

Back into the lists with network TV news
Supreme Court holds newsmen liable to subpoena

Broadcasting Jul 3

The newsworthy of broadcasting and allied arts

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WOTV

WOOD-TV has changed its call letters. We've knocked out the "OD" and put it together. No other change has been made. We're still Western Michigan's leading NBC Television Station, operating with the same management, represented by Katz Agency and owned by Time-Life Broadcast, Inc. So, when you see WOTV in print, remember WOOD-TV "just put it together."



WHICH TV STATIONS SHOULD CABLE SYSTEMS CARRY?

The FCC has set certain guidelines to determine whether or not an outside TV station may be carried by a cable system. In order not to introduce excessive new competition for local TV stations, these rules require the submission of survey data showing the percentage of non-cable TV homes now receiving each station on a once-a-week basis along with the station's share of audience on a daily basis.

In a group of approximately 100 selected counties, the FCC has now authorized both broadcasters and cable companies to submit surveys from recognized and unbiased research firms having to do with requests for inclusion of stations. (New survey data for all other counties may be submitted next March 31.)

Media Statistics, Inc. is ideally qualified to perform these surveys in a thorough and professional manner at reasonable cost. The Mediastat staff has over 25 years experience in just this type of study and is prepared to cover any county (or specific area within a county) in the U.S.

We have questionnaires and proposals all prepared and will be glad to answer any questions or discuss any problem you may have.

Please contact us either by phone or mail at our Silver Spring, Md. headquarters. We will be happy to supply a prompt answer.

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Broadcasting Jul 3

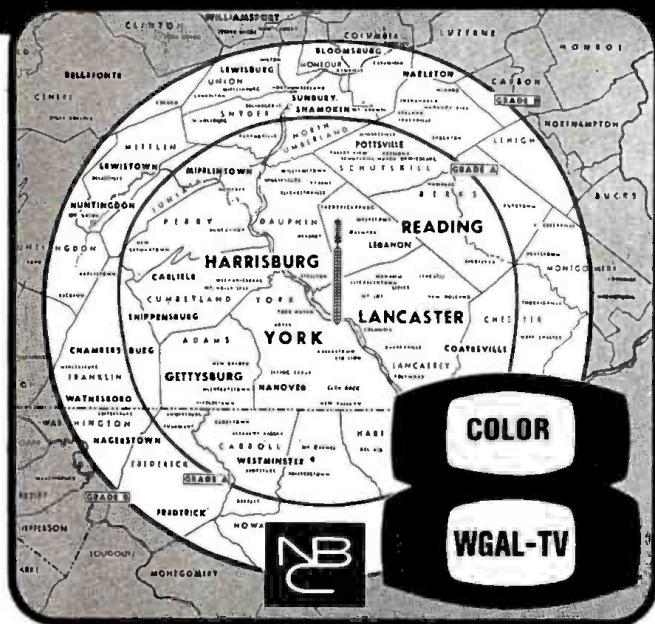
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Famous Landmarks in the Channel 8 market



PENNSYLVANIA FARM MUSEUM
Highly popular tourist attraction located north of Lancaster, Pa. This fascinating museum consists of a group of buildings housing exhibits of early rural living.



WGAL-TV, a pioneer in its market, is one of the country's first television stations. Today, its highly-respected call letters are the best-known in its coverage area. Such recognition is the result of 22 years of balanced programming and dedication to inform, entertain, and serve the diverse interests and concerns of its varied audiences.

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Closed Circuit®

Truncated treatise

"It's not what went into the Democrats' platform but what was kept out that counted." That's how one highly-placed broadcaster privy to submissions to 15-man Resolutions Subcommittee in Washington last week appraised work. Original submissions, he reported, included support of counteradvertising and over-all access to air as well as blasts at Nixon administration for "intimidation" of news media. All that remained, after personal appearance of NAB President Vincent T. Wasilewski and strong letters from CBS Vice Chairman Frank Stanton and NBC President Julian Goodman, was news intimidation thrust and oblique reference to advertising as related to consumerism. (See page 26.)

In thing

Gag these days in Washington is you're nobody unless your phone is tapped. And by that standard, it turns out, headquarters executives of National Cable Television Association are somebodies. It's now learned that NCTA found taps on its phones about time David Foster took over presidency last April. There no word on where taps led.

Chairman as czar?

Office of Management and Budget study of FCC may raise anew controversy over whether power of commission chairman should be increased. Draft contains recommendations that chief executive office be created for policy planning and coordination, and would be answerable to chairman. New office would contain powers and responsibilities of executive director's office, but would play larger role. Report calls for merger of two existing bureaus—safety and special radio services and field engineering. Commission staff files comments this week.

Franchises

Television's best spot customers are being urged to stake out positions now in fall schedules. Business in major markets is expected to be heavy. Top executive of one of biggest TV reps puts it this way: Media planners and buyers at high-volume spot agencies would be well advised "to buy earlier, be prepared to spend more per gross rating point and with less opportunity for immediate pre-emptibles on stations." Some advertisers may have a problem of getting on schedules, they're being told.

Lawbreakers?

Washington law firm of Pierson, Ball & Dowd, on behalf of number of ABC-affiliated station clients, is asking FCC whether clearance for 18½ hour Demo-

cratic telethon July 8-9 (BROADCASTING, June 26) may result in unlawful contribution to party. Letter to Chairman Dean Burch points out that stations may receive less compensation for telethon than from pre-empted programs that would ordinarily run, in addition to incurring costs higher than compensation for periods they would normally be black, and questions whether that differential in revenues might be adjudged corporate contribution to party in criminal violation of Title 18, Section 610 of U.S. Code.

Forever

Radio stations will be getting word this week that they must continue to pay American Society of Composers, Authors, and Publishers at ASCAP's old rate during pending litigation to establish new one—which could take years. All-Industry Music License Committee, headed by WQXR New York's Elliott M. Sanger, with Emanuel Dannett, New York attorney, as chief counsel, had sought to have N.Y. federal district court set interim rates at half old rate, on grounds that stations' use of ASCAP music has declined drastically. But court had indicated it would not do that (BROADCASTING, March 27), and in unpublished order last month formally fixed old rate as interim rate, subject to retroactive adjustment when new contract rate is determined. Chances of major new developments before September are considered slight.

Slow worker

Don't look for administration's high-level committee on cable television to complete its report and send it to President before end of September. Committee on Wednesday (June 28) held first meeting since last October, received draft report prepared by Office of Telecommunications Policy, whose director, Clay T. Whitehead, is chairman. Members were asked to submit comments and recommendations in fortnight for staff analysis; they are expected to assemble again in early August to review progress.

One major question still unresolved is whether cable operators should be regulated more like common carriers, and be barred from control of program content. That is known to be Mr. Whitehead's position, not shared, however, by all other members.

Not yet

National Black Network, which originally hoped to be in operation in May but deferred take-off to June, missed second date too and at moment has no firm date for commencement of its news service to black-oriented radio affiliates. Union problem was said to be one factor

holding up debut, but this reportedly has been settled. NBN says it will have staff at Democratic national convention to gather material for background purposes and hopes to be in operation before Republican national convention in August. Network claims 40 affiliates.

Pros for CBS

H. B. Raskin, important figure in Democratic hierarchy for past two decades, retained as consultant by Walter Cronkite, CBS's premier anchorman. Mr. Raskin had been campaign director for Senator Henry M. Jackson, and when latter withdrew he had no active campaign role. He previously had worked in both Lyndon B. Johnson and Hubert Humphrey campaigns.

Also earmarked for CBS assignment in Miami Beach is Sam Brightman, former deputy chairman of Democratic National Committee. Mr. Brightman, who's been free-lancing in Washington for last few years, will work under Bill Leonard, CBS News senior vice president.

Boston breakout

Amicable settlement of dispute will soon be disclosed between major-stockholder group and executive management in wake of loss of channel 5 in celebrated WHDH Inc. case. George Akerson, chairman of corporation, also will become president and chief executive officer, with resignation of Harold Clancy as president. Severance for Mr. Clancy (\$405,000), and for other newspaper and TV station employees who retired in wake of station loss and sale of *Herald-Traveler* to competing Hearst paper, reportedly totaled \$5 million. Sale amounted to \$8,640,000. Mr. Clancy, 50, is interested in new connection with major-market TV entity.

Two new directors of WHDH Inc. represent nearly 20% of stock in Henry Garfinkle group. Mr. Garfinkle, chairman of Ancorp National Services Inc., was thus able to avert proxy encounter.

Nearing end

Fate of late-night *Dick Cavett Show* was important subject of discussion at each of five ABC-TV regional affiliates meetings, last of which was held in Los Angeles last week. Consensus of affiliates was economics and competitive situation dictate that Cavett should go. Only in Denver regional meeting was strong opposition voiced to cancellation. Position of many affiliates is that Cavett is difficult to sell to local advertisers who are more interested in cost-per-thousand than quality concept. Network indicated that Cavett could be replaced by repertory of programs spread throughout week instead of by single format.

At Deadline

CPB authorization bill shot down

Nixon veto is a shocker; President says corporation exerts too much control over local public stations

Controversy between administration and public broadcasting erupted on Friday (June 30) in unexpected presidential veto of bill to extend life of Corporation for Public Broadcasting for two years at increased levels of funding.

President, in message echoing criticism of CPB that Office of Telecommunications Policy Director Clay T. Whitehead has been expressing for months, said corporation is exerting too much control over local public broadcast stations.

And by not placing adequate emphasis on localism, he said, authorization bill he was vetoing "threatens to erode substantially public broadcasting's impressive potential for promoting innovative and diverse cultural and educational programming."

There is no likelihood of CPB running out of money. Interim funds were contained in continuing resolution designed to keep corporation operating at present level until Aug. 18.

President in his message and White House News Secretary Ronald L. Ziegler, in announcing veto, indicated that administration favored year-by-year funding of CPB until organizational structure has been created that meets administration approval.

Bill passed by Congress provided for \$65 million for CPB in 1973 and \$90 million in 1974. Administration bill would have provided for \$45 million in 1973, \$10 million more than was provided in fiscal 1972. Vetoed bill provides for 30% of its total funds being funneled to public broadcasting stations, administration bill, one-third.

President, noting that his administration has supported seven-fold increase in CPB funds since 1969, when funding level was \$5 million, said totals provided for in congressional bill are unwarranted "in light of the serious questions yet unanswered by our brief experience with public broadcasting."

He urged "continuation of carefully measured funding" for corporation, under existing statutory framework, "subject to regular budgetary oversight and review." Specifically, he urged adoption of one-year administration bill.

Mr. Ziegler said kind of concentration of control that concerns White House is reflected in fact that only 13% of CPB money went to local stations in 1972, while 91% of prime time programming on 220 public broadcasting stations was provided by only seven production centers.

Presidential veto caught members of Congress and representatives of public

broadcasting by surprise. Senators and House members who had worked for passage of bill were angry and disappointed. But there was no indication effort would be made to override veto, which requires two-thirds vote of each house. Bill passed House by 254-to-69; and Senate, 82-to-11, but margin there was about 2-to-1 in preliminary vote when issue was decided.

Representative Harley Staggers (D-W. Va.), chairman of House Commerce Committee, said he was "shocked" by President's action, and asked that bill be referred back to his committee: he said he hoped to deal with it between Democratic and Republican national conventions.

Representative Torbert H. Macdonald (D-Mass.), who is principal author of bill and managed it on floor, said veto was "incredible sacrifice of the public interest on the altar of partisan politics," and predicted that American public will be loser.

Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, said that talk about "centralization" is unfounded and that veto was "artificially stimulated." He pointed out that there are 12 local broadcasters on CPB board.

Senator Frank Moss (D-Utah) used children's-programming language to describe his feelings—after calling veto "outrageous." He said President "would have *Sesame Street* and *Misterogers* as his puppets. But without CPB funding, we will have no more big bird or cookie monster, just Oscar the Grouch in the White House using the children of America as his pawns in the funding battle for CPB."

Both William Harley, president of National Association of Educational Broadcasting, and Walter Duka, director of public information for CPB, called veto

Nixon on Nixon. Subject of infrequency of presidential press conferences came up Thursday night (June 29) during President's first in last year. His response: "I know that many members of the press . . . feel that perhaps the President, this President, is tempted to downgrade the press or downgrade the press conference. I'm not trying to do that . . . I like to get a good press, but on the other hand I had to determine . . . what was most important at this time was for me to do a good job, because the stakes [in foreign and domestic policy] were so high . . . Now if I do a good job, the fact I get a bad press isn't going to matter. If I do a bad job, a good press isn't going to help."

"a setback." Mr. Harley also said that, in view of overwhelming support for bill expressed in both houses, veto is "direct contravention of the will of Congress and a great disservice to the country."

One reason veto came as surprise that it did was that Mr. Whitehead, in telephone conversation with National Programming Council—he was in Washington, council is in New York—said that, if Congress appropriates more than \$45 million for public broadcasting that administration requested for 1973, administration "would not refuse" to spend extra money. Conversation occurred on June 22, same day Senate was considering bill.

However, spokesman for OTP on Friday said Mr. Whitehead realized at time he had gone "too far." Spokesman said Mr. Whitehead recommended veto on Monday (June 26), and that others in White House concurred.

Court backs FCC on WMAL-TV renewal

Edict could influence commission handling of similar pending cases

U.S. Court of Appeals in Washington, in decision bound to affect FCC handling of license-renewal protests, has affirmed commission decision renewing license of WMAL-TV Washington in face of petition to deny filed by 16 black leaders.

Court, in unanimous opinion issued on Friday (June 30), held that commission had acted reasonably in finding that petitioners had not raised substantial and material questions of fact that would require resolution in hearing.

Court, in resolving one key issue in dispute, held that broadcaster has obligation to meet needs and interests of his entire area of service and that how he responds to what might be conflicting needs of regional or minority groups is largely within his discretion.

Petitioners had claimed that WMAL-TV has primary obligation to serve needs of city of license, and that since city is 70% black, station should devote commensurate amount of programming to blacks.

Court noted that commission had found that numerous WMAL-TV programs had been of particular interest to blacks. It also said that until commission considers in rulemaking question of whether broadcaster should program on basis of expressed wishes of his community—20% of time to meet need expressed by 20% of his public—"the scope of FCC review remains whether the licensee has reasonably exercised its discretion."

Court also held commission acted reasonably in rejecting complaints that station had not adequately surveyed black community in ascertaining community

needs, that it misrepresented facts to commission, that it discriminated against blacks in its employment, and that renewal of license would lead to excessive concentration of control of communications in Washington.

Last issue involved fact that licensee, Evening Star Broadcasting Co., owns WMAL-AM-FM and is owned by publishers of *Evening Star*, one of city's three daily newspapers. Court said plaintiffs are actually challenging wisdom of commission's multiple ownership rules, and noted that commission is considering rulemaking to require breakup of newspaper-broadcast holdings in given market.

Court decision affirming commission's judgment probably means commission will be less inclined to set protested renewals for hearing that it would otherwise. And some 100 renewals are on deferred list as result of petitions and protests by local minority groups, most of whom have filed charges similar to those contained in petition aimed at WMAL-TV.

Decision was written by Malcolm R. Wilkey and joined in by Chief Judge David L. Bazelon and Senior District Judge Burnita Matthews.

It was handed down almost three years after petition to deny WMAL-TV renewal was filed, on Sept. 2, 1969.

Hughes group's petition may founder on funds

Fourteen members of House and Senate who asked FCC to require networks to sell or give them time to discuss end-war proposals pending in Congress were reported last week to be unable to raise money to purchase time offered by NBC.

Group, led by Senator Harold Hughes (D-Iowa), was rebuffed two weeks ago by FCC and court of appeals on its request either for expedited consideration of complaint that networks refused to make time available, or for "interim relief" that would direct networks to sell them time by July 1 (BROADCASTING, June 26). But FCC ordered networks to respond to petition by June 27.

In its response NBC told commission it offered, on May 16, to sell group hour of prime time on May 23, but Senator Hughes indicated he did not wish to purchase it because President Nixon would be in Soviet Union and because of cost involved. On June 14, NBC said, it offered 15-minute evening slot on June 26 but it was subsequently rejected because group told NBC it could not raise necessary funds. NBC added that it told group it would be willing to discuss availability of future time periods. But mandated access for members of Congress violates First and Fifth Amendments, NBC said. It urged Commission to deny group's petition.

ABC and CBS, who had earlier rejected group's request for time, repeated in their petitions to FCC last week that they have covered Vietnam war issue in their programs and therefore have no obligation under fairness doctrine to provide free time.

On FCC July agenda. One must-list item FCC did not reach in June—proposed revision of rules governing license-renewal procedures—will be given attention this month. Commission has scheduled special meetings in each of first three weeks during July, and is expected to spend time during several of them on proposed rules.

Sick call. John Macy, president of Corporation for Public Broadcasting, is recuperating in St. Luke's Hospital, Phoenix, from operation for twisted colon. He was stricken on flight last Tuesday (June 27), enroute to Scottsdale, Ariz., meeting of PTV station chairmen.

Cypress to TVC merger gets official stamp

However, value of contract goes up more than \$7 million since announcement in May

Warner Communications Inc. and Cypress Communications Corp. have executed definitive contract for merger of Cypress into wholly owned subsidiary to be operated under direction of Warner's Television Communications Corp., New York.

Terms of agreement, originally announced last May, provide that Cypress shareholders will receive one-half share of Warner Communications common for each share of Cypress stock, or aggregate of approximately 1,375,000 shares of Warner common. Based on closing price of Warner (48½) on New York Stock Exchange last Thursday (June 29), transaction has indicated market value of about \$66 million. When deal was originally announced, stock involved had indicated market value of about \$58.78 million (BROADCASTING, May 8).

Warner said that on completion of merger it will become second largest owner and operator of cable TV systems in U.S. with total of 130 systems serving more than 360,000 subscribers in 30 states.

Tape of McGovern on CBS-TV used on NBC-TV's 'Today'

Portion of 23-minute live interview with Senator George McGovern (D-S.D.) on *CBS Morning News with John Hart* on CBS-TV last Friday morning (June 30) was on *Today* show on NBC-TV half-hour later, on tape, with credit to CBS. Representatives said it was common practice for three TV networks to make segments of their sports coverage and set interview programs—such as *Meet the Press*, *Issues and Answers*, and *Face the Nation*—available to one another for use with credit, and not unusual to let portions of hard news pieces, such as McGovern interview, be used. Some competition programs are regularly taped so that excerpts may be used if desired and if originating network will give permission.

In McGovern case, NBC sources said they were alerted in advance, taped interview as it occurred, and requested and received permission to run excerpt on *Today*. CBS sources said it was first time news from Hart newscast had been used on *Today*.

Comsat asks FCC to delay processing satellite bids

First move to block FCC plan to permit multiple entry into domestic satellite business, authorized last month, came Friday (June 30) when Communications Satellite Corp. petitioned FCC to stay processing of any applications until commission had considered Comsat petition for reconsideration that is to be filed soon as possible.

Comsat is one of two applicants that had restrictions placed on its potential position in domestic satellite field; other was AT&T. Commission's 4-to-3 vote (BROADCASTING, June 19) limited Comsat to being carrier's carrier (it had sought permission to establish satellite system in conjunction with AT&T) or end-to-end carrier (serving other customers). AT&T, on other hand, had been proscribed from offering in continental U.S. any service other than its present regular and wide-area telephone service and Autovon private-line Department of Defense service. Commission also said that AT&T should apply for its own satellite system, ruling out Comsat-AT&T proposal.

AT&T sources said it had no comment on Comsat filing, but referred to its statement last month that FCC action imposed "artificial restrictions on our use of satellites for private line service . . ."

Newspaper joining project for political ad dollars

Bureau of Advertising, which set up depository in New York in spring to receive national political advertising monies and certifications necessary on behalf of newspapers (BROADCASTING, May 1), reports authorizations from 1,121 daily newspapers. These papers have more than 85% of country's daily circulation, and, says bureau, within weeks additional authorizations should bring figure up close to 100%. Depository, formed at suggestion of The November Group, agency handling campaign for President Nixon, handles all political parties in attempt to make newspapers available as "national medium" as in TV in obtaining political ads.

Petcavage, Greenberg upped

Albert J. Petcavage, vice president, media director, Doyle Dane Bernbach, New York, elected senior vice president in charge of media. Allan Greenberg, vice president, director of research and planning, who organized DDB's research department in 1955, also elected senior vice president. Mr. Petcavage joined DDB in 1959 as its media director.



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July

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

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

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

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 13-14—Meeting, *California Broadcasters Association*. Del Monte Hyatt House, Monterey.

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

July 13-18—Meeting, *Concert Music Broadcasters Association*. Blossom Music Center, near Cleveland.

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, Mitre 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 14—Comments due on 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 16-18—Convention, *New York State Broadcasters Association*. Otisaga hotel, Cooperstown, N.Y.

July 17-18—Executive conference, *New York State Broadcasters Association*. Governor Nelson Rockefeller will speak. Otisaga hotel, Cooperstown, N.Y.

July 17-19—Hearing on drug advertising. *National Commission on Marijuana and Drug Abuse*. Among witnesses: Vincent T. Wasilewski, president, National Association of Broadcasters; Dean Burch, chairman, FCC; John Crichton, president, American Association of Advertising Agencies; Robert B. Keim, president, The Advertising Council; Carol Lieberman, Action for Children's Television, Room 3302, New Senate Office building, Washington.

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 20—Oral argument on FCC's proposed rule relating to cable-television carriage of major sports events. FCC, Washington.

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. 7-8—Second organizing meeting of independent VHF and UHF television stations. Roger D. Rice, KTVU(TV) San Francisco-Oakland, is chairman of steering committee. Chase Park Plaza, St. Louis.

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, Arlington.

Aug. 16-20—Convention, *National Association of Television and Radio Announcers*. Marriott hotel, Philadelphia.

Aug. 20-23—Fall conference, *American Marketing Association*. Rice hotel, Houston.

Aug. 21-24—*Republican national convention*. Miami Convention Center, Miami Beach.

Aug. 29-31—Workshop-seminar on lighting for TV, sponsored by *Kliegl Bros.* at University of Georgia TV studios, Athens. Fee is \$250. Contact: Wheeler Baird, Kliegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

September

Sept. 7-9—Fall business meeting, *Florida Cable Television Association*. Fort Walton Beach.

Sept. 11-12—Eighth annual convention, *Nevada Broadcasters Association*. Hotel Tropicana, Las Vegas.

Sept. 13-25—Annual convention, *Michigan Association of Broadcasters*. Hidden Valley.

Sept. 19-21—*Video Expo III*, exhibit highlighting CATV, video cassettes and cartridges, pay TV, closed-circuit box office and film packages. Conference and workshops to be held. Commodore hotel, New York.

Sept. 22-22—Fall conference, *Oregon Association of Broadcasters*. Kah-nee-ta resort, Warm Springs.

Sept. 24-26—Annual convention, *Nebraska Broadcasters Association*. Yancy hotel, Grand Island.

Sept. 25-28—Annual conference, *Institute of Broadcasting Financial Management*. Fairmont hotel, San Francisco.

October

Oct. 1-3—Meeting, *Pacific Northwest CATV Association*. Redpath hotel, Spokane, Wash.

Oct. 3-5—Fall convention, *Illinois Broadcasters Association*. Water Tower Hyatt House, Chicago.

Oct. 4-5—Combined fall convention, *Ohio Association of Broadcasters and Kentucky Broadcasters Association*. Carrousel inn, Cincinnati.

Oct. 6-9—Fall convention, *New Jersey Broadcasters Association*. Playboy hotel, Great Gorge, McAfee.

Oct. 9-11—28th annual *National Electronics Conference and Exhibition*. Communications equipment will be among items featured. Regency Hyatt-O'Hare, Chicago.

Oct. 11-14—Annual fall convention, *Tennessee Association of Broadcasters*. Ramada inn, Jackson.

Oct. 15-17—Third National Symposium on Children and Television, organized by *Action for Children's Television and Yale University Child Study Center and School of Art*. Theme will be programming and financing of children's television. Yale University, New Haven, Conn.

Oct. 15-18—Western region convention, *American Association of Advertising Agencies*. Arizona Biltmore hotel, Phoenix.

Oct. 19-20—All Japan Radio and Television Commercial Council (AAC) commercial festival. Top international commercials in five categories will be honored. Hibiya hall, Tokyo.

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.

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Open Mike®

Rewriting history

EDITOR: Thanks for using my letter in "Open Mike" June 5. Since first writing you, I've managed to come up with some documentation for our impression that WSBT(AM) just might have had history's first commercial program back when it was WGAZ. The picture shows Milton Ries,



WGAZ PROGRAM

Monday, July 3, 7:30 P. M.

Program given through the courtesy of THE RIES
FURNITURE COMPANY

Louis Elbel, Pianist

Mrs. Olive Maine, Soprano

Mrs. Frank E. Carpenter, Accompanist

1—Un Bel Di (Madame Butterfly) Patzini
Mrs. Olive Maine

2—(a) Liebestraum Liaz!
(b) Rattle of Spring Sinding

son of the founder of the Ries Furniture Co., looking at the front page of the *South Bend Tribune* (which owns this station) for July 3, 1922.

The blow-up shows that the program was "given through the courtesy of the Ries Furniture Co." Several histories of broadcasting credit WEA(AM) New York with carrying the first commercially sponsored program on Sept. 7, 1922.—Justin Meacham, promotion manager, WSBT South Bend, Ind.

More MOR mail

EDITOR: We very much enjoyed the salute to middle-of-the-road radio (June 12). As always, we appreciate the very excellent coverage of the industry news and your more recent emphasis in articles regarding music and its important role in radio broadcasting.—Richard T. Dixon, manager, KIRO-FM Seattle.

EDITOR: You are to be complimented for your outstanding article on MOR stations. Thank you for an interesting and informative inspection and commentary.—Paul Drew, broadcast consultant, Potomac, Md.

EDITOR: I want to acknowledge the fine special report [on MOR] in the June 12 issue of BROADCASTING. We all agree that it was well thought out. We also felt a great fondness of radio coming through the feature.—Steve Gibbons, morning personality, KRNT(AM) Des Moines.

EDITOR: My compliments on a well-written, interesting and informative article on MOR radio. Your magazine is doing a great job of exploring various facets of the broadcasting industry and disseminating the information to everybody's benefit.—James M. Robinson, sales manager, WEZW(FM) Milwaukee.

EDITORS In the June 12th issue, the article on MOR was well done and very enlightening for our students. We would like to set the record straight, however, regarding the statement about Don Imus acquiring his first-class license at the Don Martin School. It is true that during Mr. Imus's training at Don Martin, one phase did consist of electronic theory, but his 13 months' attendance here was primarily devoted to voice development, station operations, creative development and many other facets of the business.—R. P. Konop, director of public relations, Don Martin School of Radio and Television, Los Angeles.

Murphy's 'Memo'

EDITOR: The "Monday Memo" by Jonne Murphy (June 19) has been long overdue. I have been saying the same thing for years but never so eloquently.

It's easy for a timebuyer to look at the ratings and pick the station that shows the largest numbers, but this does not always mean sales for a product. First of all, "largest numbers" also mean higher prices for time.

The local radio station, in most cases, knows its people. It can work closer with the store in its area; change copy at a moment's notice. Its listeners are more loyal. And usually its prices are a fraction of what "big-city" stations charge.—Buddy E. Starcher, general manager, KWBA(AM) Baytown, Tex.

Sagacious Salant

EDITOR: Your article in the June 12 issue concerning the California primary and Section 315 of the Communications Act of 1934 pointed out more clearly the absurdity of the equal-time law. Richard Salant's view of Section 315 is as truthful today as it was in 1956: "I have always thought it very lucky that Christmas doesn't fall in the campaign period because then you could not have Christmas tree-lighting ceremonies by the President. You would have to let everybody else light a Christmas tree too."—Michael L. Sniegowski, University of Denver.

Monday Memo

A broadcast advertising commentary from John Brown, vice president, Cole & Weber, Portland, Ore.

Big-time advertising with a small budget on television

There are approximately 12-million advertisers in America and most of them are not advertising on television. Most of them are afraid of TV—and mostly for the wrong reasons:

"We'd love to be on television, but we simply can't afford it."

"If we advertised on TV we couldn't afford to pay for our ads in newspapers and magazines."

"Even if we could afford the time, we couldn't afford the production costs."

On the surface, the reasons small advertisers have for not being on television make sense. But, the fact is, you *can* advertise on television without spending a fortune. And you don't have to resort to a few quick video-tape stand-up commercials to do it. If you're careful, you can make every one of the dollars you spend look like five.

A case in point is Standard Insurance Co. of Portland, Ore., a Cole & Weber client for the past 11 years. Standard serves clients throughout the West, but the largest share of its business comes from the Pacific Northwest states, particularly the Oregon market.

The company's media budget, quite correctly, is designed to reach these target markets only. When compared to New York Life, Metropolitan, Prudential and other national competitors, however, Standard's budget is small. Standard has long recognized the value of television advertising, but like so many other advertisers, it has stayed away from TV because of the high costs.

The proposal we made to them last summer changed all that. It also gave Standard Insurance a brand new look in the market place, helped it gain some important new business, and helped improve the morale of its salesmen—all for a media expenditure of less than \$44,000. It began when the agency and the client were offered one-quarter sponsorship of Portland Trailblazer basketball games for the 1971-72 season, broadcast in Oregon over KPTV(TV) Portland.

KPTV negotiated a package buy with us that was too good to turn down. It included 52 minutes of commercial time during the regular season games *plus* a free spin-out package of commercials that were broadcast during prime-time viewing hours. These spots dramatically increased Standard's exposure and allowed it to reach an entirely new audience. The price was \$30,000 and we bought it.

Because of a late-date cancellation by one of the other sponsors, KPTV also offered us one additional 30-second spot per game at a 12-game cost of only \$4,500. As a public service, Standard



John Brown is vice president and creative director of Cole & Weber Inc., Portland, Ore. He joined the agency in Tacoma, Wash., in 1964 as a copywriter. Prior to being named creative director in Cole & Weber's Portland office, Mr. Brown was creative supervisor in the agency's headquarters office in Seattle. Before joining Cole & Weber, Mr. Brown was with IBM Corp.

donated these commercials to any local public-service organization.

The figures we ended up with were remarkably attractive. The total adult audience reached: 11,752,560. The total GRP: 1,607. Cost-per-thousand: \$2.70. Normal cost of a schedule such as this on KPTV would have been \$67,282. But the cost to our client for this special buy was only \$43,500.

The subject matter for our first commercial was group insurance. The client wanted to tell people that Standard has group insurance policies with some of the most important companies in Oregon. We could have made that commercial a four-day location shoot, going all around Oregon filming the various companies Standard insures. Instead we conceived the idea of a "blue-chip" commercial and simply silk-screened the names and logos of some of Standard's biggest "blue-chip" clients on the face of blue poker chips. On the back of each chip we silk-screened the name Standard Insurance. The commercial was simply a man's hands turning over the blue chips on a desk top to reveal company names. The voice-over began with "If you work for Portland General Electric, you're lucky. You're covered by one of the best group life-insurance plans there is." After revealing all the chips one at a time, we turned

each of them over to show that all the companies were covered by Standard. It was filmed tightly enough so that we didn't need a background set. But we didn't cut corners on lighting.

Our assignment for the second commercial was two-fold. First, we wanted to make people aware that Standard sells more life insurance in Oregon than any company in America, and second, that Standard has a greater commitment to the people of Oregon than any other life-insurance company. Once again we kept it simple. The video situation involved a spokesman walking through a beautiful park in Oregon making the appropriate copy points about Standard Insurance. In this one, the on-camera talent was vitally important. So instead of trying to get by with a local actor, we brought a Hollywood actor to Portland and filmed the spot in a local park in one day. Here again we cut every possible corner—but not on the important things such as talent. (You may be surprised, though, to find out how economical Hollywood talent is.)

We pointed our third spot directly at the interest of our audience—basketball. We hired Trailblazer star Sidney Wicks to do the commercial and simply shot footage of his doing what the audience wanted to see him do in the first place—playing basketball. We also used him for the voice-over. The message was direct and honest: "Let's face it, I know a lot more about playing basketball than I do about life insurance, but I can tell you this—if you want to talk to an expert, call the man from Standard. Believe me, he knows what he's talking about."

Those commercials were produced for a \$5,000 production budget, a fraction of the media expenditure, and a lot of the people who saw them compared them to network quality. As a matter of fact, some of the viewers believed the spots were high-budget syndicated commercials which Standard had merely tagged with its super.

We met our client's communications objectives with concepts extremely simple to produce. By restricting ourselves to very basic ideas, we didn't need a huge production budget.

I think we can draw some valuable conclusions here for anyone trying to do first-rate television for small advertisers. First, don't assume an advertiser cannot afford television because his budget is limited. Second, concentrate your buy so that you can make an impact, and take a long, hard look at the advantages of package purchases that include bonus spin-off commercials. And third, don't even consider TV for a small advertiser unless you're able to produce first-rate commercials. It's not easy, but it's possible.

At Miami—supremacy at stake in TV news

The networks fine-tune coverage for Democrats next week—the first of main events in a decisive year

Network television news will move back into the glare of political-convention coverage next week, at a time that the three-network news rivalry appears to be undergoing basic change.

Based on their day-in-and-day-out show-piece productions, the early evening newscasts, CBS is clearly on top—and has been, generally, since 1967. NBC, whose evening news was just as clearly ahead for many earlier years, is second, and ABC, historically a tail-end third, has been coming on strong, though it's still behind.

The performances of these show pieces, in the opinion of many observers, have burnished—or tarnished, as the case may be—the images surrounding the entire news organizations responsible for them. Thus, in this view, CBS News is riding high, ABC News is on the rise, NBC News is stagnant if not slipping.

