls that eliminate the need for an umbilical cord connecting the camera (a standard Nizo in the prototypes) with the sound recorder (a Sony cassette recorder). Thus camera and recorder can operate at widely separated points and remain in sync, or several cameras may be synchronized with a single recorder. Camera weight is put at four pounds. The editing system is said to be both simple and inexpensive, with sound matching picture exactly. Color quality is described as "brilliant."

Mr. Gury, known as one of the most creative men in the advertising business, compares the Leacock-MIT camera system to Eastern Kodak's introduction of the Brownie camera, in that "it takes filmmaking out of the hands of the professionals—the 'film elite,' in Richard Leacock's words—and puts it in the hands of the people."

Getting the equipment into the hands of the people—specifically, student filmmakers at first—is at the heart of Quadrant's approach to children's TV programing. Quadrant plans to offer fellowship grants, which Mr. Gury says will average about $5,000, through colleges and universities having filmmaking courses. The Leacock-MIT camera will be awarded as part of the grants.

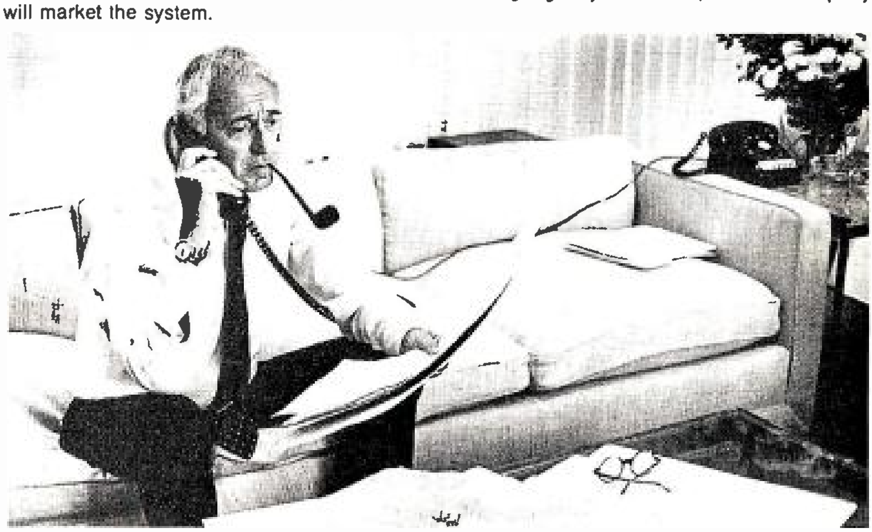
Student fellows will produce films varying in length from three minutes to 58 minutes on any subject they wish, from pure entertainment to pure education, the only condition being that it be suited to an audience of children aged 4 to 14 (from which parameters Quadrant takes its corporate name). Completed Quadrant fellowship films, if accepted, will then be edited and packaged professionally and released for sale to stations. Quadrant will market the films, and the filmmaker and his college will share in the royalties. And when a project is over, the college will keep the equipment, which Mr. Gury sees as a continuing source of new films as well as a major contribution to the filmmaking art, since lack of equipment of any kind is a major problem even at top universities.

Mr. Gury, having made his mark in commercial TV advertising, knows that the films thus produced will have to be good enough to compete with commercial packages. He is convinced that many of them will be, that they will provide "a steady infusion of fresh TV material" and that, over time, a "reservoir of film material [will be developed] which, through commercial means, will find its way to tens of millions of television screens across our nation."

In fact, Quadrant expects within its first two years to obtain a 10% share of the $175 million it estimates is spent annually for children's TV programing. To cover the risk that some of its student fellows will not produce usable films, it plans to offer commissions to experienced film people too.

Quadrant recently distributed to TV stations a questionnaire seeking their views on children's fare and their interest in obtaining new material. "The response," according to Mr. Gury, "has been overwhelmingly favorable. Naturally, the networks and many forward-looking stations have created fascinating material of their own, which is all to the good. Our position is that the availability of more good stuff can only serve to upgrade the quality of what ultimately will be shown. Thus we do not consider that we are in competition with any existing programing facility."

These are the two halves of MIT's prototype 8mm sync:sound system. The resulting pictures are said to have theater-sharp brilliance when used in TV transmission. Cost of both the sound unit (left) and the camera is expected to be under $1,000. Below: Jeremy Gury of Quadrant Communications, an ex-advertising agency executive, whose company will market the system.



As a preliminary test of the talent potential among student filmmakers, Quadrant has set up an interim program for students at five New England universities this summer: Harvard, MIT, Boston University, Brandeis and Yale. This program will be more limited than the regular fellowship program to follow, and will not include use of the Leacock-MIT camera. It will also be limited to projects that appear to be salable to commercial TV stations.

Just when the camera will be available in quantity is not exactly clear. The specifications are said to be complete—in fact, they were described by Professor Leacock and associates at a technical conference of the Society of Motion Picture and Television Engineers in New York last week—and prototype models have been and are being used extensively by MIT students under Mr. Leacock's direction. MIT has not yet released the specifications for manufacturing cost estimates, however, presumably wishing first to make sure that patent protection has been established, or, in Mr. Gury's words, to "protect its property in every way possible."

Quadrant's offices are at 575 Madison Avenue, New York, in space provided by Paul Gaynor of Gaynor & Co., an early enthusiast of the Quadrant project. Telephone: (212) 688-6900.

CD shouldn't take charge

FCC reminds station of new EBS set-up, warning against relinquishing control of programing in emergency situation

Broadcasters are not to make private arrangements with civil defense authorities to turn over stations for the transmission of emergency warnings. That warning was expressed by John M. Torbet, FCC executive director, in a letter to Kenneth F. Small, WRUF-AM-FM Gainesville, Fla.

A county civilian defense office had proposed an arrangement with Mr. Small's station that would have placed a monitor receiver and a cassette-playback machine in the station with the understanding that, upon receipt of an emergency warning from the local civil-defense agency, the station operator would immediately broadcast the prerecorded cassette message.

Mr. Torbet told Mr. Small that broadcasters were withdrawn from the civil defense warning apparatus when the Emergency Broadcasting System was revised last month (BROADCASTING, April 10). And, he added, the Communications Act forbids a licensee from transferring or abdicating his responsibility for what is broadcast over his station.

John W. O'Connell of the national Office of Civil Defense in Washington agreed with Mr. Torbet's interpretation, but added that under the new plan, OCD will notify both the AP and UPI of the issuance of an official emergency warning notice which, presumably, will be received in the newsrooms of TV and radio stations. At which point, obviously, he said, they would be broadcast as news.

Four-channel FM: standards study to begin

EIA-sponsored committee will pass its recommendations to FCC

A National Quadraphonic Radio Committee meets for the first time tomorrow (May 9) in Washington with the objective of evaluating and recommending to the FCC a system of four-channel FM sound-broadcast transmission. The committee, sponsored by the Electronic Industries Association, is being organized along the same lines as that of the EIA National Stereophonic Radio Committee that in 1960 developed proposals for compatible stereo broadcasting that was the basis for the FCC's stereo standards.

About 50 representatives of manufacturers and broadcasters are expected to be present for tomorrow's meeting, which has been organized by E. M. Tingley, EIA engineering aide.

Plans call for formation of six panels to work on system specifications, interconnecting facilities, broadcast transmitters, broadcast receivers, field tests and subjective aspects. Norman Parker, Motorola, has been named chairman of the system specifications panel. Compatibility will be one of the major issues.

Mr. Tingley said last week that he anticipated perhaps four or five quadraphonic systems will be under study, including those from CBS, Dorren and General Electric.

Class IV's after dark

FCC again refuses 1 kw power to locals, due to conflicts inside and outside U.S.

One month ago, the Community Broadcasters Association Inc. initiated its third campaign in a decade to convince the FCC that the class IV AM stations the organization represents should be permitted to boost their night-time power to 1 kw (BROADCASTING, April 10). It was a short-lived pursuit. The commission said—as it has twice before—that to schedule a rulemaking proceeding in this area at present would be a "futile action, which we will not undertake."

In 1964 and again a year later, the commission had denied CBA requests for a rule amendment to permit AM's on so-called local channels to operate with a maximum power of 1 kw full time. Present standards allow up to 1 kw during the day but only 250 w at night. On both previous occasions, the commission said that several factors—incompatibility of the CBA proposal with international agreements; interference to the signal of class IV stations that would be unable to increase their night-time signals, and insufficient support data—contributed to its decision to deny the request.

In its latest pleading, however, CBA had contended that these problems no longer existed. It claimed that nearly all U.S. stations either now operate or are in the process of obtaining authority to operate with a daytime maximum of 1-kw, and that class IV stations with such an authorization would most likely have little difficulty converting their night-time patterns to that level. It also maintained that increased night-time power would improve the signal-to-noise ratio of each affected station's service area, thus enabling them to better compete with more powerful facilities in the market.

The commission agreed with CBA on those two issues, but rejected the group's argument that the international situation had changed since 1965 to an extent sufficient to enable all U.S. class IV's to increase their night-time power. The commission said that while an understanding might be reached through negotiations with Mexico on the CBA proposal, Canadian local-channel allocations are so inconsistent with the plan that that country's government could not be expected to agree to it. The commission also claimed that no understanding was likely with Cuba, the only other nation in the North American Regional Broadcasting Agreement affected by the proposal.

While the commission conceded that realization of the CBA proposal might be possible with the negotiation of a new North American agreement, it said it would be fruitless to pursue the matter at this time.

Newhouse loses case on media-control issue

Citing concentration - of - media - control grounds, the FCC's review board last week said that a subsidiary of the Newhouse Broadcasting Corp. should be denied authority to provide microwave relay service to WHMA-TV Anniston, Ala., and ruled in favor of a competing applicant.

The board's action overturned an initial decision of FCC Hearing Examiner Charles J. Frederick who proposed to grant authority to construct microwave facilities to serve the station to Newhouse Alabama Microwave Inc. The review board action now granted authority instead to Alabama Microwave Inc., an independent concern which had competed with Newhouse for the facilities in a comparative hearing.

The issues of that hearing—originally intended to judge the two applicants on a purely comparative basis—were subsequently enlarged to determine whether other media ownership by the Newhouse firm in the area (it owns WAPI-AM-FM-TV Birmingham, Ala., a CATV system at Anniston, the *Birmingham News* and *Huntsville* [Ala.] *News* and *Times*, and several magazines distributed in the area) involved a conflict of interest.

Mr. Frederick disposed of the concentration-of-control issue in ruling that Newhouse is entitled to the authorization on competitive grounds. On appeal of

Alabama Microwave, however, the review board reinstated that issue and designated it as the deciding factor in awarding the grant to Alabama.

"While there are obvious distinctions between the broadcast and common-carrier services," the board said, "the numerous media of mass communications in north central Alabama with which Newhouse is affiliated and the dominant position enjoyed by those media places Newhouse, as a competitor and creditor of . . . WHMA-TV, in a position that is replete with possible, but nonetheless very real, conflicts of interest which could affect the reliability, effectiveness or reasonableness of its proposed microwave service."

Music

John Lennon's at it again, Pete Bennett's trying again, but it may not fly

New single, 'Woman Is Nigger of the World,' has set off more controversy than airplay in a cautious radio world

Pete Bennett, promotion manager for Apple Records, sat behind his desk staring at the label on the new John Lennon and Yoko Ono single. Slowly, he shook his head and muttered, "I just can't tell John nothin' any more, I just can't tell him nothin'."

It has been Mr. Bennett's job for the past two or three weeks to get radio stations to play that new record, a job he admits has been an uphill battle. How hard can it be to get a John Lennon record played? Plenty, when the title is "Woman Is Nigger of the World."

"John Lennon has always been the king of the Beatles," Mr. Bennett said, "the king of the industry. I've thought that all along." But, he continued, that prestige may not be enough to carry "Woman" to the almost two million sales Mr. Lennon enjoyed with "Imagine," his last single. So far, only five stations have added the song to their playlists: KDAY(AM) Los Angeles, WCFL(AM) and WBBM-FM Chicago, WPDQ(AM) Jacksonville, Fla., and WRNO(FM) New Orleans. (Although WCFL later withdrew it.) Massive college station mailings have been undertaken by Apple in hopes that increased sales to the college audience will help persuade the top 40's to go on it. Mr. Lennon has even gone on the stump himself, calling program directors with explanation and arguments for his controversial record. As of last Tuesday (May 3) Apple's records showed the single selling close to 100,000 copies, mainly in Chicago and New York.

The song, as the title portends, is about women and their sex roles. "Woman is nigger of the world" is the chorus. ("At least with the [Bob] Dylan single, 'George Jackson,'" one program director said, "we could bleep out the one 'shit.' But on this one, it [the offending word] is in the chorus. Ain't nothing you can do here.")

And the last verse reads: "We insult her everyday on TV, and wonder why she has no guts or confidence. When she's young, we kill her will to be free. By telling her not to be so smart, we put her down for being dumb."

Obviously, most stations have felt that the wording was too offensive to use on the air. Jay Cooke, program director at WFIL(AM) Philadelphia, said "It's really not so hard to imagine the song on the air. The difficult thing is trying to imagine the radio announcers saying the title."

John Lennon

"We're just not ready for it," explained WOR-FM New York program director Mel Phillips. "I think it will offend people and that's all there it to it. I tried it out on a couple of girls in the office, and they thought it was offensive."

Many program directors admit they are confounded by the new Lennon music. Chuck Dunaway, Program Director, WIXY(AM) Cleveland: "I think the record is just OK. And the word 'nigger' wouldn't deter us from playing it. I think Lennon's stuff has been very mediocre. He's just off by himself doing . . . God knows what he's doing."

Still other PD's feel there is no longer enough weight in the Lennon name to throw a new single on the air unchallenged. When KDAY first went on the record April 19, "the calls really poured in, mostly people who were outraged," says Bob Wilson, program director. "It got to the point that KDAY began taping the incoming calls and broadcasting them. "I got on the phone to New York," said Mr. Wilson and asked Pete [Bennett] if he could get John to call us. And he delivered for us. John and Yoko called at about 1:30 that first day and we taped about 15 minutes of the conversation, with John's explanation, and then aired it. From that point on, almost all the calls we got were positive."

Another positive response came from Representative Ronald V. Dellums of California, who wrote the Lennons after hearing the song: "If you define niggers as someone whose life style is defined by others, whose opportunities are defined by others, whose role in society is defined by others, then good news! You don't have to be black to be a nigger in this society. Most of the people in America are niggers." Congressman Dellums is black.

Musicians settle for less

The American Federation of Musicians has ratified a new contract with the phonograph recording industry, retroactive to April 1 when the old contract expired.

Due to wage-price regulations and increasingly stiff competition offered by foreign production, the union traded provisions for no raise in the basic scale rate for a contract of short-term duration. Scale for a three-hour session remains at $90 in the contract, which runs for only 16 months. Previously, contracts were for three years.

In the area of classical and symphonic recordings, negotiators for AFM had expressed a willingness to cut present scales for a guarantee for increased U.S. and Canadian production. Spokesmen stated that such an agreement was "unattainable" and rates were held at the old levels.

The union was able to procure raises

in the overtime rates, from $25.07 for a half-hour to $30; in employer contributions to the national pension and welfare fund from 8% to 9%, and to local funds from $1 to $2.

When the present contract expires on July 31, 1973, the union is expected to go after the much healthier raise some thought should have been negotiated for this contract.

Cable

Construction boom seen for cable

Expect take-off in next three years, Shapiro tells security analysts

A booming market for building and rebuilding cable systems over the next three years was projected last week by Moses Shapiro, board chairman of General Instrument Corp., New York.

Mr. Shapiro told a meeting of the New York Society of Security Analysts last Thursday (May 4) that he estimates "there will be a compounded annual growth rate of 21% for the building and rebuilding of CATV systems, going from a $145-million market last year to $255 million by 1974."

He reminded his audience that General Instrument is the parent company of the Jerrold Corp., which he said is "by far the largest CATV equipment designer and manufacturer and turnkey constructor." Noting that in 1971 CATV and related activities represented about 20% of General Instrument's total sales and is the second largest group, he predicted that within several years it will be "the biggest single element" because of the rapidity of its expected growth rate.

"We estimate that there were approximately 27,000 miles of system rebuilt during the year ended Feb. 29, 1972," Mr. Shapiro said. "We anticipate there will be about 31,000 miles built this fiscal year, about 37,000 next year, and approximately 45,000 miles the year after. That rate should continue for some years."

Mr. Shapiro stressed there is another large market in the offing: equipment that will be required when two-way cable communication becomes a reality. He revealed during the meeting that Jerrold has developed a new digital responder or terminal that will be introduced at the National Cable Television Association's annual convention in Chicago next week.

"This digital transponder or terminal in the customer's home is the vital ingredient in any two-way system," he emphasized. "Without two-way communications, CATV has a wonderful future; with it, its potential is very, very heady stuff indeed."

Mr. Shapiro told analysts that General Instrument expects an increase in earnings for the first quarter, ending May 31, 1972, of 50% over the comparable quarter last year. General Instrument reported net earnings of $1,177,174 in that quarter of 1971.

New alliance in Dayton

Cypress joins with citizen-owned firm in quest for franchise in that area

Cypress Communications Corp., Los Angeles, and Citizens Cable Corp., a newly formed organization owned by residents of a predominantly black area in Dayton, Ohio, will combine in equal ownership of a projected $2-million cable TV system to be constructed in southwest Dayton, if the city commission approves their application.

Cypress Communications — working through a subsidiary, Cypress Cable TV of Dayton Inc.—also is asking the city commission to authorize the construction of a $5.5-million cable system to other than the southwest portion of Dayton. The Cypress plan calls for dividing Dayton initially into two cable franchise areas, with an option to permit a future merger of the two Dayton cable systems. Minority citizens are guaranteed "full and equal participation" in the ownership of the southwest cable system, which would operate in a predominantly black area.

Cypress plans to invest as much as $1.9 million in the southwest Dayton cable system to acquire its 50% interest. The remaining interest will be owned by Citizens Cable Corp., which hopes to finance its participation through a registered public sale of its voting stock. The offering would be limited to citizens residing in the cable-TV service area.

Cypress is not the only firm to have looked into the Dayton market. The others presently taking an active interest are Continental Cablevision Inc., Boston-based multiple owner, and Montgomery CATV, a local firm.

Muscle building at the NCTA

Government relations gets beefed up with new chief, Charles Lipsen, and with more lawyers to come

Charles B. Lipsen, a Washington attorney with more than 20 years' experience in legal and legislative affairs, has been named vice president for government relations of the National Cable Television Association.

The appointment highlighted a week of organizational changes by the new NCTA president, David H. Foster. In his second week on the job, Mr. Foster filled all of the association's top-level vacancies and let it be known that additions are to come.

Mr. Lipsen, 46, served for 15 years as director of legislative and government relations for National Political Action of the Retail Clerks International Association, one of the nation's largest unions. Last year he entered the private practice of Washington representation.

While with the union, Mr. Lipsen also served as a political adviser and advance man for President Lyndon B. Johnson and his staff. The attorney was senior advance man for Mr. Johnson's visits to the Far East and Central America, and worked in his vice-presidential and presidential campaigns of 1960 and 1964.

NCTA's top government-relations slot has been vacant since last August when Herbert A. Jolovitz resigned. The special committee that was formed to find a successor interviewed Mr. Lipsen earlier this year and numbered him among its leading candidates, but he was initially lukewarm to the prospect.

Now, however, Mr. Lipsen—a driving, gregarious man who obviously relishes the Washington lobbyist's world—says NCTA "could be one of *the* organizations in this town. What really sold me on it was Foster, who's a tremendously bright guy."

Mr. Foster said last week in a statement that the appointment "signals a major strengthening and new emphasis by NCTA in the government-relations area." And there is evidence to support the comment. For one thing, his first meeting with Mr. Lipsen took place early in his first week as NCTA president. For another, NCTA will beef up its government-relations staff as never before. In addition to Mr. Lipsen—who will oversee all activities in his field, but will have primary responsibility for Capitol Hill—another lawyer was to be hired late last week to co-ordinate federal and state regulatory matters. A third man will be named to work as "swing man" between the government-relations and legal departments.

Two other positions were filled last week by present staff members. Stuart Feldstein, acting general counsel since the resignation earlier this year of Gary Christensen, was named vice president-general counsel. Robert Stengel of the public-relations staff was named director of that department.

Additionally, there was an assortment of title changes. Wally Briscoe, managing director, was named senior vice president for association affairs; Don Andersson, director of membership services, becomes director of planning and statistical services; Delmer Ports, director of engineering, was made vice president-engineering; Charles S. Walsh, assistant general counsel, is now associate general counsel, and Beverly Murphy, convention coordinator, becomes both director of convention and special events and director of personnel and facilities.

Broadcast Journalism

Are licensing and free press compatible?

Salant urges professionals, citizens to find some 'sensible accommodation'

An adversary relationship betwen government and the press is natural and perennial, but it contains special dangers for media that are licensed by the government, the president of CBS News said last week.

Richard S. Salant told a meeting of the Journalism Foundation of Metropolitan St. Louis that there has been a tug-of-war between government officials —especially Presidents—and the press ever since the day of George Washington. But in the special case of broadcast journalism, he said, one of the adversaries—government—can exert specific, life-or-death pressure on the other.

The power of licensing, Mr. Salant said, "can be used, even if it has not been used, to chill broadcast owners and managers and the broadcast newsrooms." Citing "disturbing evidence" of how this power can be utilized, he urged print journalists, political scientists, teachers of journalism and concerned citizens to address themselves to this problem and try to find some "sensible accommodation."

He warned that if the public takes for granted that a free press and licensing are "perfectly compatible," the question might be raised that licensing might be a "good idea for print as well." The other difference between broadcast news and other forms, Mr. Salant said, is the degree to which modern Presidents use broadcasting, often for specific purposes. As an indication of the dimensions of growing broadcast use, Mr. Salant reported that President Roosevelt delivered only seven "fireside chats" in his first four years in office, while President Nixon, in 39 months, has made 31 appearances on prime-time television, virtually all of them simultaneously on the three networks.

