

Republicans contrive a three-night TV special
Biggest spot agency to buy by TV code: Start of a trend?

Broadcasting Aug 28

The newsworthy of broadcasting and allied arts

Our 41st Year 1972

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KATZ TELEVISION

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Broadcasting Aug 28

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Broadcast journalists call it a 'nonstory,'
but they stick with it to the very end.
National ratings match those of the Democrats,
but audiences turn elsewhere if they can.

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DFS, estimated to be top-billing agency in spot TV,
says it will penalize stations that violate its
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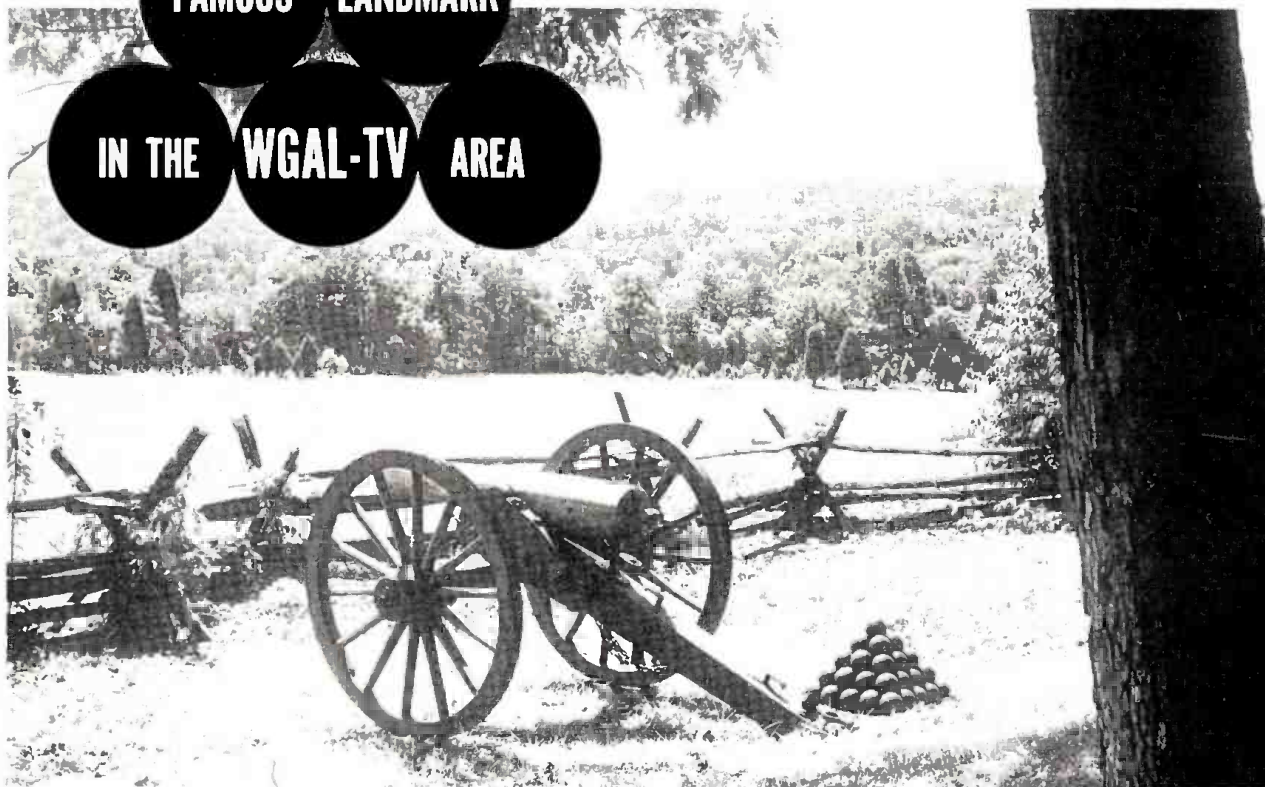
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**A
FAMOUS LANDMARK**

IN THE WGAL-TV AREA

Gettysburg National Military Park. This solitary cannon is one of the hundreds of markers, statues and monuments which pinpoint dramatic events and heroic participants in this decisive battle of the Civil War. Every year thousands of visitors from all parts of the world tour this historic site near Gettysburg, Pa.

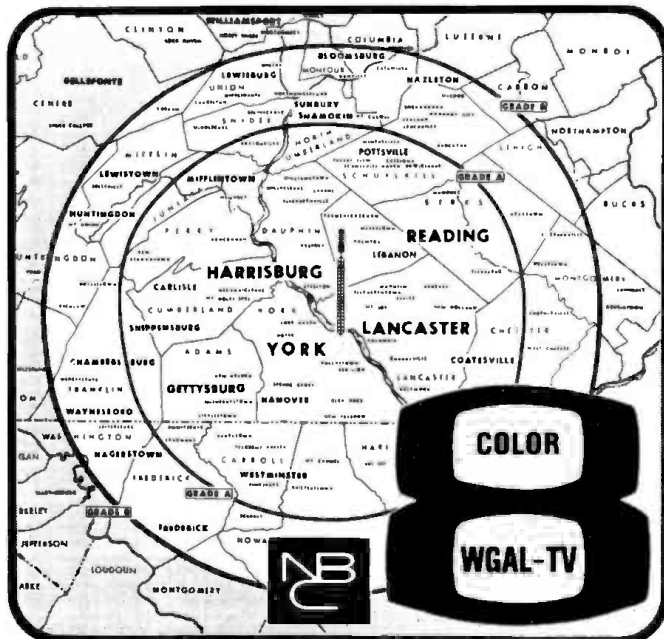


WGAL-TV, a pioneer in its market, is one of the nation's first television stations. Today, its highly-respected call letters are the best known in its coverage area. Such recognition is the result of 23 years of balanced programming and dedication to inform, entertain, and serve the diverse interests of its many viewers.

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Closed Circuit®

Back to work

FCC will try to clean house of multitude of routine matters that have accumulated during August—while most commissioners were vacationing—when it sits down to first agenda meeting in month tomorrow (Aug. 29). Although nothing spectacular is expected to come out, Chairman Dean Burch's game plan is to get "humdrum stuff" out of way in preparation for what looks to be busy September—and he has requested as many colleagues as possible to be on hand. There could be quorum problem though. Commissioners H. Rex Lee and Charlotte Reid will be absent, and wife's illness could keep Commissioner Robert E. Lee away from office as well (see page 6). Commissioner Benjamin L. Hooks has not been regularly participating in commission actions.

High C-P-M

With curious unanimity, ABC News, CBS News and NBC News took full-page ads in official program of Republican national convention last week, as they had in Democrats' program month ago. Neither party program contained paid advertising for any other news medium. Networks' ads cost \$10,000 each.

Frontiersman

Former FCC Commissioner Robert Wells has broadened his communications base since leaving FCC Nov. 1, 1971. In addition to his direction of five Harris Enterprises stations in Kansas, Colorado, Iowa and Illinois, he has been elected to board of directors of Microband Associates, New York-based company in microwave field, headed for ventures in new multipoint distribution service which is being seen as potential pay-TV system (BROADCASTING, Aug. 21).

Sticks and carrots

While Dancer-Fitzgerald-Sample has announced intention to penalize TV stations that don't abide by commercial limitations of National Association of Broadcasters code (see page 16), Foote, Cone & Belding, taking opposite tack, says it is continuing to grant "bonus audiences" to stations observing standards stricter than code's. And Group W—which has been earning FC&B bonus—has started campaign for similar recognition (and competitive advantage over other stations) from other major agencies. Donald H. McGannon, Group W chairman and president, has written agencies to report his stations are getting "10% advantage" in audience delivery from FC&B.

FC&B bonus policy was adopted after Avco Broadcasting announced cutback in

commercial time (BROADCASTING, Feb. 28). Agency's policy goes on, though Avco gave up and returned to allowable limits of commercialism under code, with explanation it had been losing business (BROADCASTING, July 3). Whole subject of penalties for commercial excess or rewards for restraint is gaining wide attention among agencies. It's to be among topics of serious discussion at internal meeting of J. Walter Thompson at New York headquarters tomorrow (Aug. 29).

Whose tab?

All three TV networks and seven station groups have been hit by unpublicized lawsuits, filed over period of months, seeking more than \$215 million in damages on behalf of trusts that provide employment for out-of-work musicians through special concerts, etc. Suits were started by Samuel R. Rosenbaum as trustee for Hollywood Film Trust Agreement and Hollywood Television Trust Agreement, alleging violations of those agreements. Defendants, however, say it's puzzlement, because networks signed only TV trust agreement and station groups signed neither. Groups named are Scripps-Howard, Westinghouse, Corinthian, Metromedia, Capital Cities, Storer and Taft.

Suits, filed in New York state supreme court, contend producers and distributors signed film agreements in period 1954-59 specifying they would pay trust 5% of receipts from TV use of theatrical films, but that many of those companies are now out of business or have disposed of film rights, leaving big sums uncollectible. Plaintiff's view is that "obligation follows the film," meaning in such cases networks and stations are liable. As to TV trust, suits claim networks have not paid as much as they should—charge denied by network sources, although formal answers have not been filed by networks (or by station groups, for that matter).

Cultural exchange

Japanese-American cooperation in broadcasting through interchange of people and ideas formally gets under way this November with visit of possibly two dozen U.S. broadcast executives to Japan under arrangements coordinated through State Department with blessing of President Nixon. Invitations dispatched through John Richardson Jr., assistant secretary of state for educational and cultural affairs relate that project was initiated by broadcasters in both countries and that group of Japanese broadcasting executives will make reciprocal visit to U.S.

Project had its onset in 1960 under President John F. Kennedy on what was initiated as "sister station" program in-

terchange. Prime movers among U.S. broadcasters are J. Leonard Reinsch, president of Cox Broadcasting Co., Atlanta, and Ward L. Quaal, president of WGN Continental Broadcasting Co., Chicago.

Last reel

Future of Cinema Center Films, CBS Inc.'s theatrical motion-picture production operation on West Coast, is uncertain if not nonexistent. Official word is that no decision has been reached whether or not production activities will cease. Unofficially, it's conceded that barring miracle, end of operation, for all practical purposes is just matter of time. CBS venture into movie-making, started five years ago, produced more than 25 theatrical features, with biggest success being "Little Big Man." Cinema Center 100, Cinema Center Films TV subsidiary, was phased out last year.

Bit in the teeth?

When executive committee of National Association of Broadcasters meets Sept. 14 in New York, it will have usual complement of subjects to discuss (political action, radio re-regulation, consumer legislation, among others) plus one unique item: recommendation by Elbert Sampson, NAB minorities coordinator, for NAB sponsorship of seminar this fall on black ownership of broadcast properties. Mr. Sampson is said to feel this is area that holds most significant potential for minorities in broadcasting.

Bounding main

When CBS Inc.'s new president, Arthur R. Taylor, journeyed to Miami last week to inspect network's GOP convention setup, newsmen wondered whether corporation would ever get able-bodied boss. Young Mr. Taylor hobbled into meeting on crutches. He had broken his left ankle in sailing accident. But otherwise, all attested, he seemed sound.

Hail Britannia

If U.S. philatelists, not to mention broadcasters, had justifiable complaint about refusal of Post Office Department in 1970 to issue stamp to commemorate radio's 50th anniversary, they have triple reason now to make American eagle scream. Britain reportedly plans not one but three stamps to commemorate beginning, in 1922, of regular daily radio broadcasting in Britain.

In 1969, when National Association of Broadcasters sought commemorative radio stamp, authorities said it was out because in 1964 stamp honoring amateur radio had been issued.

At Deadline

Wiley, Staggers have some encouraging words

West Virginia broadcasters brief on commission's 're-regulation' study

FCC Commissioner Richard Wiley last week gave gathering of broadcasters progress report on commission's radio "re-regulation" inquiry—study which he is supervising. And commissioner, who spoke before West Virginia Broadcasters Associations Friday (Aug. 25) gave ample indication that he is pleased with results thus far.

Evident areas of exploration in inquiry, Mr. Wiley said, could include such questions as whether all outlets in markets served by numerous outlets should be required to meet programming obligations "in precisely the same manner." Also up for consideration, Mr. Wiley indicated, is proposal for different license period for radio and television stations. But initially at least, he said, primary emphasis will be devoted to technical regulations.

Of 400 comments from radio licensees thus far submitted to commission, Mr. Wiley said, most commonly referred to problems are in technical area. Among suggestions broadcasters have made is revision in rules that now require log entries every half hour to require such entries as seldom as three times daily.

Other technical recommendations by Mr. Wiley include: (1) Requirement for inspections of transmitting equipment two or three times per week, rather than once daily; (2) three or four yearly field strength measurements rather than presently required 10; (3) elimination of requirement that stations identify prerecorded programs as such; (4) axing specific requirements for station identification; (5) alphabetical indexing of FCC rules; (6) repeal of rule requiring stations to post operator licenses; (7) creating separate bureau for radio; (8) combining operating and technical logs into single document.

Mr. Wiley also said "extensive analysis" of various FCC forms is being undertaken, premise being that documents are both too long and too many.

Inquiry is also examining present system of ascertaining community needs, commissioner said, noting that "it is perhaps a persuasive argument that formal surveys may be less effective than informal discussions identifying small-town problems" in case of small-market radio stations.

At same meeting House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) commended FCC's efforts in attempting to clarify fairness doctrine, adding that broadcasters need better statement of what is expected of them under law.

And he suggested "that we not simply sit back and wait for positive proof" that TV violence affects behavior. If it can be admitted that there may be a link, "then it becomes our duty to act on that possibility," he said. "Certainly no one is going to suffer if we have less violence on television—and I think we could do with a lot less."

One of problems, Mr. Staggers said, is that industry is being regulated by laws enacted when today's technology was undreamed of. "It may be time to start over from scratch," he said.

He urged broadcasters to put themselves in place of public, which is seeking improved television service, and said those in Congress should try sympathizing more with problems of broadcasters. "We could do with less confrontation and more consultation," he said.

AAMCO shifts gears

AAMCO, Bridgeport, Pa., franchiser of automatic transmission specialists, has named Albert J. Rosenthal, Chicago and New York, as national advertising agency. Rosenthal has been handling several regional AAMCO dealer groups. It suc-

Steinberg changes hats. Charles S. Steinberg, CBS-TV vice president, public information, is resigning to join faculty at Hunter College, City University of New York, as professor of communications, effective Sept. 1. He has been with CBS 16 years, 15 as VP, and before that was director of education for Warner Brothers pictures and head of Warner public relations in East. He also has taught and lectured, is author of three books and has signed for fourth, all on mass media.

Mrs. Lee suffers stroke. Mrs. Robert E. Lee, wife of FCC commissioner, was reported to be in "poor" condition late Friday (Aug. 25) by spokesman for Washington's Georgetown University hospital. Mrs. Lee was taken to hospital earlier last week after she suffered stroke.

More chess for TV. Spanish International Network, New York, reported it has acquired worldwide television, radio, theatrical and cable-TV rights to International Chess tournament to be held in San Antonio, Tex., Nov. 18-Dec. 14. Rene Anselmo, president of SIN, said 16 grandmasters have accepted invitations including Boris Spassky of Soviet Union, now competing with Bobby Fischer of U.S. Mr. Fischer is not expected to participate but Mr. Anselmo said he is negotiating to have Mr. Fischer narrate competition.

ceeds Bearden Advertising, New York. Rosenthal's Bruce Ruttenberg will be account supervisor with Ben Rhodes as account executive.

NBC sees no wrong in showing GOP film

NBC late last week defended its showing of what Democratic National Committee had called "Republican propaganda" during network's coverage of Republican convention (see page 12).

DNC Chairman Jean Westwood, in telegrams Aug. 23 to both NBC and CBS, contended that Aug. 22 showing of film, "which was not part of the convention proceedings on the day they were shown" amounted to "gift of network prime time" to Republicans. Pointing out broadcasters are exempt from equal-time requirements only in news-event situations, she asked for explanation of showing and "assurance that you will maintain proper balance of film time between the two parties."

Benjamin D. Raub, vice president and assistant general attorney for NBC, replied that convention schedule called for two films (Monday and Tuesday) that were shown in correct sequence on television. But "through a technical error," he said, presentation in convention hall was reversed.

He said both films "were on-the-spot news coverage" of convention "and activities incidental thereto. NBC will, of course, continue its long-standing policy of fairness to both major parties, including compliance with equal-time requirements."

CBS sources said Friday (Aug. 25) they had received Mrs. Westwood's telegram but have not yet responded.

Albuquerque CATV says local TV's put on squeeze

Cable company that holds franchise for Albuquerque, N.M., asked FCC late last week to revoke broadcast licenses of that city's three television stations and commonly owned radio outlets, because of what it called "ruthless" joint attempt to keep cable out of Albuquerque.

General Entertainment and Communications Co. (Gencoe), subsidiary of LVO Cable Inc., charged that "individual and concerted efforts" of three stations have prevented it from starting service even though it was awarded original permit four years ago. Gencoe said that opposition went beyond typical efforts by local TV stations and included dissemination of "false and misleading information," on and off air, about cable generally and Gencoe's plans in particular; fairness violations; using station facilities to "harass" city officials by encouraging floods of

phone calls; and combination to restrain trade in violation of antitrust law.

Named in Gencoe's complaint were Hubbard Broadcasting Inc., licensee of KOB-AM-FM-TV; New Mexico Broadcasting Co., licensee of KGGM-AM-TV; and KOAT TV Inc., licensee of KOAT-TV. Stations themselves were among backers of company that unsuccessfully applied for Albuquerque franchise four years ago, though KOB-TV redeemed its shares of stock before final decision on franchise, and KOAT-TV has since changed ownership.

Since Gencoe was awarded franchise, stations have taken numerous legal steps in court and FCC to block commencement of cable service. Original franchise was declared invalid by district court, but that decision was later reversed by state supreme court. Last month, as city prepared to issue new franchise to accord with FCC regulations, stations secured opinion from New Mexico's attorney general that franchise was invalid. When new franchise was issued to Gencoe anyway, stations began drive to have franchise overturned by public referendum.

RKO General revamps top echelon in D. C.

First sweeping change under new radio management at RKO General Broadcasting Co. came last week with firing of two principal executives at WGMS-AM-FM Washington, classical-music stations.

Victor A. Forker, general manager for two years, was replaced by Jerry Lyman, who had been stations' general sales manager. Harry Ward, programming director for seven years, was replaced by Art Mandlebaum, whose title is director of special programs.

Changes were made by Bruce Johnson, vice president of RKO General's Radio Division since July. Classical-music stations have been most economically vulnerable links in RKO's radio chain, and some changes there had been expected (see page 51).

Mr. Lyman made clear last week, however, that those changes will not include dumping or diluting "pure" classical-music sound. WGMS(AM) had planned earlier this year to switch to rock format, but flood of protests stopped that idea. WGMS later won waiver of FCC rules to permit it to simulcast.

NCTA appoints seven to pay-cable committee

W. Randolph Tucker, Electra Communications, has been named chairman of National Cable Television Association's special committee on subscription programming.

Committee was established by NCTA chairman William Bresnan to look into subject of pay cable and recommend policy for NCTA (BROADCASTING, July 31).

Also named to committee were Burt Harris, Cypress Communications; Bill Brazeal, Telecommunications Inc.; D.

Alec Purcell, Telecable Inc.; Barry Zorthian, Time-Life Broadcast; Alvin Cooperman, Athena Communications and Arthur Anderson, Teleprompter Corp.

Other committee chairmen announced Friday (Aug. 25) were: J. Orrin Marlowe, Spectrum Communications, chairman of utility-relations committee; Marc Nathanson of Cypress, chairman of public-relations committee; Lawrence W. Kliever, Peninsula Broadcasting, chairman of music negotiating committee; and Douglas C. Talbott, Cox Cable, chairman of engineering advisory committee. Other committee chairmen were named at last NCTA board meeting last month.

WRG, Gardner talk about getting together

Wells, Rich, Greene, New York, confirmed Friday (Aug. 25) it is negotiating with Gardner Advertising, St. Louis, looking toward acquisition and operation of Gardner as wholly owned subsidiary. Frank Colnar, vice president in charge of finance, explained WRG's thinking:

"We're a full-service agency but Gardner is modular in concept [and] various functions are sold separately. . . . We'd be feeding them more piecemeal bids

that we'd ordinarily turn down."

WRG previously had been negative toward expansion through acquisition and toward expansion outside New York.

In 1971, WRG billed \$110 million, Gardner \$59.6 million. Gardner is privately owned.

GOP production unit told output needs tag

Broadcasters who use film or tape supplied by candidate for public office in newscasts must notify their audiences as to source of material. That's gist of ruling last week by FCC Complaints and Compliance Division Chief William B. Ray, in letter to Gary M. Sukow of National Republican Congressional Committee. Mr. Sukow sought clarification of commission's fairness-doctrine policy implemented last June regarding appearances by political candidates in which controversial issues come into play (BROADCASTING, June 26).

Mr. Sukow noted that his committee maintains camera crew and audio feed service for use by Republican congressmen wishing to tape programs for use by stations. Referring to paragraph of commission's fairness-policy statement requiring broadcasters to inform public when tape or film is supplied by candidate as inducement for broadcast, Mr. Sukow asked whether this requirement is applicable in cases where stations arrange and exercise editorial control over interview with legislator but committee supplies technical equipment.

Mr. Ray stated that commission's policy is to require such disclosures whenever any "records, transcriptions, talent, scripts or other material or services" are furnished by candidate. Therefore, he ruled, disclosure requirement is applicable when Republican utilizes committee's services, since use of equipment falls under "other material or services" criterion.

NCTA makes another try

National Cable Television Association, which lost in court when it challenged FCC's imposition of annual fees on cable systems, has asked for rehearing. Basis of its request to U.S. Court of Appeals for Fifth Circuit was new decision by another appeals court, invalidating fees imposed on gas and power companies by Federal Power Commission. That reversal by Washington U.S. Court of Appeals for District of Columbia has direct applicability to cable systems' position before FCC, association said.

Another CFC cable loan

Cable Funding Corp., which went public earlier last week (see page 35) announced second loan commitment on Friday (Aug. 25). It is to Gateway Cablevision Corp., which holds franchise for Amsterdam, N.Y. Loan is for \$650,000 at 11% interest plus 20% equity ownership. First loan promised is for \$1.45 million to Coastal Cable TV Co. seeking CATV franchise in eastern Connecticut.

Headliners



Mr. McMahon

Mr. Curran

John J. McMahon, VP and general manager, KABC-TV Los Angeles, joins NBC-TV as VP, programs, West Coast, effective Sept. 1. He will succeed Herbert S. Schlosser, named executive VP, NBC-TV, New York (BROADCASTING, May 15). Mr. McMahon has been with ABC since 1958 in several executive positions including VP and general manager of WXYZ-TV Detroit before moving to current KABC-TV post in 1968. Stanley Robertson, NBC-TV VP, motion pictures for television, named VP, film programs, reporting to Mr. McMahon, also effective Sept. 1. Mr. Robertson, with NBC since 1957, will be responsible for all film programs, except specials, produced for NBC-TV's prime-time schedule. He succeeds Jerry Stanley who resigns after 16 years with network. Don B. Curran, since January 1970 VP and general manager of KGO-TV, ABC-owned station in San Francisco, named to succeed Mr. McMahon as VP and general manager of KABC-TV. Mr. Curran has been with ABC for 12 years, 10 of them in radio and TV station management. His successor in San Francisco has not yet been named.



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Datebook®

This week

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

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

September

Sept. 4-8—*International Broadcasting Convention*. Grosvenor House, London.

Sept. 7—*Senate Commerce Committee* hearing on nomination of Thomas B. Curtis as member of board of directors of Corporation for Public Broadcasting. 10 a.m., room 5110 New Senate Office building, Washington.

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

Sept. 8-10—*New York State Associated Press Broadcasters Association* meeting. Sagamore hotel, Bolton Landing, Lake George.

Sept. 11—Regional sales clinic, *Radio Advertising Bureau*. Executive motor inn, Buffalo, N.Y.

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

Sept. 12—Regional sales clinic, *Radio Advertising Bureau*. Sheraton O'Hare motor hotel—airport, Chicago.

Sept. 13-15—Annual convention, *Michigan Association of Broadcasters*. Principal speakers: Senator Robert P. Griffin (R-Mich.), FCC Commissioner Richard Wiley, and FCC Secretary Ben F. Waple. 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. 14-15—Fall meeting, *Florida Cable Television Association*. Ramada Inn, Fort Walton.

Sept. 15—Luncheon meeting, *Pacific Pioneer Broadcasters*. Sportsmen's Lodge, Los Angeles.

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

Sept. 15-17—*American Women in Radio and Television* Southern area conference. Sheraton motor hotel, Nashville.

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

Sept. 19—Regional sales clinic, *Radio Advertising Bureau*. Hilton Inn (Sea-Tac) airport, Seattle-Tacoma, Wash.

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—Regional sales clinic, *Radio Advertising Bureau*. Pittsburgh Hilton, Pittsburgh.

Sept. 20-22—Marketing Conference, *Grocery Manufacturers of America Inc.* Featured speakers include Arnold B. Elkind, attorney and member, National Advertising Review Board. Buck Hill Inn and golf club, Buck Hill Falls, Pa.

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

Sept. 21—Regional sales clinic, *Radio Advertising Bureau*. Pontchartrain, Detroit.

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

Sept. 21-22—Annual broadcast symposium, *Institute of Electrical & Electronic Engineers*. Featured speakers: Dr. Boris Townsend, Independent Broadcast Authority, London; W. J. Poch, retired executive, RCA's Astro-Electronics Division; Oscar Reed Jr., Jansky & Bailey; Richard Gould, FCC; Richard B. Marsten, Na-

tional Aeronautics & Space Administration, and Blair Benson, Goldmark Communications. Washington hotel, Washington.

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

Sept. 22—Regional sales clinic, *Radio Advertising Bureau*. Carrousel inn, Cincinnati.

Sept. 22-24—*American Women in Radio and Television* Northeast area conference. Mohonk Mountain House, Lake Mohonk, N.Y.

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

Sept. 25—Regional sales clinic, *Radio Advertising Bureau*. Sheraton motor inn, Charlotte, N.C.

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

Sept. 26—Regional sales clinic, *Radio Advertising Bureau*. Hilton inn, airport, Atlanta.

Sept. 27—Regional sales clinic, *Radio Advertising Bureau*. Sheraton-Orlando Jet Port inn, Orlando, Fla.

Sept. 29-Oct. 1—*American Women in Radio and Television* Western area conference. El Mirador, Palm Springs, Calif.

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

Sept. 29-Oct. 1—Expo Electronex, home entertainment show sponsored by *Western Electronic Manufacturers Association*, to include monochrome and color TV receivers, TV record and playback units, tape and cassette equipment. Convention Center, Los Angeles.

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—Regional sales clinic, *Radio Advertising Bureau*. Colonnade, Boston.

Oct. 3-5—Fall convention, *Illinois Broadcasters Association*. Featured speakers: FCC Commissioner Charlotte Reid and Grover C. Cobb, executive vice president for government relations, National Association of Broadcasters. Water Tower Hyatt House, Chicago.

Oct. 4—Regional sales clinic, *Radio Advertising Bureau*. Sheraton inn-LaGuardia airport, New York.

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

Oct. 6—Regional sales clinic, *Radio Advertising Bureau*. Sheraton Baltimore inn, Baltimore.

Oct. 6-8—*American Women in Radio and Television* West Central area conference. Chase Park Plaza, St. Louis.

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 Con-*

Major meeting dates in 1972-73

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, New York.

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

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

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

March 25-28, 1973—Annual convention, *National Association of Broadcasters*. Sheraton Park and Shoreham hotels, Washington.

ference and Exhibition. Communications equipment will be among items featured. Regency Hyatt-O'Hare, Chicago.

Oct. 10—Regional sales clinic, *Radio Advertising Bureau*. Sheraton-Peabody, Memphis.

Oct. 11-12—Television commercials workshop, *Association of National Advertisers*. Plaza hotel, New York.

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. 12—Regional sales clinic, *Radio Advertising Bureau*. Hilton Inn, Dallas.

Oct. 13—Fifth annual *Kansas Association of Broadcasters* seminar. Theme: current problems facing the broadcasting industry and what can be done about them. Student Union, Kansas University, Lawrence.

Oct. 13—Regional sales clinic, *Radio Advertising Bureau*. Sheraton inn-airport, Denver.

Oct. 13-15—*American Women in Radio and Television* East Central area conference. Terrace Hilton hotel, Cincinnati.

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 programing 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. 16—Regional sales clinic, *Radio Advertising Bureau*. Muehlebach, Kansas City, Mo.

Oct. 17—Regional sales clinic, *Radio Advertising Bureau*. Burlingame Hyatt House, San Francisco.

Oct. 18—Regional sales clinic, *Radio Advertising Bureau*. Sheraton Bloomington, Minneapolis.

Oct. 18-21—*WSM(AM)*'s 47th Grand Ole Opry Birthday Celebration and Disc Jockey Convention. Municipal auditorium, Nashville. For information on registration write: P.O. Box 100, Nashville, 37202.

Oct. 19—Regional sales clinic, *Radio Advertising Bu-*

reau. Wilshire Hyatt House, Los Angeles.

Oct. 19—Regional sales clinic, *Radio Advertising Bureau*. Regency Hyatt House, Chicago.

Oct. 19—Eighth annual *SESAC* country music awards banquet. Woodmont country club, Nashville.

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. 20-22—*American Women in Radio and Television* Southwest area conference. Sheraton Fort Worth, Fort Worth.

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 *Kliegl Bros.* at KPRC-TV Houston. Fee is \$250. Contact: Wheeler Baird, Kliegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

Oct. 26—Newsmaker luncheon on programing, *International Radio and Television Society*. Panel: network program executives Fred Silverman of CBS, Marty Starger of ABC and Larry White of NBC. Plaza hotel, New York.

Oct. 27-29—*American Women in Radio and Television* Midwest area conference. Ramada Inn, Louisville, Ky.

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 Broadcasters*. The Brown Palace hotel, Denver.

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. 10-12—Meeting, board of directors, *American Women in Radio and Television*. Americana Bal Harbour, Miami Beach.

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

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

Nov. 17—Radio Day, sponsored by *Georgia Association of Broadcasters*. Stouffer's inn, Atlanta.

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

Nov. 26-29—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 Programing Conference*. St. Francis hotel, San Francisco.

December

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

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Monday Memo

A broadcast advertising commentary from Jay M. Kholos, president, Jay M. Kholos Advertising, Encino, Calif.

Beating the newspapers at their own game for a local retail merchant

Christopher Jackson, vice president for chain-store sales of the Bureau of Advertising, American Newspaper Publishers Association, told the national sales conference of the International Newspaper Advertising Executives in Chicago recently that the long standing role of the newspaper as the basic local medium for the three major retail chains—Sears, Roebuck & Co., Montgomery Ward & Co. and J. C. Penney Co.—is not about to change even though "it is being challenged by our competition in broadcast and coolly questioned by the client."

Mr. Jackson asserted that frequent trade press articles on local broadcast activities by these three giants somehow always omit the fact that over-all, the ratio of local ad budgets going into newspapers is remaining quite constant, about 81 cents out of every dollar.

Mr. Jackson is right in his analysis. The Radio Advertising Bureau and the Television Bureau of Advertising have done a lot to encourage the use of broadcast by retailers, and with some success, but the old-line retailer still thinks of newspapers as the basic medium. He likes newspapers because he sees people bringing in a coupon or a copy of his ad, something tangible he can see resulting from his expenditure of advertising dollars. He doesn't get that reassurance from broadcast.

We're not a big agency, but \$3 million of our more than \$4 million billing, or 75%, is in broadcast, mostly television. Almost 100% of this is on behalf of retail clients. I believe in the use of broadcast by retailers, but only when they use it as they use newspapers—not institutionally, but with promotion that causes potential customers to react.

Television, as we use it, is highly flexible and can be employed as are newspapers to feature specials and price items. Changes can be made quickly. We do not accept being locked in until a particular flight is over.

We believe in commercials which are conceptual in that they provide an umbrella theme, with an opening in the middle or the end for immediate-response appeals that give a customer a reason to come in today. This format allows changes at a moment's notice.

Our philosophy is that it is possible to engage in long-range planning to build a desired image, but at the same time it is our goal to make every dollar spent pay off today. We sincerely believe we can have our cake and eat it too; we can build for the future and create immediate



Jay M. Kholos, after earning a BA in telecommunications at the University of Southern California, began in advertising as a trainee at Carson/Roberts/Inc., Los Angeles. He subsequently served brief stints at C/R in the mailroom and as a TV production assistant before joining Asher/Gould Advertising Inc., Los Angeles, working in media, creative and account capacities. After five years—and by then a VP of Asher/Gould—Mr. Kholos left to open his own agency, Jay M. Kholos Advertising, Encino, Calif. When the agency started, in May 1968, it had one part-time employee and one account, Barr Clothing, the subject of this "Monday Memo." Currently the agency has 22 employees and 25 accounts, most of them retail advertisers.

sales, just as newspapers do, for retailers.

Here's how we carry out that philosophy with one client: Barr Clothing, Los Angeles. This is a large, independent men's clothier with but one store, in a nontraffic location, and a limited budget in television, about \$200,000.

Commercials carry price-promotion specials and are usually changed weekly. Appeals are to a lower-middle-class market where the purchase of a suit is usually for a special occasion. Frequently the wife of a customer initiates the sale and closes it in the store.

Bearing in mind the infrequency of purchase by the target consumer, commercials are structured with the view that if the viewer doesn't need something

now, he will later. There is some fashion appeal, but price is always included. Barr is not a fashion store per se.

The clothing sold by Barr is designed to zero in on the needs and tastes of the target market. The client decided early that rather than be all things to all people, it would concentrate on the audience described.

This gives us a psychographic goal; we seek an audience of a specific type, with numbers being secondary. The objective is programs that develop loyalty among viewers, either to the activity, the stars of that activity, or station personalities. Here the nature of the audience is important; ratings are only one reading and may mislead.

For this client, the best audiences are fans of the Roller Derby, wrestling, boxing and bowling (but not baseball). Spots in such programs are fitted to the audience and seek to evoke an identification with the specific program. The effect sought is sponsorship, rather than spot advertising. Endorsements are obtained from ringside announcers and celebrities in telecasts of these sports. Along with the endorsements go personal appearances at the store, autograph parties and other promotional activities. Usually three specials are tied to personal appearances. The personality is featured on store posters, banners and hang tags.

Having literally zero foot traffic and just one store location, Barr is truly a media store, depending entirely on advertising to bring people in. It has done well in the face of competition from traditional clothing retailers, as well as from at least four other major media promotional competitors.

Advertising dollars are divided 10% to newspapers, 10% to radio and 80% to television. In occasional month-long promotions, radio may account for as much as 25% of the budget. It is used with saturation schedules that last four or five days.

Radio can't do as good a job as television in reaching the target audience of Barr in that it lacks the strong personality identification obtainable on television. We use talk radio successfully, and seek endorsement of program hosts. When disk jockeys are used, they are furnished fact sheets rather than a commercial, so they can add their personality to the spot. We don't have faith ever in just buying a spot.

Yes, I believe in broadcast advertising by retailers when it is used in the same manner as in newspapers, to create immediate sales. I also believe that conceived and executed properly, such advertising can create a very favorable image for a retailer over the long haul.

Republicans orchestrate a three-night TV special

News chiefs call it a 'nonstory' but still stick with it to the end; national ratings match Democrats' but audience drifts to independents where it has the choice; word now: all over again four years hence

Some 2,600 representatives of the nation's radio and television networks, individual stations and broadcast groups struck their expensive tents in Miami Beach last week, and, along with the Republican convention delegates and anti-Nixon demonstrators, left the sweltering city to the senior citizens who live there and bargain hunters who vacation there at this time of year. It had been, in the words of one network executive, a "nonstory."

But the convention demonstrated that the Republicans have learned the techniques of transforming a political convention into something approaching prime-time theater—assuming conditions are so congenial to party harmony that they can make use of those techniques. It was professionally mounted, swiftly paced, and carefully timed to assure prime-time exposure; present and former television producers saw to that.

What's more, it demonstrated that the party and the networks, whose relations have frequently been strained, can work together in relative harmony in planning convention coverage. In 1968, there had been more a feeling of hostility than of cooperation.

At last week's convention network representatives were not entirely charmed by the Republicans with whom they dealt; they said the Republicans were "sticky," less easy to deal with than the Democrats had been. But there were no serious complaints about the arrangements. And observers noted that the administration was now following a deliberate policy of easing tensions with the media (BROADCASTING, Aug. 14).

There was a lesson, too, for the country in the coverage given the demonstrators and their demonstrations. Although figures were incomplete last week, it appeared that the networks generally had gone outside the convention hall to cover the demonstrators as much as they did during the Democratic convention in Chicago in 1968, when their coverage of confrontations between young antiwar demonstrators and police fired a national controversy.

CBS, the only network that could supply comparative figures, actually broadcast more nondelegate coverage in Miami Beach. In 1968, it had devoted 32 minutes and 20 seconds out of 38 hours and three minutes of convention coverage to the demonstrations. Last week, CBS spent 40 minutes and 30 seconds on the demonstrations, while devoting 20 hours and nine minutes to the convention generally. (The striking decrease in total coverage time was occasioned, of course, by the Republicans' shorter schedule of events.)

Yet it seemed unlikely that much controversy would flow from coverage of last week's demonstrations. For one thing, the disturbances were marked by much less violence than those of 1968—a tribute to careful planning of police officials and the discipline of their men, as well as efforts by most of the demonstrators themselves to avoid bloody confrontations.

The networks were ready for the coverage. They had film and live camera

crews, both stationary and mobile, in strategic locations around the hall and at key points in the city. In addition, there was a pool camera in a helicopter that constantly circled the city.

CBS used the occasions of demonstrations Tuesday night to haul out for the first time its new electronic television camera capable of broadcasting live black-and-white pictures without artificial light. The camera, developed by Norelco to cover mass demonstrations at night without attracting the attention that television lights do, was used in an interview with policemen that was shown the next morning on *CBS Morning News with John Hart*. CBS also used a film camera equipped with a color light amplifier that is said to permit filming in almost total darkness (BROADCASTING, July 10).

In Chicago, four years ago, a telephone strike and restrictions imposed by Mayor Daley precluded any live pickups. Unlike Chicago, there were no newsmen arrested or clubbed last week. The worst they suffered were dousings of tear gas, along with the demonstrators they were covering. As more than one newsman put it, "We've come a long way since Chicago."

For all the work (the networks were represented by more than 1,400 newsmen, technicians, executives and back-up help and produced a total of some 46 hours and 16 minutes of programing over a three-day period) and all the money (the networks spent some \$20 million on both the Democratic and Republican conventions), the returns in viewer interest seemed quite small.

Special national Arbitron ratings of prime-time television coverage of the convention, which indicate CBS took first place, showed the audience for periods of three-network common coverage to be almost the same as that attracted by the Democratic convention. But the overnight Nielsens for New York and Los Angeles





Photos by CBS, NBC and ABC

indicate that where viewers had an alternative to convention watching, they often took it (see page 15).

Yet for all of that—the unimpressive ratings, the major effort, the prefabricated convention that was their story—as far as anyone last week could see through the smoke and tear gas, it looked as if it will be gavel-to-gavel coverage again, for CBS and NBC, in 1976.

“Barring unforeseen changes in the structure of conventions, we will cover in 1976 whatever there is available for coverage,” said one highly placed NBC official, who declined to be identified. It is not that he admires the format. Like Richard Salant, president of CBS News, he feels it’s the worst way to cover a convention—except for every other approach thus far suggested.

How, both wondered, does a network cover “important” events live at a convention without interrupting entertainment-program schedules and failing to give coherent coverage? Mr. Salant was reluctant to discuss 1976 while still involved in the coverage of a 1972 convention, but he said: “You can’t move in for 15 minutes to summarize what happened hours earlier without possibly missing something going on at the moment. You lose the flavor of the thing.”

Implicit in the problem, network executives readily concede, is the competitive factor. One network is not prepared to let the other do something it is not doing. Perhaps with that in mind, the NBC official, while insisting that it was not the networks’ function to advise the parties on how to conduct their conventions, kept coming back to the thought that if procedural matters were dealt with in private, the networks could avoid gavel-to-gavel coverage and the frequent long dull stretches it involves.

One suggestion based on news-value judgment alone—tailor the coverage to the kind of convention a particular party

is likely to have—was rejected by Mr. Salant, frankly on business-judgment grounds. If the networks covered one party’s convention gavel to gavel, then dealt with the other in summary fashion because it lent itself to that kind of treatment—as the Republicans’ frequently did —“the outcry” would be deafening.

ABC News executives feel they have the answer with capsulized reporting they introduced four years ago as the result, in part at least, of economic pressures. Last week the network did half-hour wrap-ups, at 4 p.m., of the afternoon sessions and abbreviated sessions at night, which combined summaries of what occurred before the network went on the air with live coverage. Elmer Lower, president of ABC News, thought the kind of convention the Republicans produced was ideally suited to the ABC format. And Av Westin, who produces the network’s evening news show and served as floor producer during the Democratic and Republican conventions, said that while ABC can “pick and select and boil down and edit, the opposition is enslaved.”

And it was true last week that CBS and NBC spent more time covering the podium than at any other convention. But that was largely because of the nature of the beast. With President Nixon and Vice President Agnew being renominated, virtually all surprise and news interest had been squeezed out of the convention in advance. There was almost nothing in the way of a story for floor reporters to seek out. Finding news to fill the time was even a problem for ABC and its truncated coverage, that network’s executive producer, Wally Pfister, acknowledged. There was the floor fight on Tuesday afternoon over the rule to allocate delegates to the 1976 convention—and the networks chewed on that one like a hungry dog with a fresh soup bone.

CBS’s Salant noted, however, that CBS had also spent more time than usual at

the podium during the Democratic convention last month and indicated that CBS was developing a new policy on convention coverage. “We’ve all learned,” he said. “And what we won’t do again during interludes in a convention is go to the freaks on the floor. We’ll probably stick more with the podium.”

The floor fight on Tuesday was about as close as the Republicans got to generating the kind of news and controversy that filled endless hours—many after midnight—at the Democratic convention a month earlier. In Miami Beach last week floor reporters took second billing to party figures like Senator Barry Goldwater (R-Ariz.) and television and movie personalities like James Stewart and Ethel Merman. And then there were the visuals—the taped remarks of Mamie Eisenhower and the three Wolper-produced movies, all projected onto three-sided screens behind the podium. If it was not a “coronation,” as some commentators termed it, the convention was a celebration of Richard Nixon and the Republican party.

There were, in addition, the little touches—the carefully rehearsed Boy Scouts and Girl Scouts marching onto the floor with flags; the U.S. Naval Sea Cadet Corps presentation of the colors; the youthful pages in red, white and blue uniforms and the red-, white- and blue-painted strips around the hall replacing the traditional bunting that soils easily.

It all had the marks of a television production. And no wonder. Frederic Rheinstein, one-time NBC News producer who now operates Lirol Corp., a television and film production company, served as consultant, along with Alvin Cooperman, who several years ago produced specials for NBC-TV and now runs the Communications Corp., a cable television subsidiary of Gulf & Western. Both worked with William Carruthers, a former TV producer who serves as a con-



Coverage by satellite. Proceedings at the Republican national convention last week were transmitted via satellite by the European Broadcasting Union to television viewers in 23 foreign countries. EBU transmitted the U.S. pool coverage, provided by NBC, to station and networks in Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Israel, Italy, the Netherlands, Norway, Spain, Sweden, Switzerland and England. And via intervention EBU provided coverage in Eastern Europe to the Soviet Union, Hungary, Poland, Czechoslovakia, Yugoslavia, Romania, Bulgaria and Albania. EBU transmitted three 15- to 30-minute convention packages a day—at 6:30 a.m., 2 p.m. and 4 p.m. EST. In addition, EBU sent, either live or on film, unilateral pieces to EBU members requesting them. These feeds were anchored by foreign correspondents representing the countries for which the transmissions were designed. Each of the 23 countries receiving the TV feeds also had the opportunity to take radio transmissions, with foreign correspondents supplying voice-over commentary.

sultant to the President on the use of television and film.

Their tradition of stop-watch precision led them into at least one embarrassing situation, however. On Monday the *Wall Street Journal* disclosed that the convention was being run according to a "secret" 50-page script. Later that day, CBS's Dan Rather obtained a copy and read from it on the floor. One passage, headed "Introduction of John Wayne," noted that Representative Gerald Ford (R-Mich.), convention chairman, was to speak one minute (8:53-8:54), and it included his remarks.

Mr. Rheinstein sought to downplay the importance of the script. He said it was "meaningless," intended mainly as a guide. "Most of it didn't hold up."

But the disclosure of the script should not have come as much of a surprise to the networks. Each was furnished a "1972 Republican National Convention Master Schedule" that indicated to the minute and second who would do what and when: It apparently was an abstract of the script. At 9:41 p.m. Monday eve-

Nominee. If CBS's Roger Mudd can do it, so can NBC's David Brinkley. Be nominated for Vice President, that is. Wayne Whitehead, news director of KVAL-TV Eugene, Ore., an NBC affiliate, was the Republican delegate who cast his vote for Mr. Brinkley at the Republican national convention in Miami Beach, last week. He said he wanted to "even the score" with CBS, since Mr. Mudd had received one vote for the vice-presidential nomination at the Democratic convention last month. The vote for the man not beloved by all Republicans was one of the few unscheduled light moments during the whole convention.

ning, for instance, Secretary of Transportation Volpe, a delegate from Massachusetts, was to rise and offer in a six-minute message a special resolution. A six-minute musical interlude was to follow immediately on its adoption.

ABC's Mr. Westin, asked if he had ever seen anything like the master schedule before, said, "Not since I did a space launch."

The Republicans, however, did not always follow the script. Mr. Rheinstein said the President's appearance at Marine Stadium, between Miami and Key Biscayne, where Sammy Davis Jr. was entertaining a group of the President's young supporters, on Tuesday night, was a last-minute decision, although it had been under consideration for some time. CBS and ABC had cameras on hand to cover the entertainment; but NBC, on about two hours' notice, had to hustle a mobile unit the 10 miles from convention hall.

The master schedule did enable the networks to plan their coverage to a far greater degree than they could during the Democratic convention. Indeed, the musical interludes occurring throughout the program were not simply dropped in. The designers of the convention saw it as moving so fast and as being so tight that the networks would need time now and then for a commercial or floor report or analytical piece. In addition, said Mr. Rheinstein, the music was to give the delegate a chance to catch his breath. "We didn't want to jam the program down his throat."

Disclosure of the "script" wasn't the only embarrassment the producers suffered. For all their meticulous attention to detail, the Republicans managed the major gaffe of projecting in the hall on Monday night a movie that was scheduled for presentation the following night—while the networks were broadcasting copies of the right one that the RNC had provided them. The next night, things were evened out. What happened? "A screw-up in the tape room [where the film was transferred to tape]," Mr. Rheinstein said.

But Mr. Cooperman, at least, thought there might have been some profit in the situation. Considering the precision with which the convention had been run to that point, he said, "It makes us look human."

The Republican national convention, of course, was not the only show in Miami Beach last week. While the delegates were doing their highly polished thing inside, several thousand young protestors from around the country, united principally in their opposition to President Nixon and the Vietnam war, were outside engaging in guerrilla theater that on Tuesday and Wednesday erupted in street demonstrations that led to mass arrests.

The party and the protestors were in a sense competing for the eye of the television cameras. But it was really no contest.

Coverage of the demonstrators and their activities was provided on the evening news shows, and in cutaways from the convention for brief live pickups, par-

ticularly on Wednesday evening. Immediately after NBC and CBS had gone on the air at 7:30 for the final convention session, the disturbance was reaching its peak, with demonstrators attempting to interfere with delegates entering the hall and the police moving in to make arrests—and the convention building slowly to the climactic renomination of Vice President Agnew and his and the President's acceptance speeches.

But in a few minutes, the network reporters were back in the hall talking to delegates relating their experiences in getting past the demonstrators.

For some of the demonstrators who had hoped to express their opposition to the war through the cameras that had come to cover the convention, it was the climax of a week of frustration. Demonstrators wondered why the TV coverage had been so sparse. And one young woman expressed displeasure with the coverage that was being provided; she felt it concentrated on braless or topless women and acts of violence. "We're here for a serious purpose," she said.

The whole thing. The first experiment in "network-of-record" coverage at a political convention was offered last week by the Public Broadcasting Service. During 18 hours of afternoon and evening proceedings over three days of the Republican national convention, PBS offered gavel-to-gavel coverage of the formal activities. Only during lulls at the podium did correspondent Bill Moyers appear on the screen with background and interviews. Initial press comment was favorable, but network officials last week were awaiting broader reaction before venturing comments about the future of their experiment.

Television's underground covers the conventions

Video-tapers record both parties on a small budget and half-inch gear

While the three television networks were spending some \$20 million to cover the Republican national convention in Miami Beach last week and the Democratic counterpart a month ago, a group of blue-jeaned, long-haired video freaks were doing their thing at the two events on a scraped-together budget of \$20,000.

Equipped with Sony video recorders, they prowled the hotel corridors and convention byways, recording as they went. They poked into television-network news rooms and anchor booths, chatted with the Nixon daughters, and rode down to Miami Beach from New York with a group of Vietnam Veterans Against the War, all in search of a convention story.

"Top Value TV," as the group called itself on a purposely self-mocking, hand-lettered sign that was tacked to the curtain of their booth off the convention floor last week, is an ad hoc organization that was pulled together from groups



Interviewing interviewer. Skip Blumberg (l) and Nancy Cain (r with hand-held camera), both of New York, were members of Top Value TV Group that was doing a program on the Republican national convention on half-inch tape. Their interview with NBC's Douglas Kiker will form part of the story dealing with television's coverage of the convention.

around the country to do the convention. All told, there were 17 participants. They share passion for and faith in the future of half-inch tape as a medium for communication, particularly via cable TV.

For economy, portability and ease of operation they feel the little 25-pound Sony package that permits recording in available light gives them advantages unknown to the TV crew, with its camera, lighting and soundman requirements.

The 60-minute program on the Democratic convention and the one being put together on the Republican gathering were done with cable television in mind. Four operations—Sterling Manhattan Cablevision, Teleprompter Corp., Cypress Communications Inc. of Los Angeles, and Continental Cablevision of Ohio—were persuaded to provide about \$7,000 in advance (and thus provide about one third of TVTV's budget) for the programs.

TVTV is one of those organizations that would not be caught dead with a structured table of organization. But Michael Shamberg of New York; Tom Weinberg of Chicago; Megan Williams of New York and Allen Rucker of San Francisco do admit to having done the preproduction organizing, including renting a house on nearby Pine Tree Drive for the 17 members, and raising the money. Besides the \$7,000 from the cable systems, funds were obtained from several small foundations.

In focusing their attention on cable, the group is not saying it has anything against television. In fact, wsns-tv (ch. 44) Chicago took the tape on the Democratic convention and converted it to two-inch tape for broadcast. Rather, the group feels more at home technically and emotionally with cable. Half-inch tape, they note, is compatible with CATV equipment. But more than that, cable, they feel, gives them an opportunity to help pioneer original programming. "We're trying to demonstrate the high quality work that can be done on this kind of cost basis and with this equipment," said Mr. Weinberg.

"We're excited," said Mr. Shamberg, "because cable allows us to reach a specialized market, where in a sophisticated place like New York you can use lan-

guage that could not be broadcast. We're excited," he added, "because it allows us to program on a full-time basis—and to define what CATV should be."

Broadcasting, he feels, is already set in its ways.

GOP Arbitrons make CBS a repeat winner

As In July, it was NBC second, ABC third, but the latter's entertainment earlier in evening made inroads on convention viewing

Special national Arbitron ratings of prime-time TV coverage of last week's Republican national convention looked like reruns of those for the Democratic convention last month (BROADCASTING, July 17).

CBS-TV, first in the Democratic convention Arbitrons, was first again last week. NBC, which was second in the Democratic Arbitrons but then took first place in the national Nielsens for the same event, was second again. And ABC was third again, but its selective coverage of the convention—starting at 9:30 p.m. NYT Monday and Tuesday and at 9 p.m. Wednesday—once more enabled its entertainment programing earlier in the evening to score heavily against the convention coverage on CBS and NBC.

Although the outcome of last week's convention itself was never in doubt, its average audience for periods of three-network common coverage was essentially the same as the Democratic convention's. The latter had a four-night common-coverage average Arbitron rating of 34.9; the comparable figure for the three-night GOP convention was 34.8.

The biggest ratings disparity between the two conventions occurred on Wednesday (Aug. 24), the night President Nixon and Vice President Agnew made their acceptance speeches. During the 9-11 p.m. period when all three networks were covering, the combined average rating was 35.4—more than two points below the 37.6 average for the common-coverage period of the comparable Wednesday of the Democratic convention. But Wednesday at the Democratic convention was

balloting night, not acceptance-speech night. The Democratic acceptances were scheduled Thursday night (July 13) but didn't actually start until around 3 o'clock the next morning, long after most of the prime-time audience presumably had gone to bed.

In last week's prime-time periods of three-network common coverage—9:30-11 p.m. Monday and Tuesday and 9-11 on Wednesday, 11 p.m. being the Arbitron cut-off point—CBS-TV had an average 13.8 rating and 40 share of the convention audience, NBC-TV a 12 rating and 34 share, ABC a 9 and 26. Earlier in the evenings, ABC-TV entertainment drew shares ranging as high as *Marcus Welby's* 44% of the three-network audience.

The overnight Nielsens for the New York area continued to show, as in the past, strong performance by independent stations while the network outlets were focusing on the convention. For the periods of common convention coverage over the three nights, independents averaged 69% of the total TV audience.

As among the networks, NBC claimed a win in both the Los Angeles and New York overnights during periods of common convention coverage. For seven such hours over the three nights, NBC said that in New York it averaged a 36 share as against 35 for ABC and 19 for CBS, while in Los Angeles it had a 45 share to CBS's 32 and ABC's 23.

ABC, however, figuring the New York Nielsens only and using a 11 p.m. cut-off for common coverage instead of the 11:45 and 11:30 p.m. cut-offs used by NBC, said it had scored its first win over both CBS and NBC in head-to-head coverage of a major event: by that calculation, ABC claimed its New York average for common coverage was a 5.8 rating and 36 share as compared with a 5.6 and 35 for NBC and a 4.7 and 29 for CBS.

The Nielsen 70-market multi-network-area report for the GOP convention period is due out Sept. 1, the national Nielsen on Sept. 15.

GOP platform bypasses broadcast problems

Generalized mentions of government agencies, consumer protection are in, but efforts to get plank against counterattacks and renewal attacks fail

Just two short passages in the 130-page GOP platform presented last week to the Republican national convention dealt even remotely with matters of interest to the broadcast and print media and to advertisers and associated pursuits.

Under the heading "The Individual and Government," this observation was made in ticking off accomplishments of the Nixon administration:

"Proposed reorganization of the federal regulatory agencies and appointed distinguished people to those agencies."

Toward the very end, in the section devoted to "Consumers," the platform stated:

"We pledge vigorous enforcement of all

consumer-protection laws and to foster more consumer education as a vital necessity in a marketplace ever increasing in variety and complexity."

An "in-house" proposal to include a plank deploring counteradvertising and inveighing against frivolous and unseemly attacks upon broadcast licensees on renewal fell by the wayside at the eleventh hour. Proposals that had been offered by network spokesmen and the National Association of Broadcasters were dropped, presumably as too self-serving, and when a more innocuous paragraph was offered through internal press-communications channels, it became enmeshed in a counterproposal from the Office of Telecommunications Policy. The whole idea was then jettisoned as too controversial, it was said.

"If we had started a week earlier," said one dependable source, "we would have made it." And he added: "We are not abandoning our opposition to the dangerous counteradvertising concept or to activities of the destructive forces seeking to undermine or destroy free-enterprise communications."

In the section dealing with arts and humanities a plank covering enlargement of teaching and scholarship projects concludes with the laconic observation: "We have also expanded the funding of public broadcasting."

How much of the Republicans

The commercial television networks devoted 46 hours 16 minutes of air time to coverage of last week's Republican national convention proceedings. NBC-TV, whose motto used to be "CBS plus 30 minutes," was CBS minus 1:48 on this one. By their own counts, CBS-TV put in 20 hours nine minutes, NBC-TV 18 hours 21 minutes, ABC-TV seven hours 46 minutes. Totals include coverage of afternoon sessions Monday and Tuesday—live by CBS and NBC and in daily half-hour wrap-ups by ABC—but not convention news coverage in regularly scheduled newscasts.

Minor parties get NBC time

NBC-TV last week set aside 15 minutes to be shared by Gus Hall and Louis Fisher, presidential nominees of the Communist and Socialist Labor parties respectively, in a program to be fed to affiliates last Sunday (Aug. 27) at 5-5:15 p.m. It was a response to demands for time to reply to the Aug. 5 appearance of Senator George McGovern, the Democratic presidential nominee, announcing his selection of Sargent Shriver as vice-presidential candidate.

All three television networks have been directed by the FCC to respond to another equal-time complaint lodged by the Republican National Committee as a sequel to the McGovern Aug. 5 broadcast. The RNC contended Senator McGovern used most of the 16-minute address to attack the Nixon administration and to urge support for the Democratic ticket. (BROADCASTING, Aug. 14, 21).

Biggest buyer of spot TV says violators of NAB code will lose out

Question now is whether others will take it as cue for themselves as Dancer starts to grade stations by their commercial practices

A threat by Dancer-Fitzgerald-Sample, a leading spot-buying advertising agency, to penalize TV stations for alleged "over-commercialization" reverberated in spot-sales offices last week.

Station representatives appeared dubious as to its effectiveness. Reaction of other top agencies in New York ranged from an amused "we've been there" to a prediction that Dancer would be unable to make its threatened penalties stick. Some major agencies said, however, they had less formal versions of the Dancer plan in work in their own buying.

Dancer officials, however, emphasized that the agency would institute its program next January. The agency intends then to apply its findings of "station performance analysis" to its spot buying.

The crux of the DFS criteria on commercial practices is the National Association of Broadcasters television code. Dancer said that stations abiding by the code "will be treated favorably" in spot buys and that stations "deviating" from it would be penalized.

Individualized letters will be sent by Dancer to at least 40 TV stations, and possibly more, next month, notifying them that their past commercial performance has been wanting. Stations "will be given until the end of 1972 to improve upon their past records," the agency said last week, and effective in January, "the commercial environment will become a significant consideration with every DFS media buyer."

Dancer-Fitzgerald-Sample was estimated last year to be the number-one television spot-billing agency in the U.S. Spot accounted for some \$75 million and network for another \$55 million in its billings. Among its spot accounts are Procter & Gamble, Sterling Drug, General Mills, Best Foods, Hanes Hosiery, Beechnut, Boise Cascade and Schick.

Criteria as to what constituted the commercial environment were established by the agency's media research department under the supervision of Dick Weinstein, director. The four areas (or criteria) studied in the DFS analysis: number of commercials run in one hour, number of program interruptions, amount of "commercial stringing" and degree of product protection.

The agency collated the NAB TV-

code standards and its own "code" requirements to come up with the following limitations:

The number of commercials, regardless of length, that are shown in succession: Four commercials are the maximum in a program and three in a commercial break.

Commercials must be separated from competing products by a minimum of 15 minutes.

The number of commercials that may run in the period of one hour: nine minutes and 30 seconds in prime time on network-affiliated stations; 12 minutes in prime time on independent stations, and 16 minutes in all other time periods on all stations.

Program interruptions must be limited to two in a half-hour and four in an hour in prime time, and four in a half-hour in all other time periods.

Dancer officials described how the penalty may work in spot buying. The total audience of a station, "adjusted" according to these criteria, could be lowered by thousands of homes and thus fall below the level of a competing station in that market. Consequently the first station may very well be dropped from the schedule.

They also explained that the agency now gets only "back-to-back" product protection (the agency gets make-goods or credits in those instances where the protection is violated). The 15-minute separation is being sought in view of a Gallup & Robinson study that showed "commercials scheduled within 30 minutes of one another achieved 18% lower recall than the norm."

(A report of the Gallup & Robinson study was published exclusively in BROADCASTING's June 26 issue in a "Monday Memo" submitted by George J. Simko, senior vice president-media, Benton & Bowles, New York.)

DFS analyzed the Broadcast Advertisers Reports (BAR) "checking services," which is subscribed to by most major agencies, for January through June of this year. BAR monitors the top-75 television markets in the U.S.

DFS said that some 40 stations out of 260 in the top-75 markets "will be penalized" unless they shape up by January. All study results, the agency said, were based on "actual DFS spots."

In general, the Dancer analysis found the highest average violations per station to exist at independent outlets as opposed to network affiliates and among noncode stations as opposed to code subscribers, particularly in the top-30 markets.

Dancer reported the following results of its study:

"(1) Stations ranged from zero to 87 violations during the six-month period. The average was 7.4.

"(2) Independent stations were considerably poorer [in their performance] than network affiliates—22.6 vs. 4.9 violations.

"(3) Stations are most likely to abide by NAB code standards with regard to commercials per hour. Of the nearly 2,000 violations, 34.1% are product protection, 31% are program interruptions, 26.7% are commercial stringing viola-

tions, and 82% are overcommercialization.

"(4) Noncode stations, generally the independents, average 14.5 violations versus 5.7 for stations belonging to the code.

"(5) Commercial environment in the larger markets (numbers 1-30) is poorer than in the smaller ones (31 and below)—the figures being 10.0 vs. 5.0."

The agency said that the commercials tracked in its analysis were those of clients only, and said "the actual number of violations is undoubtedly far greater for the advertising community as a whole."

Dancer concluded, after noting the benefits it hoped would accrue to its advertisers, the stations and to the public, that "now we're beyond the cost-per-thousand."

Among the comments solicited from other agencies, J. Walter Thompson Co. (\$65 million in spot TV) indicated that its studies had not shown such a high degree of violations. Thorton Wierum, vice president, director of media services and administration, said JWT's discrepancy factor was about 2% and "we winnow out what seems to be a discrepancy." He said that for years Thompson had considered "a 10% penalty or a 10% bonus," depending on station performance but that "so many factors enter that it often depends on the market situation as to whether or not a buy will be made."

Mr. Simko of Benton & Bowles (\$37.5 million in spot TV last year) said the DFS plan was an "interesting approach." He, too, cited Gallup & Robinson on product protection, noting that it highlighted a "serious problem." But, he said, Benton & Bowles was "leary of any formula-type" approach to the problems in commercial environment.

Joseph Ostrow, senior vice president, communications planning, Young & Rubicam (\$46 million in spot TV in 1971), said Y&R "always had a stance on this and we put stations on formal notice but without fanfare."

At BBDO (\$52 million in spot TV), Edward Papazian, vice president and director of media, said the agency is continually concerned with stations "that are sloppy." He said BBDO places a fix on those stations and "controls make-goods." He also said, however, that ordinarily the top-50 markets get the biggest share of national business, and extending a formula to all stations would appear a futile exercise. Some markets, he said, obtain such a small share of a national advertiser's budget—"does it pay to scream?"

Peter Bardach, vice president and director of broadcast, Foote, Cone & Belding (\$15.5 million in spot TV) said: "We've been there." He said that two years ago Foote, Cone prepared quarterly lists of stations that had overcommercialized. These lists, he said, were based on BAR monitoring reports. The agency drew up a "penalty list" and meetings were held with "offending stations."

After one year of the procedure, Mr. Bardach said, the agency "concluded regretfully" that the situation was not being

solved—"the abuses were so great but very general." He said the agency had difficulty in establishing distinctions between degrees of nonconformity ("Some," he said, "were more guilty than others.").

The most critical agency appraisal of the DFS move came from an official with an agency that bills between \$20 million and \$25 million in spot. The spokesman, who asked that he be not identified by name or agency, said he could not understand how DFS expected to penalize stations and drop them "unless they are prepared for alternate means."

"Say all three stations in a three-station market fall below the cut-off point. What do you do in place of spot television in that market? Use print? Radio?"

November Group, silent sellers of the President

Nobody wants to talk at agency created to do Nixon advertising

The November Group is headquartered in one of those brutally modern buildings relatively new to New York's Third Avenue. The lobby has a ceiling so high there appears to be none at all. Dance Muzak is playing in the elevators. Down the hall from the November Group is another ad agency but it need not worry about competing for accounts. The November Group is an in-house agency. Its only client is the President of the United States. The small waiting room has large, color photographs of the client—warm, appealing, human images.

Mike Lesser appears from a side door. On leave from Marschalk, New York, where he's a senior VP, he is the general manager of the group. His silvered hair gives him an air of distinction not usually found around a 29-year-old. He is determined to run a leak-proof ship: Information is a precious commodity and he is hording it: "I could give you platitudes, lies or nothing. I don't want the Demo-

crats reading BROADCASTING to find out our next move. Let them do it themselves. If it takes them a week or two extra, so much the better." He has, however, also been quoted as saying that there will be no commercials that feature Vice President Agnew, that the objective is to run President Nixon for re-election.

George Karalekas, director of media operations, joined the November Group on loan from Canada Dry, where he is director of advertising services. A vice president at Grey Advertising who has worked with him for five years described him as "smart, buttoned-up, dedicated to detail. He will agonize over 'have we thought of everything?'" He added, "I have the highest regard for George's professionalism."

Mr. Karalekas is also young, in his thirties, a bachelor, and movie-star material in the tradition of George Hamilton. In planning the broadcast campaign, he places strong emphasis on demographics and past voting data: "Consideration has to be given not only to the standard age, sex, income, education and marital status, but also to the specific national and regional issues that are important to various demographic segments." The predominant theme will be "now, more than ever" and the tone of the commercials will be dramatic, but reserved: "We are not promoting a candidate for office. We are working to re-elect a President of the United States."

Messrs. Karalekas and Lesser are the gatekeepers of information for the group. The standard response of others is, "Check with George," or "George should be here."

Ellen Fitzpatrick worked with George at Grey. She is planning supervisor for the group. A tall and striking brunette, she says a reporter taking notes makes her nervous because she is sure, almost, that she is divulging no information worth taking notes on and besides George isn't in the office.

She does confide that one of the group's problems is getting commercial time on stations. It's a seller's market and, since they must sell political time at their

BAR reports: television-network sales as of Aug. 6

CBS \$364,448,000 (36.8%); NBC \$321,974,300 (32.6%); ABC \$303,059,900 (30.6%)*

Day parts	Total minutes week ended Aug. 6	Total dollars week ended Aug. 6	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	61	\$ 354,900	2,276	\$ 13,610,600	\$ 13,546,500
Monday-Friday 10 a.m.-6 p.m.	997	6,379,900	29,776	207,847,600	189,106,900
Saturday-Sunday Sign-on-6 p.m.	234	2,045,500	9,437	106,657,200	86,771,200
Monday-Saturday 6 p.m.-7:30 p.m.	96	1,542,400	2,906	52,437,800	42,977,500
Sunday 6 p.m.-7:30 p.m.	18	418,300	417	8,822,800	13,030,900
Monday-Sunday 7:30 p.m.-11 p.m.	395	13,442,100	12,198	542,955,100	526,930,400
Monday-Sunday 11 p.m.-Sign-off	153	1,569,600	4,658	57,151,100	39,393,900
Total	1,954	\$25,752,700	61,668	\$989,482,200	\$911,757,300

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

lowest rate, some stations are reluctant to fill up those precious avails with political spots. "My station friends are asking me to please forget I know them," she laughs.

Peter Levins also joined the group from Grey. He is broadcast supervisor. He is also nervous—"the more I think about it, the more I think we ought to wait for George." Mr. Levins worked on a "ton of accounts" at Grey. "I think at one time or another I hit all of them." He rattles off some names: General Foods, Gillette, Revlon. He has never worked professionally on a political account before. The transition from working with products to working with the President of the U.S., he says, requires "a different approach. A man is not a razor blade. It's the human aspects—it's hard to say."

The November group is expected to unveil its commercials in mid-September. Most spots will run 60 seconds, some five minutes, none less than a minute.

Buyer found. SFM Media Service Corp., New York, was named last week to purchase the television and radio time and print space for the advertising of the Committee for the Re-Election of the President. SFM, a media-planning-and-buying organization, was given the assignment by the November Group, the Nixon house agency (see accompanying story). Total budget of the committee is said to be about \$14 million, of which \$8 million will be allocated to media. Though no breakdown was available, about \$2 million is expected to be spent in network TV, \$5 million in spot TV and the rest in radio and print.

Hartke gets same answer as Allstate

ABC says airbag ad was rejected because of fairness problem; NBC expected to answer same way

ABC has reasserted that the fairness issue raised by Allstate Insurance Co.'s commercials for automobile airbags prohibits the network from carrying them.

In a letter to the president of the three networks—Elton Rule of ABC, Julian Goodman of NBC and Arthur Taylor of CBS—Senator Vance Hartke (D-Ind.) asked for an explanation of "how the public-interest standard Congress promulgated to guide your activities" would be served by the networks' refusals to air the commercials.

"Because of my involvement as chairman of the Surface Transportation Subcommittee," Senator Hartke wrote, "I am deeply concerned at circumstances which appear to have prevented Allstate from airing, at its own cost, commercial messages honestly and openly designed to promote the cause of automobile safety."

ABC replied that it believes in promoting auto safety, but that the copy in

the airbag commercial discussed a controversial issue of public importance and ABC policy prohibits acceptance of such material. ABC noted that Allstate was invited to change the commercial and resubmit it.

CBS and NBC have not yet answered Senator Hartke's letter, but NBC's reply is expected to be similar to ABC's.

The networks' refusals to air the three one-minute spots came to light last month at a Senate Commerce Committee hearing over which Senator Hartke presided (BROADCASTING, July 31). The committee, which had been holding hearings on auto safety devices, invited Donald L. Schaffer, Allstate's vice president and general counsel, to testify. Mr. Schaffer said ABC and NBC had turned down the commercials on fairness grounds and CBS refused them because it believed the ads would mislead viewers into believing that airbags have been shown to be as effective for drivers as for passengers.

CBS-TV President Robert D. Wood subsequently explained that "the thrust of the commercial submitted was that the airbag provides the best possible 'passive restraint' system. However, no airbag was demonstrated on the driver's side," and Leo Burnett, Allstate's agency, "told us that as yet a foolproof airbag has not been developed for the driver."

But in his letter to CBS, Senator Hartke said Mr. Schaffer testified that the commercials were rejected "because airbags were not an Allstate product."

Meanwhile, Allstate is buying nonnetwork television time and newspaper advertising to make its point that airbags are a useful and reliable auto safety feature.

WDCA-TV, the channel-20 independent in Washington, began running the airbag commercials on Aug. 14.

The Aug. 22 edition of *The New York Times* carried a half-page Allstate ad showing 12 stills from one of the commercials. The stills attempt to show that the sensing devices activating the airbags cannot be accidentally triggered and that, upon the impact of a collision, the airbags will inflate and protect the driver. The headline read: "This TV commercial shows how today's airbag can keep your head from bouncing off a windshield." In small print at the bottom of the ad was the notation that the commercial "has not yet been shown on network TV."

Allstate said last week that it plans to run ads in other major-market newspapers and in selected magazines.

Nielsen TV index reports start Sept. 11

Company also announces format changes in July pocketpiece

A. C. Nielsen Co. reported last week that its Nielsen Television Index fast evening weekly reports for 1972-73 will start with the period Sept. 11-17, and that its fast evening persons reports will cover Sept. 11-24, both beginning a week

earlier than normal. The fast weekly evening report gives basic information on nighttime program viewing by households, and the persons report provides data on audience composition. These reports are issued weekly from premiere week through the end of January.

Nielsen said it moved up the dates of the reports because the new network television season opens the week of Sept. 11.

The company also said that extensive format changes are included in the latest NTI "pocketpiece" for July. The changes, Nielsen said, reflect "cost control considerations" and responsiveness to client needs.

The new pocketpiece contains two tables, one listing programs in alphabetical order and the other listing them by time period sequence, replacing the audience data that formerly was listed in five tables. Nielsen said the new format also contains more adult-persons age/sex categories and adds "season to date averages through current report" for viewers per 100 viewing households.

The counterad cure could kill — Wiley

Commissioner reminds West Coast meeting that advertising supports broadcasting and that it is not within mandate of FCC to change system

FCC Commissioner Richard E. Wiley last week pointed out to a West Coast audience of business and community leaders that the fairness doctrine is the "most elusive, elastic and ephemeral" FCC doctrine; that counteradvertising is "irretrievably linked" to this doctrine; and that of all the applications evolving out of fairness-doctrine interpretations counteradvertising "is, undoubtedly, the most important and most difficult to resolve."

In what amounted to a general defense of advertising, Commissioner Wiley, addressing a luncheon meeting of the Town Hall educational organization in Los Angeles, stressed that whatever the advantages or disadvantages of counteradvertising, the broadcasting industry's ingenuity, creativity and professionalism "would surely wither and fade away" if rebuttals to commercials were to chase away the financial support provided by advertisers. More pointedly, Commissioner Wiley cautioned that the very existence of desirable public-interest programming could be threatened if the broadcaster's financial base became unstable. "It seems reasonable to conclude," he said, "that broadcasting will continue to receive extensive advertising revenues only so long as advertisers continue to believe that it is an effective medium in which to present sales-oriented messages."

Switching his defense of advertising into a questioning of the intent and techniques of counteradvertising, Commissioner Wiley acknowledged that false and misleading advertising cannot be tolerated but he suggested that much of the thrust of counteradvertising demands are direct-

The on-the-spot spots.

With film it's so simple to give local advertisers a big boost. Just take a camera, a power pack, some lights, a few rolls of film—and shoot a commercial in the merchant's local habitat.

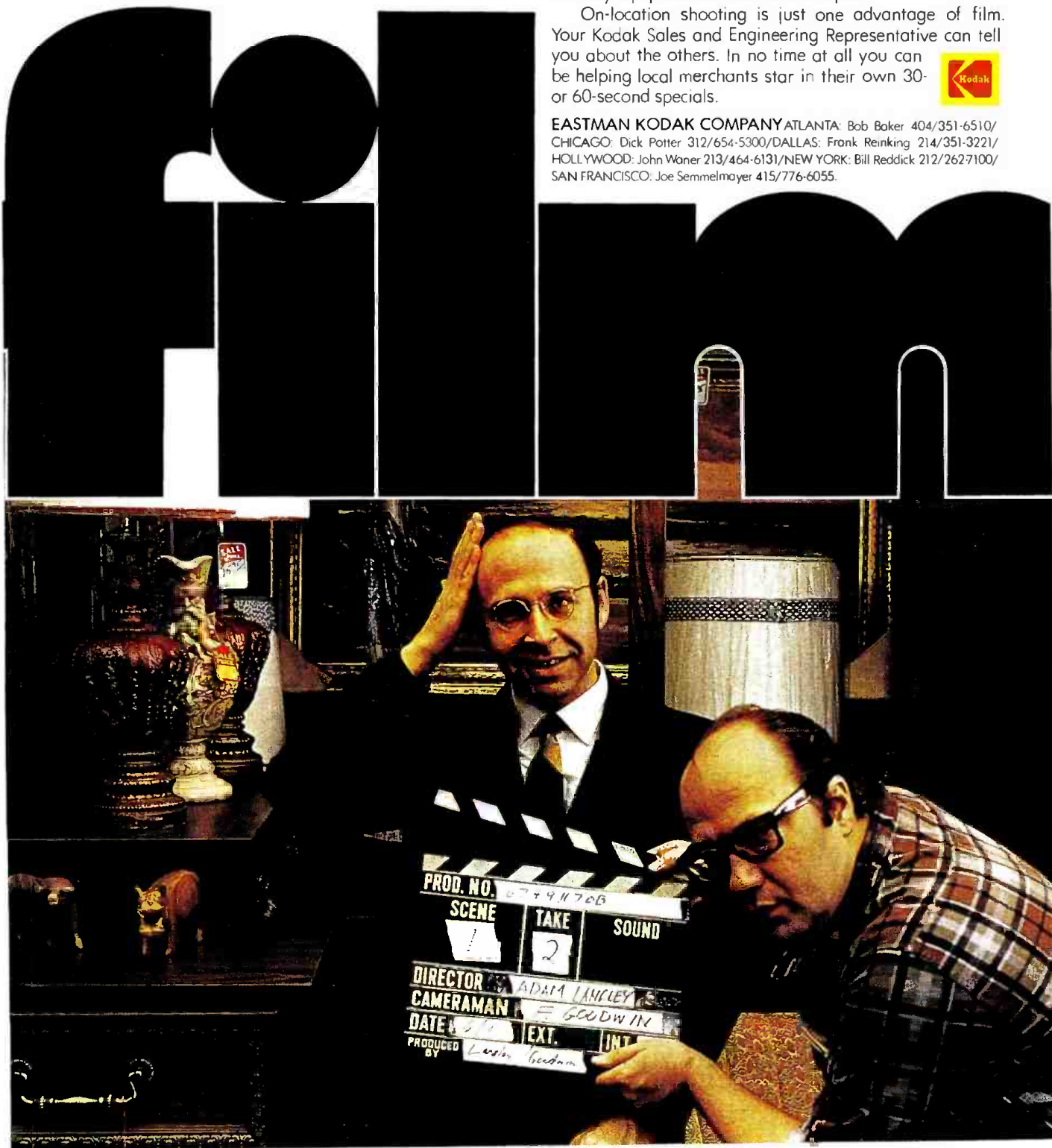
Viewers get to see the place, the products, and the personnel as they really are. It's a lot more effective than having a businessman come to a studio where he stands on a fake set—or in front of a curtain.

Another thing to consider. Film equipment is mechanical so any optical repairs that might have to be made are normally inexpensive. And there's no need for expensive standby equipment as there is with tape.

On-location shooting is just one advantage of film. Your Kodak Sales and Engineering Representative can tell you about the others. In no time at all you can be helping local merchants star in their own 30- or 60-second specials.



EASTMAN KODAK COMPANY ATLANTA: Bob Baker 404/351-6510/
CHICAGO: Dick Potter 312/654-5300/DALLAS: Frank Reinking 214/351-3221/
HOLLYWOOD: John Waner 213/464-6131/NEW YORK: Bill Reddick 212/262-7100/
SAN FRANCISCO: Joe Semmelmayr 415/776-6055.



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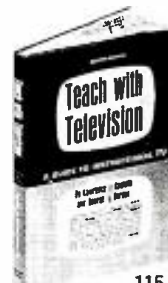
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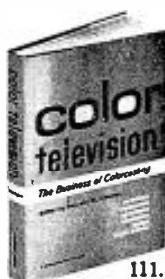
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ed at the very use of products advertised, not the veracity and probity of their commercial message. He suggested that the issue of whether or not a product deserves a place in the marketplace could be better explored in consumer-oriented programing form instead of by counter-commercials, but steered clear of recommending the necessity of such programing by government fiat.

Countercommercials, he further contended, would also add to the undesired interruptions of programing. Questioning whether 30-second or 60-second spots are the most effective and appropriate way to inform consumers, Commissioner Wiley argued that such techniques "inevitably lead to appeals which are brief, impulsive, often whimsical and sometimes even emotional—as advertising itself has shown us."

He reminded his audience that broadcast advertising "supports the American broadcasting system" and that until Congress decides to the contrary, "it seems clear that a detrimental restructuring of that system is neither within the mandate of the FCC nor, at least in the opinion of this commissioner, in the public interest."

Commissioner Wiley emphasized that there is nothing "inherently evil about an advertising message." He said that, as is everything else in the world, advertising is imperfect and has to be watched, but that when used properly its objectives and results are completely consistent with economic basics upon which the country was founded.

Business Briefs

Sara Lee looking. Citing mutual differences of opinion in creative area, The Kitchens of Sara Lee, division of Consolidated Foods Corp., Deerfield, Ill., announced it is leaving Doyle Dane Bernbach, New York, and expects to select new agency within next 30 days.

Rep appointments. WQXI-TV Atlanta; Katz Television, New York. WMAQ-TV and WIND(AM), both Chicago, and WDSM-AM-TV Duluth, Minn.; Andy McDermott Sales Ltd., Toronto (for Canada). KCKC(AM) San Bernardino, Calif.; McGavren-Guild/PGW Radio Inc., Hollywood. WLYN-AM-FM Lynn, and WNB(AM) Newburyport, both Massachusetts; Harold H. Segal & Co., Boston.

The commander moves. Schweppes U.S.A. Ltd., New York, has appointed Ted Bates, New York, as agency to handle its beverage line ending an 18-year relationship with Ogilvy & Mather, New York. Bates since last April has been handling Schweppes's new soft drink, Kiara, and internationally it had been assigned a number of products in England and Australia. Schweppes is in spot television (\$1.3 million in 1971; \$521,800 in spot and \$68,800 in network TV for first-half 1972).

Astaire for Timex. Timex Watches (Warwick & Legler) will fully sponsor Fred Astaire special, *Color Me Red, White and Blue*, on NBC-TV, Sept. 9 (9-10 P.M. NYT).

NATRA turns up volume in demands for black rights

Calls for positive action sounded by Hooks, other convention speakers; Shriver is there, but association charges White House would not offer speaker of sufficient stature

On each registrant's identification badge, right under the photograph, it said in small italic lettering: "In your hands, we place the dream." That message in many different forms was hammered home to the members of the predominantly black National Association of Television and Radio Announcers at its 17th annual convention in Philadelphia Aug. 16-20.

"We have power," said George Woods, chairman of the board of NATRA. "With this power, they will put the decisions we make here on TV, radio and in heavy newspapers."

"We're in this together," said FCC Commissioner Ben Hooks to end his speech on Thursday evening (BROADCASTING, Aug. 21), providing the leitmotif of the four-day conference.

C. Delores Tucker, secretary of state of Pennsylvania—the first black woman to hold the post—emphasized the "seriousness" of the gathering and, when she wasn't railing against the policies of the Nixon administration ("Nixon's favorite call-letters are WASP. He runs a low-fidelity, closed-circuit system of the privileged, and its format does not allow for audience participation."), she challenged the members to carry some of that seriousness into programing.

She urged the black disk jockeys and programers to de-emphasize "mind-blowing sweet soul music" and concentrate on helping the young in black communities.

"Turn the bass and treble down so they can get a 'mind-blowing' degree," she said at one point. Later in the conference, Mrs. Tucker received the NATRA Woman of the Year Award.

The Friday night dinner featured a speech by Democratic vice presidential nominee R. Sargent Shriver. Mr. Woods, the NATRA chairman, said during his introduction of Mr. Shriver that he had invited both major-party presidential contenders. Senator McGovern could not make it himself, Mr. Woods explained, and sent Mr. Shriver in his place. In response to his invitation to the Republicans, Mr. Woods said, the White House offered to send "someone that nobody in this room ever heard of," and the invitation was withdrawn.

In his speech Mr. Shriver made no mention of broadcasting.

The Saturday-evening dinner featured the NATRA awards ceremony and entertainment by Atlantic recording artist Aretha Franklin. Winners of the major NATRA awards for 1972 were: album of the year, *Shaft*, Issac Hayes; single of the year, "Have You Seen Her," The Chi-Lites; female group, Honey Cone; male group, Jackson Five; female vocalist, Roberta Flack; male vocalist, Al Green; combination group, The Staple Singers; duo of the year, Roberta Flack and Donny Hathaway; producers of the year, Willie Mitchell and Thom Bell; woman of the year, C. Delores Tucker; man of the year, Noble Blackwell, WCAU-TV Philadelphia; air personality of the year, E. Rodney Jones, WYON(AM) Chicago; radio executive of the year, Lucky Cordell, WYON(AM) Chicago; FM station of the year, WDAS-FM Philadelphia; AM station of the year, WYON Chicago.

Perhaps the tone of the convention was best exemplified in the remark of one delegate after Mr. Hooks, the FCC's new black member, had roused the audience to its feet with an appeal for the assertion of black rights: "You've got a responsibility to go back and tell your station



Man from McGovern. R. Sargent Shriver, vice-presidential nominee of the Democrats, got in a few licks for his side at the Aug. 18 dinner of the National Association of Television and Radio Announcers. His talk on political issues made no mention of broadcasting. On the rostrum (l-r): George Woods, WABQ(AM) Cleveland, chairman of NATRA's board; Curtis Shaw, WDAS(AM) Philadelphia, NATRA president, and Mr. Shriver.

managers you ain't gonna dance like that any more," Commissioner Hooks had just said. As the delegate stood applauding with the rest of the audience, he turned to his neighbor and said: "Ain't that something else? I never heard anything like that in my life."

Academics urged to get into FCC's policy processes

Communications educators are told to make their presence known, particularly in community surveys

Educators who specialize in teaching journalism, TV, film, radio and other aspects of the communications arts were invited last week to participate in movements aimed at forcing broadcasters to make changes in their programming. The challenge was delivered at a general session on research held at the Aug. 20-23 convention of the Association for Education in Journalism in Carbondale, Ill.

It was made most directly by Garry G. Gerlach, now with the Arnold and Porter Washington law firm and one-time legal aide to FCC Commissioner Nicholas Johnson. He called on communications professionals to participate in public policy on communications and to become involved with the FCC. Those who specialize in communications, he said, have failed to inform themselves on how government works. Over the years, he said, the FCC has had to rely on industry lawyers and engineers to provide the research necessary to make policy decisions. Now, he said, the academician should provide this material for the FCC.

He recommended that AEJ petition the FCC to establish a liaison office to work with academic specialists. And, he called on the association to underwrite a study of the community-ascertainment process and, after this is concluded, to ask the FCC to make new rules, if warranted.

The ascertainment rules were the tar-

get of strong criticism by Peter Clarke, professor of journalism at the University of Michigan. Mr. Clarke suggested that instead of broadcasters being responsible for ascertaining the needs of their communities, as now required by the FCC, citizen groups should undertake this responsibility. Their aim, he said, should be through professional research to determine what members of the community want from their broadcast services.

This type of open-ended research, he said, would result in more meaningful information, not only for the FCC but more importantly for the broadcaster. It would provide him with ideas for programs that elements of his community seem to feel are needed and desired.

And, he said, this type of research should be disassociated entirely from the renewal process. Community ascertainment, he said, should be an ongoing practice, not a rush project six months before renewal time.

The experience of a group of Madison, Wis., viewers who attacked WISC-TV there at renewal time two years ago was related by Lawrence W. Lichty, professor of communication arts, University of Wisconsin.

The petition to deny renewal, filed by a group under the name of Better Television for Madison (BTM), was aimed principally, Mr. Lichty said, at opening the channel to a new licensee, presumably more sensitive to the objections raised.

BTM also propounded in its filing, Mr. Lichty noted, a theory that the amount a station spends on news and public affairs should be related to profits.

Noting that the station has upgraded its news and public affairs performance since the filing of the BTM objections, Mr. Lichty, however, said that the BTM group is "candidly pessimistic." He explained why in this way: "The political and legal powers of a licensee are obvious. The FCC is tolerant to fault and almost never looks at promises versus performance in programming. It is understaffed, overworked and burdened with problems much more profound than our own."

What is BTM compared with AT&T, NAB and OTP?"

The station's lawyer and general manager have admitted in private that BTM's allegations are "generally correct," Mr. Lichty stated. But, he added, they quickly add that WISC-TV is little different from most others and they they will do better in the future. They warn, he said, that if BTM is successful it will "destroy the system."

Mr. Lichty commented: "We are in effect asking that the system be made to work. We ask the FCC to do no more than enforce its own rules."

Promotion man. The Rev. Donald Connolly proved conscious of his worldly environment last Wednesday when saying grace at a luncheon given for local dignitaries by WPLG-TV Miami, ABC-TV's channel-10 affiliate, in honor of Howard K. Smith, Harry Reasoner and other radio-TV stars covering the Republican convention. Here is Father Connolly's text: "Our heavenly Father: When you communicated your commandments to mankind, you used 10 as your channel. We now ask that channel 10 use you as its guide in helping to make it as easy as ABC for any Smith on the street to become a Reasoner by watching this station."

Texas broadcasters hit school competition

Charge is that noncommercial KUHT and Trinity College seek rentals for their TV equipment

Uneasy Texas broadcasters have raised a question about competition from public-TV stations—not for audience but in the renting of station facilities for commercial use. But in the only two instances where the finger was pointed, one a public TV station and the other a school with a TV training sequence but not a TV station, the allegations were denied.

The charges were contained in one paragraph of a regulatory and legislative position paper issued by the Texas Association of Broadcasters last month.

That paragraph read: "Competition from publicly funded broadcasting is a growing menace. The competition is partially for audience, but more important these facilities are now being used to compete directly with commercial stations for video-taping, remote and other sources of income. Obviously they can bid lower since they have direct funding to cover their costs. This is not fair, and it does penalize the local broadcasters' ability to serve their markets."

Broadcasters, contacted by BROADCASTING last week, would not name names. But there was no doubt that two schools are considered culprits—if not in practice, at least potentially. One is the University of Houston, which owns and operates noncommercial KUHT(TV) (ch. 8) there. The other, which neither owns nor operates an on-the-air station but

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which has a growing communications center, is Trinity University in San Antonio.

One Houston commercial broadcaster charged that Trinity had underbid him for TV coverage of the Houston Rockets basketball games in San Antonio. It could have meant \$25,000 to him.

Both schools denied competing with commercial broadcasters. James L. Bauer, manager of KUHT, disagreed that his station was bidding on commercial jobs. He acknowledged that KUHT has a price schedule for its color-TV cruiser, and has received requests, but he claimed it has been used principally for Public Broadcasting Service coverage. Once, he said, it was used by ABC to cover a Wallace rally in Houston. It has also been used, he said, by the British Broadcasting Corp., for the Apollo moon shots. On two other occasions, he said, it was used to pick up church services for local stations whose own facilities were unavailable.

KUHT has had its \$200,000 mobile unit for nine months; the unit contains two color cameras and one video-tape recorder. The charge is \$1,200 a day.

Trinity University, a small, Presbyterian-oriented school, acquired its \$350,000 color cruiser last March, according to Richard H. Simpson, director of the school's communications center. It rented the mobile unit to National Education Television for the Texas Democratic convention, Mr. Simpson said, and has covered three Houston Rockets games. It has a rate card for the unit, he acknowledged, with the commercial rate, \$500 per day, for the unit which contains three color cameras and one video recorder. This is with student crew. The communications center, Mr. Simpson said, has about 70 students who specialize in TV and film.

Senate moves its version of consumer-agency bill

Out of committee comes measure that would be voice of public interests before federal agencies and courts

A bill that would create a Consumer Protection Agency to represent consumer interests in proceedings before the FCC, the Federal Trade Commission and other federal agencies has been approved by the Senate Government Operations Subcommittee, and a Senate vote on the measure is expected by mid-September.

S. 1177, which cleared the committee Aug. 17 by a vote of 14 to 2, is similar to an administration-backed version (H.R. 10835) that passed the House 344 to 44 last October.

Under the Senate bill, sponsored by Senators Abraham Ribicoff (D-Conn.), Jacob Javits (R-N.Y.) and Charles Percy (R-Ill.), the CPA would have the right to participate in all proceedings before federal agencies and courts and, if requested to do so, in those involving state and local courts and agencies.

It would receive consumer complaints

and refer them to the appropriate agencies, and would be authorized to conduct consumer-interest research and provide grants to state and local consumer-protection agencies and nonprofit organizations.

Administrator of the CPA would be member of a three-man governing board appointed by the President with Senate confirmation.

The Senate bill also would establish a three-member Council of Consumer Advisers in the executive branch (to replace the White House Office of Consumer Affairs).

The CPA established by the House measure could intervene only in proceedings of federal agencies and courts and

would be prohibited from intervening in adjudicatory proceedings that seek primarily to impose fines or other penalties. The administrator and top-level staff would be appointed by the President.

The House bill provides a statutory base for the White House Office of Consumer Affairs and sets up a 15-member Consumer Advisory Council to advise the CPA and the OCA.

NAB switches two dates

A National Association of Broadcasters' mini-conference of Minnesota TV and radio broadcasters scheduled for Sept. 22 in Minneapolis (BROADCASTING, Aug.

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21) has been canceled because of conflict with the Sept. 21-23 convention of the Minnesota Broadcasters Association at Arrowwood, Alexandria.

Also changed is the northern California mini-conference, at the Fairmont hotel, San Francisco, from Sept. 14, to Sept. 12. The original date conflicted with a Sept. 14 radio seminar sponsored by Radio Advertising Bureau and American Association of Advertising Agencies, at the St. Francis hotel in that city.

Pittsburghers to acquire Dynamic radio string

Black group to make \$2-million buy; four stations to keep present format

A group of black Pennsylvania businessmen plans to purchase the four radio stations of Dynamic Broadcasting Inc., it was announced last week.

The sale, which is subject to FCC approval, involves WAMO-AM-FM Pittsburgh, WILD(AM) Boston and WUFO(AM) Buffalo-Amherst, N.Y. The facilities are to be bought by Sheridan Broadcasting Co., a new firm based in Pittsburgh. Price is \$2 million.

Announcement of the purchase was made by Harold R. Davenport, president of Sheridan and dean of the law school at Duquesne University, Pittsburgh. Other Sheridan principals include Regan P. Henry, a Philadelphia attorney; Milton A. Washington, executive vice president

of AHRCO, a Pittsburgh housing rehabilitation corporation; Arthur J. Edmunds, executive director of the Pittsburgh Urban League; Paul W. Yates, currently executive vice president of Dynamic Broadcasting, and WAMO General Manager Walter L. Jones. Messrs. Yates and Jones will be responsible for the day-to-day operation of the four stations, it was announced. Mr. Jones is also national sales manager of Dynamic Broadcasting.

Financing of the transaction was primarily arranged through the Mellon National Bank of Pittsburgh with "substantial involvement" by the Equitable Life Assurance Society.

Dynamic President Leonard Walk, who will act as a consultant to Sheridan after the sale is consummated, said no substantial changes in format or personnel are planned for the four stations. All four presently have black-oriented formats.

Mr. Davenport said the new company is "anxious to help the communities served by the stations by making the outlets even more relevant to the communities' needs and desires."

Mr. Walk said it is "a little too early" to determine what future ventures, if any, Dynamic will make in the broadcast industry. The company was organized in 1956 with the purchase of WAMO. Other Dynamic principals are James Rich, the company's vice president, and Bernard Friedman, secretary.

Dynamic's only other station, WLTO(AM) Miami, has been sold to Herbert S.

Dolgoft, former general manager of WWOK(AM) Miami, for \$450,000 (BROADCASTING, May 29). That transaction is awaiting FCC approval.

WAMO(AM) operates daytime on 860 khz with 1 kw. WAMO-FM is on 105.9 mhz with 72 kw and antenna 430 feet above average terrain. WILD(AM) is a daytimer on 1090 khz with 1 kw. WUFO is also a daytime-only operation, on 1080 khz with 1 kw.

Changing Hands

Announced

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

■ WAMO-AM-FM Pittsburgh, WILD(AM) Boston and WUFO(AM) Buffalo-Amherst, N.Y.: Sold by Dynamic Broadcasting Inc. to Sheridan Broadcasting Co. for \$2 million (see this page).

■ KCMD(AM) Fairfield, Iowa: Sold by RF Inc., subsidiary of the Harris Newspaper Group, to Ray Sherwood and Gordon Snyder for \$170,000. The Harris group, which is controlled by the family of the late John Harris, also operates KIUL(AM) Garden City and KTOP-AM-FM Topeka, both Kansas; KBUR-AM-FM Burlington, Iowa; KFKA(AM) Greeley, Colo., and WJOL-AM-FM Joliet, Ill. Peter MacDonald is chief executive officer of the Hutchinson, Kan., firm, the broadcast division of which is operated by former FCC Commissioner Robert Wells and Bill Hansen. Mr. Sherwood is manager and part owner of WAUR(FM) Aurora, Ill. Mr. Snyder is a businessman in Plano, Ill. KCMD is a daytimer on 1570 khz with 250 w. Broker: Hamilton-Landis.

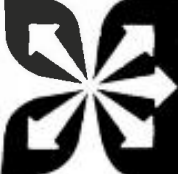
Approved

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

■ WSPB-AM-FM Sarasota, Fla.: Sold by Worth Kramer to Robert M. Weeks, James W. Walter, Richard Y. Clark and Robert Hoffer for \$600,000. Mr. Kramer has majority interest in WMRN-AM-FM Marion, Ohio. Buyers own WMFJ-AM-FM Daytona Beach and WJNO(AM) West Palm Beach, both Florida. Mr. Walter owns less than half of 1% of Liberty Corp., which owns the Cosmos Broadcasting station group (WIS-AM-TV Columbia, S.C.; WSFA-TV Montgomery, Ala., and WTOL-TV Toledo, Ohio). WSPB is full time on 1450 khz with 1 kw day and 250 w night. WSPB-FM is on 106.3 mhz with an antenna 260 feet above average terrain.

■ WTMP(AM) Tampa, Fla.: Sold by Joe Speidel to R. A. McLeod for \$536,000. Mr. Speidel owns WPAL(AM) Charleston and has 83.3% interest in WOIC(AM) Columbia, both South Carolina. Mr. McLeod owns a management consultancy and business promotion firm in New Orleans and has interests in real estate and construction firms. WTMP is daytimer on 1150 khz with 5 kw.

■ KGGF(AM) Great Falls, Mont.: Sold



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by W. L. Holter to Marietta M. Ekberg and William A. Ekberg for \$362,500. Buyers own KFJR-AM-FM-TV Bismarck, KMOT-FM-TV Minot and KUMV-TV Williston, all North Dakota, and KOYN-AM-FM Billings, Mont. They also own a CATV system serving Bismarck and 80% of a cable system serving Mandan, N.D. KKGF is full time on 1310 khz with 5 kw.

■ WDEN-AM-FM Macon, Ga.: 79% sold by Marshall and Carol Rowland to Elliott Broadcasting Co. for \$325,000. Sellers are principals in WQK-AM-FM Jacksonville, WQYK(AM) Tampa and WQYK-FM St. Petersburg, all Florida. They are also applicants for a new FM at West Palm Beach, Fla. Principals of Elliott Broadcasting are J. Marvin Elliott and Charles R. Witt. Mr. Elliott owns finance company in Macon, Ga., and has real estate and insurance interests there. Mr. Witt is vice president, general manager and 21% owner of WDEN-AM-FM. WDEN is a daytimer on 1500 khz with 1 kw. WDEN-FM is on 105.3 mhz with 50 kw and an antenna 145 feet above average terrain.

Justice loses protest against Festus, Mo., sale

FCC doesn't agree that competition will be stifled by Wright purchase

The FCC has refused to reconsider its authorization of the sale of KJCF(AM) Festus, Mo., despite a Justice Department contention that the transaction would lessen competition among that city's news media.

On a three-to-one vote (Commissioner Nicholas Johnson dissented), the commission last week affirmed its April 24 approval of the \$325,000 sale of KJCF by United Broadcasting Inc. to James W. Higgins and Harold L. Wright and simultaneously denied the petition for reconsideration filed by Justice last May (BROADCASTING, May 29).

Justice had contended that if the commission allowed Mr. Wright to acquire an interest in the station (he and Mr. Higgins are 50% partners) it would be conferring "monopoly power" on him, since Mr. Wright is also majority owner and publisher of Festus's only newspaper, the *News-Democrat*. KJCF, the department had noted, is the only broadcast facility licensed to the city (KXEN(AM)) is licensed to Festus and St. Louis on a hyphenated basis).

Parties to the sale had responded that Justice's pleading was too late to be valid, since the transaction had been consummated two weeks prior to the date the department filed its opposition at the FCC.

In affirming the sale, the commission stated that while Justice was correct in claiming that KJCF and the *News-Democrat* were the only two sources of news operating directly out of Festus, the city is served by a wide variety of other news media. It said 12 other AM stations and eight FM's can be received there, and residents rely heavily on media originating from St. Louis, which is 27 miles from Festus. In addition, the commission

said, Festus is substantially served by the *Jefferson County Press-Times*, a newspaper published in Crystal City, Mo.—which is separated from Festus by only a street.

Uniform deadlines set for public comments

BEST prompts FCC to make 60 days standard for renewal comments as well as petitions to deny

The FCC has corrected an admitted inconsistency in its procedures requiring broadcast renewal applicants to invite public comment on station performance.

Under an amendment to the commission's rules adopted last week, the public can now file such comments up to 60 days after the renewal application is filed. The previous deadline was 30 days.

The revised requirement becomes part of the rules requiring licensees to broadcast and to publish in the local press an announcement concerning their intentions to file renewal applications.

The commission said the change was necessary to bring the public-comment deadline into conformity with the deadline for filing petitions to deny renewal applications. The deadline for the latter is 60 days after the renewal application is received at the commission.

The lack of uniformity was brought to the commission's attention by Black

Efforts for Soul in Television, a Washington organization that has participated often in renewal and other FCC proceedings. BEST claimed that when the commission extended the deadline for filing petitions to deny from 30 to 60 days in 1969, it should have written the same provision into the rules governing public comments. The FCC agreed.

However, the commission last week denied a BEST request that licensees with applications pending at the commission be required to again notify the public that they are currently involved in renewal proceedings taking note of the amended rule. The commission said such an action would seriously disrupt the processing of the pending renewal applications.

Chicanos now after CPB

Mexican-American organization complains of lack of representation

The chairman of the National Chicano Media Council has charged that the Corporation for Public Broadcasting ignores chicanos and other minorities in employment and programming.

In a letter Aug. 18 to House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.), Tony Calderon said public broadcasting has been "extremely derelict in involving minorities" and that "not one chicano has been given an opportunity to produce or di-

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rect one production series of any major consequence."

He said that if the vetoed CPB funding bill contains no provision for minority participation (which it does not), it should.

"Before a replacement [for retiring CPB President John Macy] is selected, why not hear the views of each [proposed successor] under consideration regarding the hiring, training and promotion practices of public broadcasting, not to mention its programming?" Mr. Calderon wrote.

He claimed CPB has no minorities on its board.

CPB released no immediate comment, but a spokesman pointed out that the 15-member CPB board does have a minority member—Gloria L. Anderson, a black, who is associate professor and chairman of the chemistry department at Morris Brown College, Atlanta. "We get it from all sides," he said, noting that Accuracy in Media had complained about a chicano program the Public Broadcasting Service had carried (BROADCASTING, Aug. 14).

AFM works out new contract with networks

The American Federation of Musicians has reached agreement with ABC, CBS and NBC on a new 21-month contract, retroactive to Aug. 1 and subject to ratification by the union membership.

An AFM spokesman said that results of the balloting among members will be known this week, but declined to give details of the proposed pact, pending ratification.

It was learned that one key item in the agreement was a provision under which all staff musicians at the networks would be phased out of employment on a staggered basis over the duration of the pact. CBS now employs 35 staff musicians; NBC, 30, and ABC, 25. The agreement also calls for staff and "casual" musicians to receive an increase in compensation, said to be within the federal wage-control guidelines.

Media Briefs

ABC adds. KPLS(AM) Santa Rosa, Calif., has joined ABC's American Contemporary network.

Ounce of prevention. KPIX(TV) San Francisco has held the first of a projected four meetings with community leaders on access to KPIX. During the Aug. 19 sessions, members of KPIX management discussed how the station operates in news, editorials, public affairs and public service, and how these formats can be used by the public to gain access to the station.

Joiner. WHLM(AM) Bloomsburg, Pa., has affiliated with NBC Radio.

ABC in Charlotte. WIST(AM) Charlotte, N.C., has joined ABC as affiliate of American Contemporary network.

Programming

A TV anniversary to be celebrated in ABC-TV special — but which one?

It's called the 25th of networking, but nobody can trace a date when the beginning actually began

In what amounts to one of the company's deepest involvements in television advertising, Zenith Radio Corp., looking for a distinctive program to introduce its merchandising line for 1973, has assumed full sponsorship of a 90-minute special on ABC-TV honoring 25 years of commercial-television networking. The *Zenith Presents a Salute to Television's 25th Anniversary* on Sunday, Sept. 10, at 9:30 p.m., will not only keynote Zenith's merchandising activity for the next year and pay respect to television nostalgia, but also will kick off ABC-TV's new season.

The special is an entertainment program. No attempt is made to be historically precise. "We do not necessarily take a scholarly approach," notes a Zenith spokesman. Indeed the identification with 25 years of television history is itself tenuous if not contrived.

The principal justifications for celebrating network television's 25th birthday in 1972 (and it is only the commercial-network field that is being honored) are that the Academy of Television Arts and Sciences was said to be created in 1946 (26 years ago by simple arithmetic), followed on Jan. 25, 1949 (23 years ago), by the first Emmy awards for achievements during the 1947-48 season. TV networking developed in rudimentary form during

1947, when programs were shown simultaneously in New York and Philadelphia.

Zenith, among the oldest consumer-electronics firms, pre-dated the 1947 anniversary date by establishing an experimental TV station (WQXZV) in Chicago in 1939 (33 years ago), but did not introduce its first TV receivers in the consumer market until the late fall of 1948 (24 years ago). A Zenith spokesman explains the special's choice of anniversary date by saying that the first consumer excitement about television began in 1947.

Nearly two-thirds of the 90-minute anniversary special will be live-on-tape devoted primarily to entertainment. Some 35 minutes will consist of snippets from an estimated 800 separate bits of film, kinescope and tape that are designed to underscore memorable moments from the last 25 years of network programming.

The format for the program chooses a somewhat arbitrary group of performers and programs as those who have had the most impact on television. The choices were made by board members of the Academy of Television Arts and Sciences, which was brought into the production to lend an air of authenticity.

No standards or guidelines for selection were made, but the Television Information Office first assembled a committee of industry people who had personally lived through much of the history of network television. This committee voted preferentially to honor some 250 people and programs and submitted its recommendations to the academy president, Robert Lewine, who, in turn, circulated the list among some 30 members of the academy's board of trustees. The final honor roll was pared down to 135 individuals and programs, and they will be recognized on the Zenith program in a credit crawl. Everyone honored, including producers, writers and executives as well as stars (names will not be released until air time), will receive a silver medallion



Was there a golden age? Among 135 performers and productions to be honored in Zenith-sponsored retrospective on ABC-TV are these: top row (l-r) Lucille Ball and Desi Arnaz, Milton Berle, Ed Sullivan and dancers on his original *Toast of the Town*; lower row (l-r) Edward R. Murrow in Korea, Jack Benny and Dinah Shore during Emmy presentation, Patricia Benoit and Wally Cox, of *Mr. Peepers*.

REAL

PRIME TIME

Today's transmitter systems. Which one is right for you?

At one time, selecting a TV transmitter was relatively simple.

It was a matter of choosing one transmitter with a specified output that delivered a signal to one antenna.

Today, however, there are any number of transmitter system options available. Making the *right* selection can save your station money—and also make life a lot easier for you and your engineering staff. The best system for you will depend on whether or not you plan to operate your transmitter by remote control, how easy it is to reach the transmitter site, and other factors. The trend is toward various types of "backup" facilities that protect against lost air time.

Four different transmitter systems are illustrated here to indicate the range of options now being offered.

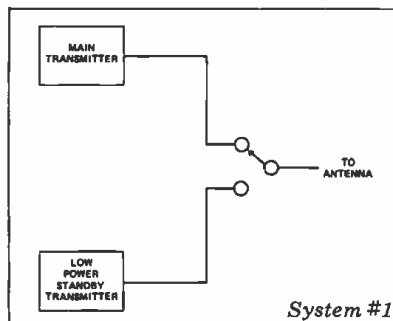
Four TV Transmitter Systems

System #1

Low-Power Standby Transmitter

The primary transmitter in this system delivers full licensed power output with a lower-power transmitter serving as "backup". If the primary transmitter falls, the operator brings the backup unit into service and transfers the aural and visual output connections—either manually or by remote control. The advantage of this system is the availability of emergency standby protection with minimum investment in the standby transmitter. (In many cases the standby can be an earlier model

transmitter capable of remote control.) The disadvantage is the reduction of signal strength while operating in the emergency standby mode. To meet FCC requirements for once-



a-week inspection, the standby transmitter must be capable of delivering at least 20 percent of the station's licensed power.

System #2

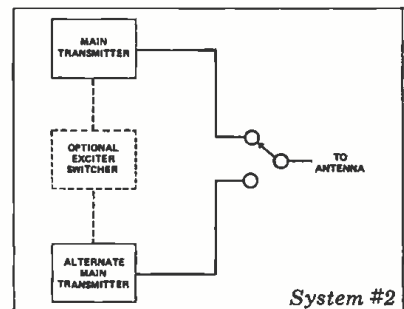
Alternate Main Transmitter

This configuration employs two identical transmitters, capable of operating at the full licensed power output of the station. Only one transmitter is operated at a time, but either can be operated on the "main" unit with the other available for 100% backup. One transmitter may be serviced while the other is on the air. Maintenance can be scheduled at your convenience.

If desired, automatic circuits can be employed to detect failure of either the aural or visual output of the "on-air" transmitter and to switch the other transmitter on auto-

matically. Exciter switching permits either of the two exciters to drive both transmitters, with automatic switchover to the spare exciter.

"Alternate-main" transmitter operation provides a high degree of protection against loss of air time, with only a momentary interruption to activate the alternate transmitter in the event of failure of the "on-air"



unit. Also, the availability of two identical transmitters simplifies servicing by providing a cross-reference for testing and evaluation of performance.

System #3

Parallel Transmitter

This system also employs two identical transmitters. The difference is that both transmitters are operated simultaneously into a combining system, each contributing half of the visual power and half of the aural power. If either transmitter fails, there is no interruption of program transmission, since the other trans-

Continued on page 3

How well informed are you about the Cart?

You probably already know about some of the advantages of the RCA TCR-100 Cartridge Tape Recorder.

But maybe there are important capabilities you've overlooked.

Try this quick quiz and find out for sure.

1. How long does it take an operator to load, optimize and cue a tape commercial on the Cart? ☐ A. 3 sec. ☐ B. 30 sec. ☐ C. 3 min.

2. How many passes is a cartridge message good for before it starts to deteriorate? ☐ A. 25 ☐ B. 50 ☐ C. 100 ☐ D. 200 or more.

3. How many cartridges can be loaded into the TCR-100 at one time? ☐ A. 12 ☐ B. 22 ☐ C. 100

4. If you schedule 4 tape commercials during a break, how many Cart machines would be needed to play them back? ☐ A. 4 ☐ B. 2 ☐ C. 1

5. What's the typical life expectancy of the Cart's Alfecon II headwheels? ☐ A. Less than 200 hours ☐ B. About 300 hours ☐ C. More than 500 hours

6. What about tape costs, compared to a reel-to-reel VTR. ☐ A. about twice as much ☐ B. about half as much ☐ C. about the same

7. From what source can the TCR-100 record cartridges? ☐ A. The line ☐ B. Other cartridges in the machine ☐ C. Both

8. The Cart can free up your reel VTR's for which of the following tasks? ☐ A. Teleproduction ☐ B. Promos ☐ C. Previews

9. What can the Cart do about tape rebates? ☐ A. Virtually eliminate them ☐ B. Cut down on them drastically ☐ C. Nothing much

10. How much more storage space do reels take as compared to cartridges? ☐ A. About 75% more ☐ B. About 100% more ☐ C. About 200% more.

When you check for the right answers (upside down, below), you'll probably realize more than ever how much the Cart offers in cost-performance advantages.

If you got more than five answers wrong, the chances are you need a TCR-100 right now. If you got them all right, you probably just ordered one.

And if you haven't already ordered one, ask yourself why not.

1) A 2) D 3) B 4) C 5) C 6) B 7) C 8) A, B & C 9) A 10) B

TCR-100 Box Score

Number delivered	34
Number of commercials broadcast	648,000*
Present rate (commercials/day)	3,500*
Man hours saved	26,800*

*Estimate

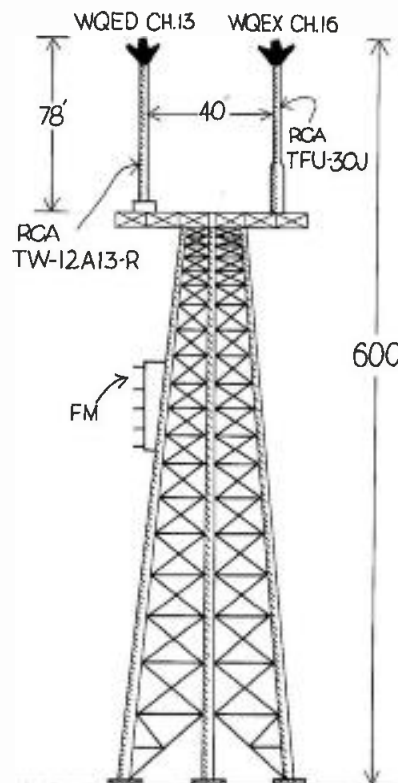
TCR-100's Delivered

KHQ-TV, Spokane, Wash.
KIRO-TV, Seattle, Wash.
KNTV, San Jose, Calif.
KPLR-TV, St. Louis, Mo.
KSLA-TV, Shreveport, La.
KTSM-TV, El Paso, Texas
NBC, Network, N.Y.C. (4)
WAFB-TV, Baton Rouge, La.
WAPA-TV, San Juan, P. R.
WBAL-TV, Baltimore, Md.
WBAY-TV, Green Bay, Wisc.
WBNS-TV, Columbus, O. (2)
WBRE-TV, Wilkes Barre, Pa.
WDCA-TV, Washington, D. C.

WECT-TV, Wilmington, N. C.
WFMY-TV, Greensboro, N. C.
WGR-TV, Buffalo, N. Y.
WISN-TV, Milwaukee, Wisc.
WJAR-TV, Providence, R. I.
WKBW-TV, Buffalo, N. Y.
WMAQ-TV, Chicago, Ill.
WPTV, West Palm Beach, Fla.
WSB-TV, Atlanta, Ga.
WTAE-TV, Pittsburgh, Pa.
WTAF-TV, Philadelphia, Pa.
WTVC, Chattanooga, Tenn.
WUTV, Buffalo, N. Y.
WWL-TV, New Orleans, La.

London Weekend TV, London, United Kingdom
Venevision, Caracas, Venezuela
Austarama TV, Melbourne, Australia

World's first "T-bar" TV antenna going up in Pittsburgh.



A self-supporting tower and antenna system with a unique "T-bar" structure is now under construction for Pittsburgh's two educational TV stations—WQED and WQEX.

Both stations will have their antennas mounted atop a 518-foot tower at either end of a 40-foot crossbar. Each antenna is 78 feet in height.

WQED, a VHF station on Channel 13, will use RCA's Traveling Wave antenna. WQEX, operating on UHF Channel 16, will use an RCA Pylon.

Innovations like the "T-bar" keep our antenna experts where they want to be. On top.

RCA PRIME TIME

Continued from page 1

mitter continues to operate independently. An inherent advantage of parallel transmitters is the natural ability of the combiner to absorb reflections from the transmission line and antenna system, resulting in better picture performance from the combined transmitters than from either transmitter alone. Also, since

on the particular configuration.

With remote control of the main and standby transmitter, only once-a-week inspection and calibration is required by the FCC. The result is considerable savings in manpower—especially when the transmitter and the studio are some distance apart.

The backup transmitter protects against outages. And lost air time

24-hour-a-day transmission is practical and economical because maintenance can be performed during normal program transmission.

Operation of parallel systems at one-half power provides full reserve power for emergencies and tends to extend tube operating life.

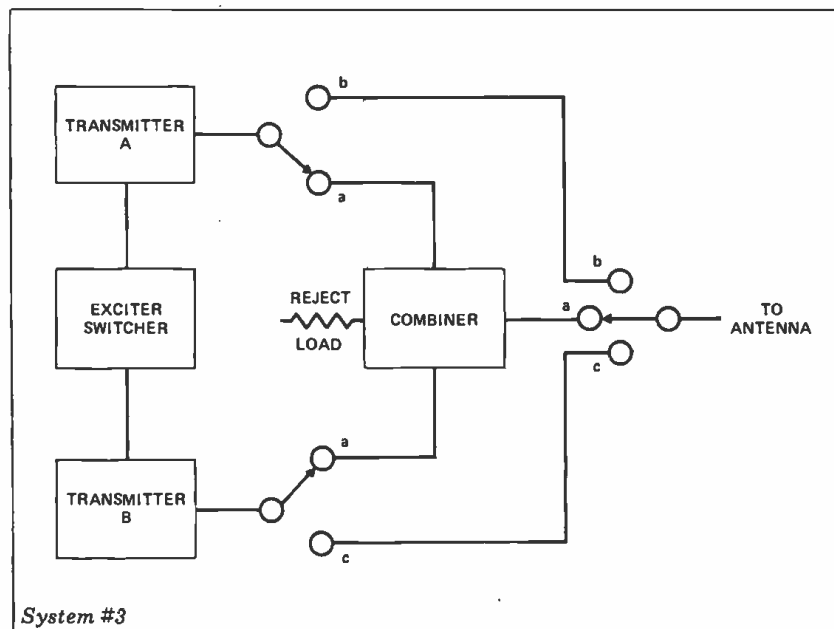
Which RCA TV transmitter system is right for you?

The versatile RCA TV transmitter line offers features and options to handle the needs of a variety of systems—future needs as well as present ones. The circuitry is the most completely solid state of any TV transmitter ever made. So you can expect long-term stability with few operating adjustments and simpler maintenance. Plus more reliability, cleaner color signals, and lower operating costs.

They're capable of remote control, remote logging and unattended operation. And their design includes built-in automation for such functions as exciter switchover, turn-on sequencing, power output control, pedestal level control and status logging.

Which means you can benefit today from transmitters that are right for tomorrow.

Why not talk to your RCA representative? He'll help you explore the many options now available in VHF transmitters and help you decide which system is best for your station . . . both now and for many years ahead. And he'll help save money, too.



System #3

both transmitters are normally in use, the chance of total loss of signal is extremely unlikely for any cause except total power failure.

System #4 Parallel Transmitter with Alternate Main Capability

In this parallel system, *either* transmitter independently is capable of delivering the full station licensed power. Normally, the two transmitters are operated parallel with each unit delivering half of the licensed power load. However, in case of failure of one transmitter, the power output of the remaining transmitter may be doubled—by push-button control—to restore full licensed power output. No change in setup adjustments is needed when the power increase is made. This system configuration combines the advantages of "parallel" with those of "alternate main" operation. Failure of either transmitter will not interrupt program transmission, and either transmitter may be serviced while the other is delivering full visual and aural power.

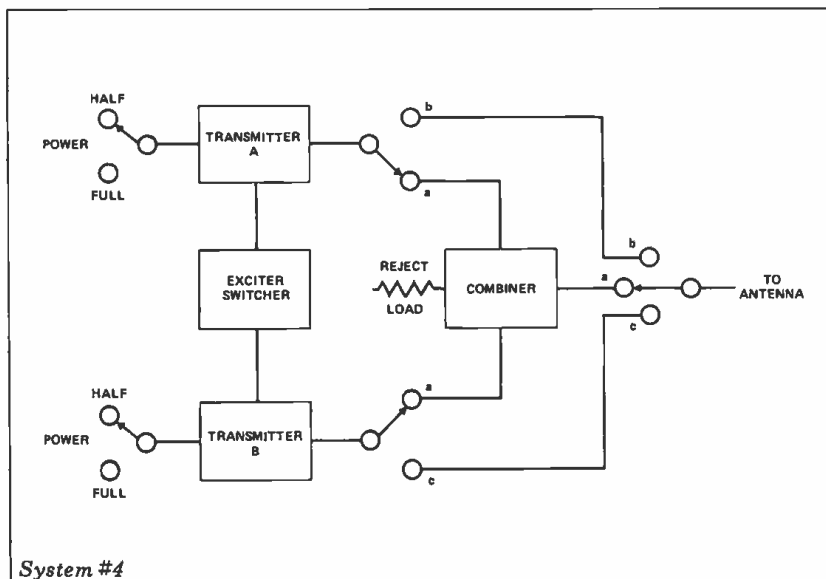
Advantages

Standby transmitter systems provide a variety of advantages, depending

can cause expensive make goods.

With parallel or alternate main systems, maintenance is simpler, too. Direct comparisons—meter readings, tests and the like—can be performed while servicing. Direct module substitution can be made and spare parts inventories simplified.

With alternate main transmitters,



System #4

RCA PRIME TIME

The surprising new TK-630-- it's alone in the middle.

The cost-effective TK-630 color studio camera is in a class by itself. Right in the middle, between the deluxe, premium quality cameras and the marginal performance economy models.

What's really surprising about the TK-630 is the superb quality pictures it delivers—quality that you'd expect only from cameras in the higher price bracket.

Which means the TK-630 is an ideal primary camera for the studio or on remotes. For studios already equipped with color, it's a welcome addition for handling special assignments like news and weather.

Feature for feature, the TK-630

offers outstanding performance/cost value. It uses a sealed prism optical system like the highest quality broadcast cameras. And for stability, the entire optical system is mounted on a sturdy bedplate for extra rigid support of lead oxide pickup tubes, lens and the prism.

The totally solid state design includes extensive use of integrated circuits for compactness and extended reliability.

The list goes on and on. But, to give you a better picture of what the TK-630 is and what it can do, we put it on video tape. Ask your RCA Representative to bring along this demonstration tape on his next visit. It's a real eye-opener.



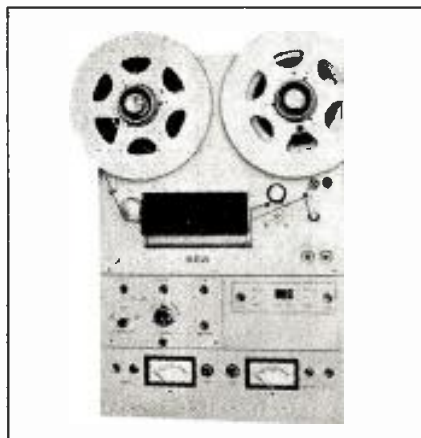
Easy-to-carry TK-630 color camera with plug-in detachable viewfinder becomes a portable at moment's notice.

Products in the news.

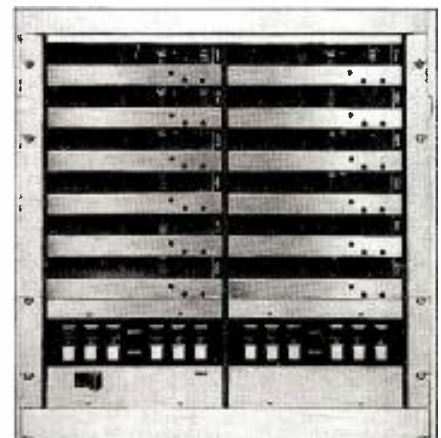
The RT-21D is a fourth generation model of long-popular RCA reel type recorders. It meets rigid broadcast standards for monaural or stereo operation. Variable cue speed permits one hand cueing. Other key features include solid state design: push-button operation: rack, console or portable mounting: and choice of tape speeds: $7\frac{1}{2}$ and 15 or $3\frac{3}{4}$ and $7\frac{1}{2}$ IPS. A new playback-only version, RT-20, is now available.



The Type RT-22B automatic tape recorder is a reel-to-reel machine with the electronics and cueing versatility of cartridge equipment. Playback only, or record/playback models are offered for both monaural and stereo operation. The RT-22B has a four-head transport and the same quality features as the RT-21D. It utilizes the same head configuration and cue tones as standard NAB cartridge tape equipment.



The RT-16 and RT-26 multicartridge playback systems permit sequential or random accessing up to 12 size 1200 cartridge decks (30 min.). Monaural and stereo versions more than meet NAB specifications. Both systems include heavy duty synchronous motors and solid state circuitry for added reliability of operation.



Future-compatible broadcast equipment...Tomorrow Systems Today

RCA PRIME TIME

especially created for this occasion.

From the 135 nominees for the medalion on the honor roll, the production staff for the program selected 12 top-name personalities to accept their awards on the program. They are Judith Anderson (accepting for *The Hallmark Hall of Fame*), Jim Arness for *Gunsmoke*, Lucille Ball, Milton Berle, Sid Caesar, Nat (King) Cole (posthumous award accepted by his widow, Aria), Lorne Green, for *Bonanza*, Bob Hope, Edward R. Murrow (posthumous award accepted by his brother, Dewey), Dinah Shore, Ed Sullivan and Jack Webb.

The presenters for the program, who are billed as hosts, include Jimmy Durante, Dave Garroway, Harry Reasoner, George C. Scott, Rod Serling, John Wayne, Efrem Zimbalist and Robert Young. The nearest of these to an overall program host is Mr. Young (not altogether coincidentally star of host network ABC-TV's top-rated *Marcus Welby, M.D.* series), who will open the program, speak for the TV academy, introduce Milton Berle and close the program.

The idea for the show came from Jackie Cooper and Bob Finkel, partners in the three-year-old Hollywood production-packaging firm of Cooper-Finkel Productions. As co-executive producers of the special, Mr. Finkel, who also has been executive producer of both the motion-picture academy awards and Emmy awards shows, and Mr. Cooper had to locate and bring together the films, kinescopes, tapes and live personalities who make up the show. In what is billed as a highlight of the program, a recreation will be staged of the *Your Hit Parade* program with the original cast, minus only Dorothy Collins, who declined to appear. Mr. Cooper, charged with creating and designing filmed sequences for the program, will, in one sequence, show such personalities as Edward R. Murrow, Paul Whiteman, Fidel Castro, Jack Kennedy, and Marilyn Monroe saying goodnight during television appearances. Altogether there will be about 90 seconds of good-nights made up of more than 90 separate pieces of material. According to Mr. Cooper, he had to obtain some 2,000 performer releases to use the visual material to be shown.

In some instances releases were not obtained. All of the music on the show is live because the producers couldn't clear recordings with the musician's union. Such performers as Pinky Lee, Red Skelton and Elvis Presley would not allow their material to be presented. MCA Inc., according to the producers, refused to release any material it controlled, meaning that Jack Benny had to submit a clip from a special he did outside the MCA sphere. One network, NBC-TV, was reportedly given first crack at the program and rejected it.

The Zenith special will abound in optical effects. This is the specialty of Marty Pasetta, producer-director. He taped the live segments of the program, including the awarding of medallions of merit, in seven sessions covering five weeks.

Zenith will be using nine commercial minutes in eight commercial positions throughout the 90 minutes. All of the

commercials, produced through Foote, Cone & Belding, will be new. They all will stress the idea of "confidence in Zenith." Most are pegged primarily to color TV receivers.

The commercials shown on the special will subsequently be used throughout Zenith's full selling season. Immediately after the special, Zenith will run commercials on the season premieres of 18 network shows on all three networks, and further will have a schedule of commercials on six other programs and series that will continue throughout the season. Over-all, Zenith is expected to increase its fall advertising budget by 20%.

Mountain-zone station loses FCC appeal for prime-time start at 7

A claim of fallen ranking in ARB markets is rejected

The FCC has turned down a request by KSL-TV, the CBS-TV affiliate in Salt Lake City, for waiver of a new provision of the prime-time access rule that forces affiliates in the mountain-time zone to redesignate their prime time as 6-10 p.m.

The commission's action came two months after the agency adopted a rule-making proposal calling for a shifting of prime time in the mountain zone (BROADCASTING, July 10). The move was an attempt to eliminate the numerous requests by stations in that time zone for waivers of the prime-time rule requiring network affiliates in the top-50 markets to broadcast no more than three hours of network programming in prime time per evening. The action was necessitated by a conflict of schedules experienced by these stations due to an option process previously implemented by the commission which permitted those facilities to use either 6-10 p.m. or 7-11 p.m. as their prime-time hours.

In requesting the waiver, KSL-TV argued that a recent survey by the American Research Bureau ranked Salt Lake City as the 52d market, which would exempt stations in that city from the prime-time rule. It asked to be permitted to continue designating 7-11 p.m. as its prime-time hours, claiming that a readjustment of its scheduling at this date would cause an undue burden for itself, its viewers and CBS.

The commission, however, rejected the station's argument that Salt Lake City is not within the top-50 markets, noting that the ARB study KSL-TV referred to was the firm's February-March market survey, and not a market "ranking." The commission's own market ranking, which came out last March, the agency pointed out, showed Salt Lake City within the top 50. Further, the commission claimed, to grant KSL-TV a waiver on the basis of its argument that it would have to purchase nonnetwork programming to fill certain time slots if it is forced to operate with prime time at 6-10 p.m. would be acting "in a fashion flagrantly and patently inconsistent with the [prime-time] rule."

Dr. Comstock has second thoughts on violence study

Senior staffer for surgeon general in that huge search for connections between aggression depicted on TV and aggression in the real world now says more research is necessary

One of the architects of the surgeon general's controversial report on TV and violence says it's not certain that television is the provocative influence that, in his view, the report makes it out to be. "The central question of the role of televised violence in aggressiveness among the young cannot be taken as fully resolved," according to George A. Comstock. "The most justifiable interpretation of the evidence presently available is that televised violence increases aggressiveness. The case, however, is not beyond reversal."

Dr. Comstock was senior research coordinator and science adviser to the surgeon general's Scientific Advisory Committee on Television and Social Behavior, which delivered its five-volume report early this year (BROADCASTING, Jan. 17, et seq.). He is now on the staff of the Washington office of the Rand Corp., with which he was also associated before he joined the violence committee staff, and his views are contained in a paper he has written and circulated to many of those associated with the violence study.

The paper is entitled "Television Violence: Where the Surgeon General's Study Leads," and its skepticism about the certainty of the report's conclusions has struck some of his former associates as markedly different from his approach while the study was in progress.

Dr. Comstock feels that "the totality of findings" over the years, from research done prior to as well as in conjunction with the surgeon general's study, deserves to be considered as making "a strong case" for TV violence as a causative influence in aggressive behavior. But while the over-all pattern of the studies is consistent in this respect, he says, "the components taken separately are less convincing."

Thus he finds that "the laboratory experiments at present depend in part for their relevance on the supportive findings from the studies measuring everyday behavior," while the latter, in turn, "are not really convincing."

He feels, therefore, that there should be further research, and that it "must (a) undertake to deal with the objections to the laboratory experiments thereby establishing the link between the laboratory and ordinary life, and (b) undertake to further verify in studies using measures of everyday behavior the apparent causal role of televised violence in aggressiveness."

Dr. Comstock also proposes extensive research looking toward adoption of public policy regarding TV violence. This research should proceed even though

TV's culpability is still uncertain, he maintains, because the evidence suggests it would be more dangerous to wait for certainty than to go ahead with policy studies without it.

One policy study, he suggests, might consider how competitive commercial pressures, leading to the use of violence to attract audiences, might be removed from program production (as they have been removed, he notes, in the Children's Television Workshop's production of public TV's *Sesame Street* and *Electric Company* series). Another might explore possibilities for eliminating or reducing competitive pressures so that violence as an entertainment element would be abandoned or at least excluded from portions of programming, and a third study, he says, might examine ways to develop "regular, informed reaction to television" by consumers, "preferably at the community or regional as well as at the national level."

A "community television council or workshop," Dr. Comstock continues, "might bring together representatives of the various concerned and involved public — education, business, parents, social science, law enforcement—in an organization with a professional staff that would regularly and formally react through public report to television viewed by children and the young."

Such a council, according to Dr. Comstock, "would translate the findings of social-science and policy studies on a national level into concrete local action. Its recommendations would bear on three areas: (a) school programs—how educators should deal with television; (b) home behavior—how parents should deal with television, and (c) television performance—what broadcasters might do to help.

"No institutionalized attack on television is envisioned. The recommendations would not be confined to the possibly harmful, but would also, and probably for the most part, advance concrete constructive uses of the medium.

"In sum, we need to discover how to produce more desirable television, how to release competition's hold on programming and how to construct meaningful everyday action from what social science can learn."

More studies proposed on televised violence

NIMH, which already has nine research projects under way, may add another \$170,000 worth

The National Institute of Mental Health has under consideration six applications for research grants that involve TV and violence studies, it was learned last week. The grants seek \$170,000, and bear out the comment made by Elliot L. Richardson, secretary of health, education and welfare, that there is a high level of interest in the subject in the academic community.

Mr. Richardson made this observation in his letter to Senator John O. Pastore (D-R.I.) two weeks ago in which he stated that the formulation of a TV-violence profile would take from two to four years (BROADCASTING, Aug. 21).

NIMH sources declined to reveal the proposers and subjects, since the applications are still under consideration. They acknowledged, however, that these are in addition to more than \$450,000 in nine grants that are outstanding for research in this field.

Senator Pastore, who is chairman of the Senate Communications Subcommittee, conceived the idea of a violence index after he received the report of the surgeon general on TV violence and children earlier this year. That study found inconclusive an outright correlation between TV violence and aggressiveness in children (BROADCASTING, March 27).

Early this month, Mr. Richardson told Senator Pastore that there was no way to establish a simple TV violence index, but that a "profile" taking into account a number of factors might be attainable (BROADCASTING, Aug. 7).

The nine TV-violence studies already being funded by NIMH are the following:

Albert Bandura, Stanford University, experimental analysis of vicarious psychological processes, \$37,922; Leonard Berkowitz, University of Wisconsin, determinants of aggressive behavior, \$41,567, and research on repeated exposure to film violence, \$57,591; Walter J. Raine, California State College at Long

Beach, study of the spread of civil disorder, \$129,403; Roger E. Ulrich, Western Michigan University, effects of observing violence on human aggression, \$32,415; W. David Foulkes, University of Wyoming, psychological and psychophysiological dream studies, \$34,577; George Gerbner, University of Pennsylvania, cultural indicators, \$64,519; David L. Rosenhan, studies in altruistic behavior, \$40,354; Mark P. Zanna, Princeton University, causes and consequences of credibility in TV news, \$19,977.

Finger points at networks for high program costs

Screen Gems' Mitchell says they're first to give in to unions

John Mitchell, the president of Screen Gems, last week laid blame for "spiraling" costs of TV-series production to "the fact that in every union negotiation—with actors, writers, producers, directors, and so on—the first guy to cave in was the networks. They were afraid to go dark. The networks sold out every time because they just weren't willing to face even the possibility of a strike."

In remarks at a luncheon meeting of the National Academy of Television Arts and Sciences' New York chapter last Thursday (Aug. 24), Mr. Mitchell also blasted the networks for "trying to hold the price line on shows" when they should be "plowing the money and the talent back into programming." He said the networks had the resources because the coming season would be "a banner year. The network are in the best shape they've ever been in."

Mr. Mitchell suggested also that one of the reasons critics find TV series "boring" is "the rigid half-hour and 60-minute structure," which he said was "a tired vestige of the old radio formats." He predicted that within four years the networks would begin imitating the British broadcasting system, in which the length of the shows is determined by the need of the writers. "If a writer can tell a story in 18 minutes, that's how long the program should run," he said. "Or if he needs 111 minutes, he should be given 111 minutes."

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Program Briefs

Only the best. Independent Television Corp. has released a package of 12 one-hour musical-variety specials titled *The Best of Tom Jones*. Initial sales have been made to KCOP-TV Los Angeles, CKLW-TV Windsor-Detroit, WTAF-TV Philadelphia, KPLR-TV St. Louis and KPTV-TV Portland, Ore.

Household hints. Beckwith Presentations Inc., New York, has received radio syndication rights from King Features for *Hints From Heloise*, based on daily newspaper column. Program consists of five five-minute segments each week and focuses on information of interest to the homemaker.

New UHF blames FCC inaction for keeping it from cable access

Independent in cable country says nobody's left with antenna that can pick it off the air

The first television facility licensed to operate in the northern California community of Santa Rosa has run into trouble because the cable systems in the area refuse to pick up the station's signal without first getting a certificate of compliance from the FCC. Kit Spier, general manager of KFTY(TV), channel 50, which went on the air Aug. 19, pins the blame squarely on the commission.

"I think we're the first UHF independent to go on the air in this country since the new cable rules went into effect," he says. "We have found that cable companies in this area refused to carry us—although we are the number-four priority station on every one of these systems—without first getting a certificate of compliance from the FCC." (Under current cable rules, a cablecaster making any change—adding or deleting a station from its line-up, for instance—must file with the commission for a certificate of compliance.)

According to Mr. Spier, Storer Cable TV Inc. filed for a certificate of compliance to carry the station in early May and is still awaiting a reply. Other major cable systems in the KFTY area are owned by Cablecom-General Inc. and Viacom Communications.

"The commission has some 900 certificates that have been filed since April—and has acted on about 20 of them," Mr. Spier charges. "The end result is that the type of station such as ours that the commission intended to aid by its rules is simply being hampered. The new cable rules have done exactly what the commission didn't want to happen."

Mr. Spier says the current situation for the station is disastrous ("I mean disastrous"). Santa Rosa, north of San Francisco and west of Sacramento, has not previously had a television station and as a result is heavily cabled. "Of the some 200,000 television homes in our immediate broadcast area," he explains, "over 120,000 of them are served by cable. This means that the cable subscriber has taken down any antenna he may have had. If we don't get on the cable we have no access to these homes—none."

Hoping for relief, KFTY last week filed a petition with the commission asking for a waiver of the certificate-of-compliance rule by citing hardship. KFTY asked the commission to order the cable companies to carry the station's signal.

KFTY is owned and operated by the Redwood Empire Broadcasting Co., which has three major partners and a number of limited partners (including

Norman H. Strouse, former chairman of the board of J. Walter Thompson, who is retired in nearby St. Helena). The principal partners, all alumni of NBC on the West Coast, manage the station on a daily basis. General Manager Spier was in charge of all live, tape and film production other than news as executive producer for KNBC(TV) Los Angeles. Hank Lightfoot, director of operations, was lighting director for NBC Burbank. Stan Atkinson, director of news and public affairs, was on the news staff of NBC-TV West Coast.

The station has been in development for five years. Yet its future, after only a week of operation, is not promising. "The commission has really done it to us," explains Kit Spier.

Kaufman and Broad dropping cable unit

Tele-Communications to give stock worth \$23.5 million for 50 systems

Kaufman and Broad Inc., Los Angeles-based home building company, has agreed to sell its wholly owned cable-TV subsidiary, Nation Wide Cablevision Inc., to Tele-Communications Inc., Denver-based multiple cable-TV owner and major common-carrier microwave communications operator. According to the agreement, expected to be completed some time in September, Kaufman and Broad will receive 700,000 shares of Tele-Communications common stock. Based on current quotations of TCI shares, the transaction has the indicated market value of \$23.5 million. Nation Wide has franchises in more than 50 communities on the West Coast encompassing some 435,000 dwelling units of which about 50,000 are presently subscribers. The acquisition is expected to bring TCI's total cable TV subscribers to more than 300,000 in 24 states.

A diversified communication company, TCI owns 78% of National Telefilm Associates Inc., Los Angeles-based program distributor, through TCI Programs Inc., a wholly owned subsidiary. George C. Hatch, principal in the A. L. Glassmann group-station operation, is senior vice president of TCI and chairman of the board of NTA.

ATC wraps up deal

American Television & Communications Corp., Denver, which last month announced plans to merge with Cox Cable Communications Inc. (BROADCASTING, July 24), has completed acquisition of Jefferson Carolina Corp. from its joint owners, United Telecommunications Inc., Kansas City, and Jefferson Standard Broadcasting, Charlotte, N.C., subsidiary of Jefferson Pilot Corp. Acquisition, first announced in December 1971, was for undisclosed amount of cash and ATC common stock. Jefferson-Carolina operates cable-TV systems in North Carolina, South Carolina and Georgia with an estimated total of more than 50,000 subscribers.

Maryland county eyes its own cable system

\$11.5 million in revenues seen from total wiring of all homes

The ranking administrative officer of Montgomery county, Md., considered one of the richest counties in the country, has proposed a government-owned cable TV system.

That recommendation was made last week by James P. Gleason, who holds the office of county executive. Mr. Gleason held out the promise of a new source of revenues for the county adjacent to Washington, plus special channels for governmental units.

In urging that government ownership be studied, Mr. Gleason noted that if the county's 160,000 homes were wired up it would result in revenues of \$11.5 million yearly—or \$6 million if only half the households were connected. Construction would cost about \$20 million, he said.

Mr. Gleason suggested that the system be operated by an outside firm in order to avoid any semblance of programing bias or censorship.

Mr. Gleason said that he hoped to hire an outside consultant to advise the county on the feasibility of government ownership, appoint an advisory committee and hold public hearings.

He noted that 16 municipally owned cable systems are operating throughout the country. (Most are in small towns such as Jackson, Minn., Crystal Falls, Mich., and Opp, Ala.) He also stated that six prospective applicants had advised his office they intend to apply for a CATV franchise when an ordinance is enacted.

At the same time that Mr. Gleason was making his announcement, a Maryland legislator announced that he would introduce a bill to place CATV under state utilities jurisdiction. State Senator Harry McQuirk said he will ask the next general assembly to approve state regulation of cable TV.

Columbia Cable gets basketball and hockey

Columbia Cable Systems Inc., Westport, Conn., announced last week it has signed a two-year agreement with Teleprompter Corp., New York, under which Columbia obtains the right to distribute the home games of the New York Nets (basketball) and New York Islanders (hockey) to CATV systems in New Jersey, Pennsylvania and New York state, including portions of Long Island.

The agreement provides for a minimum of 80 live games each season, starting this fall. These events will be produced by Teleprompter; transmitted by its Manhattan CATV systems and carried by microwave to Columbia's CATV system in Wayne, N.J., and to other installations in New York and Pennsylvania. Columbia will serve as a sales agent to the systems it does not own.

Is payola coming back to haunt?

Top FCC sleuth Ray talks all around the subject while mentioning possibility of public hearings

The FCC's chief investigator feels that at least some future hearings the commission holds on payola—a topic the agency has traditionally dealt with behind closed doors—should be open to the public.

"I think that when we have substantial preliminary evidence of payola or plugola," said William B. Ray, chief of the FCC's Complaints and Compliance Division, "the commission might very well find the public interest to be served by making at least some of these future proceedings public."

Mr. Ray, who says he came on this notion only recently, made his feeling public in a speech at a *Billboard* radio programming seminar in Los Angeles on Aug. 18. In that address, he claimed that open hearings on payola inquiries could give Congress, the public, the news media and the broadcast and recording industries the opportunity to "learn what we [the commission] learn and get a better idea of how much payola really exists and



Mr. Ray

who is responsible for it." The commission would not "go on any mere fishing expeditions, or conduct witch hunts, or try to smear the reputation of innocent people," Mr. Ray said. But "when our preliminary investigation has indicated that a person or company is involved in illegal practices or has knowledge of violations on the part of others," he said, open hearings might well be in order.

Mr. Ray also noted that, since the commission authorized a formal inquiry in 1964 into payola (*BROADCASTING*, Nov. 30, 1964), it has held four non-public evidentiary hearings in four major cities on charges that various stations or their employees engaged in payola or "plugola"—cases in which individuals at stations received undisclosed payment in exchange for the on-air promotion. Mr. Ray last week further said that two of these inquiries are now well known to the public, referring to investigations during the mid-sixties which resulted in hearings involving stations in Southern California and New York. The West Coast proceeding resulted from charges that representatives of several record companies made payments to disk jockeys at stations in the Los Angeles market in return for preferential airplay. In the second case, announcers at WBNX(AM) and WHOM(AM), both New York Spanish-language facilities, were implicated in similar charges.

Mr. Ray last week would not comment, however, on specifics of the two other proceedings he mentioned in his Los Angeles speech. He noted that the commission terminated its involvement in one of those cases several years ago when it learned that another federal agency was investigating the activities of an individual implicated in the proceeding. But the commission is still very much involved in the other case, Mr. Ray said. A commission attorney assigned to the case is said to be currently preparing

a detailed report on the proceeding.

This case, according to Mr. Ray, is in no way connected with reports by columnist Jack Anderson of continued payola (*BROADCASTING*, April 3, et seq.). Mr. Ray pointed out that the FCC has conferred with officials of the Bureau of Narcotics and Dangerous Drugs on Mr. Anderson's charges that disk jockeys have accepted drugs as payola.

Mr. Ray said the commission has refrained from opening payola hearings in the past because of an initial policy determination eight years ago that such proceedings should be kept in confidence. But, he continued, there seems to be a "natural tendency" at the commission "to hold public hearings on as many things as possible . . . Why should we make payola the one exception to this just because we started out that way?"

Breaking In

I Take It on Home—Charlie Rich (Epic)

■ Charlie Rich has had no hit in a very long time—since the early 60's as a matter of fact. He has been able to pack night clubs for years, but he has not been able to sell records.

"I Take It on Home" is his newest offering and it shows signs of breaking Mr. Rich's drought. It is produced by Billy Sherrill, Tammy Wynette's producer, and perhaps its greatest power lies in its sense of underproduction. It is simple—the first half of the song is Charlie Rich's pure voice and piano alone and it doesn't break into full orchestration until almost the end. The song is about a man who resists the temptations of other women for the sake of his woman at home: "When I'm not workin', I don't hang around. I take it on home."

Although Mr. Rich has enjoyed his most recent acceptance among country fans (he was, during the 1950's, part of the Sun Records stable which included Jerry Lee Lewis, Elvis Presley and Roy Orbison) he is not an artist whose sound can be readily classified as country. This record can be considered for pop play.

Key country outlets went on the record almost immediately after its release two weeks ago. They include: WBAP(AM) Fort Worth, KENR(AM) Houston and WIRE(AM) Indianapolis.



Jefferson Airplane

Long John Silver—Jefferson Airplane (RCA)

■ Since Marty Balin, one of the founders of this group that popularized the San Francisco sound, left the Jefferson Airplane last year, the sound of the band has not been quite the same. Lead-

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ership of the group has been left to Grace Slick and Paul Kantner who, on the Airplane's last album, seemed a bit uncomfortable in their new roles. *Long John Silver* comes one Airplane album and two Slick-Kantner solo albums after Marty Balin's departure, and all now seems well with the new JA.

Long John is the Airplane popping the balloons of health-food nuts, religious fanatics, and "mindless" patriots. That's their style. Plenty of Jorma Kaukonen wah-wah guitar, plenty of half-screaming, half-talking cynical Gracie Slick and plenty of Paul Kantner didacticism. Two new additions: Papa John Creach on electric violin (he was on their last album), and John Barbata replacing Joey Covington on drums.

FM rock stations playlisting the Jefferson Airplane last week: WMMR Philadelphia, CHUM-FM Toronto, WMMS-FM Cleveland and WRNO New Orleans.



Rick Nelson

Garden Party—Rick Nelson (Decca) ■ Ricky Nelson is now 31. It has been a long way since the days of Ozzie, Harriet, Dave and "Hello Mary Lou."

Rick Nelson began his comeback a couple years ago in the beginnings of the country-rock movement. He had a popular record—it wasn't quite a hit—with Bob Dylan's "You Belong to Me." Today, Rick Nelson is his own man with the self-written, self-produced "Garden Party." It has taken a very long time to break this record. It was released in the middle of June. It is now beginning to turn up on playlists in both secondary and major markets.

"Garden Party" is autobiographical and bitter at that. It's the story of an artist's disillusionment with his audience: "When I got to the garden party, they all knew my name. But no one recognized me, I don't look the same." The chorus: "It's all right now. I learned my lesson well. See, you can't please everybody, so you got to please yourself."

The flip side of the single may be considered for airplay if "Garden Party" is well received. It's called "So Long Mama," and it's the tale of a man rejecting his girl friend for her coldness. "You walk around with your nose up in the air. I bet you've never seen the ground. You'd better learn to breathe through your ears, 'cause if it rained right now, you'd drown." Rick Nelson bares his fangs.

Stations reported on the "new" Rick Nelson last week included: WIBG(AM) Philadelphia, KILT(AM) Houston, KENR(AM) Houston, WMAK(AM) Nashville and WPIX(FM) New York.

Finance

BBDO all set to go public

Officers of one of largest U.S. agencies hope to sell 770,000 shares at \$25 each

BBDO International Inc., parent of BBDO and other domestic and international subsidiaries, filed a registration statement with the Securities and Exchange Commission in Washington last week, proposing the sale of 770,000 shares at a maximum of \$25 a share. If sold at that price, this would total \$19,250,000. The shares are being sold by 200 officers, directors and employees, including Tom Dillon, president of BBDO International and of the BBDO agency. Mr. Dillon is selling 75,000 shares out of the 250,000 he owns.

BBDO International announced last June that it would be going public. The firm reported that its revenues from commissions and fees in 1971 totaled \$42,658,000, and net income \$3,189,000 (\$1.42 a share) after extraordinary income. For the first six months of 1972, the company reported revenues of \$20,815,000 and net income of \$1,809,000 (79 cents a share) after extraordinary credits. Its billings in 1971 totaled \$322,863,000, it said.

It noted also that it is the fourth largest U.S. advertising agency, and sixth largest in the world. It reported that its international billings have moved up from 3.8% of its \$304,663,000 total billings in 1967, to 10.7% of last year's total.

Television continues to be the most important medium for BBDO, the registration specified, accounting for 51.7% of all domestic billings in the first six months of this year; in 1967 TV was only 38.9%.

In a list of officers' remuneration, the report showed that this year Mr. Dillon is receiving \$160,000 annually in salary, and \$22,460 in bonus; James J. Gordon, executive vice president, and Bruce E. Crawford and E. E. Norris, both senior vice presidents, each \$82,000 and \$22,460; Clayton Huff, treasurer, \$85,000



Purposeful smile. Tom Dillon, BBDO president, stands to collect \$1,875,000 if the stock offering submitted for SEC clearance goes through and sells at the predicted price of \$25 a share.

and \$17,250; Raymond E. McGovern, vice president, \$43,000 and \$6,290.

Among the other selling stockholders are Mr. Gordon, 45,000 shares, leaving him with 105,000; Messrs. Crawford and Norris, each 37,500, leaving 87,500; Mr. Huff, 22,500 leaving 52,500, and Mr. McGovern, 7,500, leaving 17,500.

As of June 30, BBDO International showed total assets of \$41,109,404, with current assets \$34,124,095. Current liabilities were \$21,536,345; long-term liabilities, \$680,214, and retained earnings, \$18,892,845.

There are 4.5 million shares of BBDO International common stock authorized, with 2,500,800 outstanding.

Cable financing firm strengthens its hand

\$15-million proceeds from CFC offering to be available along with \$30 million from six banks

An initial public offering of one million common shares of Cable Funding Corp.'s stock at \$15 per share was oversubscribed last week.

The proceeds of \$15 million (less un-

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derwriters' commissions), plus \$30 million for which the firm has commitments from six banks, will be used to provide loans to CATV companies building new systems or enlarging existing ones, and for operating expenses. CFC also expects to obtain equity positions in some of the cable firms it lends money to.

The underwriting group was led by White, Weld & Co., New York.

After the sale, there were 1,233,326 shares outstanding.

CFC was founded late in 1971 and was publicized for the first time this year at the convention of the National Cable Television Association in Chicago (BROADCASTING, May 22).

Its principal officers and directors, who together own 11.8% of the outstanding common stock, include Milton A. Gordon, New York stockbroker; Morton L. Janklow, New York lawyer; Martin F. Malarkey, veteran CATV system owner-operator and now a cable consultant in Washington, whose firm, Malarkey, Taylor & Associates, will act as consultants to CFC in evaluating applications for loans plus other services.

Others well known in the communications field who are directors are Dr. Joseph V. Charyk, president of the Communications Satellite Corp.; Walter Cronkite, CBS News correspondent; Harrison Salisbury, associate editor of the *New York Times*, and David J. Mahoney, president-chairman and chief executive officer of Norton Simon Inc.

President of CFC is Harold D. Ewen,

formerly CATV division vice president of Economy Finance Corp. Martin R. Smith, of the Malarkey firm, is vice president and treasurer, and Stephen M. Gordon, senior research associate with the New York brokerage firm of Halle & Steiglitz, is vice president and secretary.

At the time of its public offering last week, CFC had one loan commitment outstanding. This is to Coastal Cable TV Co., one of the applicants under consideration by the Connecticut Public Utilities Commission for a franchise to serve Groton, Ledyard, Stonington, North Stonington and Voluntown. The loan is for \$1.45 million at prime plus 4% interest and calls for 15% ownership.

Financial Briefs

American Television & Communications Corp., New York, reported record revenues and earnings for fiscal year 1972, with net income up 98% over last year's. For year ended June 30:

	1972	1971
Earned per share	\$ 2.38	\$ 1.90
Revenues	14,798,173	11,331,406
Net income	1,452,239	732,387

Tele-Communications Inc., Denver, reported "significant gains" in revenues and earnings for first half of 1972. For six months ended June 30:

	1972	1971
Earned per share	\$ 0.19	\$ 0.08
Revenues	8,446,310	5,835,140
Net income	837,910	263,457

San Juan Racing Association Inc., San

Juan, P.R., which owns radio stations in Philadelphia, Washington, Cleveland, Atlanta and Miami, reported increases in revenues and income for fiscal-year 1972. For year ended April 30, 1972:

	1972	1971
Earned per share	\$ 1.79	\$ 1.19
Revenues	20,087,248	17,855,170
Net income	3,495,359	2,321,033

Ampex Corp., Redwood City, Calif., reported to shareholders at annual meeting that on top of previously announced net loss for last fiscal year ended April 29, 1972 of \$89.7 million (BROADCASTING, July 17), firm lost \$3.2 million in first period of the new fiscal year. It was indicated at meeting that first-quarter loss was less than had been expected. Shareholders also were told that key to company's continued existence was hammering out of new agreement extending Amper's credit for two years (BROADCASTING, July 24). Arthur E. Hausman, president and chief executive officer, said Ampex currently has backlog of more than \$100 million in orders. For quarter ended July 29:

	1972	1971
Earned (loss) per share	\$ (0.29)	
Revenues	68,809,000	
Net income (loss)	(3,155,000)	

Note: According to company, comparison to year-earlier figures would not be meaningful because of accounting changes in fiscal 1971 and 1972.

National Telefilm Associates Inc., Los Angeles, distributor of films for TV and theaters, reported a slight profit based on an extraordinary gain for the nine months of the current fiscal year, still a significant turnaround from losses during the previous comparable period. For the nine months ended June 30:

	1972	1971
Earned (loss) per share	\$ 0.00	\$ (0.07)
Revenues	3,212,196	2,433,242
Net income (loss)	23,740	(477,135)

Notes: Net earnings includes total extraordinary income of \$95,704. Effective Oct. 1, 1971, company changed accounting rules resulting in reduction of net income for the six months ended June 30, 1973 by \$365,911 or three cents per share below what it otherwise would have been.

Wrather Corp., Beverly Hills, Calif., TV film producer and syndicator, has sold to public 227,000 common shares of its one million shares holdings in Teleprompter Corp., New York. Indications are that Wrather may sell 23,000 more shares of its Teleprompter interest in near future. Shares already sold—part of the stock resulting from merger Dec. 30, 1971 of Muzak Inc., wholly owned subsidiary of Wrather, into a wholly owned subsidiary of Teleprompter—amounted to some \$9.3 million. Wrather realized an extraordinary gain of \$4.7 million, or \$2.09 a share.

FM's also feel high cost of living

NAB study of average station shows '71 gains in net revenues and sales were again offset by rising expenses

The typical FM station in 1971 had increases of 23.2% in net revenues and 21% in time sales, but its deficit margin was less than in 1970—minus 6.3% vs. minus 9.5%.

In a report issued last week by the

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Revenues and expenses of the typical FM radio station nationwide 1971

	1971	1970	Percent Change
AL BROADCAST REVENUE ^a	\$ 82,800	\$ 67,200	23.2%
AL TIME SALES	\$ 85,300	\$ 70,500	21.0
om:			
Networks	0	0	0.0
National and regional	4,800	3,100	54.8
Local advertisers	80,500	67,400	19.4
AL BROADCAST EXPENSE	\$ 88,000	\$ 73,600	19.6
om:			
Technical	9,300	8,400	10.7
Program	28,100	25,500	10.2
Selling ^b	16,400	13,000	26.2
General and administrative	34,200	26,700	28.1
ADJUSTED EXPENSE ITEMS			
AL SALARIES ^c	\$ 45,400	\$ 48,100	(5.6)
om:			
Technical	4,400	4,300	2.3
Program	18,800	23,400	(19.7)
Selling	11,800	12,000	(1.7)
General and administrative	10,400	8,400	23.8
DEPRECIATION AND AMORTIZATION	\$ 7,400	\$ 7,900	(6.3)
LICENSE FEES	\$ 1,800	\$ 1,600	12.5
FIT (before federal income tax)	\$ (5,200)	\$ (6,400)	18.8
NET MARGIN	(6.29%)	(9.45%)	33.4%

^a Includes sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.

^b Includes all promotions, excludes agency and rep. commissions.

^c Includes salaries, wages, and bonuses of officers and employees.

Daily market summary of 124 stocks allied with broadcasting

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	Stock symbol	Exch.	Closing Aug. 23	Closing Aug. 18	Net change in week	% change in week	High	1972 Low	Approx. shares out (000)	Total market capital- ization (000)		
WASHINGTON POST CO.	WPO	A	36 3/4	36 1/4	+	1/2	+	1.37	37 1/4	23 1/2	4,789	175,995
WHOH CORP.	W	O	23	24	-	1	-	4.16	30	11	589	13,547
WOMETCO	WOM	N	22 5/8	23	-	3/8	-	1.63	25 7/8	18 1/2	5,789	130,976
Cable									TOTAL		225,715	8,091,701
AMECO	ACO	O	2 1/4	2 3/8	-	1/8	-	5.26	12 3/4	1 1/2	1,200	2,700
AMERICAN ELECTRONIC LABS	AELBA	O	4	3 7/8	+	1/8	+	3.22	9 3/4	3	1,726	6,904
AMERICAN TV & COMMUNICATIONS	AMTV	O	46	46 1/2	-	1/2	-	1.07	47 1/4	17 1/4	2,462	113,252
BURNUP & SIMS	BSIM	O	22 1/8	22 1/2	-	3/8	-	1.66	23 3/8	6 3/4	6,887	152,374
CABLECOM-GENERAL	CCG	A	11 1/2	12 1/8	-	5/8	-	5.15	18 1/4	11 1/8	2,395	27,542
CABLE INFORMATION SYSTEMS	CIS	O	2 3/4	3	-	1/4	-	8.33	4 3/4	1 3/4	955	2,626
CITIZENS FINANCIAL CORP.	CPN	A	9	9 1/8	-	1/8	-	1.36	15 1/4	9	2,355	21,195
COLUMBIA CABLE	CCAB	O	18 7/8	19 1/2	-	5/8	-	3.20	21 3/4	18 1/2	900	16,987
COMMUNICATIONS PROPERTIES	COMU	O	11 1/4	11 3/4	-	1/2	-	4.25	27 3/8	11 1/8	1,917	21,566
COX CABLE COMMUNICATIONS	CXC	A	40 1/8	39	+	1 1/8	+	2.88	41 3/4	23 1/4	3,556	142,684
CYPRESS COMMUNICATIONS	CYPR	O	22 1/4	22 1/2	-	1/4	-	1.11	23	7	2,732	60,787
ENTRON	ENT	A	3 1/4	3 1/4	-			.00	9 1/4	3	1,320	4,290
GENERAL INSTRUMENT CORP.	GRL	N	30 3/4	31 3/8	-	5/8	-	1.99	32 7/8	20 3/4	6,501	199,905
LVO CABLE INC.	LVOC	O	14	13 7/8	+	1/8	+	.90	16 1/2	6 3/4	1,466	20,524
STERLING COMMUNICATIONS	STER	O	4 3/4	4 3/4	-			.00	7 3/4	3 1/2	2,162	10,269
TELE-COMMUNICATIONS	TCOM	O	34 1/4	32 1/2	+	1 3/4	+	5.38	34 1/4	15 1/2	3,574	122,409
TELEPROMPTER	TP	A	40 1/4	39 5/8	+	5/8	+	1.57	44 1/2	28 1/8	15,551	625,927
TIME INC.	TL	N	47 1/8	47 1/2	-	3/8	-	.78	64 3/4	44 5/8	7,284	343,258
VIACOM	VIA	N	22 1/2	22 1/4	+	1/4	+	1.12	28 1/2	15 1/2	3,836	86,310
VIKOA	VIK	A	11 1/4	11 3/8	-	1/8	-	1.09	19 3/4	8	2,333	26,246
Programming									TOTAL		71,112	2,007,755
COLUMBIA PICTURES	CPS	N	10 1/2	10 5/8	-	1/8	-	1.17	14 7/8	9 1/8	6,342	66,591
DISNEY	DIS	N	189	193	-	4	-	2.07	201 3/4	132 3/4	13,802	2,608,578
FILMWAYS	FWY	A	5 3/8	4 7/8	+	1/2	+	10.25	8	4 3/4	1,868	10,040
GULF & WESTERN	GW	N	37 1/2	37 5/8	-	1/8	-	.33	44 3/4	28	15,816	593,100
MCA	MCA	N	25 3/4	25 1/2	+	1/4	+	.98	35 7/8	24 1/4	8,182	210,686
MGM	MGM	N	20 3/4	21	-	1/4	-	1.19	21 1/2	16 3/4	5,897	122,362
MUSIC MAKERS	MUSC	O	2	2	-			.00	3 3/4	1 1/8	534	1,068
TELE-TAPE PRODUCTIONS	OT	O	1 7/8	1 3/4	+	1/8	+	7.14	2 7/8	1	2,190	4,106
TRANSAMERICA	TA	N	19 3/8	19 1/2	-	1/8	-	.64	23 1/2	16 1/4	67,213	1,302,251
20TH CENTURY-FOX	TF	N	9 5/8	10	-	3/8	-	3.75	17	8 5/8	8,562	82,409
WALTER READE ORGANIZATION	WALT	O	2	1 7/8	+	1/8	+	6.66	4 1/8	1 3/8	2,203	4,406
WARNER COMMUNICATIONS INC.	WCI	N	46 5/8	47 1/8	-	1/2	-	1.06	50 1/4	31 1/4	16,221	756,304
WRATHER CORP.	WCO	A	11 1/2	12 1/2	-	1	-	8.00	17 7/8	9 7/8	2,164	24,886
Service									TOTAL		150,994	5,786,787
JOHN BLAIR	BJ	N	14 1/4	15 3/4	-	1 1/2	-	9.52	22 3/8	14 1/4	2,600	37,050
COMSAT	CQ	N	54 3/4	54	+	3/4	+	1.38	75 3/8	52	10,000	547,500
CREATIVE MANAGEMENT	CMA	A	10	10 5/8	-	5/8	-	5.88	15 1/2	9 3/8	1,056	10,560
DOYLE DANE BERNBACH	DOYL	O	28	29	-	1	-	3.44	34 3/4	24	1,925	53,900
ELKINS INSTITUTE	ELKN	O	2 5/8	2 3/4	-	1/8	-	4.54	16 3/8	2 5/8	1,664	4,368
FOOTE, CONE & BELDING	FCB	N	12 3/8	11 7/8	+	1/2	+	4.21	14	10 5/8	2,176	26,928
GREY ADVERTISING	GREY	O	16 1/2	16 3/4	-	1/4	-	1.49	18 1/8	9 1/4	1,200	19,800
INTERPUBLIC GROUP	IPG	N	32 1/4	31 1/2	+	3/4	+	2.38	36 1/8	22 3/4	1,843	59,436
MARVIN JOSEPHSON ASSOCS.	MRVN	O	14 1/8	14 1/4	-	1/8	-	.87	17 3/4	5 7/8	825	11,653
MCCAFFREY & MCCALL	MO	O	12 1/2	13	-	1/2	-	3.84	16 1/2	7	585	7,312
MOVIELAB	MOV	A	2	1 5/8	+	3/8	+	23.07	3 1/8	1 5/8	1,407	2,814
MPO VIDEOELECTRONICS	MPO	A	4	4	-			.00	7 1/8	3 5/8	547	2,188
NEEDHAM, HARPER & STEEKS, INC.	NDHMA	O	30 1/2	29 1/4	+	1 1/4	+	4.27	34 1/8	21 1/2	911	27,785
A. C. NIELSEN	NIELB	O	57 3/4	57	+	3/4	+	1.31	59 1/4	37 5/8	5,299	306,017
OGILVY & MATHER	OGIL	O	43	45	-	2	-	4.44	48 1/2	16	1,716	73,788
PKL CO.	PKL	O	1 3/4	1 5/8	+	1/8	+	7.69	9 1/2	1 5/8	778	1,361
J. WALTER THOMPSON	JWT	N	32 3/4	32	+	3/4	+	2.34	49 1/4	32	2,711	88,785
UNIVERSAL COMMUNICATIONS INC.	U	O	14 1/2	14	+	1/2	+	3.57	17	8	715	10,367
WELLS, RICH, GREENE	WRG	N	23 5/8	22	+	1 5/8	+	7.38	27 7/8	19 5/8	1,618	38,225
Manufacturing									TOTAL		39,576	1,329,837
ADMIRAL	ADL	N	16 3/8	16 1/2	-	1/8	-	.75	27	15 5/8	5,163	84,544
AMPEX	APX	N	6 1/2	6 3/8	+	1/8	+	1.96	15 1/8	6 1/8	10,875	70,687
CARTRIDGE TELEVISION INC.	CTI	O	31 3/8	30	+	1 3/8	+	4.58	43 1/2	16 1/2	2,083	65,354
CCA ELECTRONICS	CCAE	O	3 3/8	3 5/8	-	1/4	-	6.89	6 1/4	2 1/4	881	2,973
COLLINS RADIO	CRI	N	15 1/8	15 1/4	-	1/8	-	.81	19 7/8	13 1/4	2,968	44,891
COMPUTER EQUIPMENT	CEC	A	2 7/8	2 7/8	-			.00	4 5/8	2 3/4	2,421	6,960
CONRAC	CAX	N	31 1/2	31	+	1/2	+	1.61	39 3/8	27 1/8	1,259	39,658
GENERAL ELECTRIC	GE	N	66	69 1/2	-	3 1/2	-	5.03	70 7/8	58 1/4	182,123	12,020,118
HARRIS-INTERTYPE	HI	N	51	49	+	2	+	4.08	59	48 1/4	6,365	324,615
MAGNAVOX	MAG	N	33	33 5/8	-	5/8	-	1.85	52 1/4	27 1/2	17,685	583,605
3M	MMM	N	81 3/4	84 3/4	-	3	-	3.53	85 3/4	74 1/4	112,651	9,209,219
MOTOROLA	MOT	N	119	119 5/8	-	5/8	-	.52	129 7/8	80	13,481	1,604,239
OAK INDUSTRIES	OEN	N	21	18 1/4	+	2 3/4	+	15.06	21	9 5/8	1,638	34,398
RCA	RCA	N	36	36 5/8	-	5/8	-	1.70	45	32 1/8	74,352	2,676,672
RSC INDUSTRIES	RSC	A	2 5/8	3	-	3/8	-	12.50	4 3/8	2 1/2	3,458	9,077
TEKTRONIX	TEK	N	56 1/2	58 1/2	-	2	-	3.41	65 1/2	32 3/4	8,136	459,684
TELEMATION	TMT	O	4 1/4	6 1/2	-	2 1/4	-	34.61	13 3/4	4 1/4	1,050	4,462
WESTINGHOUSE	WX	N	43 3/4	45 3/4	-	2	-	4.37	54 7/8	41 5/8	86,927	3,803,056
ZENITH	ZE	N	41 7/8	45 3/8	-	3 1/2	-	7.71	50 1/2	39 3/4	19,037	797,174
									TOTAL		552,553	31,841,386
									GRAND TOTAL		1,105,555	52,458,415

Standard & Poor's Industrial Average

125.59

125.19

+ .40

A-American Stock Exchange
M-Midwest Stock Exchange

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

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

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

Fates & Fortunes®

Broadcast Advertising

Babette Jackson, VP, research director, Dancer-Fitzgerald-Sample, New York, named senior VP.

David M. Donald, associate manager, Concepts, new-product planning and development group, Young & Rubicam, New York, elected VP, Y&R International.

Ruth Levine, casting director, Benton & Bowles, New York, named VP.

John B. Marafi Jr., supervisor, Iberia Airlines account, Compton Advertising, New York, elected VP.

Nat Gayster, media director, **Bob Varian**, management supervisor, and **Stan Gerber**, senior account executive, Warren, Muller & Dolobowsky, New York, named VP's.

Dave DeVries, director, television and radio production, DKG, New York, named VP.

Charles S. Kleber, VP, management supervisor and member of board, W. B. Doner & Co., Detroit, joins Grey Advertising there as senior VP, general manager.

Walton Mansfield, European-area supervisor, Opel account, McCann-Erickson, Frankfurt, Germany, named senior VP, director of account services, M-E's Detroit office.

Fred R. Petrosino, local sales manager, WTOP-TV Washington, appointed national sales manager. He is succeeded by **Michael T. Dorsey**, with station.

Tom Neville, with Western States Media, Los Angeles, media representative, joins PSA Broadcasting, San Diego, in newly created position of regional sales manager. PSA is licensee of KPSS(FM) Los Angeles, KPSE(FM) San Diego, KPSC(FM) Sacramento and KPSJ(FM) San Jose, all California.

Frederick L. Guirty, manager, headquarters store, J. W. Mays department stores, New York, joins WRVR-FM there in newly created position of retail sales manager.

Jim Bocock, VP and general manager, WAAB(AM)-WAAF(FM) Worcester, Mass., joins KSFX(FM) San Francisco as gen-

eral sales manager.

John Stolzenburg, with KMEN(AM) San Bernardino, Calif., appointed sales manager.

Di Visek, VP and media director, Lloyd Advertising, Omaha, joins KFMX(AM) there as head of sales department.

William K. Pedersen, assistant director, advertising, Eastman Kodak Co., Rochester, N.Y., appointed director advertising, marketing division, U.S. and Canadian photographic division.

Stella Porter, general manager and media director, Media Partners Inc., broadcast buying service, New York, named VP.

Michael Leder, research director, Television Advertising Representatives, New York, joins Cunningham & Walsh there as media supervisor.

Stuart Silver, senior research supervisor, BBDO, New York, joins Kenyon & Eckhardt there as senior project director, Macleans, Brylcreem, and Brown and Williamson accounts.

James C. Wynns, assistant account executive, Dancer-Fitzgerald-Sample, New York, appointed account executive, Reynolds Foods and Rival Pet Foods accounts.

John E. McGowan, sales manager, Chicago East region, Peters, Griffin, Woodward, Chicago, appointed area manager, PGW, New York. He succeeds **Al Jarrett**, who resigns to go into own business.

Robert F. Buselli, with sales staff in Chicago, succeeds Mr. McGowan.

Media

Olin F. Morris, director, public affairs, WREC-TV Memphis, named VP, New York Times Broadcasting Service, licensee of station.

Clifford H. Braun, program manager, WFLD-TV Chicago, assumes additional duties as VP, administration, Field Communications Corp., licensee of station.

Mark Hurd, general manager, KFRC(AM)-KFMS(FM) San Francisco, named VP.

John F. Bayliss, general manager, KIMN(AM) Denver, and **James B. McGovern**, general manager, KYXI(AM) Portland, Ore., elected VP's, radio division, Pacific and Southern Broadcasting, licensee of stations.

Charles H. Warner, formerly VP and general manager, RKO Radio Representatives, New York, joins WWSW-AM-FM Pittsburgh as executive VP and general manager.

Frank Deaner, corporate advertising and promotion writer, Avco Broadcasting Corp., Cincinnati, appointed publicity manager. He is succeeded by **Bernard Barth Jr.**, with Avco-owned WLWD(AM) Dayton, Ohio.

NAFMB directorships filled. Ten new directors-at-large were elected to the board of the National Association of FM Broadcasters. Chosen to serve until April 1973 were **Phil Sheridan**, WNCI Columbus, Ohio; **James Gabbert**, KIOI San Francisco; **Roy Elsner**, KQIP Odessa, Tex.; **George Kravis**, KRAV Tulsa; **Thomas Holter**, WLVE Poynette, Wis.; **Jeff LaCaze**, WJBO-FM Baton Rouge; **Thurman Worthington**, WTAR-FM Norfolk, Va.; **Raymond Fritsch**, KSL-FM Salt Lake City; **Alex Smallens**, American FM Radio Network, New York, and **Jack Baker**, CBS-FM Spot Sales, New York. They join existing five directors: **Robert Cole**, CBS-Owned FM Stations, New York; **Elmo Ellis**, WSB-FM Atlanta; **Harold Neal**, ABC Radio, New York; **Robert Ardrey**, WIOF Waterbury, Conn., and **Jack Severson**, WKUB Manitowoc, Wis.

Tim McDonald, assistant director, advertising and promotion, WNEW-TV New York, joins WCVB-TV Boston in same capacity. **Gretchen Wortham**, with WCVB-TV, appointed director of community affairs.

Gene Waters, program director, WSAL-AM-FM Logansport, Ind., appointed general manager.

Floyde E. Beaston, sales director, WLTD(AM) Evanston, Ill., appointed station manager.

William C. Chadwick III, general manager, KRDS(AM) Phoenix, joins WNRI(AM) Woonsocket, R.I., as station manager. **Jack Caron**, on staff of WHIM(AM) Providence, R.I., joins WNRI as operations manager.

David Tolbert, with WACO-AM-FM Waco, Tex., joins KEFC(FM) there as station manager. **Michael W. Wisniewski**, with WACO-AM-FM, joins KEFC as operations manager.

Shirley Palmer, public-relations director, KFI(AM) Los Angeles, joins KHJ(AM) there as promotion director.

Hank Lightfoot, with NBC, Burbank, Calif., joins KFTY(FM) Santa Rosa, Calif., as director of operations.

Harvey Mednick, director, advertising, merchandising and promotion, KHJ(AM) Los Angeles, joins KABC(AM) there as director, creative service.

Programing

Thomas H. Smith, assistant program manager, WNEW-TV New York, joins WCBS-TV there as program manager.

Donald W. Joannes, formerly sales executive with Paramount Television, Hollywood, joins 20th Century-Fox Television there as Western division sales manager.

Martin Itzikman, director, business af-

New head of IDC. **Paul M. Roth**, senior VP, media services, Kenyon & Eckhardt, New York, and recently head of his own TV program packaging-distribution firm, joins International Digisonics Corp., Chicago, as president and chief executive. He succeeds **Jordan Ross**, founder and former acting president, who will continue as a consultant to International Digisonics, which operates a talent residual-payment service in the broadcast-commercials field as well as an electronic monitoring system.

fairs, John H. Secondari/Productions, New York-based documentary film producer, joins Winters-Rosen Productions, Los Angeles, as VP, business affairs.

Richard M. Denham, program manager, WRC-AM-FM Washington, joins WFMD-(AM)-WFRE(FM) Frederick, Md., as program-production manager.

Fred Gray, with WLMD(AM) Laurel, Md., appointed program director. **Jim Herron**, with station, appointed assistant program director.

Ray Smithers, with WIND(AM) Chicago, joins WYEN(FM) Des Plaines, Ill., as program director.

John Russell, with WASP(AM) Brownsville, Pa., appointed program director.

Bob Gallemore, with WACO-AM-FM Waco, Tex., joins KEFC(FM) there as program director.

Broadcast Journalism



Mr. Corporon

John R. Corporon, head of Newsweek Broadcasting Service, New York, named director, news operation of WPIX(TV) there. He formerly was VP, general manager of Post-Newsweek's WTOP-TV Washington and before that VP, news and public affairs, Metromedia TV.

H. Calvin Thornton, manager, UPI central division, Chicago, elected to new post of VP-marketing New York. He will direct UPI's sales and marketing operations in both broadcast and newspaper fields.

Richard C. Graf, director, news program services, NBC, New York, joins non-commercial WNET(TV) there as managing editor, *The 51st State*, nightly news program.

Stan Atkinson, reporter, NBC News, Burbank, Calif., joins KFTY(TV) Santa Rosa, Calif., as director of news and public affairs.

Dick Dale, with WNRI(AM) Woonsocket, R.I., appointed news and public-affairs director.

John Watkins, with WSTK(AM) Woodstock, Ill., joins WYEN-FM Des Plaines, Ill., as news director.

Roger Heydt, with KFQD(AM) Anchorage, joins WLMD(AM) Laurel, Md., as news director.

Jon Matthews, with KXOL(AM) Fort Worth, joins KITE(AM) Terrell Hills, Tex., as news editor-reporter.

Randy Wood, with WCAU-AM-TV Philadelphia, joins ABC News, New York as news correspondent.

Wes Sarginson, with KYW-TV Philadelphia, joins WMAL-TV Washington as co-anchorman.

Music

Charles W. Godwin, who resigned two months ago as Mutual's VP, station relations ("Closed Circuit," June 26), joins

Kaiser-Field top echelon. Board of representatives to operate five Kaiser Broadcasting Corp. and one Field Communications television stations under new partnership (BROADCASTING, Aug. 21) will include six members from Kaiser (77.5% owner) and three from Field Communications (22.5% owner). They are: **Edgar F. Kaiser**, chairman and chief executive officer, **Richard C. Block**, vice president and general manager, **E. E. Trofethen Jr.**, **Donald E. Browne**, **James F. McCloud** and **James K. Parker** of Kaiser. Representing Field are **Marshall Field**, **James E. Fletcher** and **Alexander Hehmeyer**. Name will be Kaiser Broadcasting Co.

Broadcast Music Inc. as field representative in mid-Atlantic region. He will be based in Washington.

Jarrett Day, program director, WXLN(AM) Potomac-Cabin John, Md., joins WLMD(AM) Laurel, Md., as music director.

Cable

Robert H. Symons, VP and general manager, Teleprompter CATV division New York, joins Television Communications Corp., New York, as VP of newly created metropolitan systems division, responsible for company's CATV operations in urban markets.



Mr. Symons

Robert L. Gault, marketing manager, Rollins Broadcasting's CATV system, Wilmington, Del., joins FCB Cablevision, Irvine, Calif., as national marketing manager.

Ed E. Bookout Jr., systems manager, National Transvideo Inc., Bristol, Tenn., joins Teleprompter Cable TV of Galveston, Tex., as manager.

Perry G. Nash, manager, Teleprompter's cable-TV system, Rawlins, Wyo., appointed manager, Teleprompter's Richland, Wash., system.

Michael J. Monahan, general manager, Auburn (N.Y.) Cablevision, joins Parker Cablevision, Worcester, Mass., as manager.

Werner Koester, VP-operations, Oak Industries, Crystal Lake, Ill., CATV division, appointed director, European operations.

Charles L. Covey, formerly with KDKA-TV Pittsburgh, joins Mt. Lebanon Cable TV Corp., Pittsburgh, as general manager.

Equipment & Engineering

Hank Maynard, senior engineer, RCA, Burbank, Calif., joins Telemation, Salt Lake City, as chief engineer, research and development.

Dr. Lowell I. Smilen, with RCA, Moorestown, N.J., joins Laser Link Corp., Woodbury, N.Y., as VP, engineering.

Robert L. Malcolm, with Allis-Chalmers,

West Allis, Wis., joins Collins Radio Co., Dallas, as VP, corporate industrial relations.

L. R. Dongelewicz, Northern and Eastern European area sales representative, broadcast and commercial communications products, RCA, Geneva, appointed manager, field sales, Europe, Africa and Middle East.

Robert R. Stone, coordinator, technical facilities, National Public Affairs Center for Television, Washington, joins non-commercial KCET(TV) Los Angeles as engineering manager, studio and remote operations.

Lynn Willoughby, chief engineer, WACO-AM-FM Waco, Tex., joins KEFC(FM) there in same capacity.

Allied Fields

Marvin J. Strauser, with Adam Young Inc., New York, joins American Research Bureau there as regional manager, broadcaster services.

Jack M. Thornell, with Office of Telecommunications Policy, Washington, joins Diversified Communication Investors Inc., Lubbock, Tex., as president and chief executive officer.

Deaths

William A. Fay, 72, pioneer broadcaster of Rochester, N.Y., died Aug. 18 of heart failure in Genesee hospital there. He went to Rochester in 1928, was manager of WHAM(AM) there until early fifties and general manager of affiliated WHAM-TV (now WRoc-TV) from 1949 to 1957. After licensee Stromberg-Carlson Co. merged with General Dynamics Corp., Mr. Faye was elected president of successor Stromberg-Carlson Broadcasting Co. He retired in 1968. His wife, Mildred, son, William K., and daughter, Julie, survive.

Stanley W. (Stan) Shaw, 64, retired radio and television announcer, who originated late-night *Milkman's Matinee* program on WNEW(AM) New York in 1935, died Aug. 16 in Newton, N.J. Mr. