

Broadcasting Jul10

Our 41st Year 1972

for Your TV Station's Daily News Report

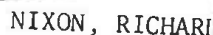
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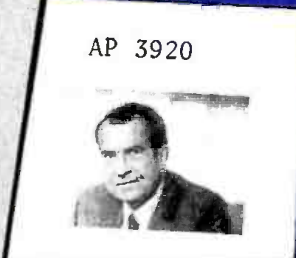


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Couldn't you use a little help from the law?

"The Andy Griffith Show."

Another great sitcom from **Viacom**

Broadcasting **Jul 10**

	CLOSED CIRCUIT	5
	AT DEADLINE	7
	DATEBOOK	12
A reprise of broadcaster sentiments on that broadcast summit.	OPEN MIKE	14
View from the Hill: Congressman Rooney's counsel to broadcasters.	MONDAY MEMO	15
In a decision made more emphatic by its source, the Court of Appeals in Washington may have turned the tide on petitions to deny. WMAL-TV case marks broadcasting's first major court victory in efforts to restore stability to renewals.	LEAD STORY	17
Whatever the good news from Washington there's anguish elsewhere on the renewals front. Now it's Pennsylvania's turn.		21
And especially for CBS's WCAU-TV, now faced with a major challenge, not to deny, but to take it away.		18
JWT's San Francisco office latest in trend to regional timebuying.	BROADCAST ADVERTISING	22
ANA comes up with a set of guidelines for children's commercials.		23
Singing up a sophisticated sell in today's musical commercials.		26
FCC gets its first black commissioner—and the industry a new speechmaker.	MEDIA	28
The catching on of public access: Not yet a wave but a ripple.		29
	CHANGING HANDS	30
Perspective: Basic premises are at issue in dispute over CPB bill.		35
Innovation in the daytime: ABC's pilot project for 90-minute specials.	PROGRAMING	37
Battleground on newsmen's privilege shifts to the Congress.	BROADCAST JOURNALISM	42
Reports still roll in on broadcaster problems, service with Agnes.		43
Some contrary views of WETA-TV's plans for a Washington drop-in.	EQUIPMENT & ENGINEERING	44
	STOCK INDEX	46
	FATES & FORTUNES	48
	FOR THE RECORD	50
A man who's used to the view from the top: Teleprompter's Raymond Shafer.	PROFILE	59
	EDITORIALS	60



Now watch! WTLV-TV, Jacksonville has appointed Blair Television.

WTLV-TeLeVision 12, is where exciting things are happening in the New City of Jacksonville. New programming, new personalities and a new national representative, Blair Television.

As the NBC affiliate in Jacksonville, WTLV-TeLeVision 12 serves a vigorous market that has the Southeast's largest seaport. It's headquarters for three of Florida's four largest banks. An important insurance center with nine regional offices. An outstanding test market and a major distribution center for the entire southeast.

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Call your Blair man.



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America's Leading Television Representative
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Closed Circuit®

Winner's circle?

If Senator George McGovern (D-S.D.) gets Democratic presidential nomination this week, he'll owe part of credit to Republican broadcaster. It hasn't been widely noticed, but Joseph L. Floyd, president of BFR station group based at KELO-AM-FM-TV Sioux Falls, S.D., has been television adviser to candidate since California primary campaign. Mr. Floyd, friend of senator for dozen years, was in McGovern party on chartered plane to Miami Beach last weekend.

Senator McGovern is said to be on good terms with number of influential broadcasters in his home state. As Mort Henkin of KSOO-AM-FM-TV Sioux Falls (also Republican) put it: "He has made a diligent effort to cultivate associations with broadcasters." Relationship transcends partisan politics; Republican broadcaster Henkin and others of his party hold Democrat McGovern "in high regard," Mr. Henkin said.

Power play

At least some FCC commissioners and staffers are said to be girding for battle over Office of Management and Budget report that is said to call for vesting "all" administrative policy determinations and policy planning in chairman's office. Commissioners, who resent OMB conclusion that they lack time or information to participate in top-level management operations, have opposed previous plans for increasing chairman's power. Congress vetoed plan that President Kennedy proposed in 1961 (BROADCASTING, June 19, 1961).

OMB would place number of offices, including general counsel's, under chairman, and create super executive-director's office—tabbed general manager's office—that would be responsible for implementing management policy that would be established by chairman and for policy coordination and planning. Chairman would also be given authority to hire and fire in top grades. This could be particularly significant over next five years when, according to OMB, 50% of top level staffers—bureau and office chiefs, deputy and assistant chiefs—could exit through retirement.

Dead aim at diaries

Metromedia television research department, on behalf of company's KTTV-TV Los Angeles, is ready to unleash full-scale attack against American Research Bureau's introduction of weekly diary service. According to Metromedia, ARB in Los Angeles is reporting 8.5 million fewer home impressions per day than Nielsen meter service, or virtual equivalent of combined TV households of New

York and Los Angeles. Taking one week, May 3-9, Metromedia found total difference in weekly gross rating points between ARB and Nielsen to be 1,790. Multiplying that figure by total Los Angeles TV-household base, Metromedia claims that difference amounts to 8.5 million fewer home impressions per day. At estimated over-all market average of \$72 per rating point, Metromedia says that monetary difference between two rating services amounts to \$128,000 per week or more than \$6.5 million per year in lowered inventory.

Metromedia researchers further contend that major disparities occur in periods of lowest usage, thus substantially diminishing advertiser's inducement to buy less expensive spots.

Missing person

For first time since 1944, J. Leonard Reinsch, president of Cox Broadcasting Corp., won't be at Democratic national convention in either official or unofficial capacity. He had been executive director of last four conventions and identified with party since FDR days. Mr. Reinsch consulted with Democratic National Committee on Miami convention contract and general administrative procedures but concluded he could learn more about what goes on this week by watching his own three-set arrays at Cox Broadcasting Corp. headquarters and his home in Atlanta.

Widening world

ABC Evening News with Howard K. Smith and Harry Reasoner, which has been steadily improving its position (BROADCASTING, July 3), will set new record for itself next month. WJRT-TV Flint, Mich. is to start carrying show next Monday (July 17) and WBRC-TV Birmingham, Ala., on Aug. 7. When that happens, according to ABC sources, program for first time will be on all 172 ABC-TV affiliates. More than that, sources say evening report, currently carried by 18 CBS-TV and NBC-TV primary affiliates, will add two others in August—WJHG-TV Panama City, Fla., and KTVE-TV Eldorado, Ark.-Monroe, La., both NBC primaries—to bring Smith-Reasoner line-up to 192 stations. That, they say, will mean 51 stations added in 18 months.

Billing for all

Reports persist that Katz Agency, only independent sales-representation firm that handles billing and collecting for its stations, plans to spin off that function into separate new company that would handle billing and collecting exclusively. Service would be available to all stations, radio

and TV, not just those represented by Katz, and would be provided on fee basis equally applicable to all. Selection of Katz to handle collections and disbursements on political advertising placed by Washington-based agency (story page 7) is regarded as coincidental but at same time will provide opportunity for trial run of projected new operation.

Travel notes

FCC, which has had hectic few months, will slow its pace to walk in August. In that month commission is planning to deal only with emergency items at its meetings, although commissioners may bring up any matters they wish. Staff has been advised to plan its work and vacation schedules accordingly. Most commissioners will be available for work, though not all at same time.

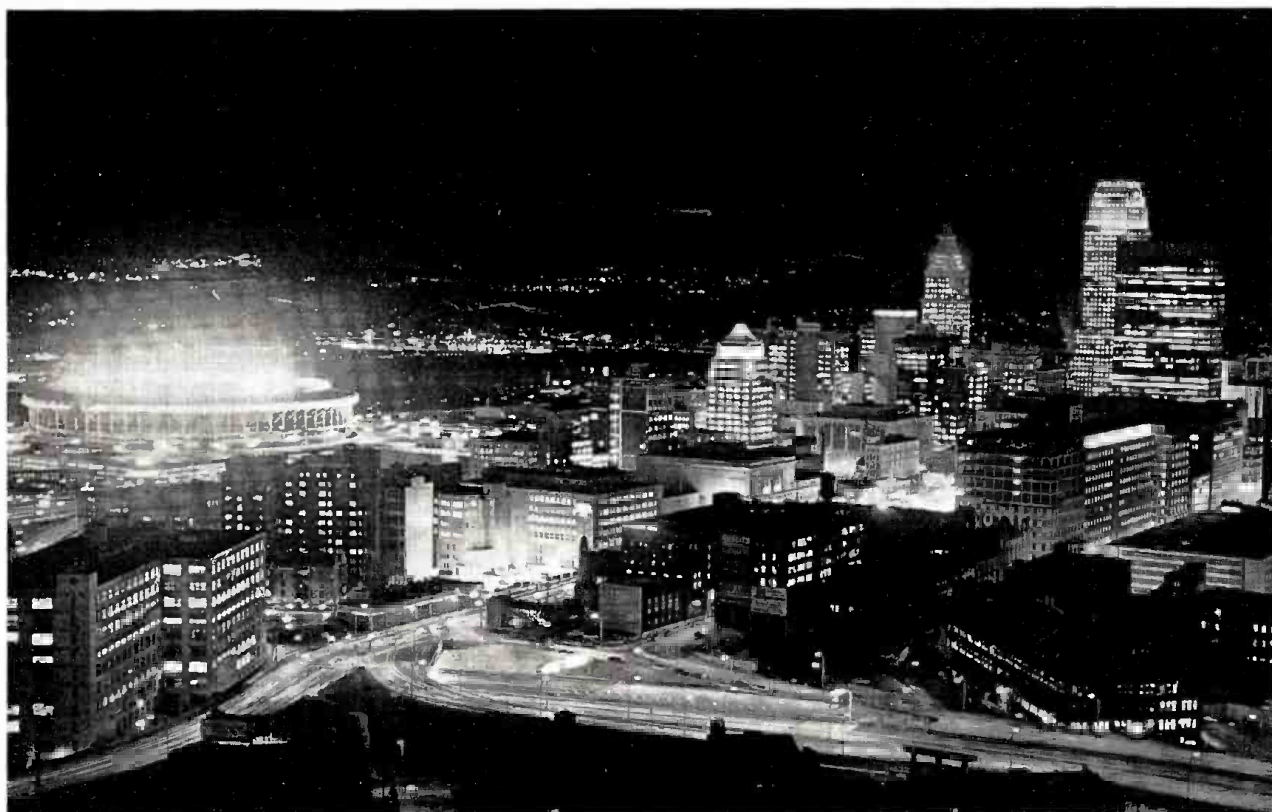
Chairman Dean Burch is leaving July 23 for three weeks, to attend opening of communications-satellite earth station in Israel and tour Europe. Commissioners Robert E. Lee (who will be chairman in Mr. Burch's absence) and Benjamin L. Hooks expect to stick close to office during month. But others plan to take some time off. Commissioner Richard E. Wiley will combine family trip to West Coast with speaking engagements in San Francisco, at American Bar Association convention, and at Town Hall of California, in Los Angeles.

Rich relations

It isn't competition of noncommercial TV that is bugging commercial operators as much as it is those fringe benefits. On recent flight from Washington to New York, newsmen for National Public Affairs Center for TV (NPACT) rode first class, while team of CBS-TV newsmen headed by Walter Cronkite, and White House staff official rode coach (as do most network newsmen and corporate officials, particularly on short hauls).

Pay-cable in New York?

Trouble may be brewing between cable-TV operators and companies that increasingly are offering and planning to offer pay-TV movies and other programming by closed circuit to guests in hotels and motels. Barry Zorthian, president of Time-Life Broadcast and also of Sterling Communications Inc., which is Time Inc.'s biggest single CATV affiliate, thinks there are legal problems ahead for hotel/motel pay-TV operators and has called news conference for today (July 10) to talk about it. He may also divulge some of Time-Life/Sterling's plans for getting into pay-cable before this year is out.



Now hear this! **WWEZ, Cincinnati, Ohio** **has appointed** **Blair Radio.**

WWEZ and Cincinnati are making beautiful music together in the just-published 1972 April-May ARB. Among women 18-49 metro area listeners, during the 10 AM-3 PM period, WWEZ has registered an increase of 126% since ARB's 1971 April-May tally. It's the largest percentage increase in women of all the major Cincinnati radio stations. Among metro area men, WWEZ has chalked up a 200% increase in the 6 AM — midnight, Monday to Sunday period, compared with the same period last year. ARB confirms that WWEZ's fresh, beautiful music format is making new friends fast in the Cincinnati market. So get all the latest information about the new WWEZ, the radio station that's closing in fast on radio leadership in Cincinnati. Call your Blair man.



BLAIR RADIO

America's Leading Radio Representative
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Sources: ARB Radio Audience Estimates, Cincinnati, April-May 1972, 1971.
 Audience estimates are subject to qualifications available on request.

At Deadline

Burch knocks FCC's 'capricious' application of prime-time access

Chairman, in dissent from two waiver denials, cites erratic commission votes on others

FCC Chairman Dean Burch says commission is "floundering around" in its administration of prime-time access rule and should review it early in coming season. He does not call for its repeal, but says that if action is called for, it should be taken at time when there would be minimum disruption to industries involved.

Chairman called for review in statement in which he expressed his reasons for dissenting to commission actions denying waiver of rule for presentation of *Lassie* and for summer Olympics.

Chairman said that commission's refusal to grant waiver for *Lassie*, which had been sought by Campbell Soup, after it had granted waiver for *Wild Kingdom*, confirms his judgment commission adopted rule primarily to promote diverse programming.

Stated purpose of rule, which bars top-50 market stations from taking more than three hours of network programming in prime time, is to promote growth of syndication industry. Waiver was requested for both *Wild Kingdom* and *Lassie* because off-network programming may not be used to fill freed time.

Chairman said both requests were indistinguishable—both series were largely under advertiser control when on network, and both would be divorced from network control. In addition, both are "family programming," he added, and would comprise mix of some old, some new episodes.

Chairman also pointed to two recent commission actions on waiver requests to buttress his assertion that commission is concerned with promoting diversity of programming. He noted that it had waived rule for presentation of *The Six Wives of Henry VIII* (see page 39), but had denied waiver requested by Storer Broadcasting for presentation of National Geographic programs aired by NBC. (Action on Storer request has not yet been formally announced.)

Chairman, asserting that National Geographic series is "wholly indistinguishable" from *Wild Kingdom*, said "commission action in this area is becoming a floating crap game, whose outcome is both arbitrary and capricious; and worse, it is hip-deep in what can only be labeled programming judgments."

In discussing commission's refusal, for second time, to grant ABC's request for

waiver for Olympic coverage, he said he did not think commission's action "could survive serious challenge" in court. He said "Supreme Court has made it clear that commission cannot take refuge in its rules—that it must always consider whether waiver in particular circumstances will better serve the public interest." He said granting waiver would not have affected purpose of rule either way and was requested for "special event of literally worldwide importance."

The muscle's in Miami as radio-TV go political

Nearly all of broadcasting's attention, much of its air time and sizable chunks of its money shift this week to Miami Beach for what is expected to be tumultuous Democratic convention, followed within couple of weeks by presumably more placid Republican one. CBS-TV has \$7.25 million, 525 people for coverage of conventions; NBC-TV has \$6 million, 550 people; ABC-TV \$5 million, 450 people. Also on hand will be far less costly but no less active radio operations, which as previously reported (BROADCASTING, July 3) plan regular reports at rate of more than one per hour.

Other organizations on hand include public TV's National Public Affairs Center for Television, which is trying to get maximum mileage out of estimated \$200,000 budget and 40 people; it plans nightly reports and pre-convention special. And European Broadcasting Union, which serves 22 nations and 28 separate telecommunications services, will have staff of 166 (BBC will have 37 of its own people on hand).

Colorful example of way even local stations get into act is provided by KMPC-AM Los Angeles. Its guest morning disk jockey will be Mayor Sam Yorty (who used to be Democratic presidential candidate himself), broadcasting records, commercials and convention reports from Miami Beach as replacement for vacationing Dick Whittington.

Bulls at Interpublic

Prediction that growth and profit figures at Interpublic Group of Companies Inc. for first half of 1972 would show "continued significant improvement" over same 1971 period was made Friday (July 7) by Paul Foley, president. He told meeting of New York Society of Security Analysts that first-quarter figures showed increase in company's billing and net profit over 1971 period, and said 1972 second quarter is showing "same favorable trend," attributing bolstered business to expanded clients' budgets and reinstatement of new-product introductions curtailed in 1971.

Political group reports pro-McGovern network bias

American Institute for Political Communication reported late last week that two-week monitoring project it conducted of evening network TV shows has turned up bias in favor of Democratic presidential contender Senator George McGovern (S.D.). But study also found that "the great bulk of the reporting . . . was straightforward and objective."

Institute, nonprofit and nonpartisan organization in Washington, selected five recent college graduates—all professed liberals and all McGovern supporters—for project conducted June 2-14, during presidential primary in California. Institute wanted to select those least likely to recognize bias, spokesman said.

Monitors found bias both in amount of time devoted to Democratic presidential candidates and in content and "slant" of reporting on candidates and Vietnam war. They also found that ABC's evening news contained less bias than NBC's and CBS's.

Project is part of \$60,000 study institute began last year to examine relationship between Nixon administration and mass media. Sponsored by *Milwaukee Journal*, Rutland (Vt.) *Herald* and Cudahy Foundation of Wisconsin, project is scheduled for completion this fall.

Katz Agency to middleman political spot payments

Bailey, Deardourff & Bowen Inc., Washington, has appointed Katz Agency, New York-based national sales rep firm, to serve as central collection and disbursing agent in making payments to broadcast stations running political announcements placed by BD&B.

Under terms of agreement, said to be first of its kind in broadcast political advertising, Katz will make direct payment for BD&B to all stations or their representatives during week prior to air time for political spots scheduled on stations. Katz said special system for checking and verification will assure both prompt and accurate media payment.

System has been developed to eliminate confusion in political spot placement and payment, according to Katz. Rep firm said in past schedules have been canceled unnecessarily, payments have been over- or under-credited and adjustments have not been properly accounted for.

Though Katz will disburse checks to stations it does not represent, in accordance with BD&B media schedules, it will not be privy to any actual political schedules or contracts other than for its own represented stations. Katz will not receive representative's commission for disbursing payments to stations it does not rep-

resent. It will receive per-item-handled payment for this service.

A spokesman said BD&B represents Senator Charles H. Percy (R-Ill.); Senator Edward W. Brooke (R-Mass.); Kip Bond, candidate for governor of Missouri; Carlos Romero, mayor of San Juan, P.R., and four aspirants for congressional seats. He placed broadcast billing at about \$1.2 million.

Booming for Cavett in D.C.

For past week ABC-TV's channel 7 affiliate in Washington, WMAL-TV, has been running "Save Dick Cavett" campaign in attempt to keep late-night host's show on network—and station is "very pleased" with results, Stan Pederson, advertising and promotion manager, said Friday (July 7). WMAL-TV has thus far received 4,600 supporting letters.

Campaign has comprised series of brief editorials and promotional announcements in afternoon movie, plus half-page ad (with coupon) in *Washington Post* last Wednesday (July 5). Campaign will be stepped up this week, after which WMAL-TV will forward letters to network, he said.

Latest A. C. Nielsen nationwide ratings show NBC-TV's *Johnny Carson* with 7.3; CBS late movie with 6.9, *Cavett* with 3.4. But Nielsens for Washington show that both Cavett and Carson each draw 26% share of audience between 11:30 p.m. and 1 a.m. EDT. Those figures give *Cavett* 76,000 Washington viewers over 18; *Carson*, 70,000. ARB gives *Carson* 66,000 Washington viewers, *Cavett* 59,000.

Gift horse found wanting

National Association of Broadcasters has taken exception to portions of liberalized operator requirements implemented by FCC last month (BROADCASTING, June 5). Association emphasized in pleading to commission last week that, in general, new rules "bring the operator requirements into step with today's operating functions." Crux of FCC action was to make it possible at certain radio stations for holders of third-class operator licenses to perform duties formerly requiring first-class ticket.

However, NAB claimed that two new requirements under revised rules should be reconsidered. They are provision requiring licensees of directional AM's to arrange switching equipment so that station will go off air automatically in event of malfunction, and one obligating stations to make at least 10 proof-of-performance field strength measurements of directional antennas annually.

Regarding its first objection, NAB asserted that licensees should continue to have discretion over whether their stations should be taken off air in order to make repairs. On second, association claimed that three or four measurements are adequate for remote controlled stations and that forcing 10 such readings per year "could work a hardship on certain stations."

NAB also requested that commission

The envelopes, please. ABC Inc. is expected to make decision soon (possibly this week) on which company will buy its ABC Films production-distribution organization, which must be disposed of under FCC rules. Eight organizations, including group headed by current ABC Films executives, have been asked to submit bids on revised inventory, not including all of its programing and excluding certain feature films.

Moving up. Tim Sullivan, sales manager of Metromedia KLAC(AM) Los Angeles, promoted to VP and director of sales for company's West Coast radio stations. He remains in KLAC post and, in addition, will coordinate sales activities of KMET(FM) Los Angeles, KSAN(FM) San Francisco and KNEW(AM) Oakland, Calif.

Agency founder dies. Walter Craig, 71, formerly executive vice president in charge of radio-TV, Norman, Craig & Kummel, New York, of which he was a founder in 1955, died July 5 in Mountainside hospital, Montclair, N.J. He retired from NC&K in 1960. Earlier, Mr. Craig had been senior vice president of Benton & Bowles Inc., New York, and programing executive at WMCA(AM) New York. He is survived by his wife, Margaret, and daughter, Mrs. A. J. Royce 3d.

Actor stricken. Ed Zimmerman, TV actor best known for his portrayal since 1967 of Dr. Joe Werner on *Guiding Light* on CBS-TV, died suddenly July 6 at York, Me., following heart attack. He was 39.

permit stations to appoint full time assistant chief operator to augment chief operator position set up under new rules. As rules read now, assistant can be named only at times when chief operator is ill or otherwise indisposed.

Code aloof on political

Efforts of National Citizens Committee for Broadcasting to get broadcasters to furnish information on political commercials this fall has come to naught. Code director Stockton Helffrich, in letter to NCCB President Charles Benton, said subcommittee of TV Code Review board has held unanimously that broadcasters should not get involved since activity might inhibit them in sale of time to political candidates. He said that Section 315, which prohibits any censorship of candidates' remarks, requires broadcasters to stand aside from efforts, such as those advocated by NCCB, to refuse to sell politicians spots in less than five-minute segments, and to establish code of ethics for political announcements.

NCCB, meanwhile, is moving ahead with its plan to research political advertising this fall (BROADCASTING, May 29). It has hired two researchers to begin planning the study.

New Arizona group in line to buy Pulitzer's KVOA-TV

Pulitzer Publishing Co. has found new buyer for its KVOA-TV (ch. 4) Tucson, Ariz., following collapse last month of sale to Donrey Media Group. Buyer—subject to FCC approval—is new Arizona corporation, Channel 4 TV. Principals, each of whom has one-third interest, are Richard L. Bloch, chairman of board of Filmways Inc.; Donald Pitt, Tucson attorney, and Donald R. Diamond, businessman in that city. Price is estimated \$2.75 million. Donrey was to have paid \$2.6 million.

Pulitzer terminated contract with Donrey in May after FCC failed to act on sale application, principally due to actions taken against Donrey stations for alleged clipping violations.

Sale of KVOA-TV was precipitated by Pulitzer's purchase last year of *Arizona Daily Star*, Tucson daily. At time, Justice Department demanded that firm give up either station or newspaper, and Pulitzer elected to sell KVOA-TV. Company also owns KSD-AM-TV St. Louis and KOAT-TV Albuquerque, N.M.

Still another in Pennsylvania

On heels of competitive challenge to CBS's WCAU-TV Philadelphia (see page 18), Western Pennsylvania Ethnic Radio Inc. has filed competing application at FCC for facilities occupied by WPQR(FM) Uniontown, Pa. Company is joint venture of two Washington brothers, Carl W. and Kenneth R. Strawberry. Former is dentist, latter is clinical psychologist for State Department and also has 39.2% interest in present WPQR licensee, Warman Broadcasting, which he would relinquish were new bid successful.

Western Pennsylvania application notes that WPQR had revenues of \$60,000 last year and claimed that total could be exceeded through "improved management and . . . honest bookkeeping." Brothers Strawberry promise increased ethnic and minority programing at station if their application is granted.

Finds flaw in cable rules

FCC's handling of petitions for reconsideration of new cable rules last month (BROADCASTING, June 13), has been brought before U.S. Court of Appeals in Washington by Las Vegas franchisee. Community Cable TV of Las Vegas filed petition for review with court last week, questioning wisdom of commission's dismissal of brief it filed last March in opposition to small-market provision of CATV package. Community is arguing that, under present wording of small-market clause—which allows CATV systems in markets below top 100 to carry enough distant signals to provide full network service—it would be precluded from carrying any distant signals at all, since Las Vegas (ranked 137) has three network affiliates.

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Source: ARB April/May 1972 Exclusive Cume, Adults 18+, 6-10 AM.
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only and are subject to the qualifications set forth by the indicated service.



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This week

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—Meeting, steering committee of Cable Television Federal-State-Local Advisory Committee. 10 a.m., FCC headquarters, room 8475, Washington.

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 13-16—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, Milre 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*. Governor Nelson Rockefeller will speak at executive conference. Otesaga hotel, Cooperstown, N.Y.

Also in July

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 Liebman, 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), Gais 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.

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. 26-28—Annual meeting, *Association of National Advertisers*. Cerromar Beach hotel, Dorado Beach, Puerto Rico.

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

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. 13-15—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. 8-9—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.

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Open Mike®

That broadcast summit

EDITOR: . . . our visit to the White House was a memorable one. The story in your June 26 issue captured extremely well the flavor of the meeting. It was very encouraging to find the President so informed and concerned. I was also greatly impressed with his easy and comfortable manner and his ability to listen and digest the various points which were being made. Your publication did an outstanding job of covering the meeting.—*Charles S. Mechem Jr., chairman of the board, Taft Broadcasting Co., Cincinnati.*

EDITOR: . . . it was a day that I'll not forget and I've so expressed myself to Herb Klein. The fact that the President of the United States would devote more than an hour of his precious time to listening to the problems of broadcasters, particularly when he demonstrated such a clear and sympathetic understanding of those problems, was tremendously impressive to all of us there.—*William D. Shaw, president, broadcast division, Golden West Broadcasters, Los Angeles.*

EDITOR: . . . it was a most remarkable meeting and I believe I expressed the opinion of those present when I said at the dinner that it is absolutely incredible that the President of the most powerful country in the world would take off an hour and a half of his busy schedule to discuss problems of an industry across a table, in a give-and-take manner. I concluded my remarks by saying that it was good to know that somebody cares, regardless what may come out as the result of this meeting.

I received today a copy of a letter sent by Willard A. Michaels, president of Storer Broadcasting Co., to President Nixon and I can only endorse every sentence, word and syllable written by him because it wraps up the sentiments and concern of the industry and could not have been expressed better.—*Egmont Sonderling, president, Sonderling Broadcasting Corp., New York.*

(Following is an excerpted version of the Michaels letter to which Mr. Sonderling refers. Copies were distributed to the 29 other broadcasters who participated in the June 22 meeting.)

DEAR MR. PRESIDENT: I am taking the liberty of reiterating what were expressed as the two most fundamental problems [of the broadcasting industry] because they are truly issues with which an administration interested in preserving orderly process and a healthy economy, as yours is, can properly be concerned, and we are grateful that you expressed this concern.

(1) The license-renewal process, particularly for television, is in danger of a complete breakdown, unless corrective legislation is forthcoming in the near future. The major problem does not appear to rest in the FCC itself, but in the

fact that the Communications Act itself lends itself to such frequent override by the courts that the commission is often loath to take the actions which would normally be logical and indicated, and the resulting pile-up is frightening. Basically, it is the contention of most of our industry that we are *not* entitled to routine or automatic renewals of our licenses. We expect to be closely examined for the fulfillment of the commitments we made in our renewal applications and appraisal of those we make for the new period. If we failed to live up to our commitments for the period concluded, we should be subject to re-examination, including potential hearing if indicated. But if we *did* live up to our commitments we should not have the threat of a rejection or hearing hanging over our heads, provided our application for the new period reflects the public interest.

(2) Second only to the above problem in fundamental importance to our industry, and possibly even more fundamental to the health of the over-all economy from the administration's standpoint, is the declared intention of the Federal Trade Commission to extend the application of the fairness doctrine into the area of commercial advertising on radio and television. The difficulty the FCC is experiencing in administering the fairness doctrine in the limited field of news and political equity is too well known to belabor here. Even when it comes to a well-deliberated decision, the haziness of the whole area is such that the commission is overruled time and again by the courts. Our industry unanimously felt that the commission made a gross error in its initial inclusion of the cigarette problem under the fairness doctrine—not because we were indifferent to the health problem, or greedy for the cigarette revenue, but because of the legal precedent. Proposals for voluntary elimination of cigarette advertising over a maximum of three years had already been approved by the television code board [of the National Association of Broadcasters]. While the commission reassured us there would be no legal precedent, unfortunately our fears proved quite well founded, and the reassurances unsupportable. We are in serious danger of this philosophy being applied, and major manufacturers, distributors and advertisers are just as concerned, possibly more so, than we.

While I know that you cannot possibly devote much personal time to the subject at present, investigation by your staff of advisers in the near future and your eventual support of constructive legislation would not only be appreciated by the industry, but a constructive step toward stabilization of orderly administration and government.—*Bill Michaels, president, Storer Broadcasting, Miami Beach.*

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Monday Memo

A broadcasting commentary from Congressman Fred Rooney (D-Pa.)

A message from the Hill on how broadcasting can paint itself out of the corner

There was an interesting cover story in *Nation's Business* which I am sure you have all seen. The opening sentence of the article poses this question: "How would you like to own a business where you are required every three years to justify your performance to seven political appointees and perhaps lose that business if they don't think you measure up?"

I'd say that's a unique kind of business. You've always been beholden to government for your broadcast franchise, and subject to federal controls and laws. But lately, you're being made more aware of this than ever before.

The final solution to the license-renewal matter, in my view, is to be found in the Congress. We will have a permanent, national renewal policy, binding on both the FCC and the courts, only when specific criteria are written into law.

Nearly 200 members of Congress in both houses and in both parties have lent their names to renewal legislation. Nearly 100 bills are pending. My bill, H.R. 13193, would extend the license period to five years for radio stations and retain the three-year statutory limitation for television stations. At the same time it would assure both that their licenses would be renewed if the station could show the FCC a good-faith effort to serve the needs and interests of its community during the preceding license period, without in any way eliminating the existing rights enjoyed by those who desire to contest a license application or otherwise bring to the attention of the FCC any alleged failures of a licensee.

Unfortunately, you are not going to get license-renewal legislation in the 92d Congress, but the issue is still very much alive. I urge broadcasters to use the months to educate their congressmen as to the need for this legislation.

In addition to license-renewal problems, the broadcast industry now has to face the Federal Trade Commission's recent counteradvertising proposal which, if enacted, has the potential of undermining and destroying the entire financial base of commercial broadcasting. The concept of counteradvertising is so broad in scope as to cover most products and services now advertised over your stations. I know from experience that no more consumer-oriented group exists than my constituency. And I also know that no company is going to pay to advertise on radio and television if by doing so it will automatically give a right to someone else to attack it on the same station.

There's been the prime-time access rule. That's only depriving you of about



Fred B. Rooney (D) was elected to Congress from Pennsylvania's 15th district in 1963. He is a member of the Commerce Committee and its Communications Subcommittee. This "Monday Memo" was adapted from a speech Mr. Rooney delivered to the Pennsylvania Broadcasters Association. Mr. Rooney's colleague on the Communications Subcommittee, Lionel Van Deerlin (D-Calif.), last month had the talk entered into the *Congressional Record*.

600 hours of network programming a year, and a drop-off in audience between 7:30 and 8:00 p.m. I understand there was a well-intentioned reason for the rule, but like so many of the well-intentioned regulations you're working with today, it hasn't worked.

Section 315 is still in force, making fun situations for comedian Pat Paulsen, but depriving the American voter of television encounters between the major presidential candidates and, in the words of Frank Stanton, "crippling the most constructive use of broadcasting in the electoral process."

There's more, of course: any number of tortured applications of the fairness doctrine, compulsory access to the air stripping you of the responsibility for what you broadcast even though you're still held accountable for it, the constant threat of investigation that hangs over your head and yours alone among the media.