"The potential danger lies not only in the dominance of the 'ins' over the 'outs,' of the incumbent administration over the opposition," Mr. Salant ventured. "It is also a danger of an increasing dominance of the executive over the other two co-equal branches of our government, the legislative and the judicial, neither of which have the same ability to have the focus spotlight them, or to time and make news, or to speak with a single voice."

He noted that "these dangers of dominance fall short of total pre-emption and blackout." Mr. Salant pointed out that in regularly scheduled news, news interviews and documentary broadcasts, the views of the opposition and of members of the legislative branch are heard frequently.

"But these other broadcasts are themselves internally balanced—not skewed in one direction to offset the presidential direction," he acknowledged.

Mr. Salant suggested a step toward some restoration of balance among the three branches of government by proposing that both the arguments in the Supreme Court and the proceedings on the floor of the House of Representatives and Senate be open to radio and television.

Mr. Salant said cameras can be both inaudible and invisible and no extra lighting is required. He voiced the view that coverage of the proceedings of Congress and the Supreme Court would prove to be extremely beneficial to the public in understanding the grave issues of today.

He conceded he had no simple or certain remedy to provide "greater assurance" of balance between the "ins" and the "outs." But he emphasized that the answer or answers should be sought and found by the public and the broadcasters and should not be mandated by the government.

Escape from besieged Hue

Networks charter plane, set up plan for eventual evacuation of newsmen

The danger to newsmen covering the stepped-up fighting in South Vietnam was pointed up last week in a cable to NBC News in New York reporting that the three TV networks have chartered a plane as an escape vehicle for their staffers in Hue.

Robert Toombs, manager of NBC News's Saigon bureau, said the plane will be based in Danang, and twice a day, at noon and at sunset, it will land at Phu Bai, an airfield seven miles from Hue, where it will wait 15 minutes with engines running.

"Dangers to newsmen are not only possible entrapment by enemy but also by refugees and deserters, who are desperate to get to Danang," Mr. Toombs said. "ARVN deserters yesterday pointed rifles at the [NBC correspondent] Jack Paxton

Trial by audience. WCCO(AM) Minneapolis-St. Paul not only covered a "murder" trial last Monday (May 1), but also provided the defendant. It was part of an elaborate promotion for Law Day, USA in conjunction with the Hennepin County Bar Association. The hour-long trial was based on an actual court records of a murder proceeding. The radio audience at home was empaneled by the presiding judge and will vote by postcard for the verdict. L-r: Hennepin county attorney George Scott, prosecutor; WCCO announcer Charlie Boone, the "accused," Hennepin county Judge Donald Barbeau and St. Paul attorney Douglas Thompson, counsel for the defense.

crew demanding rides in our jeep. It now takes three hours to move the seven miles from Hue to Phu Bai because of refugees on the highways. And gasoline is running out."

Mr. Toombs reports that any network crews can elect to leave on the plane at any time. The plane will stand by in Danang 24 hours a day and can be moved up to Phu Bai, about 50 miles north of Danang, whenever a crew calls for it.

New network augments staff

Additional details on its two new network services, Mutual Black Network and Mutual Spanish Network, have been announced by Mutual Broadcasting System. Both went into service last week (BROADCASTING, May 1).

The black network, Mutual said, has approximately 40 affiliated stations, including the recent addition of WIGO(AM) Atlanta, and is broadcasting 100 five-minute news and sports programs weekly. Eight black newscasters and reporters have joined the staff: Shelton Lewis, newscaster and reporter, WPAT-AM-FM Paterson, N.J., has been appointed New York news director; Robert Nichols (formerly WUSN-TV Charleston, S.C.) and Gerald Bentley (KQV[AM] Pittsburgh) will serve as newscaster-reporters, and Joe White, reporter and newscaster for the new network's key station, WNJR(AM) Newark, N.J., will serve also as weekend newsman, all in New York; Ed Castleberry (WASH[FM] Washington), Larry Dean (WLIF[FM] Baltimore) and John Askew (WRVA[AM] Richmond, Va.), have become newscasters, and Abby Kendrick (National Public Radio talk-show hostess) has been named reporter, all in Mutual Black Network's Washington bureau.

The Spanish network, Mutual said, had 17 stations affiliated at start of service. It is broadcasting about 100 five-minute news and sports shows weekly and also occasional special-events coverage.

House divided on fairness

Dispute in Puerto Rico, now before FCC, involves senate, governor and agency

Two different branches of the government of Puerto Rico are sniping at each other over a fairness issue, with the FCC as battleground.

One is the senate, which wants time on noncommercial WIPR-TV Hato Bay to answer a "state of the commonwealth" address by Luis A. Ferro, governor of Puerto Rico. The other is the Department of Education, licensee of the noncommercial station.

In a fairness complaint earlier this year, the senate said WIPR-TV not only refused to present an opposing viewpoint in this case, but was guilty of a "pre-existing lack of balance" in its general coverage of politics there.

FCC Complaints and Compliance Chief William B. Ray said the complaint didn't warrant further consideration because no "detailed and specific evidence" was offered to support the charges. The senate then asked the FCC to reconsider that decision, and WIPR-TV responded last week.

It said the senate had erroneously postulated an automatic right of reply to answer a government official; had ignored "the well-settled principle" that licensees have the right to choose responding spokesmen; rested its complaint on an "impermissibly vague and legally insufficient base"; and had failed to meet the criteria required for valid fairness challenges.

Counsel for the senate in its fairness complaint is Joseph A. Califano, general counsel of the Democratic National Committee, which has filed similar petitions on national level—so far without success.

No proof in bias case

The New York City Commission on Human Rights has dismissed a complaint charging WNBC-TV New York with discriminating against Sherman Jackson, reporter who was discharged last December. Mr. Jackson had alleged he was dismissed because he is a Puerto Rican but the commission said there was insufficient evidence to support the charge.

Women fight lock-out at San Quentin prison

Two women journalists have filed a suit against San Quentin prison to prohibit it from barring females from a tour of the institution.

The suit was filed April 21 by Carolyn Craven of noncommercial KQED(TV) San Francisco and Elizabeth Coleman of the San Francisco office of *Newsweek* magazine. Both are covering the Angela Davis trial in San Jose, Calif.

According to John Thorn, the San Jose attorney representing the two women, the suit was brought as the result of a tour of the prison that was planned for reporters covering the Angela Davis trial. The prison would not allow women inside the prison, he said, and women make up about half of the 450 reporters covering the trial.

Mr. Thorn said the tour was canceled when he advised the prison that he was seeking a court order to restrain the prison from excluding women.

The suit, filed in superior court in Santa Clara county, Calif., also seeks $10,000 in personal damages, Mr. Thorn said. He said the basis for the suit is a section of a California law that prohibits a state agency holding a meeting or other function from excluding persons because of sex.

To be reckoned with

Most broadcasters probably never heard of L. Patrick Gray III, the assistant attorney general, until his April 28 speech, attacking the news media (specifically including CBS and NBC) as biased (BROADCASTING, May 1). But President Nixon last week made it certain they will be hearing more about him in the months ahead. He named Mr. Gray, said to be a long-time friend, acting director of the FBI, to succeed the late J. Edgar Hoover.

Journalism Briefs

Reporting praised. Federal Aviation Administration and nation's scheduled airlines have commended WHN(AM) New York and WLS(AM) Chicago for editorial policies in treatment of airline security stories. WLS said station would no longer broadcast stories concerning aircraft crimes unless there is clear news value. WHN stated it would prefer missing air crime story, rather than "perhaps making other [such events] happen by glorifying the sickness."

TWA picks best. Trans World Airlines has announced winners of its 34th annual competition for excellence in aviation and travel reporting in 1971. Winners in broadcast category: KNX(AM) Los Angeles in local broadcast category for its series of editorials promoting air safety. In network broadcast, JEM Associates, New York, independent radio production company, for its broadcast over Mutual on international competition to build supersonic transport.

Finance

Herald-Traveler in trouble

It lost WHDH-TV, it's losing money, and the newspaper may have to go

The management of the Boston Herald-Traveler Corp. has advised its stockholders that the future of the company is uncertain, now that it has lost its WHDH-TV Boston through reassignment of channel 5 to WCVB-TV Boston.

In recognition of this "uncertainty," President Harold E. Clancy reported unaudited first-quarter results showing an operating loss of $1,040,477 for the 13-week period ended March 26, as compared with a loss of $954,537 in the comparable period of 1971. Net loss, after recovery of income tax, was put at $613,023 for the 1972 quarter and $614,773 for last year's.

The report cautioned, however, that this year's first-quarter operating results are not indicative of the future because they include $2,969,203 in television revenues through March 19, the date WHDH-TV ceased operating. For the same first quarter period, WHDH-AM-FM revenues were put at $896,271 and the *Boston Herald-Traveler* newspaper's at $6,135,889.

The 1971 annual report, which accompanied the first-quarter notice, said the company not only had lost WHDH-TV but had not received FCC action on its application to renew WHDH-AM-FM. The newspaper's losses, put at about $5 million for 1971, "cannot be supported in its present form by our remaining resources," the report said.

"The loss of our right to operate channel 5 has necessarily resulted in large layoffs of employes in our broadcasting operation, has left us with a larger plant than we need and certainly one which our radio operation cannot be expected to support. These factors, and others, will adversely affect future results of operations."

Accordingly, the report continued, management is considering "courses of action which include not only the liquidation of television assets but also alternatives with respect to a major restructuring or liquidation of newspaper operations." Shareholders were told a special meeting would be called to submit management's recommendations, when set, for their ratification. In the meantime, the company's annual meeting that had been rescheduled to May 10 "will not be held."

The annual report said revenues contributed by television, radio and the newspaper in 1971 were approximately $14.6 million, $4.1 million and $27 million respectively. The year's financial results—a net loss of $309,971 as compared with profits of $2,031,580 in 1970—had been announced earlier (BROADCASTING, March 13).

Among the elements of news given RCA stockholders last week was this demonstration of the company's new magnetic color video player system, designed to enable viewers to record and playback both broadcast programs and "home movie" video tapes through standard TV sets. RCA Chairman Robert W. Sarnoff (l) and President Anthony L. Conrad stand in as models for the demonstration.

No fires at RCA meeting

Uneventful stockholders' gathering is told company is recovering strongly after dumping profit-draining computers

RCA, in the wake of a surprising withdrawal from the general-purpose computer business and weighted with an overall loss of $156 million for last year, still managed a hopeful, relatively placid annual meeting before some 350 shareholders in an NBC-TV studio in Burbank, Calif.

Robert W. Sarnoff, chairman and chief executive officer, immediately calmed what some industry observers felt may become troubled waters ("Closed Circuit," May 1) with his opening remarks that indicated RCA's earnings are on an upward swing, coming in with a 10% profit gain over last year's first quarter, while sales set a new record for the period. In this year's first quarter, net profit from RCA's continuing operations was $36.3 million, with earnings per share 47 cents, up from 42 cents in the first three months a year ago. First-quarter sales this year reached a record high of $925 million, 2% above reported 1971 first-quarter sales including discontinued operations.

Contingent on the state of the economy and inflation, RCA "can look to a year of sales and profit improvement for the company as a whole," Mr. Sarnoff said. Both Mr. Sarnoff and RCA President Anthony L. Conrad called attention to the company's improved financial performance and stressed that computer business losses will no longer diminish overall corporate profits.

Mr. Sarnoff made it clear to shareholders that he was happy to have 1971—a year in which RCA took an extraordinary one-time, after-tax charge of $250 million as a result of the withdrawal from computers—behind him. "We came through a turbulent period with our basic strength intact and with a clear perception of the course we must chart for future growth and profitability," Mr. Sarnoff said.

Sluggishness in the markets where its subsidiary NBC operates was noted by Mr. Sarnoff. NBC, he said, "had less improvement in advertising commitments than anticipated." Still, Mr. Sarnoff said, NBC sales and earnings increased during the first quarter of this year. He also noted that the broadcasting industry's "price structure appears to be firming after a long period of uncertainty."

Mr. Sarnoff spoke enthusiastically about RCA's development of Selectavision Magtape System, a magnetic-tape color-video player. The system "will be the first of an entirely new family of consumer electronic products," he promised, and it will project the company "into a larger area of growth" involving the home entertainment concept.

MGM selling record unit to Dutch conglomerate

Stockholders also told income from feature films, TV is down

Metro-Goldwyn-Mayer Inc., Culver City, Calif., has agreed in principle to sell its record division to the Polygram Group, while is affiliated with N. V. Philips Goeilampenfabrieken, Netherlands (the electronics-entertainment conglomerate that includes North American Philips). The sale disclosure came in a special report to shareholders.

The report also revealed that MGM has agreed in principle to a new revolving credit plan with its lending banks to Dec. 31, 1973, for up to $25 million to be used exclusively for construction of the company's Grand Hotel in Las Vegas.

MGM further told shareholders that as of March 11, it held contracts for the licensing of films on television that provide for future licensing payments amounting to $28.3 million.

In giving shareholders more details of net income than were contained in a sparse six months financial statement issued previously (BROADCASTING, May 1), MGM disclosed that net income from feature films dropped to $9 million for the 28 weeks ended March 11 from $9.4 million during a corresponding period the year before. Net income from TV programs also dropped, to $629,000 from $1.2 million, while net income from records, tapes and music rose to $1.3 million from $581,000.

Last week's Teleprompter stockholders meeting in New York was the forum for Chairman Raymond P. Shafer's (at lectern) first official appearance since succeeding Irving Kahn in that capacity. Others of the executive team (l to r): Teleprompter directors Maurice B. Mitchell, chancellor of the University of Denver, and Jack Kent Cooke, and company president Hubert Schlafly.

Cost of Kahn's contract

Convicted ex-chairman of Teleprompter received over half-million dollars

Teleprompter Corp., New York, held a perfunctory, 26-minute annual meeting last week, but the most noteworthy development was the disclosure of the financial terms attendant on the departure earlier this year of Irving B. Kahn, the company's former chairman.

The proxy statement issued for the meeting showed that on Feb. 8 of this year, Teleprompter terminated Mr. Kahn's employment, effective May 8. Under an amended agreement, Mr. Kahn received $250,000 for the year 1972 and an additional $312,500 in connection with the termination. The agreement also provided that Mr. Kahn may not, prior to 1973, compete with Teleprompter by owning or operating CATV systems where Teleprompter or any subsidiary or affiliate now has a franchise.

Mr. Kahn was convicted late last year of conspiracy, bribery and perjury in connection with the award to Teleprompter of a CATV franchise in Johnstown, Pa. He was sentenced to five years in prison, and now is free pending appeals.

The proxy states that for 1972 Raymond P. Shafer, who has been chairman and chief executive officer since Feb. 5, is expected to receive annual remuneration at the rate of $125,000. (In 1971 Mr. Kahn was paid a total of $225,000.) Hubert J. Schlafly, president, and Robert H. Symons, vice president, CATV division, will receive $70,000 each.

During the annual meeting, Mr. Shafer told shareholders that income and earnings in the first quarter of 1972 reached a record high. Income rose to $14,385,468 from $11,533,593 in the 1971 period and net earnings climbed to $2,763,673 (equal to 20 cents per share) from $1,728,524 (13 cents per share) in the same quarter last year.

Stockholders re-elected the 14-member board of directors and approved an increase in the authorized number of common shares from 20 million to 40 million.

Wometco's profit picture

Wometco Enterprises Inc., Miami, diversified company whose interests include stations and CATV systems, projects a profit increase of 20% in 1972 over 1971, predicated on a continuance of a healthy economy and the maintenance of wages and prices within federal guidelines.

Mitchell Wolfson, president, told shareholders at the company's annual meeting that after-tax profits of the television broadcasting division in the first quarter of 1972 were "substantially ahead" of those for the comparable 1971 period. He said earnings should continue to exceed 1971 levels because of "the pickup in retail sales and the rise in consumer spending."

He reported Wometco has developed a revolving line of credit up to $15 million with a consortium of banks led by the First National Bank of Miami. He said the financing will be used to acquire additional CATV systems and Coca-Cola bottling franchises.

Steinway traded to CBS

CBS Inc. has acquired Steinway & Sons, piano manufacturer, for 375,000 shares of CBS common stock, worth about $19 million as of last Monday (May 1), the day the closing was announced. Plans for the acquisition were annnounced earlier this year.

Financial Briefs

Zenith Radio Corp., Chicago, reported substantially higher earnings and sales for first quarter of 1972. Zenith said color TV was principal contributor to sales increase and that factory unit shipment of black-and-white TV's, radios, console stereos and tape instruments also showed increase over first quarter of 1971.

For three months ended March 31:

	1972	1971
Earned per share	$ 0.53	$ 0.41
Sales	181,718,000	149,305,000
Net income	10,108,000	7,874,000

Needham, Harper & Steers, New York, which was traded publicly for the first time on April 13, reported 31% rise in net income on gross billings that increased 29.5% for three months ended March 31:

	1972	1971
Earned per share	$ 0.40	$ 0.32
Gross billings	40,646,000	31,396,000
Net income	360,000	275,000
Shares outstanding	910,661	856,051

Interpublic Group of Companies, New York, which showed $259,000 loss in first quarter of 1971, reported profit for comparable quarter this year. Interpublic is agency complex, operates McCann-Erickson; Marschalk; William Esty, and Tinker, Dodge & Delano.

For three months ended March 31:

	1972	1971
Earned per share	$ 0.13*	**
Billings	168,578,000	$155,984,000
Net income	311,000	(259,000)
Shares outstanding	2,089,000	1,699,813

* Fully diluted
** No figure given.

Twentieth Century-Fox Film Corp., New York, reported declines in revenues and net income for three months ended March 25:

	1972	1971
Earned per share	$ 0.40	$ 0.53
Revenues	33,979,000	53,457,000
Net income	3,446,000	4,548,000

Capital Cities Broadcasting Corp., New York, has reported first-quarter net income up 53% over same period in 1971. Gain was attributed primarily to profits by television stations acquired from Triangle Publications in April 1971 in Philadelphia, New Haven, Conn., and Fresno, Calif., and to over-all improvement in broadcast business.

For three months ended March 31:

	1972	1971
Earned per share *	$ 0.45	$ 0.30
Revenues	26,383,000	19,154,000
Net income	3,408,000	2,222,000

* Fully diluted

Lee Enterprises, Davenport, Iowa, group station owner and publisher of newspapers, reported increase in earnings and revenues for six months ended March 31:

	1972	1971
Earned per share	$ 0.62	$ 0.56
Revenues	20,265,325	17,948,283
Net income	1,914,043	1,650,550

McCaffrey and McCall, New York, increased billings and more than doubled its net income for the three months ended March 31:

	1972	1971
Earned per share	$ 0.13	$ 0.06
Gross billings	10,752,000	10,411,000
Net income	77,000	35,000
Shares outstanding	585,189	585,189

Broadcasting Stock Index

A weekly summary of market activity in the shares of 113 companies associated with broadcasting.

