

Growing pressure for public access:
Congress gets its oar in too

Broadcasting Jun 19

The newswEEKly of broadcasting and allied arts

Our 41st Year 1972

1972's pace-setter...

VOLUME 17

30 motion pictures

24 in color

from Warner Bros. Television
a Warner Communications company

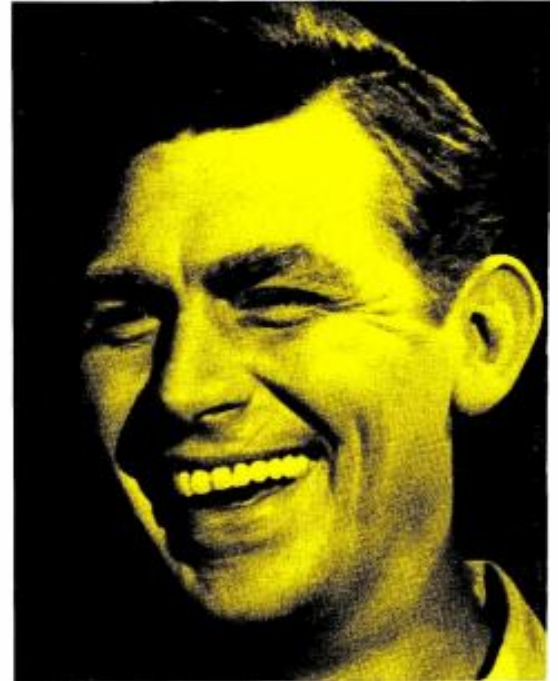


I Love Lucy



The Beverly Hillbillies

The Andy Griffith Show



Laughter is contagious

Use it to build a bigger, better television audience!

Put situation comedies on your station. Schedule three in a row between 4:30 and 6:00 pm.

Many stations doing this right now are *increasing their fringe-time audience and their adult comp* at each successive half-hour break. Viacom can cite successful case histories for almost every size and type of market.

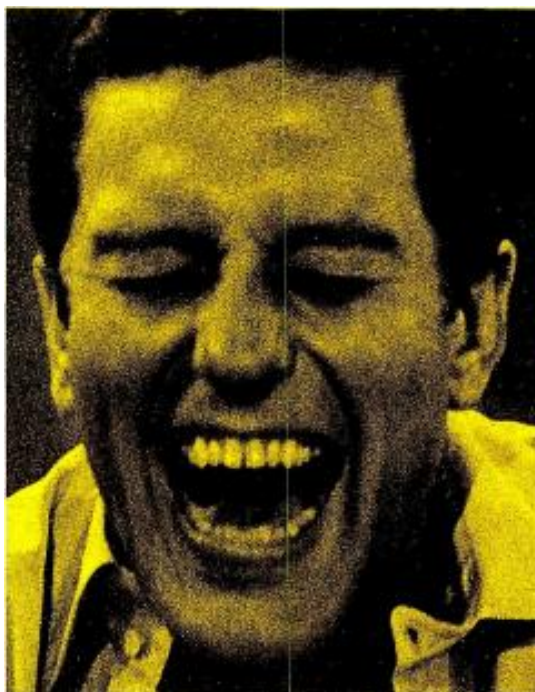
Here's why three good laughs work so well:

- 1) The number of homes using television increases sharply (from 39.2% to 52.3% nationally) between 4:30, when network daytime programming ends, and 6:00, when the local news hour begins.*
- 2) Viewers coming into television's audience during this 90-minute span are a combination of children and adults, *with progressively more adults than children.*
- 3) Programming in 30-minute segments, instead of one-hour or 90-minute segments, gives a station its best opportunity to *build* a bigger and better audience at each successive half-hour break.
- 4) Situation comedy is the half-hour format with the greatest appeal to *both* adults and children.

Petticoat Junction



Hogan's Heroes



The Dick Van Dyke Show



Gomer Pyle-USMC

Other kinds of fringe-time programming don't work so well:

Feature films do not gain or lose an appreciable degree of audience after the first quarter hour (Do you walk into a movie theatre partway through the picture?). Features are fine for a Number One station that wants to hold its 4:30 audience until 5:00. But you can't build with features.

Hour and 90-minute off-network programs don't gain or lose much audience after the first quarter hour either. For the same reason as feature films don't.

Talk shows in fringe time attract an older audience, with a high percentage of viewers in the 50-plus category.

Laughter works best. There's no doubt about it.

Schedule three situation comedies back-to-back from 4:30 to 6:00. (Or schedule four or five, if you can expand your sitcom period.) They'll give your station its best sendoff into news and prime time. When you do, remember one more thing.

We get the biggest laughs in the business.

Viacom

*Central Time Zone television viewing may differ from the national norm.
Source: NSI, Feb.-Mar. 1971; NTA/NAC, Feb. 1972 and July 1971; ARB, Nov. 1968; NICB.
Audience estimates are subject to qualifications which Viacom will supply on request.

EVER HEAR OF A KITCHEN GETTING FAN MAIL?



SYLVIA SCOTT'S NEW KITCHEN DOES ... on "THE WOMAN'S ANGLE", Monday through Friday, 1-1:30 PM

"... Just beautiful ... Love your new kitchen ... It's a delight ... Every woman's dream" ...
are just a few of the written comments received by Sylvia Scott when she introduced
her new on-camera kitchen to viewers on "The Woman's Angle." ■ Sylvia Scott has been
receiving heavy daily mail for the nearly 13 years she has been featured on
"The Woman's Angle." Viewers love her new ideas for the modern homemaker—
recipes, home decorating, fashions—exclusive interviews with celebrities and previews
of community activities and events. ■ The new kitchen, special backstage food
preparation center and production facilities are available for advertisers who
may prefer Sylvia's personal touch for their commercials. ■ "The Woman's Angle" is
Baltimore's only 5-day-a-week service program. It is planned, programmed
and promoted for women—and they respond!

In Maryland Most People Watch

WMAR-TV 

TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION

Broadcasting Jun 19

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WTEV commitment to religion includes three LIVE programs weekly

WTEV produces a live studio program for each of the three major faiths every week of the year. And we've been doing it for some nine years. The series not only permits local ministers, priests and rabbis to reach people beyond the confines of their immediate communities, but equally important, it provides the Channel 6 tri-state area with a consistent and effective means of building fellowship and developing religious understanding.

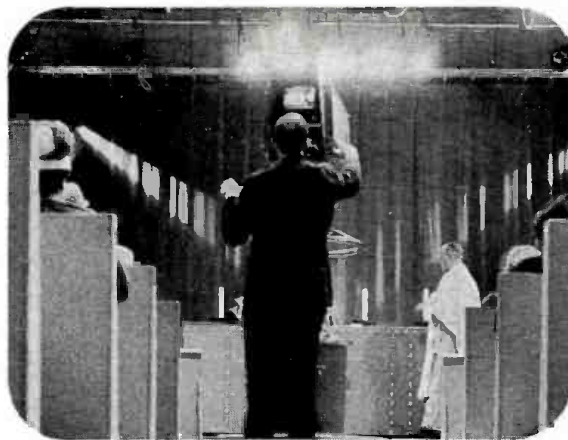
WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel



Filled pews flank the Channel 6 cameraman as a live "Television Mass" is celebrated for studio attendees and viewers.



Proud parents and relatives watch as a baptism is performed in studio on Channel 6's "Worship Series."



The traditional Seder meal is celebrated during WTEV's "Faith of our Fathers."

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

Closed Circuit®

White House briefings

Without fanfare, White House has invited two-dozen seasoned broadcasters—most group executives—for high level briefing Thursday afternoon (June 22). Herbert G. Klein, director of communications for executive branch, has arranged agenda that is expected to include observations by John D. Ehrlichman, assistant to President for domestic affairs, and other key presidential aides. It's likely President himself will drop by.

Year ago (June 23, 1971) President received 45-member board of National Association of Broadcasters at White House. Last January, he conferred with top officials of ABC Inc., followed by similar off-record meetings with CBS and NBC. Another meeting with working broadcasters may be scheduled soon.

RKO's trading post

RKO General has been engaged in quiet but far-ranging flurries of negotiations to buy and sell FM stations, aimed at splitting up its AM-FM combinations. When forced to give up Canada-based CKLW-AM-FM-TV Windsor-Detroit, RKO moved to get its FM portfolio back to maximum seven stations by acquiring WAXY-(FM) Fort Lauderdale, Fla., from Broward County Broadcasting for \$500,000. Then it acted to get back into Detroit market by buying WCAR-FM there from H. Y. Levinson, and, to stay within FCC limit, sold WHBQ-FM Memphis to group owner Southern Broadcasting Co.

Latest negotiations reportedly are with Frank Kovas Jr. for purchase of WKFM-(FM) Chicago. Following protracted talks with Sonderling Broadcasting about acquiring its suburban-based WGLD(FM) Oak Park, Ill. Talking price in WKFM negotiations is said by some to be around \$1.5 million but by others to range up to \$2.5 million. If Chicago is set, KFMS-(FM) San Francisco or WROR(FM) Boston are considered likely candidates for disposition. Application for FCC approval of WAXY has been filed; others are expected to be filed soon.

Two no's for the outs

FCC this week is expected to issue statement clarifying and illuminating its fairness doctrine policy regarding political broadcasting—but not changing it. Major issues involve questions as to whether out-of-office party should be given automatic right of reply to every Presidential appearance on radio or television, regardless of whether President is candidate, and whether so-called Zapple doctrine (under which political parties are considered to have quasi-equal-time rights) should be extended to noncampaign time. It's understood commission,

which tentatively approved draft statement Friday, is answering both questions in negative. Statement reportedly holds that if there are to be fundamental changes in fairness area affecting political broadcasting, Congress should make them.

Border battle

San Diego AM and FM licensees are thoroughly exercised about proposed executive agreement between U.S. and Mexico concerning FM allocations on both sides of border. Agreement would provide for 11 FM stations in Tijuana, four of them with sufficient power to afford complete coverage of nearby San Diego, and local broadcasters fear one or two of them will be leased to Americans who will overwhelm them by programming solely what audience wants without worrying about FCC restrictions and requirements (like providing news and public affairs).

San Diego broadcasters want provision written into agreement specifying that Mexican stations be programmed in Spanish, directed to Mexican audience. But for that issue and what officials say were "several other loose ends," executive agreement would have been signed last week.

Here but not forgotten

One item on FCC's list of things-to-do this-month that is not yet checked off is adoption of rules governing license-renewal procedures. Commission is not expected to return to subject for several weeks, perhaps not before August. Such timing would give opportunity to consider it along with separate-but-related proceeding looking to establish standards for determining "superior" service. Staff work on latter is not yet finished.

Another gives up on Camden

Third attempt by Camden, N.J., to sell its WCAM(AM) to commercial interest has failed. Starr Broadcast Group, which was to have acquired WCAM for some \$1.45 million, is expected to notify FCC today (June 19) of desire to withdraw. Application has been on file since March 1971, having run into formal opposition from local priest and Spanish-speaking parishioners, who took exception to proposed public-to-private ownership change-over.

An earlier deal with the McLendon Corp. fell through in 1969 after FCC expressed misgivings over McLendon's program proposal. Publisher Harrison M. Fuerst's offer to buy station following year also was later withdrawn. Mr. Fuerst and associates would have paid \$1.35 million.

On the block

Bidding for ABC Films, which ABC must dispose of by June 1, 1973, to comply with FCC regulations (BROADCASTING, June 12), is heating up. Syndication arm holds rights to more than 300 series, many of them dating back to early 1950's. Active properties, including adventure and cartoon series, said to total about 50. Executives are wary about estimating price ABC Films would bring; one specialist puts "ballpark figure" at about \$8 million, another speculates it would be "much more than that." Among companies said to be in contention are Tomorrow Entertainment, Metromedia Producers Corp., Avco Syndication, Feature House and group consisting of present ABC Films officials.

GOP pain and strain

Avowed Republican broadcasters are expressing concern over what they construe as "unfair" attacks from within administration. Senator Hugh Scott (R-Pa.), minority leader, last week heard from TV-station-owner constituent who said he bespoke views of many life-long Republican broadcasters who find it "strains our ability to continue to be interested in a Republican in the highest office if this current harassment is to be the thanks we get." Alternative, broadcaster suggested, is not vote at all or else write their own names on ballot "in sheer protest."

McGraw-Hill search

Quest is still on for broadcaster with significant experience in television to become president of McGraw-Hill Broadcasting Co. newly formed subsidiary of McGraw-Hill, Inc., which on June 1 took over ownership of four Time-Life Broadcast Inc. TV stations for \$57,180,000 (BROADCASTING, May 16). Robert E. Slaughter, executive VP of parent company, to whom new executive will report, met with his station executives last week at New York headquarters for indoctrination sessions.

Production push

Tempo is up at Viacom Enterprises. In works: distribution of feature films by late summer; at least two half-hour family entertainment series for prime-time access period, to be offered for advertiser syndication in 1973-74 seasons, and financing of motion picture production (with Viacom retaining TV rights). Company, in looking to sale of movies to TV for fall showing, has been steadily acquiring distribution rights to theatrical films and movies made for TV, has 40 titles, plans to have about 60 for initial offering late this summer.

At Deadline

'Multiple-entry' is FCC's choice for satellites

However, restrictions put on AT&T and Comsat; 4-3 vote is against earlier staff recommendation

Badly split FCC has opted for what it calls "multiple-entry" system as means for ushering in era of communications satellite service within U.S.

Under policy commission announced Friday (June 16) anyone with technical and financial qualifications would be authorized to establish communications satellite operation.

But in effort to make "incentive for competitive entry" meaningful, commission imposed restrictions on two major entities in field—AT&T and Communications Satellite Corp. General outlines had been anticipated (BROADCASTING, June 12).

Commission vote was 4-to-3, with Chairman Dean Burch in minority, along with Commissioners Richard E. Wiley and Charlotte Reid. They are understood to feel restrictions on AT&T and Comsat were unreasonable. Chairman will issue statement this week, explaining his position, in which other dissenters are expected to join.

Thus, commission divided along party lines, with exception of Republican Commissioner Robert E. Lee, who provided swing vote. Others in majority were Democrats, Robert T. Bartley, H. Rex Lee and Nicholas Johnson, who concurred.

On abandoning earlier staff recommendation that applicants proposing similar technologies be forced to share common space segment, commission moved closer to open-entry system long advocated by administration.

Office of Telecommunications Policy, which has been pressing hard for open-entry system, was not prepared on Friday to issue definitive statement on commission action. But spokeswoman said that, "generally, we're in agreement with the objectives—to open up the market to all kinds of competition."

Eight applicants have proposed plans for launching satellite systems, and policy statement gives them until July 25 to inform commission as to whether they intend to pursue their pending applications or to modify them. Common Carrier Bureau Chief Bernard Strassburg estimated system could be launched one and half to two years after application is approved.

Commission said it did not adopt staff proposal for forced consortiums because

it did not feel it wise "to attempt to select or prescribe one system . . . or choose one or more systems through comparative hearings."

But multiple entry, it said, does not mean "unrestricted" entry. Applicants will have to demonstrate financial and technical qualifications to provide service. In addition, commission said it will require common-carrier applicants to demonstrate that their proposed investments in satellite service will not be burden or detriment to customers of existing services.

Restrictions imposed on AT&T are designed to prevent that company from using its dominance in terrestrial communications to disadvantage of others seeking to enter communications satellite field. Within contiguous 48 states, AT&T will be limited, at least initially, to providing its regular and wide area telephone service, and to AUTOVON, private line service offered Defense Department, as well as backup services.

Private line would thus be left for other satellite companies. Commission said AT&T could request authority to provide additional services after others have had chance to get into field.

Commission also rejected joint AT&T-Comsat proposal, under which Comsat would have provided service solely for AT&T. Commission said AT&T could apply for its own satellite or lease facilities from Comsat or any other carrier.

Comsat, which had sought authority not only to own system with AT&T but to establish second system to serve other customers, will be required to choose between being carrier's carrier—serving AT&T, among others—or operating as end-to-end carrier, serving customers other than AT&T.

AT&T and Comsat issued statements

Networks hot in May. Network television billings for May were \$136.7 million, record high for that month and 9.8% increase over last year's May total. For January-May period, network TV was up 9.2% compared with same five months in 1971, Television Bureau of Advertising said Friday (June 16). Figures are based on Broadcast Advertisers Reports data.

Canadian pros on 100. Tomorrow Syndication, subsidiary of General Electric Co.'s Tomorrow Entertainment Inc., understood to have lined up about 100 stations throughout country to carry *Pro Football From Canada* starting June 28. Games of Canadian Football League will be telecast live (Wednesdays, 8-10:30 p.m. NYT) in most markets and tape-delayed in others. Program is offered on barter basis on behalf of group of participating advertisers.

critical of commission policy statement. AT&T said that "artificial restrictions on our use of satellites for private-line service are not in public interest" and that "it is competitively and economically unsound to prevent the Bell system or any other carrier from using all available technology to furnish services to the public."

But AT&T did not indicate what its decision will be regarding use of satellites.

Comsat said it had recommended "unrestricted approach" to competition in satellite service "that would have permitted" it to give American people benefits of satellite technology. And it said it will continue to press its views on commission.

However, it also said that commission order gives it "entree into the domestic satellite service," and added: "We intend to move vigorously into that service."

FCC wants to resolve all of Chisholm issues

FCC Chairman Dean Burch and three of his colleagues have provided strong indication that commission will seek to press equal-time case involving Representative Shirley Chisholm (D-N.Y.) to final court decision.

"Precedent has been created—and precedent of potentially grave impact at that," Chairman Burch said in a statement that became available Friday (June 16). "It should not be left in the limbo of 'interim relief.'"

Statement was prepared last week as concurring opinion in connection with commission's June 3 order that implemented decision of U.S. Court of Appeals in Washington. And three commissioners—Robert E. Lee, Richard E. Wiley and Charlotte Reid—joined in statement.

Court decision, which overturned commission order, required ABC and CBS to give Mrs. Chisholm equal time. Decision, however, was not on merits. Court, which acted shortly after hearing arguments in case, granted only that part of Mrs. Chisholm's appeal seeking "interim relief" (BROADCASTING, June 5). She wanted time before California primary, June 6.

At issue was commission's decision that appearances of frontrunners for Democratic nomination, Senators George McGovern (D-S.D.) and Hubert H. Humphrey (D-Minn.), on news-interview programs did not obligate networks involved to afford other candidates equal time. Commission said that news-interview programs were exempt from equal-time law.

Court, however, held appearances were more akin to "debates," which are not exempt. It based decision on fact that two candidates appeared on each of networks

in eight-day period shortly before primary.

Mrs. Chisholm is leaving it up to commission whether to seek court decision on merits of case. Commission has not reached formal decision.

But Chairman Burch's statement, backed by majority of commission, indicates decision will be to proceed. "I hope there is quick and definitive resolution of this important matter," statement said. "The precedent of the 'interim relief' order, in and of itself, can only create a fog of uncertainty. . . ."

Equal time applies to religious shows too

If legally qualified candidate for public office makes appearance on broadcast station, that station has incurred obligation to provide opponents equal time—whether candidate's appearance was political in nature or otherwise. That was gist of ruling last week by William B. Ray, Chief of FCC's Complaints and Compliance Division.

Ruling was in response to inquiry by Rev. Charles E. Reichenbach, of Roman Catholic diocese of Wheeling, W. Va. Rev. Reichenbach said forthcoming religious program to be shown on WTRF-TV Wheeling would include appearance by certain unnamed judge who is candidate for re-election to intermediate court of Ohio county, W. Va. He asked whether, since judge's appearance would be non-political in nature, equal-time requirements of Section 315 of Communications Act would apply.

Mr. Ray replied that only bona fide newscasts and interviews associated with news stories are exempted from Section 315 requirements, and fact that planned appearance will be nonpolitical is immaterial.

Ponderosa starts spot

Ponderosa System Inc., Dayton, Ohio (steakhouse chain) is breaking today (June 19) with spot radio and television in flights year-round in 11 markets in Illinois, Ohio, Indiana and Wisconsin. One group of commercials emphasizes eye-appeal of Ponderosa meal. Agency is Doyle Dane Bernbach, New York, and production house is Ampersand, New York.

Va. session to appraise news

Two-day conference on electronic journalism will be held this week in Warrenton, Va., near Washington. Among those appearing will be FCC Commissioner Richard Wiley; NBC News President Reuven Frank; John Lynch, Washington bureau chief for ABC News; Joseph DeFranco, CBS Washington counsel; authors Robert Lewis Shayon, Edith Efron and Martin Mayer, and Lawrence H. Rogers, president of Taft Broadcasting Co. Conference is sponsored by Herbert Hoover Presidential Library Association, and will devote considerable time to question of "indexing" broadcast journalism.

Justice's suit hits more than just networks — Jencks

CBS executive sees snowballing action that would lessen audiences, cheapen programs, and on and on

If Justice Department's antitrust action against three major networks were successful, result would be threat to television program quality, damage to producers and advertisers, and regression of television to days when advertising agencies controlled programming, according to Richard Jencks, CBS Washington vice president.

In speech Friday (June 16) to Hollywood Radio and Television Society, Mr. Jencks said audience would be diminished if networks were not allowed to select and schedule programs—especially if experience with prime-time access rule is any indication. Lessening of audience would in turn lead to use of cheaper program material, he said, with decline in quality and less work for those in Hollywood (he said estimates put that cost at \$75 million annually).

Reason that advertising community

could not maintain present level of program quality, Mr. Jencks said, is that "only the biggest agencies, acting on behalf of the biggest clients, could take the risk of massive program investments."

Noting that Hollywood and big television have sometimes had uneasy relationship, Mr. Jencks cautioned his West Coast audience not to look upon damage to networks as blessing, or to look wistfully for day when technology will create replacement for networks.

"Reality is," he said, "that traditional television, with all its faults, is here to stay for the present and into the foreseeable future." And, he added, Hollywood and three networks are "completely dependent on each other."

Gillen: 'Pressures' will put 50% of TV's in red

Albert J. Gillen, Television Bureau of Advertising board chairman and president of Poole Broadcasting Co., attacked government attempts to "force-feed people information and opinion they may not want to hear."

In speech prepared for delivery before annual meeting of Rhode Island Broadcasters Association last Friday (June 16), where he was recipient of organization's 1972 Distinguished Broadcasters Award, Mr. Gillen said he believed radio and TV "are doing a fine job of informing the American public and I don't want any law telling us how to do it."

He told audience that TVB is predicting that when FCC's figures for 1971 are released, they will show "at least 50% of TV stations were operating in the red."

NAB to help minorities

National Association of Broadcasters Public Affairs Coordinator Elbert Sampson last week disclosed association is setting up "employment clearing house" aimed at recruiting minorities for employment at broadcast stations. Mr. Sampson told Virginia Association of Broadcasters that NAB will ask minority organizations, colleges and universities offering broadcast curriculums and job training programs to submit resumes of qualified minorities to association. NAB will forward resumes to stations upon request, but will take no part in interviewing or prescreening job applicants, Mr. Sampson said.

Mutual gets Pearl

Distinction of being first national sponsor on newly formed Mutual Black Network went to Pearl Brewing Co., San Antonio, Tex., it was reported Friday (June 16). Brewery, through SFM Media Services, purchased 13 weeks of one-minute spots for its Country Club malt liquor. Spots are slotted for daily newscasts (4:50 and 7:50 p.m.). Network began operation May 1, feeding 100 five-minute black-oriented news and sportscasts each week to 52 affiliates across country.

Week's Headliners



Bruce F. Johnson, VP of Metro-media Radio and general manager of its KLAC(AM) Los Angeles, appointed VP, radio, RKO General Inc. He succeeds **Ross S. Taber**, who continues as corporate VP, working in various nonbroadcast areas in which he also has been active since joining RKO General in 1962. In his new post, Mr. Johnson will supervise operations of RKO General's AM and FM stations in Boston, New York, Washington, Memphis, Los Angeles and San Francisco and RKO Radio Representatives, company's national sales firm.



Manny Reiner, president, Filmways International, has resigned to become executive VP in charge of international television sales, Paramount Television, New York. Mr. Reiner previously was president of Four Star Entertainment Corp. and VP in charge of foreign sales at United Artists Corp.

For other industry developments see "Fates & Fortunes," page 53



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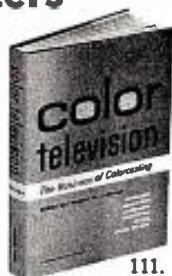
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This Week

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

June 19-21—International conference on communications, jointly sponsored by the *Communications Society of the Institute of Electric and Electronic Engineers* and the Philadelphia section of *IEEE*. Marriott motor hotel, Philadelphia.

June 19-23—Triannual meeting, board of directors, *National Association of Broadcasters*. NAB building, Washington.

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

June 20—Organizational meeting for association of independent VHF stations. Roger Rice, KTVU(TV) San Francisco-Oakland, called meeting. San Francisco.

June 20—Radio workshop, co-sponsored by *Radio Advertising Bureau* and *Association of National Advertisers*. Radio Clio and Effie awards will be presented. Waldorf-Astoria, New York.

June 20—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn, Fort Wayne, Ind.

June 20—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn, Jackson, Tenn.

June 20—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn, Salem, Ore.

June 20-22—Workshop-seminar on lighting for TV, sponsored by *Kliegl Bros.* at KLZ-TV Denver. Fee is \$250. Contact: Wheeler Baird, Kliegl Bros., 32-32 48th Avenue, Long Island City, New York 11101.

June 20-24—Sixth annual audio/recording seminar, sponsored by *Brigham Young University*. First session (classes) will be held at university, Provo, Utah; second session (actual recording) will be held in Los Angeles. Cost for first session is \$100; for both sessions \$200. Contact: Ted Davis, 131 MORC, Brigham Young University, Provo, Utah 84601.

June 21-22—"Principles of Communication" seminar, sponsored by *Television Bureau of Advertising*. Seminar, limited to 30 participants, is conducted by William B. Colvin, TVB vice president. Fee is \$25. Kansas City.

June 21-23—Convention, *International Promoters Association*. New York Hilton, New York.

June 22—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Grand Rapids, Mich.

June 23—Regional seminar for FM broadcasters west of the Rockies, covering FM sales and promotion, quadraphonic sound, FM car radios, all-channel legislation, automation systems, sponsored by *National Association of FM Broadcasters*. Sportsmen's Lodge, Los Angeles.

June 23—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Boise, Idaho.

June 23—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Knoxville, Tenn.

June 23-25—Meeting, *Texas Associated Press Broadcasters Association*. Sheraton-Marina, Corpus Christi.

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

Also in June

June 26—Comments due on proposed FCC sponsorship identification rules for political broadcasting (Doc. 19513). Replies due July 10.

June 28-29—"Principles of Communication" seminar, sponsored by *Television Bureau of Advertising*. Seminar, limited to 30 participants, is conducted by William B. Colvin, TVB vice president. Fee is \$25. Denver.

June 24-26—16th annual *TV Programming Conference*. Happy Dolphin Inn, St. Petersburg, Fla.

June 30—Deadline for entries in international category of *All Japan Radio and Television Commercial Council's* commercial festival. Five categories of commercials broadcast between June 1, 1971, and May 31, 1972, will be judged: live action (45 seconds or less); live action (46 seconds and over); animation (three minutes or under); series of three commercials (totaling nine minutes or less). Single entry fee is \$30, series entry is \$60. Address: ACC, Bunchun building, Kioi-cho, Chiyoda-ku, Tokyo.

July

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

Major meeting dates in 1972

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*. Caromar Beach hotel, Dorado Beach, Puerto Rico.

Nov. 28 - Dec. 1—Annual convention, *Radio-Television News Directors Association*. Nassau, Bahamas.

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

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

July 11—Annual meeting of Taft Broadcasting Co. stockholders. Kings Island, Kings Mills, Ohio.

July 12-13—"Principles of Communication" seminar, sponsored by *Television Bureau of Advertising*. Seminar, limited to 30 participants, is conducted by William B. Colvin, TVB vice president. Fee is \$25. Minneapolis.

July 14—Comments due in FCC inquiry looking to establish policy on future reimbursement of public-interest groups contesting renewals and transfers following agreements between challengers and licensees. Replies due July 10 (Doc. 19518).

July 13-15—Annual convention, *Colorado Broadcasters Association*. Wildwood Inn, Snowmass-at-Aspen.

July 13-18—Institute on telecommunications and public policy, sponsored by *Harvard Summer School*, in cooperation with *Center for Research in Computing Technology*. Speakers include: Peter Goldmark, Goldmark Communications; Ralph Lee Smith, Miltre Corp.; Les Brown, Variety; Richard Burghelm, Time-Life; Nathaniel Feldman, Rand Corp.; Theodore S. Ledbetter Jr., Urban Communications Group, and Sol Schildhouse, FCC. Cambridge, Mass.

July 16-18—Convention, *New York State Broadcasters Association*. Otseaga hotel, Cooperstown, N.Y.

July 19-20—"Principles of Communication" seminar, sponsored by *Television Bureau of Advertising*. Seminar, limited to 30 participants, is conducted by William B. Colvin, TVB vice president. Fee is \$25. Nashville.

July 23-25—Summer convention, *South Carolina Broadcasters Association*. Mills Hyatt House, Charleston.

July 23-26—Annual meeting, *Association of Railroad Advertising Managers*. The Lodge, Vail, Colo.

July 25-26—Board of directors meeting, *National Cable Television Association*. Embassy Row hotel, Washington.

July 26-27—Management seminar and retail workshops, sponsored by *Television Bureau of Advertising*. Pick-Congress hotel, Chicago.

August

Aug. 9-12—Annual convention, *Rocky Mountain Broadcasters Association*. Featured speakers: Frank Stanton, CBS; Dean Burch, FCC; Vincent T. Wasilewski, National Association of Broadcasters, and Senators Mike Mansfield (D-Mont.), Frank Church (D-Idaho), Gale McGee (D-Wyo.) and Frank E. Moss (D-Utah). Moderating news panel will be Chet Huntley, former NBC newsmen. Sun Valley, Idaho.

Aug. 10-11—Semiannual convention, *Arkansas Broadcasters Association*. Arlington hotel, Hot Springs.

Aug. 12-27—Third summer film institute, sponsored by *American Film Institute*. Program will include an examination of film study techniques, film history and criticism and a filmmaking workshop. Fee is \$275. Kent School, Kent, Conn.

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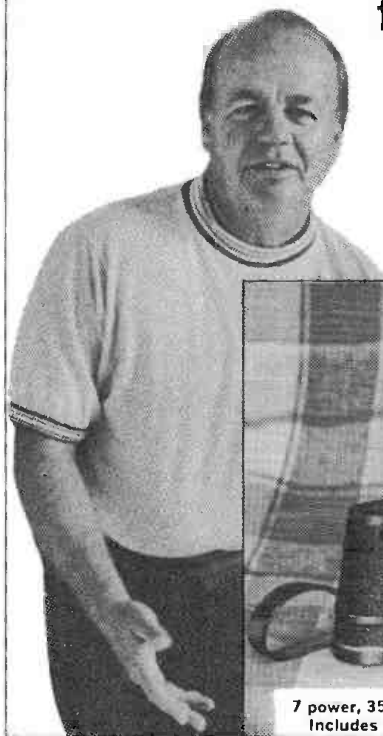
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Ray Scott says: "We'll give you these super football binoculars. FREE!"



Ray Scott, selected the nation's best sportscaster by his peers, invites you to program America's best radio football show.



7 power, 35mm Sportview wide angle with new Insta-Focus. Includes case. By Bushnell, division of Bausch & Lomb.

Free with purchase of Computer Kickoff

To honor the fifth big year of this unique radio series, we have a great offer. When you purchase Computer Kickoff for your station, we will send you these marvelous binoculars.

Computer Kickoff projects football scores (both who will win and the score) with uncanny accuracy. Our computer's incredible record: 82% correct winners of nearly 3,000 games in four years. The computer input is from a secret mathematical formula.

Ray Scott, who covers the pros for TV, has fun disputing our electronic brain-bank but even Ray seldom wins.

Starting Sept. 11, we air-mail a weekly tape for Wednesday arrival. Each tape contains four program units for unlimited play:

Weeks of		Length (mins.)
Sept. 11-Jan. 8	Pro (all games)	04:30
Sept. 11-Jan. 8	Pro (top games)	02:15
Sept. 11-Nov. 27	College (regional)	04:30
Sept. 11-Nov. 27	College (national)	02:15

Last year nearly 200 stations carried Computer Kickoff.

ASK NOW FOR EXCLUSIVE LOCAL AVAILABILITY • COSTS • DEMO TAPE



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RWC LIVE AUDIO NETWORK SHOWS:

National League Baseball Playoffs • World Baseball Classic • U.S. Open
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M&H

We Moved . . .

We Moved . . .

We Moved . . .

Effective June 19, 1972, we have moved our offices to McLean, Virginia. We are just 25 minutes from Downtown Washington and about 20 minutes from either Dulles or National Airports.

Our new address is:

McHugh and Hoffman, Inc.
7900 Westpark Drive
McLean, Virginia 22101
Phone: (703) 790-5050

We hope this move will allow us the opportunity to see our clients and prospects more often, since all roads in broadcasting eventually lead to Washington.

Our services remain the same—good, sound, in-person depth research to find out how the audience feels about your station (and also about your competitors) and a full year's follow-up monitoring and continuing consultation to make it work. If you want to find out more, please call us for a no-obligation presentation.

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Open Mike®

The other side

EDITOR: Your May 29 editorial, "Regrets Only," counsels rejection of our request for the cooperation of broadcast media in broadcasting information of class-action filings in federal courts. I am sorry you did not take the time to consider our proposal in more depth.

You observe we "openly recruit public participation in class-action suits." If by this you mean that we intend to inform the public of litigation affecting their collective rights, this is precisely the requirement placed on any federal district court in a class-action situation by Rule 23(c) (2) of the Federal Rules of Civil Procedure.

You further say that ours "is a brash attempt to pervert radio and television into instrumentalities of government." Nothing could be further from the truth. A procedure informing the public of its right to a direct voice in asking for the dispassionate resolution of a public dispute is the very antithesis of creating new "instrumentalities of government." Citizens can have their day in court through this class-action procedure without the necessity of governmental action in their behalf.

You say that the judicial branch is encouraging "one side." Informing the public in no way tips the scales either way. The fact that the courts have a time-honored interest in informing the public of group rights connotes no judicial favoritism.—*Carl H. Imlay, general counsel, Administrative Office of the United States Courts, Washington.*

(The fact remains that the courts here are asking radio and television to distribute legal notices as an editorial service at no charge while purchasing advertising space in print media for the same purpose. There is a difference.)

Conspicuous omission

EDITOR: BROADCASTING's [June 12] article on network coverage of the California primary did not mention NPACT's over-four-hour, in-depth report on the background and meaning of this primary, and its effect on the campaigns of the leading presidential contenders. The live broadcast from the city room of the *Los Angeles Times* with NPACT senior correspondents Sander Vanocur and Robert MacNeil began at 11 p.m. EDT and was transmitted nationwide to 223 PBS stations until 3:15 a.m. Joining them for discussion and interviews were both Senators McGovern and Humphrey and their managers and campaign aides such as Morris Dees, Rick Stearns, Eugene Wyman, Gary Hart and Frank Mankiewicz, and other political spokesmen including former California Assembly Speaker Jess Unruh, Governors Patrick Lucey (Wis.) and Warren Hearnes (Mo.) at the national governors' conference in Houston,

and political reporters covering the campaigns.

The Republican side of the campaign was also covered, with live interviews with State Republican Chairman Gordon Luce, a Nixon supporter, and Stuart Spencer, former manager of Nelson Rockefeller's 1964 California primary campaign, a filmed report on conservative Republican disaffection in Orange County, and coverage of Congressman Paul McCloskey's victory statement in San Mateo. Other film reports included an analysis of the Wallace write-in effort, featuring interviews with Charles Snider, Wallace campaign manager, and William Shearer, Chairman of California's American Independent Party.

NPACT's comprehensive look at the California primary thus offered a new approach to the coverage of such events, stressing analysis by people behind the candidates and veteran political observers both in and out of print journalism, instead of stressing events as they occur, and computerized projections of vote results did not affect our planned program as much as it did those of the commercial networks.—*Al Vecchione, assistant general manager, National Public Affairs Center for Television, Washington.*

Taking the First

EDITOR: Your May 29 editorial noting the institutionalization, as you called it, of "Republican aversion to some of the country's most influential organs of journalism" could have been so much better.

Just once, I would like to see you critics of us critics of some of the media deal specifically with our criticism. How much more enlightening your editorial would have been if it had responded specifically to some of the things that have been said by *Monday*, Senator Bob Dole, Pat Buchanan, Governor Ronald Reagan, Clark MacGregor and former FCC Commissioner Thomas Houser.

As to your suggestion that "Republicans ought to look for new targets" because a recent survey shows Walter Cronkite remains more trustworthy than any politician on the national scene, I must reject this line of reasoning.

Speaking for this Republican, and I would imagine the ones mentioned in your editorial, I shall, like the certain members of the media I have criticized, continue to call them as I see them. After all, the First Amendment applies to Republicans also.—*John D. Lofton Jr., editor, Monday, Republican National Committee, Washington.*

(Do Republicans agree that the First Amendment applies also to the media? That question is raised when such Republicans as Pat Buchanan, White House aide, propose that antitrust actions be brought against the networks for exercising a "liberal" monopoly.)

Three cheers for the Petticoat Junction girls!



1 They win their
time period handily in
18 markets of two
to five stations.



2 They attract an
average 50% more viewers
than lead-in programs
in 21 markets.



3 They reach an
average 38% more viewers
than year-ago programs
in 23 markets.

A rousing performance!

With one phone call to Viacom now, you can have
the Petticoat Junction girls performing in your market
next Fall. Let's hear it!

Another great sitcom from **Viacom**

Monday Memo

A broadcast advertising commentary from Jonne Murphy, vice president, Vitt Media International

The suburbs are where it's at and local radio will help get you there

It is too easy to fall into repetitive thinking patterns in media planning taking a fresh look at changes in life-styles that affect sales of any product or service.

It is the responsibility of the advertiser to provide media planners with all available data so that the plan constructed will achieve maximum benefits to the brand. Too often the planner is provided incomplete data or left to his own interpretations of ambiguous statements. Even when the information provided is reasonably complete, the market list usually includes such major markets as New York and Los Angeles. And often the advertiser, his planners and the buyers overlook the significance and relative importance of suburbs and the radio stations serving these phenomenal growth areas.

Is there a greater sales potential in the suburban ring as opposed to the central city?

Today's 67 million suburbanites account for 35.5% of the total U.S. population, with almost 60% of that number under 35 years of age. Thirty percent of suburban families are in the \$10,000+ income bracket. Half of all families in the \$15-25,000 income level live in suburbia. Seventy-two percent of suburban families own their own homes; 87% own one or more cars, 32% own two or more (central-city car ownership is 18% for one car or more and 19% for two or more). Ninety percent of suburbanites use their automobiles to get to work, while only 67% of central-city workers do.

A *New York Times* article of Aug. 16, 1971, stated: "The largest city in America is now the suburbs of New York. They contain 8.9 million people, a million more even than New York City."

"Huge numbers of suburbanites neither live, work, play, shop, nor even go out to eat in New York City."

Nassau has net commutation to New York City of less than 38%; Westchester county less than 32%. In Suffolk, N.Y., 80% work in Suffolk or Nassau, N.Y.; in Passaic, N.J., 79% work in Passaic or Bergen, N.J.

Major New York City stores have opened suburban branches (often subsequently giving up inner-city stores) and many of the shoppers these stores now must reach come from places outside the five boroughs. Branch outlets of city department stores account for 54% of sales, up from 43% in 1963.

Sears has to have been one of the first in moving into broadcast with major commitments. Sears has a ring of stores in Long Island, Westchester, Connecticut, and north-central New Jersey. Accordingly, to reach these people who will drive to



Jonne Murphy joined Vitt Media International last year as vice president and senior associate. She had been director of sales services for the Radio Advertising Bureau. Previously Mrs. Murphy was with BBDO as media group supervisor in 1963-66 and at L.C. Gumbinner as broadcast supervisor in 1957-63. During her broadcast advertising career she has also been associated with Victor & Richards Agency, Meeker Associates, Storer Broadcasting, Mutual Broadcasting, the Newspaper-Radio Committee and Dancer-Fitzgerald-Sample. Mrs. Murphy is a member of Broadcast Pioneers.

their stores to shop, Sears buys heavily on suburban radio. In addition, it wisely keeps a small base schedule running on two or three stations in New York City.

When a buyer receives approval for a schedule in New York City, or other metro areas, it is all too easy to pick up the current rating book, note the leading stations and make a selection. It is also far too easy to overlook the fact that very few suburban stations are credited by the rating services with significant listening because their listening is localized. The sampling in their own area of influence is lumped with other samples, thus diluting their figures when the entire total area is reported.

If a buyer does not consider the use of a combination of city stations and supplemental stations in suburbia, isn't he sharply reducing the chances for a successful campaign?

Fifty-seven percent of adult men who listen to major New York City stations dwell in the central city; 37% listen in the suburbs. Of adult men 18+ who are regular listeners to New York City radio stations, 32% own their own homes, 4% rent homes, but 64% live in apartments.

If you are an advertiser selling heating oil, gasoline, new or used cars, credit cards, washers, dryers, dishwashers, furniture, furnishings, outdoor barbecues or

gardening supplies you know without question that the suburbs are by far your best potential. Suburban families account for 45% of all money spent on automobiles and their use, for example.

What portends for the future? Again quoting the *New York Times*: "In fact, the city is moving toward becoming the bedroom as the suburbs approach the point of being net importers rather than exporters of labor."

"The new suburban jobs are not only jobs for executives and office workers. As the suburban economy continues to diversify, wholesaling and manufacturing become important."

The Regional Plan Association states that 2.4 million additional jobs will be created in the New York metropolitan area by 1985—two million of them in the suburbs. With 65% of the region's blue-collar jobs in the suburbs by 1985, and a much smaller share of the workers, the suburbs will increasingly become importers of workers who will commute to the suburbs.

Brand Rating Index indicated in 1969 that 37% of adult men listening to major New York City stations lived in the suburbs. Since several major radio surveys have proved that listening levels are constant (75% of adults listening in a normal day, 95% in a week) it seems obvious the families that both work and play where they live—in suburbia—are listening to stations other than the major inner-city stations.

Yes, central-city stations are important to the advertiser, but he should consider the use of local radio to reach the affluent suburbanite who has severed ties to the city and now is oriented to his own community.

If you are fortunate enough to be a multimedia advertiser in the New York market, you probably feel your television schedule reaches both city and suburbs. But are you sure? A recent check of television penetration in the counties within the New York ADI as compared to sales figures by county for the advertiser in question proved that because television cannot be adjusted within an ADI, the advertiser in question was seriously over-weighted in the five boroughs and under-exposed in the suburban ring where his heaviest sales volume occurred.

Are you providing your media planners with adequate detailed information so that sound judgment can be made in constructing your media plan? And are they doing the same for you? Have they, for example, let you know recently that the suburban ring around New York City, as well as in many other mass marketing cities is really where the gold lode is?

The fairest media plan of all, of course, is always from those who take the trouble to get the facts and then take the trouble to use them.



**For those
who say the railroads
are at the beginning
of the end,**

**here's a progress report from Santa Fe
that says it's much, much more like the
end of a beginning.**

MORE POWER

We're adding 52 new giant diesels and rebuilding 50 older units to provide a locomotive fleet producing over 3,850,000 horsepower.



