

Problems of politics, on the air and off
Growing captivity of stations to their formats

Broadcasting Aug 7

The newsworthy of broadcasting and allied arts

Our 41st Year 1972

"Thanks for the Memory..."

Our heartfelt thanks to —
**Bob Hope, Mike Douglas, Steve Allen,
Jayne Meadows, Mrs. Richard M. Nixon** and to

Tige Andrews, Joe Baker, Linda Bennett, Ray Bolger, Dr. Joyce Brothers, Burns & Schreiber, Red Buttons, Charlie Callas, Glen Campbell, Johnny Carson, Dennis Cole, Marc Copage, James Darren, Danny Davis & the Nashville Brass, Donna DeVerona, Ethel Ennis, Redd Foxx, Zsa Zsa Gabor, Dick Gregory, The Hagers, Chip Hand, Woody Herman & the Woodchoppers, Dolores Hope, David Janssen, George Jessel, Laura Lacey, Steve Lawrence & Eydie Gorme, Janet Leigh, Buzzy Linhart, Gloria Loring, Gisele MacKenzie, George Maharis, Dean Martin, Joe Namath, Fess Parker, the H.R. Pufnstuf stage show cast, Robert Reed, Jeannie C. Riley & the Homesteaders, Lyn Roman, Rowan & Martin, Wally Schirra, Brucine Smith (Miss World USA), James Stewart, Jill St. John, Forrest Tucker, Fred Waring, John Wayne, Slappy White, Hank Williams, Jr., Bruce Yarnell & Joan Patanaude, Peter Yarrow, Zim Zemarel & his band, WSBK-TV, Boston; WGR-TV, Buffalo; WJW-TV and WEWS-TV, Cleveland; WSYE-TV, Elmira; WICU-TV, Erie; WHAG-TV, Hagerstown, Md.; WHP-TV, Harrisburg, Pa.; WJAC-TV, Johnstown, Pa.; WNEW-TV, New York; WAVY-TV, Norfolk; WPVI-TV, Philadelphia; WTAE-TV, Pittsburgh; WWBT-TV, Richmond; WROC-TV, Rochester; WBOC-TV, Salisbury, Md.; WTHI-TV, Terre Haute, Ind.; WTTG-TV, Washington, D.C.; WTRF-TV, Wheeling; WBRE-TV, Wilkes-Barre; Theatre Authority, Inc., The American Federation of Musicians, The Baltimore Hilton, the thousands of Red Cross Volunteers and the many, many other individuals and organizations who, with a scant two weeks' working time, made those six and a half hours the night of July 22nd so truly remarkable. Most especially, we thank the countless TV viewers who, through their compassion and generosity, have contributed to the Red Cross Disaster Relief Fund to date well over \$2.28 million (and the checks are still coming in).

As the unsinkable Bob Hope said in closing
Baltimore's Celebrity Fund Relief Special,
"Thanks for the memory.
It's a beaut!"

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BALTIMORE



WOTV News Director, Dick Cheverton and Chief Photographer, Tom O'Rourke recently returned from Mainland China. They filmed and reported on parts of China never recorded by a TV news agency before. Viewers of Western Michigan will see filmed reports and documentaries of people, places and things, for the first time.

WOTV News has been to three corners of the earth and now chalk up the fourth... Mainland China. Western Michigan knows WOTV News. We want you to know it, too.



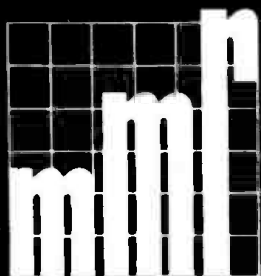
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WBEN Radio

Buffalo, New York

announces the appointment of



**MAJOR
MARKET
RADIO, INC.**

as national sales representative

Closed Circuit®

Headed for the Hill

Predicament faced by Georgia broadcasters who have been prohibited by federal law from rejecting or censoring white-racist commercials placed by Senate candidate (see page 14) will get congressional investigation and perhaps hearing. Representative Harley O. Staggers (D-W. Va.), chairman of House Commerce Committee and Investigations Subcommittee, has told staff to prepare report. His interest aroused by FCC ruling that Section 315 obliges stations to air commercials despite widespread audience protests, Mr. Staggers has indicated hearing will ensue if staff report justifies one.

Klein regrets

Minority groups that sought meeting with President Nixon to present their side of license-renewal and other issues that he discussed with some 30 broadcasters in June have been advised that Chief Executive is "well informed" about their activities and broadcasters' responsibilities.

Herbert G. Klein, administration's director of communications, wrote Albert H. Kramer, executive director of Citizens Communications Center, last week that President, in recognition of need for more minority representation, has appointed Ben Hooks to FCC and that administration has made "record number of minority appointments." President's schedule, he added, does not permit him to meet with all interested citizen and industry groups. Broadcasters had requested meeting year and half before it took place.

Targeting in

American Motors for its 1973 models is changing emphasis in its buying from national media to radio and television spot in 35-40 markets that advertiser judges to have strongest dealerships and best possibilities of growth. Cunningham & Walsh, American's newly appointed agency, speaks of 55% of media weight being placed that way, which sources say would mean car maker will spend some \$14 million (out of estimated \$25-million media budget) in these markets.

Curtis for CPB

Early signs indicate that favored candidate to succeed Frank Pace as board chairman of Corporation for Public Broadcasting is newest member of board—Thomas Curtis, former senator from Missouri. He would reportedly be looked on with favor by White House and is projecting moderate image of man who would be acceptable to administration's opponents as well. Mr. Curtis attended

meeting two weekends ago in Aspen, Colo., on long-range funding, said Republicans ought to adopt "positive" platform plank on public broadcasting rather than let Democrats monopolize issue.

Even if Mr. Curtis doesn't get it, new chairman is just about certain to be Republican. Path was cleared by outgoing Chairman Pace, who is known to feel that more direct contact between White House and board chairman would be advisable. Three-man nominating committee that will pick new chairman includes two Republicans, Jack Wrather of Wrather Corp. and Albert Cole of *Reader's Digest*, as well as Democrat, Robert Benjamin of United Artists.

Watch at the front

Major broadcast-advertising agency—Needham, Harper & Steers—has long-range plan to collect intelligence for itself and clients on consumerist and regulatory activity developing in Washington. NH&S effort is under supervision of Herbert Zeltner, executive vice president, who last January took over corporate planning, which entails liaison with government. Agency's focus is apart from general advertising-industry beef-up such as recent Washington office expansion of American Association of Advertising Agencies.

Canadian caper

U.S. TV stations along Canadian border whose programs now are being picked up by Canadian cable systems, are awaiting with concern outcome of hearings before Canadian Radio Television Commission in bellwether "Calgary case" scheduled for next October. (Calgary is opposite Spokane, Wash.) CRTC has suggested that where cable systems import U.S. programs, commercials be deleted. If that became law, border stations from Bellingham, Wash., to Buffalo, N.Y., would suffer substantial losses, varying in degree on populations covered. Kvos-TV Bellingham, for example, serves not only its home town but vastly larger Vancouver, B.C., as CBS-TV outlet.

Whipping boy?

Communications circles in Washington are a-twitter over passage in featured article in August issue of *The Washingtonian*, local magazine, titled "Sex, Power, and Politics." Article quotes Metro-media's Walt Rogers, who interviewed several prostitutes for series on vice, as having said: "They'll even tell you about the FCC commissioner who likes the sado-masochistic routine—whips, chains, leather, the whole bit—but when it gets to naming names they kind of freeze up." That, however, hasn't deterred FCC watchers from guessing.

No sale

Plans for new syndicated version of *Hollywood Palace* series, first introduced at National Association of Broadcasters convention in Chicago last April, have been shelved. Yongestreet Program Services, Los Angeles, which was to be producer and distributor, claimed to have cleared 80% of television coverage of country (minimum station line-up guaranteed to advertisers) but couldn't make necessary sales. According to plans, 26 first-run hours would have been made available, with Yongestreet retaining four of eight commercial positions in each hour and local stations getting other four as well as one-minute station break.

Yongestreet had sold two of its commercial minutes by July 15, expiration date for station commitments, but needed to sell third commercial before going into production. Syndication of program may be revived next year. Yongestreet, meanwhile, has viable property in *Hee Haw*, starting second season Sept. 16 in sold-out situation.

Air rights

FCC is expected to take next hard look at land-mobile-spectrum claims—and consequences, if any, for UHF—in October. By that time chief engineer's office expects to complete study, now under way, of land-mobile operators' use of frequencies assigned them in markets 11 through 25, and to have recommendations prepared for future commission action. Commission two years ago authorized land-mobile sharing of one or two of lower seven UHF channels (14-20) in 10 most populous cities where they are not assigned (BROADCASTING, May 25, 1970).

Chief engineer's study involves review of actual channel loading in private and land-mobile radio services in affected cities over past several years, and projection of frequency requirements to 1978. In one city where method was used—Denver—conclusion was that there was no need for special relief ("Closed Circuit," July 24). Same kind of study will be done in three top-10 markets.

Media man

New FCC Commissioner Benjamin L. Hooks has new special assistant. He is Chester A. Higgins, who joins commissioner's staff from 11 years on *Jet* magazine, where he was senior editor, based in Chicago. Mr. Higgins, whose background also includes service as city editor and editor of *Detroit Courier*, will help with speeches, and serve as point of contact between commissioner and black community, as well as general public.

At Deadline

Fairchild, WUI agree on satellite venture

New company will file with FCC; networks seen as 'major customers'; Fthenakis to head joint project

New company, owned equally by Western Union International, New York, and Fairchild Industries, Germantown, Md., will seek FCC authority to put up and operate its own domestic communications satellite system. New company, yet to be named, will in effect take over satellite application already filed by Fairchild.

Western Union International, whose experience in satellite communications, including TV program distribution, goes back to inception of satellite service in 1965, will provide initial working capital for new organization. Unlike Western Union Telegraph Co.—which is not affiliated with Western Union International—new company regards TV networks as "major potential customers," announcement said. WU Telegraph Co., another satellite applicant, has revised its application to withdraw offer of program distribution to west coast affiliates (BROADCASTING, July 31) and its officials have made clear they do not expect networks to become satellite customers in immediately foreseeable future.

New company, to be based in Washington area, will have as chief executive officer Emanuel Fthenakis, currently Fairchild vice president in charge of advanced space systems. Chairman of board will be E. A. Gallagher, who also will continue as president of Western Union International.

Telesat Canada to start next year with CBC

First Canadian communications satellite, due to be launched from Cape Kennedy in November and to become operational early in 1973, already has customers. Latest is Canadian Broadcasting Corp. which has signed contract with Telesat Canada for three channels on first bird, named Anik, that will provide three color-TV channels and associated audio plus three radio channels. CBC will use satellite service to provide full English and French network service throughout country.

Basic Telesat system includes eight earth stations in Southern Canada, and 25 TV receive-only stations in remote and northern areas. Main earth stations will be located near Montreal and Toronto, CBC's principal production centers, with each being capable of transmitting two and receiving three channels. Other Southern Canada earth stations will be capable of transmitting on one channel and simultaneously receiving all

three channels. Remaining 25 earth stations will be capable of receiving any three channels, but only one at time.

Telesat Canada was organized in 1969 and is owned one-third by the Canadian government, one-third by common carriers, and one-third by the public. It plans a second satellite in May 1973.

Meanwhile, U.S. Communications Satellite Corp. announced that its new Intelsat 4 satellite, launched last June, has been placed in commercial service above Indian Ocean. Plans call for launching of last Intelsat 4 between December this year and May 1973, but its positioning has not been determined yet. At present Intelsat 4's, two over Atlantic and one over Pacific, are capable of handling 3,000 to 9,000 telephone calls simultaneously, or 12 color TV channels.

Censoring politicians may cost AM-FM \$10,000

WSTC-AM-FM Stamford, Conn., was found by FCC hearing examiner to have "repeatedly" violated no-censorship and equal-opportunities provisions of Section 315 in 1969 primary and general elections for mayor.

However, Examiner Isadore A. Honig did not recommend revocation of licenses of Western Connecticut Broadcasting Co., in initial decision issued Friday (Aug. 4). Instead, he proposed \$10,000 fine, maximum that could be imposed.

Examiner Honig said that stations' over-all service was "meritorious" and that there was no evidence that "preferential" treatment given Republican candidate for mayor was politically motivated.

However, he also said that consequences of misconduct "were magnified" by fact that licensee controls only broadcast outlets in Stamford. Kingsley Gillespie, president and controlling stockholder, is publisher of city's only newspaper.

Examiner Honig said general manager, Julian Schwartz, violated no-censorship law in two ways. First, he required all candidates in primary and all but Republican candidate in general election to submit political scripts for review before broadcast. Then Mr. Schwartz actually reviewed scripts and in some cases forced "deletion of material by threats to keep the candidates off the air," Mr. Honig said.

Examiner said censorship did not result from political considerations but, rather, from "desire to have the political broadcasts conform with the standards of 'good taste' as conceived by the station's general manager."

Effect of Mr. Schwartz's actions in subjecting Democratic and Fusion candidates but not Republican candidate "to illegal censorship" was violation of equal-opportunities section of Communications

Act, examiner said. Mr. Schwartz was also said to have violated that section by refusing to give Fusion candidate same treatment with respect to placement of spots and use of station personalities that was given Republican.

Although Mr. Gillespie did not know that Mr. Schwartz was exceeding even bounds he felt permissible, examiner said, president "nevertheless abdicated his responsibility as chief executive officer in failing to take measures to prevent blatant censorship."

Examiner also found other violations. He said Mr. Schwartz did not maintain program logs or complete and current lists of purchasers of political time, as required by commission rules.

Commission on Oct. 8, 1970, ordered Western Connecticut to show cause why licenses should not be revoked, after receiving series of complaints. Commission in its order said that forfeiture of up to \$10,000 could be ordered if record did not warrant revocation.

It'll be Cavett, Parr and rash of specials

ABC-TV late night star stays put until end of year when alternating format will be introduced

ABC-TV's late-night *Dick Cavett Show* will continue until end of year and then Mr. Cavett and Jack Parr, NBC-TV's former late-night star, will go on rotating basis (BROADCASTING, July 31), along with "original productions" of dramatic and comedy-variety shows "specifically designed for the late-night audience."

Martin Starger, president of ABC Entertainment, newly-created ABC division, made announcement Friday (Aug. 4). He said rotations would be weekly, with present plans calling for following sequence, starting in January: Week of Mr. Paar or Mr. Cavett (which one not set yet), week of dramatic programs, week of Mr. Cavett or Mr. Paar (whichever did not start the rotation) and week of musical-variety shows.

Mr. Starger said dramatic programs would range across all forms, including mystery, suspense and comedy as well as straight drama, and that these as well as musical-variety productions would "draw upon the very best creative talents from these different fields." Observers noted that this plan in effect commits ABC-TV to production of 10 or more specials per month, which over period of time would certainly be record. Mr. Starger said ABC Entertainment has many programs in development and that, though late-night budgets would not be up to prime-time levels they would be "substantial" and sufficient to attract top creative people.

Announcement hinted at some redirec-

tion of Cavett program's approach. Mr. Starger, praising star's contributions, said future programs "will even further emphasize that 'special quality' typified by his memorable visits with Fred Astaire, Orson Welles and such topical shows as those dealing with drugs, student unrest, Vietnam veterans and street gangs."

Decision ended uncertainty that had hung over Cavett show since last spring, when ABC announced it would introduce new programming in late-night period if Cavett ratings didn't improve. July 28 was set as deadline for decision. Cavett did show audience gains but when July 28 came negotiations were under way on new approach announced Friday.

ABC said Parr and Cavett programs would both originate in New York, and that new Parr deal did not affect his prior commitment to do five one-hour filmed specials for ABC-TV over next five years. First, in 1972-73 season, will be *Three Remarkable Women*, in which Mr. Parr will visit musical star Mary Martin; Mrs. Jane Goodall, British expert in animal behavior; and Mrs. Ethel Kennedy, widow of Senator Robert Kennedy.

Storer seeks to build its holdings in Delta

Storer Broadcasting Co. is attempting to purchase minority stock interests in its former 86%-owned subsidiary, Northeast Airlines, following merger of Northeast into Delta Airlines last Tuesday (Aug. 1).

Storer is making offer to holders of 128,000 Northeast shares whereby their shares would be purchased outright for \$6 each. In alternative, shareholders could exchange 10 shares of Northeast stock for one share of Delta, which would place value of Northeast share at about \$5.60 (Delta stock closed at \$56.125 per share on Thursday, Aug. 3).

Through merger, Storer received 575,000 shares of Delta stock, valued at \$30.6 million, for its 5,557,000 shares of Northeast (Northeast had 6,685,000 shares outstanding). It was also given option to purchase additional 500,000 shares of Delta stock at \$48 per share, which must be exercised by May 1, 1978.

Presently, Storer owns 2.91% of Delta's stock. If it acquires all minority stock interests in Northeast, company spokesman said, its holdings in Delta would increase to 3.38% (it is speculated, however, that only about 75% of minority interest will be acquired, which would give Storer 3.2% interest in Delta). And, spokesman said, if Storer elects to exercise option to purchase additional half million shares, it would have 5.75% total interest in firm.

Northeast lost \$13.9 million in 1971. As of June 30, losses for first half of 1972 were \$1.4 million, as compared with \$6.2-million loss during first six months of 1971.

Back on network radio

General Foods' Maxwell House Division, White Plains, N.Y., signs as principal

Networks answer Justice. ABC, CBS, NBC were reported Friday (Aug. 4) to have made separate filings asking federal district court to dismiss civil antitrust suits filed against them by Justice Department in bid to break their prime-time programming power (BROADCASTING, April 17, et seq.). As alternative, each in effect asked court to stay all proceedings if it did not dismiss. Bulk of their arguments was that subject matter of suit is same as in regulations already adopted by FCC governing prime-time access, financial interests of networks and network syndication of programming. Respective replies and motions were filed Friday—deadline for their submission—in U.S. District Court for Central District of California, in Los Angeles.

advertiser of new Danny Thomas commentaries as segment of *Emphasis* series on NBC Radio. GF's contract is for 26 weeks, starting with debut of show (Mon.-Fri., 10:30 a.m. NYT) on Sept. 4, and was placed by Ogilvy & Mather, New York. Show returns star to network radio. He will offer personal observations on current issues, using also show business anecdotes.

Cox split-up on agenda of Sept. 12 meeting

Corporate separation of Cox Broadcasting Corp. from its parent, Cox Enterprises, is expected to be made official next month.

Cox Enterprises plans to spin off its shares in broadcasting company to individual shareholders. Special stockholders meeting is scheduled for Sept. 12.

Most shares in Cox Enterprises are held by relatives of late James Cox, former governor of Ohio, and spin-off is expected to have no real effect on operations or control of Cox Broadcasting.

Spokesman said late last week that new arrangement allows Cox Broadcast-

ing to take advantage of "pooling-of-interest" accounting methods. In addition, he said, it would provide step toward "flexibility" in dealing with possible regulatory problems, particularly in cross-ownership area.

National Nielsens give convention nod to NBC

NBC-TV took first place in National Nielsen ratings on coverage of last month's Democratic national convention. Figures out Friday (Aug. 4) showed that during respective periods of convention coverage NBC-TV averaged 7.6 rating to CBS-TV's 6.8 and ABC-TV's 5.3. For periods of common coverage of convention, NBC was shown with 8.2 rating and 41% share of three-network audience, CBS 7.5 and 37%, ABC with 4.5 and 22%.

NBC sources, hailing it as their seventh national convention win in row—all since 1956—calculated their lead at 9% over CBS and 82% over ABC. They said CBS won first night of convention but NBC took last three.

CBS had led in special National Arbitron ratings for convention (BROADCASTING, July 17) but trailed NBC in 70-market Nielsens (BROADCASTING, July 24). At that time CBS sources said they expected to return to number one when National Nielsens appeared, but Friday they conceded that "NBC won."

CBS, NBC try again for radio-TV planks

NBC President Julian Goodman and CBS Vice Chairman Frank Stanton renewed their efforts to get official political-party recognition of broadcasting, submitting to Republican party platform drafters substantially same proposals they had made to Democratic party leaders earlier. Democrats did not incorporate networks' suggestions in platform.

Mr. Goodman asked that GOP platform contain specific recognition of radio and TV as news sources and asserting that "government interference with the broadcast press is as intolerable as with the printed press."

Dr. Stanton's letter also paralleled one he had sent Democrats, outlining CBS positions not only on press freedom but also on election reform, license-renewal legislation, counter-advertising and increased federal support for public broadcasting.

Budget bill to Nixon

Senate and House last Thursday (Aug. 3) approved by voice votes the conference report on the appropriations bill containing FCC's fiscal 1973 budget request of \$33,173,000.

FCC Chairman Dean Burch had requested that amount before House and Senate Appropriations Committee earlier this year (BROADCASTING, March 20, April 24). Measure now goes to President Nixon.

Headliners

Stephen C. Riddleberger, executive VP, administration, at Robert E. Eastman Co. for past three years, named executive VP of broadcast division of Bartell Media Corp., New York, effective Aug. 21. Before joining Eastman station rep firm, he was VP and general manager of NBC-owned radio stations for two years, and earlier was with ABC in number of executive posts including president of ABC-owned radio stations and VP of administration, ABC-TV. At Bartell, where he will be in charge of company's AM and FM stations, he assumes responsibility formerly held by **Richard M. Galkin**, who resigned as head of Downe Communications, Bartell subsidiary, to become president and chief executive of Sterling Manhattan Cable Television, New York (BROADCASTING, July 10).

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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*. Sun Valley, Idaho.

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

Aug. 11—Southeastern TV Day, sponsored by *Georgia Association of Broadcasters*. Among speakers: FCC Commissioner Benjamin Hooks and Sol Schildhouse, chief of FCC Cable Television Bureau. Executive Park motel, Atlanta.

Aug. 15-16—Meeting of *Steering Committee for Cable Television Federal-State-Local Advisory Committee*. FCC headquarters, room 847S, Washington.

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

Aug. 17—Law and media seminar, sponsored by *San Francisco Chapter, National Academy of Television Arts and Sciences*. Mark Hopkins hotel.

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

Aug. 21-23—Republican national convention. Miami Convention Center, Miami Beach.

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

September

Sept. 1—Deadline for entries, *U.S. Television Commercials Festival*. Information: 4415 West Harrison Street, suite 230B, Hillside, Ill. 60162.

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

Sept. 7-9—Annual convention, *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans. Featured speakers: Governor Edwin E. Edwards of Louisiana, John Summers, National Association of Broadcasters, and Robert Rawson, former FCC official.

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. 14—One-day radio seminar co-sponsored by *Radio Advertising Bureau and American Association of Advertising Agencies*. St. Francis hotel, San Francisco.

Sept. 14—Meeting, *San Francisco chapter, National Academy of Television Arts and Sciences*. Clay Whithead, director of Office of Telecommunications Policy, will be speaker. Mark Hopkins hotel.

Sept. 15—Annual FCC luncheon, *International Radio and Television Society*. Speaker: FCC Chairman Dean Burch. Hotel Hilton, New York.

Major meeting dates in 1972

Aug. 21-23—Republican national convention. Miami Convention Center, Miami Beach.

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

Oct. 29 - Nov. 1—Annual convention, *National Association of Educational Broadcasters*. Hilton International, Las Vegas.

Nov. 12-16—Annual seminar, sponsored by *Broadcasters Promotion Association*. Statler Hilton hotel, Boston.

Nov. 14-16—Annual meeting, *Television Bureau of Advertising*. Waldorf-Astoria hotel, New York.

Nov. 15-18—Sigma Delta Chi national convention. Statler Hilton, Dallas.

Nov. 26-29—Annual meeting, *Association of National Advertisers*. Ceromar Beach hotel, Dorado Beach, Puerto Rico.

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

Sept. 18—American Society of Composers, Authors and Publishers awards dinner. Hillwood country club, Nashville.

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. Sponsored by The Knowledge Industries Publications. Information: (914) 428-5400. Commodore hotel, New York.

Sept. 20-22—Annual convention, *CBS Radio Network Affiliates*. Arizona Biltmore, Phoenix.

Sept. 21-22—Fall conference, *Oregon Association of Broadcasters*. Kah-nee-ta resort, Warm Springs.

Sept. 21-23—Annual convention, *Minnesota Broadcasters Association*. Arrowwood, Alexandria.

Sept. 24-28—Annual convention, *Nebraska Broadcasters Association*. Yancy hotel, Grand Island.

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

Sept. 29 - Oct. 1—Fall convention, *Illinois News Broadcasters Association*. Speakers include Raymond Shafer, Teleprompter chairman. Ramada Inn, Champaign.

October

Oct. 1—Deadline for nominations, 1973 *Abe Lincoln Awards*. Box 12157, Fort Worth 76116.

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. Featured speakers: FCC Commissioner Charlotte Reid, and Grover C. Cobb, executive vice president for government relations, National Association of Broadcasters.

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

Oct. 6-9—National meeting, *Theta Sigma Phi* (professional women in communications). Marriott hotel, Houston.

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. 11-13—Convention, *Advertising Media Executive's Credit Association International*. Safari hotel, Phoenix.

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

Oct. 15-17—Annual fall meeting, *North Carolina Association of Broadcasters*. Timme Plaza Inn, Wilmington.

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

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

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

Oct. 19-21—Annual fall meeting, *Missouri Broadcasters Association*. Plaza Inn, Kansas City.

Oct. 20-28—International Film, TV Film and Documentary Market (MIFED). Advance bookings should be made prior to Sept. 25. MIFED, Largo Domodossola 1 20145 Milan, Italy.

Oct. 22-27—112th semiannual technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers*. Century Plaza hotel, Los Angeles.

Oct. 24-26—Workshop-seminar on lighting for TV, sponsored by *Kilegl Bros.* at KPRC-TV Houston. Fee is \$250. Contact: Wheeler Baird, Kilegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

Oct. 27-29—Fall convention, *Texas Association of Broadcasters*. Fairmont hotel, Dallas.

Oct. 29 - Nov. 1—Annual convention, *National Association of Educational Broadcasters*. Hilton International, Las Vegas.

Oct. 31—Fall conference, *National Association of*

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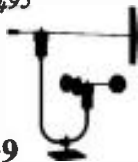
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November

Nov. 2—Fall conference, National Association of Broadcasters. Sands hotel, Las Vegas.

Nov. 2-3—Central region conference, American Association of Advertising Agencies. Ambassador hotel, Chicago.

Nov. 9—Fall conference, National Association of Broadcasters. Sheraton Plaza hotel, Boston.

Nov. 12-16—Annual seminar, sponsored by Broadcasters Promotion Association. Statler Hilton hotel, Boston.

Nov. 13-14—18th annual meeting of Advertising Research Foundation. Hilton hotel, New York.

Nov. 14—Fall conference, National Association of Broadcasters. Hilton Palacio del Rio hotel, San Antonio, Tex.

Nov. 14-16—Annual meeting, Television Bureau of Advertising. Waldorf-Astoria hotel, New York.

Nov. 15-16—Sigma Delta Chi national convention. Statler Hilton, Dallas.

Nov. 16—Fall conference, National Association of Broadcasters. Chase Park Plaza hotel, St. Louis.

Nov. 21—Fall conference, National Association of Broadcasters. Regency Hyatt House, Atlanta.

Nov. 26-28—Meeting, Association of National Advertisers. Cerromar hotel, Dorado Beach, Puerto Rico.

Nov. 27-30—Conference, North American Broadcast Section of World Association for Christian Communication. Tides hotel, St. Petersburg, Fla.

Nov. 27-Dec. 3—National Broadcast Editorial Conference, held this year in connection with Radio-Television News Directors Association convention. Contact: NBEC Chairman Dillon Smith, editorial director, WMAQ-TV Chicago 60654, Paradise Island, Nassau, Bahamas.

Nov. 28-30—Workshop-seminar on lighting for TV, sponsored by Kliegl Bros. Fee is \$250. Contact: Wheeler Baird, Kliegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101, San Francisco.

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

Nov. 30-Dec. 2—Bill Gavin Radio Programming Conference. St. Francis hotel, San Francisco.

December

Dec. 7-8—Winter meeting, Arizona Broadcasters Association. Mountain Shadows, Scottsdale.

January 1973

Jan. 9-12—Joint board meeting, National Association of Broadcasters. Canyon hotel, Palm Springs, Calif.

Jan. 12-16—Consumer Electronics Show, sponsored by Electronic Industries Association. To be shown: TV, radio, phonograph, tape and audio equipment. Conrad Hilton hotel, Chicago.

February 1973

Feb. 9-11—Annual convention of New Mexico Broadcasters Association. La Fonda, Santa Fe.

Feb. 11-12—Legislative meeting, Texas Association of Broadcasters. Sheraton-Crest hotel, Austin.

Feb. 13-15—Winter meeting, South Carolina Broadcasters Association. Wade Hampton hotel, Columbia.

Feb. 13-16—Convention, National Association of Television Program Executives. Royal Sonesta hotel, New Orleans.

March 1973

March 25-28—Annual convention, National Association of Broadcasters. Sheraton Park and Shoreham hotels, Washington. (1974 convention will be March 17-20, Civic Center, Houston; 1975's April 6-9, Convention Center, Las Vegas, and 1976's March 28-31, Superdome, New Orleans.)

October 1973

Oct. 16—Fall conference, National Association of Broadcasters. Hartford, Conn.

Oct. 16—Fall conference, National Association of Broadcasters. Chicago.

Oct. 23—Fall conference, National Association of Broadcasters. New Orleans.

Oct. 25—Fall conference, National Association of Broadcasters. Atlanta.

Oct. 30—Fall conference, National Association of Broadcasters. Denver.

Open Mike®

Who's burden the proof?

EDITOR: We agree with Herb Zeltner's analysis of proof of performance ["Monday Memo," July 24] with one major exception: The advertiser and the agency cannot accept that "one of the oldest truisms of our business is that broadcasters will not readily assume the financial burden of a monitoring system."

It is the broadcaster's obligation to furnish satisfactory proof of performance and he must assume this burden. As soon as an error-free electronic system is developed it will be in the best financial interest of all broadcasters to subscribe to such a system and use it as the basis of their billing.

The "spot-paper war" and resulting slow pay will be resolved when stations can produce one standard piece of paper showing: (1) the agency order, (2) what the station ran as certified by an electronic monitoring service acceptable to agencies and advertisers, and (3) a statement of discrepancies.

The discrepancies can be quickly resolved and the stations paid immediately. Station staff reductions made possible by the elimination of the endless hassles on billing discrepancies plus the improvement in station cash flow will more than cover the investment in the monitoring service. But most important will be the restoration of agency-advertiser confidence that the stations are broadcasting what was ordered by the agency.—*Thorton Wierum, vice president, director of media services and administration, J. Walter Thompson, New York.*

Where blame lies

EDITOR: Drug abuse is a serious problem worldwide, including countries where there is no television advertising at all (much less that for proprietary medicine).

The causes of the upsurge in drug use are certainly complex. Still, it can be said with some assurance that if the people were not restive and unhappy, they would have no desire to escape to the unreal world of drugs. A contented citizenry wouldn't take drugs if they were given away. What need to discuss the influences of advertising?

There are far too many windmill tilers already in the field. They run the serious risk of impaling one another. Senator Javits and Representative Rogers would be well advised to resist the urge to join them. Rather, they should both seek out the causes of the national unhappiness and disenchantment. I suspect they will find a bungling, uninspirational government high on the list. In the process they will, incidentally, be fulfilling the role for which they were elected, and for which they are well paid.—*R. J. Smith, North Olmstead, Ohio.*

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Monday Memo

A broadcast advertising commentary from Charles V. Skoog, chairman, Hicks & Griest, New York

Trading on nostalgia: Buffalo Bob moves from grape juice to wine

Radio was the medium, the message was for young adults who use mild-wine beverages and the talent was Buffalo Bob Smith of *Howdy Doody* fame.

And all proved right for our client, Banfi Products Corp., the exclusive importer of red and white Riunite wines.

For a period of six weeks last spring we concentrated on heavy radio exposure by scheduling more than 160 one-minute commercials a week on 16 stations in the New York metropolitan market. The budget for the campaign totaled \$45,000.

The radio campaign was the first formal marketing effort by the client, which had never used radio in any advertising for its line of products. Before Hicks & Griest took on the assignment, Riunite advertising was virtually nonexistent, the exception being a few small advertisements placed in the liquor trade publications.

During our initial planning discussions, we learned that Riunite had been imported from Italy for almost two years. In reality, however, it was a new product in the New York metropolitan area—as well as in the rest of the country—because of a lack of promotion.

We were convinced that the product had a remarkable potential for direct consumer advertising.

We selected Buffalo Bob Smith, the top TV personality of 10 years ago who was host of the highly rated and veteran children's show, *Howdy Doody*. He was perfect for our one-minute commercial because of his nostalgia association.

His audiences of 10 years back and more are now 19- and 20-year olds who not only fondly recall Buffalo Bob, but now have acquired a taste for wine.

Our creative department followed the very same Buffalo Bob opening line of years ago: "Say kids." He then goes on to say: "You were little when you watched me on television, and all you were allowed to drink then was milk. But now, you're old enough to drink wine, right?"

Our message was accurate. Young adults are among the top consumers of inexpensive wines today. Riunite, through our commercial, appealed to this market because it is a mild beverage that matched the wine-sipper's pocketbook.

The medium—radio—was the right selection because we know that radio is a habit with the market we were trying to reach: young adults from 19 years of age and up.

We purchased time on both AM and FM stations which program high-rated shows, and we literally saturated the radio audience in metropolitan New York.



Charles V. Skoog 26 years ago joined Hicks & Griest Inc., New York, as a copywriter after having served as copy chief and advertising manager of the Frederick Loeser department store in Brooklyn, N.Y. At the agency, Mr. Skoog moved through the ranks from copy chief to merchandizing director to account supervisor. He was elected president in 1957 and chairman in 1964.

Soon after our commercial ran, *Time* magazine chided the agency for its use of nostalgia: "Where will all this frivolous trading on borrowed-image capital end? Next Clarabell will be honking the wonders of Schweppes tonic or Princess Summerfall Winterspring plugging water beds."



Past is prologue. Buffalo Bob and his marionette friend, Howdy Doody, in Buffalo Bob's nonfermented-grape-juice days.

As we told *Time* later, the device of trading on a borrowed image was cribbed from Shakespeare ("We are advertised by our loving friends") and from William Caxton who, in 1479, wrote the first known advertisement printed in English. Caxton's borrowed image: the use of Salisbury cathedral to sell service books.

Buffalo Bob's nostalgic appeal to college students who are now of wine-sipping age is well known. He closed Fillmore East, and this summer, by popular demand, was asked to tour military bases for the USO.

Nostalgia, it appears, never strays. Last April—during the time we ran the campaign—the Tony Awards bowed to nostalgia by honoring two stars, Alexis Smith and Phil Silvers, for their performance in musicals that are based on that most human trait.

We thanked *Time* for its awareness of our Riunite wine commercial. After all is said and done, that's what it's all about.

But the greatest measurement of any advertising is what it does for the client. When we received the Riunite assignment early this year, our objective was to introduce the product to the New York market quickly and effectively.

We did this with radio.

Our decision could not have been more accurate. Following the airing of the Buffalo Bob commercial, Banfi reported a 36% increase in Riunite wine sales.

This is what our agency calls "bottom-line creativity."

This radio commercial has become one of the agency's most gratifying success stories. Not only were we able to meet a client's objectives in the shortest possible time, but we also were able to use a very productive medium.

According to the Banfi management, the company has had very favorable comments from young adults who used to watch *Howdy Doody* on television. And favorable comments have also come from their parents.

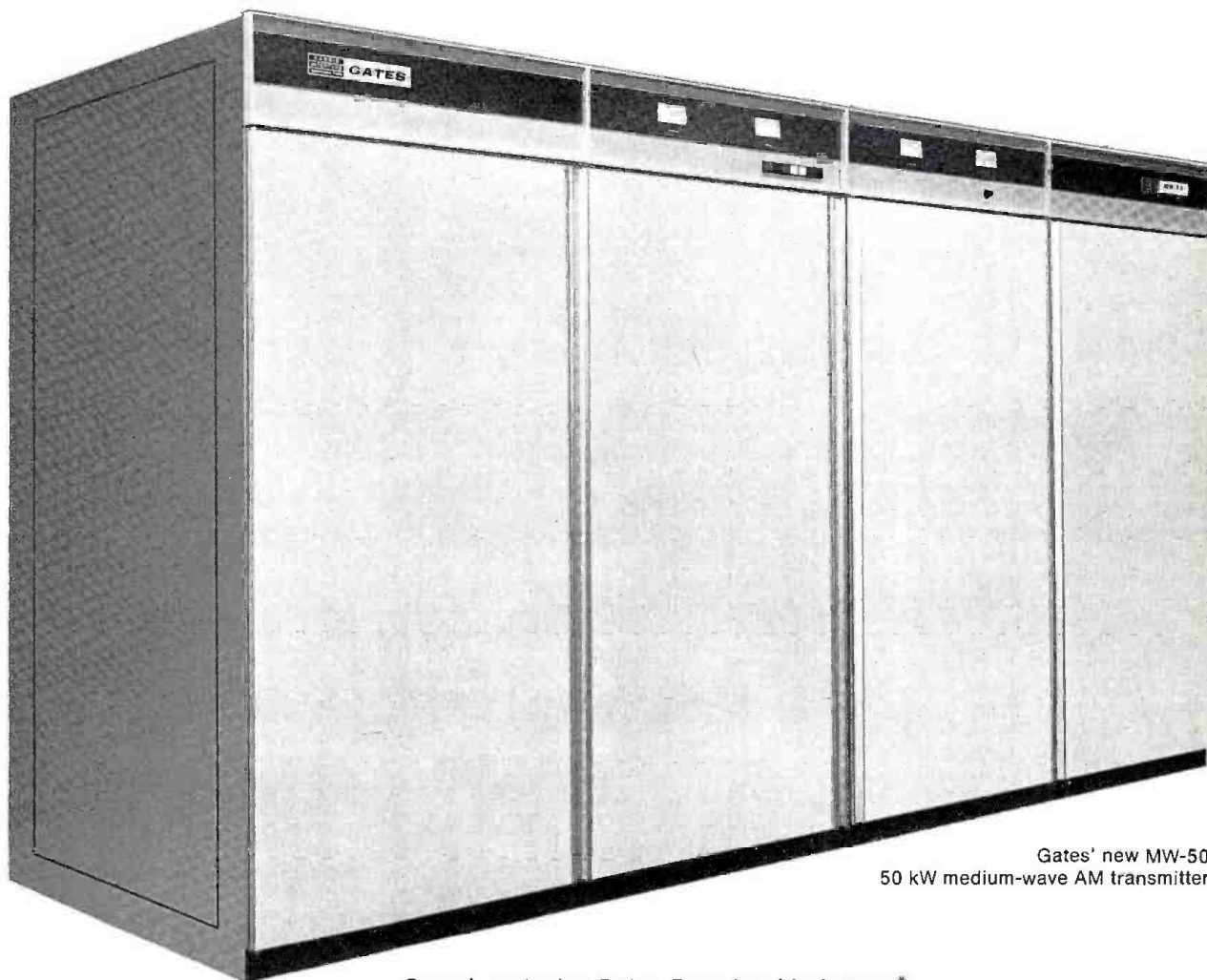
In terms of actual product moved by radio: Monthly sales of Riunite went from 1,000 cases to some 2,700 cases toward the end and after the campaign.

Because of these successful results, additional market introductions (and promotion of the wine) are being discussed now with Banfi management.

Years ago, Buffalo Bob's main sales assignment was to sell grape juice to children. Our commercial "fermented" his sales pitch and had him selling Riunite wine.

The Riunite experience pointed up dramatically that when the medium, the message and the talent reinforce one another—each adding an increment of impact on the audience—you have a commercial for which the total effect is greater than the sum of the parts.

**We threw away the 50 kW
modulation transformer and reactor...
With PDM*, who needs them!**



Gates' new MW-50
50 kW medium-wave AM transmitter

Gates' exclusive Pulse Duration Modulator* System is 90% efficient. That's why Gates' new MW-50, 50 kW medium-wave transmitter operates at greater than 60% overall efficiency. With greater reliability, greater frequency response, and lower power consumption than any other AM broadcast transmitter in the same power range.

There are other reasons why the MW-50 is superior. Like the use of only 5 tubes (in just 3 tube types) in the entire transmitter. And 130% positive modulation capability.

If you'd like to hear the whole story of the MW-50, write Gates Division, Harris-Intertype Corporation, Quincy, Illinois 62301.



Broadcasters' hands tied as racist buys time to air his message

J. B. Stoner, white supremacist and U.S. Senate aspirant from Georgia, ralls against 'niggers' as stations, which cannot censor him, look on. FCC, finding no 'clear and present danger,' declines to halt spots.

Seven television and radio stations in Georgia and one in Chattanooga, Tenn., were finding out last week what it means to be between the rock and the hard place—the Communications Act provision prohibiting them from censoring political candidates on the one hand, their own sensibilities and the feelings of many members of the public on the other.

J. B. Stoner, an avowed white racist running in the Aug. 8 Democratic primary for the U.S. Senate nomination, was buying 30-second spots that the Atlanta chapters of the National Association for the Advancement of Colored People and the Anti-Defamation League regard as inflammatory, as posing "a very serious threat . . . to the safety of both [the state's] black and white citizens."

In the spots, Mr. Stoner, who is head of the National States Rights Party, identifies himself as "the only candidate who is for the white people" and adds:

"The main reason why niggers want integration is because the niggers want our white women. I am for law and order with the knowledge that you cannot have law and order and niggers too."

The stations, which were reluctant to carry the spots, reported a heavy volume of calls protesting them. And Atlanta Mayor Sam Massell went to the unusual length of issuing a proclamation urging Atlanta stations not to broadcast the spots; he said they are "calculated to incite hearers . . . to take violent action which would not otherwise be taken."

But the stations felt that the provision of Section 315 of the Communications Act denying them the power to censor political broadcasts left them no choice. Many stations broadcast disclaimers and editorials explaining their obligations under the law. ("My concern is that the average citizen doesn't read the small print," an official of WSB-TV said. "They

think broadcasters are so money-grubbing they'll run anything.")

And on Thursday, the FCC, acting on a complaint from the Atlanta NAACP and ADL chapters, confirmed that judgment. "There does not appear to be that clear and present danger of imminent violence which might warrant interfering with speech which does not contain any direct incitement to violence," it said.

Mayor Massell issued his proclamation after he was contacted by the Georgia Association of Broadcasters and the local NAACP, and conferred with the Community Relations Commission and the Georgia Council on Human Relations.

It was designed to demonstrate community support for stations that refused to carry the spots and to provide a basis on which they could refuse them. The mayor's press aide, Roz Thomas, said the mayor's office had learned "unofficially from the FCC" that the commission would heed local officials' views on local conditions.

"We wanted to persuade the stations to keep the spot off the air until the commission acted on the complaint," she said. "We felt the commission would agree that a clear and present danger existed. But," she added, "the stations felt they had to carry the spots."



Unequivocal candidate. "I am J. B. Stoner. I am the only candidate for United States senator who is for the white people. I am the only candidate who is against integration. All the other candidates are race mixers to one degree or another. I say we must repeal [Georgia Senator] Gambrell's civil rights law. Gambrell's law takes jobs from us whites and gives these jobs to the niggers. The main reason why niggers want integration is because the niggers want our white women. I am for law and order with the knowledge that you cannot have law and order and niggers too. Vote white. This time vote your convictions by voting white racist J. B. Stoner into the run-off election for United States senator. I thank you."

As matters developed, the proclamation had the effect of backfiring on the Atlanta stations carrying the spots, WSB-TV and WPLO(AM). Members of the public cited the proclamation as another reason the stations should not carry the Stoner material.

The other Georgia stations that carried the spots were WSAV-TV and WTOG-TV, both Savannah; WRDW-TV Augusta; WMAZ-TV Macon, and WALB-TV Albany. The Chattanooga station was WDEF-TV, whose service area includes northern Georgia.

The complaint to the FCC, signed by Lonnie King of the Atlanta NAACP and Stuart Lowengrub of the city's ADL, as well as by Reverend Joe Boone, of the Community Coalition on Broadcasting, reached the commission on Wednesday morning, at a time when only three commissioners, less than a quorum, were present. As a result, Acting Chairman Robert E. Lee and Commissioners H. Rex Lee and Richard E. Wiley constituted themselves as a board of the commission to act on what they regarded as a difficult and delicate matter.

The letter from Atlanta asked that the commission rule that a broadcaster has the right and duty to refrain from broadcasting—pending review "by an authorized body"—political spots containing "racial slurs" that pose "an imminent and immediate threat to the safety and security of the public," and that, as a result, broadcasters could reject the Stoner spots without fear of sanction.

But the commission held that while there might be situations where speech is so involved with the possibility of violence as to warrant an overriding of the no-censorship command of Section 315, "we need not resolve that difficult issue here, for we conclude on the basis of the information before us that there is no factual basis for the relief you request."

The complaint alleged that bomb threats had been received by WRDW-TV and WTOG-TV. However, the commission said that both stations denied receiving threats of bombing or violence when contacted by a commission staff member.

The commission said that a serious problem would be created if it granted the requested relief in a situation that did not present a clear and present danger. It would mean, the commission said, that "anyone [could] prevent a candidate from exercising his rights under Section 315 by threatening a violent reaction."

The commission said that, "however abhorrent" it might regard some speech, it would adhere to the position it adopted in a case involving a station accused of broadcasting anti-Semitic programs. The

commission said then that "the public interest is best served by permitting the expression of any views that do not involve 'a clear and present danger' of serious substantive evil that rises far above public inconvenience, annoyance or unrest."

Mr. Stoner called the decision a "victory for freedom of speech," and said he would have done as much for his opponents. "I don't care how obnoxious the viewpoint of my enemies," he said. "I think they should have freedom of speech to say on radio and television whatever they want about me."

Commissioner Benjamin L. Hooks, the commission's first black member, was out of Washington on a speech-making trip when the complaint was received and resolved. An aide said the commissioner was informed of developments, and agreed with "the thrust of the commission's" statement.

However, the aide also said that the commissioner would have added that, as the local authority on community conditions, the licensee has the responsibility "in the first instance" of determining whether a broadcast does constitute a clear and present danger, and of refusing to carry material that, in its view, does.

McGovern bows out when networks talk film

Democratic nominee had wanted live coverage of his Eagleton resume, but networks saw 315 problems

Plans by Senator George McGovern (D-S.D.) to use free network television time to explain the withdrawal of his vice-presidential running mate, Senator Thomas Eagleton (D-Mo.), went awry last week. CBS and NBC were concerned that the appearance would elicit demands for equal time and refused to cover it live. ABC adopted a wait-and-see attitude. But in the end the appearance was canceled.

Last Monday (July 31), when Senator Eagleton's withdrawal from the Democratic ticket was announced, Senator McGovern said he would appear on network TV and radio at 9 o'clock the following night to reconstruct events involving Senator Eagleton after the Democratic national convention. But, he said, he would not announce his preference for a new vice-presidential candidate at that time.

NBC sources said that after the McGovern people asked for live TV time, NBC told them that there were at least four other legally qualified presidential candidates who would be entitled to equal time if the network gave it to Senator McGovern. NBC offered to sell the time, it said, but the offer was turned down. When McGovern representatives asked whether NBC would cover the "important announcement," NBC said it would provide a news crew with film or tape and would air the message if it proved newsworthy.

CBS also turned down the request for live coverage because of the potential equal-time problems it might create. But

a network spokesman said that it would have filmed the McGovern appearance for use later if the announcement warranted news coverage.

ABC said it was aware of the possible equal-time problem involved, but that the network was prepared to carry the McGovern address live or tape it for later broadcast. The network said it wanted to make that decision after seeing Senator McGovern's prepared text, which was originally scheduled to be released two hours before his scheduled appearance from his home in Washington. The text was never issued.

GOP outlines plans for peace, harmony

Dole says party's convention will be smooth prime-time show, unlike Democrats' gathering

Senator Robert Dole (R-Kan.), chairman of the Republican National Committee, said last week that the Republican convention in Miami Beach, Fla., Aug. 21-23 will be a "prime-time convention," the first ever planned to "maximize" the potential of television.

In contrast to the Democratic convention last month—where there were genuine differences that the GOP need not face—"ours will be held in its entirety in full view of the American people," Senator Dole said at a news conference Wednesday (Aug. 2). "We won't be working behind closed doors or under cover of early morning darkness. There may be credentials challenges and important discussions of platform planks and rules changes. When there is, that discussion will take place on the floor . . . and at a time when every TV viewer can conveniently watch it if he wants—not just the insomniacs."

None of the sessions will run longer than 10:30 p.m., he promised. (Afternoon and evening sessions are planned for Aug. 21 and 22 with an evening session Aug. 23 to begin at 7:30 and wind up about three hours later.)

In further outlining plans for the convention, Senator Dole and Richard Herman, vice president of the RNC Arrangements Committee, said the convention will include four movies, live entertainment, a "spontaneous" demonstration for President Nixon and a panel discussion to replace the traditional keynote address in addition to the usual business.

Three of the movies—a film on the Nixon administration and tributes to Mrs. Nixon and the late Dwight Eisenhower—will be shown on opening night. The fourth film, "Nixon the Man," will be shown Aug. 22. All the films were put together by the Wolper Organization under contract from November Group Inc., in-house agency for the Nixon campaign. "Nixon the Man" and the film on the administration are 14-minute features intended for television use in the fall campaign.

The scheduled showing of the four patently partisan films promised to give

network news executives some problems, but apparently none that they are not used to. Such films have become a standard part of the political conventions of both parties.

Generally, news officials said last week they would look at the films in advance—the parties normally make them available for that purpose—and then each network news organization would make its own editorial decision on whether to carry some or all of one or more. To the extent carried, the films would be clearly labeled as being Republican Party films. Source labeling is standard procedure in presenting convention films of both parties. It was done most recently in network presentations of a couple of partisan films shown at the Democratic convention last month.

Reports circulated last week that the Republicans intended to follow the Democrats' lead and perhaps go a step farther by killing the house lights during such showings and also at other times when they wish coverage to concentrate on the podium, making it difficult if not impossible for the cameras to go to the floor. Network sources in Miami said late last week, however, that they believed the reports were "just rumors"—and they certainly hoped so, though most regarded such practices, if they occur, more as a challenge to their ingenuity than a threat to their news coverage.

The partisan films seemed to pose fewer problems for ABC-TV than for the other networks, because ABC-TV again is planning selective coverage, relying heavily on film and tape to capture each day's main news in a 90-minute package to be presented at 9:30-11 p.m. NYT. CBS-TV and NBC-TV are presenting gavel-to-gavel coverage of the evening sessions and also plan live coverage of the two scheduled afternoon meetings, starting at 1 p.m. Aug. 21 and 22. ABC has scheduled half-hour wrapups of the afternoon sessions at 4 p.m. those days. ABC sources also said the Republican leaders' plan to close the evening sessions at 10:30 p.m. would not affect the scheduling of ABC's evening wrapups to run to 11 p.m.

Mini-coverage. NBC News will provide live coverage of the "mini-convention" at which the Democratic National Committee is scheduled to choose a new vice-presidential nominee. The coverage—from Washington's Sheraton Park hotel—will start at 2 p.m. Tuesday (Aug. 8) with correspondents John Chancellor and David Brinkley as anchormen and Douglas Kiker, Tom Pettit, Garrick Utley and Catherine Mackin as floor reporters.

CBS sources said they would have tape equipment and news teams on hand and would cover the event "to its fullest news value" but could not say, pending clearer information on the convention agenda and what news it was apt to produce, to what extent their coverage would be live. ABC sources said they were "still evaluating the situation."

Moss adds pressure for ad-claim proof

FTC report criticizes methods of advertisers, says substantiation is too technical for layman

The apprehension that advertisers have been feeling about the future of advertising deepened last week when Senator Frank E. Moss (D-Utah) released an analysis of advertising substantiation made by the staff of the Federal Trade Commission. Since many had not yet fully read the document, there was a reluctance among key advertising figures to offer specific comment; however, the consensus was that the report's conclusions are subject to dispute.

One ad man noted that advertising itself in many instances simplifies technical data and that simplifications can be disputed as to meanings. Another commented that if the FTC examination is indicative of the future, advertising will have to be redesigned so that claims can be measured literally.

FTC sources acknowledged that the agency is studying with greater care some of the documentation submitted. They anticipate the issuance in a matter of months of several formal complaints, particularly directed at those companies whose proof of claims are considered weak or non-existent.

These moves will come after the staff evaluates replies from the firms that the FTC asked to document advertising claims. It was this analyses that was made public early last week by Senator Moss. Senator Moss said that "a substantial number of ad claims are backed by nothing but hot air." Senator Moss's truth-in-advertising bill (S-1461) would require advertisers to make available to the public "full documentation" to substantiate claims made in their advertising. It is co-sponsored by Senator George McGovern (D-S.D.), Democratic nominee for the Presidency.

The FTC study was furnished to Senator Moss's Senate Consumer Subcommittee last May by FTC Chairman Miles W. Kirkpatrick who testified then that the commission was not completely satisfied with the year-old program since many responses are too technical for lay understanding. Mr. Kirkpatrick also expressed regret that consumer organizations and business competitors have failed to make use of the information on file. The FTC thought this would happen when it introduced the substantiation program in June 1971.

The study was based on returns from only four of the early inquiries: those dealing with automobiles, electric shavers, air conditioners and TV sets. Other industries that have been asked to document claims made in advertising are dentifrices, soaps and detergents, cough and cold remedies, automobile tires and hearing aids.

Before releasing the detailed FTC analysis, Senator Moss asked each of the



Getting the ax. The Goodyear advertising claims for its new Polysteel tire, questioned by the Federal Trade Commission in its current substantiation program (see story), are being reproduced "live" for the benefit of the public and the FTC in a nationwide series of demonstrations. Here, the TV commercial was re-enacted last week outside a Fairfax county, Va., Goodyear dealer store for doubters in the greater Washington area. The same three-times-a-day demonstration took place during the week at four other Washington area sites, as well as two in the Baltimore area. Goodyear has eight teams of college students touring the country to stage its "torture test" in which the tires are driven over six, well-honed firemen's axes to prove the cut-resistance of the tires.

named firms to comment on the trade commission staff's findings. These are also printed in the 67-page document released July 31 by the Utah senator that also bears the name of Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, who authorized the printing of the material. Senator Moss's committee is a subcommittee of the Commerce Committee.

In his comment on the report, Senator Moss said that what is needed is a system to enable consumers to obtain quickly and simply a "coherent, digestible summary of data an advertiser believes substantiates his claim."

Further, he remarked, there is also the need for a mechanism, such as Consumer's Union or the National Bureau of Standards, to evaluate and interpret supporting technical data.

The FTC's program, he added, has been successful "in revealing the widespread and flagrant absence of adequate substantiation of advertising claims . . ."

Over-all, the FTC staff found that some attempt was made, with two exceptions, to support every claim and that in the great majority of cases empirical data were submitted.

Most of the responses are relevant, the staff said, although some have questionable relevancy. But, it continued, almost one-third of the documentation was so technical that it could not be understood without expert assistance.

A number of examples were cited to indicate the questioned proof of advertising claims. Among these was one relating to the Whirlpool Corp.'s claim that its air conditioner included a "panic button" for cooling off extra fast. This is said to be the high-speed button that is common to most other air conditioners.

Another was Zenith Radio Co.'s claim that its color TV sets have the "truest hues." This was said to be based on reports from the company's own engineers. Another was General Motors' claim of 109 advantages for Chevrolet's Chevelle, based, it is said, on such listings as "body by Fisher," "back up lights," "full line

of models." They also said that of 13 automobile gas-mileage claims, none were based on data related to normal driving; all seemed to have been justified by professional driving tests.

The FTC staff did find occasion to praise some advertisers, namely, Sears for its claims for its TV sets and Cold-spot air conditioners; Volkswagen for Super Beetle and American Motors for Hornet engine-size claims, and Ford Motors for its Maverick insurance-rate claims.

FTC sources said last week there has not been sufficient time yet to determine whether its substantiation program has forced advertisers to be more certain of documentation, or more circumspect in making claims. One FTC official said he understood there has been a tightening up internally on the documentation of claims in advertising.

4A's say it again: Point the finger at agencies, not at clients, for media payment

Position paper repeats stand that it's medium's responsibility in extending credit to avoid bad risks

The networks come in for a tap on the wrists in a statement to be released today (Aug. 7) by the American Association of Advertising Agencies. However gentle, the word comes as a reminder that they and advertising agencies remain apart on the question of ultimate responsibility for time purchased and run on behalf of an agency client.

In a position paper on "Advertising Agency Sole Liability for Payment to Media," the AAAA said in part:

"While print media have generally accepted the concept of agency sole lia-

bility, the three major networks have preferred to hold the advertiser ultimately liable when an agency defaults for any reason. This, however, fails to give recognition to the exemplary credit record of advertising agencies."

The question of liability surfaced this past winter at the time of Lennen & Newell's impending collapse and continued in the spring following the agency's declaration of bankruptcy.

As early as February and the time L&N filed bankruptcy proceedings in New York, CBS—the largest creditor—announced that "consistent with our contractual arrangements, we expect those advertisers who have used the agency to purchase our facilities as an advertising medium will discharge the debts they have incurred." CBS said that its contracts consider dual liability on the part of the agency and the principal.

A month later that network said it was billing Stokely-Van Camp and Reynolds Metals direct for outstanding bills. The CBS-owned stations were to follow a similar course. And ABC indicated it would proceed with lawsuits against advertisers to collect for campaigns placed on its networks or owned stations.

The AAAA's president, John Crichton, issued a statement following the news of Lennen & Newell's bankruptcy filing in which he said that the situation might never have come about if media had acted more cautiously in extending credit to agencies. He suggested that in extending credit, media run a risk. This position is reiterated in the new AAAA statement, as is another Crichton statement, issued after the L&N failure, that over the past 20 years, AAAA members contracted for some \$80 billion worth of time, space and production services, with credit losses of media and suppliers totaling an estimated \$1.5 million, or a tiny fraction of one per cent, and that member agencies absorbed \$8 million in credit losses, "through clients' failure to pay."

The position paper—issued by James J. McCaffrey, board chairman of McCaffrey-McCall, New York, and chairman of the AAAA—noted that while the association subscribes to the need for agencies "to meet reasonable financial standards based on volume of business, [it] believes the traditional agency-medium relationship must be paramount in transactions between an agency and a specific medium."

The paper noted that in the purchase of radio, TV and print agencies "have customarily assumed sole liability on behalf of their clients" and that this has been reflected in 4A copyrighted order blanks and contract forms. While these contain a provision that the medium agrees to hold the agency solely liable for payment, neither the medium nor the agency is obligated to use the forms.

The AAAA paper recalled that the Association of National Advertisers, in a newsletter last December, recommended that ANA members ask their agencies to use the AAAA forms with the sole liability clause, "protecting the advertiser against claims for double payment in the rare event of an agency failure."

Military-ads provision survives the Senate

The military procurement bill containing Senator Richard Schweiker's (R-Pa.) amendment to allow the armed forces to use TV and radio for recruitment advertising passed the Senate last Wednesday (Aug. 2) by a vote of 92 to 5.

The senator had introduced the amendment in the Senate Armed Services Committee last month to counteract a provision in the conference report on last year's Department of Defense appropriations bill which prohibited the use of any funds for paid TV and radio ads. He contended that the ban singles out broadcasting for discriminatory treatment (BROADCASTING, July 10, 31).

The military procurement measure now heads for a Senate-House conference. The version passed by the House contains no provision comparable to the Schweiker amendment. But a spokesman said last week that the senator is "hopeful" the amendment will survive in conference.

B/B sets sights on big CBS-TV affiliates

Rep firm, replete with personnel from network, plans expansion

Bolton / Burnside International, New York, has made known its intention to expand its TV representation by seeking six major-market stations affiliated with CBS-TV. Its principals, Carman Bolton, president, and Glen Burnside, executive vice president, said they had arrived at the concept "naturally." Both men, as well as their key staff personnel, had served with CBS in sales capacities; their operations are patterned after CBS's, and, they said, "in repping the five CBS-owned stations, CBS has created a well-deserved image of aggressive professionalism." They noted CBS is barred legally from spot-sales representation of TV stations it does not own, leaving a vacuum which

"we intend to fill by providing a mirror-image of CBS's."

Bolton/Burnside started a little over a year ago as the sales rep for CKLW-AM-FM-TV Windsor, Ont.-Detroit after the stations were moved from RKO General ownership. Without this "stake," said the Bolton/Burnside spokesmen, it would not have been possible for the rep to expand in "calculated stages." ("It takes from \$1.2 million to \$1.5 million to set up a rep firm from scratch," they said). First growth stage was in radio—the client list now includes the Woody Sudbrink FM stations—WLYF Miami, KYND Pasadena, Tex.-Houston and WLAK Chicago—and also WVNJ-AM-FM Newark, N.J. The rep has offices in New York, Chicago, Los Angeles, Detroit and Atlanta.

Optimism reigns in TVB statement

Cash notes healthy gains last year, sees even better ones this year

Local television business, up an estimated 13% to about \$795 million in 1971 and credited as the fastest growing segment among measured local media, should show an additional 18% gain in 1972.

Norman E. (Pete) Cash, president of the Television Bureau of Advertising, also predicts increased revenues for spot and network television this year.

Mr. Cash's comments were made in the release today (Aug. 7) of TVB's statistical review of TV for 1971. The summary, "TV Basics," showed that 82 of the top 100 national advertisers last year had spent one-half or more of their budgets in TV compared with 73 of the top 100 in 1970.

TVB's compilation showed that national advertisers last year placed \$2.7 billion in TV (network and spot), \$1.4 billion in magazines, \$1.1 billion in newspapers and \$445 million in radio (network and spot). Also noted were new highs registered in 1971 by the public in

BAR reports: television-network sales as of July 16

CBS \$335,978,100 (36.9%); NBC \$295,904,500 (32.5%); ABC \$278,209,000 (30.6%) *

Day parts	Total minutes week ended July 16	Total dollars week ended July 16	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	74	\$ 401,200	2,076	\$ 12,452,600	\$ 12,140,000
Monday-Friday 10 a.m.-6 p.m.	966	6,084,900	26,782	188,943,600	173,247,000
Saturday-Sunday Sign-on-6 p.m.	234	1,674,800	8,693	100,290,900	81,511,400
Monday-Saturday 6 p.m.-7:30 p.m.	126	2,179,100	2,620	48,240,300	39,516,200
Sunday 6 p.m.-7:30 p.m.	10	126,800	379	8,151,100	12,379,300
Monday-Sunday 7:30 p.m.-11 p.m.	360	10,633,300	11,005	500,345,800	487,860,900
Monday-Sunday 11 p.m.-Sign-off	196	1,914,000	4,191	51,661,300	35,600,700
Total	1,966	\$23,014,100	55,746	\$910,091,600	\$842,255,500

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

time spent viewing (six hours two minutes daily by average household), in all TV sets and in color sets purchased (14.9 million and 7.3 million respectively). The top 100 national and regional advertisers invested \$2.2 billion in TV, or 67.9% of their major media budgets, according to TVB's data.

Business Briefs

BBDO acquisition. BBDO has acquired Frank J. Corbett Inc., Chicago, health-care advertising agency, through an exchange of stock. Chicago agency will become division of BBDO, operating as separate entity with offices in Chicago and New York. BBDO will merge its pharmaceutical division with Corbett, and Mr. Corbett will continue as president of subsidiary.

NBC parks Chrysler. Chrysler, Detroit, will fully sponsor 1972-73 season's first three NBC-TV *Saturday Night at the Movies*. Buy, through Young & Rubicam (New York-Detroit), as reported earlier (BROADCASTING, July 31) was said to involve over \$2 million, with funds coming from budget allocated to Bob Hope specials, also NBC, from which Chrysler withdrew for 1972-73 and for which Ford (J. Walter Thompson Co.) is replacement (BROADCASTING, July 17). All academy award winners, films are "In the Heat of the Night" (Sept. 16), "Cactus Flower" and "Thomas Crown Affair" on following weeks.

Rep appointments. WPCH(FM) Atlanta: Blair Radio, New York. ■ KSOO(AM) Sioux Falls, S.D.; McGavren-Guild-PGW Radio, Chicago.

Y&R in Tokyo. Young & Rubicam will open its doors in Tokyo on Oct. 1 as full-service agency. Toshinao Morishige, formerly vice president and corporate executive, McCann-Erickson-Hakuhodo, named president. Peter Schork, former executive director, Y&R's Brussels office, appointed vice president of new Y&R operation. David Tree, creative director, Y&R's office in Sweden, also moves to Tokyo to assist in creative department. Agency will be managed by Japanese nationals, with business and employee policies—at least at the beginning—consistent with local practices.

Priceless advice. "Walk away when it costs too much . . . Be a price fighter, buy smart," is theme of series of eight recorded-30-second public-service radio announcements released by Price Commission, Washington. Announcements are available on seven-inch records and are being sent to all commercial AM and nonduplicating FM stations. Series hopes to "educate and inform" consumers on price control program and how they can help.

Keeping pace. Media Mileage, media buying and consulting firm, has been formed in New York. Alan D. Cohen, formerly broadcast supervisor, Kracht, Ryder, Minicus, advertising agency, is president. Address: 260 Madison Avenue, 10016. Phone: (212) 578-9282.

Programing

Court asked for basic rule: Who chooses the format?

It's central question in appeals from FCC approval of rock to MOR and all-news to country-western

Time was that a broadcaster who bought a station assumed that the right to change the format went with the license. Most broadcasters still do, and to a large degree so does the FCC; but as is true of so many assumptions in broadcasting these days, that one is now open to challenge. Citizen groups increasingly are insisting that the wishes of the public—or parts of it—must be considered. And the only court decisions on the issue support that point of view.

But the rights and wrongs of many of the contending arguments—basically, that broadcasters need flexibility in format matters; that the public, in effect, must be allowed to participate in programming decisions—may be given a further sorting out by the U.S. Court of Appeals in Washington in the next several months. The court is being asked to rule on two recent FCC decisions rejecting complaints from citizen groups that opposed sales that were to result in format changes.

The decisions may have a lasting effect on the way the commission treats citizen complaints about station sales that would result in format changes. As one attorney noted, they could well result in automatic hearings any time a substantial number of local residents articulated such a complaint.

The Citizen Committee to Keep Progressive Rock has asked the court for a summary reversal of the commission decision last month approving both the sale of WXEZ(FM) (formerly WGLN(FM)) Sylvania, Ohio, from Twin States Broadcasting Inc. to the Midwestern Broadcasting Co., and the change in format from "youth-oriented progressive rock" to middle of the road (BROADCASTING, July 3). In the alternative it asked for a stay of the commission's order pending the outcome of its appeal.

And last week, Thomas Asher, of the Media Access Project, counsel for several citizen groups in the Denver area, said they will ask the court for the same kind of relief as a result of the commission's decision two weeks ago approving the sale of Mullins Broadcasting's KBTR(AM) Denver (BROADCASTING, July 31). The groups had protested the sale principally on the ground that the purchaser, Mission Denver Co., intends to drop the station's 24-hour, all-news format for one featuring country-and-western music. The commission last week

denied the groups' request for a 30-day stay of the order approving the sale, but gave them seven days to ask the court to stay the order pending resolution of the appeal.

The commission action may also be appealed by KLAQ(AM) Lakewood, Colo., a country-and-western station in the same market that had opposed the sale before the commission. The station contends not only that the proposed format change is against the public interest but also that Mission Denver lacks the necessary financial qualifications and has withheld information on that issue.

The question of a station purchaser's rights and responsibilities in making format changes has been litigated before—to decisions indicating that when members of the public express views, they must be considered. Two years ago, the appeals court overturned the commission decision approving the sale of WGKA-AM-FM Atlanta in the face of citizen-group objections to the purchaser's plans to drop WGKA's full-time classical-music format—the only one in the community—for one featuring middle of the road, and directed the commission to hold a hearing (BROADCASTING, Nov. 2, 1971).

Although the remand order cited factual issues, the court made clear its position that the commission should have considered the wishes of classical-music enthusiasts, even though a survey showed they were distinctly a minority in the community.

Six months later the same court summarily reversed the commission order approving the sale of WONO(FM) Syracuse, N.Y., without a hearing (BROADCASTING, May 24, 1971). Again, the appeal cited listeners' concern about losing the only full-time classical-music station in town. The court, without waiting for either side to file briefs before acting, simply issued a terse, unsigned order that contained one citation—to the WGKA case.

Nevertheless, the commission does not regard those decisions as requiring a hearing in every case where a proposed buyer intends to change a format over the protest of listeners.

The commission, in denying a petition for "reconsideration of its approval of the WXEZ sale, noted that the station's format had been changed four times since it went on the air in 1968 and that the change to progressive rock did not occur until after the sale contract was signed. The purchaser could not be held accountable for a format not in existence when the assignment application was filed, the commission said, adding: "This factor clearly distinguishes this case" from the decision in the WGKA-AM-FM proceeding.

(The commission also said there had been a "substantial question" as to whether WGKA-AM-FM were operating at a loss. But WGLN, it said, did operate at a "substantial loss" in 1970 and 1971. The committee to maintain progressive rock at the station, however, points out in its petition for summary reversal that the station's financial performance in 1970-71 is irrelevant since the progres-

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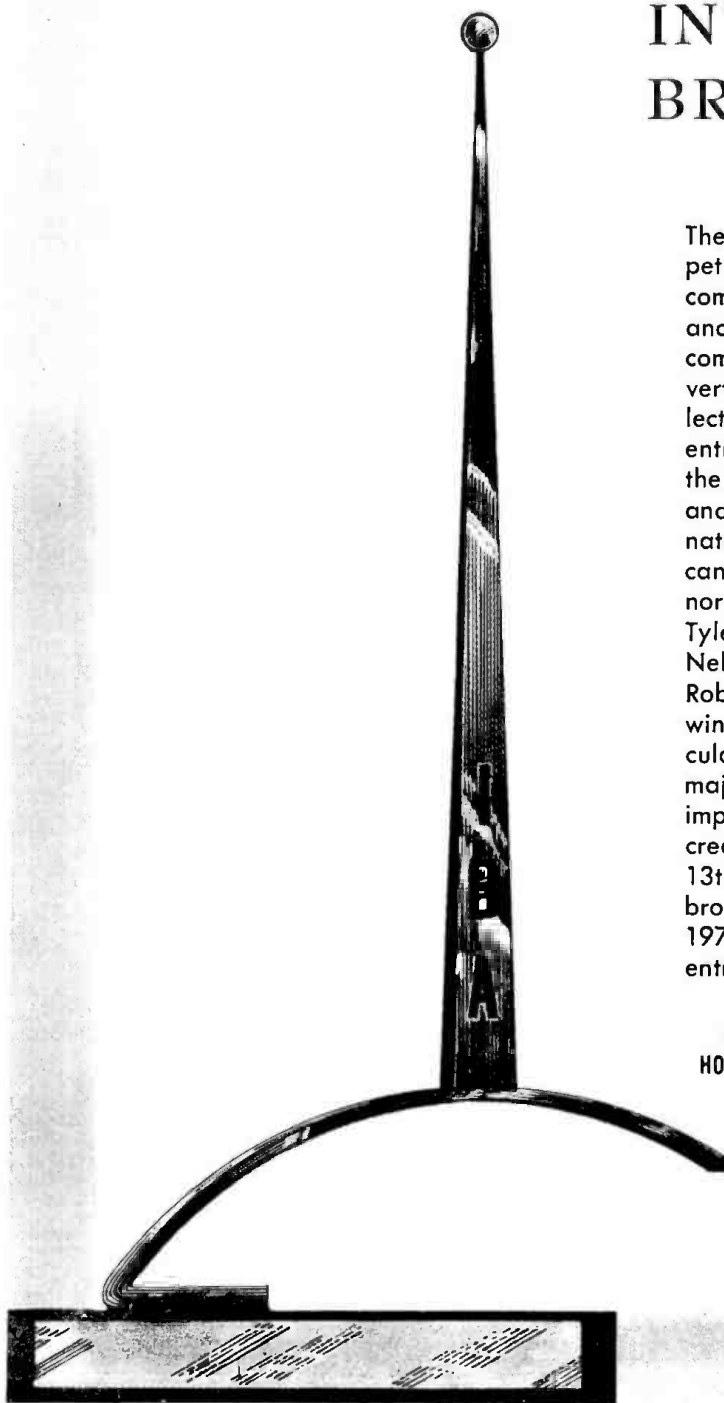
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sive rock format was not initiated until mid-October 1971.)

And the commission sought to distinguish the KBTR case from WGKA-AM-FM on the ground that KBTR's format was "unique" only in the limited sense that KBTR is the only area station broadcasting all news 24 hours a day. It noted that 20 other Denver-area stations provide a total of 291 hours and 39 minutes of radio news each week.

Furthermore, in both proceedings, the commission stressed the importance of allowing broadcasters substantial discretion in format choice. In the WXEZ case, the commission said the facts did not warrant a hearing to determine the relative listener and advertiser support for progressive rock and middle of the road. To hold such a hearing, it added, "would be tantamount to 'locking in' a particular format and would severely impinge on the discretion and flexibility that a broadcaster must exercise in order to operate his station in the public interest. . . . Unless it is shown or appears to the commission that the format choice is not reasonably attuned to the tastes and general interests of the community of license, we will not question the licensee's judgment in these matters."

The court arguments in the KBTR proceeding are yet to be drafted. But in its petition for summary reversal, the committee that wants WXEZ to broadcast progressive rock says the quoted "doctrine" squarely contradicts the court's mandate in the WGKA-AM-FM case. It notes that WXEZ was the only full-time progressive-rock station in the community and, under its new ownership, becomes the seventh middle-of-the road station. The appeal asserts that 10,000 Toledo-area residents signed petitions supporting retention of the progressive-rock format.

That was the committee's principal argument in seeking summary reversal of the commission's order. Another was that the commission "improperly refused" to order a hearing to consider charges that the new owner "intentionally misrepresented its proposed programming format to the station's employees and listening audience, thereby possibly seeking to prevent citizens from lodging effective protests with the commission." (The commission said there may have been some "conflicting accounts" or "confusion" as to what was said but not necessarily any "misrepresentation.") The committee is represented by Tracy Westen, of the Washington-based Stern Community Law Firm, who was counsel for the citizen group in Syracuse that won reversal of the FCC's WONO decision.

Four other proposed station sales now awaiting commission approval are being opposed by citizen groups because the buyers intend to change formats. In two cases—Time Life's proposed \$250,000 sale of KOGO-FM San Diego to Kelly Broadcasting Co. and Zenith Radio Corp.'s proposed \$1.1-million sale of WEFM(FM) Chicago to GCC Communications—the proposed buyers want to replace classical-music formats with contemporary music. In another case, the

Democratic Party of Arizona is opposing the \$1.5-million sale of Meredith Corp.'s KPHO(FM) Phoenix to Dairyland Managers Inc. because of Dairyland's plan to transform the station from virtually all-news to country-and-western music most of the day. The fourth case involves Metromedia Inc.'s proposal to sell WHK(AM) and WMMS(FM) Cleveland to Malrite of Ohio for \$3.5 million—and Malrite's plan to transform the FM from a progressive rock station to one featuring middle of the road, the format employed by the AM.

In addition, there are cases, like that involving KLAQ's opposition to the sale of KBTR, in which stations are protesting sales that will result in increased competition for them. Tracy Broadcasting's application to acquire KUTE(FM) Glendale, Calif., for \$1 million is being opposed by KBCA(FM) Los Angeles. KUTE now broadcasts middle of the road but, under its proposed owner, would follow a jazz rhythm and blues format, as does KBCA. Tracy already owns a black-oriented station in the market, KGFJ(AM) Los Angeles. And last week, WKXI-FM Jackson, Miss., petitioned the commission to deny the \$141,000 sale of WJMI-FM Jackson, now a middle-of-the-road station, from Rebel Radio Inc. to Tri-Cities Broadcasting. Tri-Cities operates WOKJ(AM) in the same city as a black-oriented station, and plans to employ the same format at WJMI-FM, with 30% duplication. WKXI-FM also is a rhythm and blues station. (See story below.)

The results of the cases that have been fought through to the courts indicate that a hearing order in transfers is probably fatal to the sale. Houston Broadcasting Co., which had contracted to purchase WONO, terminated the agreement after the case was remanded for hearing. The court decision involving WGKA-AM-FM was handed down after the stations' ownership changed. However, the buyer, Strauss Broadcasting, decided to sell the stations rather than undergo the required hearing. The purchaser, who reached an agreement with the local Atlanta group that had originally opposed the format change, was GCC Communications—which now faces opposition in its effort to acquire WEFM(FM) because of plans to drop the classical-music format.

Another format at issue

Jackson FM, black-programed, seeks to keep competitor off its turf

A proposed format change at a radio station in the process of being sold was again at issue last week. The FCC—in a petition filed by Tab Broadcasting Co., licensee of WKXI-FM Jackson, Miss.—was asked to deny the proposed transfer of WJMI-FM Jackson from Rebel Radio Inc. to Tri-Cities Broadcasting Co.

Tab complained that Tri-Cities' plan to change WJMI-FM's format from "contemporary stereo MOR" to rhythm and blues would cause the Jackson market to lose that program service while at the same time forcing WKXI-FM either to change its

format (it also is a black operation) or abandon operations completely. (Tri-Cities also operates WOKJ[AM] Jackson, which is 100% black programed.) Tab claimed that the proposed WJMI sale is a "thinly disguised ploy to effect competition against WKXI-FM and drive it from the marketplace."

Tab also claimed that a grant of the WJMI-FM sale application would "further strengthen" Tri-Cities' "position in the monopolization of the media" in the Southeast. It noted that the company or its principals already have interests in nine stations in that region. In addition, Tab asserted that the WJMI acquisition is "further indication" that Tri-Cities is engaged in the trafficking of broadcast licenses. It claimed that the firm or its stockholders have been involved in the sale of 26 broadcast properties in the past 20 years—acquiring interests in 17 stations, selling nine of them and contracting for the purchase of two others which were never consummated—a progression which, Tab claimed, is "long overdue a halt."

CBS-TV gets Papp for 13 plays over four years

Network also announces sequel to 'Perry Mason', signing of Lewis Freedman for some new ideas in television

CBS-TV made two major moves last week to enlarge its repertory of dramatic programming—and it didn't overlook the more general viewer, either.

In separate announcements, President Robert D. Wood said the network had:

- Reached an agreement with the New York Shakespeare Festival Public Theater, headed by Joseph Papp, envisioning 13 major classical and contemporary productions over the next four years, starting with a three-hour version of "Romeo and Juliet" in prime time early in 1973 ("Closed Circuit," July 31).

- Signed Lewis Freedman, one of television's leading creative figures, to a long-term contract as executive producer of dramatic programs, with responsibility for creating and developing both "mini-series"—a limited number of episodes in an open-end format, to be scheduled weekly—and single broadcasts.

- Arranged for the return of *Perry Mason*, probably the most widely popular series CBS-TV ever had, as a weekly one-hour *New Adventures of Perry Mason*, with all-new episodes and an as-yet-to-be-selected new star—since Raymond Burr, the original, is now on NBC-TV as *Ironside*—beginning in September 1973.

The signing of the New York Shakespeare Festival Public Theater, announced jointly by Mr. Wood and Mr. Papp at a news conference, was regarded as a singular coup because Mr. Papp, its founder and head, is currently one of the hottest producers on Broadway and his organization has achieved prominence

both for its free-admission presentation of Shakespeare's plays in New York's parks and streets over the past 18 years and, in the past five years, for its presentation of contemporary productions in its own complex of small indoor theaters in the city's East Village.

Mr. Wood declined to say how much CBS-TV was spending on the deal, but other sources estimated production costs of "Romeo and Juliet" alone would approach \$750,000 and said the total for 13 productions could reach \$7 million to \$8 million.

Mr. Papp told the news conference, in response to questions, that "I wish CBS could make money on this" but "I think they plan to lose money." Mr. Wood said the project "is not going to be looked on as profit center for CBS."

The agreement reportedly is cancellable by CBS at the end of each year but, assuming it is renewed, provides for two productions the first year, three the second and four each in the third and fourth. "We may do more," Mr. Papp said.

He made clear that he understood that CBS-TV will have the right to approve or reject his suggestions, and said, "I accept that." He did not doubt there would be disagreements but said he hoped they could be resolved to the satisfaction of both partners.

Mr. Wood said CBS-TV would be "as open-minded as we possibly can be," particularly if the artistic merit of a production is involved. He repeated that assertion when a reporter asked about "the four-letter-word language gap" between theater and TV and Mr. Papp interjected a reference to a barnyardish four-letter word that he said a writer insisted could not be eliminated from one of his productions without spoiling it.

Mr. Papp emphasized the value he put on television as an extension of the Shakespeare Festival's basic goals of reaching "new audiences with quality dramatic fare at no cost to that audience. . . . Our entrance into network TV has no other aims than those. . . . Television is a massive extension of this concept."

He also said the productions for TV would "reflect the spectrum of work performed by the New York Shakespeare Festival and the Public Theater—classics



Upgraders. Principals in a concerted effort to enhance CBS-TV's dramatic programming image are (l-r) theatrical producer Joseph Papp, CBS-TV President Robert D. Wood and Lewis Freedman, television producer.

and vital contemporary plays. Our aim is to engage the audience, not alienate it. We are interested in family viewing as well as controversial adult material. We will try not to offend gratuitously, but we will risk offending if the theme is meaningful and serious. We will make every effort to press for broadening the censorship limitations when demanded by artistic considerations. We will strive to apply the same standards in TV that we apply to our work in the theater, both in quality and content."

Aside from the free Shakespearean and other productions the festival has been offering since 1954, the Public Theater has offered some 45 plays commercially since its inauguration five years ago with the production of "Hair." Others include the Pulitzer prize-winning "No Place to Be Somebody," a shock-up version of "Hamlet," the women's lib musical, "Mod Donna," the anti-Vietnam war play, "Basic Training of Pavlo Hummel," and the improvised commune musical, "Stomp." It is currently offering "That Championship Season," a play with a basketball background, which is scheduled to move to Broadway this fall. Already on Broadway are two other Papp productions, the antiwar satire, "Sticks and Bones," and the rock musical version of "Two Gentlemen of Verona."

While Mr. Papp will work as an outside supplier, Mr. Freedman will be working from the inside as executive

producer, dramatic programs. He will be based in New York and report to Oscar Katz, vice president of programs, New York. His appointment, Mr. Wood said, is effective immediately.

The announcement gave no clue to what sort of programs he may develop, other than dramatic programming for both mini-series and for single broadcast, but his credits cover a wide range.

For the past six years he has served in various roles in public broadcasting, most recently as executive producer of the Public Broadcasting Service's *Hollywood Television Theater*, whose productions included "The Andersonville Trial," winner of both an Emmy and a Peabody award in 1970. Other productions by noncommercial KCET(TV) Los Angeles for PBS under his guidance included "Big Fish, Little Fish," "Montserrat," Clifford Odets's "Awake and Sing," and the "Beginning to End" anthology of Samuel Beckett works. Earlier, as director of cultural programming for the experimental Public Broadcast Laboratory in New York, he produced, among others, "Introduction to Ingmar Bergman" and the Negro ensemble company's "Day of Absence." Before joining PBL he was programming vice president of non-commercial WNET-TV New York, where he was responsible for creating the *New York Television Theater* and a number of specials.

In commercial TV he produced *DuPont Show of the Week* and a *Play of the Week* series that included Eugene O'Neill's "The Iceman Cometh," plus the *Camera Three* series seen on CBS-TV.

Arrangements to get a new *Perry Mason* back onto CBS-TV were made, President Wood said, in negotiations among the network, 20th Century-Fox Television and Paisano Productions. *The New Adventures of Perry Mason*, he reported, will be "completely new" and based on the cases of the late Erle Stanley Gardner's fictional attorney, with Cornwell Jackson as executive producer, Gail Patrick Jackson as consultant and Mrs. Erle Stanley Gardner as one of the script consultants. Casting for the title and other roles will be announced shortly, CBS said. The original *Perry Mason* had an 11-year run on CBS-TV, ending in 1966, and is still widely sold in syndication both in the U.S. and overseas.



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How best to rate violence on TV?

HEW's Richardson tells Pastore one-dimensional rating system won't do; what is needed, he says, is profile based on many factors

Establishment of a violence index for TV programs is feasible although it must take the form of a profile rather than of a simple rating system, Elliot L. Richardson, secretary of health, education and welfare, has told Senator John O. Pastore (D-R.I.).

Mr. Richardson's July 25 letter to Senator Pastore was made public last week. The senator is chairman of the Senate Communications Subcommittee and asked HEW to determine whether or not such an index is possible. His request was made during hearings last March on the report of the surgeon general on TV and violence (BROADCASTING, March 27).

Mr. Richardson noted that a three-day meeting of government social scientists, representatives of interested foundations and of the FCC concluded that "while it is feasible and reasonable to develop indices of TV violence, problems remain" ("Closed Circuit," July 24).

A "simple" index of the incidence of violence on TV would be of limited usefulness, Mr. Richardson said. A more constructive profile of TV violence could be developed, he added, that would be made up of a number of dimensions: level, frequency, characteristics of those involved, their motivations, whether the violence is explained or not, audience perception of the violence, and its short and long-term effects on various kinds of viewers.

These last two elements, the HEW secretary said, are most important "and pose major research problems."

And, he continued, the profile must be capable of continual modification to take account of research advances, operation of the industry and technological changes. For example, he said, present research in this field focuses on network programming. But much of what is now seen by viewers is syndicated material broadcast several years after network showings. And, he said, cable TV will also present complications in monitoring what viewers are watching in any given time period.

Warning that the usefulness of a violence profile would be seriously jeopardized if it becomes the subject of an adversary relationship between the federal government and TV broadcasters, Mr. Richardson said it should be aimed for use by TV broadcasters, as well as by public and government agencies.

"Ideally," he said, "it would operate in a situation in which alternative programming could be developed and tested on an experimental basis."

And, he added, it is HEW's "firm opinion," and the unanimous advice of its consultants, that the planning and maintenance of the profile be an extra-

government activity best supported under existing grant program authority. He said he has been informed that there is a high level of interest among social scientists in seeking grants in this field. He noted that one piece of research is under way, involving analysis of prime-time network TV drama. This is taken to refer to the work being done, under a two-year, \$100,000 HEW contract, by Dr. George Gerbner of the Annenberg School of Communications at the University of Pennsylvania. Dr. Gerbner's latest analysis was announced late last month (see below).

After a TV-violence profile has been developed, Mr. Richardson said, it would be disseminated periodically to Congress, the FCC, HEW divisions and other interested organizations.

Senator Pastore had no comment on the Richardson letter, but aides said that they read it to mean that HEW is going ahead with plans to establish a TV violence profile.

Turnabout. Violence in television programming increased in 1971, a reversal of a previous trend, according to Dr. George Gerbner of the Annenberg School of Communications, University of Pennsylvania. Dr. Gerbner's latest "profile," covering 1971, was the fourth in a series of annual reports. Among his conclusions: CBS, formerly the least violence network, "became the most violent." Using his own violence index, Dr. Gerbner gave CBS 194.5, NBC 189.1 and ABC 141.7.

Cartoons still contain more violence than any other program type, according to Dr. Gerbner, but their violence content is declining. New programs introduced in the 1971-72 season were on the whole more violent than old programs, he said.

More than ever, movies are in at ABC-TV

'Patton,' 'Goldfinger,' others highlight long list of Hollywood features set for Sunday night; network also puts heavy emphasis on made-for-TV films

ABC-TV, which claims to have the strongest array of made-for-TV feature films and theatrical films ever assembled, has set its opening presentations for the network's three prime-time movie periods. The adventures of James Bond, as depicted in "Goldfinger," with Sean Connery as agent 007, will be the curtain-raiser for the new season on *The ABC Sunday Night Movie*, Sept. 10. The opener on the Tuesday night *Movie of the Week*, Sept. 12, is to be "The Longest Night," a suspense drama made for television by Universal TV, with David Janssen, James Farentino, Phyllis Thaxter and Skye Aubrey in the cast. The next night, Sept. 13, the new Wednesday night *Movie of the Week*, formerly *Movie of*

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the Weekend, is scheduled to be "The Daughters of Joshua Cabe," a comedy western produced for ABC Circle Films by Spelling-Goldberg Productions and starring Buddy Ebsen and Jack Elam.

"Goldfinger," one of seven James Bond features to which ABC-TV has TV rights (reportedly the others won't be available for presentation until the 1974-75 season), may be followed on *The Sunday Night Movie* by "Love Story." Among other theatrical feature films set for presentation on Sunday nights during 1972-73 are "True Grit," with John Wayne; "Patton," with George C. Scott; "Paint Your Wagon," with Lee Marvin; "The Odd Couple," with Jack Lemmon; "Plaza Suite," with Walter Matthau; "Lawrence of Arabia," with Peter O'Toole; "Dr. Dolittle," with Rex Harrison; "The Taming of the Shrew," with Richard Burton and Elizabeth Taylor; "The Out-of-Towners," again with Jack Lemmon; "Z," with Yves Montand; and "The Adventurers," with Candice Bergen.

"We have high hopes for the *Sunday Night Movie* package," says Barry Diller, vice president, ABC Circle Entertainment, a unit of ABC-TV, who directly supervises the feature film activity for the network. "We'd certainly be disappointed if they didn't win the time period." According to Mr. Diller, the network will schedule between 20 and 25 first-run theatrical motion pictures on Sunday night during the upcoming season. There also will be some selected reruns, such as "El Dorado."

The length of some of the films to be shown poses a problem. "Lawrence of Arabia," for example, runs 200 minutes, far beyond the Sunday night, 9-11 time period. Network officials, at this point, appear convinced not to stage any of the features as two-parters, spread over two nights. The solution, apparently, lies in editing and in possibly starting some of the longer movies at 8 p.m. instead of 9 p.m.

Indications are, too, that some of ABC-TV's new theatrical features—"Patton" and "Goldfinger," for instance—may require judicious editing of excessive sex and violence scenes. Network sources say, however, that in the famous opening blood-and-guts soliloquy in "Patton" only a single four-letter word will be clipped.

Highlight of Tuesday *Movie of the Week* and Wednesday *Movie of the Week* time periods in 1972-73 figures to be "Divorce His" and "Divorce Hers," separate but related dramas starring Elizabeth Taylor and Richard Burton in their first motion pictures specifically made for television. The 75-minute films (the usual length of presentations for the 90-minute 8:30-10 "Movie of the Week" time periods) go into production this month and will air on the same week either during the fourth quarter of this year or early in the first quarter of next year.

Now going into the fourth season of *Movie of the Week* productions, ABC-TV currently is more heavily involved in feature film development than at any time previously. According to Mr. Diller, there are 130 projects in various stages of de-

velopment for 1972-73 and future seasons involving an investment in excess of \$1 million. The network is working with every major studio, with the exception of MGM, and with many independent producers. In all, Mr. Diller estimates that some 80-100 people now are engaged in developing product for *Movie of the Week*. Among the presentations already set are "Binary," a suspense drama with Ben Gazzara, E. G. Marshall and William Windom; "Every Man Needs One," a romantic comedy with Connie Stevens and Ken Berry; and "No Place To Run," contemporary drama with Herschel Bernardi, Larry Hagman, Stefanie Powers and Neville Brand.

By network design, the Tuesday and Wednesday made-for-TV time periods will not be set aside for any particular kind of movie, such as dramas on one night; comedies on the other. "We'll be purely different every night," says Barry Diller, who indicates that having the broadest story range possible has contributed greatly to the success of the *Movie of the Week* concept as practiced by ABC-TV.

"We have to offer highly diverse product," he explains. "Our philosophy is not to believe for a minute that we have it made in attracting audience loyalty every week. Instead we start from scratch every time out. We make films for mass TV audiences and not for a certain audience. We believe in the one night audience but that means we have to merchandise each film each week."

Mr. Diller, with the network since 1966, has been supervising feature films since 1970. He was one of the two original network staff people involved in "Movie of the Week" production. Presently there are 11 people at ABC-TV Hollywood directly involved in the making of 90-minute movies for television.

Mr. Diller claims that "Movie of the Week" is the most successful feature film series in prime-time television. As evidence he cites "Brian's Song," "The Night Stalker" and "Women in Chains," films



Movie man Barry Diller

presented last season that now rank as three of the six highest-rated movies, theatrical or made-for-television, ever shown on television—ranking directly behind such theatrical blockbusters as "Ben-Hur," "The Birds" and "Bridge on the River Kwai." He acknowledges that *Movie of the Weekend*, introduced on Saturday nights during 1971-72, was not as successful as he hoped but respectable by most standards. It was moved to Wednesday, he indicates, because the network schedule that night needed bolstering and it seemed "a good night for a movie."

Time-Life Video goes to market with cassettes

Initial entry in new media field is no shrinking violet: it asks upwards of \$150 for half-hours, \$275 for hours, \$4,500 for eight lessons in speed reading

Time-Life Video, a division of Time Inc., put its video-cassette service on public display last week for the first time, offering a catalog of 123 titles and promising to fill orders within 21 days after they are received.

The programs are geared toward and priced for the business, educational and government markets. They range from how-to and other self-improvement programming in a diversity of fields to out-and-out entertainment that institutional buyers presumably would show in employee lounges.

Time-Life cassette prices tend to run about \$150 for a 30-minute program and around \$275 for a one-hour show, which Bruce Paisner, general manager of Time-Life Video, emphasized was less than half the cost of similar material on 16mm film. But he acknowledged that with those prices TLV was not aiming for the consumer market, though he was confident prices would eventually come down and a consumer market develop.

The cassettes are for use with the Sony U-Matic video-cassette tape player, which was described as the only system now widely available, with over 15,000 units reported sold since the player was introduced in February. Mr. Paisner said the programs would also be issued for other systems as they emerge and gain distribution.

A major feature of the TLV catalogue is an eight-lesson speed-reading course, created by TLV in cooperation with the director of the Rutgers University Reading Center and featuring TV entertainer Dick Cavett. Each lesson runs approximately 45 minutes including timeouts for reading drills and self-testing, and the sale price of the course is \$4,500, plus \$34.95 per student for drill book, separate reading book and stop watch. (For groups of five students or more, the course may be rented at \$90 per student for eight weeks.

Other features include a 30-minute program of golfing tips by Jack Nicklaus (\$175); six 30-minute tennis lessons fea-

turing Billie Jean King and Arthur Ashe (\$150 each); a number of half-hour pro football features (\$150 each) and 30-minute recaps of Super Bowls I through V (also \$150 each).

Leonard Bernstein conducts Beethoven in a series of cassettes ranging in length from 40 to 100 minutes and in price from \$175 to \$325. Dancers Ruth St. Denis and Martha Graham and actress Helen Hayes are featured in other cassettes (\$150 to \$275), and Julia Child, the French Chef, has ten 30-minute cooking lessons (\$125 each).

The BBC-TV's 13-part "Civilisation" is available for \$3,500 for the series or \$300 per 52-minute cassette. The movies "Citizen Kane" with Orson Welles and "Hunchback of Notre Dame" with Charles Laughton are offered in black-and-white at \$495 and \$350 respectively.

Informational programming in such fields as health and medicine, behavior, environment, gardening and handicrafts is also offered, and beginning this fall a quarterly one-hour "video magazine" called *Time's Eye on the Economy*, featuring *Time* magazine's board of economists in panel sessions on business issues and trends, will be launched at \$800 per year.

TLV officials sampled the library for newsmen at a luncheon in New York last Monday (July 31). The next day it went on public display for the first time at the American Management Association's education and training exposition, also in New York.

Home from Reykjavik

With chances slim for filming Fisher-Spassky contest, ABC brings back its camera crews

The likelihood of any further on-the-spot filming of the world-championship chess match between Bobby Fischer and Boris Spassky in Reykjavik, Iceland, was reported by an ABC spokesman last week to be "almost nonexistent."

ABC called Lorne Hassan, its producer in Iceland, back to New York when Mr. Fischer objected to the presence of cameras after the eighth game on Thursday, July 27. And Gudmundur Thorarison, president of the Icelandic Chess Federation, said that the federation's cameramen, who have been showing up for each game in the hope that Mr. Fischer might give the OK, would soon be taken off the assignment because it was too costly to have them sitting around game after game doing nothing (only two games have been filmed so far).

A spokesman for Chester Fox, the entrepreneur who owns the TV rights to the event, said, however, that negotiations with Mr. Fischer "are still not dead," and that if Mr. Fischer were to change his mind about the presence of cameras in the exhibition hall, then ABC would begin televising the highlights on its *Wide World of Sports* program. Up to now, ABC has been doing recreations of the games on *Wide World*, with Larry Evans, a chess expert, providing summary analysis.

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Black football on radio network

**Mutual service will broadcast
11 games to 58 stations**

A full schedule of Saturday-night football games between teams of leading black colleges and universities will be carried this fall by the Mutual Black Network, it was announced last week. Rights to the games were acquired from WIGO(AM) Atlanta, which will collaborate in their production.

Eleven games are scheduled, starting with Grambling College vs. Morgan State in New York's Yankee stadium on Sept. 9 and ending with the Atlanta Classic (Clark vs. Morris Brown) Nov. 23.

All games will be covered live beginning at 8 p.m. NYT on Saturdays, officials said, with play-by-play handled by Chico Renfro, a former pro baseball and basketball player who is now sports director of WIGO(AM) Atlanta, and Frank Bannister, MBN sports director. A pregame show will be scheduled each Saturday at 7:45 p.m.

Mr. Bannister said it would be the first time a full schedule of black college football games has been carried on a national radio network.

MBN, a service of the Mutual Broadcasting System, currently has 58 affiliates.

Other games on the schedule are: Sept. 16, Southern College vs. Texas Southern; Sept. 23, Tennessee State vs. Alcorn A&M; Sept. 30, Kentucky State vs. Jackson State; Oct. 7, Jackson State vs. Bishop College; Oct. 14, Florida A&M vs. Morris Brown; Oct. 21, Grambling vs. Jackson State; Oct. 28, North Carolina A&T vs. Morgan State; Nov. 4, to be announced, and Nov. 11, North Carolina Central vs. Howard University.

Two UHF's land major-league teams

**1973 season will see
White Sox on WSNS Chicago,
Braves on WTCG Atlanta**

The Chicago White Sox and WSNS(TV) in that city last week announced a three-year agreement for the ch. 44 outlet to carry the baseball club's games beginning in 1973. In addition, there will be a two-year renewal option. WFLD-TV Chicago winds up a five-year rights contract this season.

At least 144 games will be telecast next year with production to be directed by the White Sox.

Contract is the second major-league acquisition by a UHF station in the last month. Earlier, the Atlanta Braves and WTCG(TV) (ch. 17) announced a five-year rights agreement commencing in 1973. Jack Carlin, Braves broadcast director, said the TV schedule would be expanded to include 48 regular-season and two pre-season games. Braves telecasts, on WSB-TV Atlanta since 1965, has been confined to 20 games this year.

Mr. Carlin said the flexibility of an

independent, without network commitments, being able to handle more games in prime time was a major consideration in the new rights contract between the Braves and the Atlanta UHF.

The case for summer reruns

**Viewers want chance to "catch up,"
broadcasters tell FCC in response
to film editor's objections**

A group of television licensees has beat the networks to the punch in telling the FCC that it would be "impossible" to implement a Hollywood film editor's proposal for a 75% reduction in the amount of reruns broadcast in prime time (BROADCASTING, June 19).

The broadcasters, all clients of the Washington communications law firm of Fletcher, Heald, Kenehan & Hildreth, claimed that a cutback in reruns of the magnitude proposed to the commission by Bernard A. Balmuth "would result in presentation of programming not needed or desired by viewers; would be detrimental to the efforts of stations to maintain a high level of programming, and unquestionably harmful to television stations in the industry."

Mr. Balmuth has claimed that a mandatory reduction in prime-time reruns would result in greater diversity in programming and increased employment for Hollywood editors and producers. Without commenting on the merits of this assertion, the licensees told the commission that Mr. Balmuth apparently is seeking this "narrow" form of relief at the expense of both the public interest and the broadcast industry on a whole.

They claimed that reruns serve a necessary function in that they enable TV viewers to "catch up" on programs they might have missed the first time they were shown. And based on summer ratings, they continued, there is "strong indication" that the public both accepts and desires this form of programming.

But of greater importance, the licensees indicated, was the fact that Mr. Balmuth has given "no hint" as to the economic feasibility of his proposal. They claimed that the cost of producing a 30 or 60-minute program for a network series has increased more than 50% in the past decade. And considering the higher cost of early-season production (pilot films, etc.), they claimed "it is apparent that reruns are a necessary ingredient to recoup costs."

The increase in sales necessary to finance a prime time schedule that is 75% free of reruns, they claimed, would be "incalculably large."

The licensees involved in the pleading last week were Capitol Broadcasting Co. (WRAL-TV Raleigh, N.C.), Clay Broadcasting Corp. (WVAY-TV Wilmington, N.C., and KFDX-TV Wichita Falls, Tex.), Griffin Television Inc. (KWTW-TV Oklahoma City), Leake TV Inc. (KATV-TV Little Rock, Ark., and KTUL-TV Tulsa, Okla.), and Rust Craft Broadcasting of New York (WROC-TV Rochester, N.Y.).

Program Briefs

Co-venture deal. Bill Bixby, who starred for three seasons in *The Courtship of Eddie's Father* on ABC-TV, has signed production development deal with Paramount Television on behalf of his own production company, B&B Productions. Deal calls for Mr. Bixby to star in and B&B Productions to coproduce pilot for possible series for 1973-74 TV season. B&B Productions, which also will develop other material for studio, is to locate on Paramount lot.

Hey, Cees-col. Western Hemisphere Pictures Inc., New York, reports it has acquired TV distribution rights of *Cisco Kid* half-hour series and has placed it into syndication. Rights were obtained from Telecom Productions. Series consists of 156 episodes, produced in early 1950's by Ziv Television in both color and black-and-white.

Young voices heard. Two studio pages have been given opportunity by KTLA(TV) Los Angeles to research, write and produce half-hour program on pollution that station will air in morning-time period on Aug. 9. Special, *Speak Softly, But Speak*, is work of pages Gary Greenfield, 25, and Larry Wallace, 26. They presented their plan for producing program on what individuals can do to fight pollution to Station Vice President and General Manager John T. Reynolds and were afforded free hand and approval for project. Singer Jaye P. Morgan, whom Mr. Greenfield met while ushering for show she was guest star on at KTLA, will participate in ecology program.

Big ones from MGM-TV. Eight movie musicals will be redone as TV specials by MGM Television and Norman Rosemont. Titles, all MGM films, are: "The Great Ziegfeld," "Silk Stockings," "Babes in Arms," "Best Foot Forward," "Girl Crazy," "Lady Be Good," "High Society" and "Summer Stock." For Zeigfeld TV special, MGM will be able to draw on his autobiography as well as on his stage hits because it owns "the entire Zeigfeld entertainment rights."

Slice of underworld life. CBS-TV and Metromedia, Producers Corp. will produce two-hour special, "Honor Thy Father," based on Gay Talese's book about human side of underworld life. Program will be carried on CBS-TV during 1972-73.

Two in works. U.S.I. Network Ltd., New York, plans weekly, half-hour TV series revolving around success in business and 10-minute TV daily program on baby care. David Yarnell, president of U.S.I., said *America—The Men Who Make Her Great*, "will focus on young businessmen who succeeded in recent years. Their firms will underwrite production costs, and programs will be offered free to stations. U.S.I. will arrange for national or regional sponsorship. Art Linkletter will be host. Second series, *Bringing Up Baby*, will be produced in association with Medical Communications Inc., New York, and Sharon Ritchie, former Miss America, who will be on with children specialists.

Barrett disputes AIPC bias charge

Board member of institute says colleagues' report on networks lacked supporting detail

When the American Institute for Political Communication issued a report last week reaffirming its earlier charge of network news bias, one of that body's most prominent members, Edward W. Barrett, was ready with a statement of his own calling the study an "insufficient basis for any institute charge of bias."

Referring to the initial announcement of the study in an AIPC news release issued July 7 (BROADCASTING, July 10), which he said at the time he had not seen in advance (BROADCASTING, July 17), Mr. Barrett said: "It was unfortunate that this small experiment was reported as it was on July 7, without supporting detail, instead of being incorporated later in a much broader study, as had been planned."

Mr. Barrett, former dean of the Columbia University Graduate School of Journalism, now director of the Communications Institute of the Academy for Educational Development, New York, did not resign from the AIPC board, as Sig Mickelson, former president of CBS News, now vice president of the Encyclopaedia Britannica Educational Corp., Chicago, had done on learning of the July 7 news release (BROADCASTING, July 17). But Mr. Barrett said that "I am asking for certain procedural changes and reviews of methodology if I am to remain on the institute's board."

Mr. Barrett said "there is no doubt that a majority of the five monitors, all self-adjudged 'liberals' aged 22 to 25, found what they considered 'bias' in a number of items in the network evening news shows for a 10-day period" and that "these items seemed to constitute 10% to 12% of the total items broadcast." Conversely, he continued, "a majority of the same monitors did not find what they considered 'bias' in the vast majority (presumably 88% to 90%) of the items broadcast."

He did not consider it significant that more time was given to news about Senator McGovern during this period than to news about other Democratic candidates, because Mr. McGovern was moving up rapidly "and others had received much more relative attention in certain earlier periods." He continued: "Sampling scripts of 11 of the items mentioned, I find my definition of 'bias' is quite different from that of the monitors. In most cases the news reported happened to have an impact that was 'pro-McGovern' or 'anti-McGovern' or 'pro-administration.' For example, reporting a poll that showed McGovern well ahead in California was naturally 'helpful' to McGovern. Perhaps two of the 11 items seemed debatable."

"The experiment with these five monitors was interesting as reflecting what

some consider 'bias' and, incidentally, raising questions as to whether honest young monitors may lean over backward in identifying 'bias' in directions they favor. . . . It is unfortunate that it was released in the way it was, without supporting data, and with such an unhappy phrase as 'guilty of . . . bias episodes.'"

Mr. Barrett said that "as one who has both criticized and praised network journalism, as individual cases seemed to warrant, I am not prepared to give it a clean bill of health. I do, however, view this limited experiment as insufficient basis for any institute charge of bias."

Media coalition sets newsmen-privilege goals

Broad but not unlimited protection for news sources will be sought

The Joint Media Committee, a coalition of five news organizations including the Radio Television News Directors Association, last week announced its recommendations for newsmen's privilege legislation.

The proposal, designed to protect the confidentiality of newsmen's sources and information, is an outgrowth of the Supreme Court's decision last month which held that the First Amendment does not automatically shield newsmen from being required to disclose sources or information to grand juries (BROADCASTING, July 3).

According to William J. Small, Washington bureau chief for CBS News and chairman of the Joint Media Committee, the proposal would provide broad but not unlimited protection. It states that "a person connected with or employed by the news media or press, or who is independently engaged in gathering information for publication or broadcast, shall not be required by a court, a grand jury, the legislature or any administrative body, to disclose . . . any information or the source of any information procured for publication or broadcast."

The proposal excepts a defendant in a libel suit who bases his defense on the source of the allegedly defamatory information. It also provides that a federal district court may remove the privilege if it finds that (1) the newsmen probably has information relating to a specific law violation; (2) there are no other means of obtaining the information, and (3) there is a "compelling and overriding national interest" in the information.

The Joint Media Committee is seeking congressional support for the proposal, Mr. Small said, and has already discussed it with a number of congressmen.

One of them was Representative Robert W. Kastenmeier (D-Wis.), chairman of the Judiciary subcommittee charged with newsmen's privilege legislation. A spokesman said last week that the subcommittee will decide after Labor Day whether to hold hearings on newsmen's privilege bills.

Two weeks ago Mr. Small, represent-

They even bought the show in Jackson, Mississippi!



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E. Bradley Marks, Executive Vice President

ing the Joint Media Committee, and a number of newspaper organizations met with Senator Alan Cranston (D-Calif.) on the over-all subject (BROADCASTING, July 31).

Senator Sam J. Ervin (D-N.C.), chairman of the Senate Constitutional Rights Subcommittee, is also drafting a news-men's privilege bill, a spokesman said.

Looking glass. *Behind the Lines*, program of media criticism, will be added to the schedule of the Public Broadcasting Service this fall. Half-hour program was seen on noncommercial WNET(TV) New York last year. It presents analyses and critiques of how news is prepared and presented. Carey Winfrey, former editor of the press section at *Time* magazine, is producer.

Let the cameras in

RTNDA and SDX ask ABA to turn down proposal banning photographers and broadcasters in or near courtrooms

Members of the house of delegates of the American Bar Association, meeting in San Francisco Aug. 10, have been asked to turn down a proposal that would ban news photographers and broadcasters from courtrooms and adjacent areas.

The plea was made last week by Chet Casselman, Radio-Television News Directors president, and Guy Ryan, president of Sigma Delta Chi, professional journalism society, following publication of a series of recommendations by a special committee of the ABA on a code of judicial conduct for judges. The ban on TV, radio and news photographers is one of the provisions of that code.

Mr. Ryan called it repressive and contrary to the public interest.

Mr. Casselman noted that the proposal would permit the recording, filming or photographing of court proceedings for judicial or educational use. That, he said, refutes the argument that electronic or photographic equipment would injure the court's dignity and decorum, or would have a psychological impact on trial participants.

There is no reason to limit the purposes to which such equipment would be put, he said in his telegram to ABA officials.

As for the proposed ban on broadcasts and photographs from areas adjacent to courtrooms, Mr. Casselman added: "There is no demonstrable need for such a sweeping prohibition."

The news media, he said, need "help rather than hindrance" in presenting to the public a clear picture of the administration of justice. And, he added, the proposed inclusion in the ban of "adjacent areas" contravenes a number of press-bar codes already in existence in 24 states that permit such activity outside the courtroom.

These press-bar codes already have ABA support and resulted from provisions of the ABA's Canon 35 that forbids the taking of pictures in courtrooms.

Equipment & Engineering

Signs of hope for loosening of radio controls

Twelve technical requirements may be scrapped as first step toward over-all 're-regulation'

Radio broadcasters heard heartening news last week: The FCC apparently is preparing to take action on 12 "hot" items that are aimed at simplifying regulations dealing with some technical requirements.

The word was given to a radio re-regulation committee of the National Association of Broadcasters by a group of FCC officials who met with the NAB unit in Washington on July 31.

The items, it was explained, deal primarily with specified actions required of broadcasters in the meter-reading and log-keeping technical operational area. The dozen provisions on which the FCC staff feels it can move were culled from suggestions sent to the commission by over 200 radio broadcasters.

The tentative plan, according to the FCC spokesmen, is to put out rulemaking proposals early this fall. Some changes, however, may be made by administrative action.

The FCC group, including Commissioner Richard E. Wiley, met with an NAB committee that is headed by Richard W. Chapin, Stuart Enterprises, Lincoln, Neb. Mr. Chapin, who is also the chairman of the joint boards of the NAB, has been advocating relief from many radio operating requirements and instituted the current activity. This was followed by de-regulation proposals voiced last summer by Clay T. Whitehead, director of the Office of Telecommunications Policy.

Principal objective of the move is to relieve radio broadcasters of many detailed procedures required under present regulations that are felt to be unneeded today, or are believed to fail to serve the purposes for which they were originally included in the rules.

The first action, following the FCC's acknowledgement of the re-regulation issue, came last June when the commission acted on a two-year-old NAB petition approving the use of third-class operators to perform many functions that had been limited to holders of first class tickets (BROADCASTING, June 8). Dissatisfaction on the part of some broadcasters with the revised operator rules resulted in a petition for reconsideration filed with the FCC by NAB last month.

Still pending are three other years-long NAB petitions dealing with (1) transmitter visibility rules, (2) two-hour checks on the transmitter when it is being operated by remote control, and (3) an updating of regulations dealing with remote pickup activities. Action on these was also pledged in 60 to 90 days.

One suggestion for a significant solution to radio broadcasters' complaints about the detailed paperwork that is required in operating a radio station was made by Harold L. Kassens, deputy chief of the FCC's Broadcast Bureau. He asserted that a truly automatic transmitter—one that not only signs on and signs off properly, but also maintains its authorized power and frequency, correcting automatically for any deviations or shuts down completely—would probably result in the deletion of half the current operational requirements.

Unfortunately, all agreed, no such transmitter is presently available. There are automated transmitters in operation, but they are mostly low-powered affairs (1 kw and below) used primarily in aviation and the military for radar and instrument landing systems, among other purposes.

Some discussion also took place last week about the paucity of recommendations from radio broadcasters. A substantial number of suggestions, it was noted by the FCC observers, dealt with matters outside the purview of the FCC task force—such things as longer license periods, license renewal procedures, the loss of cigarette advertising, and counteradvertising.

Both Commissioner Wiley and Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, discussed radio regulation in speeches only two weeks ago before the Mutual Affiliates Advisory Council meeting in Washington (BROADCASTING, July 31).

Present from the FCC at the meeting with the NAB group last week, in addition to Commissioner Wiley and Mr. Kassens, were: John M. Torbet, executive director; John W. Pettit, general counsel; Wallace E. Johnson, chief, Broadcast Bureau; and James J. Crane, consultant, and John Taff, FCC engineer, of the radio regulation task force. The third member of the FCC task force, which is operating under the immediate supervision of Mr. Kassens, is Philip S. Cross, commission attorney.

FCC is urged to avoid delay on satellites

Efforts by AT&T and the Communications Satellite Corp. to block the FCC's new domestic communications satellite policy ran into opposition last week from two potential satellite customers.

In a brief filed in response to AT&T and Comsat petitions for reconsideration of the satellite policy (BROADCASTING, July 24), carriers ITT World Communications and All-America Cables and Radio Inc. told the commission they generally agree with the satellite decision and recommended that it be allowed to stand unchanged.

AT&T and Comsat have argued that the FCC's policy places undue restrictions on their potential as satellite operators. The commission has rejected a joint AT&T-Comsat proposal whereby the latter firm would operate one system solely

for its use and a second system for other customers.