	Stock symbol	Exch.	Closing May 3	Closing April 26	Net change in week	% change in week	1972 High	1972 Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	67	67 1/4	- 1/4	- .37	76 1/4	51 1/4	7,095	475,365
ASI COMMUNICATIONS	ASIC	O	2 1/4	2 1/2	- 1/4	- 10.00	5	2 1/8	1,815	4,083
CAPITAL CITIES	CCB	N	56 1/2	56	+ 1/2	+ .89	64 1/4	48	6,236	352,334
CBS	CBS	N	50 3/4	51 5/8	- 7/8	- 1.69	57 7/8	45 1/2	27,829	1,412,321
COX	COX	N	41 3/8	41 5/8	- 1/4	- .60	49 3/4	36 1/4	5,827	241,092
FEDERATED MEDIA		O	3 1/4	3 1/4			3 7/8	2 7/8	820	2,665
GROSS TELECASTING	GGG	A	18	19 1/8	- 1 1/8	- 5.88	23 7/8	12 1/4	800	14,400
LIN	LINB	O	18 3/8	18	+ 3/8	+ 2.08	22 3/8	15 1/2	2,294	42,152
MOONEY	MOON	O	10	10			10 1/4	4	250	2,500
PACIFIC & SOUTHERN	PSOU	O	15 1/2	15 7/8	- 3/8	- 2.36	18 1/4	10 3/8	1,930	29,915
RAHALL COMMUNICATIONS	RAHL	O	13 1/2	11 3/4	+ 1 3/4	+ 14.89	29	8	1,037	13,999
SCRIPPS-HOWARD	SCRP	O	23 3/4	23 1/2	+ 1/4	+ 1.06	27	18	2,589	61,488
SONDERLING	SDB	A	21 1/2	22 5/8	- 1 1/8	- 4.97	30 3/4	20 3/4	997	21,435
STARR	SBG	M	27	27 7/8	- 7/8	- 3.13	28 1/4	15 1/2	732	19,764
TAFT	TFB	N	49 1/4	48 1/4	+ 1	+ 2.07	57 1/4	41 3/4	3,707	182,569
								TOTAL	63,958	2,876,082
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A	5 1/4	5 1/4			8 3/4	5 1/4	1,250	6,562
AVCO	AV	N	15 7/8	17	- 1 1/8	- 6.61	20 7/8	15 7/8	11,489	182,387
BARTELL MEDIA	BMC	A	5	5 1/8	- 1/8	- 2.43	7 1/8	4 1/2	2,254	11,270
BOSTON HERALD-TRAVELER	BHLD	O	12 1/4	15	- 2 3/4	- 18.33	30	11	589	7,215
CHRIS-CRAFT	CCN	N	8 1/8	7 5/8	+ 1/2	+ 6.55	8 3/4	5 5/8	3,980	32,337
COMBINED COMMUNICATIONS	CCA	A	32 1/2	36 1/2	- 4	- 10.95	42 1/2	30 1/8	2,534	82,355
COWLES COMMUNICATIONS	CWL	N	10 5/8	10	+ 5/8	+ 6.25	12 1/2	10	3,969	42,170
DUN & BRADSTREET	DNB	N	72 1/4	72 3/4	- 1/2	- .68	76 1/2	63	12,867	929,640
FUQUA	FQA	N	24 1/2	25 5/8	- 1 1/8	- 4.39	27 7/8	20 7/8	8,120	198,940
GABLE INDUSTRIES	GBI	N	30 3/4	28 1/2	+ 2 1/4	+ 7.89	32 1/4	24	1,872	57,564
GENERAL TIRE & RUBBER	GY	N	29 1/8	29 3/8	- 1/4	- .85	32 5/8	24 5/8	19,483	567,442
ISC INDUSTRIES	ISC	A	7 7/8	8 1/4	- 3/8	- 4.54	9 1/8	6	1,646	12,962
KANSAS STATE NETWORK	KSN	O	6 3/4	6 3/4			7 1/2	6 1/2	1,621	10,941
LAMB COMMUNICATIONS		O	3 1/4	3 1/2	- 1/4	- 7.14	4 7/8	2	475	1,543
LEE ENTERPRISES	LNT	A	26 3/8	27 1/4	- 7/8	- 3.21	30	17 1/2	3,289	86,747
LIBERTY CORP.	LC	N	21 1/4	20 7/8	+ 3/8	+ 1.79	21 5/8	17 1/2	6,753	143,501
MEREDITH CORP.	MDP	N	24	24 1/2	- 1/2	- 2.04	30 3/4	23 1/4	2,772	66,528
METROMEDIA	MET	N	33	32 7/8	+ 1/8	+ .38	38 7/8	27 1/4	5,995	197,835
MULTIMEDIA INC.		O	42 1/2	43	- 1/2	- 1.16	44	14	2,408	102,340
OUTLET CO.	OTU	N	17 1/8	17 1/8			19 3/8	14 3/4	1,334	22,844
POST CORP.	POST	O	23 3/4	25 1/2	- 1 3/4	- 6.86	30	9	912	21,660
PUBLISHERS BROADCASTING CORP.	PUBB	O	2 3/8	2 1/8	+ 1/4	+ 11.76	4 7/8	1 5/8	919	2,182
REEVES TELECOM	RBT	A	3 1/8	3 1/2	- 3/8	- 10.71	4 1/4	2 3/8	2,292	7,162
RIDDER PUBLICATIONS	RPI	N	30 1/2	31 1/2	- 1	- 3.17	34 1/2	26	9,146	278,953
ROLLINS	ROL	N	36	35	+ 1	+ 2.85	36 1/4	33	12,241	440,676
RUST CRAFT	RUS	A	33 7/8	34 1/8	- 1/4	- .73	36 3/4	24	2,318	78,522
SCHERING-PLOUGH	SGP	N	99 1/2	95 1/8	+ 4 3/8	+ 4.59	99 7/8	82 5/8	25,174	2,504,813
STORER	SBK	N	38 5/8	38	+ 5/8	+ 1.64	43 1/4	31	4,223	163,113
TIME INC.	TL	N	56 1/2	55 1/4	+ 1 1/4	+ 2.26	64 3/4	53 1/2	7,278	411,207

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April 26, 1972

	Stock symbol	Exch.	Closing May 3	Closing April 26	Net change in week	% change in week	1972 High	1972 Low	Approx. shares out (000)	Total market capitalization (000)
TURNER COMMUNICATIONS		O	5 1/8	5 1/4	- 1/8	- 2.38	5 5/8	2	1,328	6,806
WASHINGTON POST CO.	WPO	A	34 1/4	35	- 3/4	- 2.14	35	23 1/2	4,753	162,790
WOMETCO	WOM	N	22 3/4	23 5/8	- 7/8	- 3.70	25 7/8	18 1/2	5,815	132,291
								TOTAL	171,099	6,973,298
CATV										
AMECO	ACO	O	3 1/2	3 3/8	+ 1/8	+ 3.70	12 3/4	1 1/2	1,200	4,200
AMERICAN ELECTRONIC LABS	AELBA	O	7 1/2	6 5/8	+ 7/8	+ 13.20	9 3/4	3	1,670	12,525
AMERICAN TV & COMMUNICATIONS	AMTV	O	38	39 1/8	- 1 1/8	- 2.87	43 1/2	17 1/4	2,434	92,492
BURNUP & SIMS	BSIM	O	38 3/8	40	- 1 5/8	- 4.06	44	11 1/2	3,061	117,465
CABLECOM-GENERAL	CCG	A	13 3/8	13	+ 3/8	+ 2.88	18 1/4	13	2,395	32,033
CABLE INFORMATION SYSTEMS		O	3 1/2	3 1/2			4 3/4	1 3/4	955	3,342
CITIZENS FINANCIAL CORP.	CPN	A	12 1/8	12 1/4	- 1/8	- 1.02	15 1/4	12 1/8	2,385	28,918
COLUMBIA CABLE	CCAB	O	19 5/8	19 1/2	+ 1/8	+ .64	29	18 3/4	900	17,662
COMMUNICATIONS PROPERTIES	COMU	O	15 3/4	14 3/4	+ 1	+ 6.77	27 3/8	11 1/8	1,906	30,019
COX CABLE COMMUNICATIONS	CXC	A	29 1/8	29 5/8	- 1/2	- 1.68	33 7/8	23 1/4	3,555	103,539
CYPRESS COMMUNICATIONS	CYPR	O	15	16 3/8	- 1 3/8	- 8.39	18 3/8	7	2,707	40,605
ENTRON	ENT	A	6 1/4	6 1/8	+ 1/8	+ 2.04	9 1/4	3 3/4	1,320	8,250
GENERAL INSTRUMENT CORP.	GRL	N	23	23 1/2	- 1/2	- 2.12	29 1/4	20 3/4	6,371	146,533
LVO CABLE INC.	LVOC	O	13 7/8	14 1/2	- 5/8	- 4.31	16 1/2	6 3/4	1,466	20,340
STERLING COMMUNICATIONS	STER	O	6 1/4	6 1/4			7 3/4	3 1/2	2,162	13,512
TELE-COMMUNICATIONS	TCOM	O	28 1/2	29 5/8	- 1 1/8	- 3.79	30 3/8	15 1/2	2,856	81,396
TELEPROMPTER	TP	A	32 3/4	32 1/2	+ 1/4	+ .76	37 1/2	28 1/8	13,236	433,479
VIACOM	VIA	N	21 5/8	22 1/4	- 5/8	- 2.80	28 1/2	15 1/2	3,791	81,980
VIKOA	VIK	A	15 5/8	15 1/4	+ 3/8	+ 2.45	19 3/4	8	2,344	36,625
								TOTAL	56,714	1,304,915
Programing										
COLUMBIA PICTURES	CPS	N	12 1/8	13 3/8	- 1 1/4	- 9.34	14 7/8	9 1/8	6,342	76,896
DISNEY	DIS	N	166	163 1/4	+ 2 3/4	+ 1.68	174 7/8	132 3/4	13,223	2,195,018
FILMWAYS	FWY	A	5 5/8	6 3/8	- 3/4	- 11.76	8	5 5/8	1,832	10,305
GULF & WESTERN	GW	N	41 1/2	40 3/4	+ 3/4	+ 1.84	44 3/4	28	15,816	656,364
MCA	MCA	N	28 1/2	29 3/4	- 1 1/4	- 4.20	35 7/8	25 5/8	8,165	232,702
MGM	MGM	N	19	19 7/8	- 7/8	- 4.40	21 1/2	17 1/4	5,895	112,005
MUSIC MAKERS	MUSC	O	3 3/4	3 3/4			3 3/4	1 1/8	534	2,002
TELE-TAPE PRODUCTIONS		O	1 1/8	1 1/8			2 7/8	1	2,190	2,463
TRANSAMERICA	TA	N	21 1/4	21 3/4	- 1/2	- 2.29	23 1/2	18 1/8	64,418	1,368,882
20TH CENTURY-FOX	TF	N	12 1/8	13 3/4	- 1 5/8	- 11.81	17	11 3/8	8,562	103,814
WALTER READE ORGANIZATION	WALT	O	2 1/2	2 1/8	+ 3/8	+ 17.64	4 1/8	1 3/8	2,414	6,035
WARNER COMMUNICATIONS INC.	WCI	N	42 3/4	43 5/8	- 7/8	- 2.00	47 5/8	31 1/4	16,221	693,447
WRATHER CORP.	WCO	A	12 3/8	13 1/8	- 3/4	- 5.71	17 7/8	9 7/8	2,164	26,779
								TOTAL	147,776	5,486,712
Service										
JOHN BLAIR	BJ	N	20 3/4	21	- 1/4	- 1.19	21 7/8	16 3/4	2,600	53,950
COMSAT	CQ	N	61 1/2	62 3/8	- 7/8	- 1.40	75 3/8	56 5/8	10,000	615,000
CREATIVE MANAGEMENT	CMA	A	13	14	- 1	- 7.14	15 1/2	9 3/8	969	12,597
DOYLE DANE BERNBACH	DOYL	O	27 3/8	27 3/8		.00	28 1/2	24	1,872	51,246
ELKINS INSTITUTE	ELKN	O	3 3/8	3	+ 3/8	+ 12.50	16 3/8	3	1,664	5,616
FOOTE, CONE & BELDING	FCB	N	11 3/8	11 3/4	- 3/8	- 3.19	12 1/8	10 5/8	2,181	24,808
GREY ADVERTISING	GREY	O	15 3/4	16	- 1/4	- 1.56	18	9 1/4	1,209	19,041
INTERPUBLIC GROUP	IPG	N	26 5/8	25 1/2	+ 1 1/8	+ 4.41	28 3/4	22 3/4	1,673	44,543
MARVIN JOSEPHSON ASSOCS.	MRVN	O	16 3/8	17 3/8	- 1	- 5.75	17 3/4	5 7/8	825	13,509
MCCAFFREY & MCCALL		O	14	14			16 1/2	7	585	8,190
MOVIELAB	MOV	A	2 1/2	2 1/2			3 1/8	1 5/8	1,407	3,517
MPO VIDEOTRONICS	MPO	A	5 1/8	5 1/4	- 1/8	- 2.38	7 1/8	4	547	2,803
A. C. NIELSEN	NIELB	O	46 3/4	46 5/8	+ 1/8	+ .26	50	37 5/8	5,299	247,728
OGILVY & MATHER	OGIL	O	55 1/4	57	- 1 3/4	- 3.07	57	24	1,096	60,554
PKL CO.	PKL	O	2 5/8	2 5/8			9 1/2	2 5/8	778	2,042
J. WALTER THOMPSON	JWT	N	43 7/8	43 5/8	+ 1/4	+ .57	46	40 1/4	2,707	118,769
WELLS, RICH, GREENE	WRG	N	21 1/4	21 1/4			27 7/8	19 5/8	1,618	34,382
								TOTAL	37,030	1,318,295
Manufacturing										
ADMIRAL	ADL	N	22 3/4	22 3/4			27	17 1/8	5,163	117,458
AMPEX	APX	N	7 3/4	8	- 1/4	- 3.12	15 1/8	7	10,873	84,265
CARTRIDGE TELEVISION INC.		O	35 1/8	38 1/8	- 3	- 7.86	43 1/2	16 1/2	2,083	73,165
CCA ELECTRONICS	CCAE	O	5 1/4	5 1/2	- 1/4	- 4.54	6 1/4	2 1/4	881	4,625
COLLINS RADIO	CRI	N	17 1/4	17 3/4	- 1/2	- 2.81	19 7/8	13 3/8	2,968	51,198
COMPUTER EQUIPMENT	CEC	A	3 3/4	3 1/2	+ 1/4	+ 7.14	4 5/8	3	2,404	9,015
CONRAC	CAX	N	35 3/4	36 1/8	- 3/8	- 1.03	39 3/8	27 1/8	1,259	45,009
GENERAL ELECTRIC	GE	N	64 5/8	66 5/8	- 2	- 3.00	70 7/8	58 1/4	182,128	1,770,022
HARRIS-INTERTYPE	HI	N	54 3/8	52	+ 2 3/8	+ 4.56	59	48 1/4	6,344	344,955
MAGNAVOX	MAG	N	36 1/2	37 5/8	- 1 1/8	- 2.99	52 1/4	36 1/4	17,476	637,874
3M	MMM	N	140 1/2	141	- 1/2	- .35	149 5/8	129 1/4	56,281	7,907,480
MOTOROLA	MOT	N	99 3/4	98 3/4	+ 1	+ 1.01	104 7/8	80	13,411	1,337,747
RCA	RCA	N	36 3/8	38	- 1 5/8	- 4.27	45	36 3/8	74,352	2,704,554
RSC INDUSTRIES	RSC	A	3 5/8	4	- 3/8	- 9.37	4 3/8	2 7/8	3,458	12,535
TELEMATION	TIMT	O	7 3/4	9 1/4	- 1 1/2	- 16.21	13 3/4	6	1,050	8,137
WESTINGHOUSE	WX	N	50 1/8	52	- 1 7/8	- 3.60	54 7/8	43	86,927	4,357,215
ZENITH	ZE	N	44	46	- 2	- 4.34	50 1/2	41 3/8	19,025	837,100
								TOTAL	486,083	302,354
								GRAND TOTAL	962,660	18,261,656

Standard & Poor Industrial Average	118.08	119.23	-1.15

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®

Broadcast Advertising

Thomas W. Lowey, executive VP and general manager, Clinton E. Frank Inc./West Coast, Los Angeles, elected president of parent company, Clinton E. Frank Inc., Chicago, succeeding **Philip E. Bash,** whose resignation is effective June 1 (BROADCASTING, May 1).

Michael English, managing director, Hobson, Bates & Partners, London, named chairman and chief executive officer and member of board of directors of parent company, Ted Bates, New York. Also, **Joseph R. Mullie,** president and senior operating officer, Spitzer, Mills & Bates Ltd., Toronto and Montreal, named president and chief executive officer as well as Bates board member.

Mr. Warner

Charles H. Warner, formerly VP and general manager, CBS Radio Spot Sales, New York, and who spent few months this year as associate publisher in charge of advertising sales for *New York* Magazine, appointed VP and general manager of RKO Representatives, division of RKO General. He succeeds **Hugh Wallace** at RKO, who has been reassigned to corporate staff. Mr. Warner had been sales manager at WTOP(AM) Washington when he joined CBS in New York in 1967.

Mort Reich, VP and associate director, marketing and account services department, and **Brian McAdams,** VP for business and corporate development, J. M. Korn & Son, Philadelphia-based agency, named executive VP's.

Helmut Krone, co-founder, Case & Krone, New York, rejoins Doyle Dane Bernbach there as senior VP.

Larry Noedel, VP for research, Gardner Advertising, St. Louis, elected to board of directors.

Richard Schwarzchild, VP, marketing and advertising, Aurora Products Corp., West Hempstead, N.Y., named executive VP, Helitzer Advertising, New York.

Robert A. Fearon, president, Friedlich, Fearon & Strohmeier, New York-based agency, joins Doremus & Co. there as VP and creative director.

James Himonas Jr., VP and account supervisor, Ogilvy & Mather, Los Angeles, elected senior VP. Also, **Bruce Nicolaysen,** creative director, and **Leon Olshever,** management supervisor, same city, elected VPs. In New York, **James Surmanek,** account supervisor, and **Whitfield Jack,** copy group head, elected VP's.

William Eckert, VP, Kenyon & Eckhardt, Chicago office, named VP in charge of program department. **Kenneth E. Lane,** manager of media department, Chicago, named VP. **Herbert Riddick,** former marketing consultant, joins K&E, New York, as account executive.

Paul Myers, senior account executive on General Foods at Dancer-Fitzgerald-Sample, New York, named VP.

Bernard Kvale, VP, sales manager, Avco Radio Sales, Chicago, moves to New York office in same position; **David Greacen,** sales manager, Detroit, replaces Mr. Kvale, and **Robert Lurito,** account executive, Chicago, succeeds Mr. Greacen.

Jack Barlow, with Detroit office, BBDO, named VP.

Dom Fioravanti, account executive Metro Radio Sales, New York, appointed manager, Philadelphia office.

Robert J. Fox, account executive, Gardner Advertising, St. Louis, appointed account supervisor.

D. Edward Curran, head of his own agency in Philadelphia, joins Aitkin-Kynett there as senior creative supervisor.

Pat Porter, media director, Doe-Anderson Advertising, Louisville, Ky., appointed to newly created position of media/markets coordinator.

Gary C. Freeman, associate brand manager, Scott Paper Co., Philadelphia, joins Hoefer, Dieterich & Brown, San Francisco agency, as account manager.

Randall D. Grimm, account executive, Leo Burnett, Chicago, joins Barnes-Chase Advertising, San Diego, in similar capacity.

Murray Levine, sales director, WMCA(AM) New York, appointed sales manager.

William E. Parke, sales manager, KQV(AM) Pittsburgh, joins WLCY-AM-FM Tampa-St. Petersburg, Fla., as sales manager.

Robert Poller, with sales staff, WQAM(AM) Miami, joins WAIA(FM) there as sales manager.

Tom Sidley, with sales staff, ABC Radio, joins KDEO(AM) El Cajon, Calif., as general sales manager.

Michael Murphy, with WIDB(AM) Carbondale, Ill., appointed assistant sales director.

Richard Brown, formerly with Revlon, New York, joins Market Compilation and Research Bureau, as associate marketing manager for its Western marketing offices, North Hollywood, Calif.

Stephen N. Finkel, director, sales promotion, REA Express, New York, appointed director of communications, responsible for firm's programs in advertising, PR and sales promotion.

Nancy Swiet, broadcast buyer, Arthur Meyerhoff, Chicago, appointed media supervisor.

Jim Boldebook, operations director, WTYM(AM) East Longmeadow, Mass., appointed creative director, Black &

The new board ▪ NBC-TV affiliates, meeting in Los Angeles last week (see page 36), elected its 11-member board of delegates. **Robert W. Ferguson,** executive VP and general manager, WTRF-TV Wheeling, W. Va., was re-elected board chairman. New board members are **Wilson C. Wearn,** president, WFBC-TV Greenville, S. C. and **Fred Paxton,** VP and managing director, WPSD-TV Paducah, Ky. The board now comprises (seated, l to r): **Norman Bagwell,** VP and general manager, WKY-TV Oklahoma City (who becomes secretary); **Ancil H. Payne,** president, King Broadcasting Co., Seattle (who becomes a vice chairman); **Mr. Ferguson,** and **Harold Froelich,** general manager, WTVO(TV) Rockford, Ill. (who continues as a vice chairman). Also (standing, l to r): **Mr. Wearn; William R. Roberson Jr.,** president and general manager, WITN-TV Washington, N. C.; **H. Ray McGuire,** VP and general manager, WALA-TV Mobile, Ala.; **Joseph (Dody) Sinclair,** board chairman, The Outlet Co., Providence, R. I.; **George C. Hatch,** president, KUTV(TV) Salt Lake City; **Mr. Paxton,** and **M. E. Greiner Jr.,** VP and general manager, WMC-TV Memphis.

Musen, advertising and PR agency there.

Mort Weinstein, director of media, Lennen & Newell, New York, appointed to similar position with Shaller-Rubin there.

Joseph J. Sullivan Jr., director, special projects, CBS-TV sales, New York, appointed director of sales, Corinthian Television Stations there.

Neal Weed, retail sales manager, WIND(AM) Chicago, appointed sales manager. **Ann Jaeger,** assistant advertising and sales promotion manager, WIND, appointed advertising and sales promotion manager.

Gene Bowen, salesman, KFTW(AM) Fredericktown, Mo., appointed sales manager.

Debbie Stone, copywriter, Daniel & Charles, New York agency, joins H.A.M. Advertising there in similar capacity.

James V. Barton, advertising manager, Paper-Mate Pen Co., division of Gillette, Chicago, joins S. Jay Reiner, New Hyde Park, N.Y.-based media buying service, as VP, Midwest region, and head of new Chicago office at 221 N. LaSalle Street.

Media

Richard F. Carr, general manager, KCMO(AM)-KFMU(FM) Kansas City, Mo., named VP of parent, Meredith Broadcasting.


Mr. Moe


Mr. Shockley

Tony Moe, president of Horizons Communications Corp. of Wisconsin, Madison, Wis.-based group owner, leaves to become executive director of Wisconsin Education Communications Board, independent state authority which operates nine-station TV network in Wisconsin and expects to build additional four TV outlets shortly. **Terry K. Shockley,** VP for sales, WKOW-TV Madison, Wis., named executive VP and general manager, Horizons Communications Corp. Horizons operates WKOW-TV, WAOW-TV Wausau, and WXOW-TV La Crosse.

Victor Luddington general manager, KTOP(AM)-KHFI-FM-TV Austin, Tex., elected to additional responsibilities as VP of licensee, Kingstip Communications.

Jason Shrinsky, Washington communications attorney, named president of National Broadcasters Club, Washington, succeeding **Leonard Tuft** of RCA. Other officers named: **David Sherrick,** VP, marketing, Versitron Inc., named first VP; **James Hulbert,** executive VP for public relations, National Association of Broadcasters, named second VP; **Roy Easley,** assistant executive director, Association of Maximum Service Telecasters, named treasurer; **James Price,** assistant VP, General Telephone & Electronics Corp., named secretary. All located in Washington.

Tad Jones, local sales manager, WFBL(AM) Syracuse, N.Y., appointed manager. **Jerry McElroy,** with sales staff, succeeds Mr. Jones as local sales manager.

Tom Chauncey, president of KOOL Radio-Television Inc., Phoenix, announced the following seven appointments: **Homer Lane,** VP and general manager, KOOL-AM-FM-TV, moved up to executive VP and general manager, KOOL Radio-Television Inc. **Robert Martin,** general executive with KOOL organization, named VP and assistant manager of corporation. **Les Lindvig,** VP, sales, for KOOL-TV, also named VP television, in addition to responsibility for all national and local sales efforts. **Robert Davies,** station manager, KOOL-TV, promoted to VP sports, special projects and television production, KOOL-AM-FM-TV. **Marge Injasoulian,** director of promotion/publicity, made VP and takes charge of information services for KOOL stations. **Bill Close,** manager of news for KOOL stations, and **Al Hillstrom,** director of engineering, also named VP's in their respective departments.

Louis Miller, public affairs, and promotion director, WCBD-TV Charleston, S.C., re-elected national president, Alpha Epsilon Rho, national honorary radio and TV fraternity. **Dr. Richard M. Uray,** chairman, broadcast sequence, University of South Carolina, Columbia, elected executive secretary. **Pepper Gould,** University of Miami, elected national VP. **Steve Miller,** Washington State University, Pullman, elected international professional alumni coordinator.

James B. Anderson, general sales manager, WSPA-TV Spartanburg, S.C., appointed station manager.

Mort Roberts, program director, WEXT(AM) West Hartford, Conn., assumes additional duties as assistant general manager.

Lovey Gale, with WPDQ(AM) Jacksonville, Fla., appointed operations manager, KFTW(AM) Fredericktown, Mo.

CBC chief to UN

The president of the Canadian Broadcasting Corp. has resigned to accept a high-level position with United Nations in New York. George Davidson, career civil servant, joined the state-owned network in 1968. His departure comes in the midst of a strike by CBC's 2,100 members of the National Association of Broadcast Employes and Technicians, which remains unresolved after three-and-a-half months.

Mr. Davidson will serve as the UN's undersecretary general in charge of finance and administration, said to be the body's number two job.

Roger Turnbeaugh, general manager, KFIG(FM) Fresno, Calif., joins WDAI(FM) Chicago in similar capacity.

Kevin McKay, promotion manager, KBAY(FM) San Jose, Calif., appointed director of client relations.

Programing

Willis Duff, regional VP, Metromedia Radio, and general manager, KSAN(FM) San Francisco, named corporate VP, programing, Firestone Communications Inc., licensee of KSDO(AM) San Diego.

Alan Sacks, director of TV program development for Metromedia Producers Corp., Hollywood, named VP in charge of TV program development.

Philip Slavick, production manager, WMC(TV) Memphis, appointed program director. **Jay Perkins,** with station's staff, succeeds Mr. Slavick.

Robert M. Newgard, VP, syndication for Paramount Television, Hollywood, since 1967, named VP in charge of network sales as additional responsibility.

Gordon Bellamy, animator for *Sesame Street* and for Walt Disney Productions, named VP and director of animation, Focus Design Inc., animated film studio, New York.

Terry M. Keegan, manager, live night-time program operations, West Coast, NBC-TV, Burbank, Calif., appointed manager, program development, West Coast.

Jack Haley Jr., producer-director of TV specials, particularly for Wolper Productions, Los Angeles, appointed director of creative affairs for Metro-Goldwyn-Mayer, Culver City, Calif.

Sid Kalcheim, attorney in legal department of Screen Gems, Hollywood, appointed executive assistant to VP in charge of studio affairs.

Roger A. Skolnik, advertising and sales promotion manager, WIND(AM) Chicago, moves to WOWO(AM) Fort Wayne, Ind., as program manager. Both are Westinghouse Broadcasting stations.

George Lindblade, photographer, KMEG-TV Sioux City, Iowa, joins KCAU-TV there as director of creative film services.

Tom Robertson, former director of documentary unit, Avco Broadcasting, Cincinnati, appointed executive producer of firm's newly created children's programing unit.

Thomas A. Ashwell, executive producer of programing and director of public affairs, KDKA-TV Pittsburgh, joins Avco Film Productions, division of Avco Broadcasting, Cincinnati, as production manager.

Paul Wolfe, with WJCL(TV) Savannah, Ga., appointed program and promotion director.

Ted Jones, station manager, WFBL(AM) Syracuse, N.Y., appointed manager, Innovators, production firm affiliated with WFBL.

Russ Barnett, director of programing for KMPC(AM) Los Angeles for last 10 years, leaves to start West Coast-based broadcast consultancy.

Corky Mayberry, on-air personality for KBBQ(AM) Burbank, Calif., appointed program director.

Dale Reed, with KUGN(AM) Eugene, Ore., appointed program director.

Robert Kaiser, executive producer, WTTW-(TV) Chicago, has resigned after 10 years with station to form his own company, Magic Lantern Productions.

Charles Gingold, program director, KJEO-(TV) Fresno, Calif., appointed program and promotion director, KATU(TV) Portland, Ore.

Paul Stagg, with WWTC(AM) Minneapolis-St. Paul, appointed operations director.

Samuel Glick, operations director, WIDB-(AM) Carbondale, Ill., appointed program director.

Rick Trayler, music director for KSFX-(FM) San Francisco, appointed program director.

Andrew Key, with KOTE(FM) Lancaster, Calif., appointed program director.

Forrest (Skip) Wilkerson, with WHBQ-FM Memphis, appointed director of operations.

M. Phillip Byrd, with KWAV(FM) Monterey, Calif., appointed program director, noncommercial WFSU(FM) Florida State University, Tallahassee.

Broadcast Journalism

Don C. Becker, manager of Caribbean division, UPI, San Juan, Puerto Rico, appointed to newly created position of Florida manager of UPI, Miami, in charge of news, news pictures and business operations. **Frank D. Eidge Jr.,** state editor for Florida, UPI, Miami, appointed Florida editor.

Jeff Clarke, with news staff,WSAU-TV Wasau, Wis., moves to KCAU-TV Sioux City, Iowa, as newscaster and reporter. Both are Forward Group stations. **Jolene Stevens,** with news staff, KMEG-TV Sioux City, joins KCAU as reporter.

Edward F. Greaney, Jr., program director, WMC-TV Memphis, appointed to newly created position of assistant general manager in charge of news and public affairs.

Patrick E. McGrath, former reporter with WBAL-TV Baltimore, appointed news correspondent, WTOP-TV Washington.

Chris Antoniacci, with staff, ABC News, New York, joins WLOS-TV Asheville, N.C., as newswriter and reporter.

Glen Broughman, with news staff, WFTV-(TV) Orlando, Fla., joins new staff, WNEM-TV Bay City-Saginaw-Flint, Mich.

Mark Scott, afternoon news anchorman, WJW-TV Cleveland, joins WAVE-TV Louisville, Ky., as anchorman.

Betsy Ashton, with WTTG(TV) Washington, joins WWDC-AM-FM there as news reporter.

Robert Peter Pantano, news director, WCDQ(AM) Hamden, Conn., appointed news editor, WNAB(AM) Bridgeport, Conn.

Adam Powell III, anchorman of three-hour morning news show on WRVR(FM) New York, appointed assistant news director. **Robert Siegel,** reporter for WRVR, succeeds Mr. Powell.

Charles Morgan, newscaster-news writer-editor, KFWB(AM) Los Angeles, joins KABC(AM) there, as associate editorial and community relations director.

Steve Korker, sportscaster, noncommercial WRTI-FM Philadelphia, appointed sports director.

Cable

Vern Milligan, national accounts manager, Electronic Industrial Engineering, Los Angeles, manufacturer of cable-systems, joins Daniels & Associates, Denver-based CATV firm, as VP.

Don Thomsen, VP for marketing, John Colling Enterprises, San Francisco, electronics distributor, joins Anixter-Pruzan, Seattle, as CATV division manager.

Robert Schenrock, superintendent of construction of Television Communications Corp.'s Akron Cable-Vision, appointed manager of TVC's Allband CableVision system, Olean, N.Y.

Paul E. Starger, manager and chief engineer, Alpine TV Cable Co., Alpine, Tex., joins TM Communications Co. of Florida, multiple CATV owner, Tampa, Fla., as development engineer.

Equipment & Enginering

Robert T. Kreiman, VP and general manager of Suburban Companies, Pomona, Calif., elected president of Deluxe General Inc., Hollywood, motion picture laboratory subsidiary of 20th Century-Fox Film Corp.

William F. Tait, division VP for government-services marketing, RCA Service Co., named division VP, government field-marketing operations, for RCA Government and Commercial Systems.

Robert M. Fisher, director of engineering of Trans-World Communications, Las Vegas-based closed-circuit TV division of Columbia Pictures Industries, named VP for office, engineering operations. **Abe Kamzan,** head of New York Career Academy, national vocational school, appointed New York branch manager, Trans-World.

William J. Clark, director of engineering for radio and TV divisions, RKO General, New York, elected VP of engineering for divisions.

Ernst Eliasen, VP for engineering and operations, Canadian Overseas Telecommunication Corp., Montreal, elected chairman, interim communications satellite committee, governing body of International Telecommunications Satellite Consortium (Intelsat).

Jim May, assistant national sales manager for consumer products, James B. Lansing Sound, equipment manufacturer, Los Angeles, appointed assistant communications manager. **Bill Robinson,** merchandising manager, Stereoland, Detroit, succeeds Mr. May.

Thomas R. Meyer, systems engineer, Hubert Wilks Inc. Communications Facilities Consultants, Los Angeles, appointed sales applications engineer, Telemation, Salt Lake City-based equipment manufacturer.

Cecil Frazier, head of own TV service and engineering consultant to KFTW(AM) Fredericktown, Mo., appointed chief engineer for Love Broadcasting Co., station's licencee.

Robert G. Engelhardt, former technical director and assistant general manager, KMEG(TV) Sioux City, Iowa, joins WHO-AM-FM-TV Des Moines as chief engineer.

Warren Gregoire, with engineering staff, KSFX(FM) San Francisco, appointed chief engineer.

Rounding out radio

Three new members of the National Association of Broadcasters Small Market Radio Committee have been named for two-year terms by Vincent T. Wasilewski, NAB president. They are: **Arch Harrison Jr.,** WJMA-AM-FM Orange, Va.; **William J. Ryan,** WNOG(AM) and WNFM(FM) Naples, Fla., and **Al Rock,** WSMN(AM) Nashua, N.H.

Continuing on the committee are **Clint Formby,** KPAN-AM-FM Hereford, Tex., chairman; **Harry E. Barker,** KQMS(AM) Redding, Calif.; **Richard Painter,** KYSM-AM-FM Mankato, Minn., and **Walter L. Rubens,** KOBE(AM) Las Cruces, N.M.

Allied Fields

John H. McMahon, with spectrum management task force, FCC, Washington, appointed chief of task force's system engineering group.

Lorie Molnar Nalley, partner in communications law firm, Molnar & Gammon, Washington, appointed deputy chief counsel, economic development administration, U.S. Department of Commerce there.

Deaths

Mr. Karr

Harry A. Karr Jr., 51, general manager, WRC-AM-FM Washington, died May 3 in Suburban hospital, Bethesda, Md., of stroke. Mr. Karr had spent more than 25 years with NBC, joining its WRC in 1947 as salesman. He subsequently held positions as sales manager and station manager. In 1968 he was elevated to general manager. Mr. Karr is survived by his wife, Elaine, and one daughter.

Shigeo Mizuno, 72, board chairman of

Nippon Cultural Broadcasting Co., Tokyo, died May 4 there of liver ailment. He had been board chairman of company since 1968.

Elmar Simm, 67, former senior editor of Voice of America's Estonian service, died April 30 at Providence hospital, Washington, after lengthy illness. He is survived by his wife, Emilie.

William Hardy Fisher, 58, music arranger for *Ed Sullivan Show* for 23 years and 12 years for *Jackie Gleason Show*, died April 24 in Greenwich hospital, Greenwich, Conn. He is survived by his wife, two sons, and one daughter.

Harry L. Wingfield, 56, chief engineer of WLTV(TV) Jacksonville, Fla., died April 30 there of gunshot wound in apparent robbery of his private workshop. He had been station's chief engineer since 1957. Mr. Wingfield is survived by his wife, Miriam, two daughters and one son.

Harry Joe Brown, 79, veteran film producer-director, died in Palm Springs, Calif., April 28 of apparent heart attack. Mr. Brown, best-known for his work in motion pictures, also produced *Mr. and Mrs. North*, *Adventures of The Falcon* and *Topper* TV series. He is survived by his wife, Dorothy, and one son by previous marriage.

Lyle Bond, 55, sports director for KFMB-TV San Diego, died of apparent heart attack April 14 in San Diego. Mr. Bond, who joined KFMB stations in 1960, broadcast football games of San Diego Chargers on KFMB(AM) for seven seasons. He is survived by his wife, Violet, son and daughter.

For the Record®

As compiled by BROADCASTING, April 25 through May 2, 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

Rulemaking actions

■ Corpus Christi and Galveston, both Texas—FCC amended TV table of assignments by assignment of ch. *16 to Corpus Christi as reserved educational assignment, assignment of ch. 47 to Galveston and redesignation of Corpus Christi ch. *38 as unreserved channel (Doc. 19390).

Existing TV stations

Final actions

■ WKRG-TV Mobile Ala.—Broadcast Bureau granted CP to change type trans. Action April 28.

■ *WHYY-TV Wilmington, Del.—Broadcast Bureau granted CP to install trans. as alt. main trans. at main trans. location. Action April 26.

■ WINK-TV Fort Myers, Fla.—Broadcast Bureau granted CP to move presently licensed aux. trans. to main trans. and ant. location. Action April 26.

■ WGAN-TV Portland, Me.—Broadcast Bureau granted request for authority to operate remote control from 390 Congress Street, Portland. Action April 24.

■ KSD-TV St. Louis—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 1111 Olive Street, St. Louis. Action April 24.

■ KTVI(TV) St. Louis—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 5915 Berthold Avenue, St. Louis. Action April 24.

■ WWNY-TV Carthage, N.Y.—Broadcast Bureau granted CP to change ERP to 302 kw (vis.) 44.7 kw (aur); change type trans. Action April 21.

■ KLAS-TV Las Vegas—Broadcast Bureau granted request to operate trans. by remote control from 250 East Desert Inn Road, Las Vegas. Action April 24.

■ KXJB-TV Valley City, N.D.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 4000 West Main Avenue, Fargo, N.D. Action April 24.

■ WLWT(TV) Cincinnati—Broadcast Bureau granted CP to install aur. trans. to be used as aux. trans. Action April 26.

■ KOBI(TV) Medford, Ore.—Broadcast Bureau granted CP to install old main trans. as aux. trans. at main trans. and ant. location. Action April 26.

■ KVDO-TV Salem, Ore.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 3000 Portland Road, N.E., Salem. Action April 24.

■ WTSJ(TV) San Juan, Puerto Rico, and satellites—FCC denied petition by Telesanjuan Inc., licensee of WTSJ(TV) and satellite stations WMGZ(TV) Mayaguez, and WPSJ(TV) Ponce, asking reconsideration of FCC order designating for hearing Telesanjuan's applications for renewal of licenses and for a grant of renewals without hearing. Action April 26.

■ WPHL-TV Philadelphia—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 1230 East Mermaid Lane, Philadelphia. Action April 26.

■ KVUE(TV) Austin, Tex.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 3201 Steck Avenue, Austin. Action April 24.

■ *WHA-TV Madison, Wis.—Broadcast Bureau granted CP to change ERP to vis. 339 kw, aur. 67.6 kw; trans. location to approximately 250 ft. north northeast of present site; studio location to 821 University Avenue, Madison; change type ant.; make changes in ant. structure; HAAT 1,250 ft. Action April 26.

Actions on motions

■ Chief, Office of Opinions and Review, in revocation of license of United Television Co. of New Hampshire for WMUR(TV) Manchester, N.H., etc., granted petition by ABC and extended through April 28, time to file responsive pleadings to supplement to petition for reconsideration (Docs. 19336-38). Action April 21.

■ Chief, Office of Opinions and Review, in New York (WPIX Inc. [WPIX] and Forum Communications Inc.), TV proceeding, granted motion by WPIX Inc. and extended to May 5, time in which to file consolidated response to Forum's motion to strike, motion for leave to file supplement to petition for reconsideration or clarification of redesignation order, petition for review, motion to consolidate and request for oral argument (Docs. 18711-2). Action April 17.

■ Chief, Office of Opinions and Review, in Ponce, Puerto Rico (Ponce Television Corp. [WRIK]), TV proceeding, granted petition by Ponce and extended through May 10, time to file responsive pleading to WAPA-TV Broadcasting Corp.'s petition for reconsideration of hearing order or for clarification of issues (Doc. 19459). Action April 19.

■ Hearing Examiner Frederick W. Denniston in Dubuque, Iowa (Dubuque Communications Corp. [KDUB-TV]), TV proceeding, on examiner's own motion, scheduled further hearing for May 16 (Doc. 19339). Action April 24.

■ Hearing Examiner Isadore A. Honig in Ponce, Puerto Rico (Ponce Television Corp. [WRIK-TV]), TV proceeding, extended to May 17, time to respond to first motion for production of documents, etc. of WAPA-TV and to May 17, time to respond to interrogatories of WAPA-TV Broadcasting Corp. (Doc. 19459). Action April 17.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, on examiner's own motion, scheduled further hearing conference for May 1 (Docs. 18759-61). Action April 24.

■ Hearing Examiner Ernest Nash in revocation of license of United Television Co. of New Hampshire for WMUR(TV) Manchester, N.H., etc., on oral request of Broadcast Bureau and applicant, scheduled conference for April 20 (Docs. 19336-8). Action April 18.

■ Hearing Examiner Ernest Nash in revocation of license of United Television Co. of New Hampshire for WMUR(TV) Manchester, N.H., etc., postponed hearing scheduled for May 16. Hearing date will be scheduled at conference to be held after commission completes its action upon petition for reconsideration filed by applicants (Docs. 19336-38). Action April 24.

■ Hearing Examiner Chester F. Naumowicz in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprise Inc.), TV proceeding, granted motion by Cowles and extended to May 11, time to file response to certain Broadcast Bureau interrogatories and requests for admissions; and by separate action granted petition by Cowles and accepted corrected responses to requests for admission (Docs. 19168-70). Action April 18.

Other actions

■ Review board in Fort Smith and Jonesboro, both Arkansas, TV proceeding, denied appeal by George T. Hernreich (KAIT-TV Jonesboro), requesting reversal of hearing examiner's ruling, released Feb. 10, denying Hernreich's motion for discovery (Docs. 19291-2). Action April 27.

■ Review board in Boston TV proceeding denied petition by Dudley Station Corp. to enlarge issues against Community Broadcasting of Boston Inc., in proceeding involving applications of RKO General Inc. for license renewal of WNAC-TV (ch. 7) Boston, and Community and Dudley for new TV on same channel (Docs. 18759-61). Action April 21.

Call letter application

■ WKNX-TV, Rust Craft Broadcasting Co., Saginaw, Mich.—Requests WEYI-TV.

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[1]
Commercial FM	2,278	1	49	2,328[2]	14	2,442
Commercial TV-VHF	503	2	6	511[2]	14	525[2]
Commercial TV-UHF	181	0	7	188[3]	66	254[3]
Total commercial TV	684	2	13	699	80	779
Educational FM	482	1	17	500	78	587
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.*

[1] Includes 25 educational AM's on nonreserved channels.

[2] Includes 15 educational stations.

[3] Indicates four educational stations on nonreserved channels.

New AM stations

Applications

■ North Pole, Alaska. Cassady Broadcasting—Seeks 600 khz, 1 kw-D, 500 w-N-U. P.O. address c/o Ron Cassady, Frank's Paint Center, 209 Broadway, Jackson Square, Oak Ridge, Tenn. 37830. Estimated construction cost $5,174.68; first year operating cost $20,996.16. Revenue $35,000. Principals: Ronald Frank Cassady, Mrs. Mary Catherine Cassady, Frank R. Cassady and Mrs. Carrie E. Cassady (each 25%). R. F. Cassady owns country-music theater and booking agency in Knoxville, Tenn. Mrs. Mary Cassady has no present business interest. Frank Cassady owns Frank's Paint Center, Oak Ridge. Mrs. Carrie Cassady is employed at St. Marys Hospital, Knoxville. Ann. April 28.

■ KENA Mena, Ark.—Seeks mod. of license to change hours of operation from specified to U. Ann. April 28.

■ Isabel Segunda (Vieques), Puerto Rico. Vieques Radio Corp.—Amended application for new AM to change facilities requested from 1540 khz, 1 kw-D, to 1030 khz, 250 w, 1 kw-U. Ann. May 1.

Actions on motions

■ Chief, Office of Opinions and Review, in New Kensington and Pittsburgh, both Pennsylvania (Gateway Broadcasting Enterprises Inc.), AM and FM proceeding, granted request by Broadcast Bureau and extended through May 10, time to respond to petition for reconsideration of commission's order to show cause and notice of apparent liability filed by Gateway (Doc. 19452). Action April 18.

■ Hearing Examiner Basil P. Cooper in Eureka, Calif. (Phil D. Jackson, et al.), AM proceeding, granted petition by W. H. Hansen for leave to amend his application to reflect updated financial showing (Docs. 19294-6). Action April 18).

■ Hearing Examiner Lenore G. Ehrig in Corpus Christi, Tex.. and Brush, Colorado Springs and Boulder, all Colorado (A. V. Bamford, et al.). FM and AM proceeding, approved agreement of Pettit Broadcasting Co., A. V. Bamford and Brocade Broadcasting Co. and dismissed application of Pettit for CP to construct new AM at Brush. Publication and notice of Pettit's withdrawal is required (Docs. 19089, 19157-9). Action April 17.

■ Hearing Examiner Millard F. French in Amarillo, Lubbock, Plainview and Ozona, all Texas, and Clovis and Las Cruces, both New Mexico (North Texas Enterprises Inc., et al.), AM proceeding, set certain procedural dates and scheduled hearing for July 24 (Docs. 19453-58). Action April 17.

■ Hearing Examiner Ernest Nash in Fajardo, Puerto Rico and Frederiksted, St. Croix, Virgin Islands (Fajardo Broadcasting Corp. and Carlos A. Lopez-Lay), AM proceeding, scheduled further prehearing conference for April 26 (Docs. 19386-7). Action April 20.

Other action

■ Review board in Monroe and Pineville, both Louisiana, and Dermott, Ark., AM proceeding, granted Southeast Arkansas Radio Inc. extension of time to May 18 to file responsive pleading to petition by Robert C. Wagner to enlarge issues (Docs. 19472-4). Proceeding involves mutually exclusive applications of Patrick H. Robinson, Monroe, Robert Cowan Wagner, Pineville, and Southeast Arkansas Radio Inc., Dermott, for new AM's on 1110 khz. Action April 28.

Call letter application

■ Risner Broadcasting Inc., Lebanon, Mo.—Requests KJEL.

■ Communications Associates Inc., Humboldt, Tenn.—Requests WHMT,

Existing AM stations

Applications

■ KNX Los Angeles—Seeks CP to change to non-DA. Ann. April 19.

■ KSLY San Luis Obispo, Calif.—Seeks CP to remove series resistor and increase non-directive efficiency from 150 mv/m/kw to 184 mv/m/kw. Ann. April 19 .

■ KRKS Denver—Seeks CP to increase tower height to 497 ft. Ann. April 28.

■ WROW Albany, N.Y.—Seeks CP to change trans. site to Wemple Road and Weisheit Road at N.Y. Thruway, Albany, and make changes in DA patterns. Ann. April 19.

■ WNOR Norfolk, Va.—Seeks CP to construct new tower and install new FM ant. Ann. April 19.

Final actions

■ FCC denied petition by Community Broadcasters Association Inc. (CBA) for institution of rulemaking proceedings to amend part III of rules to permit class IV AM's to operate N with power of 1 kw. Action April 26.

■ KPOF Denver—Broadcast Bureau granted mod. of license covering change of hours of operation from specify to U. Action April 24.

■ WKND Windsor, Conn.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action April 19.

■ WAIT Chicago—Broadcast Bureau granted mod. of license covering change of licensee name to Maurice Rosenfield and Milton I. Shadur as co-trustees, Howard A. Weiss, Robert G. Weiss and Devoe, Shadur, Krupp, Miller, Adelman and Hamilton, co-partnership, d/b as WAIT Radio. Action April 25.

■ WLUX Baton Rouge—FCC denied Erwin A. LaRose, receiver for bankrupt estate of Capital City Communications Inc. (licensee of WLUX) reconsideration of commission order rejecting his request to terminate hearing on renewal application of Capital City, renew license and assign it to purchaser of assets of bankrupt estate (Doc, 19067). Action April 26.

■ WSBA York, Pa.—Broadcast Bureau granted mod. of license covering move of main studio location to point outside city limits of York at southeast side of Burg Road at overpass of New Route 30, Hellan, Pa. Action April 24.

■ KILE Galveston, Tex.—Broadcast Bureau granted license covering changes. Action April 26.

Actions on motions

■ Hearing Examiner Isadore A. Honig in Cleveland Heights, Ohio (Friendly Broadcasting Co.), AM and FM proceeding, granted motions of Friendly for protective orders against Broadcast Bureau's interrogatories and ordered that interrogatories filed Feb. 24 and as amended March 21 shall not be answered (Doc. 19412). Action April 24.

■ Acting Chief Hearing Examiner Jay A. Kyle in Clare, Mich. (Bi-County Broadcasting Corp.), AM and FM proceeding, designated Hearing Examiner Frederick W. Denniston to serve as presiding officer; scheduled prehearing conference for May 23, and hearing for June 23 (Doc. 19492). Action April 21.

■ Hearing Examiner Ernest Nash in Warner Robins, Ga. proposed grant of application of WRBN Inc. to permit WRBN Warner Robins to operate on U time schedule in initial decision. He proposed to deny application of Garrett Broadcasting Service to change WEUP Huntsville, Ala., to U operation (Docs. 19258-9). Ann. May 2.

■ Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), AM and FM proceeding, ordered that matter of procedural schedule for enlarged issues be considered at hearing session now scheduled for May 4 (Docs. 19122-25). Action April 24.

Other action

■ Review board in New York and Minneapolis, AM proceeding, on request of Midwest Radio-Television Inc. (WCCO), Minneapolis, modified N interference issue against City of New York Municipal Broadcasting System (WNYC) in consolidated AM proceeding (Docs. 11227, 17588, 19403). Action April 26.

Fines

■ KLAK Lakewood, Colo.—FCC notified Lakewood Broadcasting Service Inc., licensee, that it has incurred apparent liability of $2,000 for improper station identification and other announcements that attempted to lead station's audience to believe that KLAK is licensed to Denver, not Lakewood, in violation of rules. Action April 26.

■ KMCM McMinnville, Ore.—FCC rescinded memorandum opinion and order of Feb. 9, assessing $500 forfeiture against Norjud Broadcasting Inc., licensee, for various rule violations. KMCM has already paid forfeiture. Action April 26.

■ WHJC Matewan, W. Va.—FCC ordered Three States Broadcasting Co., licensee, to pay $2,000 forfeiture for repeated violations of rules and Communications Act, including various technical violations. failure to announce and log sponsorship identification on record program, and failure to log entire content of program as commercial matter. Action April 26.

Call letter applications

■ WBRC, Mooney WERC Inc., Birmingham, Ala. —Requests WERC.

■ WKFR, Engineering Investment Corp., Battle Creek, Mich.—Requests WKNR.

Call letter action

■ WKNR, WKNR Inc., Dearborn, Mich.—Granted WNIC.

New FM stations

Application

■ Pueblo, Colo.—Quixote Broadcasting Co. Seeks 97.9 mhz, 25 kw. HAAT 12 ft. P.O. address 4211 North Elizabeth Street, Pueblo 81002. Estimated construction cost $29,000; first-year operating cost $12,000; revenue $15,000. Principals: Rex R. Miller (33⅓%), Clifton H. Gardiner (33⅓%) and L. W. Newcomb (33⅓%). Mr. Miller is president and general manager of KPUB(AM) Pueblo. Mr. Gardiner is president and principle stockholder in Cablevision Construction Corp., Houston. He is also vice president and 33⅓% owner of KPUB. Mr. Newcomb is president and 33.40% owner of Newcomb Inc. theatres and investments in Oklahoma City. He is also secretary-treasurer of KPUB. Ann. April 11.

Final actions

■ Durango, Colo. Radio San Juan Inc.—Broadcast Bureau granted 100.5 mhz, 100 kw. HAAT 260 ft. P.O. address Box 641, Durango 81301. Estimated construction cost $82,550; first-year operating cost $12,000; revenue $25,000, Principal: Robert C. las Morrison (95.83%), et al. Mr. Morrison owns

KIUP(AM) Denver. Action April 11.

■ Biddeford, Me. Hoy Communications Corp.—Broadcast Bureau granted 94.3 mhz, 3 kw. HAAT 170 ft. P.O. address 124 Main Street, Biddeford 04005. Estimated construction cost $21,593; first-year operating cost $2,140; revenue $4,000. Principals: F. Parker Hoy. Mr. Hoy is president of applicant, which is also licensee of WIDE(AM) Biddeford. Action April 11.

■ *Lincroft, N.J. Brookdale Community College—Broadcast Bureau granted 90.5 mhz, 2.25 kw. HAAT 100 ft. P.O. address 765 Newman Springs Road, Lincroft 07738. Estimated construction cost $31,370.13; first-year operating cost $25,000; revenue none. Principals: W. Preston Corderman, chairman, board of trustees, et al. Mr. Corderman is retired major general, U.S. Army. Action April 20.

■ Oswego, N.Y. Robert C. Geesner—Broadcast Bureau granted 105.5 mhz, 3 kw. HAAT 210 ft. P.O. address 70 West Bridge Street, Oswego 13126. Estimated construction cost $17,760· first-year operating cost 12,000; revenue 25,000. Principals: Robert C. Geesner. sole owner. Mr. Geesner owns WSGO-(AM) Oswego. Action April 20.

■ Newark, Ohio. Runnymede Inc.—Broadcast Bureau granted 101.7 mhz. 3 kw. HAAT 300 ft. P.O. address 919 North 21st Street, Newark 43055. Estimated construction cost $58,369; first-year operating cost $23,250; revenue $40,000. Principals: Phillip R. Haynes. Matthew M. Matesich, Charles E. Franks (each 28.633%), et al. Dr. Haynes is optometrist in Newark. Mr. Matesich has interest in wholesale beer distributor and real estate and investment firms. all in Newark. Mr. Franks is manager of B. F. Goodrich Co. outlet in Heath, Ohio. and partner in oil and gas well venture in Pleasantville, Ohio. Action April 21.

■ Altus, Okla. KWHW Radio Inc.—Broadcast Bureau granted 93.5 mhz, 3 kw. HAAT 150 ft. P.O. address Box 577, Altus 73521. Estimated construction cost $29.135; first-year operating cost $6,000; revenue $6.0000. Principals: Hugh Garnett, George Wilburn. Glee Garnett, Hugh Garnett Jr. and Jean Garnett (each 20%). Hugh Garnett is president of KWHW(AM) Altus. Glee Garnett is housewife. Hugh Garnett Jr. is president at Southern Methodist University, Dallas. Jean Garnett is secretary for Representative Lucien Nedzi (D-Mich.), Washington. Mr. Wilburn is vice president-manager of KWHW. Action April 20.

■ Tulsa. Okla.—FCC announced that initial decision released Feb. 24, proposing grant of application of American Christian College Inc. for new FM on class B frequency of 98.5 mhz with 100 kw at Tulsa. became effective April 14 in accordance with rules (Doc. 19195). Action April 18.

■ Red Bank, Tenn. Roy Davis—Broadcast Bureau granted 94.3 mhz, 3 kw. HAAT 26 ft. P.O. address 7641 De Wayne Road, Chattanooga 37416. Estimated construction cost $53.940; first-year operating cost $26,400; revenue $30,000. Principal: Roy Davis, sole owner. Mr. Davis is assistant county manager of Hamilton county, Tenn. He was formerly owner and manager of WBHT-AM-FM Brownsville. Tenn. Action April 20.

Actions on motions

■ Hearing Examiner David I. Kraushaar in Picayune, Miss. (Tung Broadcasting Co. and Andres Calandria). FM proceeding, granted petition by Andres Calandria for leave to amend his application in order to include additional community and area needs survey material (Docs. 19345-6). Action April 24.

■ Hearing Examiner Jay A. Kyle in New Albany, Ind., proposed grant of application of Stuart K. Lankford, George R. Lankford and Ray J. Lankford (Lankford Broadcasting Co.) for new FM on ch. 280A. New Albany. He proposed to deny application of Radio 900 Inc. for same channel at Louisville. Ky. (Doc. 18638). Ann. May 2.

Other action

■ Review board in Carlisle, Pa., FM proceeding, granted petition by Hilton, McGowan and Hilton for extension of time through May 15 to file oppositions to petitions by WIOO Inc. for enlargement of issues. Proceeding involves applications of WIOO Inc.; Hilton. McGowan and Hilton; Russell C. Lash, and Cumberland Broadcasting Co. for new FM's on ch. 228, Carlisle (Docs. 19468-71). Action April 28.

Call letter applications

■ Daily News Broadcasting Co., Bowling Green, Ky.—Requests WDNS(FM).

■ University of Minnesota, Morris, Minn.—Requests *KUMM(FM).

■ Bay Broadcasters Inc., Middletown, R.I.—Requests WOTB(FM).

Call letter actions

■ Salinas Union High School District, Salinas, Calif.—Granted *KAUG(FM).

■ Radio Albany Inc., Albany, Ga.—Granted WWCW(FM).

■ Radio Free Georgia Broadcasting Foundation, Atlanta—Granted *WRFG(FM).

■ OEA Broadcasting Co., Williamsport, Md.—Granted WYII(FM).

■ Klamath Falls Broadcasting Co., Klamath Falls, Ore.—Granted KAGM(FM).

Existing FM stations

Final actions

■ *KUCI(FM) Irvine, Calif.—Broadcast Bureau granted license covering changes. Action April 26.

■ WJAX-FM Jacksonville, Fla.—Broadcast Bureau granted CP to install new ant.; ERP 100 kw; HAAT 460 ft.; remote control permitted; conditions. Action April 21.

■ WALJ(FM) Naples, Fla.—Broadcast Bureau granted license covering new FM; ERP 3 kw; HAAT 300 ft. Action April 26.

■ WHSI(FM) Savannah, Ga.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from studio site 10001 Abercorn Street, Savannah. Action April 21.

■ WXRT(FM) Chicago—Broadcast Bureau granted license covering changes to use former main trans. for aux. purposes only; ERP 22 kw; HAAT 500 ft. Action April 19.

■ WYEN(FM) Des Plaines, Ill.—Broadcast Bureau granted license covering new FM; ERP 50 kw; 300 ft. Action April 26.

■ WRVI(FM) Winnebago, Ill.—Broadcast Bureau granted CP to install new ant.; ERP 3 kw; HAAT 180 ft.; remote control permitted. Action April 21.

■ KOYY-FM El Dorado, Kan.—Broadcast Bureau granted license covering new FM; ERP 3 kw; HAAT 135 ft. Action April 26.

■ WABD-FM Fort Campbell, Ky.—Broadcast Bureau granted CP to change trans. location; install new trans.; make change in ant. system; ERP 34 kw; HAAT 230 ft.; condition. Action April 21.

■ WITH-FM Baltimore—Broadcast Bureau granted CP to install new trans. and ant.; ERP 20 kw; HAAT 130 ft.; remote control permitted. Action April 21.

■ KOFM(FM) Portland, Ore.—Broadcast Bureau granted license covering changes; redescribe trans. location at 4636 Southwest Council Crest Drive, Healy Heights. Portland; ERP 100 kw; HAAT 930 ft. Action April 26.

■ WSBA-FM York, Pa.—Broadcast Bureau granted license covering use of former main trans. and ant. for aux. purposes only; remote control permitted. Action April 26.

■ KTBC-FM Austin, Tex.—Broadcast Bureau granted CP to change trans. location; install new trans. and ant.; ERP 97 kw; HAAT 1,050 ft. Action April 21.

■ KLYX(FM) Clear Lake City, Tex.—Broadcast Bureau granted license covering changes; ERP 97 kw; HAAT 790 ft. Action April 26.

■ KNRO-FM Conroe, Tex.—Broadcast Bureau granted CP to change trans. location; change studio and remote control to 508 West Davis, Conroe; install new trans. and ant.; ERP 100 kw; HAAT 240 ft.; remote control permitted. Action April 21.

■ KELT-FM Harlingen, Tex.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw; HAAT 730 ft. Action April 20.

■ KQXX(FM) McAllen, Tex.—Broadcast Bureau granted CP to change trans. location to west of McColl Road, north of LaVista Avenue, McAllen; change studio location to 608 South 10th Street, McAllen; operate by remote control from proposed studio location; make change in ant. system; ERP 26 kw; HAAT 280 ft. Action April 21.

Call letter applications

■ WBRC-FM, Mooney-WERC Inc., Birmingham, Ala.—Requests WERCFM.

■ KBKB(FM), KBG Inc., San Diego—Requests KBG-FM.

■ *KCPS(FM). Clover Park School District #400, Tacoma, Wash.—Requests *KPEC-FM.

Call letter actions

■ WNDB-FM, News Journal Corp., Daytona Beach, Fla.—Granted WDNJ(FM).

■ WKNR-FM, WKNR Inc., Dearborn, Mich.—Granted WNIC-FM.

■ WLIB-FM, New Broadcasting Co., New York—Granted WBLS(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending aux. and SCA when appropriate: KDEF-AM-FM Albuquerque, N.M.; KITE(AM) Terrell Hills, Tex.; KMBZ-(AM) Kansas City, Mo.; KRZE(AM) Farmington, N.M.; WDRC-AM-FM Hartford, and WINY(AM) Putnam, both Connecticut; and WVNY-TV Burlington, Vt. Action April 26.

Other actions, all services

■ FCC granted Mutual Broadcasting System Inc. authority to operate, on non-simultaneous basis, black-oriented and Spanish-language network in addition to its regular network. Action April 26.

■ FCC granted requests by Philco-Ford Corp. and GTE Sylvania Inc. for waiver of TV comparable-tuning provisions (3 mhz tuning accuracy requirement) of rules. Action April 26.

■ FCC Commissioner Robert E. Lee granted petition by Admiral Corp. for waiver of TV comparable-tuning provisions (3 mhz tuning accuracy requirement) of rules. Action April 28.

Translator actions

■ Eureka, Nev.—Broadcast Bureau granted CP for new UHF translator to serve Eureka operating on ch. 67 by rebroadcasting programs of KOLO-TV (ch. 8) Reno. Action April 21.

■ K75CS Junction, Tex.—Broadcast Bureau granted CP to change frequency of UHF TV translator. Action April 26.

Modification of CP's, all stations

■ WCRT-FM Birmingham, Ala.—Broadcast Bureau granted mod. of CP for extension of time to Sept. 23. Action April 21.

■ K09JP and K11JV, both Lee Vining, Calif.—Broadcast Bureau granted mod. of CP's to extend completion dates to Oct. 21, for VHF translators. Action April 21.

■ KZIQ Ridgecrest, Calif.—Broadcast Bureau granted mod. of CP for extension of completion date to Nov. 5. Action April 25.

■ WHSI(FM) Savannah, Ga.—Broadcast Bureau granted mod. of CP to make changes; HAAT 1,160 ft. Action April 21.

■ *WBKY(FM) Lexington, Ky.—Broadcast Bureau granted mod. of CP to extend time to Oct. 9. Action April 21.

■ *WMUA(FM) Amherst, Mass.—Broadcast Bureau granted mod. of CP for extension of time to Sept. 23. Action April 26.

■ WCCO-FM Minneapolis—Broadcast Bureau granted mod. of CP to extend time to Oct. 30. Action April 23.

■ WCCO-TV Minneapolis—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 24. Action April 21.

■ *WBAU(FM) Garden City, N.Y.—Broadcast Bureau granted mod. of CP's to extend time to Nov. 5; operate second remote control from Nassau Community College building, Garden City; change trans. and ant. Action April 21.

■ *WNNE-TV Plattsburgh, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 24. Action April 21.

■ *WMHT-FM Schenectady, N.Y. — Broadcast Bureau granted mod. of CP to change trans. line; make change in ant. system; ERP 13.5 kw; HAAT 810 ft.; condition. Action April 21.

■ WNCR(FM) Cleveland—Broadcast Bureau granted mod. of CP to extend time to Oct. 12. Action April 26.

■ KOKC Guthrie, Okla.—Broadcast Bureau granted mod. of CP for extension of completion date to Oct. 4. Action April 25.

■ WEGA(AM) Vega Baja, Puerto Rico—Broadcast Bureau granted mod. of CP to increase ant. height. Action April 21.

■ *KEDT(TV) Corpus Christi, Tex.—Broadcast Bureau granted mod. of CP to change ERP to vis. 676 kw; aur. 89.1 kw; trans. location to northwest corner of Chapman ranch, 4.8 miles southeast of Petronila, Tex.; make changes in ant. structure; HAAT 980 ft. Action April 26.

Ownership changes

Applications

■ WATV(AM) Birmingham, Ala.—Seeks assignment of license from Satellite Broadcasting Co. to Crescendo Broadcasting Inc. for $72,500. Sellers:

PROFESSIONAL CARDS

SERVICE DIRECTORY

Martha C. Seymour, president, et al. Buyers: William N. Garrison, president, Lee Goodman Jr. and C. O. Overcash (each 25%), and Lloyd J. Weaver and D. Wayne Tidwell (each 12.5%). Mr. Garrison is Fort Worth attorney and has various real estate and other business interests. Mr. Tidwell has interest in Weaver and Tidwell, Fort Worth certified public accountants. Mr. Goodman has numerous business interests, several of which he is in partnership with Mr. Garrison. Mr. Weaver is partner with Mr. Tidwell in CPA firm, and has other business interests in firms with Messrs. Goodman and Garrison. Mr. Overcash is president and chief executive officer and stockholder of Leonards Department Stores, retail chain in Fort Worth area. He is also involved in several other businesses with other principals of buyer. Ann. May 1.

■ WQTY(AM)-WFMI(FM) Montgomery, Ala.—Seeks assignment of license from Rau Radio of the South Inc. to Alabama Radio Corp. for $200,000. Sellers: Lloyd S. Smith, president, Henry Rau, chairman, et al. Buyer: Great Lakes Broadcasting Co., Lorain, Ohio (100%). Carl M. Adams, president. Ann. May 1.

■ KBIS(AM) Bakersfield, Calif.—Seeks assignment of license from Robert K. Straus to Westcoast Media Inc. for $237,500. Seller: Robert K. Straus, sole owner. Buyers: Edward G. Atsinger III and Stuart W. Epperson (each 50%). Mr. Epperson is licensee of WKBX(AM) Winston-Salem, N.C., and owner of WKBA(AM) Vinton, Va. Mr. Atsinger owns WKBQ(AM) Garner, N.C. He is speech instructor at Los Angeles City College. Ann. April 26.

■ WVMG-AM-FM Cochran, Ga.—Seeks assignment of license from Mid-State Broadcasting Inc to Happy Acres Broadcasting Co. for $80,000. Sellers: John Hulett, president, et al. Buyers: Raymond B. Forehand (51%), Cleo H. Forehand (43%), et al. Mr. Forehand has real estate and livestock interests in Screven, Ga. Mrs. Forehand is nurse anesthetist at Wayne Memorial hospital, Jessup, Ga. Ann. April 28.

■ KOLE(AM) Port Arthur, Tex.—Seeks assignment of license from Radio Southwest Inc. to Gulf States Broadcasting Co. for $190,000. Sellers: Cave L. Johnson Jr., vice president, secretary, et al. Buyers: Joseph P. Driscoll (66⅔%) and Robert D. Hanna (33⅓%). Mr. Hanna has interest in Sovereign Broadcasting Co., parent of Carla Broadcasting, licensee of KVIL-AM-FM Highland Park, Tex., and Radio Station KRAM Inc., licensee of KRAM(AM) Las Vegas. He also has interest in Kelly Broadcasting Co., licensee of KPTL(AM) Carson City, Nev. He also is stockholder in Broadcast Equipment and Sales Co. (BESCO), Dallas, and Sovran Inc., Dallas media brokerage. He has several other broadcast related interests. Mr. Driscoll has interests in several Dallas businesses. Ann. April 26.