MORE CARS

1910 additional cars are coming in 1972, including 100 of these giant refrigerated hopper cars for in-bulk movement of potatoes, oranges and other perishables.



MORE TERMINALS

Santa Fe's new million dollar rail and truck terminal has now been completed at Houston, Texas to meet expanding truck, Piggy-Back and container traffic.



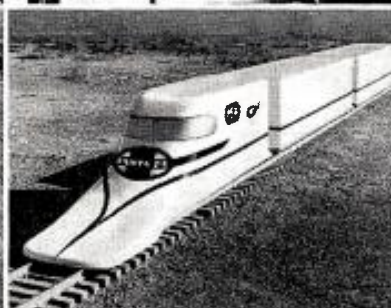
BETTER SERVICE

Run through trains with connecting railroads link the east, west, and southwest and save hours moving through Santa Fe's electronic classification yard in Kansas City.



BETTER PIGGY-BACK

We're expanding Piggy-Back and container service all along the Santa Fe to handle increasing domestic and international shipments.



BETTER IDEAS

An expanding microwave network linked to our data system for car tracing and locomotive utilization, and plans for the development of a unique coaxial train for moving containers are just a few of the new ideas at work on the Santa Fe.

MORE and **BETTER** are key words at Santa Fe. What we're *doing* is why we're saying rail service is *still* one of the most efficient ways to move freight. What we're spending says so too: over \$100 million this year in railway capital expenditures. One billion in the last 10 years. Two billion since World War II.

The railroad industry and the Nation need sensible transport regulatory policies—administered with an even hand. We can take it from there—into a new era of railroading.

Still think the railroads are at the beginning of the end? *For Santa Fe it's more like the end of the beginning!*

Santa Fe —The complete transportation company
moving by rail, truck, air freight, pipeline and land development.



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

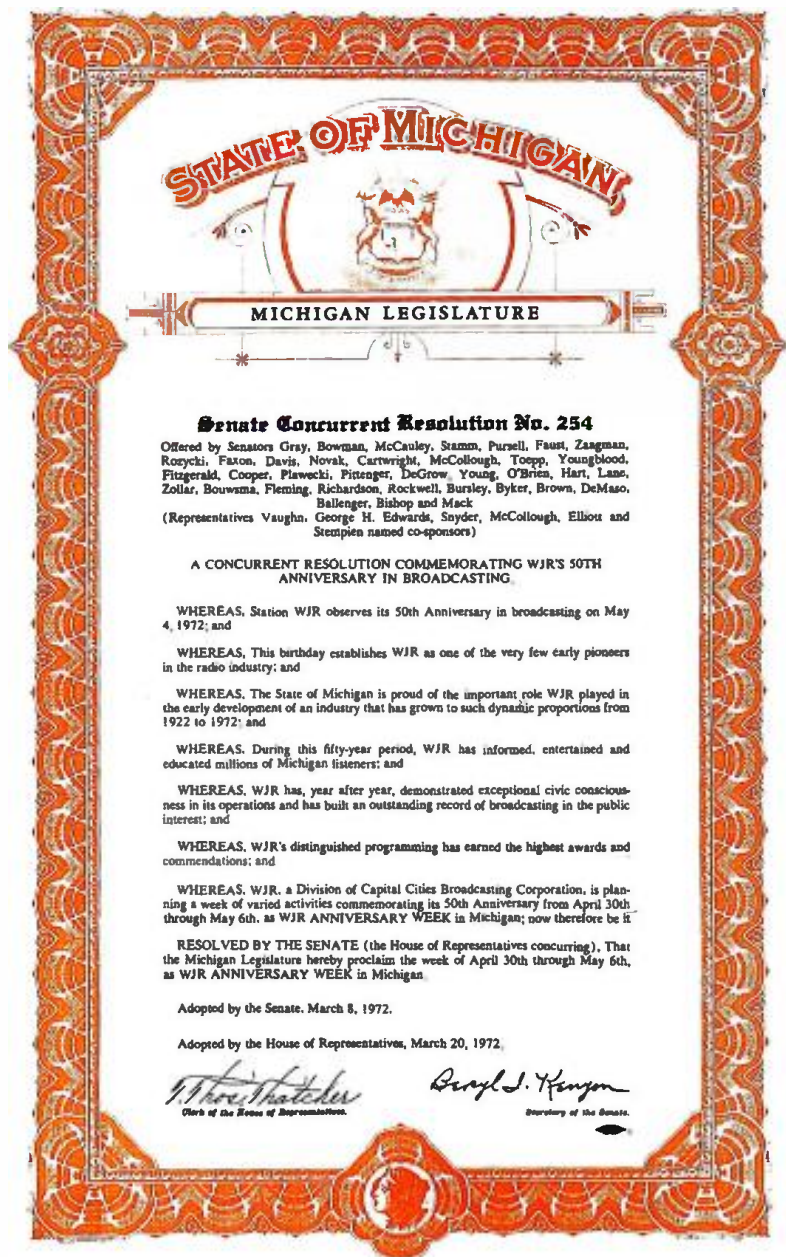
Picking a birthday card for a radio station isn't easy. Just look through the racks at the drugstore. Grandmother, nephew, friend, yes. But a card for a radio station? Even Hallmark doesn't have one.

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.



Fifty Years of Unique Radio



Congressional access: Push becomes shove

From both sides of the Hill, group of Democrats and one lone Republican want immediate commission ruling for network time to talk Vietnam bills due to be voted on by end of this month

The question of the right of access to the broadcast media was before the FCC again last week, this time in the form of a petition from 14 members of Congress—seven senators and seven U.S. representatives—asking that the networks be required either to sell or give them time to discuss end-the-war proposals now pending in Congress. And they want action by Wednesday (June 21) since the measures are to be voted on by the end of the month.

The petition was filed after Senator Harold E. Hughes (D-Iowa), as spokesman for the Senate and House members, was turned down by CBS and ABC in his offer to buy time. NBC on Wednesday agreed to sell the group 15 minutes of prime time on June 26. An aide said the group would probably make the purchase, but Senator Hughes said the complaint would be pursued. (NBC sources said that the network last month had offered to check on whether it could make an hour available on May 23, but that the Hughes group was not interested, since the President was to be in Moscow on that date.)

The petition seeks a ruling that the networks must make time available, either on a free or paid basis, to members of Congress to discuss matters "of overriding national importance"—like the Indochina war—unless the networks have already afforded time for that purpose. And in this case, the petition says, they have not.

Senator Hughes, at a news conference, said he is prepared "to go the route"—to carry the fight to the Supreme Court, if necessary, to establish Congress's right of access to radio and television. He also said the group might seek to achieve its ends through legislation if the FCC denies its petition.

The petition was filed at about the same time that the government—through the Justice Department and the FCC—and each of the networks and WTOP (AM) Washington were filing briefs with the Supreme Court in their effort to win re-

versal of a decision of the U.S. Court of Appeals in Washington widening the access door.

The decision, overturning two commission actions, held that the public has a limited First Amendment right of access to radio and television, one that forbids broadcast licensees from imposing a flat ban on the sale of time for the discussion of controversial issues. The case involves the effort of Business Executives' Move for Vietnam Peace to buy spot time on WTOP to oppose the war and the request of the Democratic National Committee for a commission ruling that broadcasters may not refuse to sell time to "responsible entities, such as DNC," for comment on public issues.

The petition by the Hughes group resembles one filed with the commission in February by another congressional delegation, the 13-member Black Caucus, in going beyond the fairness doctrine to seek grounds for a right of access for members of Congress (BROADCASTING, Feb. 7). Both cite the constitutional principle of separation of powers between the executive and legislative branches of gov-

requirement to permit Congress to communicate with the people.

The complainants are described in the petition as a "bipartisan [13 Democrats and one Republican], multiracial, multi-ethnic group representative of diverse geographic areas . . . [who] believe they represent the views of a substantial number of members of Congress." They are Senators Hughes, Alan Cranston (D-Calif.), Fred M. Harris (D-Okla.), Philip Hart (D-Mich.), Vance Hartke (D-Ind.), Mike Gravel (D-Alaska) and Daniel Inoué (D-Hawaii); and Representatives Herman Badillo (D-N.Y.), John Conyers (D-Mich.), Donald Fraser (D-Minn.), Henry Helms (D-N.J.), Abner Mikva (D-Ill.), Donald Riegle Jr. (R-Mich.), John Seiberling (D-Ohio). They are being represented by two public-interest law firms, the Citizens Communications Center and the Stern Community Law Firm, both of Washington.

In asserting the fairness doctrine is not a sufficient guide in itself for broadcasters, the petition filed in behalf of the Hughes group stresses the role of Congress not only as a legislative but as a



No time, no money. While several members of Congress were pushing the question of Congressional access last week, a panel discussion in New York bemoaned the lack of proper funds to give the public time on that city's two access cable channels (see story, following page). From left: John Reilly, co-director, Global Village; Phyllis Johnson, producer, New York University's Alternate Media Center; Arthur Alpert, news director, WRVR (FM); John Sanfratello, program director, Sterling Manhattan Cable; Herbert Dordick, director, N.Y. Office of Telecommunications; James Smith, editor Access newsletter.

ernment, and the need to preserve Congress's power to check the President.

Like the Black Caucus, which is concerned primarily with discussing racial issues and whose petition is still pending before the FCC, the Hughes group contends that broadcasters must make time available to members of Congress to counterbalance the use of television the President is allowed to make. And, as in the case of the President in his broadcast appearances, both groups say, control over format and presentation must be lodged with the members of Congress. News clips of members of Congress expressing a view or their presentation in news-interview programs do not meet what the groups say is a constitutional

representative body. "While there may have been debate on the merits of the President's Indochina policies, there have been few or no affirmative presentations of congressional alternatives, little or no time allowed for appeals of support for increased congressional control of the Indochina war, and little or no opportunity for Congress to seek the guidance of the electorate," the petition says.

The Hughes group does not go as far as the Black Caucus to request a ruling that the networks be directed to make available a certain amount of time for members of Congress on a regular basis; the caucus suggested one hour each month. The Hughes group would also leave to licensee discretion whether an

issue is of "overriding national importance" and whether the congressional view sought to be aired "reflected the view of a significant number of members of Congress," even whether the station had already allocated "reasonable time" to members of Congress "to present a congressional viewpoint.

"But where no time had been allocated to the latter purpose," the petition says, "a licensee can certainly not refuse to sell time for the presentation of such a viewpoint."

Both CBS and ABC, in denying Senator Hughes's request to buy time, asserted that through their regular programming they had discharged their fairness-doctrine obligations regarding the views expressed by President Nixon. In addition, CBS Vice Chairman Frank Stanton, with whom Senator Hughes discussed the matter, said that the network does not sell time to individuals to present views on controversial issues. (The Hughes group "did not insist that such time be made available on only a paid basis," its petition says, "and indeed would welcome a scheme where members of Congress could employ the airwaves free, as the President does.")

In the briefs filed with the Supreme Court in the BEM case the government, the networks and WTOP also relied heavily on the argument that the fairness doctrine is the proper mechanism for assuring the public a balanced presentation of controversial issues.

The government noted that the objectives of fairness have always been a goal of broadcast regulation and that the commission has developed the fairness doctrine as a means of achieving that same goal.

The commission, it added, has a wide range of choices in adopting policy to promote the public's First Amendment interest in broadcasting. It can also reject a course of action when it has reasonable grounds for doing so, the brief said; otherwise, the courts would supersede the commission and Congress as makers of communications policy. And in rejecting the course directed by the appeals court, the brief said, the commission had concluded it was rejecting a course that would assure access "only for those persons wealthy enough to purchase air time and could therefore lead to domination of the discussion of public issues by the rich." In the BEM-DNC case, the brief noted, there was no showing that any broadcaster failed to discharge his fairness-doctrine obligations.

One of the principal assertions on which the lower court based its decision—that broadcast operations constitute "state action" and that the First Amendment, consequently, limits their authority to reject offers to buy time—were viewed from different sides in the pleading filed with the commission and in the briefs submitted to the Supreme Court.

The Hughes group's petition cited a number of cases, including BEM, to assert that broadcast stations are so imbued with attributes of governmental action they are subject to the First Amendment and that, as a result, broadcasters may deny a request for access

"only if the disruption caused by it clearly overrides the preferred speech interest." And the rationales advanced by the networks for refusing to sell the Hughes group time—the fairness doctrine exhausts their obligation to provide access, the ban on the sale of time for discussion of controversial issues—do not outweigh the complainants' interest in buying time to present a significant congressional view and to "seek the guidance of the public," the petition says.

But WTOP, in its brief, held that "the lower court's discussion is a melange of remote analogies and quotations which serve only to emphasize that this court [the Supreme Court] has never applied the state-action concept to private broadcasting." (CBS argued that the Supreme Court has never held governmental licensing, by itself, to constitute a finding of state action—a record the high court maintained last week in holding that racial discrimination by a private club was not state action prohibited by the Constitution simply because the club held a state liquor license.)

WTOP also said that in determining the proper relationship between broadcasting and the government the statutory scheme devised by Congress is the proper starting point for inquiry. And Congress, it added, "did not intend to make the broadcaster an arm of the federal government but sought instead to maintain a benign separation between them."

Funding problem plagues N.Y. public-access cable

Panelists decry meager support, discuss means to enlist more help from public, aid from government; need for quality programing disputed

The funding problems of New York cable systems' four public-access channels were the focus of a panel discussion of the future of access programs carried on one of Manhattan's two systems June 7 and on the other last Wednesday and Thursday (June 14-15). The first presentation was also simulcast on WBAI-FM New York.

John Reilly, a co-director at New York's Global Village (one of the busiest access-producing centers in the city) and the moderator of the panel discussion, commented on the tenuousness of the various foundation grants available for groups like his and said: "Public access is fighting for its life. We've got to think in terms of lobbying for public funds by pulling together a consortium of elements—community groups, local planning boards, school districts, unions, block associations—the kind of support that would give us the clout we'd need to get results."

One of the panelists, Phyllis Johnson, a producer at New York University's Alternate Media Center, another organization that helps community groups to produce public-access tapes, pointed to a recent \$25,000 allocation by a community board in Washington Heights—which got the money from the federal

government—for an equipment center geared to turning out material for use on the access channels. The implication was that other local community organizations could tap federal sources of money that might be out of reach of Global Village or Theodora Sklover's Open Channel—and that once the tape started flowing, the communities could draw on the resources of TV professionals at places like the Alternate Media Center (which, indeed, is the group that will work with the Washington Heights board).

When another panelist, John Sanfratello, the program director of Sterling Manhattan Cable, voiced doubts about access producers' trying to attract audiences with "semi-slick" tapes created by commercial-TV dropouts, Mr. Reilly responded by saying that "people are not going to turn on the public-access channels if all they get is a lot of amateurish garbage." A third panelist, Arthur Alpert, the news director of WVRV(FM) agreed, pointing out that too many New Yorkers are unaware that the public-access channels even exist, with the result that there's almost no "feedback" on access shows. "A program dropped into the abyss is a program dropped into the abyss," he said.

A fourth panelist, Herbert Dordick, the director of New York City's Office of Telecommunications, held out the possibility that a slice of the \$300,000 a year that the city collects from Sterling Manhattan and from the Teleprompter Corp., the two cable-system owners in New York, could be set aside for use by the access channels. But to avoid the specter of censorship by the city, Mr. Reilly suggested that an independent citizens' group be set up to administer any funds originating from this source.

The panel discussion was produced by Mr. Reilly under the auspices of Global Village, Sterling Manhattan and WBAI-FM. It was shown first on Sterling's access channels and then on Teleprompter's.

Public access: Two approaches to the problem

Storer takes an accounting and finds to its satisfaction that the public, at least on WJBK-TV, is given ample opportunity to get on the air; Westinghouse sets a different course

How much access to the air does the average broadcaster normally afford members of the public? That question was the object of debate between industry representatives and public-interest advocates who participated in the FCC's panels on the fairness doctrine—and its associated problems—two months ago (BROADCASTING, April 3). In response to charges from the public-interest camp that the "right of access" is systematically ignored by broadcasters, Warren Zwicky, attorney for Storer Broadcasting, offered

to pursue the matter further. Mr. Zwicky delivered his findings to the commission last week.

Those findings were contained in a study of the locally produced programs aired on Storer's WJBK-TV Detroit from March 19 to April 9. The purpose of the study was to support the argument presented by Mr. Zwicky during the fairness panels—that, within the course of their local coverage, most broadcasters provide access "to the entire spectrum of viewpoints and personalities residing within their coverage areas, subject only to accepted standards of newsworthiness and good taste."

The Storer study lists individual members of the public who appeared, either personally or through reference, on WJBK-TV's editorials, news and public-affairs programs during the four-week period. Each of those three programming areas was treated separately.

The study noted that during that period, WJBK-TV ran 28 separate editorials. Of that number, 13 were regular station editorials. Seven were editorial replies, in which an outside party was granted access to respond to one of the regular station editorials. The remaining eight were "editorial feedback," in which letters from viewers in response to station editorials were read over the air. In this latter category, 33 individual viewpoints were presented. In addition, the study indicated that guest editorials are occasionally presented over WJBK-TV, although none was scheduled during the survey period.

During the same period, the study noted, WJBK-TV aired 1,110 individual news stories, 202 of which were presented in response to a written or verbal request from members of the community. Seventeen percent (192) of those stories featured on-camera appearances by non-WJBK-TV employees. Storer submitted a list of each person appearing in those stories. The list included 135 names, with an additional 28 references to persons who did not appear on camera but were provided aural coverage.

The public-affairs programming offered on WJBK-TV in the survey period (nine series were listed) added another 35 names to the list, bringing to 238 the number of persons provided access by the station.

Group W designs and tries out on three of its TV's programs designed specifically for public access

Westinghouse Broadcasting Co. is experimenting with different formats on three of its TV stations to explore the possibilities, dimensions, scope and advantages of public access on commercial television.

Donald H. McGannon, president and chairman of the Westinghouse Broadcasting, said last week that "at this point, demands are being made on the medium and the medium doesn't have the answers to the validity of these demands." He added that company stations in Boston, Philadelphia and Baltimore have been selected to "pursue widely different formats" to determine if there is a need for access and to ascertain the way to fill this need.

KYW-TV Philadelphia began to schedule on June 10 a 90-minute Saturday program, *Speakout* (11:30 p.m.-1 a.m.), on which people in the studio will be able to express themselves on any subject, under established ground rules. Participants will be given up to two minutes each.

WJZ-TV Baltimore will experiment with a weekly prime-time half-hour, *Baltimore Speaks Out*, which initially will include four methods of participation: pre-taped messages from citizens, live statements during the program, live telephone calls and letters read on the show. The program begins on June 26.

WBZ-TV Boston has begun to provide public access through various regular programs. These include *For Women Today* segments or interviews, special inserts in news broadcasts, segments in the *Boombtown* series, special 7:30 or 11:30 p.m. programs and other special announcements, inserts or segments.

Mr. McGannon said Group W has chosen a three-month base period for the experiment, but "this is open-ended, depending on the experience and data developed." He held out the possibility the test could be extended to a longer period, or other Group W stations in Pittsburgh and San Francisco "could undertake new approaches and formats based on the earlier experiences of the other three."

Broadcast Advertising

Spot-TV figures bear out bullish predictions

TVB estimates put national, regional spot at \$291.9 million for first quarter; P&G and Colgate head list of spenders

National and regional spot television advertising in the first quarter of 1972 is estimated by the Television Bureau of Advertising to be \$298.9 million.

The figures, announced last Monday (June 12), are based on the 75 leading markets monitored on 259 TV stations by Broadcast Advertisers Reports. They reflect the sturdier spot-TV business that stations and station representatives have reported since last January (BROADCASTING, June 5). In the comparable period last year, TVB had reported that advertisers spent an estimated \$291.9 million in spot television.

The comparison may have been even more pronounced had BAR continued to make its estimates this year as it had in 1971. But, said TVB's report, BAR has revised its method for obtaining the dollar estimates, hoping to achieve more realistic figures (but, also, "somewhat smaller dollar figures").

TVB said 1,401 companies invested in spot TV this year (1,290 for the comparable period in 1971), with expenditures in nighttime in the first quarter accounting for the largest share (\$108.9 million or 36%). The leading product categories were food and food products

(\$63.6 million), toiletries and toilet goods (\$28 million) and automotive (\$26.3 million).

Procter & Gamble was the top spot-TV spender in the first quarter of 1972 with an investment of \$14,588,800, followed by Colgate-Palmolive, \$8,953,000; American Home Products, \$8,127,700; General Foods, \$7,877,000; Lever Bros., \$6,283,900, and General Motors, \$5,251,400. TVB listed estimated expenditures of the top-100 national and regional spot advertisers, noting that four companies were new to the list: Control Data, McCormick & Co., Mutual of Omaha and the Canadian Department of Trade & Commerce.

Rank	Parent Co. Name	1st quarter 1972
1.	Procter & Gamble	\$14,588,800
2.	Colgate-Palmolive	8,953,800
3.	American Home Products	8,127,700
4.	General Foods	7,877,000
5.	Lever Brothers	6,283,900
6.	General Motors	5,251,400
7.	Alberto-Culver	4,706,600
8.	Bristol-Myers Co.	4,690,800
9.	William Wrigley Jr., Co.	4,623,300
10.	Warner-Lambert Pharmaceutical Co.	4,406,600
11.	Miles Laboratories	3,757,200
12.	Ford Motor	3,734,300
13.	General Mills	3,706,100
14.	Sterling Drug	3,639,700
15.	International Tel. & Tel. Corp.	3,254,500
16.	Coca-Cola Co.	3,231,900
17.	American Tel & Tel. Co.	3,117,000
18.	Toyota Motor Distributors	3,094,200
19.	Nestle Co.	2,807,800
20.	CBS, Inc.	2,790,900
21.	PepsiCo	2,674,200
22.	Shell Oil	2,653,100
23.	Kraftco Corp.	2,650,200
24.	Campbell Soup	2,566,300
25.	Chrysler Corp.	2,516,600
26.	Quaker Oats	2,252,800
27.	E. & J. Gallo Winery	2,209,400
28.	Nabisco	2,187,600
29.	Schering-Plough	2,005,200
30.	Volkswagenwerk A.G.	1,943,000
31.	Triangle Publications	1,895,700
32.	Westinghouse Electric	1,782,500
33.	Seven-Up Co.	1,757,600
34.	C.P.C. International	1,725,900
35.	Gillette Co.	1,669,700
36.	Ralston Purina	1,630,300
37.	Scott's Liquid Gold	1,626,300
38.	Noxell Corp.	1,582,700
39.	American Can Co.	1,557,700
40.	Jos. Schlitz Brewing	1,514,200
41.	Imperial Products	1,499,500
42.	Kimberly Clark Corp.	1,475,300
43.	Carnation Co.	1,395,300
44.	Hanes Corp.	1,393,300
45.	Morton-Norwich Products	1,356,300
46.	Magnavox Co.	1,311,400
47.	Ideal Toy Corp.	1,278,300
48.	Nissan Motor Corp., USA	1,272,600
49.	Borden Co.	1,266,700
50.	R. J. Reynolds Industries	1,248,400
51.	American Cyanamid Co.	1,222,900
52.	Pabst Brewing	1,202,800
53.	Scott Paper	1,171,800
54.	Mennen Co.	1,169,100
55.	Hoffmann-La Roche	1,105,100
56.	Standard Oil Co. of Ind.	1,093,600
57.	RCA Corp.	1,086,900

(Continued)

Rank	Parent Co. Name	1st quarter 1972
58.	Sunkist Growers	1,079,500
59.	Greyhound Corp.	1,066,000
60.	Royal Crown Cola	1,049,400
61.	Squibb Corp.	1,046,700
62.	Interstate Brands Corp.	1,044,800
63.	Marshall Cavendish	1,044,600
64.	Purex Corp.	1,042,900
65.	Trans World Airlines	1,031,000
66.	Anheuser-Busch	1,008,800
67.	Ronco Teleproducts	975,500
68.	Toyota Auto Dealers Assn.	967,600
69.	Datsun Auto Dealers Assn.	951,000
70.	Richardson-Merrell	948,000
71.	Smith Kline & French Labs	932,800
72.	Ward Foods	924,700
73.	Block Drug Co.	911,100
74.	Standard Oil Co. of Calif.	906,700
75.	Beatrice Foods Co.	906,300
76.	American Airlines, Inc.	902,900
77.	Nationwide Insurance Co.	901,900
78.	Control Data Corp.	898,200
79.	Standard Oil Co. of N.J.	893,600
80.	Mutual of Omaha	877,100
81.	McCormick & Co.	846,900
82.	Coca-Cola Bottling Co. of N.Y.	830,100
83.	U.S. Steel Corp.	811,500
84.	A. H. Robins Co.	809,700
85.	Associated Products	787,000
86.	Philip Morris	786,900
87.	Standard Oil Co. of Ohio	785,700
88.	Maytag Co.	782,200
89.	Chesebrough Ponds	772,900
90.	General Telephone & Electronics	750,100
91.	Johnson & Johnson	749,800
92.	Union Oil Co. of Calif.	736,200
93.	Hills Brothers Coffee	730,900
94.	American Express Co.	704,900
95.	Kellogg Co.	703,900
96.	Getty Oil Co.	699,800
97.	Canadian Dept. of Trade & Commerce	690,400
98.	Blue Cross Assn.	686,400
99.	Storer Broadcasting Co.	684,600
100.	H. J. Heinz Co.	682,400

Y&R centralizes media operations

Bahr to head newly organized unit for planning, buying and research

Some of the biggest advertising agencies have in recent years combined both spot and network buying within the same department, in many cases including all media buying as well as media research. Young & Rubicam, which consistently places among the top-five broadcast-billing agencies in the country, has now gone that route. Y&R's New York headquarters office has formed what the agency calls a "communications services" unit.

It includes the following functional areas dealing with media: planning, buying space and time, and "qualitative evaluation" of audience research.

Staff-wise, the Y&R move amounts to the following:

Warren A. Bahr, who had been executive vice president and director of media services at Y&R, is director of the new unit. Mr. Bahr also becomes a member of Y&R New York's executive committee.



Mr. Bahr

Media, TV-radio programing and research in the broadcast area will all come under his aegis.

Joseph Ostrow, Y&R senior vice president, director of media relations and planning, and number-two man to Mr. Bahr, assumes responsibility for "communications planning" for the new unit, which includes planning and execution of all media expenditures on all accounts.

Richard Low, formerly vice president and associate director of programing at Y&R, will oversee corporate planning. The agency explained that Mr. Low's group will be responsible for recommending and developing program opportunities in network, specials, syndication, cable and cassette activity. It also will be active in print.

Also affected is research. Paul Chook, who has served as Y&R's vice president and manager of advertising research, has a new "communications information" unit that will provide to the other divisions "evaluation, preparation and recommendations of audience research studies, including specialized markets." Mr. Chook has been appointed director of his group.

The restructuring at Y&R has been under way for some time. It was pushed ahead a few months ago on the departure of Clare L. Simpson, who was director of the agency's radio and TV department (a carry-over from the years when agencies, particularly Y&R were involved directly in program creation and production). Mr. Simpson left Y&R early in the year to become NBC-TV's national director of daytime programs and has since been promoted to vice president, programs, East Coast.

When Mr. Simpson resigned, his department was temporarily placed under the wing of James E. Mortensen, who is executive vice president and manager of Y&R New York and the executive who announced the restructuring last Thursday (June 15).

Mr. Mortensen also said that Theresa Pellegrino, a vice president, would become an assistant to Mr. Bahr. She has appeared on the Y&R table of organization as vice president in charge of media techniques and development (research-oriented).

Said Mr. Mortensen of the new unit with its three divisions: "This centrally organized unit gives us the ability not only to retain those [divisions'] many skills, but to deliver them at precisely the right time to our accounts."

An escalated effort to turn off the war

Ad men, production firms marshal forces for antiwar commercials, suggest ways to pressure for free or paid radio-TV time

The 60-second TV commercial entitled "Mother Bomb" opens with an older woman, a shawl across her shoulders, a photograph of what appears to be a sailor son nearby, sitting in her living room and talking about the air war in Southeast Asia.

"Our air force," she says, with tears in her eyes, "has developed a new kind of bomb. It's called the mother bomb. Each mother bomb contains 640 baby bombs, which are full of hard, steel pellets."

The woman becomes more emotional as she continues: "The mother bomb releases the baby bombs, which explode and scatter the pellets over an area the size of 10 football fields . . . with enough force to puncture the head, or chest or stomach of a North Vietnamese soldier, or a water buffalo . . . or a baby."

Her voice cracking, the woman goes on: "We're dropping thousands and thousands of these mother bombs on the people of Vietnam, Cambodia and Laos."

Then with the camera zooming in for a close-up, her voice rises to a crescendo as she says: "Let's hear it for motherhood and the flag."

This bitterly antiwar commercial—performed incidentally, not by a mother with a serviceman son, but by a veteran professional actress—is one of 12 TV spots, eight radio commercials and 17 print ads that make up the latest media campaign of Help Unsell the War, a project conducted under the auspices of an ecumenical peace group, Clergy and Laymen Concerned.

The campaign is said to have been created and produced at a donated estimated cost of more than \$1 million by professional advertising and production firms. According to Maxwell (Bud) Arnold, president of The Maxwell Arnold Agency, San Francisco, who had over-all creative responsibility for the media project, the various spots and advertisements are the equivalent of a \$10-million ad campaign, "or the same as a year's advertising by Bank of America."

Starring in seven of the TV spots—in six as the voice-over and in one on camera (as well as the voice in three of the radio spots)—is actor Henry Fonda. Five of the radio commercials were produced by Chuck Blore Creative Services, production house of Hollywood and New York. Actor James Whitmore is the voice-over in another of the TV spots.

Advertising executives supporting the campaign, according to literature prepared under the direction of Clergy and Laymen Concerned, include Louis Honig, chairman, Honig-Cooper & Harrington, San Francisco; Ralph Carson, chairman of the board of the Carson/Roberts division of Ogilvy & Mather; James C. Nelson Jr., executive vice president and cre-

Great news.

That's what WGN's News was voted.

UPI voted us First Places for the Best television news show (10 p.m.) and Best television editorial.

AP voted us First Places for the Best regularly scheduled TV sports

program (within 10 p.m. News)... the Best TV documentary... Best TV local special events... Best feature photography under 1 minute... and the Best Radio editorial.

Plus a Second for regularly scheduled TV newscast (10 p.m. News)...and regularly scheduled

Radio sports program (6:05 p.m. News).

Also a Third for feature photography over 1 minute.

Eleven awards in all. Nine from AP, two from UPI.

WGN News. Great news.

Television 9  Radio 720



Above, an actress delivers an emotional plea for ending the war; at right, actor Henry Fonda in one of the seven antiwar spots in which he appears.



ative director, Hoefer, Dieterich & Brown, San Francisco; Saul Bass, president, Saul Bass & Associates, Los Angeles; David Botsford Jr., chairman, executive committee, Botsford Ketchum Inc., San Francisco; Edward D. Gottlieb, executive vice president, Carlson, Liebowitz & Gottlieb, Los Angeles; Walter E. Terry, executive vice president, D'arcy MacManus, Intermarco Inc., San Francisco; George E. Thompson III, vice president, J. Walter Thompson Co., San Francisco; and C. B. Wilton, Wilton, Coombs & Colnett Inc., San Francisco.

In one of the more dramatic of the Unsell spots, Henry Fonda, appearing on camera, says: "When I was a kid, I used to be really proud of this country. I thought that this was a country that cared about people, no matter who they were or where they came from. But now, when I see my country engaged in an endless war, a pushbutton war, I don't feel so proud any more. . . ."

Objectives of the campaign, as explained last week at a news conference in Beverly Hills, Calif., are "to bring the reality of the air war home to the American people," combat "news management" about the air war, and to offset public indifference to the air war. The Unsell advertising material is designed to be used by stations as public-service announcements.

Frank Greer, director of the Help Unsell The War project, said that a letter offering the ads free of charge has been mailed to every TV and radio station in the country. The letter, in part, says: "We think the sheer weight of federal government promotion and propaganda has provided the average citizen with a biased view of why the U.S. is in Southeast Asia and the true nature of the current American air war. These new public-service spots are an attempt to present the other side."

In literature passed out at the news conference, it was said that if a broadcaster refuses to give free time, and then also refuses to sell time, litigation can be threatened.

This new campaign is a continuation of a previous series of antiwar spots, started in the spring of 1971 and produced by a group of East Coast-based advertising people (BROADCASTING, June 7, 1971). That campaign, spearheaded by David McCall, president of McCaffrey &

McCall, New York, turned out commercials that Frank Greer estimates have since been played on 113 television and 450 radio stations throughout the country.

The current campaign, first announced this spring (BROADCASTING, March 27), was to be specifically conducted by West Coast advertising and production people, and also was to be based on a particular focus—the continuing air war in Southeast Asia (the first campaign concentrated on American casualties and the cost of the war).

Mr. Carson emphasized at the news conference that all who contributed to the campaign did so on a voluntary basis and acted strictly as individuals.

New credit report service established by IBFM

The first report on broadcast accounts receivable for all national advertising agencies will be issued in mid to late summer by the new Broadcast Credit Association. The report will be retroactive to May, according to Institute of Broadcasting Financial Management.

IBFM's board of directors has approved the formation of BCA as a wholly

owned subsidiary (to be incorporated separately).

The first report will encompass receivables details from 330-340 stations—BCA now has the support (and funding on a membership-fee basis) of 183 cooperating individual broadcast operations in 65 markets and will have cooperation of The Katz Agency, which handles billing and collecting for all stations it represents. Preparation of the reports will be supervised by Ernst & Ernst, nationally known accounting firm, through its San Diego office.

Warren Middleton, IBFM executive director, said that appropriate forms and computerized carding will be available to cooperating stations within two weeks. As initially conceived, credit association members will receive a national summary each month showing "past-due status" of every national advertising agency and buying service. BCA will not express opinions or make recommendations (or "rate the agencies, nor be involved in collections," Mr. Middleton noted). Information supplied, according to IBFM officials, should, however, be of use to stations in making their own basic credit decisions.

A free time package for national candidates?

Tiernan bill would give presidential and vice presidential runners time with tax payers picking up tab

Representative Robert O. Tiernan (D-R.I.) has introduced legislation embodying the so-called "voters' time" concept of providing presidential and vice-presidential candidates with government-subsidized prime broadcast time prior to the general election.

The bill (H.R. 15387) would give candidates half-hour blocks of time from 7 to 11 p.m. on TV and radio stations and CATV systems in the 35 days before the election. The time would be purchased with a congressional appropriation.

BAR reports: television-network sales as of May 28

CBS \$265,474,000 (36.8%); NBC \$235,260,300 (32.6%); ABC \$219,445,100 (30.4%)*

Day parts	Total minutes week ended May 28	Total dollars week ended May 28	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	113	\$ 600,900	1,535	\$ 9,315,800	\$ 9,106,400
Monday-Friday 10 a.m.-6 p.m.	1,011	6,984,800	19,836	143,475,700	133,317,500
Saturday-Sunday Sign-on-6 p.m.	284	2,188,200	6,718	85,485,100	68,352,800
Monday-Saturday 6 p.m.-7:30 p.m.	94	1,523,800	1,932	37,219,300	31,092,600
Sunday 6 p.m.-7:30 p.m.	10	150,800	299	6,888,100	11,086,800
Monday-Sunday 7:30 p.m.-11 p.m.	398	16,678,300	8,321	398,793,000	388,138,300
Monday-Sunday 11 p.m.-Sign-off	157	1,630,400	2,981	39,002,400	26,731,800
Total	2,067	\$29,757,200	41,622	\$720,179,400	\$667,826,200

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

(Suggested for mature audiences.)



In 23 markets, more young adults (18-49) watch the heroic escapades of Col. Hogan and his cohorts than any other programming in the time period.

In 35 markets, young adults rank Hogan's Heroes a clearcut favorite over year-ago programming in the time period. Average increase: 70%.

In other words, if you want more maturity in your fringe-time audience, we've got a great suggestion:

Hogan's Heroes!

Another great sitcom from **Viacom**

tion which Mr. Tiernan estimates would amount to \$5 million every four years.

Rates charged by commercial stations and cable systems could not exceed "the lowest unit rate . . . for the same class and amount of time for the same period" or 50% "of the lowest published rate of the station or system which would be applicable to a commercial advertiser for such time." Noncommercial stations could charge no more than "the direct costs incurred in providing voters' time."

Parties whose candidates placed first or second in two out of three of the last elections would receive six half-hour blocks; those whose candidates received at least one-eighth of the vote in the last election would get two blocks, with all other parties receiving one half-hour block.

The measure directs the FCC to prescribe regulations necessary to insure simultaneous transmission of each broadcast by stations and cable systems.

The Tiernan bill contemplates "substantial live appearances" by candidates and empowers the controller general to penalize a candidate one half-hour program if he finds justified any complaints about the format of a previous program. The bill requires that five days elapse between candidates' appearances in voters' time. But it would not prohibit stations and cable systems from selling candidates time or providing it free.

Bias against women charged to JWT

Hearing begins on allegations agency favors its male employees

A preliminary hearing on charges of sex discrimination against J. Walter Thompson Co. by a former public-relations department employee, Betty Lehan Harragan, was held at the New York state division of human rights in New York last Tuesday (June 13). Two complaints by Miss Harragan are involved.

The first, filed July 12, 1971, charged JWT with a long-standing policy of discrimination against women professionals. Women were said to be paid \$5,000-\$10,000 less per year than men and denied equal opportunity in promotions and raises.

Miss Harragan says she was bypassed for the position of public-relations supervisor on an account in June 1971, in favor of James Ahtes, also on the public-relations staff. Mr. Ahtes had less seniority, professional training and experience, according to Miss Harragan.

The second complaint, filed last Feb. 15, charged the agency with unlawful retaliation. Miss Harragan said she was subjected to harassment and interference on the job after she won a "probable cause" determination in the first action. Miss Harragan, with the agency for eight and a half years, was fired Feb. 29.

At last week's hearing attorneys for the agency and for the state division, which is representing Miss Harragan, agreed to a restricted disclosure of JWT personnel records. The case was adjourned to Thursday, Aug. 10.

FTC sees flood coming, wants more examiners

The Federal Trade Commission's list of antitrust and consumer-protection cases is accelerating so rapidly that it wants four more hearing examiners—even though the FTC admits to getting too little work from the 12 it now has.

In testimony released last week by a House Appropriations subcommittee, FTC Chairman Miles W. Kirkpatrick said the current force of examiners would be swamped by the cases that will be coming up. FTC examiners averaged only two cases and 37 days of hearings last year, but FTC officials note that an examiner's job—like a judge's—includes much more than the actual hearing of cases.

Nevertheless, a trade commission statement acknowledged "reduced productivity" of some examiners, who are appointed by the Civil Service Commission, not the agency.

And Representative Jamie Whitten (D-Miss.), chairman of the subcommittee, was skeptical about adding four new men, with their \$30,000-plus salaries, at this time. "Don't you think," he asked, "we would be a little premature to give you four more people to sit around and be in your way down there until your case-load gets up to where you could put them to work?"

Business Briefs

Agency appointments. Thomas J. Lipton, Englewood Cliffs, N.J., has appointed Albert Jay Roshenthal & Co., Chicago and New York, to handle its Morton House Kitchens, canned goods, marketing. Roshenthal currently handles Lipton Iced-Tea-In-a-Can, Lipton Food Service and Lipton Military. ■ Barney's Clothes, New York, has appointed Scali, McCabe & Sloves there to handle its estimated \$1.5 million account. Account was formerly handled by Jack Byrne Advertising.

New addition. Data Communications Corp., Memphis, has announced it has added KENS-TV San Antonio, Tex., to roster of stations using its Broadcast Industry Automation System (BIAS). System, which now serves 20 outlets, utilizes computerized techniques of time sales and billings.

Docking at CBS. Ideal Toy Corp., through Helgoff and Partners, both New York, will sponsor animated Beatles film "Yellow Submarine," on CBS-TV Sunday, Oct. 29 (8-9:30 p.m. EST).

Rep appointments. WTLV(TV) Jacksonville, Fla.: Blair Television, New York ■ KNTV(TV) San Jose, Calif.: Avco Television Sales, New York ■ WNIC-AM-FM Detroit: Radio Advertising Representatives, New York ■ KNUS(FM) Dallas: ABC-FM Spot Sales, New York ■ KELI-AM) Tulsa, Okla.: KTRN(AM) Wichita Falls and KRXZ(AM) Amarillo, both Texas: Petry Radio Sales, New York ■ WATI(AM) Indianapolis and WCHV(AM) Charlottesville, Va.: Grant Wezz & Co., New York.

Broadcast Journalism

'The 51st State': a freewheeling PTV approach to local news

WNET's bold experiment in countering established broadcast journalism may not be a ratings triumph, but it's making waves. Some of them could swamp it.

The four or five top stories of the day float vertically up the screen in a lazy, 40-seconds-or-so credit crawl, over a background—lyrically photographed and buttressed by a pop-music sound-track—of kids playing in a New York park. The anchorman wears a zebra-striped turtle-neck, well-traveled dungarees and boots.

The show is called *The 51st State* and it has been on WNET(TV), the public TV station in New York, for four months now. The station—with a grant from the Ford Foundation—is putting more money and more staff into the show than the going rates for its three commercial competitors in the 10 p.m. time slot. The year's budget for *The 51st State* and its 55-member staff will go above \$2 million, whereas WNEW-TV has 45 staffers and spends \$1.5 million, WPIX-TV has 53 and a budget of \$1.3 million, and WOR-TV has 18 staffers and \$600,000.

What WNET is getting back on its investment is harder to measure, except perhaps in grief. *The 51st State* is shaping up as the most controversial news series on the air. It is both the pride of its management and a thorn in the side of a public broadcasting establishment that has repeatedly been forced to explain its disassociation from the series' conspicuous hallmark: advocacy journalism.

"We try to be as unpredictable as we can, to do things a bit differently from the way they're being done on the other news operations in the city," says Jack Willis, the executive producer (and the former head of operations on *Dream Machine*). "For instance, we don't allow ourselves to be manipulated by the AP and UPI daybook listing of things like press conferences and speeches and ribbon cuttings."

"Why should we cover all those phony events—all that staged stuff—when everybody else is covering them?" chimes in John Parsons, one of the producer-reporters on *The 51st State*. "The daybook doesn't reflect the things that really concern people today—you don't find the strong antiwar feelings of so many New Yorkers listed on the daybook. Some really good city-hall reporters on the other stations are dissipating their energy covering these phony events so they don't have time to do the kind of hard-nosed investigative reporting this city needs."

The show's unorthodox approach certainly has not paid off in ratings—it consistently trails the competition at 10.



PTV innovators. *The 51st State's* principal on-air spokesman is Paul Watson (l), anchorman, pictured during a studio rap at WNET with a gang from the South Bronx. Creative control is the responsibility of Jack Willis (r), executive producer.

But Fred Friendly, the Ford Foundation's principal programing officer, says the low ratings don't really reflect the show's impact. "*The 51st State* is getting a great deal of press attention," he says, "because the show has zest and vitality." He mentioned the show's full coverage of the hearings into the Attica prison riots, and special programs on street gangs in the Bronx and slum housing in the various boroughs of the city and said, "This kind of coverage is beginning to have a very real effect on people's lives in the greater New York community." (Mr. Friendly takes great pains to point out, however, that neither he nor anyone else at the foundation gets involved in any way with the editorial direction of *The 51st State*.) Ford has renewed its commitment for another year.