But if the commission were to reopen the satellite issue as AT&T and Comsat have requested, ITT and AACR argued last week, it would cause further delay in the implementation of domestic satellite service for at least another six months to a year.

The two carriers also disputed a Comsat argument that the satellite action should be reconsidered in light of the recent appointment of Benjamin L. Hooks to replace Commissioner Robert T. Bartley, who retired in June. ITT and AACR claimed that a realignment in the structure of an administrative agency has never been held valid legal ground for further consideration of a particular issue.

FCC rejects AMST plea in land-mobile ruling

Land-mobile radio users on the frequencies occupied by UHF channels 14-20 will be able to transmit signals from antennas as high as 3,000 above average terrain despite an Association of Maximum Service Telecasters claim that such a privilege could interfere with nearby TV stations.

The FCC authorized land-mobile outlets in the 10 largest urban areas operating in the 470-512 mhz bandwidth to use antennas of 500 to 3,000 feet in height. Applicants requesting antenna height increases would be obligated to proportionately reduce their present power to ensure compliance with the commission's existing noninterference requirements. (The 3,000-foot maximum would accommodate those operators who want to place antennas atop Mt. Wilson. However, the power output of such operations would be limited to less than 100 w).

In implementing the proposal, designed to give land-mobile interests more flexibility in choosing antenna sites, the commission denied the AMST objection that land-mobile outlets transmitting from such heights would cause interference in excess of that permitted by the commission's rules. The commission also rejected an AMST request for guidelines on power reduction in cases where land-mobile stations and UHF facilities occupy adjacent channels. It said the present requirements that adjacent facilities be no less than 90 miles apart or that the adjacent land-mobile station be located no closer than 35 miles from the UHF station's grade-B contour are sufficient safeguards against interference.

Rahall to buy equipment firm

Group broadcaster Rahall Communications Corp., St. Petersburg, Fla., announced last week that it has reached an agreement in principle to acquire Broadcast Products Inc., a Rockville, Md., manufacturer of broadcast automation systems. Price was not disclosed. Broadcast Product's sales volume for fiscal 1971-72 is estimated at \$1.2 million.

Cable

In cable regulation local stations count

FCC says signal contours are the decisive factors

The FCC has directed a cable system in Duncan, Okla., to provide exclusivity protection to two television stations in relatively small communities.

The commission said that KAUZ-TV Wichita Falls, Tex., and KSWO-TV Lawton, Okla., should be granted exclusivity relief against stations in Oklahoma City. It noted that a station is entitled to exclusivity priority when any part of the community is touched by the station's contour.

The cable system had argued, in response to complaints by the stations, that viewers in Duncan have a greater community of interest with Oklahoma City than with Wichita Falls or Lawton. The commission said, however, that program exclusivity is required when a community is within the predicted contours of a television station and does not depend on community orientation or ties. The availability of signals off the air is "irrelevant" to the reasons for providing program exclusivity, the commission said.

The ruling was adopted by Commissioners Robert E. Lee, H. Rex Lee and Richard Wiley, "acting as a board." Because a quorum was not present, the ruling may technically be appealed to the full commission.

If they can beat you, join them

Executive of theater-owner group warns of cable-television influence; urges cooperation for mutual benefit

Motion-picture theater exhibitors were put on notice last week to prepare for "another traumatic era," similar to the 1950-51 period "when television first came upon the scene and dealt the exhibitors of America a blow in the solar plexus from which they barely survived."

Cable television is the "new mechanical monster" that "is stirring in the wings waiting to scare the hell out of us," the International Alliance of Theatrical Stage Employees' convention in Milwaukee was told. "Are we about to see history repeat itself?" asked Sherrill C. Corwin, chairman of Metropolitan Theaters Circuit, Los Angeles, and executive board member, National Association of Theater Owners.

"The reason for our inherent fear is cable TV," Mr. Corwin said. Calling the medium "an American phenomenon" and a "burgeoning giant," the theater executive quoted statistics that showed cable TV increasing by 80,000 homes a month and reaching possibly more than 10 million homes within the next three years. The motion-picture industry, he noted, has reacted to this "mushrooming new business" either in terror or joy depend-

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ing on whether it's the picture-maker or picture-shower who's doing the reacting. The reason, he stressed, is the motion-picture product.

"No film distributor or producer will be able to deny his output to a new medium if it can deliver more film rental than the motion picture theaters in America can today," Mr. Corwin said. What looms ahead, he suggested, is the reduction to "brick and mortar" of the three to four billion dollar investment made by exhibitors in theaters.

Mr. Corwin indicated that there's no easy solution for theater owners because "the giants" already have the local cable systems locked up. According to Mr. Corwin the local theater man has only one choice—"preserving his exhibitor status by being the entrepreneur." He proposed a sort of middleman arrangement under which exhibitors would buy and book motion pictures to be presented on the local cable-TV system. This, in effect, he said, would make the theater exhibitor "a partner in the presentation of films through cable television."

NBC sells another of its cable systems

Kingston, N.Y., operation goes for estimated \$4-5 million

NBC announced last week that it had reached an agreement to sell the third of its five cable TV systems, Kingston (N.Y.) Cablevision Inc., to a company jointly owned by Plains Television Inc. and Narragansett Capital Corp.

The sale price was not disclosed but current industry formulas based on number of subscribers served would put the total above \$4 million and perhaps close to \$5 million.

The system serves more than 12,000 subscribers in and around Kingston, Woodstock, Rhinebeck and Red Hook, N.Y. Earlier this year, NBC sold two of its systems, in Seattle and Bellevue, Wash., to Viacom International Inc. It has two other systems in California.

Plains Television owns TV stations in Illinois and Connecticut and also has CATV interests. Narragansett is a small-business investment company.

The sales were made in compliance with an FCC ruling that national TV networks must divest themselves of all CATV systems by August 1973.

Texas two-way cable sale

Tocom Inc., Irving, Tex., announced last week it has agreed in principle to sell its wholly owned subsidiary, Total Communications Inc., to the Leavell Co., El Paso. Total Communications holds a nonexclusive franchise to operate a pilot, computer-controlled, two-way, nonvoice system of cable communications in Irving. Tocom is a Dallas-area manufacturer of cable-TV equipment and also operates several CATV systems. Leavell Co. is the parent of Telecable, a CATV operator.

Media

Philadelphians firing buckshot, say stations

Licensees contend challengers lack specifics in claims of wrong-doing, defend their employment practices

A mere recitation of FCC statistics without any documentation of actual cases of job bias is no basis for concluding that a station has violated the commission's equal-employment regulations. That was the argument advanced at the commission last week by Philadelphia licensees named in a petition against 28 of the city's stations for alleged employment discrimination (BROADCASTING, July 10).

The licensees told the commission that the petition filed by the predominately black Communications Coalition should be dismissed for failing to present evidence warranting any action against the stations. The licensees disputed the argument that—based on the latest equal-employment figures on file at the commission—the stations have shown a tendency to discriminate in the hiring of blacks and others from minority groups. They claimed that the coalition has failed to specify instances of discrimination by any of the stations named in its petition and that, by presenting its case against all of the 28 facilities in one blanket accusation, it has failed to consider the individual nature of each station's operation.

That point was particularly emphasized by Franklin Broadcasting Co. (WFLN-AM-FM) which stated that "WFLN has always had difficulty in recruiting employees of any race, creed or color who possess the skills necessary for the job." The licensee claimed that the stations' classical-music format demands extensive knowledge of the arts by all employees—a quality not possessed by many would-be job seekers. Franklin contended that its hiring policy is based on "qualifications only," without regard for racial and ethnic origin.

Franklin also argued that the coalition has failed to take into consideration recent FCC and judicial rulings which, it feels, negated the validity of the petition's statistical approach. It specifically noted the FCC's denial of a United Church of Christ motion for an investigation of the hiring practices of all Massachusetts television stations based on the stations' equal-employment forms, and the U.S. Court of Appeals' ruling in the license-renewal case of WMAL-TV Washington. In that decision, the court found that "simply indicating the number of blacks employed by the licensee, without citing instances of discrimination or describing a conscious policy of exclusion, is not sufficient to require an evidentiary exploration" (BROADCASTING, July 3).

CBS (WCAU-AM-FM-TV) added that the petitioners, in presenting their argument

to the commission, apparently have disregarded several underlying factors that make theirs a groundless case. First, the licensee claimed, the coalition has ignored the fact that the commission has consistently held that a licensee is not required to employ a number of minorities proportionate with the total minority population in the station's coverage area. Second, it said, the petitioners attempted to compare the stations' employment statistics with Philadelphia's total population, rather than its working population, which resulted in an unrealistic statistical analysis of the stations' employment records. Third, it claimed, the group's failure to provide specific allegations against WCAU-AM-FM-TV allowed the stations' claim of having a conscientious employment record to remain "an undisputed fact."

Kaiser Broadcasting Co. (WKBS-TV) expressed the same view in its opposition, in which it disclosed a "miniplan" by which WKBS-TV intends to increase its minority and female work force by a significant percentage by December 1972. The licensee claimed that WKBS-TV is compiling a list of qualified minority and women job applicants for future reference when openings become available.

Kaiser also claimed that the petitioners' erroneous assumption that WKBS-TV is licensed to Philadelphia (it is actually licensed to Burlington, N.J.) negates the argument against that station. It noted that WKBS-TV's license-renewal application was filed last March and was approved by the commission two months later.

Buckeye Broadcasting Co. (WIBG[AM]) stated that WIBG's equal employment program is in compliance with the commission's regulations in this area, but conceded that it has had problems not in hiring blacks but in keeping them. "Our company has found . . . that when black persons are hired, it seems that as soon as they are trained they are hired away at much more lucrative salaries by other stations," Buckeye said.

Other licensees responding to the Communications Coalition petition at the FCC last week were WDVR Inc. (WDVR-FM), William Penn Broadcasting Co. (WPEN-AM-FM), Westinghouse Broadcasting Co. (KYW-AM-TV), and Taft Broadcasting Co. (WTAF-TV).

Review board upholds WYNX sale denial

The proposed sale of WYNX, the only AM station in Smyrna, Ga., to the publisher of the only newspaper—a weekly—in that Atlanta suburb proved no more appealing to the FCC's review board last week than it did to a hearing examiner 13 months ago (BROADCASTING, July 12, 1971). As a result, the board denied the application, on the ground that it would result in an "undue concentration of control of mass media."

Under the application, Laurence N. Polk Jr. would have sold a 75% interest in Jonquil Broadcasting Co., the licensee,

to the Times-Journal Inc. and 25% to M. W. Kinney Jr. Mr. Kinney has a 15% interest in a Times-Journal subsidiary which publishes weekly newspapers in Atlanta suburbs.

"If the commission's concern as to diversification of the ownership of mass media is to be given meaning in the context of this proceeding," Hearing Examiner Forest L. McClenning said in his initial decision, "there is no possible ground upon which an affirmative finding that the proposed transfer would serve the public interest can be based."

Besides controlling the only newspaper in Smyrna, *Times Journal* owns weeklies in surrounding suburbs. And some of its principals have interests in WBLJ(AM) Dalton, Ga., 60 miles from Smyrna.

The commission had designated the transfer application for hearing on the concentration-of-media-control issues in January 1970.

Mr. McClenning, in ruling on one of the main questions the hearing raised, held that Smyrna was largely dependent on its own print and broadcast services for news of community affairs. (Besides WYXX, the only broadcast outlet in the town is WQXI-FM.) Although Atlanta is two miles from Smyrna, the examiner found that only WYXX and the *Times Journal* newspapers deal consistently with issues of importance to Smyrna. He said the proposed purchasers' contention that Smyrna is a "bedroom community" of Atlanta was erroneous.

Review board member Sylvia Kessler, who wrote the board's opinion, said that the board found Mr. McClenning's "findings of fact to be substantially accurate and his conclusions persuasive." The other board members on the panel were Joseph N. Nelson and Dee Pincock.

Blacks charge WMAL-TV ruling is out of step

They ask court to review itself on confirmation of FCC decision—and they raise bigger question of whether television allocations now discriminate against minorities

Attorneys for 16 Washington area blacks went back to the U.S. Court of Appeals in Washington last week in an effort to win a reversal of that court's benchmark decision upholding the FCC's renewal of WMAL-TV Washington without a hearing (BROADCASTING, July 3).

The attorneys, who are associated with the Urban Law Institute of Antioch College, asked that the full nine-member bench of the court rehear the case "en banc in order to maintain uniformity in this court's decisions and because the proceeding involves questions of exceptional importance."

The decision, handed down June 30 by a three-judge panel, was greeted with relief by broadcasters generally, in view of the number of petitions to deny that citizen groups—many with the same complaints as those in the WMAL-TV case—

are filing against stations across the country. More than 100 renewals are now under attack.

The commission, too, regarded the decision as significant and hopeful, for it reflected a willingness on the part of the court to defer to commission judgment in matters of fact and policy in license-renewal cases. FCC General Counsel John Pettit called the decision "refreshing and heartening" (BROADCASTING, July 24).

The relief and satisfaction on the winners' side was matched by shock and disappointment of the losers. For the decision came after a number of cases in which the court had overturned commission decisions rejecting citizen-group complaints.

And last week's petition for rehearing in the WMAL-TV case, referring to some of those decisions, said that the panel's decision "cannot be reconciled with the carefully developed line of decisions by this court during the past several years on questions of public participation in the commission's processes, nor with the decisions which guaranteed administrative due process to public representatives in such proceedings."

The petitioners based their appeal on four main allegations—that the station failed to ascertain community needs during the 1966-69 license period, that it misrepresented the efforts it did make, that it failed to respond to the needs of its city of license, and that it discriminated against blacks in its employment. The commission, and later the court, found in favor of the station on each of the allegations.

In urging a rehearing, the petition made one principal new argument in connection with the contention that the station has a primary obligation to serve Washington and its 70% black population. The commission and the court had held that the station's service area consists not only of Washington but also of surrounding areas of Maryland and Virginia. The petition last week buttressed earlier arguments with Supreme Court decisions on the one-man, one-vote principle.

It noted that the Communications Act requires the equitable distribution among states and localities of radio and television frequencies, then added: "The commission's allocation of four VHF television frequencies to the District of Columbia has not been reviewed in all the years during which substantial population growth and shifts have occurred, together with nationwide shifts in programming tastes and overwhelming social change."

And the Supreme Court, it said, has recognized the potential for violation of constitutional rights in the failure of state legislatures to keep apportionment current "and has held that such a failure presents a justiciable constitutional question."

The petition said that the majority black population in Washington has no ownership participation in television and that "this pattern of discriminatory station allocation is followed across the length of this country, in violation of the Communications Act . . ." It added that

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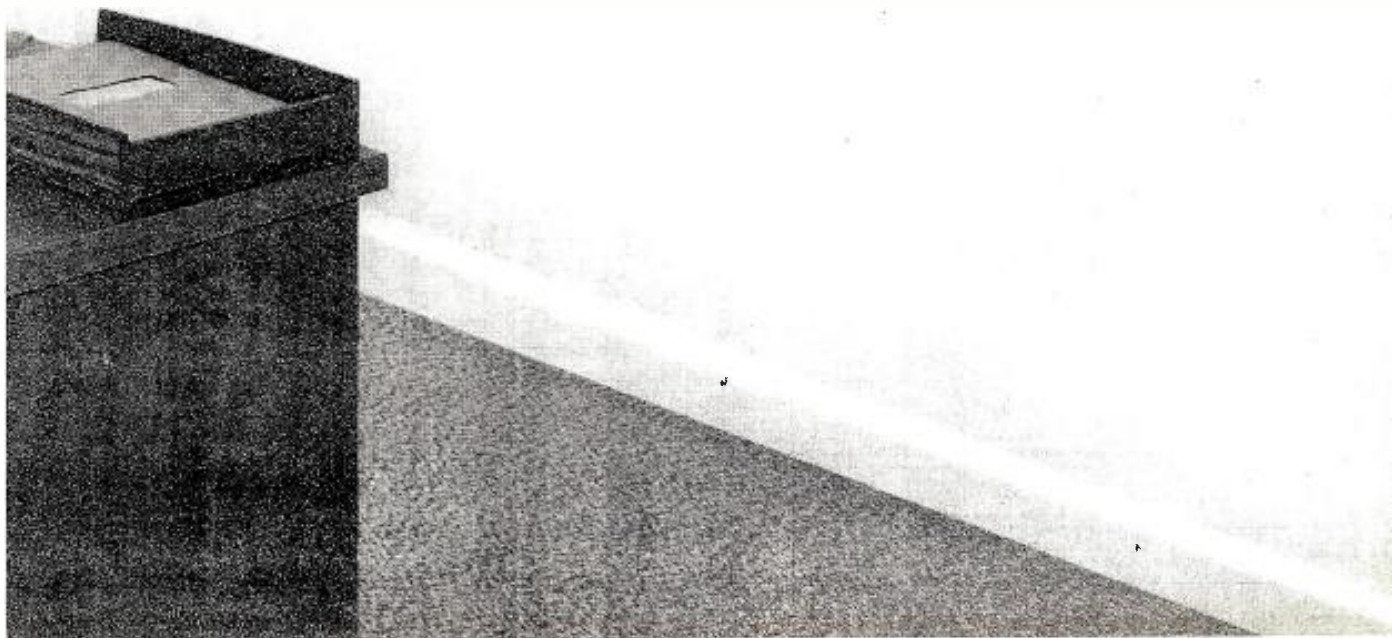
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the commission should be required to order a hearing on the service question and, if necessary, to deny the station's license renewal "so that new applicants for channel 7 may thereafter demonstrate an ability to provide responsive programming for the District of Columbia."

Under the rules of the court, one of the judges who sat on the panel who heard the case would not vote on whether to grant rehearing. She is Senior District Judge Burnita Matthews, who sat by designation. The rules of the circuit court permit her and any of the nine active circuit judges to request a vote of the full court, but only active circuit judges are permitted to vote on the issue itself. The other judges on the panel were Chief Judge David Bazelon and Malcolm R. Wilkey, who wrote the opinion.

Canada clears way for new TV network

Commercial hook-ups in Ontario eventually will be extended nationally by Global Communications

Plans for a second commercial Canadian television network moved closer to reality with the approval by the Canadian Radio-Television Commission of six transmitters for the southern Ontario area. The grants went to Global Communications Ltd., which had applied for permission to build the television stations last Sep-

tember (BROADCASTING, Sept. 20, 1971).

The CRTC order, issued July 21, approved transmitters in Uxbridge (ch. 22), Paris (ch. 6), Windsor (ch. 26), Sarnia (ch. 34), Bancroft (ch. 2), and Ottawa (ch. 6). A seventh application, for Maxville (ch. 36), was deferred because the commission previously said it would not grant another TV in the Montreal area.

Global had announced that it planned a series of TV stations in a grid pattern across Canada to serve both metropolitan and rural areas, a point stressed by CRTC in its order.

CRTC also noted that a considerable amount of Canadian advertising dollars and Southern Ontario audience have gone to Buffalo TV stations. The newly approved stations, CRTC said, will help correct this imbalance.

Al A. Bruner, principal Global stockholder, considers the grants a mandate to expand the network westward to Winnipeg, Edmonton, Calgary and Vancouver—to be served via the Canadian Telesat, due to be launched in November.

Global is owned by Can Plex Ltd., which in turn is principally owned by Mr. Bruner, and MacLean-Hunter Ltd., magazine publisher that also has heavy investments in TV and CATV in Canada, each 15.34%; and Odeon Theatres Ltd., a subsidiary of the Rank Organization of the United Kingdom, 11.81%. The remaining 57.51% is to be publicly owned. Mr. Bruner is a 15-year veteran of Toronto TV and radio.

Canada now has only one commercial

TV network, CTV, headquartered in Toronto and owned by a dozen privately owned TV stations. A smaller, French-language TV network goes under the name TVA and is based in Montreal. The government-owned Canadian Broadcasting Corp.'s network encompasses both English and French segments.

Changing Hands

Announced

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

■ **WLKW-AM-FM Providence, R.I.:** Sold by Alexander Tanger (as an individual) to McCormick Communications Inc. for an estimated \$1 million. Mr. Tanger is president of group broadcaster GCC Communications, a subsidiary of General Cinema Corp., Atlanta. McCormick Communications is headed by William M. McCormick, former executive with RKO General Inc., who holds 20% interest in the firm. Other 80% is owned by Technical Operations Inc., Boston, publicly owned research services and general construction company. Marvin Schorr is president of Technical Operations. The WLKW stations are McCormick's first broadcast acquisition. WLKW operates on 990 khz daytime with 50 kw directional. WLKW-FM is on 101.5 mhz with 50 kw and an antenna 500 feet above average terrain. Broker: Blackburn & Co.

■ **WINT(AM) Winter Haven, Fla.:** Sold by Norman Protsman to Vantage Broadcasting Co. for \$172,000. Principal owners of Vantage are David C. and Diane Buerger, former employees of WDNE(AM) Elkins, W. Va. Mrs. Buerger also was with Total Communications System, Pittsburgh radio syndicator. Vantage has no other broadcast interests. WINT is a daytimer on 1360 khz with 1 kw. Broker: LaRue Media Brokers Inc., New York.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 46).

■ **WBRC-AM-FM Birmingham, Ala.:** Sold by Taft Broadcasting Co. to Mooney Broadcasting Co. for \$2.05 million (see page 35).

■ **KBMI(AM) Henderson, Nev.:** Sold by Maxwell E. Richmond to Steven Gold, Hank Thornley and others for \$150,000. Mr. Richmond owns WPGC-AM-FM Morningside, Md. (Washington), and WMEX(AM) Boston. Mr. Gold is a freelance program consultant. Mr. Thornley is a public relations man with Hughes Tool Co., Las Vegas. KBMI is fulltime on 1400 khz with 250 w.

Cable

■ **Storer Cable TV,** a subsidiary of group broadcaster Storer Broadcasting Co., has acquired the outstanding stock of Sarasota-Charlotte Cablevision Inc., operator of Englewood Cable-Vue, a CATV system serving more than 2,000 subscribers



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in the Englewood, Fla., area. The system, in its third year of operation, has some 110 miles of plant. Storer presently owns adjacent cable systems in Venice and Sarasota, both Florida. Terms of the Englewood transaction were not disclosed.

WBRC-AM-FM sale approved by FCC

The \$2.05-million sale of Taft Broadcasting Co.'s WBRC-AM-FM Birmingham, Ala., to Mooney Broadcasting Co. was authorized by the FCC's Broadcast Bureau last week. Group broadcaster Taft will retain WBRC-TV there.

The transaction brings to Mooney, a publicly owned firm based in Knoxville, Tenn., its fifth AM and first FM facility. The company presently owns WMAK(AM) Nashville and WKGN(AM) Knoxville, both Tennessee; WBRB(AM) Pensacola, Fla., and WUNO(AM) San Juan, Puerto Rico. George P. Mooney is the firm's president and principal stockholder.

Cincinnati-based Taft, which is also publicly owned, operates WGR-AM-FM-TV Buffalo, N.Y.; WNEP-TV Scranton-Wilkes Barre, Pa.; WTAF-TV Philadelphia; WTVN-AM-TV and WBUK(FM) Columbus, Ohio; WKRC-AM-FM-TV Cincinnati and WDAF-AM-FM-TV Kansas City, Mo.

WBRC(AM) is on 960 khz with 10 kw. WBRC-FM operates on 106.9 mhz with 13 kw and an antenna 1,110 feet above average terrain.

decline, therefore, to make available any of these member-supported services to nonmembers, no matter how minor the request . . ." And he asked broadcasters to follow suit.

Widespread duplication of two recent NAB-underwritten documents are considered to be at the bottom of the new, get-tough attitude. They are the certification form for use by broadcasters under the political-spending law and an earlier standard advertising contract form.

At present, 525 TV, 2,193 AM and 1,316 FM stations, plus all the TV and radio networks are members of NAB. This equates to about 90% of the TV stations and about 50% of radio stations that are members.

Progress seen on Mexican problem

U.S., Mexican representatives working toward solution of Tijuana FM question

San Diego broadcasters who are concerned about the competition they face from American-operated FM stations in Tijuana are expected to receive an upbeat report from U.S. representatives who conferred with Mexican officials in Mexico City two weeks ago.

The FCC last week announced that commission and State Department officials will brief broadcasting industry representatives on Aug. 10 "on further

developments concerning a proposed FM broadcasting agreement with Mexico." The government officials—Wallace Johnson, chief of the commission's Broadcast Bureau, and Richard Black of the State Department—had briefed the industry representatives initially on June 26 (BROADCASTING, July 10).

At that time, they heard a great deal from San Diego broadcasters concerning their unhappiness about XHIS and XHERS, both Tijuana, which are operated by an American, Paul Schafer, former owner of Schafer Electronics Corp., which beam American-style progressive rock programming into San Diego. Promotion pieces have announced the two stations will soon be joined by a third, XOURS.

Messrs. Johnson and Black promised to confer with Mexican officials on the subject of Mexican border stations being used to broadcast to American audiences, and said that the proposed U.S.-Mexican agreement concerning the use of FM channels within 200 miles of each side of the border would not be signed until they had reported back on their discussions.

There was no official word last week on the outcome of the talks. But sources said that officials of the Mexican Department of Communications appeared sympathetic to the idea that Mexican-based stations should be used to serve Mexican audiences, not large American markets across the border. They were even said to be prepared to reduce those views to writing in an agreement that

NAB wants to cut down on freeloading stations

Association warns that its services and documents are for member's eyes only

For years, the six field men of the National Association of Broadcasters, whose function is to sell stations on joining the organization, have suffered a persistent frustration. They keep finding that many prospective members already have virtually all the important NAB services in their files, obviously passed on by friendly broadcasters or, in some instances, reprinted by state broadcast associations.

The NAB now has taken steps to abolish the practice. The word has gone out from Burns Nugent, NAB's executive vice president for station relations. He said in a letter directed to all 4,000-odd NAB members that the association is strongly opposed to the practice of sharing NAB-prepared documents or data with nonmembers.

"At this point in time, with the entire broadcast industry facing many challenges to its very existence," he wrote, "we are strongly urging a closing of the ranks and asking every broadcaster to join the fight by becoming a member of NAB."

It does not help, he continued, to share NAB services, paid for by members, with broadcasters who are not supporting the united effort.

He concluded: "We will respectfully

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would accompany the proposed FM agreement.

The State Department's Mr. Black declined to discuss details of the negotiations. But he did not appear to be unhappy with the results. He said the trip to Mexico City had been "fairly successful."

Church entities clash

Religious broadcaster, UCC disagree on FCC decision that a job seeker need not state his beliefs

The FCC has been asked to uphold its May ruling that religious broadcasters may not discriminate in employment

practices against job applicants whose religious beliefs do not conform to their own.

The Office of Communication of the United Church of Christ, which has in several instances assisted citizen groups alleging employment discrimination before the commission, asked the agency to dismiss a petition for rulemaking filed last month by Kings Garden Inc., licensee of KGDN(AM)-KBIQ(FM) Edmonds, Wash., and a religious broadcaster. The commission last May cited the Kings Garden stations for discrimination against a job seeker who declined to attest to Christian beliefs and who was subsequently denied employment (BROADCASTING, May 8). The licensee responded with a petition claiming that the 1972 Equal Employ-

ment Act enables religious organizations to require that applicants for both religious and secular positions be of a particular faith, and therefore gives religious broadcasters the prerogative of hiring according to spiritual belief.

The UCC disagreed. It claimed that when an entity is licensed to operate a broadcast station by the FCC it becomes, in effect, an agency of the government—and the government, it noted, is prohibited from discriminating in employment for any reason.

Another veto facing CPB?

\$45-million appropriation is approved, but Nixon may reject HEW-Labor bill

An appropriations bill containing \$45 million for the Corporation for Public Broadcasting and \$15 million in facilities money for noncommercial stations was approved last week by a Senate-House conference committee. But the bill is likely to be vetoed, for reasons having nothing to do with public broadcasting.

The measure provides funds for the Departments of Labor and Health, Education and Welfare, and is \$1.7 billion over what the administration recommended. So CPB, which has already been hit with a veto of its original authorization bill, faces another one even though its funds have been knocked down to the level that the White House wanted.

Meanwhile, the House Commerce Committee last week joined the Senate in approving a one-year \$45-million authorization bill for CPB.

House Communications Subcommittee Chairman Torbert H. Macdonald last week urged, with "easily restrained enthusiasm," that the House support this new bill. "We are reduced," he said, "to getting this modest—and inadequate—funding for public broadcasting for the coming year, or getting no bill at all."

It was Mr. Macdonald who introduced and pushed for passage of the bill that was vetoed by President Nixon. It was the same Mr. Macdonald who last week introduced and supported the compromise bill passed last month by the Senate (BROADCASTING, July 24).

Costly, suspicious station fires

Officials at KBYE(AM)-KFJL(FM) Oklahoma City have good reason to be superstitious about the month of July. Tom J. Lynch, vice president, reported last week that an estimated \$30,000 in damages has resulted from a July 1 fire that destroyed a storage shed. And, he said, two crudely made Molotov cocktails and a black powder bomb that had failed to ignite were later found in the main building of the stations. Local and federal authorities are said to be investigating.

Mr. Lynch pointed out that in July 1970, KBYE(AM) was knocked off the air when about 300 black Oklahoma City citizens marched on the station, allegedly in protest of employment practices at KBYE (BROADCASTING, July 20, 1970).

This announcement is under no circumstances to be construed as an offer to sell or as a solicitation of an offer to buy any of these securities. The offering is made only by the Prospectus.

NOT A NEW ISSUE

July 26, 1972



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Finance

John Blair & Co., New York, showed increases of 9% in net earnings and 13% in revenues for first half of year. Francis Martin Jr., Blair's president, noted that broadcast representation earnings had declined, attributed in part to previously reported loss of representation of WHDH-TV Boston, which ceased operations March 19, 1972; that the graphics division had improved earnings in second quarter, and that Workman Business Forms Inc., subsidiary acquired in 1969, had ceased operations.

For six months ended June 30:

	1972	1971
Earned per share	\$ 0.54	\$ 0.50
Revenues	34,594,000	30,578,000
Net income	1,405,000	1,288,000
Shares outstanding	2,600,000	2,586,000

Pacific & Southern Broadcasting Co., New York, group broadcaster, reported increase in revenues but decline in net income for first six months of 1972.

Six-month performance reflected net loss of \$177,000 in first quarter of this year. P & S bounced back in second quar-

ter, company said, by registering 48% gain in profits over 1971 and achieving highest second-quarter net income (\$449,293) in its history.

For first six months, ended June 30:

	1972	1971
Earned per share	\$ 0.25	\$ 0.14
Revenues	10,077,049	7,747,513
Net income	414,975	272,145

Multimedia Inc., Greenville, S.C., reported 21% increase in net earnings and 12% jump in operating revenues for six-month period ended June 30, compared to same period last year.

For six months ended June 30:

	1972	1971
Earned per share	\$ 0.95	\$ 0.81
Revenues	19,639,311	17,530,096
Net income	2,534,090	2,100,575

Lee Enterprises Inc., Davenport, Iowa, reported it had "established revenue and earnings records" for both third quarter and first nine months of 1972, compared to same periods last year.

For nine months ended June 30:

	1972	1971
Earned per share	\$ 0.95	\$ 0.88
Revenues	31,160,747	27,988,457
Net income	3,019,511	2,581,324

Warner Communications Inc. New York, reported increased earnings and revenues

for six months ended June 30, over same period last year. And earnings per share for quarter ended June 30 increased 21% to record \$0.57, compared to \$0.47 per share for same period last year (restated to reflect acquisitions of Television Communications Corp. and the cable-TV business of Continental Telephone Corp.). TV-film rentals for six months ended June 30 were \$19,434,000, compared to \$23,069,000 for same period last year.

For six months ended June 30:

	1972	1971
Earned per share	\$ 1.15	\$ 0.97
Revenues	230,244,000	174,526,000
Net income	24,262,000	19,985,000

Mooney Broadcasting Corp., Nashville, group broadcaster, reported jump of 71% in net income and increase of 21% in revenues for first six months ended June 30:

	1972	1971
Earned per share	\$ 0.52	\$ 0.34
Revenues	1,995,866	1,652,615
Net income	147,725	86,117

Metromedia Inc., New York, reported that on behalf of its Foster & Kleiser division it had acquired Middleton Inc.'s outdoor-advertising business in Dallas-Fort Worth for \$12.5 million cash.

Broadcasting Stock Index

Weekly market summary of 122 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Aug. 2	Closing July 26	Net change in week	% change in week	1972		Approx. shares out (000)	Total market capitaliza- tion (000)	
							High	Low			
Broadcasting											
ABC	ABC	N	81 1/2	80	+ 1 1/2	+ 1.87	81 1/2	51 1/4	8,418	686,067	
ASI COMMUNICATIONS	ASIC	O	2	2		.00	5	2	1,815	3,630	
CAPITAL CITIES	CCB	N	58 1/4	58 1/2	- 1/4	-.42	64 1/4	48	6,446	375,479	
CBS	CBS	N	60 1/4	60 5/8	- 3/8	-.61	61	45 1/2	28,096	1,692,784	
COX	COX	N	46 7/8	43 1/2	+ 3 3/8	+ 7.75	49 3/4	36 1/4	5,827	273,140	
FEDERATED MEDIA		O	2 1/4	3	- 3/4	- 25.00	4 1/8	2 1/4	820	1,845	
GROSS TELECASTING	GGG	A	15 7/8	16 3/4	- 7/8	- 5.22	23 7/8	12 1/4	800	12,700	
LIN	LINB	O	13 1/8	14 1/4	- 1 1/8	- 7.89	22 3/8	12 7/8	2,296	30,135	
MOONEY	MOON	O	10	10		.00	11 5/8	4	250	2,500	
PACIFIC & SOUTHERN	PSOU	O	12 1/8	12 1/2	- 3/8	- 3.00	18 1/4	10 3/8	1,929	23,389	
RAHALL COMMUNICATIONS	RAHL	O	19 1/2	17 3/4	+ 1 3/4	+ 9.85	29	8	1,037	20,221	
SCRIPPS-HOWARD	SCRP	D	23 1/4	24 1/2	- 1 1/4	- 5.10	27	18	2,589	60,194	
STARR	SBG	M	30 1/2	27 1/2	+ 3	+ 10.90	30 1/2	15 1/2	1,182	36,051	
TAFT	TFB	N	53 1/2	53 1/8	+ 3/8	+ .70	57 1/4	41 3/4	4,064	217,424	
Broadcasting with other major interests									TOTAL	65,569	3,435,559
ADAMS-RUSSELL	AAR	A	5 7/8	5 3/8	+ 1/2	+ 9.30	8 3/4	4 1/2	1,250	7,343	
AVCO	AV	N	15 7/8	15 1/2	+ 3/8	+ 2.41	20 7/8	13 7/8	11,489	182,387	
BARTELL MEDIA	BMC	A	4	4		.00	7 1/8	3 5/8	2,257	9,028	
BOSTON HERALD-TRAVELER	BHLD	O	18 1/2	18	+ 1/2	+ 2.77	30	11	589	10,896	
CHRIS-CRAFT	CCN	N	6	6 3/8	- 3/8	- 5.88	8 3/4	5 5/8	3,999	23,994	
COMBINED COMMUNICATIONS	CCA	A	30 7/8	32 1/2	- 1 5/8	- 5.00	42 1/2	29 5/8	3,148	97,194	
COWLES COMMUNICATIONS	CWL	N	11	11 1/8	- 1/8	- 1.12	12 1/2	9 1/2	3,969	43,659	
DUN & BRADSTREET	DNB	N	76	76 3/8	- 3/8	-.49	80 1/4	63	12,867	977,892	
FUQUA	FQA	N	20 5/8	21 1/4	- 5/8	- 2.94	27 7/8	20	8,282	170,816	
GABLE INDUSTRIES	GBI	N	27 3/8	25 3/4	+ 1 5/8	+ 6.31	32 1/4	23 1/2	2,220	60,772	
GENERAL TIRE & RUBBER	GY	N	27	27		.00	32 5/8	24 5/8	19,483	526,041	
GLOBETROTTER COMMUNICATION INC	GLBTA	O		12 1/4		.00	20 1/2	9 1/4	2,820	34,545	
GRAY COMMUNICATIONS		O	11 1/4	11 1/4		.00	14	6 1/2	475	5,343	
ISC INDUSTRIES	ISC	A	7	7 1/8	- 1/8	- 1.75	9 1/8	6	1,646	11,522	
KANSAS STATE NETWORK	KSN	O	7 3/8	7 1/2	- 1/8	- 1.66	7 7/8	6 1/2	1,621	11,954	
KINGSTIP INC.	KTPP	O		14 3/4		.00	22	14 1/2	1,154	17,021	
LAMB COMMUNICATIONS		O	3 1/2	3 1/2		.00	4 7/8	2	475	1,662	
LEE ENTERPRISES	LNT	A	25 5/8	26	- 3/8	- 1.44	30	17 1/2	3,289	84,280	
LIBERTY CORP.	LC	N	18 1/2	18	+ 1/2	+ 2.77	21 5/8	17 1/2	6,753	124,930	
MCGRAW HILL	MHP	N	15 7/8	16 1/2	- 5/8	- 3.78	20 7/8	15 7/8	23,327	370,316	
MEREDITH CORP.	MDP	N	19 3/8	19 7/8	- 1/2	- 2.51	30 3/4	18 1/2	2,772	53,707	
METROMEDIA	MET	N	34 7/8	35 7/8	- 1	- 2.78	39	27 1/4	5,956	207,715	
MULTIMEDIA INC.		O	40 1/2	40 1/2		.00	44	14	2,408	97,524	
OUTLET CO.	OTU	N	14	13 1/8	+ 7/8	+ 6.66	19 3/8	13	1,335	18,690	
POST CORP.	POST	O		24 3/4		.00	30	9	942	23,314	
PUBLISHERS BROADCASTING CORP.	PUBB	O	2 3/4	3 1/2	- 3/4	- 21.42	4 7/8	1 5/8	919	2,527	
REEVES TELECOM	RBT	A	3	3 3/8	- 3/8	- 11.11	4 1/4	2 3/8	2,292	6,876	
RIDDER PUBLICATIONS	RPI	N	29	31 1/2	- 2 1/2	- 7.93	34 1/2	26	8,324	241,396	
ROLLINS	ROL	N	40	41 1/2	- 1 1/2	- 3.61	43 1/4	33	12,135	485,400	
RUST CRAFT	RUS	A	34 1/4	34	+ 1/4	+ .73	36 3/4	24	2,318	79,391	
SAN JUAN RACING	SJR	N	28 3/4	28 1/2	+ 1/4	+ .87	34 3/4	27 3/4	1,958	56,292	
SCHERING-PLOUGH	SGP	N	126 1/2	119 3/4	+ 6 3/4	+ 5.63	126 1/2	82 5/8	25,471	3,222,081	
SONDERLING	SDB	A	12 3/8	13 3/8	- 1	- 7.47	30 3/4	12 1/4	1,005	12,436	
STORER	SBK	N	46 3/8	44 3/4	+ 1 5/8	+ 3.63	47 1/2	31	4,223	195,841	

	Stock symbol	Exch.	Closing Aug. 2	Closing July 26	Net change in week	% change in week	High	1972 Low	Approx. shares out (000)	Total market capital- ization (000)
TURNER COMMUNICATIONS		O	5 3/4	5 3/4		.00	7	2	1,328	7,636
WASHINGTON POST CO.	WPO	A	34 3/4	34 1/8	+	5/8	36	23 1/2	4,789	166,417
WCME*CO	WOM	N	22 5/8	21 7/8	+	3/4	25 7/8	18 1/2	5,789	130,976
Cable								TOTAL	195,077	7,779,814
AMECO	ACD	O	1 7/8	2	-	1/8	12 3/4	1 1/2	1,200	2,250
AMERICAN ELECTRONIC LABS	AELBA	O	4 3/4	5 5/8	-	7/8	9 3/4	3	1,670	7,932
AMERICAN TV & COMMUNICATIONS	AMTV	O	45 3/4	41 1/2	+	4 1/4	45 3/4	17 1/4	2,462	112,636
BURNUP & SIMS	BSIM	O	23 1/4	23 3/8	-	1/8	23 3/8	6 3/4	6,572	152,799
CABLECOM-GENERAL	CCG	A	11 7/8	12	-	1/8	18 1/4	11 1/8	2,395	28,440
CABLE INFORMATION SYSTEMS		O	3	3 1/4	-	1/4	7.69	4 3/4	955	2,865
CITIZENS FINANCIAL CORP.	CPN	A	9 5/8	10 1/8	-	1/2	4.93	15 1/4	2,355	22,666
COLUMBIA CABLE	CCA8	O		20 1/4		.00	29	17 1/4	900	18,225
COMMUNICATIONS PROPERTIES	COMU	O	11 1/8	12 1/4	-	1 1/8	9.18	27 3/8	1,917	21,326
COX CABLE COMMUNICATIONS	CXC	A	39 3/8	35 7/8	+	3 1/2	39 3/8	23 1/4	3,555	139,978
CYPRESS COMMUNICATIONS	CYPR	O	20 1/2	21	-	1/2	23	7	2,707	55,493
ENTRON	ENT	A	4	4 1/2	-	1/2	11.11	9 1/4	1,320	5,280
GENERAL INSTRUMENT CORP.	GRL	N	30 1/8	29 7/8	+	1/4	.83	31 1/2	6,501	195,842
LVO CABLE INC.	LVOC	O	13 1/4	13 7/8	-	5/8	4.50	16 1/2	1,466	19,424
STERLING COMMUNICATIONS	STER	O	4 3/4	5 3/4	-	1	17.39	7 3/4	3 1/2	2,162
TELECOMMUNICATIONS	TCOM	O	29	27 5/8	+	1 3/8	4.97	30 3/8	15 1/2	3,856
TELEPROMPTER	TP	A	39 1/2	37 7/8	+	1 5/8	4.29	43 3/8	28 1/8	15,551
TIME INC.	TL	N	45 3/4	47 3/4	-	2	4.18	64 3/4	44 5/8	7,278
VIACOM	VIA	N	19 5/8	20	-	3/8	1.87	28 1/2	15 1/2	3,836
VIKOA	VIK	A	9 1/2	10 1/8	-	5/8	6.17	19 3/4	8	2,333
Programing								TOTAL	70,991	1,951,925
COLUMBIA PICTURES	CPS	N	10 3/4	11 1/2	-	3/4	6.52	14 7/8	9 1/8	6,342
OISNEY	OIS	N	198 3/4	193	+	5 3/4	2.97	198 3/4	132 3/4	13,223
FILMWAYS	FWY	A	6	6 1/8	-	1/8	2.04	8	4 7/8	1,868
GULF & WESTERN	GW	N	36 1/2	36 5/8	-	1/8	.34	44 3/4	28	15,816
MCA	MCA	N	26 3/8	24 5/8	+	1 3/4	7.10	35 7/8	24 1/4	8,182
MGM	MGM	N	18 1/2	18 1/2		.00	21 1/2	16 3/4	5,895	109,057
MUSIC MAKERS	MUSC	O	2 1/4	2 1/4		.00	3 3/4	1 1/8	534	1,201
TELE-PAK PRODUCTIONS		O	1 7/8	1 3/4	+	1/8	7.14	2 7/8	1	2,190
TRANSAMERICA	TA	N	18 1/8	17 5/8	+	1/2	2.83	23 1/2	16 1/4	67,154
20TH CENTURY-FOX	TF	N	9 1/8	9 3/4	-	5/8	6.41	17	9 1/8	8,562
WALTER READE ORGANIZATION	WALT	O	1 3/4	1 7/8	-	1/8	6.66	4 1/8	1 3/8	2,203
WARNER COMMUNICATIONS INC.	WCI	N	45 1/2	46	-	1/2	1.08	50 1/4	31 1/4	16,221
WRATHER CORP.	WCO	A	13	12 3/8	+	5/8	5.05	17 7/8	9 7/8	2,164
Service								TOTAL	150,354	5,680,239
JOHN BLAIR	BJ	N	15 1/2	16 7/8	-	1 3/8	8.14	22 3/8	15 1/2	2,600
COMSAT	CQ	N	56 3/8	55 1/4	+	1 1/8	2.03	75 3/8	52	10,000
CREATIVE MANAGEMENT	CMA	A	10 7/8	11	-	1/8	1.13	15 1/2	9 3/8	1,056
DOYLE DANE BERNBACH	DOYL	O	29 1/2	30 1/2	-	1	3.27	34 3/4	24	1,925
ELKINS INSTITUTE	ELKN	O		3 3/4		.00	16 3/8	2 3/4	1,664	6,240
FOOTE, CONE & BELDING	FCB	N	13	12	+	1	8.33	14	10 5/8	2,176
GREY ADVERTISING	GREY	O	17 3/4	17 7/8	-	1/8	.69	18	9 1/4	1,209
INTERPUBLIC GROUP	IPG	N	34	35 1/2	-	1 1/2	4.22	36 1/8	22 3/4	1,843
MARVIN JOSEPHSON ASSGCS.	MRVN	O		14 7/8		.00	17 3/4	5 7/8	825	12,271
MCCAFFREY & MCCALL				14		.00	16 1/2	7	585	8,190
MOVIELAB	MOV	A	1 7/8	1 7/8		.00	3 1/8	1 5/8	1,407	2,638
MPO VIDEOELECTRONICS	MPO	A		4 1/2		.00	7 1/8	3 5/8	547	2,461
NEEDHAM, HARPER & STEERS, INC.	NDHMA	O	33 3/4	32 3/4	+	1	3.05	34 1/8	21 1/2	911
A. C. NIELSEN	NIEL8	O	59 1/4	58 1/2	+	3/4	1.28	59 1/4	37 5/8	5,299
OGILVY & MATHER	OGIL	O	47 1/4	48 1/2	-	1 1/4	2.57	48 1/2	16	1,716
PKL CO.	PKL	O	1 5/8	1 5/8		.00	9 1/2	1 5/8	778	1,264
J. WALTER THOMPSON	JWT	N	35 1/2	38	-	2 1/2	6.57	49 1/4	35 1/2	2,711
UNIVERSAL COMMUNICATIONS INC.		O	13	13		.00	17	8	715	9,295
WELLS, RICH, GREENE	WRG	N	22 3/4	22 1/2	+	1/4	1.11	27 7/8	19 5/8	1,618
Manufacturing								TOTAL	39,585	1,385,930
ADMIRAL	ADL	N	17 3/4	17 3/4		.00	27	16 5/8	5,163	91,643
AMPX	APX	N	6 3/4	7 3/8	-	5/8	8.47	15 1/8	6 1/4	10,875
CARTRIDGE TELEVISION INC.		O	24	24 1/4	-	1/4	1.03	43 1/2	16 1/2	7,557
CCA ELECTRONICS	CCAE	O	3 7/8	4	-	1/8	3.12	6 1/4	2 1/4	881
COLLINS RADIO	CRI	N	15 7/8	14	+	1 7/8	13.39	19 7/8	13 1/4	2,968
COMPUTER EQUIPMENT	CEC	A	3	3 1/8	-	1/8	4.00	4 5/8	3	2,421
CONRAC	CAX	N	32 7/8	32 3/8	+	1/2	1.54	39 3/8	27 1/8	1,259
GENERAL ELECTRIC	GE	N	63 3/4	63 1/2	+	1/4	.39	70 7/8	58 1/4	182,183
HARRIS-INTERTYPE	HI	N	51 3/8	50 3/4	+	5/8	1.23	59	48 1/4	6,365
MAGNAVOX	MAG	N	28 7/8	27 1/2	+	1 3/8	5.00	52 1/4	27 1/2	17,685
3M	MMM	N	83 5/8	82 3/8	+	1 1/4	1.51	83 5/8	74 1/4	112,659
MOTOROLA	MOT	N	125	125		.00	125	80	13,481	1,685,125
OAK INDUSTRIES	OEN	N	15 1/2	14 3/4	+	3/4	5.08	17 1/2	9 5/8	1,638
RCA	RCA	N	35 1/2	35	+	1/2	1.42	45	32 1/8	74,352
RSC INDUSTRIES	RSC	A	2 3/4	2 3/4		.00	4 3/8	2 1/2	3,458	9,509
TEKTRONIX	TEK	N	62 7/8	59 1/8	+	3 3/4	6.34	62 7/8	32 3/4	8,128
TELEMETRON	TMT	O		7		.00	13 3/4	6	1,050	7,350
WESTINGHOUSE	WX	N	44 7/8	44 1/8	+	3/4	1.69	54 7/8	42 1/4	86,927
ZENITH	ZE	N	40 3/8	42 5/8	-	2 1/4	5.27	50 1/2	40 3/8	19,031
								TOTAL	558,081	31,865,670
								GRAND TOTAL	1,079,657	52,099,137

Standard & Poor's Industrial Average

122.52

120.40

+ 2.12

A-American Stock Exchange
M-Midwest Stock ExchangeN-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.

Olivetti girls aren't forever

A look at women in broadcasting and advertising: who they are, how they got to the top and why more of them aren't up there

After paring the rhetoric, ignoring the slogans and name-calling and looking beyond the stereotypes, what is the status of women in the broadcasting and advertising businesses?

A substantial number of the women who have achieved relatively high positions say that they got there against odds that are stacked in favor of men. There are other female executives who place the blame on women themselves for the disproportionately low number of women who hold jobs above the clerical-secretarial level.

Although figures show women in the minority in broadcasting and advertising, there is argument as to whether the condition stems from discrimination or simply a lack of interest by many women to strive for jobs equal in pay and aggravation to those of male executives. Most agree that some form of sex discrimination exists in paychecks if not in job opportunity.

As of October 1971 The Women's Bureau of the Department of Labor reported 24% of 31,300 jobs in radio and television were held by women. Figures represent all levels of employment from clerical upward. In the work force as a whole women represent 38%—31 million in all.

The most recent figures available on job classifications of members in American Women in Radio and Television were published in 1967. The roster includes 56 job descriptions, the most frequently held being on-air broadcaster, 21.1%; public relations, 16.7%; manager of a department, 7.5%; account executive, 6.7%; producer, 6.3%, and director of home economics and copy writer and management executive, 5.8%. Only .1% were associate program directors, 1.1% directors of commercials, 1.4% newscasters, .2% program managers, .1% unit managers.

The hard facts notwithstanding, more and more women are filling posts formerly dominated by men. Some of the most successful women in the industry, on-air and off, in advertising and other related industries are well known by the professional broadcaster and layman alike. Joan Ganz Cooney, president of the Children's Television Workshop; Mary Wells Lawrence, chairman and chief executive officer, Wells, Rich, Greene; Charlotte Reid, the second woman FCC commissioner, and Pauline Frederick, NBC correspondent at the United Nations, to name a few, have taken their place next to the top men in their fields.

Women have become considerably

more aggressive within the past few years in their demands for more job opportunities and equal pay. The women's liberation movement has played a large role in awakening women to their potential. Whether or not all women believe in the movement's ideology, it has made advances toward its goal—"consciousness raising."

But if women's lib has made inroads on the psyche of American women, the movement hasn't totally relieved a basic problem of female attitude.

"Doors are opening for women, but I'm afraid many won't seize the responsibilities because of fear," says Joan Cooney. "Women are conditioned to be supportive and submissive from childhood. They must fight the fear of failing."

Mary Jean Parson, associate director of planning for ABC Inc., agrees. "Women are not trained for success and become neurotic about it," she says. "Women are programmed to fail in areas of responsibility. If you find a woman who's a success she is usually remarkably superior and well-balanced because she's carrying off a position not usual for her and most often carrying on a home life as well."

"Women are underachievers," accord-



Joan Cooney, Children's Television Workshop:

"Doors are opening for women, but I'm afraid many won't seize the responsibility because of fear. Women are conditioned to be supportive and submissive from childhood."

ing to Francine Wilvers, executive vice president of the Marschalk agency. "They don't use all their gifts and strengths. Women's liberation has started opening their minds up, but it's something that has been conditioned in them since childhood."

"Women are tolerated in business," she continues, "but when they get into a position where they have to tell a man what to do it becomes very delicate. Very few men are comfortable with a female superior. If a man yells and bangs his

fists on the desk he's considered a strong, no-nonsense executive. If a woman does the same thing, they think she's a bitch. The qualities admired in male executives are considered suspect in women."

"The advertising industry, however, is starting to realize that women are valuable," she says. "The majority of advertising is geared towards women who spend the majority of money, and it takes a woman to know how to motivate other women to buy."

"Many women are more interested in the glamour side of the business—programming, production and news—than the operational area," says Marion Stephenson, vice president/administration, NBC Radio. Miss Stephenson, who is the only woman vice president at NBC, was named to her post 10 years ago. "There is a definite commitment, dedication and application to a job in operations and many women don't want to give that extra something needed," she said. "We have tried to get women to go onward and upward in our area but have not been very successful."

"There is tremendous competitiveness in operations and I'm not sure that many women want to compete that hard against men," she continues. "I don't know why," she says, "but most women look for the quick contact jobs, not those in my end of the business which require constant involvement with problems, answers and applications."

Ruth Kemp, president of the 7,500-member American Women in Radio and Television, thinks that the new generation of young women entering broadcasting are free of some of the old stigmas which stereotyped their predecessors. "It used to be that there were only certain jobs that could be held by women in broadcasting. Today women are interested in getting into all facets of the industry. They are not daunted by people who say broadcasting is a man's world. The women's movement has encouraged them not to be afraid of beginning a career."

"There are cases of discrimination," she says, "but if we as women expect equal advancement and recognition, we must give equal dedication, strive for equal experience and not be afraid to take a chance."

Edythe Meserand, AWRT's first president, has been involved in the broadcast industry through a 42-year career in the radio field, and now heads her own advertising agency, Edythe Meserand Advertising, New York. She has little sympathy with woman's liberationist groups who charge sex discrimination against the broadcast industry.

"I have never felt the discrimination that women's liberation seems to be tossing in the air. I was always judged on merit, not sex," she asserts.

Beginning her career at NBC Radio as a secretary in the press department and later as liaison between network and press, Miss Meserand says that she witnessed as much discrimination against men as against women in her four years there.

At the time she took over AWRT's

helm she was at WOR(AM) New York as a newswriter. She describes her 15 years there as "the happiest in a long radio career. They gave me opportunities to do some of the first radio documentaries.

"When I went to WOR the president of the station said I wouldn't get anywhere because I was a woman, but I accepted his challenge and won. I was the only woman in the news department.

"There have always been a great many women in radio in top, top positions," she continues. "If there was discrimination, they would not be there. If you're honest about your work, have the ability, listen and keep an open mind I don't see how anything can stand in a woman's way, but some girls are just not willing."

But even the aggressive woman finds it a deflating experience to hear on applying for a position the familiar question, "Can you type?"

Many women accept positions as secretaries and receptionists hoping their real talent soon will be discovered and they will start up the promised ladder of success. The promise, however, is more often not fulfilled.

"I came to New York right out of college from Rockford, Ill., with a [male] friend of mine, determined to become the next Joan Ganz Cooney," says a 24-year-old researcher on one of the TV networks. [My friend] was taken out to lunch and shown around the city by every interviewer he saw, while I walked the streets and sat in the park with a 35-cent hot dog. The only job open to me was secretarial at \$110 a week, which I finally took for a year and a half. It was either that or Macy's."

But the secretarial route is one to be avoided like the plague, according to many women broadcast executives, because it usually leads to a dead end. "I have never been a secretary in my life and I don't know one successful woman who ever was," asserts ABC's Miss Parson.

Miss Parson, who began her career in New York off-Broadway theater management, went to ABC-TV six years ago as a unit manager "at a time when the other networks wouldn't interview women for management positions," moved on to ABC News as manager, program controllers, and finally up into her present post.

"I would advise a girl starting in the broadcast business to starve or take to the streets before accepting a secretarial job if she wants to get ahead. Once you get into that position it's almost impossible to get out. To say you can start as a secretary and move on up to the top is just not so," she continued.

On the other hand, Barbara Walters, hostess on NBC-TV's *Today* show, feels a young woman should take any position "to get her foot in the door." Her opinion is echoed by many other executives who feel that although young women with college educations might frown on secretarial work, being a secretary requires a lot more than just typing and stenographic skills.

(Miss Walters took at least some of
(continued on page 41)

The women at home also are getting a new shake from television

The diapers-and-recipes types of programing, along with soaps and game shows, are still prominent in daytime TV, but they've got some serious sisters

Game shows and soap operas still dominate daytime television and daytime ratings, but here and there new program forms are emerging to engage the non-working woman's mind beyond escapism or household hints.

These programs, usually of a panel nature or with a hostess and invited guests, generally stay away from the traditional "women's" subjects—baby care, cooking, sewing, etc.—that were the mainstay of such programs several years ago. The new shows try to create the atmosphere of the "woman of the 70's" and approach subjects with a greater air of sophistication and intellectuality than their predecessors.

Despite the onrush of new programing geared specifically toward the female audience, there is only one woman hostess on a network-produced program—Dinah Shore, who hosts *Dinah's Place* on NBC-TV. All others are done locally or are syndicated.

Raysa R. Bonow, executive producer of Group W's WBZ-TV Boston program, *For Women Today*, feels the reason is two-fold: "Psychologically both men and women have been indoctrinated into seeing only men in authoritative roles," and "network programing is determined by men who really believe that women are not a salable item."

Barbara Walters, who serves as hostess of NBC-TV's *Today* show—with host Frank McGee—thinks the time is ripe for women's programing on the networks. "There has always been the feeling that women don't want to watch other women on television and such programing would not draw national response," she asserted. "Most women don't want to see a woman's liberation-type show because it puts

them down." Miss Walters suggested that network daytime programing could be of a conversational, educational, informative nature and of interest to the nonworking woman. The *Today* show fits into that category; 60% of its audience is women.

A sampling of women-oriented shows in daytime TV reveals the following:

Besides her hostessing chores on *Today*, Miss Walters leads a daily half-hour panel program on WNBC-TV New York, *Not for Women Only* (which also is syndicated on 60 stations through CPM Programs Inc.). The community service program, which handles such topics as birth, marriage, death, drugs, nutrition, etc., also covers many feminist issues. The show is produced by Julie Rubenstein and researched by Vivian Rosenberg.

Originally called *For Women Only*, the program's title was changed last year. "To say a show is just for women is to put down women," Miss Walters said. "We felt the subjects were of interest to all people. Everything we do is ascertained as a community need."

For Women Today (WBZ-TV Boston) in its two-and-a-half years on the air has won plaudits from feminist groups as well as those not sympathetic with the movement's ideology and boasts a viewing audience that is about 20% male. The program is totally produced by women, a happenstance "that evolved unconsciously and eventually became a conscious effort," according to Miss Bonow. "Once we found the direction we were going," she said, "we deliberately kept the production team all-female with the good wishes and support of the station."

Sonya Hamlin, formerly cultural critic and reporter at the station, is hostess of the one-hour weekday program, which covers a broad range of subjects including drugs, sex, cooking and sensitivity groups.

The reason for the show's success, according to Miss Bonow, is that the program does not preach feminist ideology but approaches living and new feminist concepts subtly and with a view of what the women's movement is about. As an example, Miss Bonow said it would not be within the program's format to invite a beauty pageant winner to appear.

Scheduled for a fall start, Tomorrow

On her own. Barbara Walters, co-host of NBC-TV's *Today* show, runs things herself as moderator of *Not for Women Only*, on WNBC-TV New York and syndicated nationally.





Up front and backstage. Above are (l-r) the staff of *For Women Today*—Carolyn Wean, producer; Sonya Hamlin, hostess of show; Penny Rich, production assistant, and Raysa Bonow, executive producer. Below are (l-r) Eleanor Riger, producer, and Lela Swift, director, of *Tomorrow's Woman*, and Sherrye Henry, hostess of *Woman!*



Entertainment, New York, subsidiary of General Electric, is syndicating *Tomorrow's Woman*. The program, produced by Eleanor Riger, directed by Lela Swift and with a hostess yet to be announced will have a magazine format and be "informational and entertaining," according to a Tomorrow spokeswoman. Already on tap are programs on how to fix a car, reviews of books, music and plays, the history of the bra, and how to use sheets as wallpaper and curtains.

On the air since the end of last year, WCBS-TV New York's daily half-hour *Woman!* program produced by Phyllis Adams with hostess Sherrye Henry began under the premise that "it would not be a cook-and-clean-and-have-eight-to-dinner-on-Saturday" program but instead "a series for women who want to discover what's happening with women everywhere."

"We assume," Miss Henry said, "women can keep house, clean their ovens, and make tuna crumble casseroles. There are wider horizons. We want to show what is possible for women, today and tomorrow, to present options, opportunities and the roadblocks in the way."

While that point of view is prominent in today's women's programing, it is not pre-emptive. An informal survey conducted at wcco-TV Minneapolis for its *Midday* program (12-12:30 p.m. Monday through Friday) revealed that its female audience was simply "not interested" in watching shows where controversial issues were discussed, whether on the "new woman" or otherwise. In fact, "controversial issues" came in a poor sixth on the preference list behind fashions, cooking, grooming, crafts and sewing. *Midday* is co-hosted by Shirley Hutton and Bill Carlson.

A wcco-TV spokesman said the station took a stab at an "issue" program, *Morning*, earlier in the year but "the ratings went down, down, down. Our audience is more home-oriented," he said. "They are not working women but homemakers and are more interested in 'how-to' shows than talk-type programs on issues."

KSD-TV St. Louis produces its *Eyewitness News at Noon* (11:55-1 p.m. Monday through Friday) with one eye on "hard news" events and the other on feature material geared towards its predominantly female audience. Lee Shepherd co-anchors the news program with Dick Ford.

"Women are tired of being talked down to," Miss Shepherd asserted. "We are not interested in how a politician's wife manages her children but how she feels about political issues."

Contact with hostess Marie Torre has been broadcast by KDKA-TV Pittsburgh for six years. The one hour "telephone-in" talk show, seen Monday through Friday (9-10 a.m.) runs the gamut from sex, death and narcotics to women's liberation. "We have done programs on cooking or how to play tennis," a station spokesman said, "but we have also conducted interviews with representatives of the National Organization of Women."

WTOP(TV) Washington is slotting *Everywoman*, due to premiere in August, in prime time, 8-8:30 Thursdays. Rene Carpenter, former wife of the astronaut Scott Carpenter, will appear as a regular personality with Jacqueline Tollett, who will serve as correspondent for the show. *Everywoman* will feature talk and film. It is produced by women and "intends to record the current revolution, to present women who are changing their life styles..."

(continued from page 40)

her own advice in starting in broadcasting. She began as a "girl Friday" with a small New York agency after secretarial school, then went to WNBC-TV as a publicist before becoming an associate producer and then proceeding to her career as an air personality.)

"A lot of young women come out of college with only a vague notion of what they want to do," says one agency vice president. "For them, a secretarial position is a good starting point until they can decide what direction they want to take."

"I wouldn't stay in a secretarial position for very long," says Joan Cooney, "but I would advise young women to accept the position as long as there are assurances that they will be moved up in the organization."

Francine Wilvers recalled that when she graduated from college she had to go to secretarial school to learn a trade ("you never see men college grads going to school to learn steno and typing or accepting receptionist positions to start") and began her career as secretary for the advertising manager of *Catholic News*. From there she wrote newspaper advertising copy for the Franklin Simon department store chain, then to Foote, Cone & Belding as a junior copywriter, to Grey Advertising as a copywriter, to Doyle Dane Bernbach as a copy supervisor and finally to Interpublic, where she was named executive vice president of the Marschalk subsidiary 18 months ago.

Although advertising agencies employ many women as media buyers, copywriters, artists and secretaries, the number of women decreases in the executive center. There are only a sprinkling of women account executives, managers and vice presidents.

"The only way a woman can become the president of an agency," said one woman agency vice president, "is to start her own"—i.e., Mary Wells Lawrence (Wells, Rich, Greene), Paula Green (Green Dolmatch) and Jacqueline Brandywyne (Jacqueline Brandywyne Associates), to name some of the better known.

"It's easier to be a vice president than it used to be," she continued, "because you are in contact with many clients and they'd be insulted if they felt the agency sent someone in an inferior position to talk to them. A lot of men still feel strange being taken out by a woman executive. It hurts their egos."

One of the most successful women in advertising and the creative mind behind the radio, television and print campaigns for Clairol ("Does she or doesn't she?") and the long-running Chock Full O'Nuts jingle, is Shirley Polykoff, senior vice president at FC&B, chairman of the firm's creative board, member of the board of directors and the creative director of the Clairol account.

A pioneer among women executives in advertising, she started her career during the 1930's, when it wasn't fashionable to be a career woman. She was fired from her first position as secretary in the circulation department at *Harper's Bazaar*

"for misspelling an author's name in an ad copy" and credits the dismissal for giving her that extra determination to succeed and "show them."

She made up some ads of her own, took them to department stores and got hired at \$20 a week "because I was a blonde and the company was run by four bachelor brothers." The following few years were spent writing copy at various department stores in the New York metropolitan area, a training ground which Mrs. Polykoff considered invaluable in the amount of experience gained, and at small agencies where she spent her terms as copy chief.

"I wrote copy on everything from Andrew Geller to A. S. Beck shoes, and learned 15 different ways to write about patent leather," she says, "experience that prepared me to write about hair products later on."

Mrs. Polykoff said she would counsel young women starting out in the advertising business to work for small agencies three or four years to learn the trade. Small companies present an opportunity to learn everything, she says.

"It's true, there is discrimination to a degree," she says, "but you have to be good, and perhaps just a little better in order to get ahead. If I were a man I might be president of a company today. Agencies need creative women because only women know what women will buy."

The highest position held by a woman at Honig-Cooper & Harrington, Los Angeles, is filled by Lydia R. Reeve, vice president and media director at the agency since 1969. Miss Reeve's career in advertising, from its infancy to being named one of the top 10 advertising women of the year by the American Advertising Federation in 1971, reads like an Horatio Alger story.

A 1949 graduate of New York University, Miss Reeve started with Foote, Cone & Belding in Los Angeles as a temporary typist. ("You'd be surprised at how much you can learn as a typist.") From there she was moved into the media department—as a permanent clerk typist working with a timebuyer.

"When she left I was able to convince management to try me as a timebuyer," she recalls. A succession of jobs followed—chief timebuyer, media supervisor, associate media director, media director—culminating in her being named vice president and media director in 1968. Miss Reeve joined H-C&H in 1969.

"You must set goals for yourself," she says. "Be constantly aware of opportunities and recognize the fact that you can't start at the top. I have not been discriminated against. My success is due to a handful of men from whom I learned a great deal."

The sales-representative field has traditionally been "all-male" but the barriers are slowly falling as more qualified women enter local station sales staffs and, to a lesser degree, national rep firms begin hiring saleswomen. A sampling of firms in New York reveals that young women have cornered the market on sales assistant positions but that sales-

women are still a rarity. An executive at one of the large rep firms estimated that there are only about five saleswomen in New York selling local time and even fewer selling network or spot.

"A sales assistant has so much to do with the success of the salesmen, she virtually holds the place together, yet she gets so little recognition," asserts a young woman assistant who has been at her job for three years. "There is a lot of phone and paper work, and contact with buyers at the agencies," she continues, "but the only promotions available are to secretary for a sales manager, which is considered a promotion by some because a sales manager is above a salesman and there is more responsibility involved. I wouldn't consider it a promotion."

"Most women just don't want to be saleswomen," she asserts, "and many men don't want to buy from women. You have to be excessively aggressive and most women don't want to take on the pressure. It's a cutthroat business and you need nerves of iron to get anywhere."

Nancy Widmann, who at 29 is the first saleswoman at CBS Radio Spot Sales, says a lot of women have been discouraged from seeking sales jobs. "There is a lot of innate prejudice against women in sales forces," she says, "but women can bring in a whole new dimension to a sales staff. You need diversity in a sales

Mary Jane Parson, ABC:

"I would advise a girl starting in the broadcast business to starve or take to the streets before accepting a secretarial job. . . . To say you can start as a secretary and move up to the top is just not so."

force; many women who are buyers know what stations want."

Before entering the rep field Mrs. Widmann was a media assistant in a small San Francisco agency. She says she has always been given a "fair shake." Moving to New York, she worked her way through a sales assistant job at Metro Radio Sales, to Needham Harper & Steers as a buyer and, before her recent appointment at CBS, to Vitt Media as a broadcast negotiator.

"There are so many women buyers at agencies now that it's a real advantage to be a saleswoman," says one saleswoman at a local station, who started as a buyer at an agency. "I think I have a better idea of what the buyers want because I've been in their position. There's a certain respect and understanding between women buyers and sellers that makes for good business."

Some of the more visible women now in broadcasting are newscasters. But for years the pat argument against female newscasters was that their voices were

not effective or authoritative enough and would not be believed by news watchers. There is still not one anchorwoman on any network news program, but on the local level, at least, women are beginning to take a greater part in transmitting the news.

Women at local radio and television stations still cover stories like the Westminster Kennel Club dog show, fashion collections, and openings of exotic food stores, but increasingly they are being given more important assignments.

Most stations have at least one woman on-air reporter, but there is still the battle cry of "tokenism" whenever a woman is hired on a news staff. Some feel, however, that "you have to start somewhere" and that "one token" will eventually lead to more female hiring and a more equitable situation.

A check of the networks reveals that only one out of ABC-TV's 43 correspondents is female, that CBS-TV has one woman out of 56 correspondents and NBC-TV five out of a total of 54.

Marlene Sanders, ABC News television documentary producer-correspondent and news commentator for ABC Radio, served as both a radio and television correspondent when she joined ABC in 1964.

"It is still difficult to be a woman newscaster," she says. "It's barely improved from some years ago—it's gone from 100% difficulty to 90%. Stations still tend to give feature material to women. It reflects the fact that women are not taken seriously." Miss Sanders was the first woman to anchor a network news program; several times in 1964, and again for three months in 1970, she replaced regular anchorman Sam Donaldson on *ABC Weekend News*. "The response in all cases was excellent," she said. "Women newscasters are credible to the public, but not to management."

"We're still slighted people," says Belva David, anchorwoman on KPIX-TV San Francisco's half-hour daily *Noon News*, who in addition to being female is black. "Many broadcasters still feel that people are not yet able to accept women as authorities on important issues of the day."

She notes, however, that midday news shows, geared towards a female audience and often anchored by women, are turning from coverage of "lighter issues," their original fare, to meatier news events. She feels this turnabout could mean a breakthrough for women into prime-time spots. "Most women are too busy at dinnertime to watch evening news shows," she says. "They want to know about critical issues during the only time they can watch the news—daytime. And once station management sees that people can accept us as newscasters [during the day] there may be a change to women as nighttime anchorwomen."

Miss Davis counts herself among the more fortunate of women newscasters. Starting as a reporter for a black newspaper, she moved into a radio disk jockey position and then on to television news. Although stations in the San Francisco area had women covering "light" news events, Miss Davis was one of the first to

win general assignment as a street reporter.

"I have always been given hard-news assignments," she says. "When I came to KPXX five years ago my first assignment was a murder story. It is easier to get ahead at a small station, but I happened to be lucky enough to step into a spot at a time when stations were being pressured to hire women and minorities."

Miss David was particularly proud to see Michele Clark covering this year's political primaries for CBS News. "It did my heart good to see her," she says, "not only because she was black but also because it was the first time I've seen a woman play such a prominent role in any network campaign coverage."

The first female producer at NBC and currently one of five now at the network, Lucy Jarvis has mounted her own campaign to get more women into her profession—she doesn't hire any men for her unit.

"I have found that women stay later, work harder, sacrifice more to their jobs and are more diligent," Mrs. Jarvis says. "I'm looking to give women a chance to get experience, I'm not looking to hire men. It may be reverse discrimination," she admits, "but we need something to equalize what's gone on for all these years."

Actions speak louder: NOW makes its mark

The largest women's rights organization, the National Organization of Women (NOW), has continually attacked what it considers the degrading stereotype of women portrayed in commercials. The group was the catalyst in obtaining an FCC rule calling for the inclusion of women in affirmative-action programs that assert equal-employment opportunities for minorities (BROADCASTING, Dec. 27, 1971/Jan. 3). The rule went into effect Feb. 4.

Last year, aided by NOW and the Women's Equity Action League, a group of 27 female employees at NBC-owned WRC-AM-FM-TV Washington calling itself the Women's Rights Committee WRC/NBC, charged the stations with sex discrimination (there are 89 women on WRC's staff, approximately 20% of the total employed at the stations), and filed complaints with the FCC, the Equal Employment Opportunity Commission and the office of Federal Court Compliance of the Department of Labor (BROADCASTING, March 8, 1971, et seq.). Among their demands: reparations of \$500,000 to \$700,000. The EEOC confirmed the group's complaints: male dominance in managerial jobs (65 of the 89 women employed are in clerical positions), withholding of new job information, women supervising only women and unequal pay for equal jobs. Management and women employee representatives are meeting separately with EEOC officials to effect a conciliation.

Taking its lead from the WRC action, a group of women employees at NBC, New York, formed the Women's Com-

mittee for Equal Employment Opportunity. Under the guidance of Marilyn Schultz, a production assistant for NBC-TV's *Nightly News* program, and a small steering committee, the group has been working with the personnel department to set up an affirmative-action plan.

Figures compiled by the personnel offices of all divisions at NBC reveal 26.7% of the total work force is female (823 out of 3,080). The leading category is office and clerical (73.3% or 648 women

out of the total). The figures for managers and executives: 40 women vs. 530 men (7.5%); professional and administrative, 118 vs. 586 (20.1%); technical, 12 vs. 748 (1.6%); sales, 2 vs. 53 (3.8%); crafts, 1 vs. 182 (.5%); operatives, 0 vs. 63 (0%); laborers, 0 vs. 11, and service workers, 2 vs. 23 (8.7%).

Among the group's priorities is a more equitable hiring situation than the employment figures gathered reveal, with at least 26% female representation in each

KODE-TV-AM is represented nationally by Avery-Knodel, Inc.



Sometimes
it takes
a little
prodding

Tough, investigative reporting by Marilyn Babb of KODE-TV and Radio in Joplin is credited with keeping more than 8,000 poor families from going hungry last February.

On routine assignment, Marilyn learned that money needed to fund the Commodity Food Program had been denied by a County judge. The jurist insisted he took action because the County was almost bankrupt.

State welfare officials confirmed that the Food Program would end unless \$612 in County money was paid. In all, 8,130 families would be affected.

Acting on a tip, the blonde KODE reporter then delved into County records, discovering that the financial picture was not as bleak as some claimed.

Though most County dollars were encumbered, enough money remained to keep the food distribution program going.

Prodded by Marilyn's stories on two newscasts on DATELINE 12 NEWS and by KODE-TV management editorials, the County court reversed itself and made the necessary pre-payment.

Court Order #24 read in part, "The Court took this action because of demands made upon

it by the news media and welfare recipients . . ."

Our congratulations to reporter Marilyn Babb and our entire KODE-TV and Radio staffs. They have shown that so long as government remains an imperfect instrument . . . responsible broadcast journalists can help bring about needed action. Gilmore Broadcasting Corporation, committed to community action.

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of the top four categories by December 1972.

The group also wants a delineation between "professional" secretaries and "progression" secretaries, so that qualified women who do not wish to remain behind the typewriter and the steno pad would be given more training, equal pay, posting of available jobs, stock options after 10 years service and then every five years, expansion of the tuition and loan program and periodic departmental orientations.

The New York chapter of NOW has filed a petition to deny the license renewal of the ABC-owned WABC-TV New York (BROADCASTING, May 8) charging "consistent failure to cover serious women's issues and offering a disparaging portrayal of women's role in society," in addition to discriminatory employment practices.

Not yet under an official gun, management at CBS Inc., under the direction of Drew Brinckerhoff, vice president, manpower management, is trying to help women at the company realize their potential. "We feel our record is good," he says, "but we are trying to improve it. We're going out to our employees, not waiting around for them to come to us.

"In the past, most women's careers ended within two years of their employment when they married, so they were not considered for jobs requiring long training periods," he says. "It has only been in the past three or four years that more women have desired careers. They



Shirley Polykoff, Foote, Cone & Belding:

"It's true, there is discrimination to a degree, but you have to be good and perhaps just a little better in order to get ahead. . . . Agencies need creative women because only women know what women will buy."

are better prepared than before and we want to capitalize on their skills."

CBS Inc. reports that women constitute 42% of its work force, taking into account all groups and divisions. In the

top four EEOC categories (manager and executive, professional and administrative, technical and sales) they account for 20%. CBS News says that 22% of its staff in "decision-making positions" are women.

Some plans already in effect or planned for the near future include posting of available jobs, broader training programs with emphasis on minorities and women, analysis of the female staff on a quarterly basis, recruitment via print ads emphasizing the desirability of both female and male applicants, recruitment efforts at all-women colleges as well as continuing efforts in co-educational institutions.

Young women with college degrees are no longer put into secretarial jobs at CBS unless they desire them. They are sent to the executive recruiting office, according to Robert E. Kalaidjian, director of personnel. (Sixty-six percent of CBS's female executives came through the secretarial route). CBS also has a list of college graduates currently doing secretarial work who have now been put on a priority list for executive placement. "We want to work with women who have career aspirations," Mr. Kalaidjian says.

Aside from the action against ABC's local outlet, WABC-TV New York, women employees at the network's New York offices have not voiced any gripes, according to Marie McWilliams, vice president in charge of personnel. Miss McWilliams, who is the only women vice president at ABC, attributed the calm to ABC's continual effort to help women.

"It's an on-going thing here," she said. "We are committed to helping women and we have been very successful in our ability to employ women in responsible positions."

(The preceding special report was written by Helen Manasian, assistant editor, New York.)

One woman's view. Gladys Moore, retired officer of WIBX(AM) Utica, N.Y. and charter member and first national membership chairman of American Women in Radio and Television, in remarks at an 80th birthday celebration in her honor:

"We usually think of broadcasting as a comparatively new industry. However, I like to think that the first broadcasting station was established on Mount Sinai in the wilderness, and that the great message God gave to Moses to broadcast continued to echo through the centuries and into our time. This would make broadcasting one of the oldest of industries, while at the same time quite a new and powerful one in its recent version."

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Broadcast Advertising

Tom Sutton, executive VP, J. Walter Thompson, New York, and head of agency's international operations, named chief executive officer, JWT-Japan. **Don Johnson**, senior VP-administration and planning, JWT New York, succeeds Mr. Sutton as executive VP-international.

Tom Bohan, director of development, Benton & Bowles, New York, named senior VP.

Daniel D. Ellithorpe, VP and associate creative director for broadcasting, Campbell-Ewald, Detroit, named president, Chicago office of Telepac Management, New York-based firm that provides broadcast-operation and production services for agencies and advertisers.

Edward B. Weiss, VP and director of creative merchandising, Doyle Dane Bernbach, New York, named senior VP.

Richard F. O'Brien, account supervisor, Grey Advertising, New York, named VP.

Peter Horst, president and creative director, Horst/Hughes/McCarthy/Boesch, San Francisco, and **John A. Adams**, senior VP and general manager, Grey Advertising's Detroit and Minneapolis offices, join McCann-Erickson, Houston, as senior VPs. Mr. Horst will be director of creative services and Mr. Adams director of marketing and account services.



Mr. Cremona

Vincent M. Cremona Jr., VP-sales, quality market division, Robert E. Eastman Co., New York, appointed general sales manager, WNBC(AM) New York.

Peter J. Cleary, account executive, Metro Radio Sales, New York, joins RKO Radio Representatives

Inc. as Eastern sales manager. **John M. Patt**, account executive, Henry I. Christal Co., New York, joins RKO as account executive.

Elizabeth Gerth, media buyer, Holland Coyle Cuniberti, Washington-based agency, named VP, administration.

Henry T. Norton, media buyer, Ted Bates, New York, appointed supervisor of media operations, Firestone & Associates, agency there.

Media

Gary J. Worth, director of station relations, Mutual Broadcasting System, Washington, named VP.

Stanley S. Kaufman and **Carl F. Trunk Jr.**, NBC attorneys specializing in regulatory matters relating to radio and TV, respectively, appointed senior counsel, broadcast regulation.

Harold L. Neal Jr., president of ABC Radio, appointed radio board member of

National Association of Broadcasters. He succeeds **Walter A. Schwartz**, named president of ABC Television.

Martin Kirschen, financial analyst, corporate planning and analysis, ABC Inc., New York, appointed business manager of ABC-owned TV stations division.

Doyle A. Peterson, VP, sales, KISN(AM) Vancouver, Wash., appointed general manager.

Steve Garman, program director, WNAD(AM) Norman, Okla., appointed acting general manager.

George O. Sutton, 76, who has specialized in communications law since 1930, is retiring from active practice. Mr. Sutton was with Federal Radio Commission from 1928 to 1930, when he established his law offices in Washington. He was a founding member of the Federal Communications Bar Association.

Richard Lynn Farr, account executive, WXXX(AM) Hattiesburg, Miss., joins KHIG(FM) Paragould, Ark., as general manager. He succeeds **Bruce Higgins** who resigns.

William O. Gallagher, with WJZ-TV Baltimore, appointed assistant business manager.

Melody Davison, associate director of public information, noncommercial KLRN-TV San Antonio, Tex., appointed director of public information. She is succeeded by **Kit Fontaine**, with station.

Jane Freeman, director of advertising and promotion, WGAR(AM) Cleveland, joins WJR(AM) Detroit as promotion director.

Marjorie Stephens, 1972 graduate, William Woods College, Fulton, Mo., appointed director of promotion, KPLS(AM) Santa Rosa, Calif.

Kenneth J. Garry Jr., manager, noncommercial WFSU(FM) Florida State University, Tallahassee, joins faculty of Southern Illinois University, Carbondale, as assistant to director of broadcasting service and manager of noncommercial WSIU(FM) there.

Programing

Neal H. Pilson, assistant general counsel, Metromedia, New York, appointed to new post of VP, administration, Metromedia Producers Corp., there. **Bill Grant**, VP, current programing and research, Screen Gems, Hollywood, joins Metromedia Producers as creative affairs executive.

George C. Castell, treasurer, Viacom International, New York, and **James E. Hanlon**, controller, elected VPs. **Kenneth F. Gorman**, director of financial planning and analysis, named assistant controller.

Lloyd W. Krause, formerly VP, eastern division TV sales, Feature House Inc.,

New York, named Northeastern sales director, United Artists Television there.

Lee Cannon, supervising sales of specials, half-hour series and feature motion pictures for UPA Productions of America Inc., Burbank, Calif., named senior VP in charge of TV sales.

Lee Sherwood, programing consultant, joins WRC-AM-FM Washington as program manager.

Lenore Cantor, supervisor of program studies, NBC research department, New York, named manager of program research.

Hugh C. Ferry, manager of research for Screen Gems and Columbia Pictures, both New York, named director of research for Screen Gems, post in which he will have expanded responsibilities in support of network and syndicated programing, Screen Gems broadcasting stations, corporate studies and special projects.

Jay Thomas, program director, WAPE(AM) Jacksonville, Fla., joins WAYS(AM) Charlotte, N.C. in same capacity. Both are Sis Radio stations.

Charles A. Brailer, executive producer, KFVB(AM) Los Angeles, appointed broadcast operations manager, KPIX(TV) San Francisco. Both are Westinghouse Broadcasting stations.

Susan Logelin, with KMSP-TV Minneapolis-St. Paul, appointed manager of program services.

Nick Alexander, announcer and newscaster, KKAM(AM) Pueblo, Colo., joins KPLS(AM) Santa Rosa, Calif., as program director.

Broadcast Journalism

Lee Hanna, VP and assistant to president of Boston Herald Traveler Corp. (now WHDH Inc.) and former news director of WGBS-TV New York, will join NBC News in September as general manager, news, NBC television stations. Reporting to him will be news operations of NBC-owned WNBC-TV New York, KNBC-TV Los Angeles, WRC-TV Washington and WKYC-TV Cleveland (NBC's other TV station, WMAQ-TV Chicago, has own local news operation). Mr. Hanna will succeed **Irwin Margolis**, to be reassigned.

Ernest Leiser, executive producer, special-reports unit, CBS News, joins ABC News as executive producer of *Reasoner Report*, weekly half-hour magazine-format news-and-feature series scheduled to start Saturday, Feb. 24, 1973.

John Webster, news director, WCFL(AM) Chicago, appointed director of news, WPIX-FM New York. **Hank Neyer**, reporter, WOHO(AM) Toledo, Ohio, appointed investigative reporter, WPIX-FM.

John S. Shelton, correspondent, Radio Free Europe, New York, joins WSFA-TV

Montgomery, Ala., as editorial director.
Mike Day, with WMPS(AM) Memphis, appointed news director.

Thomas W. Dorsey, news director, WBNS-TV Columbus, Ohio, joins WHAS-AM-TV Louisville, Ky., in same capacity. He succeeds **Bob Morse**, who joins WCAU-TV Philadelphia as news director.

W. Ben Waters Jr., assistant station manager, WBTV(TV) Charlotte, N.C., joins WTOL-TV Toledo, Ohio, as news director.

Ira Bitner, newsman, WIRL(AM) Peoria, Ill., appointed news director.

John DeVon, assistant production director, WVAB(AM) Virginia Beach, Va., appointed news and public-relations director.

Jim Estrada, news reporter, KGTV(TV) San Diego, appointed community-affairs coordinator.

John Sandifer, assignment editor, ABC News, New York, join KOMO-TV Seattle as news reporter.

Steve Corona, with WLTH(AM) Gary, Ind., joins WANE-TV Fort Wayne, Ind., as feature reporter.

Nancy Herr, news editor, KCBS(AM) San Francisco, appointed on-air staff news-woman.

William Moore Jr., reporter, WAYS(AM) Charlotte, N.C., joins WMAL-AM-FM Washington as staff reporter.

Carl Ward, formerly writer-reporter, KYW-TV Philadelphia, rejoins station in same capacity following military duty.

Dave Martin, sports director, WJW-TV Cleveland, joins WHDH(AM) Boston as play-by-play broadcaster, Boston Red Sox baseball games.

Walt Brown, sports announcer, University of Nebraska, Lincoln, appointed sports director, KOB-AM-FM-TV Albuquerque, N.M.

Lionel Lombard, former member of New Orleans police department, joins WDSU-TV there as reporter.

Equipment & Engineering

Dr. George H. Brown, with RCA in engineering and scientific posts for almost 40 years, relinquishes positions as executive VP, patents and licensing, and as member of RCA board, but will remain with company until he retires next year. His responsibilities as executive VP will be divided between **Stephen S. Barone**, staff VP, international licensing, named VP, licensing, and **John V. Regan**, who continues as staff VP, patent operations. Two new RCA board members elected: **Dr. Cecily Cannan Selby**, national executive director of Girl Scouts of USA also elected to board of NBC, RCA subsidiary, and **John R. Petty**, managing director of Lehman Brothers Inc., investment banking firm, and head of its Washington office.

James R. Palmer, president of Centre Video, State College, Pa., resigns to become president of C-Cor Electronics there.

John M. Hollywood, staff scientist, CBS Laboratories, Stamford, Conn., appointed senior electronic engineer, Goldmark Communications Corp., Stamford.

Larry Fremire, with Anixter-Pruzan, Skokie, Ill., CATV equipment distributor, appointed manager of firm's Los Angeles office.

Eric K. Maxon, with International Video Corp., Sunnyvale, Calif., appointed manager, video cartridge recorder engineering division. **Lawrence M. Martin**, video engineer, special products division, Ampex Corp., Redwood City, Calif., joins IVC as manager, television systems planning. **Willard D. Stickney**, supervisor, system lab, IVC, appointed manager, television systems engineering.

Seth P. Henderson, formerly district manager, RCA magnetic-products division, joins Coltap division Columbia Pictures Industries, Los Angeles, as Western regional representative. **Carl Campbell**, engineer, KNX(AM) Los Angeles, retires after 41 years with station.

Cable



Mr. Sabino

Richard J. Sabino, Northeast regional operations director, Teleprompter Corp., New York, appointed operations manager, CATV division.

Arthur G. Goldstein, director of corporate accounting, Television Communications Corp., New York, named business manager of Cablevision Corp. of America, Boston, TVC subsidiary.

Music

Walter Wager, editorial and public-relations consultant, to American Society of Composers, Authors and Publishers, New York, named ASCAP public-relations director succeeding **Richard F. Frolich**, appointed assistant to president (BROADCASTING, June 12).

Don England, with audio equipment division, Columbia Records, New York, appointed New York regional branch manager, Warner/Elektra/Atlanta Distributing Corp., Burbank, Calif. He will be based in Carlstadt, N.J. **Norman N. Alvord**, systems analyst, Warner Bros. Records, Burbank, appointed director of systems, Warner/Elektra/Atlanta.

Donald G. Chaump, manager, manufacturing control and quality, RCA Records, appointed director, commercial operations planning.

For the Record®

As compiled by BROADCASTING July 25 through Aug. 1, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. sur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—direction antenna. ERP—effective radiated power. khz—kilo-

hertz. 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.

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New TV stations

Actions on motions

■ Hearing Examiner **Lenore G. Ehrig** in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, by separate actions, granted petition by Dixie National Broadcasting Co. for leave to amend application to reflect issuance, on pro rata basis of additional 3,000 shares of common voting stock in applicant corporation during period May 1 to May 8, and additionally incorporated into record material contained in its April and May 1.65 reports; granted Lamar Life Broadcasting Co.'s petition for leave to amend application to reflect change in corporate structure of its parent, its motion for leave to file reply to oppositions, and its request to receive into evidence Lamar exhibit No. 124 and received its exhibit No. 124; and granted to limited extent petition by Channel 3 Inc., for leave to amend application to show that Warren Hood, one of Ch. 3's stockholders and directors, will resign his directorship and sell his stock in Standard Life Insurance Co. in event of grant of Channel 3's application,

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and denied it in all other respects (Docs. 18845-9). Action July 26.

■ Hearing Examiner Jay A. Kyle in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding, granted motion by Alabama Television Inc. for extension of time through July 20 to file required amendment to broadcast application form 301 (Docs. 15461, 16760-1, 16758). Action July 14.

Rulemaking petition

■ Acting Chief, Broadcast Bureau, on request of Capital Cities Broadcasting Corp., licensee of KFSN-TV Fresno, Calif., extended through Aug. 10 time to file reply comments in matter of amendment of TV table of assignments (Vallejo-Fairfield and Sacramento, all California) (Doc. 19511). Action July 28.

Call letter actions

■ Los Angeles Unified School District, Los Angeles—Granted *KLCS(TV).
■ Michiana Public Board Corp., South Bend, Ind.—Granted *WNIT(TV).

Existing TV stations

Final actions

■ KTXL(TV) Sacramento, Calif.—Broadcast Bureau granted authority to operate trans. by remote control from 4655 Fruitridge Road, Sacramento. Action July 28.

■ KWGN-TV Denver—Broadcast Bureau granted license covering utilization of former main ant. as aux. ant. at main trans. and ant. location. Action July 28.

■ WTCC(TV) Atlanta—Broadcast Bureau granted license covering changes; ERP 661 kw (vis.), 66.1 kw (aur.); ant. height 1,090 ft. Action July 19.

■ WLKY-TV Louisville, Ky.—Broadcast Bureau granted license covering change in ERP. Action July 25.

■ KSTP-TV St. Paul—Broadcast Bureau granted CP to install aux. ant. at new proposed main trans. and ant. location. Action July 27.

■ WYNY-TV Carthage, N.Y.—Broadcast Bureau granted licenses covering changes in ERP and type trans. and to utilize former main trans. as aux. trans. at main trans.-ant. location. Action July 28.

■ WSPA-TV Spartanburg, S.C.—Broadcast Bureau granted CP to change type trans. Action July 28.

■ FCC denied petition by Heart of the Black Hills Stations for reconsideration of decision released Nov. 1, 1971, denying renewal of license for KRSD-TV Rapid City, S.D., and its satellite, KDSJ-TV Lead, S.D. (Docs. 18358-9). Petition by licensee to reopen and update record was also denied. Action July 26.

■ WCYB-TV Bristol, Va.—Broadcast Bureau granted licenses covering changes in main trans. and ant. and aux. trans. and ant. Action July 19.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Dubuque, Iowa (Dubuque Communications Corp. [KDUB-TV]), TV proceeding, closed record and directed all parties to file proposed findings of fact and conclusions, briefs or memoranda by Oct. 16, and replies by Oct. 27 (Doc. 19339). Action July 21.

■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcast Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, dismissed renewal of motion to compel answers to interrogatories by Southern Broadcasting Co. (Docs. 18906-7). Action July 20.

■ Hearing Examiner David I. Kraushaar in Norfolk,

Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, on examiner's own motion, corrected transcript of Vol. 27 of the July 24 hearing conference in this proceeding, unless any parties object within five business days of date of release of this order (Docs. 18791-2). Action July 25.

■ Hearing Examiner Forest L. McClenning in Fort Smith and Jonesboro, both Arkansas (KFPW Broadcasting Co. [KFPW-TV] and George T. Herreich [KAIT-TV]), TV proceeding, granted request by ABC Inc. and scheduled further hearing conference for July 21 and ordered that the parties be prepared to address themselves to motion by ABC for postponement of hearing dates at further hearing conference (Docs. 19291-2). Action July 20.

■ Hearing Examiner Forest L. McClenning in Fort Smith and Jonesboro, both Arkansas (KFPW Broadcasting Co. [KFPW-TV] and George T. Herreich [KAIT-TV]), TV proceeding, granted motion by ABC Inc. to extent that further hearing is continued to date to be specified following disposition of matters pending as consequence of filing of discovery pleadings (Docs. 19291-2). Action July 24.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Co. [WFAN-TV], et al.), AM and TV proceeding, granted petition by United Broadcasting Co. and United Television Co. for extension of time to file proposed findings of fact and conclusions of law; granted motion by Washington Community Broadcasting Co. for leave to correct proposed findings and conclusions; and accepted portions of the proposed findings of fact and conclusions of law filed July 7 and corrections filed with motion for leave to correct (Docs. 18559, 18561-3). Action July 21.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, granted petition by Community Broadcasting of Boston Inc. for leave to amend application to show additional data and corrections to financial proposal, and accepted amendment (Action July 13); and in separate order, dismissed on request petition by Community Broadcasting of Boston Inc. for leave to amend application, filed July 12, to add information concerning its equal-employment opportunity program (Action July 14) (Docs. 18759-61).

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, granted petition by RKO General Inc. for leave to amend application to report filing in U.S. District Court for Northern District of California of civil action alleging violation of Sherman Act by General Tire and Rubber Co., and comments by Broadcast Bureau; further ordered that any renewal of RKO General's license to operate WNAC-TV is without prejudice to any action commission might deem appropriate as result of U.S. district court's disposition of civil action (Docs. 18759-61). Action July 21.

■ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, ordered Central Florida Enterprises may file, on or before July 28, amendment to its memorandum (filed on July 18), or such other pleading as it may deem appropriate; that other parties may file responsive pleadings within 10 days of conclusion of hearing sessions scheduled in Daytona Beach on Aug. 1; and that Central may file reply pleading within five days thereafter (Docs. 19168-70). Action July 19.

■ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, granted petition by Cowles Florida Broadcasting for leave to amend application to advise commission that Federal Trade Commission has issued consent order against its parent, Cowles Communications Inc., and ordered that petitioner file with commission and serve on all parties copies of FTC consent order within 10 days

of release of this order (Docs. 19168-70). Action July 24.

■ Hearing Examiner James F. Tierney in New York (WPXI Inc. [WPXI(TV)] and Forum Communications Inc.), TV proceeding, on request of Forum Communications scheduled further hearing conference for Aug. 16 (Docs. 18711-2). Action July 24.

Call letter applications

■ WNBK-TV Binghamton, N.Y.—Seeks WBNG-TV.
■ WFBG-TV Altoona, Pa.—Seeks WTAJ-TV.
■ KFBC-TV Cheyenne, Wyo.—Seeks KYCU-TV.

Fine

■ KLAS-TV Las Vegas—FCC notified Hughes Tool Co., licensee, that it has incurred apparent liability for forfeiture of \$4,000 for willful violation of rules by engaging in fraudulent billing practices. Action July 26.

New AM stations

Actions on motions

■ Hearing Examiner Charles J. Frederick in Tallahassee and Quincy, both Florida (Charles W. Holt, et al.), AM proceeding granted petition by B. F. J. Timm for leave to amend application to reflect disposition of his stock in WTIF Tifton, Ga., and proposed grant of nighttime operation for WRBN Warner Robins, Ga. (Docs. 19445-7). Action July 21.

■ Hearing Examiner Millard F. French in Brunswick and Waycross, both Georgia, and Jacksonville, Fla. (Dowrie Broadcasting Co. et al.), AM proceeding, granted motion by Integrated Broadcasting Co. for continuance; set certain procedural dates; and rescheduled hearing from Aug. 11 and 18 to Aug. 21 (Docs. 19448-50). Action July 26.

■ Hearing Examiner Jay A. Kyle in Pineville, La., and Dermott, Ark. (Robert Cowan Wagner and Southeast Arkansas Radio Inc.), AM proceeding, granted petition by Southeast Arkansas Radio for leave to amend application to reflect revised bank loan letter from the Union National Bank of Little Rock, Ark., in which terms and conditions of proposed \$150,000 is set out in more detail respecting terms and conditions of proposed bank loan, and to reflect that petitioner has moved its public file from the offices of Billy Calhoun to offices of city clerk of Dermott, Ark., at city hall (Docs. 19473-4). Action July 24.

■ Hearing Examiner Jay A. Kyle in Bay St. Louis, Gulfport and McComb, all Mississippi (Michael D. Haas, et al.), AM proceeding, rescheduled hearing for Oct. 24, in lieu of Sept. 26 (Docs. 19465-7). Action July 18.

■ Hearing Examiner Ernest Nash in Fajardo, Puerto Rico, and Frederiksted, St. Croix, Virgin Islands (Fajardo Broadcasting Corp. and Carlos A. Lopez-Lay), AM proceeding, on examiner's own motion scheduled further prehearing conference for July 19 (Docs. 19386-7). Action July 13.

■ Hearing Examiner Chester F. Naumowicz Jr. in Clifton Forge, Va. (Clifton Forge Radio and Alleghany-Highlands Radio Inc.), AM proceeding, having for consideration Broadcast Bureau's opposition to petition for leave to amend, ordered that applicants may file replies to the bureau's opposition within five days of release of this order (Docs. 19489-90). Action July 27.

■ Hearing Examiner Chester F. Naumowicz Jr. in Clifton Forge, Va. (Clifton Forge Radio and Alleghany-Highlands Radio Inc.) AM proceeding set aside presently established procedural dates and continued hearing now scheduled for Aug. 28 pending further order (Docs. 19489-90). Action July 19.

Call letter action

■ Town & Country Radio, Smithfield, Va.—Granted WAYM.

Other actions

■ Review board denied motion by Talquin Broadcasting Co. for either deletion or modification of suburban issue directed at it in 1070 khz Tallahassee and Quincy, both Florida, AM proceeding (Docs. 19445-7). Action July 26.

■ Acting Chief, Office of Opinions and Review, in Lebanon, Pa., and Catonsville, Md. (Lebanon Valley Radio Inc. and Radio Catonsville Inc.), AM proceeding, granted request by Radio Catonsville and extended through Aug. 6 time to file application for review of decision of review board released June 7 (Docs. 15835, 15839). Action July 21.

■ Review board dismissed petition by North Texas Enterprises Inc. to enlarge issues against Friend Radio Inc., applicant for new AM at Clovis, N.M. Since hearing examiner, in order released July 5, dismissed Friend Radio's application with prejudice, board said petition has become moot. Action July 26.

■ Review board granted Kenneth S. Bradby and Gilbert L. Granger (Virginia Broadcasters) extension of time through Aug. 24 to file exceptions to initial decision in Williamsburg-Norfolk, Va., AM proceeding (Docs. 17605, 17606, 18375). Action July 25.

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■ Review board in Green Bay, Wis., AM proceeding, rescheduled oral argument on application of Frank M. Cowles for new daytime AM at Green Bay, to operate on 1,080 khz with 1 kw, using DA. Oral argument will be held Aug. 24 (Doc. 18790). Action July 24.

Existing AM stations

Final actions

■ FCC set grant fee for transfer of control of Plough Broadcasting Co., licensee of five AM-FM stations, to Schering-Plough Corp., at \$204,540. Commission said it determined grant fee through use of mathematical formula derived from study of comparable broadcast transfers. Stations involved are WPLO-AM-FM Atlanta, WCAO-AM-FM Baltimore, WCOP-AM-FM Boston, WJJD-AM-FM Chicago and WMPA-AM-FM Memphis. FCC approved transfer Dec. 15, 1970. Action July 20.

■ KBLU, Yuma, Ariz.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from KBLU-TV studio at 1301 3rd Avenue, Yuma, DA-N. Action July 26.

■ KFAC, Los Angeles.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control and change of main studio location to 3725 Chesapeake Avenue, Los Angeles; DA, main and aux. Action July 26.

■ KEST San Francisco.—Broadcast Bureau granted license covering use of former main trans. as alt.-main trans. Action July 17.

■ WMOP Ocala, Fla.—Broadcast Bureau granted license covering aux. trans. Action July 14.

■ WBHB Fitzgerald, Ga.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action July 17.

■ WSGA Savannah, Ga.—Broadcast Bureau granted license covering changes. Action July 17.

■ KHLO Hilo, Hawaii.—Broadcast Bureau granted license covering alt.-main trans. Action July 17.

■ KXEL Waterloo, Iowa.—Broadcast Bureau granted mod. of license covering operation of aux. trans. by remote control from main studio location, while using nondirectional aux. ant. Action July 28.

■ FCC dismissed applications for consent to assign license of KJFJ Webster City, Iowa, from Nachusa Corp. to Whitesell Broadcasting Co. and license of KWAW-FM Webster City, from PBW Broadcasting Corp. to Whitesell Broadcasting. Sale had been contingent on grant of Whitesell's request for waiver of duopoly rules, which was denied by commission. Action July 26.

■ WABD Fort Campbell, Ky.—Broadcast Bureau granted CP to increase ant. height to 243 ft. and make changes in ant. system. Action July 28.

■ WKNX Saginaw, Mich.—Broadcast Bureau granted mod. of license covering change of main studio location and remote control point beyond corporate city limits to 5200 State Street. Action July 28.

■ KDAL Duluth, Minn.—Broadcast Bureau granted license covering changes. Action July 14.

■ KLLR Walker, Minn.—Broadcast Bureau granted license covering changes. Action July 17.

■ WCLD Cleveland, Miss.—Broadcast Bureau granted CP to increase tower height to accommodate FM ant., operate trans. by remote control from main studio location; condition. Action July 26.

■ WSWG Greenwood, Miss.—FCC ordered Leflore Broadcasting Co. to file its renewal application for WSWG Greenwood, by Nov. 1, because of questions about Leflore's representations in its 1970 renewal application with respect to programming directed toward meeting needs of black community. Regular license term for Mississippi broadcast stations ends June 1, 1973, with renewal applications due to be filed 90 days prior to that date. Action July 19.

■ WYNG Goldsboro, N.C.—FCC denied request by Joseph M. Whitehead, principal of Peace Broadcasting Corp. (WYNG), for waiver of signature requirements of rules, and dismissed as defective application to relinquish negative control. Action July 26.

■ WNCT Greenville, N.C.—Broadcast Bureau granted license covering changes; change frequency; increase power; specify type trans. Action July 14.

■ WNCT Greenville, N.C.—Broadcast Bureau granted license covering installation of aux. trans. for aux. purposes only. Action July 14.

■ WLSE Wallace, N.C.—Broadcast Bureau granted CP to replace expired permit. Action July 14.

■ WCHR Trenton, N.J.—Broadcast Bureau granted CP to install DA; install new trans. and ant.; change TPO, ERP 50 kw; change ant. height 240 ft.; conditions. Action July 24.

■ KOKC Guthrie, Okla.—Broadcast Bureau granted license covering changes; change trans. Action July 17.

■ KGRL Bend, Ore.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action July 14.

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	4,351	4	17	4,367	55	4,422 ¹
Commercial FM	2,302	1	49	2,352 ²	116	2,468
Commercial TV-VHF	504	1	6	511 ³	13	524 ²
Commercial TV-UHF	184	0	6	190 ³	60	250 ³
Total commercial TV	687	2	12	701	73	774
Educational FM	504	1	17	521	78	599
Educational TV-VHF	86	3	2	89	2	91
Educational TV-UHF	119	0	6	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.

■ FCC denied petition by Gateway Broadcasting Enterprises Inc. for reconsideration of order released March 2 to show cause why its licenses for WKPA-AM New Kensington and WYDD-FM Pittsburgh, both Pennsylvania, should not be revoked (Doc. 19452). Action July 19.

■ WQXL Columbia, S.C.—Broadcast Bureau granted CP to make changes in ant. system; conditions. Action July 14.

■ WRAI San Juan, Puerto Rico.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 74 Mayaguez Street, San Juan; remote control permitted; conditions. Action July 14.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Yuba City, Calif. (General Broadcasting Co. [KOBQ]), AM proceeding, designated Hearing Examiner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for Sept. 6 and hearing for Oct. 4 (Doc. 19549). Action July 20.

■ Hearing Examiner Forest L. McClenning in White Castle, La. (Shedd-Agard Broadcasting Inc. [KLSU]), revocation of license, continued hearing presently scheduled for Sept. 6 to Nov. 14 (Doc. 19514). Action July 26.

■ Hearing Examiner Ernest Nash in Puyallup, Wash. (KAYE Broadcasters Inc.), renewal of license of KAYE, granted motion by applicant for continuance and scheduled hearing for Aug. 7; remanded hearing for Aug. 16 (in lieu of Aug. 2) in Puyallup, and set certain procedural dates (Doc. 18929). Action July 13.

■ Hearing Examiner Ernest Nash in Puyallup, Wash. (KAYE Broadcasters Inc.), renewal of license of KAYE, denied motion by Puget Sound Committee for Good Broadcasting for protective order (Doc. 18929). Action July 24.

■ Hearing Examiner Chester F. Naumowicz Jr. in Greenville, S.C. (Curtis & Associates Inc. [WPXY], et al.), AM proceeding, dismissed as moot petition by Broadcast Bureau with respect to applications of Farmville Broadcasting Co. and Radio Washington Inc. and granted with respect to application of Curtis & Associates Inc.; granted pleadings of Farmville and Radio Washington; and dismissed applications of Curtis & Associates Inc., Farmville Broadcasting Co. and Radio Washington Inc. (Docs. 19362-5). Action July 24.

Other action

■ Acting Chief, Office of Opinion and Review, in Jacksonville, Fla. (Belk Broadcasting Co. of Florida Inc.), renewal of license of WPDQ, granted applicant's request for extension of time through Aug. 15 to file reply to exceptions in initial decision filed by Broadcast Bureau (Doc. 19126). Action July 14.

Call letter applications

■ KPHO Phoenix—Seeks KJJJ.

■ WBGS Slidell, La.—Seeks WSDL.

■ KRUB Sparks-Reno, Nev.—Seeks KWRL.

■ WTNW Chapel Hill, N.C.—Seeks WRBX.

■ KFKF Bellevue, Wash.—Seeks KBES.

Call letter actions

■ WFBF Fernandina Beach, Fla.—Granted WYHI.

■ WLYB Albany, Ga.—Granted WQDE.

■ WGEI Indianapolis, Ind.—Granted WNIR.

Fines

■ WEXT West Hartford, Conn.—FCC notified Grossco Inc., licensee, that it has incurred apparent liability of \$4,000 for willful or repeated viola-

tion of rules by failing to log commercials and incorrect logging, and violation of rules by failing to identify sponsors. Action July 26.

■ KTEO San Angelo, Tex.—FCC notified Western Radio Corp., licensee, that it has incurred apparent liability of \$1,000 for violation of terms of its license and authorization and rules by operating with full daytime power of 1 kw before sunrise from June 29 through Aug. 29, 1971. Action July 26.

■ KASY, Auburn, Wash.—FCC notified Auburn Broadcasters Inc., licensee, that it has incurred apparent liability for forfeiture of \$500 for violation of rules by operation of station during presunrise hours with excess power. Action July 26.

■ FCC notified Birch Bay Broadcasting Co., licensee of KARI Blaine, Wash., of apparent liability of \$5,000 for broadcasting lottery in violation of law and for entering names of program sponsors on logs several days after programs were broadcast and without any explanation, in violation of rules. Birch Bay was also cited for lack of control over its foreign-language broadcasts. Action July 26.

■ KTAC Tacoma, Wash.—FCC notified Radio 850 Corp., licensee, that it has incurred apparent liability of \$5,000 for willful or repeated violation of rules by making false entries in operating and maintenance logs, by failing to cease operation by remote control when remote control equipment became defective, and by failing to make equipment performance measurements within the required time period. Action July 26.

■ WAJR-AM-FM Morgantown, W.Va.—FCC notified West Virginia Radio Corp., licensee, that it has incurred apparent liability of \$1,000 for willful or repeated violation of rules by operating stations without licensed operator on duty at least twice daily either at remote control point or trans. Action July 26.

New FM stations

Applications

■ *Moraga, Calif.—Associated Students of St. Mary's College of California. Seeks 89.9 mhz, 54.9 w. HAAT 94.8 ft. P.O. address Augustine Hall, St. Mary's College, Moraga 94575. Estimated construction cost \$2,170; first year operating cost \$1,355.80; revenue none. Principals: Dennis Rice, et al. Mr. Rice is general manager of KSMC(AM) at college. Ann. July 28.

■ Santa Rosa, Calif.—KVRE Inc. Seeks 99.3 mhz, 13.5 w. HAAT 1,102 ft. P.O. address Box 1712, Santa Rosa 95403. Estimated construction cost \$18,856; first-year operating cost \$11,000; revenue \$15,000. Principal: William H. Colclough, president. Mr. Colclough owns KVRE(AM) Santa Rosa. Ann. July 19.

■ Centerville, Iowa—Hope Co. Seeks 98.7 mhz, 100 kw. HAAT 450.5 ft. P.O. address 317½ North 13th Street, Centerville 52544. Estimated construction cost \$101,801; first-year operating cost \$15,000; revenue \$25,000. Principals: Robert K. Faust, president (32.8%); E. G. Faust, vice president (22.4%); Franklin G. Miller, secretary-treasurer (22.4%); Robert G. Einhaus (22.4%). Principals own KJAN(AM) Atlantic and KCOG(AM) Centerville, both Iowa. Ann. July 24.

■ Bossier City, La.—Bossier Broadcasting Corp. Seeks 100.1 mhz, 3 kw. HAAT 95.9 ft. P.O. address Box 5665, Bossier City 71010. Estimated construction cost \$27,657.95; first-year operating cost \$24,000; revenue \$36,000. Principals: Donald F. Wille, president (45%), et al. Mr. Wille is applicant now new AMs at Bossier City and Ozona, Tex. He is also radio consultant in Bossier City. Ann. July 14.

■ *Springfield, Mo.—Southwest Missouri State College. Seeks 91.1 mhz, 5.78 kw. HAAT 264 ft. P.O. address 901 South National, Springfield 65802. Estimated construction cost \$35,521; first-year operating cost \$26,500; revenue none. Principals: Carl A. Fox, president, board of regents, et al. Ann. July 14.

■ Rutland, Vt.—Vermont Radio Inc. Seeks 97.1

mhz, 50 kw. HAAT minus 353.6 ft. P.O. address Box 249, Rutland 05701. Estimated construction cost \$86,656.40; first-year operating cost \$20,000; revenue \$20,000. Principals: Simon Goldman, president, et al. Vermont Radio owns WSYB(AM) Rutland and WYMT(AM) Burlington, both Vermont. Mr. Goldman has interest in WJTN-AM-FM Jamestown, WDOE(AM) Dunkirk, both New York; WTOO(AM) and WOGM-FM Bellefontaine, Ohio; WYWN-AM-FM Erie, Pa. Ann. July 21.

■ *Roanoke, Va.—Virginia Western Community College. Seeks 90.1 mhz, 4.11 kw. HAAT minus 86 ft. P.O. address 911 East Broad Street, Richmond, Va. 23212. Estimated construction cost \$57,144.97; first-year operating cost \$26,500; revenue none. Principals: Dr. Harold H. Hopper, president of college, et al. Ann. July 14.

Final actions

■ FCC denied requests for waivers of rules prohibiting acceptance or grant of applications causing or receiving interference within 1 mv/m contours. Applications of Corporation for Community Radio for a new noncommercial educational FM on ch. 211 (90.1 mhz), Richmond, Calif., and the Board of Trustees of Leland Stanford Junior University, for increase in facilities of noncommercial educational KZSU(FM) (ch. 211 [90.1 mhz]), Stanford, Calif., have been returned. Action July 26.

■ FCC denied request by South Jones Broadcasters Inc. for conditional grant of its application for new FM on ch. 272A at Ellisville, Miss. (Docs. 19415-16, 19465-66-67). Action July 26.

Initial decisions

■ Hearing Examiner Chester F. Naumowicz Jr., in initial decision, proposed grant of application of Troy Radio Inc. for CP for new FM on ch. 289 with 100 kw at Troy, Ala. (Doc. 19407). Ann. July 27.

■ Hearing Examiner Chester F. Naumowicz Jr., in initial decision, proposed grant of application of Channel Two Thirty Six Inc., for new FM on ch. 236 at San Bernardino, Calif. (Doc. 19063). Ann. July 18.

Actions on motions

■ Acting Chief, Broadcast Bureau, on request of Tropics Inc., extended through Aug. 9 time to file responses to petition for rulemaking in matter of amendment of FM table of assignments (Vero Beach, Fla.). Action July 26.

■ Hearing Examiner Frederick W. Denniston in Lorain, Ohio (Lake Erie Broadcasting Co. and Lorain Community Broadcasting Co.), FM proceeding, on request of Broadcast Bureau, extended to Aug. 11 date for filing proposed findings and to Aug. 24 filing of replies (Doc. 19213-4). Action July 20.

■ Hearing Examiner Lenore G. Ehrig in Sacramento, Calif. (California Stereo Inc. and Intercast Inc.), FM proceeding, granted petition by California Stereo Inc. for leave to amend application to provide additional response to application form, and accepted amendment (Docs. 19515-6). Action July 14.

■ Hearing Examiner David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al.). FM proceeding, granted, nunc pro tunc, request for extension of time by Hilton, McGowan & Hilton, and denied filed request for permission to file appeal from examiner's ruling (Docs. 19468-7). Action July 17.

Call letter applications

■ St. Thomas Seminary, Hartford, Conn.—Seeks *WJMJ(FM).

■ Westminster Academy, Fort Lauderdale, Fla.—Seeks *WAFG(FM).

■ West Georgia College, Carrollton, Ga.—Seeks *WWGC(FM).

■ Evans County Board Co., Claxton, Ga.—Seeks WCLA-FM.

■ Whites Indiana Manual Training Institute, Wabash, Ind.—Seeks *WHFG(FM).

■ White River Communications Inc., Whitehall, Mich.—Seeks WLRC-FM.

■ Swarthmore College, Swarthmore, Pa.—Seeks *WSRN-FM.

Call letter actions

■ WJDB Radio Inc., Thomasville, Ala.—Granted WJDB-FM.

■ KVOY Radio Inc., Yuma, Ariz.—Granted KVOY-FM.

■ Edward J. Patrick, Security, Colo.—Granted KWYD(FM).

■ Central Connecticut State College, New Britain, Conn.—Granted *WFCS(FM).

■ Meade County Broadcasting Co., Brandenburg, Ky.—Granted WMMG(FM).

■ John O. McPherson, Pineville, Ky.—Granted WTJM(FM).

■ Louisiana Tech University, Ruston, La.—Granted *KLPI(FM).

■ Wilbur J. Martin Sr., Waynesboro, Miss.—Granted WABO-FM.

■ Magland Broadcasting Co., Anaconda, Mont.—Granted KGLM-FM.

■ Contoocook Valley Broadcasting Corp., Peterborough, N.H.—Granted WSLE(FM).

■ KWHW Radio Inc., Altus, Okla.—Granted KWHW-FM.

■ Lufkin Broadcasting Corp., Lufkin, Tex.—Granted KLUF-FM.

■ Community Broadcasting Co., Brigham City, Utah—Granted KBUH-FM.

■ Virginia Cultural Foundation Inc., Norfolk, Va.—Granted *WTGM(FM).

Rulemaking petitions

■ Kern River Valley Radio Inc., Kernville, Calif.—Requests institution of rulemaking proceedings looking toward amendment of FM table of assignments to assign ch. 272A (102.3 mhz) to Kernville. Ann. July 31.

■ KYOS(AM) Merced, Calif.—Requests amendment of rules to assign ch. 248B to Merced. Ann. July 31.

■ WMEL(AM) Melbourne, Fla.—Requests amendment of table of FM assignments to assign ch. 292A to Melbourne. Ann. July 31.

■ J. R. Evans, Savanna, Ill.—Requests amendment of rules to allocate ch. 261A to Elkader, Iowa. Ann. July 31.

■ Wabash Valley Broadcasting Corp.—Requests institution of rulemaking to amend FM table of assignments, to substitute ch. 285A for ch. 249A at Brazil, Ind., and substitute ch. 249A for ch. 285A at Rockville, Ind.; also requests that commission issue order to Clay County Broadcasting Co. to show cause why its CP for a new FM at Brazil should not be modified to specify operation on ch. 285A. Ann. July 31.

■ KIMM Rapid City, S.D.—Requests amendment of table of FM assignments to allocate ch. 262C to Rapid City. Ann. July 31.

Rulemaking actions

■ FCC, in rulemaking notice, proposed changes in FM channel assignments in Enterprise and Greenville, both Alabama, and Bonifay, Chipley, and Pensacola, all Florida. Commission invited comments on following proposed FM assignments: Addition of ch. 294 to Enterprise; or assignment of ch. 296A to Bonifay and Greenville, or assignment of ch. 296A to Chipley and Greenville. FCC also invited comments on proposals for addition of ch. 243, 297 or 298 to Pensacola. Comments are due Sept. 8; reply comments by Sept. 18. Action July 26.

■ FCC reassigned ch. 295, presently allocated to Elizabeth City, N.C., to Nansemond, Va., as the first FM channel assignment in that community (Doc. 19499). Action July 26.

Designated for hearing

■ FCC designated for hearing applications of Industrial Business Corp. and Ogallala Broadcasting Co., for new FM facilities on ch. 228 (93.5 mhz), with 3 kw and ant. height of 300 ft. Action July 26.

Existing FM stations

Applications

■ KIAK(FM) Fairbanks, Alaska—Seeks CP to make changes in ant. system, increase tower height to 230 ft. and change main studio location to 543 Second Avenue, Fairbanks, and operate trans. by remote control from studio location. Ann. July 13.

■ KRLN(FM) Canon City, Colo.—Seeks mod. of license to change hours of operation from specified to U. Ann. July 13.

■ KAAT(FM) Denver—Seeks mod. of CP to increase ant. height and to remove top loading. Ann. July 28.

■ WSHY(FM) Shelbyville, Ill.—Seeks mod. of CP to modify radiation pattern encompassing measured fields. Ann. July 28.

■ WCTW(FM) New Castle, Ind.—Seeks mod. of CP to make changes in ant. system. Ann. July 28.

■ WSHO(FM) New Orleans—Seeks CP to change ant.-trans. site to Oil Field Road, Marrero, La. Ann. July 28.

■ WMVO(FM) Mount Vernon, Ohio—Seeks CP to increase height of south tower to 305 ft. and add null fill-in to presently authorized horizontal radiation pattern. Ann. July 13.

■ KMO(FM) Tacoma, Wash.—Seeks CP to increase tower height to 455.5 ft. Ann. July 19.

Final actions

■ WOAB(FM) Ozark, Ala.—Broadcast Bureau granted license covering changes; ERP 2.85 kw; ant. height 180 ft. Action July 17.

■ KXTZ(FM) Los Angeles—Broadcast Bureau granted license covering changes; ERP 78 kw; ant. height 2,890 ft. Action July 17.

■ *KUSP(FM) Santa Cruz, Calif.—Broadcast Bureau granted license covering new FM. Action July 17.

■ *KCRW(FM) Santa Monica, Calif.—Broadcast Bureau granted license covering changes; ERP 26 kw; ant. height minus 100 ft. Action July 17.

■ *WSHU(FM) Fairfield, Conn.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 1 kw; ant. height 620 ft.; remote control permitted. Action July 28.

■ *WMPH(FM) Wilmington, Del.—Broadcast Bureau granted license covering changes. Action July 14.

■ WGNB(FM) St. Petersburg, Fla.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw; ant. height 440 ft.; remote control permitted. Action July 28.

■ KHCC-FM Hutchinson, Kan.—Broadcast Bureau granted license covering new FM; ERP 83 w; ant. height 57 ft. Action July 14.

■ KJCK-FM, Junction City, Kan.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system (increase height) 540 ft.; change TPO; ERP 100 kw; remote control permitted from main studio at West 6th at Garfield. Action July 24.

■ *WBKY(FM) Lexington, Ky.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 540 ft. Action July 14.

■ WEZB(FM) New Orleans—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; ERP 50 kw; ant. height 320 ft. Action July 14.

■ WVBF(FM) Framingham, Mass.—Broadcast Bureau granted request for waiver of rules to identify as Framingham-Boston, Mass. Action July 13.

■ WCRB-FM Waltham, Mass.—Broadcast Bureau granted license covering changes; ERP 11 kw; ant. height 920 ft. Action July 17.

■ WSMM(FM) Sault Ste. Marie, Mich.—Broadcast Bureau granted license covering new FM; trans-studio location redescribed as South US2; ERP 3 kw; ant. height 285 ft. Action July 14.

■ KPIR(FM) Duluth, Minn.—Broadcast Bureau granted license covering new FM; studio and remote control location 410 West Superior Street; ERP 26 kw; ant. height 470 ft. Action July 24.

■ *KRWG(FM) Las Cruces, N. Mex.—Broadcast Bureau granted CP to change ant. height to 350 ft. Action July 28.

■ WWRJ(FM) Southampton, N.Y.—Broadcast Bureau granted license covering new station; ERP 2.4 kw; trans.; ant. height 330 ft.; studio—remote control: same as trans. location. Action July 24.

■ WEPN(FM) Elizabethtown, Pa.—Seeks CP to change to nondirectional ant. Ann. July 13.

■ WINH-FM, Georgetown, S.C.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 khz. Action July 20.

■ KTBC-FM Austin, Tex.—Broadcast Bureau granted license covering use of former main trans.; ERP 49 kw; ant. height 1,050 ft. Action July 14.

■ KTBC-FM Austin, Tex.—Broadcast Bureau granted license covering changes; ERP 97 kw; ant. height 1,050 ft. Action July 14.

■ KBPO(FM) Beaumont, Tex.—Broadcast Bureau granted CP to install new trans.; make changes in ant. system; ERP 50 kw (horiz.), 12 kw (vert.); ant. height 240 ft. (horiz.), 235 ft. (vert.); remote control permitted; condition. Action July 19.

■ KOBBS-FM, Orange, Tex.—Broadcast Bureau granted license covering new FM; trans.; redescribe trans-studio location: Moss Lane; ERP 55 kw; ant. height 215 ft. Action July 14.

■ *KPBX-FM Spokane, Wash.—Broadcast Bureau granted license covering new FM. Action July 17.

■ WDOR-FM Sturgeon Bay, Wis.—Broadcast Bureau granted CP to change frequency to 93.9 mhz, ch. 230; install new trans. and ant.; increase height of ant. system; change TPO; ERP 39 kw; ant. height 660 ft.; remote control permitted from main studio. Action July 26.

Action on motion

■ Hearing Examiner David I. Kraushaar in Lexington Park and Leonardtown, Md. (Key Broadcasting Corp. and Sound Media Inc.), FM proceeding, on examiner's own motion rescheduled hearing from Aug. 7 to Sept. 6 (Docs. 19410-11). Action July 14.

Call letter applications

■ KVEZ(FM) San Mateo, Calif.—Seeks KSOL(FM).

■ KREP(FM) Santa Clara, Calif.—Seeks KARA(FM).

■ KJAE(FM) Lakewood, Colo.—Seeks KLAQ-FM.

■ WHMS(FM) Hialeah, Fla.—Seeks WQXX(FM).

■ WEFM(FM) Chicago—Seeks WICV(FM).

■ *KMSM(FM) Rolla, Mo.—Seeks *KUMR(FM).

(Continued on page 52)

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(Continued from page 50)

- WMNY-FM Albany, N.Y.—Seeks WWOM(FM).
- KIXL-FM Dallas—Seeks KEZT(FM).
- KFKF-FM Bellevue, Wash.—Seeks KBES-FM.
- KBBX(FM) Seattle—Seeks KEZX(FM).

Call letter actions

- WCTW-FM New Castle, Ind.—Granted WMDH-(FM).
- WRVA-FM Richmond, Va.—Granted WRVQ-(FM).

Modification of CP's, all stations

- WMAL-TV Washington — Broadcast Bureau granted mod. of CP to change type ant.; make changes in ant. structure (increase height); and ant. height 770 ft.; ERP vis. 302 kw; aur. 45.7 kw; condition. Action July 25.
- Melbourne, Fla., Cape Canaveral Broadcasters Inc.—Broadcast Bureau granted mod. of CP for FM station to change ant. trans. location to four miles southwest of Melbourne, off Minton Road I-95 Overpass; change ant.; make changes in ant. system; change type trans.; change studio and remote control location to one-half mile south of Johnson Road; ERP 3 kw; ant. height 300 ft. Action July 28.
- WIGL(FM) Miami—Broadcast Bureau granted mod. of CP to change trans. location to (same site); change ant.; ERP 100 kw; ant. height 450 ft.; condition. Action July 24.
- K13KF Staterline, Calif.—Broadcast Bureau granted mod. of CP for VHF translator to extend completion date to Jan. 26, 1973. Action July 26.
- *WDHS(FM) Gaston, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 22. Action July 17.
- Broadcast Bureau granted mod. of permits to extend completion dates for following stations: KPLC-TV Lake Charles, La., to Jan. 28, 1973; WYAZ Yazoo City, Miss., to January 23 1973; KENO Las Vegas, to Oct. 11; KONE Reno to Nov. 9; and KPUR Amarillo, Tex., to Nov. 1. Action July 28.
- WAAM Ann Arbor, Mich.—Broadcast Bureau granted mod. of CP to change ant. trans. site to 1,700 ft. north of Merritt Road beside U.S. 23, and make changes in ant. system; ant. height 185 ft. Action July 24.
- WAAM Ann Arbor, Mich.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 20, 1973. Action July 24.
- W07AK, W0AJ Republic, Mich.—Broadcast Bureau granted mod. of CP for VHF translators to extend completion dates to Jan. 26, 1973. Action July 26.
- Waseca, Minn.—Broadcast Bureau granted mod. of CP to change transmission line of FM; change trans. and ant. Action July 14.
- WCLD-FM Cleveland, Miss.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; make changes in ant. system; ERP 1 kw; ant. height 300 ft.; remote control permitted. Action July 19.
- KXLW Clayton, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 1. Action July 14.
- K02GQ East Missoula, Milltown and Clinton, all Montana—Broadcast Bureau granted mod. of CP for VHF translator to extend completion date to Jan. 26, 1973. Action July 26.
- KILA(FM) Henderson Nev.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 27. Action July 17.
- WWRO(TV) Newark, N.J.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 27, 1973. Action July 27.
- KIVA-TV Farmington, N. Mex.—Broadcast Bureau granted mod. of CP to change ERP to vis. 38 kw, aur. 7.59 kw; type trans.; type ant.; and ant. height 410 ft. Action July 24.
- WEBO-FM Oswego, N.Y.—Broadcast Bureau granted mod. of CP to change ant.; ERP 1.15 kw; ant. height 450 ft.; remote control permitted. Action July 14.
- KEYZ Williston, N.D.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 30. Action July 14.
- KQIV(FM) Lake Oswego, Ore.—Broadcast Bureau granted mod. of CP to specify studio location and remote control as 17979 Stafford Road, Lake Oswego; change trans. and ant.; ant. height 600 ft. Action July 14.
- WTAE Pittsburgh—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 23, 1973. Action July 14.
- WXRA(FM) Woodbridge, Va.—Broadcast Bureau granted mod. of CP to change trans. line and make slight change in DA pattern; condition. Action July 14.

- KXLE-FM Ellensburg, Wash.—Broadcast Bureau granted mod. of CP to change ant. Action July 14.
- *WHKW(FM) Chilton, Wis.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 12. Action July 17.

Renewal of licenses, all stations

- WEXT West Hartford, Conn.—Broadcast Bureau granted renewal of license; condition. Action July 26.
- KBMI Henderson, Nev.—Broadcast Bureau granted renewal of license. Action July 27.
- Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries and SCA when appropriate: KDAV Lubbock, Tex.; WARA Attleboro, Mass.; WDOE Dunkirk, N.Y.; WKTY La Crosse, Wis.; WMAK Nashville. Actions July 28.

Translator actions

- K09JZ Winslow, Ariz.—Broadcast Bureau granted license covering VHF translator for changes. Action July 24.
- K03BH Holly, Colo.—Broadcast Bureau granted CP for VHF translator to change frequency from ch. 3, 60-66 mhz, to ch. 2, 54-60 mhz (changed to K02HA); granted CP for new VHF translator to serve Holly on ch. 4 by rebroadcasting KUPK-TV, ch. 13, Garden City, Kan. Action July 18.
- Iron Mountain, Mich. Christian Radio Inc.—Broadcast Bureau granted CP for new FM translator to serve Iron Mountain on ch. 288, 105.5 mhz by rebroadcasting WRVM, ch. 274 (102.7 mhz), Suring, Wis. Action July 25.
- Decker, Mont., Decker TV Translator Association—Broadcast Bureau granted CP for new VHF translator to serve Decker on ch. 4 by rebroadcasting KULR-TV, ch. 8, Billings, Mont. Action July 18.
- Smithfield, Neb., Cornhusker Television Corp.—Broadcast Bureau granted CP for new UHF translator to serve Cozad, Neb. on ch. 55 by rebroadcasting KGIN-TV, ch. 11, Grand Island, Neb. Action July 25.
- W64AB Hawley, Pa.—Broadcast Bureau granted mod. of CP to change trans. location to 0.28 mile north of Hawley, and to make changes in ant. system of UHF translator. Action July 24.
- Oak City, Utah—Broadcast Bureau granted CP for new FM translator to serve Delta, Utah on ch. 288, 105.5 mhz, by rebroadcasting KSL-FM, ch. 262 (100.3 mhz), Salt Lake City; condition. Action July 18.
- K288AA Evanston, Wyo.—Broadcast Bureau granted license for new FM translator. Action July 26.

Other actions, all services

- Acting Chief, Broadcast Bureau, on request of Paul Bartlett, extended through Sept. 4, time to file comments, and through Sept. 18, time to file replies in matter of amendment of rules relating to international broadcasting stations (Doc. 19530). Action July 26.
- FCC denied petitions from New Jersey State Lottery Commission, New Jersey State Senator Joseph J. Maraziti, and Alderman Carl E. Erickson, asking reconsideration of FCC ruling that weekly radio or television broadcast of winning number of New Jersey State Lottery, during three consecutive regular newscasts, would violate FCC rules and federal statute prohibiting broadcast of lottery information. Request by the Lottery Commission for oral argument was also denied. Action July 26.

Ownership changes

Applications

- KAYN(FM) Tucson, Ariz.—Seeks assignment of CP from Graham Broadcasting Co. to Number One Radio for \$91,400 plus assumption of \$16,800 property mortgage on real estate owned by station. Sellers: Norman J. and Eva E. Graham. Mr. Graham is chief engineer of WBZ-AM-FM Boston. Buyers: Edwin G. Richter Jr., president, H. Lee Druckman, secretary-treasurer (each 26.376%), et al. Number One Radio owns KAIR(AM) Tucson and KBUZ-AM-FM Mesa, both Arizona. Mr. Richter owns 10% of R. C. Crisler & Co., Tucson, TV and radio brokerage firm. He also owns 6.02% of Adams-Russell & Co., which owns WYTV(TV) Youngstown, Ohio, and WLOB(AM) Portland, Me. In addition, he owns 22.5% of CATV system in Phoenix. Mr. Druckman has interest in CATV systems in Phoenix and Tucson. Ann. July 27.
- KXFM(FM) Santa Maria, Calif.—Seeks assignment of license from Lucille Duncan, administratrix of estate of Frank G. Macomber, to California

Broadcast Media Inc. for \$8,000. Principal: Leonard Neil Kesselman, president (100%). Mr. Kesselman, a Los Gatos, Calif., lawyer, owns 90% of Big Sur Broadcasting Corp., which has CP for new FM in Seaside, Calif. Ann. July 27.

■ KANA(AM) and CP for KGLM(FM), both Anaconda, Mont.—Seeks assignment of license and CP from Magicland Broadcasting Co. to Jack K. and Jean M. Boley for \$127,000. Sellers: Rex K. Jensen and Burt H. and Peggy S. Oliphant. Magicland is applicant to purchase KAIN(AM) and KBBK(FM), both Boise, Idaho. Mr. and Mrs. Oliphant own 80% of KDBM(AM) Dillon, Mont. Buyers: Mr. Boley is advertising and circulation manager for *Anaconda Leader*. Mrs. Boley is secretary of Magicland-Gregson Project, Anaconda resort complex under construction. Ann. July 27.

■ KIKK-AM-FM Pasadena, Tex.—Seeks assignment of license from Industrial Broadcasting Co. to KFOX Inc. for \$3,450,000. Consideration also includes licenses and assets of KFOX-AM-FM Los Angeles. Seller: Leroy J. Gloger, president. Mr. Gloger owns KGKL(AM) San Angelo, Tex., and has minority interest in KVRL(AM) Houston and KSPL-FM Diboll, both Texas. Buyer: KFOX Inc. is owned by publicly held Sponderling Broadcasting Corp., of which Egmont Sponderling is president. Sponderling stations are WOPA(AM) and WGLD(FM), both Oak Park, Ill.; KDIA(AM) Oakland, Calif.; WDIA(AM) and WAID(FM), both Memphis; KFOX-AM-FM; WWRL(AM) New York and WAST(TV) Albany, both New York; WOL(AM) and WMOD(FM) both Washington, and WLKY-TV Louisville, Ky. Ann. July 27.

■ KUTI(AM) Yakima, Wash.—KUTI Communicators Inc. seeks sale of stock from C. Loal Smith and Clarence Jensen (each 50% before, 30.4% after) to Donald M. Heinen (none before, 39.2% after). Consideration: \$6,063.92. Principal: Mr. Heinen is general manager of KUTI. Ann. July 27.

Cable

Final actions

- Permanent subcommittee assignments for Cable Television Federal-State/Local Advisory Committee have been approved by FCC Chairman Dean Burch. Following is listing of subcommittee assignments:
- Subcommittee A—Initial Organizational Phase. Chairman: Raymond Shafer, Teleprompter Corp.; Rev. William F. Fore, National Council of the Churches of Christ; Alan H. Greenstadt, Optical Systems Corp.; Charles E. Hammond, Arlington, Va., Public Utilities Commission; Avern Cohn, Detroit; David Goldman, St. Paul; Office of City Attorney; John J. Gunter, The United States Conference of Mayors; Otto J. Hetzel, Center for Urban Studies, Wayne State University; Albert L. Horley, Department of Health, Education and Welfare; Honorable Robert F. Kelly, New York Assembly; John W. P. Mooney, High Fidelity Cable TV Co.; Norman John Peterson, cable TV consultant to George R. McLead; James T. Ragan, Athena Communications Inc.; Gene W. Schneider, LVO Enterprise Building; Robert H. Van Deusen, Glenview, Ill., village manager; Meredith A. Weaver, Jr., Washington mayor's Economic Development Committee; Dr. Harold Wigren, Public-Cable Inc., National Education Association; Irwin Karp, Communications Media Committee of ACLU; Ronald Lightstone, Viacom International Inc.; Miss Alma Pedroza, Our Latin Amigos; Irwin B. Polinsky, Sterling Communications Inc.; Edward J. Roth, Washington; John Sodolski, Electronic Industries Association; Edward S. Warner, Baltimore, Regional Planning Council; Fred Weber, Rust Craft Broadcasting Co.
- Subcommittee B—Study Phase. Chairman: Donald A. Dunn, Stanford University; Miss Anne W. Branscomb, Arnold & Porter; William F. Eich, State of Wisconsin Public Service Commission; Herbert Schulkind, Fly. Shuebruk, Blume & Gauguine; Charles E. Lathey, U.S. Department of Commerce, Office of Telecommunications; Frank L. Allen, Teleprompter Corp.; Robert Brooks, Cable Television of Telcom Engineering Inc., Byron D. Jarvis, Metz & Jarvis Associates Inc.; L. W. Kliever, Peninsula Broadcasting Corp.; Norman C. Lerner, Transcomm Inc.; F. Sherwood Lewis, Business Equipment Manufacturers Association; Martin Malarkey, Malarkey, Taylor & Associates; Miss Sherrill C. McMillon, Office of Telecommunications Policy; Larry Perry, Knoxville, Tenn.; Michael H. Roberts, St. Paul, Department of Public Service; Fred W. Warden, IBM; Hathaway Watson, RKO General Inc.; J. Alan MacKay, Office of Economic Opportunity; Harvey C. Mansfield, University of Texas Department of Government; Earle K. Moore, Moore, Bersson, Hamburg & Bernstein; Rev. W. James Richards, United Church of Christ Office of Communications; W. Randolph Tucker, Cypress Communications Corp.; Thomas R. Warner, United States Independent Telephone Association; Richard F. Zitzman, RossTEC.
- Subcommittee C—Franchising Phase. Chairman: Holt Riddleberger, National Association of Educational Broadcasters; Michael Botein, University of Georgia; Gary Christensen, Arlington, Va.; Aaron Fleischman, Television Communications Corp.; Michael H. Franklin, Writers Guild of America, West Inc.; Mark A. Hutcheson, Davis, Wright, Todd, Riese & Jones; James L. McHugh Jr., Step-toe & Johnson; Stephen R. Barnett, University of

California; Howard J. Braun, Fly, Shuebruk, Blume & Gaguine; Alan L. Desoff, National Association of Counties; Joseph H. Floyd, Midcontinent Cable Systems Co.; Philip R. Hochberg, Daly, Joyce & Borsari; Albert H. Kramer, Citizens Communications Center; Lawrence W. Lichty, Wisconsin's Blue Ribbon Commission on CATV; Bruce Lovett, American Television & Communications Corp.; Henry R. McCarty, San Diego County Department of Education; Robert S. Powell Jr., The Center for Analysis of Public Issues; The Honorable William R. Ralls, Michigan Public Service Commission; Thomas G. Shack Jr.; Law Offices of Thomas G. Shack Jr.; William Malone, Washington; Jack Valenti, Motion Picture Association of America; Joel H. Levv, Cohn and Marks; J. Patrick Michaels Jr., TM Communications; Nelson Price, New York; James Lee Rankin, New York, Office of the Mayor; Arthur H. Wessner, Emmaus, Pa.; Mrs. Harriet Pipel, New York; William K. Jones, New York State Public Service Commission.

■ Subcommittee D—Post Award Regulatory Phase. Chairman: Tom Atkins, Boston; William A. Banks, WHAT(AM) Philadelphia; John J. Borris, Rockaway, N.J., councilman; Robert W. Carlson, Minnesota Public Service Commission; Sidney Dean Jr., New York; Roy Easley, Maximum Service Telecasters Inc.; Robert N. Harris, Advance Brands Inc.; Raymond E. Joslin, Continental Cablevision of Ohio Inc.; David H. Armstrong, Illinois Commerce Commission; Jerome S. Boros, Fly, Shuebruk, Blume & Gaguine; Dr. John E. Brandt, University of Minnesota; Robert W. Coll, McKenna, Wilkinson & Kiltner; Lee Druckman, Tucson, Ariz.; John Gwin, National Cable Television Association Inc.; Patrick Healy, National League of Cities; Don R. Le Duc, The Ohio State University; Donald M. Malone, University of Nebraska-Lincoln College of Law; Monroe E. Price, University of California; Larry Reed, Milwaukee Bucks; Paul Rodgers, NARUC; Michael Valder, Urban Law Institute of Antioch College; John Hite, Oklahoma City; Richard A. Marciano, Stanford Research Institute; Honorable Roland C. Rapp, mayor, Village Hall, Lakewood, N.Y.; Victor P. Reed, San Francisco; Richard J. Sands, Minnesota Assistant Senate Coun-

sel; Richard F. Shively, Telesis Corp. Ann. July 27.

■ Chief, Cable TV Bureau, has been authorized by commission to act on all applications for certificates of compliance which conform to rules and are either unopposed, or whose disposition is governed by established commission policy. Action is effective July 27. Action July 19.

■ FCC granted request by Plains Television Corp., licensee of WICS(TV) Springfield, Ill., for tax certificate covering sale of its option to purchase 50% of outstanding shares of First Illinois Cable T.V. Inc., to Communications Properties Inc. Action July 26.

■ FCC issued tax certificate to Carter Cable Television Inc., wholly owned subsidiary of licensee of WBAP-TV Fort Worth, in connection with sale of its interest in cable television system. Action July 26.

■ Martinsville Cable Vision Inc., Bassett, Va.—Cable Television Bureau withdrew, upon request, application for certificate of compliance filed May 17. Action July 31.

■ FCC granted request by King Videocable Co., wholly owned subsidiary of licensee of KING-TV Seattle, for tax certificate covering sale of its 24% interest in United Community Antenna System Inc., to Viacom International Inc. Action July 26.

Actions on motion

■ Hearing Examiner Charles J. Frederick in matter of Warrensburg Cable Inc., complainant, and United Telephone Co. of Missouri, United Utilities Inc. and United Transmission Inc., defendants, for certificates of public convenience and necessity for construction and operation of CATV channel facilities in Warrensburg, Mo., granted motion by Warrensburg Cable and rescheduled further hearing for Sept. 26 (Docs. 19151-2). Action July 19.

■ Hearing Examiner Charles J. Frederick in Providence, et al. R.I. (Vision Cable Co. of Rhode Island), CATV proceeding, granted motion by Vision Cable Co. of Rhode Island Inc. with preju-

dice and terminated proceeding (Doc. 18317). Action July 26.

■ Hearing Examiner Millard F. French in Belle, W. Va., et al. (C&S TV Inc., et al.), CATV proceeding, dismissed as moot pending petitions and applications in proceedings and terminated hearing on issues designated (Docs. 18327-9). Action July 25.

■ Chief Hearing Examiner Arthur A. Gladstone in Sedona and Oak Creek Canyon, both Arizona (Sedona-Oak Creek TV Cable Co.), CATV proceeding, designated Hearing Examiner Lenore G. Ehrig to serve as presiding officer; scheduled pre-hearing conference for Sept. 5, and hearing for Oct. 16 (Doc. 19553). Action July 20.

■ Hearing Examiner Isadore A. Honig in Somerset, Pa. (Laurel Cablevision Co.), CATV proceeding, dismissed petition by Laurel Cablevision and terminated proceeding (Doc. 17538). Action July 20.

■ Hearing Examiner Jay A. Kyle in Kalamazoo, Mich. (Fetzer Cable Vision, et al.), CATV proceeding, on examiner's own motion reopened record and scheduled hearing conference for Aug. 8 (Docs. 17200-2, 17207-8). Action July 24.

■ Hearing Examiner Herbert Sharfman in Rockford, Ill., et al. (CATV of Rockford Inc., et al.), CATV proceeding, terminated hearing proceeding (Docs. 17234-41, 18190-2). Action July 24.

■ Hearing Examiner Herbert Sharfman in Peoria and Peoria Heights and Bartonville, all Illinois (General Electric Cablevision Corp.), CATV proceeding, terminated hearing proceeding (Docs. 17144, 17155). Action July 24.

■ Hearing Examiner Herbert Sharfman in Clinton, Iowa (Clinton TV Cable Co.), CATV proceeding, granted petition by Broadcast Bureau; rescinded grant of amendment petition by Clinton TV seeking conversion and acceptance of amendment; terminated present hearing proceeding (Doc. 18024); and forwarded request for conversion to Cable Television Bureau for appropriate processing (Doc. 18024). Action July 26.

Classified Advertising

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RADIO

Help Wanted Management

Major Southeastern AM station is seeking an experienced manager. This is an excellent opportunity with a major station owner. Programming and sales background essential. Please submit resume to Box H-31, BROADCASTING.

An excellent facility in a beautiful Midwest city needs leadership. Can you take charge and turn a station around? If your resume and personal interview show you can, you will join a solid, growing broadcast company. Write Box H-38, BROADCASTING.

Management Continued

Do you have management capability. Need an aggressive professional sales manager for New Orleans market FM. Station owned by group with 4 FM's with plans for expansion into additional markets. All replies confidential. Send complete details first letter. H-60, BROADCASTING.

Looking for independence, permanence and unlimited opportunity for personal earnings? Community Club Awards (CCA) has opening for Mid-Western sales manager. Full time, five day a week travel. Previous CCA sales experience advantage, but not required. Must be self starter with ability to address large groups of women; ability to sell station management and motivate station sales staff. Apply in writing, including recent snapshot. Personal interview successful applicants. Opening immediate. CCA, Inc., P.O. Box 151, Westport, Conn. 06880.

Tundra Opportunity. Bethel Broadcasting, Inc., with a rural Alaska regional public radio station, and just bringing regional ETV on line, needs a manager. This exciting job on the Yukon-Kuskokwim River Delta constitutes an exciting professional challenge. Salary DOE. Send resume to Andy Edge, Acting General Manager, Bethel Broadcasting, Inc., Box 37, Bethel, Alaska 99559.

Successful CW station needs experienced, sales conscious GM. \$15,000 plus. Write: Personnel Mgr., Box 1209, Mt. Vernon, Ill. 62864 or call 618-242-4023.

Sales

Eastern prestige rock station has \$40,000+ in commissions on running billings to split between 2 new salesmen. Number ONE biller is retiring, making this money available, and other salesmen are in good shape. Send resume and documentable references to Box G-221, BROADCASTING.

California—medium market station in world famous climate requires salesman ready to be sales manager. Salary plus commission plus fringes. Box H-2, BROADCASTING.

Good opportunity—established station. Salary, commission. Need resume, sales record. KFRO, Longview, Texas 75601.

Sales service manager for KYW-TV, Phila., Pa. Need experienced and motivated person capable of managing department. Computer skills helpful. Send resume stating experience and salary history to: Mr. Albert Holtz, Sales Manager, KYW-TV, Independence Mall East, Philadelphia, Pennsylvania 19106.

Sales Continued

Immediate opening—experienced salesman with the areas fastest growing radio station. WCCC AM-FM, Hartford. 203-549-3456.

Announcer-salesman. Sales ability most important qualification. Rush replies to WCGR, Box 155, Canandaigua, N.Y. (located 25 miles from Rochester).

Central Florida. Full-time MOR station, owned by major group, has opening for a quality-oriented salesman with the ambition and drive it takes to make it to the top. For a confidential discussion of your abilities and the opportunity available, contact Jerry Norman, Vice-Pres. Gen'l Mgr., WBJW, 222 Hazard St., Orlando, Florida. 305-425-6631.

Sales manager: We want a dynamic street salesman to head up our sales staff. As sales manager, he must be the top producer of his sales force. Five figure salary plus override, plus benefits. Contact Mr. Mike Blumberg, General Manager, Radio Station WEXT at 203-521-1550, Hartford, Conn.

Central Jersey 5 KW seeks experienced, knowledgeable account exec. Opportunity open to lead department. EOE. Reply in confidence with resume and salary requirements to M. Lieberman, General Manager, WHLW, Lakewood, New Jersey 08701.

Outstanding opportunity for aggressive sales pro at solid Midwest group operation. Winning combination of exclusive-in-the-market formats: contemporary AM, beautiful music stereo FM. Unusually attractive opening for a creative, mature, dedicated radio sales person who believes in service. Excellent growth potential with progressive group. Contact Wayne Blackmon, WIBM, Box 1450, Jackson, Michigan 49203.

Top rated adult appeal station has generous guarantee plus commission and complete benefits for experienced, successful salesman who wants a chance to move into management and ownership. Apply to WITL, Box 1010, Lansing, Mich., a Mid-West Family station.

Seasoned pro self-starter for only station in fastest growing county, N.Y.S. Immediate employment, contact Al Etkin, Manager, WPUT, Brewster, NY 914-279-7171.

If you're a good salesman and would like to work for New Jersey's most powerful and exciting station, with a possibility of becoming sales manager, write Bob Locke, Nassau Broadcasting Co., Box 1350, Princeton, N.J. 08540, or call 609-924-3600.

Sales Continued

Announcer-Salesman. #1 small market station looking for dedicated salesman-announcer. Great opportunity in small town, Central USA. Good salary and commission. Call 308-345-5400.

Salesman. WHYT-AM Noblesville, Indiana, Indianapolis area. Dr. Wendel Hansen, Rt. 4, Box 26 B, Noblesville, Ind. 46060.

Announcers

Experienced announcer Upstate New York. Salary open. Send resume and tape to Box G-266, BROADCASTING. Equal Opportunity Employer.

Small market Kansas station on upswing. Opportunity for personable man in all-around board work, news gathering, play-by-play sports. Tell us all. Box G-273, BROADCASTING.

If you're capable of doing a lively morning show featuring country and MOR music blocks and might like to sell in a small Carolina market, send resume and tape to Box G-301, BROADCASTING.

Powerful Northeast contemporary needs experienced announcer who can follow format. Stable individual with good production to join a team. First preferred but not necessary. Rush tape, resume with references to Box G-319, BROADCASTING.

Good bread for experienced top 40 jock for large market. Buzz Bennett styled format. Box H-5, BROADCASTING.

Morning man. Have scads of tapes from time, temp, format jocks. Not interested in tight boards or hot production, just ability to converse one-to-one. Where are guys like Roy Leonard, Charlie Boone, Bob Ruby, Wally Phillips, Roger Erickson? If you're "with it" enough to know what this ad is saying, send tape and resume. Box H-8, BROADCASTING.

Florida West Coast #1 mod country has opening for morning man, heavy on production. \$700 & good benefits for the right man. Send air production tape to Box H-18, BROADCASTING.

Morning jock and music director. Rock-up tempo. Major market. Must be able to "reach" and hold audience. Experienced with record of stability. To \$18,000 start. Need tape, picture, resume and references. H-33, BROADCASTING.

Medium market needs all night dj for Midwest country format. First phone. \$500 range. Minority applicants solicited. Address Box H-46, BROADCASTING.

We're looking for a real personality for early morning show. First phone required and maintenance helpful. No beginners and no gimmicks. Just topical, intelligent pro wants permanent position with established station. Send tape, resume and salary to Box H-47, BROADCASTING.

We have: A large chain of radio stations; new control and production rooms, fully equipped; a great climate (central Florida); super working conditions; all company benefits, including life-health insurance; a 40 hour week and a progressive MOR format. The job is yours . . . If you have: The ability to communicate to be able to talk to people, not at them. You must realize that to be good you must work hard at it. No prima donnas, please. Big voice not necessary but a human voice a must . . . let's talk . . . let's communicate! Write Box H-51, BROADCASTING.

If you're not worth \$130 per week or more don't apply. Morning announcer or combo with sales or engineer. 5 KW ABC Affiliate. KOLY Radio, Moberg, S.D. 57601.

Need jock from tri-state area who is wizard 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, Penna.

Announcer: MOR type who understands 1 to 1 concept to work in framework of beautiful music format. Superior production ability a must. High base with extras. Needed September 4th. Send tape, picture, resume to PD, WATI, Indianapolis 46217.

Looking for a qualified person who can run a new Progressive Rock Show. You will help get the music inventory up-to-date; do a midnight to dawn show; news within your show; a bit of production. You will be operating your own board on a 50,000 watt AM station. You will get \$10,000 per year plus a great benefit plan. You should be into WBCN, Jethro Tull, KSN, New Riders of the Purple Sage, KFML, John Mayall, KLOS, the Moody Blues and WRPI. A tape & resume which shows you as you are on my desk by August 21, 1972, puts you in contention. Send to: Don Brown, Manager: Programs, WGY Radio, Schenectady, N.Y. 12309. General Electric Broadcasting Company, Inc. Affirmative-action Equal Opportunity Employer.

Announcers Continued

Beginner Professionals—Part-time & weekend board (\$1.80/hour + sales @15%). New country modern regional AM; American Entertainment Network affiliate; Western Kentucky/Indiana border. Small, small town; low, low pay; hard, hard work, and fun. We expect you to be good enough to leave us in one year; and we'll help, but we want you at least one year. Broadcast training helpful. Good voice, diction, and enthusiasm required. Send resume, picture, and voice check to: Radio 1140, WKCM, Box 140, Hawesville, Kentucky 42348.

WMEL Melbourne needs experienced contemporary djs with first ticket. Keith Allen, WMEL Radio, Box 1318, Melbourne, Fla. 32935.

Major market R and B station has immediate opening for morning announcer. Send resume and tape to WSID, Baltimore, Md., care of the General Manager.

Mature-sounding morning men for our New Jersey and Connecticut stations. Adult MOR formats. NO beginners. Rush tape, resume, salary to Bob Locke, Nassau Bdcstg. Co., Box 1350, Princeton, N.J. 08540.

Announcer wanted immediately. Established Schulke good music format. Send tape and resume immediately to Walter Thurman, WSWT, Box 3335, West Glen Station, Peoria, Ill. 61614.

Technical

Need a chief engineer to maintain AM, FM stations with automation and background music. Deal to include background music sales if desired. Small market Southeast. Write Box G-302, BROADCASTING.

Top SE AM-FM Stereo station needs skilled maintenance technician. Applicants must have solid state background; must be thoroughly familiar with stereo and must be broadcast oriented with emphasis on automation. An excellent opportunity with a progressive organization offering numerous benefits. Salary commensurate with ability. Box H-22, BROADCASTING.

Immediate opening for experienced chief engineer in Iowa. Excellent opportunity and pay. Reply Box H-53, BROADCASTING.

Chief engineer. Studio and transmitter maintenance, non-directional AM and FM. Growing small market station offers stability and opportunity to responsible operator. KOFO, Ottawa, Kansas.

Engineering manager FM station. Extensive experience in high quality audio and FM transmitters. First class FCC license required. Car necessary. Write: Mr. Ed Herlihy, WJIB, 68 Commercial Wharf, Boston, Mass. 02110, or call 617-288-3200. WJIB is an equal opportunity employer M/F.

News

Immediate opening for experienced newsman to gather, write, and air local news in upstate New York. Salary open. Send resume and tape to Box H-28, BROADCASTING. An equal opportunity employer.

Newsman. Great opportunity with growing company for newsman with some boardwork. #1 station in small market—Central USA. Call 308-345-5400.

Immediate opening for an aggressive, experienced news director for KAUS AM-FM-TV, Austin, Minnesota, serving the Austin-Rochester-Mason City Market. Send resume and personal details including salary requirement to Richard V. Taber, VP & Gen. Mgr., The KAUS Stations, Box 577, Austin, Minn. 55912.

News dept. expanding in Waterloo, Iowa. Need a gal or guy who dares to be different. If you're tops contact Craig Eaton at KCFI. 319-277-1918.

Programing, Production, Others

PD. Up tempo rock. Top 25 markets. Must be experienced with proven track record. Be able to motivate and supervise air staff. \$20,000-\$25,000 range. Send resume, references and picture. Box H-34, BROADCASTING.

KFDI Radio in Wichita, Kansas is looking for a production manager who loves production. If you're our man, you'll work with the best equipment, a talented continuity writer, six aggressive, fast moving salesmen, and 33 other staff members who operate #1 adult station in a bustling Mid-Western market. You must be able to write continuity, edit tape, organize an efficient master file system, and maintain a routine that allows for the day to day production while accommodating spec tapes, creative productions, etc. Above all, you must be steady, dependable, and enthusiastic! If you are these things, we'll pay you well, and guarantee you a stimulating, rewarding career! Send production and continuity samples, picture, and complete resume to Mike Lynch, KFDI Radio, Box 1402, Wichita, Kansas.

Experienced traffic director, male or female. Send all details to Muriel Levine, WROW, Roanoke, Va. 25014.

Situations Wanted, Management

Operations director with 22 years in industry—sales and programming oriented, seeking position as manager. Box G-293, BROADCASTING.

Housecleaning? Combination G.M./C.E. cuts overhead. Box H-1, BROADCASTING.

Account Executive/Radio & TV Director—now buying, producing, filming, copywriting (including all work on 5 state department store account) at \$750,000 plus agency, seeks management position with larger agency or station in Southeast or Southwest. Experience: 6 years TV production, 2-TV sales, 4-agency. Age 33. Present income high teens. VT samples of award winning and hard sell (plus award winning-hard sell) commercials on request. Box H-11, BROADCASTING.

Broadcast pro. Last ten years key management with large suburban stations. Seek major NY, Philadelphia or Washington position. Consider good suburban management position if ownership or option involved. Decision maker with program and sales savvy. Fine references. Box H-29, BROADCASTING.

General manager. Top sales producer. Self generating. Will lead and motivate staff. 18 years broadcasting. Age 35. Excellent references. Currently employed as GM. Box H-44, BROADCASTING.

Aggressive G.M. Experience in top 10 markets. Masters Degree in Business. Excellent references. Box H-49, BROADCASTING.

General manager/sales manager. Currently employed in management position with major station in top 5 markets. Diversified background in advertising, programming, research, promotion. Aggressive, creative, personable, loyal. Excellent trainer/motivator. Success with contemporary and adult formats. Box H-54, BROADCASTING.

33 year old award winning producer-director with major network O&O seeks creative management position. B.A. and 10 years experience in programming, production, news and public affairs supported by strong references. Box H-55, BROADCASTING.

Strong manager is looking for a weak station. Minimum salary with stock option and percentage arrangement. Prefer West Coast, but will consider anything from Rocky Mountain area west. Box H-58, BROADCASTING.

Available immediately. Experienced manager/sales manager. 10 years experience including ownership. Age 32. Prefer East. DPR 124 Hixon Ave., Syracuse, N.Y. 13206.

Steve Shepard, six years Vice Pres. Gen. Mgr. KOIL Omaha. Eight years Vice Pres. Gen. Mgr. President KISN, Portland. Interested in relocating preferably West, Southwest similar position. Broadest experience all phases. Integrity, maturity, reliability, outstanding performance record. Highest recommendations. Address: 2965 NW Forest, Beaverton, Oregon. Call: 503-645-3850 or 233-4415.

Sales

Experienced-energetic-aggressive—you twenty years ago. Will greatly increase present billing and be an asset to any community. Young married, M.A.—seeking position leading to management. Box H-12, BROADCASTING.

Sales manager. Top 5 market experience. MBA, superb motivator. Solid references. Prefer aggressive station. Box H-48, BROADCASTING.

Announcers

One of America's most unique personalities available in the fall currently top-rated latest A.R.B. Drive time top ten market. Box G-144, BROADCASTING.

First phone, authoritative news, top salesman, 1 1/2 years broadcasting school including TV news, college, happy seeking light rock or MOR. Box G-186, BROADCASTING.

Experienced young professional, family, rock, modern country, adult contemporary. Box G-211, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box G-212, BROADCASTING.

Broadcast School Director/Instructor—6 years experience, wants out of the school business and back into his first love—radio—Prefer top 40 or up-tempo. Contemporary MOR. Married, vet, 1st phone, super tight board, congenial personality and stable. Searching for station or group to grow with. Will relocate anywhere for right job. Box G-227, BROADCASTING.

Available August 7, college degree in broadcasting and 3rd. Experienced in rock and MOR. Prefer rock, consider all. Box G-298, BROADCASTING.

Black MOR DJ with major market experience. Available now. Box H-3, BROADCASTING.

DJ, tight board, good news, commercials, charismatic, Third, ready now. Box H-13, BROADCASTING.

Announcers Continued

Progressive? Have broadcasting B.S. backed by experience, love for radio backed by ideas. Boardwork, production, but most into interviewing: who, Pink Floyd, Pappalardi. Ready-to-air: Heep, Free, Rundgren, Blue Oyster, others. Box H-17, BROADCASTING.

Ambitious, young, mature, announcer/newsmen. Knows rock—any format. One year experience. Box H-20, BROADCASTING.

Medium market rockers—looking for someone good who could be better, under your direction. Available now. Box H-23, BROADCASTING.

Third endorsed, three years experience, college, good worker. Box H-36, BROADCASTING.

Experienced soul program director-announcer seeks station that wants to go up. Box H-42, BROADCASTING.

Top flight DJ seeks contemporary-top 40 station. First phone, experienced, stable, and willing to relocate. Box H-57, BROADCASTING.

Personality! Now available. Any format except country. 3½ years experience including telephone-talk. BS in Radio-TV, first phone, pipes, finest references. Vietnam vet. 412-264-9505.

First phone, Brown grad, AA Degree Mass Communications, 2½ exp., cable and radio. Will consider any offer. Available now. Bob Krebs, Jackson, Minnesota 56143. 507/847-3471.

Radio comic creative college grad, 22, seeks job on small contemporary. Bill Brill, 1903 Leslie Lane, Merrick, New York. 516-868-3612.

3rd phone, 2 years experience in rock/MOR/news, prefer small market. Rich Thomson, 1121 Catalina, Wichita, Kan. 67216. 316-522-4460.

DJ third phone looking for first break into broadcasting, tight board, good news and commercials. Ready now. Larry Fertitta, 12 Lawrence Circle, Middletown, N.J. 07748.

Experienced first phone announcer. Professional sound. Conscientious, dependable. Bill Hanne, Prior Lake, Minn. 55372. 612-447-2835.

Experienced professional first phone desires position at small/medium market Top 40 station. Reliable, dedicated, married. Henry Kastell, Box 337, Cumberland, Md. 21502. 301-689-9312.

Serious. Pleasing voice. Tight board, wide background, 1st phone, GI. Five yrs. in broadcasting. Would like Chicago and/or suburban. (Hammond also). Rock-MOR-News. D. L. Lawrence, 312-477-4349.

Female country jock, limited experience. Looking for permanent position. First phone. Call 319-753-1989, S. King, Box 113, Middletown, Iowa 52638.

Disc Jockey, newscaster, production, 5 years experience, dependable, first phone, tight board, and Negro. Call 313-934-1992 or 313-834-6060, Bobby Dee.

1st phone announcer; technical ability, five years experience, radio and TV. Will relocate. Larry Frear, 1-507-288-6540.

10 year pro presently pulling top-40 drive major market. PD experience. First ticket. Major or upper medium, prefer Midwest. References. 317-297-4690.

15 years small stations but always too busy announcing to learn transmitter maintenance. Want short air shift, production duties and opportunity to learn complete maintenance from your present chief. Mature, 40's, 1st phone, small family, good references. Immediate. Smith, Box 293, West Terre Haute, Ind.

Technical

First phone operator desires maintenance experience. Southeast. Box G-151, BROADCASTING.

Large market chief. Proven track record of boosting loudness and signal penetration. AM-FM directionals, proofs, construction. Age 27, married, BS. Currently employed NE at 12K salary. Box G-183, BROADCASTING.

Chief engineer, mature, experienced. AM-FM-stereo. automation. Desire change before school resumes. Box G-274, BROADCASTING.

Aggressive young major market chief. Top-notch credentials. Dynamite, references. Box G-281, BROADCASTING.

Engineering consultant: seeks technical administrative position with major broadcast facility or equipment manufacturer. B.S. Degree. Experience in all technical aspects of broadcasting. Box G-287, BROADCASTING.

News

Blackman—4½ years experience, Indiana University broadcasting major, experienced as news director, news reporter, announcer and production. Radio or TV. Married, presently employed. Box G-243, BROADCASTING.

Experienced sportscaster—college basketball and football play-by-play. Reporting sports and news. Will relocate. Box G-248, BROADCASTING.

News director, state capital correspondent, city bureau chief wants reporter-editor slot in all news or news-talk station. Last job in large Michigan market. Box G-269, BROADCASTING.

Need a top notch sports announcer? Big Ten play-by-play pro available for the right job. Experience as news and sports director and in TV should help. Box G-272, BROADCASTING.

Young family man, vet, 2 years experience desires work in MOR or news. Box G-339, BROADCASTING.

News director seeks Western small to medium market. Experience. Excellent references. Box H-10, BROADCASTING.

Young lady graduate degree in Comm. Arts seeks job in communications preferably for writing in area of Northwest Maine by Feb. '73. Box H-19, BROADCASTING.

Morning drive newsmen in small market wants gathering experience. Good delivery, writing; eager. Box H-45, BROADCASTING.

Female network news bureau production assistant (Washington), statehouse write (Ohio) eager for reporting position. Degree. Relocate. Box H-52, BROADCASTING.

Sports director—sportscaster 5 years experience. Excellent play-by-play football, basketball, baseball and commentary, seeks medium-major market position with sports minded station, 2 years cable TV news and sports college grad. Box H-56, BROADCASTING.

Producer, writer talent for all your community affairs/public relations programming. Creative! Committed! Will use news department facilities, develop own stories. Young married, Army & police PIO background, Syracuse University MS RTV. Track record and references. Location no problem, salary open. Available now. Box H-61, BROADCASTING.

J-Grad; 3 years radio experience; stable worker wants responsibility soon. Paul West, 2550 College Avenue #8, Berkeley, California.

Experienced young Chicago journalist with First Phone seeks radio news position at medium market station, preferably in the Middle Atlantic or New England area. 312-869-8881.

Medium small markets: Authoritative, aggressive, enthusiastic dedicated newsmen now available. 3 years experience. 913-543-5868.

Young, progressive news reporter looking for more than job. Five year Radio-TV professional seeks organization with foresight instead of hindsight. 313-785-5008.

Programming, Production, Others

Black music director, salesman seeks station with future. Box G-276, BROADCASTING.

Fully qualified program director small or medium markets. Box G-279, BROADCASTING.

Six year radio veteran. All formats & major market PD. Experience is looking for the right job in New Orleans. Box H-24, BROADCASTING.

Husband/wife team seeks challenge in small to medium AM/TV market. Interview, music show; off air copywriting/production. Combined talents include writing/announcing, innovating, plus photographic and art experience. Put our team on your team. Box H-40, BROADCASTING.

LA production engineer. Experienced pro. Expert tape editing, audio mixing. Top quality production. Call 213-473-6482.

I am a rock programming specialist, with a proven track record! Will work as a PD in top 30 markets or as a consultant in any market. Box 612, Shawnee Mission, Kansas 66201.

Low budget high quality program available for prestige advertiser. Ballads-standards-religious. Exclusive each market. Tenor and organ. Audition and details from Warren Barfield, 1940 Fairfield Dr., Raleigh, N.C. 27608. 919-833-8478.

Music programmer, announcer contemporary music, clear voice, extensive musical knowledge, best suited for FM or program production company. 914-939-2665.

TELEVISION

Help Wanted Management

Financial Officer. Large multi-station TV-Radio home office needs experienced broadcast financial executive capable of providing top management with the information and tools to increase profitability. Must be thoroughly versed in accounting procedures, budgeting, forecasting, control. Salary commensurate with experience and ability to contribute. Box H-21, BROADCASTING.

Large Dixie System is still growing and needs experienced manager who wants a challenge. Must be self starter who can manage people. Some promotion experience helpful. Excellent opportunity in a fast growing southern community. Excellent working conditions and growth opportunity with a medium size MSO. Write stating salary requirements, experience, etc. Box H-30, BROADCASTING.

Sales

Wisconsin TV station needs local sales manager. Strong income. Fringe benefits. Must be leader. Reply Box G-317, BROADCASTING.

Sales promotion manager needed for leading station in Northern Michigan market. Expertise in graphics essential. Send resume to Local Sales Manager, Fetzner Broadcasting Co., Box 627, Cadillac, Mich. An equal opportunity employer.

Technical

Chief Engineer. Southeastern PTV station. "Take charge" man to head capable nine man staff. Requires experience in B&W, color, VTR, and remotes, plus proven administrative ability. Excellent working conditions and benefits. Send resume and salary requirements to Box G-320, BROADCASTING.

Broadcast engineers, studio and transmitter. Experience preferred but not required. Good electronics background and first-phone license are. Long established California network station. Send resume and salary requirements. Box G-326, BROADCASTING.

Medium size MSO is seeking a "take charge" engineer large established southern system. Must have min. of three years CATV experience in maintenance, layout, head end customer service and management of personnel. First class ticket preferred. Excellent working conditions, insurance, paid vacation. Send resume and salary requirements to Box H-32, BROADCASTING.

The Grass Valley Group, Inc., is seeking a television systems design engineer. Applicants should be thoroughly familiar with video and audio systems. Manufacturing experience desirable but not mandatory. BSEE or equivalent experience required. The Grass Valley Group is located in the Sierra Nevada mountains of Northern California, away from smog, traffic, and large city problems. Send a personally written resume to Merv Graham, Chief Systems Engineer, PO Box 1114, Grass Valley, California 95945.

Technician, proven capability in the operation, installation and maintenance of live cameras, film cameras, quadrature video tape and audio equipment. Apply by letter only, giving full details of past employment and references. WNED-TV, Hotel Lafayette, Buffalo, New York 14203. An equal opportunity employer.

Two immediate openings for experienced maintenance technicians, strong on current quad videotape equipment. Work in a new installation with new equipment, located in Washington, D.C. Excellent pay and benefits. Send resume to PBS, 955 L'Enfant Plaza, Washington, D.C. 20024, Attn. Mr. Swanzy.

News

Reporter, special affairs newsmen (or woman) for number one rated Mid-Eastern top fifty market. NBC affiliated station. Ability in gathering and writing news plus strong on air work for anchoring daily woman's oriented public affairs program a must. An equal opportunity employer. Box G-201, BROADCASTING.

South Florida TV seeks combination sports reporter/photographer with interview capability. Experienced only apply. Salary requirement first letter. Box G-325, BROADCASTING.

Meteorologist. Television station in Central New York market seeking qualified on-camera weather-caster. Send resume, salary requirements and video tape, if available. Box H-7, BROADCASTING.

Professional meteorologist. Mature, experienced . . . including radar. Join highly professional news team in top 70's market. Send resume, video tape if available to Tom Torinus, News Director, WLUK-TV, Green Bay, Wisc. 54305.

Programing, Production, Others

Production pro wanted at net affiliated medium market station in North Central area. Man we are looking for must be fully experienced in live, VTR and film production, both program and commercial. Prior direction experience necessary. Successful candidate will become production manager and completely supervise No. 1 rated professional staff. Opportunity unlimited for future advancement. Top salary and benefits package. Send full resume in first letter. Box G-304, BROADCASTING.

Art director for ETV station. Experienced in all forms of print and on-air art including scenic design. Salary open depending on qualifications. Equal opportunity employer. Send resume and portfolio to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, New York 14203.

Situations Wanted Technical

TV, switcher, director, first, BA, editing, announcer. 315-478-8896. Box G-94, BROADCASTING.

Young man 20, presently employed at Midwestern VHF station seeking fulltime opportunity. Acquired first phone in high school and recently graduated from Valparaiso Tech. Familiar with switching, VTR operation, slide and film projection. Box G-312, BROADCASTING.

Seven years television final control operations, South-east. Box H-37, BROADCASTING.

Experienced engineer-first phone—presently employed in major market—fed up with commercial TV. Would like educational TV. Box H-43, BROADCASTING.

Television engineer—Switcher, first phone, will relocate, available now. Box H-58, BROADCASTING.

News

Weatherman. Top rated pro with major market background. Excellent on camera appearance with smooth delivery. Box G-321, BROADCASTING.

Mature TV newsman. 4½ years TV-R news. Degree. Seeks reporting position. Will film too. Considering all offers. Box H-15, BROADCASTING.

News director's position wanted. Six years with consistently top rated, well known news operation. Network reporting-producing duties. Solid ideas for building a professional, top-rated department based on invaluable experience with key NBC affiliate. Am secure here, but seek the challenge of organizing and building. Knowledge, drive, imagination, practical. Box H-39, BROADCASTING.

Female network news bureau production assistant (Washington), statehouse write (Ohio) eager for reporting position. Degree. Relocate. Box H-52, BROADCASTING.

6 years TV news experience, reporter-anchor, J-degree, currently media secretary for U.S. Senate candidate. Prefer Pacific NW or major market. Minimum \$800 per month. Box H-62, BROADCASTING.

Michigan TV anchorman/weather 3 years experience. Production/news. Tom Stephens, 217-789-2978. Call after 6 PM please.

CATV: Authoritative, aggressive, enthusiastic, dedicated newsmen now available. 3 years experience. 913-543-5868.

Experienced anchor man-reporter. Nick Isenberg (303) 322-2356, 2890 Elm Street, Denver, Colorado 80207.

Need an experienced reporter/photographer? Write: Dennis Young, 710 Avenue C, Dodge City, Kansas 67801.

Programing, Production, Others

Can produce challenging show for youngsters age 6-11. Available in October. Prefer Southwest. Box G-285, BROADCASTING.

Wouldn't it be great, if you could have everything you wanted? I started announcing in the 50's, engineering in the 60's. News, PR, training, and supervision background too. Just what you need for an administrative assistant, operations director, or unit manager. However, I must net at least \$800-month. Minority member: TPS (Tax-Paying Slob). Box H-9, BROADCASTING.

Black woman, experienced film and TV producer/writer, journalism and news experience, M.A. degree, creative ideas, seeks position. Box H-14, BROADCASTING.

Programing Continued

Will booth announce, work camera, projection, studio crew, etc. Have network background and RCA training. Married, will relocate. Richard Howard, 37 West 89th St., NYC, N.Y. 10024.

Television Director/Salesman 26, single, 3 years experience, seeks position in either. Excellent references, conscientious worker, personable, professional. Prefer New England but will consider others. Call Bruce Whigham, 203-688-3886.

WANTED TO BUY EQUIPMENT

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Studio Camera Crane for TV use. 10 to 15 foot lens height required. Contact Ron St. Charles, Production Manager. United Artists Production, 8443 Day Drive, Cleveland, Ohio 44129. 216-845-6043.

FOR SALE EQUIPMENT

Helix-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

Patch panels-CoAxial, (2), 3½" 50 ohm, 10 X 10 plus dummy load connection. Dialectric Communications Type 3233P. Unused. Complete specs available. Original cost about \$7000 each. S-W Elec., Box 23872, Oakland, California 94623, Telephone (415) 832-3527.

McMartin TBM-3500 Modulation Monitor and TBN-3000 Frequency Monitor. Both in excellent condition. Contact WMOA-FM, Marietta, Ohio. 614-373-1490.

Raytheon transmitter parts for RA-250, RA-1000A and RA-5A AM transmitters. Raytheon transformer repair service available. Write for prices and information. CA Service, Springfield, Vt. 05156.

Sale—closeout. 3 RCA TK41 studio color cameras with lenses, tripods, Fearless heads, 300' cable each, package \$6,600 or \$2,650 each. Bell & Howell Jan projector mag/opt on base, \$850. EMI 4½" B&W studio camera lenses and cables, \$1,500. Marconi Mark IV 4½" B&W studio camera lenses, tripod dolly, cable, \$2,500. RCA TK218 B&W film Vidicon camera, \$600. All FOB, Las Vegas. Contact Frank Anderson, 702-870-2020, or John Ettlinger, 213-652-8100.

Mike Boom, Mole-Richardson type 103-B with perambulator. Mint condition. Kluge Films, 5350 W. Clinton Ave., Milwaukee, Wis. 414-354-9490.

FM antenna . . . three bay circularly polarized. Gates FMC-3 with heaters and matching section. 3½ flange termination. Has mounting brackets for utility tower model 340. Presently 92.7. Used only four years . . . new condition . . . never damaged. Available October 1972 or before. In operation now. Asking \$1,850. Make offer. WO8M, Box 927, Toms River, New Jersey 08753.

16mm equipment. Cameras, Maurer optical recorder, optical printer, sound printer. 303-238-4140.

Used Gates FMC-6 Six Bay, circularly polarized dual-cyclid FM antenna. Excellent condition. Price \$1750. Gates Division, 123 Hampshire St., Quincy, Ill. 62301. Box H-35, BROADCASTING.

Equipment for sale. Recorders. Ampex AG-350U, Metrotech 534, Magnecord 1022RX, Metrotech 523-A-2 (stereo). Box H-59, BROADCASTING.

Capstan idlers for Ampex 300, 350, 440 series, self aligning with replaceable ball bearings. \$22.50 net. VIF International, Box 1555, Mtn. View, Cal. 94040. (404) 739-9740.

RCA TR-4 and TR-22 low-band color video recorders, reasonable. Broadcast Equipment Service, Box 2989, Bon Air, Virginia 23235. 703-272-0693.

Pair of UHF filterplexers, RCA MI-19086F, each adequate for 30 KW with 10% aural, or paralleled for 20% aural of 60 KW with 10% aural. Now tuned Channel 38. Easily modified for Channels 35-48. Also harmonic filters. Hammett & Edison, Box 68, International Airport, San Francisco, Calif. 94128. 415-342-3208.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

Broadcast Crystals: New or repairs for Gates, RCA, Bliley, W.E. and JK oven holders. AM frequency monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eidson Electronic Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

FOR SALE EQUIPMENT

Continued

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer, Box 8057, Pensacola, Florida 32505.

Used GE 10 KW FM transmitter BF-3A complete with 8F 2A 3 KW driver and 250 watt exciter. Lots of spare tubes etc. Mono only. Converts to stereo with modern 20 watt exciter. RCA BF 12A Horizontal antenna with center band rings 12 Bays. GE 8A 7A Limiter, frequency/modulation monitor etc. The works for \$8400 Cdn. A good inexpensive 100 KW ERP. Write Radio Station CHUC, Box 520, Cobourg, Ontario, Canada or phone 416-372-5401.

RCA TR-4 and TR-22 low-band color video recorders, reasonable. Broadcast Equipment Service, Box 2989, Bon Air, Virginia 23235. 703-272-0693.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Make your show #1! Quickie pop-in tapes! Hundreds voices, comedy one-liners, sounds. Includes sexy voiced personal secretary! Excellent quality. Exclusive your market. 30 minutes \$25, 15-\$15, 10-\$12, 5-\$8. Address Tapes, 975 South Tuttle, Sarasota, Florida 33579.

INSTRUCTION

Earn Electronics Degree mainly by correspondence. F.C.C. license preparation included (optional). Accredited, Accrediting Commission NHSC. G.I. Bill approved. Free brochure. Write: Registrar, Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas*** 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in Chicago***, 3443 N. Central.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in El Paso*, 6801 Viscount.

Elkins in Seattle**, 4011 Aurora Ave., N.

Elkins in Colorado Springs*, 323 South Nevada Ave.

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Profile

Involved in and out of Capital Cities: President Daniel Burke

"Some businessmen are so sick and corrupted that their companies become the most important thing in the world to them—the one thing they live for. Dan Burke understands that his career is only the means to an end—the welfare and comfort of himself and his family."

The speaker was Phil Flanagan, president of the Henry I. Christal Co., New York, station-representation firm, and his friend Daniel Burke is currently enjoying a very successful career having just been named president of the Capital Cities Broadcasting Corp. at the age of 43. (When Mr. Burke joined the company in 1961, its stock was being sold at \$20 a share. From 1961 to 1972, and counting two 2-for-1 stock splits, each share has increased twelvefold in value.)

Mr. Burke's experience in all facets of Capital Cities' operation—general manager of its Albany, N.Y., TV station; general manager of its largest radio facility, WJR-AM-FM Detroit; and, most recently, president of its Publications Division (which accounts for about 45% of the firm's sales)—recommended him for the job of president and chief operating officer of the company. In that post, Mr. Burke will continue to devote a lot of his time to the expansion plans of Capital Cities. "We are limiting our search essentially to advertiser-supported media," he says. "We think that's a field we understand and have some success with. We continue to look for another suitable AM radio station, and we continue to look at all kinds of print media: consumer newspapers, consumer magazines and business publications." (Capital Cities owns its full complement of five VHF-TV stations, but could still add another AM station, another UHF-TV station, and two more FM stations.)

When Mr. Burke speaks of how he hates to commute every day ("It's tiresome, and it uses up an abnormal amount of the day") between his home in Rye, N.Y., and his office in midtown Manhattan (one hour and 20 minutes or so each way), it's clear that time away from his wife and four children is as much on his mind as time away from the job. But then he adds ruefully, almost self-deprecatingly, that he left a secure position as a marketing executive in the White Plains, N.Y., office of General Foods to join Capital Cities as the manager of WTEN-TV Albany, N.Y., in 1961 because "to be candid about it, I thought it would be terrific to work some place away from New York where I could feel more a part of an individual community . . . And now, here I am, back in New York."

Mr. Burke has a quiet intensity that



Daniel Barnett Burke, president and chief operating officer, Capital Cities Broadcasting Corp.; b. Feb. 4, 1929, Albany, N.Y.; BA, University of Vermont, 1950; U.S. Army 1951-53; MBA, Harvard, 1955; product management and development, Jell-O division of General Foods, 1955-61; general manager, WTEN-TV Albany, N.Y., 1961-64; Capcities VP, 1964; general manager, WJR-AM-FM Detroit, 1964-69; Capcities executive VP, 1968; president, Publications Division, Capital Cities, 1969-72; present post, July 1972; m. Harriet Shore of Cincinnati, Aug. 31, 1957; children—Steve, 14, James, 11, Sarah, 10, William, 6.

comes through even in casual conversation. "When he's on the job, he's quite formal, he's not outgoing," says Larry Carino, vice president and general manager of WJBK-TV Detroit. "He's certainly not the boisterous, loud, joke-telling type," adds Carl Ward, vice president of affiliate relations at CBS. And Phil Flanagan, who has known Mr. Burke for many years, says, "If I were describing him, I'd use the word 'precise' rather than 'formal' or 'reserved.' He doesn't do anything casually; he thinks his way carefully through every situation he's involved in. And he really does his homework. When WJR picked up the broadcast rights to the Detroit Tigers, Dan became so totally involved as a fan that his secretary would interrupt important business meetings to fill him in on the latest score of the game. And Dan is so well informed that when he makes a decision he's very definite about it. He's no pussycat. Although I've never witnessed it personally he's known to have one of the most explosive tempers in the business."

It was while Mr. Burke was station manager at WJR-AM-FM Detroit that the riots of 1967 broke out in that city. "With the radio station," he says, "I was in a unique position to get in touch with the potential black-community leaders and give them air time."

Mr. Burke developed a commitment to the black community that led to his organizing the First Independence National Bank of Detroit, which has since become

one of the largest black-owned-and-operated banks in the country. "He really jumped into that black-bank thing with both feet," says Phillip J. Meek the publisher of a Michigan newspaper called the *Oakland Press* (which is owned by Capital Cities). "And also during that time he was instrumental in mobilizing the Detroit business community to help minority groups on an organized basis." The Economic Development Corp. of Detroit became the conduit for this help with Mr. Meek as president and Mr. Burke as one of the members of the executive committee.

As a result of his community involvement in Detroit, Mr. Burke is convinced that usually one needn't look beyond the problem of job security to find the cause of today's urban instability. "Whenever you've got a lot of unemployment," he says, "there's always the fear among working people that they could be replaced at any time by somebody who's willing to do the same job for less money." The sad irony for Mr. Burke is that when these malignant fears finally erupt into violence, "the worst impact falls on the blacks themselves—they're the real victims of the crimes that are committed."

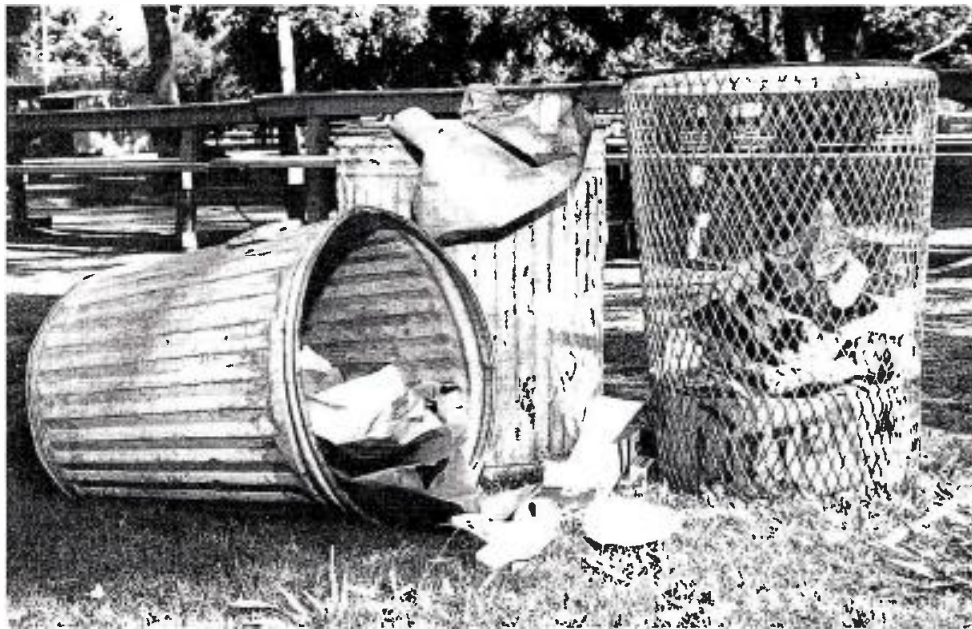
School busing is the current civil-rights issue Mr. Burke is giving a lot of attention to because the *Oakland Press* is situated in Pontiac, Mich., the city in which community sentiment against the transporting of children out of their own districts is so strong that racial disturbances were triggered and buses blown up during the school year—and Pontiac found itself basking in the harsh glare of national publicity. "The *Oakland Press* could have won favor in the community by coming out blazing against court-ordered busing," says an official of the paper. "But that would have been irresponsible because de jure segregation still clearly exists in Pontiac and that's the situation the courts were speaking to." As Mr. Burke puts it, "We refused to condemn busing, but we also refused to embrace it." The result of the *Oakland Press's* moderation on the issue was, according to the paper's spokesman, "picketing, bomb threats, and the flooding of our lobby with people demanding that we cancel their subscriptions."

Mr. Burke could have avoided these problems by writing an antibusing editorial in New York and inserting it in the *Oakland Press* himself, but his policy is to hire men he trusts (like Mr. Meek or like any of the managers of Capital Cities' stations) and giving them complete autonomy to make editorial decisions.

"If our executives are ever corrupted by anything," he says with a smile, "it won't be by big salaries and stock options but by having more autonomy and freedom than they know what to do with."

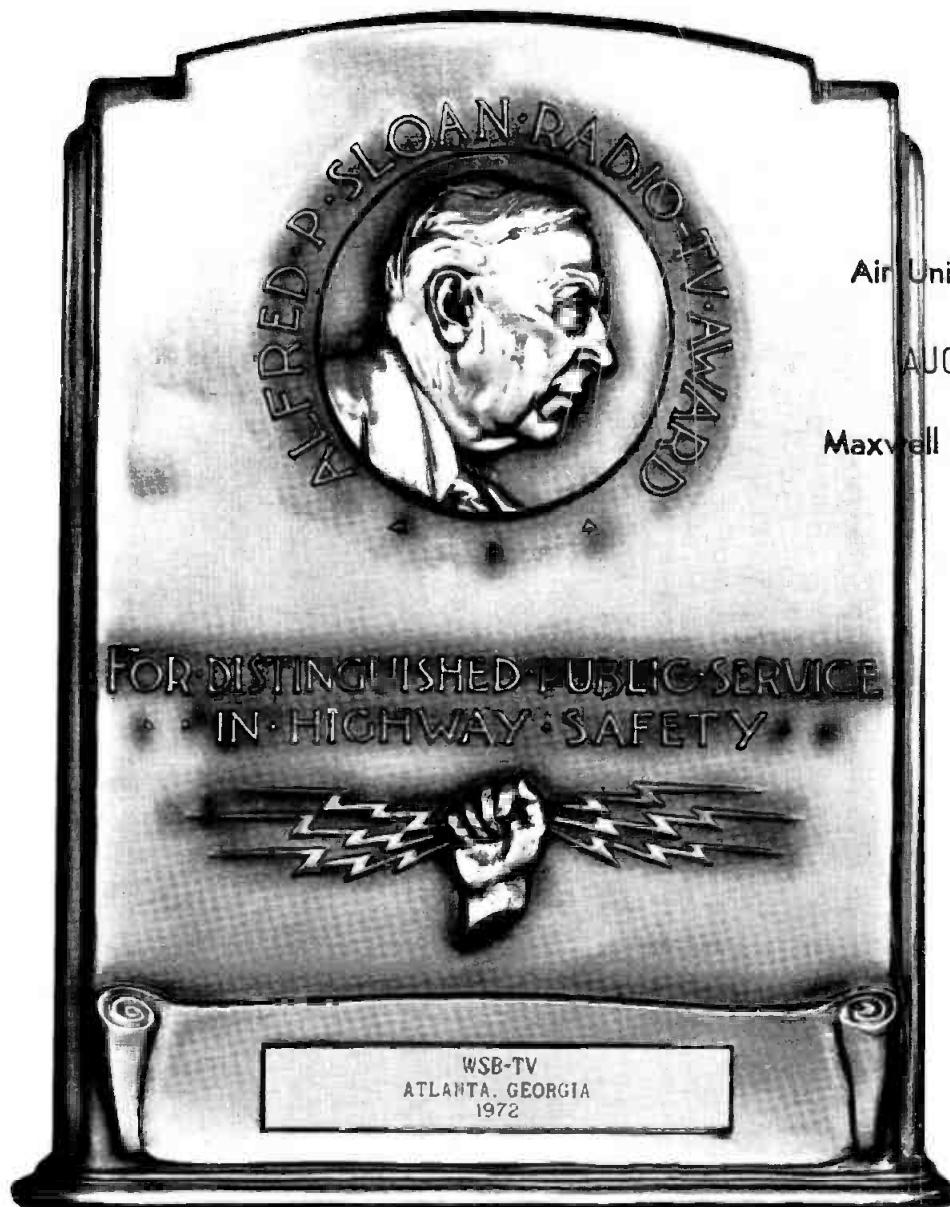
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