■ KAWA(AM) Waco-Marlin, Tex.—Seeks assignment of license from Morbro Inc. to Centrum Corp. for $300,000. Sellers: Delwin W. Morton, et al. Buyers: Ronald J. Romanski, David C. Fricker and William R. Parvin Jr. (each 30%), and Roy J. T. Harris (10%). Mr. Romanski is marketing manager and stockholder in ECC Corp., Euless, Tex., manufacturer of semi-conductor components and control systems. Mr. Parvin is president and majority stockholder of Parvin Sales Co., Addison, Tex., manufacturer representative. Mr. Fricker is employe and stockholder of ECC Corp. Mr. Harris is also employe and stockholder in that firm; he also owns R&D Products, Euless manufacturer of archery equipment and engineering consultant. Ann. April 28.

■ WLRJ(FM) Roanoke, Va.—Seeks assignment of license from Lee Hartman & Sons Inc. to CEBE Investments for $125,000. Sellers: Robert L. Hartman, et al. Buyers: Aylett B. Coleman III (45.8333%), Charles Crockett Jr. (20.8333%), John J. Butler (20.8333%), and Dr. John A. Martin (12.5001%). Mr. Coleman owns 50% of CEBE Co., Roanoke real investment firm, and has interest in Parkside Plaza Shopping Center in Roanoke. Dr. Crockett is assistant dean for continuing education, University of Virginia Medical School, Charlottesville, and is physician-director at Roanoke Memorial hospital. Mr. Butler is general partner in CEBE Co. and has interest in Richmond, Va., petroleum firm. Dr. Martin is physician-employe at Radiology Associates, Roanoke. Ann. April 28.

■ KFKF-AM-FM Bellevue, Wash.—Seeks assignment of license from Bellevue Broadcasters Inc., a limited partnership, to Bellevue Eastside Radio Inc. for $300,000. Sellers: F. Kemper Freeman, Elwell C. Case and Mrs. Florence G. Hayes (jointly 100%). Buyers: A. S. Ballinger (general partner) (50%), and Edward L. Hearn (10%), C. Spencer Clark (20%), Gregory A. Falls (10%), and Willard J. Wright (10%). Mr. Ballinger is real estate broker in Seattle. Mr. Hearn is with Media Management Corp. (president and majority stockholder), Seattle. Mr. Clark is chairman of two Washington gas companies. Mr. Falls is professor at University of Washington. Mr. Wright is attorney. Ann. April 26.

Actions

■ WDLP(AM) Panama City, Fla.—Broadcast Bureau granted assignment of license from Dixie Radio Inc. to Dae Broadcasting Co. for $400,000. Sellers: Denver T. Brannen, president, et al. Buyers: Ray L. Danner (90%) and Larry Edwards (10%). Mr. Danner is majority stockholder in Shoney's Big Boy Enterprises Inc., Nashville restaurant business. He also has interest in shopping center in Gallatin, Tenn., and various other real estate ventures. Mr. Danner is also director and stockholder of Capital City Bank, Nashville. Mr. Edwards was formerly with LIN Broadcasting. Buyers own WDVH(AM) Gainesville, Fla. Action April 14.

■ WGMF(AM) Watkins Glen and WXXY(FM) Montour Falls, both New York—Broadcast Bureau granted transfer of control of Watkins Glen-Montour Falls Broadcasting Corp. from Erway Broadcasting Corp. and Duane Cornett (jointly 100% before, none after) to T.W.&P. Corp. (none before, 100% after). Consideration $126,000. Principals of T.W.&P.: Louis G. and Paul F. Timolat and David F. Ward (jointly 100%). Louis Timolat is helicopter traffic reporter for WCBS(AM) New York. Paul Timolat is student at Franklin & Marshall College, Lancaster, Pa. Mr. Ward is professor at Oklahoma College of Liberal Arts, Chickasha. Action April 20.

■ KCLW(AM) Hamilton, Tex.—Broadcast Bureau granted assignment of license from William E. Hobbs to George W. McClarin for $120,000. Seller: William E. Hobbs, sole owner. Buyer: George McClarin, sole owner. Mr. Clarin was employed by WHLT-AM-FM Huntington, Ind., prior to sale. Action April 21.

■ WCVR(AM) Randolph, Vt.—Broadcast Bureau granted transfer of control of Central Vermont Radio Corp. from Frank M. Gilman and Nelson A. Crawford (each 8,000 shares of 27,000 shares outstanding) to Sconnix Radio Enterprises: (none before, 16,000 shares after). Consideration $46,153.80. Principals of Sconnix: Scott Robert McQueen and Theodore Edward Nixon (each 30%), et al. (Messrs Gilman and Crawford also have minority interests in Sconnix). Mr. McQueen is president of licensee of WRLH-TV Lebanon, N.H. Mr. Nixon is general manager of that station. Sconnix owns 100% of WARV(AM) Warwick, R.I., and 37% of WRLH-TV. Action April 24.

CATV

Applications

The following operators of cable television systems have requested certificates of compliance from the FCC in regard to the carriage of distant television signals:

■ Globe, Ariz. Don Corbitt, dba Cobre Valley Cablevision—Seeks distant signals of KTLA(TV) and KTTV(TV), both Los Angeles. Ann. April 28.

■ Unincorporated areas of Gila county, Arizona (adjacent to Globe and Miami, Ariz.). Don Corbitt, dba Cobre Valley Cablevision—Seeks signals of KTLA(TV) and KTTV(TV), both Los Angeles. Ann. April 28.

■ Hot Springs, Ark. Resort Television Cable Co.—Seeks signals of KDTV(TV) Dallas, and KTVT-(TV) Fort Worth. Ann. April 28.

■ Jonesboro, Ark. Jonesboro Cable TV Inc.—Seeks signals of KPLR-TV St. Louis. Ann. April 28.

■ Burney, Calif. Burney Falls Cablevision Inc.—Seeks signal of KTVU(TV) Oakland. Ann. April 28.

■ Mira Mesa, Calif. Penasquitos Antenna System Inc.—Seeks signals of *KCET(TV), KCOP(TV), KNBC(TV), KTLA(TV), KTTV(TV), and KMEX-TV, all Los Angeles. Ann. April 26.

■ Rancho de los Penasquitos, San Diego. Penasquitos Antenna System Inc.—Seeks signals of *KCET(TV), KCOP(TV), KNBC(TV) KTLA-(TV), KTTV(TV) and KMEX-TV, all Los Angeles. Ann. April 28.

■ South Bay Terrace, San Diego. South Bay Terrace Antenna System Co.—Seeks signals of KCOP(TV), *KCET(TV), KNBC(TV), KTLA-(TV), KTTV(TV) and KMEX-TV, all Los Angeles. Ann. April 28.

■ University City (University City Antenna System Inc.), Tierrasanta (Tierrasanta Cable TV Association), and Carriage Hills (Carriage Hills), all portions of San Diego—Seek distant signals of *KCET(TV), KCOP(TV), KNBC(TV), KTLA-(TV), KTTV(TV) and KMEX-TV, all Los Angeles. Ann. April 28.

■ Santa Paula, Calif. Stover Cable TV Inc.—Seeks signals of KEXT(TV) Santa Barbara, KNXT(TV), KNBC(TV), KTLA(TV), KABC-TV, KHJ-TV, KTTV(TV), KCOP(TV), KWHY-TV, *KCET-(TV), KMEX-TV, all Los Angeles; KXLA-TV Fontana, Calif.; and KBSC-TV Corona, all California. Ann. April 28.

■ Waterbury, Conn. Waterbury Community Antenna Inc.—Seeks signals of WKBG-TV Cambridge, Mass.; WSBK-TV Boston; WTIC-TV, WHCT(TV) and *WEDH(TV), all Hartford; WHNB-TV New Britain; WNHC-TV New Haven, *WEDN(TV) Norwich, *WEDW(TV) Bridgeport, and WATR-TV Waterbury, all Connecticut; and WABC-TV WCBS-TV WNBC-TV, WNEW-TV, WOR-TV, WPIX(TV), all New York. Ann. April 28.

■ Apopka, Fla. Orange Cablevision Inc.—Seeks signals of WDBO-TV, WFTV(TV) and WMFE-TV, all Orlando; WESH-TV Daytona Beach; WCIX-TV and WLTV(TV) both Miami, and WTOG-(TV) St. Petersburg, all Florida. Ann. April 28.

■ Casselberry and North Orlando, both Florida. Seminole Cablevision Inc.—Seeks signals of WDBO-TV, WFTV(TV), *WMFE-TV, all Orlando; WESH-TV Daytona Beach, *WUFT(TV) Gainesville, *WEDU(TV) and *WUSF-TV, both Tampa, WTOG(TV) St. Petersburg, and WCIX-TV and WLTV(TV), both Miami, all Florida. Ann. April 28.

■ Windermere, Fla. Orange Cablevision Inc.—Seeks signals of WDBO-TV, WFTV(TV) and *WMFE-TV, all Orlando, WESH-TV Daytona Beach, *WUFT(TV) Gainesville, *WEDU(TV) and *WUSF-TV, both Tampa, WTOG(TV) St. Petersburg, WCIX-TV and WLTV(TV), both Miami, all Florida. Ann. April 28.

■ Village of Rockton, Ill. Beloit Community TV Services Inc.—Seeks signal of WGN-TV Chicago. Ann. April 28.

■ Springfield, Leland Grove, Southern View, Jerome and Grandview, all Illinois. First Illinois Cable TV Inc.—Seeks signals of WGN-TV Chicago and KPLR-TV St. Louis. Ann. April 28.

■ Salem, Ind. Salem All-Channel Cablevision Inc. —Seeks signals of WTTV(TV) and *WTIU(TV), both Bloomington, Indiana; *WFYI(TV) Indianapolis; KPLR-TV St. Louis, and WXIX-TV Cincinnati, Ann. April 28

■ Ottumwa, Iowa, Ottumwa TV FM, Inc.—Seeks signals of WGN-TV and WFLD-TV, both Chicago. Ann. April 28.

■ Kinsley and Pratt, both Kansas. Salina Cable TV System Inc.—Seeks signals of KCKT(TV) Great Bend, KTVC(TV) Ensign, *KPTS(TV), KTVH-(TV), both Hutchinson, KAKE-TV Wichita, all Kansas; and KWGN-TV Denver; and KBMA-TV Kansas City. Ann. April 28.

■ Paris, Ky. Paris Cable TV Inc.—Seeks signals of WXIX-TV, WLWT(TV), WCPO-TV, WKRC-TV, all Cincinnati; WKLE(TV) Lexington, and *WKPC-TV and WDRB-TV, both Louisville, Kentucky. Ann. April 28.

■ Waterville, Winslow, and Fairfield, all Maine. Better Cable TV—Seeks signals of WSBK-TV Boston; WKBG-TV Cambridge, Mass., and CHLT-TV Sherbrooke, Quebec. Ann. April 28.

■ Butte, Mont. Butte Television Co.—Seeks signals of KWGN-TV Denver. Ann. April 28.

■ Columbus, Mont. Columbus Cable TV Co.—Seeks signals of KCPX, KSL-TV, KUTV(TV) *KUED-TV, all Salt Lake City. Ann. April 28.

■ Lewistown, Mont. Lewistown Cable TV—Seeks signal of CJOC-TV Lethbridge, Alberta, Ann. April 28.

■ Alamagordo, N.M. TV Cable of Space City Inc. —Seeks signals of KTLA(TV), KHJ-TV, KTTV-(TV), KCOP(TV), all Los Angeles. Ann. April 28.

■ Lackawanna (Lackawanna Cablevision Inc.), Blasdell (Blasdell Cablevision Inc.), Cheektowaga (Cheektowaga Cablevision Inc.), Hamburg (Hamburg Cablevision Inc.), West Seneca (West Seneca Cablevision Inc.) and Sloan (Sloan Cablevision Inc.), all New York—Seek distant signals of CFTO-TV, CICA-TV and CBLT-TV, all Toronto, Ontario. Ann. April 28.

■ Asheville, N.C. Thomas Broadcasting Cos.—Seeks signal of WRET-TV Charlotte, N.C. Ann. April 28.

■ San Juan, Perto Rico. KCA Cable TV Industries Inc. of Puerto Rico dba Cabel Television Co. of Puerto Rico—Seeks signals of WBNB-TV Charlotte Amalie, and WSVI(TV) Christiansted, both Virgin Islands. Ann. April 26.

■ Aiken county, S.C. CSRA Cablevision Inc.—Seeks signals of WHAE-TV, *WETV(TV), both Atlanta, and WGTV(TV) Athens, Ga.; WRCK-TV Columbia, S.C. Ann. April 28.

■ North Augusta, S.C. CSRA Cablevision Inc.—Seeks signals of WHAE-TV, *WETV(TV), both Atlanta, and WGTV(TV), Athens, Ga.; WRCK-TV Columbia, S.C. Ann. April 28.

■ Longview, Tex. Lone Star Television Service Inc. —Seeks signals of KTBS-TV, KSLA-TV and KTAL-TV, all Shreveport, Louisiana; KLTV(TV) Tyler, KTVT(TV) Fort Worth, and *KERA-TV Dallas, all Texas. Ann. April 28.

Action on motion

■ Hearing Examiner David I. Kraushaar in Aiken and Town of Williston, both South Carolina (Aiken Cablevision Inc. and Home CATV Co.), CATV proceeding, on motion of Aiken Cablevision Inc., amended order of hearing examiner released April 5 to extent of providing that parties be directed to show cause by not later than April 27 why petitions involved should not be dismissed, etc. in lieu of April 17 (Docs. 17057, 17629). Action April 18.

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.
Deadline for copy: Must be received by Monday for publication next Monday.
Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.
Help Wanted 30¢ per word—$2.00 minimum.
Situations Wanted 25¢ per word—$2.00 minimum.
All other classifications 35¢ per word—$4.00 minimum.
Add $1.00 for Box Number and reply service (each ad), per issue.

Display ads. Situations Wanted (Personal ads)—$25.00 per inch. All others—$40.00 per inch. 5" or over billed at run-of-book rate.—**Stations for Sale, Wanted to Buy Stations, Employment Agencies,** and **Business Opportunity** advertising require display space. **Agency commission only on display space.**
Applicants: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. **Forward remittance separately.** All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. **Address replies:** c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Radio Help Wanted Management

Assistant manager in small market. Must be strong on sales—some announcing—some programing—some local news. Number two man now—possibility of becoming number one man later. Box D-239, BROADCASTING.

Young family man for operations manager of FM stereo in midwest small market. Must have good sales record, top quality announcing and production ability and preferably experience with automation equipment. Send tape, photograph and complete resume. Box E-33, BROADCASTING.

Program director—fine position with eastern group station. Half million market—all replies strictest confidence. Box E-104, BROADCASTING.

General manager—credentials in sales, programing, promotion and talent, to build ratings and revenue for AM station in large southeastern city. Must be 30-40 years. Send resume and character references. Box E-109, BROADCASTING.

Wanted—sales oriented, repeat, sales oriented general manager for established, in-the-black, fulltime Christian, 50,000 watt FM radio station. Excellent opportunity—entire run-of-the-market. Resume and references to WVAF, Box 4318, Charleston, W. Va. 25304.

News directorship—excellent opportunity—group owned operation—Pennsylvania—market of 500,000. Telephone 717-823-0196.

Sales

Salesman: Sell small competitive Georgia market . . . announce only if necessary. Idea man with experience only. Write Box E-20, BROADCASTING.

California daytimer seeking experienced, creative salesman, and/or RAB trained. Salary, bonuses, incentives. Box E-117, BROADCASTING.

Sales-announcing job in stable 5,000 watt fulltime contemporary station. Salary guaranteed plus commission on sales. Individual must be able to sell, service and produce announcements. Experienced personnel with stable work record only, please. Address tape and resume to K-W-E-W, Box 777, Hobbs, New Mexico 88240.

Maine's fastest growing broadcast group needs experienced salesman. Show us your billing, what you made last year, and we'll top it. WGHM, Skowhegan, 04976.

Sales manager needed for modern C&W to replace present one moving up after five years. Present accounts list plus hard work should earn you $15,000 first year. References will be checked. Call or write WHIT Radio, New Bern, N.C. 919-637-4450.

The new "rock" of Harrisburg needs several young and aggressive heavy-hitters. If you've reached your potential in a smaller market in or around central Pennsylvania and want bigger and better horizons, join our contemporary group operation. Call or send resume to: Robert J. Abernethy, General Sales Manager, WKBO, 31 N. 2nd St., Harrisburg, Pa. 16801. (717) 233-6571.

Salesman, WMKC Radio, Oshkosh, Wisconsin. Immediate opening. Salary plus commission plus assumption of current long term accounts plus liberal company fringe benefits. You can realistically expect to earn over $10,000 your first year. Contact William Shaw, Manager.

Announcers

Modern country jock thoroughly experienced and knowledgeable in both country music and good radio. Prefer light southern or southwestern accent. Major market. Send tape, resume to Box E-47, BROADCASTING.

AM TV in small city mid Atlantic state looking for a versatile experienced 1st phone announcer. 3-hour MOR board shift plus TV weather and or sports opportunity. Need immediately. Send air check, pix, resume and salary requirements. Box E-67, BROADCASTING. Equal opportunity employer.

Announcer-first phone capable of an air-shift and good production. Some studio maintenance. Send tape with resume, photo and salary requirement. Fine opportunity in large Southwest Ohio market. Box E-77, BROADCASTING.

Announcers continued

National syndication company wants announcers who will record during spare time. Send audition tape and resume to Box E-79, BROADCASTING.

Eight station group operation seeks a morning "personality" for full-time station in top 30 markets. All replies will be held in confidence. Don't pass this one up! Tape and resume to Box E-88, BROADCASTING. An equal opportunity employer.

Experienced announcer-salesman for North Dakota station. Wonderful opportunity. Paid insurance and a good list of accounts currently on air. Pleasant working conditions. Box E-95, BROADCASTING.

$200 per week for cookin' top 40 pro. with experience and decent voice. First phone desired but not mandatory. No maintenance. Large market. Box E-120, BROADCASTING.

Top jocks wanted for top pay. Canadian station in a two station ¼ million people market is looking for a top morning man & early afternoon man. The pay is high for the right personalities. Box E-138, BROADCASTING.

Immediate opening for experienced MOR personality to communicate mid-morning/early afternoon shift . . . also do some TV for this Indiana facility . . . Send air-check, resume, and pic to Box E-140, BROADCASTING.

Mature announcer/salesman to sell part time at 5,000 watt, full time Michigan station. Good opportunity to expand experience and income. Sales and announcing experience required. Send tapes and resume to Box E-144, BROADCASTING.

Possible opening for mid-day jock or production man at KAAY, 50,000 watt contemporary rocker. Send tape, resume, photo to Wayne Moss, KAAY Radio, P.O. Box 1790, Little Rock, Arkansas 72203. Applicant needs four years minimum experience or damn good voice and board work. KAAY is an equal opportunity employer—male or female.

Christian programed station needs experienced announcer-program director. Must have strong background in production. Must be mature self-starter interested in keeping sound of station fresh and alive. Contact: Dick Bott, KCCV #43 Blue Ridge Center, Kansas City, Mo. 64133.

Phoenix. Immediate opening for all-night announcer. Mature, dependable, enthusiastic, experienced pro sought. Beautiful music format, 5 nights a week, $750 mo. to start. Rush tape, resume, and references to Tom Churchill, KRFM, P.O. Box 10098, Phoenix 85016.

Top Montana station needs announcer with 1st phone. Aggressive 5 KW. Extra benefits. Salary open. Send tape and resume to Jerry Black, KSEN Radio, Shelby, Montana 59474.

First phone; professional; strong news; work with automation; afternoon-evenings; six-day week; top pay; health-insurance benefits. Adult format. Call Wayne Jordan, KXL, Portland, Oregon—503-654-3193.

Experienced staff announcer, 3rd ticket, with local news and production background. Suburban Philadelphia. WCOJ, Coatesville, Pa. 215-384-2100.

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.

Classical music announcer, WFMT, Chicago seeks person who knows and can announce fine arts programing, straight forward commercials, and news, with dexterity to handle board. Equal opportunity employment. Starting salary in excess of $10,000. Send non-returnable tape and resume by May 10 to Norman Pellegrini, WFMT, 500 N. Michigan Ave., Chicago, Ill. 60611.

Top 40 DJ with large market experience. First phone desired but not required. Not MOR—top 40; not scream top 40 but a warm moving blend in between. Call Tom Bell, 703-534-9625.

Immediate opening for a full time staff announcer with an interest in becoming Program Director. Must be good in commercial production. Call 1-617-632-1340. Ask for Ken Patch.

Technical

Chief engineer for stable directional. Very fine equipment and pleasant family living conditions. No shift, combination or sales work. Please send salary requirements and resume to Box D-283, BROADCASTING.

Indiana AM-FM has position open soon for announcer-maintenance-production combo. First phone essential. Must be team member. Station heavy on community involvement. Good pay for good man. Ideal spot to settle down. Send resume, tape, and references. Box E-133, BROADCASTING.

Chief engineer—Wanted by progressive AM. Preferably, a combo man who can handle small announce shift and take full responsibility for maintenance of studio and transmitter. Excellent working conditions. Good compensation and fringe benefits. Wonderful area in which to live. If you're the man, call or write immediately. WHUT, P.O. Box 151, Anderson, Indiana 46015.

TV engineers. Summer relief. May to October. FCC 1st class license required. Call collect or write to E. H. Herlihy, WKBG TV, P.O. Box 56, Boston, Mass. 02102, 617/288-3200. An equal opportunity employer m/f.

We need an experienced chief engineer-announcer . . . strong on both. AM-FM, some new, all good condition. Good station, fine opportunity for man who wants long term position in pleasant, growing university community. WSPT, Stevens Point, Wisconsin 54481.

First ticket engineer for maintenance and production work. No announcing. Call Ed Buterbaugh, 703-538-6937.

News

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.

Large group chain needs newsmen with the ability to write and deliver. Good salary, good vacation plan, and an opportunity to work with an operation that believes in news! Tape and resume to Box E-89, BROADCASTING. All replies confidential. An equal opportunity employer.

Wanted . . . Radio-TV newsman for medium sized midwest market. College degree and at least one year's experience desired. Send air-check, resume, and pic to Box E-139, BROADCASTING.

Medium market 10,000 watt news station looking for a man who likes medium market radio and loves news. 1st phone helpful. Position can lead to top administrative position in news. No beginners. Must be available immediately. Contact Don Blythe, KOAM, Pittsburg, Kan.

Newsman for large market R & R Station. Heavy on public affairs and contact with top public officials in nation's Capital. Call Joe Salvo, 703-533-3237.

Programing, Production, Others

P.D./production for Mod C&W. Only professionals need apply as the responsibility is great . . . but so are the benefits. Send resume, air check, production to Box E-4, BROADCASTING.

Major market rock station looking for good voiced production coordinator. Writing ability a must. If you're an intelligent pro, send a tape and resume to Box E-32, BROADCASTING.

P.D. for top 50 midwest market contemporary station. First ticket preferable for three hour air shift. Good administrator required for group operation. Mail tapes, resume with salary requirements, to Box E-121, BROADCASTING.

A progressive AM station in Northern Ontario, Canada, is looking for a top program director. Applicant must have extensive background with a successful station. Salary is exceptional for the right man! Box E-137, BROADCASTING.

Production director for major market station in Florida needs a pro who can write, voice and produce quality commercials. Send production tape and resume to Box E-143, BROADCASTING.

Radio Help Wanted

Programing, Production, Others continued

Production wizard wanted. If you write and produce excellent spots, we'll reciprocate with an excellent salary and benefits. Several former major market pros are here now, and we need one more. Up-tempo MOR format. Great living conditions. Tape, resume and references to . . . Program Director, WCCW, Traverse City, Michigan 49684.

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.

Growing department of Mass Communications needs additional faculty member with specialty in Journalism Production. Would also be able to teach beginning communication theory courses. Required: M.A. completion, several years field experience, some teaching background. Candidates with some strength in broadcasting will be favored. Salary expected to be $11,000 by September 1, 1972. Chico State College is an affirmative action employer that encourages ethnic, minority, and women candidates. Contact George Rogers, Mass Communications Department, Chico State College, Chico, California 95926, (916) 345-6355.

Situations Wanted, Management

Gold mine running out? You may have the wrong map! Let me provide a new one! Box D-225, BROADCASTING.

Successful young FM manager presently employed looking for long term sales/management opportunity. $15,000 first year. Box E-21, BROADCASTING.

GM/SM, creative, innovative. Great management record, AM/FM, major and suburban markets. "Pro" who can make sick stations well, healthy stations healthier. Sales-maker oriented. Communications grad, family man. Employed, station being sold. Box E-38, BROADCASTING.

Presently employed in New York City. Strong in sales—both national and local levels. Six years in television, thirteen years in radio. Let me share my experience and know-how with you. Box E-107, BROADCASTING.

If you're looking for take charge manager to direct all facets of operation, you're the man I'm looking for. Program, sell and engineer your sleeper to sales giant; up through ranks. Jock, P.D., top 20 market, now in sales, first ticket. Family, prefer Fla. Country format, small or medium market. Box E-123, BROADCASTING.

Community oriented broadcaster ready for a take charge position. Background in sales, programing, engineering, and public service. Prefer small to medium market in west or southwestern area. Box E-142, BROADCASTING.

Sales

Versatile broadcaster, strong emphasis on "Street" sales . . . 14 years radio/TV experience in "getting the job done," sales, programing, engineering. 12 "Street" years tangible/specialty sales. Knowledgeable, loyal, no problems. Family man, first ticket, wear several hats, prefer sales. Good references instead of phony track records and gimmicked resumes. Write Box E-18, BROADCASTING.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Box D-176, BROADCASTING.

Experienced first phone professional. Rock, up tempo mid road, country. Box D-196, BROADCASTING.

Play by play hockey announcer available. Seven years experience. Tapes available. Will relocate. Box D-279, BROADCASTING.

Fill your vacancy with some good old fashion talent! Box E-8, BROADCASTING.

Announcer/newsman at #1 station in top 35 markets wants to relocate to the west, southwest or west coast. Any size market. All replies will be answered. Box E-15, BROADCASTING.

MOR announcer. Relaxed, conversational. 26, married, 3rd. Will relocate anywhere. $125 weekly. Box E-27, BROADCASTING.

Attention soul and contemporary stations tired of looking for a dependable DJ as I am for a dependable station. Then let's talk. 3rd, 5 years experience. $150 week. Box E-39, BROADCASTING.

Announcers continued

Los Angeles personality—(MOR—C&W) top ratings (Pulse) good pipes, humor, wit (first phone). Box E-41, BROADCASTING.

Have worked top 10, medium, and small market radio as jock and news. Now want to settle in southern N.J., southeast Pa. Area with growing station or group. Box E-44, BROADCASTING.

Don't have good voice . . . but do have good personality. . . . That's what I'm selling—personality. Three years experience MOR/first phone. No small markets. Box E-46, BROADCASTING.

Twenty-two years radio and television. Eight years in nation's capital, including staff with C.B.S. affiliate. Third class with endorsement. Box E-75, BROADCASTING.

Young first phone announcer. Approximately one year major market progressive rock experience, music programing. Prefer California, others considered. Canada included. Box E-76, BROADCASTING.

Black female personality seeks FM or AM station. N.Y. trained 3rd phone, well modulated voice. Stable. 212-527-0068 or Box E-80, BROADCASTING.

DJ "can cut it." 3rd endorsed. Tight board. Top 40. Box E-91, BROADCASTING.

First phone, MOR, no maintenance, B.A. degree, TV, over 4 years radio experience, mature, current music director in minor market wants to move up. Box E-94, BROADCASTING.

A professional: sales, NAFB member, production, degree, likeable. Box E-96, BROADCASTING.

Sincere warm announcer, family man, wants to settle. Box E-100, BROADCASTING.

I play the Master game. Simple but effective. Can handle any format. Box E-103, BROADCASTING.

10 year pro, contemporary/MOR personality-morning man. Experienced in all phases. Strong production, top ratings, programing and sales. 1st phone. 29-year-old family man clearing five figures looking for PD position or staff job with a future in medium or metro. Add this community minded, friendly voiced pro to your staff now. Box E-106, BROADCASTING.

Small market announcer ready for move up. B.A., 3rd, 2 years experience, late night, evening slot with smooth sound. Box E-108, BROADCASTING.

Weekend—Recent grad four years with college FM and now in securities is looking for an informal N.Y.-N.J. station with weekend spot for oldies, rock or C&W. Main interest fun, not money! For tapes, etc., please write Box E-111, BROADCASTING.

Experienced—2 yrs. in D.J., news, production, and sales. Prefer N.Y., N.J., or Conn. area. Good voice and dependable. 3rd endorsed. Box E-113, BROADCASTING.

Football play-by-play broadcaster, norwork level background. Free-lance or full-time, professional or college games, available for 1972 season. Box E-115, BROADCASTING.

First phone, authoritative news, top salesman, 1½ years broadcast school including TV news, college, happy seeking progressive MOR or MOR. Box E-116, BROADCASTING.

Finkle Farnbaum has rated my morning show QJ. First phone personality with glowing glafarb. Box E-119, BROADCASTING.

First phone pro. Experienced all formats. Married/28/college grad. Present manager best reference. Box E-122, BROADCASTING.

Chicago, South Bend area, attention! Five year pro, first, married, military complete, available August first. Box E-125, BROADCASTING.

Good recommendations, 1st phone. Experienced production, announcer. I want to work. Will relocate. I want to stay and grow. Box E-128, BROADCASTING.

100 miles N.Y.C. Experience with major metro N.Y.C. network and other stations. All phases of broadcasting, good production. All this in one package with first class ticket . . . plus maintenance. Box E-130, BROADCASTING.

Born again Christian—many years—radio witness. First phone. Seeking gospel. Leadership/announcing. Box E-131, BROADCASTING.

Modern country deejay . . . 9 solid years experience including management. Hard worker and very knowledgeable. I need a good salary, but I'm worth it. South or West only. Box E-132, BROADCASTING.

Announcers continued

Experienced personality-plus jock available immediately. Three years in medium-major market. Strong news and production background. Have worked all formats, prefer rock. The right job is first, location second. Box E-134, BROADCASTING.

First phone, three years experience, interested in progressive MOR, top forty or mod C&W in small to medium market in middle Atlantic area, prefer all night air trick, Harvey Apatoff, 4006 Fallstaff Road, Baltimore, Maryland 21215, (301) 764-1496.

Professional. Seventeen years. Finest background. Present employer best reference. Veteran with college. Strong news background. Third ticket. Phone 217-429-0414.

First class license, limited experience, prefer country-western. Don Bach, 3325 Hubbell, Lot 98 Des Moines, Iowa 50317, Phone 515-262-8065.

Sincerely love radio . . . have ability, need opportunity to develop . . . third endorsed . . . 1½ years experience weekends, small market, modern country . . . desire contemporary MOR, modern country . . . south, southwest, west . . . excellent references . . . hardworking, dependable, dedicated . . . college graduate . . . married . . . veteran . . . Danny Church, 3709 Jean Place, Apt. 8. Metaire, Louisiana 70002. 504-282-6729, Monday-Friday, 8AM-5PM only.

Mature: 16 years local radio. 1st phone. Possibly good combo anchorman for small friendly operation near larger city. Central to Southeast states. 40's but versatile, cooperative, dependable. Small family, good reference, no relocation problems. Moderate salary. No sales. Smith, 305-686-1441.

Announcer, music director; over 3 years experience, 25. Seeking position with MOR/Contemporary station. 515/682-1102.

Dependable, married announcer. B.A. 2½ years college radio. 3rd. TV, film, news experience. Prefer MOR, progressive. Will relocate. Available mid-June. Write Steve Oviatt, 1121 Arbor Rd., Winston-Salem, N.C. 27104.

1st phone. Broadcasting graduate wants to bring his career to your station. Disc jockey, newscasting, sales. Any format. 26, married. John M. Stangle, 2766 Worden St., San Diego, California 92110. (714) 225-0489.

Professionally trained sports minded announcer, any format. Will work anywhere. Dave Caputo, 85 Ardmore, Kensington, Calif. 415-527-1523.

First phone, sage wit, great voice and seven years contemporary broadcasting experience. Call after noon central time, 405-794-8456.

Young but mature announcer-newsman, one year experience, draft exempt. Call (716) 352-6603.

Two months experience asking beginner salary and new start. Midwest. Roy Schroedl, (414) 674-5185.

Experienced. First phone. Will relocate. Married. (206) SU4-4626. Ask for Dick.

I'm addicting. Once they've heard me, they're hooked. Conversational, knowledgeable rock personality, 3 years experience. #1 Pulse in 100,000 plus market. Good production. Jim Frey, 38 Hampshire Rd., Fishkill, N.Y. 12524. (914) 897-5531.

Evening jock looking for part time (days) work in Chicago metropolitan area. Can do news and production, too! 815-723-2085.

What do you need? I've done it before! D.J., copy? writer, M.D., assistant p.d., production, sports, combination of above? Experienced. 3rd phone, relocate anywhere Any shift . . . stable . . . voice. Have worked all shifts, formats and can get the listeners. Gigged small and medium markets and would prefer same. Call 815-469-5073, ask for Matthew.

Technical

Chief—AM-FM, 20 years experience—attention group stations or stations desiring quality sound. Box E-99, BROADCASTING.

First class, experienced broadcast technician, film editor and radio newsman/announcer desires position anywhere. Phone 507-288-6540 or write Box E-101, BROADCASTING.

Chief engineer; 5 Kw-DA and FM-stereo; on East Coast. Mature, experienced, all phases. Box E-135, BROADCASTING.

Bright young college student with 1st class license looking for summer employment, but may relocate after a year. Contact: Larry Friedman, 50-07 203 Street, Bayside, N.Y. 11364.

Technical continued

First phone, age 45, presently working N.Y.C. AM-FM as studio/transmitter engineer, seeks to supplement income part-time, per diem, vacation, temporary or contractual basis. New York City or vicinity. (212) 646-1171.

First phone, E.C.E. 15 years. Audio proofs, AM/FM. No board work, no directionals. Prefer east central. Anthony Ostopoff, 703-962-3795, Box 114, Covington, Va. 24426.

News

News director, with 1st phone, also do sports play-by-play. Box E-90, BROADCASTING.

22-year-old first-phone. News, board, transmitter shift. My main interest is news, but will do air shift. I'm presently employed, 1½ years experience same station. $125.00 week. Will relocate any area. Box E-110, BROADCASTING.

Sports and talk. Broadcast pro has done and is doing both in prestigious major market. Available in September. Not unhappy in present position, but after several years, maybe there's something more challenging and rewarding elsewhere. Radio and/or TV. All markets considered. Box E-147, BROADCASTING.

June grad anxious to work for you in news/sports. Two years experience. For tape, resume, writing samples: Bill Oakes, 11-2 Ross-Ade, West Lafayette, Indiana 47906.

Top ten market news/traffic helicopter reporter economically shot down. Looking for similar or news position. Mike Kelly, 412-872-9430.

Experienced broadcast newsman . . . radio-TV-instructional . . . six years present employer, news director WBEL . . . Contact Mike McKay, Box 794, Beloit, Wis. 53511 or call 608-879-2851.

Radio-TV experienced newsman and/or announcer. Journalism degree. Top writer-reporter. Small-medium markets. Call now! 412/774-6706.

Programing, Production, Others

Major market programing experience. Eager to find rock or modern-MOR that's run on a totally professional basis. I have the ideas and the ability to handle people. First ticket with thorough broadcast experience. Box E-5, BROADCASTING.

East coast program-sports director, talkmaster wants similar position midwest or west. Twenty year major college/pro sports and programing background. Excellent personal and professional references. Box E-53, BROADCASTING.

Equipment + personnel = mediocrity? Call an imagineer. Box E-74, BROADCASTING.

If you're looking for a production manager with twelve years in the industry, ten as a producer director and two in sales and thirty-seven years as a hell of a guy, then stop here, if not move on. Box E-93, BROADCASTING.

Seek position with solid organization which promotes employees within the organization. Desire PD/MD slot with eventual advancement into management. 15 years experience in announcing, news, production, music. 29, married, BS degree in broadcasting. All offers considered. Box E-105, BROADCASTING.

Attractive yet aggressive college honors graduate available immediately! (?)! Communications major/commercial radio experience. Excellent writer. Operates board. Third phone. Salary open. Box E-114, BROADCASTING.

Production minded 1st phone with engineering maintenance, announcing, sales, and board experience. Good recommendations! Will stay and grow. Willing to work anywhere, any shift, any format. Box E-127, BROADCASTING.

Here's the '72 nomination for the most dynamic, imaginative novice in copywriting and production. Trained in all facets of broadcasting and willing to relocate. He desires experience over salary, relishes evolving a spot from conception to production and with his acting abilities and musical knowledge can't help but be a winner! Be the first Pulitzer winner for copywriting and Emmy for production. The envelope, please— Box E-141, BROADCASTING.

Black programer looking. 919-483-6530.

Television Help Wanted Management

Assistant ·Commercial manager with proven ability for VHF in beautiful growing Gulf Coast city. Box D-226, BROADCASTING.

Television Help Wanted Management continued

Commercial manager with administrative ability and good track record for VHF in good southwest market. Box D-227, BROADCASTING.

Director's position wanted. Six years experience production, direction, filming. Box E-112, BROADCASTING.

Growing TV-CATV group. owner seeks challenge-oriented General Manager for new station acquisition. Base salary $25,000 with incentives to $35,000. Applicant must have a proven record of success in TV management—sales strongly preferred. Company believes that aggressive fully responsible managers are the key to successful stations. Build a rewarding future. Write Box E-146, BROADCASTING.

Sales

Salesman for video tape film service. New company. Send resume and salary requirements first letter. Mediatech, Inc., 824 Busse Highway, Park Ridge, Ill. 60068. 312-696-2306.

Technical

Chief engineer with excellent technical qualifications and broad experience for Texas VHF. Box D-228, BROADCASTING.

South Texas station needs experienced transmitter engineer, and one trainee with first class license. Box D-229, BROADCASTING.

Chief engineer. Independent station. Top ten market. Box E-35, BROADCASTING.

San Francisco VHF seeks summer relief engineer. Prefer color video tape, transmitter, maintenance. First phone required. Equal opportunity employer. Resume to director of Engineering, KQED-TV, 1011 Bryant Street, San Francisco, California 94103.

Need 1972 electronics school grad for cable TV audio/video board work and control room maintenance. Some broadcast experience preferred. Pay modest. Growth opportunity for dedicated individual. Cable Vision, 256 Lisbon St., Lewiston, Maine.

Assistant chief engineer for university ETV studio. Monochrome and color installation and repair experience necessary. Supervision of maintenance and operations engineers. Equal opportunity employer. Send resume and references to Box X, University, Alabama 35486.

News

Major midwest CBS affiliate seeks experienced newsman as reporter with back up anchorman potential. Must have strong news air personality and enthusiasm for reporting. Video tape and resume to Box E-66, BROADCASTING.

TV sportscaster. Major Ohio VHF. Great job for experienced sportscaster. Send pic and resume only with salary requirement. Box E-145, BROADCASTING.

Personality Weatherman. Warm, easy, natural delivery that fits into an interaction newscast. A man who takes the weather seriously but not himself. No cartoonists. Send tape and resume to Phil Corvo, Program Director, KIRO-TV, 3rd and Broad St., Seattle, Wash. 98121.

TV news cameraman with news writing experience. Contact Al Swift, KVOS-TV, Bellingham, Washington 98225. An equal opportunity employer.

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.

Programing, Production, Others

Florida major market network affiliate needs experienced traffic assistant/TWX operator and an experienced billing supervisor. Come work with us in exciting area as a part of a dynamic station. An equal opportunity employer. Box E-43, BROADCASTING.

Promotion executive needed by Eastern TV station. Applicants must be creative, aggressive, and resourceful. Thorough knowledge of copywriting and print layout design is essential. Good company benefits. Excellent opportunity for right person. Equal opportunity employer. Box E-86, BROADCASTING.

Press relations and advertising assistant manager, experienced, for a large independent combined radio and television company in major midwest market. Great opportunity for right party. Please send resume, objectives, etc. Write Box E-136, BROADCASTING.

TELEVISION

Situations Wanted, Management

Sales oriented General Manager of medium market looking for improvement. Box E-72, BROADCASTING.

Available immediately. National regional sales manager—16 years successful background, constant increase —1971 averaged 32 percent increase on one station and 48 percent on another. Contact: Pete McNee, P.O. Box 683, Tyler, Texas 75701. Call (214) 592-6280.

Sales

Attention: Idaho, Montana, Utah, Wyoming, Colorado, Nevada. Television, radio owners or executive media corporations. Would like to be your No. 1 man. Am aggressive, knowledgeable, sales and program oriented. Financially stable with good character references. Am 42, with 21 years in all phases of radio. Television, and agency management. Desire challenge, opportunity, in any market in the intermountain west. Prefer TV including local cable operations. Would like to move within next few months. Write Box D-216, BROADCASTING.

Technical

Engineering manager. Experienced, available. Box D-206, BROADCASTING.

Eager first phone engineer, production: CATV, broadcast, syndication. Box E-73, BROADCASTING.

Engineer, first, B.A., experienced in radio, TV, audio, film, for TV, FM, CCTV college; chief or assistant. Presently installing ed-FM. Box E-118, BROADCASTING.

First phone, 1 yr. experience, videotape plus editing, transmitter duty, light maintenance. You name it, I'll do it. Locate anywhere U.S., salary open. Box E-129, BROADCASTING.

Situations Wanted News

Experienced anchorman. Authoritative delivery, knowledgeable ability to deliver network and local news. Reliable, mature, cooperative, willing worker. Radio and TV background. Highest, professional, personal references. Prefer southeast. Box D-217, BROADCASTING.

TV anchorman—extraordinary broadcast journalist with impeccable credentials seeks an opportunity to move from network radio into local television. Box D-256, BROADCASTING.

Meteorologist—AMS professional. MS degree. Strong college background in TV. Box D-262, BROADCASTING.

News producer with number one rated station seeking similar position in top 50 market. 5 years TV experience in spot news and documentary filming, public affairs and evening news production. Resume and VTR available on request. Box E-25, BROADCASTING.

Seven years experience, television news, on air spots. Young, now in large market. Seek anchor/reporter position. Details available. Box E-84, BROADCASTING.

Programing, Production, Others

CATV production. Experienced in low-budget remote and access programing. Box E-30, BROADCASTING.

High-energy program manager with excellent background in all phases of broadcasting. Seeks parallel or upward move with more aggressive company. Box E-37, BROADCASTING.

Producer/director/switcher. Now at active small medium market full color net affiliate doing quick moving, mildly complicated late and early evening news blocks, producing and directing in-house and agency commercials, and creating special PSA's oriented toward local community issues. Network associate producer/director/switcher of news feeds to network used in national newscasts, currently commanding respect of entire station staff from G.M. on down including production crew, seeking major or medium market, open minded station. Young professional college, energetic, philosophical. Indicative track record. Box E-78, BROADCASTING.

Producer/director/writer for net O&O in top 4 market interested in move to management position. Creative, mature, a leader, experienced in all phases of programing, production, and promotion. Box E-82, BROADCASTING.

Producer, writer wishes to relocate. Fully experienced in all phases of local and syndicated programing, both tape and film. Box E-83, BROADCASTING.

Television Situations Wanted

Programing, Production, Others continued

Pro-production man, strong knowledge of all phases of TV production, creative writer. Want position of increased responsibility. Preferably near ski country. Box E-87, BROADCASTING.

Producer/director or cameraman: Major market "experience. Knowledgeable in various facets of studio production. College degree. Single. Willing to relocate. (312) LU 5-2752.