Things may seem rather disorganized in the editorial offices and in the main studio (which is three blocks away from the editorial offices) of *The 51st State* but the 15 producer-reporters say they thrive on the loose, almost casual way the show is put together. "In many ways, this setup is like the underground station-in-exile I used to dream about when I worked for WNBC-TV," says Selwyn Raab, an intense, abrupt reporter who covers politics. "There are no layers of bureaucracy here, so that, for example, you can get a film crew on short notice when you need it, or an editing room when your tape is ready to be cut and processed.

"And the commitment to investigative reporting here is of a more solid kind. When the commercial stations talk about investigative reporting they mean spreading the news that hospitals are terrible, that schools are terrible—which everybody knows. On this show, we're encouraged to dig into things like the sham way in which the city's expense budget is put together, or the fat fees that go to the estate lawyers—all political appointees—in the public administrators' offices in the five boroughs of the city."

Mr. Raab also notes that Jack Willis has no hesitation about giving the go-ahead to a story that may not lend itself

easily—if at all—to visual treatment. For example, he broke a story recently about the death of a member of the Chinese UN delegation, which, he said, was "suppressed" by local and federal officials and by the Chinese themselves because "the death was apparently murder." It was strictly a verbal, hard-news story but because Mr. Raab had an exclusive on it, he got it on the air immediately to score a beat on the *New York Times* and the *New York Post*, which picked up the item the next day and attributed it to WNET.

"I'm doing the best work of my career," says Hal Levenson, another *51st State* producer-reporter, whose beat is housing ("although I dabble in covering the courts and the jails"). "I'm the only reporter here who's worked on all three of the network outlets in New York, and by comparison the freedom here is incredible. There's no real pressure to get stories in on a given deadline because of the magazine-type format, so that, at least in my case, there's almost too much freedom—I've really got to apply strong self-discipline so that I don't get lazy."

Jack Willis hasn't detected much laziness on his staff but he does see deficiencies in coverage that he'd like to correct next fall. "We've got to get our people out into the suburbs more and start documenting the way middle-class people feel about economic issues, consumer problems, housing and schools," he says. "And there are major areas in the city like the entertainment industry, the garment industry, the Wall Street financial community—areas we haven't even tapped yet in terms of adequate coverage."

Patrick Watson, the host and editor of *The 51st State*, agrees with Mr. Willis's assessment. "I suspect there are a great many people who don't watch the show because they don't feel we're dealing with the problems they're concerned with," he says. "The so-called hard-hats, the middle- and upper-middle-income blue-collar workers—we have an enormous obligation to become involved in their issues

and present them fairly on the show."

The show's fairness recently came under fire when Av Westin, the executive producer of ABC-TV's evening news report, charged that *The 51st State* was "perverting their obligation to cover the news truthfully" and cited as an instance the show's announcing that a local DA was in favor of enforced heroin maintenance when he was really against it. "In that particular instance we did make a mistake," Mr. Willis says. "The error was in the original UPI story but our reporter failed to check it out. The important thing, though, is that we corrected it on the air immediately."

As to Mr. Westin's broader charge that the news isn't being covered truthfully by WNET, Mr. Willis says, "I've challenged him to cite other specific examples and so far he hasn't done so. He seems to be echoing the other criticisms I hear about—that we're doing subjective journalism, advocacy journalism. But I think that's a false issue. The issue is if it's good journalism or bad journalism and the question is are you going out and getting the facts. We regard ourselves as something of a community station, which means that we're basically for the underdog, the person who's not being served by the city. So in one way or another we're always attacking institutions. But within that framework, we try to rely on our experience as journalists to be as fair as we possibly can."

For the people at *The 51st State* the concept of fairness is often related to, as Mr. Watson puts it, "the over-all atmosphere of information within which people live in New York." On May 11, *The 51st State* came on the air for five hours to conduct what it called a "watch on the war," and of the 30 or so people who came on the show to talk about President Nixon's mining of North Vietnam's harbors, only one, Senator Robert Dole (R-Kan.), chairman of the Republican National Committee, represented the administration's point of view. A special telephone number was repeatedly superimposed on the screen and viewers were

asked to call and register their opinion of the President's war policies. Of the more than 6,000 calls that came in during the show, the tabulation was 6 to 1 against.

Later, during a televised debate with WNEW-TV newsman Steve Bauman, Mr. Watson took this stance:

"I think I could argue, without being frivolous about it, that the program would have been better if there had been no representatives of the Washington point of view on, because it was perfectly clear that what this program was about was reflecting and articulating that body of opinion in the country that's concerned and frightened over what's going on in Vietnam."

Later on in the interview, when the discussion shifted to the antiwar convictions of WNET reporters, Mr. Watson said, "I think that our people are much less concerned to hide and mask their bias about that issue than many newsmen are. Our people, like all the serious and independent-minded newsmen that I know, hate the war and don't admire the administration's policy about it."

That outspokenness, both on the air and off, may not be bad policy for WNET, but it's certainly bad news for others in public broadcasting. Already embarrassed by the charges of liberal bias surrounding the choice of Sander Vanocur and Robert MacNeil as chief correspondents for the National Public Affairs Center for Television—complicated by the attendant flap about their salaries—there are those in the medium who feel this latest innovation may prove one straw too many. It is virtually certain that no funds channeled through the Corporation for Public Broadcasting could be used to support it: That body is charged by law with granting funds only for programs characterized by "strict adherence to standards of objectivity and balance"—a description *The 51st State* does not presently seem to be courting.

But if the series has so far been unsuccessful in staying out of trouble, it's certainly been successful at staying in print. Among the many—often glowing—mentions it has gained in the New York and national press is this by Nat Hentoff, the author and *New Yorker* staff writer: "This provocatively unpredictable show is beginning to present a formidable challenge to print journalists while leaving the other local television news operations a light-year behind. . . . The question now is how those of us reporters without a camera are going to keep up with this really new journalism."

Mitchell: Nixon would be 'foolish' to debate on TV

President Nixon's campaign manager, former Attorney General John Mitchell, has added even more credence to the assumption that Mr. Nixon has no intention of engaging in TV debates with the Democratic presidential nominee.

In answer to a question on the chance for debates, Mr. Mitchell said at a June 8 news conference that "no incumbent President has ever debated a candidate

in a presidential election and as far as my position is concerned I would advise the President against it."

Every statement made by the President is "policy-forming" in nature, he pointed out, "and I am sure that any incumbent President would be very, very foolish to undertake a debate" from which people could get a "misimpression" about U.S. policies.

Why Nixon resists news conferences

Ehrlichman says President prefers other ways of communicating, thinks press ask 'dumb questions'

President Nixon, according to his top domestic affairs adviser, doesn't think news conferences are a "very useful way of communicating with the American people." John D. Ehrlichman, executive director of the White House's domestic council, thinks the President is asked "a lot of flabby and fairly dumb questions" at news conferences.

Appearing last week at a taping in Burbank, Calif., of the half-hour *News Conference* program, scheduled for telecast on KNBC(TV) Los Angeles on June 17, Mr. Ehrlichman defended the President's record of having held but a single news conference this year. Beyond having been busy with trips and other responsibilities, Mr. Ehrlichman pointed out, the President "communicates with the American people a lot of different ways." He cited a person-to-person interview with CBS White House Correspondent Dan Rather as an example. But when pressed by KNBC newsman Robert Abernethy about the President's avoidance of news conferences, Mr. Ehrlichman replied:

"Well, he doesn't get very good questions at press conferences, frankly. He goes in there for half an hour and gets a lot of flabby and fairly dumb questions. It doesn't really elucidate very much."

Mr. Ehrlichman added that many times he has known the President, after a news conference, to comment to his staff: "Isn't it extraordinary how poor the quality of the questions are."

Mr. Ehrlichman also pointed out that more interesting and valuable news is developed out of "one-on-one" interviews, such as the confrontation with Dan Rather, than when "you have 300 people jumping up and yelling, 'Mr. President,' and all that kind of thing."

Asked earlier by Mr. Abernethy whether he agreed with Republican National Chairman Robert Dole's statement that news media have attempted to sabotage the President's policies on the Vietnam war and that media have a vested interest in America's defeat, Mr. Ehrlichman replied: "That's a little strong for me." He added, however, that there are advocates in news media and that this seems to be the modern trend in journalism.

"I wish they wouldn't salt their particular biases into the news columns—that they would just save them for the editorial columns," he said.

The night the floods came to Rapid City

Radio-TV warnings were taken lightly; but when disaster hit, broadcasting became a rallying point for the area

The creek that runs through Rapid City, S.D., is "the prettiest thing you ever saw," says a county commissioner from that region. "I fish there all the time. You wouldn't believe it could rise up and hurt anybody or anything."

Nearly everyone in Rapid City felt that way, even when the town's radio and television stations started broadcasting flood warnings the night of June 9. These people live in dry country, where 16 inches of rain may fall in a year and a "flood" is something that fills a few basements. Too many of them simply didn't believe the warnings.

When community leaders got next to nowhere with broadcast messages, they began a door-to-door alert. Even that left many residents unmoved: one man was so unimpressed by the warnings that he clubbed his callers with a broomstick. Terrible floods in Rapid City, like blizzards in Phoenix, simply weren't real.

Then the floods did happen, and so did death and devastation on a scale beyond description. And the broadcasters who could find no way to ignite their neighbors to action began the awful task of recording the tragedy, living with it and trying desperately to help Rapid City crawl out from under it.

It was radio's hour, not television's. The aural medium was more flexible, and everyone could stay with it whether the power stayed on or not. Stations cut their songs and chatter, mobilized their news staffs and aligned themselves with the public and private agencies that battled against disaster.

The bulwark among Rapid City's stations was KOTA(AM). It normally signs on at 5 a.m. and off at midnight, but after a few hours without power on the night the floods hit, it went on at 4 a.m. on Saturday (June 10) and stayed there for 80 consecutive hours.

For much of that time, the station was at the disposal of Civil Defense, the missing persons bureau and whatever other agency could help and be helped. Everyone listened. "The people who were in trouble had no power and the only thing they could rely on was their transistor radios," said William Duhamel, executive vice president and station manager of KOTA. "You couldn't be out of earshot of a radio, no matter where you were."

No rating service will ever verify it, but everyone takes for granted that most radios were tuned to KOTA. KKLS(AM) was swept off the air by the flood, suffering an undetermined amount of damage; two FM's, KTEQ and KVSR, hooked up with KOTA. KRSD(AM), which suffered some damage, and KIMM(AM), a smaller station, did what they could.

Television newsmen, without mobile units, went out into the storm and got the first film seen in Rapid City and across the country. Network news people

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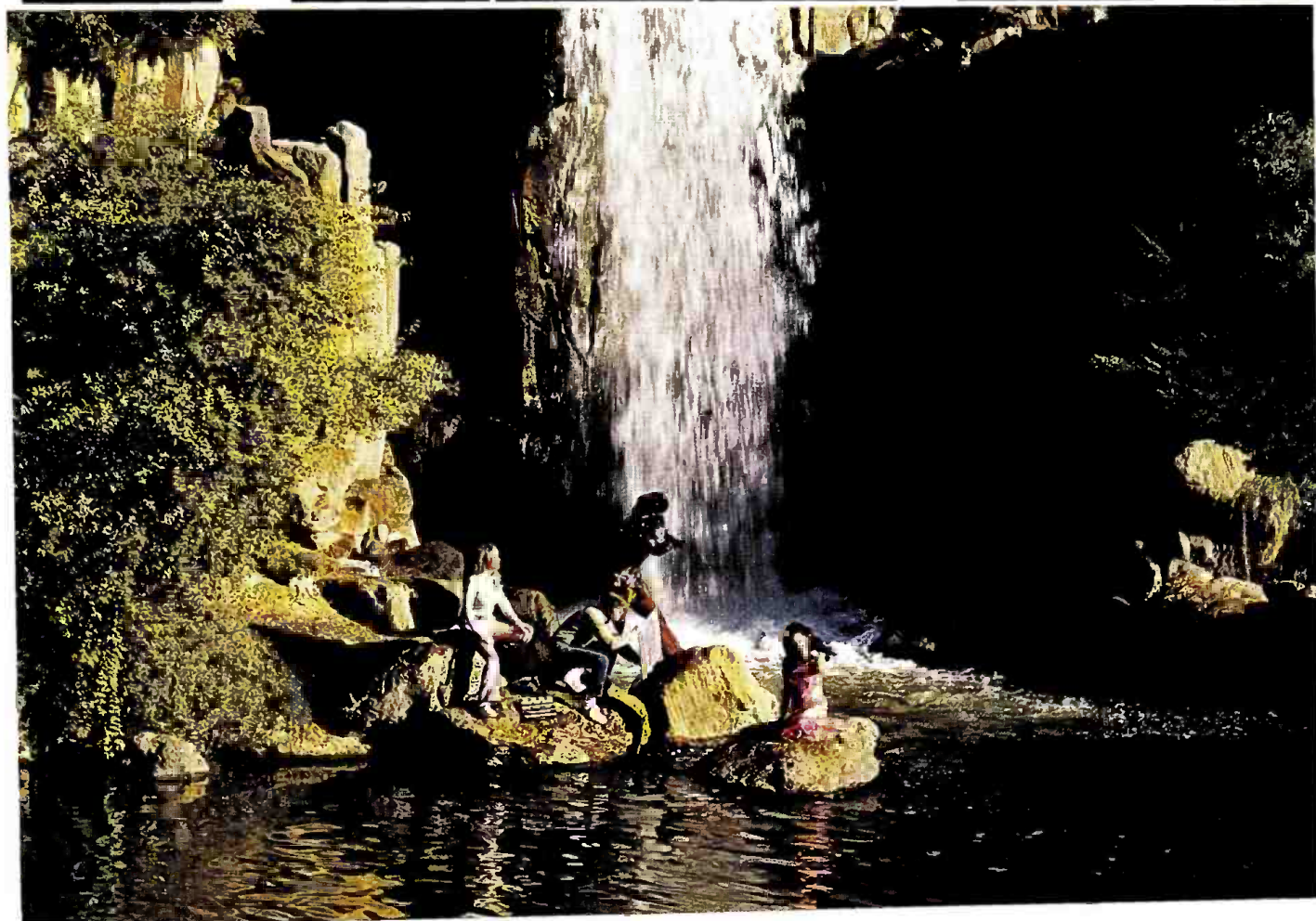
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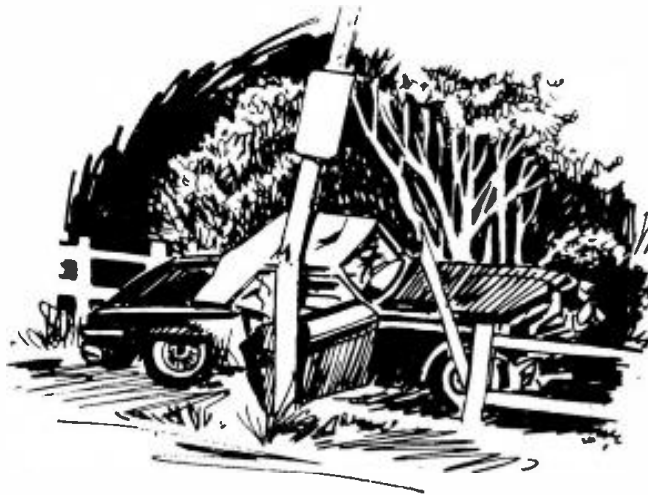
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Still one too many.

With the new long holiday weekends, more concern is being voiced over traffic death tolls and the Fetzer television stations in Nebraska decided to do something about it. They produced thirteen spots on highway safety and distributed them for use across the state during a recent three-day holiday weekend. The stations ran these spots in saturation during the weekend and also produced two special programs for that period. The weekend toll? Only one death was reported—a 75% reduction in traffic fatalities. This is another example of how communications can help.



The Fetzer Stations

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

went in on Saturday, but the early film—notably of some fires that accompanied the disaster—was local, especially from KOTA-TV.

On Sunday and Monday nights KOTA played songs, but nothing approaching its normal sound. Commercials were out entirely, and nobody had even begun to estimate last week what that meant in lost money. There was too much else to do.

On Tuesday, the death count stood officially at 202, but the missing were listed in the thousands. By Tuesday evening authorities had settled on a list of about 2,000, and they gave it to KOTA. What the station did was to broadcast that list, every name on it, for three hours, in the hope that listeners would recognize their own names, or the names of friends or relatives, and call in to strike them from the list. On Wednesday the list had been sliced to 1,000, and it was hoped that by week's end it could be cut to less than half of that figure.

Across the state, other stations were trying to provide help. Ksoo-TV Sioux Falls, S.D., started a fund-raising drive. KCAU-TV Sioux City, Iowa, scheduled an all-night telethon for Thursday (June 15) with volunteer entertainment from the surrounding three-state area.

Meanwhile, TV and radio networks were working to get the story out. It wasn't easy, because normal communications in and out of the town were severely disrupted and transportation virtually had to be airborne. The reports were given extensive play on regularly scheduled network TV newscasts and on both regular and supplementary feeds on the radio networks.

Late in the week, the situation in Rapid City still had not returned to whatever "normal" is after a death-dealing flood. Out-of-state callers were lucky to get a call through except in cases of emergency. The stations were still broadcasting report after report, and KOTA still had a long list to read again.

All that was left was to be grateful for whatever and whomever had been spared. A KOTA newsman said: "Mine was the only house left standing in my neighborhood. I lost my car—but hell, that's minor." Mr. Duhamel reported that one of the station's salesmen-announcers had perished; so had the receptionist's husband. Nobody's circle of friends and everyday realities were left untouched. All the shattered city and its broadcast stations could do was find and bury the dead, find and protect the living, and try to start over.

And you're another

William F. Buckley Jr., author and television personality known for his conservative stance, and John Kenneth Galbraith, writer-economist, former ambassador to India and influential liberal, will provide commentary on NBC-TV's *Today* program at the Democratic and Republican national conventions in Miami Beach this summer. NBC-TV said their appearance would not be debates but



And a cast of . . . NBC officials had hoped that 650 of their employees would be on hand in the skating rink at Rockefeller Plaza in New York last Thursday morning (June 15) to film a promo for NBC News's coverage of the upcoming political conventions, because that's how many people they say will be involved in some phase of the coverage ("Closed Circuit," June 15). For some reason—maybe the hour (9 a.m.), maybe the threat of rain—the crowd didn't get to 650, but it did get to be a crowd, as shown in this NBC photo. The promo will feature John Chancellor (shown at left with arms folded), who will co-anchor the convention coverage. He will present "some of the people at NBC who will be helping to bring you the convention activity." It is one of 20 convention-coverage promos being produced by the NBC advertising department. Spokesmen said negotiations with more than 20 craft unions were involved for just this one.

dialogues to provide insight into the proceedings. In 1968, Mr. Buckley teamed with author Gore Vidal as special commentators for ABC-TV's coverage of the political conventions. The result was frequent bickering and name-calling.

Security check riles Hill credentials group

It bucks Secret Service on request for complete rundown on newsmen assigned to Miami Beach convention

The U.S. Secret Service and a group of newsmen in charge of arrangements for daily-press coverage of the Democratic national convention are embroiled in a nasty little dispute over a Secret Service plan for screening the 4,000 reporters who will cover the convention.

At issue is the Secret Service's request last week that all persons receiving any type of press credentials to the convention provide the agency with personal information—full name, sex, date and place of birth, social security number, home address, telephone number, employer and occupation.

The five-member Standing Committee of Correspondents of the Senate and House Press Galleries, which handles arrangements for daily-press coverage of Congress, the conventions and presidential inaugurations, saw the request as a move that might give the Secret Service "an unprecedented veto of who will cover the convention" and one that "under-

mines" the committee's "traditional role of accreditation." The group incorporated its views in a resolution of protest it sent to Democratic National Committee Chairman Lawrence F. O'Brien.

A Secret Service spokesman, John Warner, reacted with some heat. He said the request for information was a "routine" security measure, and in line with similar requests the Secret Service had made of reporters since the 1968 conventions. He said the same information is being sought from others who will be located in restricted areas—near the podium—during the convention. This includes maintenance people and even security officers, but not the delegates and alternates.

"It's not an effort to veto anybody and doesn't have anything to do with accreditation," he said. "That's a lot of crap."

Steven Gerstel, of UPI, chairman of the protesting standing committee, replied in kind: "He's lying." He said the Secret Service has checked on various individuals but has never before requested personal information on everyone who was to cover a convention. This corresponded with the recollection of others who have made arrangements for press coverage of major events. Mr. Gerstel indicated he appreciated the Secret Service's responsibility for security, but said the agency could accomplish its purpose by "keeping an eye" on individuals it has reason to regard as warranting that kind of attention.

There was no indication that standing

committees of Capitol Hill newsmen in charge of arrangements for other segments of the media—radio-TV, periodicals and photographers—would file similar protests.

In fact, Joseph McCaffrey, of WMAL-AM-FM-TV Washington, chairman of the standing committee of correspondents of the Radio and Television Galleries, indicated he saw little reason for the protest. He discounted the Secret Service request for personal information as a "standard procedure," and said: "Then, too, you have to consider the climate of the times."

And that appears to be the feeling of the Democratic National Committee, which cooperated with the Secret Service in announcing its request. "In view of what happened in Laurel, Md.," said Joseph Mohbat, DNC press secretary, referring to the attempt on the life of Alabama Governor George Wallace, "we're not inclined to fight security arrangements very strongly."

22 from minorities in Columbia radio-TV

Enrollments since start of summer training in '68 now total 95

Columbia University has enrolled 22 minority-group members in its fifth annual summer broadcast training program—now under way—for professional careers in broadcasting. Another 11 minority

journalists will work in the newspaper-reporting section.

The program runs for 11 weeks, from June 12 through Aug. 25, and has been in operation since 1968. During that time, it has trained 95 minority-group people as television or radio reporters and 29 as newspaper reporters.

The program's broadcast unit is being sponsored by NBC, the CBS Foundation and the Ford Foundation.

The director of the broadcast unit is Al Goldstein, currently on leave of absence from NBC News, New York. The broadcast students and the organizations that have guaranteed them jobs:

Jacqueline Adams, WNAC-TV Boston; Nicholas Ayala Jr., WTIC-TV Hartford, Conn.; Duke Bradley, KTEW-TV Tulsa, Okla.; E. Rochelle Brown, KERA-TV Dallas; Phillip Chin, WCBS(AM) New York; Walter Elder, WSB-TV Atlanta; Alberto Gamez, WLS-TV Chicago; Annette Gilman, WTVT-TV Tampa, Fla.; Thomas R. Glenn, KRTV-TV Great Falls, Mont.; Hilda Gourdin, KSL-TV, Salt Lake City; Felicia Jeter, WAGA-TV, Atlanta; Patricia Knight, KWTW-TV, Oklahoma City; Genevieve Lim, CBS News; Felicia Lowe, KNBC-TV Los Angeles; Wendell Mew, WMAQ-TV Chicago; Willie Monroe, WBAP-TV Fort Worth; William Perez, WNBC-TV New York; Michael Potter, WJAR-TV Providence, R.I.; Ginger Rutland, KCRA-TV Sacramento, Calif.; Jack Smith, KNXT-TV Los Angeles; Sharon Stevens, WBBM(AM) Chicago; John Wesley, WLBT-TV Jackson, Miss.

New look in D.C. TV news

WTTG's 10 p.m. news jumps to front in late-night Nielsens, personnel shifts at other stations

Both the ratings and the personnel for TV newscasts on Washington stations made news of their own last week. There was a turnaround in the ratings race favoring WTTG-TV, the scheduling of a black anchorwoman for WTOP-TV's expanded early evening news and the resignation of a co-anchorman at WMAL-TV.

The 10 p.m. news show of Metro-media's WTTG has for the first time out-distanced the ratings of its competitors' evening network news programs, according to Nielsen figures released last Monday (June 12).

The ratings estimate the channel 5 independent reaches 166,000 homes with *The Ten O'Clock News*, compared to 164,000 for CBS's Walter Cronkite (WTOP-TV) at 7 p.m.; 153,000 for NBC's John Chancellor (WRC-TV) at 6:30 p.m. and 81,000 for ABC's Harry Reasoner and Howard K. Smith (WMAL-TV) at 7 p.m.

The Nielsen ratings also showed WTTG's 10 p.m. program ahead of competing 11 p.m. local news shows.

Beginning Aug. 14, WTOP-TV will add a half-hour to its locally produced news. The new 5:30-6 p.m. slot will be co-anchored by J. C. Hayward and Bob Dalton. Miss Hayward, who has been co-anchoring the station's weekend news, will become the first black woman to co-anchor a major daily TV news show in Washington.

The addition to the 6-7 p.m. local news, combined with CBS network news with Walter Cronkite, from 7 to 7:30 p.m., will create Washington's first two-hour news block.

Jim Steer, co-anchorman with Fred Thomas on WMAL-TV's local news shows at 6 and 11 p.m., has resigned, according to Len Deibert, the station's news and public affairs manager. He said a replacement is being sought both inside and outside the station, but one has not yet been named.

Ex-employee complains about WCBS-TV to FCC

Gene Simpson, a black newsman discharged by WCBS-TV New York last February, has accused his former employer of racial discrimination against himself and minorities in general.

In a complaint to FCC Chairman Dean Burch on May 31, Mr. Simpson presented numerous allegations of bias against WCBS-TV, a CBS owned and operated station, which he claimed "should lead the commission to deny" the station's renewal. (Although WCBS-TV's renewal application is pending at the commission, Mr. Simpson's communication was not presented as a petition to deny and was submitted past the deadline for such filings.)

The allegations centered on the station's news operation, which Mr. Simp-

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son claimed does not "present news from the perspective of the black community" and "practices discrimination" against its black and Puerto Rican employees.

Mr. Simpson emphasized that he is not seeking "personal redress" through his complaint, although he commented that "I do believe that WCBS-TV discriminated against me because I am black." "My complaint on that score," he said, is being pursued through the New York City Human Rights Commission, with which he filed a formal complaint in 1970 while still an employee.

Mr. Simpson also submitted a "narrative" of his personal experiences as a WCBS-TV employee, in which he charged that he was often given no assignments at all or put on beats in which his personal safety was endangered.

The complaint also accused CBS Washington Vice President Richard Jencks (who was in charge of the CBS/Broadcast Group at the time of Mr. Simpson's employment) of supplying the Congressional Black Caucus with a "dossier" on Mr. Simpson shortly before he was to appear as a witness at the caucus's hearings on the media (BROADCASTING, March 13). The "dossier" consisted of a memo to Mr. Jencks from James F. Simmons, CBS vice president, employee relations, detailing the results of an investigation concerning Mr. Simpson's dismissal from WCBS-TV. In an accompanying letter to Congressman William Clay (D-Mo.), chairman of the Black Caucus, Mr. Jencks noted that Mr. Simpson was let go because he refused to work a scheduled shift (Mr. Simpson contended the assignment was discriminatory against him). The letter also included a portion of WCBS-TV's renewal application dealing with minority employment, which was advanced as a rebuttal to Mr. Simpson's charges of employment discrimination.

Asked by BROADCASTING last week about Mr. Simpson's charge against him, Mr. Jencks commented: "I don't think there is anything in the law or in common sense which should prevent any company from communicating with a congressman concerning charges that have been publicly made against it. That's what we did with Congressman Clay."

Court dodges Goodman plea

The appellate division of the New York State Supreme Court last week formally cleared WBAI(FM) New York and its general manager, Edwin A. Goodman, of contempt of court charges.

The charges resulted from Mr. Goodman's refusal to turn over to the Manhattan district attorney's office tape recordings of interviews made during the 1970 riots at the Manhattan men's house of detention. In refusing, Mr. Goodman cited freedom of the press implications.

The appellate division acted after the district attorney's office asked that the charges be dropped because Mr. Goodman said the tapes at issue no longer existed. Mr. Goodman objected to the request, asking that the case be continued so that guidelines might be established. The appellate division ruling sidestepped

the guidelines issue, saying that cases now before the U.S. Supreme Court would deal with that matter.

Mr. Goodman served two days in jail on contempt charges before he was released pending appeal (BROADCASTING, March 6 et seq.).

Journalism Briefs

Mafia backgrounder. CBS-TV has scheduled hour-long news special *An Essay on the Mafia* for Sunday, June 25, at 8:30 p.m. NYT. Two experts—Luigi Barzini, author and former member of Italy's parliament, and Nicholas Pileggi, New York crime reporter—will delve into cultural and sociological roots of Mafia and try to relate their findings to recent spate of gangland murders.

Politics, Spanish-style. Mutual Spanish Network will provide major coverage of two national political conventions in Miami Beach this summer to its 23 Spanish-language affiliates. Included will be live reports and special convention news on 14 daily newscasts, with emphasis on delegations from large Spanish-speaking states.

Warmup for youngsters. Two CBS News half-hours for children, titled *What's a Convention All About?*, will pre-empt *You Are There* on July 8 and Aug. 19 (12:30-1:00 p.m., NYT). Host Walter Cronkite will try in his narration to help young people better understand U.S. methods of picking presidential candidates.

'President Nixon and the Press,' 1972. Funk & Wagnalls, New York. 212 pp., including appendix (*President Nixon's Nov. 3, 1969, televised speech on Indochina and the commentary that followed, on ABC and NBC, and Vice President Agnew's first two major speeches attacking the media, on Nov. 13, 1969, and Nov. 20, 1969*) and index. \$6.95.

From the same administration that gave you Spiro T. Agnew comes James Keogh's "President Nixon and the Press." Mr. Keogh, former chief of the White House research and writing staff, joined the administration from the ranks of the establishment press—he had been executive editor of *Time*. Perhaps for that reason, there is somewhat more of sorrow than of anger in reporting the faults that he attributes to the press—print and electronic—than is true of Vice President Agnew's barbs.

But the assessment of the press—at least of the Eastern establishment liberal press that is virtually the sole focus of the book (the television networks, *The New York Times*, *The Washington Post*, *Newsweek* and, yes, *Time*)—is about the same. It is staffed by reporters whose liberal bias and dislike for President Nixon and his administration drive them into judgmental and factual errors. And Mr. Keogh attempts to document the criticism with a number of cases. One example was Jack Anderson's column charging that Donald Rumsfeld, director of the Office of Economic Opportunity, had spent government funds lavishly in

decorating his office. The story, Mr. Keogh says, was "a total fabrication." Other examples dealt with what Mr. Keogh considered the editorial thrust CBS and NBC (ABC, particularly its Howard K. Smith, got good marks for fairness and objectivity from Mr. Keogh) gave news stories on election campaigns and Vietnam.

But if television's newsmen were a problem to the administration, the medium itself was a blessing. "Richard Nixon believed—and more than once advised his associates—that the best way to communicate with the people was to appear on live television and speak directly to them," Mr. Keogh writes. "This was, in effect, going over the heads of the newsmen so that what was said could not be strained through their political bias." He quotes the President as saying, in connection with his Southeast Asia policy, "I must say that without television it might have been difficult for me to get people to understand a thing."

If it were not for what seems a bias of its own, "Nixon and the Press" would be a more valuable addition to the literature of press criticism than it is. There is, for instance, unblinking reference to Edith Efron's "The News Twisters" as a source for the charge that the national networks were "overwhelmingly biased against Candidate Nixon." Not a word about the many criticisms of the book's methodology. And even in those rare instances when he concedes the press may have had some basis for reacting as it did—the horror at the Kent State killings; the amazement at President Nixon's statement, while the Charles Manson trial was still under way, that the cult leader was "guilty, directly or indirectly, of eight murders"—he makes it clear he feels it overreacted.

It makes a point: None of us in the news business is perfect.

Media

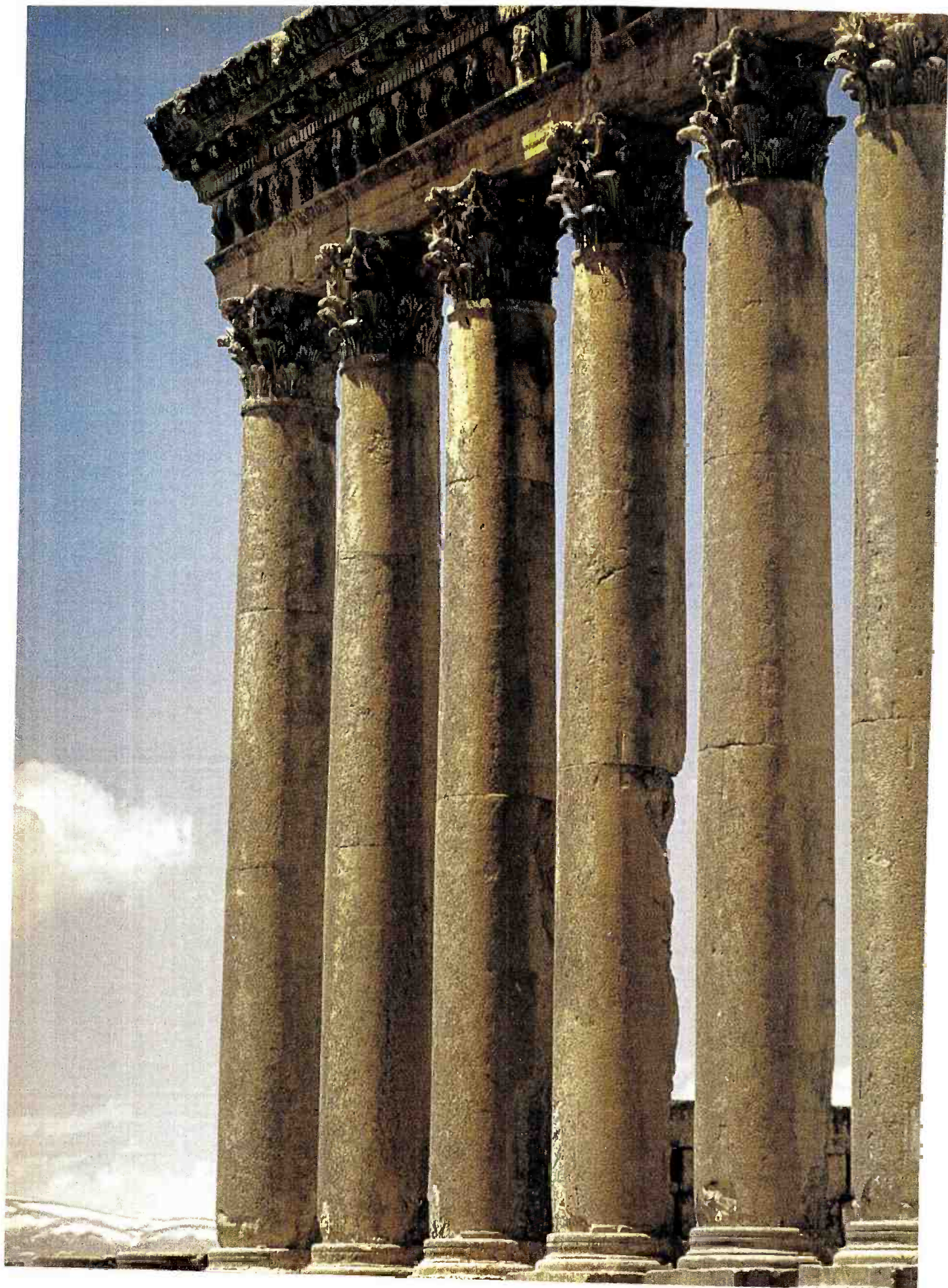
Hard times: FCC's yearly accounting

The rough going for broadcasters is documented in 1971 report, with promise of more to come

The FCC's 37th annual report, detailing the agency's activities for fiscal 1971, was issued last week. The 286-page report emerged more than 11 months after the close of the year with which it is concerned, but it serves as a reminder of the trouble broadcasters were having with the commission and the public that year, some of it in record amounts.

The commission, between July 1, 1970, and June 30, 1971, designated for hearing the license-renewal applications of 20 stations—a new high. Issues included alleged violations of law and character qualifications of the applicants. A large part of the bulge was provided by the renewal-hearing order involving the five Don Burden stations.

Besides the renewal hearings, the com-



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CONSIDER IT ALSO TO BE WITHIN YOUR OWN REACH."**

Marcus Aurelius/121-180 AD

Legacy of Rome in the Middle East, the Temple of Jupiter at Baalbek, Lebanon, has the tallest of all known ancient columns. With their elegant Corinthian capitals, they stand 65 feet high. Only six of the original 54 columns remain.

This great shrine is thought to have been built during the reign of Antoninus Pius (138-161 AD). Plus was succeeded by his adopted son, Marcus Aurelius.

The temple rests on a massive stone terrace whose blocks are 63 feet long, 11 feet wide and 13 feet thick. Each block weighs over a thousand tons, and no one is certain how they were fitted together with such remarkable precision.



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Congressional caucus. It was Illinois's turn to carry broadcasting's cause to Capitol Hill last week. Twenty-seven delegates from the Illinois Broadcasters Association, led by President Fritz Sorenson, WKRS(AM) Waukegan, breakfasted with members of that state's congressional delegation Thursday morning (June 15) and lunched with their senators Thursday afternoon. Above (l to r): Arthur M. Swift, WQAD-TV Moline; Senator Adlai Stevenson III; Dan Calibraro, WGN-AM-TV Chicago; Mr. Sorenson; Senator Charles Percy, and Bob Henley, WGN(AM). The primary mission of the broadcast group was to talk about license renewals. The congressional response was said to be sympathetic. A secondary concern was the matter of counteradvertising, to which Senator Percy reportedly responded: "Forget it. It will never happen."

mission issued show-cause orders aimed at the revocation of eight licenses or construction permits, and issued a final order—now being appealed—to deny renewal to WXUR-AM-FM Media, Pa., as a result of complaints of fairness-doctrine violations.

The number of complaints, comments and inquiries received during the year was 53,503, a decrease from the 60,295 of the preceding year. But there was a substantial increase in the number of complaints and inquiries involving the fairness doctrine and the equal-time law—3,666 as against 2,294 in fiscal 1970.

The number of field investigations conducted by the commission almost doubled, from 27 to 52. And the report noted that because of personnel limitations, most inquiries are conducted by correspondence; field investigations are conducted only in major cases. The report said these involved, in fiscal 1971, allegations of censorship of political candidates, racial or religious discrimination in employment practices, payola, fraudulent business practices, deliberate distortion of news, filing false ownership reports, unauthorized transfer of control of stations, false or misleading advertising, failure of licensees to maintain control over programming, and various allegations against networks.

But if the report makes it clear that 1971 was a record year for various kinds of government trouble for broadcasters, it also indicates that things are getting worse. It notes that about 50 petitions to deny license renewals were filed, most by minority racial groups complaining that stations were not surveying or meeting their needs and were discriminating against their members in employment practices. There are now some 100 cases of that sort pending before the commission.

The report, which will go on sale shortly at the Government Printing Office

for \$2.75, for the first time presents a compilation of the stations that have lost their licenses since 1934, when the commission was established. An "informal list" of applications for licenses denied or for license renewals denied includes 55 stations; the list of licenses and construction permits revoked, 34 (see below).

The loser's list in radio, TV

FCC issues first-ever accounting of 55 stations denied license or renewal, 34 with permits revoked

The FCC's 37th annual report, released last week, for the first time anywhere pulls together the stations that, for one reason or another, have suffered the death penalty—loss of authorization to operate—since the commission was established, in 1934. Fifty-five stations were denied applications for license or for renewal of license, according to an "informal list," while 34 licenses and construction permits were revoked.

The broadcast licenses that were denied follow:

KGIX(AM) Las Vegas, Nev., denied July 31, 1934, deleted May 14, 1935; KPJM(AM) Prescott, Ariz., denied Oct. 15, 1935, deleted Dec. 16, 1935; KGBZ(AM) York, Neb., denied May 21, 1936, deleted July 28, 1936; KWEA(AM) Shreveport, La., denied July 2, 1936, deleted Aug. 1, 1936; KWTN(AM) Watertown, S.D., denied May 25, 1938, deleted Nov. 6, 1939; KGDY(AM) Huron, S.D., denied May 25, 1938, deleted June 24, 1938; WHEF(AM) Kosciusko, Miss., denied Oct. 25, 1938, deleted Nov. 14, 1938; KGCA(AM) Decorah, Iowa, denied Nov. 4, 1940, deleted Nov. 24, 1940; KIDW(AM) Lamar, Colo., denied and deleted Sept. 22, 1948; WOKO(AM) Albany, N.Y., denied March 27, 1945, deleted Nov. 9, 1945; WORL(AM) Boston, denied April 23, 1947, deleted May 31, 1947; WJBW(AM) New Orleans, denied April 22, 1948, deleted Aug. 14, 1949; WIBK(AM) Knoxville, Tenn., denied Aug. 10, 1949, deleted Nov. 17, 1952; KWRZ(AM) Flagstaff, Ariz., denied Aug. 18, 1949, deleted June 22, 1950; KXXL(AM) Reno, Nev., denied Dec. 27, 1949, deleted Feb. 28, 1950; KSFE(AM) Needles, Calif., denied and deleted Aug. 4, 1950; KEENE(AM) Belen, N.M., denied Jan. 10, 1951, de-

leted Jan. 31, 1951; KLIQ(AM) Portland, Ore., denied April 24, 1957, deleted May 27, 1957; WREA(AM) East Palatka, Fla., denied July 19, 1961, deleted Jan. 12, 1962; WITV(TV) Fort Lauderdale, Fla., denied July 27, 1961, deleted Sept. 18, 1961; KCKY(AM) Coolidge, KCLF(AM) Clifton, KGLU(AM) Safford, KVNC(AM) Winslow, KZOW(AM) Globe, KWJB(FM) Globe, all Arizona, all denied Feb. 23, 1962, deleted Dec. 10, 1962; KRLA(AM) Pasadena, Calif., denied March 15, 1962, deleted Aug. 1, 1964; WDKD(AM) Kingstree, S.C., denied July 25, 1962, deleted Feb. 1, 1965; WSPN(AM) Saratoga Springs, N.Y., denied Aug. 9, 1963, deleted March 3, 1964; WIXI(AM) Irondale, Ala., denied Sept. 11, 1963, deleted Oct. 30, 1964; WMOZ(AM) Mobile, Ala., denied Jan. 29, 1964, deleted Aug. 3, 1966; WWIZ(AM) Lorain, Ohio, denied March 31, 1964, deleted July 14, 1967; WGMA(AM) Hollywood, Fla., denied April 17, 1964, later allowed to assign; WPBZ(TV) Lock Haven, Pa., denied June 16, 1965, deleted Aug. 25, 1965; WHZN(AM) Hazleton, Pa., denied March 18, 1965, deleted April 6, 1965; KSHO(TV) Las Vegas, Nev., denied July 28, 1965, deleted June 9, 1967; WKSJ(AM) Milford, Del., denied April 29, 1966, deleted June 20, 1966; KMRE(AM) Anderson, Calif., denied June 2, 1965, deleted Sept. 15, 1965; KABE(AM) Westwego, La., denied Oct. 6, 1965, deleted June 6, 1966; KSJV(FM) San Fernando, Calif., denied Jan. 30, 1968, deleted March 28, 1968; WNJR(AM) Newark, N.J., denied Nov. 26, 1968, deleted July 20, 1971; WHDH-TV Boston, denied Jan. 22, 1969, deleted March 19, 1972; WKOV(AM) Wellston, Ohio, denied Jan. 24, 1968, deleted Sept. 11, 1970; KICM(AM) Golden Colo., denied Oct. 2, 1968, license surrendered April 8, 1969; KXXI(FM) Alamogordo, N. Mex., denied May 6, 1969, license surrendered Aug. 27, 1969; WCGA(AM) Calhoun, Ga., denied Oct. 29, 1969, still in litigation; KTRG(AM) Honolulu, Hawaii, denied March 18, 1970, license surrendered Feb. 18, 1971; KFLY(AM) and KFLY-FM, both Corvallis, KPTN(AM) Central Point, all Oregon, all denied May 20, 1970, deleted March 3, 1971; WXUR(AM) and WXUR-FM, both Media, Pa., both denied July 1, 1970, still in litigation; KJML(FM) Sacramento, Calif., denied July 27, 1970, license surrendered Sept. 14, 1970; WHMC(AM) Gaithersburg, Md., denied March 24, 1971, still in litigation; WCFV(AM) Clifton Forge, Va., denied May 27, 1971, deleted July 20, 1971.