Yet in coverage of special events—presidential trips and speeches, moon shots and the like—NBC News remains the accustomed audience winner: not every time, but often enough. It can cite figures to show, for example, that in the periods of common coverage of the Apollo 16 moon flight it had an average 43% share of the three-network audience while CBS had 32% and ABC 25%. Indeed, it claims that in common coverage of all Apollo flights since the first moon landing, it led in all but one; that in directly competitive prime-time coverage of President Nixon's China visit its ratings averaged 10% above CBS's and 49% ahead of ABC's, and that it was first in coverage of the funeral of J. Edgar Hoover and of President Nixon's busing speech on March 16 and another speech May 8.

More to the point of next week's convention, NBC claims it has been number one in coverage of every political convention since 1956.

CBS doesn't buy all this. It contends that it has had its share of wins in covering big events, and that it won two moon explorations handily and was close on another, that it tied NBC for top on



The gladiators. (From top) CBS's Walter Cronkite, whose evening news half hour has led the ratings race for five years; NBC's John Chancellor, the man in the middle, whose audience is a target for both CBS and ABC; ABC's Howard K. Smith and Harry Reasoner, whose audience has shown a dramatic rise.

at least one recent Nixon speech and that as to "common coverage" of long events like moon walks and the Nixon China trip that extend into morning hours, NBC has a built-in audience advantage in its *Today* show that helps boost its over-all averages. And, also to the point of next week's convention, CBS claims that in common coverage of five of this year's state primaries for which ratings are available CBS averaged a 9.9 rating and 18 share to NBC's 6.1 rating and 12 share.

CBS News's President Richard S. Salant doesn't buy the notion that evening news-show ratings and convention-coverage ratings necessarily have much to do with each other (he doesn't even buy the notion that newsmen should pay much attention to ratings, especially in advance, lest they be led into bad journalistic practices). He especially dismisses, as "myth," the idea that a news organization's ratings in convention coverage represent "a sort of World Series that determines what your ratings will be for the next four years." If that theory were correct, other CBS News executives noted, the Cronkite show would not have moved into first place in 1967 after NBC walked away with the 1964 convention ratings. (But they were confident, they added, that CBS would take this year's conventions.)

So how can one news organization be on top in the evening-news race and another take many if not most of the special events? One theory, favored by some CBS executives, is that people tuning special events tune to the station they normally watch at that hour—and if network news coverage happens to be on, the network having that particular affiliation gets the credit. CBS-TV researchers noted, for example, that in CBS-NBC common coverage of President Nixon's China trip, NBC had a 35 share to CBS's 28; during the same time periods, when conventional programming was on, NBC normally had a 32 share and CBS a 28. On a daytime portion of a moon walk, they continued, CBS led by a couple of points—approximately its normal lead in the time periods involved—while in another session of moon coverage NBC enjoyed about the same advantage NBC normally had at that time of day.

"It's pot luck," the research executive concluded.

Something more than pot luck seems to be involved in the gains ABC News's early-evening *Howard K. Smith-Harry Reasoner Report* has been making, however. For one thing, the program has added 39 stations to its line-up in the past year.

Lately ABC has been trumpeting some recent Nielsen nationals (mid-May 1972) that give the Smith-Reasoner report a 23% share of the nightly news audience (although still substantially in arrears of NBC's 27% share and CBS's 31%). Even more important, in ABC's mind, is the movement of Smith-Reasoner into first place in New York, Philadelphia, Seattle and New Haven, Conn., and from third into second place in markets like Baltimore, Denver, Omaha, Tulsa, Okla., and Cedar Rapids, Iowa. The unhappy

legatee in most of those markets is *NBC Nightly News* with John Chancellor.

NBC researchers claim that sort of talk is misleading, that in the latest market rating sweeps NBC increased its ratings in 64 markets while ABC and CBS were improving theirs in only 58 each, and that in total homes reached NBC had added 8% since last fall, while CBS lost 1% and ABC added 10%. But, the research report emphasized, NBC's 8% gain represented 675,000 additional homes while ABC's 10% represented only 500,000. Moreover, they added, ABC's 23% share slipped back to 21% in the first June report (and CBS's to 29% and NBC's to 26%).

While researchers and promotion experts at all three networks split decimals and thump tubs, the people who produce the early-evening show pieces have their own views of what the rivalry is all about.

"We have a faster-paced news show than NBC does," says Av Westin, the executive producer of the ABC evening news, a man whose manner is relaxed but whose competitive instincts are high-octane all the way. "And we spend a lot more money than they do."

Subject to the vagaries of somewhat exotic accounting procedures, the best estimate of the weekly budget of ABC's evening news (Monday-through-Friday) is \$195,000. NBC spends about \$175,000 for the five editions of John Chancellor plus the two weekend half-hours with Garrick Utley, and CBS puts up \$180,000 or so for the five Walter Cronkites, the Saturday Roger Mudd half-hour, and Dan Rather's 15 minutes on Sunday. When it comes to adding up the costs of each network's over-all news operation for the entire year, however, ABC takes a distant back seat. With a yearly outlay of \$35 million and a news staff of 600, ABC is far behind NBC's \$55 million and 1,140 employees, a figure that includes the people who work for the local news shows on NBC's owned-and-operated stations, and CBS's \$47 million (and 800 employees).

The ABC News people are no longer daunted by NBC's vaster resources. As one put it, "there's been an incredible deterioration in morale over at NBC News." Citing the recent "defection" from NBC to ABC of Herb Kaplow, Bill Matney, Lem Tucker and Howard Tucker, the ABC source said: "Reporters on NBC's evening-news show have to go through 92 middlemen to get the executive producer. And this lack of communication is beginning to show up on the air. If there are, say, five news stories on a given day that could be slotted in the lead, NBC will somehow manage to reach into left field and lead with a sixth one."

At NBC opinions differ. "There are no morale problems here that I'm aware of," said the executive producer of NBC's nightly news, Wallace Westfeldt, a portly, graying 48-year-old. "Herb Kaplow's charge that we wanted him to come down harder on the Nixon administration is totally false. We took him off the White House beat because he wasn't covering it as well as we thought he should. He must've figured he had some sort of a

lifetime lease on covering the White House—so he quit in a fit of pique when he didn't get what he wanted. And Bill Matney—for whatever reason—just wasn't doing very much for us when he was here."

Mr. Westfeldt relates the problems of his nightly news report more to what CBS is doing than to ABC. "CBS has made more of a commitment to specials, and that energy seems to feed into its nightly news," he said. "The general economic decline in the country forced us to cut back on the kind of enterprising documentaries that give the news operation a certain tone." In the next breath, though, he expressed the hope that NBC's July and August gavel-to-gavel convention coverage and, beginning in September, its new Tuesday-night news hour (opposite ABC's *Marcus Welby*) will change things for the better.

The executive producer of CBS's evening news, Russ Bensley, a stiff, intense man, credits ABC's acquisition of Harry Reasoner in December 1970 with its recent rating gains. "We hated to lose Reasoner," he said. "But in Walter Cronkite we've got the best anchorman in the

The managers. (From top) CBS's Russ Bensley, NBC's Wallace Westfeldt, ABC's Av Westin, executive producers and chief tacticians of television's showcase half-hour news broadcasts.



business. Cronkite is the biggest single reason we've held on to the number-one position for so long. You really can't overestimate the importance of the man who's casting the news at you, because when you get right down to it the three network news shows don't differ all that much. The attitudes, the professionalism, the news judgment: These elements are pretty much the same, no matter which network you're watching."

One element that Mr. Westin seems to stress more than CBS or NBC is what he calls "pacing." "TV news is part of show business," he said. "So we've got to employ show-business techniques to keep the audience from switching that dial." In a formal report he put together last year to explain what he's trying to accomplish at ABC he wrote:

"In my view, the audience has a very short attention span and it welcomes a change even if it consists solely of a switch from one anchorman to another . . . At ABC News, reports are edited 'short'—often less than two minutes and almost never longer than three minutes." This strategy is in line with Mr. Westin's conviction that "television news is an illustrated headline service which can function best when it is regarded by its viewers as an important yet fast adjunct to the newspapers. When I read statistics that show 60% of Americans get all or most of their news from television, I shudder. I know what we have to leave out."

CBS's Russ Bensley agrees that pacing is important, but he believes that a five-, or six- or even a 10-minute film segment can hold the audience's attention by its "internal pacing." "Length is no problem when you've got a good story that's edited carefully, and with style," he says. "And television news is show business only to the extent that you look for certain production values and then use them as tools in telling your story. Music, for example, can really add to the impact of a piece. And we won't edit out shots of pretty girls in a story, unless leaving them in might create a distortion. You don't want to be seduced by production values like these, but if you use them properly they can really help the show."

Mr. Westfeldt also feels no compunction about using long pieces if the extra minutes add solid flesh to a news report. "As a matter of fact," he said, "I'd like to see the Chancellor show expanded to an hour so we could present a greater variety of material, in greater depth."

Mr. Bensley would also like to see the Cronkite newscast get an extra half-hour every night. "That would give us a chance to do more analysis, more interpretation, and assign our correspondents to do more miniature documentaries, which we call enterprises. As it stands now, we shoot enough material to go 45 minutes every night without even adding any new staff members to the show."

At ABC, however, Mr. Westin rejects the idea of Smith-Reasoner going an hour every night. "The viewers couldn't take all that news. They'd get mental fatigue," he said.

Mr. Westfeldt's forecast of a nightly news hour is keyed to his conviction that

within a few years home video recorders will be mass produced and available at a reasonable price. "People will set the timer on their sets to record the news and then they'll be able to play it back at their leisure," he said. "And with fast forward and rewind switches on the machine, they'll be able to skip the stories they're not interested in and stop and play back the stuff that they might want to concentrate on. In other words, you'll be able to watch the news on TV the way you read a newspaper—at your own pace and at your convenience."

Getting ready for the sound and the fury

With money and people a little tighter this time, the networks, stations and news services prepare for their coverage of the every-four-years spectacle of the political conventions

Network news executives, technicians and workmen were scrambling around Miami Beach's cavernous convention hall last week, completing construction and installation of facilities from which they hope to cover next week's Democratic national convention—and the Republican later on—better than ever but with fewer people, somewhat less equipment and possibly a little less money than in 1968.

They and their counterparts from broadcast group operations and individual stations were among the early arrivals in what is due to become, by the time the Democrats are gavelled to order next Monday, a crush of more than 1,500 TV-radio newsmen and executives, and hundreds of technicians and other aides representing more than 200 radio and 100 TV stations as well as the networks.

Everything was reported to be proceeding on schedule. CBS and NBC executives said they expected their set-ups to be operational by yesterday (July 2) and ABC expected to be ready in plenty of time for its first scheduled origination, its Smith-Reasoner evening news show there on Wednesday (July 5). No serious problems had surfaced. "It's going so smoothly," one news chief said, "that it's all a little unnerving."

It was a far cry from the 1968 Democratic convention in Chicago, where a telephone-union strike delayed installations, and live coverage was confined to the convention site. Executives hoped the convention would be a far cry from 1968's, when violence in the streets and on the convention floor resulted in coverage that brought wholesale criticism down—on the networks especially.

There was no sign, either, of the bitterness that marked some of the exchanges between party officials and network producers the last time they were in Miami Beach for a convention, the

GOP's in 1968. Network executives noted that this time the question of access to the floor—a critical point in the 1968 disputes—was resolved well in advance: Each network will be permitted to have four reporters and one portable camera on the floor at any one time. The Republicans allowed two portables in 1968, but some newsmen said that with improvements in cameras and lenses since 1968, none is essential. Fixed cameras along the wall can zoom in wherever necessary.

Other technological improvements have made this year's gear more compact, and in some cases less is required to do the job. Manpower is being substantially reduced. ABC News, which was on a lean budget in 1968, is increasing its staff from about 400 then, to 450 now, but CBS News and NBC News, which used close to 840 each in 1968, are manning this year's with 525 and 550, respectively. Both say these reductions will not impair coverage. Instead, all three networks say 1972's more sophisticated equipment, coupled with refinements in organization, should make coverage more flexible.

All three TV networks say they have nothing greatly new and different from 1968 coverage planned for this year. CBS-TV and NBC-TV will continue to go gavel-to-gavel, while ABC-TV—whose lean budget helped lead it into selective, edited coverage in 90-minute prime-time segments in 1968—will stay with the short form and will also present 30-minute recaps of any afternoon sessions at 4-4:30 p.m. NYT. The practice of housing technical gear, offices and other facilities on wheels outside the convention hall, rather than setting most of it up inside, will be carried several steps farther this year. CBS News, which used technical trailers extensively in 1968, estimates that at least half and maybe a little more of its 26,000 to 27,000 square feet of space will be parked outside—in some 33 trailers. NBC News said it has 28 trailers on hand; ABC News, 19.

What all this adds up to in money is hard to compute. CBS News executives had estimated earlier that the three-network total for the conventions would be about \$21 million, compared with \$20 million in 1968 (BROADCASTING, June 26). Individual network estimates last week produced a somewhat lower total, about \$18 million. These put ABC News's prob-

NBC News is gathering information from each of the 3,099 delegates to the Democratic national convention and will feed this data into a computer to ascertain delegates' probable behavior in Miami Beach next week. Irwin (Bud) Lewis, director of NBC News/Elections, said: "This is not a survey or a sample or a poll but is a nose count. Each delegate is being asked about 25 questions relating to age, race, sex, union affiliation if any, occupation and reaction to certain developments arising at the convention." Mr. Lewis said significant data emerging from the computer will be transmitted by teletype to key NBC personnel in the convention hall.



Moving in on Miami. CBS correspondent Walter Cronkite (pictured above) tries his anchor position, on for size; NBC News chief Reuven Frank (top picture, facing page) inspect that network's booth overlooking the convention floor; ABC technicians (lower picture, facing page) make ready the two-man anchor desk that will serve Howard K. Smith and Harry Reasoner when Democratic convention coverage gets under way.

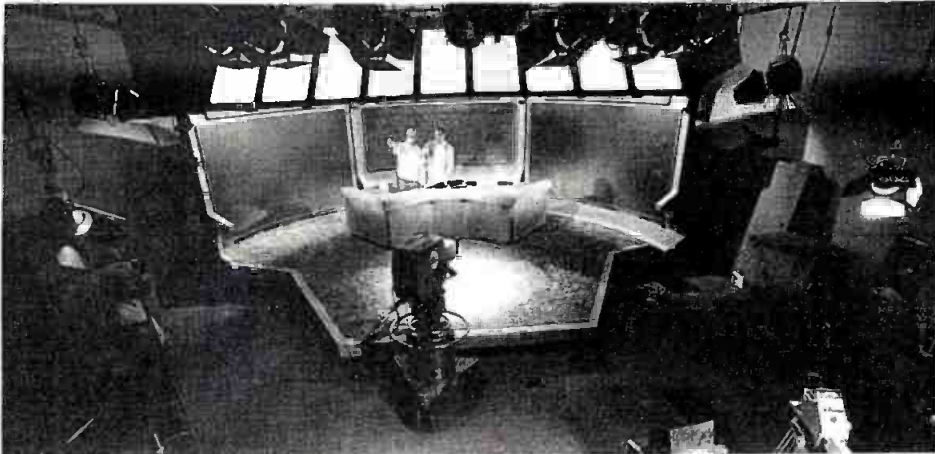
able costs for the two conventions at about \$5 million, CBS News's at about \$7 million, NBC News's at \$6 million to \$7 million.

They were assured of getting at least some of the money through sponsorships, however. ABC-TV's coverage of both conventions will be sponsored by Ford Motor Co. (through Grey Advertising), General Electric and Goodyear Tire & Rubber (both through Young & Rubicam) and Shell Oil (Ogilvy & Mather). Gulf Oil (Young & Rubicam) will sponsor on NBC-TV.

CBS-TV's major sponsors are Ford Motor Co. (through Grey Advertising, Detroit); All State Insurance (Leo Burnett, Chicago); J. C. Penney Co. (McCaffrey & McCall, New York); Paine Webber Jackson & Curtis, brokerage firm (Doremus & Co., New York); Addressograph-Multigraph Corp. (Campbell-Mithun, Chicago), and S. C. Johnson & Son (Foote, Cone & Belding, Chicago).

The Democratic convention is scheduled July 10-13 and the GOP's Aug. 21-24, with most sessions set for evening hours.

By network, coverage plans include: ABC-TV's nightly wrap-ups of the day's activities will begin at 9:30 p.m. NYT and run to 11, later if events warrant. These special reports will be anchored by Howard K. Smith and Harry Reasoner, and each will include a five-minute essay, light or serious, by Mr. Reasoner; "insider's report," a behind-scenes look at convention business, to be written and produced by Arthur Holch; montages by a roving still photographer; a "Correspondents Caucus" in which such ABC



newsmen as Frank Reynolds, Steve Bell, Bob Clark, Sam Donaldson, Stephen Geer, Ted Koppel and Herbert Kaplow discuss the day's events, with summary commentary by Mr. Smith. Robert Siegenthaler will produce and Marvin Schlenker will direct. Executive producer is Walter J. Pfister Jr.

ABC-TV's Democratic coverage also will include pre-convention specials, the first on Wednesday (July 5) at 10:30-11 p.m. NYT and the other next Sunday (July 9) at 5-6 p.m.

CBS-TV's live gavel-to-gavel coverage is expected to start at 7 p.m. NYT, anchored as usual by Walter Cronkite, with Eric Sevareid and author Theodore H. White providing analysis. Some 21 other CBS News correspondents and reporters will be on hand to cover events and candidates: Mike Wallace, Roger Mudd, Dan Rather, John Hart, Morton Dean, Daniel Schorr, Charles Kuralt, Bruce Morton, David Schoumacher, David Dick, Michele Clark, Charles Osgood, Ike Pappas, Bert Quint, Robert Schakne, Bob Schieffer, Barry Serafin and Hal Walker.

Bill Leonard, CBS News senior vice president, is executive in charge of CBS News coverage. Robert Wussler is executive producer for TV, and the producers are Robert Chandler, Ernest Leiser, Don Hewitt, Clarence Cross and Joan Richman.

CBS-TV also has daily half-hour special reports on the hearings of the Democratic party's platform, credential and rules committees, which opened in Washington June 22, and launched a 14-week Sunday series entitled *Campaign '72* on

June 25 in the 6-7 p.m. period occupied until then by *60 Minutes*.

NBC-TV plans live gavel-to-gavel coverage starting at 7:30 p.m. NYT, with a new anchor team in which John Chancellor replaces Chet Huntley as David Brinkley's partner. There will also be a new team of floor reporters: Douglas Kiker, Catherine Mackin, Tom Pettit and Garrick Utley. Edwin Newman will have the special assignment of interviewing candidates, party leaders and other key figures off the convention floor.

Reuven Frank, NBC News president, will be in the control room alongside George Murray, executive producer of the TV coverage. Eliot Frankel will produce coverage inside the hall, Geoffrey Pond from remote locations. Richard C. Wald, NBC News executive vice president, will be in charge of operations, and Donald Meany, vice president, in charge of programming.

NBC-TV will also present a one-hour backgrounder on the convention next Sunday (July 9) starting at 5:30 p.m. NYT, and its *Today* show (Monday-Friday 7-9 a.m.) will originate in Miami Beach during both the Democratic and Republican convention weeks, with William F. Buckley Jr. and John Kenneth Galbraith paired for special commentary on the sessions.

Radio network plans:

ABC radio has more than two-dozen live, special reports planned daily, from 7 p.m. until closing, with individual coverage for each of the four ABC Radio network services—contemporary, information, entertainment and FM. Joseph F. Keating, executive producer for radio

special events and public affairs, will produce.

CBS Radio's two 10-minute special reports per hour (at 20 and 50 minutes past the hour, starting at 7:20 p.m.) will be anchored by correspondents Dallas Townsend and George Herman, with expanded coverage as events warrant. Robert Trout, veteran CBS newsmen, now retired, returns as reporter and anchorman for six 25-minute specials (three before each convention). Several regular CBS Radio newscasts will originate in Miami Beach. Emerson Stone, radio vice president, CBS News, will be executive producer of convention coverage, which will be sponsored for both conventions by American Motors (through Wells, Rich, Greene), Mobil Oil (Doyle Dane Bernbach) and Travelodge International (Dailey & Associates, Los Angeles).

NBC Radio is scheduling two special 10-minute programs each hour at 15 minutes after and 15 minutes before the hour each night, with additional coverage as needed. Peter Hackes and Russ Ward will co-anchor, and Wilson Hall will provide analysis. Ed Hanna will produce under the supervision of Russell C. Tornabene, general manager of news, radio division. Insurance Co. of North America (through N. W. Ayer & Son, Philadelphia) will be sole sponsor of NBC Radio's coverage of both the Democratic and Republican conventions.

Mutual will have a staff of 36, including newsmen and technicians, as well as the Mutual Black Network and the Mutual Spanish Network. Anchormen for MBS will be Steve McCormick and Charles King, and correspondents will include Bill Greenwood, Al Lavie, Tom Costigan and Dick Rosse. Fulton Lewis will provide commentary. Mutual plans to provide 18 five-minute reports a day, plus inserts for regular newscasts and live coverage for the balloting and acceptance speeches.

Shelton Lewis will head the news team for the Mutual Black Network and Miguel Bomar for the Mutual Spanish Network. Coverage will include about five live five-minute wrap-ups each day with inserts for newscasts and special reports for key developments.

UPI Audio will send 26 staffers to the convention, with Don Fulsom and Jack Allen designated as anchormen. Serving as floor reporters will be Walter Kiernan, Pye Chamberlayne, Roger Gittens. UPI Audio coverage will be under the direction of Frank Sciortino, program manager, and will include numerous spot news reports and full transmissions on key events. UPI also will supply clients two overnight wrap-ups of 10 minutes in length for use on early morning broadcasts.

Black Audio Network plans to have a staff of 11 to provide client stations with three-minute reports on convention proceedings and local-interest information to particular regions. The company's Radio News International, which serves general-appeal stations, will have a staff of five. Both services will stress actuality reports.

Just the facts: FTC delivers newest order on ad claims

P&G, Colgate are among 22 firms making soaps and detergents that are included in agency's latest advertising documentation effort

The Federal Trade Commission has asked a majority of national manufacturers of soaps, detergents and other cleansing products to substantiate some of their advertising claims.

The move, taken June 28, is part of a year-old FTC campaign that already has involved automobiles, electric shavers, air conditioners, TV sets, dentifrices, cough and cold remedies, and automobile tires.

Named in the order are 22 manufacturers and 60 products. They were given 60 days to submit documentation for such advertising claims (most of them culled from TV commercials) as "Ivory soap is pure," "Sani-Flush kills common household germs in 15 seconds," "Electro-Sol removes dried-on foods from dishes and does this better than other leading brands of dishwasher detergents," "Vanish effectively destroys household germs found in bathroom bowls on contact within 15 seconds."

The 22 named in the order account for about 80% of the total \$250 million annual sales in this category, noted Gerald J. Thain, assistant director for national advertising of the FTC's Bureau of Consumer Protection. He said advertising expenditures could not be ascertained, because the orders involve products other than soaps and detergents. Mr. Thain also said, in response to a question at a news briefing last week, that products not identified in the list (such as Tide, manufactured by Procter and Gamble) means they have made no claims that require substantiation, or they are under investigation for a possible false - and - misleading - advertising complaint, or the questioned advertising was begun after the February cutoff date for the orders.

The agency noted in announcing the orders, as it has in the seven other substantiation orders, that it is not filing complaints about the advertising or implying that the questioned advertising is false or misleading. As with the previous orders, the FTC will first look the replies over for possible action and then put them on public view for analysis by consumer organizations or by competitors. So far no complaints have been issued that are based on previous documentation, although some are in the process of being drafted, according to Mr. Thain.

Just how effective the FTC's procedure has been is open to question. The FTC chairman, Miles W. Kirkpatrick, told a Senate subcommittee not long ago that most of the documentation is too

technical for public understanding, and some of it, he said, is irrelevant.

Three of the companies named in the order issued statements, with two (Sterling Drug Inc. [PhisoHex] and Armour-Dial Inc. [Dial soap]) citing Food and Drug Administration authority for their claims, and the third (American Cyanamid Co. [Pure Sol]) noting that the claim that the product "kills household germs" is a direct quotation from the product label, officially accepted by the Environmental Protection Agency on safety and efficacy.

Named are the following companies (products in parenthesis):

American Cyanamid Co., Wayne, N.J. (Pine Sol); American Home Products Corp., New York (Woolite, Sani-Flush); Armour-Dial Inc., Chicago (Dial); Bristol Myers Co., New York (Vanish); Clorox Co., Oakland, Calif. (Clorox, Clorox 2, Formula 409); Colgate Palmolive Co., New York (Palmolive dishwashing liquid, Palmolive Green, Palmolive Gold, Fab, Cold Power, Ajax Laundry Detergent, Ajax for Dishes, Ajax Liquid); Corn Products Co., Englewood Cliffs, N.J. (Nusoft); Days-Ease Home Products Corp., North Hollywood, Calif. (Days-Ease Automatic Bowl Cleaner); Dow Chemical Co., Midland, Mich. (Dow bathroom bowl cleaner); Economics Laboratory Inc., St. Paul, Minn. (Electra Sol, Jet Dry, Finish); General Foods Corp., White Plains, N.Y. (La France); Knomark Inc., Jamaica, N.Y. (Ty-D-bol); S. C. Johnson & Son Inc., Racine, Wis. (Rain Barrel); Lever Brothers Co., New York (Dove bar, All, Lux Liquid, Cold Water All, Dove for Dishes, Wisk, Dishwasher All);

Merck & Co. Inc., Rahway, N.J. (Calgonite); Miles Laboratories Inc., Elkhart, Ind. (SOS); Morton-Norwich Products Co., Chicago (Fantastik, K-2r Spot Lifter, Spray 'n Wash); Procter and Gamble Co., Cincinnati (Dreft, Ivory Liquid, Zest, Top Job, Ivory Snow, Comet, Downy, Safeguard, Cheer, Spic and Span, Ivory Soap, Mr. Clean, Bold, Dash, Cascade, Camay, Joy, Oxydol, Thrill); Red Devil Inc., Union, N.J. (Red Devil hand cleaner); Sears Roebuck & Co., Chicago (Sears Phosphate-Free Detergent); A. E. Staley Manufacturing Co., Decatur, Ill. (Sta-Put fabric softener), and Sterling Drug Inc., New York (PhisoHex).

Vivarin ads to calm down

The Federal Trade Commission has tentatively accepted a consent order by which J. B. Williams Co., New York, promises to cease making false claims for its Vivarin stimulant, heavily advertised on TV and in print. The order, subject to FTC acceptance, applies to any other Williams stimulant or calumative drug product, including sleep producers.

In last summer's original complaint, the commission said Williams falsely implied that Vivarin makes users more exciting

and attractive, helps improve personality, marriage and sex life, and helps solve marital and other personal problems.

The basic Vivarin ingredient, the FTC said, is caffeine, and under the consent order, future advertising must express this in terms of cups of coffee and a notice that the product contain caffeine.

The order applies not only to the Williams firm but also to its two advertising agencies: Parkson Advertising Agency and Della Femina, Travisano & Partners, both New York.

Avco drops policy to reduce clutter

Competitive disadvantages force group owner to abandon 10% cut in commercial content

Avco Broadcasting Corp. announced last week that it was reluctantly dousing the torch of anti-clutter on TV that it lit a year ago.

In a policy adopted June 1, 1971, Avco imposed a flat, across-the-board 10% reduction from industry code time standards for all five of its TV stations. Its purpose, Avco said then, was to lower commercial content in TV programming to make TV more attractive to advertisers and to still viewer complaints of too many commercials (BROADCASTING, April 19, 1971, et seq.).

Avco returned July 1 to allowable commercial time limits permitted under the National Association of Broadcasters' TV code—16 minutes in nonprime time and nine and one-half minutes in prime time.

John T. Murphy, Avco president, said last week: "We reluctantly concluded we must give up our isolated position after more than a year of strict adherence to the policy on our own TV stations, and attempting in every way we could to urge others to pursue a similar course."

The decision to retreat to the code standard was forced by the competitive disadvantage in which Avco stations found themselves, Mr. Murphy explained.

BAR reports: television-network sales as of June 11

CBS \$287,238,300 (36.9%); NBC \$253,647,600 (32.7%); ABC \$236,507,800 (30.4%)*

Day parts	Total minutes week ended June 11	Total dollars week ended June 11	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday					
Sign-on-10 a.m.	72	\$ 434,200	1,704	\$ 10,304,400	\$ 9,998,900
Monday-Friday					
10 a.m.-6 p.m.	1,012	6,766,300	21,825	157,091,100	145,511,500
Saturday-Sunday					
Sign-on-6 p.m.	280	2,499,400	7,282	90,070,500	72,371,000
Monday-Saturday					
6 p.m.-7:30 p.m.	92	1,447,900	2,117	40,148,700	33,792,600
Sunday					
6 p.m.-7:30 p.m.	12	155,800	319	7,141,900	11,486,000
Monday-Sunday					
7:30 p.m.-11 p.m.	395	15,858,200	9,093	430,141,500	417,775,000
Monday-Sunday					
11 p.m.-Sign-off	157	1,540,300	3,300	42,495,600	29,298,400
Total	2,020	28,652,100	45,640	777,393,700	720,233,400

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



Shop talk. Retail advertisers and agency people on the West Coast gathered last week to tread common ground—TV advertising—at a Television Bureau of Advertising regional workshop. Talking it over are (l-r): Bill Park, sales promotion manager, White Front Stores, Los Angeles; Daryl Eagle, advertising manager, Montgomery Ward-Los Angeles; Elaine Opsitnik, broadcasting advertising manager, Meler & Frank Co., Portland, Ore.; Pete Cash, TVB president, New York, and Frank Gorny, advertising director, Roos/Atkins, San Francisco.

Clients faced with Avco stations' limited spot availabilities, for example, turned to other stations in Avco markets that had inventory capable of handling their buys, Walter E. Bartlett, senior vice president-television, explained. Avco sources declined to specify how much in sales revenues Avco lost because of its restrictions, but it must have been substantial since Mr. Murphy noted that continuation of this loss "would be decidedly unfair, particularly to our stockholders."

"It is impossible," Mr. Murphy said, "for one company to do this alone. And when the support we had hoped for from others did not materialize, with but rare exception, the handwriting was on the wall."

"Perhaps," Mr. Murphy added, "we were trying for too much too soon."

"I do not regret our year of financial as well as moral dedication to this cause," he said, "but it is obvious another method of solving the problem will have to be found . . . one in which all segments of the broadcast advertising business can share . . ."

The reversal of policy, Mr. Murphy concluded, does not change his belief that some way must be found to "defuse" rising viewer irritation with clutter. It needs to be on a united front, he said, including broadcasters, advertisers and agencies.

Avco's move generally was hailed by some broadcasters who felt and still feel there are too many interruptions in TV programs. Several followed Avco's lead, to a degree. Taft and Storer maintained prime-time levels for the 30 minutes returned to stations under the FCC's prime-time access rule. Corinthian cut back in selected time slots, such as movies and news. The only advertising agency support for the Avco move came from Foote, Cone and Belding, which announced that it was giving Avco a 10% advantage for its restricted policy.

Avco's television stations are WLWT-TV Cincinnati, WLWD-TV Dayton, WLWC-TV Columbus, all Ohio; WLWI-TV Indianapolis and WOAI-TV San Antonio, Tex.

Some pointers on barter

New syndicated series patterned after off-network shows give best ratings and line-up levels, FC&B report says

Foote, Cone & Belding, in a review of barter and spot syndication for the 1972-73 season, is telling its clients in effect that if they wish to pursue the barter route, particularly for prime-time access periods, they should consider known programming.

A report, made available last week by the advertising agency's broadcast/media department, sets the tone by the title, "Return to Yesterday."

The point made by FC&B is that, of syndicated series "delivering the best rating and station line-up levels this year (1971-72 season)," all were newly produced from former network TV programs with "lengthy track records." Named are *This is Your Life* (Lever Brothers), *Lassie* (Campbell Soups), *Lawrence Welk* (various advertisers), *Let's Make a Deal* (straight syndication) and *Hee Haw*

JWT adds computer service.

J. Walter Thompson Co. has authorized participation of the agency in the computerized service run by Broadcast Data Base, New York. JWT goes on the line in July, covering August spot activity. BDB's system will store the agency's media schedules, providing spot-TV records-keeping, such as invoicing. JWT billed some \$65 million in spot television last year. Benton & Bowles and Young & Rubicam okayed their participation earlier this year (BROADCASTING, May 22, Feb. 21). The system has capability of providing computerized matching overnight of station and agency records in clean-billing file for invoicing, while isolating records which do not agree in a "discrepancy" file. The agencies have cited the moves as a major step toward speeding spot payments to stations.

(various advertisers). The agency said that all of these shows additionally "look network produced" and commented, "it is not merely coincidental, however, that they originally were network produced."

In the next season, FC&B's report commented, two newly produced but formerly network series, *The Price is Right* and *I've Got a Secret*, will be offered in conventional syndication.

Among points made: Barter is here to stay "as long as advertisers are willing to make certain long range commitments"; before a client buys a syndicated program he must carefully consider what he can expect in station line-ups, and while an advertiser "will have a degree of program control" in barter, he must determine "whether or not that can compensate for the probable lack of program association."

Business Briefs

Datsun buy. For first time, heavy TV user Datsun moves into prime time on network TV. Japanese auto import, marketed by Nissan Motor Corp., U.S.A., Gardena, Calif., through Parker Advertising, Palos Verdes, Calif., will be on NBC-TV this summer in five entertainment shows and the evening news.

Kellogg into Saturday A.M.'s. Kellogg Co., Battle Creek, Mich., through Leo Burnett, Chicago, has purchased sponsorship for one year in four NBC-TV Saturday morning children's programs beginning Sept. 9. They are *The Pink Panther* (9-9:30 NYT), *The Houndcats* (9:30-10); *Roman Holidays* (10-10:30); and the *Barkleys* (10:30-11).

Daytime buy. Bristol-Myers, through SSC&B, both New York, has bought participations for third quarter in all NBC-TV weekday daytime shows. Involved are 13 shows, including five-minute newscasts by Floyd Kalber at 12:55 p.m.

Rep appointments. WHTN-TV Huntington-Charleston, W. Va.: Peters Griffin Woodward, New York ■ KHEY(AM) El Paso: Katz Radio, New York.

Mucho Bayer. Sterling Drug for Bayer aspirin, through Dancer-Fitzgerald-Sample, both New York, has bought 15 one-minute spots weekly—to run alternate weeks through 1972—on Mutual's Spanish Network. Bayer is first national sponsor since start of network operations May 1 and its commercials—running on various newscasts—are delivered in Spanish by golf pro Lee Trevino.

On the home front. Series of 10 radio and three TV spots have been developed by The Church of Jesus Christ of Latter-Day Saints to "combat what the White House Conference on Children called the 'national neglect of children'." "Home-front" TV-radio spots run 30 seconds and are geared to involving parents more intimately into lives of their families. Spots—which are free to stations—are being broadcast on 718 radio and 155 TV outlets. They may be obtained by writing: Program services, 163 Social Hall Avenue, Salt Lake City 84111.

Splate of specials set by ABC-TV

Among the forms: TV dramas from Brodtkin, Coe; conversations with Jack Paar; O'Neill play starring Britain's Olivier

ABC-TV, apparently having hoarded all of its recent programing developments, poured them out for maximum effect at a news conference in Los Angeles where the network was playing host to TV critics and columnists, taken there on a junket. The rash of programing announcements, made by Martin Starger, vice president in charge of programing for the network, was highlighted by confirmation that Jack Paar has left NBC-TV to make five hour specials for ABC-TV over the next five years (BROADCASTING, June 26).

The new Paar programs will be similar to those presentations he has been doing for NBC-TV since the late 1960's. They will be shown on ABC-TV on the basis of once a year for five years beginning in the 1972-73 season. The initial program, entitled *Three Remarkable Women*, will consist of person-to-person meetings, with Mr. Paar visiting in the homes of Mary Martin, Ethel Kennedy and Jane Goodall, anthropologist noted for her study of wild apes.

ABC-TV said it also has contracted for the services of producer Herbert Brodtkin, best-known for his presentations of *Playhouse 90* and *The Defenders*, both for CBS-TV. Mr. Brodtkin will supervise the development of ABC-TV's previously announced original video-taped dramas, of which there will be a minimum of four next season. Mr. Brodtkin's services will be exclusive to ABC-TV, but only in the area of original tape dramas.

Other programing developments revealed at the news conference:

- A series of dramatic specials under the umbrella title *Of Men and Women* to be produced by Warner Bros. Television with Fred Coe as producer. Each program will consist of three to five short dramatic pieces written by such people as Irwin Shaw, Evan Hunter and A. E. Hotchner and performed by major screen, TV and stage stars. The network is committed to a minimum of two hour programs.

- A special television production of Eugene O'Neill's "Long Day's Journey into Night" during the 1972-73 season. It will be Britain's National Theater Production of the play, with Laurence Olivier and Constance Cummings as stars.

- A mini-series of hour dramatic TV productions based on the best-selling book, "Eleanor and Franklin," to be produced by David Susskind on behalf of Talent Associates-Norton Simon Industries, New York. According to Mr. Starger, the series will be limited to six to eight hours of programing. It will be

presented during the 1972-73 season with filming to take place at Franklin and Eleanor Roosevelt's homes in Hyde Park and Campobello, among other locations, and with Franklin D. Roosevelt Jr. as consultant.

- A return of Marlo Thomas to television after a year away in a comedy special, *How To Be a Woman*, to be presented early in 1973. This special will be written by the team of Renee Taylor and Joe Bologna.

Mr. Starger also announced that "Goldfinger," one of the James Bond theatrical features, will be the premiere presentation on the *ABC Sunday Night Movie*, Sept. 17. He said that the movie "Patton" is a recent acquisition of the network and will be shown some time during the 1972-73 season on the Sunday movie night. Mr. Starger further revealed that the seven-and-a-half-hour Russian-produced movie, "War and Peace," has been scheduled on four consecutive nights (Saturday, Sunday, Monday and Tuesday) for presentation in mid-August.

In a question-and-answer session that followed the programing announcements, James E. Duffy, president of ABC-TV, was pressed by reporters to clarify the fate of the late-night *Dick Cavett Show*. It was stressed throughout the session that a final decision would not be made until July 28, the decision date the network has consistently maintained since announcement was first made that the late-night program was in a final trial period (BROADCASTING, May 1). Mr. Duffy indicated that much of Mr. Cavett's trouble in attracting audience was the result of clearance problems, with only 144 of the network's current 172 affiliates carrying the program, 28 of them on a delayed basis.

According to Mr. Duffy, since announcement was made that the program may be canceled, ratings improved slightly. Still, Mr. Duffy pointed out, "It's difficult to be satisfied with a 16 share of the audience in a three-network economy when your competition has a 38 share."

Mr. Duffy said: "If we could get 100% clearance on Cavett, perhaps it could mean five or six share points." Then giving an indication of network thinking, ABC-TV's president added: "If you put other forms of programing in at late night, perhaps you'll get greater clearances. I'm inclined to think we would. And in getting greater clearance—greater distribution—we'll get greater circulation."

Somewhat cryptically, Mr. Duffy noted "that there has been nothing that has been written that says late-night programing has to be the same Monday through Friday every night." It was reported at the news conference that the network now has some 44 new program concepts under consideration as possible replacements should the Cavett program be canceled.

One of the new programs may star Jack Paar, although Mr. Duffy emphasized that the odds are "zero" that Mr. Paar would come in as "a pure replacement" for Mr. Cavett. Mr. Duffy said,

however, that "some place down the line Jack Paar will do more for us," and pointed out that ABC-TV has a first-refusal option position ("that has to be defined") if Mr. Paar should choose to do a late-night program in the future.

In the opening announcement of the session, Ellis Moore, ABC-TV vice president in charge of public relations, said that pre-reviewing of all programs on the ABC-TV network will be allowed. "When the programs are available, and that should be 99% of the time, there's no restriction on pre-reviewing," Mr. Moore announced to a spontaneous cheer from the TV critics and columnists in attendance.

The move marks a change in network policy. CBS-TV has a similar policy of permitting pre-reviews of programs, but NBC-TV does not.

Cheers for the home team

George Moscone (D-San Francisco), California state senate majority leader, has introduced a resolution that asks the FCC to establish a rule that would provide "relief for the American viewing public by limiting the amount of time that can be devoted to reruns in prime-time." The resolution calls for network repeats to be limited to 25% of prime-time programing shown annually. Senator Moscone's action came as a result of an industry-wide campaign started by Hollywood guilds and unions under the slogan "save TV original programing" (BROADCASTING, June 19). The Hollywood labor groups, concurrent with the introduction of the Moscone resolution, have started circulating petitions that will be presented to the FCC.

And the Los Angeles city council has approved and sent to the FCC a resolution in support of efforts by the unions. The resolution urges the FCC "to restrict reruns of any type of program in prime time on the three major networks to 25% maximum of the total allotted prime-time hours during a specified TV year." The resolution further asks that network prime-time reruns include a voice over or superimposed title stating, "this program is a rerun."

Angela Davis drops Cavett

ABC attempt to balance program with a contrasting viewpoint prompts withdrawal from show

Scheduled appearance of avowed communist Angela Davis on ABC-TV's *Dick Cavett Show* last Tuesday (June 27) was canceled after the network insisted that a spokesman with views opposed to those of Miss Davis also be scheduled.

Mr. Cavett said on his Monday (June 26) show that Miss Davis would not appear because the network wanted to counter "her extremist viewpoint" with one by a conservative spokesman, such as William Buckley or William Rusher. Mr. Cavett said Miss Davis decided not to appear on the ground the arrangement would "set a restrictive precedent for a

You move them with it.

On paper the script looks fine. But to give your commercial that special something, you need film. Because film alone has the capability for endowing commercials with that ineffable aura of romance, suspense, pathos, or joy. Film has a way of reaching into the viewer's heart.

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film





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For an unmatched 26th consecutive year BROADCASTING will cover in depth (July 24 issue*) the availabilities, fates and fortunes of football, American style, 1972.

Our sports task-force is engrossed in compiling the data, team by team, city by city, plus national and special networks, with names, places, sponsors, agencies and profiles. The format that has made BROADCASTING the fountainhead of football-broadcast facts is being expanded in keeping with reader demand.

Play Football, 1972, the winning way . . .

* Would you believe 120,000 readers? That's the audience you reach regularly in BROADCASTING. For proof and availabilities call your nearest BROADCASTING representative. Closing date: July 17.

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202-638-1022

New York, N.Y.

Bob Hutton, Greg Masfield
Eleanor Manning
7 West 51st Street, 10019
212-757-3260

Hollywood, California

Bill Merritt
1680 N. Vine Street, 90028
213-463-3148

You belong in Broadcasting **Jul 24**

talk show . . . if unpopular opinions had to be counterbalanced on the same program by opposite viewpoints."

ABC-TV later issued a statement saying that since Miss Davis's opinions are controversial, a person with contrary views should appear to provide "balanced programing." A company spokesman added that the network had not proposed a specific individual or insisted that Miss Davis and this individual appear at the same time.

NBC keeps trying on prime-time access

Network answers Hollywood argument that fewer reruns are the cure for actors' unemployment situation

If the FCC is interested in promoting the production of more prime-time television programing, it should eliminate its prime-time access rule, NBC says.

The network, which is seeking repeal of that rule, made the comment in responding to a Hollywood film editor's petition for rulemaking aimed at restricting the amount of time networks could devote to reruns. Bernard A. Balmuth, the petitioner, says the maximum should be 25% of prime time on a yearly basis (BROADCASTING, June 19).

NBC said the pattern of reruns developed because of the economics of program production: production costs are increasing much faster than revenues, it said. Furthermore, it said, large segments of the population watch reruns—not only as network shows but as off-network programs after they have gone into syndication.

The commission, NBC said, should consider the question of employment opportunity in the television-production business—the question that prompted the petition for rulemaking—in connection with NBC's petition to repeal the prime-time access rule, which prohibits top-50 market affiliates from taking more than three hours of network programing each night.

The network cited the petitioner's figures in asserting that elimination of the rule "would provide about as many hours of additional network programing as would a reduction of prime time repeats to 25% or 352½ hours.

Program Briefs

Jokes with supper. Viacom Enterprises, New York, is developing weekly half-hour situation comedy series, *Dangerfield's* for 1973-74 season. Series will star Rodney Dangerfield in almost-true-life story of comedian who operates his own supper club.

Programs for ships. Project 7 Inc., New York, and Walport Ltd., London, have signed agreement whereby Project 7 will supply video cassette programing for Walport's fleet of ships. A spokesman said Project 7 plans to supply 20 hours of programs per week for cassette systems aboard Walport fleet.

Media

The 'typical' TV: profits off in '71

Median station in NAB survey is also shown to have received more income from local sales than from national spot

The National Association of Broadcasters last week reported its annual survey of TV station financial figures, which reveal that for the first time the median station, in 1971, derived more revenues from local time sales than from national spot business.

The survey, which began in 1955, is based on confidential returns from 368 VHF and UHF television stations.

Local sales for the median station were up 11.7% in 1971 over the previous year, with national and regional spot down 12.6%. Network revenues held virtually steady, up a mere 0.2%.

The latest survey showed that the median station's net revenues were up, but that time sales and profits were down. The survey revealed that the typical station's profit margin before federal taxes (the relation of profits to total revenues) fell from 17.53% in 1970 to 14.99% in 1971.

According to an analysis of the returns by Ron Irion, director of NAB's broadcast management department, 75% of the stations reporting showed a profit in 1971, contrasted with an 80% figure in 1970.

Nationwide, total 1971 broadcast revenues of the median TV station were up only 2.6% from the previous year; this is the smallest annual increase since 1967. Broadcast revenues include time sales plus incidental broadcast revenues, minus commissions to advertising agencies,

station representatives and brokers.

Total times sales before commissions were down 0.3%, and profits before federal income taxes fell by 12.3%.

Heaviest expense was in selling, which rose by a hefty 16.5%, presumably because of heavier promotional activity, since salaries in this category rose only 4.7%. Total expenses rose 5.8%, more than doubling the net increase in revenues, thus eroding the profit margin.

The NAB report noted that a predictable decrease in network payments to affiliates, due to softening of sales last year, was offset in its survey by a larger number of affiliated stations reporting in its sample.

Another sale snags on format change

G.C.C., which preserved classical in Atlanta purchase, wants to make WEFM contemporary; citizen group petitions to deny

Another proposed station sale has come under heavy fire from local residents because the buyer has disclosed plans for a programing format change.

The station involved is Zenith Radio Corp.'s WEFM(FM) Chicago, the oldest continually operating FM in the country. Group broadcaster G.C.C. Communications is seeking to acquire it for \$1,100,000, and plans to drop the station's classical-music format for one featuring "contemporary popular" music.

Since the proposed sale was announced in March (BROADCASTING, March 13), some 1,000 letters had been received by the FCC urging it to deny the sale. And last week, the letter-writing campaign was capped by a formal petition to deny from the Citizen's Committee to Save WEFM.

The petition notes that Chicago is

Revenues and expenses of the median television station nationwide 1971

	1971	1970	Percent Change
Total broadcast revenue ¹	\$1,667,900	\$1,625,200	+ 2.6%
Total time sales	\$1,787,300	\$1,792,700	— .3%
From:			
Networks	343,200	342,400	+ .2%
National & regional	642,200	735,000	—12.6%
Local advertisers	798,900	715,300	+11.7%
Total broadcast expense	\$1,417,900	\$1,340,300	+ 5.8%
From:			
Technical	205,600	206,400	— .4%
Program	501,900	475,800	+ 5.5%
Selling ²	199,900	171,600	+16.5%
General & administrative	510,500	486,500	+ 4.9%
Selected expense items			
Total salaries ³	\$ 578,500	\$ 573,000	+ 1.0%
From:			
Technical	130,800	133,500	— 2.0%
Program	231,400	228,600	+ 1.2%
Selling	111,000	106,000	+ 4.7%
General & administrative	105,300	104,900	+ .4%
Depreciation and amortization	\$ 140,500	\$ 142,500	— 1.4%
Film and tape expenses	\$ 115,000	\$ 110,900	+ 3.7%
Profit (before federal income tax)	\$ 250,000	\$ 284,900	—12.3%
Profit margin	14.99%	17.53%	—14.5%

¹ Time sales plus incidental broadcast revenue minus agency, representative and broker commissions.

² Includes all promotions, excludes agency and rep. commissions.

³ Includes salaries, wages, and bonuses of officers and employees.

served by two other classical-music format stations, WFMT(FM) and WNIB(FM), and says that in renewing the licenses of those stations and of WEFM over the years, the commission has "confirmed the determination of these stations that the interests of the 7,500,000 population" in the affected area "require a minimum of three FM stations" devoted to classical music.

The petition, which refers to the format proposed by G.C.C. Communications as "rock-and-roll music programming," says the proposed buyer's "surveys of community interests, leaders, broadcasting programs are irrelevant" to the critical issue of "the legal right" of those in the Chicago metropolitan area "to continue to be entitled to three channels devoted basically to classical- and cultural-related programming." G.C.C. Communications has said that when its acquisition of WEFM is completed, it will donate WEFM's record collection to WNIB, and will cooperate with that station in securing for it the WEFM call letters. But the petition says "the proposed consolidation of the two stations would result in grave injury to the public interest."

The petition was filed two weeks after the collapse of Bartell Media's plans to acquire WFMR(FM) Milwaukee was announced (BROADCASTING, June 19). Bartell's intention to change the station's format from classical to rock and roll had generated considerable opposition from local residents. A group of local businessmen has stepped in to replace Bartell

as the buyer, offering the same price, \$350,000, to Fine Arts Broadcasters Inc., and promising to keep the existing format intact.

Counsel for the Chicago petitioners is Harry R. Booth, who four years ago participated in the citizen-group effort that frustrated the acquisition of WFMT(FM) by the Tribune Co.'s WGN Continental Broadcasting.

G.C.C. Communications, which is headed by Alexander M. Tanger, has also had experience with citizen groups interested in maintaining a classical-music format. Last year it acquired WGKA(AM)-WZGC(FM) Atlanta from Strauss Broadcasting Co., after that concern decided to give up its battle with a community group protesting Strauss's abandonment of the stations' classical-music format. Strauss had acquired the stations in 1968 with a view to broadcasting middle-of-the-road music. The local classical-music group withdrew its opposition to the G.C.C. application at least in part on the condition that G.C.C. restore the classical-music format on the AM station. The FM broadcasts "contemporary" music (BROADCASTING, Aug. 30, 1971).

KWJJ(AM) to Park for \$2.5 million

Group owner Park Broadcasting Inc. has announced it is buying KWJJ(AM) Portland, Ore., from KwJJ Broadcasting Co. Price tag on the sale, which is subject to

FCC approval, was said to be \$2.5 million.

Rodney Johnson is president and owner of KwJJ Broadcasting. George R. Sanders, general manager of the station, will remain "in an executive capacity," Park Broadcasting said.

Roy H. Park is sole owner of the Park Broadcasting group, which comprises WNCT-AM-FM-TV Greenville, N.C.; WTVR-AM-FM-TV Richmond and WSLV-TV Roanoke, both Virginia; WDEF-AM-FM-TV Chattanooga and WJHL-TV Johnson City, both Tennessee; WUTR-TV Utica, N.Y.; WEBC(AM) Duluth, and KRST-AM-FM St. Louis Park, both Minnesota, and WNAX(AM) Yankton, S. D.

The sale of Park Broadcasting's WSLV-AM-FM Roanoke to group owner Bass Brothers Enterprises Inc. for \$1,350,000 was approved by the FCC two weeks ago (BROADCASTING, June 26). That sale, made under the commission's one-to-a-market rule, was a condition of FCC approval of Park's acquisition of WSLV-AM-FM-TV in 1969.

KwJJ is full time on 1080 khz with 50 kw day and 10 kw night.

Changing Hands

Announced

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

■ WDFH(FM) Chicago: Sold by National Science Network Inc. to Metromedia Inc. for \$2.75 million ("Closed Circuit," June 26). National Science Network owns WNCN(FM) New York. The Metromedia stations are WNEW-AM-FM-TV New York; WASH(FM) and WTTG(TV), both Washington; WHK(AM) and WMMS(FM), both Cleveland; WIP(AM) and WMMR(FM), both Philadelphia; KLAC(AM), KMET(FM) and KTTV(TV), all Los Angeles; KMBC-TV Kansas City, Mo.; WCBM(AM) Baltimore; KNEW(AM) Oakland and KSNB(FM) San Francisco, both California. Its \$18-million purchase of WTCN-TV Minneapolis was approved by the FCC two weeks ago (BROADCASTING, June 26). In addition, it is buying WXXI-TV Cincinnati (Newport, Ky.) for \$3 million and WOMC(FM) Detroit for \$1.5 million. Metromedia is selling WHK and WMMS for \$3.5 million. WDFH operates on 95.5 mhz with 52kw and an antenna 230 feet above average terrain.

■ KWJJ(AM) Portland, Ore.: Sold by Rodney Johnson to Roy H. Park for \$2.5 million (see story this page).

■ KLEW-TV Lewiston, Idaho, KEPR-TV Pasco and KIMA-TV Yakima, both Washington: Sold by Cascade Broadcasting Co. to NWG Broadcasting Co. for \$1 million. Cascade is owned by Filmways Inc., publicly held diversified company engaged in television and motion picture production and distribution. President of Cascade is Thomas C. Bostic, who with other principals sold stations to Filmways in 1969 for stock valued at \$3 million. Mr. Bostic is principal owner of KMWX-AM-FM Yakima and KONA-AM-FM Kennewick-Richland-Pasco, Wash. Spokesman for Cascade said stations have not been profitable and Filmways wants to con-



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centrate on other interests. NWG Broadcasting is owned by John Noel Jr., Helen Mae Noel, Harrel B. Whitney, R. Richard Gassaway and Sally Ann Gassaway. Mr. Noel has interests in bottling companies and real estate in state of Washington and Mr. Whitney owns commercial real estate there. Mr. Gassaway is general sales manager of KIMA-TV. KIMA-TV is CBS-TV affiliate on channel 29 with 105 kw visual. KEPR-TV, on channel 19 with 97.7 kw visual, and KLEW-TV, on channel 3 with 13.8 kw visual, are satellites of KIMA-TV.

■ WNDB(AM) and WNDJ(FM), both Daytona Beach, Fla.: Sold by News-Journal Corp. to Quality Broadcasting Corp. for \$425,000. Herbert M. Davidson is president of News-Journal Corp., which publishes *Journal*, *News* and *News-Journal* in Daytona Beach. Quality Broadcasting is owned by Frederic M. Ayres Jr., Victor M. Knight and others. Messrs. Ayres and Knight have interests in WGGG(AM) Gainesville, Fla. WNDB is full time on 1150 khz with 1 kw. WNDJ is on 94.5 mhz with 54 kw and an antenna 330 feet above average terrain.

Approved

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 41).

■ WLIB(AM) New York: Sold by New Broadcasting Co. to Inner City Broadcasting Corp. for \$1.7 million. New Broadcasting, which also owns WBS(FM) New York, is headed by Harry Novik, brother of Morris Novik, broadcast consultant to AFL-CIO and minority owner of station. Principals of Inner City include Percy Sutton, president of Manhattan borough, and Clarence Jones, editor and publisher of *Amsterdam News*, New York black weekly. A spokesman for WLIB said that Inner City plans to exercise an option it has to buy WBS. WLIB is full time on 1190 khz with 10 kw.

FCC backs Ohio FM that changed format

Pro-progressive rock protestors told Ohio licensee has right to determine type of programing

A citizen-group petition aimed at unraveling the sale of WXEZ(FM) Sylvania, Ohio, because the new owner changed the station's format was denied by the FCC last week. The commission said, as it has before in such cases, that the choice of format is a matter of licensee discretion.

The Citizens Committee to Keep Progressive Rock, in urging the commission to reconsider the staff's action approving the sale, complained that the station's format had been changed from "youth-oriented progressive rock" to "middle-of-the-road" without a hearing. The station inaugurated the progressive rock format in mid-October 1971, and changed from it the following March, after it was sold.

The sale, from Twin States Broadcasting Inc. to the Midwestern Broadcasting

Co., was approved on Feb. 22, and was consummated on March 1. The petition for reconsideration was not filed until three weeks later.

The commission said that, while the change obviously displeased some employees and listeners, it could not require the new licensee to continue a format initiated by the former owner while the assignment application was pending.

The commission noted that the station had changed its format four times since going on the air in 1968, and that it did not have the "progressive rock" format when Midwestern contracted to buy it or when the application was filed.

The choice of format is left to licensee discretion, the commission said, adding that it will not question licensee judgment in such matters unless there is evidence that the format choice is not reasonably attuned to the tastes and general interests of the community.

The commission acted on a 5-to-1 vote, with Commissioner Nicholas Johnson dissenting.

Independents unite

As-yet-unnamed association created at San Francisco meeting; group convenes again next month

A group of nonnetwork-affiliated VHF and UHF television stations have formed an organization whose purpose is to act for independent TV's in such matters as

ratings, film exclusivity, image and programming.

The organization, which does not yet have a name, was formed June 20 at a meeting of representatives of 29 stations in San Francisco. That meeting was called by Roger D. Rice, vice president and general manager of KTVU(TV) (ch. 2) San Francisco-Oakland (BROADCASTING, May 29).

Mr. Rice, whose station is owned by Cox Broadcasting Corp., was chosen to head a steering committee to organize the new group, which will meet again Aug. 7-8 at the Chase Park Plaza, St. Louis. Other members of the steering committee: John T. Reynolds, KTLA(TV) Los Angeles (Golden West); James R. Herd, KPLR-TV St. Louis; Henry V. Greene Jr., RKO General; and Richard C. Block, Kaiser Broadcasting.

The group unanimously agreed on the need for an organization to work on problems common to independents, but to use existing organizations, such as the National Association of Broadcasters, for other problems.

Disclosed at the meeting were the results of a survey of 50-odd advertising-agency timebuyers on their attitude toward network affiliates and independents, taken June 5-16 by Tele-Rep Inc., New York-based station representative firm, for Cox Broadcasting.

Among the findings: 33 buyers thought independents offered the best cost-per-thousand buys compared with network affiliates, and 15 said it made no differ-

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ence; 27 said their image of network affiliates was different from their image of independents, while 19 said there was no difference; WLS-TV Chicago received the most votes as the network affiliate that has the best image in the minds of buyers (10 votes); with WTTG(TV) Washington and WGN-TV Chicago, as the independents with the best image (22 votes each). And, asked whether subscription to the NAB code influences their judgment on buying, three times as many said no as said yes.

Broadcasters too feel the wrath of Agnes

First reports tell of wholesale shutdowns from floodings; those that stayed on worked around clock to alleviate community problems

Some broadcast stations were knocked off the air. Those that were spared stayed on the air continuously. It was usually one extreme or the other for stations in the path of tropical storm Agnes.

The storm's effect on the Eastern U.S. is being measured in hundreds of millions of dollars. Its effect on broadcasters cannot be measured, but there is no question that many were silenced, for periods ranging from a few hours to a week or more.

The FCC dispensed with its red tape in recognition of the emergency. "I told

them [affected stations] to start operating on my say-so," said Martin Levy, chief of the FCC's broadcast facilities branch. "If they could get anything on the air, we wanted them to get it on and tell us about it later."

What the storm did to some stations, and what others were able to do to combat its effects, can be seen in glimpses from the most severely affected areas—most of which were in Pennsylvania. Some examples:

Wilkes-Barre, Pa.: As of late last week, outside calls were still not getting through to this devastated city. But reports from those who had been there confirmed that all of the city's four radio stations were knocked off the air for the better part of a week. As of Thursday (June 29), only one—WBAX(AM)—had restored service. Some were able to pull in reports on other frequencies. WSCR(AM) Scranton, which broadcasts continuous reports, was a primary source of information for the city.

Columbia, Pa.: WHEX(AM), a daytimer in the Susquehanna valley, broadcast continuously for four days during the flood. Making use of citizens' band stations—one located at a relief center in an elementary school, another in the station manager's office—WHEX became a center of flood control information for the region. The station also took an enormous number of calls from area residents and put them on the air—either to request help and information or to provide it. This practice—some broadcasters were

calling it an emergency version of "public access"—was used by several stations, all of whom pronounced themselves pleased with its value. In fact, a WHEX spokesman said, "the worst instance of erroneous information we received was through 'channels.' Our listeners' information was always reliable."

Laurel, Md.—The only station seriously affected in the Washington area, WLMD(AM), was knocked out for two days and suffered what may have been \$160,000 in damage. It got back on Saturday morning (June 24) with a CCA Electronics 1-kw transmitter that was delivered from New Jersey that morning by a CCA vice president. The station's studios were inundated—there were five feet of water in them—but it began operating again out of a mobile unit that had been loaned to it by WDON(AM) Wheaton, Md. Several other Washington-area stations offered the use of equipment or studio facilities.

Harrisburg, Pa.: WHP(AM) Harrisburg, Pa., was one example of a station that provided marathon coverage and assistance. It stayed on from 4:20 a.m. on June 22 to 1 a.m. on June 28, and discontinued commercial programming altogether for about half of that time. The station provided everything from flood warnings at the outset, to helping unite people with their paychecks and relief checks (because of this one concern, a bank in Harrisburg stayed open for five hours on Sunday afternoon).

Unfortunately, there was some repetition of the earlier experience in Rapid City, S.D. (BROADCASTING, June 19), where many residents didn't believe the broadcast flood warnings when they heard them. But in this case, the death toll was less even though the destruction was wider.

CBC's NABET workers go back on the job

After nearly half a year, strike ends with contract for salary increases, job security

The five-and-one-half-month strike by the National Association of Broadcast Engineers and Technicians against the Canadian Broadcast Corp. has ended.

NABET members will receive a 7% increase retroactive to July 1, 1971, and an additional 6.5% increase at the end of 1972. These will be followed by increases of 6% at the end of 1973 and 5.5% at the end of 1974.

Also included in the pact are guarantees of job security and jurisdiction. No NABET member now employed by the corporation will be laid off as a result of introduction of new equipment and the publicly owned network will guarantee to retrain or relocate employees whose jobs may be phased out for any reason.

The lengthy dispute had seriously curtailed CBC network production and in turn had drastically depleted union funds before the final settlement was announced June 24. Both sides said the solution was one of compromise.

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Diverse appeals to D.C. court

Broadcaster protests FCC decision; citizens protest the lack of one

Two citizen groups last week filed notices of appeal with the U.S. Court of Appeals in Washington, charging that the FCC's inaction on their petitions aimed at stripping two stations of their licenses amounts to denial of those petitions.

In another filing last week with the same court, the owner of WEBY(AM) Milton, Fla., is seeking reversal of the commission's denial of his renewal application.

The Colorado Committee on Mass Media and the Spanish Surnamed Inc., a Denver Mexican-American group, wants the appeals court to overturn the commission's grant of the renewal application of KWGN-TV Denver.

The committee had charged that KWGN-TV had failed to ascertain the needs of Mexican-Americans in the Denver community. But the FCC renewed the station's license last year (BROADCASTING, Aug. 9, 1971).

In its filing with the appeals court, the committee said that "there is no reasonable indication as to when, if at all, the commission will rule" on its petition for reconsideration, filed Sept. 24, 1971. But the commission last Thursday (June 29) denied the petition for reconsideration. Noting the committee's allegation that the ascertainment survey was faulty in that only three members of KWGN-TV's advisory board were Spanish-surnamed, the FCC said this fact, in relation to total ascertainment efforts, was not sufficient to warrant designation of the renewal application for hearing.

The second group, The Greenwood, Mississippi Movement, had on April 8, 1971, petitioned the FCC, charging that LeFlore Broadcasting Co., licensee of WLEF(AM) (now WSWG) Greenwood had changed its black-oriented format the previous month, leaving the black majority of the city's population without program service. It also charged that the licensee discriminatorily fired all its black employees (three of which former employees are members of the citizen group) in connection with the format change. The group asked the commission to issue a cease and desist order against the change or revoke the station's license.

But, the group said, over 14 months have passed since the petition was filed and there is no indication when the commission will rule. "The commission's inaction under these circumstances is unreasonable and the equivalent of an order denying relief which is ripe for review," the group contended.

The appeals court also received a notice of appeal from WEBY owner Clayton W. Mapoles, seeking reversal of the FCC's denial of the station's renewal application.

The FCC denied WEBY's renewal last May and ordered it to go off the air by July 3 (BROADCASTING, May 29).

The commission said Mr. Mapoles had displayed a lack of candor in his dealings



Homework. Judge Benjamin Hooks (c), who is to be sworn in as the newest FCC commissioner on Wednesday (July 5), has been living up to his promise to bone up on broadcast matters prior to stepping into his new job. Here he is interviewed by Curt Clemmons (r), newscaster of WWRL(AM) New York, during a reception for the commissioner-designate in New York. Mutual Black Network New York News Director Shelton Lewis looks on. Event was co-sponsored by the network and the Association for Black Broadcasting at the latter's quarterly meeting in New York June 17-18.

with the commission on allegations made in 1966 by a political candidate. The candidate had charged that he had been denied equal time to reply to an WEBY editorial and had been personally attacked on the station.

WQXR gets its waiver

FCC yields to economic facts in granting AM-FM duplication

The FCC has waived the AM-FM non-duplication rule for the second time in 3 months in response to a licensee's complaint that the rule was the cause of a serious financial drain. The waiver, along with renewal of licenses, was awarded the *New York Times* Interstate Broadcast Co., licensee of WQXR-AM-FM New York.

Interstate said it had sustained a net operating loss every year since 1966, when the nonduplication rule went into

effect and it was required to reduce FM duplication of AM programming to 50%. Interstate said its 1971 pre-tax operating loss approached \$300,000.

The losses would jeopardize continuation of its classical music formats, Interstate said. And it pointed out that since few automobiles have FM radios, WQXR provides the only consistent source of classical music programming for automobile passengers in the New York area. Interstate noted the waiver the commission granted on March 23 in a similar situation to RKO General Inc.'s WGMS(AM) Bethesda, Md.-WGMS-FM Washington.

The commission said it was still committed to the philosophy underlying the nonduplication rule—that AM and FM bands make up a single aural service and that a minimum of duplication provides for greater program diversity. But it also said, as it did in the WGMS case, that it would examine waiver requests carefully to determine if a grant was needed to avoid the deprivation of an important service to a substantial segment of the public.

The noncommercial sweat out financing

Fiscal 1973 has arrived, but federal money for public broadcasting has not.

Congress adjourned for the Democratic convention late last week without taking final action on the appropriations bill that includes funding for the Corporation for Public Broadcasting. The bill, which has been approved by both houses in different forms, awaits consideration by a Senate-House conference committee.

The Senate version, passed last week, contains \$65 million for CPB. The House version contains nothing, because Con-

Out of bounds. The constitutional protection against libel that extends to broadcasters does not reach so far as to cover "private pique." The U.S. Supreme Court last week let stand a state court ruling that James Gearhart, while a talk-show host on WFIL(AM) Philadelphia, in 1966, had been guilty of libel in asserting on the air that he had been "bilked" by a man who had snowplowed his driveway. The snowplow operator was awarded \$13,500 for radio defamation by a Delaware county jury, and the judgment was affirmed by the Pennsylvania state supreme court in an opinion in which it called the broadcast remarks "a matter of private pique."

gress had not cleared a CPB authorization bill when the appropriations measure was being considered earlier this year. The authorization bill was given final congressional approval and sent to the President late last month (BROADCASTING, June 26), but had not been signed as of late last Thursday.

CPB will have to run on available money for several weeks, until a continuing resolution can be passed and implemented. That step would assure CPB of continued funding at its present level until the appropriations bill can be approved.

CPB's money is contained within a much larger package that includes funds for the Department of Labor and Health, Education and Welfare. The bill contains an appropriation of \$13 million for public-broadcasting facilities grants, to be distributed through HEW.

Money man. Donald Webster, a former assistant secretary of the treasury, has been tentatively approved as staff director of the task force on long-range financing now being organized by the Corporation for Public Broadcasting. Mr. Webster, who has also served as minority counsel to the congressional Joint Economic Committee, has been approved by the executive committee of CPB's board. Final approval must come from the task force itself, which is expected to hold its first meeting this month.

Job-law exemption sought by religious broadcaster

The FCC has been petitioned to amend its equal-employment rules to provide an exemption in hiring requirements for religious broadcasters. The petitioner claimed the amendment is necessary to bring the FCC in line with the Equal Employment Opportunity Act of 1972, adopted last March.

Kings Garden Inc., made its request in connection with a filing in which it disputed an FCC action two months ago against its KGDN(AM)-KBIQ(FM) Edmonds, Wash. (BROADCASTING, May 8). The commission had ruled that the stations, which program "inspirational" material, violated the rules by demanding that the job applicant attest to his Christian beliefs. The commission ruled the stations' action constituted religious discrimination.

But in the pleading last week, Kings Garden claimed that the 1972 equal-employment statute provides an exception to the general employment-discrimination prohibition for religious institutions in that such organizations may require applicants for religious and secular positions to be of particular religious denomination.

Kings Garden requested specifically that the commission rule that licensees that are religious entities "may require any and all of its employees to be of a particular religion." It also claimed that the 1972 law necessitates reversal of the commission's action against KGDN-KBIQ.

Supreme Court rules against newsmen's privilege

5-4 decision concerns testimony in grand jury investigations; majority contends possible loss of news source is outweighed by need for information

The Supreme Court, faced for the first time with the question of whether newsmen occupy a special, privileged position in regard to grand-jury investigations, has ruled they do not—that they must respond to subpoenas and answer questions as other citizens do.

Newsmen in three separate appeals urged the court to carve out a special exemption for them, to make it clear that the First Amendment guarantee of a free flow of information gives reporters at least some degree of immunity to government subpoena powers.

But the court last week rejected the argument—though by only a one-vote margin—in a decision that stressed the importance of maintaining the integrity of the grand-jury process as against the importance of protecting the confidentiality of news sources.

Justice Byron White wrote the opinion in which President Nixon's four court appointees—Chief Justice Warren Burger, Harry Blackmun, Lewis F. Powell and William H. Rehnquist—joined. Justice Powell also wrote a separate concurring opinion.

The four dissenting justices differed sharply with the majority, both on the law and on the potential harm flowing from the decision. "Those in power, whatever their politics, want only to perpetuate it," Justice William O. Douglas wrote in his dissent. "Now that the fences of the law and the tradition that has protected the press are broken down, the people are the victims. The First Amendment, as I read it, was designed precisely to prevent that tragedy."

Justice Potter Stewart, in an opinion in which Justices William J. Brennan and Thurgood Marshall joined, described the majority opinion as expressing "a crabbed view of the First Amendment" that "reflects a disturbing insensitivity to the critical role of an independent press in our society." Justice Stewart would permit the government to require a reporter to testify only if it could demonstrate "a compelling and overriding interest" in the information that was being sought and was unable to obtain it elsewhere.

One of the three newsmen involved in the benchmark case is a television cameraman, Paul Pappas, of WTEV(TV) New Bedford, Mass. He had refused to tell a grand jury what he had seen in a Black

Panthers headquarters, where he had been permitted to spend one night in July 1970 during a riot. He had been invited on condition that he film a police raid if one occurred but that if one did not, he would divulge nothing.

The principal case among the three involves Earl Caldwell, a *New York Times* reporter, who contends that his mere presence behind the closed doors of a grand jury room would have a chilling effect on his ability to gather news. A grand jury in San Francisco wanted to question him about the Black Panthers, whom he had been covering, but he said to answer a summons would cause him to lose the trust of his sources.

A district court ordered him to appear before the grand jury, but said he could not be required to disclose confidential information unless the government could demonstrate a "compelling" need for it. However, the U.S. Court of Appeals in San Francisco overturned the district court decision, and held Mr. Caldwell did not even have to appear (BROADCASTING, Sept. 27, 1971).

The third case involves Paul M. Branzburg, of the *Louisville (Ky.) Courier-Journal*, who was summoned before state grand juries twice—in 1969 and 1970—after he had written stories about men he had seen compounding hashish and about the sale and use of marijuana in state buildings. He appeared in response to the first grand jury summons, but did not identify the individuals about whom he had written in the hashish story; he has not responded to the second subpoena.

A major point of dispute between the majority and the dissenting justices was whether informant would be inhibited

Possible plank. The Democratic platform, completed last week for submission to the party's national convention July 10 in Miami Beach contains a provision calling for an end to "intimidation of the media" and an open-door policy toward information access. A paragraph of the 92-page document, "New Directions: '72-'76," states: "The Nixon policy of intimidation of the media and administration efforts to use government power to block access to media by dissenters must end, if free speech is to be preserved. A Democratic administration must be an open one, with the fullest possible disclosure of information, with an end to abuses of security classifications and executive privilege, and with regular top-level press conferences." The platform urged reservation of executive privilege for the President alone and proposed strengthening the Freedom of Information Act. It also proposed a new consumer program under which the executive branch would "use its power to expand consumer information and protection," and the courts "would become an effective forum to hear well-founded consumer grievances." In addition, the platform voiced support for legislation "which will expand the ability of consumers to defend themselves."

from talking to newsmen who are subject to subpoena. Justice White said estimates of the effect are divergent and to a great degree "speculative." But even if informants should refuse to talk to reporters, he said, the balance should be struck on the side of requiring testimony. Justice Douglas saw it different: "If [a reporter] can be summoned to testify in secret before a grand jury, his sources will dry up and the attempted exposure, the effort to enlighten the public, will be ended. If what the court sanctions today becomes settled law, then the reporter's main function in American society will be to pass on to the public the press releases which the various departments of government issue."

Justice White sought to make clear that grand juries could not be used to harass the press. Efforts to use them simply to disrupt a reporter's relationship with his news sources "would have no justification," Justice White said. "Grand juries are subject to judicial control and subpoenas to motions to quash."

Justice Powell, in his separate opinion, stressed that point. If a newsman believes that the testimony he is being asked to give implicates a source without a legitimate need of law enforcement, he can seek a protective order from the court, he said, adding: "The asserted claim of privilege should be judged on its facts by the striking of a proper balance between freedom of the press and the obligation of all citizens to give relevant testimony with respect to criminal conduct."

Chet Casselman, KSFO San Francisco, president of the Radio Television News Directors Association, called the decision a "setback to the newsman's privilege." He said some encouragement could be taken in Justice Powell's concurring opinion, as giving "hope of at least a balancing-of-interests approach in future court cases presenting this issue." RTNDA, he said, would continue to urge Congress and state legislatures to adopt laws protecting confidentiality of sources.

On-air newsmen get the treatment at White House

Nixons receive 92 and wives; Kissinger briefing is a hit; Ehrlichman turns some off

To the newsmen who regularly cover it and its principal occupant, the White House is a place to earn their daily bread. But to 92 broadcast newsmen and their wives who assembled there from 22 states on Tuesday, it was something far more. They were ushered through its main rooms, and some of its less public rooms, to the strains of the Marine Corps band, and spent more than an hour in the company of President and Mrs. Nixon. And they came away, most of them, impressed, if not slightly dazzled.

They were anchormen, news commentators and talk-show personalities, whose



Greetings from the President. Mr. Nixon meets Jim Ruddle of WMAQ(AM) Chicago at the reception following a White House briefing for broadcast newsmen. On the President's right is Mrs. Nixon; on his left, Director of Communications Herbert Klein.

careers for the most part are concerned with local and regional doings, and who, when they get into the headier stuff of national and international affairs, must rely on the wire services or station correspondents.

They and their wives had been invited on relatively short notice—some did not get their wires, signed by White House Director of Communications Herbert Klein and presidential news secretary Ronald L. Ziegler, until Monday to attend a briefing by top administration officials and to attend a reception by the President and Mrs. Nixon ("Closed Circuit," June 26).

The President told the broadcast journalists he was discharging "an equal-time" obligation he felt he had incurred after holding a similar affair for newspaper publishers and editors. And he credited his daughter Tricia with the idea. He said she told him that since he had had the print-media representatives in—in May—he ought to do the same for radio-TV people, "because that's where it's at."

The affair came less than a week after the President had met with a group of station executives (BROADCASTING, June 26). No network people were included in either gathering. The President held private audiences with top network officers earlier in his term.

Before their reception by the President last Tuesday, the newsmen and wives were briefed by Henry A. Kissinger, the President's adviser on national security affairs; John Ehrlichman, top White House aids on domestic affairs; Secretary of Commerce Peter Peterson and Miles Ambrose, head of the President's task force on drug abuse—contained anything really new. The journalists agreed that the briefings contained little news.

But there was also agreement that the event had been worthwhile. If nothing else, it gave the newsmen an opportunity to see "in the flesh," as one of them put it, the personalities who account for so much of their stations' news budgets. "It gives you more sensitivity, a better insight," one said.

Joe Daly, of WLS-TV Chicago, was particularly taken with "the loveliness and grace" of Mrs. Nixon, and said

that would affect his future handling of stories concerning her. He was similarly impressed—as most of the newsmen were—by Dr. Kissinger. "He is a most charming individual; you get a feel of how he does what he does, a better idea of why he's so successful."

But that is not all that the briefing in the Executive Office Building and the White House visit that followed it accomplished. While all of the newsmen queried insisted they would be as objective in their treatment of the administration as they had been ("we're used to dealing with politicians," one said), most acknowledged that they had been flattered and impressed by the treatment they received.

The President played a key role in that regard. "He told us how important local television news is, and how important we are to the viewers in our cities," By Williams of WTIC-TV Pittsburgh said. He is also said to have expressed the hope that local broadcast journalists would be invited to the White House for similar get-togethers in the future—whoever is President.

And in greeting the newsmen and their wives (inviting the wives was a nice touch, several of the guests agreed), the President and his wife spent time chatting with each one. ("He asked me if I thought the Pittsburgh Pirates would go all the way," Mr. Williams said. "I said, 'yes, sir.'") It made for a slow reception line, but no one seemed to mind.

The guests were also invited to tour some of the rooms upstairs in the White

Praise begins abroad. President Nixon's continued silence on the matter of radio and television news coverage—and to the question of his sharing the media animus voiced by a number of those who work for him—cannot be laid to any ingrown inability to speak out on that subject. He did so, glowingly, June 15 in a statement citing the British Broadcasting Corporation (on its 50th anniversary) for setting "an inspiring example of objective and dispassionate news reporting," and saying "It has earned the widest reputation for credibility and integrity."

House that visitors seldom see, and to "bounce on the horsehair mattress in the Lincoln bedroom if you want to." Whether anyone took the President up on that offer went unrecorded.

But more conventional behavior apparently was sufficiently rewarding. "It was nice simply to walk through the White House with a cashew on one hand and a scotch in the other," said Jim Jensen, of WGBS-TV New York. And the mere act of walking through the front door of the White House turned out to be "quite a thrill" for Mr. Daly, particularly since the Marine Corps band,

which was stationed in the foyer, chose that moment to strike up a spirited air.

Not all the impressions the newsmen took home were entirely positive. Lou Gordon, of WKBD-TV Detroit, whose commentary is heard on that and other Kaiser stations and who paints himself as "a harsh critic of most politicians," felt the briefing offered less than it might have.

He focused his criticism on Mr. Ehrlichman, who he said spent his time discussing what was going on in Congress that day. "I wanted an insight into the administration's thinking on domestic affairs. But he made a political speech.

He told us about [Senator] Frank Church [D-Idaho] trying to attach a social security measure to the debt-ceiling bill. I didn't go there to hear about that."

But Mr. Gordon also asked that it be stressed that he arrived late and missed what he was told was the best part of the presentation—the remarks of Dr. Kissinger, as well as much of Secretary Peterson's. "So I really can't make an objective judgment," he said.

Mr. Ehrlichman apparently turned off some of the other newsmen as well. "It wasn't so much what he said but how he said it," one anchorman said. "He made it clear to me that he hoped to influence our attitude toward the administration. If there was one individual who indicated he hoped the meeting would make newsmen friendlier to the administration it was Ehrlichman."

However, it seemed doubtful that Mr. Ehrlichman would loom very large in the memories of most who made the Washington trip. Rather, it will probably be the total experience. As one 40-year veteran of the new business put it while standing on the White House steps, getting ready to leave, "You have to hand it to the President; this thing gave me goose bumps."

Paul Thompson, KCRA-TV Sacramento, Calif.; Ron Harrison, WKRC-TV Cincinnati; Duane Bock, KOIN-TV Portland, Ore.; Vern Strickland, WRAL-TV Raleigh, N.C.; Carl Zimmerman, WITI-TV Milwaukee; Gabe Pressman, WNEW-TV New York; Bob Walsh, WBAP (AM) Fort Worth; Jack Taylor, WGN-TV Chicago; Chuck Moore, Third World Media, New York; Wally Phillips, WGN (AM) Chicago; Larry Moore, KMBC-TV Kansas City, Mo.;

Roger Grimsby, WABC-TV New York; Jim Dunbar, KGO-TV San Francisco; Jerry Dunphy, KNXT (TV) Los Angeles; John North, WISH-TV Indianapolis; Abbey Kendrick and Larry Dean, Mutual Black Network, Washington; Robert Miller, WLW-TV Cincinnati; Jack Cramer, WAVE-TV Louisville, Ky.; Max Robinson and Jacqueline Beal, WTOP-TV Washington; Phil Donahue, *The Phil Donahue Show*, Dayton, Ohio;

Ken Jones, KTTV (TV) Los Angeles; Alan Courtney, WIOD (AM) Miami; Mike Dewey, WKRC (AM) Cincinnati; Jim Jensen and Lynn Roberts, WGBS-TV New York; Jack Callahan, WSOC-TV Charlotte, N.C.; Jack LeGoll, WJBK-TV Detroit; Jerry Smith, KMSP-TV Minneapolis; Marvin Grey, KABC (AM) Los Angeles; Ray Thompson, KTAR-TV Phoenix; Jim Harriott, KING (AM) Seattle;

Mort Crim, WHAS-TV Louisville; Richard Edwards, WIS-TV Columbia, S.C.; Don Froehlich, WISN (AM) Milwaukee; Ron Scott, WISN-TV Milwaukee; Jack Eddy, KOMO-TV Seattle; Ralph Renick, WTVJ-TV Miami; Lou Gordon, WKBD-TV Detroit; Bill Bayer, WPLG-TV Miami; Fred Griffith, WEWS (TV) Cleveland; Harold Keen, KFMB (AM) San Diego; By Williams, WITC-TV Pittsburgh; Virgil Oominic, WKYC-TV Cleveland; Fred Dohrs, WWJ-TV Detroit; Jay Levy, Black Audio Network, New York; Travis Linn, WFAA-TV Dallas; Dick Horner, WSB-TV Atlanta; Tom Brokaw, KNBC (TV) Los Angeles; Carl Akers, KBTB (TV) Denver; Joe Kramer, KCMO-TV Kansas City, Mo.; Joel Daly, WLS-TV Chicago;

Fahey Flynn, WLS-TV Chicago; Robert Palmer, KWGN-TV, Denver; Carl Siskind, KGTV (TV) San Diego; Tom Atkins, WLWT (TV) Cincinnati; John Gambling, WOR (AM) New York; Dick John, KHOU-TV Houston; Bill Close, KOOL-TV Phoenix; John Greene Jr., WBTV (TV) Charlotte, N.C.;

Fred Thomas and Thursa Crittenden, WMAL-TV Washington; Chris Condon, KSD-TV St. Louis; Ven Marshall, WXYZ-TV Detroit; Larry Kane, WPVI-TV Philadelphia; Richard Hughes, WCAU (AM) Philadelphia; Donald Tuttle, WTIC (AM) Hartford Conn.; Carol McCabe and Simeon Booker, Westinghouse Broadcasting, Washington; William Cothran, KTLA-TV Los Angeles; Mark Neeley, WCKY (AM) Cincinnati; Tom Decker, WROC-TV Rochester, N.Y.;

Roy Heatley, KRON-TV San Francisco; Roger Barkley, KFI (AM) Los Angeles; James Mack, Media Ventures, High Point, N.C.; Robert Wilbank, WHO-TV Des Moines, Iowa; Joe Langston, WBRC-TV Birmingham, Ala.; Dave Moore, WCCO-TV Minneapolis; Darwin Payne, noncommercial KERA-TV Dallas;

Bill Burns, KDKA-TV Pittsburgh; Ron Curtis, WHEN-TV Syracuse, N.Y.; Mark Wolf, WHEC (AM) Rochester, N.Y.; Jim Howe, KEX (AM) Portland, Ore.; John Salisbury, KXL (AM) Portland, Ore.; Bob Kennedy, WLS-TV Chicago; Paul Long, WTAE-TV Pittsburgh; Lloyd Cooney, KIRO-TV Seattle;

Steve Smith, KPRC-TV Houston; Ted O'Brien, KSTP-TV St. Paul; Warren Doremus, WREC-TV Rochester, N.Y.; Stephen Rowan, WBEN (AM) Buffalo, N.Y.; Jim Ruddle, WMAQ-TV Chicago; Thomas Powell, WDAU-TV Scranton, Pa.

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*Nielsen - May 1972



Me too from ABC News

'Reasoner Report' will appear next season as network's magazine-type news show

ABC News is joining the other TV networks in presenting a regular magazine-format program. Beginning early next year, ABC News correspondent Harry Reasoner will anchor a weekly half-hour program, *The Reasoner Report*, which will use film, tape and live material to cover hard news, human interest stories, investigative reports and personal essays. The program will air Saturdays from 6:30 to 7 p.m., beginning Feb. 24.

In announcing the new program, Elmer W. Lower, president of ABC News, told a news conference in Los Angeles that *The Reasoner Report* will be part of the network's "biggest effort" to date in documentary and magazine-format programming—an effort that will include a minimum of 12 hours of documentaries on hard-news subjects in 1973. Mr. Lower noted that among the 12 documentaries would be the continuing *ABC News Inquiry* series started in March of this year. He said the first documentary in 1973, probably airing in January, would be *Making Good in America*, a study of the opportunities available to American youth working within the established system.

A newspaper standby attacked on the air

An editorial urging sanctions against a rival advertising medium has been broadcast by WDAU-TV Scranton, Pa. The editorial opposed the use of coupons in newspaper advertising for price discounts by food stores.

The station endorsed a request by a local consumer group to the Pennsylvania attorney general to declare coupon discounts illegal. The consumers argued that coupons unfairly discriminate against customers who cannot afford to buy a paper or are unable to read.

They also said that coupon advertising "places an unfair disadvantage on other means of advertising, especially radio and television."

The station said its editorial was presented "at the risk of an accusation of ax grinding." The attorney general has promised an investigation.

Tragedy strikes three newsmen

Vaughn of CBS, two from WCAU-TV die in helicopter crash during storm

Three broadcast newsmen and the pilot of their chartered helicopter were killed last Monday (June 26) when the helicopter crashed at Harrisburg, Pa., where they were covering the flood that followed tropical storm Agnes (also see page 24).

The dead were Del Vaughn, CBS News reporter and an anchorman on the

CBS Radio network's hourly news broadcasts; reporter Sid Brenner and cameraman Lew Clark of CBS-owned WCAU-TV Philadelphia and the pilot, Sam Sedia.

Mr. Vaughn, 29, was reported to have hitched a ride on the helicopter, which had been chartered by WCAU-TV. Witnesses said the craft lost a rotor blade at an altitude of about 300 feet and crashed at the Harrisburg airport, where it was attempting to land.

Mr. Vaughn, a native of Spartanburg, S.C., joined CBS News in August 1967 and later became assistant manager of its Atlanta bureau before being named a reporter in April 1970. Since January he had been anchorman on three CBS radio *News on the Hour* broadcasts nightly, reporting from New York.

He is survived by his wife, the former Christine Rolfe, and two children.

Mr. Brenner, 46, had been with WCAU-TV since 1969 and had been political reporter since May 1971. He is survived by his wife and three children. Mr. Clark, 51, was the station's senior cameraman, having joined WCAU-TV in August 1953. He is survived by his wife and three children.

Journalism Briefs

VOA picks Daly, Grauer. John Daly, former vice president in charge of news, special events and public affairs, ABC, New York, and Ben Grauer, host on Voice of America's programs, appointed co-anchors for VOA's English-language coverage of upcoming Republican and Democratic national conventions.

Lutheran news. Reports on events at this week's sixth biennial convention of Lutheran Church in America will be available in 30-to-45-second segments to radio-station newsmen calling (214) 651-1593 or 651-8265. Church's Commission on Press, Radio and Television, which is providing service, said feeds would be updated several times daily during convention, being held in Dallas through Thursday (July 6).

Cable

How many ways can the FCC go?

In taking second looks at cable, its seven members give seven views

The difficulty the FCC had in disposing of petitions for reconsideration of its new cable-television rules was first indicated in the vote: Although only one commissioner, Robert E. Lee, dissented, only one other—Chairman Dean Burch—voted for the "commission" order; the five other commissioners concurred in the result (BROADCASTING, June 19). Last week, the depth of the soul-searching was further indicated when the order was finally published, along with the separate statements of three commissioners, Commissioner Robert E. Lee's dissenting opinion and the concurring statements of Commissioners Nicholas Johnson and H.

Rex Lee. Still to be issued is a concurring statement by Commissioner Charlotte Reid.

Commissioner Robert E. Lee, in his dissent, picked out 10 issues on which he felt the commission had erred; and in all cases he felt the commission had unduly favored the interests of CATV. In the case of copyright legislation's connection with the cable rules, for instance, he said the commission followed the CATV industry's wishes in putting the new rules into effect immediately, rather than waiting for adoption of copyright legislation, as the broadcasters had urged. He said the commission might have followed a middle course, adopting a policy decision to review congressional progress in enacting such legislation and, if there had been none, to proceed slowly, if at all, in issuing cable system certificates of compliance—a necessary preliminary to their beginning operation.

He felt the commission had treated small-market stations badly, in failing to adopt limitations on leapfrogging beyond the 35-mile zones within which they are protected, and in denying their requests for syndicated-program exclusivity.

He also said the significant-viewing test, which determines whether a station is to be considered local in terms of CATV carriage, "is a one-sided approach that violates common sense and the law." The standard for network stations is 3% share of audience and 25% net weekly circulation; for independents, 2% and 5%. (As part of its decision on reconsideration, the FCC issued a modified list of counties and "significantly viewed" stations [see page 30].)

"Will the commission really refuse to let a broadcaster submit a survey that conclusively proves that a signal does not meet the 2% or 3% criterion in the community, whatever it does in the county?" Mr. Lee asked. "Why? The commission's answer boils down to administrative ease."

Commissioner Johnson said he stood by the views he expressed in dissenting, in part, to the Feb. 2 order adopting the rules. His principal concern was that the commission "acceded to industry pressure" and accepted the consensus agreement that had been reached by representatives of the broadcasting and CATV industries and of the copyright owners, under the prodding of the Office of Telecommunications Policy.

He also felt, unlike Commissioner Lee, that the rules finally adopted favored the broadcasters at the expense of the cable operator, at least in the major cities. "We adopted rules that make cable development in many of our largest cities much more unlikely," he said. But he said he was concurring in the commission's action because he believes "the time for bickering about the past is over." The commission, he said, must devote itself "to the task of actually integrating cable into the program-distribution market in those cities in which our rules do not act as an economic bar."

Commissioner H. Rex Lee, who was absent when the commission voted on the CATV package in February, indicated that the decision, on reconsidera-

tion, to liberalize the protection given Rocky Mountain broadcasters—affording them same-day as against only simultaneous nonduplication protection—helped persuade him to concur in the commission's action. He would have preferred even more protection for small-market stations.

Rex Lee said he was not moved by a philosophy of economic protectionism but by the knowledge that there are many residents of isolated areas "who may not know the benefits of cable television for some time and who must, therefore, depend on the commission for an effective and viable broadcast service."

Chairman Dean Burch has also been heard from in connection with the commission's final action on the CATV rules. In a letter to Senator Marlow Cook (R-Ky.), Chairman Burch said the commission's failure to list in its rules "anomalous markets" where stations might require special protection—such a list appeared in the "letter of intent" the agency sent to Congress on Aug. 5, 1971—did not imply an abandonment of the "commitment to give special attention" to such situations. The chairman said "procedures for obtaining special treatment have been retained . . . and it will be given where warranted by the facts." But the commission deleted the anomalous-markets list for two reasons, he said: It felt the new syndicated-program exclusivity rules that had been adopted offered some additional protection, and it wanted to eliminate any possibility of

Report on hiring. Cable television systems that have more than five employees and are applicants for certificates of compliance to construct new systems must submit to the FCC statements regarding the system's equal-opportunity employment program no later than Aug. 31. In its public notice, the commission said it is mailing copies of a revised equal-employment form (form 395). Copies are also available at the commission's Washington headquarters. The FCC said that applicants for compliance certificates that were filed prior to May 9 need not amend their applications by including the employment forms. The commission's action is in keeping with a rule initiated in October 1971, making equal-employment ascertainment mandatory for cable systems (BROADCASTING, Oct. 11, 1971). Commencing next year, the filing deadline will be May 31.

prejudicing particular cases before all of the facts were examined.

Senator Cook, who was specifically concerned about cable activity in the Paducah (Ky.)-Cape Girardeau (Mo.)-Harrisburg (Ill.) market, last month had asked the commission to include the "anomalous-markets" list in its reconsideration of the rules (BROADCASTING, June 12).

FCC allows restudy of TV viewing in 70 counties

Affected will be eligibility of certain stations to be carried on local cable systems

The FCC has disclosed 70 counties where it has lifted the one-year moratorium it had imposed on surveys to determine "significant viewing" for purposes of cable-television carriage of signals in particular communities.

The disclosure was contained in a revised list of "significantly viewed television stations" that was issued last week as appendix B to the commission's order disposing of petitions for reconsideration of the new CATV rules.

The commission, in its order, explained that the revised list is the result of a second survey by the American Research Bureau. It said it requested the second survey to improve the accuracy of the list and to eliminate all effects of cable viewing.

The rules establish the following standard for determining that stations are significantly viewed in a community and therefore eligible for CATV carriage as a local outlet: 3% share of audience and 25% net weekly circulation, for network affiliates; 2% share and 5% net weekly circulation for independents.

The commission said that where cable is present but was not controlled by ARB in its first study and where there is a dis-

crepancy between the two studies; it determined the list in the following manner:

- It deleted from the list of significantly viewed signals one that was present in the first study but not the second.
- It did not add to the list a signal that appeared in the second study if it was not present in the first one.
- And "those few counties where cable penetration was so great (90% or more) or where adequate data was not available" were excluded from the list.

The list of counties where cable systems and broadcasters are free to begin immediately to conduct surveys and, possibly, countersurveys follows:

Alabama

Butler—WSFA-TV Montgomery, Ala.; **Chambers**—WRBL-TV and WTVM-TV, both Columbus, Ga.; **Coffee**—WTVY-TV and WSFA-TV, both Montgomery, Ala.; **DeKalb**—WRCB-TV, WTVG-TV and WDEF-TV, all Chattanooga.

Arkansas

Ashley—KNOE-TV and KTVE-TV, both Monroe, La.; **El Dorado, Ark.**—Chicot—KNOE-TV and KTVE-TV, both Monroe, La.; **El Dorado, Ark.**—WABG-TV Greenwood-Greenville, Miss.; **Crawford**—KFSA-TV Fort Smith, Ark.; **Franklin**—KFSA-TV Fort Smith, Ark.; **KARK-TV** and **KTHV-TV** both Little Rock, Ark.; **Fulton**—KYTV-TV Springfield, Mo., and KAIT-TV Jonesboro, Ark.; **Madison**—KYTV-TV Springfield, Mo., and KFSA-TV Fort Smith, Ark.; **Sharp**—KAIT-TV Jonesboro, Ark., and KARK-TV Little Rock, Ark.

California

Sutter—KCRA-TV, KXTV-TV and KQVR-TV, all Sacramento-Stockton, Calif.

Colorado

Pitkin—NA; Rio Grande—KOB-TV, KOAT-TV and KGGM-TV, all Albuquerque, N.M.

Florida

Collier—90% cable penetration; **Hamilton**—WJXT-TV Jacksonville, Fla.; **Hendry**—WINK-TV and WBBH-TV, both Fort Myers, Fla.; **WPTV-TV** and **WEAT-TV**, both West Palm Beach, Fla.; **Lake**—WESH-TV, WDBO-TV and WFTV-TV, all Orlando-Daytona Beach, Fla.; **Levy**—WESH-TV Orlando-Daytona Beach, Fla.; **WJXT-TV** Jacksonville, Fla. and **WLCY-TV** and **WTVT-TV**, both Tampa-St. Petersburg, Fla.

Georgia

Gilmer—WSB-TV and WAGA-TV, both Atlanta; **Habersham**—WSB-TV, WAGA-TV and WQXI-TV, all Atlanta, and **WFBC-TV** and **WSPA-TV**, both Greenville, N.C.-Spartanburg, S.C.; **Irwinn**—WALB-TV Albany, Ga., and **WCTV-TV** Tallahassee, Fla.

Idaho

Gooding—KMVT-TV Twin Falls, Idaho.

Illinois

Bureau—WHBF-TV and WOC-TV, both Davenport, Iowa-Rock Island, Ill., and **WQAD-TV** Rockford, Ill.

Indiana

Miami—WTTV-TV, WFBM-TV, WISH-TV and WLWI-TV, all Indianapolis; **Newton**—WBBM-TV, WMAQ-TV, WLS-TV and WGN-TV, all Chicago.

Iowa

Wright—WOI-TV Des Moines, KVFD-TV Fort Dodge, Iowa, and **KGLO-TV** Rochester, Minn.-Mason City, Iowa-Austin, Minn.

Kansas

Rooks—KCKT-TV and KAYS-TV +, both Wichita-Hutchinson, Kan.

Kentucky

Garrard—WLEX-TV, WKYT-TV and WBLG-TV, all Lexington, Ky.; **Lewis**—WSAZ-TV Huntington, W. Va., and **WLWT-TV**, **WCPO-TV** and **WKRC-TV**, all Cincinnati; **Montgomery**—WLEX-TV, WKYT-TV and WBLG-TV, all Lexington, Ky.

Louisiana

Lincoln—KNOE-TV and KALB-TV, both Monroe, La.-El Dorado, Ark.; **Vermilion**—KATC-TV, KFLY-TV and **KLNI-TV**, all Lafayette, La.

Maine

Washington—WLBZ-TV, WABI-TV and WEMT-TV, all Bangor, Me., and **CHSJ-TV** Saint John, N.B., Canada.

Maryland

Frederick—WRC-TV, WTTG-TV, WMAL-TV and

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Incorporated

Goldman, Sachs & Co.

Hornblower & Weeks-Hemphill, Noyes

Kidder, Peabody & Co.
Incorporated

Kuhn, Loeb & Co.

Lazard Frères & Co.

Paine, Webber, Jackson & Curtis
Incorporated

Smith, Barney & Co.
Incorporated

Stone & Webster Securities Corporation

Wertheim & Co., Inc.

White, Weld & Co.
Incorporated

Dean Witter & Co.
Incorporated

WTOP-TV, all Washington.

Massachusetts

Barnstable—WBZ-TV, WCVB-TV and WNAC-TV, all Boston; **Hampden**—WWLP-TV and WHYN-TV, both Springfield, Mass.; and **Wtic-TV** and **WNHC-TV**, both Hartford-New Haven, Conn.

Michigan

Baraga—WLUC-TV Marquette, Mich.; **Huron**—WNEM-TV and WJRT-TV, both Flint-Saginaw-Bay City, Mich.; **Lenawee**—WJBK-TV, WWJ-TV, WXYZ-TV and WKBD-TV, all Detroit; and **CKLW-TV** Windsor, Ont.-Detroit.

Minnesota

Big Stone—KCMT-TV Alexandria, Minn.; **Grant**—KCMT-TV Alexandria, Minn.

Mississippi

Jackson—WEAR-TV, WKRG-TV and WALA-TV, all Mobile, Ala.-Pensacola, Fla.

Missouri

Iron—KTVI-TV, KMOX-TV, KSD-TV and KPLR-TV, all St. Louis; **Sullivan**—KTVO-TV Ottumwa, Iowa-Kirksville, Mo.

North Dakota

Grand Forks—KXJB-TV, WDAY-TV, WDAZ-TV and KTHI-TV, all Fargo, N.D.; **Richland**—KXJB-TV, WDAY-TV and KTHI-TV, all Fargo, N.D.

Ohio

Lucas—WTOL-TV, WSPD-TV, WDHO-TV, all Toledo, Ohio; and **WBK-TV** and **WBXZ-TV**, both Detroit.

Oklahoma

Haskell—KTUL-TV Tulsa, Okla., and **KFSA-TV** Fort Smith, Ark.

Oregon

Lane Outer—KEZI-TV and KVAL-TV, both Eugene, Ore.; and **KOIN-TV** Portland.

Pennsylvania

Clinton—WFBG-TV Johnstown-Altoona, Pa.

Rhode Island

Washington—WTEV-TV, WJAR-TV and WPRI-TV, all Providence.

South Carolina

Aiken—WJBF-TV and WRDW-TV, both Augusta, Ga.; **Dillon**—WBTW-TV Florence, S.C., and **WWAY-TV** and **WECT-TV**, both Wilmington, N.C.; **York**—WBTW-TV, WSOC-TV, WCCB-TV and WRET-TV, all Charlotte, N.C.; and **WSPA-TV** Greenville-Spartanburg, S.C.-Asheville, N.C.

South Dakota

Grant—KELO-TV + Sioux Falls-Mitchell, S.D., and **KCMT-TV** Alexandria, Minn.; **Meade**—KOTA-TV + and **KRSD-TV** +, both Rapid City, S.D.; **Stanley**—KELO-TV + Sioux Falls-Mitchell, S.D.

Texas

Ector—KMID-TV, KOSA-TV and KMOM-TV +, all Odessa-Midlands, Tex.; **Fayette**—KTBC-TV Austin,

Tex.; **KPRC-TV**, **KHOU-TV** and **KTRK-TV**, all Houston; and **KENS-TV** and **KSAT-TV**, both San Antonio, Tex.; **Fisher**—KRBC-TV + and **KTXS-TV**, both Abilene-Sweetwater, Tex.; **Grimes**—KPRC-TV, **KHOU-TV** and **KTRK-TV** all Houston; and **KBTX-TV** Waco-Temple, Tex.; **Hale**—KCBD-TV, **KLBK-TV** and **KSEL-TV**, all Lubbock, Tex.; **Hockley**—KCBD-TV +, **KLBK-TV** and **KSEL-TV**, all Lubbock, Tex.; **Robertson**—KCEN-TV and **KWTX-TV**, both Waco, Tex.; **Terry**—KCBD-TV +, **KLBK-TV** and **KSEL-TV**, all Lubbock, Tex.

Vermont

Addison—WCAX-TV and WPTZ-TV, both Burlington, Vt.-Plattsburgh, N.Y.

Virginia

Frederick and Winchester City—WRC-TV, WTTG-TV, WMAL-TV and WTOP-TV, all Washington; **Washington and Bristol City**—WCYB-TV, WJHL-TV and **WKPT-TV**, all Bristol-Kingsport-Johnson City, Tenn.

West Virginia

Doddridge—WDTV-TV and **WBOY-TV**, both Clarksburg-Weston, W. Va.

Wisconsin

Pepin—WKBTV-TV and **WEAU-TV**, both LaCrosse-Eau Claire, Wis.; and **WCCO-TV** and **KSTP-TV**, both Minneapolis-St. Paul.

NA—In counties in which less than five non-CATV dailies were tabulated, no stations were listed if the results showed significant signals from more than one market.

+ Plus sign following call letters indicates viewing is due either to the parent station or a satellite. In this situation either the parent or the satellite may be carried.

Equipment & Engineering

Substance added to WETA-TV plan for short-spaced V

Tack of Washington noncommercial is to seek six-month authority to run experimental station

When word got around that noncommercial WETA-TV Washington planned to ask the FCC for a VHF drop-in on channel 12, there were those who found the idea quixotic at best and downright subversive at worst. The station's proposal required short spacing—in two

different directions—to an extent never before requested, let alone granted. It implied quite clearly that there was something second-class about being relegated to the UHF band. And it raised the possibility of a new precedent, one that would clear the way for wholesale invasion of VHF and perhaps a reorganization of television allocations.

The station didn't have to file its application (that event is still three weeks away) to arouse all this apprehension; all it had to do was bring up the subject. In fact, the only consolation in some quarters was the near certainty that WETA-TV had about as much chance of succeeding with a straightforward drop-in application as it did of luring Wernher von Braun to its engineering staff.

Last week the doubters looked again.

At the same time WETA-TV let it be known that the Corporation for Public Broadcasting had earmarked \$315,000 for the VHF project, it clarified what kind of application it intends to file. Donald V. Taverner, president and general manager of the Greater Washington Educational Telecommunications Association, said that the station wants an "experimental license." It will ask the FCC to permit a test operation on channel 12, to find out in the real world whether this unprecedented drop-in can work.

What this means is that the FCC would not have to make its decision on the basis of some pro-and-con engineering papers. Under an experimental license, WETA-TV would go on the air with a test pattern for six months; if that test posed no problems, the station would begin regular programming. If all went according to schedule, WETA-TV could be running *Sesame Street* on channel 12 by early 1974, while continuing to operate on channel 26 with limited-audience classroom material.

The CPB grant is clear evidence that the WETA-TV application has a high priority in public broadcasting. The money would help cover not only the expenses of the application itself, but also some of the special equipment required to implement it. Grants for this purpose have for years been the responsibility of the U.S. Office of Education, and CPB normally stays away from them.

The proposal's designation as an "experiment," however, apparently is the key to CPB's decision to award the money. The Public Broadcasting Act authorizes CPB to "conduct (directly or through grants or contracts) research, demonstrations or training in matters related to noncommercial educational television or radio broadcasting" and does not prohibit grants that include equipment.

Moreover, the new CPB authorization bill awaiting the President's signature authorizes the corporation to encourage and assist the development of "all forms of telecommunications facilities including new technology."

More than half of the CPB grant would go for purposes other than equipment. One purpose is to permit measurement of the results—to determine whether operation on channel 12 actually causes interference in other cities.



Temporary hard hats. Top executives of Jerrold Electronics Corp., cable-television equipment manufacturer and system operator, lined up to lay the first bricks in a new \$2.2-million headquarters building on the outskirts of Philadelphia. The building, scheduled for completion next November, will contain 100,000 square feet of space in two stories. It will house general offices and the company's research-and-development operation. The company has shifted all manufacturing operations from their former location in Philadelphia to Chicopee, Mass., and Nogales, Ariz. At Chicopee, automated fabrication is concentrated. The Nogales plant turns out items requiring extensive hand work.

At the ceremonial brick-laying were (l-r) Joseph Wargo, vice president, manufacturing; Lee Zemnick, executive vice president; Jeremiah Hastings, vice president, terminal products and services; Michael Jeffers, vice president, engineering; Dr. John C. Malone, president; William H. Lambert, manager, CATV systems; David Brody, vice president, and Nicholas George, controller.

CPB sources note that 131 of the 223 existing public-television transmitters are UHF. They clearly hope that a successful experiment on channel 12 in Washington will pave the way for similar moves elsewhere.

"We think of this as a system experiment, not a WETA-TV experiment," said Philip Rubin, CPB's director of engineering. "The executive committee [of CPB's board] approved the grant on that basis."

A VHF assignment has been high on Mr. Taverner's list of priorities since he took over at WETA-TV last year. However, the station's proposal has already drawn opposition from the Association of Maximum Service Telecasters because it would require short-spacing of 67 miles to WWBT(TV) Richmond, Va., and 55 miles to noncommercial WHYY-TV Wilmington, Del., both on channel 12. In addition, it would mean short-spacing of about 25 miles to adjacent-channel stations in Baltimore, WBAL-TV (ch. 11) and WJZ-TV (ch. 13) ("Closed Circuit," March 20; BROADCASTING, April 10).

WETA-TV has been preparing engineering studies designed to show that the proposed drop-in can work. It is also arranging for special equipment—including a directional antenna (RCA has been mentioned as the leading candidate, but public-broadcasting sources say they are taking competitive bids). The station will argue that engineering advances have made the present allocation standards obsolete.

Hitch-hiking on signals

Study group urges more research on special TV system for the deaf, opposes NBS time-frequency data being carried on the networks

A special committee of broadcasters has recommended that further tests be made on the possibility of carrying subtitles on TV programs for deaf people. It also suggested that proposals by the National Bureau of Standards that time and frequency signals be carried by TV networks be denied.

The committee, headed by Jules Barnathan of ABC, was formed last January.

It was charged with determining the technical feasibility and the engineering requirements of captioning TV programs so that TV receivers would receive the regular programs without degradation and the subtitles on a special decoder. These captions were to be inserted in the vertical interval—that millisecond of time when the TV sweep completes a field at the bottom right of the cathode ray tube and jumps to the upper left to begin another field. Originally line 1 of the vertical interval was considered, but the committee recommended either line 19 or 20 for this purpose since line 1 could cause program degradation.

The committee also found that the special captioning decoder would cost anywhere from \$70 to \$110 retail when it is part of the TV set, or between \$100 and \$200 as a separate black box.

The two-year-old NBS proposal to have TV networks carry precise time and

frequency standards—the same information now broadcast over the Bureau's Colorado and Hawaii short-wave stations—was opposed by the committee on a number of counts, principally because network lines do not run directly to all time zones, because in many instances network programs are video-taped and retransmitted to the West Coast, because in many instances, news material out of network news is taped by stations for their late evening news programs.

In conjunction with the captioning purpose, the committee said it felt that ancillary broadcast needs must be accommodated also. Among these are emergency broadcasting, news alerts, operational reliability and confirmation of program continuity, identification of program origination points, use of control tones for automatic, non-duplicating switching for CATV, station advisories, automatic switching of affiliated stations and control of network regional switches.

Court thwarts attempt to stop S. F. tower

Environmentalists lose suit against structure to be used by all area TV stations

A taxpayer's suit against the construction of a 980-foot television tower in San Francisco, which raised environmental issues and was supported by environmentalists, has been turned down by a San Francisco Superior Court judge who noted that the complaint seeks "to reverse the river of time." The suit was decided in favor of Sutro Tower Inc., San Francisco, which is wholly owned by the four commercial VHF broadcasters in San Francisco—KTUU(TV), KRON-TV, KPIX(TV) and KGO-TV.

Joseph T. Henke, a professor of law at the University of San Francisco, sued as a taxpayer to enjoin the construction of the \$12-million tower. The suit, filed last November and tried in April, was supported by environmentalists, including the University of San Francisco Law Environmental Society. Superior Court Judge Clayton W. Horn, who decided the case, ruled June 26 that the legal challenge to the tower construction was without merit because the plaintiff failed to exhaust his administrative remedies.

When the tower is completed, probably by early next year, the tenants will include all the local San Francisco-area TV stations. The tower is being constructed on top of Mount Sutro, which is within the city limits of San Francisco, virtually in the center of town. Currently there is a relatively low TV tower on the mountain that is used by KPIX and KGO-TV. Mount St. Bruno, which is to the south of San Francisco, currently is the site of towers and transmitters for KTUU, KRON-TV and KQED(TV). Of particular objection to environmentalists is the design of the Mount Sutro tower which is colored in sections alternately in white and orange. Sutro Tower Inc. claims the color scheme is required to serve as a visual safety aid for low-flying airplanes.

It's final: GE and Harris deal

General Electric's broadcast line with heavy emphasis on TV will complement Gates Radio

Final agreement on Harris-Intertype's \$5,520,000 cash acquisition of General Electric's television-equipment line was signed last Wednesday (June 28).

Included in the transaction is GE's Syracuse, N.Y., operation consisting of TV cameras, transmitters, antennas and studio sales, annual sales volume of which is estimated to be running at \$15-20 million. Not included in the sale are GE's closed-circuit TV products.

The GE-Harris move was first announced last March, when an agreement in principle was reached (BROADCASTING, March 13).

Addition of the GE products fills out Harris's Gates Radio division, which, up to now, has specialized primarily in AM and FM transmitters, antennas and assorted radio studio equipment, including automated apparatus. Other electronic communications equipment under the Harris name includes equipment and systems for space communications, data acquisition and information processing, marine, land-mobile and fixed two-way radio, shortwave radio, microwave instruments and electronic news-gathering and editing systems.

Last year, Harris had sales of \$352 million, with electronic products accounting for more than \$183 million (52%). The sale of print products accounted for the remaining 48%.

The GE lines will be transferred gradually to the Gates plant in Quincy, Ill., except for the antenna line that will remain in Syracuse. Gates has bought 55,000 square feet of space near its present Quincy plant for the new line. Being offered employment with Gates are a majority of the GE employees who are connected in various capacities with the TV broadcast-equipment line.

Field sales and service organizations of both Gates and GE will be consolidated where they are both in the same markets; new offices may be opened in some areas, according to Lawrence J. Cervon, Gates vice president and general manager, who noted that Gates now becomes, with RCA, the only full-service broadcast equipment manufacturers in the United States—and one of six in the world (besides RCA, the others are Marconi [England], Philips [Holland], Thompson [France] and Nippon [Japan]).

Although GE is now out of the broadcast-equipment business, it still remains in broadcasting and CATV. It owns WGY(AM), WGFM(FM) and WRGB(TV) Schenectady, N.Y.; WSIX-AM-FM-TV Nashville, and KOA-AM-FM-TV Denver. GE has also bought WJIB(FM) Boston for \$3.6 million, and is negotiating to buy KFOG(FM) San Francisco.

GE also owns a string of cable-TV systems throughout the country, with more than 45,000 subscribers.

These securities have not been and are not being offered to the public.
This announcement appears as a matter of record only.

June 28, 1972

\$13,000,000

Liberty Television, Inc.

Senior Notes due 1989 with Warrants

This private placement has been arranged with institutional investors.

Salomon Brothers

Robertson, Colman & Siebel

*This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these securities.
The offer is made only by the Prospectus.*

NEW ISSUE

June 28, 1972

1,700,000 Shares

TELEPROMPTER

C O R P O R A T I O N

Common Stock

(Par Value \$1.00)

Price \$38.50 per Share

Copies of the Prospectus may be obtained from the undersigned only in States where the undersigned may legally offer these securities in compliance with the securities laws thereof.

Allen & Company
Incorporated

Merrill Lynch, Pierce, Fenner & Smith
Incorporated

Blyth & Co., Inc.

Drexel Firestone
Incorporated

duPont Glore Forgan
Incorporated

Eastman Dillon, Union Securities & Co.
Incorporated

Halsey, Stuart & Co. Inc.

Hornblower & Weeks-Hemphill, Noyes

Kidder, Peabody & Co.
Incorporated

Lazard Frères & Co.

Lehman Brothers
Incorporated

Loeb, Rhoades & Co.

Smith, Barney & Co.
Incorporated

Dean Witter & Co.
Incorporated

Bache & Co.
Incorporated

E. F. Hutton & Company Inc.

Reynolds Securities Inc.

Shearson, Hammill & Co.
Incorporated

Spencer Trask & Co.
Incorporated

Tape-to-film transfer perfected by Toronto TV

**New process heralded as boon
to Canadian movie industry**

A Toronto TV station claims to have made a giant step into the field of new filming techniques designed to place Canada in the forefront of the movie-on-video-tape market. The system, developed by John Lowry for CFTO-TV Toronto, transfers video tape into film, reportedly with the definition and clarity of regular movie film.

First major venture of CFTO will be a western with Glenn Ford and Dana Wynter now being shot in Santa Fe, N.M. It's said the production would have cost \$1 million on film, will be brought in for \$750,000 in 18 days shooting time with a savings of \$40,000 in raw stock alone.

Finance

New money supply for cable television

**A \$50-million lending pool
is formed by combination
of financial house, manufacturer**

Two Chicago-area companies have formed a joint venture to provide financing and counseling for the cable-television industry.

The firms are Walter E. Heller International Corp., a Chicago commercial finance company with operations in 20 countries, and Oak Industries Inc. (formerly Oak Electronics Inc.), a manufacturer of components for several industries, with headquarters in the Chicago suburb of Crystal Lake, Ill.

Their joint venture, Heller-Oak Cable Finance Corp., is billed as the first CATV financing source to combine the capabilities of a financial institution with those of an equipment manufacturer.

With capital contributed by the two firms and additional resources available from Heller, the new company expects to begin with "up to \$50 million" for CATV financing.

E. A. Carter, board chairman of Oak Industries, was named chairman of the joint venture; Franklin A. Cole, president of the Heller firm, will serve as president of Heller-Oak. Operating vice presidents of Heller-Oak are Samuel Eichenfield, vice president of the Heller Leasing Division, and Loren N. Young, director of operations for the CATV finance division of Oak Industries.

Another agency to go public

**Carl Ally gets set to sell
300,000 shares, one-third
to come from firm's chairman**

Carl Ally Inc., New York advertising agency, said last week it has registered with the Securities and Exchange Com-

*This is not an offering of these shares for sale, or an offer to buy, or a solicitation of an offer to buy, any of such shares.
The offering is made only by the Prospectus.*

3,000,000 Shares

MCI Communications Corporation

Common Stock

(\$.10 Par Value)

Price \$10 per share

Copies of the Prospectus may be obtained from any of the several underwriters only in states in which such underwriters are qualified to act as dealers in securities and in which the Prospectus may legally be distributed.

Blyth & Co., Inc.

duPont Glore Forgan
Incorporated

The First Boston Corporation

Eastman Dillon, Union Securities & Co.
Incorporated

Goldman, Sachs & Co.

Lazard Frères & Co.

Lehman Brothers
Incorporated

Loeb, Rhoades & Co.

Paine, Webber, Jackson & Curtis
Incorporated

Dean Witter & Co.
Incorporated

Bache & Co.
Incorporated

Blunt Ellis & Simmons
Incorporated

A. G. Becker & Co.
Incorporated

Hill Samuel Securities
Corporation

E. F. Hutton & Company Inc.

Reynolds Securities Inc.

Shearson, Hammill & Co.
Incorporated

June 23, 1972.

mission a proposed offering of 300,000 shares—Ally's first public offering.

According to the agency's preliminary prospectus, Carl Ally, chairman and chief executive officer, proposes to sell 110,000 of the 323,520 shares he owns in the agency. James M. Durfee, president, and Amil Gargano, executive vice president, will each sell 40,000 shares, leaving Mr. Durfee with 74,400 and Mr. Gargano with 80,000. Also, Joseph P. Foran, a senior vice president, and Harold R. Weston, vice president, secretary and treasurer, propose the sale of 18,964 and 6,320 shares, respectively. Forty other Ally shareholders will dispose of a total 10,356 shares but fewer than 1,100 shares each.

Proceeds received from the sale will be used for additional working capital and/or for expansion of Ally's domestic and international operations.

According to the prospectus, Ally, in the 10 months ended last April 30, billed \$11,002,282 in radio-TV, or 38% of its total media billing of \$25.4 million. Gross billings, including fees, production billing and international business, totaled \$31,046,693. For the same period in 1971, total billings were \$22,698,008. Net income in the 10-month period was \$605,891 against \$286,564 in last year's comparable period.

Major clients listed: Carter-Wallace, CBS, Hertz, Fiat, IBM, Pan American, Pennwalt, Review Publishing, Goodyear Tire and Rubber, and the Travelers Insurance Co.

The prospectus listed Mr. Ally's salary last fiscal year at \$85,000 with \$43,823 accrued to profit-sharing through June

Hot Item. Public offering of 1.7-million shares of common stock of Teleprompter Corp., New York, at \$35.50 per share was sold out last Tuesday (June 27), according to chief underwriters, Allen & Co. and Merrill Lynch, Pierce, Fenner & Smith. The stock issue raised \$65,450,000. Teleprompter said part of the proceeds will be used to repay \$12.5 million in notes and the balance is earmarked for cable-TV system construction, programming and working capital.

30, 1971; Mr. Durfee with \$75,000 in salary and \$35,817 in profit sharing; Mr. Gargano, \$70,000 and \$32,867; Mr. Foran, \$56,000 and \$24,940, and Mr. Weston, \$37,000 and \$11,330.

Underwriter for the offering is D. H. Blair Securities Corp., New York.

Good news for Viacom

Stockholders advised that '72 will post 20% profit gain

Shareholders of Viacom International Inc., New York, were advised last week that it is anticipated that earnings in each quarter of 1972 will be above those of last year and that the company should meet its goal of a 20% increase in profits over 1971.

This optimistic outlook was presented by Ralph M. Baruch, Viacom president, during the company's annual meeting in New York. He injected one disquieting

note in his talk: he said that CBS, from which CBS Enterprises was spun off last year to become Viacom, has not agreed to date to pay for Viacom's costs of defending itself against the Department of Justice antitrust action against Viacom, ABC, NBC, and CBS.

Mr. Baruch explained that under an indemnity agreement between Viacom and CBS, CBS has agreed to bear the costs of defending another antitrust suit brought against Viacom by the motion picture companies but that CBS claims that indemnity agreement is not applicable to the Justice Department case.

Cash for CATV company

American Television & Communications Corp., Denver, major cable TV operator, has signed a \$23.5-million loan agreement with 13 insurance companies.

Some of the proceeds will be used to retire \$4-million in 10% subordinated debentures, due 1978. About \$3 million will be used to buy facilities leased by Jefferson-Carolina Corp., which operates cable TV systems in North Carolina, South Carolina and Georgia. Last December, ATC agreed in principal to acquire Jefferson-Carolina Corp. Indications are that the balance of the proceeds will be available for acquisitions and to finance construction of cable-television facilities where ATC already has or is competing for new franchises.

ATC will issue \$23.5 million in 8½% 15-year senior notes to lenders who are led by Travelers Insurance Co. and Aetna Life Insurance Co.

Broadcasting Stock Index

Weekly market summary of 118 stocks allied with broadcasting

	Stock symbol	Exch.	Closing June 28	Closing June 21	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	74 5/8	74 3/4	- 1/8	- .16	76 1/4	51 1/4	7,146	533,270
ASI COMMUNICATIONS	ASIC	O	2 1/8	2 1/8			5	2	1,815	3,856
CAPITAL CITIES	CCB	N	57 1/4	59 1/2	- 2 1/4	- 3.78	64 1/4	48	6,446	369,033
CBS	CBS	N	52 1/2	54	- 1 1/2	- 2.77	57 7/8	45 1/2	28,096	1,475,040
COX	COX	N	41 1/2	41 5/8	- 1/8	- .30	49 3/4	36 1/4	5,827	241,820
FEDERATED MEDIA		O	3	2 7/8	+ 1/8	+ 4.34	3 7/8	2 7/8	820	2,460
GROSS TELECASTING	GGG	A	17 5/8	17 1/2	+ 1/8	+ .71	23 7/8	12 1/4	800	14,100
LIN	LINB	O	14 7/8	17	- 2 1/8	- 12.50	22 3/8	14 7/8	2,296	34,153
MOONEY	MOON	O	11 1/2	11 1/8	+ 3/8	+ 3.37	11 1/2	4	250	2,875
PACIFIC & SOUTHERN	PSOU	O	13 1/2	14 3/4	- 1 1/4	- 8.47	18 1/4	10 3/8	1,929	26,041
RAHALL COMMUNICATIONS	RAHL	U	19	15 1/2	+ 3 1/2	+ 22.58	29	8	1,037	19,703
SCRIPPS-HOWARD	SCRIP	O	23	22 3/4	+ 1/4	+ 1.09	27	18	2,589	59,547
STARR	SBG	M	23 1/2	25 3/8	- 1 7/8	- 7.38	28 1/4	15 1/2	1,182	27,777
TAFT	TFB	N	45 3/4	48	- 2 1/4	- 4.68	57 1/4	41 3/4	3,845	175,908
Broadcasting with other major interests									TOTAL	64,078
ADAMS-RUSSELL	AAR	A	4 5/8	4 7/8	- 1/4	- 5.12	8 3/4	4 5/8	1,250	5,781
AVCO	AV	N	14 1/8	14 1/2	- 3/8	- 2.58	20 7/8	14 1/8	11,489	162,282
BARTLETT MEDIA	BMC	A	4 1/2	4 3/8	+ 1/8	+ 2.85	7 1/8	4 1/8	2,257	10,156
BOSTON HERALD-TRAVELER	BHLD	O	15	15			30	11	589	8,835
CHRIS-CRAFT	CCN	N	6 3/4	7 1/8	- 3/8	- 5.26	8 3/4	5 5/8	3,980	26,865
COMBINED COMMUNICATIONS	CCA	A	31 1/4	31 3/4	- 1/2	- 1.57	42 1/2	29 5/8	3,148	98,375
COWLES COMMUNICATIONS	CWL	N	10 3/4	10 3/4			12 1/2	9 1/2	3,969	42,666
DUN & BRADSTREET	DNB	N	74 5/8	76 3/8	- 1 3/4	- 2.29	80 1/4	63	1,287	96,042
FUQUA	FOA	N	23 1/8	23 3/8	- 1/4	- 1.06	27 7/8	20 7/8	8,120	187,775
GABLE INDUSTRIES	GBI	N	27	30	- 3	- 10.00	32 1/4	24	1,872	50,544
GENERAL TIRE & RUBBER	GY	N	26 5/8	26 5/8			32 5/8	24 5/8	19,483	518,734
GLOBETROTTER COMMUNICATION INC	GLBTA	O		13 3/4			20 1/2	9 1/4	2,820	38,775
ISC INDUSTRIES	ISC	A	7 7/8	7 7/8			9 1/8	6	1,646	12,962
KANSAS STATE NETWORK	KSN	O	7 3/4	7 3/4			7 7/8	6 1/2	1,621	12,562
KINGSTIP INC.	KTPP	O	14 3/4	15 1/2	- 3/4	- 4.83	22	14 1/2	1,154	17,021
LAMB COMMUNICATIONS		O	3 1/8	3 1/8			4 7/8	2	475	1,484
LEE ENTERPRISES	LNT	A	28 1/4	28 3/4	- 1/2	- 1.73	30	17 1/2	3,289	92,914
LIBERTY CORP.	LC	N	20 1/2	21	- 1/2	- 2.38	21 5/8	17 1/2	6,753	138,436

Closing June 28	Closing June 21	Net change in week	% change in week	High	1972 Low	Approx. Shares out (000)	Total market capital- ization (000)
16 5/8	17 1/8	- 1/2	- 2.91	20 7/8	16 1/8	23,327	387,811
19 7/8	20 1/2	- 5/8	- 3.04	30 3/4	19 1/4	2,772	55,093
35 7/8	36	- 1/8	- .34	39	27 1/4	5,956	213,671
41	43 1/2	- 2 1/2	- 5.74	44	14	2,408	98,728
13 3/4	14	- 1/4	- 1.78	19 3/8	13 3/4	1,335	18,356
24 1/8	25 1/2	- 1 3/8	- 5.39	30	9	942	22,725
3 3/4	2 3/4	+ 1	+ 36.36	4 7/8	1 5/8	919	3,446
3	3 1/8	- 1/8	- 4.00	4 1/4	2 3/8	2,292	6,876
31 3/8	31 7/8	- 1/2	- 1.56	34 1/2	26	8,324	261,165
39 1/2	38 1/2	+ 1	+ 2.59	40	33	12,131	479,174
34 1/8	34 1/4	- 1/8	- .36	36 3/4	24	2,318	79,101
116 3/4	115 1/2	+ 1 1/4	+ 1.08	119 7/8	82 5/8	25,471	2,973,739
13 3/8	14	- 5/8	- 4.46	30 3/4	13 3/8	1,005	13,441
43 3/8	44 3/4	- 1 3/8	- 3.07	47 1/2	31	4,223	183,172
5 7/8	6	- 1/8	- 2.08	7	2	1,328	7,802
32 7/8	33 3/8	- 1/2	- 1.49	35 1/2	23 1/2	4,789	157,438
22 7/8	23	- 1/8	- .54	25 7/8	18 1/2	5,789	132,423
TOTAL						180,531	6,616,370
2 3/4	3	- 1/4	- 8.33	12 3/4	1 1/2	1,200	3,300
5 3/4	6 1/4	- 1/2	- 8.00	9 3/4	3	1,670	9,602
41 5/8	41 3/4	- 1/8	- .29	43 1/2	17 1/4	2,462	102,480
21 3/4	21 1/8	+ 5/8	+ 2.95	22 1/2	6 3/4	6,572	142,941
13 1/2	13 3/8	+ 1/8	+ .93	18 1/2	12 1/2	2,395	32,332
3 1/4	3	+ 1/4	+ 8.33	4 3/4	1 3/4	955	3,103
11	10 5/8	+ 3/8	+ 3.52	15 1/4	10 1/4	2,355	25,905
18 1/8	18 3/4	- 5/8	- 3.33	29	17 1/4	900	16,312
12 1/4	13	- 3/4	- 5.76	27 3/8	11 1/8	1,917	23,483
31 1/2	33 1/8	- 1 5/8	- 4.90	34 5/8	23 1/4	3,555	111,982
22 3/8	23	- 5/8	- 2.71	23	7	2,707	60,569
4 3/4	4 7/8	- 1/8	- 2.56	9 1/4	3 5/8	1,320	6,270
28	26 7/8	+ 1 1/8	+ 4.18	29 1/4	20 3/4	6,501	182,028
13	13	-	-	16 1/2	6 3/4	1,466	19,058
5 1/4	4 3/4	+ 1/2	+ 10.52	7 3/4	3 1/2	2,162	11,350
27 5/8	28	- 3/8	- 1.33	30 3/8	15 1/2	3,856	106,522
38 1/2	39 5/8	- 1 1/8	- 2.83	40 5/8	28 1/8	13,472	518,672
47	48 1/2	- 1 1/2	- 3.09	64 3/4	47	7,278	342,066
19 1/4	20	- 3/4	- 3.75	28 1/2	15 1/2	3,771	72,591
12 1/2	10 3/4	+ 1 3/4	+ 16.27	19 3/4	8	2,344	29,300
TOTAL						68,858	1,819,866
13 1/2	11 1/2	+ 2	+ 17.39	14 7/8	9 1/8	6,342	85,617
85 1/2	189	- 3 1/2	- 1.85	196	132 3/4	13,223	2,452,866
6 1/2	6 1/4	+ 1/4	+ 4.00	8	4 7/8	1,849	12,018
38 3/4	39 5/8	- 7/8	- 2.20	44 3/4	28	15,816	612,870
27 1/2	28 7/8	- 1 3/8	- 4.76	35 7/8	25 5/8	8,182	225,005
17 3/8	18	- 5/8	- 3.47	21 1/2	16 3/4	5,895	102,425
2 1/4	2 1/4	-	-	3 3/4	1 1/8	534	1,201
1 3/4	1 7/8	- 1/8	- 6.66	2 7/8	1	2,190	3,832
19 1/4	19 1/2	- 1/4	- 1.28	23 1/2	18 1/8	64,571	1,242,991
10	10 1/8	- 1/8	- 1.23	17	9 5/8	8,562	85,620
1 3/4	2 1/8	- 3/8	- 17.64	4 1/8	1 3/8	2,414	4,224
48 3/8	49 3/8	- 1	- 2.02	50 1/4	31 1/4	16,221	784,690
13 1/4	13 5/8	- 3/8	- 2.75	17 7/8	9 7/8	2,164	28,673
TOTAL						147,963	5,642,032
20 1/4	21 3/8	- 1 1/8	- 5.26	22 3/8	16 3/4	2,600	52,650
53 7/8	61 3/4	- 7 7/8	- 12.75	75 3/8	53 7/8	10,000	538,750
12 3/4	13 5/8	- 7/8	- 6.42	15 1/2	9 3/8	1,056	13,464
32 3/4	34 3/4	- 2	- 5.75	34 3/4	24	1,872	61,308
3 3/8	2 3/4	+ 5/8	+ 22.72	16 3/8	2 3/4	1,664	5,616
13 3/8	13 1/4	+ 1/8	+ .94	14	10 5/8	2,176	29,104
16 3/8	17 1/4	- 7/8	- 5.07	18	9 1/4	1,209	19,797
32 5/8	33 7/8	- 1 1/4	- 3.69	34 1/2	22 3/4	2,239	73,047
15 1/4	15 1/2	- 1/4	- 1.61	17 3/4	5 7/8	825	12,581
				16 1/2	7	585	7,020
2 3/8	2	+ 3/8	+ 18.75	3 1/8	1 5/8	1,407	3,341
4 3/4	4 1/2	+ 1/4	+ 5.55	7 1/8	4	547	2,598
48 3/4	47 1/4	+ 1 1/2	+ 3.17	50	37 5/8	5,299	258,326
43	43	-	-	45 1/2	16	1,716	73,788
				9 1/2	1 3/4	778	1,361
41	44 1/8	- 3 1/8	- 7.08	49 1/4	40 1/4	2,711	111,151
22 1/8	23 1/8	- 1	- 4.32	27 7/8	19 5/8	1,618	35,798
TOTAL						38,302	1,299,700
20	19 1/2	+ 1/2	+ 2.56	27	17 1/8	5,163	103,260
8 1/8	7	+ 1 1/8	+ 16.07	15 1/8	7	10,875	88,359
28	31 3/4	- 3 3/4	- 11.81	43 1/2	16 1/2	7,557	211,596
4 1/4	4 1/4	-	-	6 1/4	2 1/4	881	3,744
13 3/4	14 3/8	- 5/8	- 4.34	19 7/8	13 1/4	2,968	40,810
3	3 3/8	- 3/8	- 11.11	4 5/8	3	2,421	7,263
32 1/8	33 7/8	- 1 3/4	- 5.16	39 3/8	27 1/8	1,259	40,445
56 1/8	68	- 1 7/8	- 2.75	70 7/8	58 1/4	182,123	2,042,883
34 1/4	55 1/2	- 1 1/4	- 2.25	59	48 1/4	6,365	345,301
32 7/8	33 7/8	- 1	- 2.95	52 1/4	32 1/2	17,476	574,523
77 1/2	78 3/8	- 7/8	- 1.11	80 1/2	74 1/4	112,600	8,726,500
13 3/8	115 1/8	- 1 3/4	- 1.52	117 3/4	80	13,522	1,533,056
14 1/4	14 3/4	- 1/2	- 3.38	17 1/2	9 5/8	1,638	23,341

	Stock symbol	Exch.	Closing June 28	Closing June 27	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)
RCA	RCA	N	33 1/4	35 3/8	- 2 1/8	- 6.00	45	33 1/4	74,352	2,472,204
RSC INDUSTRIES	RSC	A	2 7/8	3	- 1/8	- 4.16	4 3/8	2 7/8	3,458	9,941
TEKTRONIX	TEK	N	54 3/4	54 3/4			58	32 3/4	8,128	445,008
TELEVISION	TIMT	O	6 3/4	7 3/4	- 1	- 12.90	13 3/4	6	1,050	7,087
WESTINGHOUSE	WX	N	51	50 3/4	+ 1/4	+ .49	54 7/8	43	86,927	4,433,277
ZENITH	ZE	N	43	45 1/2	- 2 1/2	- 5.49	50 1/2	41 3/8	19,031	818,333
TOTAL									557,794	1,926,931
GRAND TOTAL									557,794	1,926,931

Standard & Poor's Industrial Average

120.19

121.83

-.64

A-American Stock Exchange
M-Midwest Stock Exchange

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

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

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

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Broadcast Advertising



Mr. Lynn

William H. Lynn, VP and director of marketing services, American National Enterprises, Salt Lake City, motion picture company, appointed VP and director, television/radio programming, Ketchum, MacLeod & Grove, New York. Earlier Mr. Lynn had been with BBDO and Young & Rubicam, both New York, and with ABC in Los Angeles.

John H. Benson, account supervisor; **James P. Black**, creative director, and **Calvin W. Gage**, associate director of research department, Leo Burnett, Chicago, named VP's.

Eugene A. Petrillo, VP and director, radio/TV, D'Arcy-MacManus, Bloomfield Hills, Mich., appointed corporate TV director.

Donald Rann, radio-TV business manager, Grey Advertising, New York, appointed television business manager, Cunningham & Walsh there.

Stuart Stringfellow, Chicago sales manager, CBS Television Stations National Sales, appointed Detroit sales manager.

Joseph N. R. Poulin, director of TV research, Avery-Knodel, New York, named VP in charge of research and programming services.

Robert Linderman, creative director, Needham Harper & Steers, New York, elected VP.

Richard M. Keith, creative director, N. W. Ayer & Son, New York, elected VP.

David E. Clark, art supervisor, Doyle Dane Bernbach, New York, joins Cunningham & Walsh there as executive art director and co-group creative director. **Irwin Kirz**, art director, TV producer and group head, J. Walter Thompson Co., there, joins C&W as executive art director.

Allan Miller, VP-research, Telcom Associates, New York, joins Needham, Harper & Steers there as director of media research.

Gregory Bathon, VP, J. Walter Thompson Co., New York, named president of agency's J. Walter Thompson Publicidade Limitada, Sao Paulo, Brazil. He succeeds **Robert E. Dennison**, who retires.

John F. Williams, assistant sales manager, Bernard Howard & Co., New York, appointed New York sales manager.

Wallace Simpson, program and production manager of WNIL-AM-FM Niles, Mich., joins Stroud Advertising Inc., South Bend, Ind., as director of broadcast operations.

James C. Montgomery Jr., with WKBD-TV Detroit, appointed sales manager, WKBF-TV Cleveland. Both are Kaiser stations.

Reg Streeter, with KUDI(AM) Great Falls, Mont., joins West Coast Media, licensee of KDIG(AM) San Diego and KORJ(AM) Orange, Calif., as VP, general sales.

H. D. Longworth, general sales manager, wowo(AM) Fort Wayne, Ind., retires after 40 years with station.

Richard F. Bolen, local sales manager, WARM(AM) Scranton, Pa., appointed general sales manager. He is succeeded by **Barry E. Gaston**, with station sales staff.

Sam Rosenblatt, general sales manager, KFOX(AM) Long Beach, Calif., joins WVCG(AM) Coral Gables, Fla., as local sales manager.

James J. Barry, former sales manager, WNBC-TV New York, joins Gilbert, Whitney & Johns Inc., Morristown, N.J., as VP and account supervisor.

Joseph G. Carobene, product manager, Winthrop Laboratories, New York, joins Sudler & Hennessey there as account supervisor.

Larry Anderson, art director, J. Walter Thompson, New York, joins Cunningham & Walsh there in same capacity.

Charlyn Cooks, senior sales service as-

sistant, WKYC-TV Cleveland, appointed supervisor of sales service.

Media



Mr. Pope

Leavitt J. Pope, VP-operations, WPIX(TV) New York, elected executive VP, assuming responsibility for day-to-day operations of station and continuing to supervise management of WPIX-FM New York and WICC(AM) Bridgeport, Conn. **Richard Hughes**, VP-community affairs, named senior VP, supervising community affairs of WPIX and assuming responsibility of WICC. **Raymond Colonnari**, VP and general manager of Connecticut Broadcasting Co. (WICC), will report to Mr. Hughes. **T. E. Mitchell, Jr.**, VP and treasurer named senior VP-finance and administration, and **Dale Paine**, director of research, appointed VP-research. Announcements were made by **Fred Thrower**, president, WPIX Inc.

Robert C. Fransen, VP and general manager of the formerly Chris-Craft owned WTCN-TV Minneapolis, named VP of station's new licensee, WTCN Inc., Metro-media subsidiary (BROADCASTING, June 26), and general manager of station.

Larry McCann, operations and news director, WGMA(AM) Hollywood, Fla., named director of network operations, Mutual Broadcasting System. **Dick McMahon**, program manager, WSM-FM Nashville, joins MBS as manager of station clearances.

Carl M. Venters Jr., president and general manager of WFAG(AM) Farmville, N.C., appointed general manager of WPTF-AM-FM Raleigh, N.C. He assumes some duties of **Richard H. Mason**, who retires later this year as president and general manager of licensee, Durham Life Broadcasting Service (BROADCASTING, June 26).

John N. Catlett, station manager, WBBM-

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Full team. The FCC's hearing-examiner staff will be brought to authorized strength of 15 members Sept. 15 with addition of Byron E. Harrison. Mr. Harrison, former legal assistant to Commissioner Robert E. Lee, is presently a hearing examiner with the Federal Power Commission. He served as attorney-adviser to FCC's Common Carrier Bureau from 1961-1963, returning from private law practice to join Commissioner Lee's staff in 1967. He moved to the power commission in September 1971.

FM Chicago, appointed to same post at WCBS-FM New York. Both are CBS-owned stations.

Jack Lane, general manager, KPRI(FM) San Diego, named VP and assistant secretary of licensee, Southwestern Broadcasters Inc.

Thomas Rooney, with controller's office of ABC-TV since 1968, named business manager of production planning and control for ABC-TV.

John Smithgall, assistant sales director, WRNG(AM) Atlanta, appointed assistant station manager.

Lister Sinclair, VP, Canadian Producer's Association, Toronto, named executive VP, Canadian Broadcasting Corp., Ottawa, effective Aug. 1. He succeeds **Laurence Picard** who became CBC president in early May.

Wayne Woodward, with WTVD(TV) Durham, N.C., joins KDNL-TV St. Louis as promotion manager.

Jon Silvius, newsman-editor, KRLA(AM) Los Angeles, appointed director of public relations and promotion.

Bob Salogar, creative director, WJBK-TV Detroit, appointed to additional duties as public-service coordinator.

Edwin W. Pfeiffer, WPRI-TV Providence, elected president, Rhode Island Broadcasters Association which also named **Robert P. Depsey**, WICE(AM) Providence, VP; **Ronald L. Hickman**, WKFD(AM) North Kingston, treasurer, and **Allan H. Andrews**, WJAR(AM) Providence, secretary.

Barry Huntsinger, KILR(AM) Estherville, elected president, Iowa Radio Network. He succeeds **Dale Low**, KSMN(AM) Mason City. Other newly elected IRN officers: **Max Landes**, KVFD(AM) Fort Dodge, VP; **Paul Olson**, manager, KLEM(AM) LeMars, secretary.

Charles C. Wells, financial consultant, J. N. Wells & Co., Wheaton, Ill.-based financial consulting and communications business brokers, elected executive VP.

Programing

Nat Leipziger, VP of programing, Independent Television Corp., New York, named to new post of VP, programing and production, with added responsibility of supervising production services.

Louis E. Farraye, assistant to executive VP, Gilmore Broadcasting Group, named VP, programing and promotion. Gilmore

is licensee of KODE-AM-TV Joplin, Mo.; WSWA-AM-FM-TV Harrisonburg, Va.; WEHT(TV) Evansville, Ind., and WREX-TV Rockford, Ill.

Michael Krauss, producer of Group W's *Mike Douglas Show*, appointed developer of special projects, Group W Productions, New York. He is succeeded by **Barry Sand**, associate producer of discontinued *David Frost Show*.

Thomas D. Tannenbaum, formerly senior VP in charge of production, Paramount Television, Hollywood, joins Universal Television, North Hollywood, as VP with responsibilities in program development, production and sales.

Rick Rosner, formerly with Screen Gems Inc. as head of nonnetwork programs, appointed executive producer in charge of tape and special projects for Warner Bros. Television, Burbank, Calif.

Dick Shapiro, assistant division manager, South and Midwest districts, American International Pictures, joins Buena Vista Distribution Co., Glendale, Calif., distribution subsidiary of Walt Disney Productions, as sales administrator.

Mike Policare, feature coordinator for Paramount Television, Hollywood, appointed director of technical operations.



Mr. Moger

Charles Bradley, appointed program operations manager at WPVI-TV Philadelphia. Both are Capital Cities Broadcasting stations.

Steve Marx, production director, KDKA(AM) Pittsburgh, appointed operations-program manager, WELI(AM) New Haven, Conn.

David A. Neuman, director of communications, Remco Industries, Harrison, N.J., toy and games manufacturer, joins Cartridge Rental Network, New York, as director of merchandising. Operation, which is joint venture by subsidiaries of Cartridge Television Inc. and Columbia Pictures Industries, will distribute rental video cartridges for individual viewers internationally.

Nuptials. E. William Henry, the former FCC chairman and now president of the closed-circuit television firm, Management Television Systems, New York, was married in Washington June 17 to Standard Oil heiress Alexandra Hufty Reynal de Atucha. The once-divorced bridegroom and his twice-divorced bride wrote their own vows for the ceremony. Mr. Henry's former wife, Sherrye Henry, is now host of *Woman!* on WCBS-TV New York.

Broadcast Journalism



Mr. Morse

Robert Morse, news director, WHAS-TV Louisville, Ky., appointed to similar position with WCAU-TV Philadelphia.

Mike Von Ende, assistant news director, WBZ-TV Boston, appointed news director, KYW-TV Philadelphia. He is succeeded at WBZ-TV by **Bill Wheatley**, news writer and editor, WCVB-TV Boston. WBZ-TV and KYW-TV are Westinghouse stations.

Truman Taylor, anchorman, WTEV(TV) Providence, R.I., appointed news director. He succeeds **Jack Delaney**, appointed to newly created position of chief of WTEV's Boston bureau.

Bill Thomas, assignment editor and weekend anchorman, WLUK-TV Green Bay, Wis., joins WEAT-AM-FM-TV West Palm Beach, Fla., as news editor and reporter. **Bob Grove**, assistant director of Science Museum and Aldrin Planetarium, West Palm Beach, appointed public-affairs director of stations.

Roy Wetzel, news director, WKYC-AM-FM-TV Cleveland, elected president of the Ohio Associated Press Broadcasters Association. Also elected by association: **Bob Schwartz**, WIMA(AM) Lima, president-elect; **Jerry Izor**, WCLT(AM) Newark, southeast regional director; **Jim Burnett**, WHBC(AM) Canton, northeast regional director; **Mike Dewey**, WKRC(AM) Cincinnati, southwest regional director; **Jack Keefe**, WLWC(TV) Columbus, central regional director, and **Neil Carmean**, WSPD(AM) Toledo, northwest regional director.

Morey Alter, assistant news director and morning newsman, WIND(AM) Chicago, appointed news director, KFMB-AM-FM San Diego.

Tom Mexedon, with WAKY(AM) Louisville, Ky., joins WBJW(AM) Winter Park, Fla., as director of public affairs.

Al Fox, chief announcer and weatherman, KTVH(TV) Wichita, Kan., joins KTHV(TV) Little Rock, Ark., as weatherman.

Rosemarie Gulley, former executive director, Independent Voters of Illinois, joins WLS(AM) Chicago as newscaster.

Gene Williams, farm director, KMMJ(AM) Grand Island, Neb., appointed farm service director, WNAX(AM) Yankton, S.D.

Russ Montgomery, weathercaster, WHC-TV Pittsburgh, appointed weekend weatherman, WKYC-TV Cleveland.

Equipment & engineering

Altan C. Stalker, with E. H. Munn Jr. Consulting Engineers, Coldwater, Mich., joins Westinghouse Broadcasting, New York, as director of transmitter engineering.

Neal McLain, chief industrial media assistant engineer, Northeastern State University, Chicago, named president of newly formed Mediatech, Park Ridge, Ill.,

specializing in video-tape-to-film transfer. **Charles Whitcomb**, engineer, WTTW Recording Service, Chicago Educational Television Association, named VP of Mediatech, and **Stuart McLain**, president of Nuclear Management Inc., named board chairman.

Theodore A. Zdzienicki, former sales promotion manager, Permacel division, Johnson & Johnson, New Brunswick, N.J., appointed advertising manager, Riker Communications, equipment manufacturer, Clark, N.J.

Leon A. Wortman, manager of corporate marketing services, Ampex Corp., Redwood City, Calif., appointed to newly created position of manager of distribution planning and national accounts for audio-video systems division.

Morris J. Jones, with engineering staff, KSL(AM) Salt Lake City, appointed CCA Electronics area representative for Utah, Wyoming, Montana, Colorado, Idaho and Nevada.

Cable

Edward J. DeMarco, director, national systems group, cable television division, Television Communications Corp., New York, and **Malcom Ferguson**, TVC director of engineering, named VP's.

Reavis Gibb, former director of marketing, Viacom International, San Raphael, Calif., named VP-operations, Cablecom-General, Denver.

Arthur C. Belanger, manager, financial planning and analysis, General Electric Cablevision, Schenectady, N.Y., appointed manager, operations.

Richard N. Kirsche, operations manager, Spectrum Communications Inc., West Springfield, Mass., appointed technical director responsible for technical development of firm's cable-television systems.

Edward H. Zukerman, assistant VP, Economy Finance Corp., Indianapolis, joins Daniels and Associates Inc., Denver-based cable-television brokerage, consulting and management firm, as VP.

Deaths

Robert G. Venn, 57, president of Venn Corp., Miami public relations firm, died June 11 in Haiti of lung ailment. One-time page at ABC, Mr. Venn was with stations in Alabama and Georgia before becoming station manager of WGBS(AM) Miami in 1944. Four years later he helped found WTVJ(TV) Miami, becoming its president. He next established WMIE(AM) in that city and acted as general manager before turning to ad-

vertising and public relations enterprises. He is credited with pioneering radio-TV talkathon in which candidates stay on camera while answering telephoned questions. Survivors include his wife, Rhea, and four sons.

James R. Croy, 61, retired consulting engineer and part owner of WERA(AM) Plainfield, N.J., died June 24 of heart attack in Fort Myers, Fla. He is survived by two sons.

Hugh E. White Jr., 57, art director, Young & Rubicam, died June 23 in New Rochelle, N.Y., hospital after long illness. He is survived by his wife, Sarah, and two daughters.

Waynard W. Greer, 42, chief engineer, CKOM(AM) Saskatoon, Sask., died June 10 at Saskatoon city hospital of heart attack. He is survived by his wife, Helen, two daughters and a son.

Edward C. Wente, 82, inventor of communications devices, died June 9 at Glenside (N.Y.) nursing home. Dr. Wente, who had been with Bell Laboratories until his retirement in 1954, was instrumental in development of quality motion-picture sound, and also worked in areas of phonograph, radio and television sound equipment. He is survived by his wife, Sophia, and two sons.

For the Record®

As compiled by BROADCASTING, June 20 through June 27, 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.

Existing TV stations

Final actions

■ **KEYT(TV)** Santa Barbara, Calif.—Broadcast Bureau granted CP to change type trans. and use old main trans. as alt. main trans. at main trans. location. Action June 22.

■ ***WMFE-TV** Orlando, Fla.—Broadcast Bureau granted request to operate trans. by remote control from 2908 West Oak Ridge Road, Orlando. Action June 22.

■ **WBBM-TV** Chicago—Broadcast Bureau granted license covering aux. ant. Action June 22.

■ **WLKY-TV** Louisville—Broadcast Bureau granted CP to change ERP 288 kw-vis., 57.5 kw-aur. Action June 15.

■ ***WGBX-TV** Boston—Broadcast Bureau granted licenses covering CP for new station and covering changes. Action June 21.

■ **WGVC(TV)** Grand Rapids, Mich.—Broadcast Bureau granted mod. of CP to change ERP to vis. 562 kw, aur. 112 kw; change type trans.; change type ant.; ant. height 860 ft. Action June 22.

■ ***WMAV(TV)** Oxford, Miss.—Broadcast Bureau granted license covering new station. Action June 16.

■ **WKBG-TV** Cambridge, Mass.—Broadcast Bureau granted request for authority to operate remote control from 75 William T. Morrissey Boulevard, Boston. Action June 13.

■ **WRIP-TV** Chattanooga, Tenn.—Broadcast Bureau granted request for authority to operate remote control from McFarland Avenue, one mile south of Rossville, Ga. Action June 22.

■ **KUTV(TV)** Salt Lake City—FCC authorized KUTV to present up to three and one-half hours of network programming during prime time on Saturday June 24, 1972. Action June 21.

Actions on motions

■ Chief, Office of Opinions and Review in San Diego (Gross Broadcasting Co. [KJOG-TV]), TV proceeding, granted request of Broadcast Bureau, and extended through June 29 time for filing responses to applications for review (Doc. 18377). Action June 16.

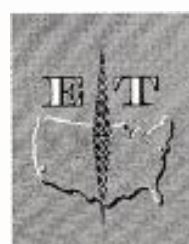
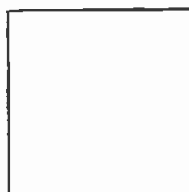
■ Chief, Office of Opinions and Review in Ponce, Puerto Rico (Ponce Television Corp. [WRIK-TV]), TV proceeding, granted petition by Ponce Television Corp. and extended through July 14 time to file re-

ply to Broadcast Bureau's response to dismissal of application and petition for reconsideration (Doc. 19459). Action June 19.

■ Hearing Examiner Forest L. McClenning in Fort Smith and Jonesboro, both Arkansas (KFPW Broadcasting Co. [KFPW-TV] and George T. Herreich [KAIT-TV]), TV proceeding, set certain procedural dates and scheduled hearing to resume on July 25 (Docs. 19291-2). Action June 20.

■ Hearing Examiner Forest L. McClenning in Jacksonville, Ill. (Look Television Corp. [WJLY-TV]), TV proceeding, on request of ABC, continued hearing presently scheduled for July 12, to July 18 (Doc. 19340). Action June 19.

■ Hearing Examiner James F. Tierney in New York, N.Y. (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted petition by Forum for leave to amend its application to reflect change in occupation of one of its principals and filing of application concerning other broadcast interests of stockholder (Docs. 18711-2). Action June 15.



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Other action

■ Review board in Dubuque, Iowa, KDUB-TV, in response to appeal by Broadcast Bureau, has vacated hearing examiner's order released March 20, requiring Bureau to produce investigatory testimony in hearing on application of Dubuque Communications Corp., for license to cover CP of KDUB-TV Dubuque (Doc. 19339). Action June 19.

Designated for hearing

■ 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, FCC notified American Television Company (KFSA-TV ch. 5 Fort Smith) that it has incurred apparent liability of \$5,000 for fraudulent billing practices. Action June 9.

New AM stations

Final actions

■ Review board in Georgia-Florida, AM proceeding, denied motion by James Harry Moye, applicant for new AM to operate on 1530 khz, 10 kw (1 kw CH) at Waycross, Ga. (Doc. 19449), for addition of site availability and publication requirements issues against Integrated Broadcasting Co., competing applicant for 1530 khz, with 50 kw, DA, at Jacksonville, Fla. (Doc. 19450). Two applications, plus application of Dowric Broadcasting Co. for 1530 khz, 1 kw power (500 w CH), at Brunswick, Ga. (Doc. 19448), were designated for hearing in order released March 2, 1972. Action June 19.

■ Review board in Bay St. Louis, Gulfport and McComb, all Mississippi, AM proceeding denied motion by Michael D. Haas, applicant for 250 w-D AM on 1140 khz at Bay St. Louis, Miss., to delete adequacy of staff issue in comparative AM proceeding. Proceeding involves mutually exclusive applications of Haas, Gulf Broadcasting Co. (500 w-D, 1130 khz, Gulfport), and HWH Corp. (500 w-D, 1140 khz, McComb) for authorizations to construct new AM's (Docs. 19465-7). Action June 21.

■ Portland, Tenn.—FCC denied petition by Fred J. White, mayor of Portland, for reconsideration of Broadcast Bureau action returning petition for rule-making to assign ch. 272A to Portland, Tenn. Action June 21.

Actions on motions

■ Chief, Office of Opinions and Review, in Alexander City, Ala. (Martin Lake Broadcasting Co.), AM proceeding, granted petition by applicant and extended through Aug. 1, time for filing petition for reconsideration of review board action, released May 19, denying application (Doc. 18782). Action June 20.

■ Hearing Examiner Basil P. Cooper in Corvallis, Ore. (Corvallis Broadcasting Corp., et al.), AM and FM proceeding, on examiner's own motion, scheduled further prehearing conference for June 27, and continued evidentiary hearing now scheduled for June 27, to date to be specified at prehearing conference (Docs. 19439-44). Action June 20.

■ Hearing Examiner Chester F. Naumowicz Jr. in Santa Cruz, Hollister, Seaside and Aptos-Capitola, all California (St. Cross Broadcasting Inc., et al.), AM proceeding, on request of Broadcast Bureau advanced prehearing conference to June 30 (Docs. 19053-6). Action June 19.

Other actions

■ Review board in Sumiton, Ala., AM proceeding, granted joint request by Sumiton Broadcasting Co., Hudson Millar Jr., and James Jerdan Bullard to change in facilities of WHJB Greensburg, Pa., to

extend time to file exceptions to initial decision to Aug. 4 and time to file reply to exceptions to Aug. 25. Application of Sumiton Broadcasting for new AM on 1540 khz at Sumiton was denied in initial decision released May 26 (Doc. 18204). Action June 21.

■ Review board in Santa Cruz, Seaside, Aptos-Capitola, Hollister, all California, AM proceeding, granted petition of Progressive Broadcasting Co., for extension of time through July 3 to file responsive pleadings to motion to enlarge issues filed by St. Cross Broadcasting Inc. Mutually exclusive applications of St. Cross, Santa Cruz, Milo Communications Corp., Hollister, Lloyd M. Marks, Seaside and Progressive Broadcasting, Aptos-Capitola, all California, for AM facilities were designated for hearing by commission memorandum opinion and order on May 17 (Docs. 19503-6). All four applicants propose daytime operation with 5 kw on 1540 khz. Action June 21.

Existing AM stations

Final actions

■ KNBA Vallejo, Calif.—Broadcast Bureau granted mod. of license covering change from 1 kw (250 w CH)-D to 1 kw-D. Action June 14.

■ WETO Deland, Fla.—Broadcast Bureau granted mod. of license covering change of corporate name to W.E.T.O. Inc. Action June 14.

■ WAWZ Zarephath, N.J.—Broadcast Bureau rescinded renewal of license granted May 31, including SCA if any. Action June 16.

■ WBRW Somerville, N.J.—Broadcast Bureau granted license covering new station. Action June 21.

■ WBEN Buffalo, N.Y.—Broadcast Bureau granted license covering alt.-main trans. Action June 15.

■ WHOM New York—Broadcast Bureau granted mod. of permits for extension of completion dates to Oct. 6. Action June 21.

■ WOBL Oberlin, Ohio—Broadcast Bureau granted license covering new station. Action June 21.

■ KCCO Lawton, Okla.—Broadcast Bureau granted license covering use of formerly licensed aux. trans. for aux. purposes only. Action June 21.

■ WMPS Memphis—Broadcast Bureau granted CP to install fifth tower in nighttime DA array and make minor changes in radiation pattern. Action June 14.

■ WNOR Norfolk, Va.—Broadcast Bureau granted CP to make changes in ant. system; remote control permitted; conditions. Action June 16.

■ Puyallup, Wash.—FCC denied motion by KAYE Broadcasters (KAYE Puyallup), asking that Hearing Examiner Ernest Nash be disqualified from KAYE renewal proceeding on grounds of bias and prejudice (Doc. 18929). Action June 21.

Action on motion

■ Hearing Examiner Frederick W. Denniston in Clare, Mich. (Bi-County Broadcasting Corp.), renewal of licenses for WCRM-AM-FM. Granted motion by Bi-County, and postponed hearing from July 17 until Sept. 18 (Doc. 19492). Action June 16.

Other action

■ Review board in Greensburg, Pa., scheduled oral argument for July 11 before review board, on exceptions and briefs to initial decision released Sept. 1, 1971, granting application of WHJB Inc. for

increase daytime power from 1 kw to 5 kw (Doc. 18868). Action June 19.

Fines

■ KPOD Crescent City, Calif.—FCC ordered William E. Stamps, (KPOD Crescent City) to forfeit \$750 for repeated violation of rules by failing to employ or contract for services on part-time basis first-class radiotelephone operator; failing to have trans. equipment inspected on five days of each week by qualified operator; failing to keep maintenance log; and failing to make and provide for inspection equipment performance measurements. Action June 21.

■ WKKD Aurora, Ill.—FCC ordered The Salter Broadcasting Co. (WKKD Aurora), to forfeit \$2,000 for repeated violation of rules and terms of station license by operating station before sunrise. Action June 21.

■ WTNC Thomasville, N.C.—FCC notified Thomasville Broadcasting Co. (WTNC-AM-FM Thomasville), that it has incurred apparent liability in amount of \$1,000 for willful or repeated violation of its PSA and rules by operating with full daytime power of 1 kw before sunrise. Action June 21.

New FM stations

Applications

■ Sacramento, Calif.—International Broadcasting. Seeks 106.5 mhz, 50 kw. HAAT 120 ft. P.O. address 3738 Robertson Avenue, Sacramento 95821. Estimated construction cost not applicable; first-year operating cost \$32,800; revenue \$131,400. Principals: Edward Royce Stoltz II (100%). Mr. Stoltz is sole owner of Royce International Communication, importer of UHF transmitting receiving apparatus. Ann. June 5.

■ Vail, Colo.—Vail Broadcasting Corp. Seeks 104.7 mhz, 78.4 kw. HAAT 1,169 ft. P.O. address Box 1047, Vail 81657. Estimated construction cost \$37,405; first-year operating cost \$37,985; revenue \$49,240. Principals: Nathaniel B. Harris (57.1%), Dixon H. Harris (35.7%), et al. Mr. Harris was previously manager of package liquor store and food service in Vail. Dixon Harris was formerly stockbroker in Seattle. Ann. June 16.

■ *Danbury, Conn.—Western Connecticut State College. Seeks 91.7 mhz, 10 w. HAAT 79 ft. P.O. address 181 White Street, Danbury 06910. Estimated construction cost \$7,200; first-year operating cost \$4,000; revenue none. Principals: Board of Trustees for the state colleges. Ann. June 16.

■ *Winter Park, Fla.—Winter Park High School. Seeks 88.9 mhz, 19 w. HAAT 71 ft. P.O. address 2100 Summerfield Road, Winter Park 32789. Estimated construction cost \$2,889; first-year operating cost \$500; revenue none. Principals: Wilbur L. Robertson, Bernard J. Bell, et al. Mr. Robertson is principal of Winter Park High School. Mr. Bell is assistant principal of Winter Park High School. Ann. June 5.

■ Fort Madison, Iowa—Talley Broadcasting Co. Seeks 101.7 mhz, 3 kw. HAAT 300 ft. P.O. address Marquette Building, Fort Madison 52627. Estimated construction cost \$36,487; first-year operating cost \$5,000; revenue \$24,000. Principals: Hayward L. Talley (100%). Mr. Talley is president and principal owner Talley Broadcasting Corp. (WSMI-AM-FM Litchfield, Ill.). He is also president and principal owner of North Central Iowa Broadcasting Co. (KSMN[AM] and KLSS[AM]) Mason City, Iowa, and president and owner of Talley Broadcasting Co. (KXGI[AM]) Fort Madison. Ann. June 12.

■ Albert Lea, Minn.—Lea Radio Co. Seeks 95.3 mhz, 3 kw. HAAT 151 ft. P.O. address Lea Center Building, 139 East William Street, Albert Lea 56007. Estimated construction cost \$47,141.70; first-year operating cost \$50,000; revenue \$50,000. Principals: James J. Delmont (75%), et al. Mr. Delmont is 50% owner of Delher Productions Inc. in Beverly Hills, Calif. and Austin, Minn. Ann. June 16.

■ *Findlay, Ohio—Findlay College. Seeks 88.3 mhz, 10 w. HAAT 50 ft. P.O. address 1000 North Main Street, Findlay 45840. Estimated construction cost \$1839.85; first-year operating cost \$1,150; revenue none. Principals: Glen R. Rasmussen, et al. Mr. Rasmussen is president of college. Ann. June 16.

■ *Carlisle, Pa.—Trustees of Dickinson College. Seeks 88.3 mhz, 14 w. HAAT —44 ft. P.O. address West High Street, Carlisle 17013. Estimated construction cost \$2,205.76; first-year operating cost \$5,500; revenue none. Principals: James R. Shepley, Royd L. Spahr, Jr., et al. Mr. Shepley is president of Time Inc. Mr. Spahr is attorney. Ann. June 7.

■ Georgetown, S.C.—Seacoast Broadcasting Corp. Seeks 106.3 mhz, 3 kw. HAAT 130.2 ft. P.O. address 1482 Florawood Drive, Columbia, S.C. 29240. Estimated construction cost \$29,085; first-year operating cost \$7,000; revenue \$7,500. Principals: Richard T. Laughridge (31.84%), Charles S. Morris (31.84%), Lewis H. Shuler Jr. (31.84%) and Wayne B. Sawyer (4.49%). Mr. Laughridge is vice president-sales WNOK-AM-FM-TV Columbia. Mr. Morris is member of South Carolina Educational Television

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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 ³
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.

Commission in Columbia, agency of state of South Carolina, licensee of *WITV(TV), *WNTV(TV), *WRLK-TV, *WJPM-TV and *WEBB-TV. Mr. Shuler is general sales manager of Dixie Radio Supply Co., wholesaler of electrical supplies, parts, equipment. Mr. Sawyer is general manager of WGTN in Georgetown. Ann. June 16.

■ Atlanta, Tex.—Cass County Broadcasting Co. Seeks 99.3 mhz. 3 kw. HAAT 186.5 ft. P.O. address Box 1072, Vivian, La. 71082. Estimated construction cost \$23,717; first-year operating cost \$51,017; revenue \$30,000. Principals: Alavis N. Dowd (50%) and A.T. Moore (50%). Mr. Dowd is owner of North Caddo Broadcasting Co. (KNCB-AM) in Vivian. He is also pastor in Ida, La. Mr. Moore is radio technician in Shreveport, La. He is also secretary and 5% owner of Electrotechnics Corp. in Shreveport. Ann. June 12.

Actions on motions

■ Chief, Broadcast Bureau, in Pekin, Ill., applications of Peoria Valley Broadcasting Inc. and Douglas R. St. Cerney, James P. St. Cerney III (Tazwell Broadcasting Co.) for new commercial FM's at Pekin, have been set for hearing by chief, Broadcast Bureau (Docs. 19526-7). Action June 19.

■ Hearing Examiner Frederick W. Denniston in Lorain, Ohio (Lake Erie Broadcasting Co. and Lorain Community Broadcasting Co.) FM proceeding, ordered that Lorain Community may submit further evidence, restricted to issue of facts and circumstances surrounding issuance of resolution adopted April 18 by trustees of Sheffield township, terminating grant of authority to Community Cable Television Co., provided it is by written testimony or affidavit of trustees or one of their employees, and provided witness or affiant is produced for cross-examination. Lake Erie Broadcasting or Broadcast Bureau may request hearing for cross-examination on such statement provided request is communicated to hearing examiner and other counsel on June 27. Proposed findings shall be filed on or before July 25, and replies on or before Aug. 4 (Docs. 19213-4). Action June 14.

■ Hearing Examiner Lenore G. Ehrig in Sacramento, Calif. (California Stereo Inc. and Interact Inc.), FM proceeding, postponed hearing to date to be established at further prehearing conference to be held on Sept. 12 (Docs. 19515-6). Action June 19.

■ Hearing Examiner Isadore A. Honig in Live Oak, Fla. (WNER Radio Inc. and Live Oak Broadcasting Co.), FM proceeding, granted request by WNER Radio for permission to file appeal from memorandum opinion and order, released June 12, granting petition for leave to amend filed by Live Oak Broadcasting Co. on April 18; and by separate action granted request by WNER Radio, for permission to file appeal from the memorandum opinion and order, released June 14 granting petition for leave to amend filed by Live Oak Broadcasting Co. (Docs. 18975-6). Action June 19.

■ Hearing Examiner Isadore A. Honig in Rochester, Henrietta, both New York (Auburn Publishing Co., et al), FM proceeding, granted petition by Monroe County Broadcasting Co., reopened record, accepted its amendment to update its financial proposal, and again closed record (Docs. 18674-6). Action June 16.

■ Hearing Examiner David J. Kraushaar in Galion, Ohio (The Tuscarawas Broadcasting Co. and Radio Galion Inc.), FM proceeding, rescheduled hearing for Oct. 3 (Docs. 19461-2). Action June 16.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Bernardino, Calif. (Channel Two Thirty Six Inc.), FM proceeding, on request of applicant continued hearing to June 28 (Doc. 19063). Action June 14.

■ Hearing Examiner Herbert Sharfman in Southern

Pines, N.C. (William R. Gaston and The Sandhill Community Broadcasters Inc.), FM proceeding, granted petition by William R. Gaston for leave to amend his application to reflect change in his employment (Docs. 19349-50). Action June 20.

Other actions

■ Review board in Laurel and Ellitsville, both Mississippi, FM proceeding, granted petition by South Jones Broadcasters Inc., for further extension of time through June 22 to file responsive pleadings to further petition to enlarge issues filed by Southland Inc. Proceeding involves applications of Southland Inc., Laurel, and South Jones Broadcasters Inc., Ellitsville, for new FM facilities (Docs. 19415-6). Action June 21.

■ Review board in Southern Pines, N.C., FM proceeding, granted petitions by William R. Gaston, to amend application in Southern Pines, ch. 296A FM proceeding. Petition by The Sandhill Community Broadcasters Inc., competing applicant, to enlarge issues against Gaston was denied (Docs. 19349-50). Action June 21.

Rulemaking action

■ FCC amended FM table of assignments in first report and order (Docs. 19316). Amendments are as follows: Steamboat Springs, Colo. 244A; Dubuque, Iowa 225, 272A, 287; Fulton, Ky. 257A; Ocean City, Md. 260, 284; Cabo Rojo, Puerto Rico 221A; Lobelville, Tenn. 232A; Dodgeville 257A, Platteville 296A, Wisconsin Dells, all Wis. 296A.

Existing FM stations

Final actions

■ FCC dealt with 21 requests by licensees and permittees of FM stations, asking for waiver of recently adopted FCC rule increasing minimum operating hours for FM's, and effective date for these licensees to comply with rule was extended through Sept. 15. Action June 21.

■ WIRB-FM Enterprise, Ala.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 100 kw; ant. height 295 ft.; remote control permitted. Action June 15.

■ KOSE-FM Osceola, Ark.—Broadcast Bureau granted license covering changes; ERP 5.5 kw; ant. height 265 ft. Action June 22.

■ KIOI(FM) San Francisco, Calif.—Broadcast Bureau granted license covering changes; change trans.; change ant.; ERP 125 kw; ant. height 1170 ft. Action June 22.

■ WAFT(FM) Valdosta, Ga.—Broadcast Bureau granted license covering new FM; trans.; ERP 30 kw; ant. height 310 ft. Action June 15.

■ *WVHI(FM) Muncie, Ind.—Broadcast Bureau granted mod. of CP to make changes in transmission line. Action June 15.

■ *WVPE(FM) Elkhart, Ind.—Broadcast Bureau granted license covering new educational FM; ERP 10 kw; ant. height 280 ft. Action June 23.

■ WXUS(FM) Lafayette, Ind.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 215 ft. Action June 23.

■ KOEL-FM Oelwein, Iowa—Broadcast Bureau granted license covering new station; trans. location redesignated as City Park Road, Oelwein; studio location and remote control 109 South Frederick Street.; ERP 100 kw; ant. height 370 ft. Action June 21.

■ WKDZ-FM Cadiz, Ky.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 215 ft. Action June 23.

■ KGNO-FM Dodge City, Kan.—Broadcast Bureau

granted license covering changes; ERP 25 kw; ant. height 165 ft. Action June 23.

■ KMRC-FM Morgan City, La.—Broadcast Bureau granted CP to change trans. location to State Highway 70, 2.8 miles northeast of city limits, near Morgan City; install new trans.; make change in ant. system; ERP 2.45 kw (horiz.), 580 w (vert.); ant. height 255 ft.; remote control permitted. Action June 21.

■ WJBL-FM Holland, Mich.—Broadcast Bureau granted CP to change trans. location to New Holland Road, west of 72nd Avenue, Zeland, Mich.; install new trans. and ant.; make change in ant. system; ERP 10 kw; ant. height 500 ft.; remote control permitted. Action June 13.

■ WVMI-FM Biloxi, Miss.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 270 ft. Action June 21.

■ KBIA-FM Columbia, Mo.—Broadcast Bureau granted license covering new station; studio and remote control location: room 410A, Jesse Hall, Columbia; ERP 100 kw; ant. height 610 ft. Action June 21.

■ WTFM(FC) Lake Success, N.Y.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only, ERP 7.1 kw horiz. and 4.6 kw vert.; ant. height 960 ft. horiz. and 950 ft. vert. Action June 15.

■ WRVR(FM) New York, N.Y.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location, to be operated on 106.7 mhz, ch. 294, ERP 4.9 kw (horiz.), 3.5 kw (vert); ant. height 1,223 ft., for aux. purposes only. Action June 16.

■ *WCNE(FM) Batavia, Ohio—Broadcast Bureau granted CP to change ant.; make changes in ant. system (increase height); change TPO; ERP 3.5 kw; ant. height, 190 ft.; remote control from studio-trans. site at 5327 Hutchinson Road, Batavia, Ohio. Action June 23.

■ WTAE-FM Pittsburgh, Pa.—Broadcast Bureau granted CP to change trans. location to Agnew Road, Baldwin borough, Pa.; install trans.; ant.; make changes in ant. system; ERP 44 kw; ant. height 530 ft.; remote control permitted from 400 Ardmore Boulevard, Wilkinsburg, Pa. Action June 16.

■ *WEPR(FM) Greenville, S.C.—Broadcast Bureau granted mod. of CP to change trans. location at same site; change trans.; change ant. Action June 16.

■ KTFM(FM) San Antonio, Tex.—Broadcast Bureau granted mod. of SCA to make changes in programming. Action June 13.

■ WRVA-FM Richmond, Va.—Broadcast Bureau granted CP to install new trans.; install new ant.; change ERP 200 kw; ant. height 350 ft. Action June 16.

Other action

■ Review board in Southern Pines, N.C., FM proceeding, granted petition by William R. Gaston to enlarge hearing issues on application of The Sandhill Community Broadcasters Inc., for new FM at Southern Pines. In same action, board granted petition by Sandhill to amend its application to include information on its CATV interests. Mutually exclusive applications of Gaston and Sandhill for new FM at Southern Pines were set for hearing Dec. 8 (Docs. 19349-50). Action June 23.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and co-venting aux. and SCA when appropriate: KATU(TV) Portland, Ore.; KBUC San Antonio, Tex.; KOMO-TV Seattle; KPOT Roseville, Calif.; KRLD Dallas; KSOO Sioux Falls, S.D.; KVCV Forks, Wash.; WBME Belfast, Me.; WBUC Fredonia, WBR Buffalo, both New York; WFME(FM) Newark, WFPG-AM-FM Atlantic City, both New Jersey; WHLI Hempstead, WICZ-TV Binghamton, both New York; WINE-FM Brookfield, Conn.; WJIC Salem, WKDN-FM Camden, both New Jersey; WLIX Islip, WNCN(FM) New York, both New York; *WNJT(TV) Trenton, N.J.; WREY New Albany, Ind.; WRIO-FM Cape May, N.J.; WRKL New City, WRYN Rome, both New York; WISA Brattleboro, Vt.; WVNJ-FM Newark, N.J.; WADO New York. Action June 23.

Other actions, all services

■ General Counsel, John W. Pettit, in response to request by NBC, extended time to prepare responses to complaint by Congressional members to June 29.

■ FCC directed CBS and ABC to provide air time for Representative Shirley Chisholm (D-N.Y.), candidate for Democratic nomination for President. Action was in response to June 2 ruling by U.S. Court of Appeals for District of Columbia Circuit holding that Representative Chisholm was entitled

to equal time to respond to ABC and CBS programs on which Senators Hubert H. Humphrey and George J. McGovern had appeared. CBS was required to provide half hour of airtime before June 5; ABC was directed to include Representative Chisholm in June 4 *Issues and Answers* program or to program separate half hour before June 5. Action June 3.

■ Chief, Broadcast Bureau, on request of Association of Maximum Service Telecasters Inc., extended through June 30 time to file replies to opposition to petition for reconsideration in the matter of amendment of rules and regulations pertaining to showing of sports events on over-the-air subscription television or by cablecasting. (Doc. 18893). Action June 20.

■ Chief, Broadcast Bureau on request of CBS extended through July 10 time to file comments and through July 24, time to file reply comments in matter of commission's sponsorship identification rules. (Doc. 19513). Action June 20.

■ FCC ruled that ABC network affiliates in Pacific and Mountain time zones may present more than three hours of fund-raising telethon for Democratic Party on July 8 without coming under three-hour restriction of rules. Action June 21.

■ FCC will hear oral argument July 20 on its notice of proposed rule making in docket No. 19417 relating to carriage of sports events on cable television systems. Time for filing comments and reply comments has expired; proceeding has attracted voluminous and diverse comment. Commission now wishes to hear oral discussion directed to issues, and has set aside July 20 for that purpose. Action June 16.

■ FCC declined, in its first action in fairness doctrine inquiry, to apply equal opportunities policy to presidential broadcasts not covered under Section 315 of Communications Act (Doc. 19260). Action June 16.

Translator actions

■ Greasewood, Ariz.—Broadcast Bureau granted permits for new VHF translator stations to serve Greasewood, operating on (1) ch. 7 by rebroadcasting programs of KOAI-TV ch. 2 Flagstaff, Ariz.; and (2) ch. 12 by rebroadcasting programs of KGGM-TV ch. 13 Albuquerque, N.M. Action June 13.

■ K13FY Prescott, Ariz.—Broadcast Bureau granted CP to change frequency from ch. 13, 210-216 mhz. to ch. 9, 186-192 mhz. of VHF translator (changed to K09KV). Action June 13.

■ Prescott, Ariz.—Broadcast Bureau granted CP for new VHF translator to serve Prescott, operating on ch. 11 by rebroadcasting programs of KAET-TV ch. 8 Phoenix. Action June 13.

■ K72CH Salinas, Calif.—Broadcast Bureau granted license covering changes for UHF translator. Action June 13.

■ K08DU Ahsahka and Riverside, both Idaho—Broadcast Bureau granted CP to specify input channel of VHF translator as via K75AE Cottonwood, Grangeville, Craigmont and Nezperce, Idaho; change type trans.; make changes in ant. system; K13EG Ahsahka granted CP for VHF translator to specify input channel as via K72AL Cottonwood, Craigmont and Nezperce, Idaho; change type trans.; make changes in ant. system; K11DK Ahsahka granted CP for VHF translator to specify input channel as via K81AC Grangeville, Cottonwood, Craigmont and Nezperce; change type trans.; make changes in ant. system. Action June 15.

■ K72CY Lewiston, Idaho—Broadcast Bureau granted CP for UHF translator to change type of trans., and increase output power to 20 w. Action June 16.

■ Winnemucca, Nev.—Broadcast Bureau granted CP for new VHF trans. to serve Winnemucca, operating on ch. 7 by rebroadcasting programs of KTVN-TV ch. 2 Reno. Action June 13.

■ W82AO Cuba, N.Y.—Broadcast Bureau granted license covering new UHF translator. Action June 15.

■ W76AM Allegany, Hinsdale and Olean, all New York—Broadcast Bureau granted license covering new UHF translator; condition. Action June 13.

■ Black Mountain, N.C.—Broadcast Bureau granted CP for new FM translator to serve Black Mountain, N.C., operating on ch. 285 (105.5 mhz.), by rebroadcasting programs of WMIT-TV ch. 295 (106.9 mhz.), Black Mountain, N.C. Action June 13.

■ K08AA Wyodak, Wyo.—Broadcast Bureau granted CP to make changes in ant. system of VHF trans. Action June 16.

■ K08DP, K10EB and K12DH, Holden and Scipio, both Utah—Broadcast Bureau granted CP's to replace expired permits for changes in VHF translators. Action June 13.

■ W02AE, Garden City, South Salem, Hidden Valley and Sugarloaf, all Virginia—Broadcast Bureau granted CP for VHF translator to make slight change in trans. location; change type trans.; and make changes in ant. system. Action June 23.

■ W71AH South Boston and Halifax, both Virginia—Broadcast Bureau granted CP to change trans.

location to 2.8 miles west on 360 from junction of 360 and 501 Halifax of UHF translator. Action June 13.

Modification of CP's, all stations

■ WQYK-FM St. Petersburg, Fla.—Broadcast Bureau granted mod. of CP to change trans.; change TPO 17.5 kw. ERP 100 kw. Action June 15.

■ K07JU Elk Bend, Idaho—Broadcast Bureau granted mod. of CP for VHF translator to change freq. from ch. 7, 174-180 mhz. to ch. 12, 204-210 mhz. and to change type trans. Action June 20.

■ KFMG(FM) Des Moines, Iowa—Broadcast Bureau granted mod. of CP to change trans. location to 3900 Northeast Broadway Avenue, near Des Moines; change trans.; change ant.; make changes in ant. system; change transmission line; change ant. height, 285 ft., ERP 100 kw. Action June 15.

■ WYII(FM) Williamsport, Md.—Broadcast Bureau granted mod. of CP to change trans. location to Maryland interstate 70 and Pennsylvania rural route, 2.2 miles east northeast of Williamsport; make change in ant. system; ERP 3 kw; ant. height 300 ft.; remote control permitted. Action June 22.

■ KTSI-FM Minneapolis—Broadcast Bureau granted mod. of CP to extend time to Jan. 1. Action June 21.

■ KEKO(TV) Elko, Nev.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 13. Action June 13.

■ WNYU-FM New York—Broadcast Bureau granted mod. of CP for extension of time to Nov. 1. Action June 13.

■ KLOO-FM Corvallis, Ore.—Broadcast Bureau granted mod. of CP to extend time to Jan. 7. Action June 21.

■ KIJV-FM Huron, S.D.—Broadcast Bureau granted mod. of CP to extend time to Oct. 28. Action June 21.

■ KIKN Sinton, Tex.—Broadcast Bureau granted mod. of CP for extension of completion date to Oct. 30. Action June 21.

■ KLO Ogden, Utah—Broadcast Bureau mod. of CP for extension of completion date to Oct. 21. Action June 21.

■ Yakima, Wash.—Broadcast Bureau granted mod. of CP for extension of completion date to Sept. 26 for new AM. Action June 21.

■ WISS-FM Berlin, Wis.—Broadcast Bureau granted mod. of CP to operate main studio from 112 North Pearl Street, Berlin; operate trans. by remote control from studio site; change trans.; change ant.; change TPO; ERP 1.70 kw; ant. height 155 ft. Action June 23.

Ownership changes

Applications

■ K0AR(FM) Oxnard, Calif.—Seek assignment of CP (as modification to authorize new FM), from Raymond I. Kandel to Edward G. Atsinger III for \$5,400. Seller: Raymond I. Kandel. Mr. Atsinger is sole owner of WKBQ(AM) Garner, N.C. He is also president and 50% owner of WESTCO Media Inc., Glendale, Calif., applicant for transfer of KBIS(AM) Bakersfield, Calif., and professor of speech at Los Angeles City College in Los Angeles. Ann. June 23.

■ WND8(AM) and WNDJ(FM) Daytona Beach, Fla.—Seeks assignment of license from News-Journal Corp. to Quality Broadcasting Corp. for \$425,000. Sellers: Herbert M. Davidson, president, et al. Buyer: Frederic M. Ayres Jr. (31.6%), Victor M. Knight (30.1%), et al. Mr. Ayres is chairman of board and 31.6% owner of Gator Radio Inc. (WGGG(AM) Gainesville, Fla.). Mr. Knight is president and 30.1% owner of WGGG. Ann. June 21.

■ KLEW-TV Lewiston, Idaho, KEPR-TV Pasco, and KIMA-TV Yakima, both Washington—Seeks assignment of license from Cascade Broadcasting Co. to N W G Broadcasting Co. for \$1,000,000. Seller: Cascade is owned by Filmways Inc., publicly held TV and motion picture producer and distributor. Buyers: John Noel Jr. and Helen Mae Noel (jointly 33 1/3%), Harrell B. Whitney (33 1/3%) and R. Richard Gassaway and Sally Ann Gassaway (jointly 33 1/3%). Mr. Noel is secretary-treasurer and 14% owner of Pepsi Cola Bottling Co. in Yakima. He is also secretary-treasurer and 20% owner of Pepsi Cola Bottling Co. in Pasco and president and 40% owner of Pepsi Cola Bottling Co. in Walla Walla, Wash. Mr. Whitney is owner of commercial real estate in Yakima. Mr. Gassaway is general sales manager of Cascade Broadcasting Co. in Yakima. Ann. June 7.

■ WACI(FM) Freeport, Ill.—Seeks assignment of license from Freepoint Broadcasting Co. to WACI Inc. for \$130,693.07. Sellers: Francis X. Mahoney, Esq., president, et al. Buyers: Patrick J. Broderick (36%), Katherine L. Broderick (21%), et al. Mr.

Broderick is president and 50% owner of Broderick Builders in Savanna, Ill. He is also president and 60% owner of Thomson Development Corp. in Savanna. He also has interest in Thomson Investment Co. and Thomson State Bank. Mrs. Broderick is 50% owner of Broderick Builders. She is also 40% owner of Thomson Development Corp.

■ WFRC Reidsville, N.C.—Seeks assignment of license from Statesville Broadcasting Co. to WFRC Inc. for \$250,000. Sellers: Garrett M. Alderfer, executive vice president, et al. Buyers: Eugene F. Smith (60%) and Gene Edward Camp (40%). Mr. Smith is salesman for WFMD(AM) and WFRE(FM) Frederick, Md. Dr. Camp is dentist in Frederick. Ann. June 8.

■ WTAS-AM-FM Pittsburgh—Seeks assignment of license from National Broadcasting Co. to Cecil Heftel and Joyce Heftel for \$1,800,000. Sellers: Robert L. Sinne, executive vice president, et al. Buyers: Mr. Heftel is president and 10% owner of Pacific Broadcasting Co. (KGMB-AM-FM-TV Honolulu and KPUA-TV Hilo, Hawaii). He is also vice president of KUTV Inc. (KUTV-TV Salt Lake City). Mrs. Heftel is director and 10% owner of Pacific Broadcasting Co. Ann. June 8.

■ WKEG(AM) Washington, Pa.—Seeks assignment of license from WKEG Inc. to Genas Broadcasting Inc. for \$87,000 plus assumption of liabilities. Sellers: Lew Wade, president, et al. Buyer: Joseph P. Nascone (100%). Mr. Nascone is sales manager of WTAE(AM) Pittsburgh. Ann. June 8.

■ WYFY-FM Columbia, Tenn.—Seeks assignment of license from Middle Tennessee Enterprises Inc. to The Middle Tennessee Broadcasting Co. for \$135,000. Sellers: William Webster, president, et al. Buyer: R. M. McKay Jr. Mr. McKay is licensee of WPHC(AM) Waverly, Tenn. He is also licensee of WVRV(FM) Waverly and WKRM(AM) Columbia, Tenn. Ann. June 8.

■ WSMG(AM) Greeneville, Tenn.—Seeks assignment of license from Greene County Broadcasting Co. to Burley Broadcasters Inc. for \$150,000. Sellers: Raymond C. Turrentine Jr., president, et al. Buyers: Don A. Crisp (50%) and Charles K. Hodge (50%). Mr. Crisp is manager of WMTN-AM-FM Morristown, Tenn. Mr. Hodge is owner of construction company in Morristown. Ann. June 23.

■ KPOS(AM) Post, Tex.—Seeks assignment of license from Post Broadcasting Co. to James G. Bole for \$35,000. Seller: Lantz G. Powell, Jr. Buyer: James G. Bole (100%). Mr. Bole is a former manager of KCAS(AM) Slaton, Tex. He was also formerly with production and sales staff of KFDM-TV in Beaumont, Tex. Ann. June 23.

■ KIXX(AM) Provo, Utah—Seeks assignment of license from KIXX Broadcasting to KIXX Inc. for \$99,000. Sellers: Frank and Harold Van Wagenen, partners. Buyer: John W. Hough (100%). Mr. Hough is assistant secretary and 6 1/2% owner of KTHS Inc. (KTHS(AM) Berryville, Ark.). He is also secretary and 19.58% owner of KBOA Inc. (KBOA-AM-FM Kennett, Mo.), president, treasurer and sole owner of KVVO Inc. (KVVO-AM-FM Cheyenne, Wyo.) and president and sole owner of Mesa Broadcasting Co. (KQIL(AM) Grand Junction, Colo.). He is also attorney and has interests in foundries and shopping centers in Illinois and California. Ann. June 21.

■ WTAP-AM-FM Parkerburg, W. Va.—Seeks assignment of license from Broadcasting Services Inc. to Community Broadcasting Service Inc. for \$375,000. Sellers: C. T. Garten, president, et al. Buyers: Fahlgren and Associates Inc., parent corporation of Community Broadcasting Service Inc. Principals of Fahlgren: H. Smoot Fahlgren (81.63%), et al. Mr. Fahlgren is president, treasurer and chairman of board of Fahlgren & Associates Inc., advertising agency. Ann. June 8.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through June 27. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Kamiah, Idaho—James Cochrane and Kenneth Wayne have applied to city council for franchise.

■ Atlantic, Iowa—Atlantic Cablevision Systems Inc. has been awarded 15-year franchise.

■ Acushnet, Mass.—Whaling City Cable TV Inc. of New Bedford has applied to selectmen for franchise.

■ Three Rivers and Hudson, both Michigan—Alden Care Enterprises has been awarded franchises by city councils.

■ Palenville, N.Y.—Cablemaster Corp., Mid-Hudson Cablevision and Olive Cabletelevision have applied to town board for franchise.

■ Duryea, Pa.—Northeastern Cable Television Co. has been awarded franchise by borough council.

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.
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

WMEX—Boston, Mass.—Seeks general manager. Major market experience in contemporary top 40 essential. Require a winner able to take complete charge—and whose past record and stability proves it. Exacting requirements matched by above average compensation! Confidences upheld. Dick Richmond, President. 617 426-1700.

Sales

Salesman for long-established small market station, Pacific Northwest outdoor recreation community. Excellent opportunity for aggressive, ambitious idea man. Box F-196, BROADCASTING.

Immediate opening for experienced salesman with sales manager ability. Florida growing market. Write Box G-10, BROADCASTING.

If you're a good radio salesman—desire to locate in a medium size three station market—sell for a station with more than 50% share of prime time audience—like the midwest region of the country—want an income limited only by your ability to sell—write Box G-31, BROADCASTING.

Can you sell Modern Country in stereo in the Midwest with a Pulse rating of number two in a 150,000 market size? Write and produce your own commercials and make money. Write Box G-32, BROADCASTING.

Salesman needed. Great opportunity. Jerry Hennen, KDMA, Montevideo, Minn.

Fulltime, top-rated (rated #2 in the last ARB) country station in Denver market needs experienced top-flight salesman. Send complete resume to J. T. Moran, KLAQ, 7075 W. Hampden Ave., Denver, Colorado 80227.

Sales Manager—We want a red hot street salesman who is at a dead end. Our idea of a sales manager is a man who gains respect by being the best salesman of the staff. Five figures plus over-ride plus fringe benefits—interview at own expense. Call Mike Blumberg, WEXT Radio, Hartford 203-521-1550.

Salesman, Midwest market of 325,000. Must have experience and good sales record. Join the fastest growing market in the market. How much do you want to make? Send resume, picture, and sales record to WSVI, 28 So. 4th, Pekin, Ill. 61554.

Looking for independence, permanence and unlimited opportunity for personal earnings? Community Club Awards (CCA) has opening for mid-western sales manager. Full time five days 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 Continued

Want money, sunshine, and ocean beach? Top stereo contemporary in major Florida market needs a sharp salesman. Good draw against commission, active account list and great opportunity. . . must be a mover with at least two years experience. Send complete info including picture and last six months sales report to: WGMW, 892 Arlington Drive, West Palm Beach, Florida 33406.

Announcers

Mature announcer for northern Michigan radio/TV work. Good wages and benefits plus beautiful area. Staff here has cooperative effort attitude. Good commercial delivery is essential. Tape, pix and resume required with response. Box F-194, BROADCASTING.

Dynamic duo for New England AM/FM. One to work nights. One to do air shift, production and traffic. Experience required. Send tape, resume and salary requirements. Box F-215, BROADCASTING.

Heavy rock jock needed for medium East Coast market. Good future for right man. Box G-6, BROADCASTING.

Need experienced announcer for MOR station in growing market. Send tape and photo. Box G-11, BROADCASTING.

Personality wanted: For big band show in medium-small Florida market. We need a big voice for the big band who can also sell the program on salary-commission. Send air check and resume with first letter. Box G-35, BROADCASTING.

If you're a bright creative morning man who seeks New York Metro area exposure, this suburban daytime could be your thing. Rush tape and resume to: Box G-50, BROADCASTING.

Immediate opening for experienced di-news director in Southeast. First phone and some maintenance preferred but not mandatory. Tight board a must. Send tape and resume to Box G-66, BROADCASTING.

Anchorage, Alaska. Professional announcer needed. No beginners! Good music format. 5 day week. Starting salary \$875. Send tape, resume to Ken Flynn, KHAR AM/FM, 3900 Seward Hwy., Anchorage, Alaska 99503.

Five kilowatt fulltime needs early morning announcer for adult audience. Sales on commission in addition to salary if desired. Send tape and resume to KWEW, Box 777, Hobbs, New Mexico 88240.

Need jock from tri-state area who is wizzard in production room. Capable of putting some color on the air. Excellent money. Send resume, tape, letter first time to: WAHT, P.O. Box 15, Lebanon, Penn.

Midwest opening: 1000 watt C&W send resume, photo and tape to WAKC, Normal, Illinois 61761.

Adult MOR announcer who is accomplished in production needed by Cape Kennedy's leading adult station. WEZY AM/FM, Cocoa, Florida or call 305/636-4411.

Virginia station needs experienced announcer with or without first phone. Position is permanent with all company benefits. Forward tape and resume to J. William Poole, Station Manager, WFLS, Box 597, Fredericksburg, Virginia 22401.

Need modern country jock with now sound for top rated station on Florida Gulf Coast. Good pay for right man. If you've got your head on straight I want to talk to you. Send resume and tape first time: WNVY, P.O. Box 8098, Pensacola, Florida 32505.

Live. Modern country. Florida. Announcer; plus. Must be versatile. Male or female. Phone 813-657-2603.

Technical

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 for Rural Maryland Directional AM. Prior directional experience required. Income, above average. Send resume to Box F-224, BROADCASTING.

Unusual opportunity! A highly reputable mid-western station has an immediate opening for a chief engineer. Come grow with us. Box F-225, BROADCASTING.

A fine AM-FM operation in Missouri has an immediate opening for chief engineer. 3 years experience required. Excellent opportunity and pay. Box F-226, BROADCASTING.

Technical Continued

Unusual opportunity with stable company. FM-MX-Directional. Ability to manage own department and effectively supervise and utilize others. Busy but interesting challenge. No board shift. We want someone on his way up to greater opportunities. We have that opportunity. Complete information and salary requirements first letter please. Box G-13, BROADCASTING.

Chief engineer. Directional. To \$18,000 for right person. Send resume, references and recent photograph to Box G-65, BROADCASTING.

Chief engineer—Directional. Send resume, references, picture and salary requirements to WEAM, Arlington, Virginia.

Immediate opening for Chief Engineer for AM-FM, some announcing. Since 1948 four of five CE's have gone to college, completing college degrees. Use us as a stepping stone for a bigger professional career. Forward training and experience record to James E. Ballard, WMIX, Middlesboro, Kentucky 40965.

Production videotape engineer for Southwest production studio. Experience on Ampex and Norelco equipment. Call Denton, 713-785-0420.

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.

Experienced newsmen who will accept flexible schedule as challenge to dig, develop original work. News only duty, writing important. Personal interview required. E-O-E. Call Dick Osborne, WKXL, Concord, N.H. 603-225-5521.

Wanted: News Director for excellent small market station in Northern Illinois—close to Wisconsin vacationland and Chicago. Must have experience, good voice, authoritative delivery and be able to gather, write and report local news. Rush tape, resume and photo to Jim Feather, P.O. Box 177, Rochelle, Illinois 61068.

Programing, Production, Others

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, WNVY, P.O. Box 8098, Pensacola, Florida 32505. Equal Opportunity Employer.

WIRL radio seeks a skilled production manager whose talents equally include creative copywriting, excellence in production and editing techniques and professional, saleable delivery of commercial messages. This position becomes available because our present production manager will be moving into sales. Please send tape, resume and sample copy with business and personal references to WIRL Radio, 121 N.E. Jefferson, Peoria, Illinois 61602.

Promotion director. Wanted a creative individual to originate or research ideas for broadcast promotions. You will be responsible for developing the idea into a complete "packaged promotion" including collateral material, prizes, etc. and assist in selling them to stations on a barter basis. Salary based on results, so if you are not good don't apply. Unlimited potential. Send detailed resume to: International Promotional Consultants, Inc., 915 Sunrise Boulevard, Fort Lauderdale, Florida 33311.

Situations Wanted, Management

General Manager who believes in radio and knows how to return highest dollar on investment. Box F-219, BROADCASTING.

Take charge manager with good track record and references. Presently in major market. Experience in all phases of broadcasting. Ready to help you build starting in August. Box G-14, BROADCASTING.

Extensive background solving operation, sales, and economic problems. Decision oriented, administrative expertise, financial proficiency, and acute awareness lower RH corner. Excellent manager but aiming for something less. Box G-20, BROADCASTING.

G.M. with successful ingredients . . . experience, 16 years management 13 . . . including all markets all formats . . . dedication, loyalty, hard work equals results. No bull but factual success backed up by proof . . . impossible to tell it all in an ad. Best references. Presently employed. Contact me, you may be glad you did. Box G-54, BROADCASTING.

Situations Wanted Management

Continued

There are a lot of good stations looking for good management, but once in awhile someone exceptional comes along. G.M. looking for the right deal. Yours might be it. 15 years experience, 12 in management. All markets all formats. Heavy in sales and promotions and administration. Depth in experience, all phases. Outstanding references and proof of performance. Presently employed. Box G-55, BROADCASTING.

A motivator—Solid background including MBA. 8 years in top 10 market as management. Professional programmer who will show sales force by example. Box G-59, BROADCASTING.

Experienced sales manager and general manager desires new challenge. Excellent employment record. Twenty years in radio. Box G-61, BROADCASTING.

Success Story . . . Started radio at 17, sold own show. Progressed to #1 rock lock in major market . . . Moved up to program and operations head getting numbers and sales figures. Hosted, sold TV show. Now marketing executive at 29. Desire growth potential with medium or major rocker . . . or contemporary MOR. Mature, reliable, stable, dedicated all-radio man. Resume on request. Box G-62, BROADCASTING.

Sales

Experienced sales. Have done copywriting, news, plus College graduate. Family. Box G-26, BROADCASTING.

25-year-old married man with 6 years experience in radio seeks sales experience. Object . . . future management position. Prefer midwest. Box G-58, BROADCASTING.

Announcers

Professionally trained. Will go anywhere, do anything for minimum salary to gain experience. Hard worker, friendly. Box F-137, BROADCASTING.

Sportscaster—Experienced play-by-play all sports. Box F-165, BROADCASTING.

Country disc jockey. First phone. Have some experience. Box F-191, BROADCASTING.

Attention N.Y. area—Experienced announcer and production man, now in third year, seeks position with MOR station. Background includes news and sales. Box F-199, BROADCASTING.

Two years radio background, would like to grow into a challenging area with a promising salary growth. Will relocate anywhere. Am 21 with 3rd endorsed. Box F-218, BROADCASTING.

Experienced Jock, ready to step up, 2 years board experience, tight, mature, dependable, 3rd endorsed, professionally trained, looking for CW spot. Box G-3, BROADCASTING.

Warm Australian accent . . . Owner desires cool New England MOR outlet. Major market (\$800,000+) experience, morning drive, news, interviews. Sorry no phones, just arrived from Australia's third largest. Age 29 and married. Box G-16, BROADCASTING.

Young, single, first phone broadcasting graduate. Armed Forces radio experience. military complete, will relocate. Box G-18, BROADCASTING.

Put an inventive pro—with air work that sells, on your staff. Box G-22, BROADCASTING.

Station Sold. Creative 29-year-old contemporary programmer/jock looking for the right move now. Medium-major market AM or FM. Box G-28, BROADCASTING.

Format conscious, Black jock, seeking stabilized position—married. Box G-30, BROADCASTING.

Black music director, salesman seeks station with future. Box G-36, BROADCASTING.

Beginner first class licensee, seeking small market on-the-air experience. Have four months experience—MOR. Enrolled in broadcast engineering course. Willing to learn. Single, draft exempt, honest. Tape and resume available. Box G-39, BROADCASTING.

First phone, MOR station with good music and news. Box G-40, BROADCASTING.

Leaving Minneapolis with super ratings. Prefer Midwest, but will consider any market. Top 40, contemporary or progressive MOR. First phone. Available mid-August. Box G-43, BROADCASTING.

Country jock, first phone. Experience. Interview my expense. Box G-46, BROADCASTING.

Top 40 jock, medium market, first phone, television experience Box G-48, BROADCASTING.

Announcers Continued

Combo, announcer, engineer, copy, production. Equal versatility all phases. Prefer small or medium market away from the rat race. 10 years experience. Available August 1st. Minimum \$150. Box G-51, BROADCASTING.

Good personality, experienced, family man, 3rd phone authoritative announcer, will settle at any location. Box G-53, BROADCASTING.

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.

Announcer/news 1st phone. Dependable & responsible; 26 yrs. old, married; your reply invited, any size market. Jim Orate, 822 S. Harbor, Anaheim, Calif. 92805.

Young, stable broadcasting school student wants a start in radio in the Chicago metropolitan area. Have third ticket, endorsed. Responsible, eager to learn. Resume, tape and picture sent upon request. Contact Jim Harding, 417 W. 44th Place, Griffith, Indiana 46319.

Attention program directors anywhere! Seeking employment in broadcasting; will be discharged from Service Sept. 22. Non-commercial experience, college & AFTR-Thaiand. Hold FCC 3rd class license with endorsement. For audition tape write: J. L. Thompson, 3103 E. Harry, Wichita, Kansas 67211.

Announcer, available now, 5 years experience, C&W preferred, will consider MOR, North Central Area. 1-309-944-2046.

MOR Personality. 22 years old, married, college. 3rd endorsed plus experience in small market. Seeking announcing, news, or production. Reply Del Dearmin, 77 Spooner Ave., Warwick, R.I. 02886.

First phone, young and dynamic with good voice and strong music background. Call 405-794-8456.

Seven years contemporary top 40 creative competition. Permanent employment. Tape, resume. Sonny Dodd, 204 14th Street, N.W., Fort Payne, Ala. 35967, 205-845-4158.

Technical

1st ticket; 29; 2 years experience in switching, film slide projection, xmt operator with network affiliate and maintenance. Seeks quality station. Box F-205, 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.

First phone, C.E. 15 years. Audio proofs, AM/FM. No announcing, no directionals. Anthony Ostapoff, 703-962-3795, Box 114, Covington, Va. 24426.

1st phone, broadcasting graduate, any format, 26, married, two children. Knowledgeable of radio procedures. John M. Stangle, 2766 Worden St., San Diego, California 92110.

First phone, Brown grad, AA Degree Mass Communications, 2 1/2 years experience, cable and radio. Will consider any offer. Available now. Bob Krebs, Jackson, Minnesota 56143. 507-847-3471.

News

Solid Big Ten sports experience. Need chance to advance, in radio or TV sports. Box E-312, BROADCASTING.

Current sports director desires position in medium or major market. Play-by-play, some TV, news writing and reporting. Experienced in all phases of both. Box F-228, BROADCASTING.

Sport director . . . A pro desires change. Experienced all major sports. Resume available on request, top references available. Box F-230, BROADCASTING.

Sports Director seeking major college play-by-play. Experience includes major college network football, basketball, and pro hockey. Extensive PD, sales, news, talk show experience. Currently #1 morning man and sports director in 10 station market. Box F-238, BROADCASTING.

Experienced, employed, all-round newsman seeks to settle in medium, major SE market. Box F-241, BROADCASTING.

News Director's spot wanted. Just left all-news 50,000 watt after nearly five years. Sixteen years at major stations in major markets. Good voice, excellent writer. Under forty. Rock or MOR. Box G-2, BROADCASTING.

News Continued

Looking but selective. Prefer outside or beat assignment for large news department to build on similar experience with Midwest capital city station. Box G-5, BROADCASTING.

New employed. Continuous 11 years top 10. P.D. rock, CW. Strong on voice, air, production, writing, PS interviews. Radio-TV, B.A. Married, family, super stable, not 1 day unemployed since first broadcast job! Impeccable references. Wants part or full time NEWS! Will sacrifice to work for news pro. Move anywhere! Box G-38, BROADCASTING.

Experienced radio-TV newsman. Major market capability, but will consider all medium market offers. Box G-47, BROADCASTING.

12 years broadcasting experience. Radio news. Excellent references. Ohio, Kentucky, West Virginia, Virginia, North Carolina area preferred. Box G-56, BROADCASTING.

Seeking news director post, Rocky Mountain area or Midwest, college graduate, first phone, 10 years radio with large Metro-market experience. Family man looking for challenging opportunity. Network, medium and small market references. All offers considered. Box G-57, BROADCASTING.

Sports Announcer/Director—Desiring network play-by-play, medium-large market radio, and/or medium market TV. 4 years radio sports experience. Willing to relocate. Tape and resume on request. Call mornings 717-243-4359.

Professionally trained news photographer with B.A. in Communications wants to begin his career. Will go anywhere. Do anything. James Fino, 248 William Street, West Hempstead, New York 11552.

Experienced sports director all play-by-play, news, disc jockey call (516) (MA) 1-3583).

Programing, Production, Others

Do you need a country (mod) P.D.? I have 8 hard years experience w/3rd. I enjoy people. Don't believe in scare tactics. Versed w/mod sound, local news-PBP sports, production, copy and remotes w/market analysis. I want my jocks ex-rockers under 33. A full time news hound that's a digger, and fresh jingles. Send: air checks of your best and worst, and a list of your references complete with your last P.D.'s telephone number. Box G-24, BROADCASTING.

Talented contemporary programmer ready now for the right move. Top 50 markets only. Box G-29, BROADCASTING.

Experienced copywriter. Also successful sales, and news. College graduate. Family. Box G-34, BROADCASTING.

I'm looking for a PD or MD position in a medium market. Currently working in top ten market. First phone. Contemporary. Box G-41, BROADCASTING.

Hard to find? Programing and rock music knowledge and results. 10 years major market. Resume on request. Box G-63, BROADCASTING.

Black P. D. Looking. 919-483-6530.

Producer-Director, young, imaginative, able, eager, experienced. Specially in Public Affairs-Educational but flexible. Cinematographer plus all phases production. Impressive background. Write: M. Dobbeck, 1030 East Wooster, Bowling Green, Ohio 43402.

Experienced? News? Copy? Production? Traffic? DJ? MOR? Adult top-40? Country? 3rd with endorsement! Gordon Rose, 2450 Market #49B, Riverside, California 92501

Music Programmer extraordinaire. Contemporary good music format. Prefer FM stereo. 914-939-2665.

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

Southwest VHF, one station market needs self-starter with experience. Salary and commission. Active list. Many dollars to be made. Great outdoor recreation area. Don't hesitate—send complete resume now. Equal opportunity employer. Box G-60, BROADCASTING.

Technical

Maintenance engineer for Midwest UHF. Must have experience in VTR, color cameras and UHF transmitter. Must state salary requirements first letter. Box F-211, BROADCASTING.

Technical Continued

Maintenance engineer/supervisor, modern RCA equipment, 3 HB VTR, CAVE, CDOC, splicer, TK42, TK27, TMM6, TG3, TT25CL, near beach, lake, good climate. Write giving experience and salary to C.E., KIII-TV, P.O. Box 6669, Corpus Christi, Texas 78411.

Enjoy the best weather in U.S.—Atlanta. Require TV engineer, good maintenance background. 1st class FCC license required. Send resume to Chief Engineer, 1018 West Peachtree St., N.W., Atlanta, Ga. 30309.

Engineering supervisor. Practical, experienced. Knowledge of UHF and color. Potential. New PBS station, under construction. Mid-west college owned and operated. Salary range \$9,300-\$10,800. Apply WGVG-TV, Grand Valley State College, Allendale, Michigan 49401. An Equal Opportunity Employer.

Experienced engineering director for seasoned VHF in very pleasant college community. Must have proved administrative and maintenance ability. Excellent salary, excellent working conditions. Will be responsible for administering well-equipped, full-color station and experienced staff. Call collect 501-783-4105.

News

CBS Southeast affiliate needs No. 2 anchorman who is good investigative reporter and looks well on air. Send tape, rundown and salary expected. Immediate start. Box F-233, BROADCASTING.

Major market net affiliated VHF is Southwest looking for an anchorman for 6 and 10 PM news. Please send tape and resume to Box G-7, 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.

Need bright young imaginative weekend sports anchor producer in Miami. Call Karl Zedell, 305-377-8131.

Programing, Production, Others

Promotion pro wanted at network affiliated, group owned station. Must know art, copy, effective audience and sales promo techniques. Shirt-sleeve job. A one man (or woman) band. Person will also supervise promo activities of other stations in group. This will be an impressive title in later resumes. Send full details, including salary requirements to Box G-44, BROADCASTING.

Situations Wanted Announcers

Attention Florida: Excellent voice and appearance. Experienced news-sports-weather-audio booth announcer. Seeks challenging position. Family man. Box G-4, BROADCASTING.

Award winning anchorman/reporter. Includes 3 1/2 years administrative positions in radio and television news, as well as on-air with top 25 market network affiliate. Can assign, produce, broadcast all phases from riot reports and election specials to regular news blocks. Available mid-July. Visuals and resume available now. Box G-42, BROADCASTING.

Bob Delaney, major league baseball-football announcer TV commentator (on camera), NBC 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.

Married, 22, dependable. Creative, personable announcer. Copywriter, newsmen, salesman. Draft exempt. Relocate anywhere. John Fuhrman, 2730 Portland #205, Minneapolis 55407. 612-824-7770 after 6.

Technical

Experienced production engineer—excellent references—first phone—will relocate. Lee Erickson, 1011 N. Lincoln St., Burbank, California 91506 or 714-327-4646.

TV anchorman—extraordinary broadcast journalist with impeccable credentials seeks an opportunity to move from network radio into local television. Box F-161, BROADCASTING.

Anchorman, reporter, writer, moderator, top experience in top markets. Box F-195, BROADCASTING.

Working chief seeks change, experienced in large and small markets, VHF, UHF, and Construction. Box G-21, BROADCASTING.

Experienced documentary and newsmag crew available for political conventions, Olympics, Vietnam, or other assignments. Eclair, Nagra, CP-16 equipped. Smith & Friends, 2735-C Tallulah Dr., Atlanta, Ga. 30319.

Anchorman/news director, top background seeks good town/management, object matrimony. P.O. Box 181, Briarcliff Manor, N.Y. 10510 or call, 914-WI 1-9229.

News

Newscaster, writer, reporter at network affiliated top 100 market TV station looking for news oriented station. B.A. in Broadcasting. Resume, video tape on request. Box G-12, BROADCASTING.

Sports director—number 1 rated in 3 station market, excellent play-by-play looking for better opportunity. Box G-37, BROADCASTING.

CBS affiliate investigative reporter seeks regular reporting challenge. Will relocate, salary open. Call me today 904-764-6641, or write: Charles Baureuther, WJXT-TV News, PO Box 5270, Jacksonville, Florida 32207.

News film cameraman. Still news photographer with 8 years experience and versatility wants to switch over. Have had some limited experience with motion camera work. Solid news background, with emphasis on spot and sports. Try me you'll like me. Write or call Jo. L. Keener, 30 Briar Lane, Dover, Del. 19901 302-697-3333 for resume and background report.

Programing, Production, Others

German TV/radio journalist, 36, M.S. Syracuse University, world-wide experience, seeks position in TV/Film production, or teaching, preferably in Canada. Replies to Box G-1, BROADCASTING.

Promotion Director, Experienced all areas audience, sales promotion. Presently Midwest. Will relocate. Salary open. Will consider assistant's position. Box G-8, BROADCASTING.

WANTED TO BUY EQUIPMENT

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No Junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

FOR SALE EQUIPMENT

Surplus 1,187' TV tower and/or RCA TF12AM antenna, located 6 miles NW Crescent, Oklahoma. Contact Chief Engineer, KOCO-TV, POB 32325, Oklahoma City, 73132. (405) 848-3311.

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.

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. Dialectric Communications Type 3233P. Unused. Complete specs available. Original cost about \$7000 each. S-W Elec., Box 23872, Oakland, California 94623, Telephone (415) 832-3527.

RCA BTA-5F 5KW AM Transmitter, excellent condition. Hy-Power Electronics, Dallas, Texas. 214-272-5567.

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.

Gates FM 10G Stereo transmitter in excellent condition. \$10,000. Available 30 days. Broadcast Automation Associates, Ft. Lauderdale, Florida. Call Collect 305-563-0495.

1,000 Watt UHF translator, Ampex with modularized power supply (with Bogner Antenna). Channel 36 in, Channel 79 out, KGSC-TV, San Jose, California PH. 408-298-6679.

1959-70 Gold Music on 790 individual carts. Make offer. 206-243-8803.

Color processor. Houston-Fearless ME-4 Ektachrome processor mini-color machine. 16mm and Super 8, 15FPM/ With 5 magazines, complete nitrogen delivery system, rewinds, and all accessories. Retail value \$15,000. 2 years old selling for \$9,500. Call 607-274-3242.

Capstan idlers for Ampex 300, 350, 440 series, self aligning with replaceable ball bearings. \$22.50 net. VIF International, Box 1555, Mtn. View, Cal. 94040. (408) 739-9740.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer, Box 8057, Pensacola, Florida 32505.

30 reels vintage Negro newsreel film. 35mm sound, first \$500 takes all 30 reels. Box 9530, St. Louis, Mo. 63161.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Owners-managers! Do you have 'slow pay' and 'no pay' accounts? For just five percent of the action, we can show you how to get that money . . . plus, a whole lot more. Call Jolo Productions . . . 304-436-3242.

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 Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in Chicago***, 3443 N. Central.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in El Paso*, 6801 Viscount.

Elkins in Seattle**, 4011 Aurora Ave., N.

Elkins in 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.

INSTRUCTION Continued

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.

ARE YOU interest 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 . . . KSVP AM/KSVP 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 Butten, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, N.M. 88210. Phone 505-746-2751 for reservation!

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.

RADIO

Help Wanted

NEW MEXICO IS A GOOD PLACE TO LIVE

Applicants wanted (DJ's, sales, news, engs., etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call, send typed resume, tapes and requirements. New Mexico Broadcasters Association, 709 Fruit Ave., NW, Albuquerque, N. Mex. 87106

Help Wanted Announcers

FOLK—JAZZ

Producer-Announcer for 20 kw public Radio station in major market. Looking for distinctive style, wide knowledge of the music. Send resume and tape to:

Box G-52, BROADCASTING

Help Wanted News

NEWS DIRECTOR

Top rated suburban New York Area Station needs dedicated, digging, News Director willing to go beyond the routine. This man must be equally strong "inside" and "outside." Solid salary and fringe benefits. Send tape and resume to:

Box G-49, BROADCASTING

Help Wanted News Continued

RADIO NEWS

Are you a good radio newsman with background and experience? If you're ready and desire to enter news management and run your own department in a city of 100,000 rather than move to a larger city as a newsman, rush information to-day to:

George B. Irish
P.O. Box 789
Decatur, Illinois 62525

NEWSWRITERS

College degree and solid broadcast experience preferred. Excellent opportunity with major communications company. Applicants also considered with strong reporting background. We are an equal opportunity employer M/F. Please send detailed resume to: Box NT 1790, 810 7th Ave., NYC 10019.

Situations Wanted

ARIZONA'S TOP RATED TALK SHOW HOST

(Award winning salesman and Adv. copywriter, too)

Experienced—both radio & TV. Since station is in process of being sold—will investigate opportunities in Northwest this week. Call Earl Baldwin, 301-262-1448 this week, or after 7/10 call 602-264-2515.

Sales

Aggressive Creative Sales Manager

2 years small market radio sales
2 years major market radio sales
2 years, going on 3 as a national radio rep.

Conscientious, hard working man to inspire your staff, and bring in those big orders. Heavy experience both agency and retail sales. College Grad. Put this perfect progression to work for you! Box G-9, Broadcasting.

Situations Wanted, Announcers

5 YEAR PERSONALITY PRO

I make waves. Tired of straight laced radio. No. 1 in state capitol 2 years ago. No. 1 morning personality until station changed format. I've got the numbers, have you got the money? The Red Baron flies again.

Paul Feinman
201-657-4597

Programing, Production, Other

An 11 Year Pro

Looking for a new challenge in contemporary programing. Have had vast experience in music, production, and dealing with talent. Looking for a station with the desire and credentials to be Number 1. Am a one station man not a consultant. I spend all my time, blood, sweat and tears to make your station the factor in your market. . . . Let's talk. . .

Box G-19, Broadcasting

Programing, Production, Continued

GM'S MED & LARGE MKTS

2 Rock Jocks (Top 5 Mkts) would like to PGM your station while holding your present jobs. We realize that a jock's career is limited, and we are taking our experience, know how and contacts to PGM on our own. In the onset, we will take on only one station . . . FOR JUST OUR EXPENSES . . . to get ourselves established. If you knew who we are you would say that's quite a bargain. For more information, please write to:

Box G-25, Broadcasting

YOUR ANNOUNCERS ARE PROBABLY GREAT But, variety being the spice of sponsors, you might like a change of voice occasionally. Network quality, warm, professional voice will voice your spots to provide that variety. Any spot \$15.00. Any format \$25.00 10% cash discount. First spot introductory price \$5.00. Satisfaction guaranteed or money refunded. Send copy and instructions to RICK O'SHEA PRODUCTIONS, BOX 290, LAS VEGAS, NEVADA, 89101. Ask for free Las Vegas show info and reservations.

TELEVISION

Help Wanted Management

BUSINESS MANAGER

Group owner in top markets offers exceptional opportunities for experienced broadcasters with solid financial backgrounds. An equal opportunity employer (M/F).

Box G-27, Broadcasting

Help Wanted Sales

SALES MANAGER

Video Products Division

Experience in video recording with at least ten years in sales of video products. Relocation necessary.

Replies confidential

Forward resume including salary history and recent photograph to:

Department J2

Graham Magnetics
Incorporated

Graham, Texas 76046

Help Wanted Technical

TELEVISION TECHNICIAN

With First Class License for operation and maintenance of UHF transmitter and studio equipment. Also experience in helical scan and quadrature video tape machines is required. Excellent benefits including 24 days paid vacation and 72 days sick leave accrual. Send resume and salary requirements to:

Personnel Services Office
Ball State University
Muncie, Ind. 47306

An Equal Opportunity Employer

Situations Wanted

Anchorman Journalist

Currently in Nation's Capital. Over a decade as a proven anchorman. BA in Criminology and former police official and investigative reporter. Age 38. Call 703-278-8568.

Box G-64, Broadcasting

For Sale—Equipment

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Profile

It takes two for Tandem: Bud Yorkin, Norman Lear

Going into the 1972-73 prime-time season, nobody is hotter than Bud Yorkin and Norman Lear's Tandem Productions: *Maude* at 8 on Tuesdays, *All in the Family* at 8 on Saturdays, both for CBS-TV; *Sanford and Son* at 8 on Fridays for NBC-TV.

That's three comedy half-hours—impressive, but not the most network time ever produced in a season by an independent company. Quinn Martin, for example—another independent (although operating in association with Warner Bros. Television)—is coming in with three separate hour series for 1972-73. But it's the quality and impact of Tandem's product that single out Messrs. Yorkin and Lear for special status.

The dynamic performances of *All in the Family* and *Sanford and Son* are well known. Together they received 13 Emmy nominations (11 for *Family*, two for *Sanford*); during a two-week period from March 20 to April 2 the two shows ranked one and two in the national Nielsens. As a mid-season replacement, *Sanford and Son* pulled off the unlikely feat of instantly inducing a large segment of the viewing public to embrace a poor, aging and black junk dealer and his futile 32-

year-old son. In its first full season (having started as a mid-season replacement on Jan. 12, 1971) *All in the Family* turned in one of the most spectacular rating records ever seen. It frequently earned a 55% share of audience.

What did Bud Yorkin and Norman Lear have to do with all of this? Everything. With men less passionate in their beliefs, less tenacious in guarding their independence, more profit-motivated, there would not have been an *All in the Family* or a *Sanford and Son* to follow. Consider the tough battle—the kind of battle that is regularly lost by producers in the television industry—to gain acceptance for *All in the Family*: Two pilots made for ABC-TV at a cost of \$275,000; still no abandonment when the pilots failed to sell; three sets of cast changes tried (Carroll O'Connor and Jean Stapleton always played Archie and Edith Bunker, but various performers were tested as the young couple, Mike and Gloria Stivic); finally sale to CBS-TV some four years after the show first went into pilot production. Throughout, using material that deals in a relatively explicit manner with prejudice and sex, Norman Lear, whose particular project *Family* is, has doggedly kept the show true to its original intention despite occasional network and frequent outside pressure-group objections.

All in the Family opened a lot of doors for Yorkin and Lear. It certainly made it possible for *Sanford and Son* to get on the air. "It may also have opened the doors for every other show on television. People are beginning to approach comedy with more realism and honesty," is Bud Yorkin's opinion.

Family gave Atlantic Records one of the most popular comedy albums of last year. It spurred Tandem Productions into publishing its own music, setting up separate BMI and ASCAP companies, and signing a deal with RCA for records based on *Sanford and Son* material. Indeed, Tandem Productions has been transformed from a virtual two-man independent packaging company in television and motion pictures into a mini-conglomerate of seemingly around-the-clock workers and ever-ringing telephones occupying a floor of an ultramodern building in the Century City complex of Los Angeles.

It would appear that Tandem Productions is a production house that *All in the Family* built. Decidedly not so. The company was formed in 1959 as a loosely structured organization to allow Bud Yorkin and Norman Lear to do their own things—which mostly meant alternating between feature films and television. Each is free to pursue his own projects, yet each may ask for and get help from the other. Some projects are total collaborations; others are individual efforts. Mr.



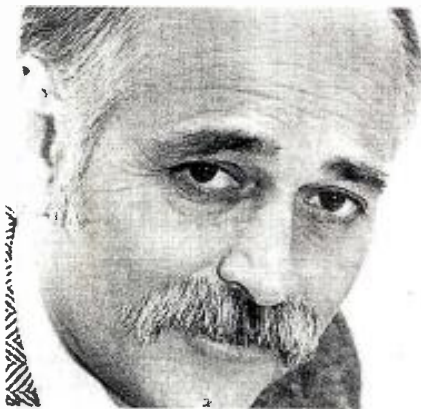
Alan David (Bud) Yorkin, president, Tandem Productions, Los Angeles; b. Feb. 22, 1926, Washington, Pa.; BS, Carnegie Institute of Technology, Pittsburgh, 1947; Navy, 1947-49; engineering staff, NBC, New York, 1949; stage manager, *Colgate Comedy Hour*, 1950; director, *The Dinah Shore Show*, *The Tony Martin Show*, *Ernie Ford Show*, *George Gobel Show*, 1950-58; co-founded Tandem Productions, 1959; executive producer, *Sanford and Son*, 1972; m. Peggy Diem of Yonkers, N.Y., May 9, 1954; children—Nicole, 13, David, 11.

Yorkin, for instance, is now directing a theatrical feature, "The Thief Who Came to Dinner," with Ryan O'Neal. Mr. Lear wrote, directed and produced the motion picture, "Cold Turkey," with Dick Van Dyke. But everything they do is through Tandem Productions, in which they're equal partners.

Bud Yorkin (his first name Alan is as little known and as infrequently used as Yogi Berra's Lawrence) started on the engineering staff of NBC, moved into programing as a stage manager and later associate director of the Dean Martin-Jerry Lewis version of *The Colgate Comedy Hour*. At the same time Bud Yorkin was associate director of the show, Norman Lear, who began his career as a theatrical press agent, was one of the writers. They became close personal friends.

Bud Yorkin specializes in directing. He's executive producer of *Sanford and Son*. Norman Lear is the writer. He "spills his blood" as executive producer for *All in the Family* and *Maude*.

They've had offers to merge or go public, but they like the freedom of an independent company. They don't want to answer to anyone. They don't want to be concerned mainly with profits. They'll continue to do series and specials and are working on a project as a mid-1972-73 season replacement. They deal in social comedy, in recognizable people in a real world with fresh and frank material.



Norman Milton Lear, vice president, Tandem Productions, Los Angeles; b. July 27, 1922, New Haven, Conn.; Emerson College, Boston, 1940-41; U.S. Army Air Force, 1942-45; New York theatrical press agent, 1946-47; moved to west coast and began writing comedy, 1947-49; co-writer of *The Ford Star Revue*, 1950; co-writer for *Colgate Comedy Hour* starring Martin and Lewis, 1950-53; co-writer, *Martha Raye Show*, 1954-55; writer-director, *The George Gobel Show*, 1956-57; co-founded Tandem Productions, 1959; producer, *All in the Family*, 1971-72; executive producer, *All in the Family* and *Maude*, 1972-73 season; m. Francis Loeb of Larchmont, N.Y., Dec. 7, 1947; children—Ellen, 25 (by previous marriage), Kate, 14, Maggie, 13.

Editorials

The real winner

One by-product of our examination of the intensifying competition among the three TV network news organizations, as reported elsewhere in this issue, is evidence that the total audience for the three early-evening news reports is growing. Four-week averages in April and May, at least, show their combined ratings were up more than two and a half points from a year earlier and homes reached were up 2.3 million.

This is surprising only because the ratings last fall clearly showed declines in early-evening network news viewing. The most plausible if not the only explanation offered for these declines was the FCC's prime-time access rule: Many people who used to start their TV evenings by settling down with the news were finding the local programs in the 7:30-8 p.m. access periods less attractive and were either deferring their settling down or were tuning independent stations to await the 7:30-8 p.m. programs there.

What do the new gains mean? We hope they mean that the network news shows have weathered the adverse impact of the access rule—or whatever else caused last fall's slippage, in the improbable event that some other factor was involved. It certainly demonstrates the value of healthy competition, the most important beneficiary of which is the public.

Platforms—1972

If advance billing means anything, July 4 won't hold a Roman candle to the fireworks that will be touched off at next week's Democratic national convention in Miami Beach. Whether it's McGovern-and-somebody or a longer shot-and-somebody will make a difference, but it isn't likely to alter the shoo-in nomination of Nixon-and-somebody by the Republicans a month later at the same site.

While the networks and their affiliated stations, plus hundreds of independents, will be covering the quadrennial proceedings for the enlightenment of audiences that will run into the multimillions, their owners will be focusing on other aspects. These concern their rights to serve their publics as free media, and to make a decent living for themselves, their employees and their stockholders.

Four years ago the Democrats convened with a platform that called for reappraisal of communications regulation. The Democrats won the Congress again but lost the White House. What happened legislatively, administratively and judicially added up to the most arduous four years broadcasters have ever endured.

The Democrats have drafted a new platform. There are generalizations about preserving free speech along with blows aimed at the Nixon administration's "intimidation" of media.

The GOP platform committee, prior to the Republican convention Aug. 21-24, will, of course, venture similar circumlocutions in reverse.

But political platforms are made to run on, not to stand on after an election, it seems.

Will the Democratic candidate opt for relief for licensees in the tortured renewal process; for repudiation of the attacks on advertising and the vicious counteradvertising thrusts; for criminal prosecution of shakedowns and an end to discrimination against the broadcast press? The platform is silent although the effort was made to get treatment of those points.

Contrarily, President Nixon, in his remarkable dialogue with 30 independent broadcasters June 22, committed himself and his party to a course directed toward stability of broadcasting

in the licensing process and as a profitable business and elimination of artificially contrived interferences including those fostered by tax-exempt foundations.

As things are today, broadcasters must blame both parties for their predicament. The Democrats control the legislative branch, and the Republicans the executive. The judiciary went its own harsh, inconsistent way, underwriting the worst of each, delivering ukases more punitive than judicial. The "in" thing is to rip into broadcasters because they have seemed to lack the zeal to fight back.

Prior to the 1968 conventions we urged immediate political action with "energetic, organized, persistent work" to have Congress enact a new law in keeping with the Democrat pitch. Nothing happened. It has been down-hill ever since.

The ruse

It is an exceedingly clever plan that the operators of Washington's noncommercial WETA-TV, a UHF station, have hatched to get themselves a VHF outlet where none can be had except by utter disregard of the nation's television-allocation system. The intention is to apply for an "experimental" station to be operated on channel 12.

It all sounds innocent enough. The WETA people merely want to test their assertion that modern engineering can produce a directional antenna that will avoid the disastrous interference that prevailing theory and experience hold would be caused to four existing stations in Baltimore, Wilmington, Del., and Richmond, Va. Then, if it didn't work, it could all be dismantled and no harm done.

Nonsense. If WETA ever got a channel-12 station into operation and built any audience at all, no FCC would face the political consequences of taking it off the air, no matter how much it had damaged the commercial outlets on the same or adjacent channels.

If WETA and its angel, the Corporation for Public Broadcasting, which has committed \$315,000 to this escapade, are serious about the "experimental" nature of the project, they will agree to conduct it in a laboratory form, where it could be started and stopped without involvement of a general audience. That, of course, is not their aim. They are intelligent enough to know that once they got a channel-12 stick in the air, it would become a permanent landmark.



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— Norma Lee Browning, Chicago Tribune

Besides being musically appealing and behaviorally inspiring, "New Zoo Revue" is very funny, in a 3-8 year old way. The messages are attractively decked out in music and comedy.

— Jean Carney Cress, Milwaukee Journal

***Another move to uplift programming for the small fry is "The New Zoo Revue." This syndicated offering is a well-done, pleasant, tuneful stanza, filled with dancing and singing, as well as gentle fun, on a rather elaborate set that bespeaks care and concern for the project.

— Percy Shain, Boston Globe

A preview of the show at ch. 29's Grand Island studios convinced us that "The New Zoo Revue" has all the ingredients to prove a strong competitor to public television's "Sesame Street," which started all the fuss about improving children's TV.

— Jack Allen, Buffalo Courier-Express

"New Zoo Revue" is one of the first totally educational children's programs to be accepted by commercial television.

— Barbara Zuanich, Los Angeles Herald-Examiner

"New Zoo Revue"... a well-produced, entertaining show several cuts above age for this type of fare. It has an appeal, a charm that bodes well for the future of the series.

— Daily Variety

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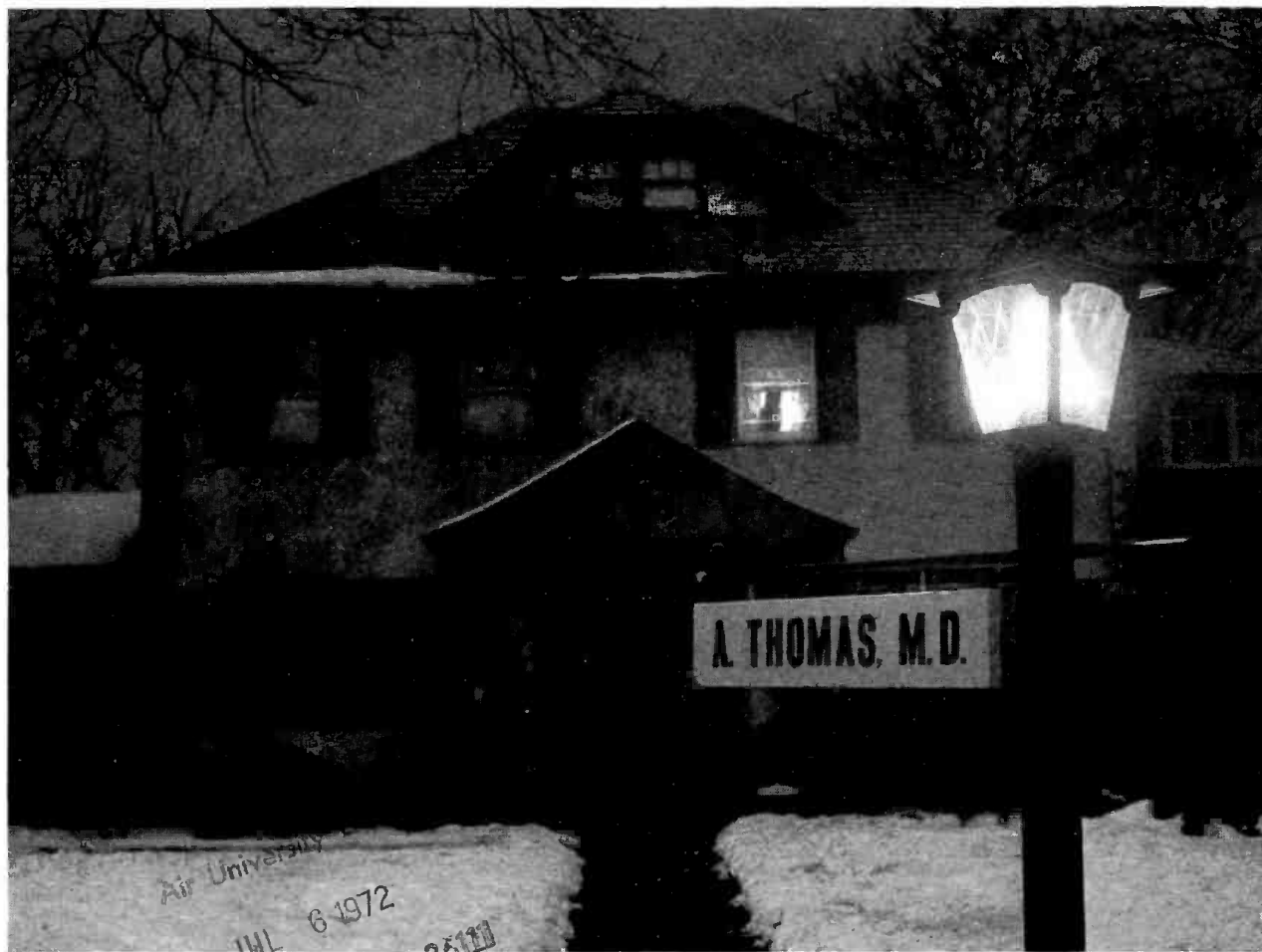


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OUR NIGHT EDITOR



Ten thousand West Coast military personnel in need of a new medicine.

A housewife in Atlanta suspected of having a rare fungus disease.

A truck driver from Phoenix with an overdose of a medicine intended to relieve his stomach complaints. These stories are typical of the problems our "night editor" has to deal with—and, typically, in each situation he was able to provide the answer.

Actually our "night editor" is a doctor—in all likelihood a specialist—who serves as a member of the Lederle Medical Advisory Staff. Telephoned, he or one of his colleagues is available on a 24-hour basis to handle emergency inquiries from physicians or pharmacists about therapeutic aspects of Lederle pharmaceuticals (for instance, botulism anti-toxin or an anti-cancer drug). At his disposal is the latest information selected by the Medical Advisory staff from the world's medical literature and the resources of the entire Lederle research team.

Handling emergency medical problems, whenever and wherever they break—that's the job of our "night editor."



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