And you got some icing on the cake—the Justice Department antitrust suits against the networks. I think the suits are way off base. I think they are against the public interest. I think they will fail.

And I think they are just another indication—as many of your new problems are—of an administration trying desperately to keep broadcasting off balance and bend it to its own end. The attack

began in Des Moines in November, 1969, with a lecture from Spiro Agnew on network news bias and how the networks must be made more responsive to the views on the people.

On a recent Public Broadcasting Service program, White House speechwriter Patrick Buchanan bluntly suggested that because CBS and NBC are biased in their news coverage, along with some publications, the administration might be obliged to sponsor antitrust action to break up their "monopoly" on ideas. He also said that the current Justice Department suits against network programming are "just testing out the theory". The Justice Department quickly denied this, and Senator Dole promptly and officially added his disagreement with Buchanan.

Of course, Mr. Buchanan said that he was expressing his personal opinion. All the administration people do, including Mr. Agnew. They try to be careful not to give the impression of a massive frontal assault.

Just to keep you a little more off balance, and possibly undecided about what's going on, Clay Whitehead, the administration's spokesman on communications policy, tells you the things you really like to hear—about the de-regulation of radio and after that, maybe television, and about his opposition to the FCC's banning newspaper-CATV cross-ownership in the same market, and the present rule prohibiting crossownership of TV stations and cable systems. He also tells you about the administration's great disturbance at the way the trend is going in connection with FCC and court rulings on access and the fairness doctrine. And he called the fairness doctrine "a runaway theory" that may trample newspapers next.

But I don't think he voices the true feelings of the present administration.

Don't take these blows at your freedoms or at your economic base. Fight back. Tell your story to the public—the story of a great free and competitive industry, unexcelled anywhere in the world—an industry which brings all Americans everything from wholesome entertainment and up-to-the-minute news in their homes and cars to live pictures from China and the moon.

Tell your story in terms of the new products and services developed by American business which, through broadcast advertising, can be sold all over the nation, providing for the American people the goods and services they want at prices kept as low as possible because they can be mass-produced and sold.

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in Los Angeles/39 share

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no. one with women
in St. Louis/35 share

no. one with women
in Washington/37 share

no. one with women
in Philadelphia/41 share

no. one with women
in Detroit/43 share

no. one with women
in Kansas City/56 share

no. one with women
in Seattle/41 share

no. one with women
in Albany/52 share

no. one with women
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in Sacramento/48 share

no. one with women
in South Bend/66 share

no. one with women
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A swing back: Court stiffens on protests to renewals

A low-key decision affirming FCC is seen as turning point at last in tide of citizen complaints based on expectation of hearings

The court decision is straightforward and unexciting, almost pedestrian in its language. It breaks no new legal ground. Yet hardly a decision in recent years has had a more electrifying impact on broadcasters than the one in which the U.S. Court of Appeals upheld the FCC's renewal of the license of WMAL-TV Washington without a hearing (BROADCASTING, July 3).

For though it would not be accurate to say that the decision lifts the siege by public-interest groups that broadcasters feel they have been under for the past several years, the barricades have been strengthened and the moats widened, it is generally agreed.

Broadcasters and their attorneys greeted the decision with an enormous sense of relief. ("Bless the U.S. Court of Appeals," one broadcaster told WMAL-TV's Richard Stakes, after hearing the news.) So did FCC officials who regard the decision as critically important.

With 100 renewal cases backed up behind the WMAL-TV proceeding (a dozen more were added from Pennsylvania last week see page 21)—many involving issues similar to those raised in the WMAL-TV proceeding—that case was regarded as a bellwether. If the commission decision had been overturned, much of the legal framework on which the commission's renewal policy is built would have had to be scrapped. As it was, the court quoted with approval commission policy in a number of areas—ascertainment of community needs, programming, discrimination in employment (BROADCASTING, July 3). And while that rebuilding was going on, many—perhaps most—of those broadcasters whose renewal applications are the subject of petitions to deny could have looked forward to defending their licenses in costly renewal hearings.

Since past appeals-court rulings have pushed out the boundaries of law to accommodate citizen groups that have a grievance and are seeking a commission hearing it was the very restraint reflected in the unanimous opinion written by



Life goes on. The amount of work that goes into preparing license-renewal applications is indicated by the volumes stacked in front of three of the men who played roles in the enterprise—Richard S. Stakes (c), executive vice president of the Washington Star Station Group; Eddie L. Madison Jr. (l), manager of community services for the group, and Howard Roycroft, Washington counsel. The volumes represent the combined 1972 license-renewal applications for WMAL-AM-FM-TV Washington. They were filed with the FCC on Monday, three days after the U.S. Court of Appeals in Washington upheld the commission action renewing WMAL-TV's license for the 1969-72 period.

Judge Malcolm R. Wilkey that was considered "significant" by private attorneys, and "a hopeful sign," by commission officials—especially since Chief Judge David Bazelon joined in it; he has long been considered one of the leading liberals on the appeals bench.

Indeed, psychological and emotional factors seemed to overrule in importance the legal questions from that day, in September 1969, when a group of blacks petitioned the commission to deny WMAL-TV's license renewal on grounds, among others, that it failed to adequately ascertain community needs, that its programming was unresponsive to the needs of the blacks in Washington, and that it discriminated against blacks in its employment practices.

The petitioners could all be regarded as legitimate spokesmen for elements in the black community; the petition itself represented a great deal of work and appeared to reflect deep convictions. These factors, apart from the merits of the petition itself, might not have been enough to sway the commission. But many observers felt they would be enough to sway the appeals court, to persuade it to direct the commission to order a hearing—though ultimate denial of the renewal application was not regarded as a serious possibility.

The same court in the WLBT-TV Jackson, Miss., case established the principle that viewers have a right of standing in seeking license-renewal hearings. Later it lashed the commission for its handling of the case and ordered the station stripped of its license. In another case, the appeals court made it possible for a group in Chicago which had made only a meager showing at the FCC to block the sale of WFMT(FM) Chicago to the Tribune Co.'s WGN Continental Broadcasting.

But the court did not grant the blacks' appeal in the WMAL-TV case. Instead, it accepted the commission's formulation of the case—that a petition to deny that does not contain specific allegations which if true would militate against a renewal grant may be denied without hearing—and the commission's conclusion that the petitioners had not raised issues requiring resolution in a hearing. It also said that if the standards the commission used are to be changed, it is up to the commission to change them by rulemaking. The commission is not accustomed to such deference from the court.

Commission officials, however, caution that the decision is not a signal that all petitions to deny will now simply be dismissed. They say the decision eliminates some of the questions the WMAL-TV appeal had raised and that the commission

Latest Welch & Morgan target: WCAU-TV

Washington specialists represent local Philadelphians in rival bid for CBS-owned station's ch. 10

The CBS-owned WCAU-TV Philadelphia was challenged for its channel-10 facility last week by a group of Philadelphia business and professional men. The competing application was prepared by Welch & Morgan, a Washington law firm that has lately specialized in such actions.

The applicant is First Delaware Valley Television Inc., whose principal stockholders are Solomon Katz, chairman of the Strick Corp., truck-trailer manufacturer, and Harold E. Kohn, a Philadelphia lawyer.

Also among the stockholders are Donald G. Barnhouse, identified as writer and producer of news analysis for WCAU-TV, who is president of the corporation, and Clifford Brenner, currently executive assistant to the president of the Philadelphia School District and a former public-relations and advertising executive, who is vice president of First Delaware. The stockholders also include several individuals in community-relations work.

Mr. Barnhouse joined WCAU-TV in

1960 and since 1962 has been an on-the-air news analyst. Last February he was reassigned and now is the moderator of a Sunday morning religious program.

John A. Schneider, president of CBS/Broadcast Group, issued a short, but quietly confident, statement on Friday (July 7), noting that since 1958, when it bought the station, CBS has served the area "and we feel we have served it well." CBS believes, he said, that the FCC will find that "our performance record is such that the public interest will best be served by renewal . . ."

According to FCC sources, this is the 24th mutually exclusive application filed for an existing TV facility since June 1969. Some, however, have been withdrawn, following settlements.

Ten of the applications, including the challenge to WCAU-TV, have been filed by the Welch & Morgan firm.

First Delaware said it plans to spend almost \$3.6 million building the new station, calculates operating costs for the first year at \$9.2 million and revenues at \$12.8 million. It said it has almost \$15.5 million available, including a \$4-million bank loan and deferred credit.

First Delaware said it would stress local and regional news and local amateur sports, such as high-school and college lacrosse, soccer and swimming.

Engineering plans contemplate use of the location now occupied by WCAU-TV's tower, erection of an antenna 1,155 feet above average terrain and 1,139 feet above ground (virtually identical to WCAU-TV's present installation), transmitting 191 kw visual maximum effective radiated power.

This is not the first filing for a network-owned major-market TV facility; a competing application for NBC-owned KNBC(TV) Los Angeles was filed but later withdrawn, also by Welch & Morgan.

Among Welch & Morgan applications outstanding against existing licensees are those targeted at KHJ-TV Los Angeles; WNAC-TV Boston; WTKR-TV Norfolk, Va.; WFAA-TV Dallas; KORK-TV Las Vegas and WOR-TV New York.

Two other Welch & Morgan TV clients withdrew their applications. These were filed against KOOL-TV Phoenix and WFLG-TV Miami. The firm has also filed competing applications against two AM licensees. One, against WLAS(AM) Jacksonville, N.C., was withdrawn; still pending is one against WIFE(AM) Indianapolis.

will now be able to process complaints more swiftly—and with greater confidence. But they also say that each of the petitions to deny will be dealt with on its merits. The law of averages alone would indicate that some stations may be headed for renewal hearings.

Nevertheless, the opinion could have an impact going beyond the processing of complaints already on file. Petitions to deny—or the threat of them—have been used increasingly, and to considerable effect, by groups in persuading broadcasters to program in a manner the groups feel would be more responsive to their particular needs, to promise to make aggressive efforts to hire and train minority-group members, and to establish station advisory committees composed of community representatives. Now, broadcasters might find less incentive in accommodating complaining groups.

Representatives of citizen groups aware of this possibility were sharply disappointed (some admit to having been driven into a state of depression), but none was ready to concede they have suffered more than a setback in their efforts to challenge the renewals of broadcasters whose stations they feel have provided less than adequate service.

The leading practitioners of public-interest law in broadcasting had not yet had an opportunity last week to read the court's opinion, but Albert Kramer, of the Citizens Communications Center, and Tracy Westen, of Stern Community Law Firm, said their understanding of the opinion does not suggest any reason why there would be fewer petitions to deny filed in the future.

(The Urban Law Institute of Antioch College, which represented the 16 blacks, expressed "extreme disappointment" but

declined comment on what future action will be taken.)

Mr. Kramer, who has played a leading role in helping citizen groups file petitions to deny, said the court's decision may simply require a change in tactics. He talked of more extensive monitoring of stations' programming, and, more significant, of relying on information provided by employees concerning practices in which their stations engage. He said such information has been obtained in the past, and "if necessary," it can probably be obtained in the future.

And Mr. Westen, noting that the court held that the commission's position had been "reasonable," said additional court decisions may be needed to delineate when the commission's judgment is "unreasonable." Courts either enunciate standards for agency action or decide case by case whether an agency has abused its discretion, he said. And the court has not laid out guidelines. Accordingly, he said, "the pattern of petitions to deny will continue; it may have to be intensified."

Dr. Everett Parker, director of the Office of Communication of the United Church of Christ, which initiated and litigated over a period of several years the precedent-establishing WLBT(TV) case, was also handicapped last week by his inability to obtain a copy of the opinion. But the press accounts he read, he said, did not indicate a precedent. "I don't think it will make it harder to deal with the commission," he said.

Perhaps not. But in upholding the commission's decision, the court made it clear that citizen groups shoulder a heavy burden in efforts to obtain a hearing on a renewal application—let alone a commission order denying one.

In dealing with the ascertainment-of-needs-and-interests issue, the court held that the commission acted properly in permitting WMAL-TV to amend its application in that regard. The petition had claimed that the amendment was an illegal effort to "upgrade" the application and should be barred, as broadcasters are barred from offering "upgraded" programming in their application. But the court said that "ascertainment of community needs and interests is prospective in orientation; it is directed at proposals for future programming, not past programming."

On the question of the responsiveness of WMAL-TV's programming, the court rejected the petitioners' claim that WMAL-TV's primary service obligation is to Washington, D.C., and its 70% black population. "A broadcast licensee has an obligation to meet the needs and interests of its entire area of service," the court said, adding: "How a broadcast licensee responds to what may be conflicting and competing needs of regional or minority groups remains largely within its discretion. It may not flatly ignore a strongly expressed need; on the other hand, there is no requirement that a station devote 20% of its broadcast time to meet the need expressed by 20% of its viewing public."

The court also said it agreed with the commission's conclusion that the petitioners' objections to WMAL-TV programming "lacked the requisite specificity. . . . For plaintiffs simply to object to the quality of WMAL-TV's programming in general and conclusory terms offers the commission little assistance in terms of the guidelines which it requires to implement policy changes. Furthermore, such generalized criticisms run the risk of turning the FCC into a censorship board, a goal clearly

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You belong in Broadcasting **Jul 24**

not in the public interest . . .

"The commission's interpretation of its policies, not being arbitrary or unsupported by substantial evidence," the court said, "must be permitted to stand."

It was the court's disposition of the allegation that WMAL-TV had discriminated in employment practices that several commission attorneys cited first in explaining why they felt the opinion upheld commission policy. The petitioners based their allegation on the number of blacks who were working at the station. However, they did not cite any specific instance of alleged discrimination on the basis of race.

Accordingly, the court referred with approval to a commission statement in an earlier case that simply indicating the number of blacks employed by the licensee, without stating instances of discrimination, "is not sufficient to require an evidentiary exploration." The court said that in that earlier case and the WMAL-TV proceeding, licensee affidavits "regarding recruitment of minority group members and their placement in a variety of positions, not merely menial jobs, were sufficient to rebut any allegations of discrimination."

The court also affirmed the commission's frequently stated view that the question of concentration of control of media is best left to a rulemaking proceeding. The petitioners had cited WMAL-TV's affiliation with WMAL-AM-FM and the *The Washington Evening Star* as one of their grounds for urging denial of the station's renewal. But the court said that "in the absence of specific abuses arising from the Evening Star Broadcasting Co.'s ownership of WMAL-TV, and since the situation presented by the case at bar falls within the scope of the commission's present multiple-ownership rules, concentration of ownership of the communications media is not a proper basis for disapproving a license renewal request."

But even as broadcasters and their attorneys were enjoying an unusual feeling of relaxation, as a result of the WMAL-TV decision, some observers recalled that there is another case pending in the court of appeals that could prove of considerable significance in the continuing confrontation between broadcasters and their publics. It involves the effort by the Alianza Federal de Pueblos Libres, a group of Mexican Americans residing in the Southwest, to open up the financial records of stations to groups challenging their renewal applications.

The commission has refused to budge from its position that it must respect the data's confidentiality. But the Alianza—and now groups in the Los Angeles area in a petition filed with the commission concerning Metromedia's KTTV-TV—asserted that citizen groups must be allowed to examine the financial records of stations to test whether they are reinvesting an "adequate" amount of profits in programming.

A court victory by the Alianza—one that could result in a station's profits being placed in evidence in connection with an issue on reinvestment of profits—would do much to wash away the cheer broadcasters were feeling last week.

Philadelphia said to have very little brotherly love

City's outlets get most and massive challenges as Pennsylvania-Delaware deadline on renewal filings passes

Broadcasters in Pennsylvania and Delaware, the latest targets for the citizen-group assault on the license-renewal process, fared rather well in comparison to other states. On Monday (July 3), the deadline for such filings, only 12 petitions to deny renewals of stations in those states were submitted to the FCC.

In contrast to the situation two months ago in New York, where the 25 petitioners filing at the commission ran the gamut from feminist groups to collective-bargaining agents, blacks owned the spotlight in the current round of filings. The line of attack concentrated on the traditional targets of community-needs ascertainment, programming and employment practices.

Stations in Philadelphia bore the brunt of the challenge. Noteworthy among the documents filed against stations in this, the nation's fourth largest market, was a petition aimed at "preventing further continuing violations" of the FCC's equal-employment rules by 28 of that city's 36 broadcast stations. The petition, filed by the Communications Coalition, an umbrella group of black organizations in the city, omitted only the four college stations in the market and the four black oriented facilities (WDAS-AM-FM, WHAT-AM and WWDB-FM). It asked that the commission order a full-scale investigation into the employment practices of the 28 stations named on a market-wide basis, with an end result of either denying the renewals of all of them, designating their renewal applications for hearing or issuing show-cause orders to refrain from further episodes of employment discrimination.

The coalition claimed that of the 1,448 individuals employed by Philadelphia's broadcast media, only 137 are black and, of these, 80 hold "menial" positions such as clerks or laborers. It also supplied a list giving the total number of persons employed by each station named in the petition, breaking out the number of blacks on each staff. Based on that data, the coalition claimed, 22 of the stations in question have excluded blacks from "virtually all responsible positions," and the other six are "not discernibly better," despite greater revenues.

The stations named in the petition, their total number of employees and total black employees (in parentheses) follow:

WIP(AM) 50 (3); WMMR(FM) 21 (2); WFLN-AM-FM 25 (1); WPEN-AM-FM 39 (6); WRCP(AM) 16 (0); WFIL(AM) 54 (4); WIBG(AM) 35 (1); WTEL(AM) 14 (0); WDVR(FM) 24 (2); WFI(FM) 15 (1); WIDQ(FM) 23 (0); WPBS(FM) 18 (1); WUHY(FM) 11 (1); WWSH(FM) 13 (0); WYSP(FM) 12 (0); WKBS-TV 65 (9); WPHL-TV 75 (6); WTAF-TV 66 (5);

WUHY-TV 81 (6); WCAU-AM-FM 70 (9); KYW(AM) 84 (8); KYW-TV 202 (20); WCAU-TV 282 (35); WPVI-TV 153 (20).

WPHL-TV (ch. 17), one of the city's three UHF outlets, was singled out in a separate petition to deny by the same group. It accused that station in particular of "clearly and completely overlooking and failing to serve" the needs of the city's blacks, which it said make up 33.6% of Philadelphia's total population. WPHL-TV, according to the petition, failed to devote "more than an insignificant portion" of its programming to offerings of particular relevance to the black community, and failed to put on the air more than a "mere token" of blacks.

The coalition also joined with a group of blacks in nearby Wilmington, Del., to petition against that city's only television station, noncommercial WHYY-TV. Principal among the complaints against that station was an alleged proposal to diminish its locally produced programming by 64% and its public affairs offerings by 44%, while at the same time increasing the amount of material taken from Public Broadcasting Service feeds by 6% (from a total air time of 57% to 63%). The petitioners claimed that WHYY-TV has been particularly deficient in programming for blacks, charging that until three months prior to the filing of its 1972 renewal application, the station had no local black programming (it added the monthly, 30-minute *On Top of It* in February). In addition, the petitioners claimed that WHYY-TV's employment record (there are six full-time blacks on a staff of 81, according to the petition) is "a disgrace."

A group of loosely affiliated black civic organizations calling itself Concerned Communicators filed a total of six petitions to deny against 10 Philadelphia stations: WCAU-AM-FM-TV, KYW-AM-TV, WDAS-AM-FM, WHAT(AM) and WWDB-FM. In each filing, the group emphasized its feeling that Philadelphia's broadcast media, particularly those which it has challenged, have ignored the fundamental problems of the city's black community—gang wars, housing, drugs and prostitution—or have failed to take sufficient steps to determine what they can do to help rectify these situations. As the group stated in its petition against the WCAU stations: "Though the licensee is Johnny-on-the-Spot when a murder, rape or robbery takes place, the licensee's news teams can very seldom be found in the black community when something productive is happening."

The group also contended that WCAU-AM-FM-TV and KYW-AM-TV discriminate in employment by failing to provide adequate opportunities for minority training. In an attempt to document this charge, it attached to both petitions a letter from the stations' management denying the employment application of a young black who had just graduated from broadcast school; both letters claimed that the applicant lacked sufficient experience.

Concerned Communicators also took exception to a survey conducted for several Philadelphia stations by Media Statistics Inc., which allegedly relied only 13% on the city's blacks for an analysis

of Philadelphia's most pressing problems. Some of the "problems" unearthed by this study, the group claimed, included the need for more liquor stores, overcrowded bars, bothersome mosquitoes in the summer and "teen-agers cussing."

WDAS-AM-FM, two of Philadelphia's four black-oriented stations, were attacked in a petition by the same group as being aloof to the needs of their listeners. The petition claimed that WDAS-FM, which last year changed its format from progressive rock to "black progressive," has been particularly unresponsive. The stations' news staff was also castigated for avoiding stories of particular interest to black listeners.

WHAT, another black outlet, was condemned for allegedly failing to live up to its fullest potential as a source of entertainment and education to the black community. WWDB, which is commonly owned but programed separately from WHAT, was attacked as a "parasitic organization deriving its revenue from the black community exclusively and returning little representation."

Concerned Communicators also contended in its petition against WPVI-TV (formerly WFIL-TV) that Capital Cities Broadcasting, which acquired the station last year from Triangle Publications, has failed to live up to the minority programming commitment it made at the time of the purchase from Triangle. The group claimed that the Minority Advisory Board set up by Capcities to review WPVI-TV's operations and make recommendations is not representative of Philadelphia's blacks or other minorities, and should be reorganized.

Across the state, Duquesne University's WDUQ(FM) Pittsburgh was accused of misrepresentation by the Community Coalition for Media Change. The group claimed that the noncommercial station should be deprived of its renewal because it has failed to deliver the financial and programming commitments it claimed would be forthcoming if the FCC granted its 1969 application for a power increase to 25 kw (the request was granted). CCMC claimed that while the school promised to increase WDUQ's budget three years ago, total expenditure at the station has dropped 25%. It contended that the station's staff has not been enlarged as promised, and that programming has been far from what the commission was advised it would be. CCMC claimed the 1969 proposal called for 105 hours of programming per week but that WDUQ now broadcasts 60. The proposal also promised some 36 hours of local programming; the station currently airs eight, the group said.

In Harrisburg, Pennsylvania's state capital, two stations were challenged by the Ad Hoc Coalition on Broadcasting, a black group. In two separate but identically worded petitions, WKBO(AM) and WFEC(AM) were accused of failing to communicate with blacks in ascertaining the community's needs. The group also charged that the amount of programming relevant to blacks aired by the stations has decreased to the point where a "narrow and false picture" of Harrisburg's black community is being given.

Broadcast Advertising

Knock! Knock! Who's there? Your JWT timebuyer

Agency's latest move to deal directly with stations resurrects arguments about wisdom of bypassing traditional channels in placing business

Last Monday, July 3, J. Walter Thompson Co., the biggest spot buyer of all agencies, opened its seventh regional buying office—this one in San Francisco.

According to the JWT blueprint, buyers in San Francisco now will purchase TV and radio spot for clients using broadcast in the city of San Francisco itself and in Fresno, Sacramento and Salinas, all California, and in the states of Colorado, Idaho, Montana, Oregon, North and South Dakota, Utah, Washington and Wyoming.

Planners in New York are communicating the buy specifications and the purchases are moving out of San Francisco with verification on purchases sent back to New York (or in some cases possibly to Chicago). What makes this by-play possible—and instantaneous—is the computer spot network Thompson operates.

In other major cities a similar process is followed at offices staffed by Young & Rubicam and by Interpublic (namely, McCann-Erickson). A few other agencies dabble in this approach to spot buying—Dancer-Fitzgerald-Sample, but on a limited basis from New York and on the West Coast, and Ogilvy & Mather, which uses its West Coast subsidiary, Carson/Roberts, for this purpose.

As of last week, station reps indicated the JWT move in San Francisco would get the same cool receptions that the reps some time ago gave the establishment of Thompson's first such regional buying office in Washington (which buys Maryland, Virginia and West Virginia markets in addition to Washington), and later gave the openings of Chicago, Detroit, Los Angeles and Atlanta offices that followed.

Among reps and stations the objection to the regional spot-buying office is this: Its creation and growth are additional pressures to be put on stations' rate cards. The national station rep loses at least some business.

Those agencies that have gone the regional buying office route say they did so because the nature of the broadcast business demands it. An agency, this theory goes, establishes a closer and better relationship with stations by being on the scene—buyers get to know station management and salesmen and the station people get to know them. Buyers become familiar with the communities and the stations' scheduling. With the com-

puter, say these agencies, there is less probability of error in communication between the media planner and supervisor who are at the home base and the buyer who is ensconced in the agency's branch office.

It is generally conceded by all concerned with the regional buying concept that only the biggest agencies—and specifically those with key offices in the largest cities—are equipped and staffed to create and operate a regional system. Other than those agencies already operating full regional buying services, only BBDO under this measure would appear to be so equipped.

Reps, many stations and those agencies that do not adhere to the regional buying office approach say the agencies that are so engaged are deluding themselves.

Essentially they claim:

■ That agencies using regional buying offices do so defensively to convince clients they're doing a job as well as or better than independent buying services could do.

■ That it is questionable whether such agencies will save money in the long run.

To put this in another perspective, reps say that the agencies wish to make a showing before the client. The theory is that the agency has a buyer on the spot who is getting the best station availability at the best (that is, lowest) price possible. Thus, it demonstrates to the client that a buying service can do no better.

Those who disagree with the regional buying system (and these include such agencies as BBDO, Ted Bates & Co., Foote, Cone & Belding, Cunningham & Walsh, Benton & Bowles, among others) say the thinking is possibly specious and at the least subject to debate.

Some reps say that the regional system is not working in certain areas; many stations have become immune to the pressures on their rates. Some of the better avails are still in the hands of the reps in New York or Chicago. Moreover, the trend today toward a sellers' market in spot dictates against stations panicking and giving away unsold time at depressed rates. TV stations in major cities have a single rate and a national advertiser buying through a regional agency office cannot expect to get a lower rate than the agency buyer negotiating from New York, and in some cases the rep in New York will have already sold the more desirable spot.

As one agency broadcast head noted last week: "We accept the premise that a buyer can do better if he buys in person. But our buyers do that by negotiating on the phone, with the rep or in meeting station management in New York or at the station on a field trip. We do not accept the need for a buyer to be working in the market to achieve the best buy."

The picture, however, is far from clear. There are variations in spot; this is the nature of the business. And there are no straight paths in regional buying.

Originally, an agency which, say, has a buying office in Boston and does business directly with Boston stations may be expected to cut the stations' reps out of their sales commissions. But this is

not always the case. In some markets, representatives are called in to provide consultation in the planning stage.

When a buy emanates from the regional office but is made in markets outside of that city, usually the rep does figure in the business. In some instances, if the rep does not have a branch office in the city where the agency office is housed, he may be called into the buy and still collect commission.

Blair Radio has been experimenting with some stations for the past three years to cut through these difficulties. Blair has station clients in every one of the major markets and thus is deeply affected by regional buying.

The experiment goes like this: If the station agrees, the usual rep commission is split. Rather than apply the commission to the individual sale, the rep receives half and the local sales staff half of gross sales (local and national sales are not differentiated for this purpose but lumped together).

Reps say, however, that without question they stand to lose billing. Just how much nobody really knows. Some major rep spokesmen talk of \$100-million worth of business out of a \$1.5-billion-or-more billing pie. But they are not sure.

Moreover, not all reps will be affected to the same degree. A network-owned TV rep, for example, whose stations are primarily in the very cities where the big regional buying offices are located, may be hurt the most.

Said the president of one such rep in New York: "How do we establish a base billing in New York? At one time our business handled was 66% in New York, and 33% of it was handled 'locally.' Now with the increase of regional buying the split is 50-50."

Most reps believe the issue may be nearly played out. They think the move to regional buying has gone as far as it can go. Some are certain the expenses to the agency will prove far greater than had been believed.

One major independent rep in New York said it would give the system another two years before the agencies become convinced that the approach is not in the best financial interest of the agency or the advertiser.

Another rep said: "Business will come back to New York though probably not to the extent we once knew it."

And there are these views, presented independently of each other. From the rep: "We have learned of an increase in direct telephone calls made by agencies to stations. Some agencies (all looking for bargain rates) even call collect. But stations are getting wise and many are not taking the calls. While all this is going on, the buyer may very well miss getting the schedule he's looking for."

From the agency (without a regional buying office): "So much is fallacy. Agency management is deluding itself in thinking the buyer on the scene has an advantage in always getting to the right station executive. We know from our experience that so many of these station people are out of town—making sales calls, perhaps right here in New York or at one of our other main offices."

Schweiker-amended bill moves out of committee

The military procurement bill reported out of the Senate Armed Services Committee June 29 contains an amendment by Senator Richard Schweiker (R-Pa.) to allow the armed forces to spend advertising funds on TV and radio.

The Department of Defense has requested an advertising budget of \$26.7 million for fiscal 1973, but Congress has not yet passed the DOD appropriations bill.

The Schweiker amendment, approved unanimously by the committee is aimed at counteracting a directive in the conference report on last year's DOD appropriations measure "that no funds be used for paid television and radio advertisements." The senator's amendment makes clear that nothing in the procurement bill is to be construed as prohibiting the armed forces from buying advertising "in any news media."

In a statement Senator Schweiker said DOD cannot expect to end the draft and implement an all-volunteer Army "without freedom to advertise in the electronic media." He said "the present ban presents an unfair hardship for the broadcasting industry. Radio and television advertising is an effective means of communication and I see no reason for maintaining this arbitrary restriction."

The Senate military procurement bill, which authorizes funds to be appropriated by separate legislation, now goes to the floor. Eventually it will be considered in conference with the House version, which contains no provision similar to the Schweiker amendment.

ANA puts it in writing on children's advertising

Stopping short of rules, association outlines principles for commercials on television aimed at under-12 set

The Association of National Advertisers has adopted guidelines for television commercials that are intended for children.

The guidelines were announced at a news conference in New York last Thursday (July 6). In attendance were Kent Mitchel, vice president of General Foods and chairman of ANA's Task Group on Advertising to Children; Jerry Souers of Mattel Inc. and Jerry Jenko of General Mills, members of the task group and representatives of two of the leading advertisers to children, and Marv Koslow of Bristol-Myers, ANA chairman, and Peter Allport, ANA president.

The guidelines, which are contained in a six-page folder being distributed to advertisers, broadcasters and advertising agencies and government officials, are based on four principles the ANA considers mandatory in communicating with

children. For purposes of the guidelines, children were defined as especially those under 12 years of age.

In formulating the guidelines, ANA said it recognized that children are a special group of viewers and that television plays an important role in their development. The four guidelines:

"Advertisers should always take into consideration the level of knowledge, sophistication and maturity of the audience to which the message is primarily directed. Since younger children have limited capabilities for discerning the credibility of what they watch, they pose a special responsibility for advertisers and broadcasters alike to protect them from their own susceptibilities.

"Realizing that children are limited in their ability to distinguish between fact and fantasy, advertisers should exercise care not to stimulate (directly or by implication) unreasonable expectations of performance. A child's imagination should be respected rather than exploited.

"Recognizing that advertising may play an important part in educating a child to become a member of society, product information should be communicated in a truthful and tasteful manner.

"Advertisers are urged to capitalize on the potential of television to communicate and impart knowledge by sponsoring children's programs that provide value beyond entertainment alone, and by developing advertising that, where possible, addresses itself to social standards generally regarded as positive and beneficial (such as friendship, equality, kindness, honesty and generosity)."

ANA said that although the guidelines advance principles rather than rigid rules, they contain several specific prohibitions: Advertisements should not contend that through possession of a product a child is better than his peers, or, lacking it, will invite contempt or ridicule; advertisements "should not reflect disdain for parents or parental judgment, nor reflect unfavorably on any other generally recognized source of child guidance."

ANA added that any form of presentation that "capitalizes on a child's difficulty in distinguishing between the real and fanciful world should be positively guarded against." The association suggested that program personalities or program characters (live or animated) should not be used to promote products or services in any program in which the personality or character appears.

"Rather than urging children to pressure their parents to make purchases, advertising to children should urge them to seek parental guidance and counsel," the ANA said.

In addition to acceptance of the guidelines by its own members, ANA said it will seek cooperation from other industry groups, such as the Toy Manufacturers Association, the Grocery Manufacturers of America, the American Association of Advertising Agencies, the American Advertising Federation, the television networks and the TV Code Authority of the National Association of Broadcasters.