The following are the licenses and construction permits that have been revoked by the commission.

KUMA(AM) Yuma, Ariz., revoked Feb. 20, 1939, deleted Feb. 1, 1940; WSAI(AM) Salisbury, Md., revoked Oct. 24, 1939, deleted March 31, 1940; WWP(AM) Middlesboro, Ky., revoked Oct. 16, 1947, deleted Feb. 27, 1948; KGAR(AM) and KGAR(FM), both Garden City, Kan., revoked Feb. 27, 1948, deleted May 19, 1949; WPBP(AM) Mayaguez, P.R., revoked Dec. 22, 1948, deleted May 2, 1949; KCRO(AM) Englewood, Colo., revoked Oct. 14, 1949, deleted Aug. 9, 1950; KWIK(AM) Burbank, Calif., revoked Dec. 14, 1949, deleted Jan. 26, 1950; KPAB(AM) Laredo, Tex., revoked Jan. 26, 1950, deleted Feb. 14, 1951; WXL(TV) Ely, Minn., revoked May 23, 1950, deleted March 28, 1951; KFMA(AM) Davenport, Iowa, revoked June 21, 1950, deleted April 2, 1951; KALA(AM) Sitka, Alaska, revoked May 21, 1952, deleted Aug. 6, 1952; WSHA(TV) Sharon, Pa., revoked Oct. 27, 1954, deleted Aug. 31, 1955; KOTO(AM) Albuquerque, N.M., revoked June 22, 1955, deleted Nov. 9, 1955; WGA(V) Amsterdam, N.Y., revoked Sept. 25, 1957, deleted April 28, 1959; KHCD(AM) Clifton, Ariz., revoked July 23, 1958, deleted Jan. 27, 1959; KAKI(TV) Reno, Nev., revoked June 3, 1959, deleted July 7, 1959; KBOM(AM) Bismarck-Mandan, N.D., revoked Nov. 30, 1960, deleted March 3, 1963; KLF(TV) Golden Meadow, La., revoked Jan. 19, 1961, deleted June 25, 1962; WIOS(AM) Tawas City-East Tawas, Mich., revoked March 20, 1961, deleted Jan. 13, 1962; KPSP(FM) Palm Springs, Calif., revoked July 19, 1961, deleted Aug. 16, 1962; WLOV(FM) Cranston, R.I., revoked Nov. 1, 1961, deleted Jan. 30, 1963; KCPA(FM) Dallas, revoked Feb. 12, 1962, deleted June 27, 1962; WGR(C)AM Green Cove Springs, Fla., revoked Feb. 20, 1962, deleted June 26, 1962; KWK(AM) St. Louis, revoked May 27, 1963, deleted March 1, 1966; WBMT(AM) Black Mountain, N.C., revoked June 26, 1963, deleted Sept. 1, 1963; WELF(FM) Glen Ellyn, Ill., revoked and deleted March 11, 1964; WELG(FM) Elgin, Ill., revoked and deleted March 11, 1964; WCLM(FM) Chicago, Ill., revoked Sept. 27, 1964, deleted Aug. 28, 1966; WSR(A)AM Milford, Fla., revoked Aug. 1, 1967, deleted Aug. 17, 1967; WEKY(AM) Richmond, Ky., revoked May 3, 1968, later allowed to assign; WHHL(AM) Holly Hill, S.C., revoked June 22, 1966, deleted July 12, 1967; WPPA(AM) Pensacola, Fla., revoked May 11, 1968, later allowed to assign; KDFR(FM) Tulare, Calif., revoked July 3, 1968, license surrendered Dec. 3, 1969.

NPC ad-libs prize for Reid

For the first time in 41 years of Washington's National Press Club's annual golf tournament two women were in the ranks, so the gentlemen of the press proceeded to give them each an award. FCC Commissioner Charlotte Reid won wom-

en's low gross honors with a 103, receiving a basket of wine; low net was won by Martha Williams of Weaver Communications with a 68.

Mrs. Reid's normal handicap is 23, but she told BROADCASTING she has not had much opportunity to play in the last few years; she hopes, however, to resume her golfing soon.

CPB nominees pass muster in prelude to funding debate

Pastore iterates preference for two-year authorization, rebuts Network Project's challenge of board members' backgrounds

Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) last week ushered through Congress the names of five nominees to the board of directors of the Corporation for Public Broadcasting, and simultaneously set the stage for this week's committee clash over the crucial CPB funding bill.

The five who were presented in a hearing Tuesday (June 13), approved in committee on Wednesday, and confirmed by the Senate on Thursday were: Michael A. Gammino Jr., chairman of the board and president of the Columbus National Bank, Providence, R.I.; Joseph D.

Hughes of Pittsburgh, trustee of the Richard King Mellon Foundation and vice president of Richard K. Mellon and Sons, Philadelphia; Neal Blackwell Freeman of New York, vice president of King Features Syndicate Inc.; Theodore W. Braun of West Los Angeles, chairman of Braun & Co., Los Angeles, management and public-relations consultants, and Gloria L. Anderson of Atlanta, associate professor and chairman of the chemistry department at Morris Brown College.

Messrs. Gammino and Hughes were reappointed to new six-year terms; the others are new appointees.

During the hearing on these presidential appointments, Senator Pastore drew the lines of battle for debate on the House-passed CPB funding bill. He pronounced himself in favor of a two-year authorization for CPB ("Closed Circuit," June 5), citing program planning as a reason. "You've got to be able to plan long before September what your programs are going to be in September," he said.

He noted that Senator Howard Baker (R-Tenn.) will press for a one-year authorization, in accordance with the Nixon administration's wishes, but added the "hope" that a more generous stand will prevail when the Senate Commerce Committee meets on the bill this week.

The House-passed bill provides a two-year authorization, with funding of up to \$65 million in 1973 and \$90 million in 1974. It also requires that at least 30% of CPB money be distributed to

local stations; limits CPB salaries to \$42,500; bars public broadcasting from taking any political polls. The administration has pushed for a one-year authorization at \$45 million.

When Senator Pastore called CPB's president, John Macy, and board chairman, Frank Pace, to testify on the House bill, Mr. Pace said that the corporation can "live with" the new restrictions on salaries and programing, but added that "you may be hampering our ability to serve you."

The salary amendment, approved on the House floor, would cut Mr. Macy's \$65,000 salary by about one-third. It would also probably lead to cuts for Hartford N. Gunn Jr., president of the Public Broadcasting Service (\$50,000), and Donald Quayle, president of National Public Radio (\$45,000), although neither would legally be affected.

As a practical matter, the appearances of Messrs. Macy and Pace last week were the Senate "hearing" on the funding bill. Since Senator Pastore and his colleagues are thoroughly versed in the issues surrounding public broadcasting, no other hearings were considered necessary before the Senate Commerce Committee meets on the bill.

The CPB board nominations—which establish a Republican majority on the board for the first time—did not go unchallenged. Two young men, Gregory Knox and Dennis Grossman, representing a New York group called the Network Project, urged that three of the

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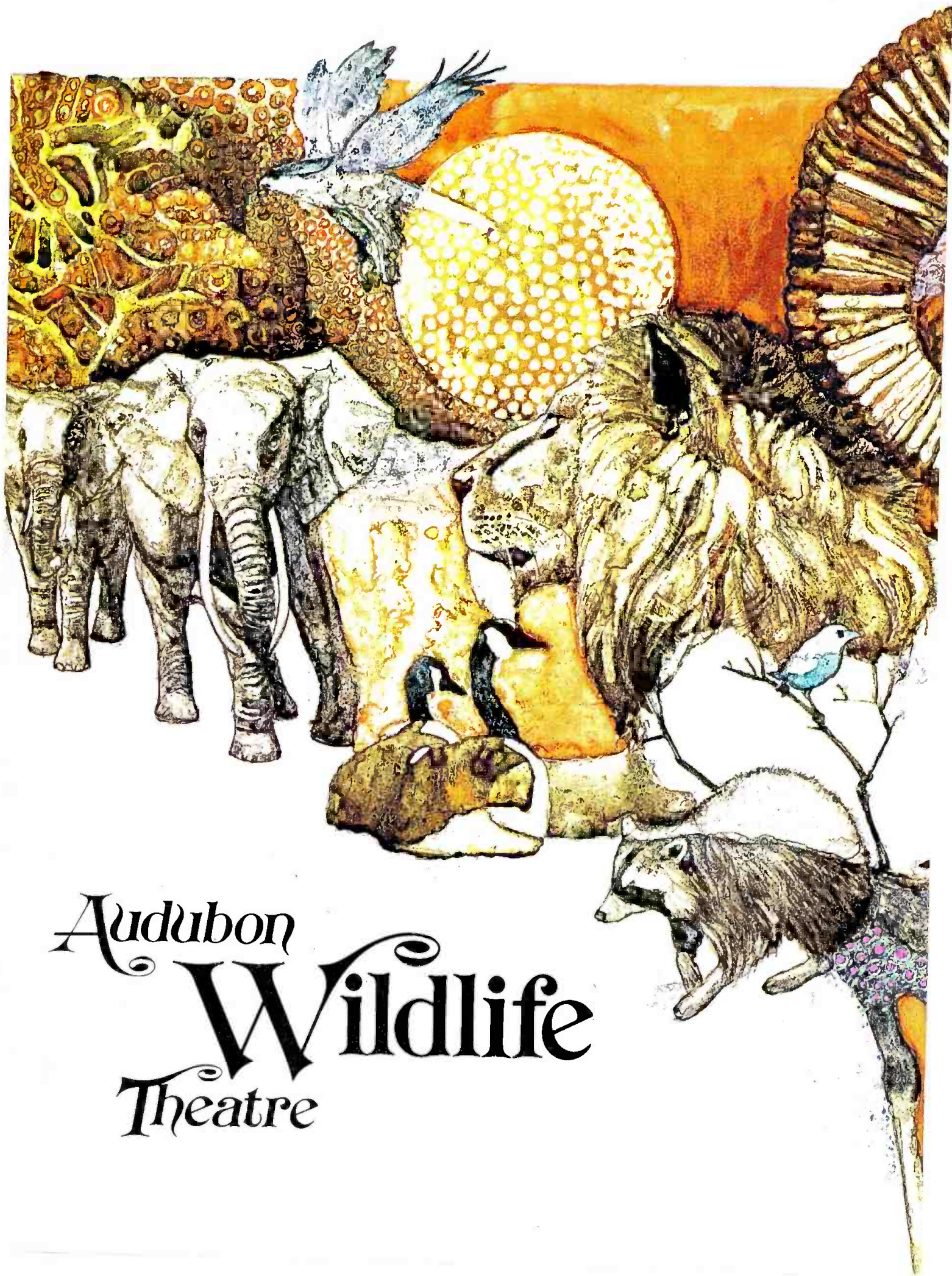
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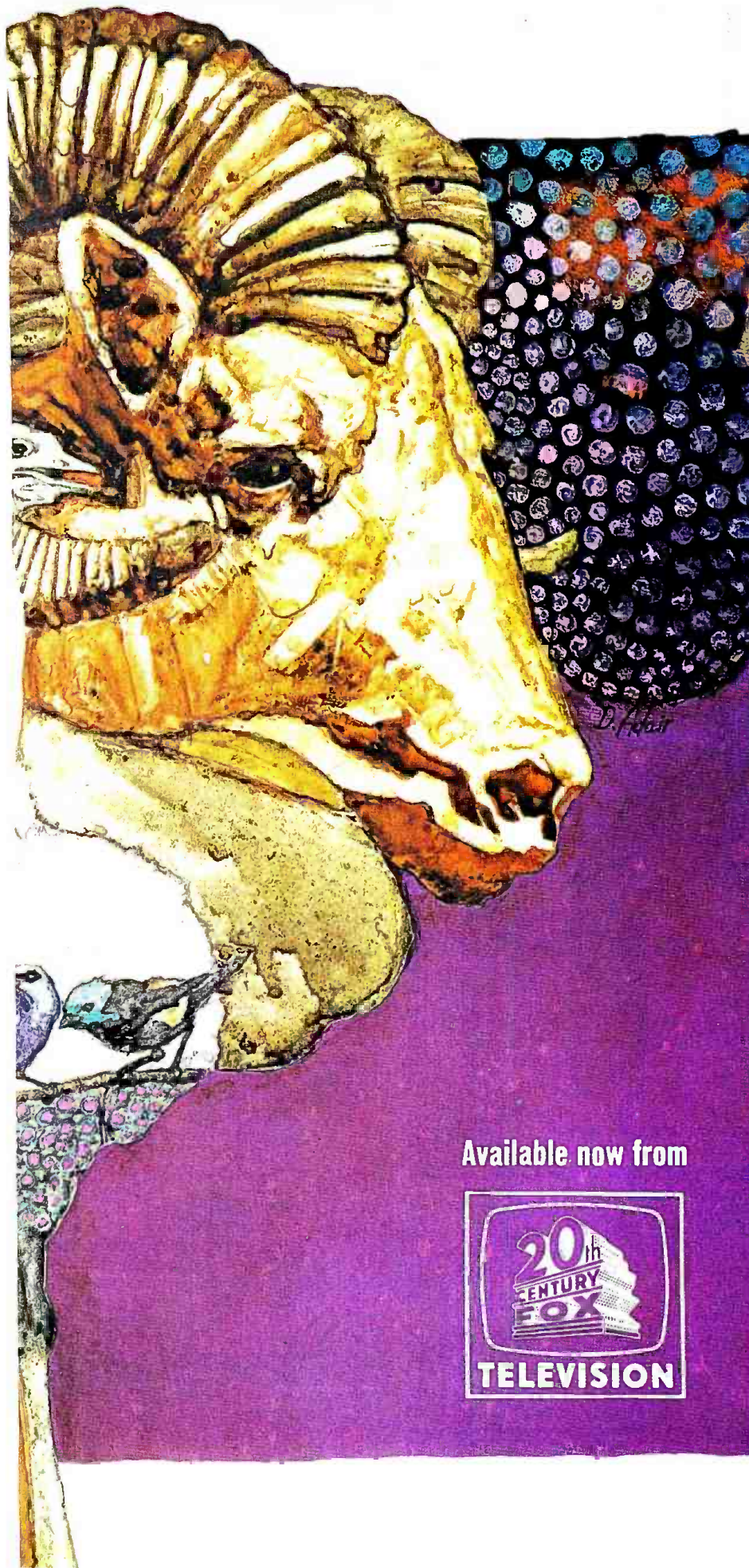
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Day by day. A hearing one day, committee approval the next, and Senate confirmation the next: That was the story last week for three new appointees and two reappointed to the board of the Corporation for Public Broadcasting. Shown during hearing (l-r): Michael A. Gammino (reappointed), Theodore W. Braun, Gloria L. Anderson, Neal Blackwell Freeman and Joseph D. Hughes (reappointed).

nominations be rejected outright and two others held up until "alternative mechanisms" for selecting board members can be considered by Congress.

According to the Network Project, the law requires a diversity of backgrounds and life styles among board members. Yet, Mr. Knox noted, "only three of the current members (1) are not former government officials who held positions directly dealing with military or intelligence matters or (2) do not currently hold or have not previously held positions as chairman, president, partner, director and other top positions in manufacturing and industry."

Mr. Knox concluded that Mr. Gammino (a banker), Mr. Hughes (an administrator of the Mellon fortune) and Mr. Braun (a public-relations executive), "would merely serve to continue the board's present lack of diversity."

Senator Pastore would probably have been skeptical of this argument under any circumstances. As it happened, one of the nominees—Mr. Gammino—is a life-long friend of his, and is widely regarded as "Pastore's man" on the CPB board ("Closed Circuit," March 13). So the senator sharply contested Mr. Knox's testimony. After reading a mile-long list of Mr. Gammino's civic, cultural and philanthropic affiliations, Senator Pastore said: "You have to judge the whole man. You have to take all the pieces apart and put them back together

and then see if he's fit or unfit. . . . Just because he's a banker doesn't disqualify him."

The senator then tried to turn the tables on the Network Project—an organization begun at Columbia University by former students, but not affiliated with the school—by asking whether Messrs. Knox or Grossman belonged to any civic organizations, opera societies or whatever.

"You mean establishment organizations?" Mr. Knox asked. "No, not to any establishment organizations."

On that note, the dialogue stalled, although it continued for several minutes. The Network Project members—Mr. Knox, a Columbia graduate with background in classical languages and Oriental literature, and Mr. Grossman, a Columbia alumnus who serves as the group's lawyer—argued that regardless of any one nominee's merits or affiliations, the criterion of diversity should be decisive. Senator Pastore took the strict pragmatic approach. He won.

The Network Project has filed a suit in a New York federal court charging CPB and PBS with illegal centralized control of public broadcasting, and has compiled a long report documenting the charges (BROADCASTING, Feb. 21). The group tried to testify earlier this year before the House Communications Subcommittee, but Chairman Torbert H. Macdonald (D-Mass.) said that would not permit it.

Antitrust chief leaves Justice

Man who sued the TV networks predicts same policies will go on

Walker B. Comegys, the acting assistant attorney general in charge of the Justice Department's antitrust division and under whom the department last April sued the three networks, is leaving government to return to private law practice. In saying goodbye to the nation's antitrust lawyers last week, he offered a strong defense of the department's "tough enforcement" of antitrust policy while Richard Kleindienst sweated out Senate confirmation of his nomination as attorney general, and promised the lawyers there would be plenty of work for them to do in the future:

"Antitrust, like Anatevka, has its traditions. There is a strong measure of continuity in antitrust which lends coherence to its work over the years."

This comes as no surprise to the networks; the suits against them were under study since the 1950's.

Mr. Kleindienst, the former deputy at-

Mr. Comegys:

"Antitrust, like Anatevka, has its traditions.

There is a strong measure of continuity in antitrust which lends coherence to its work over the years."

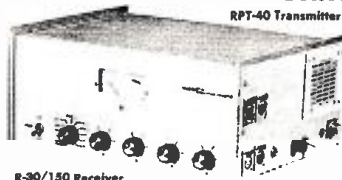
torney general, served as acting head of the department for three months, his nomination as secretary held up as a result of a dispute over his role in the controversial department settlement of an antitrust suit against IT&T. He was confirmed by the Senate last Monday (June 12).

During those three months, Mr. Comegys said, Mr. Kleindienst approved the filing of 31 antitrust suits, including some that are "quite significant"—among them, the suits charging the networks with using their power over the use of prime time "to exact concessions or outright ownership from program producers" and aimed at barring them from any entertainment-program production.

Mr. Comegys, who spoke in Washington at a briefing conference on the antitrust settlement process which was sponsored by the Federal Bar Association, said that "there were some savants" who predicted, on departure of Richard McLaren, whom Mr. Comegys succeeded, to become a judge, and of Attorney General John Mitchell, to become head of President Nixon's re-election campaign, that "antitrust enforcement would come to a standstill." But as far as he can determine, Mr. Comegys said, the 31 cases filed while Mr. Kleindienst was acting

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head of the department "amount to the greatest number of cases filed in any comparable period in the history of the division."

And those who, "whether optimistically or pessimistically," regard the department's present leadership "as caretakers until the election," should review those 31 cases, he said. "For we will continue with this tough enforcement message. There is no better way than a lawsuit to convince businessmen and others of this administration's continued enforcement commitment."

President Nixon has nominated Thomas E. Kaupcr, 36, a University of Michigan law school professor, to head the anti-trust division. Mr. Kaupcr will be serving a second tour with the department; from May 1969 until last August he had been deputy assistant attorney general in the office of legal counsel, under then assistant attorney general, and now Supreme Court Justice, William H. Rehnquist.

Mr. Kaupcr, who received his undergraduate and law degrees at the University of Michigan, served as law clerk to Associate Justice Potter Stewart of the Supreme Court, from 1960 to 1962, then joined a Chicago law firm, specializing in antitrust and corporate litigation. He joined the Michigan law school faculty in 1964, became associate professor in 1967 and a full professor in 1969.

Finding par for business at radio stations

Chapman firm repeats earlier study that gives method to determine whether an outlet is turning the revenues that it should be

Chapman & Associates Inc., Atlanta-based media broker, has repeated its study of 12 years ago to calculate the business potential of a radio station in a particular market.

The study was developed by Paul H. Chapman, president of the firm, and uses a relationship between broadcast revenues for a market and retail sales in that market, to provide a ratio-type guide number. The latest study, for 1970, shows that radio broadcasters have increased their market share of revenues over a two-year period, with the exception of small-market stations.

The present study calculates a ratio by comparing broadcast income from 1970 FCC figures, the latest available, with retail sales figures from *Sales Management* magazine. These ratios were also compared to the similar study done in 1960 (BROADCASTING, July 11, 1960).

In that instance, the Chapman study used the FCC's 1958 revenue figures and *Sales Management's* "Survey of Buying Power," coordinated with U.S. Department of Commerce reports on county business patterns and the U.S. census.

The Chapman report shows that New

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Table I
1970 ratio of broadcast revenues to retail sales *

Market group	Broadcast income (in thousands)	Retail sales (in thousands)	Ratio ¹
Major			
New York ²	\$ 53,484	\$21,485,333	.0025
Next 15 markets ³	255,601	92,262,849	.0028
Next 26 markets ⁴	158,550	52,088,514	.0030
Metropolitan ⁵	272,445	93,573,877	.0029
Medium ⁶	54,915	15,576,813	.0035
Small ⁷	237,177	77,319,883	.0031

Table II
Ratio of broadcast income to retail sales

Market group	1960	1970	% of 1960 figure
Major			
New York	.0018	.0025	138.89%
Next 15 markets	.0022	.0028	127.27
Next 26 markets	.0026	.0030	115.38
Metropolitan	.0028	.0029	103.57
Medium	.0033	.0035	106.06
Small	.0034	.0031	91.18
Average of total	.0026	.0029	107.41

* Retail sales are metropolitan area figures for metro markets, home county figures for market of less than metro size.

¹ Adjusted to include revenue from incidental broadcast activities, less commissions.

² New York with its estimated metropolitan area population in excess of 18 million ranks by itself.

³ In order of population and all in excess of 1½ million. Includes Los Angeles-Long Beach, Chicago, Philadelphia, Detroit, Boston, San Francisco-Oakland, Washington, Pittsburgh, St. Louis, Mo., Baltimore, Cleveland, Houston, Newark, N.J., Minneapolis-St. Paul, and Dallas.

⁴ Range from ¼ to 1½ million. Included are Seattle-Everett, Wash.; Atlanta;

Table III
Broadcast income

Market group	1960	1970	% of 1960 figure
New York	\$ 34,078	\$ 53,484	156.95%
Next 15 minutes	102,752	255,601	248.76
Next 26 markets	51,619	158,550	307.15
Metropolitan	140,662	272,445	193.69
Medium	25,601	54,915	214.50
Small	121,407	237,177	195.36
Total	\$476,119	\$1,032,172	216.78

Table IV
Retail sales

Market group	1960	1970	% of 1960 figure
Major			
New York	\$ 18,838,362	\$ 21,485,333	114.00%
Next 15 markets	46,769,550	92,262,849	197.20
Next 26 markets	20,006,790	52,088,514	259.50
Metropolitan	50,098,440	93,573,877	186.70
Medium	7,666,550	15,576,813	203.10
Small	35,322,450	77,319,883	218.80
Total	\$178,762,142	\$352,307,269	197.00

Milwaukee; Cincinnati; San Diego; Buffalo, N.Y.; Miami; Kansas City, Mo.; Denver; Riverside-San Bernardino-Ontario, Calif.; Indianapolis; San Jose, Calif.; New Orleans; Tampa-St. Petersburg, Fla.; Portland, Ore.; Phoenix; Hartford-New Haven-Bristol, Conn.; Columbus, Ohio; Rochester, N.Y.; San Antonio; Providence-Pawtucket, R.I.; Dayton, Ohio; Louisville, Ky.; Sacramento, Calif.; Memphis, and Fort Worth. Anaheim-Santa Ana-Garden Grove, Calif.; Paterson-Clifton-Passaic, N.J.; Bridgeport-Stamford-Norwalk, Conn., and New Brunswick-Perth Amboy, N.J., are not included because broadcast income figures are not final.

⁵ All metropolitan areas in FCC report except top 42 shown above.

⁶ Nonmetropolitan areas of three or more stations, FCC report.

⁷ Nonmetropolitan areas, one-and two-station markets, FCC report.

York metropolitan area stations had broadcast income of \$3,484,000 in 1970, and retail sales of \$21,485,333,000, resulting in a ratio of .0025 of broadcast income to retail sales. In the previous study, the figure for the New York area was .0019. The new ratios are shown in table I.

The relationships of the 1960 study and the latest report are shown in table II, which shows that in all categories broadcast income ratios to retail sales have increased except in small markets. Small-market radio revenues, however, have increased in dollars over the past decade (see table III) as well as in retail sales (see table IV).

Besides breaking the study down into various market sizes, Mr. Chapman notes that where there are equal stations, for example three, the individual shares can be calculated by dividing the total market income by three and then dividing the thirds into retail sales to get the ratio. Where there are unequal stations (different facilities, power, etc.) the station's share can be figured by multiplying the station's hourly rate by hours on the air and then using this ratio to multiply with the retail sales, resulting in that station's average revenues.

For example, where a metropolitan market has \$250,000,000 in retail sales, and the average ratio is .0030, the average yearly income if all stations were equal would be \$570,000. But if the hour-rate ratio for a particular station is 21%, this would be multiplied into the \$570,000, giving the station a \$157,500 yearly average income.

Syracuse coalition deals, drops petition to deny

A Syracuse, N.Y., citizen group has withdrawn the petition to deny filed a month ago against the renewal of WNYX-TV there. The Syracuse Coalition for the Free Flow of Information to the Broadcast Media has notified the FCC that it has reached an agreement with The Outlet Co., Providence, R.I., whose purchase of WNYX-TV is pending at the commission.

Noteworthy among the various concessions made by Outlet in the agreement was the consistent reference to women on an equal par with minority groups as recipients of special consideration in terms of employment and programming. Among other things, Outlet agreed to refrain from the use of terms like "women's lib" in news stories and commentaries, in apparent response to the feminist movement's expressed antipathy toward such phrases. A local chapter of the National Organization for Women is one of the organizations included in SCFFI's membership.

The agreement calls for Outlet to consult with the SCFFI and other community groups on a continuing basis and to appoint a community-affairs director at the station. It also calls for Outlet to establish a minority scholarship fund of \$1,000 a year for a three-year period and for the company to recognize the need for hiring of more minorities and women at the station. SCFFI has also challenged the renewal of WSYR-TV Syracuse, but no agreement has been reached.



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The lost middle ground

Loevinger questions semantic wisdom of "superior" performance criterion

A candidate for high public office once charged that national welfare policy sought to insure that "no one falls below the average," and it fell to Walter Lippmann to remind the world that "there cannot be an average if no one is below it." Now that the subject of "average" versus "superior" performance has become an issue in license renewals, Washington lawyer Lee Loevinger is trying to play the Lippmann role and untangle some semantic difficulties.

In a speech last week to the Georgia Association of Broadcasters the former FCC commissioner said that the U.S. Court of Appeals for the District of Columbia is heading for trouble when it demands "superior" performance from broadcast licensees, as it did last year, and then in a later decision defines that term as "far above the average."

"What the court is really saying," Mr. Loevinger remarked, "is that the majority of all broadcast licensees should not be renewed regardless of the nature of past performance. No matter how excellent the performance of broadcast licensees may be, the majority simply can't be in the top 10%."

According to Mr. Loevinger, the court apparently has not thought through or cannot understand the implications of its own statements. He said it "seems to have abandoned the motto 'Equal Justice Under Law' and to have adopted the motto 'Act Now, Think Later.'"

Mr. Loevinger also criticized the direction taken by the court and the Federal Trade Commission on advertising. Noting that some national advertisers have vowed to abandon the medium if proposals such as the FTC's counteradvertising scheme ever become reality, but said they might be crowded out anyway—"by the requirements for counter, counter-counter and triple-counter advertising. As things are now developing, in order to meet the minimum requirements of the FCC a broadcaster may have to operate 26 hours every day."

Mr. Loevinger said that broadcasters need to focus on these issues "because without a license a broadcaster cannot operate and without revenue a broadcaster cannot exist."

Citizen shakedown asserted in Rochester

Four Rochester, N.Y., stations have disputed challenges filed against their license renewals by a local citizen group a month ago. In separate briefs, Gannett Co. (WHEC-TV) and Rust Craft Broadcasting (WROC-AM-FM-TV) told the commission that charges made against their stations by Action for a Better Community are untrue.

Gannett accused Action of using its petition to deny as a "bargaining tool" to procure station financing for a minority-youth program that WHEC-TV had already

agreed to broadcast. The station had refused such compensation.

Rust Craft claimed that some community organizations Action listed in its membership have indicated that they do not support the petition. The company also dismissed as groundless specific charges Action made against the WROC stations—notably alleged deficiencies in news and minority hiring.

In another filing, Rust Craft argued that an "informal complaint" filed by another group, Media Act, against the WROC renewals was "defective" in failing to disclose the nature, membership or purpose of that group. It also charged that the Media Act brief contained statements "which not only reflect misunderstanding, but, perhaps, intentional distortion of fact."

Change in buyer saves FM's classical format

Bartell withdraws from sale, Milwaukee businessman steps in

The Milwaukee community will continue to have its classical music programming as a result of an agreement to sell WFRM (FM) there to a local businessman. Price was \$350,000.

The arrangement, subject to FCC approval, was made possible when Bartell Media withdrew its offer to buy the station, a sale that would have involved a change in program format. Jerold W. Ross, who will have an interest in WFRM and become its president, expressed appreciation to Bartell Media for its withdrawal and to members of the local Citizens to Save WFRM which had sought to preserve the station's "fine arts" programming.

The station's buyer, John C. Koss, who is identified as a supporter of community fine arts projects in Milwaukee, would become board chairman upon change of ownership. Seller was Fine Arts Broadcasters Inc., of which Patrick Gallaher is board chairman and principal stockholder. In the announced sale agreement, it was stated that William C. Dunn, currently president and general manager, will remain as manager and that all station employees would be retained.

Charlotte Reid takes off the glove

Dissent by Nicholas Johnson triggers her sharp retort

An FCC action that, on the surface, would appear routine has served as the basis for a dispute involving Commissioner Nicholas Johnson, who is no stranger to controversy in commission matters, and Commissioner Charlotte Reid, who is.

The action involves the two-year extension of the National Industry Advisory Committee, which is made up of broadcasters and industrial users of communications and which advises the commission on matters of emergency preparedness. It operates at national, state and local levels and was established by the commission in 1958; its life has been extended for two-year periods since then.

Commissioner Johnson concurred in the vote extending the life of the committee, but dissented from two simultaneous actions waiving requirements that NIAC keep a verbatim record of all its proceedings and that NIAC's membership be published in the annual report.

Commissioner Johnson, noting that "there are numerous ways in which the presence of big business is felt in the halls of government," said in a separate opinion that it was because of "the potential risk" that certain procedures were established by President Kennedy to govern the operation of government-industry advisory committees.

He said one requirement obliges the commission to inquire whether a transcript of NIAC meetings is impractical or interferes with the committee's functions. He said he cannot vote for the transcript waiver without such an inquiry. And waiver of the publication of the NIAC committee names, he said, is "more serious, as it effectively submerges them from even the most superficial public awareness."

Commissioner Reid, who has maintained a low profile since joining the commission in October, assumed the burden of reply in her role as defense commissioner, in which she is NIAC's point of contact with the commission. She said

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she found it difficult to understand her colleague's attitude, since, she noted, he voted for "identical" waiver recommendations when the commission extended NIAC's life in 1968 and 1970. She also said the commission has never required the verbatim transcripts or the publication of the list of members. Publishing the total list of 39,028 names, or even the 528 names of those on the national-level subcommittees, would involve a "tremendous cost," she said. (Commissioner Johnson said that he had in mind only the 528 names and that publishing that list would not be unduly costly.)

"I do not wish to question the motives of Commissioner Johnson in his latest dissenting statement," said Commissioner Reid, who had been a fifth-term congresswoman from Illinois when she joined the commission, "but I find it difficult to understand the change in his position since 1970, except that this is a presidential election year, whereas 1970 was not."

Drumming up

Noncommercial WETA-TV Washington is soliciting written expressions of viewer support for its proposed move from channel 26 to a VHF drop-in on channel 12.

In letters to subscribers and in statements on the air, the station says public television is entitled to the same transmission advantages as commercial VHF's in Washington, but notes that most major cities now have public VHF stations. It

asks those who support the WETA-TV proposal to "write us a card or letter telling us why . . . to show the extent of viewer interest in our proposal."

The letters are signed by Donald V. Taverner, president and general manager of the Greater Washington Educational Television Association, licensee of the station.

The station is about to ask FCC permission to make the switch. It is expected to encounter opposition from commercial broadcast groups because the move would require short-spacing ("Closed Circuit," April 20).

Johnson infights again with fellow commissioners

Dissent in Donrey decision charges foot-dragging to benefit of stations

In the eyes of FCC Commissioner Nicholas Johnson, the commission is "infinitely more responsive" to complaints of a disservice to the business community by broadcasters than charges of failures to serve the viewing public.

Mr. Johnson made that accusation in a dissenting statement in which he chastised the commission majority for what he felt was an "unconscionable and prejudicial delay" in its disposition of complaints against the Donrey Media Group's KORK-TV Las Vegas and KSFA-TV Fort Smith, Ark. (BROADCASTING, June 12).

In that action, the commission designated the KORK-TV renewal application for hearing and issued a notice of apparent liability for a fine of \$5,000 against KSFA-TV—both after an investigation of alleged double billing and "clipping" practices.

Mr. Johnson agreed with the action taken against KORK-TV, but he saw no reason why the penalty against KSFA-TV should be less severe since he felt that the charges against both stations are substantially the same. Mr. Johnson claimed the majority permitted the one-year statute of limitations to pass on many of the alleged violations. He charged that the commission allowed the statute of limitations to pass on all of the allegations against a third Donrey station, KOLO-TV Reno. He dissented to the majority's failure to take any action against KOLO-TV.

Commissioner Johnson, however, stressed that none of the issues against the three stations "really affects the viewing public all that much." Noting that a misrepresentation issue had been added against KORK-TV, he commented: "Licensees' lying to the commission is unknown to the public—it just makes it impossible for the FCC to do its work." Likewise, he said, double billing "doesn't subject the public to any more commercials—it's just good old fashioned commercial fraud against businessmen."

Changing Hands

Announced

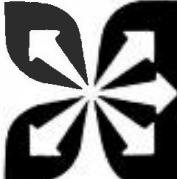
The following sales of broadcast stations were reported last week, subject to FCC approval:

- Wwww(FM) Detroit: Sold by the McLendon Corp. to Starr Broadcast Group Inc. for an estimated \$750,000 (see page 43).
- WFMR(FM) Milwaukee: Sold by Fine Arts Broadcasters Inc. to John C. Koss for \$350,000 (see page 41).
- Wsvp(AM) West Warwick, R.I.: Sold by Erny Tannen and Marvin Mirvis to Consolidated Communications Inc. for \$300,000. Sellers retain WYRE(AM) Annapolis, Md. Mr. Tannen also has a major interest in WDMV(AM) Pocomoke City, Md., and WHEX(AM) Columbia, Pa. Harold Carpenter, formerly general manager of WNBH(AM) New Bedford, Mass., is president of Consolidated Communications. Wsvp is full time on 1450 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 56).

- WQTC-AM-FM Two Rivers, Wis.: Sold by J.J.C. Broadcasting Corp. to Twin C Inc. for \$200,000. In granting the transfer, the FCC dismissed a petition to deny by William W. North. Mr. North claimed he had already reached an agreement with J.J.C. owner Jerry C. Collins for the sale of WQTC-AM-FM to him, and that Mr. Collins had subsequently reneged on that



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72-31

agreement. The commission however, found the matter to be "one of private controversy more appropriately settled in the courts." Principals of Twin C are Edgar and Betsy Crilly. Mr. Crilly owns KSJB(AM)-KSJM(FM) Jamestown, N.D. WQTC(AM) operates daytime on 1590 khz with 1 kw. WQTC-FM is on 102.3 mhz with 3 kw and an antenna 230 feet above average terrain.

Starr to buy another McLendon property

The McLendon Corp. will sell its wwww-(FM) Detroit to Starr Broadcast Group, the second radio-station transfer between those two firms in less than a year, it was learned last week.

Michael F. Starr, Starr Broadcast vice president and treasurer, told BROADCASTING his firm reached an agreement with McLendon for the wwww purchase. The exact price had not been set, but is estimated to be about \$750,000. The sale is subject to FCC approval.

Two months ago, the FCC approved Starr's acquisition of McLendon's KABL-AM-FM Oakland-San Francisco, for \$10.8 million (BROADCASTING, April 17). McLendon earlier sold its KLIF(AM) Dallas to Fairchild Industries, Germantown, Md., for \$10.5 million.

Starr, a publicly owned corporation based in New Orleans, owns KUDL(AM) Fairway and KUDL-FM Kansas City, both Kansas; KISD(AM) Sioux Falls, S.D.; KXLR(AM) North Little Rock, Ark.; WBOK(AM) New Orleans; KYOK(AM) Houston; WLOK(AM) Memphis; WCYB-TV Bristol, Va., and KDIX(FM) Dallas. Its purchase of WCAM(AM) Camden, N.J., is still pending FCC approval.

The McLendon Corp., Gordon McLendon, president, retains WSYL-AM-FM Buffalo, N.Y.; WNUS-AM-FM Chicago; KOST(FM) Los Angeles; KCDN-TV Pembina, N.D., and KNUS(FM) Dallas.

Wwww operates on 106.7 mhz with 61 kw and an antenna 510 feet above average terrain. Broker in the transaction was Blackburn & Co.

Good and bad marks from Senator Scott

He supports longer license terms but knocks networks, 'sitcoms' and local-program deficiencies

Senate Minority Leader Hugh Scott accepted the Gold Medal Award of broadcasters of his native Pennsylvania in absentia last Tuesday—but that didn't deter him from giving his licensee constituents a bittersweet lecture.

Senator Scott was forced to leave the 13th annual Pennsylvania Association of Broadcasters banquet in Washington because of a digestive upset. He later was admitted for observation at Bethesda naval hospital. His junior colleague, Senator Richard S. Schweiker, read his prepared remarks.

The good news was that he said he

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supported Mr. Schweiker's bill to extend broadcast licenses to five years and grant first preference in license-renewal cases "to licensees who can demonstrate 'a good faith effort to serve the needs and interests' of the areas" and are otherwise qualified.

"The hard working broadcaster," Senator Scott observed, "deserves no less protection and I shall continue to urge the Congress to enact the bill promptly."

Then this admonition:

"Broadcasting's excellence over the years is more than just a good defense against the media haters on the left and the right. But you can't rest on your laurels. You must seize the initiative or it will be forever lost. You must reconcile yourselves to the fact that ours is a changing society which, more than ever before, needs a vehicle through which the forces for change can express their views. I am confident that broadcasting can meet this challenge while retaining its standards of excellence."

Earlier, Senator Scott had picked up the GOP party line of side-swiping the networks' programming. He said network affiliates "have not met the challenge" of the prime-time access rule, which he described as one designed to create more diversity of program sources.

He added: "But what has happened? An avalanche of reruns, repeats, old standards and low budget/low value programs."

He urged greater attention to local news and community programming. "You must not rely on the networks for salvation," he warned. "More than anyone else, they have been responsible for the best and the worst in broadcasting."

Senator Scott criticized "unpalatable" 'sitcoms' which he felt were destined for the "cutting room floor," but he said they were not nearly as bad as action/adventure programs "which resort to a great deal of unnecessary violence." He expressed interest in the proposed violence index, the feasibility of which is now under study by the Department of Health, Education and Welfare. He believes it would show that the problem is serious enough "to warrant our closest attention on a continuing basis."

McGovern favors some renewal-time security

He likes present three-year licenses, but feels procedural burden is heavy for the challenged broadcaster

Senator George McGovern (D-S.D.), the leading contender for the Democratic presidential nomination, last week maintained that the present three-year license-renewal term is "practical," permits system improvements and provides for "fair competition in the broadcast industry." But the senator said he would also like to see some changes made at the FCC to ease the burden on stations at renewal time.

In a statement prepared for BROADCASTING, Senator McGovern called for "adjustments . . . in the present system of

license renewal and record-keeping required by the FCC." It is "unrealistic," he said, to assume a small station has the resources to keep extensive records or fill out a complicated license-renewal application. "The existing regulations pertaining to renewal should be adjusted to reflect the size of the station and the market," he said.

Investments in TV and radio facilities "will not be encouraged by the threat of an adversary proceeding," he said. "While protecting the rights of legitimate challengers to a license, broadcasters should be secure against frivolous contests to a renewal application." He said that the commission should make every effort to negotiate program changes with an existing licensee before accepting renewal challenges.

Baton buys Saskatoon AM-TV

Toronto's Baton Broadcasting Ltd. has been granted permission by the Canadian Radio-Television Commission to purchase CFQC-AM-TV Saskatoon, Sask., from A. A. Murphy and Sons Ltd. for \$4 million. Baton controls CFTO-TV Toronto and CKLW-AM-TV Windsor, Ont.-Detroit. The package includes two satellite TV stations at New Battleford and Richmond Lake, both Saskatchewan. In approving the purchase, the CRTC stressed that local residents should continue to exert meaningful management decisions within the stations.

Media Briefs

Return of calls. KPAT(AM) Berkeley, Calif. has changed call letter to KRE(AM). Station, which began broadcasting on June 11, 1922, is returning to call letters it used for first 41 years of operation. Change was to take place on occasion of station's 50th anniversary of broadcasting. Application to change KPAT-FM to KRE-FM is pending at FCC.

Manno moves. Vincent J. Manno, broker and financial consultant for radio-TV and newspapers, has relocated offices from New York to P. O. Box 1253, Weston, Conn. 06880; phone (203) 226-9591.

Seven join ABC. ABC Radio picked up seven new affiliates for its four network services. American Contemporary: KGMO-AM-FM Cape Girardeau, Mo., and WILI(AM) Willimantic, Conn.; American Information: KIPR(AM) Duluth, Minn.; American Entertainment: WALJ(AM) Naples, Fla., and WMSO(AM) Collierville, Tenn.; and American FM: KEWE(FM) Oxnard-Ventura, Calif., and WCRX(FM) Springfield, Mass.

NBC adds. WVIR-TV Charlottesville, Va., has joined NBC-TV. Station is owned by Virginia Broadcasting Corp.

Another for ABC. KNIS(AM) Los Angeles has joined ABC's American Entertainment network.

Identity creator. Radio management veteran Earl Warren has formed Broadcast Design, Los Angeles, specializing in creating graphic identities for stations.

Slight rollback of cable rules

FCC gives mountain-zone stations more protection against imports, agrees to look again at pay-cable

The FCC has followed the script that had been sketched in reports over the past several weeks and has affirmed, in the main, the cable-television rules that it adopted last Feb. 2 and that the cable industry described as the foundation on which it can grow (BROADCASTING, Feb. 7). The rules became effective March 31.

In a report and order adopted by a 6-to-1 vote, the commission denied most of the petitions for reconsideration that had been filed by both broadcasters and cable operators seeking changes in the rules, which for the first time permit CATV systems to operate with distant signals in the top-100 markets as a matter of right. Commissioner Robert E. Lee was the lone dissenter. But of the six other commissioners, only Chairman Dean Burch voted for the document without qualification; the others concurred.

The 64-page document itself is yet to be published. But a news release issued by the commission describing it indicated that the most significant changes were aimed at affording Rocky Mountain stations a greater degree of nonduplication protection and at easing the requirements originally imposed on CATV systems in access-channel and franchising matters.

The commission is also heeding criticisms that it had erred in adopting pay-cable rules—a direct copy of the commission's pay-TV rules—without having invited comment on them. The rules will remain intact, but the commission will act on the petitions for reconsideration it received in that area in a separate proceeding.

But the commission rejected similar arguments regarding the rules in general. A number of petitioners held that they had not had an opportunity to comment on provisions that were incorporated from the consensus agreement among broadcasters, CATV operators and copyright owners that was engineered by the Office of Telecommunications Policy and by FCC Chairman Dean Burch and that led to commission action.

In last week's news release, the FCC was quoted as saying it has been criticized for delaying cable development in the process of establishing policy. "At some point, action is called for," the commission was quoted as saying. "That point has been reached here."

The commission struck the same note in rejecting arguments that implementation of the new rules should await congressional action on copyright legislation affecting CATV systems. It said that past efforts to combine cable development with copyright legislation have only "served to harden the impasse, not unblock it." It said that to delay the rules

until Congress acts would "diminish the prospect" for any congressional action.

The greater degree of nonduplication protection afforded Rocky Mountain stations in the new rules is in line with what had been expected—and less than the stations involved had sought. They will be permitted to request cable systems to provide them with "same-day" network-program exclusivity—as had been available to all stations before the new rules were adopted—rather than "simultaneous," as the rules otherwise provide. However, the affected stations, which do not always receive network programs on a direct feed, had asked for up to 14 days of protection. And the added protection does not apply to Rocky Mountain stations in the top-50 markets.

The revised rules also tone down requirements for the provision of access channels by cable systems in the top 100 markets. As originally adopted, the rules would have required affected systems operating before March 31, 1972, to provide all required access channels—for public, local government and educational use, and for lease—when a new broadcast channel was added. As the rule has been revised, established systems need provide only one specific access channel for each new broadcast signal. Cable operators, in petitioning for reconsideration, said that adding large numbers of channels to existing systems would require heavy financial outlays. They suggested that they could develop revenues that would aid in rebuilding if they were required to add access channels only as they added broadcast signals.

New systems are required to begin operating with at least 20 channels, and to divide their capacity between broadcast and nonbroadcast service. The public-access, governmental and educational channels are to be made available to users at no cost.

The full access requirements will apply to all top 100-market systems after March 31, 1977.

The commission, which is holding to March 31, 1972, as the date for determining whether systems are grandfathered under the pre-existing rules, is also using that date for another purpose. Cable systems that have made significant financial investments or have entered into binding contractual agreements on franchises granted before that date, may be granted certificates of compliance by the commission even though the terms of the franchise are not entirely in accord with commission requirements.

The commission also said it would give special consideration to systems that can show there is no appropriate franchising authority in their areas. The commission will consider issuing certificates of compliance to such systems if they provide assurances that their construction and service will comply with the rules.

One change that was not made despite the vigorous urging of broadcasters involves the list of signals "significantly viewed"—and therefore eligible for CATV carriage as local signals—in various counties. Broadcasters wanted an opportunity to introduce surveys designed

to rebut the American Research Bureau findings that the viewing of the signals reaching prescribed levels. The commission, however, is maintaining the list against challenge, on the theory that cable operators need the stability for planning.

But although the commission has had its final word on the rules, the threat to them is not over. Court cases challenging them are expected to be filed; some have already been started.

Teleprompter puts reporter in Washington

Anne Blair, former correspondent for Triangle, signs as pioneer in specialized reporting for cable

Delete one name from the list of journalists who cover Washington for broadcast groups, then place that name, all by itself, on a new list: those who cover Washington for cable television.

Anne Denton Blair, Washington correspondent for the Triangle stations since 1962, was named last week to report on the capital for Teleprompter Corp., the nation's largest cable company. Mrs. Blair becomes the first reporter to play that role for a cable group.

More than 90 of Teleprompter's 130-plus systems—divided into eight regions—now originate programs. Mrs. Blair will key her coverage to the needs of those regions. In that respect, her approach will resemble that of the reporters



Mrs. Blair

who cover Washington for broadcast groups; one of their principal functions is to watch national government, particularly Capitol Hill, for events and personalities that can be "localized" for special audiences.

She also plans to prepare a considerable amount of "cultural or educational" feature material that is less directly linked to hard, timely Washington news.

Mrs. Blair said she will film her news reports and then transfer them to whatever tape best suits a particular cable system's technical capabilities.

The veteran reporter said last week that the possibility of doing coverage for Teleprompter first arose earlier this year during a White House dinner for radio-television correspondents, at which she spoke with Raymond P. Shafer, chairman and chief executive officer of Teleprompter. Several weeks and numerous corporate stages later, she was hired.

A friend of cable wins in Arkansas

Copyright subcommittee chairmanship remains unchanged following McClellan's win in primary run-off

Senator John L. McClellan (D-Ark.) narrowly defeated Representative David Pryor (D-Ark.) in the Arkansas primary run-off election Tuesday (June 13) for the Democratic nomination for the Senate (BROADCASTING, June 5).

With most of the precincts reporting last week, Senator McClellan had 238,882 votes, or 52%, over Mr. Pryor's 220,997, or 48%. It was the first serious challenge of the senator's 30-year career. He faces only nominal Republican opposition in the November general election from Dr. Wayne Babbitt, a veterinarian from North Little Rock.

The senator's victory follows what has been described as a "low-key" primary re-election campaign against Mr. Pryor and two other contenders (BROADCASTING, May 8). When he was forced into the run-off with Mr. Pryor, according to one Senate source, Senator McClellan shifted his campaign tactics. Instead of dwelling on the advantages of his seniority and his past record, the spokesman said, the senator began taking the offensive by calling attention to Mr. Pryor's legislative record and accusing him of receiving \$65,000 in campaign financing from out-of-state "labor bosses."

The senator said last week that a one-hour TV debate with Mr. Pryor, originated June 11 by KATV(TV) Little Rock and networked around the state, helped him in the run-off campaign.

Media-spending figures for Senator McClellan and Mr. Pryor were not available last week.

The successful campaign of the 76-year-old senator "strengthened the hand of the CATV industry" in copyright legislation pending before Senator McClellan's Subcommittee on Patents, Trademarks and Copyrights, according to a subcommittee spokesman. But he repeated that the subcommittee would take no action on the measure until early in the 93d Congress (BROADCASTING, May 8).

Democratic Senator John Tunney, whose California district includes motion-picture interests, which have been discussing copyright fees with the cable industry, had been considered the front-runner for the subcommittee chairmanship if Senator McClellan was defeated in the run-off ("Closed Circuit," June 5).

N.Y. cable focuses on primary

Sterling Manhattan Cable Television Inc. and Teleprompter Manhattan Cable TV, both New York, presented a series of programs last week dealing with candidates and issues related to the primary elections in the state tomorrow (June 20). Teleprompter's programs centered on issues of concern to the black community. They included interviews with Senator George McGovern (D-S.D.) and Repre-

sentative Shirley Chisholm (D.-N.Y.) and a debate between Representative Charles Rangel (D.-N.Y.) and his primary opponent, Livingston Wingate. Sterling Manhattan carried 16 half-hour programs, moderated by Richard Heffner, on which 16 candidates for local, state and national offices were interviewed in depth. Exposure was provided to candidates from the Socialist Worker, Socialist Labor and Conservative parties as well as to Republicans and Democrats.

CCTV to keep an eye on Democrats' convention

Commercial time will be sold for coverage going to thousands of hotel rooms, 16 hours a day

Trans-world Communications has announced its Televention system's closed-circuit coverage of the Democratic National convention in Miami Beach next month would be fed into some 30,000 hotel rooms housing convention delegates and would offer 44 hours of program and commercial time to advertisers. The advertisers may be either commercial sponsors or political candidates.

William J. Butters, vice president and general manager of Trans-world, the closed-circuit TV division of Columbia Pictures Industries, said programs would be available in 30-minute, 10-minute and five-minute segments at \$7,000, \$2,500 and \$1,500 each, respectively, for one-time use in class A time. Commercial availabilities will be in 60-second, 30-second and 10-second lengths at \$700, \$400 and \$200 each, respectively, also for one-time use in class A time. Rates are lower for multiple use of class B time.

"Televention's facilities will make it possible for the Democratic National Committee to be in constant communication with delegates, bringing them important announcements, reports and program changes," Mr. Butters said. "The committee will have total control of program content, advertisements and program policy of the daily 16-hour color coverage."

Stockton citizens let in

Cypress Communications Corp., Los Angeles, has proposed creation of a part community-owned cable corporation in Stockton, Calif. to own and operate the cable franchise system there. In a plan similar to the one Cypress set up in Dayton, Ohio (BROADCASTING, May 8), a new corporation, Cypress Cable TV of Stockton, would be organized, to which Cypress Communications would assign Stockton's cable franchise. The new corporation would be 50% owned by Cypress Communications and 50% by Community Cable Corp. The latter company also would be organized by Cypress Communications at its expense, but owned and controlled by and operated for the citizens of Stockton. Stockton, in the north central California county of San Joaquin, has a 400,000 population.

Programming

NBC stands alone in prime-time fight

No one comes to its side at the FCC; ABC says give it a chance, study it for possible changes; Westinghouse says the rule hasn't been all that bad

NBC's fight to have the prime-time access rule repealed will probably be a lonely one. The network failed to gather any support in briefs filed at the commission last week relating to NBC's petition of a month ago seeking to have the rule set aside. (BROADCASTING, May 8).

Two firms, Westinghouse Broadcasting Co. and ABC, did file comments on NBC's proposal, and both took a negative stance. Group W's position came as no surprise; it proposed the rule be implemented in the first place. ABC, which has repeatedly been turned down by the commission for a waiver of the rule for Olympic coverage, and which has been the only network to support the rule, again said that the rule should enjoy "a full and fair test."

ABC did, however, agree with NBC on one point—that the FCC should immediately institute an inquiry to study the rule in operation. But ABC said its "fundamental disagreement with NBC is with the nature and scope of further proceedings." NBC wants the commission to establish a rulemaking proceeding aimed at terminating the rule; ABC wants to know how the rule is working, while it looks toward "possible modifications."

While Group W agreed that the commission should conduct a "thorough and objective analysis of the access rule at the proper time," it claimed that now is not the time.

In an attempt to document its claim that the NBC petition "is premature and unsupported by any factually compelling evidence," Group W supplied the commission with a table, based on Nielsen multinetwork areas (MNA) for the top-70 markets having three network affiliates. The table, which was designed to refute NBC's contention that the prime-time rule has caused depreciation in audience levels during cleared time periods, showed that those audience levels remained virtually unchanged during the past three seasons (see table).

Based on this evidence, Group W contended, the commission would be taking a position "tantamount to a 'sentence now, verdict later' approach" if it were to adopt the NBC petition.

ABC was in conflict with Group W to the extent that it accepted NBC's claim that audience levels for cleared periods are down since the prime-time rule went into effect. It disagreed with its competitor, however, in rejecting NBC's argument that the decreased audience levels are indicative of lower quality and less diversity in new first-run syndicated

programs offered by affiliates in those periods last season. The decline in audience, ABC claimed, can be attributed to the fact that off-network shows and films were still permitted in cleared periods last season.

In another development, a third network affiliate asked the commission to either repeal or substantially relax the prime-time rule, citing economic hardship. Wow!-TV (ch. 15) Florence, Ala., told the commission that, due to financial limitations, it has been unable to air programming in cleared time periods of comparable quality to the NBC-TV fare it formerly broadcast at those times. "We have had audience complaints and have suffered loss in audience due to programming which is inferior in quality," the station said.

Wow!-TV also brought to the commission's attention another problem which it said, has caused itself and probably other small-market stations a great deal of difficulty. Noting that Florence has been "inadvisably lumped" within the "arbitrary" Huntsville-Decatur-Florence, Ala., Area of Dominant Influence by the American Research Bureau, the station claimed that its presence in this "market" has caused it to be denied "even inferior" syndicated programming already grabbed up by other area stations. The Florence outlet asked the commission to give itself and stations in similar situations special consideration in deliberating further on the prime-time rule.

Two other UHF stations—KMTC-TV (ch. 27) Springfield, Mo., and KHFI-TV (ch. 42) Austin, Tex.—have already asked the commission to rescind the prime-time regulation for basically the same reasons.

Homes using television average minute audience

Mixed time periods (5)

	Nov. 1969	Nov. 1970	Nov. 1971
Mon. 8:30-9 p.m.	70.4%	68.4%	69.7%
Tues. 10:30-11 p.m.	57.0	58.4	55.1
Fri. 10:30-11 p.m.	56.6	56.9	57.8
Sun. 7:30-8 p.m.	62.2	63.5	65.1
Sun. 10:30-11 p.m.	59.1	59.3	59.0
Average	61.1	61.3	61.3

Exclusively nonnetwork time periods (6)

	Nov. 1969	Nov. 1970	Nov. 1971
Mon. 7:30-8 p.m.	64.0%	63.3%	63.4%
Wed. 7:30-8 p.m.	61.5	62.3	61.1
Thurs. 7:30-8 p.m.	59.0	61.8	56.3
Fri. 7:30-8 p.m.	56.6	56.2	56.7
Sat. 7:30-8 p.m.	59.2	59.1	61.2
Sun. 7-7:30 p.m.	58.2	60.3	60.6
Average	59.8	60.5	59.9

Total time periods (11)

	Nov. 1969	Nov. 1970	Nov. 1971
	60.3%	60.9%	60.5%

Nielsen in '73: instant nationals

CBS, NBC set to buy new service; cost to networks to be 'substantial,' to agencies, advertisers 'very modest'

A. C. Nielsen Co. will offer during the 1973-74 season a new "instantaneous Audimeter" service to provide 52-week-a-year overnight national television network ratings for programs between 6 and 11 p.m. ("Closed Circuit," May 29).

James Lyons, vice president and product manager for network services for Nielsen, told a news conference in New York that CBS and NBC already are committed and ABC is considering the service. He said CBS and NBC have been pressing for such a service for the past several years. (Nielsen has been providing overnight ratings on a local basis in New York and Los Angeles.)

Though called "instantaneous," ratings will be available the next day or two days later because of the need for networks to supply programing clearance data. And, while ratings will cover prime time only, full-day data will be available.

Mr. Lyons displayed the Nielsen-designed SIA (Storage Instantaneous Audimeter) unit that is the heart of the new system. He said the SIA has a computer-like memory that automatically stores "on/off" information and channel selections for up to four TV sets in each household of the Nielsen Television Index sample of approximately 1,200.

He said that the SIA units have a capacity to store three days of tuning information for the average home, and each unit will be "called" at least twice a day.

Each sample household will have its own SIA telephone line, Mr. Lyons said, and it is via this line that the Nielsen computer will "interrogate" twice a day.

The new SIA service will be available to agencies and advertisers.

Mr. Lyons declined to discuss the cost to subscribers of the new service. He said the increase to networks would be "substantial" and to advertisers and agencies "very modest," as compared with the present national service, which includes weekly "fast" Nielsens and the biweekly Nielsen pocketpiece.

Mr. Lyons also pointed out that that the new service will operate every day of the year, thus eliminating four nonreport weeks during which Nielsen ratings are normally unavailable.

ITC comes on strong

Independent Television Corp. has committed \$21 million for production of television properties for the six-month period ending Dec. 31. The funds are earmarked for the following new properties: *The Julie Andrews Show*, a one-hour musical-variety series starting on ABC-TV this fall; *Burt Bacharach Specials*, three one-hour programs for ABC-TV; *The Protectors*, half-hour series sold to Fabergé;

The Adventurer, half-hour series sold to Chevrolet; four one-hour entertainment specials for ABC-TV, and *The Strauss Family*, an eight-part, one-hour series. ITC also is developing two half-hour action-adventure series, aimed for prime-time access periods, in the 1973-74 season.

Quarter-horse futurity offered on special network

50 stations already committed to Labor Day colorcast on hookup set up by Stauffer TV outlets

Two TV stations owned by Stauffer Publications have obtained TV rights to the All-American Futurity race for quarter horses and have formed the All-American Network to offer the broadcast to stations.

The live color telecast of the 400-yard event for smaller horses from Ruidoso Downs, N.M., on Labor Day, Sept. 4, will be originated by Stauffer's KGNC-TV Amarillo, Tex., and WIBW-TV Topeka, Kan. About 50 stations in 10 southwestern and midwestern states have thus far signed to carry the program, which will include preliminary races and highlights of the All-American quarter-horse sale.

The network is seeking clearance of the half-hour program from 6:30 to 7 p.m. CDT and 5:30 to 6 p.m. MDT. It will pay 40% of a station's applicable 30-minute network rate.

Thad M. Sandstrom, vice president-broadcasting for Stauffer, is president of the All-American Network.

The All-American Futurity, billed as the world's richest horse race, has a purse of \$925,000, of which \$290,000 will go to the winner.

FCC asked to curb reruns in prime time

Guilds and union support maximum of 25% of old product in affiliates

A petition against what is alleged to be excessive network reruns in prime time has been filed with the FCC by a Hollywood film editor, Bernard A. Balmuth. The commission is asked in the petition to limit reruns in prime time on network stations to a maximum of 25% of the total allotted prime-time hours during a specified television year. The petition also asks the FCC to order that all network prime-time reruns be preceded by an announcement letting the viewer know that the program is a rerun.

The Screen Actors Guild, Writers Guild of America, West, and Hollywood AFL Film Council, among other guilds and unions, immediately pledged to support the petition. Many of the same labor organizations are banded behind an industry-wide effort known as "STOP," an acronym for "Save TV Original Programing." Screen Actors Guild previously served notice that top priority in new contract negotiations will be given to the issue of reruns (BROADCASTING, June 12).

Putters, irons, woods, cameras, cables and mikes

ABC mounts ambitious coverage for the prestigious U.S. Open, being played for the first time on California's Pebble Beach course

The U.S. open golf tournament televised by ABC June 12-18 from Pebble Beach, Calif., was the network's biggest remote operation since the 1968 Summer Olympics from Mexico.

Leonard G. Bottom, ABC's manager of TV engineering field operations west of the Mississippi, who worked on the technical details of the project since last August, said that it was "the most comprehensive coverage in history devoted to a golf tournament by television."

To prove his point, Mr. Bottom cited the following list of equipment used to provide six hours of live and taped coverage of the prestigious tournament:

25 cameras (23 color, two monochrome white).

Four mobile units (two from New York, one from Los Angeles, one rented from Indianapolis).

44 TV monitors (31 black and white, 13 color).

31,000 feet of camera cable.

53 microphones.

Six announce towers.

Two camera cranes (one camera crane

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90 feet, the other crane 125 feet).
 13 "on-course" video channels.
 14 separate private line circuits.
 125 telephone head sets.
 14 business phones.
 101 telephone lines "on course" for audio uses.

Two video-tape recorders.
 One slow-motion machine.

To set up and operate this equipment ABC had 85 engineers, drawn from Los Angeles, New York and San Francisco. There also were 15 technical management people and about 100 production people for a total of 200 network personnel handling coverage of the event. In addition, there were eight announcers providing the play action, analysis and color commentary: Chris Schenkel, Jim McKay, Bill Flemming, Bud Palmer, Henry Longhurst, Frank Gifford, Byron Nelson and Dave Marr.

"This is more equipment and more people than we've ever used before to cover a golf event," said Mr. Bottom.

Comparing coverage of this year's U.S. Open with other golf tournaments televised by ABC. Mr. Bottom pointed out that normally 15 or 16 cameras would handle a golf event, maybe two mobile units, four announce towers. The reason for the elaborate treatment on this occasion: The U.S. Open, perhaps the world's most important tournament, was being played for the first time at Pebble Beach, one of the most famous, among the most beautiful and one of the toughest golf courses in America. (It is only the fourth time the U.S. Open was played on the West Coast and the first time since 1966.)

Probably the most ambitious undertaking ABC had for this year's U.S. Open was live coverage of 13 holes—5 through 8 and 10 through 18—instead of the usual coverage of the last five holes.

In all, ABC Sports provided just under six hours of coverage of the tournament which ran from June 12 to 18. Two hours of the third round was to be televised live on June 17. The final round on June 18 (Sunday) was to be carried live for three hours. A preview of the U.S. Open, with highlights of the second round and a history of Pebble Beach was to be televised in prime time for a half-hour on June 16. Also about a half-hour



Counting cable. ABC's Leonard Bottom, chief engineer on network's Open coverage, checks some of the five miles of camera cable that was used in golf's most intricate origination.

of tournament play was shown on the June 17 edition of *Wide World of Sports*.

Biggest potential headache for Leonard Bottom and his large group of technicians was the possibility of a tie at the end of regulation play. In such an event, 18 holes were to be played today (June 19) with ABC covering the final holes of the playoff. But if the tie persisted at the end of the 18-hole playoff, a sudden-death playoff was to ensue beginning at the first hole, where the network has no camera set up. Thus if by Sunday night, June 18, a playoff loomed, ABC's engineers were to work feverishly through the night to set up cameras at the opening holes.

In addition to ABC's television coverage, Robert Wold Co., Los Angeles, which specializes in technical services for remote originations of sports events coverage, was set to provide live network radio coverage last week of the Open. A total of 32 five-minute programs were to be broadcast by RWC from Thursday through Sunday (June 15-18). An additional eight programs were to air today (June 19) in the event of a playoff. In the U.S., RWC's coverage was to be fed by Mutual Broadcasting to some 550 local affiliates. Buick division of General Motors Corp., through McCann-Erickson Inc., Detroit, was the sponsor for radio broadcasts.

Program Briefs

Two-month spurt. Warner Bros. Television Distribution, Burbank, Calif., announced biggest two-month foreign TV sales period in history of company, with total deals, aggregate dollars and number of countries sold all reaching new peaks. Since April, WB has chalked up 217 separate sales in 28 foreign countries (including Canada) for total dollar volume of \$3.4 million. Deals cover distribution to foreign markets of nine network series, one new half-hour first-run series; plus continuing *The FBI* series, and group of nine new features for TV.

Specials deal. David L. Wolper Productions, Los Angeles, and American Heritage Publishing Co., New York, have agreed to joint effort in producing 16 one-hour TV specials over next four years at rate of four per year. Specials will reconstruct turning points in American history. Series of specials will lead up to major program to be presented during American Bicentennial year. American Heritage, which will lend its research facilities, as well as written and photographic libraries to productions, will publish series of books based on material to be shown in programs. Books will market at time each show goes on air.

Summertime reprise. CBS-TV will telecast selected episodes of *The Beverly Hillbillies* in daytime this summer, starting June 26 (Mon.-Fri., 10:30-11 a.m. NYT), replacing *My Three Sons*, which moves to weekday 4-4:30 p.m. slot on same date. Last broadcast of *The Amateur's Guide to Love*, now in 4-4:30 p.m. period, will be on June 23.

Pops angel. New summer batch of Public Broadcasting Service's TV music series *Evening at Pops*, with Arthur Fiedler and Boston Pops Orchestra, will be underwritten by Martin Marietta Corp., New York, which will pony up \$600,000 for 12 hour-long weekly shows, beginning July 4. Martin Marietta makes cement, construction materials, aerospace systems, aluminum and chemicals.

From sports to music. ABC Films Inc. is releasing for overseas distribution 17-episode half-hour series, titled *Sports Action Pro-File*, and four one-hour musical specials. They consist of *Sound America*, with Eddy Arnold as host; *The Hit Makers*, and *Boots Randolph Show I and Boots Randolph Show II*.

Automotive awards. Robert E. Peterson Productions, Los Angeles, and producer Burt Sugarman have formed joint venture to co-produce what is to be annual *Golden Wheel Awards* as 90-minute television special. Awards, including "Car of the Year," and "Driver of the Year," are to cover all phases of automotive industry. Initial production is scheduled for February 1973. Peterson Productions is division of Peterson Publishing Co., publisher of special interest sports magazines. Mr. Sugarman has produced Grammys awards shows for television.

Mathis on TV. Sixty-minute *Johnny Mathis Special* and weekly *Johnny Mathis*

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Show are now being sold. Special is for release this fall; series will be ready for syndication in fall 1973. Shows are joint effort of Ervin Zavada Productions and Ronon Productions Inc., both Hollywood.

For foreign release. ABC Films Inc., New York, is releasing new sports series and four 60-minute specials for overseas distribution. *Sports Action Pro-Film* is 17 half-hours studying lives of professional athletes. Specials include two musicals, *Sound America* and *The Hit Makers*.

Wonderful to wacky. Syndicated variety series *The Wonderful World of Jonathan Winters*, has changed title to *The Wacky World of Jonathan Winters*. Production of 26 half-hour shows has started in Hollywood, with distribution of series to begin in September. Greg Garrison Productions is producing series for Chevrolet Motor Division of General Motors, which will barter program through Campbell-Ewald Co., Detroit, and syndication division of Western International Media Corp., Los Angeles.

Finance

'Fortune' finds a new category

Magazine's annual reading of major U.S. corporations lumps movies, broadcasting

Broadcasting and motion pictures have come of financial age in the pages of *Fortune* magazine: They're listed for the first time as a category in that journal's annual compilation of the top-500 (May) and second-500 (June) industrial corporations. The two new starters placed five companies in the first list, nine more in the second.

Those companies joining the top 500 through a "revision in the definition of 'industrial'" are CBS, ranked 102 with a sales volume of \$1,247,969,000; ABC, 163 with sales of \$756,495,000; Warner Communications, ranked 294 with \$373,840; Columbia Pictures, 433 with \$233,273,000, and the Washington Post Corp., 478 with \$192,749,000.

The second 500 include newcomers Walt Disney Productions, 502 with \$175,611,000; 20th Century-Fox, 515 with \$170,192,000; Metro-Goldwyn-Mayer, 517 with \$169,289,000; Metromedia, 552 with \$153,407,000; Capital Cities Broadcasting, 740 with \$96,153,000; Wometco Enterprises, 791 with \$87,700,000; Cox

Broadcasting, 949 with \$65,363,000; Storer Broadcasting, 956 with \$64,584,000, and Filmways, 998 with \$59,758,000.

Included in the total list of the 1,000 largest industrial corporations are 42 companies involved in motion pictures, in broadcasting directly, in programming or in manufacture of communications equipment. Top among these are General Electric, number four with sales of \$9,425,300,000; Westinghouse Electric, ranked 14 with \$4,630,530,000, and RCA, 18 with sales of \$3,711,816,000.

Broadcasting and motion pictures, when stacked up against other categories in the top-1,000 corporations, ranked favorably in assets and return on sales,

but individual companies also appeared frequently in the lists of money losers.

The industry medians for assets per employee show broadcasting and motion pictures ranking fifth among 28 categories in the top-500 corporations with \$46,890, and third among 28 in the next 500 with \$52,326.

Individually, Warner Communications placed fifth among the first 500 in assets per employee (\$189,332), and Storer Broadcasting (\$167,581) and Capital Cities Broadcasting (\$110,915) ranked fifth and tenth respectively among the next 500.

In return on sales, broadcasting and motion pictures hold eighth place among 28 categories in the first 500 with 4.7%,

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June 7, 1972

and seventh among the 28 in the next 500 with 5.3%.

Among the money losers in the top-500 companies, RCA appears second with a loss of \$155,850,000; Collins Radio seventh with a \$46,643,000 loss; Columbia Pictures 10th with a loss of \$28,772,000; Ampex 16th with a loss of \$12,005,000 and Admiral 28th with a loss of \$887,000.

A wide divergence appears between the broadcasting and motion-picture companies in the first 500 and those in the second in the area of changes in profits, where the industry median for the companies in the top 500 showed a decrease of 7.9% while those in the second group placed first as an industry with an increase of 80.3%.

Financial Briefs

Ameco Inc., Phoenix, cable-TV company, reported increase in revenues and continued loss in net income for nine months ended March 31:

	1972	1971
Earned per share	\$ (0.17)	\$ (0.14)
Revenues	1,637,182	1,303,904
Net income	(198,035)	(172,264)

Gulf & Western Industries Inc., New York, reported higher sales and record

net earnings from operations for three months ended April 30:

	1972	1971
Earnings per share	\$ 0.81	\$ 0.66
Revenues	455,837,000	399,954,000
Net income	17,080,000	13,915,000

Fuqua Industries Inc., Atlanta, has agreed in principle to acquire approximately 130 theaters and associated real estate interests from T. G. Solomon, New Orleans, for about \$16 million in stock, cash and notes. Fuqua spokesman said that Solomon theater group had pre-tax income of more than \$2 million on total revenues of approximately \$21 million. Theaters are located primarily in Alabama, Florida, Louisiana, Mississippi and Texas. In another transaction, Fuqua has taken option to purchase 8,000-acre ranch near Houston. Purchase price of property, owned by Scanlan Foundation, would be about \$10 million in cash and notes. Fuqua spokesman said that land survey would be made to determine feasibility of developing property into planned satellite community.

Bonds sales, Metro-Goldwyn-Mayer Inc., Culver City, Calif., proposes to sell, through underwritten public offering, \$50-million principal amount of collateral

trust bonds due 1992. Proceeds of offering will be used to finance portion of 2,000-room resort hotel and casino being constructed by MGM in Las Vegas. First trust deed on hotel will be used to secure bonds.

CCA Electronics Corp., Gloucester City, N.J., reported growing sales and earnings for six months period ended April 30:

	1972	1971
Earned per share	\$ 0.16	\$ 0.15
Revenues	2,872,364	2,413,896
Net income	139,326	135,766

Rollins Inc., Atlanta, group broadcaster, CATV operator and diversified industrial firm, reported record earnings for fiscal year ended April 20:

	1972	1971
Earned per share	\$ 1.00	\$ 0.83
Revenues	140,557,529	127,025,940
Net income	12,217,426	10,161,460

Doyle Dane Bernbach, New York reported 64.5% increase in net income and 18% increase in sales and billings for the six months ended April 30:

	1972	1971
Earned per share	\$ 1.29	\$ 0.78
Revenues	25,877,000	20,388,000
Gross Billings	155,592,000	131,735,000
Net income	2,481,000	1,508,000
Average shares outstanding	1,924,733	1,929,255

Broadcasting Stock Index

Weekly market summary of 118 stocks allied with broadcasting

	Stock symbol	Exch.	Closing June 14	Closing June 7	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ARC	ABC	N	74 3/8	67 7/8	+ 6 1/2	+ 9.57	76 1/4	51 1/4	7,146	531,483
ASI COMMUNICATIONS	ASIC	U	2	2 1/4	- 1/4	- 11.11	5	2	1,815	3,630
CAPITAL CITIES	CCB	N	59 3/4	60 3/4	- 1	- 1.64	64 1/4	48	6,446	385,148
CBS	CRS	N	52 1/4	52	+ 1/4	+ .48	57 7/8	45 1/2	28,096	1,468,016
COX	COX	N	42 3/4	43 1/8	- 3/8	- .86	49 3/4	36 1/4	5,827	249,104
FEDERATED MEDIA	O	3 1/4	3	+ 1/4	+ 8.33	3 7/8	2 7/8	820	2,665	
GROSS TELECASTING	GGG	A	17 7/8	18	- 1/8	- .69	23 7/8	12 1/4	800	14,300
LIN	LINB	O	17	18 1/8	- 1 1/8	- 6.20	22 3/8	15 1/2	2,296	39,032
MOONEY	MOON	U	10 5/8	10 3/4	- 1/8	- 1.16	10 7/8	4	250	2,656
PACIFIC & SOUTHERN	PSOU	O	14 1/2	15 1/8	- 5/8	- 4.13	18 1/4	10 3/8	1,929	27,970
RAHALL COMMUNICATIONS	RAHL	O	17 7/8	17 1/2	+ 3/8	+ 2.14	29	8	1,037	18,536
SCRIPPS-HOWARD	SCRIP	O	22 3/4	22 3/4			27	18	2,589	58,899
STARR	SRG	M	24 5/8	23 3/4	+ 7/8	+ 3.68	28 1/4	15 1/2	1,182	29,106
TAFT	TFB	N	49 1/4	51	- 1 3/4	- 3.43	57 1/4	41 3/4	3,845	189,366
Broadcasting with other major interests									TOTAL	64,078 3,019,911
ADAMS-RUSSELL	AAR	A	5	5			8 3/4	4 3/4	1,250	6,250
AVCO	AV	N	15	15			20 7/8	14 1/4	11,489	172,335
BARTLETT MEDIA	BMC	A	4 1/4	4 3/8	- 1/8	- 2.85	7 1/8	4 1/8	2,257	9,592
BOSTON HERALD-TRAVELER	BHLD	O	16	15	+ 1	+ 6.66	30	11	589	9,424
CHRIS-CRAFT	CCN	N	7	6 5/8	+ 3/8	+ 5.66	8 3/4	5 5/8	3,980	27,860
COMBINED COMMUNICATIONS	CCA	A	33 1/8	33 1/4	- 1/8	- .37	42 1/2	29 5/8	3,148	104,277
COWLES COMMUNICATIONS	CWL	N	10 7/8	10 3/4	+ 1/8	+ 1.16	12 1/2	9 1/2	3,969	43,162
DUN & BROADSTREET	DNB	N	74 1/4	76 5/8	- 2 3/8	- 3.09	80 1/4	63	1,287	95,559
FUQUA	FQA	N	23 7/8	24	- 1/8	- .52	27 7/8	20 7/8	8,120	193,865
GABLE INDUSTRIES	GBI	N	30 1/4	30 5/8	- 3/8	- 1.22	32 1/4	24	1,872	56,628
GENERAL TIRE & RUBBER	GY	N	27 1/4	28 1/8	- 7/8	- 3.11	32 5/8	24 5/8	19,483	530,911
GLOBETROTTER COMMUNICATION INC	GLBTA	O	13 1/4	14 3/4	- 1 1/2	- 10.16	20 1/2	9 1/4	2,820	37,365
ISC INDUSTRIES	ISC	A	8	7 3/4	+ 1/4	+ 3.22	9 1/8	6	1,646	13,168
KANSAS STATE NETWORK	KSN	U	7 3/4	7 3/4			7 7/8	6 1/2	1,621	12,562
KINGSTIP INC.	KTPP	D	15 1/2	15 1/2			22	14 1/2	1,154	17,887
LAMB COMMUNICATIONS	O	3 1/8	3 1/4	- 1/8	- 3.84	4 7/8	2	475	1,484	
LEE ENTERPRISES	LNT	A	28 3/8	28 3/4	- 3/8	- 1.30	30	17 1/2	3,289	93,325
LIBERTY CORP.	LC	N	19	19			21 5/8	17 1/2	6,753	128,307
MCGRAW HILL	MHP	N	18 3/8	18 7/8	- 1/2	- 2.64	20 7/8	16 1/8	23,327	428,633
MEREDITH CORP.	MDP	N	21 1/8	22 1/8	- 1	- 4.51	30 3/4	21 1/8	2,772	58,558
METROMEDIA	MET	N	36 1/2	37 1/2	- 1	- 2.66	39	27 1/4	5,956	217,394
MULTIMEDIA INC.	O	43 1/2	43	+ 1/2	+ 1.16	44	14	2,408	104,748	
OUTLET CO.	OTU	N	14	15 3/4	- 1 3/4	- 11.11	19 3/8	14	1,335	18,690
POST CORP.	POST	O	26 1/4	26 1/2	- 1/4	- .94	30	9	942	24,727
PUBLISHERS BROADCASTING CORP.	PUBB	O	2 7/8	2 5/8	+ 1/4	+ 9.52	4 7/8	1 5/8	919	2,642
REEVES TELECOM	RBT	A	3 1/4	3 1/4			4 1/4	2 3/8	2,292	7,449
RIDDER PUBLICATIONS	RPI	N	33 1/8	33 1/8			34 1/2	26	8,324	275,732
ROLLINS	ROL	N	36 3/4	37 3/4	- 1	- 2.64	38 3/8	33	12,131	445,814
RUST CRAFT	RUS	A	34 1/4	34	+ 1/4	+ .73	36 3/4	24	2,318	79,391
SCHERING-PLOUGH	SGP	N	115 1/4	113 1/2	+ 1 3/4	+ 1.54	115 1/4	82 5/8	2,547	293,541

	Stock symbol	Exch.	Closing June 14	Closing June 7	Net change In week	% change In week	1972 High	1972 Low	Approx. shares out (000)	Total market capital- ization (000)
SONDERLING	SDB	A	15 1/4	17 7/8	- 2 5/8	- 14.68	30 3/4	15 1/4	1,005	15,326
STORER	SBK	N	44 1/4	43 5/8	+ 5/8	+ 1.43	47 1/2	31	4,223	186,867
TURNER COMMUNICATIONS		O	7	7			7	2	1,328	9,296
WASHINGTON POST CO.	WPO	A	33 5/8	33 3/4	- 1/8	- .37	35 1/2	23 1/2	4,789	161,030
WOMETCO	WOM	N	24	23 3/8	+ 5/8	+ 2.67	25 7/8	18 1/2	5,789	138,936
CATV									TOTAL	157,607 4,022,735
AMECO	ACD	D	2 7/8	2 5/8	+ 1/4	+ 9.52	12 3/4	1 1/2	1,200	3,450
AMERICAN ELECTRONIC LABS	AELBA	O	6 1/2	6 3/4	- 1/4	- 3.70	9 3/4	3	1,670	10,855
AMERICAN TV & COMMUNICATIONS	AMTV	O	40 1/2	40 1/2			43 1/2	17 1/4	2,462	99,711
BURNUP & SIMS	BSIM	O	22	22 1/2	- 1/2	- 2.22	22 1/2	6 3/4	6,572	144,584
CABLECOM-GENERAL	CCG	A	12 5/8	13 1/4	- 5/8	- 4.71	18 1/4	12 5/8	2,395	30,236
CABLE INFORMATION SYSTEMS		O	3 1/2	3 3/4	- 1/4	- 6.66	4 3/4	1 3/4	955	3,342
CITIZENS FINANCIAL CORP.	CPN	A	10 5/8	10 1/2	+ 1/8	+ 1.19	15 1/4	10 1/4	2,355	25,021
COLUMBIA CABLE	CCAB	O	19	18 1/2	+ 1/2	+ 2.70	29	17 1/4	900	17,100
COMMUNICATIONS PROPERTIES	COMU	O	12 1/8	13 5/8	- 1 1/2	- 11.00	27 3/8	11 1/8	1,917	23,243
COX CABLE COMMUNICATIONS	CXC	A	32 1/8	32	+ 1/8	+ .39	34 5/8	23 1/4	3,555	114,204
CYPRESS COMMUNICATIONS	CYPR	O	20	20 5/8	- 5/8	- 3.03	21 1/4	7	2,707	54,140
ENTRON	ENT	A	4 3/8	4 7/8	- 1/2	- 10.25	9 1/4	3 5/8	1,320	5,775
GENERAL INSTRUMENT CORP.	GRL	N	25 1/2	23 7/8	+ 1 5/8	+ 6.80	29 1/4	20 3/4	6,501	165,775
LVO CABLE INC.	LVOC	O	13 7/8	13 3/4	+ 1/8	+ .90	16 1/2	6 3/4	1,466	20,340
STERLING COMMUNICATIONS	STER	O	5	5 5/8	- 5/8	- 11.11	7 3/4	3 1/2	2,162	10,810
TELECOMMUNICATIONS	TCOM	O	26 3/8	29 3/4	- 3 3/8	- 11.34	30 3/8	15 1/2	3,856	101,702
TELEPROMPTER	TP	A	37	35 1/8	+ 1 7/8	+ 5.33	39 3/8	28 1/8	13,472	498,464
TIME INC.	TL	N	49 3/4	49 1/4	+ 1/2	+ 1.01	64 3/4	47 5/8	7,278	362,080
VIACOM	VIA	N	20 1/4	21 1/2	- 1 1/4	- 5.81	28 1/2	15 1/2	3,771	76,362
VIKOA	VIK	A	10 7/8	12	- 1 1/8	- 9.37	19 3/4	8	2,344	25,491
Programming									TOTAL	68,858 1,792,685
COLUMBIA PICTURES	CPS	N	12	12 1/8	- 1/8	- 1.03	14 7/8	9 1/8	6,342	76,104
DISNEY	DIS	N	184 3/4	185 1/4	- 1/2	- .26	196	132 3/4	13,223	2,442,949
FILMWAYS	FWY	A	6 1/4	6 1/4			8	4 7/8	1,849	11,556
GULF & WESTERN	GW	N	40	40 3/8	- 3/8	- .92	44 3/4	28	15,816	632,640
MCA	MCA	N	28 3/4	29	- 1/4	- .86	35 7/8	25 5/8	8,182	235,232
MGM	MGM	N	18 1/2	18	+ 1/2	+ 2.77	21 1/2	16 3/4	5,895	109,057
MUSIC MAKERS	MUSC	O	2 1/4	2 3/8	- 1/8	- 5.26	3 3/4	1 1/8	534	1,201
TELE-TAPE PRODUCTIONS		O	1	1			2 7/8	1	2,190	2,190
TRANSAMERICA	TA	N	19 1/4	19 3/8	- 1/8	- .64	23 1/2	18 1/8	64,571	1,242,991
20TH CENTURY-FOX	TF	N	10 7/8	10 7/8			17	10 1/4	8,562	93,111
WALTER READE ORGANIZATION	WALT	O	2 1/8	2 1/8			4 1/8	1 3/8	2,414	5,129
WARNER COMMUNICATIONS INC.	WCI	N	47 1/8	46 5/8	+ 1/2	+ 1.07	47 5/8	31 1/4	16,221	764,414
WRATHER CORP.	WCO	A	13	12	+ 1	+ 8.33	17 7/8	9 7/8	2,164	28,132
Service									TOTAL	147,963 5,644,706
JOHN BLAIR	BJ	N	20 1/2	20 1/8	+ 3/8	+ 1.86	22 3/8	16 3/4	2,600	53,300
COMSAT	CO	N	69 1/4	67 5/8	+ 1 5/8	+ 2.40	75 3/8	56 5/8	10,000	692,500
CREATIVE MANAGEMENT	CMA	A	13 5/8	14 1/4	- 5/8	- 4.38	15 1/2	9 3/8	1,056	14,388
DOYLE DANE BERNBACH	DDYL	O	33 1/2	30 3/4	+ 2 3/4	+ 8.94	33 1/2	24	1,872	62,712
ELKINS INSTITUTE	ELKN	O		3			16 3/8	3	1,664	4,992
FOOTE, CONE & BELOING	FCB	N	13 1/8	13 1/8			14	10 5/8	2,176	28,560
GREY ADVERTISING	GREY	O		16 3/4			18	9 1/4	1,209	20,250
INTERPUBLIC GROUP	IPG	N	33 5/8	33 1/4	+ 3/8	+ 1.12	34	22 3/4	2,239	75,286
MARVIN JOSEPHSON ASSOCS.	MRVN	O	15 1/2	15	+ 1/2	+ 3.33	17 3/4	5 7/8	825	12,787
MCCAFFREY & MCCALL		O		12			16 1/2	7	585	7,020
MOVIELAB	MOV	A	2	2			3 1/8	1 5/8	1,407	2,814
MPO VIDEOELECTRONICS	MPO	A	4 7/8	5 1/8	- 1/4	- 4.87	7 1/8	4	547	2,666
A. C. NIELSEN	NIELB	O	47 1/2	48 1/2	- 1	- 2.06	50	37 5/8	5,299	251,702
OGILVY & MATHER	OGIL	O	44 1/2	45 1/2	- 1	- 2.19	45 1/2	16	1,716	76,362
PKL CO.	PKL	O		1 3/4			9 1/2	1 3/4	778	1,361
J. WALTER THOMPSON	JWT	N	45 7/8	46 3/4	- 7/8	- 1.87	49 1/4	40 1/4	2,711	124,367
WELLS, RICH, GREENE	WRG	N	23 1/2	22 7/8	+ 5/8	+ 2.73	27 7/8	19 5/8	1,618	38,023
Manufacturing									TOTAL	38,302 1,469,090
ADMIRAL	ADL	N	19 7/8	19 1/2	+ 3/8	+ 1.92	27	17 1/8	5,163	102,614
AMPEX	APX	N	7 5/8	7 5/8			15 1/8	7	10,875	82,921
CARTRIDGE TELEVISION INC.		O	32 3/4	33 5/8	- 7/8	- 2.60	43 1/2	16 1/2	7,557	247,491
CCA ELECTRONICS	CCAE	O	4 1/2	4 7/8	- 3/8	- 7.69	6 1/4	2 1/4	2,083	9,373
COLLINS RADIO	CRI	N	15 1/8	15 5/8	- 1/2	- 3.20	19 7/8	13 3/8	881	13,325
COMPUTER EQUIPMENT	CEC	A	3 1/8	3 1/4	- 1/8	- 3.84	4 5/8	3	2,421	7,565
CONRAC	CAX	N	32 1/8	32 3/8	- 1/4	- .77	39 3/8	27 1/8	1,259	40,445
GENERAL ELECTRIC	GE	N	66 1/8	67 3/4	- 1 5/8	- 2.39	70 7/8	58 1/4	182,123	2,042,883
HARRIS-INTERTYPE	HI	N	55 1/4	54 3/4	+ 1/2	+ .91	59	48 1/4	6,365	351,666
MAGNAVOX	MAG	N	33 5/8	37 5/8	- 4	- 10.63	52 1/4	33 5/8	17,476	587,630
3M	MMM	N	151 1/4	151	+ 1/4	+ .16	158 3/4	129 1/4	56,300	8,515,375
MOTOROLA	MOT	N	116 5/8	109	+ 7 5/8	+ 6.99	116 5/8	80	13,522	1,577,003
OAK INDUSTRIES	OEN	N	15 1/4	14 5/8	+ 5/8	+ 4.27	17 1/2	9 5/8	1,638	24,979
RCA	RCA	N	37 1/4	35 1/2	+ 1 3/4	+ 4.92	45	34 1/4	74,352	2,769,612
RSC INDUSTRIES	RSC	A	3	3			4 3/8	2 7/8	3,458	10,374
TEKTRONIX	TEK	N	56	53	+ 3	+ 5.66	58	32 3/4	8,128	455,168
TELEMATION	TIPT	O		7 3/4			13 3/4	6	1,050	8,137
WESTINGHOUSE	WX	N	49 1/2	50 1/4	- 3/4	- 1.49	54 7/8	43	86,927	4,302,886
ZENITH	ZE	N	44 3/4	45 1/4	- 1/2	- 1.10	50 1/2	41 3/8	19,031	851,637
GRAND TOTAL									977,417	17,950,211

Standard & Poor's Industrial Average			121.33	120.30	1.03					
A-American Stock Exchange	N-New York Stock Exchange	A blank in closing price columns				Over-the-counter bid prices supplied by Merrill Lynch,				
M-Midwest Stock Exchange	O-Over the counter (bid price shown)	indicates no trading in stock.				Pierce Fenner & Smith Inc., Washington.				