Wanted To Buy Equipment

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted Gates ST101 spot tape machines. Must be working. Call or write J. Cohee, General Manager, Stouffers Denver Inn, 3203 Quebec St., Denver, Colo. 80207, (303) 321-3333.

Good traditional sacred music records wanted for Christian Radio station. Box E-56, BROADCASTING.

Need good, used 1⅝" rigid and heliax hangers, adaptors, and standoff insulators. Contact Dave Burns, 614-397-2288.

Wanted: three to five bay Collins vertical FM antenna tuned to 106.9 mhz or below. Write condition, type hangers, etc., to: WKRX, P.O. Box 606, Louisville, Ky. 40201.

For Sale Equipment

Heliax-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.

Ampex 1000B VTR modified for IO band color, electronic editor, processing section, Tektronix waveform monitor, 30 used 1 hr & ½ hr 2" tapes. 2 RCA TK41 IO color cameras with solid state preamps and all associated equipment and cable, 30 used color IO tubes, normal lens complement. 2 Houston-Fearless pneumatic camera pedestals (new) . . . 2 Houston-Fearless cradle heads for TK41 (new) . . . Compressor for pneumatic pedestals. 3 GE B&W IO cameras model PC 11 with normal lens complement plus 3 200 mm telephoto lenses, 30 RCA 5820 used IO tubes, 1000' new B&W camera cable, 2 Gates level devils, priced for quick sale to Educational Institutions, Cablecasters, Broadcasters. Call 312-467-0300, Chairman TV Dept., Columbia College.

6⅛" Andrews Rigid T/L 775' type 82503, 75 OHM 3 yrs. old, hangers, elbows, gas stop, misc. parts. Excellent condition. P.O. Box 188, Menomonee Falls, Wisconsin.

Dumont 9000 Chan. 6 transmitter, will sell all or parts. Contact P. G. Walters, 404-634-6131.

Sacrifice: Collins 212L-1 stereo console. Brand new in original unopened carton. Eight mixers may be stereo or mono. Three VU meters—left, right, and mono. Will feed AM transmitter and FM strereo transmitter simultaneously. Collins largest—and all solid state. Phone (618) 548-2000, WJBD Salem, Illinois 62881.

GE, RCA color encoders, $99.50 up; TK-11B camera, $900; TK-41, $1995; GE PC-12D camera, $800; spare boards for GE-250 camera, bargain prices. Will trade. WONH, 1618 James, Syracuse, N.Y. (315) 479-7620, 469-7567.

Cartridge playback units at bargain prices. Originally intended for the playback of auto stereo 4-track tapes (Fidelipac type). An experimenter's delight; can be adapted to numerous uses. Housed in walnut cabinet, complete with stereo preamps, tape head, motor, etc. Parts cost more than selling price! $29.50 each or four for $100.00. We pay freight. Include payment with order. No warranty, but brand new in factory carton. Sparta Electronic Corp., 5851 Florin-Perkins Road, Sacramento, Calif. 95828.

RCA model BTF-10E, 10,000 watt stereo FM transmitter. Tuned at 95.1 mhz. Price $11,000.00. Box E-81, BROADCASTING.

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.

Cartridge tape equipment—Reconditioned, guaranteed. Autodyne, Box 1004, Rockville, Maryland 20850, (301) 762-7626.

Ampex spare parts, technical support, updating kits, for discontinued professional audio models, available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

On air talent, if you qualify, our National Coverage makes your work personally available (via direct phone line) to 2,000 bdcasting execs. Send take to: Hollywood Audition Showcase, 6777 Hollywood Blvd., Hollywood, Calif. 90028.

Have important message for Harry Harkins, formerly of Atlanta, Georgia. This can mean money. Need to contact right away. Box E-49, BROADCASTING.

DJ comedy course. Key image, ten weapons, listener's two worlds, more: $13.95 U.S. No COD. Money back guarantee. $3 overseas air mail. California 5% sales tax. DeNAL, Dept. B, P.O. Box 2616, Dublin, California 94566.

Think they're funny? Try us! Sullivan's Comedy Tonight. 4301 7th Avenue South, Birmingham, Alabama 35222.

$5-A-Day Consultant that beat Bill Drake . . . Free details and special report. Write Dick Starr, Professional Programming, Inc., 4925 S.W. 93rd Court, Miami, Florida 33165.

Disneyworld is only 15 min. from where our client's rental houseboats are docked. We will take advertising, printing, and many products in trade for weekly rentals. International Promotional Consultants, Inc., 915 W. Sunrise Boulevard, Fort Lauderdale, Florida 33311.

Instructions

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas*** 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in San Francisco***, 160 S. Van Ness.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

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. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

Instructions continued

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.

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, Rt. 2, Box 448, Calera, Alabama 35040.

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.

Attention New England DJ's. 3 week radio license class starting June 5, in Manchester, N.H. For Information call or write American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tenn. 37214. 615-889-0469.

Think about it. We cost less but take more time to prepare you for a first phone. 10 weeks $355. It's the best way. State approved. Omega Services, 333 East Ontario, Chicago, Illinois 60611. 649-0927.

See our display ad under instruction on page 79. Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO. 2-3281.

RADIO

Help Wanted

NEW MEXICO IS A GOOD PLACE TO LIVE

Applicants wanted (DJ's, sales, news, engs., etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call, send typed resume, tapes and requirements.
New Mexico Broadcasters Association, 709 Fruit Av., NW, Albuquerque, N.M., 87102

Sales

MAJOR MARKET—SOUTH

Fast-rising top 40 operation offers very important money and management opportunities to salesman with successful local track record. You supply energy, ambition and experience. We supply fine product, lovely market and money. Please tell us all we need to know about you—your past, present and the future you would like to have.

BOX E-51, BROADCASTING

Announcers

WTOD TOLEDO

Modern Country, a Booth-American station. Seeks afternoon drive man. Must have CM experience, good production ability, 1st phone helpful. Immediate opening. Resume and tape first letter. Top salary for top man.

Situations Wanted, Management

ASST. MGR./P.D.

Highly qualified, aggressive young pro with ten years metro. and major top-40 background. Hard worker with management attitude seeks challenge in substantial position.

Box E-126, BROADCASTING

News

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Young, but with more than 20 years experience in radio, TV and print in New York City, seeks to be a working investor-partner in small radio station in ocean resort area where can enjoy and raise his family.

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Television Help Wanted

Management

CORPORATE

Why wait to become a TV Station Manager before becoming an industry leader? We can offer an exciting opportunity to become an industry leader as a management consultant specializing in Executive Search, Corporate Planning, and Acquisitions. The caliber of man we are seeking has the potential to manage a television station but lacks the opportunity because of age, and this person enjoys being involved with the people who make the key decisions in the television industry. Compensation comparable to that of a Station Manager. Call Ron Curtis at 312-693-6171 for full details. This is one of the best financial opportunities in television for a sales-oriented man on his way up, who doesn't have time to wait for recognition of his ability.

Sales

Wanted: Syndicated Superman!

Right, but you don't have to be Clark Kent . . .

If you can move from market to market faster than a speeding bullet . . . If you can leap over sales obstacles with a single bound . . . If you are stronger than a locomotive in the richly rewarding syndicated sales race . . . We want you!

"We" is the hottest, most successful syndicated distributor in the country. There is an opportunity to join us, and be a part of the "best in the business" organization (as we were described by a consultant firm).

In fact we need two "Supermen." A sales manager, who will work directly with the president. And, we need a top-flight account executive.

Please write fully, giving us in your first letter:

1. Why you are qualified; and what particular talents and expertise you'll bring to our organization.
2. Your income requirements.
3. Enclose references—actual letters from industry executives who know you, and your work.
4. Attach a standard resume—if you have one.

Write today! The selling season is ripe, and you should be in on our pickings. (Oh yes, write in complete confidence—we'll respect that, and get back to you at home, if you wish, to protect your security.)

Thanks.

Box E-148, BROADCASTING

Help Wanted Technical

ATTENTION: WEST COAST TV STUDIO OPERATORS

No. 1 VHF-network station in top 25 market seeks studio operation technicians. Individual must possess:

FCC First Phone
TV Switching, Camera, Lighting, VTR, Audio and Video experience

Minimum two years television station experience necessary. Opportunity to advance to crew chief positions. Send concise resume, which will be followed by personal interview to:

BOX E-97 BROADCASTING

An equal opportunity employer

News

Anchor Man / Reporter

We are leading network affiliate in secondary market in beautiful California area, with an opening for an experienced combination TV anchor man/field reporter. Qualifications quite simple: must have good on-camera delivery and appearance; must be excellent field reporter; and must be able to adhere to company news policies which are set by management. Our station and news blocks are top rated in area. Company owns multiple broadcast properties. Excellent fringe benefits. If you qualify and are interested, rush tape and/or film, references and work-salary history to

Box E-98, BROADCASTING

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Carson in Hollywood: hoping to build in a 10% audience edge

Last week late-night television's most durable property, *The Tonight Show Starring Johnny Carson*, moved its home base to the NBC studios in Burbank, Calif., after originating in New York for nine years. It was the latest in a series of maneuvers by the television networks to improve positions in the dead of night. The most radical maneuver was, of course, the switch by CBS-TV from Merv Griffin and talk programing to feature film—which has established CBS-TV as a stronger contender for audience.

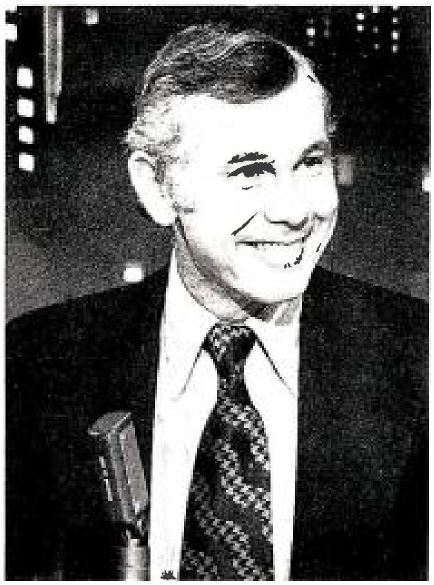
NBC's transfer of *Tonight* to Hollywood has tactical importance. The program, which accounts for more than $25 million in billings annually and profit ratios far exceeding those of most network shows, proved in the past to average about 10% higher ratings when it originated from the West Coast.

But the show itself is not the thing when late-night entertainment is being discussed. Impish-looking, now white-haired, quick-witted Johnny Carson is the champ in the 11:30 p.m.-1 a.m. time slot. For nearly 10 years, in the face of determined efforts of the *Griffin Show* and now the late-night movies on CBS-TV, despite the best that Joey Bishop and now Dick Cavett could offer on ABC-TV, Mr. Carson has consistently attracted an estimated 4.4 million homes.

The prize that Mr. Carson delivers to NBC is an audience that advertisers pay more than $15,000 a minute to reach. For his part Mr. Carson receives more than $25,000 a week in salary, insurance and deferred compensation. He also gets 11 weeks a year of time away from his 90-minute nightly stint on network television. "I get kidded sometimes for being off the show a lot, but I'm on a lot over a period of a year," Mr. Carson says. "If you don't get away from it, you don't think fresh."

And for a surprisingly big chunk of the seven and a half hours of network time he fills during the weeks he's working, Mr. Carson does think fresh. On his opening program from California last week, for example, he was offered a six-pointed honorary sheriff's badge by actress Shelley Winters as a way of warding off officious local traffic policemen. Mr. Carson was reminded that he had just such a pointed star in New York once. "And what happened?" asked Miss Winters. "Well, a fellow told me what to do with it," Mr. Carson quickly replied. "I'll carry a card after this," he added.

Later in the same program, Miss Winters noted that the seemingly knowledgeable Mr. Carson must read a good deal at night. "Yes," said the late-night host who now is in the process of his second divorce, "that's about all I have left."



John William Carson, host, *Tonight Show Starring Johnny Carson;* partner, Raritan Enterprises Inc., New York and Burbank, Calif., production company (in association with NBC-TV) for *Tonight Show;* b. Oct. 23, 1925, Corning, Iowa; grew up in Norfolk, Neb.; graduated Norfolk high school, 1943; enlisted U.S. Navy, commissioned ensign, service in South Pacific, 1943-45; University of Nebraska, Lincoln, majoring in English, graduating 1948; announcer, WOW-AM-TV Omaha, 1949; staff announcer, KNXT(TV) Los Angeles, 1950; produced and performed in five-minute regular morning show, *Coffee Break*, KNXT(TV), 1952; made first national TV appearance, NBC-TV's *All Star Review*, Dec. 27, 1952; comedy writer for Red Skelton, 1953; began as host of own evening CBS-TV show, *Earn Your Vacation*, May 23, 1954; star of CBS-TV Thursday evening *The Johnny Carson Show*, June 1955-March 1956; did daytime version of same program, May-September 1956; host of ABC-TV's daytime game show, *Who Do You Trust?* 1957-1962; replaced Jack Paar as permanent host of NBC-TV's *Tonight Show*, Oct. 1, 1962; children: Chris, 21; Ricky, 19; Cory, 18.

During his nightly program, Mr. Carson, who comes across on the tube as cool and unflappable, is a man in motion, though sitting behind a desk. His hands move constantly, usually with a pencil beating a rhythm in time with Doc Severinsen and his orchestra. He lights but barely puffs five or six cigarettes per 90-minute program. Johnny Carson gives the appearance of a man on a string, battling not to break away.

Mr. Carson took over the *Tonight* program—even then one of NBC-TV's most valuable franchises—on Oct. 1, 1962, replacing the seemingly irreplaceable Jack Paar. He came out of television's back ranks to become permanent host of the late-night series.

For the previous five years he had been host of the daytime game show, *Who Do You Trust?*, on ABC-TV. He had also been making the rounds as a panelist on such programs as *What's My Line?*, *To Tell the Truth*, *Password* and *I've Got a Secret*. His big stints were appearances as a stand-up comedian on *The Steve Allen Show*, *The Garry Moore Show* and *The Ed Sullivan Show*, and as a dramatic actor on *The U.S. Steel Hour* and *Playhouse 90*.

Opportunity probably came knocking loudest when he was asked to serve as substitute host for Jack Paar for three weeks in the spring and fall of 1958. He made an impression, but it took four years until his good notices could be cashed in. Another four years later, by the spring of 1966, Johnny Carson, as host of the *Tonight Show*, was a resounding success. Viewers, critics, ratings and commercial sales all attested to his arrival to stardom. By then, *Tonight* was attracting an estimated 8.65 million viewers per evening, an increase of some 1.75 million over the number he drew during his first month with show.

Last week's move apparently was at Mr. Carson's personal request. "Carson's wishes are paramount here," a member of the entertainer's staff explained. "A lot of people ask why we came out here," Mr. Carson mentioned to his opening-night audience in Burbank. "We came out for several reasons," he noted. "We think it's good for a change—we've been in New York for nine years. And partly because a lot of the big stars are out here." Still, Mr. Carson breezed away from the question without offering any more details. A staff member, though, affirms that "we want the higher marquee value of Hollywood guests."

Mr. Carson will be doing virtually the same show from the West Coast that he did over the years from New York. Periodic visits to New York are planned (but not as many as the four per year for three weeks at a time that were taken to California). There will be perhaps two visits to New York in 1973, each lasting probably three weeks.

Network people assigned to Mr. Carson and his show don't expect "a dramatic increase" in ratings as a result of the move to the West. "A reasonable increase," though, is anticipated.

Will the change change Johnny Carson or the *Tonight Show?* Mr. Carson, a middle western boy, has already undergone his major changes. No middle-America, slice-of-life is he. He's sophisticated, different, detached. Nor is the program expected to change. It's an institution, and such are only taken by storm.

Editorials

Counterteleivision

The Stern Community Law Firm of Washington and the associated Stern Concern, a loose confederation of creative types in Hollywood, have produced countercommercials warning of safety hazards in Chevrolet cars and disparaging brand-name analgesics. So far broadcasters have rejected these messages on the entirely reasonable grounds that Chevrolet has already recalled all the cars in question for repairs at its expense and that pain relievers are rigidly monitored by the federal government in their manufacture and advertising.

In other times the matter would have rested there, and those engaged in this wholly artificial exercise would have had to look to other patrons for other causes. Now, however, the exercise has just begun. Tracy Westen, for whom Stern Community Law Firm is a pseudonym, has promised to go to the FCC and the Congress on behalf of the countercommercials. No doubt he will proceed to the courts if other recourses fail. The Washington of 1972 harbors addled minds that will pay him attention.

It is hard to resist concluding that the real aim of antics such as these is the destruction of commercial television. The professed goal of public enlightenment was reached long before the Stern countercommercials were created. Chevrolet's recall was widely covered in the news media. All owners of the models involved were individually urged by registered mail to accept the free repairs.

As for analgesics, the Stern purpose is clearly to negate whatever advertising may be done for any brand. Its countercommercial argues that advertising merely adds to the price of the Bayers and the Bufferins and that consumers should shun such products in favor of the cheapest aspirin in the store. Here the Big Brother egotism of the Stern reformers exposes itself; it is an extreme example of the elitist view of a public too dumb to be trusted with uninstructed purchasing power.

So overt an assault on the institution of advertising might be dismissed if high officials in position to exercise regulatory power were not parties to it. In the same week that the Stern countercommercials were being revealed, Miles Kirkpatrick, the Federal Trade Commission chairman, was carrying on his campaign for counteradvertising on television. To the International Radio and Television Executives Society in New York Mr. Kirkpatrick said he thought counteradvertising responsibilities could probably be discharged in periods of 15 to 30 minutes a week. If the chairman of the FTC really believes that, he is living in an unreal world.

The Stern proposals are mere tokens of the mass of counteradvertising that would present itself if the FTC principle were ever given regulatory status. Fifteen minutes a week or 30? Only a beginning. The principle must be defeated now.

Two Republican faces?

The game being played in this election year happens to be a new version of that American pastime called political football. For broadcasters it has never been played so viciously and for such great stakes.

Broadcasters understandably were pleased when such highly-placed White House emissaries as Herbert G. Klein and Clay T. Whitehead told them at last month's National Association of Broadcasters convention in Chicago that the regulatory outlook was brighter.

But as the broadcasters observed their 50th anniversary in relative tranquility in Chicago, the antitrust division of the Department of Justice unloaded civil antitrust suits on the three major networks and pulled in an innocent bystander, Viacom International Inc.

That wasn't all. While Vice President Agnew was taking a rest, a new antimedia spokesman—L. Patrick Gray III, who was to be appointed the next week as acting director of the FBI—denounced American journalists, including those on the air, for reporting that "is often inaccurate, biased and grossly unfair."

Something needs to be done quickly to establish confidence. Under our federal structure the executive branch cannot dictate the regulatory or quasi-judicial policies of independent agencies. Nor, of course, can the chief executive dictate to the courts.

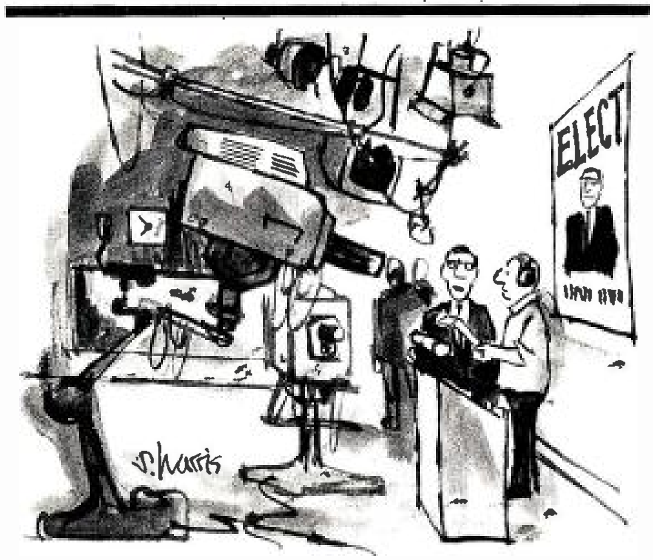
No laws would be abridged or ethics breached if President Nixon would simply reaffirm his often expressed views on the rights of the broadcast media to operate under First Amendment guarantees and our free-enterprise concepts. His would be the official word—not the mouthings of subordinates who feel called on to intimidate the media to "keep them in line."

Another job on the Hill

A good many experts were surprised last week by CBS's loss of its copyright suit against Teleprompter. The wise betting had gone along with CBS in the belief that copyright liability for programs carried by modern cable systems would be verified in this test of existing law.

Now that those expectations have been proved wrong, the emphasis must shift to Congress where revisions of the entire copyright law have been in work for years and are urgently in need of completion. The cable establishment is issuing assurances that it will continue to support copyright legislation according to the outlines of agreements reached with broadcasters several months ago. Those assurances will be welcomed by broadcasters, who will, of course, continue to keep a keen eye on the Senate subcommittee where the copyright work will be going on.

If equity is to prevail in a new copyright law, broadcasters and cable operators will be on comparable grounds when dealing in the programing marketplace.



Drawn for BROADCASTING by Sidney Harris

"I find all this fascinating. If I lose the election, I'm going into show business."

Rescuing the police.

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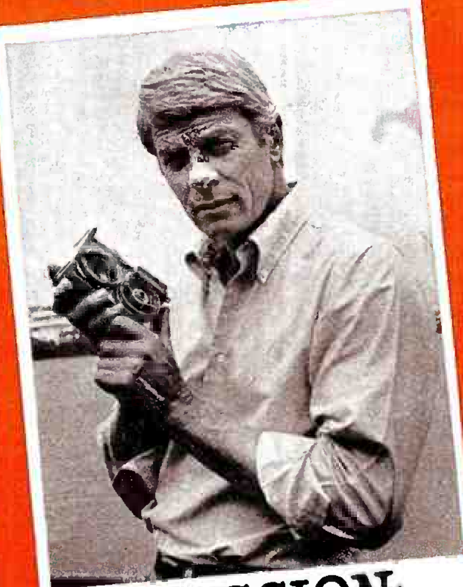

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