ANA said the guidelines also will be submitted to the National Advertising

Review Board, which is sponsored by leading advertising associations in cooperation with the Council of Better Business Bureaus, for use in NARB deliberations.

In response to other questions, officials estimated that ANA members account for about 75% of all national commercials directed to children, proposed that the guidelines apply immediately to new commercials but not require withdrawal of any now in use, and said the guidelines were not drawn up as a move to stave off efforts to ban commercials from children's programming but that if they accomplished that result it would be a good thing.

They also said they had no evidence that children have been harmed by commercials but that the mounting pressures on advertising to children led them to develop the guidelines to help insure high standards in this controversial area.

FTC's back at Listerine

Trade commission charges W-L with misleading advertising; proposes corrective-ad requirement

Almost seven months after the Federal Trade Commission said it was planning to issue a misleading-advertising complaint against Listerine, it did.

Last week the FTC issued a formal complaint against Warner-Lambert Co., Morris Plains, N.J., manufacturer of Listerine mouthwash, charging that, contrary to its advertising, Listerine does not cure or prevent colds or sore throats, or cause them to be less severe than they otherwise might be.

The delay was due to negotiations between the agency and the makers of the mouthwash in an attempt to settle the case. This is standard practice, although normally the time span between the first announcement and formal issuance of the complaint is more like 90 days.

Stuart K. Hensley, Warner-Lambert board chairman and chief executive officer, said: "There is no question in our minds or in the minds of our scientific



Good guys only. The upraised hand has the words "I pledge a fair campaign" lettered in red, white, and blue in the symbol Eugene F. Novak (1) and Charles P. Taft of Cincinnati would have subscribers to the Fair Campaign Practices Committee's code display voluntarily in their political advertising on TV and in print. Mr. Novak is President of Rumrill-Hoyt, New York advertising agency, and creator of the symbol; Mr. Taft is FCPC chairman. Mr. Novak has also served on the national committee for the improvement of advertising of the American Association of Advertising Agencies, whose subcommittee on political advertising approved the symbol (BROADCASTING, June 12) as did FCPC at a board meeting in Washington.

advisors that Listerine Antiseptic is effective in the area of relieving the symptoms of colds. . . .

The company noted, as it had last November, that the FTC had made similar charges against Listerine in 1932 and again in 1944. In both instances, it noted, the cases were dismissed after extensive trade commission hearings.

The FTC not only seeks a cease and desist order, but also proposes to require Listerine to devote 25% of its advertising for one year to the disclosure that previous claims for the mouthwash had been found false.

Contrary to recent FTC complaints, no mention was made of the advertising agency responsible for the Listerine advertising—J. Walter Thompson.

Two FTC commissioners, Paul Rand Dixon and Everette MacIntyre, dissented

from the proposed corrective-advertising provisions of the complaint, as they have done in other cases.

Last year, Warner-Lambert spent over \$10.5 million for Listerine Antiseptic in TV (with \$3 million in spot); for the first quarter this year, the figures were over \$2.2 million (with \$721,700 for spot).

\$2.8 million for radio-TV in Schick Flexamatic drive

Schick Inc., Lancaster, Pa., through Dancer-Fitzgerald-Sample, New York, is spending an estimated \$2.8 million next fall in a TV-radio push for its Flexamatic electric shaver. Schedule starts with professional football in September and continues to Christmas.

Schick has bought participations in network TV pro and college football coverage, and in more than 20 entertainment shows in prime time and in several game shows on all three TV networks; spot-TV schedule in 20 major markets, and is spending \$200,000 on *Paul Harvey News* on ABC Radio. The over-all national effort in media will total \$3.5 million to support introduction countrywide of the Flexamatic ("Wet shave is dead" is copy theme), tested successfully last winter with heavy spot TV in Dallas; Grand Rapids, Mich.; Portland, Ore., and Tampa, Fla. and expanded to California last March. Another \$1 million has been allocated to co-op advertising and \$500,000 to collateral material and sales aid.

Another \$5 million is backing other facets of Schick advertising and sales promotion including other person-care product introductions and regular time.

Testimonial from Getty

TV spot used by Hutton brokerage firm features endorsement by billionaire

J. Paul Getty, often billed as the world's richest man, gets star billing in a 30-second TV spot for E. F. Hutton & Co., New York brokerage firm. The commercial was to launch for Hutton "a million-dollar saturation campaign in the next six months" with two placements in NBC-TV's coverage of the Wimbledon tennis tournament last Saturday (July 8). In it the billionaire, filmed at his Tudor mansion in England, endorses the Hutton brokerage house.

Announcement of Mr. Getty's testimonial (delayed because formal approval had to be vouchsafed by the New York Stock Exchange and the Securities and Exchange Commission) was made Thursday (July 6) at a New York news conference presided over by officials of Hutton and of Benton & Bowles, its advertising agency, which produced the spot. The commercial has already been scheduled for use in coverage of the British Open on Saturday (July 15), the PGA golf tournament on Aug. 5 and the Aug. 12-13 Westchester Classic.

"We'll be looking to place the ad during upcoming sports events and news and election coverage," said William L. Clay-

BAR reports: television-network sales as of June 18

CBS \$297,626,600 (36.9%); NBC \$262,650,700 (32.6%); ABC \$245,892,600 (30.5%) *

Day parts	Total minutes week ended June 18	Total dollars week ended June 18	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	74	\$ 440,500	1,781	\$ 10,755,900	\$ 10,453,400
Monday-Friday 10 a.m.-6 p.m.	1,010	6,567,600	22,842	163,715,600	151,498,000
Saturday-Sunday Sign-on-6 p.m.	274	2,430,400	7,564	92,567,800	74,885,500
Monday-Saturday 6 p.m.-7:30 p.m.	99	1,739,800	2,216	41,888,500	34,989,300
Sunday 6 p.m.-7:30 p.m.	20	475,800	339	7,617,700	11,717,100
Monday-Sunday 7:30 p.m.-11 p.m.	388	15,177,700	9,484	445,553,200	432,766,800
Monday-Sunday 11 p.m.-Sign-off	148	1,575,600	3,450	44,071,200	30,533,100
Total	2,013	28,407,400	47,676	806,169,900	746,843,200

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

Win your own custom prefab Dream House in Montana TV Network's great 4-letter Name Contest!



YOUR MONTANA DREAM HOUSE will be shipped to you postpaid, at any address you designate in the entire U.S.A.! All parts & ingredients will be ready for easy assembly... all you'll need is tools! Your Dream House will include 2 picture windows, TV antennae, exterior window flower box together with assorted flower seeds, exterior hat rack ("Wherever you hang your hat is home." —Plucky Don Bradley), birdhouse especially suitable for wrens or titmice, hand-carved crescent moon, mail box, & either swinging doors or single piece solid door with hand-carved flourishes & embellishments, as you specify. Retail value: Priceless.

MONTANA TV NETWORK

Plucky Don Bradley, Gen. Mgr.

P.O. Box 2557, Billings, Montana 59103

Represented Nationally by Avery-Knodel, Inc.
Arthur Moore & Associates in Portland/Seattle
Andy McDermott Sales in Toronto/Montreal

Imagine winning the world's first prefab Montana outhouse, custom-designed just for you by none other than Milford Poltroon, Editor & Publisher of *The Wretched Mess News*!

Yachts, Rolls-Royces and private jets pale as to naught beside this princely status symbol! Erect it in back yard, on front lawn, wherever your heart desires! Use it as an upscale telephone booth, semi-sauna bath, children's playroom (for extremely thin children), toll house or even for its original intended use! (If employed in latter fashion, you must supply your own excavation; it is illegal to ship holes out of Montana.) You'll be the envy of your entire neighborhood!

WHAT & WHY:

Montana TV Network horse-blankets the 91st largest TV market with 4 VHF stations plus a great glut of translators, CATV systems & 2 fulltime graffiti writers. Sad to state, however, the FCC has caused us to divest ourselves of our Billings real-life radio station, of late. And with it goes, alas, the lovely call letters once shared by both our radio and TV outlets, i.e. KOOK. Losing a KOOK is indeed a grievous loss.

HOW TO WIN PREFAB FAME:

The aforementioned tasteful prize will be awarded the gifted person who submits the best 4-letter name to replace our late lamented KOOK. Rules: Name must begin with K, be acceptable to FCC (no dirty words, please), and needless to state, must not already be in use by any radio or TV station. Try to print neat.

WHO?

EVERYBODY is who our contest is open to. But we have threatened our judges (whose decision will be final) to be especially kind to advertisers and agency folk, particularly if they place impressive schedules on Montana TV Network. And Aunt Mildred.

TIES?

In the event of ties, our judges will either kill themselves or grant the prize to whoever gets to us first. Or Aunt Mildred.

ENTRIES MUST BE RECEIVED!

All entries must be received before our contest closes. Or else. Which is sooner than you think. "Procrastination is the thief of prefab outhouses." —Milford Poltroon.

WINNER'S NAME

will be incorporated into the acceptance speech of the winning presidential candidate in November, unless he proves to be stuffy & uptight, in which case all who enter will be sent a complimentary free (no charge) copy of *The Wretched Mess News*, revealing the lucky person!

WHAT COUNTS!

Airmail your entries (no limit to number) to OUTCONTEST, c/o Montana TV Network, P.O. Box 2557, Billings, Montana 59103. Neatness, originality and Aunt Mildred all count!

ton, a senior vice president of Hutton. "This is the type of audience we think would be most receptive to our message."

Gordon B. Crary Jr., a Los Angeles-based executive vice president of Hutton, said the spot was one of the cheapest Hutton had ever done because the entire filming took less than a day, with Mr. Getty's three-sentence tribute requiring only two additional takes, and "there are no residuals involved." The multimillionaire was paid, officials said, a flat one-dollar fee.

Exit the jingle, enter the song in today's music commercial

They don't all go on to become record hits, but that's the direction of this advertising trend

How often have you been listening to a song on the radio, enjoying the tune, getting into the melody, and after 30 seconds or so realized you were listening to a commercial? More and more frequently, a growing number of producers of commercial music are achieving the end they're aiming for. "We don't write jingles any more," says one. "We write songs."

It's a trend with a purpose behind it. "Music is still basically an emotional thing," says Susan Hamilton, producer for Herman Edel Associates. "And the reason we are producing commercials that sound like records is to try and grab the listeners. We're always told that when a commercial comes on the radio kids immediately turn the dial. But when you make your spots sound like songs, there's a chance you may be able to reach those kids before they reach those dials."

There are, of course, some hits on the air that were commercials originally: "The Girl Watchers Theme" (Pepsi), "No Matter What Shape" (Alka-Seltzer) and "I'd Like to Teach the World to Sing" (Coke) are perhaps the most notable. But they remain exceptions rather than the rule. And commercial music writers don't stay up nights thinking about getting hits that way. In the first place, a writer needs the opportunity to compose a purely musical commercial, and those assignments are rare. But if it were not for this new standard—commercials that sound like records—those few that have made it the other way around probably wouldn't have.

The commercial that becomes a hit is rare for other reasons. Foremost is that program directors are wary about playing records like the MacDonald hamburger theme—which was released as a record soon after the success of "I'd Like to Teach the World"—because of the strong product identification and the fear of giving a product free advertising. "The way a commercial can become a hit," explains Manny Vardi, partner in the firm of Vardi and Hambro (Clairol, Mobil,



New breed of music makers. Susan Hamilton (l) and Bernie Drayton (c) of Herman Edel Associates talk their language with ex-Beatle producer and now packager of music for commercials, George Martin. Their objective: a "song" commercial.

Pepsi, General Mills), "is like any record. If a disk jockey plays a record enough and people like it, it becomes a hit. You get a commercial that's not on those prime hours, then the chances are very slim."

If the phenomenon of commercials becoming hits is not really standard occurrence at this time, it is indicative of the body of work now being done at the commercial music houses. Herman Edel Associates is a case in point.

Mr. Edel comes from a show business family—the born-in-a-steamer-trunk bit, he says. He made his initial mark on the commercial music world while working with Mitch Leigh at Music Makers, one of the pre-eminent music houses of the fifties and sixties. After the success of the Broadway musical, "Man of La Mancha," which Mitch Leigh wrote, Mr. Leigh dropped out of the advertising business to pursue a theatrical career. Mr. Edel left to set up his own firm in 1966.

Later that same year he hired two young producers, Susan Hamilton and Bernie Drayton, both in their early 20's. She had been a classical pianist, he an engineer. They are his talent mainstays. In addition, Edel Associates has a stable of 25 writers (about eight are used regularly) who write and sometimes perform for his commercials (to a volume of about a million dollars annually for clients including Eastern Air Lines, Seven-Up, Schlitz and Arco). The practice of employing a group of outside writers is a new one, according to Mr. Edel, and a move necessitated by a need for more diversified music in commercials. "The days of one guy doing all the writing and arranging and producing are no more," he said. "The guy who has to come up with three or four jingles a week cannot stay fresh. He simply becomes trite. And there is a need for so many different types of music today, one guy can't possibly do it all. That's why we've gone to these people on the outside, professional songwriters and composers, to get that fresh point of view."

For that reason, Edel Associates has used writers ranging from Billy Maxwell, composer of "Ebbtide," to Tommy Makem, an Irish folk-singer and songwriter, to Herbie Hancock, a jazz musician (Mr. Hancock's theme for Eastern Air Lines was expanded and used on his latest album). Edel has even used George Martin, the Beatles' former producer, on spots recorded in London.

Dick Lavsky, president of the Music House, believes one person really does have the ability to do it all "if he doesn't get lazy." And Mr. Lavsky does it all for his accounts (Ford, J. C. Penney, Royal Crown Cola, ABC, NBC); he writes, arranges and produces all the spots. "I just don't trust anybody, I guess," he said. "I know that people are coming to me because I know that they want me to do it. When I write, I try to write in strange keys, keys that I'm not used to. And I find that I write different things in different keys. But it takes a lot of work. Many people want to stay in the bag that they're comfortable in. But if you always look to find new devices, new ways to make things happen—I'm listening to what's going on around me all the time—you can do it."

The example below—from the Edel shop—typifies what many of today's musical commercials are beginning to sound like. The lyrics, although nonsensical, reflect a growing sophistication and complexity of the commercials that are now more entertaining than hard-sell. They are from a Seven-Up spot.

*"It's the nothing that makes the something,
it's what we miss that hits the mark,
it's what's left out that leaves us in,
it's the light shining over the dark.
It's the scarce that scares the others
it's the minus that makes the plus
it's what we are in want of
that makes them all want us."
Voice over: "That's a pretty zen concept,
I gotta say that. But then un is a very
zen ingredient. Oh, yeah!"
"Now in every bottle and in every can
there's un, there's un"*

*It's finest blend of absence, yeah
it's un, oh un."*

Obviously, selling soda has come a long way from "Pepsi Cola Hits the Spot." But even though hard-sell may be out and sophistication in, the music houses feel the trend is more a reflection of the growing musical tastes of the public than a new liberality on the part of agencies and their clients.

"Commercial music really follows by a couple of years what's happening on top 40" Dick Lavsky thinks. "People will come and say 'I'd like an Isaac Hayes sound.' So you produce something that's really kind of close to the Hayes sound—it's got a lot of nice rhythm guitar with the wah-wah going—and they say, 'Gee, that's really terrific, but I don't think my client will buy it.' So we end up with a Carole King sound or something.

"The agencies are very much afraid to go with what they say the want to go with, once they hear it," says Mr. Lavsky. "When a song is popular, everybody identifies with it because they hear it all the time. But it's very tough for an artist to get another hit using that same sound again. The second time around, people turn off to it. People don't watch the moon landings any more. So when you offer something they say they want, they're shocked. I think they expect to hear Shaft. And when they don't, even though the sound is similar, they pull back a couple of years."

"The advertising field doesn't want to innovate," Manny Vardi says simply. "Even though they say they do, they don't. They want to give people what they're used to hearing, they don't want to start anything new. If you came up with an entirely new concept for a commercial, they wouldn't want to use it because they don't know if it's acceptable. If there's a certain sound that is currently acceptable, then you're going to hear it in commercial after commercial."

As almost all radio programers will explain, familiarity is the key to a hit record. And, even if commercial music has to follow the trends of popular music, it seems to have learned that lesson very well.

"But the real difference between making music for commercials and making records" says Herman Edel "is that if one song from two albums you make—that's one out of 25—becomes a hit, then you're a big star. When you're writing commercials, 95% of what you write has got to be a hit or you're out of business."

Free for all. The "lowest unit charge" provision of Section 315 of the Communications Act does not apply to rates charged for political candidates where an advertiser is not charged for any of his announcements. So ruled the FCC in response to a question by KRSN(AM) Los Alamos, N.M., which queried whether giving free announcements to certain students and other individuals would be committing itself to "a zero rate for political candidates."

In the adman's corner

Washington agency couples advertising, freedom of press in print campaign

An advertisement that underscores the relationship between TV advertising and uncensored news and opinion is scheduled to run in the *Washington Evening Star* this week. It is being sponsored by Ehrlich-Harris-Maines & Associates, a Washington advertising agency, and is the work of Nella Manes, the agency's executive vice president and media director.

A draft of the advertisement, which suggests that newspaper and broadcast media are kept free of government control through the financial support of advertisers, was sent late last month to 40-odd commercial broadcasters in the Washington area and to members of Congress and the FCC for comment, according to Alvin Q. Ehrlich, president of the agency. Mrs. Manes has already appeared on two local radio stations to discuss her views, and is scheduled to appear on WTOP-TV Washington soon.

Meanwhile, the fourth in a series of newspaper advertisements sponsored by the National Association of Broadcasters, is scheduled to appear next month after the Democratic and Republican conventions. The second and third appeared last month in the *Evening Star* and the *Washington Post*; the first ran late in May in both newspapers.

Little cigars pack a punch

FTC says their tar, nicotine exceed levels in cigarettes— but it stops short of talking about broadcast advertising

The Federal Trade Commission announced last week that little cigars, which are getting increased exposure in broadcast advertising, contain more tar and nicotine than cigarettes, which are barred from radio and television.

Whether little cigars are hazardous to health, as cigarettes have been held to be, depends on whether the smoker inhales them, the FTC said. The FTC sent its report to the surgeon general for "any evaluation or conclusions" and to the chairmen of the Commerce Committees of the Senate and House.

The FTC said laboratory tests showed that tar in little cigars ranged from 16.5 to 48.8 milligrams, compared to one to 35 for cigarettes. Nicotine content in little cigars was 0.5 to 3.11 milligrams; in cigarettes it is 0.1 to 2.5.

Tobacco companies have been charged with promoting little cigars to take advantage of broadcast advertising that is denied their cigarette brands. That was one issue raised last February during hearings conducted by Senator Frank Moss (D-Utah), chairman of the Senate Consumer Subcommittee, in consideration of his bill (S. 1454) to require the

FTC to set safe levels of tar and nicotine in cigarettes.

The broadcasting advertising of little or small cigars is still meager in comparison with the \$200 million-plus a year cigarettes were spending before the ban on that advertising became effective on Jan. 2, 1971, but it accounted for an estimated \$4 million on TV last year. Tijuana Smalls led in this category in 1971, spending \$2,891,500 on network and \$685,000 in spot. The only other expenditures in TV last year, based on Television Bureau of Advertising records, were Winchester, which spent \$182,900, all in spot, and Erik, which spent \$454,700 in network and \$107,200 in spot.

In the first quarter of this year, Erik already has spent \$314,500 on network and \$50,700 on spot. Winchester, on the other hand has continued buying only spot, to the tune of \$641,700. Tijuana Smalls has spent \$90,500, all network.

Business Briefs

Resort campaign. Harrah's, Reno and Lake Tahoe, Nev., through Hoefler, Dieterich & Brown, San Francisco, has started saturation radio campaign on 21 stations in California and in Nevada. Music and lyrics for campaign, which under title "It's a Sure Fling" tells of outdoor glories of Reno/Tahoe area and indoor fun at Harrah's gambling resort, was created by Dick Merritt Creative Services, Los Angeles.

Rep appointments. WBYU(FM) New Orleans: Petry Radio Sales, New York. WBIA(AM) Augusta, Ga.: Avery-Knodel, New York.

Creative arm. Adjunct Ltd., creative service to assist ad agencies located outside New York, has been formed in New York. Officials said it will function primarily in concept development but with capacity for all stages of implementation. Jack Wolff, former VP, associate creative director, D'Arcy-MacManus-Intermarco, New York, is president. Address: 42A East 74th Street 10021. Phone: (212) 737-0903.

Agency appointment. Blistex Inc., Oakbrook, Ill., has named Foote, Cone & Belding, Chicago, as agency for its lip ointment and preparations, its line of products for denture wearers and for its cosmetic products, replacing Leslie Roberts International, Chicago.

Working agreement. Media Management Corp., Seattle, and Sweep Productions Inc., Memphis, affiliate of MGM/Sounds of Memphis, have agreed to market their combined products and services to radio broadcasters and advertising agencies. Media Management currently markets station ID's and promotional materials produced by Hugh Heller, Hollywood. Company also operates talent placement service and produces syndicated radio programs. Sweep produces musical commercial concepts and line of radio production aids and ID's. It also offers consulting services and produces records under several labels. Media Management Corp., 710 Tower Building, Seattle. Sweep Productions, 904 Rayner Street, Memphis.

Hooks joins FCC in his own style

He makes it a family affair and asserts responsibility to a constituency that's black

There was no escaping the fact that history was being made on Wednesday, when Judge Benjamin L. Hooks of Memphis was sworn in as a member of the FCC. It wasn't due entirely to his uniqueness as the first black commissioner. Commissioner Hooks turned out to be a man of personality and flair that would set him apart, whatever his color.

Normally, the ceremony in which a commissioner is sworn in is a perfunctory event attended by members of the family and a few friends, with commission staffers helping to fill up some of the seats in the commission meeting room. (The White House swearing-in of Commissioner Charlotte Reid, of course, was something else.)

But Commissioner Hooks is a man with a large family and, as the pastor of two Baptist churches—one in Memphis and the other in Detroit—many friends. And when he took the oath administered by U.S. District Judge William B. Bryant, most of his family—wife, daughter, grandson, mother and father, among them—and many of the parishioners of the two churches filled the room to overflowing.

Spotted in the audience, too, were Memphis broadcasters—M. E. Greiner Jr., vice president of WMC-TV; Charles B. Brakefield, president and general manager of WREC-TV, and Harold Krelstein, president of Plough Broadcasting, licensee of WMPS-AM-FM.

Representatives of the black press—and black reporters from Washington media—were on hand to cover the event. So were television cameras from Washington stations, and one recording the ceremony for WHBQ-TV Memphis.

Later that day, at a nearby Holiday Inn, Commissioner Hooks broke the pattern again. He gave his own reception for his friends and members and staff of the commission. Guests at most Washington receptions stand around with a drink in one hand and a canape in the other. Commissioner Hooks's guests were treated to a sit-down affair, where the emphasis was on food, not drink. (He explained, possibly out of deference to his parishioners, that the hard stuff was the hotel's idea, not his.)

For the most part, it was a time of pleasure and pride that Commissioner Hooks sought to share with family and friends. At both the morning and late-afternoon doings, he identified those in the crowd who had traveled to Washington for the occasion.

But in his remarks at the swearing-in ceremony, there was a note of hard seriousness—he made it clear that he felt he had a special responsibility as a black commissioner. He said he knew blacks



It's all over. And Judge Benjamin L. Hooks (l) was sworn in last Wednesday (July 5) as the first black member of the FCC. Judge William B. Bryant (r) of the U.S. District Court in Washington administered the oath. Chairman Dean Burch can be seen behind the microphones; Commissioner Charlotte Reid is behind now-Commissioner Hooks.

were looking to him and that he did not know whether he could do everything expected of him. But "there are things in the system that need reform," he added, and he pledged himself to work "within the system to bring about radical reform" for blacks.

This was an echo of remarks he made in a speech two weeks ago to the Black Broadcasters Association, in New York. He talked then of "glaring injustices" in the broadcasting industry, of the failure of whites in positions of power to be fair to blacks and other minority groups in terms of employment, and of what he said was the need for "a commitment from the industry to report news of interest to blacks, to program in the interest of blacks, to realize that there are black people who are totally dissatisfied with TV."

Commissioner Hooks pursued that theme on Thursday, his first full day as a commissioner, at a luncheon opening Teleprompter Corp.'s new cable TV public-access storefront studio in New York's Harlem. He discarded a prepared speech and told his largely black audience that he would press vigorously for involvement of blacks in all phases of the communications industry.

He also noted that when he was sworn in as a commissioner, he looked around him and saw no black faces. "But I'll say this," Mr. Hooks vowed. "When I finally leave the FCC, it won't be the same as it was when I went there."

Toward the end of his remarks, he took the edge off, as he directed himself to the whites, including Teleprompter executives and newsmen, in the audience. "I'm not trying to embarrass anyone through what I'm saying," he said. "But we intend to be heard from. We'll disagree without being disagreeable."

In the next few months, Commissioner Hooks will have ample opportunity to express his views to audiences around the country. He has received dozens of invitations to speak—from civil-rights groups, bar associations, broadcasters and other trade groups. He has also been

asked to appear on radio-TV talk shows.

His next scheduled appearance is July 13 when he will address the Denver Cable Club, composed of representatives of a number of cable industry-related companies.

Commissioner Hooks's joining the commission was not without some unusual hitches. A commission announcement that the swearing-in would take place at the Capitol and that Senator Howard Baker (R-Tenn.) would administer the oath turned out to be incorrect. Senator Baker, who had backed Commissioner Hooks for the FCC appointment, was in Tennessee, preparing for his re-election campaign.

And Commissioner Hooks himself issued a statement denying another commission announcement, one that said he had named Norman Blumenthal, of the commission's general counsel's office, as his legal assistant. He said that plans of his office staff had not yet "crystallized" and that he had only "a temporary aide" who was named to help him organize his activities at the commission. He said he is still interviewing candidates for his staff and will make an announcement when the staff has been assembled.

That statement, reportedly, is a reflection of the kind of pressures Commissioner Hooks will encounter as a member of the commission. Sources close to him say that he was criticized by blacks when the announcement concerning Mr. Blumenthal, a white, was released (BROADCASTING, June 26).

Commissioner Hooks has expressed confidence that he can withstand the pressures he is bound to face as the first black commissioner. His three years as a judge in Shelby County prove that, he feels. The spiritual capital he has accumulated as a minister may help, too. At his swearing-in he indicated that as a commissioner he would follow the Bible precept to "do justly and love mercy and to walk humbly with thy God."

Off the start that he has made, Commissioner Hooks promises to be a newsworthy addition to the FCC.

FCC, State Dept. have a date in Mexico City

Problem: how to keep Tijuana FM's from aiming at American audiences without American restrictions

Representatives of the State Department and the FCC will travel to Mexico City later this month in an effort to resolve an issue of considerable concern to radio broadcasters in San Diego—the use by Americans of FM channels assigned to Tijuana to broadcast back across the border to the San Diego market.

The issue cropped up in the last couple of weeks, after San Diego broadcasters became aware of the imminence of the completion of U.S.-Mexican negotiations on a proposed exchange agreement providing for FM allocations within 200 miles of each side of the border (“Closed Circuit,” June 19). The broadcasters’ loud complaints caused U.S. officials to postpone plans for signing the agreement until the matter has been resolved, and to decide to explain to industry representatives what was provided for in the proposed agreement. (BROADCASTING, June 26).

At that briefing on June 26, which was attended by a small group from San Diego, Wallace Johnson, chief of the FCC Broadcast Bureau, stressed that the agreement was a technical one providing for FM allocations, and did not touch on programing. He also said each country felt it was in its interest. It provides for 414 protected commercial and noncommercial assignments on the U.S. side of the border, 419 on the Mexican, and would result in a net gain, on the American side, of 39 commercial and 121 noncommercial assignments. In addition, the proposed agreement would provide for the addition of new assignments, as long as they met mileage-separation standards.

However, Richard Black of the State Department’s office of telecommunications, also said that it had been “our basic assumption,” in the negotiations with Mexico, “that we’re talking about broadcast requirements of each country within each country. That shouldn’t come as a surprise to either party,” he said. “We are not trying to serve audiences in Mexico and it wasn’t our expectation that Mexicans were proposing to serve on a large scale audiences in the U.S.”

Accordingly, he said, he and Mr. Johnson, who played a major role in negotiating the agreement, will go to Mexico City on July 25 to discuss the problem with Mexican officials. Mr. Black, who indicated that Mexico was unhappy over the snag that has developed in the negotiations and who appeared determined to add as little to that unhappiness as possible, declined to go into details of how the Americans might try to resolve the issue. “We’ll do our best to find the best way of coping with the problem,” he said.

Mr. Black disclosed the plans for the

trip to Mexico after Mr. Johnson’s explanation of the technical aspects of the proposed agreement was interrupted by Representative Lionel Van Deerlin (D-Calif.), whose district includes San Diego and who articulated the concern that had prompted the meeting.

He was sure the “engineering side” of the proposed agreement was “beyond challenge”; but he noted that while American stations were subject to FCC regulations, Mexican stations that were oriented to American markets were not. “It must be possible to have some understanding with Mexico that there won’t be just a step-up in Mexican intrusion in the American market,” he said.

What appeared to be troubling the congressman, and what is troubling the San Diego broadcasters and the State Department, is the promotion pieces for HIS, HERS and OURS that they have seen. XHIS and XHERS are Tijuana stations that are operated by Paul Schafer, former owner of Schafer Electronics Corp., a leading supplier of broadcast automation systems. XHIS broadcasts on class-C channel 212, which will be grandfathered in under the proposed agreement. XHERS is on class-C channel 261, which is not provided for in the proposed agreement, and would presumably be moved to one of three other channels that would permit it to broadcast into San Diego. (In all, the proposed agreement provides for 11 FM assignments in Tijuana.) XOURS is expected to operate on one of the other two. The pieces describe XHIS and XHERS as “progressive rock stations” and identify them as San Diego outlets, not Mexican; and one—promoting the rate card—drops the X from the call letters.

Besides the Schafer-run stations, Southern California receives services from another Tijuana station—XTRA(AM). It broadcasts in English, and, with 50 kw of power, is heard clearly in Los Angeles. Gordon McLendon is the station’s sales representative.

The San Diegans who attended the meeting—George Whitney, KPSE(FM), chairman of the San Diego Broadcasters Association that was formed in response to the concern generated by the proposed agreement; Dan McKinnon, KSON(AM) and KSEA(FM), and William McDowell, KGB(AM) and KBKB(FM)—asked that a committee of broadcasters be established as an advisory group and that they be informed of the results of the renewed talks before an agreement is signed.

A special committee will not be set up; Mr. Johnson noted that establishing one would take time and that the San Diegans already have a group organized. And Mr. Black promised to call another meeting for a “debriefing” after he and Mr. Johnson return from Mexico.

However, Harold Kassens, assistant chief of the Broadcast Bureau, who participated in the briefings, cautioned the broadcasters about the limits of the Americans’ bargaining power. “Without an agreement,” he said, “if the Mexicans wanted to go their merry way, they could cause us lots of damage.”

ABC, Tijuana affiliate take FCC denial to court

ABC and its Mexican affiliate, XETV(TV) (ch. 6) Tijuana, are appealing an FCC action aimed at breaking up their relationship and at forcing ABC to affiliate with a San Diego UHF, KCST(TV) (ch. 39).

Notices of appeal were filed in the U.S. Court of Appeals in Washington by XETV and its sales agent, Bay City Television Inc. of San Diego, and by ABC. The appeals are directed at a commission action last month denying ABC’s request for renewal of authority to transmit network programs to XETV (BROADCASTING, June 5).

XETV has been ABC’s San Diego market affiliate since 1956, when there were only two stations in that market. Western Telecasters Inc., which put KCST on the air in 1968, petitioned the commission to halt ABC transmissions to XETV, contending that the San Diego UHF could serve as the network’s outlet in the market. ABC, however, said it would prefer to remain with the VHF in Tijuana.

1972’s ‘Vox Pop’ is access through spots

Successful test in Bay Area prompts other stations to try idea of community-service announcements

The concept of public access to radio and television through the medium of spot announcements is growing—if not by leaps and bounds, at least perceptibly.

The idea was conceived and tested in the San Francisco Bay area, where it is said to have met with general if not unqualified success. Last month, Westinghouse Broadcasting Co. announced plans to experiment with the concept on three of its television stations (BROADCASTING, June 19).

And within the past two weeks, the three commercial VHF television stations in Pittsburgh said they would open their facilities to spot announcements by the public. The idea has also been picked up by WHAS-TV Louisville, Ky., and WPOP(AM) Hartford, Conn.