Two get together on quad system

Columbia, Electro-Voice agree on start toward standardization

Columbia Records and Electro-Voice Inc. have announced an agreement in principle to the exchange of patent rights and technical information related to their four-channel quadrasonic disk systems. The agreement was called "a major step in achieving compatibility in the four-channel market" by both companies. Industry spokesmen agreed that it was a step toward solving quad's biggest problem to date: standardization of the several matrixed quad systems on the market today.

Under the terms of the nonexclusive agreement, Electro-Voice will be able to produce a modified decoder that will be more effective in decoding disks produced for CBS's SQ system. Electro-Voice has been relatively unsuccessful in licensing record manufacturers to its Stereo 4 system (two minor labels, Ovation and Golden Crest, have been the only ones to date). It is thought that Electro-Voice will now be in a better position to sell its equipment for use with Columbia's SQ recorder, a system that has proved vastly more popular (EMI, Columbia, and Vanguard are among the SQ record licensees).

In turn, CBS and its equipment licensees—Sony, Lafayette, Radio Electronics and Sherwood Electronics are a few—will be able to gain access to Electro-Voice's patents and technical knowledge.

In another development in four-channel broadcasting, WNCN(FM) Cleveland has announced an interim system that it says will be able to encode stereo records for quad broadcasting. The unavailability of four-channel product was cited as the reason for developing such a system. Once the system, developed by WNCN's chief engineer, Jerrett Earl, is installed, the station will broadcast in quad 24 hours a day, a spokesman said.

RCA redoes the color tube

It claims first major redesign since 1954's tricolor-dot system, with promises of lower costs

RCA last week introduced a new color-television picture tube, that it said offers potential reduction of costs and improvements of performance.

RCA said it believes the new concept promises to become the industry standard for all tube sizes of 19-inch V (viewable diagonal) and smaller.

John B. Farese, executive vice president, RCA Electronic Components, said the new color tube represents the company's first departure from the tri-color-dot shadow-mask tube that RCA introduced in 1954. He reported the company



Colorful color. RCA engineer Hollis Carter with the firm's new in-line color-tube system on the left with the current and more complex color-tube system on the right.

will make color tubes of the new design in 15-, 17- and 19-inch V screen sizes.

Holes in the mask of the new color tubes are slits, and the phosphors on the screen are arranged in parallel lines. Electron guns in the neck of the tubes are correspondingly arranged side by side and utilize a simpler design that results in a shorter electron gun structure.

The 15-inch V tube will be produced first at RCA's Marion, Ind., plant in late 1972, followed by the 17-inch V and 19-inch V next year. RCA also is working on a 13-inch V version of the tube.

RCA said an unusual feature of the system is the permanent attachment of deflection and neck components to the tube. It noted that this simplifies installation and eliminates costly and time-consuming color-tube alignment at both the factory and in the home. For the first time, according to RCA, color tube installation and setup adjustments are comparable to those of black-and-white.

Mr. Farese cited these advantages of the new tube system: elimination of dynamic convergence components and corresponding setup costs, making possible important savings; reduction in over-all length of the color tube by 1.8 inches from the present 90-degree color tube; reduction of weight by 2.5 pounds.

The company's latest color tube and system were described last Tuesday (June 13) at the Chicago spring conference of the Institute of Electrical and Electronics Engineers.

They keep trying

The Illinois Citizens Committee for Broadcasting last week filed a petition with the U.S. Court of Appeals for the Seventh Circuit in Chicago for review of the FCC's decision last month not to intervene in the construction of the 1,450-foot Sears Tower in that city.

The group, concerned that the Sears building—which, when completed, will be the world's tallest—will cause interference to the area's television signals, wants the commission to assert jurisdiction over the building itself. In turning

ICCB down last month (BROADCASTING, May 29), the commission said it has never been empowered by Congress to take such action.

Set sales in '72: TV up, radio down

Television receiver sales to dealers for the first five months of this year ran 15.2% ahead of same period last year, totaling 4,348,028 units, the Electronic Industries Association has reported.

Color TV set sales were 20.8% ahead of last year, with 2,425,706 units sold, while black and white was up 8.8%, with total of 1,922,322 sold.

Radio, on the other hand, slumped by 8.6%, to a total of 7,025,743 units, with the largest regression in AM radios, down 29.8% and automobile radios down 4.7%, with respective totals being 1,343,825 and 4,291,986. FM radios, however, continued up, January-May totals of 1,389,932 being 9.5% higher than last year.

Meanwhile, imports for the first quarter showed color-TV sets up 18.8%, to 295,786 units; monochrome up 39.4% to 1,188,548 units; home radios up 30.6%, to 8,473,571 units, and auto radios down by 5.7%, to 708,799.

Oman joins ITU

The International Telecommunication Union, Geneva, has announced its 142d member: the Sultanate of Oman. ITU, founded in 1865, is the specialized agency for telecommunications of the United Nations.

An LP record for television?

MCA officials get private look at 90-minute disk system, but no public demonstrations set

MCA Inc., North Hollywood, which has been rumored to be secretly working for more than two years on home-entertainment equipment that will play 90 minutes or more of video programming, unveiled its system for top company officials last week at its research and development facilities in Torrance, Calif. The system, as demonstrated in the laboratory, includes a color-video disk that is operated by a laser-beam process.

The disk, reportedly, is played on a turntable that is connected to a laser-beam scanner. It is said to perform as a video equivalent of a long-playing phonograph record. It feeds visual images into a conventional TV receiver. Indications were that a public demonstration of the system would not be held until later this year.

Disk systems are thought to have a distinct production advantage over cassettes or cartridges. They presumably could be substantially cheaper to produce and operate because disks are easily duplicated in large volume at low cost.

A radio institution returns

NBC puts concerts back on the air beginning with Three Dog Night

Radio concerts, a staple of nighttime network radio until the fifties, will soon reappear on NBC Radio.

The first concert, featuring the group, Three Dog Night, will be aired June 25, 7:05-8:00 p.m. NYT. The concerts will be taped—Three Dog Night will be recorded in Akron, Ohio, at a concert several days before—and will include jazz, country and big-band artists, as well as rock acts, in future programs.

NBC also plans to present two three-hour specials of the highlights of the Newport Jazz Festival on June 8 and 9. And an as yet unnamed rock act will be presented in another concert the evening of July 23.

The Three Dog Night program will be sponsored by Avon Products and Chrysler Corp.

To gauge audience reaction, NBC will conduct a phone count experiment after

the Three Dog Night broadcast. Listeners will be asked to call network offices collect and express their opinions on the program and suggest acts they would like to hear. Phone banks will be installed. A similar experiment after the NBC Radio special, *Big Bands Swing Again*, several weeks ago attracted 1,000 letters of approval, said Robert Wogan, vice president in charge of programming for NBC Radio.

Roll over, Beethoven

During the Fourth of July weekend, when radio stations across the country will be going to specials, the most popular of which have been nostalgic, WNBC(AM) New York is going to recreate old rock-and-roll radio by putting on the air the personalities of its heyday. Murray Kaufman, also known as Murray the K, has been signed to do the evening show at WNBC for the four-day special which will be dedicated to all-oldies. During his tenure at WINS(AM) New York, *Murray the K and his Swinging Soiree* was popular enough with the youngsters of New York to allow him to cultivate a great friendship with the Beatles during their early

success, earning him the title "the Fifth Beatle." WNBC plans to announce soon the other weekend air personalities.

What direction for WCBS-FM?

Herb McCord, general manager of CBS-owned WCBS-FM New York, resigned last week, and speculation fast followed as to what program format the station will go to in the future.

The outlet has been programming progressive rock since August 1969 when Mr. McCord first became general manager. He has stated that his resignation was submitted over a dispute with CBS management about a new direction for the station after its consistent third-place showing among the three FM progressives in New York (WPLJ and WNEW-FM are the other two).

Bob Cole, vice president in charge of CBS-owned FM's, would neither confirm nor deny reports that the station was going to a modified top-40 format or a solid-gold presentation, as WCBS-FM's program director, Dick Bozzi, seemed to think last week. There was also speculation that the station may go to a beautiful-music format.

Fates & Fortunes®

Broadcast Advertising



Robert R. Kingsbury, VP and account supervisor, N. W. Ayer & Son, New York, elected senior VP and management supervisor of AT&T Bell System account.

Arie Kopelman, **Martin Kreston**, **Derrick O'Dea** and **Alan Pando**, management supervisors, Doyle Dane Bernbach, New York, elected senior VP's.

George Austen, account supervisor, Dorland & Grey S. A. Brussels, elected VP, Grey Advertising.

George W. Hamlin, manager of print and broadcast services, Gardner Advertising, St. Louis, elected VP.

Lawrence J. Flink, VP-account supervisor, Dancer-Fitzgerald-Sample, New York, named senior VP-management supervisor.

Benjamin R. Britt, group product manager, Lever Bros., New York, named VP, Ketchum, MacLeod & Grove there. **Thomas M. Allen**, account supervisor, McCaffrey & McCall, New York, named VP.

Neil Kennedy, manager of NBC sales team, Blair Television, New York, appointed New York sales manager, MMT



Laurels for Lee. FCC Commissioner Robert E. Lee (r) received an honorary degree of doctor of laws from St. John's University, Jamaica, N.Y., two weeks ago (BROADCASTING, May 29). Conferring the honorary degree was St. John's president, the Very Rev. Joseph T. Cahill, C.M. Commissioner Lee was commended for his broad understanding of "the increasingly complex area of mass media communications."

Sales, station representative. **Dan Kelly**, director of research and promotion, Tele-rep, New York, appointed director of

research and sales development, MMT Sales.

James G. Mayfield, director of regional marketing services, Anheuser-Busch account, St. Louis office, D'Arcy, MacManus, International, appointed account executive for agency's Michelob account.

John W. Hubbell Jr., account executive, CBS Television Stations Division, New York, appointed sports coordinator for sales, newly created post, WOR-TV New York.

W. Parker Rees, VP, RKO General, New York, appointed assistant to general manager, RKO Radio Representatives there.

Terrence Rodda, research and testing analyst, Montgomery Ward & Co., Chicago, joins WLS(AM) Chicago, as director of research. He succeeds **Jeff Woodruff**, who moves to New York as director of research and development for ABC-owned radio stations, of which WLS is one.

Roy Albertson, with sales staff, KOMO-TV Seattle, appointed national sales manager. **Phelps Fisher**, with sales staff, KOMO-TV, appointed local sales manager.

Doyle Peterson, local sales manager, KISN(AM) Vancouver, Wash., named VP in charge of sales.

Barbara Nadel, assistant director of PR, Hill, Holliday, Connors, Cosmopolis, Boston agency, joins Klein Kurlan Barr

& Ross there as VP-director of PR for agency.

Alan G. Pake, creative director, Leo Burnett, Chicago, joins Los Angeles office, Clinton E. Frank/West Coast, as VP and creative director.

Stephen R. Holtz, account supervisor, Cunningham & Walsh, New York, elected VP.

Lawrence H. Schwartz, with Grey Advertising, New York, joins Kenyon & Eckhardt there as assistant media director.

John Catanese, director of broadcast services, Daniel & Charles, New York, appointed group media director, Cunningham & Walsh there. **Lore Nidetzky**, account executive, BBDO, New York, joins C&W in similar capacity. **Jon Williams**, account executive, Dancer-Fitzgerald-Sample, New York, joins C&W there in similar position.

Ron Dexter, sales manager, KFYO(AM) Lubbock, Tex., appointed assistant general manager in charge of sales, KBER-AM-FM San Antonio, Tex.

David R. Dodds, with sales staff, WXX-TV Petersburg-Richmond, Va., appointed assistant local sales manager.

Morton K. Salan, executive VP and general manager, Kal & Merrick, Washington, named partner of agency which becomes Kal, Merrick & Salan.

Dorothy Brande, commercial producer, WTMJ-TV Milwaukee, joins KRTV(TV) Denver as head of retail sales development.

Allyn Freeman, account executive, Doyle Dane Bernbach, and **Edward Saunders**, account executive, Zebra Associates, both New York, appointed to similar positions, Foote, Cone & Belding there.

Art Caruso, with sales staff, WGAR(AM) Cleveland, appointed local sales manager.

Donald J. Shapiro, with sales staff, WLYH(TV) Lancaster-Lebanon, Pa., joins Jordan/Frederick & Co., Jenkintown, Pa., advertising and PR firm, as account executive.

Barbara Easter, assistant account executive, Gardner Advertising, St. Louis, appointed account executive.

John F. Murphy, with WMBG(AM)-WBCI-FM Williamsburg, Va., leaves to form John F. Murphy Advertising there.

Marcia Fradkin, associate media director, Jay M. Khoslos Advertising, Los Angeles, appointed media director.

Howard Bloom, with sales staff of KMET-(FM) Los Angeles, appointed general sales manager.

Media

David Raven, executive VP and general manager, WKAU-AM-FM Kaukauna, Wis., joins WSAU(AM) Wausau, Wis., as executive VP and general manager. All are Forward Communications stations.

Samuel L. Crockett, VP, Fisher's Blend Station Inc., licensee of KOMO-AM-TV Seattle and KATV(TV) Portland, Ore., elected senior VP. **John F. Behnke**, VP and general sales manager, KOMO-TV, named

VP and assistant general manager of station group.

Ralph G. Gellatly, manager, Touche Ross & Co., Bloomfield Hills, Mich.-based international accounting firm, joins Rahall Communications Corp., St. Petersburg, Fla., as corporate VP-controller.

Allen Gutwirth, press representative, ABC-TV, New York, appointed supervisor of special promotions and publicity for ABC division of ABC Inc., New York.

Timothy A. Dempsey of Peat, Marwick, Mitchell & Co., New York accounting firm, appointed director of budgets and financial analysis, ABC Inc., New York. **John T. Healy**, associate director of corporate planning, appointed director of planning and development, ABC Inc.

James A. Long, Detroit educator and for past two years, principal of Northwestern High School there, appointed general executive and coordinator of employee training programs, Storer Broadcasting Co., Miami Beach, Fla. He succeeds late **Miles E. Mangrum**, (BROADCASTING, April 17).

Raymond R. Schwartz, financial VP, Raymond International Inc., New York-based construction and manufacturing company, named VP and controller of CBS Inc. there. Mr. Schwartz, who was controller of CBS Radio, 1959-61, will report to James H. Gear, CBS VP, finance, who has been serving as controller.



Mr. Cooney

C. E. Cooney, assistant to general manager, KRON-TV San Francisco, appointed station manager.

Neil Rockoff, general manager, KNX-FM Los Angeles, named VP and general manager, WLAK(FM) Chicago.

Donald Kennedy Jr., with WJBF-TV Augusta, Ga., joins WSPA-TV Spartanburg, S.C., as promotion manager.

Boyd W. Lawlor, VP of broadcasting, Central California Communications Corp., group owner, Salinas, named executive VP.

Peter D. O'Connell, attorney with communications law firm of Pierson, Ball & Dowd, Washington, joins Combined Communications Corp., Phoenix-based diversified company with broadcast interests, as VP-secretary and chief counsel.

William N. Clark, secretary of WGN Continental Broadcasting Co., Chicago, also appointed secretary of KWGN of Colorado, subsidiary that operates KWGN-TV Denver.

Carl Caspersen, manager of promotion and merchandising, KDAL(AM) Duluth, Minn., elected VP of licensee, KDAL Inc.

Helen Davis, general manager, noncommercial WGTU-TV Toledo, Ohio, appointed executive manager.

Peter A. Kizer, administrative assistant and station manager, WWJ-FM Detroit, appointed assistant general manager, WWJ-AM-FM-TV.

James M. Strawn, business manager, WIOD(AM)-WAIA(FM) Miami, appointed controller.

Jerry Norman, sales manager, WDAE-AM-FM Tampa, joins WBJW(AM) Winter Park, Fla., as general manager.

Paul E. Petosky, general manager, WJPD-(AM) Ishpeming, Mich., joins WGON(AM) Munising, Mich., in similar capacity.

Michael H. Briney, with KCSC(FM) Edmond, Okla., appointed public service director.

Programing



Mr. Galvin

And **Edwin Hoffmeister**, film-operations supervisor, NBC-TV, New York, appointed manager, film operations, succeeding Mr. Flood.

Enid Moore, manager of publicity, advertising and promotion for MGM Television, appointed manager of network relations for Warner Bros. Television, operating out of company's New York office.

Samuel Z. Arcoff, board chairman of American International Pictures, motion picture and television producer-distributor, New York, assumes additional duties as president of AIP, succeeding **James H. Nicholson**, who leaves to form Academy Pictures Co., Hollywood, motion picture producer.

James J. Sieger, program manager, KYW-TV Philadelphia, appointed general program executive, Telcom Associates, New York, programing consultant and buying service for station clients. **Larry Lynch**, director of programing research, Telcom, elected VP of programing.

Bill Krieger, former sports director, WFBC-AM-FM-TV Greenville, S.C., joins WSPA-AM-FM Spartanburg, S.C., as program director.

Robert J. Sestili, senior producer-director, noncommercial WOUB-TV Athens, Ohio, joins noncommercial WWVU-TV Morgantown, W. Va., as operations supervisor.

Charlie Smith, director of national field services, Children's Television Workshop, New York, appointed assistant to president and director of station relations for *The Electric Company* and *Sesame Street*.

Pat Reilly, with WKKE(AM) Asheville, N.C., appointed program director.

Irwin P. Starr, program director, WJXT-TV Jacksonville, Fla., joins WMAL-TV Washington in similar capacity.

Mickey Curry, programing and promotion manager, WSAZ-TV Huntington, W. Va., appointed program manager and community affairs director.

Dan O'Brien, production manager, WDCA-

TV Washington, appointed operations manager.

Glen Lewis, with WDBO(AM) Orlando, Fla., appointed production and promotion director. **Bill Stamper**, with WDBO-FM there, appointed station supervisor.

Frank Colbourn, with KMBY(AM) Monterey, Calif., appointed program and music director.

Bruce Buchanan, with staff, WVIC-AM-FM East Lansing, Mich., appointed program director, KSTT(AM) Davenport, Iowa.

Doug Sutherland, former co-owner and general manager of KRIZ(AM) Phoenix, appointed to newly created position of production manager for KGO(AM) San Francisco.

Jack Woods, program director and air personality for KHOW(AM) Denver, joins KFMB(AM) San Diego as program director.

Broadcast Journalism

Maureen Bunyan, reporter, noncommercial WGBH-TV Boston, joins WGBS-TV New York as reporter-assignment editor.

Gerald Sachs, investment counselor, Weis Voisin & Co., New Haven, Conn., appointed business editor, WELI(AM) there.

Susan J. Gibson, with KGOU(FM) Norman, Okla., appointed on-air reporter, KOCO-TV Oklahoma City.

Ken Thomas, former anchorman, WNAC-TV Boston, joins WPLG-TV Miami in similar capacity.

William J. Perez, with Connecticut Unemployment Compensation Commission and Connecticut Commission on Human Rights and Opportunities, Hartford, and **Barry Hohlfelder**, writer-producer, WBBM-TV Chicago, join news staff, WNBC-TV New York.

Alan Nesbitt, with news staff, WCKT-TV Miami, joins WKBW-TV Buffalo, N.Y., as assistant news director.

Frank Pierce, staff meteorologist, WLW(AM)-WLWT(TV) Cincinnati, retires after 12 years with stations.

Bob Steinbrink and **Tom Wayman**, both newsmen, KMPC(AM) Los Angeles, appointed associate news directors. **Michael Botula**, newsmen, KSDO(AM) San Diego, joins KMPC as field reporter and on-air anchorman.

Frank T. Fetherston, with news staff, WISC-TV Madison, Wis., joins WLCY-AM-FM-TV St. Petersburg-Tampa, Fla., as news director.

Jackie Hendricks, assistant assignment editor, WTOP-TV Washington, appointed news correspondent.

Larry Cooper, news director for Capital Television News, Helena, Mont., appointed news director, KGVO-TV Missoula, Mont.

Karl Sonkin, weekend news anchorman, WDAF-TV Kansas City, Mo., appointed news director, WKRC-TV Cincinnati. **Paul Bailey**, reporter and writer, WKRC-TV, appointed weekend news anchorman. **Fred Wymore**, reporter, WCPO-TV Cin-

Honorees. Ray Henle, retired Washington newsmen for NBC News, and Sol Talshoff, editor of Broadcasting, were inducted into the hall of fame of the Washington professional chapter, Sigma Delta Chi, at ceremonies Friday. Mr. Talshoff is a former national president of the journalism organization.

cinnati appointed sports reporter at WKRC-TV.

George Skinner, managing editor, WJBK-TV Detroit, assumes additional duties as anchorman.

Brian Drees, newsmen and sportscaster, KOMU-TV Columbia, Mo., joins WKY-TV Oklahoma City as sportscaster.

Cable

John B. Carson, director of engineering, Rust Craft Cable Communications, Steubenville, Ohio, joins Cypress Cable TV of Ohio, Wapakoneta as assistant regional manager.

John P. Gwin, division VP and Midwest regional manager, Cox Cablevision Corp., Robinson, Ill. (and former chairman of National Cable Television Association), and **G. L. Davenport**, division VP and Northwest regional manager of Cox Cablevision systems in Oregon and Washington, named VP's of Cox Cable Communications. Both will operate out of Cox corporate headquarters in Atlanta. In addition, Mr. Davenport will continue as general manager of Cox Cablevision and Telesystems, Atlanta-based divisions of Cox Cable.

Donn G. Nelson, former CATV product design consultant for CATV manufacturers, among them Ameco Inc., Phoenix, joins Ameco as CATV equipment sales representative, serving California. **Richard F. Yearick**, former VP and Northeast sales manager, Ameco, returns as Eastern CATV sales representative, after heading own firm. Mr. Nelson will be based in Orange, Calif., Mr. Yearick in Harrisburg, Pa.

Ellis B. Holmes, assistant commissioner, New York City housing and development administration, appointed director of urban affairs, Sterling Manhattan Cable Television, New York.

Equipment & Engineering



Mr. Griffiths



Mr. Hawkins

Edgar H. Griffiths and **Howard R. Hawkins** elected to board of RCA, New York, and given broader responsibilities as RCA

executive VP's. Mr. Hawkins, president of RCA Global Communications Inc., becomes RCA executive VP with responsibility for RCA Records, RCA Alaska Communications Inc. and Random House Inc. as well as RCA Global Communications, of which he now becomes chairman and chief executive officer. Mr. Griffiths, RCA executive VP, services, adds responsibility for Banquet Foods Corp., Coronet Industries Inc. and Cushman & Wakefield Inc. to his present responsibilities for RCA Service Co., Hertz Corp., Computer Systems and RCA Parts & Accessories. RCA Records reported to Julian Goodman, president of NBC, until June 1.

Alexander S. Rylander, VP, RCA News and Information has been elected to newly created post of VP, corporate information, RCA Corp., responsible for RCA's corporate news and information, editorial services, corporate services and international news and information.

Henry J. Bechtold, director of news and information, and **R. Kenyon Kilbon**, director of editorial services, RCA Corp., New York, elected staff VP's.

Wilbur L. Pritchard, director, Comsat Laboratories, Communications Satellite Corp., Washington, elected corporate VP.

Rudy Luukinen, chief engineer, KDAL-AM-TV Duluth, Minn., elected VP of licensee, KDAL Inc., subsidiary of WGN Continental Broadcasting.

Donald V. Kleffman, manager of product marketing for Ampex Corp., Redwood City, Calif., appointed marketing manager of audio-video systems division. Mr. Kleffman succeeds **A. A. Sroka**, appointed manager of corporate marketing services.

Donald F. Smith, national sales manager in professional audio and videotape equipment sales for Ampex Corp., Redwood City, Calif. appointed director of marketing of Recording Automation Group, Mountain View, Calif., which comprises Scully and Metrotech divisions of Dictaphone Corp., Rye, N.Y. Divisions design and produce multi-channel tape recording and reproducing equipment for professional and communications applications.

Kevin P. Reilly, quality assurance technician, Systems Wire and Cable Inc., Phoenix, appointed project engineer.

G. Ray Walker Jr., former field engineer, Philips Broadcast Equipment Corp., Los Angeles, appointed Western service manager, Fernseh division of Robert Bosch Corp. there. **Robert Bass**, director of training, Philips Broadcast Equipment Corp., joins Fernseh division as Eastern service manager, based in Woodbury, N.Y. Fernseh manufacturers complete line of TV equipment.

David Bain, sales manager, Fairchild Sound Equipment Corp., New York, resigns to form David Bain Associates, manufacturers representative. Address: 11 Orchard Road, Port Washington, N.Y. 11050.

Mitch Gamson, former partner in A&G Concepts, Los Angeles, radio-TV-media

consulting firm, appointed administrative VP of Trans-American Video Inc., Los Angeles, supplier of mobile video-tape units and equipment.

Allied Fields

Joseph S. Manning, former VP of LIN Broadcasting Corp., New York, and president of its five subsidiaries involved in telephone answering, radio paging and related communications services, named president of Western Union International/Telephone Answering Subsidiary, New York.

Robert F. Murray, VP, Gallup & Robinson, Princeton, N.J., advertising and marketing firm, named senior VP. **Robert L. Weiss**, general service executive, elected VP.

Katharine Graham, president and director, Washington Post Co., and publisher of its *Washington Post* newspaper sub-

siary, Washington, awarded honorary degree from Yale University, New Haven, Conn. Mrs. Graham was cited in her work for having "elevated both news and opinion without confusing the two."

Dr. Peter C. Goldmark, president and research director of Goldmark Communications Corp., subsidiary of Warner Communications Inc., elected to membership in National Academy of Sciences, Washington, organization of scientists and engineers.

Deaths

Charlotte F. Stern, first manager of TV promotion for NBC (1943-47), died in New York April 16 of cancer; account of death reached BROADCASTING only last week. She also had been director of advertising and promotion for old DuMont TV network and copywriter for McCann-Erickson. She is survived by

sister, Lucille Stern, former director of research for Mutual.

James Sarno, 62, VP of McFadden, Strauss, Irwin Inc., Los Angeles television and motion-picture publicity firm, died June 14 in Los Angeles of cancer. Mr. Sarno previously worked for the publicity departments at Metro-Goldwyn-Mayer and Paramount Pictures. He joined MS&I in 1962. Mr. Sarno is survived by his wife, Marian, and three children.

George R. Nelson, 63, former station and agency advertising executive, died May 23 at his home in Scotia, N.Y., after lengthy illness. Mr. Nelson was founder of George R. Nelson Inc., advertising agency, and Nelson Ideas Inc., commercial producers, both Schenectady, N.J. He also co-founded WSNY(AM) Schenectady and served as its VP-general manager. He is survived by his wife and two daughters.

For the Record®

As compiled by BROADCASTING, June 7 through June 14, 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

Start authorized

■ ***WMAV(TV)** Oxford, Miss.—FCC granted program operating authority on ch. 18 (494-500), V. 380, 69.2. Action May 22.

Final action

■ **Kerrville-Fredericksburg**, Tex.—FCC denied proposal by United-Tecon, joint venture, for assignment of ch. 2 to Kerrville-Fredericksburg, and terminated proceeding (Doc. 18979. Action June 9.

Action on motion

■ **Hearing Examiner Charles J. Frederick** in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, on motion by Southern Broadcasting Co., postponed hearing to June 8 (Docs. 18906-7). Action June 7.

Other action

■ **Review board** in Fort Smith, Ark., TV proceeding, denied request by George T. Hernreich to file extraordinary appeal from hearing examiner's adverse ruling denying Mr. Hernreich's request to appeal Feb. 11 action allowing ABC to intervene. Action June 6.

Existing TV stations

Final actions

■ **WTCG Atlanta**—FCC granted application by Turner Communications Corp. for renewal of license of WTCG(TV) ch. 17 Atlanta for remainder of station's license term, until April 1, 1973. Action June 1.

■ **KBOI-TV Boise, Idaho**—FCC granted Boise Valley Broadcasters Inc. (KBOI-TV Boise), waiver of rules to permit unattended operation of KBOI-TV's studio-to-transmitter link (STL) station KUX-97. STL is "single-hop" system used to relay program material from KBOI-TV's studio in Boise to TV

trans. located approximately 11 miles northwest of Boise. Action June 7.

■ **KORK-TV Las Vegas** and **KFSA-TV Fort Smith, Ark.**—FCC set for hearing application of Western Communications Inc. for renewal of license of KORK-TV (ch. 3) Las Vegas. In separate action, commission notified American Television Co. Inc. (KFSA-TV ch. 5 Fort Smith) that it has incurred apparent liability of \$5,000 for fraudulent billing practices. Action June 9.

■ **KXMD-TV Williston, N.D.**—Broadcast Bureau granted CP to change type trans. Action June 6.

Actions on motions

■ **Hearing Examiner Forest L. McClenning** in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, having under consideration motion to compel answers to interrogatories by Community Broadcasting of Boston Inc., and opposition to motion to compel answers by The Dudley Station Corp., directed Dudley, in accordance with rules to answer each interrogatory under oath or affirmation; sustained objections to interrogatories one and two except to degree further response ordered to interrogatory four includes information sought; and further directed Dudley to state specifically in further response to interrogatory four dates and form of filing class B stock purchase agreements; and by separate action, on examiner's own motion, scheduled hearing for June 12 (Docs. 18759-61). Action June 7.

■ **Hearing Examiner Forest L. McClenning** in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, on examiner's own motion, canceled further hearing scheduled for June 12, and in lieu thereof further hearing conference will be held for purpose of scheduling future procedural dates (Action June 1); and by separate action, granted petition by RKO General for leave to amend its application to show filing of private antitrust suit against petitioner inter alia (Docs. 18759-61). Action June 6.

■ **Hearing Examiner Forest L. McClenning** in Washington (United Television Co. [WFAN-TV], et al.), TV and AM proceeding, reopened record; granted petition by Washington Community Broadcasting Co. for leave to amend its application to show confirmation by U.S. Senate of appointment of John A. Nevius, stockholder of petitioner, as chairman of Washington City Council; and closed record (Docs. 18559, 18561-3). Action June 6.

Network affiliations

ABC

■ **Formula:** In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including pay-

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ments to ASCAP and BMI and interconnection charges.

■ KIFI-TV Idaho Falls, Idaho (The Post Co.)—Agreement dated Sept. 4, 1971, effective Sept. 1, 1971 through Sept. 1, 1973. Network rate \$327; compensation paid at 30% prime time.

New AM stations

Final actions

■ Tappahannock-Centerville, Va.—FCC denied petition by O.K. Broadcasting Corp. (WEEL Fairfax, Va.), for reconsideration of commission action waiving prohibited overlap provisions of rules in Centerville AM (Doc. 18888). Action June 1.

■ Bellevue, Wash.—FCC denied petition by Gramary Radio Corp. for reconsideration of May 27, 1970, commission action denying its request for waiver of AM freeze to permit acceptance of its application for new AM in Bellevue, and returning its application as unacceptable for filing. Action June 1.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Klamath Falls, Ore. (Skyline Broadcasters Inc.), AM proceeding, dismissed Skyline Broadcasters' application with prejudice, and terminated proceeding (Doc. 13657). Action June 5.

Existing AM stations

Final actions

■ WVOG New Orleans—FCC denied application of Wagenvoort Broadcasting Co. (WVOG [formerly WWOM] New Orleans), for remission or mitigation of forfeiture for \$10,000. Action June 1.

■ KTTS-AM-FM Springfield, Mo.—FCC denied petition by local union 453, International Brotherhood of Electrical Workers, AFL-CIO, for reconsideration of action of Feb. 2, granting application for assignment of license of KTTS-AM-FM Springfield from Radio 14 Inc. to Springfield Great Empire Broadcasting Inc., and grant affirmed by FCC. Action June 5.

■ WKER Pompton Lakes, N.J.—Broadcast Bureau granted license covering alt. main trans. Action June 7.

■ WHCC Waynesville, N.C.—Broadcast Bureau granted CP to change ant.-trans. location to 0.55 miles northeast of city limits of Waynesville. Action June 6.

■ WCKI Greer, S.C.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to corner of Beech Road and Hood Drive, approximately two miles southwest of Greer, delete remote control operation and change trans. Action June 6.

■ WCLE Cleveland, Tenn.—Broadcast Bureau granted CP to move ant.-trans. site to 0.6 mile off U.S. 11-E on Weeks Road, Cleveland; remote control permitted. Action June 6.

■ KSL Salt Lake City—Broadcast Bureau granted CP to install new alt. main trans. to be operated by remote control from main studio location. Action June 6.

Actions on motions

■ Chief, Office of Opinions and Review, in Jacksonville, Fla. (Belk Broadcasting Co. of Florida Inc.) for renewal of license of WPQD, granted request by Broadcast Bureau, and extended through June 26, time to file exceptions and supporting brief to initial decision (Doc. 19126). Action June 7.

■ Hearing Examiner Basil P. Cooper in New York and Minneapolis (City of New York Municipal Broadcasting System [WNYC] and Midwest Radio-Television Inc. [WCCO]), AM proceeding, granted request by City of New York Municipal Broadcasting System and revised certain procedural dates; scheduled hearing for July 18 (Docs. 11227, 17588, 19403). Action May 26.

■ Chief Hearing Examiner Arthur A. Gladstone in White Castle, La. (Shedd-Agard Broadcasting Inc. [KLSU]), revocation of license proceeding, designated Hearing Examiner Forest L. McClennig to serve as presiding officer; scheduled prehearing conference for June 26, in Washington, and scheduled hearing for Sept. 6 in Baton Rouge, La. (Doc. 19514). Action May 25.

■ Hearing Examiner Isadore A. Honig in Cleveland Heights, Ohio (Friendly Broadcasting Co.) for renewal of licenses for stations WJMO and WLYT-FM, set certain procedural dates, and postponed hearing to Sept. 27, in Cleveland (Doc. 19412). Action June 6.

Fines

■ KIBE Palo Alto, Calif.—FCC ordered Sundial Broadcasting Corp. (KIBE Palo Alto) to forfeit \$200 for repeated violation of rules by failing to make equipment performance measurements at least once each year and to make data available. Action June 1.

■ WIYN Rome, Ga.—FCC ordered WIYN Radio Inc. to forfeit \$1,000 for repeated violation of rules by failing to notify appropriate parties of personal attack; failing to furnish script or tape

(or an accurate summary if script or tape was not available); and by failing to offer reasonable opportunity to respond within seven days. Action May 24.

■ KCGO Cheyenne, Wyo.—FCC ordered North Star Broadcasting Co., former licensee of KCGO Cheyenne, to pay forfeiture of \$500 for repeated violation of commission's rules by operation of station and signing of operation logs for 9 days in November 1970 by nonlicensed operator and failure to reply to commission's notice of apparent liability sent June 30, 1971. Action May 24.

New FM stations

Applications

■ St. Charles, Mo.—Changing Waves Inc. Seeks 97.1 mhz, 100 kw. HAAT 810 ft. P.O. address 9752 Litzinger Road, St. Charles 63124. Estimated construction cost \$115,334.21; first-year operating cost \$65,900; revenue \$70,000. Principals: John C. McPheeters (30%), Lee C. Newman (30%), et al. Mr. McPheeters is student of electrical engineering at Washington University, St. Louis. Mr. Newman was formerly student at Edon Theological Seminary in St. Louis. Ann. May 18.

■ Neenah-Menasha, Wis.—Evangel Ministries Inc. Seeks 100.1 mhz, 3 kw. HAAT 162 ft. P.O. address 359 Broad Street, Menasha 54952. Estimated construction cost \$4,400; first-year operating cost \$21,360; revenue \$21,764. Principals: Rev. Arthur T. Gregg, Rev. Edgar Clark, Allie Greene and Allan McKellips (jointly 100%). Ann. May 15.

Starts authorized

■ *KUSP(FM) Santa Cruz, Calif.—FCC granted program operating authority on 89.1 mhz, TPO 10 w. Action May 22.

■ WVAK-FM Paoli, Ind.—FCC granted program operating authority on 95.3 mhz, 3 kw, HAAT 300 ft. Action May 22.

■ *WWTU(FM) Cookeville, Tenn.—FCC granted program operating authority on 90.1 mhz, TPO 10 w. Action May 22.

Final actions

■ Thomasville, Ala.—WJDB Radio Inc. Broadcast Bureau granted 95.3 mhz, 3 kw. HAAT 300 ft. P.O. address Box 757, Thomasville 36784. Estimated construction cost \$20,555; first-year operating cost \$3,670; revenue \$12,000. Principals: Cecil E. Goodreau (99.33%) and Percy T. Goodreau (.67%). Cecil Goodreau is president and general manager of WJDB(AM) Thomasville. Action May 15.

■ Twin Falls, Idaho—FCC authorized redesignation of ch. 13 Twin Falls as noncommercial educational channel (Doc. 19392). Action June 1.

■ Waynesboro, Miss.—Wilbur J. Martin Sr. Broadcast Bureau granted 105.5 mhz, 3 kw. HAAT 155 ft. P.O. address Highway 84 West, Waynesboro 39367. Estimated construction cost \$16,408.84; first-year operating cost \$15,000; revenue \$16,000. Principal: Wilbur J. Martin Sr. (100%). Mr. Martin is sole owner of Martin Broadcasting Co. (WABO-AM) Waynesboro). Action May 22.

■ *Oklahoma City—Oklahoma State Department of Education. Broadcast Bureau granted 88.9 mhz, 100 kw. HAAT 500 ft. P.O. address 328 State Capitol, Oklahoma City 73105. Estimated construction cost \$99,655.67; first-year operating cost \$50,000; revenue none. Principals: Phil Gruber, Dr. Leslie Fisher, et al. Mr. Gruber is executive secretary of state board of education. Dr. Fisher is president of state board of education.

■ *Norfolk, Va.—Virginia Cultural Foundation Inc. Broadcast Bureau granted 89.5 mhz, 35 kw. HAAT 91.3 ft. P.O. address Box 6314, Norfolk 23508. Estimated construction cost \$61,875; first-year operating cost \$30,000; revenue none. Principals: M. Lee Payne, James W. Griffiths, et al. Mr. Payne is chairman of board, Virginia Cultural Foundation Inc. Mr. Griffiths is president, Virginia Cultural Foundation. Action May 15.

Actions on motions

■ Chief, Broadcast Bureau, on request of Morro Bay Broadcasters, extended through June 26, time to file reply comments in matter of amendment of FM table of assignments (Morro Bay, Calif.) (Doc. 19491). Action June 7.

■ Hearing Examiner Frederick W. Denniston in Hamden, Hartford and West Haven, all Connecticut (Quinnipiac College, et al.), FM proceeding, granted joint petition for approval of agreement removing conflict, as supplemented, by applicants; granted amendments to application, removing prohibited overlap and short separation issues which led to their designation for hearing; returned application of Quinnipiac College, as amended, to processing line; granted application of University of New Haven Inc., as amended; granted application of St. Thomas Seminary, as amended, subject to conditions; and terminated proceeding (Docs. 19393-5). Action June 7.

■ Chief Hearing Examiner Arthur A. Gladstone in Sacramento, Calif. (California Stereo Inc. and Inter-cast Inc.), FM proceeding, designated Hearing Examiner Lenore G. Ehrig to serve as presiding officer;

scheduled prehearing conference for July 6, and hearing for Sept. 6 (Docs. 19515-6). Action June 5.

■ Hearing Examiner Forest L. McClennig in Wilmington, Ohio (5 KW Inc. and Clinton County Broadcasting Corp.), FM proceeding, granted petition by 5 KW for leave to amend its application to show issuance of bonus stock by petitioner and to show change of manager of its WMWM (Docs. 19218-9). Action June 6.

■ Hearing Examiner Forest L. McClennig in Bloomsburg and Selinsgrove, both Pennsylvania (Bloomsburg State College and The Susquehanna University of The Evangelical Lutheran Church), FM proceeding, set certain procedural dates; continued hearing to Sept. 11; and ordered notification shall be given examiner on June 20, of progress of negotiations looking toward possible termination of proceeding without hearing and in event such negotiations are successful, foregoing procedural dates will be canceled by order (Docs. 19485-6). Action June 6.

Other actions

■ Review board in Laurel and Ellsville, both Mississippi, FM proceeding, granted petition by South Jones Broadcasters Inc. for extension of time through June 19 to file responsive pleadings to further petition by Southland Inc. to enlarge issues. Proceeding involves mutually exclusive applications of Southland at Laurel, and South Jones at Ellsville, both Mississippi, for new FM's to operate on ch. 27.2A (Docs. 19415-6). Action June 9.

■ Review board in Shell Lake, Wis., FM proceeding, granted Charles R. Lutz extension of time through June 16 to file reply to responses to his petition to amend application, in proceeding involving applications of Erwin Gladdenbegk and Charles R. Lutz for new FM to operate on ch. 237 in Shell Lake (Docs. 19211-2). Action June 9.

Existing FM stations

Final actions

■ FCC adopted rules requiring annual equipment performance measurements by noncommercial educational FM's with power above 10 w (Doc. 18713). Action June 7.

■ WDRC-FM Hartford, Conn.—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 15 kw; ant. height 810 ft.; remote control permitted. Action June 8.

■ *WSCC(FM) Somerset, Ky.—Broadcast Bureau granted CP to change trans. location and studio location; install new ant.; make change in ant. system. Action June 8.

■ *WALF(FM) Alfred, N.Y.—Broadcast Bureau granted license covering new station. Action June 8.

■ KWEN(FM) Tulsa, Okla.—FCC granted petition by KFMJ Inc. (KRAV[F]M Tulsa), for reconsideration of Jan. 31 action of Chief, Broadcast Bureau, granting, without hearing, application of Swanco Broadcasting Inc. for CP to increase power of KWEN(FM) (formerly KRGFM-FM) from 62 to 100 kw, increase ant. height from 295 to 300 ft., and make equipment changes, has been denied by the commission, and the grant affirmed. Action June 1.

■ KLYX(FM) Clear Lake City, Tex.—Broadcast Bureau granted request for waiver of rules to identify as Clear Lake City-Houston, Tex. Action June 7.

■ WROE(FM) Neenah-Menasha, Wis.—Broadcast Bureau granted CP to change trans. and studio location to four miles south of Neenah on County Road A, Neenah; make changes in ant. system; ERP 2.6 kw; ant. height 320 ft. Action June 7.

■ KRAB(FM) Seattle—FCC granted application of Jack Straw Memorial Foundation to change operation of KRAB(FM) on ch. 299 (107.7 mhz) to 45 kw power, ant. height to 1,190 ft., and trans. location to Cougar Mountain. Action June 7.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and co-owning auxiliaries and SCA when appropriate: KCNW Tulsa, Okla.; WABY Albany, WALK-AM-FM Patchogue, WALL Middletown, WBEN-AM-FM-TV Buffalo, WBLK-FM Depew, WBTA Batavia, WBZA-AM-FM Glens Falls, WCHN-AM-FM Norwich, WCLL-AM-FM Corning and WCSS Amsterdam, all New York; WDOT Burlington, Vt.; WEMT(TV) Bangor, Me.; WENE and WMRV-FM Endicott, WHLI-FM Hempstead, WHN New York, WIPS Ticonderoga, WIQT Horseheads, WKRT-AM-FM Cortland and WKT(TV) Utica, all New York; WKVT Brattleboro, Vt.; WOTT and WNCQ(FM) Watertown, WPDAM-AM-FM Potsdam, WPOW New York, WPTZ(TV) North Pole, WROW-FM Albany, and WSGO Oswego, all New York; WSNO Barre, and WSYB Rutland, both Vermont; WTLB Utica, WTRY Troy, WTRY-FM Albany, WYSL and WPHD(FM) Buffalo, all New York; WPNO Auburn, Me.; WNJU-TV Linden, N.J. Action June 8.

■ Broadcast Bureau granted renewal of licenses for

Summary of broadcasting

Compiled by FCC June 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,347	4	17	4,368	54	4,422 ¹
Commercial FM	2,295	1	45	2,341 ²	112	2,442
Commercial TV-VHF	503	2	6	511 ³	14	525 ²
Commercial TV-UHF	184	0	6	190 ³	59	249 ³
Total commercial TV	687	2	12	701	73	774
Educational FM	492	1	25	518	73	591
Educational TV-VHF	86	3	2	89	2	91
Educational TV-UHF	117	0	8	125	11	136
Total educational TV	203	3	10	214	13	227

* 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.

following stations and co-pending aux. and SCA when appropriate: KA2XQF Cazenovia, N.Y.; KB2XHU various locations throughout United States; KE2XNY Cherry Hill township, N.J.; KS2XBR Chicago. Action June 8. KB2XID Mobile at various locations in United States. Action June 9.

Other actions, all services

■ FCC reinstated rules prohibiting three national TV networks from engaging in syndication (distributing television programs for non-network exhibition) and from acquiring any financial or proprietary interest in TV programs of which networks are not sole producers (Doc. 12782). In foreign markets (though not in U.S.) networks may syndicate those programs of which they are sole producers. They could continue to acquire rights to network exhibition of programs. Action June 7.

■ FCC denied request by Los Angeles Mayor Sam Yorty that he be included in order directing ABC and CBS to grant Representative Shirley Chisholm (D-N.Y.) opportunities equal to those given of Senators Hubert H. Humphrey and George S. McGovern, and that he be granted equal time by NBC on *Meer The Press*. Commission said that in absence of court directive, it found no justification for issuing order requested by Mayor Yorty. Action June 3.

■ FCC denied petition by ABC for reconsideration of action of May 17 denying network's request for waiver of prime time access rule in order to present 3½ hours of Summer Olympic Game coverage for ten week nights in late August and early September. Action June 7.

■ FCC amended rules pertaining to operator requirements for AM's and FM's to permit AM's with directional ant. systems, AM's with non-directional ants. and power in excess of 10 kw, and FM's with power in excess of 25 kw to employ persons holding third class operator licenses, endorsed for broadcast station operation, for routine operation of trans., provided licensee employs at least one first class radiotelephone licensed operator on full time basis and meets other stated requirements (Doc. 18390). Action June 1.

■ FCC denied request by Campbell Soup Co. for waiver of off-network provisions of prime-time access rule in connection with *Lassie* TV program. Action June 7.

Translator actions

■ K68AK Kingman, Ariz.—Broadcast Bureau granted license covering new UHF translator. Action June 6.

■ Helena, Mont.—Broadcast Bureau granted CP for new FM translator to serve Helena, operating on ch. 224 (92.7 mhz) by rebroadcasting programs of KOPR-FM ch. 292 (106.3 mhz) Great Falls, Mont. Action June 7.

■ KS9AB Alamogordo, N.M.—Broadcast Bureau granted license covering new UHF translator and specify type of trans. Action June 6.

■ K55AC Capitan and Ruidoso, both New Mexico—Broadcast Bureau granted license covering new UHF translator and specify type of trans. Action June 6.

■ Manti, Utah—Broadcast Bureau granted CP for new FM translator to serve Manti and rural Sanpete county, both Utah, operating on ch. 221 (92.1 mhz) by rebroadcasting programs of KALL-FM ch. 231 (94.1 mhz) Salt Lake City; condition. Action June 7.

■ Price, Utah—Broadcast Bureau granted CP for new FM translator to serve Price, rural Carbon and

Emery counties, all Utah, operating on ch. 285 (104.9 mhz) by rebroadcasting programs of KOMU-FM ch. 231 (94.1 mhz) Salt Lake City; condition. Action June 7.

■ K224AA, K232AA and K237AA, all Laramie, Wyo.—Broadcast Bureau granted licenses covering permits for new FM translators.

Modification of CP's, all stations

■ WYAZ Yazoo City, Miss.—Broadcast Bureau granted mod. of CP to change ant.-trans. and main studio location to one mile north of center of Yazoo City and increase tower height. Action June 6.

■ WNST Milton, W. Va.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to south side of route 60 across from Kilgore Creek Road intersection, 1.1 mile east of Milton, and change main studio location to trans. site; conditions.

Ownership changes

Applications

■ WYAM(AM) Bessemer, Ala.—Seeks assignment of license from WYAM Inc. to Brandon-Robison Broadcasting Corp. for \$125,000. Sellers: Nesuhi Ertegun, president, et al. Anthony S. Brandon (35%), John H. Robison, et al. Mr. Brandon is salesman for Wray-Ford in Shreveport, La. Mr. Robison is executive vice president of Banker's Trust of South Carolina, in Columbia, S.C. He also has 20% interest in Horizons Industries and Benchmark Inc., furniture manufacturing companies, in Newton, N.C. Ann. June 2.

■ WSAF-AM-FM Sarasota, Fla.—Seeks assignment of license from Stewart Broadcasting Co. to Sarasota Radio Co. for \$162,500. Sellers: H. Edward Dillon, receiver, et al. Buyers: Granville H. Crabtree Jr. (50%) and H. Edward Dillon (50%). Mr. Crabtree is attorney. Mr. Dillon is manager of WSAF. Ann. May 23.

■ WTMP(AM) Tampa, Fla.—Seeks assignment of license from WTMP Inc. to Gulf South Communications Ltd. for \$609,200. Sellers: Joe Speidel III, president, et al. Buyer: R. A. McLeod (100%). Mr. McLeod is president and sole owner of R. A. McLeod & Associates, management consultancy and business promotion firm in New Orleans. He also has interests in construction, real estate development and hotel management in New Orleans. Ann. May 23.

■ KRCB-AM-FM Council Bluffs, Iowa—Seeks transfer of control of KRCB Inc. from J. J. Conroy and R. E. Russell (jointly 100%) to KRCB-Michigan Inc. Consideration: \$415,000. Principals: Richard L. Freeman (32%), Robert Brody (11.2%), et al. Mr. Freeman was formerly vice president and general manager of WKBD(TV) Southfield, Mich. Mr. Brody is president and 53% owner of Samuel Brody & Sons, management company, in Detroit. He is also 50% owner of building sales company and 53% owner of building corporation in Detroit. Ann. May 31.

■ WVSL-FM and WBGS(AM) Slidell, La.—Seeks assignment of license from Bill Garrett Broadcasting Corp. to Mid-South Broadcasters Corp. for \$444,500. Sellers: William C. Garrett, president, et al. Buyers: Thomas V. Garraway (52%), Gerald E. Weaver (24%) and Danny F. Mitchell (24%). Mr. Garraway is president and sole owner of Garraway Oil Co., in Prentiss, Miss. He is also president and 50% owner of Mississippi Development Co. in Ocean Springs, Miss., and 25% owner of Suburban Utilities Co. in Ocean Springs. Mr. Weaver is director of public information at Missis-

issippi State College for Women in Columbus, Miss. Mr. Mitchell is assistant director of public information at Mississippi State College for Women. Ann. May 23.

■ WGNR(AM) Oneonta, N.Y.—Seeks transfer of control of Tryon Broadcasting Inc. from Melvin Farmer, et al. (500 shares before, none after) to Frank W. Bovee Jr. (none before, 500 shares after). Principal: Frank W. Bovee. Mr. Bovee is owner of Delhi Paint & Paper Store, in Delhi, N.Y. Ann. June 2.

■ WRNA(FM) Charlotte, N.C.—Seeks assignment of license from Belk Broadcasting Co. of Charlotte, N.C. Inc. to Sis Radio Inc. for \$310,000. Sellers: Henderson Belk, president, et al. Buyers: Harriet A. Kaplan (62.14%), Stanley N. Kaplan (28.46%), et al. Mrs. Kaplan is secretary-treasurer, director and majority stockholder in Sis Radio Inc. (WAYS-AM) Charlotte and WAPE(AM) Jacksonville, Fla.). Mr. Kaplan is president and minority stockholder in Sis Radio Inc. He was formerly director of WGTR(AM) Chicago. Ann. June 2.

■ KJEM(AM) Oklahoma City—Seeks assignment of license from Radio Oklahoma Inc. to Carroll Boyington & Son Electric Inc. for \$297,000. Sellers: C. B. Cameron, president, et al. Buyers: Carroll F. Boyington (55%), Larry N. Boyington (35%) and Juanita M. Boyington (10%). Carroll Boyington is president, general manager and stockholder in Carroll Boyington & Son Electric Inc., commercial electrical contracting. He is also equal partners with Larry Boyington in Boyington & Son Electric Co., commercial electrical contracting, and 50% owner of Boyington Electric Co. in Oklahoma City. Larry Boyington is member of board and estimator for Carroll Boyington & Son Electric Inc. Juanita Boyington is member of board and vice president of Carroll Boyington & Son Electric Inc. Ann. May 23.

■ WVCH(AM) Chester, Pa.—Seeks assignment of license from Leon Goldberg, Malcolm B. Petrikin and Thomas H. Moffitt, executors of estate of James M. Tisdale, to WVCH Communication Inc. for \$350,000. Buyer: Thomas H. Moffitt (100%). Mr. Moffitt is licensee of WTLN-AM-FM Apopka, Fla. He is also executor and general manager of WVCH(AM) Chester, Pa. Ann. June 2.

■ WFNL(AM) North Augusta, S.C.—Seeks assignment of license from CSPA Broadcasters Inc. to The Warner Group Inc. for \$150,000. Seller: George G. Beasley, president, et al. Buyers: Richard Warner (51%) and Farley W. Warner (49%), et al. Richard Warner is WASC(AM) Spartansburg, S.C. He is also president and 64% owner of Dale Records, record distributors in Augusta, Ga., president and 76% owner of Request Line Music, a music publisher in Augusta, and president and 76% owner of Bobby Richardson Talent Agency, talent representatives in Augusta. Farley Warner is attorney. He is also sole owner of Valmy Inc., apartment rentals, and Bluewater Associates, boat chartering. Ann. May 23.

Actions

■ WTBV(AM) Waterbury, Conn.—Broadcast Bureau granted assignment of license to Waterbury Radio Inc. for \$200,000. Sellers: Lowell Paxson, president, et al. Buyers: Benjamin J. Friedland (100%). Mr. Friedland is vice president, and half owner of Caotcin Broadcasting Corp. Thurmont, Md. (application pending FCC to sell shares). He is also estimator and engineer for Lightning Electric Co. in Milburn, N.J., relief engineer for WVNJ-AM-FM and is secretary treasurer and 33½% owner of Radio New Jersey, applicant for CP for new AM's in Hackettstown and Lakewood, both New Jersey. Action May 22.

■ WBER(AM) Moncks Corner, S.C.—Broadcast Bureau granted transfer of control of Berkeley Broadcasting Corp. from Vincent M. French, Hazel M. French, Franklin R. Welch, et al. (jointly 81.81%) to Brissette Enterprises Inc. (81.81%). Consideration: \$81,000. Principal: Paul A. Brissette Jr. (100%). Mr. Brissette is general manager of New Hanover Broadcasting Corp. (WGNL(AM), WAAV(AM) and Muzak Wilmington, N.C.). He is also president of Ra-Bar Advertising Agency in Columbia, S.C. and vice president and 25% interest in Cape Fear Cinema Corp. in Wilmington, N.C. Action May 12.

■ WSEO-FM Kalamazoo, Mich.—Broadcast Bureau granted assignment of license from Steere Broadcasting Corp. to Fairfield Broadcasting Co. for \$150,000. Sellers: Stephen C. Trivers, president, et al. Buyers: Stephen C. Trivers and Irene B. Trivers (jointly 60%, previously held 360 shares and ultimately will hold 1,200 shares). William J. Wertz and Yvonne E. Wertz (jointly 40%, previously held 240 shares and ultimately will hold 800 shares). Mr. Trivers is station manager of WBSA-FM York, Pa. Mrs. Trivers is instructor at Pennsylvania State University, York Campus, York. Mr. Wertz is program director of WBSA-FM York. Mrs. Wertz is secretary at FECOR Industries Ltd., York. Action May 23.

■ KDLK-AM-FM Del Rio, Tex.—Broadcast Bureau granted transfer of control of Western Plains Broadcasting Co. from Gerald R. Mazur (100%) to Rodney Robertson (100%). Consideration: \$115,000. Principal, Rodney Robertson. Mr. Robertson is president and 51% owner of Del Rio Flying Service in Del Rio. Action May 23.

■ KTHE(AM) Thermopolis, Wyo.—Broadcast Bu-

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reau granted transfer of control of Big Horn Basin Broadcasting Co. from Hugh R. Emma Rea and Kenneth L. Graham (jointly 100%) to James Allen Ostby (100%). Consideration: \$60,000. Principal: Mr. Ostby was formerly utilization director for *WSWP-TV Beckley, W. Va. Action May 23.

CATV

Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in California, Pa. (Southwest Pennsylvania Cable TV), CATV proceeding, granted motion by Southwest Pennsylvania Cable TV to extend indicated, and ordered that WIIC-TV Corp. shall respond to Southwest's Interrogatory Number 1 propounded on April 27, 1972, such response to be served within 10 days of release of this order (Doc. 19464). Action June 5.

Other action

■ FCC awarded Harbridge House Inc. Boston, \$84,000 five-month contract for study of Cable Television Bureau. Purpose of study is to determine most effective methods for carrying out FCC regulatory responsibilities in area. Action June 6.

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced June 12 (stations in parentheses are TV signals proposed for carriage):

■ Vision Cable Television Co., Fort Lee and Edgewater, both New Jersey (WPHL-TV and WTAF-TV, both Philadelphia).

■ Regal Tele-Com Inc., Edgerton, Wis. (WISC-TV, WMTV-TV, WHA-TV and WKOW-TV, all Madison, WVTM-TV Milwaukee, all Wisconsin; WGN-TV Chicago).

■ Total TV Inc., Hartford, Wis. (WMTV-TV, WVTM-TV, *WMVS-TV, WTMJ-TV, WITI-TV and WISN-TV, all Milwaukee, WISC-TV, WKOW-TV, both Madison, all Wisconsin; WGN-TV and WFLD-TV, Chicago).

■ TV Cable Co. of Stephenson Co., Freeport, Ill. (*WTTW-TV, WGN-TV and WFLD-TV, all Chicago).

■ Vumore Video Corp. of Colorado Inc., Stratton Meadows, unincorporated area of El Paso county, Stratmoor Hills (including Stratmoor Valley) unincorporated area of El Paso county, Ivywild, unincorporated area of El Paso county, Skyway, unincorporated area of El Paso county, and Broadmoor, unincorporated area of El Paso county, all Colorado (KKTU-TV, KRDO-TV, Colorado Springs; *KTSK-TV, KOAA-TV both Pueblo; KBTU-TV, KLZ-TV, KOA-TV, KWGN-TV, *KRMA-TV, all Denver, all Colorado).

■ Fresno Cable TV Co., Madera and Clovis, both California (KMU-TV, KSFN-TV, KJEO-TV, KAIL-TV, all Fresno, KTVU-TV Oakland, KBHK-TV, *KOED-TV, both San Francisco, KFTV-TV Hanford, all California).

■ Valley Cablevision Corp., Mishawaka, Ind. (WNDU-TV, WSBT-TV, both South Bend, WSJV Elkhart, all Indiana; *WTTW-TV, WGN-TV, WSNS-TV, WFLD-TV, all Chicago).

■ Valley Cablevision Corp., Goshen, Ind. (WNDU-TV, WSBT-TV, both South Bend, WSJV-TV Elkhart, all Indiana; *WTTW-TV, WGN-TV, WFLD-TV, all Chicago).

■ Valley Cablevision Corp., Elkhart, Ind. (WNDU-TV, WSBT-TV, both South Bend, WSJV-TV Elkhart, all Indiana; *WTTW-TV, WGN-TV, WFLD-TV, all Chicago).

■ Valley Cablevision Corp., Roseland, Ind. (WNDU-TV, WSBT-TV, both South Bend, Indiana, WSJV-TV, Elkhart, all Indiana; *WTTW-TV WGN-TV, WSNS-TV, WFLD-TV, all Chicago).

■ American CATV Inc., Salamanca, Town of Salamanca, Town of Great Valley, all New York (WNEU-TV, WPIX-TV, WOR-TV, all New York, WUVT-TV Buffalo, all N.Y.).

■ GTE Communications Inc., Charleston, Ill. (WGN-TV and WFLD-TV, both Chicago).

■ Plymouth CATV Service Inc., Plymouth, Ind. (WNDU-TV and WSBT-TV, both South Bend, WSJV-TV Elkhart, all Indiana; *WTTW-TV, WGN-TV, WSNS-TV, WFLD-TV, all Chicago).

■ Cable TV of Minot, Minot, N.D. (KMOT-TV and KXMC-TV, both Minot, N.D.; KORN-TV Mitchell, S.D.; WTCN-TV Minneapolis).

■ Mickelson Media Inc., Las Vegas, N.M. (KTLA-TV and KTTV-TV, both Los Angeles; XEPM-TV Juarez, Chihuahua, Mexico).

■ United Cablevision Inc., Loma Linda, Calif. (KNXT-TV, KNBC-TV, KTLA-TV, KABC-TV, KHJ-TV, KTTV-TV, KCOPT-TV, KWHY-TV, KMEX-TV and *KCET-TV, all Los Angeles; XEWT-TV Tijuana, B.C., Mexico; KXLA-TV Fontana, KBSC-TV Corona, KCSST-TV, *KPBS-TV, both San Diego; KHOF-TV and *KVCR-TV, both San Bernardino, all California).

■ State Cable TV Inc., Augusta, Farmingdale, Gar-

diner, Hallowell and Randolph, all Maine (WSBK-TV Boston, WKBG-TV Cambridge, both Massachusetts; CHLT-TV Sherbrooke, Quebec, Canada).

■ Tri-County Radio Corp., Conrad, Mont. (KRTV-TV, KFBB-TV, both Great Falls, Mont.; CFNC-TV, CJLH-TV Lethbridge, Alberta, Canada; KXLY-TV, KREM-TV and KHQ-TV, all Spokane, Washington).

■ Arizona Cable TV Inc., Casa Grande, Ariz. (KTVK-TV, KPHO-TV, *KAET-TV, KOOL-TV, KTAR-TV and KPAZ-TV, all Phoenix, KVOA-TV, *KUAT-TV, KGUN-TV, KOLD-TV and KZAZ-TV, all Tucson, Arizona; KTLA-TV, KTTV-TV, KTHI-TV, KCOPT-TV, all Los Angeles).

■ Jefferson TV Cable Co., Borough of Reynoldsville, borough of Sykesville, Rathmel (Winslow township), Big Soldier (Winslow township), and borough of Big Run, all Pennsylvania (WPIX-TV, WNEU-TV, WOR-TV and WCBST-TV, all New York).

■ Punxsutawney TV Cable Co., Borough of Punxsutawney, Walston (Young township) and Rossler (Canoe township), all Pennsylvania (WPIX-TV, WNEU-TV, WOR-TV, WCBST-TV, all New York).

■ Total TV Inc., Milton, Wis. (WISC-TV, WMTV-TV, WHA-TV and WKOW-TV, all Madison, WVTM-TV Milwaukee, all Wisconsin; WGN-TV Chicago).

■ Teleprompter Florida CATV Corp., Haverhill and Lake Clarke Shores, both Florida (WEAT-TV West Palm Beach, WFTV-TV Palm Beach, WTVJ-TV, WCKT-TV, WPLG-TV, *WTHS-TV, *WPBT-TV, WLTU-TV, all Miami. WKID-TV Fort Lauderdale, all Florida).

■ Cable Television of Rochester Inc., Rochester, N.Y. (WUTV-TV Buffalo, N.Y.).

■ Television Cable Service Inc., Jacksonville, Tex. (*KERA-TV Dallas).

■ Television Inc., North Little Rock and Sherwood, both Arkansas (KARK-TV, KATV-TV, KTHV-TV and *KETV-TV, all Little Rock, Arkansas; KDTV-TV Dallas, KTVT-TV Fort Worth, both Texas; KDNL-TV St. Louis).

■ Cable TV Co. of York, Springettsbury township, Dallastown, Spring Garden township, West York borough, North York borough, West Manchester township, York township and Manchester township, all Pennsylvania (WPHL-TV and WKBS-TV, both Philadelphia).

■ Aroostook Community TV Co., Fort Kent, Me. (WLBZ-TV and WEMT-TV, both Bangor, Maine).

■ Reston Transmission Co., Reston, Va. (WBFF-TV Baltimore, *WNVT-TV Arlington, Va.).

■ Trans-Con CATV Inc., Sunray, Tex. (*KERA-TV and KDTV-TV, both Dallas, KTVT-TV Fort Worth, both Texas).

■ Amesbury Cablevision Co. Inc., Amesbury, Mass. (WBZ-TV, WCVB-TV, WNAC-TV, WSBK-TV, *WGBH-TV, *WGBX-TV, WREP-TV and WOTV-TV, all Boston, WKBG-TV Cambridge, WSMW-TV Worcester, all Massachusetts; WMUR-TV and WXPO-TV, both Manchester; *WENH-TV Durham, both New Hampshire; WOR-TV and WPIX-TV, both New York).

■ Pittsfield-Dalton TV Cable, division of Television Communications Corp., Dalton, Mass. (WOR-TV and WPIX-TV, both New York; WSMW-TV Worcester, Mass.).

■ Foxboro Cablevision Co., Foxboro, Mass. (WBZ-TV, WCVB-TV, WNAC-TV, WSBK-TV, *WGBH-TV, *WGBX-TV, WREP-TV and WOTV-TV, all Boston, WKBG-TV Cambridge, WSMW-TV Worcester, all Massachusetts; WMUR-TV Manchester, N.H.; WJAR-TV, WPRI-TV, *WSBE-TV and WTEV-TV, all Providence, Rhode Island; WOR-TV and WPIX-TV, both New York).

■ Brockton Cablevision Co., Brockton, Mass. (WBZ-TV, WCVB-TV, WNAC-TV, WSBK-TV, *WGBH-TV, *WGBX-TV, WREP-TV and WOTV-TV, all Boston; WKBG-TV Cambridge, WSMW-TV Worcester, all Massachusetts; WJAR-TV, WPRI-TV, *WSBE-TV, WTEV-TV, all Providence, Rhode Island; WOR-TV and WPIX-TV, both New York).

■ Rex TV Inc., Rexburg, Idaho (*KBYU-TV Provo, Utah).

■ Port Arthur Cablevision Inc., Port Arthur, Tex. (KVRL-TV Houston).

■ Trans-Con CATV Inc., Dumas, Tex. (KTVT-TV Fort Worth, KDTV-TV and *KERA-TV, both Dallas, all Texas).

■ Upstate Community Antenna Inc., Cicero, Clay, all New York (*WCNY-TV, WHEN-TV, WNYN-TV, WSEB-TV, all Syracuse, WPIX-TV, WOR-TV, WNEU-TV, all New York, WUTV-TV Buffalo, all New York; CKWS-TV Kingston, Ontario, Canada).

■ Multi-Pix of Idaho, Burley, Paul, Rupert and Heyburn, all Idaho (KID-TV Idaho Falls, Idaho; KWGN-TV Denver).

■ Storer Cable TV Inc., Yountville, St. Helena, City of Sonoma, and adjacent portions of Sonoma county, Monte Rio, Bodega Bay, Rohnert Park, Sebastopol, Fulton, unincorporated areas of Napa county, Calistoga, Oakville, Glenn Ellen and Cotati, all California (KFTY-TV Santa Rosa, Calif.).

■ Mississippi Transmission Corp., Pontotoc, Batesville, Lambert and Marks, all Mississippi (*WMAV-TV Oxford, Miss.).

■ Missouri CATV Systems Inc., Osage Beach, Mo. (KYTV-TV, KOLR-TV and KMTC-TV, all Springfield, KOMU-TV and KCBJ-TV, both Columbia, KRCG-TV Jefferson City, all Missouri).

■ St. Albans Cablevision Inc., town of Swanton, village of Sloatton, both Vermont (CBFT-TV, CBMT-TV, CFMT-TV and CFCE-TV, all Montreal, Quebec, CHLT-TV Sherbrooke, Quebec, CJSS-TV Cornwall, Ontario; WYNY-TV, WCAE-TV and *WETK-TV, all Burlington, Vt.; WPTZ-TV Plattsburgh, N.Y.; WMTW-TV Poland Spring, Me.).

■ Alabama TV Cable Inc., Homewood, Fairfield, Midfield and Hueytown, all Alabama (WTCC-TV and WHAE-TV, both Atlanta; WRIP-TV Chatsanooga).

■ Coudersport TV Cable Co., Coudersport, Pa. (WPIX-TV, WNEU-TV, WOR-TV and WCBST-TV, all New York).

■ Sunrise Video Corp., Sunrise, Fla. (WPTV-TV Palm Beach, WEAT-TV West Palm Beach, both Florida).

■ San Saba-Goldthwaite Cable-vision Inc., San Saba, Tex. (KRBC-TV Abilene, KDTV-TV Dallas, KNCT-TV Belton, all Texas).

■ B & B Cablevision Inc., borough of Quakertown, Bucks county, borough of Richlandtown, township of Milford, all Pennsylvania (KYW-TV, WFIL-TV, WCAU-TV, WPHL-TV, WTAF-TV, WKBS-TV, all Philadelphia; *WLVT-TV Allentown, Pa.; WOR-TV and WPIX-TV, both New York; *WHYY-TV Wilmington, Del.).

■ Marshfield Valtronics Inc., Marshfield, Wis. (WTVI-TV Milwaukee).

■ International Cablevision Corp., San Angelo and Ballinger, both Texas (KWEX-TV San Antonio, Tex.).

■ Continental Transmission Corp., Ely, Minn. (WTCN-TV Minneapolis).

■ National Cable Co., East Lansing, Mich. (WKBD-TV Detroit, CKLW-TV Windsor, Ontario).

■ Mississippi Transmission Corp., Yazoo City, Miss. (KTVI-TV Fort Worth, KDTV-TV Dallas, both Texas; WGN-TV New Orleans).

■ Continental Transmission Corp., Russellville, Ark. (KFPW-TV Fort Smith, Ark.).

■ Continental Transmission Corp., El Dorado Springs, Mo. (KMTC-TV Springfield, Mo.).

■ Valtronics of Wisconsin Inc., Merrill, Wis. (WVTV-TV Milwaukee).

■ See-Mor Cable TV of Sikeston Inc., Sikeston, Mo. (KPLR-TV, KDNL-TV and *KETC-TV, all St. Louis).

■ Sentinel Communications Inc., Peoria, Ill. (WRAU-TV, WMBD-TV, WEEK-TV, WTVF-TV, all Peoria, Ill.; WGN-TV and WFLD-TV, both Chicago).

■ Eastern Connecticut Cable Television, Inc., New London, East Lyme, Montville and Waterford, all Connecticut (WTIC-TV and WHCT-TV, both Hartford; WNHV-TV New Britain, WTNH-TV New Haven, *WEDN-TV Norwich, all Connecticut; WTEV-TV, WJAR-TV and WPRI-TV, all Providence, R.I.; WNAC-TV, *WGBH-TV, WSBK-TV, all Boston, *WKBG-TV Cambridge, WSMW-TV Worcester, both Massachusetts; WNEU-TV, WOR-TV and WPIX-TV, all New York).

■ Alabama TV Cable Inc., Jefferson county, Ala. (WTCC-TV and WHAE-TV, both Atlanta; WRIP-TV Chattanooga).

■ Midwest Video Corp., Division of Home Theatres Inc., Dexter, Mo. (*WKMU-TV Murray, Ky.; KTVI-TV St. Louis).

■ Midwest Video Corp., division of Home Theatres Inc., Dexter, Mo. (WDXR-TV Paducah, Ky.).

■ Cablevision of Knox county, Rockland, Me. (WLBZ-TV, WABI-TV and WEMT-TV, all Bangor, WCHS-TV and WGAN-TV Portland, WMTW-TV Poland Spring, *WCBT-TV Augusta, *WMEB-TV Orono, all Maine; WSBK-TV and WBZ-TV, both Boston).

■ Media Cable TV Systems Inc., Lamar, Colo. (*KRMA-TV Denver).

■ Back Mountain Teleable Inc., Dallas, Lehman township, Harveys Lake borough, Kingston, township and Dallas township, all Pennsylvania (WNEU-TV, WOR-TV and WPIX-TV, all New York).

■ General Electric Cablevision Corp., Decatur, Ill. (WCIU-TV Chicago; KPLR-TV St. Louis; WTTV Bloomington, Ind.).

■ United Cablevision Inc., Adelanto, Calif. (KWHY-TV, *KCET-TV, KMEX-TV, KNXT-TV, KNBC-TV, KTLA-TV, KABC-TV, KHJ-TV, KTTV-TV and KCOPT-TV, all Los Angeles, KXLA-TV Fontana, KBSC-TV Corona, *KVCR-TV and KHOF-TV, both San Bernardino, all California; XETV-TV Tijuana, B.C., Mexico).

■ Mississippi Transmission Corp., Water Valley, Miss. (*WMAV-TV Oxford, Miss.).

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through June 14. Reports include applications for permission to in-

stall and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

- Berwyn, Ill.—Cook County Coaxial Communications Inc. has applied to city council for franchise.
- Peabody, Mass.—Municipal Electric Light Com-

mission has applied to city council for franchise.

■ Putney and Vernon, both Vt.—Southern Vermont Telecable Corp. has been awarded franchise by state public service board.

■ Sioux Falls, S.D.—Sioux Falls Cable Television and Clearview Cable Co. have applied to city commission for franchise.

Classified Advertising

Payable in advance. Check or money order only.

Copy: Deadline is Monday, for the following Monday's issue. Copy must be submitted by letter or wire; no telephoned copy accepted without confirming wire or letter prior to deadline.

Replies should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

- 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 per issue.

Rates, classified 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 requires display space.

Agency Commission only on display space.

RADIO

Help Wanted Management

Sales manager needed now for top-rated full-time station in medium southern California market. Excellent potential for growth with the organization. Send resume to Box F-118, BROADCASTING.

Assistant manager, midwest medium market. Must be strong local salesman. MOR with heavy sports and news near major university. Excellent potential with expanding chain. Equal opportunity employer. Reply Box F-186, BROADCASTING.

Small market, strong on sales, announcing and production. Coastal North Carolina, five figures and stock option available. Resume, references and tape. Box 100, Ronceverte, West Virginia 24970.

Sales

Sales manager for upper Midwest AM-FM. Should have ability to elevate billings in competitive market of 80,000. Station well accepted. Ideal community for families . . . no social problems. Box E-356, BROADCASTING.

Radio time salesman for mid-west suburban market. Earnings unlimited. AM-FM group operation. 312-898-1580. Many benefits. Box F-18, BROADCASTING.

Ex-GI IO type strong on promotion and PR to start as time salesman with job of sales manager opening in August. Salary + commission + talent for play-by-play if capable. Hoosier FM'er in SM covering MM. Send resume-photo to Box F-109, BROADCASTING.

Salesman to sell the Bill Drake "Hitparade" format on automated FM Stereo Station. East coast state. Good draw. Special commission arrangement. References and experience to Box F-135, BROADCASTING.

CATV-Mfg.—needs sales manager and manufacturer's representatives on commission basis. All in-door products, systems and connectors. Box F-180, BROADCASTING.

Aggressive sales manager . . . to direct sales department. All levels of selling; local, regional, agency. Experienced small-medium market broadcaster. Good compensation with incentives. Higher management potential for right man plus possible ownership involvement. R.I.—Massachusetts area. Box F-184, BROADCASTING.

Sales Continued

Experienced salesman, preferably with "play-by-play." Salary plus commission. Sales management to right individual. Position must be filled by this Fall. KDLS, Box 26, Perry, Iowa 50220.

Salesman needed. Great opportunity. Jerry Hennen, KDMA, Montevideo, Minn.

1,000 watt, full time single market station has opportunity for combination salesman-announcer. Sales ability first, announcing second, but must be professional all the way. We're talking good money for the right man. No telephone calls, please. Send tape, resume, photo to Ken Kilmer, Owner/Manager, KWBG, Boone, Iowa.

Seasoned sales professional for Minnesota's fastest growing outside metro market. We want a creative, mature, dedicated person to take over an active account list with annual commission in mid-teens and nowhere to go but up! Attractive fringe benefits. Mail personal and professional recommendations, resume, and track record to Andy Hilger, Manager, WJON Radio, St. Cloud, Minn. 56301. Applicants will be thoroughly checked before personal interview.

Experienced salesman to build direct sales force in excellent market. All info first letter, please. WPDG, Box 1600, Elizabethtown, Pa. 17022.

Aggressive ambitious sales manager and salesman for rapidly growing radio station. Excellent future for persons willing to work. Send resume to WTXL Radio, 34 Sylvan Street, West Springfield, Massachusetts, 01089.

Midwest country-western market seeks a professional, full time salesman and disc jockey. If you are ambitious and an experienced salesman, investigate this fine opportunity. Send complete resume to P.O. Box 1209, Mt. Vernon, Illinois 62864.

Looking for independence, permanence and unlimited opportunity for personal earnings? Community Club Awards (CCA) has opening for mid-western sales manager. Full time, five day a week travel. Previous CCA sales experience advantage, but not required. Qualifications include aggressive sales attitude; must be self-starter with ability to address large groups of women; ability to sell station management and motivate station sales staff. Well dressed, youthful, under forty appearance. Proven job and financial stability. Must own late model car. Apply in writing and confidence if necessary, including recent snapshot. Personal interview successful applicant. Opening immediate. John C. Gilmore, CCA, Inc., P.O. Box 151, Westport, Conn. 06880.

Sales person needed with great opportunity to become sales manager of leading stereo rocker. Send resume including photo together with your requirements of salary or draw to Alvin L. Korngold, Box 13, Tucson, Arizona 85702.

Announcers

Announcer with mature voice for middle music network station in Texas gulf coast city. Box F-36, BROADCASTING.

5000 watts in northern major market—summers are hot—winters are cold. We have a very progressive middle of the road format in a competitive market. We are looking for a top pro loaded with creativity and personality. If you're our man we can afford you. Send tape, resume and photograph to Box F-76, BROADCASTING.

We need a morning person for a moving MOR to up tempo AM-FM combination in the area of a medium to major market in northeast Ohio. We need Creativity Plus! with no holds barred within the realm of reality. Some production, maybe some meter reading. It's your plum if you've got the talent to pick it. Send tape and resume including references. Box F-111, BROADCASTING.

Announcers Continued

One of the nation's best modern country stations has opening for bright, friendly jock with C&W, MOR or top 40 background. Midwest. Box F-128, BROADCASTING.

Country DJ, first phone, sales. Need a triple threat man . . . one who can write his own paycheck. Must be eager. Send tape and background to Box F-139, BROADCASTING.

Maryland #1 in medium market seeks bright sound up-tempo MOR man to fill early morning slot. Excellent facilities. Send tape, salary requirements and full background information. Equal opportunity employer. Box F-153, BROADCASTING.

Morning man. Solid, mature personality who can handle rock format with MOR approach for top rated station near N.Y. City. Send tape, resume, picture. \$200 plus talent fees and commissions. Box F-156, BROADCASTING.

Two top quality rock jocks for suburban New York station. Best rated in area. Up tempo rock 'n' roll approach. Send picture, tape and resume immediately. \$200 plus category. Box F-157, BROADCASTING.

Jock Trainees. Earn while you learn. If you successfully pass your training, you will be placed on the regular air staff of one of the best known Contemporary stations in the country. An average voice, a consuming dedication to become the best jock in radio and a willingness to follow directions can be converted into a successful professional career. Experience helpful but not necessary if other qualities are strong. Minority group applicants given full and equal consideration. Send resume, references, picture to Box F-163, BROADCASTING.

5 KW AM station needs experienced announcer interested in account sales or servicing. Have opening for either/or combination. Expect FM/CP this summer. Top wages. KOLY, Mobridge, South Dakota.

Top 40 No. 1 in fun capitol of Florida searching for morning man. WMFJ, Daytona Beach.

Leading west Michigan MOR needs young nighttime air personality. Excellent salary, great station. Bill Struyk, P.D., WOOD, Grand Rapids, 616-459-1919.

Announcer, 1st phone, MOR station, some automation experience preferred. \$600 per month, free health and life insurance. Send tape and resume. General Manager, WTCM, Traverse City, Michigan 49684.

Experienced Black dj—tight top 40 format—clear delivery on commercials & news. Must have car. Send tape and resume to Gary Lane, Program Director, Ohio & Murray Avenues, Atlantic City, New Jersey 08404.

Excellent voice for Philadelphia beautiful music FM. First ticket, but will consider third. 1-215-839-7832.

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.

Chief engineer for long established Great Lakes area 5000 watt directional AM and 3KW FM. Excellent permanent position either for man with chief experience or qualified staff man wanting to move up to chief position. Box F-145, BROADCASTING.

Group needs stable, intelligent First Ticket man to train for top-level job with radio, TV, CATV chain. Send resume, references, picture to Box F-162, BROADCASTING.

Chief engineer—reliable professional and fully experienced man to assume responsibility of chief at an exciting fast growing radio station in Houston, Texas. Must be totally proficient in all necessary phases of broadcast engineering. Immediate need. Send inquiry and/or resume in complete confidence to Box F-164, BROADCASTING.

Technical Continued

Chief engineer—Directional. Send resume, references, picture and salary requirements to WEAM, Arlington, Virginia.

Chief engineer medium market AM-daytimer, stable directional shortly to begin construction of new facilities. Good operation fine market. No air shift required. Contact manager, WRRR Radio, Rockford, Illinois 61101.

Engineers with CCTV & VTR experience must understand color, system design, installations, maintenance. Qualified applicants advance to supervisory position immediately, advancement to top management position possible. Contact: Bill Daniels, V.P., Alexander Electronics, Inc., 1820 Wyandotte St., Kansas City, Missouri 64108.

News

Somewhere out there is a dedicated young man who will take the job of news director in our young news department. He will work and sweat and work some more and take pride in watching it become the very best. He is not a prima donna who is unwilling to take direction. He does believe that an excellent news department is the frosting on the cake. So do I. If you eat, breathe and sleep news get me a resume, tape and recent pic (if available) in the mail now. Starting salary 150-165. Gas and complete ins. plan furnished. Gulf coast mod country. Equal Opportunity Employer. Box F-10, BROADCASTING.

WMID—Atlantic City—seeks experienced news director—good writer, good delivery. Must have car. Send tape and resume to Gary Lane, Program Director, Ohio & Murray Avenues, Atlantic City, N.J. 08404.

Programing, Production, Others

Program director, creative, willing to assume responsibility and work hard, able to effervescence his own ideas in front of microphone. Box E-313, BROADCASTING.

Wanted, P.D. who understands how to put it all together in a modern country station. Good fringe benefits, chance for advancement to national P.D. Ship of growing chain. Good pay for right man. Send resume and sample of air work and production to Box F-24, BROADCASTING.

Assistant program director-announcer with extensive knowledge middle music needed by South Texas MOR station. Box F-37, BROADCASTING.

Music director for modern country giant on the Florida coast, must be able to pull PM drive shift . . . good fringe benefits . . . pay commensurate with ability . . . Send resume and tape to Thom Smith, General Manager, WNNV, P.O. Box 8098, Pensacola, Florida 32505. Equal Opportunity Employer.

Situations Wanted, Management

Sales manager, highest local billing station in extremely competitive market . . . have managed in medium sized markets. Excellent MOR background, plus 10 years TV. Present contract expires July. I'm ready to manage your property! Box F-59, BROADCASTING.

Young broadcaster interested in radio management and possibility of purchase of small or medium market station in midwest or west. Box F-69, BROADCASTING.

Medium to large market southeast . . . manager radio station . . . 20 years broadcast experience . . . ratings and revenue in exchange for commissions and percentage of ownership. Box F-149, BROADCASTING.

20 years experience—16 management. One of the creators of request radio. Super strong on sales, local and national. Can build a loyal, working staff by supplying, leadership in sales, ratings, administration. Call KATZ Radio, my competition in Minneapolis, ask them about me. Then call me at 612-472-3036. I'm proud of my record, let me tell you about it. Don't worry about the size of the market; yours might be the one. Gene Loffler, II, 1453 Park Drive, Mound, Minnesota 55364.

Sales

Salesman-announcer. First phone. Seeks challenge in management. Sales oriented. Mature adult. Age: forty. Box F-133, BROADCASTING.

Good sales, production, boardshift. Currently sales manager-morning man on FM station. Looking for chance to grow. Young, creative, 100% broadcasting. Box F-143, BROADCASTING.

Sales Continued

Account executive. One of the best. A top sales producer. Exceptional sales development—New business man. Eight years broadcasting sales experience. P.O. Box 37, New Britain, Conn. 06050.

Announcers

Talk jock for big market only. Specialize in probing interviews. Box F-22, BROADCASTING.

Try me!! You'll like me!! Heavy personality. Number one in market. Major market only. Box F-B1, BROADCASTING.

After nearly five years with the same station, I'm ready for a change. Latest Pulse very kind to me in spite of being under the L.A. "umbrella." Good voice, wit, versatile, creative, excellent in production. Prefer AM with TV. Broadcasting is my profession, not hobby. Box F-84, BROADCASTING.

Experienced jock and program director with good ratings in medium market looking for a new challenge. Have first phone. Box F-87, BROADCASTING.

Play-by-play football, basketball and baseball; 1st class, 5 years experience—MOR, some sales. 30 year old family man looking to settle with progressive sports minded station. Box F-104, BROADCASTING.

Announcer, third class license, college, married, major and medium market experience, draft exempt. 317-545-2909. Box F-115, BROADCASTING.

New England! Young, experienced, outstanding board work, first. Prefer top-30. Personal interview necessary. No screamer, but cookin'! Box F-127, BROADCASTING.

Progressive rock pioneer wants to get back into progressive rock radio job but nobody pays enough to live on or has a shift other than midnight to 6. Real radio pro with good musical taste hopes that someone, somewhere will see this ad and I can start enjoying broadcasting again. Looking for PD, music or good jock job. \$175 and up. Box F-129, BROADCASTING.

Hire a beginner? Try it, you'll like it! B.B.A. Marketing, grad studies in broadcasting. Experience—educational TV, PR, advertising, public speaking. Third. Seeking small market, all around radio experience. Prefer Southeast coast. For tape, resume, write Box F-130, BROADCASTING.

Professionally trained. Will go anywhere, do anything for minimum salary to gain experience. Hard worker, friendly. Box F-137, BROADCASTING.

First phone announcer, five years experience, seeks a challenging position at a medium market, progressive minded, contemporary station. No geographical preference. Box F-141, BROADCASTING.

Employed professional—seeks permanent position with stable company. Box F-144, BROADCASTING.

Soul personality and salesman seeks station with future. Box F-146, BROADCASTING.

Sportscaster—Experienced play-by-play all sports. Box F-165, BROADCASTING.

First phone . . . 5 years experience . . . Mature . . . Dependable . . . Stable . . . Presently employed. Prefer Florida, will consider all . . . MOR . . . Good audience responses. Box F-168, BROADCASTING.

Are you "top 50 market rocker looking for bright, creative personality with first ticket strong on production"? Let's get together! Box F-169, BROADCASTING.

Midwest MOR veteran radio personality needs break into sports . . . will do board shift, too. Family man, 3rd endorsed. Box F-176, BROADCASTING.

Employed, experienced first seeks "MOR" western third U.S.A. Box F-179, BROADCASTING.

Experienced first phone jock from N.E. Wisconsin small market top 40 station. Did morning air shift including 1/2 hour talk show. Also sales and production. Gary Ledesma, 116 N. Main, Medford. Wisconsin 54451 or 715-748-2617 for air check and resume.

Good voice, seven years experience MOR/C&W. Available yesterday. Larry Reed, Box 103, Iuka, Kansas 67066. 316-546-3030.

First phone. Heavy, entertaining. Call 305-373-1894 anytime. Prefer West or South.

Young man experienced in all phases of radio desires. return to broadcasting. 1st phone, college. Prefer sports or news in southwest or midwest. Terry Ruys-er, 713-783-7276.

Third endorsed. Announcer/dj. Talented, stable, responsible. Looking for start in radio. W. Benjamin, 740 East 149th Street, Bronx, New York 10455.

Announcers Continued

Black broadcaster. Any location. First phone. Good voice, accurate reader, tight production. Call Broadcasting Placement Office, Brown Institute, Minneapolis. 612-721-2485.

Black female dj seeks all night shift on any money making station. 3rd phone. N.Y. trained. A. Lundy, 91-35 193st., Jamaica, New York, Apt. 3-M.

Personable Basso who appreciates easy-listening format. Authoritative sound on news. Assistant advertiser. 3rd endorsed. Bud Markle, 616-946-3632. 1470 N. U. S. 31, Traverse City, Mich. 49684.

Jock, major market B/G including top ten drive. Top 40 or up tempo MOR. Strong production, references. Settle down with pro operation, consider anywhere. Ron O'Brien, 303-442-9672 or 443-3487.

Professional. 16 years varied local radio experience. Straight or personality work. Country or MOR. Good news delivery. 1st phone, light maintenance. 40's, creative, imaginative, dependable. Good references and reputation. Prefer telephone discussion. Smith, Box 293, West Terre Haute, Ind. 47885.

Young experienced MOR-top 40 announcer. College degree, conversational, single. 3rd, will relocate. Available now! Larry Divito, 2596 S. Taylor, Cleveland, Ohio 44118. 216-932-2278.

First class phone, some live, automation, and news experience. Will go anywhere for decent live shift. I have the talent given the opportunity. Shaun Harris, 714-466-8159. 8622 Warmwell St., San Diego, California 92119.

Anywhere, U.S.A.—First phone, college and broadcast school grad, can handle any music format with inventiveness and discipline. Will guarantee one year for experience. Carl Dysland, 2334 Caracas, La Crescenta, California 91214. 213-248-6762.

Immediate availability—Experienced 1st phone (no maintenance) for medium-large market. Married, draft completed, and willing to relocate. Prefer MOR, contemporary, or top 40. Excellent production and program director qualities. 312-251-3737.

Young married college grad with a 1st phone and two years campus radio experience, willing to relocate, can be reached by writing to 1400 N. Edgemont St., Hollywood, California 90027, or by calling 213-662-2243. Ask for Steve Iker.

Hello Florida! Sunshine state resident with first phone, 13 years experience (including top 10 markets) and excellent references, seeks a daytime slot. 813-546-3655.

First phone, 22, draft exempt, single, love, just love radio. Dedicated—play with pain—rock jock or news. Try me—Paul John Sieyes 1539 S. 31st Street, Philadelphia, Pa. 19146—215-WA5-4100—Ext. 257.

1st phone trained on the air for one year desires a position where there is room to grow. Will work any format anywhere. Tape and resume upon request. Sam Huffman, 9525 Mina Ave., Whittier, Calif. 90605.

Radio comic, creative college graduate, experienced. Seeks position small contemporary station. Bill Brill, 1903 Leslie Lane, Merrick, N.Y. 11566.

First phone—young and dynamic, tight pro sound, and great voice. MOR, C&W, or contemporary. Call 405-794-8456.

Technical

DJ, tight board, good news, commercials, 3rd phone. Box E-304, BROADCASTING.

Chief—AM-FM, mature, experienced construction maintenance and automation—no announcing. Box F-75, BROADCASTING.

Want small group of stations to maintain. Experienced in all phases of AM, FM and directional. Multi station engineering experience or work for consultant engineer. 12 years experience plus commercial pilot. Can make modest investment. Box F-120, BROADCASTING.

Chief AM-FM stereo, SCA-installations, proofs, automation. 20 years experience. Hard worker seeking medium or major market. Prefer warm climate but will consider all. Box F-151, BROADCASTING.

Technical director wants challenging engineering management position. Prefer small chain. Experienced. AM, FM, DA, CATV, microwave. Family. Resume. Box F-181, BROADCASTING.

Chief engineer; mature, experienced to 50 KW; DA; FM; design/construction. Box F-182, BROADCASTING.

Engineer, announcer, sales . . . eight years experience, three in major market, Charlotte. Chief engineer at two stations, presently employed on station full-time and the number 1 station in major market part time. Desire change, will furnish top references. Call 704-624-5704 or write Box F-189, BROADCASTING.

Technical

Highly experienced CE announcer prefers small market. Excellent references. 918-224-8821.

First phone, C.E. 15 years. Audio proofs, AM/FM. No announcing, no directionals. Anthony Ostoppoff, 703-962-3795, Box 114, Covington, Va. 24426.

Chief engineer—29 years in broadcasting. Directional antenna and remote control experience. Planning, maintenance, proofs, etc. Julian W. Craft, 703-625-0298.

First rate engineer-technician, hi-power, multi-tower AM/FM experience. No paperhanger. Metro-jock w/good numbers. 28 years maturity. Rt. 3, Box 30A, Leesville, S.C. 29006.

1st phone; 6 months commercial experience. 1 1/2 years college radio. Need position immediately or forced to leave business I love. Tape, resume-references on request. Relocate anywhere. Larry Lefkowitz, 278 Harmony Drive, Massapequa Park, N.Y. 516-541-3212.

Engineer/announcer combo for small market station in east. Experienced and professional sounding air work. Call 216-688-2395.

News

Solid Big Ten sports experience. Need chance to advance, in radio or TV sports. Box E-312, BROADCASTING.

Attorney-Cal. bar, 38, B.A. degree, speech, theatre, English background, seeks radio-TV news, public affairs position. Prefer West Coast. Box F-67, BROADCASTING.

Experienced, young, news director seeks position as newsmen in northern Ohio, southern Michigan. Prefer Detroit, Toledo, Flint markets. Box F-90, BROADCASTING.

Two years radio experience. MA in communication, 24, married. Seek radio reporter position. Available mid-August. Box F-96, BROADCASTING.

B.S.J. Northwestern University, 3rd phone, 2 years small market radio. Recently completely 3 years as Navy public affairs officer. Desire immediate return to broadcast journalism. Box F-131, BROADCASTING.

Seeking news directorship in medium or large market station serious about news. Nine years experience, degree, 26, family. Currently newspaper reporter in top ten market. Former writer/editor at network O&O. Former small-market news director. Box F-152, BROADCASTING.

Sports announcer: Experienced hockey, basketball, football and baseball PBP. Also experienced in DJ, news, and production. Box F-185, BROADCASTING.

Digger, who gets the news . . . first. Proven record. Strong on writing with original, ear-catching style. Good voice, authoritative delivery. 5 years experience. 914-331-0905, weekdays after one p.m.

Ambitious, hard working newsmen looking for the opportunity of joining a news staff in a medium sized city in the midwest. Two years experience as a news director. Contact: Mike Buchanan, Ottumwa, Iowa. 515-692-8711 or 682-4716.

Dig, write, delivery, M.A. Walt Noon, 2155 Alta Vista Circle, Twin Falls, Idaho 83301. Phone 208-734-2220.

Newsmen seeking employment. Conscientious young man willing to relocate and work any hours. 3rd class license, resume and tape on request. Joseph Pergola, 1917 Ryder Street, Brooklyn, N.Y. 11234. 212-377-6553.

Programing, Production, Others

Successful contemporary program director seeking challenging station in competitive medium market. Documented track record, checkable references. Box F-2, BROADCASTING.

Programing/operations pro. Produce and/or maintain top sound, solid ratings. Thirteen years steady growth with two companies. Excellent voice. All adult formats. Prefer east. Box F-5, BROADCASTING.

C&W program director, I get results, majors only, replies confidential. Box F-64, BROADCASTING.

Award-winning newsmen seeking PD slot, in small/medium market, in West/NW. 11 years BX experience, including dj. 25, single, stable, reliable. Now with large market 50 Kw'er. Available after July 15. Box F-91, BROADCASTING.

Program production/public affairs manager. In right market would consider directing/switching/camera. 8 years experience. Graduate Pasadena Playhouse College of Theatre Arts. Major west coast network and film experience. Program director for west coast station on 2nd largest cable system in country. Currently director of small east coast station. Desire to relocate south/southeast/southwest in top 50 markets. Position and salary open. Box F-147, BROADCASTING.

Programing, Production, Others

Program director, major market experience, college, looking for small-medium market station. Box F-171, BROADCASTING.

Young, professional engineer, programmer, announcer, desires take charge opportunity of inside operations in mid-Atlantic. Box F-173, BROADCASTING.

TELEVISION

Help Wanted Management

Solid VHF station in major southeast market has a top flight staff, needs top flight manager with ability and experience to build sales, plan and produce profits. Immediate opening. Your response and resume held confidential. Write Box F-132, BROADCASTING.

Sales

Professional salesman wanted. Southeastern VHF has immediate opening for experienced man. Salary, commission, active list and a chance for the right man to grow. Send complete resume. An equal opportunity employer. Box F-1, BROADCASTING.

Announcing

Director-announcer with dependability and originality. Must be able to handle board with accuracy and judgment. Texas station. Box F-15, BROADCASTING.

Technical

Working chief engineer for top 50, VHF, well-equipped full color TV station. Pleasant living and working conditions. Send resume and salary requirements to Box F-85, BROADCASTING.

California Central Coast television station has opening for qualified switcher at \$750 per month. Should be presently employed at switching. Only applicants with background of mature, common sense attitude and actions need apply. Box F-126, BROADCASTING.

Do you like to travel? Do you like remote pick ups? Are you familiar with Norelco cameras? Ampex tape machines? Grass Valley technical equipment? Do you know audio and communications systems? National Teleproductions, the leader in top notch network pick ups with the best equipped mobile vans in the U.S.A., needs qualified remote engineers. The men we are looking for will join with one of our present engineers in forming a two man engineering team for each of our units. You will be responsible for the maintenance and operation of the unit. You should be friendly and personable in addition to being knowledgeable of large scale remote operations. You will be dealing directly with the networks and producers. For further information, call Terry Donohue 317-257-1581.

News

Assistant news director with experience and editorial skills for south Texas station. Box F-12, BROADCASTING.

Newsmen-announcer with mature voice and good on-camera delivery for Gulf Coast VHF. Box F-14, BROADCASTING.

TV News reporter photographer some editing and writing. Southeast Florida VHF. Send picture, resume, references. Box F-190, 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.

Television news: Experienced television newsmen with abilities in gathering news, as well as strong air work for co-anchor position. Top salary for fully qualified individual. Contact M. D. Smith, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, Alabama . . . or call 205-539-1783.

Programing, Production, Others

Director with technical aptitude and creativity for VHF in Texas resort city. Box F-13, BROADCASTING.

Art director for group owned, top 20, network affiliated station. Experienced, creative, art director will love working for progressive operation in top resort city. Box F-71, BROADCASTING.

Immediate opening for experienced television operations manager. Must be strong on all phases of television, especially creative TV production and supervision of production crew. Will consider any salary requirement if justified by experience and abilities. Box F-117, BROADCASTING.

Programing, Production, Others

Promotion assistant for major independent station in the midwest. Must be hard-working, self-motivated pro with thorough knowledge of writing, production and on-air technique. Reply Box F-121, BROADCASTING.

Studio crew member (camera, floor, break-director) for ETV Station. \$7000. Equal opportunity employer. Send resume to John Hutchinson. WNED-TV, Hotel Lafayette, Buffalo, New York 14203.

Promotion manager wanted for new station in Orlando, Florida. Must have several years experience with both on air and print media. New group, good salary, fringe benefits. Send resume, photograph, and salary requirements to Earl L. Boyles, President, Sun World Broadcasters, Inc., 1080 Woodcock Rd., Suite 259, Orlando, Florida 32803.

Professional creative continuity writer wanted with ability to organize new department for station going on the air in Orlando, Florida. Individual must have knowledge of capabilities of latest technical equipment including five-camera remote truck. Group operation. Good salary. Fringe benefits. Send resume, photograph, and salary requirements to Earl L. Boyles, President, Sun World Broadcasters, Inc., 1080 Woodcock Rd., Suite 259, Orlando, Florida 32803.

Situations Wanted, Management

General manager. Will help you grow in profits and image. Personal experience every phase, TV-radio-CATV. Like people. Box F-136, BROADCASTING.

Announcers

Want TV or radio. Nine years—strong talk show and personality DJ. College grad, first phone, family, professional singer and MC, solid work record. Current employer is reference. Paul Pagano, 70 Scott Drive, Torrington, Conn. 06790.

Bob Delaney, major league baseball-football announcer TV commentator (on camera), NFL Game of Week, top commercial announcer, adult format air personality—light hearted telephone host—news skills, coupled together with rather good voice and great sense of humor wants to relocate. 26 Midvale Road, Hartsdale, N.Y.

Technical

Well versed operations manager and/or chief engineer desires change. Box F-160, BROADCASTING.

TV switcher-engineer. First phone, 10 years in broadcasting. Will relocate. Box F-172, BROADCASTING.

Chief-engineer. Twenty years electronics experience including three years major television network. Thoroughly familiar with operation and installation of all engineering activities. Heavy remote experience. Some directing. Will relocate, married, references. Box F-183, BROADCASTING.

Experienced broadcaster. In nearly 20 years a score of AM/FM, a pioneer U and Top-50 V are testimony to my technical management skills and construction expertise. I have hands-on experience in all phases of station operation. Seek permanent position with a future in heads-up professional operation. Prefer Top-50. All reasonable engineering and management offers considered. Call 304-736-8737 after 8 p.m., or write Box F-188, BROADCASTING.

Excellent chance to employ an experienced production engineer with first phone interested in getting the job done right. Experience in audio, video tape editing, and switching. Relocate anywhere. Lee Erickson, 1011 N. Lincoln St., Burbank, California 91506.

News

BBC reporter with 7 years experience in radio and TV news, educational TV classical music programming, news producer, and some newspaper experience would like position as feature reporter, documentary producer, or special assignments at major market station where professionalism and quality count. Reply Box F-134, BROADCASTING.

Young, experienced, literate. Ready to show the way. Considerable top market experience as anchorman, reporter and talk show host. Seek combination of any with news directorship in smaller market or assistant role in larger. Box F-142, BROADCASTING.

Recent UCLA grad—6 months sportswriting/production in Los Angeles. Looking for air work entree. Top pro prospect. Box F-148, BROADCASTING.

News director/anchorman/commentator with 12 years experience in TV news and 12 years experience in radio news. Available July 1st. Box F-159, BROADCASTING.

TV anchorman—extraordinary broadcast journalist with impeccable credentials seeks an opportunity to move from network radio into local television. Box F-161, BROADCASTING.

Hard working young college grad with radio news experience and some television wants chance to learn and grow. Box F-174, BROADCASTING.

News Continued

News anchorman—At age 32 I have 10 years net affiliated VHF TV news experience. Good appearance and authoritative voice. Writer, editor and administrator with best references. Now in Southwest top 60 market with resume and tape prepared for your viewing. Box F-175, BROADCASTING.

TV newsmen. 12 years experience. Worked up from reporter to news director. Four years at major market station as news director. Strong on-air personality. Good administrator. Art Johnson, 5669 62nd Way North, St. Petersburg, Florida. Phone 813-544-8157.

Experienced documentary and newsmen crew available for political conventions, Olympics, Vietnam, or other assignments. Eclair, Nagra, CP-16 equipped. Smith & Friends, 2735-C Tallulah Dr., Atlanta, Ga. 30319.

Programing, Production, Others

Broadcast pro. Production. Writing. Programing. Top track record as television personality. Thirteen years steady growth with two companies. Seek challenging job on and/or off air. Prefer east. All considered. Box F-6, BROADCASTING.

Experienced creative photographer/cinematographer; four years in TV; familiar all phases still and movie photography lighting, processing, editing. Presently lab director midwest TV station. Box F-62, BROADCASTING.

Art director—Total visual requirements. Scenic-graphic designer. Artist. Draftsman. Production coordinator. Program developer. Live network. Film series. Commercials. New York-Hollywood. Twelve years. Degree. Box F-138, BROADCASTING.

Remember the "Adrenaline Run" of producing live television? Producer/director would like recognition for next 18 years of producing instructional, community children's programs. Coastal area desired. Married, degree. Box F-170, BROADCASTING.

Puppets—augment your children's programing with our new and different approach to entertainment/education. Box F-187, BROADCASTING.

Producer-Director, cinematographer. 21 years experience, commercial educational. Bob Althouse, 305-562-6460.

Production manager/producer-director seeks new market challenge 6 years VHF net affiliate; 6 years agency experience. Both top 25 markets! A.B. degree. Prefer West or Southwest. Joe Jaworski, 203-669-7889.

TV talk: my objective. Now hosting TV quiz show. 301-384-5165.

TV talk. 14 years on air, 6 in politics. 301-384-5165.

TV talk. "Sudden Surveys", "Action Line" features. 301-384-5165.

TV talk. Establishment oriented, but caveat vendor. 301-384-5165.

TV talk. Miami, New York, D.C., Memphis preferred; but I'd like your town, too. 301-384-5165.

WANTED TO BUY EQUIPMENT

Ampex MK X Headwheels: Will pay top dollar for used MK X Headwheels. Please contact Box E-329, BROADCASTING.

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.

Will trade Dynair input x 5 output routing switcher (new 1971) with audio follow for an 8-10 input studio switcher. Prefer switcher with effects if possible and must be in good condition. Write Department of Educational Communications, Washington Sanitarium & Hospital, Takoma Park, Maryland 20012, or call 301-891-7355.

Wanted. Used six Bay horizontal polarized FM antenna. Tunneable to 106.1 MHz, Joseph Bahr, 4535 St. David St., Phila., Pa. 19127 215-482-7104.

5 kw AM transmitter. Must be good. Call La Vern Garton. 714-885-6555.

FOR SALE EQUIPMENT

Used Gates FMC-6 Six Bay FM antenna. Excellent condition. Now tuned to 107.9 MHz. Gates Division, 123 Hampshire Street, Quincy, Illinois. Box F-154, BROADCASTING.

Helix-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

FOR SALE EQUIPMENT Continued

6 1/2" 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.

Patch panels—CoAxial, (2), 3 1/2" 50 ohm, 10 X 10 plus dummy load connection. Dielectric Communications Type 3233P. Unused. Complete specs available. Original cost about \$7000 each. S-W Elec., Box 23872, Oakland, California 94623, Telephone (415) 832-3527.

Will trade Dynair 12 input x 5 output routing switcher (new 1971) with audio follow for an 8-10 input studio production switcher. Prefer switcher with effects if possible and must be in good condition. Write Department of Educational Communications, Washington Sanitarium & Hospital, Takoma Park, Maryland 20012, or call 301-891-7355.

RCA BTA-5F 5KW AM Transmitter, excellent condition. Hy-Power Electronics, Dallas, Texas. 214-272-5567.

Sale—closeout. 3 RCA TK41 studio cameras with lenses, tripods, Fearless heads, 300' cable each, package \$6,600 or \$2,650 each. Bell & Howell Jan projector mag/opt on base, \$850. EMI 4 1/2" B&W studio camera lenses and cables, \$1,500. Marconi Mark IV 4 1/2" B&W studio camera lenses, tripod, doll'y, cable, \$2,500. RCA TK21B B&W film, Vidicon camera, \$600. All FOB, Las Vegas. Contact Frank Anderson, 702-870-2020, or John Ettlinger, 213-652-8100.

G.E. Mono board 6 channel with wooden board. Complete \$500 or ? 213-787-6048.

Recently dismantled 550' tower suitable for FM, TV or microwave complete with co-axial, guy wires and extra strong tower insulators. Excellent Channel 9 or 10 antenna; also ideal for emergency standby. Will sell all or part. For further information, write Reggie Moffat, Mid-Florida TV Corp., P.O. Box 6103C, Orlando, Fla. 32803, or phone (305) 841-5040.

Modified Federal T&R transmitter #191-A. Not FCC type approved. May be suitable for instruction or broadcast outside of U.S.A. Includes two 504R tubes in excellent condition. \$500. KORJ, Orange, California. 714/997-0700.

16 mm S.O.F. Camera Cine voice, optical variable area sound track. Galvanometer, cables, batteries and case. Perfect condition. WYEA-TV, Columbus, Ga. 31907. Tel. (404) 563-3932.

1000 watt FM transmitter, REL model 5188-DL 208/230 volt—60 cycle—1 phase—best offer—write WZTA, P.O. Box 30, Tamaqua, Pa. 18252 (717-668-2992).

RCA BTF 10E Stereo transmitter, current model, like new, \$12,500. Available 45 days. Broadcast Automation Associates, Ft. Lauderdale, Fla. Call Collect 305-563-0495.

RCA, GE color encoders, RCA, GE color and mono-chrome cameras, GE TT-25 12.5 KW UHF transmitter, all priced to sell. TK-26 color film chain, also new ADC audio patch panels. Write for list, Goldberg, 1618 James, Syracuse, N.Y. 13203. (315) 479-7620, 469-7567.

RCA 5D 5 KW transmitter suitable for auxiliary or spare parts. Available July 1. J. S. Sellmeyer, C.E., WGAR, Cleveland, Ohio 216-526-6700.

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.

Two color cameras, IVC-90 color broadcast cameras, complete with Nikkor 6:1 zoom lens, 50 foot camera cables, both for \$11,000. Call 215-543-3548.

Collins 300G 250 watt AM transmitter, mint condition. \$700. Available 30 days. Broadcast Automation Associates, Ft. Lauderdale, Fla., Call Collect 305-563-0495.

Video-tape. Scotch 400 and some 78V. About 250 rolls of master and dub stock. Evaluate yourself. Excellent prices. Box 195, College Park, Maryland 20740.

Cartridge tape equipment—New and rebuilt, guaran-teed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

Gates FM 10G Stereo transmitter in excellent condition. \$10,000. Available 30 days. Broadcast Automation Associates, Ft. Lauderdale, Florida. Call Collect 305-563-0495.

Dynair video switcher-fader model VS-60A with six video inputs each with tally lights capable of laps, dissolves, and fades. Separate power supply for rack mounting. Perfect condition sacrifice \$285. Philadelphia 215-632-7280.

MISCELLANEOUS

Having radio traffic problems? Check this proven, fool-proof system. Eliminates makegoods! Cuts traffic girl's day in half! No panic when she's out. Projects as many weeks as you wish. Simple installation. Low Cost. Box F-155, BROADCASTING.

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: Tele-Video & 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.

Commercials with humor sell. Order our book of 101 of them, 32 client categories for \$19.95. Brain Bag, Box 875, Lubbock, Texas 79408.

Automated music service . . . 3 formats. Tower Productions. 409 Fulton Street, Peoria, Ill. 61602.

On air talent, if you qualify, our National Coverage makes your work personally available (via direct phone line) to 2,000 broadcasting execs. Send tape to: Hollywood Audition Showcase, 6777 Hollywood Blvd., Hollywood, Calif. 90028.

Compiling information about your stations anniversary? Broadcast Pro-file can help you. Send for free catalogue listing the many profiled stations and ordering details. Airtide, original call, location, etc. Broadcastings most unusual service! Broadcast Profile, Box 982, Hollywood, California 90028.

Liven cable TV local origination with professional, made-to-order, color slides. Priced right. I.D.'s, commercials, program titles, supers, news graphics, you-name-it. Quality Originations, Inc., Box 883, Poughkeepsie, N.Y. 12602.

A friend in your studio, drop-ins, wild lines. Free audition tape. Free bonus package with your first \$25 order. V.D.U., P.O. Box 1167, Miami, Florida 33138.

Syndicated oldies radio shows. Rock 'n roll 1953-71. Pop and MOR 1950-71. Big Band Era 1920-49. 1, 2 & 3 hour shows. Write: Climax Recording Studios, Inc., 580 NW 123 St., North Miami, Florida 33168 or call: 1-305-681-0010.

INSTRUCTION

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 Fr. 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.

INSTRUCTION Continued

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 & Oct. 4. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

Zero to first phone in 5 weeks. R.E.I.'s classes begin 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.

Element nine. You're not kiddin' it's different. Complete revised study guide \$15.00. Academy of Radio and TV, 1304 State, Bettendorf, Iowa 52722.

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

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.

Need 1st phone fast. Then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next intensive Theory Course will begin July 31, 1972. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

Learn recording from studio engineers. Free literature. Write NNA, Box 721-K, Rye, New York 10580.

INSTRUCTION Continued

ARE YOU INTERESTED in a professional announcing career in radio? Enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, N.M. Three months training on 2 commercial radio stations . . . KSVF AM/KSVF FM Stereo gives you 3 months actual commercial announcing experience that really counts when you apply for your first job. Third class radio-television license with broadcast endorsement training included. Room and board available and placement assistance. Small classes. Bonded! Certified by the New Mexico State Board of Education. Approved for veterans! Classes year around beginning June 1st, Sept. 1st, Jan. 1st, April 1st. Enroll now! Write . . . Dave Bulton, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, N.M. 88210. Phone 505-746-2751 for reservation!

RADIO

Help Wanted Sales

EXECUTIVE SALESMAN \$20,000 PLUS

Progressive Cincinnati company selling broadcast productions internationally to radio stations, advertisers and advertising agencies, is looking for energetic, executive-type sales representative for established northeast U.S. territory. Top management prospects in every city. 80% travel. Excellent opportunity for high earnings. Expenses paid. Must have car. Send resume giving personal, educational, experience and earnings data to President,

Box F-166, BROADCASTING

SALES MANAGER

WAAF "The rock of New England" needs strong, aggressive sales manager. Power just raised to 50 KW EPR. Unlimited potential. Station covers Boston, Providence, Springfield, etc. Excellent company growth potential to right person. Call (617) 752-5611, or write Jim Bocock, V.P. & General Manager—WAAF, 34 Mechanic St., Worcester, Mass. 01608.

AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted News

RADIO NEWSMAN

East Coast Major Market Station Needs A-1 Newsman with Bright, Contemporary Sound and Strong Voice. Consistent "UP" Delivery and Solid Commercial. "Inside/Outside" Ability a Must. Top 5-Figure Salary and Fringes. Excellent Living and Working Conditions. Rush Tape and Resume to

Box F-16, BROADCASTING

Applicants From All Races Desired

Situations Wanted

Homesick For Radio

Experienced all phases except for engr. Currently working "live" audiences at trade shows and seminars. This year Las Vegas, Houston, Chicago, Atlanta and Catskills. Ready quit road for MN-6 metro MOR and/or talk show. No tapes. Need personal interview audition. Reeves Cook, 205-591-1384 or write P.O. Drawer 1086, Birmingham, Ala. 35201.

Management

NEED A PRO?

Operations manager and chief engineer with experience in large and small markets wants to move up to station manager. Background includes budgeting, day to day operations and major construction. Pro broadcaster for fifteen years.

Box F-178, BROADCASTING

YOUR LUCKY DAY

Anticipating FCC approval for sale of my radio station, I am now anxious to see my manager relocated in a good New York-New England facility. He sells, broadcasts, manages, and even handles renewals. He writes and delivers editorials, hires and fires, and understands profit and loss. This man is completely honest and capable of taking entire responsibility for operation of station. Wife also has many years of successful broadcast experience.

Write to me for the whole story.

George W. Bingham

Frisky Hill

Gilmanton, N.H. 03237

Or call
603-435-8576

Situations Wanted, Announcers

GET RICH QUICK

Live entertainment is coming back to radio . . . and I'm ready. KNX Hollywood . . . and WBT Charlotte (dramatic 62.3% audience increase) had the Rich Pauley Show . . . and now it can be yours. To hear me between 3 and 5 PM, EDT, June 19 to 23 call 213/459-9967 (toll free watts line) on Hollywood Showcase tapes.

TELEVISION

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Profile

The retiring man behind one of the most conspicuous sounds in radio

As he stands in front of the mirror shaving on a Monday morning, the radio is playing the hits. And only the hits. Sammy Davis Jr. and Billy Preston. Neil Diamond and Bill Withers. Todd Rundgren and the Staple Singers. All the hits, all the time.

The guys in the car-pool are on time for once and he hastily climbs into the back seat. He would not be able to hear the hits on the trip into town; his three friends and sometimes golfing buddies, a sales manager for a television station and two agency executives, are not so predisposed to hearing the hits; they would rather have the traffic reports on another station. And he really doesn't mind, either, because, he admits in private, a lot of the hits are really not his type of music. If the traffic reports get them into town any faster, all the better, he thinks.

Over the expressway from Long Island and into mid-Manhattan, he is in front of his Sixth Avenue office building a little more than 70 minutes after leaving Syosset. He propels his short, muscular frame up the three steps, through the revolving doors, nods to the security man in the lobby, takes the packed elevator up to the eighth floor and a desk that is stacked with papers, reports, rating books and continuity sheets. By 8:30 he is behind the desk that has been assigned to the man who runs the station that plays the hits, and only the hits, in New York City.

The work this Monday morning begins slowly for it's a Monday out of the ordinary. Today is the day that BROADCASTING comes to interview George H. Williams. He's been primed for the profile for many months. Interviews terrify him. And what's more, he has tried consistently during his tenure as general manager of WABC(AM) to keep attention off the individual members of his staff and keep it on the station.

"The station is the star," he will say several times during the interview. Wally Westphal, WABC's director of advertising and promotion, will re-emphasize that point during the interview. "It's the truth," he stresses. "It's not only a format, it's a philosophy of management as well. They both run in the same direction, you could say. I can't imagine what things would be like if they didn't."

The station is the star. George Williams has worked hard to keep ABC's premiere radio station that way. When Hal Neal, president of the ABC Radio Division, promoted him from general sales manager to general manager in 1970, the station had been number one in the 18-to-49



George Hammond Williams, VP and general manager WABC(AM) New York; b. Detroit, Jan. 5, 1925; attended Wayne University, University of Detroit; U.S. Marine Corps 1943-45; William C. Roney & Co., registered representative, New York Stock Exchange, 1946-48; Murray Corp. of America, project manager, aircraft division, 1948-54; Bromel Associates, account executive, 1954-56; Paul Marsh Co., manager field operations, 1956-58; WWJ(AM) Detroit, national sales manager, 1958-61; KDKA(AM) Pittsburgh, assistant sales manager, 1961-63, general sales manager, 1963-64; WABC, general sales manager, 1964-69, VP and general manager, 1970-present; m. Mary Slack, Detroit, 1950; children—Helen, 21; William, 20; Michael, 19; Laurel, 16. Hobby—golf.

demographic for five years. It has not slipped from that under his hand.

How hard is it, really, to sell the number-one station?

"It's relatively easy to sell the number-one station in town," he answers, the nervousness beginning to ebb a bit, "but sometimes people find it hard to buy. Because of our sold-out condition, particularly in the summertime, we're very apologetic when we can't service somebody. We don't want to create ill will when we can't accept schedules. Especially with someone who is new to radio, we've got to sit there and hold his hand and tell him why we can't accept him. Magazines and newspapers don't have to worry about things like that. All they have to do is add a couple of pages. In radio you've only got so much you can sell."

Most station managers would be ecstatic to have that kind of problem. George Williams laughs a laugh from deep in his throat and says that situation exists only during the summer and there are plenty of other problems that crop up later in the year.

"The thing that's hard to sell about this radio station compared to others, when business isn't good, is that we don't cut our price. It becomes a buyer's market in the three or four months the radio business is off, and this is really what we're confronted with more than anything else."

Things have gotten more hectic lately,

he admits, since the decision last September to cut WABC's spot load down from 18 minutes an hour to 16 in morning drive and 12 during the rest of the day.

"We aren't really hard to buy, I don't want to say that. But it's gotten very critical since we reduced our commercial load. We can't take on as many people as before, obviously. The reason we cut our commercials was to maintain our audience. You sit back and take a look at your situation in the market and you say, 'We have to do this.' And our management understands, thank God. Our management understands and they aren't demanding greater profits every year. In our case, we've about reached the millennium. I don't really know how much higher we can go—revenue-wise or profit-wise or audience-wise."

Mr. Williams points to the longevity of his on- and off-air staff with pride and believes WABC is singular in that people stay with the station for long periods of time. Dan Ingram and Bruce Morrow, the evening air personality, are in their third five-year contracts. Rick Sklar, whom Mr. Williams calls "the pre-eminent program director in the country," has been at WABC for 10 years. "Once talent and management people get here," he says, "they just don't leave. This is an ABC-owned station, not an ABC-operated station. They give you your head, they don't hand it to you, if you know what I mean."

He also believes that the loyalty of WABC's audience has helped produce the station's superior ratings in demographic areas in which the normal top 40's are usually shut out. As teen-agers have grown in the last decade, they have stayed with WABC "because that's the music they know best," he says.

"And we are continually fine-tuning the radio station. We can never keep it the same from year to year. You have to give them something new without really blasting it; you have to keep it subtle. For example, we had chimes after every record for a long time—the WABC chime time. But we cut that out because we needed that change. The audience has become much more sophisticated. They've grown up, we've grown up. It used to be 'Cousin Brucie' for years; now it's Bruce Morrow. A lot of agonizing went into decisions like cutting our spot load, but it had to be done."

It had to be done, George Williams reiterated, to keep the station the star. Then he breathed deeply and swung his feet to the top of his cluttered desk, leaning back in the chair he knew so well. His interview done, he seemed relaxed and reassured in a way. Behind his raspy voice and rich golfing tan, he might even have been pleased.

It was over and the station was still the star.

Editorials

Second chance

It should come as a relief to broadcasters that the FCC was unable to complete the forced-draft work on revision of license-renewal procedures last week, as Chairman Dean Burch had wanted it to do. In its haste to get something out, the commission had reportedly been veering toward rules that would only add burdens to already overburdened licensees, without removing any of the disadvantages incumbents now face if challenged at renewal time.

The commission has presumably been addressing two sets of proposals, one originally drafted by Dr. Barry Cole, an academic who has made a comfortable thing out of his consultancy on this subject, the other drafted by Henry Geller, former general counsel, now special aide to Chairman Burch and resident architect of any number of commission regulations that have made life more difficult for broadcasters. Dr. Cole's work was supposed to institutionalize the role of citizen groups in license renewal, Mr. Geller's to restore some order to the anarchy that now prevails in comparative hearings matching incumbents against applicants competing for the same facilities. In these assignments, broadcasters could have had warmer friends.

The Cole contribution, as it was described in a "Closed Circuit" item in this publication a week ago, has been to suggest a compounding of reports that broadcasters must file and surveys that they must make to supply the commission with detailed information about their programming. It is hard to understand how the FCC is to profit from a proliferation of paperwork, which in present volume is more than it can digest, or how this process would diminish the case load of petitions to deny, which now overwhelm it.

During this long proceeding, the FCC has heard practical suggestions that would give challengers legitimate opportunities to oppose renewals or compete for facilities while also delivering competent licensees from the attacks that beset them now. It is not unreasonable to require broadcasters to seek out and make serious efforts to meet community needs and to penalize those who do not. But neither is it unreasonable to immunize an incumbent from being challenged because of multimedia holdings or lack of integration of ownership and management if the incumbent's media ties and management-ownership structure conform to the FCC's general rules.

Now that the deadline for decision has been extended, the FCC has time to get the staff drafts back into some kind of perspective. It should aim for less work for everybody.

A question of custody

Seven U.S. senators and seven members of the House have handed the FCC another sticky case on broadcast access. They want a ruling that networks must sell or give them time to answer the President's explanation of Vietnam policies.

The principles at stake are about the same as those asserted earlier by the members of the Black Caucus of the House in a petition asking the FCC to force broadcasters to give members of Congress regular time to discuss current issues. In both cases it is argued that under the constitutional division of governmental powers the legislative branch is as entitled to broadcast exposure as the executive branch is.

Petitions such as these take their cues from that fateful decision written by Judge J. Skelly Wright of the U.S. Court of Appeals last August. Judge Wright held that broadcasters were powerless to enforce outright bans against the selling of time for the expression of opinion. He reasoned that because broad-

casters are licensed, they are in effect agents of the government and subject to the same restraints that the First Amendment imposes on the government. If the government is proscribed from preventing the dissemination of opinion, the judge said, so are its agents. In that addled exercise, linking broadcasting with the government rather than with the press, Judge Wright turned the First Amendment around by 180 degrees.

Happily, Judge Wright's is not the last word. The Supreme Court has agreed to review him. Broadcasters must hope that the court will carefully consider the cogent briefs that the government and networks filed last week in the appeal from the Wright decision. However the FCC responds to the Black Caucus and the coalition of 14 senators and congressmen, it is the Supreme Court that will decide whether broadcasting is to be corrupted from medium of journalism to soapbox.

Let's go

Not many months ago the National Association of Broadcasters was gloomily appraised by many of its members as, at best, an exercise in futility. It seemed only a question of time before the NAB would be forced into full-scale reorganization.

Because broadcasters were in such deep trouble, the association's golden-anniversary convention in Chicago last April was inordinately somber.

This week the NAB board—with a few new faces—meets in Washington for the first time since the convention. None of the regulatory problems that confronted broadcasters in Chicago has been settled or even ameliorated.

Yet there is a discernible difference. Attitudes—from NAB President Vincent Wasilewski down—have changed. There is a new confidence and an esprit de corps reflected among members of the board, as well as the staff.

Executive Vice President Grover C. Cobb, who joined the NAB with a broadcasting and business background from a small market, where every dollar counted, has teamed up well with President Wasilewski. There is a new zip in the legislative attack.

Because the need for remedial legislation is critical and the cause sound, this inspired leadership could not be more timely. It is to be hoped this spirit will permeate the 45-man NAB board this week and through it, all of broadcasting's manpower which will suffocate without full freedom of the air.



Drawn for BROADCASTING by Sidney Harris

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