The concept was first advanced by the Committee for Open Media, which is headed by Professor Phil Jacklin, of San Jose State College. COM, which has asked the FCC to adopt a policy of requiring broadcasters “to respond to the access needs of our democratic society,” contends that what it calls “free speech messages” are an effective means of providing communication among community groups.

Professor Jacklin’s group last fall persuaded KGO-TV San Francisco, KTVU(TV) Oakland and KNTV(TV) San Jose to accept issue-oriented, citizen-originated spots for a trial, 90-day period.

The test was not undertaken without some “fear and trepidation,” as Don Curran of KGO-TV expressed it. But as the

project has been carried out at the stations, it has not caused any problems.

The stations invite the public to submit proposed messages, pick those they regard as most significant in terms of general interest, provide facilities for taping, and broadcast two or three 50-second spots up to seven times each a week (the number varies from station to station) including some in prime time.

The test period ended last month, but the stations have agreed to continue the messages for an indefinite period. Professor Jacklin has termed the project a success, and has credited officials at the stations, particularly KGO-TV's Mr. Curran, with exercising "leadership in serving the public interest" at a time when the project was a "high risk venture."

Mr. Curran, Roger Rice of KTVU and Stewart Park of KNTV praised the messages as providing the stations with a valuable tool for serving their areas. They say the messages have permitted the airing of views of those who might otherwise be denied an opportunity to speak to the community. KTVU, for instance, has broadcast spots by Angela Davis's sister, the Sexual Freedom League and the wives of men serving aboard the carrier Enterprise who wanted to voice their support of their husbands' war-time duties.

However, one reservation about the project was expressed by Mr. Park. He says that while "it is an interesting experiment," interest on the part of the public gaining access to the station "is falling off." He did not have figures, but

he reported the fall-off was "dramatic."

It was the experience of the San Francisco Bay Area stations that led to the decision on the part of the Pittsburgh stations—KDKA-TV, WHIC-TV and WTAE-TV—to carry the messages. They were approached by Pittsburgh representatives of COM—members of the University of Pittsburgh faculty—and after getting reports from the West Coast stations agreed to broadcast citizen-initiated spots for a 90-day trial period. Each station will air three messages four times a week. However, the stations specifically state that they will not carry "counteradvertising messages." KDKA will begin carrying the spots "as soon as possible"; WHIC-TV and WTAE-TV by fall.

KDKA-TV's involvement in the program brings to four the number of Group W stations experimenting with public access. The Group W experiment that was announced last month involves KYW-TV Philadelphia, WJZ-TV Baltimore and WBZ-TV Boston. Each is exploring the possibilities of public access through a different format. The experiment is to last 90 days.

WHAS-TV and WPOP initiated the idea of opening their facilities to the public without being prompted. However, Ed Shadburne, executive vice president, said WHAS-TV, which plans to start a 90-day test in the next 30 days, developed its project after contacting Professor Jacklin. The station plans to carry three separate messages five times each per week.

WPOP began carrying 75-second messages from members of the public last

month. One message is broadcast twice daily, in the morning and afternoon news shows. M. E. (Doc) Fidler, vice president and general manager, said the idea originated in the station's news department. "They thought that maybe we ought to let the public comment; the public hears a lot of comment from us and the politicians."

Mr. Shadburne offered another reason for opening his station to the public: It is a way of controlling the inevitable. "Public access," he says, "is something we're going to have to face sooner or later. We might as well work it out to our satisfaction, instead of having someone tell us how to do it."

Changing Hands

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 50).

■ KFBC-TV Cheyenne, Wyo., and satellites: Sold by Frontier Broadcasting Co. to Wyneco Communications for \$3 million (see page 31).

Announced

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

■ KWOC-AM-FM Poplar Bluff, Mo.: Sold by Poplar Bluff Broadcasting Inc. to Delbert and Leland Shaffner for \$212,500. Alan Wolpers, president of Poplar Bluff Broadcasting, has an interest in the *Daily American Republic*, a daily newspaper in Poplar Bluff. Delbert Shaffner is a Lowry City, Mo., businessman. Leland Shaffner is employed by the Donrey Media Group in an engineering capacity. KWOC(AM) operates on 930 khz with 5 kw day and 500 w night. KWOC-FM is on 94.5 mhz with 14 kw and an antenna 215 feet above average terrain. Broker: Chapman Associates.

■ WYAM(AM) Bessemer, Ala.: Sold by WYAM Inc., to Lawrence Brandon and John H. Robison Jr. for \$125,000. Nesuhi Ertegun is president of the selling firm. Mr. Brandon is with Universal Communications Corp., New York, licensee of WARO(AM) Canonsburg, Pa., and KUXL(AM) Golden Valley, Minn. Mr. Robison has no other broadcast interests. WYAM operates full time on 1450 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

■ WFNL(AM) North Augusta, S.C., and WGAC(AM) Augusta, Ga.: WFNL sold by CSRA Broadcasters Inc. (George S. Beasley and others) to Richard and Farley Warner for \$150,000; WGAC sold by Twin States Broadcasting Co. to Mr. Beasley and associates for approximately \$380,000. The two sales are contingent upon each other. Richard Warner operates a music publishing and distributing firm in Augusta. Farley, his brother, is an attorney. Mr. Beasley also has an interest in WFMC-AM-FM Goldsboro, WKGX(AM) Lenoir, WFAI(AM) Fayetteville and WHNC-AM-FM Henderson, all



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North Carolina; WASC(AM) Spartanburg, S.C., and WMOO(AM) Mobile, Ala., as well as an application for a new FM at Mobile. WFNL is on 1600 khz with 500 w day. WGAC operates on 580 khz with 5 kw day and 1 kw night.

Cable

■ Bainbridge TV Cable Inc., Bainbridge, Ga.: Sold by Federal Cable Properties of Bainbridge (Broer Immega, controlling stockholder) to Storer Broadcasting Co., group broadcaster and owner of cable systems in California and Florida. Bainbridge system has 900 subscribers. Acquisition will give Storer total of some 80,000 subscribers. Terms unrevealed.

It's all over for Frontier's four TV's

FCC approves \$3-million transfer to Lamb's Wyneco Communications

The FCC has granted the \$3-million transfer involving the four television properties of Frontier Broadcasting Co. Buyer is Wyneco Communications Inc., a new, wholly owned subsidiary of Lamb Communications, Toledo, Ohio.

The transaction will bring to Wyneco WFBC-TV Cheyenne, Wyo., and satellites KSTF-TV Scottsbluff, Neb., and KTVS-TV Sterling, Colo., as well as a construction permit for KVRW-TV Rawlins, Wyo.

Frontier was compelled to dispose of the television facilities following an FCC ultimatum last year—under pressure from the Antitrust Division of the Department of Justice—that the company either sell KFBC-TV or undergo an expensive renewal hearing for that station on grounds of concentration of media control. Frontier also owns Cheyenne's only daily newspaper, full-time AM station and CATV franchise, as well as an FM in that city. The firm elected to sell its entire television inventory instead of splitting up the closely related group.

Lamb Communications, the licensee of WICU-TV Erie, Pa., and a multiple CATV system owner, is principally owned by Edward Lamb and members of his family.

FM accuses AM-FM of double-envelopment

It asks FCC to call a halt to combination programing and combination ad sales

WAYL(FM) Minneapolis has accused a competing AM-FM combination of not only copying its beautiful-music format but of airing it on both stations simultaneously, in violation of a commission rule barring such duplication.

What's more, WAYL charged in a letter to the FCC, advertising is sold on the competitor stations—KEEY-AM-FM St. Paul—in combination, in violation of a rule barring that practice.

WAYL said it cannot complain that the competition has copied the program for-



Crash course. First group of 18 minority high-school students "graduated" July 1 from a three-week broadcasting seminar underwritten by a \$5,000 grant from the Missouri Broadcasters Association. The group, drawn from 200 applicants from Missouri high schools, met on the campus of the University of Missouri, Columbia. Shown above are three of the students (l to r): Charles Pitts, Springfield; Cedric Cooney, St. Louis, and Gregory Williams, Berkeley, all Missouri.

mat. But it said it should not be placed at the "artificial disadvantage" that results from the sale of "a single competing program service over two stations when the nonduplication rule requires the provision of separate services during 50% of the time, and fair competition as defined by the commission prohibits the stations from being sold in combination."

WAYL asked the commission to hold that the operation of KEEY-AM-FM is contrary to the public interest and, "at the very least," to order the stations to take "corrective action."

WAYL also expressed concern about the proposed sale of WHK(AM) and WMMS-FM Cleveland to the owners of KEEY-AM-FM, Malrite of Minnesota (which is organized as Malrite of Ohio for the proposed acquisition). WAYL said there are indications that Malrite will employ the KEEY-AM-FM practices that are the subject of the complaint at the Cleveland stations, and urged the commission to check into the matter before granting the assignment.

Hugh Downs says TV resists needed change

Former 'Today' host says medium stays on middle path with too much slickness for viewers

Conservative in demeanor and not identifiably partisan in belief, Hugh Downs seemed an unlikely source of deeply critical remarks about television during his 10 years as host of *The Today Show*.

Yet in the most recent issue of the *Center* magazine, this same Hugh Downs charged that television "does allow itself—unnecessarily, I believe—to serve forces that resist change at a time when change is desperately needed."

In his article—for the publication of California's Center for the Study of Democratic Institutions—Mr. Downs said that television has become too conservative because of the necessity "to avoid controversy at the interface between its offerings and its financial support." Even

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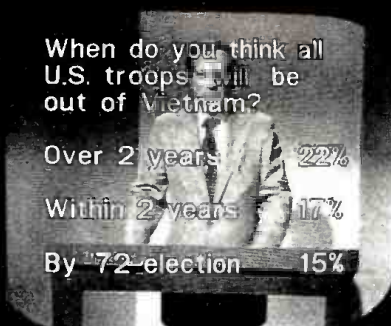
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without sponsor pressure or government repression, he said, the medium has a natural caution that leads it away from the ends of the spectrum and toward the narrow middle path—a path that is “in itself conservative and somehow patronizing to viewers.”

Many of those viewers, he said, feel cut off. They find too much slickness—“the glaze of an increasingly stylized presentation”—and feel they have no representation on television.

WBTW wins second time

Daily Telegraph Printing Co.'s application for a construction permit to increase the antenna height and move the trans-

mitter of its WBTW(TV) Florence, S.C.—thereby increasing the station's coverage—received approval from the FCC's review board last week.

The decision reverses a December 1970 initial decision by Hearing Examiner Chester F. Naumowicz Jr., who concluded the proposed changes for the channel 13 CBS-TV affiliate would impair the ability of WRDU(TV), a UHF in Durham, N.C., to increase its audience in the Fayetteville, N.C., area.

But the board said that there is no real potential for WRDU to develop a significant audience in Fayetteville or Cumberland county, and thus it could not conclude that the extension of WBTW's signal would harm WRDU. It said grant of WBTW's application is warranted because

it would result in better service to the station's audience.

The decision is subject to commission review.

Moving day. Headquarters of Mutual Broadcasting System will move from New York to Washington effective July 17. The move affects MBS, which serves more than 550 affiliates, and the Mutual Black Network (55 radio stations) and the Mutual Spanish Network (21 radio stations). The new headquarters for Mutual will be in the World Center building, 16th and K Streets, N.W. The company will occupy three floors and more than 14,000 square feet of space. The network will originate feeds from both New York and Washington, as it has in the past. C. Edward Little, president and chief executive, will head the over-all operation and will spend the major portion of his time in Washington.

CBC goes 0-for-2

Canadian commission denies requests for two network services, more FM's; adds a kicker: cut commercials

The Canadian Radio and Television Commission has told the Canadian Broadcasting Corp. that CBC ought to drop commercials on its French and English radio networks.

That suggestion is part of a report by CRTC turning down a proposal by CBC to establish two radio services, one popular and one more serious. It deferred action on CBC's request for the addition of six new FM stations and the establishment of a French FM network.

In suggesting that CBC phase out commercials, the commission said an exception could be made “where [commercials] are indispensable to ensure the availability of programs of exceptional interest.”

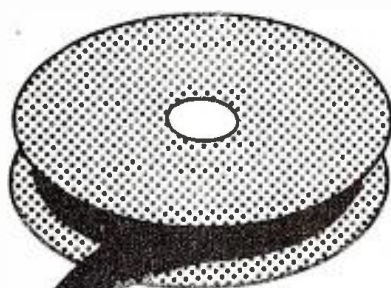
It noted that CBC's income from radio commercials amounts to only \$2 million annually, whereas the corporation received \$35 million in public funds.

In discussing the other changes proposed by CBC, the Canadian regulatory agency pointed out that privately owned commercial stations provide the services suggested in CBC's proposed Radio 1 “popular” service.

The desire to attract larger audiences, CRTC said, jeopardizes CBC's “distinctive, high quality radio programming.”

CRTC said that there are still millions of Canadians who receive only a small portion of CBC's radio programs in English or in French—in some cases only 14 hours in English or 27 hours in French weekly, out of CBC's full schedule of 130 hours weekly. Expanding its service to the areas should have first priority, the commission said in essence; not a restructuring of CBC's radio service.

In deferring a decision on CBC's application for additional FM stations and the establishment of a French FM network, CRTC noted that it is “very favor-



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able" in principle toward these moves. It suggested, however, that for the present the CBC should investigate the possibility of affiliating private FM stations with its English and French FM networks.

Perspective on the News

Public broadcasting: widening breach on first principles

Administration veto on CPB funding exposes the polarity on two key questions: Is there to be an alternative system backed by federal subsidy? Can such a system be free of political influence?

Politics smothers philosophy with compromise. Whenever fundamental differences become too acute and explicit, the pressures of time, civility and business-as-usual rise up to demand a solution—almost any solution—so that practical men can get on with the world's work.

So it is that public broadcasting, by all odds the most ideologically loaded communications issue of recent times, is faced with the prospect of yet another hurried authorization bill. After months of unsuccessful discussion between representatives of the Nixon administration and the Corporation for Public Broadcasting, after the first serious legislative debate on the subject in five years, after a presidential veto of the bill that finally cleared Congress, there is no further opportunity in this political year to thrash out deep, unresolved problems. The architects of public policy will simply act to keep the enterprise alive, leaving for another day the question of what to do with it.

The basic questions remain neither faced nor resolved: Is there to be an alternative, federally assisted communications system? If so, how is that system to be made truly independent—that is, free of government direction but responsive to audience demand?

There used to be a broad, two-part answer to those questions. The Carnegie Commission—primary visionaries of the alternative system—assumed that the first task was to establish a healthy nationwide system with checks and balances built into it. The national components would make available to local stations a wide variety of programs, from which stations would choose those best suited to their needs. At appropriate times, a nationwide interconnection service would make available to all stations broadcasts of special importance. The system was to be national in reach and impact; its basic units of power were to be local.

Once the system had matured to the point where no single individual or institution could dominate it, the scenario provided for a crucial second step, without which the system was thought to be ultimately unworkable. The developed system was to receive "permanent" fi-

nancing—in the form of a dedicated tax or other device—to separate it entirely from government. (As distinct from "long-range" financing, simply a multiple-year guarantee that public broadcasting would continue to exist, but at the annual mercy of appropriations committees.) It was to be insulated, impersonal funding. Having raised a healthy baby, the government would be asked to wean it.

The Carnegie vision was translated into a beginning reality by the Public Broadcasting Act of 1967—but without a built-in supportive mechanism beyond the appropriation process. Permanent funding was left to theoreticians and to time. Neither has yet come through.

Not even public broadcasting's wildest

advocate would maintain that the system conceived by Carnegie and delivered by the Johnson administration is now either "mature" or "developed." Although its television programs have begun to make it a visible communications force, internal stresses and funding deficiencies combine to produce a distinctly creaky enterprise. The stated assumption on all sides, however, has been that recent political turmoil is but a stage in the evolution of the general blueprint.

It may be nothing of the kind. This year's dissension over "centralization," fixed-schedule networking, Sander Vanocur, advocacy journalism and other politically controversial issues has obscured a crucial shift in the terms of debate.

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*Source: ARB April / May 1971

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WJEF-TV Kalamazoo-Battle Creek
WJEF-TV Grand Rapids-Muskegon
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Public broadcasting non-enthusiasts have given clear indication that they reject two premises of the original plan: that the system is to be truly national in impact, and that its ultimate reward is to be permanent financing.

The latter goal was downgraded late last year by Clay T. Whitehead, director of the Office of Telecommunications Policy, who speaks for the administration on communications matters. In an appearance at the National Press Club, Mr. Whitehead made clear that he regards permanent financing as "bad public policy" because it would eliminate the element of "accountability" (BROADCASTING, Dec. 6, 1971).

In Congress the subject is perceived as hardly worthy of discussion. Only one man, Representative Robert O. Tiernan (D-R.I.), regularly insists upon its importance, and his reminders have so far brought no significant response. And many public broadcasters now express doubt that permanent financing will ever become a reality.

Except for isolated congressmen who oppose the whole idea of federal funding for noncommercial broadcasting, nobody has come forward with flat public opposition to a national public broadcasting system. Administration spokesmen still talk of the need to "strengthen" the system; they profess to find it a worthwhile if troublesome presence. In private comments, however, they express a fear

that the system's leaders want it to become a national power, particularly a national political power. They question the use of federal funds for that purpose. Were public broadcasting confined to *Sesame Street* and *Civilisation*, there'd likely be no problem at all. When its horizons begin to encompass *A Public Affair* (the lead vehicle of the National Public Affairs Center for Television) and *The 51st State* (WNET-TV New York's brand of local journalism) a new set of juices begin to flow.

There are elaborate and relatively non-political arguments on both sides of these issues, but the fact remains that the public-broadcasting debate has moved to new ground. Within the system, there is general if often frayed agreement on where the thing ought to be going. But the past year has made it apparent for the first time that political adversaries cannot agree on even the broadest goals assigned to this system, let alone the details.

And the details are troublesome enough. There is genuine disagreement, for example, over CPB's proper role.

On the one hand, its opponents accuse it of excessive power. In his veto message late last month, President Nixon cited as perhaps the most important issue whether "an organization, originally intended to serve only the local stations, is becoming instead the center of control and the focal point of power for the entire public-

broadcasting system" (BROADCASTING, July 3). The concern is real and shared by others.

On the other, the Public Broadcasting Act assigns to CPB a wide range of responsibilities, including program procurement, establishment of interconnection, awarding of grants to stations and research looking to systemwide development. Whenever congressmen become outraged by a program or practice, they look to CPB to correct it. How can the government assign massive, nationwide responsibilities to CPB and then be surprised when the corporation leaves its imprint on the system? It may be that only a legislative redefinition of CPB's authority will resolve the problem.

There is also the question of "fixed-schedule networking" on the Public Broadcasting Service. The administration clearly has documentation for its claim that massive, commercial-style networking was not part of the blueprint for public broadcasting. The broadcasters argue in response that theirs is a modest and decentralized "schedule," that technical and financial inadequacies have limited the flexibility of their service, and that wider alternatives for stations will be made possible when PBS begins using its own interconnection facilities. Clearer definition of what constitutes "networking" may be needed.

The point is not that there are clear answers to these questions, but that there is no longer any agreement on why the questions ought to be asked. At one time, there were many who saw little point in the existence of a public broadcasting system if that system were to be forever chained to Congress. Now the system exists, but its first principles are being muddled by time.

CPB's newly formed task force on financing may make a start toward one answer. The administration may provide few answers of its own. It is certain that Congress will have no time to worry about the problem when it returns next week.

Instead, it will be confronted with a few, clear cut, immediate options. President Nixon vetoed a bill that would have provided two years of funding for CPB, at levels of up to \$65 million in 1973 and \$90 million in 1974, along with several adjustments in CPB's mandate. Apart from his objections to the direction of public broadcasting, the President said the bill contained "just too much money," and called for adoption of his budget recommendation: one year, \$45 million.

Supporters of public broadcasting could try to override the veto, but it appears doubtful that they have the votes. They may attempt compromise legislation of some sort. They may live with a simple one-year extension. Or they may be confronted by a renewed push for passage of the administration's funding bill, which not only incorporates the \$45-million recommendation but sets up new formulas for its distribution.

Whatever form the measure takes, it can do nothing to hasten the resolution of fundamental questions. After the bitterness of recent months, that goal seems farther away than ever.

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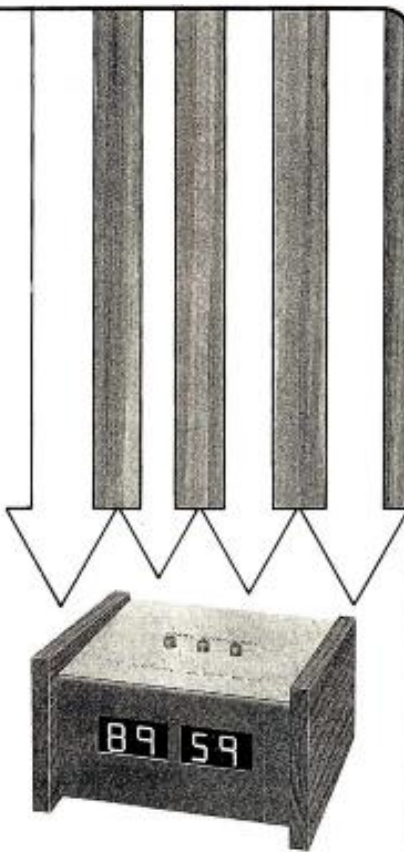
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ABC has an idea for juicing up daytime TV

Special by Screen Gems, Cramer to test new formats to reach females and add diversity to time dominated by soap operas and game shows

A new concept that could bring more diversity to daytime viewing gets a trial on ABC-TV this month. It stems from *Honeymoon Suite*, a 90-minute special being produced by Screen Gems and the Douglas S. Cramer Co., Hollywood, targeted for daytime TV and the female audience.

The taped special, to be presented under the umbrella title, "The ABC Afternoon Playbreak," is a development on two fronts: as a pilot for concept; as an on-air pilot for a regular daytime series. If the concept of doing a special program in the afternoon time periods on a pre-emptive basis is successful, ABC-TV may elect to do a regular 90-minute monthly or even weekly special appealing to women viewers. If *Honeymoon Suite* is successful as a comedy idea—the show contains a series of vignettes about various couples who, at various times, occupy the honeymoon suite of an elegant hotel—it could go as a first-run daily half-hour comedy series.

Michael D. Eisner, vice president, daytime programing for ABC-TV, explained: "We anticipated about a year and a half ago that we'd be at parity at some point with the other networks. It happened sooner than we thought. And when it does happen you don't just stand there and watch. When you do that you start falling back again. This is a way of trying new forms, putting some interest into daytime, trying to create some excitement, something to promote and advertise."

Honeymoon Suite, which stars Henry Gibson and Rose Marie (presumably they would be cast regulars if the show is turned into a series) and features such guest performers as Gloria DeHaven, Arthur O'Connell, Martha Scott and June Lockhart, is scheduled for presentation on July 26. The network, anticipating that viewers of serials would be antagonistic towards a pre-emptive show, has elected instead to program the special from 1:30 to 3 p.m. EDT, replacing three game shows: *Let's Make a Deal*, *Newlywed Game* and *Dating Game*.

"We're going to be selling this show tremendously with a lot of promotion and advertising" promises Mr. Eisner. The network also is committed to back a second 90-minute taped "ABC Afternoon Playbreak," probably to be presented in late August. Entitled *Courtroom One: Mother vs. Mother*, it concerns a father and son who practice law in a small California town where the courtroom is ruled by a woman judge. Produced as well by Douglas S. Cramer Co. in association with Screen Gems, this special



'Suite'-talk. Henry Gibson is caught between Rose Marie (l) and Gloria DeHaven.

also could be spun off into a daily half-hour dramatic series.

Impetus for the programs, according to Mr. Eisner, is ABC-TV's success in producing the 90-minute filmed nighttime *Movie of the Week* series. But the "Afternoon Playbreak" shows are being produced on budgets of less than \$150,000, or about a fourth of the money allocated to *Movie of the Week*. A number of other projects are being developed as possible daytime specials, with a third Doug Cramer show, *The Haunted*, among them.

Neither *Honeymoon Suite* nor *Courtroom One* is being developed as an anthology. Instead a serial concept is built into the shows. According to Mr. Cramer, *Honeymoon Suite* stories would run anywhere from one to four days, while *Courtroom One* stories would sustain from three days to three weeks.

"*Honeymoon Suite* would become the biggest user of writing and performing talent since NBC's *Matinee Theater*, points out Mr. Cramer. "We'd use 150 different stories a year, the equivalent of eight nighttime half-hours."

Mr. Eisner, though, soft-pedals the notion that any of the daytime specials is immediately translated into a regular series. "I doubt if we will go to five days

a week for a while," he says, "but we might go to a special once a week."

He emphasized, though, that the network is not committed to actually producing beyond the first two special programs. Still, he indicates that a lot is riding on the outcome of these initial shows.

"We're hopeful that we are able to break the mold of game shows, service shows and serials in the daytime," he says. "We're hoping that drama can come back to daytime television."

The race is on in hotel pay-TV

Two venturers stake new claims with one-way vs. two-way systems

Competition in pay television for movies and other programs on closed circuit in hotels heated up as both Trans-World Communications, New York, and Computer Cinema, New York, held news conferences June 28 to talk of plans for expansion.

Trans-World, closed-circuit division of Columbia Pictures Industries, announced the start of its system in five hotels in New York and outlined plans for the extension of its Tele/Theater activities in other areas of the country.

Computer Cinema, a division of Computer Television Inc., asserted it had designed the first mass-produced two-way interactive mass-communications system, which will be introduced at New York's Holiday Inn in mid-July.

There was one hitch in Trans-World's schedule. The system functioned at four hotels—the Plaza, the New York Sheraton, Loew's City Square Inn and Marriott's Essex House—but faltered at the St. Regis-Sheraton. A company spokesman said flooding conditions near the hotel had interfered with the transmission but that the system was expected to be in operation there in a day or two.

The Trans-World service hotels included Tele/Theater (current movies);

Focus on syndicators. The syndicator is getting added recognition at the yearly National Association of Television Program Executives conference. At the next NATPE annual conference—the 10th anniversary of the organization—program distributors will have a full afternoon to screen their new shows at the front end of a convention that is being expanded from three to four days. NATPE meets Feb. 13-16, 1973, at the Royal Sonesta, New Orleans. Formal sessions will discuss such broad areas as government, women, minorities and election coverage procedures as they affect the interests of TV-station programers, according to NATPE advance plans.

Tele/Ad, a 30-minute program showing the entertainment and cultural attractions of the city, and Televention (showing of conventions).

The pictures shown on Tele/Theater last Wednesday were "Catch 22" and "Carnal Knowledge." They will alternate each day for a month with "Klute" and "X, Y, and Zee." William J. Butters, vice president and general manager of Trans-World, explained that to order a movie, the guest sets a dial on a "selector" box on top of the television receiver to choose movie A or B. He calls room service or an especially designated number and receives the feature within 33 milliseconds. The fee for each movie is three dollars, which is added to the hotel bill.

Mr. Butters was asked whether Trans-World had explored the use of two-way service similar to that announced by Computer Cinema, and he replied: "We have two-way capability available to us but have decided not to adopt it at the suggestion of the hotels. They tell us it will create more problems for them in billing and that room-service calls will be simpler."

He said that Tele/Theater has been "operating successfully" in the Regency Hyatt House, Atlanta, since last December and that it will be extended this summer into seven more Atlanta hotels: Riviera Hyatt, Atlanta American, Marriott Motor Hotel, Royal Coach, Executive Park Motor Hotel, Sheraton-Biltmore and Stouffer's Atlanta Inn.

In addition, he said, Tele/Theater will open this summer in Toronto in the

Westbury Inn on the Park, the Royal Simcoe, Royal York, Hyatt House, Four Seasons motor hotel, and Sheraton Four Seasons. Mr. Butters also said Trans-World has signed an agreement with four Realty hotels in New York for a February 1973 start. They are the Biltmore, the Barclay, the Commodore and the Roosevelt.

Computer Cinema said it would introduce its two-way interactive communications system at New York's Holiday Inn (606 rooms), starting in mid-July.

Paul Klein, president, told a news briefing that the system later would be installed in Chicago at the Drake Hotel, Executive House and Holiday Inn-Lake Shore Drive by late September or early October. He said future installations will include the Carolando hotel, opening soon in Orlando, Fla., near Disney World, and hotels in the Howard Johnson, Sheraton and other chains.

Features to be shown at the Holiday Inn this month are "Airport," "Butch Cassidy and the Sundance Kid," "Catch 22," "Klute," "Little Big Man," "The Love Machine," "M*A*S*H" and "The Organization." The fee is \$2.50 per film and the hotel guest will have a 10-minute sampling of the movie without charge.

Mr. Klein said the two-way system sends digital information over a hotel's master-antenna system to and from a TV set-up called Maxess.

To watch a movie, a guest need only turn on the set, according to Mr. Klein. The room communications unit (Maxess) "informs" the central unit that the guest

is watching. Because there is a two-way flow of information, Mr. Klein continued, other services can be provided. Specific buttons on the room unit can be set to instruct the central unit of a fire in the room, the removal of a TV set or any tampering with its circuitry.

"The central unit may instruct a room unit to turn on a buzzer, to awaken a guest who has shut off the alarm and to light a message lamp," Mr. Klein said. "Other functions include room status and maid status."

WRVR-FM finds new way to wing it with talk

On weekly show three actors make it up as they go along, at direction of audience

Three improvisational actors from New York's West Side have come up with a dramatized form of talk radio. The three, David Shepard, Penny Kurtz and Jerome (who uses no last name), call themselves "The Responsive Scene" and do their thing on WRVR-FM New York every Tuesday at 9-10 p.m.

Listeners are invited to call in with suggestions for the minidramas and are kept on the line to take roles in the action and direct the other players. Listeners may stop the action when they wish, change the scene, add new developments and characters, switch the actors' roles, and control the pace of the scene. Situations may be satirical or solemn. Subjects range from sex and dating to politics and current events.

The group has been creating "responsive scenes" for community groups, on radio and television, and even at prisons for several years. The technique has great flexibility," says Jerome.

WRVR has only recently switched from noncommercial to commercial operation, does not yet subscribe to a rating service and has no way to measure this program's audience. But calls are always backed up waiting to get on the air, a spokesman for WRVR said, "if that's any indication."

Mountain prime time pushed back an hour

Mandatory 6-10 period is set by FCC to avoid requests for rule waivers

In a move to bring to an end the numerous scheduling difficulties experienced by network affiliates in the mountain time zone under the prime-time access rule, the FCC has redesignated the hours to be considered prime time in that area.

Under a revision of the access rule made two weeks ago, prime time in the mountain zone will be from 6 p.m. to 10 p.m., rather than the present 7-11 p.m. period. The revision takes effect Oct. 1.

The nine network affiliates affected by the change (three each in Phoenix, Denver and Salt Lake City) are presently

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In order to end these waiver requests, the commission several months ago proposed a mandatory 6-10 p.m. prime-time designation in the mountain zone. Only two stations, KLZ-TV Denver and KSL-TV Salt Lake City, both CBS-TV affiliates, opposed the change.

38

hattan. Some of the funding for the event was provided by the New York State Council on the Arts.

More than 20 locations were set up in community centers and parks throughout the city for people not hooked up to cable to increase public awareness of the access channels.

Another kind of baseball record

**Longest broadcast contract—
for \$8 million in rights—
set by Twins and S&L sponsor**

In the land of sky-blue waters, they don't believe—and evidently don't have—the blues about major-league baseball.

Midwest Federal Savings and Loan Association, Minneapolis-St. Paul, midway through a five-year contract as holder of broadcast rights to the Minnesota Twins, has torn up that agreement. In its stead, it has signed a new seven-and-one-half-year contract with the American League West club for a total consideration that should come close to \$8 million. The contract, for both radio and TV, is believed to be the longest baseball contract ever signed for broadcast rights.

M. R. Bolin, president of M. R. Bolin Advertising, agency for Midwest, said



In Paul Bunyan dimensions. The Minnesota baseball Twins and Midwest Federal Savings and Loan Association in the Twin Cities found their five-year contract wasn't big enough. So a longer and richer arrangement was concluded by (l-r) Billy Robertson, Twins vice president; Harold W. Greenwood Jr., president of Midwest; Twins President Cal Griffith, and M. R. Bolin, president of Bolin Advertising, which handles the Midwest account.

last Wednesday (July 6) that the new contract covers the balance of this season based on the \$850,000 figure for 1972 (BROADCASTING, Feb. 28); the rights will go up to \$950,000 next year; increase \$50,000 annually for two years; then go up \$25,000 each year for five years, reaching \$1,125,000 in 1979.

Midwest Federal Savings and Loan Association believes in backing not only baseball, but all sports. Harold W. Greenwood Jr., president of Midwest, explains it this way:

"From the marketing point of view, sports involvement covers almost every conceivable age and category of people—from the oldest to the very youngest. As a savings institution which must direct its messages at the total mass market, there is no other single event that reaches such a thorough cross section of persons as sports.

"Sports has what we term 'total coverage.' If you don't reach the public with football, you get to the people with baseball. If you don't get them with baseball, you get them with hockey."

Twins baseball is being carried by WCCO(AM) and WTCN-TV, both Minneapolis-St. Paul and both holding options to renew. The radio pick-up is fed to a 45-station regional network arranged by Robert Wold Co., Los Angeles.

NHL skates over to NBC

**Hockey contract understood to give
network rights for two years, option
for third; CBS had first refusal**

A deal that will move the National Hockey League *Game of the Week* and Stanley Cup playoffs from CBS-TV to NBC-TV, starting in the 1972-73 season, was announced Thursday (July 6) by Carl Lindemann Jr., vice president, NBC Sports, and Don V. Ruck, NHL vice president. The contract, officially described only as exclusive and "long-term," reportedly gives NBC-TV the rights for two years with an option for a third. The rights package is estimated to be worth well over \$5 million, probably will reach \$7-8 million for the three years.

The 1972-73 schedule will include games each Sunday afternoon starting Jan. 7, 1973, a prime-time game in December 1972 and another late in March 1973 near the end of the regular season, plus one and possibly two prime-time games and a Sunday afternoon game dur-

ing the Stanley Cup playoffs in April-May. NBC officials said the estimated total of 52 hours of hockey to be telecast during 1972-73 would bring NBC-TV's total of live sports coverage for the season to approximately 366 hours, which they described as "the most live hours of sports programming in the history of network television."

Messrs. Lindemann and Ruck said only 30-second announcements would be used, and those singly, during game action. It has been demonstrated, Mr. Ruck said, that a 30-second spot "does not in any way interrupt the normal flow of a hockey game." Spokesmen said a total of five 30's would be scheduled during play.

CBS Sports authorities appeared shocked and dismayed at losing the games, though under their old NHL contract they had first refusal of the league's package offer for a new contract and turned it down. Messrs. Lindemann and Ruck indicated at a news conference that NBC then accepted without change the proposal that CBS had rejected. The games have been on CBS since 1966-67, building audience gradually but steadily.

Former Whittier star taped. President Nixon rarely grants one-on-one interviews in any medium. But RKO General's Washington correspondent, Clifford Evans, obtained one with him on one of his favorite subjects—sports. Mr. Evans, at the close of a nonbroadcast news conference at the White House several weeks ago, asked the President his all-time baseball heroes—and started the presidential mental processes working. That resulted in the byline piece that appeared with an AP dateline in Sunday papers, on July 2. In the meantime, White House News Secretary Ronald L. Ziegler called Mr. Evans and told him that the President would like to continue the interview. Mr. Evans taped the interview—which ran about seven and a half minutes—on Friday morning (June 30), shortly before the presidential veto of the Corporation for Public Broadcasting bill was announced. It was aired on the day the AP story appeared on WOR-AM-FM New York, WGMS-AM-FM Bethesda, Md.-Washington; WRKO(AM) and WROR(FM) Boston; KHJ-AM-FM Los Angeles; WHBQ-AM-FM Memphis; KFRC(AM) and KFMS(FM) San Francisco.



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Video tape comes to Burbank studios

The Burbank Studios, recently formed amalgam of Warner Bros. and Columbia Pictures, is adding video-tape production capability to its film-production facilities.

The video-tape installation, to be made in conjunction with Trans-American Video Inc., Los Angeles, is scheduled to be operational and in production by Aug. 1. The new facility will include post-production equipment. It will be located on three sound stages converted specifically for video-tape use.

The video-tape operation will allow Burbank Studios to produce variety television shows as well as filmed series. The tape facility also will be available for producers who plan to use tape-to-film techniques.

Under terms of the venture, all video-tape equipment is being provided by Trans-American Video, a large mobile color video-tape and post-production facilities company. Stages, props and related facilities are being provided by Burbank Studios, which is located at the Warner Bros. studios lot in Burbank, Calif., and is owned equally by Warner Bros. and Columbia Pictures. The two film companies rent production facilities for their motion pictures and television productions.

Tom Belcher, director of tape activities for EUE/Screen Gems, has been appointed director of the video-tape operation.

Globetrotters to widen ABC-TV's 'Wide World'

ABC-TV in Los Angeles has announced the acquisition of exclusive right to televise Harlem Globetrotter basketball games for the next three years. The games will be televised on basis of one each season as part of ABC's *Wide World of Sports*.

ABC-TV also revealed that the Bing Crosby pro-am tournament from Pebble Beach, Calif., has been added to the network's golf coverage for next year. Bing Crosby competition will be the first (Jan. 27-28) of 12 tournaments to be telecast by ABC Sports during 1973.

Justicia leader injured

Ray Andrade, president of Justicia, a Los Angeles-based organization that purports to represent chicanos in the entertainment industry, last week suffered serious injuries when an explosive device went off near him. Mr. Andrade was hospitalized with head injuries. Los Angeles police have not yet determined who set the explosive device.

Justicia is devoted to opposing "de-meaning portrayals" of Mexicans in television and motion pictures. In one of the group's more recent actions, negotiations were carried on with NBC-TV resulting in the network indicating that it will no longer schedule the movie, "Return of the Seven" (BROADCASTING, June 5).

Wounded in hijack attempt. NBC-TV's *Bonanza* series, still revamping cast and story lines due to the death of Dan Blocker (BROADCASTING, May 22), last week received more bad news. Victor C. Young, who portrays Hop Sing, the cook at the Cartwright ranch in the series, was shot during last week's abortive hijacking of a Pacific Southwest Airlines jet traveling from Sacramento to Burbank, Calif. Mr. Young, a passenger on board the plane, suffered a gunshot wound in his left side. He underwent surgery and his condition was listed as fair. The two hijackers were shot and killed by FBI agents.

For all to see

TNT Communications Inc., New York, has been selected by both the Democratic and Republican National Committees to provide large-screen color television via closed circuit at their political conventions in Miami Beach. For the Democrats, TNT will install two theater-size screens on either side of the podium to bring programs to an audience of 16,000. For the Republicans, TNT will supply three of the screens and also will be in charge of professional television presentations of all speakers, including prompting facilities and services, coaching, rehearsals and make-up.

Waiver continuation asked

CBS has petitioned the FCC for waivers of the prime-time access rule to permit affiliated and owned stations of all networks to carry one-time-only network new or public-affairs programs in prime time if they are preceded by an hour of local news or public affairs.

CBS also asked that its owned and affiliated TV stations be permitted to broadcast CBS News with Walter Cronkite or other news series in prime time under the same condition.

Noting that FCC last year granted a waiver for the 1971-1972 season, CBS said an extension of the waiver for 1972-1973 would enable the networks to continue broadcasts on "pressing and newsworthy events facing the nation."

'Kingdom' bags ratings. *Mutual of Omaha's Wild Kingdom*, which is completing its first season in syndication, has been ranked as the top syndicated series in terms of audience, the insurance firm said last week.

Analysis of ratings of the 271 syndicated shows compiled by the American Research Bureau in its latest 1972 sweep showed *Wild Kingdom* has over 27 million viewers, the company said.

The series, formerly on NBC-TV, begins its second year in syndication this fall on stations in 213 markets, according to Mutual. The series will continue to emphasize ecology and wildlife conservation.

Auto racing at Pocono. Fifty-five radio stations have signed to date for coverage of Schaefer 500 at Pocono International Raceway, Long Pond, Pa., on July 29, starting at 1:30 p.m., EDT and ending at 4:40 p.m. Stations will be provided with either continuous live coverage or periodic progress reports, arranged by Associated Sports Radio Network, Brooklyn, N.Y., which is distributing the program, produced in association with Empire Radio productions.

Sixth year for Cousteau. ABC-TV will telecast for a sixth season *The Undersea World of Jacques Cousteau* series. Four new one-hour specials will be telecast during 1972-1973 on dates to be announced. Program titles are "Lake Tanganyika," "Walrus," "Singing Whale" and "500 Million Years Beneath the Sea."

Added Recruit. Composers and Lyricists Guild of America joins Film and Television Coordinating Committee, organization created to coordinate campaign against alleged excessive re-runs or prime-time programming by TV networks. Other guilds and unions behind campaign, using slogan "Save TV Original Programming" (BROADCASTING, June 19), are Musicians Local 47, Hollywood; Writers Guild of America, West; Screen Actors Guild; and all organizations encompassed by Hollywood AFL Film Council, including cameramen, film editors, film extras, publicists and others. Composers and Lyricists said it will put full collective nationwide support "to stimulate more original programming in place of unhealthy and malignant growth of re-runs in network prime time."

From film to tape. Reeves Cinetel Inc., New York, has been engaged to transfer a series of motion pictures to video cassettes for Athena Cablevision Corp. for use in Holiday Inn test installations in various parts of the country. Films being transferred to tape include "The Odd Couple," "A New Leaf," "T. R. Baskin," and "Harold and Maude."

Creativity awarded. WBAL-TV Baltimore, has announced winners of 19-week creative TV writing contest, held to encourage local talent and to provide imaginative programming. First prize of \$3,000 was awarded to William Arnold Kramer, 21-year-old Johns Hopkins University student. Additional prizes, totaling \$5,000, were given to six other contestants.

Fighting Irish. Total Communication Systems, Pittsburgh, has produced for radio syndication 130 one-minute features on Notre Dame football. Series, *The Fighting Irish, Fact and Fiction* spans five decades, with early years being narrated by Jim Crowley, former Notre Dame star and one of Four Horsemen. Paul Hornung narrates the interim era and Terry Hanratty brings it up to date.

Prime-time access sale. Hanna-Barbera Productions, North Hollywood, with Sy Fischer Co., Los Angeles, acting as sales representative, has sold new nighttime animated comedy series, *Wait Till Your*

Father Gets Home to five NBC-TV owned stations. Series, which includes 24 half-hour episodes, is designed for 7:30 p.m. time slot, starting in fall. Rhodes Productions, Los Angeles, will distribute series in markets outside those in which NBC-owned stations operate. Viacom International, New York, will handle foreign distribution.

Townhouse talk. Source International Inc., New York, reports sale of its half-hour, weekday series, *Manhattan Townhouse*, in 20 major markets. Series will feature Grace Jane Treber, author-lecturer, in talks with celebrities and new talent, and will originate from her townhouse on New York's Upper East Side. Distribution is handled by Bob Hanby Co., New York.

Travel tips. Horizons Communications Corp., New York, program syndicator and group station owner, has signed travel writer Richard Joseph for five-minute, daily radio series. Program will focus on various aspects of travel and will be offered to local radio stations by Horizons.

International project. Universal Television and British Broadcasting Corp. have started production in Spain of two-hour motion picture for television. Co-production is "Don Quixote," starring Rex Harrison. MCA-TV will distribute film internationally outside of United Kingdom. Universal and BBC also are co-producing 26 hour dramas under umbrella of *History of the English Speaking People*, adapted from Winston Churchill's work.

New division. Don Fedderson Productions, North Hollywood, Calif., has established special division to license and merchandise TV and motion picture properties and characters to manufacturers for retail sales. New merchandising division will be headed by Charles P. Spira as president. Jack V. Arbib, formerly vice president of marketing for Viacom Inc., New York, has been named vice president and general manager of division with offices in New York. In addition, Les Kaufman, public relations and advertising director of Fedderson parent company, will be West Coast sales director of new division.

Dixon children's series. Barnett Zlotnick, New York agency, has announced affiliation with Jeane Dixon, syndicated columnist and clairvoyant, for production of half-hour weekday children's series, *Mike, the Magicat*. Series, geared to 4-to-11-year-olds, is scheduled to begin production in July with hoped-for network air date in January 1973. Program will combine live and animated sequences with most commercial placements at front and back of programs and minimum interruptions within show.

For girl watchers. Viacom Enterprises plans to beam 21st annual Miss Universe Beauty Pageant from San Juan, P.R., on July 29 to at least 30 countries. Two-hour special will be sent live via satellite to approximately half the countries and by tape or film to others. In U.S., program will be carried on CBS-TV.

Newsman's privilege: Court action may prompt legislation

**Back-burner bills in both Houses
get renewed attention while Pappas,
Caldwell and Branzburg await
ultimate disposition of their cases**

The decision handed down by the Supreme Court two weeks ago denying newsmen protection of their confidential sources and information when testifying before grand juries has for the time being laid to rest the over-all issue. Disposition of the three cases directly involved in the decision is now in the hands of prosecuting attorneys in Massachusetts, California and Kentucky. But the Supreme Court's ruling has raised the eyebrows of those on Capitol Hill charged with newsmen's privilege legislation, and there were indications last week that the time may be ripe for congressional action.

Lawrence M. Baskir, chief counsel and staff director of Senator Sam J. Ervin's (D-N.C.) Constitutional Rights Subcommittee, said the decision "gives us every reason to take another look" at the newsmen's privilege bill (S. 1311) sponsored by Senator James B. Pearson (R-Kan.).

The bill provides that newsmen could not be required by any court, grand jury or federal agency to disclose sources and information gathered in a professional capacity. The protection would not apply to the source of alleged defamatory information in cases where the defense is based on the source of that information. It would also not apply to sources of information about a proceeding that is required by law to be kept secret, or when there is substantial evidence that disclosure of confidential information would jeopardize human life or national security. An identical bill (H.R. 4271) was introduced in the House by Representative Charles W. Whalen Jr. (R-Ohio) and 51 co-sponsors.

Some discussion of the Pearson bill came out in hearings Senator Ervin held on freedom of the press (BROADCASTING, Oct. 4, 1971, et seq.). But the senator did not deal with the bill in his subcommittee because he was hopeful the Supreme Court would rule favorably in the three newsmen's privilege cases.

There is nothing now standing in the way for consideration of the Pearson bill, Mr. Baskir said. But he added that Senator Ervin has not yet decided whether he will take action on it.

Meanwhile, Senator Alan Cranston (D-Calif.) has introduced legislation similar to the Pearson measure—but without the exemptions. Senator Cranston, former correspondent for International News Service, offered the bill (S. 3786) on June 30 to "fill a void" created by the Supreme Court's decision. He noted that the court did not forbid the press from being granted the protection by statute; that it "merely found that the press does not have it by inherent right under the First Amendment."

The Cranston bill states that "a person connected with or employed by the news media or press cannot be required by a court, a legislature, or any administrative body to disclose before Congress or any federal court or agency any information or the source of any information procured for publication or broadcast."

In addition to the Whalen bill, there are two other newsmen's privilege bills pending in the House—H.R. 1054 by Representative Ogden Reid (D-N.Y.) and H.R. 837 by Edward Koch (D-N.Y.) and 52 co-sponsors.

A spokesman for Mr. Reid (former editor and publisher of the defunct *New York Herald Tribune*) said the congressman has discussed his bill with House Judiciary Committee Chairman Emanuel Celler (D-N.Y.) and has been assured that Mr. Celler will give it "active consideration."

According to a spokesman for Mr. Koch, Representative Robert Kastenmeier (D-Wis.), chairman of the House Judiciary subcommittee charged with newsmen's privilege legislation, has promised Mr. Koch that he will call the subcommittee into executive session after the recess, which ends July 17, to decide whether the subcommittee should deal with the several bills in light of the court's decision.

In addition, the spokesman said, Mr. Koch has written Richard Neustadt, chairman of the Democratic Platform Committee, asking that the issue of newsmen's privilege be included in the Democratic platform that was completed two weeks ago (BROADCASTING, July 3).

The Supreme Court's decision was in response to separate appeals lodged by Paul Pappas, a cameraman for WTEV-TV Bedford, Mass.; Earl Caldwell, a reporter for *The New York Times* San Francisco bureau, and Paul M. Branzburg, former reporter for the *Louisville (Ky.) Courier-Journal* who is now with the *Detroit Free Press*. The three had refused to provide information to grand juries in New Bedford, San Francisco and Louisville and Frankfort, Ky., respectively.

Mr. Pappas, who refused to tell a jury what he had seen at a Black Panthers headquarters, said last week that the decision to pursue or drop contempt charges against him rests with Phillip Rollins, district attorney for Bristol county, Mass. He said that Mr. Rollins, appearing on WTEV following the court's decision, said he wanted to study the finding before deciding whether to continue the case.

In order to continue his case, Mr. Caldwell said, a federal court in San Francisco would have to "start all over again" by issuing another subpoena calling for information he previously refused to provide regarding the Black Panthers. But he said he was hopeful that the government would drop the case now that the Black Panther investigation is concluded and that the Supreme Court has ruled in the government's favor.

Mr. Branzburg appeared before but refused to provide a Louisville grand jury with information he had gathered in writing a story on hashish. He did not

answer a Frankfurt, Ky., grand jury summons to disclose information about the sale and use of marijuana. Mr. Branzburg said last week that the decision to continue the two cases rests with Edwin Schroering, commonwealth's attorney for Jefferson county, Ky. (Louisville), and William Brooks, commonwealth's attorney for Franklin county, Ky. (Frankfort). If they decide to continue the cases, Mr. Branzburg said, they must seek separate orders from a Michigan court to compel his appearance before grand juries in Kentucky.

Press club's report: a matter of timing

Release date for study of relationship between administration and media is delayed until after the elections

The National Press Club believes it has ducked charges of partisanship; it changed the date for a final report on an investigation of President Nixon's relations with the news media to after the national elections.

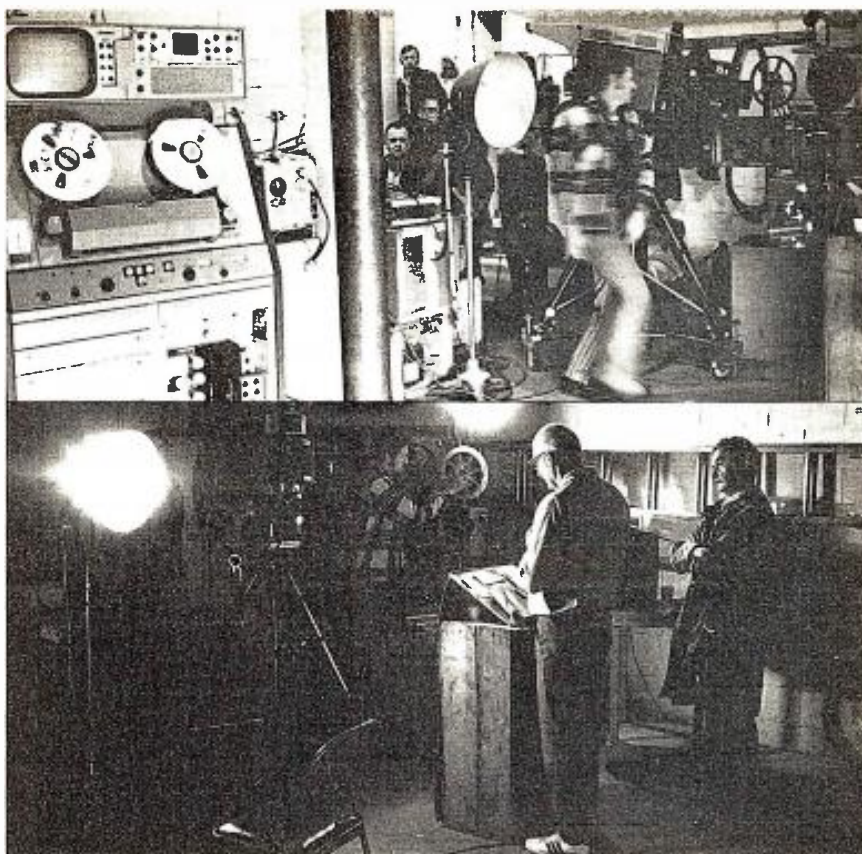
Last month the club's board called for a report by Oct. 2, raising the cry of politics from some members. Last week the date was changed to Dec. 15 by the club president, Warren Rogers of the Chicago Tribune-New York Times Syndicate, and the club's professional relations committee, which is to conduct the study. The change of date is subject to board approval, but it is understood that the action is acceptable to a majority of directors.

The move was made for the study, according to Mr. Rogers, after complaints by members indicated "a problem of serious proportion exists in the relationship between the administration and the news media."

Foremost among the complaints, Mr. Rogers said, was Mr. Nixon's year-long lack of a full-scale news conference (but the President held one June 29, two days after the board action); the fact that the White House names members of the reporters' pool who accompany the President on trips, rather than the correspondents doing so themselves; the fact that no foreign correspondents were included in either the Peking or the Moscow trips, and the criticisms of the news media by administration spokesmen that began in 1969 with Vice President Agnew's speech in Des Moines, Iowa.

The professional-relations committee is headed by James H. McCartney of the Knight Newspapers, with Peter Lisagor, *Chicago Daily News*, as board liaison, and Dan Rather, CBS News, among the other 11 members.

Mr. McCartney said he hopes all news organizations, like Sigma Delta Chi, the American Society of Newspaper Editors, and the Radio-Television News Directors Association, will participate. The plan, he said, is to compile statements about the news media made by administration speakers, to collect experiences of newsmen with administration officials, solicit



Helping hands. Disaster relief of a different kind was afforded WBRE-TV Wilkes-Barre when its studios were inundated by flood waters. Forced to evacuate to its transmitter site, the station set up temporary operations in a garage. The Ampex 1100 in the top picture was borrowed from WVIA-TV, the area's noncommercial station. The RCA TK44 was its lone live camera, evacuated with a skeleton crew from downtown, NBC network service was rebroadcast from WICZ-TV Binghamton. WDAU-TV Scranton provided both film and processing facilities. Among the volunteer assistance afforded the station was the sneakered "newscaster" reading bulletins in the bottom picture, and three students from the local high school who showed up with tapes made on a Sony ½-inch Portapak. They were picked up by the station camera directly from a monitor. These pictures were taken by freelance photographer Steven T. Smith of Williamsport, Pa.

rebuttals from administration representatives, and possibly conclude with a public confrontation between newsmen and administration officials—but after the elections.

Second chapter on Agnes coverage

Broadcasters, caught up in the East Coast deluge, matched it in community service

As hard-hit states begin the task of rebuilding what tropical storm Agnes destroyed, more reports of broadcast activities during the flooding are becoming available. The impressions left after the flood hit (BROADCASTING, July 3) continue to be reinforced: Stations that were able to stay on the air frequently departed entirely from business as usual in their attempt to provide service to stricken areas. Many stayed on the air for days at a stretch.

Following is a second sampling of that activity. The list is in no way a census;

it is representative of what many other stations were doing.

Wilkes-Barre, Pa.: WILK(AM) became the headquarters for an information network of four stations after the floods hit on June 22. The next day, WILK was forced off the air, but through an auxiliary transmitter was able to act as a clearinghouse for information, feeding other stations by telephone lines. WYZZ(AM), the only Wilkes-Barre station able to stay on the air nearly all of the week of flooding, was designated as the base station for a northern Pennsylvania "flood information network" of 13 stations. That operation began the morning of June 24, with regular messages every hour at fifteen minutes after the hour, and bulletins as necessary.

Poughkeepsie, N.Y.: WKIP(AM) departed from its regular format to air appeals for food, clothing and supplies for the hard-hit area of Elmira-Corning, N.Y. (Poughkeepsie itself barely missed disaster). Within 36 hours, the station had collected more than 100,000 pounds of goods and \$3,000 toward a flood relief fund. Through continued communication with Civil Defense, WKIP was able



On the way. Volunteers load another truckload of relief supplies gathered by WKIP(AM) Poughkeepsie for flood victims in the Elmira-Corning area. The station also collected over \$3,000 in donations.

to broadcast requests for whatever was most desperately needed at the time. An "airlift," which included both military and private planes, brought the supplies to the flooded areas.

Elmira, N.Y.: If proof were needed that everybody gets into the act, it may be found here. WSYE-TV Elmira—a satellite station of WSYR-TV Syracuse—stayed on the air on a 24-hour basis throughout the emergency, originating its own flood-relief information.

Harrisburg, Pa.: An illustration of what flood relief work can mean in raw figures is provided by the activity of WCMB(AM). The station was on for 157 consecutive hours during the emergency, or nearly a full week; it raised \$19,000 during that time, and it transmitted more than 70,000 flood messages.

Since this is apparently the season for flood disasters, it is not surprising that reports of above-and-beyond broadcast duty have come from a spot that could hardly be farther removed from tropical storm Agnes—Hong Kong. When the monsoon season dumped 36 inches of rain on that area in three days, HK-TV—B the Chinese and English language television channels—started relief operations culminating in a 12-hour telethon that raised the equivalent of nearly \$1.3 million in U.S. funds.

Informant hotline featured in KTTV anticrime project

Nightly newscast concentrates on a particular unsolved case with rewards to tipsters

Since last April, KTTV(TV) Los Angeles has been offering rewards to viewers for information helping to solve a specific, major, unsolved crime in the community. Called "Secret Witness," the anticrime project is a featured segment of the station's nightly 10 O'Clock News hour. The crime, chosen by KTTV News Director Chuck Riley and Assistant News Director Frank Elmquist primarily for its human-interest value, is factually recreated on the news program, followed on succeeding nights by recaps of developments and details of the "Secret Witness" reward offer.

"In essence we're buying information," says Mr. Riley. To protect anonymity, informants are given a special digital code. Substantial rewards are offered in each case, so far ranging from \$1,000 to \$5,000. The nature and seriousness of the crime determine the amount of the reward.

The station tries to publicize only one case at a time. But not necessarily is one case at a time handled by the station. Each case is given about a week's exposure. Periodically the station will refer back to a case that has not yet been solved.

A "Secret Witness" hotline has been set up at the station to receive information about the crime being investigated. As many as 25 calls per day have been received. Station personnel manning the special telephone are instructed to follow these procedures:

- Answer "secret witness."
- Make an immediate note of time and date of call.
- Ascertain if the caller is making a legitimate call or playing games.
- Have him give a seven-digit number where he can be reached.
- Information should be typed out and passed on to Messrs. Elmquist or Riley for evaluation and decision whether to

be passed along for appropriate investigation.

"We don't try to play cop," points out Mr. Riley. "We have the approval and cooperation of law enforcement people."

Word of the quest for information in each case is spread via a radio campaign, classified listings and other ads in area newspapers, as well as KTTV's own on-air announcements. For one case—that of an unknown woman found stabbed to death—the station circulated, advertised and presented on camera a grisly photograph of the death mask of the victim.

To date, the station has publicized three crimes—two homicides and a hunt for a robbery suspect. While arrests have been made in only one of the cases (not as a result of station information), the "Secret Witness" project has developed several leads and other information.

Model for KTTV's project is the "Secret Witness" public service feature started in 1967 by the *Detroit News*. Currently some 40 other newspapers throughout the nation are involved in "Secret Witness" projects.

New Orleans to Peking. Two-man news team from WWL-TV New Orleans was scheduled to return yesterday (July 9) from two-week trip to People's Republic of China. News director Phil Johnson and cameraman Jim Tolhurst are said to be first U.S. nonnetwork TV news team allowed into country. They spent time filming documentary and doing filmed reports of visits by House Majority Leader Hale Boggs (La.) and House Minority Leader Gerald Ford (Mich.).

Fingers point at WETA plan

Other local U feels left out, ACTS demands equal time, Kaiser says 'try UHF, you'll like it'

If noncommercial WETA-TV Washington succeeds in its attempt to escape from the UHF band via an "experimental" drop-in on channel 12, it will be over the loud protests of commercial UHF broadcasters.

WDCA-TV Washington, the only other UHF in the nation's capital, has made known its distress over the prospect that it might be left as the only UHF in town. The station also feels that WETA-TV's application amounts to a discrediting of the whole idea of UHF. It will take its case to the FCC.

The All-Channel Television Society, an association of UHF broadcasters, has told WETA-TV President Donald V. Taverner that it objects to the station's spot announcements soliciting letters of support for the proposal (BROADCASTING, June 6). ACTS asked for equal time to combat the notion "that UHF television technical quality and service is inferior to that of VHF television and that the latter is a more preferable television service."

Late last week WETA-TV decided to grant the request for equal time. How

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and when the response will be presented is still uncertain.

In the midst of all this real or potential combat, the nation's principal UHF group owner weighed in with a mock-cheerful approach to the whole issue. Kaiser Broadcasting offered "our full co-operation to assist you in bringing channel 26 up to its full potential."

Kaiser's vice president and general manager, Richard Block, told Mr. Taverner in a telegram that WETA-TV's service could actually deteriorate if it moved to a "highly restricted channel 12 operation." He added:

"Kaiser's use of two 60-kw transmitters (as opposed to your one 50 kw) and modern pylon antenna (as compared to your obsolete helical antenna) guarantees superior performance. Your grant could go a long way to create a similar plan rather than be used for the experiment."

The grant Mr. Block mentioned was a \$315,000 award from the Corporation for Public Broadcasting. It was given with the understanding that the WETA-TV experiment could be of national significance in reducing the percentage of public stations that now operate on the UHF band.

Mr. Block also seized the occasion to "congratulate" WETA-TV's programming staff for "obtaining such a high share of audience in face of the above electronic difficulties." He said that WETA-TV's 7 share of the late-afternoon audience "is higher than VHF stations with substantially comparable programming in such markets as Dallas, Houston, Portland [Ore.], Pittsburgh, Seattle and St. Louis," and roughly equal to the shares of non-commercial V's in several other markets.

"With the [American Research Bureau] reporting Washington UHF penetration at 86%, and with growth in UHF being the fastest of any segment of television," he said, "we believe that, upon reflection, you will agree that your resources can be far better put to use than taking such a backward step and one fraught with so many dislocations and uncertainties."

CPI in \$7.5-million pact for ABC, CBS affiliates

Communications Properties Inc., Austin, Tex., announced last week that its CPI Telecommunications subsidiary has signed contracts with CBS and ABC to provide a microwave link for the networks to some of their Texas affiliates.

According to Communications Properties, the microwave system will cost \$7.5 million and will serve network affiliates in the eastern half of the state.

Getting there. Japan has become the 33d country to ratify the worldwide International Telecommunications Satellite (Intelsat) agreement created last August. Ratification by 54 of the 80 countries that participated in the two-year conference that drafted it, is required by Dec. 22. It goes into effect 60 days thereafter.

New CBS amplifier set for Miami Beach use

New development greatly increases sensitivity of film, allowing pick-up with minimum lighting

CBS News said last week that it will use during its coverage of the Democratic national convention a light amplifier that permits filming in almost total darkness.

The amplifier, which may be attached to any camera, was developed as a joint project of the CBS Television Network, CBS Laboratories and CBS News. It has a light amplification of greater than seven f-stops and it increases the film sensitivity of a color film of ASA 160 to the equivalent of ASA 16,000, according to CBS News, and with forced processing, a sensitivity of ASA 50,000 can be achieved.

The color light amplifier weighs approximately eight pounds and is attached between a standard lens and a standard motion-picture camera.

"Lights have always presented somewhat of a problem for us," said Marshall S. Davidson, CBS News vice president and director of operations. "But our experience in Chicago [in 1968] made it absolutely necessary that we find another way to film in circumstances when natural light was marginal."

"Artificial light had not only become a danger to our film crews but often created artificial conditions. Now we'll be as unobtrusive or more so than most still photographers."

Ampex recorder is here

Ampex Corp., Redwood City, Calif., which first showed its ACR-25 broadcast video-tape cassette recorder at the National Association of Broadcasters convention in Chicago two years ago (BROADCASTING, April 5, 1970), has announced that production deliveries have started and are being made against a \$10-million backlog of orders from TV stations in the U.S. and Europe. The first ACR-25 unit has gone out to KTEW-TV Tulsa, Okla., with subsequent units to go to KYW-TV Philadelphia and Southern Television, Southampton, England,

within the next month. Each ACR-25 costs between \$150,000 and \$200,000 depending on options.

The Ampex broadcast video cassette unit, which is a reproducer as well as a recorder, is set up to provide random-access selection of up to 24 tape programs or commercials. It can use a cartridge with a maximum time length of six minutes. Ampex says there is a current waiting time for the equipment of about 10 months after receipt of order.

All gone: HEW grants

Final \$4 million of total \$13 million is doled out for station facilities

The U.S. Office of Education has announced its final batch of facilities grants for fiscal 1972—over \$4 million to 33 public television and radio stations.

These grants exhaust the \$13 million appropriated for the purpose in 1972 under the Educational Broadcasting Facilities program. An identical appropriation for fiscal 1973 has been passed by the Senate.

The latest grants cover 62% of the total cost of the projects involved. They are as follows:

KUAC-TV College, Alaska (\$67,462); KETS-TV Little Rock, Ark. (\$194,488); KPCC(FM) Pasadena, Calif. (\$13,215); WEDH-TV Hartford, Conn. (\$322,500); WMFE-TV Orlando, Fla. (\$391,873); WBEZ(FM) Chicago (\$90,072); WCAE-TV St. John, Ind. (\$231,448); WVUT-TV Vincennes, Ind. (\$304,601); KDIN-TV Des Moines and KIIN-TV Iowa City, both Iowa (\$104,608).

KMUW(FM) Wichita, Kan. (\$27,664); WUOM(FM) Ann Arbor, Mich. (\$25,293); WVGR(FM) Grand Rapids, Mich. (\$19,577); KVSC(FM) St. Cloud, Minn. (\$40,303); WNJC-FM Senatobia, Miss. (\$23,431); KCSD-TV Kansas City, Mo. (\$464,535); KMSM(FM) Rolla, Mo. (\$130,707); KUFM(FM) Missoula, Mont. (\$31,120); WBGO(FM) Newark, N.J. (\$26,447); WBOE(FM) Cleveland (\$149,748); WGTE-TV Toledo, Ohio (\$194,947).

Oklahoma State Department of Education, for an FM station on channel 205 in Oklahoma City (\$74,656); KOAP-TV

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Portland, Ore. (\$32,982); Educational Television of Northwest Pennsylvania, for an FM station on channel 217 in Erie (\$116,253); Metropolitan Pittsburgh Public Broadcasting, for an FM station on channel 207 in Pittsburgh (\$85,224); KESD(FM) Brookings, S.D. (\$22,226); WSJK(TV) Knoxville, Tenn. (\$177,671).

Virginia Cultural Foundation Inc. for an FM station on channel 208 in Norfolk (\$64,341); KWSU-TV Pullman, Wash. (\$97,628); KRAB(FM) Seattle (\$19,500); KPEC(TV) Tacoma, Wash. (\$181,448); WWVU-TV Morgantown, W. Va. (\$174,522); WHA(AM) Madison, Wis. (\$33,270).

AMST sees no use for FCC double duty

Group says CPB's FM ideas don't need their own rulemaking

The Association of Maximum Service Telecasters has urged the FCC not to spend time making a separate proceeding out of the Corporation for Public Broadcasting's proposals for rule changes regarding noncommercial FM stations. The issues are already covered in two commission proceedings, AMST said.

But the reaction from noncommercial FM broadcasters to the substance of the CPB proposals was generally favorable in comments filed with the FCC.

CPB last May asked the commission to institute rule changes that would permit more extensive service on noncommercial stations (BROADCASTING, May 29). Its proposals include sharing of noncommercial frequencies when small, limited-time educational stations are operating on the only channel assigned to public radio; authorizing a new FM channel 200 (87.9 mhz) on a noninterference basis with TV channel 6, and increasing interference criterion in determining channel availability.

In its comments AMST claimed that some of the issues are covered by one proceeding that resulted in a 1963 order establishing an FM allocations table. But

Four from two. WAKR-FM Akron, Ohio, which began broadcasting full four-channel sound last month on a 24-hour basis, has announced development of an engineering system that encodes all stereo tape for quadrasonic sound. The system uses reverberation and frequency-enhancer equipment to provide an effect similar to true four-channel broadcasts, according to Roger Berk Jr., station engineer who developed the idea.

this proceeding remains open with regard to establishing an allocations table for noncommercial FM stations, AMST noted. The other issues, it said, are contained in a proceeding that began in April 1971 dealing with interference to television reception from FM stations and other sources.

AMST said "there is no need to delay a solution to the FM-television interference problem, now recognized on all sides, by splitting channel-6 interference off from consideration in a new and wholly separate proceeding." The commission should direct its attention to resolving issues in the previous proceedings, it said.

And, the way to do that, AMST told the FCC, is to act on a suggestion it advanced two years ago: establish an advisory committee, comprising government and industry members, to resolve the problems.

Noncommercial KUOW(FM) at the University of Washington, Seattle, said in its comments that the CPB proposals are "practical" and "would prove effective" in opening up additional spectrum space, insuring that later stations will not be blocked by class D (10-w) stations, and allocating class D's systematically without unreasonable restrictions on them.

Six other noncommercial FM's also filed comments endorsing the proposals.

But the Jack Straw Memorial Foundation, licensee of noncommercial KRAB-FM Seattle and KBOO-FM Portland, Ore., said CPB's plan would be a burden on many

smaller educational stations. Some class D's may seem a poor use of spectrum space, it said, "but [we] believe that this must be viewed as the price to be paid to allow an occasional rose."

CPB's proposal to eliminate channel 6 interference is "a poor solution, poorly conceived and over-protective," it said. "We urge its rejection and the use of a more liberal and flexible standard of assignment in channel-6 areas."

A new center for CBC

The Canadian Broadcasting Corp. has received government approval to build a new regional broadcasting center in Vancouver. The contract will be awarded to The Foundation Co., whose bid of \$10,620,000 was the lowest of seven received by the CBC. The TV and radio complex, scheduled for completion in late 1974, will replace existing CBC facilities.

For New York FM's an inglorious fourth

A failure in the antenna system on the Empire State building in New York knocked 11 FM stations off the air for various periods last Tuesday (July 4).

A spokesman for the Alford Manufacturing Corp., which operates the antenna facility, said he believed the problem started with a malfunction of a dynoplex assigned to WBAI-FM within the multiplex system of the antenna, which the 11 stations share. The failure at 6:21 p.m. cut the transmission of signals from WBAI-FM, WRFM-FM, WRVR-FM, WNYC-FM, WOR-FM and WNCN-FM immediately. WBLS-FM, WHOM-FM, WQXR-FM, WEVD-FM and WPIX-FM were also off the air at some point during the evening. As of Friday (July 7), full-power transmissions from the tower had been resumed by all but WBAI, which was operating at a 28% reduction with full service expected by Sunday. It was the first such failure in the antenna system since it was installed seven years ago.

Broadcasting Stock Index

Weekly market summary of 118 stocks allied with broadcasting

	Stock symbol	Exch.	Closing July 5	Closing June 28	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	75 3/8	74 5/8	+ 3/4	+ 1.00	76 1/4	51 1/4	7,146	538,629
ASI COMMUNICATIONS	ASIC	O	2 1/8	2 1/8			5	2	1,815	3,856
CAPITAL CITIES	CCB	N	60	57 1/4	+ 2 3/4	+ 4.80	64 1/4	48	6,446	386,760
CBS	CBS	N	54	52 1/2	+ 1 1/2	+ 2.85	57 7/8	45 1/2	28,096	1,517,184
COX	COX	N	41 7/8	41 1/2	+ 3/8	+ .90	49 3/4	36 1/4	5,827	244,005
FEDERATED MEDIA		O	3 1/8	3	+ 1/8	+ 4.16	3 7/8	2 7/8	820	2,562
GROSS TELECASTING	GGG	A	18 1/8	17 5/8	+ 1/2	+ 2.83	23 7/8	12 1/4	800	14,500
LIN	LINB	O	14 3/8	14 7/8	- 1/2	- 3.36	22 3/8	14 3/8	2,296	33,005
MOONEY	MOON	O	11 1/2	11 1/2			11 1/2	4	250	2,875
PACIFIC & SOUTHERN	PSOU	O	13 1/2	13 1/2			18 1/4	10 3/8	1,929	26,041
RAHALL COMMUNICATIONS	RAHL	O	19 1/4	19	+ 1/4	+ 1.31	29	8	1,037	19,962
SCRIPPS-HOWARD	SCRIP	O	20 3/4	23	- 2 1/4	- 9.78	27	18	2,589	53,721
STARR	S8G	H	23 1/2	23 1/2			28 1/4	15 1/2	1,182	27,777
TAFT	TFB	N	48 1/4	45 3/4	+ 2 1/2	+ 5.46	57 1/4	41 3/4	3,845	185,521
Broadcasting with other major interests									TOTAL	64,078 3,056,398
ADAMS-RUSSELL	AAR	A	4 3/4	4 5/8	+ 1/8	+ 2.70	8 3/4	4 5/8	1,250	5,937
AVCO	AV	N	16	14 1/8	+ 1 7/8	+ 13.27	20 7/8	13 7/8	11,489	183,824
BARTLETT MEDIA	BMC	A	4 3/8	4 1/2	- 1/8	- 2.77	7 1/8	4 1/8	2,257	9,874
BOSTON HERALD-TRAVELER	BHLD	O	14 1/2	15	- 1/2	- 3.33	30	11	589	8,540
CHRIS-CRAFT	CCN	N	6 3/4	6 3/4			8 3/4	5 5/8	3,980	26,865
COMBINED COMMUNICATIONS	CCA	A	31 3/4	31 1/4	+ 1/2	+ 1.60	42 1/2	29 5/8	3,148	99,949

	Stock symbol	Exch.	Closing July 5	Closing June 28	Net change in week	% change in week	1972 High	Low	Approx. shares out (000)	Total market capitali- zation (000)
COWLES COMMUNICATIONS	CWL	N	11 1/8	10 3/4	+ 3/8	+ 3.48	12 1/2	9 1/2	3,969	44,155
DUN & BRADSTREET	DNB	N	75	74 5/8	+ 3/8	+ .50	80 1/4	63	1,287	96,525
FUQUA	FQA	N	23 3/4	23 1/8	+ 5/8	+ 2.70	27 7/8	20 7/8	8,120	192,850
GABLE INDUSTRIES	GBI	N	25 1/2	27	- 1 1/2	- 5.55	32 1/4	24	1,872	47,736
GENERAL TIRE & RUBBER	GY	N	26 3/8	26 5/8	- 1/4	- .93	32 5/8	24 5/8	19,483	513,864
GLOBETROTTER COMMUNICATION INC	GLBTA	D	13 3/4	13 3/4			20 1/2	9 1/4	2,820	38,775
ISC INDUSTRIES	ISC	A	7 3/4	7 7/8	- 1/8	- 1.58	9 1/8	6	1,646	12,756
KANSAS STATE NETWORK	KSN	D	7 5/8	7 3/4	- 1/8	- 1.61	7 7/8	6 1/2	1,621	12,360
KINGSTIP INC.	KTPP	O	14 3/4	14 3/4			22	14 1/2	1,154	17,021
LAMB COMMUNICATIONS		O	3 3/4	3 1/8	+ 5/8	+ 20.00	4 7/8	2	475	1,781
LEE ENTERPRISES	LNT	A	27 1/2	28 1/4	- 3/4	- 2.65	30	17 1/2	3,289	90,447
LIBERTY CORP.	LC	N	19 1/4	20 1/2	- 1 1/4	- 6.09	21 5/8	17 1/2	6,753	129,995
MCGRAW HILL	MHP	N	17 1/8	16 5/8	+ 1/2	+ 3.00	20 7/8	16 1/8	23,327	399,474
MEREDITH CORP.	MDP	N	19 3/4	19 7/8	- 1/8	- .62	30 3/4	19	2,772	54,747
METROMEDIA	MET	N	33 5/8	35 7/8	- 2 1/4	- 6.27	39	27 1/4	5,956	200,270
MULTIMEDIA INC.		O	40	41	- 1	- 2.43	44	14	2,408	96,320
OUTLET CO.	OTU	N	13 5/8	13 3/4	- 1/8	- .90	19 3/8	13 5/8	1,335	18,189
POST CORP.	POST	O	23 3/4	24 1/8	- 3/8	- 1.55	30	9	942	22,372
PUBLISHERS BROADCASTING CORP.	PUBB	D	3 3/4	3 3/4			4 7/8	1 5/8	919	3,446
REEVES TELECOM	RBT	A	3 3/8	3	+ 3/8	+ 12.50	4 1/4	2 3/8	2,292	7,735
RIDDER PUBLICATIONS	RPI	N	30 1/8	31 3/8	- 1 1/4	- 3.98	34 1/2	26	8,324	250,760
ROLLINS	ROL	N	40 1/2	39 1/2	+ 1	+ 2.53	40 1/2	33	12,131	491,305
RUST CRAFT	RUS	A	34 3/8	34 1/8	+ 1/4	+ .73	36 3/4	24	2,318	79,681
SCHERING-PLOUGH	SGP	N	118 1/2	116 3/4	+ 1 3/4	+ 1.49	119 7/8	82 5/8	25,471	3,018,313
SONDERLING	SDB	A	13 1/2	13 3/8	+ 1/8	+ .93	30 3/4	13 3/8	1,005	13,567
STORER	SBK	N	43 3/4	43 3/8	+ 3/8	+ .86	47 1/2	31	4,223	184,756
TURNER COMMUNICATIONS		O	6	5 7/8	+ 1/8	+ 2.12	7	2	1,328	7,968
WASHINGTON POST CO.	WPO	A	32 3/4	32 7/8	- 1/8	- .38	35 1/2	23 1/2	4,789	156,839
WOMETCO	WDM	N	23 1/4	22 7/8	+ 3/8	+ 1.63	25 7/8	18 1/2	5,789	134,594
Cable							TOTAL		180,531	6,673,590
AMECO	ACO	D	2 3/4	2 3/4			12 3/4	1 1/2	1,200	3,300
AMERICAN ELECTRONIC LABS	AELBA	O	5 3/8	5 3/4	- 3/8	- 6.52	9 3/4	3	1,670	8,976
AMERICAN TV & COMMUNICATIONS	AMTV	O	42 3/8	41 5/8	+ 3/4	+ 1.80	43 1/2	17 1/4	2,462	104,327
BURNUP & SIMS	BSIM	O	22 1/2	21 3/4	+ 3/4	+ 3.44	22 1/2	6 3/4	6,572	147,870
CABLECOM-GENERAL	CCG	A	13 3/8	13 1/2	- 1/8	- .92	18 1/4	12 1/2	2,395	32,033
CABLE INFORMATION SYSTEMS		O	3 1/4	3 1/4			4 3/4	1 3/4	955	3,103
CITIZENS FINANCIAL CORP.	CPN	A	11 1/2	11	+ 1/2	+ 4.54	15 1/4	10 1/4	2,355	27,082
COLUMBIA CABLE	CCAB	O	20 1/4	18 1/8	+ 2 1/8	+ 11.72	29	17 1/4	900	18,225
COMMUNICATIONS PROPERTIES	COMU	D	13 5/8	12 1/4	+ 1 3/8	+ 11.22	27 3/8	11 1/8	1,917	26,119
COX CABLE COMMUNICATIONS	CXC	A	31 7/8	31 1/2	+ 3/8	+ 1.19	34 5/8	23 1/4	3,555	113,315
CYPRESS COMMUNICATIONS	CYPR	O	22 5/8	22 3/8	+ 1/4	+ 1.11	23	7	2,707	61,245
ENTRON	ENT	A	4 5/8	4 3/4	- 1/8	- 2.63	9 1/4	3 5/8	1,320	6,105
GENERAL INSTRUMENT CORP.	GRI	N	30 1/4	28	+ 2 1/4	+ 8.03	30 1/4	20 3/4	6,501	196,655
LVO CABLE INC.	LVOC	O	13	13			16 1/2	6 3/4	1,466	19,058
STERLING COMMUNICATIONS	STER	O	5 3/8	5 1/4	+ 1/8	+ 2.38	7 3/4	3 1/2	2,162	11,620
TELE-COMMUNICATIONS	TCOM	O	28 1/2	27 5/8	+ 7/8	+ 3.16	30 3/8	15 1/2	3,856	109,896
TELEPROMPTER	TP	A	42	38 1/2	+ 3 1/2	+ 9.09	42	28 1/8	13,472	565,824
TIME INC.	TL	N	48	47	+ 1	+ 2.12	64 3/4	47	7,278	349,344
VIACOM	VIA	N	20 1/2	19 1/4	+ 1 1/4	+ 6.49	28 1/2	15 1/2	3,771	77,305
VIAKOA	VIA	A	11 7/8	12 1/2	- 5/8	- 5.00	19 3/4	8	2,344	27,835
Programming							TOTAL		68,858	1,909,237
COLUMBIA PICTURES	CPS	N	13 1/8	13 1/2	- 3/8	- 2.77	14 7/8	9 1/8	6,342	83,238
DISNEY	DIS	N	190	185 1/2	+ 4 1/2	+ 2.42	196	132 3/4	13,223	2,512,370
FILMWAYS	FWY	A	6 3/8	6 1/2	- 1/8	- 1.92	8	4 7/8	1,849	11,787
GULF & WESTERN	GW	N	37	38 3/4	- 1 3/4	- 4.51	44 3/4	28	15,816	585,192
MCA	MCA	N	27 1/4	27 1/2	- 1/4	- .90	35 7/8	25 5/8	8,182	222,959
MGM	MGM	N	17 3/8	17 3/8			21 1/2	16 3/4	5,895	102,425
MUSIC MAKERS	MUSC	O	2 1/4	2 1/4			3 3/4	1 1/8	534	1,201
TELE-TAPE PRODUCTIONS		O	1 3/4	1 3/4			2 7/8	1	2,190	3,832
TRANSAMERICA	TA	N	18 1/2	19 1/4	- 3/4	- 3.89	23 1/2	17 3/4	64,571	1,194,563
20TH CENTURY-FOX	TF	N	10	10			17	9 5/8	8,562	85,620
WALTER READE ORGANIZATION	WALT	O	1 3/4	1 3/4			4 1/8	1 3/8	2,414	4,224
WARNER COMMUNICATIONS INC.	WCI	N	48 1/4	48 3/8	- 1/8	- .25	50 1/4	31 1/4	16,221	782,663
WRATHER CORP	WCO	A	14 1/2	13 1/4	+ 1 1/4	+ 9.43	17 7/8	9 7/8	2,164	31,378
Service							TOTAL		147,963	5,621,452
JOHN BLAIR	BJ	N	19 7/8	20 1/4	- 3/8	- 1.85	22 3/8	16 3/4	2,600	51,675
COMSAT	CQ	N	54 1/2	53 7/8	+ 5/8	+ 1.16	75 3/8	52	10,000	545,000
CREATIVE MANAGEMENT	CMA	A	13	12 3/4	+ 1/4	+ 1.96	15 1/2	9 3/8	1,056	13,728
DOYLE DANE BERNBACH	DOYL	O	32 1/2	32 3/4	- 1/4	- .76	34 3/4	24	1,872	60,840
ELKINS INSTITUTE	ELKN	O	3 1/2	3 3/8	+ 1/8	+ 3.70	16 3/8	2 3/4	1,664	5,824
FOOTE, CONE & BELDING	FCB	N	13 1/2	13 3/8	+ 1/8	+ .93	14	10 5/8	2,176	29,376
GREY ADVERTISING	GREY	O	16 5/8	16 3/8	+ 1/4	+ 1.52	18	9 1/4	1,209	20,099
INTERPUBLIC GROUP	IPG	N	33 3/8	32 5/8	+ 3/4	+ 2.29	34 1/2	22 3/4	2,239	74,726
MARVIN JOSEPHSON ASSOCS.	MRVN	O	14 3/4	15 1/4	- 1/2	- 3.27	17 3/4	5 7/8	825	12,168
MCCAFFREY & MCCALL		O	13 3/4	12	+ 1 3/4	+ 14.58	16 1/2	7	585	8,043
MOVIELAB	MOV	A	2 1/8	2 3/8	- 1/4	- 10.52	3 1/8	1 5/8	1,407	2,989
MPO VIDEOTRONICS	MPO	A	4 1/4	4 3/4	- 1/2	- 10.52	7 1/8	4	547	2,324
A. C. NIELSEN	NIELB	O	52 1/2	48 3/4	+ 3 3/4	+ 7.69	52 1/2	37 5/8	5,299	278,197
OGILVY & MATHER	OGIL	O	43 1/4	43	+ 1/4	+ .58	45 1/2	16	1,716	74,217
PKL CO.	PKL	O	1 5/8	1 3/4	- 1/8	- 7.14	9 1/2	1 5/8	778	1,264
J. WALTER THOMPSON	JWT	N	40 1/4	41	- 3/4	- 1.82	49 1/4	40 1/4	2,711	109,117
WELLS, RICH, GREENE	WRG	N	22 1/4	22 1/8	+ 1/8	+ .56	27 7/8	19 5/8	1,618	36,000
Manufacturing							TOTAL		38,302	1,325,587
ADMIRAL	ADL	N	19 5/8	20	- 3/8	- 1.87	27	17 1/8	5,163	101,323
AMPEX	APX	N	7 1/4	8 1/8	- 7/8	- 10.76	15 1/8	7	10,875	78,843

	Stock symbol	Exch.	Closing July 5	Closing June 28	Net change in week	% change in week	1972 High	1972 Low	Approx. shares out (000)	Total market capitali- zation (000)
CARTRIDGE TELEVISION INC.		O	26 1/4	28	- 1 3/4	- 6.25	43 1/2	16 1/2	7,557	198,371
CCA ELECTRONICS	CCAE	O	4 1/2	4 1/4	+ 1/4	+ 5.88	6 1/4	2 1/4	881	3,964
COLLINS RADIO	CRI	N	14 1/4	13 3/4	+ 1/2	+ 3.63	19 7/8	13 1/4	2,968	42,294
COMPUTER EQUIPMENT	CEC	A	3 1/8	3	+ 1/8	+ 4.16	4 5/8	3	2,421	7,565
CONRAC	CAX	N	31 1/2	32 1/8	- 5/8	- 1.94	39 3/8	27 1/8	1,259	39,658
GENERAL ELECTRIC	GE	N	66 5/8	66 1/8	+ 1/2	+ .75	70 7/8	58 1/4	182,123	2,133,944
HARRIS-INTERTYPE	HI	N	54 1/8	54 1/4	- 1/8	- .23	59	48 1/4	6,365	344,505
MAGNAVOX	MAG	N	32 3/4	32 7/8	- 1/8	- .38	52 1/4	32 1/2	17,476	572,339
3M	MMM	N	79 5/8	77 1/2	+ 2 1/8	+ 2.74	80 1/2	74 1/4	112,600	8,965,775
MOTOROLA	MOT	N	120	113 3/8	+ 6 5/8	+ 5.84	120	80	13,522	1,622,640
OAK INDUSTRIES	OEN	N	14 3/8	14 1/4	+ 1/8	+ .87	17 1/2	9 5/8	1,638	23,546
RCA	RCA	N	34 1/8	33 1/4	+ 7/8	+ 2.63	45	33 1/4	74,352	2,537,262
RSC INDUSTRIES	RSC	A	2 7/8	2 7/8			4 3/8	2 7/8	3,458	9,941
TEKTRONIX	TEK	N	58 1/4	54 3/4	+ 3 1/2	+ 6.39	58 1/4	32 3/4	8,128	473,456
TELEMATRON	TMT	O	7	6 3/4	+ 1/4	+ 3.70	13 3/4	6	1,050	7,350
WESTINGHOUSE	WX	N	50 3/4	51	- 1/4	- .49	54 7/8	43	86,927	4,411,545
ZENITH	ZE	N	42 7/8	43	- 1/8	- .29	50 1/2	41 3/8	19,031	815,954
TOTAL									557,794	2,390,275
GRAND TOTAL									057,526	20,976,539

Standard & Poor's Industrial Average

120.27

120.19

+ .08

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

John Matthews, VP and executive creative director, Leo Burnett, Chicago, appointed chairman of plans board for Draper Daniels Inc., Chicago agency.

Tim Sullivan, sales manager KLAC(AM) Los Angeles, named VP and director of sales, Metromedia, West Coast operations. KLAC is Metromedia station.

Robert R. Riemenschneider, media director and VP, The Quaker Oats Co., Chicago, joins Clinton E. Frank as VP and media director, West Coast, Los Angeles.

Robert Lilley, assistant media director and group head, Grey Advertising, New York, elected VP.

Cliff Levine, with KABC(AM) Los Angeles, appointed sales manager. He succeeds **Don Wickes**, who continues with station as account executive.

James T. Hopkins, VP, general manager, Rumrill-Hoyt's Baltimore office, elected senior VP.

Norman K. Carrier, **Eugene R. Hatton**, **James A. Rielly** and **W. Stanley Stuart Jr.**, account executives, N. W. Ayer & Son, Chicago, elected VP's.

Marvin L. Krasnansky, in charge of corporate relations, and **Raymond J. Ryan**, attorney, BBDO, New York, elected VP's.

Vic Ferrante, sales manager, East and South regions, Katz Television, Chicago, named national division sales manager, New York.

William J. Wayland, account executive, RKO Radio Representatives, New York, appointed Eastern sales manager.

Richard M. Duffy, account executive, Robert E. Eastman & Co., New York, appointed manager of Eastman Network, group plan of rep firm.

Ray Shouse, general manager, WSIX-TV Nashville, joins WLCY-TV Tampa/St. Petersburg, Fla., as national sales manager.

Anita Dong, media analyst, Honig-Cooper & Harrington, San Francisco, appointed network coordinator.

Douglas D. Shull, sales manager, wowo-(AM) Fort Wayne, Ind., appointed general sales manager, succeeding **H. D. Longworth**, who retires.

Douglas Eason, VP and general manager, KATZ(AM) St. Louis, assumes additional duties as national sales manager. **Clifford Mantle**, with KATZ, appointed sales manager.

Cited for footage. Three TV-station cameramen were among 15 persons cited in awards presentations by National Press Photographers Association at its annual meeting June 28 at Orlando, Fla. Cornelius M. Keyes, KTAR-TV Phoenix, won the Sam Heller award and Chris T. Button, KARK-TV Little Rock, Ark., a Kenneth P. McLaughlin award, while Donald L. Heilemann, WTOP-TV Washington, received an NPAA citation. In addition, Senator Sam Ervin (D-N.C.) was awarded a special citation "in appreciation of his role in seeking to assure that the rights and privileges of news-gathering shall be accorded to the photo-journalist."

George Sosson, with WCAU-AM-FM Philadelphia, CBS-owned stations, joins CBS Radio Spot Sales, New York, as account executive.

Rudy Wissler, local sales manager, KKDJ-(FM) Los Angeles, appointed general sales manager. He is succeeded by **James Austin**, who was VP-sales manager of WFUN(AM) South Miami, Fla.

Anthony P. Galli, senior VP, N. W. Ayer & Son, New York, appointed director of public-relations services.

Gerald T. Brady, VP and creative director, West & Brady, Bethesda, Md., agency, named president. He succeeds **G. Bruce West**, elected chairman.

David B. Brout, VP, director of marketing research, Kracht, Ryder, Minicus Inc., New York agency, and **Howard F. Bertkau**, VP, account supervisor and director of sales promotion, elected senior VP's. **Susan Leslie**, account executive, elected VP, account supervisor.

Don Kearney, former director of sales, Corinthian Stations, joins Herman Rush Associates, New York, as general program and sales executive.

Ann Latko, media director, Bruce B. Brewer Co., Kansas City, Mo., joins Martin Fromm Associates, agency there, as VP-media director. **Larry Hedlund**, Fromm art director, named VP-art director. **George Costello**, president, BWA Advertising there, joins Fromm as account supervisor.

Steve Williams, producer, Young & Rubicam West, Los Angeles, joins Los Angeles office of Foote, Cone & Belding in similar position.

Donald G. Goldstrom, director of adver-

tising and promotion, Armstrong Cork Co., Lancaster, Pa., named VP.

Anthony LaManna, promotions manager, fibers merchandising, Eastman Chemical Products, New York, appointed fibers advertising manager.

Rick Splaver, producer, Pegasus Films Productions Inc., Hollywood, appointed executive producer for Sandler Film and Tape Commercials, Los Angeles.

Bryan Wells, composer/lyricist, Motown Record Corp., Detroit, joins No Soap Radio Ltd., New York radio and television commercial producer, as musical director.

Joanne Dymond, director of promotion and advertising, KSAN(FM) San Francisco, resigns to form own agency, Dymond Advertising, San Francisco.

Pat Prie, administrative assistant to Alfred M. Masini, president and general manager of Tele-Rep, appointed business manager responsible for all administrative activity at Tele-Rep, New York.

Joanne Smith, traffic manager, WAGA-TV Atlanta, appointed commercial operations manager, newly created position. She is succeeded by **Becky Lewis**, assistant traffic manager.

Jacque Grudman, senior research analyst, WABC(AM) New York, appointed assistant research director.

J. Ralph Crutchfield, New York sales manager, International Digisonics Corp., joins executive sales staff of business-development division of Advertising Contractors Inc., New York multimedia advertising, marketing and sales organization.

Mark Goldberg, product promotion supervisor, Armstrong Cork Co., Lancaster, Pa., joins Bishopric and Fielden, Miami agency, as copywriter.

Media

Bill Ward, program director, KLAC(AM) Los Angeles, appointed station manager.

Lynn Higbee, operations director, KCMO(AM) Kansas City, Mo., appointed general manager, KCMO and KFMU(FM) there.

Jerome Johnson, chief engineer and program director, WXAP(AM) Atlanta, appointed station manager.

Deane D. Osborne, general manager, WRRR(AM) Rockford, Ill., named executive VP, Cummings Communications Corp., licensee of WRRR.

David A. Moss, president, WFAS(AM) White Plains, N.Y., joins WPSB(FM) Bridgeport, Conn., as VP and general manager.

Robert W. Hastings, general sales manager, KENI-AM-TV Anchorage, appointed station manager, KENI(AM).

Gayton N. Masters, formerly with Westinghouse Broadcasting, joins WSBK-TV Boston as promotion manager. He succeeds **Christie Coyle**, who joins WJW-TV Cleveland as promotion manager. Both are Storer Broadcasting stations.



Mr. Mater

Gene P. Mater, special assistant to CBS/Broadcast Group President John A. Schneider, named VP and assistant to president, CBS/Broadcast Group, New York.

John J. Nugent, account executive, KSTP-TV Minneapolis-St. Paul, appointed general manager, KSTP-AM-FM.

Richard F. Manship, with WBRZ(TV) Baton Rouge, appointed promotion manager.

John Benton, senior attorney, NBC, New York, appointed senior counsel, trade regulation.

Carl Brenner, WBMD(AM) Baltimore, elected president, Maryland-D.C.-Delaware Broadcasters Association. Other new officers: **Ted Dorf**, WGAY(FM) Silver Spring, Md., VP; **Allen Hedgecock**, WSUX(AM) Seaford, Del., executive secretary; **Lloyd Smith**, WNAV(FM) Annapolis, Md., treasurer.

Stella W. Maloney, WMEV-AM-FM Marion, Va., elected president, Virginia Association of Broadcasters. Other new officers: **Lyle Motley**, WMNA-AM-FM Gretna, VP; **Bill Willis**, WSVS-AM-FM Crewe, secretary-treasurer; **Phil Marella**, WAVY-TV Portsmouth, VP, eastern region; **Ann Siddle**, WBTM-FM Danville, VP, central region; **Robert Teter**, WSLS-TV Roanoke, VP, western region, and **Wilbur Didd**, WAYB(AM) Waynesboro, VP, northern region.

Arthur Sims, creative director, Golden West Broadcasters, Los Angeles-based station group, appointed to similar position, KFI(AM) Los Angeles.

Programing

Michael Grossman, senior administrator, talent and program acquisition, NBC-TV New York, appointed director, talent and program administration.

Gil Fates, **Ira Skutch**, **Frank Wayne**, producers, Goodson-Todman Productions, New York and Hollywood, named VP's.

Sil Caranchini and **Bill Palmerston**, production executives, NBC-TV West Coast, Burbank, Calif., appointed production managers.

Marvin L. McMaster, production manager, WTVH(TV) Peoria, Ill., joins WBDO-TV Orlando, Fla., as production manager.

Tom Allen, production supervisor, WHIM-AM-FM East Providence, R.I., appointed program director.

Glenn A. Johnson, news director, KGMS(AM) KSFM(FM) Sacramento-Woodland, Calif., appointed to additional duties as operations manager.

Shirley B. Gilette, director of curriculum and programing, school television service of noncommercial WNET(TV) New York, appointed director of education division. She succeeds **Richard J. Meyer**, appointed general manager, noncommercial KCTS-TV Seattle. **Donald Skelton**, director

of community services, WNET-TV, appointed associate director of education division.

Broadcast Journalism

Breck Harris, WBAP(AM) Fort Worth, elected president, Texas Associated Press Broadcasters Association. Other new officers: **Roy Eaton**, WBAP-TV Fort Worth, VP for conventions; **Joe Stroop**, WBAP(AM), secretary-treasurer; **Jerry Huddleston**, KVOP(AM) Plainview, VP for radio; **Ralph Johnson**, KLTU(TV) Tyler, VP for television.

Ermetra Black, press relations writer-coordinator, Northwestern University, joins WSNS(TV) Chicago as associate producer, news.

Joe Doyle, president, Doyle and Associates, Jacksonville, Fla., joins WJKS-TV there as anchorman.

Maria Luisa Levy, translator, KOGO-FM-TV San Diego, appointed newscaster, KGTV(TV) San Diego. **Everett Cunningham**, KGTV editorial research director, appointed to additional duties as newscaster.

Maria Faller, reporter, WRC(AM) Washington, joins WFTV(TV) Orlando, Fla., as Washington correspondent.

Jonathan Peck, former editor, UPI Audio, New York, joins KNX(AM) Los Angeles as writer-editor.

Paul Dallas, general manager and program director, KPFK(FM) Los Angeles, joins KABC(AM) Los Angeles as associate editorial and community-relations director.

Jerry Gross, freelance sportscaster, appointed sports director, KFMB-AM-FM-TV San Diego.

Larry Miller, news director, KMEG-TV Sioux City, Iowa, joins noncommercial KOSU-FM Stillwater, Okla., as news director.

Cable



Mr. Galkin

Richard M. Galkin, president and chief executive of Downe Communications, New York, moves to same posts at Sterling Manhattan Cable Television Inc., New York CATV operator, in mid-July, succeeding **William J. Lamb**, who resigns. Mr. Galkin formerly was with Time Inc., with which Sterling is affiliated, in various executive posts including those of CATV operations manager of Time-Life Broadcast and financial director of KOGO-AM-FM San Diego, Calif., then owned by Time-Life.

James L. Greene, VP and corporate secretary, American Reserve Corp., Chicago, joins Sammons Enterprises Inc., Dallas-based company with cable holdings, as VP and chief financial officer.

Thomas G. Miller, manager of cable-TV

systems in Niceville and Crestview, both Florida, appointed assistant manager of TV Cable Co., Fort Walton Beach, Fla., subsidiary of Cypress Communications Corp.

Equipment & Engineering

Charles Tolep, director of operations, Viacom Enterprises, New York, named VP for operations and technical facilities.

Gerow David Brill, formerly manager of engineering, CBS Electronic Video Recording (EVR) cassette processing facility in Rockleigh, N.J., named general manager, S/T Videocassette Duplicating Corp., Leonia, N.J., owned jointly by Sony Corp., Tokyo, and Teletronics National Inc., New York.

Frank A. Spexarth, engineer and sales staff, Texas Instruments Inc., joins Cerro Corp., New York, as general sales manager for CATV products, newly created position.

J. Gary Atkins, technician, Telemation Colorado, Denver, appointed district

manager, Telemation Arizona, Phoenix.

Donald V. Pascarella, CATV sales engineer, Oak Industries Inc., Crystal Lake, Ill., appointed manager of sales.

Joseph Ewansky, regional sales manager, Central Dynamics Corp., Northvale, N.J., joins Philips Broadcast Equipment Corp., Montvale, N.J., as sales engineer for New York area.

Hugh Hole, executive assistant to president of Vidronics Co., Los Angeles-based video-tape firm, appointed director of sales.

James C. Morrison, engineering department, Philips Broadcast Equipment Corp., Los Angeles, joins Robert Bosch Corp., Chicago, as marketing manager, Fernseh division.

Deaths

Roy E. Graves Jr., 45, manager of special research services, ABC-TV, died June 29 in Bronxville, N.Y., hospital. He joined ABC in 1956 as a ratings-

service analyst and subsequently served as audience-measurements statistician and supervisor of special projects for research section. He is survived by his parents, one sister and one brother.

Hal Walker, 76, director of television and motion-picture comedies, died July 5 at Community Memorial hospital, Tracy, Calif. He was director of TV series *I Married Joan*. Mr. Walker is survived by his wife, Irene.

Edmund Donovan, 44, technician, CBS-TV network operations department, was accidentally drowned July 2 in swimming pool in Miami, where he was on assignment in preparation for coverage of this week's Democratic national convention. Mr. Donovan had been with CBS-TV for more than 20 years. He is survived by his wife and eight children.

Fletcher James Austin, 51, newscaster for Armed Forces Radio and Television, died June 10 at his home in Alexandria, Va. He began his career with WBT(AM) Charlotte, N.C. He is survived by his wife, Gwendolyn.

For the Record®

As compiled by BROADCASTING, June 28 through July 3, and based on filings, authorizations and other FCC actions.

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

New TV stations

Action on motion

■ Hearing Examiner Forest L. McClenning in Red Lion, Pa. (Red Lion Broadcasting Co.), TV proceeding, on examiner's own motion, scheduled prehearing conference for July 25 (Doc. 18136). Action June 21.

Call letter action

■ New Mexico State University, Las Cruces, N.M.—Granted *KRWG-TV.

Existing TV stations

Final actions

■ KFTV(TV) Hanford, Calif.—FCC granted requests by Spanish International Communications Corp. for authority to make changes in facilities of KFTV(TV) ch. 21 Hanford, and for waiver of rules (requirements for directional ants.). Action June 28.

■ KVCN-TV San Bernardino, Calif.—Broadcast Bureau granted mod. of license covering change of name to San Bernardino Community College District. Action June 20.

■ WHNB-TV New Britain, Conn.—Broadcast Bureau granted remote control from 1422 New Britain Avenue, West Hartford, Conn. Action June 28.

■ WHYY-TV Wilmington, Del.—Broadcast Bureau granted license covering alt. main trans. Action June 21.

■ *WUFT(TV) Gainesville, Fla.—Broadcast Bureau granted license covering changes. Action June 21.

■ WTLV(TV) Jacksonville, Fla.—Broadcast Bureau granted license covering new station. Action June 21.

■ WICD(TV) Champaign, Ill.—Broadcast Bureau granted remote control from 17 East University Avenue, Champaign. Action June 28.

■ WHP-TV Harrisburg, Pa.—Broadcast Bureau

granted CP to change ERP to 479 kw vis., 95.5 kw aur.; ant. height 1,220 ft.; condition. Action June 26.

■ WSBK-TV Boston—FCC informed David Hare, director of research, Native American Programs, Antioch College, in a letter that judgment made by Storer Broadcasting Co. (WSBK-TV Boston) that certain *Daniel Boone* programs—allegedly containing derogatory references to American Indians—raise no fairness doctrine issue. Action June 28.

■ WVIA-TV Scranton, Pa.—Broadcast Bureau permitted remote control from Old Boston Road, Jenkins township, Pa. Action June 28.

■ WSBA-TV York, Pa.—Broadcast Bureau granted CP to install aux. ant. at main trans. and ant. location. Action June 20.

New AM stations

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Jacksonville, Ala. (Jacksonville Broadcasting Co. and University Broadcasting Co.), AM proceeding, on request of Jacksonville Broadcasting Co., advanced hearing presently scheduled for July 18 to July 17. (Docs. 18899-900). Action June 26.

■ Hearing Examiner Chester F. Naumowicz Jr. in Clifton Forge, Va. (Clifton Forge Radio and Alleghany-Highlands Radio Inc.), AM proceeding, on request of Alleghany-Highlands Radio advanced prehearing conference to June 26 (Docs. 19489-90). Action June 22.

Other actions

■ Review board in Amarillo, Tex., AM proceeding, dismissed petitions by Las Cruces Broadcasting Co. (KOB-AM Las Cruces, N.M.), to enlarge issues against Desert Radio, applicant for new AM on 1090 khz Las Cruces. Mutually exclusive applications for facilities on 1090 khz, filed by Desert Radio; North Texas Enterprises Inc., Amarillo, Tex.; Friend Radio Inc., Clovis, N.M.; Caprock Radio Inc., Lubbock, Tex.; Panhandle Broadcasting Inc., Plainview, Tex. and Ozona Broadcasting Co., Ozona, Tex., were designated for hearing by commission order, released March 9 (Docs. 19453-8). Action June 26.

■ Review board in Williamsburg, Suffolk, Norfolk, all Virginia, AM proceeding, granted Kenneth S. Bradby and Gilbert L. Granger (Virginia Broadcasters), extension of time by review board through July 24, to file exceptions to initial decision in Williamsburg AM proceeding. Grant of application of James River Broadcasting Corp. for new AM on 1110 khz, with 50 kw power at Norfolk, and denial of competing applications of Virginia Broadcasters, Williamsburg, and Rosa Mae Springer (Suffolk Broadcasters) Suffolk, for new daytime stations with 250 w power, nondirectional was proposed in

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242

West Coast—P.O. Box 218, Carmel Valley, California 93924
408-375-3164



Existing AM stations

Final actions

- *KYUK Bethel, Alaska—Broadcast Bureau granted license covering new station; trans. location re-described as Bureau of Indian Affairs Air Force Station, five miles west of Bethel. Action June 21.
- KRXA Seward, Alaska—Broadcast Bureau granted license covering new station. Action June 21.
- KEVT Tucson, Ariz.—Broadcast Bureau granted license covering changes. Action June 23.
- KRKS Denver—Broadcast Bureau granted CP to increase tower height to 497 ft. and make changes in ant. system; conditions. Action June 19.
- WSUZ Palatka, Fla.—Broadcast Bureau granted remote control. Action June 21.
- WTCR Ashland, Ky., and WGAY Silver Spring, Md.—Broadcast Bureau granted mod. of licenses to change corporate name to Greater Media Inc.; WGAY-FM Washington granted mod. of license and mod. of CP to change name of licensee and permittee to Greater Media Inc. Action June 27.
- KAJN Crowley, La.—Broadcast Bureau granted license covering new AM. Action June 27.
- WFDF Flint, Mich.—Broadcast Bureau granted mod. of license covering operation of alt. main-aux. trans. by remote control from main studio location. Action June 26.
- WKZO Kalamazoo, Mich.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 12672 Chief Noonday Road, Wayland, Mich. (WKZO-TV studio), second remote control point. Action June 26.
- WPOW New York—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action June 19.
- WQXR-AM-FM New York—FCC granted applications by Interstate Broadcasting Co., for renewal of licenses of WQXR-AM-FM New York, and for waiver of AM-FM 50% nonduplicating rule. Interstate is wholly-owned subsidiary of New York Times Co., publisher of *New York Times*. Action June 28.
- Wilmington, N.C.—FCC denied petition by Arlington-Fairfax Broadcasting Co. (WKLM Wilmington), for reconsideration of commission report and order adopted April 5 denying its request to assign ch. 269A to Wilmington (Doc. 19249). Action June 28.
- WWYN Erie, Pa.—Broadcast Bureau granted CP to specify new MEOV's. Action June 19.
- KGWA Enid, Okla.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action June 26.
- KSPI Stillwater, Okla.—Broadcast Bureau granted remote control. Action June 14.
- KBKW Aberdeen, Wash.—Broadcast Bureau granted license covering aux. trans. Action June 26.
- WNOR-AM-FM Norfolk, Va.—Broadcast Bureau granted mod. of licenses to change corporate name to TSN Liquidating Corp.; granted mod. of SCA, CP, and licenses to change name to Liquidating Corp. Action June 27.

Actions on motions

- Chief, Office of Opinions and Review, in Jacksonville, N.C. (Seaboard Broadcasting Corp.), renewal of license of WLAS, granted petition by applicant and extended through July 14 time to reply to Broadcast Bureau's exceptions to initial decision (Doc. 18814). Action June 23.
- Hearing Examiner Ernest Nash in Huntsville, Ala., and Warner Robins, Ga. (Garrett Broadcasting Service [WEUP] and WRBN Inc. [WRBN]), AM proceeding, dismissed motion by Leroy Garrett to correct transcript (Docs. 19258-9). Action June 26.
- Hearing Examiner Ernest Nash in Wharton, Tex. (Wharton Communications Inc.), renewal of license for KANI, granted motion by chief, Broadcast Bureau, to correct transcript, and deleted reference to exhibit identified as Tr. 480 as Broadcast Bureau exhibit 58 (Doc. 19288). Action June 26.

Other action

- Review board in Cleveland Heights, Ohio, granted appeal by Broadcast Bureau from adverse rulings of hearing examiner denying discovery requests for information and documents relating to WLYT(FM) in proceeding on Friendly Broadcasting Co.'s applications for renewal of licenses of WJMO and WLYT(FM), both Cleveland Heights, Ohio (Doc. 19412). Action June 28.

Call letter applications

- WAQY Birmingham, Ala.—Seeks WBUL.
- WQXT Palm Beach, Fla.—Seeks WPBR.

New FM stations

Final action

- Hearing Examiner Forest L. McClenning in Bloomsburg and Selingsgrove, both Pennsylvania (Bloomsburg State College and The Susquehanna University of the Evangelical Lutheran Church), educational FM proceeding, granted request by Bloomsburg State College and continued certain procedural dates (Docs. 19485-6). Action June 21.

Actions on motions

- Chief, Broadcast Bureau, on request of Vivid Music Enterprises, extended through July 10 time to file oppositions to petition for reconsideration in matter of amendment of FM table of assignments (Anamosa and Iowa City, both Iowa) (Doc. 19161). Action June 26.
- Chief Hearing Examiner Arthur A. Gladstone in Pekin, Ill. (Peoria Valley Broadcasting Inc. and Douglas R. St. Cerny, James P. St. Cerny III, dba Tazwell Broadcasting Co.), FM proceeding, designated Hearing Examiner Lenore G. Ehrig as presiding officer; scheduled prehearing conference for July 24 and hearing for Sept. 6 (Docs. 19526-7). Action June 21.
- Hearing Examiner David I. Kraushaar in Gallon, Ohio (The Tuscarawas Broadcasting Co. and Radio Gallon Inc.), FM proceeding, granted petition by The Tuscarawas Broadcasting Co. for leave to amend application as to financial matters and programming in order to meet limited financial issue and ascertainment of community problems and needs issue (Docs. 19461-2). Action June 26.
- Hearing Examiner David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al.), FM proceeding, granted petition by Cumberland Broadcasting Co. for leave to amend application to effectuate changes in financial proposals (Docs. 19468-9, 19471). Action June 26.
- Hearing Examiner Chester F. Naumowicz Jr. in San Bernardino, Calif. (Channel Two Thirty Six Inc.), FM proceeding, on request of applicant, continued hearing to July 6 (Doc. 19063). Action June 26.

Rulemaking action

- FCC proposed assignment of FM channels to Salem, Ark., Breckenridge, Colo., and Berne, Ind. Action would amend FM table of assignments. Commission invited comments on proposals of Ronald E. Plumlee for the assignment of ch. 240A at Salem, of Edward J. Patrick for ch. 272A at Breckenridge and of South Adams Broadcasting Co. for ch. 228A at Berne. There are presently no FM or AM facilities in three communities. Interested persons may file comments by Aug. 14; reply comments by Aug. 24. Action June 28.
- FCC proposed amendment of FM table of assignments to assign ch. 290 to Fresno, Calif., as seventh FM assignment. Proposed amendment was made in response to petition filed by Atlas Broadcasting Co., licensee of station KXEX, Fresno. In support of request, Atlas contended that Fresno, located in the middle of San Joaquin Valley, is isolated by all other major markets, and is in heart of growing area of California. It further asserted that channel is needed to provide Spanish-language programming, especially at night, to 20% of Fresno metropolitan area, who are Spanish-surnamed Americans. Comments are requested by Aug. 14; reply comments by Aug. 24. Action June 28.
- FCC amended FM table of assignments with the substitution of ch. 298 for ch. 266 at Hanford, 266 for 233 at Fresno and 244A for 280A at Fowler, all California. Action terminated rulemaking proceeding adopted Dec. 6, 1971, on petition filed by Capital Cities Broadcasting Corp. (KFSN-TV), Stereo Broadcasting Corp. (KFYE-FM), Radio KYNO Inc. (KYNO-FM) and Universal Broadcasting Co. (KFIG-FM). Licensees requested amendment to resolve interference problem to service of KFYE-FM in downtown area of Fresno. Amendment becomes effective Aug. 14. Action June 28.
- Jacksonville and Starke, both Florida—FCC amended FM table of assignments with assignment of ch. 297C to Jacksonville and 292A to Starke, Fla. (Doc. 19316). Action June 28.
- FCC proposed amendment of FM table of assignments to add ch. 285A at LaCrosse, Wis. LaCrosse has two occupied FM assignments, class B ch. 227 and ch. 240A. Proposed amendment was in response to petition by LaCrosse Radio Inc., which contended that LaCrosse, seat of LaCrosse county, warranted added channel as it is economic center for area of more than 200,000 residents. Commission stated that assignment of third FM channel to community of this size would be consistent with its criteria, but requested additional information regarding selection of trans. site which would give necessary coverage to LaCrosse. It noted that use of ch. 285A in LaCrosse would preclude its use in Rushford, Houston and Caledonia, all Minnesota, none of which have any AM or FM assignments. Commission asked for more data re-

lating to need for first local service in these communities. Interested persons may file comments Aug. 14; reply comments by Aug. 24. Action June 28.

Call letter applications

- Lewis College, Lockport, Ill.—Seeks *WLRA (FM).
- KOWO Inc., Waseca, Minn.—Seeks KQDE-FM.
- Lindbergh School District, St. Louis—Seeks *KLSR(FM).
- Arbuckle Broadcasters Inc., Ardmore, Okla.—Seeks KKAJ(FM).
- Public Broadcasting of Northwest Pennsylvania Inc., Erie, Pa.—Seeks *WQLN-FM.
- South Carolina Educational Television Commission, Charleston, S.C.—Seeks *WSCT(FM).

Call letter actions

- Fisk University, Nashville—Granted *WRFN (FM).
- Roy Davis, Red Bank, Tenn.—Granted WSMI (FM).
- DK Television Inc., Corsicana, Tex.—Granted *KCIR(FM).
- Spokane Falls Community College, Spokane, Wash.—Granted *KSFC(FM).

Existing FM stations

Final actions

- KKUP(FM) Cupertino, Calif.—Broadcast Bureau granted license covering new station; ERP 42 w; ant. height 2,290 ft. Action June 28.
- KRFD(FM) Marysville, Calif.—Broadcast Bureau granted license covering changes; ERP 4.9 kw; ant. height 150 ft. Action June 26.
- WESN(FM) Bloomington, Ill.—Broadcast Bureau granted license covering new station; redesignate trans. location to Illinois Wesleyan University, Munsell hall, 1207 North Main Street. Action June 28.
- *WOI-FM Ames, Iowa—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 1,490 ft. Action June 26.
- Cambridge, Mass.—FCC dismissed objection by Harvard Radio Broadcasting Co. (WHRB-FM Cambridge), to grant of pending application by Brown Broadcasting Service Inc. to increase power and ant. height of station WBRU(FM) Providence, R.I. Action June 28.
- *WBSF(FM) Biddeford, Me.—Broadcast Bureau granted license covering new station. Action June 26.
- KTCR-FM Minneapolis—Broadcast Bureau granted license covering changes; trans.; ERP 50 kw; ant. height 150 ft. Action June 23.
- *WCTS-FM Minneapolis—Broadcast Bureau granted license covering changes; ERP 80 kw; ant. height 430 ft. Action June 28.
- KRGK(FM) Carthage, Mo.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 160 ft. Action June 29.
- KTTT-FM Springfield, Mo.—Broadcast Bureau granted license covering changes; ERP 10 kw; ant. height 660 ft. Action June 26.
- KILA(FM) Henderson, Nev.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 khz. Action June 19.
- WNBC-FM New York—Broadcast Bureau granted license covering new aux. trans.; ERP 2.75 kw; ant. height 1,445 ft. Action June 26.
- WDBS(FM) Durham, N.C.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 295 ft. Action June 23.
- Sylvania, Ohio—FCC denied petition by Citizens Committee to Keep Progressive Rock for reconsideration of grant of application for assignment of license of WGLN(FM) now WXEZ(FM), both Sylvania from Twin Stars Broadcasting Inc. to The Midwestern Broadcasting Co. Action June 28.
- KRBB-FM Sallisaw, Okla.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 245 ft. Action June 23.
- WWIZ(FM) Mercer, Pa.—Broadcast Bureau granted license covering changes; trans.; ERP 3 kw; ant. height 300 ft. Action June 29.
- KLLL-FM Lubbock, Tex.—Broadcast Bureau granted license covering changes; trans.; ERP 20.5 kw; ant. height 540 ft.; studio and remote control from 904 East Broadway, Lubbock. Action June 23.
- KWTX-FM Waco, Tex.—Broadcast Bureau granted license covering new station; ERP 71 kw; ant. height 890 ft. Action June 26.
- KTAC-FM Tacoma, Wash.—Broadcast Bureau granted license covering changes; ant.; ERP 950 kw;

Summary of broadcasting

Compiled by FCC June 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,347	4	17	4,368	54	4,422 ¹
Commercial FM	2,295	1	45	2,341 ²	112	2,442
Commercial TV-VHF	503	2	6	511 ³	14	525 ²
Commercial TV-UHF	184	0	6	190 ³	59	249 ³
Total commercial TV	687	2	12	701	73	774
Educational FM	492	1	25	518	73	591
Educational TV-VHF	86	3	2	89	2	91
Educational TV-UHF	117	0	8	125	11	136
Total educational TV	203	3	10	214	13	227

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes 15 educational stations.

³ Indicates four educational stations on nonreserved channels.

ant. height 490 ft. Action June 26.

■ WZMF(FM) Menomonee Falls, Wis.—Broadcast Bureau granted license covering changes; trans.; ERP 3 kw; ant. height 280 ft.; trans.-studio location redesignated to W172N7348 Shady Lane, Menomonee Falls. Action June 23.

Call letter application

■ KPAT-FM Berkeley, Calif.—Seeks KRE-FM.

Call letter action

■ KEEL-FM Shreveport, La.—Granted KMBQ-(FM).

Other actions, all services

■ Chief, Broadcast Bureau, on request of number of labor organizations and similar groups, including Screen Actors Guild, Writers Guild of America, West Inc., Motion Picture Film Editors and Musicians Union Local 47, extended through Aug. 10, time to file statements relating to petition for rule making, and through Aug. 25, time to file replies in matter of amendment of rules to limit use of reruns on network-owned or affiliated stations to 25% of prime time in each year, and required identification of rerun material. Action June 23.

■ William B. Ray, chief of complaints and compliance division of Broadcast Bureau, informed Community Broadcasting Co. (KRSN Los Alamos, N.M.), that lowest-unit-charge provision of section 315 of the Communications Act does not apply to rates charged for political candidates where advertiser is not charged for any of his announcements. Action June 29.

Translator actions

■ FCC adopted new six-page Form 345 to be used by licensees or permittees for assignment of license or CP of translator stations and related auxiliary stations (translator microwave relay stations or UHF translator boosters). New form has been designed to obtain only basic information required to determine legal, financial, and other qualifications of proposed assignees of translator stations, commission said. Commission pointed out that new form is to be used only where translators and their related auxiliaries are to be assigned and no other type of station is involved. Where TV or FM is to be assigned along with associated translators, Form 314 will be used as in past. Form 315 will continue to be used for requesting consent to transfer of control of the licensee of translator station. Form, subject to review and approval by Office of Management and Budget, is expected to be available by Oct. 2. In same action commission amended section of rules to conform with other rules amended June 30, 1971, which contained 15-day major change provisions, June 30 amendments provided that, within 15 days after acceptance of application for filing, it could be declared to be major change. Before amendments, the rules read "after tender for filing." Amendments become effective July 12. Action June 28.

■ Bridgeport, Calif.—Broadcast Bureau granted CP for VHF translator to serve Lee Vining and Bridgeport, both California, operating on ch. 6 by re-broadcasting programs of KQED(TV) ch. 9 San Francisco. Action June 23.

■ June Lake, Calif.—Broadcast Bureau granted CP for new VHF translator to serve Mammoth School and Conway Summit, both California, operating on

ch. 12, by re-broadcasting programs of KQED(TV) ch. 9 San Francisco. Action June 23.

■ K08CA Syracuse, Kans.—Broadcast Bureau granted license covering new VHF translator. Action June 27.

■ K74DW Toole, Glacier and Liberty counties, all Montana—Broadcast Bureau granted mod. of license covering change of primary TV to CJOC(TV) ch. 7 Lethbridge, Alberta, and change type trans. of UHF translator. Action June 16.

■ K62AA Redwood Falls, Minn.—Broadcast Bureau granted license covering changes for UHF translator. Action June 19.

■ K66AD Redwood Falls, Minn.—Broadcast Bureau granted license covering new UHF translator. Action June 19.

■ Spearfish, S.D.—Broadcast Bureau granted CP for VHF translator to serve Spearfish, operating on ch. 10, by re-broadcasting programs of KDSJ-TV ch. 5, Lead, S.D. Action June 23.

■ K288AB Brigham City, Utah—Broadcast Bureau granted license covering CP for new FM translator. Action June 27.

Modification of CP's, all stations

■ KKON Kealahou, Hawaii—Broadcast Bureau granted mod. of CP for extension of completion date to Dec. 22. Action June 21.

■ Flora, Ill., The Virginia Broadcast Co.—Broadcast Bureau granted mod. of CP for new AM to extend completion date to Aug. 24. Action June 26.

■ WIEW-TV Mt. Vernon, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 28. Action June 28.

■ WKCM Hawesville, Ky.—Broadcast Bureau granted mod. of CP to change trans. and studio location to on Highway 60, 0.65 mile west of courthouse, Hawesville. Action June 19.

■ WCLV(FM) Cleveland—Broadcast Bureau granted mod. of CP to extend date of completion of construction to Jan. 1, 1973. Action June 26.

■ WPVL Painesville, Ohio—Broadcast Bureau granted mod. of CP for extension of completion date to Oct. 18. Action June 20.

■ WKVM San Juan, Puerto Rico—Broadcast Bureau granted mod. of CP to make changes in ant. system. Action June 19.

■ WATW-FM Ashland, Wis.—Broadcast Bureau granted mod. of CP to extend date of completion to Oct. 27. Action June 26.

CATV

Final actions

■ Concord, Calif.—CATV Bureau granted Microwave Engineering, equipment supplier at Concord, in cable TV relay service in order to test transmission path prior to filing of regular application by customer. Authorization is for period July 1 through July 31. Action June 28.

■ Redding, Calif.—CATV Bureau granted Tele-Vue Systems Inc., operator of Cable TV system at Redding, Calif., 90-day extension of STA to continue operation of CARS WHW-61. Action June 28.

Actions on motions

■ Cable Television Bureau on request by law firm of Cole, Zylstra & Raywid, extended to Aug. 31, time in which anyone may supplement cable TV and cable TV relay petitions and applications that

were pending prior to March 31, to show their consistency with new regulatory program (Docs. 18397, 18397-A, 18373, 18416, 18892, and 18894). Action June 28.

■ Hearing Examiner Forest L. McClenning in Manatee county, Fla. (Manatee Cablevision Inc.), CATV proceeding, on examiner's own motion scheduled prehearing conference for July 18 (Docs. 18093-5). Action June 21.

■ Hearing Examiner Chester F. Naumowicz in California, Pa. (Southwest Pennsylvania Cable TV Inc.), CATV proceeding, denied request by Southwest for subpoena to compel presence of Jack Gilbert; by separate action, denied motion by Cable Television Bureau to modify order (Doc. 19464). Action June 26.

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced June 28 (stations in parentheses are TV signals proposed for carriage):

■ San Saba-Goldthwaite Cable-Vision Inc., Goldthwaite, Tex. (KRBC(TV) Abilene, KDTV(TV) Dallas and KNCT(TV) Belton, all Texas).

■ Halifax Cable TV Inc., Daytona Beach, South Daytona Beach, Port Orange, Daytona Beach Shores, Ponce Inlet, Volusia county, all Florida (WSWB-TV Orlando, WTOG(TV) St. Petersburg-Tampa, WCIX-TV Miami, all Florida).

■ Cocoa TV Cable, city of Cocoa, city of Rockledge, unincorporated areas of Brevard county, Merritt Island, and Florida TV Cable, city of Melbourne, town of Indianalantic, city of Indian Harbour Beach, town of West Melbourne, Patrick Air Force Base, unincorporated areas of Brevard county, city of Satellite Beach, town of Palm Shores, city of Palm Bay, town of Melbourne, town of Melbourne Beach, all Florida (WCIX-TV and WLTV-TV, both Miami).

■ Cable Communications of Iowa Inc., Fairfield, Iowa (WGN-TV and WFLD-TV, both Chicago).

■ PointView Cable TV, Gallipolis, Ohio (WMUL-TV Huntington, W. Va.).

■ Avoyelles Cable TV Inc., Marsville, Hessmer, Mansura, all Louisiana (WMAS(TV) Bude, Miss.).

■ Saginaw Cable TV Co., Saginaw, Mich. (WKNX-TV Saginaw, WNEM-TV Bay City, WJRT-TV Flint, WJIM-TV Lansing, WUCM-TV University Center, WKBD-TV Detroit, all Michigan; and CKLW-TV Windsor, Ont.).

■ Saginaw Cable TV Co., Saginaw township, Zilwaukee, Carrollton township, all Michigan (WKNX-TV Saginaw, WNEM-TV Bay City, WJRT-TV Flint, WUCM-TV University Center [Bay City], WKBD-TV Detroit, all Michigan; and CKLW-TV Windsor, Ont.).

■ Community Cablevision of South Carolina Inc., Darlington, Florence, both South Carolina (WRET-TV Charlotte, N.C.).

■ Armstrong Utilities Inc., Zelienople, Pa. (KDKA-TV, WTAE-TV, WJIC-TV and WOED(TV), all Pittsburgh; WFMJ-TV, WKBN-TV, and WYTV-TV, all Youngstown, Ohio; WJAC-TV Johnstown, Pa.; WSTV-TV Steubenville, Ohio; WTRF-TV Wheeling, W. Va.).

■ Lakes Cable, Round Lake Beach, Ill. (WBBM-TV, WCLF-TV, WCUI-TV, WFLD-TV, WGN-TV, WLS-TV, WMAQ-TV, WSNS-TV, WTTW-TV, and WXXW-TV), all Chicago; WREX-TV, WTVQ(TV) Rockford, WCEE-TV Freeport, WTVG(TV) Joliet, all Illinois; WKRL(TV) Kenosha, Wis.; WISN-TV, WITI-TV, WMVS(TV), WMTV(TV), WTMJ-TV, WVTM(TV), all Milwaukee).

■ Lodi Cable Service Co., Shreve, Ohio (WAKR-TV Akron, WEWS(TV), WKYC-TV, WJW-TV, WVIZ-TV, and WKBF-TV, all Cleveland; WUAB-TV Lorain, WJAN(TV) Canton, all Ohio).

■ New Castle Communications Inc., New Castle, Ind. (WTVI(TV) Bloomington, WISH-TV, WLWI-TV, WFVI(TV), WURD(TV) and WFBM-TV, all Indianapolis, both Indiana; WHIO-TV Dayton, Ohio; WLBC-TV Muncie, Ind.).

■ Tri-County Cable Television Inc., Seymour, Ind. (WFBM-TV, WISH-TV and WLWI(TV), all Indianapolis, WTTV(TV) and WTIU(TV), both Bloomington, both Indiana; WAVE-TV, WDR-TV, WHAS-TV, WLKY-TV, WKMI(TV) and WKPC-TV, all Louisville, Ky.; WXIX-TV, Cincinnati).

■ Gaithersburg CATV Inc., Gaithersburg, Md. (WETA-TV, WDCA-TV, WMAL-TV, WRCTV, WTOP-TV and WTTG(TV), all Washington; WBAL-TV, WBFF(TV), WJZ-TV and WMAR-TV, all Baltimore).

■ Bluefield Cable Corp., Bluefield, Va., Bluefield, W. Va. (WTTG(TV) Washington).

■ Armstrong Utilities Inc., Poland township, Canfield township, both Ohio (WFMJ-TV, WKBN-TV and WYTV(TV), all Youngstown, WVIZ-TV and WKBF-TV Cleveland, WUAB(TV) Lorain, all Ohio).

■ Continental CATV Inc., Rayne, La. (KHTV(TV) and KURT(TV), both Houston).

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■ Television Cable Co., Conway, S.C. (WBT-TV and WRET-TV, both Charlotte, N.C.; WNOK-TV and WOLO-TV, both Columbia, S.C.).

■ All Channels Cable TV Inc., Lafayette, La. (KHTV-TV and KUHT-TV, both Houston).

■ Television Cable Co., Myrtle Beach, S.C. (WBT-TV and WRET-TV, both Charlotte, N.C.; WNOK-TV and WOLO-TV, Columbia, S.C.).

■ Kaplan Cable TV Inc., Kaplan, La. (KHTV-TV and KUHT-TV, both Houston).

■ Spectrum Communications Inc., town of West Springfield, city of Westfield, both Massachusetts (WWLP-TV, WHYN-TV and WGBY-TV), all Springfield, WTIC-TV, WHCT-TV and WHNB-TV, all Hartford, WTNH-TV New Haven, WSBK-TV and WKBG-TV, both Boston, all Massachusetts).

■ Liberty Television Inc., Bessemer, Ala. (WAPI-TV, WBMG-TV, WBRC-TV, WBIQ-TV), all Birmingham, WCFT-TV Tuscaloosa, both Alabama; WTCG-TV Atlanta; KPLR-TV St. Louis; WRIP-TV Chattanooga).

■ Vidi-Comm of Saugerties Inc. dba Seneca Video, town of Seneca Falls, village of Seneca Falls, both New York (WNEW-TV, WOR-TV, WPIX-TV and WCBS-TV all New York).

■ Garnett Cable TV Co., Garnett, Kan. (WDAF-TV, KMBC-TV, KCMO-TV, KCSD-TV and KBMA-TV, all Kansas City, Mo.; KOAM-TV Pittsburg, Kan.; KODE-TV and KUHI-TV Joplin, Mo.; WIBW-TV, KTSB-TV and KTWV-TV, all Topeka, Kan.).

■ ACT Co., Anderson, S.C. (WRET-TV Charlotte, N.C.; WTCG-TV Atlanta; WRIP-TV Chattanooga).

■ Parsen Electric Co., Wymore, Blue Springs, both Nebraska (KOLN-TV Lincoln, KMTV-TV and KETV-TV Omaha, both Nebraska).

■ Pensacola Cablevision Inc., Pensacola, Fla. (WTCG-TV Atlanta; WRIP-TV Chattanooga).

■ Metro Cable Inc., Farmington and Lakeville, both Minnesota (KTCA-TV, WCCO-TV, KSTP-TV, KMSP-TV and WTCN-TV, all Minneapolis).

■ Dekalb Cablevision Corp., Dekalb county, Decatur, Avondale estates, Clarkston, Stone Mountain, all Georgia (WRET-TV Charlotte, N.C.; WRIP-TV Chattanooga).

■ Continental CATV Inc., Abbeyville and Crowley, both Louisiana (KHTV-TV and KUHT-TV, both Houston).

■ Southern Cables Inc., Stuttgart, Ark. (KTHV-TV, KARK-TV, KATV-TV and KETS-TV), all Little Rock, Ark.; WREC-TV, WMC-TV and WHBQ-TV, all Memphis; WABG-TV Greenwood, Miss.; KTVE-TV Monroe-EI Dorado, La.).

■ Northern Cable TV, Rogers City, Mich. (CJIC-TV Sault Ste. Marie, Ont.; WKBD-TV Detroit, WJRT-TV Flint, both Michigan).

■ CSRA Cablevision Inc., North Augusta, S.C. (WAGA-TV Atlanta or WNOK-TV Columbia, S.C.; WOLO-TV Columbia, S.C.).

■ Texarkana TV Cable Co., Texarkana, Texas (KTBS-TV, KTAL-TV and KSLA-TV, all Shreveport, La.; KDTV-TV and KERA-TV, both Dallas, KETS-TV Little Rock, Ark.).

■ Texarkana TV Cable Co., Wake Village, Tex.

(KTBS-TV, KTAL-TV and KSLA-TV, all Shreveport, La.; KDTV-TV and KERA-TV, both Dallas, KETS-TV Little Rock, Ark.).

■ Texarkana TV Cable Co., Texarkana, Ark. (KTBS-TV, KTAL-TV and KSLA-TV, all Shreveport, La.; KDTV-TV and KERA-TV, both Dallas, KETS-TV Little Rock, Ark.).

■ Champlain Cablevision Inc., Glen Falls, N.Y. (WCAX-TV Burlington, Vt.; CBFT-TV and CFCF-TV, both Montreal, Que.; WSBK-TV and WKBG-TV, both Boston; WMTW-TV Poland Spring, Me.; WPTZ-TV Plattsburg, WUTR-TV and WKTV-TV, both Utica, both New York).

■ Champlain Cablevision Inc., village of Lake George, town of Lake George, and South Glen Falls, all New York (CBET-TV and CFCF-TV, both Montreal, Que.; WSBK-TV and WKBG-TV, both Boston; WMTW-TV Poland Spring, Me.; WPTZ-TV Plattsburg, WUTR-TV and WKTV-TV, both Utica, both New York).

■ Champlain Cablevision Inc., Warrensburg, N.Y. (WMHT-TV and WRGB-TV, both Schenectady, N.Y.; WNEW-TV, WOR-TV and WPIX-TV, all New York; WVER-TV Rutland, Vt.; WTEN-TV and WAST-TV, both Albany, N.Y.; WVMY-TV and WCAX-TV, both Burlington, Vt.; CBFT-TV and CFCF-TV, both Montreal, Que.; WSBK-TV and WKBG-TV, both Boston; WMTW-TV Poland Spring, Me.; WPTZ-TV Plattsburg, WUTR-TV and WKTV-TV, both Utica, both New York).

■ Greater New England Cablevision Co., Wilbraham, Mass. (WTIC-TV, WHCT-TV, WEDH-TV and WTNH-TV), all Hartford, Conn.; WBZ-TV, WCVB-TV, WGBH-TV, WSBK-TV and WNAC-TV, all Boston. WWLP-TV, WGBY-TV and WHYN-TV, all Springfield. WSMW-TV Worcester. WKBG-TV, WKBG-TV Cambridge, WDCI-TV Adams, WRLP-TV Greenfield, all Massachusetts; WOR-TV and WPIX-TV, both New York).

■ Arizona Cable TV Inc., Lake Havasu City, Ariz. (KTUK-TV, KPHO-TV, KAET-TV), KOOL-TV, KTAR-TV and KPAX-TV, all Phoenix; KORK-TV Las Vegas; KTLA-TV, KHJ-TV, KTTV-TV and KCOP-TV, all Los Angeles).

■ CSRA Cablevision Inc., Aiken County, S.C. (WAGA-TV Atlanta; WNOK-TV and WOLO-TV, both Columbia, S.C.).

■ Rome Cable TV Co., city of Rome and Floyd county, both Georgia (WRIP-TV Chattanooga).

■ Storer Cable TV Inc., Fairfield, Calif. (KFTY-TV Santa Rosa, Calif.).

■ Alabama Television Cable Co., Eutaw, Ala. (WMAB-TV State College, WCBT-TV Columbus, both Mississippi; WBRC-TV Birmingham, Ala.; WTVW-TV Tupelo, WTKO-TV Meridian, both Mississippi; WSFA-TV Montgomery, WAPI-TV Birmingham, WCET-TV Tuscaloosa, WIIQ-TV Demopolis, all Alabama).

■ Hutchinson Cablevision Inc., Hutchinson, Kan. (KARD-TV and KAKE-TV, both Wichita, KTVH-TV and KPTS-TV), both Hutchinson, all Kansas; KBMA-TV Kansas City, Mo.; KWGN-TV Denver).

■ Coffeyville Cable TV Inc., dba Cherryvale Cable TV, Cherryvale, Kan. (KTEW-TV, KTUL-TV, KOTV-TV and KOED-TV, all Tulsa, Okla.; KOAM-TV Pittsburg, Kan.; KODE-TV and KUHT-TV, both Joplin, Mo.).

■ Coffeyville Cable TV Inc., dba Caney Cable TV, Caney, Kan. (KTEW-TV, KTUL-TV, KOTV-TV) and KOED-TV, all Tulsa, Okla.; KARD-TV Wichita, KOAM-TV Pittsburg, both Kansas; KODE-TV and KUHT-TV, Joplin, both Missouri).

■ Osawatimie Cable TV, Osawatimie, Kan. (WDAF-TV, KCMO-TV, KMBC-TV and KBMA-TV, all Kansas City, KOTV-TV St. Joseph, all Missouri; KOAM-TV Pittsburg, WIBW-TV, KTSB-TV and KTWV-TV, all Topeka, all Kansas).

■ Central Kentucky Cable-Vision Inc., Wilmore, Ky. (WLEX-TV, WKYT-TV, WBLG-TV and WKLE-TV), all Lexington, WKPC-TV and WDRB-TV, both Louisville, both Kentucky).

■ Marcus CATV Corp., Marinette, Wis. and Menominee, Mich. (WPNE-TV Green Bay, Wis.; WKBD-TV Detroit; WGN-TV Chicago; WVTV-TV Milwaukee).

■ Carolina's Cable Inc., High Point, N.C. (WFMY-TV Greensboro, WSJS-TV Winston-Salem, WGHP-TV High Point, WUNC-TV Chapel Hill, WRET-TV Charlotte, all North Carolina; WTTG-TV and WDCA-TV, both Washington).

■ LVO Cable of Northern Illinois Inc., Algonquin, Crystal Lake, West Dundee, Lake-in-the-hills, East Dundee Cary, Fox River Grove and Carpentersville, all Illinois (WYTV-TV and WMVS-TV, both Milwaukee. WISC-TV Madison, all Wisconsin).

■ Vicksburg Video Inc., Vicksburg, Miss. (WWOM-TV New Orleans).

■ International Telemeter of New Bedford, New Bedford, Mass. (WPRI-TV, WJAR-TV, WSBE-TV and WTEV, all Providence, R.I.; WSMW-TV Worcester, WKBG-TV Cambridge, WSBK-TV, WNAC-TV, WGBH-TV, WBZ-TV, WCVB-TV, all Boston, all Massachusetts; WNEW-TV and WOR-TV, both New York).

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through July 3. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Manteca, Calif.—Big Valley Cablevision of Stockton, Community Service Corp. of Kansas, Televents of Martinez, Storer CATV of Thousand Oaks (subsidiary of multiple-CATV-owner Storer Cable TV Inc.), Sammons Communications of Dallas and Telecommunications of Denver (subsidiary of multiple-CATV-owner Telecommunications Inc.) have applied for franchises.

■ Coplay borough, Pa.—D. J. Cable Co. has been awarded franchise by borough council.

■ Wernersville borough, Pa.—TV Service Co. has been awarded franchise by borough council.

■ Aquidneck Island, R.I.—International Telemeter of Newport Inc. (subsidiary of multiple-CATV-owner Athena Communications Corp.), Newport Cable T.V. Inc., and Coastal Cable Television Inc. have applied for franchises.

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 transcripts, 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.

Manager in small market in the Rocky Mountain area. Must be experienced in sales, announcing and programming. With opportunity to purchase ownership with terms to right person. Box G-102, BROADCASTING.

Sales

Immediate opening for experienced salesman with sales manager ability. Florida growing market. Write Box G-10, BROADCASTING.

Sales Continued

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.

Account executive with confidence and ambition will appreciate the AM-FM Stereo opportunity in Iowa. Box G-96, BROADCASTING.

Wanted: A combination salesman-announcer. Opening in late August. Will consider applicant with limited experience. SW Missouri location. Successful applicant will earn in excess of \$125 per week. Reply Box G-106, BROADCASTING.

Ideal place for salesman to move up to bigger market or big city salesman to move his family to a beautiful vacationland where there are no big city problems. Contact Charlie Persons, Station KYBR, Brainerd, Minnesota 56401.

Sales Continued

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.

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 Manager. Successful new FM station. Sussex County, New Jersey, in heart of Playboy/Great Gorge recreational area. Jay Edwards, WSUS, 201-827-2525.

Announcers

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.

Top 40 first phone for early night. Strong on production. Southeast #1 in market. A pro will be paid as such. Air check, resume and references to Box G-79, BROADCASTING.

Midwest. We have an opening for Program Director/Progressive station, small market. Looking for a man who can organize, supervise, good on-air and production. We're strong on public affairs, local and area news, sports, farm. MOR. Experience required. Good wages, if you can qualify. Send tape, resume to Box G-104, BROADCASTING.

Penna. 160,000 population market full-time looking for experienced, creative, announcer-salesman. Must have terrific voice. \$135 a week plus talent and commission. Send resume and tape to Box G-103, 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.

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.

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 809B, Pensacola, Florida 32505.

Technical

Chief engineer for long established Great Lakes area 5000 watt directional AM and 3 KW 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.

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.

Technical Continued

Chief engineer. Directional. To \$18,000 for right person. Send resume, references and recent photograph to Box G-65, BROADCASTING.

A fine AM-FM operation in Missouri has an immediate opening for chief engineer, 3 years experience required. Excellent opportunity and pay. Box G-67, BROADCASTING.

Wanted: Experienced chief engineer with announcing ability—AM Directional—FM station. Must have good voice and know engineering. Start \$170. Excellent opportunities. Box G-71, BROADCASTING.

Chief engineer; Midwest medium market, top 40. Must also do board shift. Tape, resume to Box G-72, BROADCASTING.

Chief Engineer of non-directional radio station in Omaha, Nebraska. Salary commensurate with ability. Box G-74, 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.

Chief engineer wanted for Midwest AM station. Salary commensurate with experience. Top technical and neat workers need apply. No 6 week wonders. Mr. Rees, 202-COS-2958.

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.

Immediate opening for a good news man. Must gather, write, and deliver with authority in this market of 100,000. Write Box G-85, BROADCASTING.

Somewhere, there must be a dedicated newsman who lives job 24 hours. Strong local news, aggressive, intelligent, would like news director. Station in 300,000 mkt. Future top 50 placement. Send particulars to Box 1340, New Haven, Conn.

Programing, Production, Others

Midwest. We have an opening for Program Director/Progressive station, small market. Looking for a man who can organize, supervise, good on-air and production. We're strong on public affairs, local and area news, sports, farm. MOR. Experience required. Good wages, if you can qualify. Send tape, resume to Box G-105, BROADCASTING.

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.

The BIG APE in Jacksonville has been ripped off again by the Big City, this time—Detroit. We now have an opening for an off-the-air production director. Please send tape, resume to Jay Thomas, Program Director, Box 486, Orange Park, Florida 32073.

Program director who wants to bring family up in beautiful Tennessee vacationland where there are no big city problems. Must have five or more years in radio and be willing to accept responsibility for station sound. Aggressive successful station. Send air check only. Robert McKay, Box 113, Columbia, Tenn. 38401.

Situations Wanted, Management

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.

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.

Success Story . . . Started radio at 17, sold own show. Progressed to #1 rock jock 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.

Absentee owners: GM who can bring big market sales, programming, and profits to your small/medium market station. Straight commission plus percentage of cash flow bonus. Box G-75, BROADCASTING.

General Manager: Total broadcaster; good record as profit-maker. Strong in business management and sales. Promotion oriented. Presently major market GM. 39 years old; seeking opportunity with solid broadcast company. Can furnish excellent credentials. Box G-99, BROADCASTING.

Operations Manager/Program Director: 9 years radio experience with BA in Broadcasting. Presently major market assistant manager. Experienced in rock; C&W; contemporary. Looking for opportunity to grow with stable organization. Box G-100, BROADCASTING.

General Manager, sales oriented idea man now managing successful full time AM. Completely competent in all phases including license renewal, labor negotiations, community relations, etc. Good reasons for desiring change. Prefer East Coast. Write Box G-101, 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.

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.

Put an inventive pro.—with air work that sells, on your staff. Box G-22, 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.

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.

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.

Canada or Virginia. Black disc jockey, 3½ years experience, announcer-newsman, 1st ticket—what you want is what you get!!! Box G-80, BROADCASTING.

Experienced pro—\$10 per ten minutes of copy. Major market announcer; ten years experience at major MOR, rock and all-news station; will record your commercials, I.D.'s, promos, etc. Any style for any format. Free samples. Box G-87, BROADCASTING.

Experienced dj/weatherman/critic/writer wishes challenging association with human, expansive organization. Reply Box G-95, BROADCASTING.

Attention program directors anywhere! Seeking employment in broadcasting; will be discharged from Service Sept. 22. Non-commercial experience, college & AFTRS-Thailand. Hold FCC 3rd class license with endorsement. For audition tape write: J. L. Thompson, 3103 E. Harry, Wichita, Kansas 67211.

Announcers Continued

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.

Christian radio-TV—mature adult communicator. First. Deep mellow voice—15 years radio. Married—dependable. 219-456-2449, after noon.

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.

Eager first phone board operations engineer striving perfectionist. Box F-213, BROADCASTING.

First phone, C.E. 15 years. Audio proofs, AM/FM. No announcing, no directionals. Anthony Ostoppoff, 703-962-3795, Box 114, Covington, Va. 24426.

Engineer or chief, 3½ years experience, two years chief of AM, FM Stereo. Prefer Midwest. Steven Terhaar, Glenwood, Minn. 56334.

News

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.

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.

Expanding your news department; building a new one? Seeking directorship or assignment editorship/reporter in medium or large market, I've built two departments in four years. Young, assertive, take charge, all news all the time type, looking for commitment to build a professional spot news operation. Box G-84, 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.

Experienced sports director all play-by-play, news, disc jockey call (516) (MA 1-3583).

Sportscaster, newsmen, BA degree, first phone. Solid pro. Presently employed #2 Massachusetts market. Dan Reilly, 63 Mulberry St., Springfield, Mass. 01105.

Illinois, Springfield area. Experienced news/production. Want to settle in area permanently. Have television news experience. Tom Jarzynski, 217-789-2978 or 217-732-3516.

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.

Hard to find? Programing and rock music knowledge and results. 10 years major market. Resume on request. Box G-63, BROADCASTING.

Seasoned director-announcer. Dynamic production ideas. Looking for station that wants to be number one. Box G-89, BROADCASTING.

Experienced copywriter. Also successful sales, and news. College graduate. Family. Box G-90, BROADCASTING.

Black P. D. Looking. 919-483-6530.

Experienced? News? Copy? Production? Traffic? DJ? MOR? Adult top-40? Country? 3rd with endorsement! Gordon Rose, 2450 Market #49B, Riverside, California 92501 !!

Coverage of your local delegations from the Democratic and Republican Conventions. Call Connie Lawn, 305-373-0752.

TELEVISION

Help Wanted 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.

Help Wanted Sales. Continued

Pro-retail salesman wanted by group-owned, North Central, middle market, net-affiliate. Good list, plus fine future for TVB trained, experienced producer. Resume and picture to Box G-88, 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.

Maintenance engineer/supervisor, modern RCA equipment, 3 HB VTR, CAVE, CDOC, splicer, TK42, TK27, TVM6, 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 WGVC-TV, Grand Valley State College, Allendale, Michigan 49401. An Equal Opportunity Employer.

News

CBS Southeast Affiliate needs No. 2 anchor man who is good investigative reporter and looks well on air. Send tape, rundown and salary expected. Immediate start. Box F-233, BROADCASTING.

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, Management

Post Grad, thirty-one, married, ten years TV production and program experience, good references, seeks TV management position. Box G-86, BROADCASTING.

Billing or collection problems? Positive results. Accountant, early thirties, four years with network affiliate in top ten market. Sales oriented. Box G-97, BROADCASTING.

Announcers

Original programs NYC TV. Own radio program. 3rd endorsed. Announce, sell, production. Relocate. 609-924-6156.

Technical

Experienced reliable first phone operator, Southeast. Box G-91, BROADCASTING.

TV, switcher, director, first, BA, editing, announcer. 315-478-8896. Box G-94, BROADCASTING.

Experienced production engineer—excellent references—first phone—will relocate. Lee Erickson, 1011 N. Lincoln St., Burbank, California 91506 or 714-327-4646.

Engineer 1st phone 17 years. 6 years last position. Can announce, switch, direct. Call 503-963-3324.

Engineer; 1st phone, BSEE, resume and references on request. John Peterson, Box 161, Shell Lake, Wisconsin 54871.

News

17 years Broadcasting, B.A. Degree Radio-TV-Film, age 34. Just completed 4 years as News Director of medium California, large group ownership TV station . . . No. 1 rated in all news blocks. Desire a permanent move to a larger market as reporter, anchorman, or part of news management team. Will consider anywhere . . . prefer warm climate. I'll do your job. Box G-70, BROADCASTING.

Black reporter seeks TV reporting job. Four years reporting experience in and around New York for both radio and newspapers. Married, 25, and will consider any salaries above \$220 per week. Urban specialist. Box G-78, BROADCASTING.

First job. B.A. in Broadcasting plus vocational training in broadcasting. Have concentrated on combining newscasting interests with a broad liberal arts background. I offer professionalism, imagination, and as many hours of hard work as you need. Box G-81, BROADCASTING.

News Continued

Believe in potential? Female, 25, newswriter/reporter with network O&O experience will move anywhere and work hard. References and film available. Box G-82, BROADCASTING.

Award winning, veteran professional TV and radio sports and newscaster, with national contacts from competitive and coaching background, currently and successfully employed in general management and sales, wishes to return to (1) straight sportscasting including play-by-play, (2) sports and news, guaranteeing a highly dignified image in voice, presentation, and photogenics that sells. The best in references. Write Box G-83, BROADCASTING.

CBS affiliate investigative reporter seeks regular reporting challenge. Will relocate, salary open. Call me today 904-764-6641, or write: Charles Baireuther, WJXT-TV News, PO Box 5270, Jacksonville, Florida 32207.

Experienced documentary and newsfilm crew available for political conventions, Olympics, Vietnam, or other assignments. Eclair, Nagra, CP-16 equipped. Smith & Friends, 2735-C Tallulah Dr., Atlanta, Ga. 30319.

Programing, Production, Others

Promotion Director. Experienced all areas audience, sales promotion. Presently Midwest. Will relocate. Salary open. Will consider assistant's position. Box G-8, BROADCASTING.

Producer-director, strong experience, news, weather, sports. Remotes, creative. Let's talk. Box G-69, BROADCASTING.

New York University television graduate seeks employment in production operations or in news coverage. Live studio and location videotape experience. Dependable Man Friday. Resume upon request. Will relocate. Ray Rattner, 55 Vista Road, Mount Vernon, New York 10552. 914-664-2691.

Coverage of your local delegations from the Democratic and Republican Conventions. Call Connie Lawn, 305-373-0752.

WANTED TO BUY EQUIPMENT

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Profile

From cable's biggest state to cable's biggest company: Governor Raymond P. Shafer

Raymond Shafer is the antithesis of his predecessor at the Teleprompter Corp. Irving Kahn is a short, heavy-set, tough-talking individual whose flamboyant manner and promotional skills helped put Teleprompter at the top of the cable industry. The former governor of Pennsylvania is a tall, solidly built man who measures his words carefully in a well modulated voice and who exudes dignity and quiet confidence.

Governor Shafer—small-town boy, minister's son, scholarship student, college athlete and World War II hero—was undoubtedly chosen last February to shore up Teleprompter's image. The corporation and Irving Kahn were found guilty last year of perjury, bribery and conspiracy involving the granting of a cable franchise in Pennsylvania.

Although Governor Shafer had virtually no background in the communications field (Pennsylvania, however, is the birthplace of cable and there are now more systems there than in any other state), he has been doing his homework, spending long hours familiarizing himself with the intricacies of Teleprompter in particular and the cable industry in general.

Governor Shafer does have a history of learning quickly and working diligently. At Allegheny College in Meadville, Pa., he was a scholarship student, Phi Beta Kappa and Rhodes Scholar candidate. At Yale Law School he was the first student to serve on the board of both the Barrister's Union and the Moot Court.

He maintained a high scholastic average while winning nine varsity letters in soccer, track, golf and basketball; working at various jobs, including ditch digging ("My father was a poor parson") and serving as president of his college class for four years.

He particularly enjoyed his days at the Yale Law School and points enthusiastically to a photograph of his 1941 class. Among his classmates were Supreme Court Justices Potter Stewart and Byron White, Senator Peter H. Dominick (R-Colo.), Sargent Shriver and Cyrus Vance, former deputy secretary of defense.

Governor Shafer began his legal career with a New York law firm in 1941 and left the following year after World War II had begun. He volunteered for naval duty and became a PT-boat skipper in the South Pacific where he participated in more than 80 combat missions. Among his awards is a Bronze Star medal for rescuing 29 paratroopers stranded under sniper fire on Corregidor. He also commanded the PT unit that carried General Douglas MacArthur back to that island for his promised return.



Raymond P. Shafer—chairman, Teleprompter Corp., New York; b. March 5, 1917, New Castle, Pa.; BA, history and economics, Allegheny College, Meadville, Pa., 1938; LLB, Yale Law School; 1941; lawyer, Winthrop, Stimson, Putnam & Roberts, New York, 1941-42; U.S. Navy, 1942-45, discharged as lieutenant, senior grade; practiced law in Meadville, Pa. 1946-48; district attorney, Crawford county, Pa., 1948-56; Pennsylvania state senator, 1959-63; lieutenant governor of Pennsylvania, 1963-67; governor of Pennsylvania, 1967-71; present post, Feb. 5, 1972; m. Jane Harris Davies of Pittsburgh, 1941; children—Diane Elizabeth, 29; Raymond P. Jr., 26, Jan Ellen, 18; hobbies—golf, reading, music.

Following the war, Governor Shafer decided to return to Meadville, which he regards as his home town, instead of resuming a career in New York. He explained that he had two children by that time and elected to raise them in a small community.

He began law practice in Meadville in 1946, and shortly thereafter local leaders urged him to become involved in politics. In 1947, he entered his first political battle as a candidate for district attorney of Crawford county. He won the nomination of both the Republican and Democratic parties, insuring his election. Since then he has won every elective office he has sought. Following re-election as district attorney, Mr. Shafer was elected a Pennsylvania state senator (1959-63), lieutenant governor of the state (1963-67) and governor (1967-71).

Among his accomplishments during his tenure as governor were the establishment of Pennsylvania's Crime Commission and Consumer Protection Bureau, the creation of Departments of Environ-

mental Resources and Transportation and reform of the judiciary and corrections system. On the national scene, he was elected vice chairman of the Republican Governors Association in 1969 and chairman in 1970. In addition, he served on numerous state and national commissions examining critical issues.

Governor Shafer could not succeed himself in office in 1970 since Pennsylvania had a one-term provision at the time (since revised). He returned to law practice, but spent a considerable part of his time in 1971 as chairman of the National Commission on Marijuana and Drug Abuse.

Governor Shafer's introduction to Teleprompter had its genesis in the proxy fight that was brewing late last fall when an insurgent group led by West Coast industrialist Jack Kent Cooke included Governor Shafer on a proposed board of directors. The proxy fight was called off after the Teleprompter management and the dissidents reached an accommodation. Governor Shafer was elected to the board, which earlier this year, seeking a successor to Mr. Kahn, offered him the post of chairman.

"I made up my mind to take the post after I read the Sloan Commission Report on cable television," Mr. Shafer said. "It pointed up the tremendous potential of cable, not only for entertainment but for education, medicine and other public-service purposes."

Governor Shafer points to Teleprompter as a company that has grown considerably since its establishment in 1951 and has diversified its base. He said the company operates 132 CATV's, which have about 665,000 subscribers in 33 states, making it the largest cable-system organization in the U.S. Teleprompter also owns the Muzak Corp. and Filmation Inc., a TV program-production company. Teleprompter has about 2,750 employees.

"We had a good year in 1971," he remarked, "and the first quarter of this year was the best in our history."

Mr. Shafer is still an ardent sports enthusiast, and used to attend many of the football games of Penn State University. His favorite participant sport is golf, which he shoots in the 70's, and one of his favorite golfing companions is Arnold Palmer. He enjoys reading books, particularly those dealing with history and philosophy, and listening to music, both classical and popular.

He moved recently with his wife to an apartment on Manhattan's East Side and intends to savor the cultural offerings available in the metropolis. On a more serious note, as a new New Yorker, he hopes to play a role in using cable television as an instrument in helping to improve big-city life by stimulating pride in the community.

Editorials

Hear, hear

The U.S. Court of Appeals in Washington has suddenly stepped away from the image it had acquired as the automatic reverser of FCC decisions made without a hearing. In upholding the commission's rejection of a black group's petition to deny the license renewal of WMAL-TV Washington, the court affirmed the agency's authority to take reasonable action based on filings alone if the facts at hand suffice.

The decision shortens the odds in confrontations between challengers and licensees. Until now it had been widely supposed that almost any petition that pleaded a minority cause would command an FCC hearing upon appeal to the court. Of the settlements already reached between challengers and licensees there is no way to know how many were made to avoid the time and expense of an FCC hearing.

There may also be an effect on third-party petitions to deny approvals of station transfers. In such cases the prospects of extended FCC hearings and court appeals have usually been enough to drive the buyer to an accommodation with the petitioner if not to a withdrawal from the purchase.

Beyond the tactical implications of the court's decision were substantive findings that at least give promise of restoring some order in the chaos of renewals or transfers. The court affirmed the licensee's authority to exercise reasonable discretion in programming to the total audience within the coverage area. It also affirmed the FCC's rejection of the petitioners' complaint that a renewal of the WMAL-TV license would lead to excessive concentration of media control. The court agreed that such a protest more properly belonged in a rulemaking procedure than in an individual case in which the media holdings of the licensee conformed to the FCC's existing multiple-ownership rules.

In recognizing the FCC's authority that had been diluted by earlier decisions of the same court, the three judges—who acted unanimously—have given licensees new reason for optimism. They have not, however, lessened the need for the remedial legislation that broadcasters have been seeking. An FCC that sits taller in its saddle may be an improvement over one that must be subservient to the whims of the appellate court, but the transformation presents another threat to stability in licensing.

As the membership of the FCC changes so may its rulings. A majority of incumbent commissioners may seem congenial in most matters, but there is no way to know how a future FCC may behave. The broad standards of license renewal ought to be clarified in law. There is no reason for the National Association of Broadcasters to diminish its work on the bills it has been supporting.

ETV's forgotten goals

Two apparently unrelated events in the Balkanized world of noncommercial broadcasting call for prompt reappraisal of the whole expanse of it and perhaps for a redefinition of its goals. President Nixon's veto of the Corporation for Public Broadcasting's accelerated funding bill came by coincidence just after Washington's noncommercial UHF, WETA-TV, had announced its intention to apply for a VHF drop-in on channel 12, with shorter separations from other stations than had ever previously been sought, and with financing of the "experiment" to come in a \$315,000 grant from CPB.

The President's veto of the two-year funding doesn't put CPB out of business; the corporation has existing funds that will last for a while. It does give Congress, the administration and the independent licensing agency, the FCC, an opportunity to take

a new look at what goes on and to determine whether the purpose as well as the language of the enabling acts are being properly served. There are legitimate questions to be asked about CPB's underwriting an assertedly technical experiment that is frankly intended to tear up the television-allocation plan, about PBS's seeking to become a full-blown competitor for general audience, about the solicitation of program sponsorship by commercial firms that think of it as promotion.

CPB officials and its new directors who were named by President Nixon may not be fully informed on the origins and original aims of noncommercial, educational broadcasting, as it used to be called. For example, they should know that although engineers are rarely willing to say that anything is impossible, a respected one told us last week that there is no physical law that will permit the placement of a station of channel 12 in Washington without the destruction of significant parts of the services of two stations in Baltimore, one in Richmond, Va., and one in Wilmington, Del.

In its examination of the WETA-TV channel-12 application, if one is filed, the FCC must consider the probable interference, as well as the propriety of CPB's underwriting the project. It's up to Congress and the Chief Executive to redefine the public policy governing what was to have been a locally oriented television system, emphasizing educational features.

The word game

Broadcasters and advertisers who live by the word are being ravaged by corruptions of it.

Take "consumer" for example. Senator Norris Cotton (R-N.H.) said the other day that the word had become "sacred" and that it was dangerous for a senator to be labeled "anti-consumer," especially in an election year.

Take "public" as in "public broadcasting," which means a noncommercial system that, by measurement of audience, is more private than public. It is a term that ought to be attached to the established commercial system which commands, oh, about 95% of the available viewers. Still, "public broadcasting" is now in use, just as "people's republic" is used by governments that are neither republics nor the people's choice.



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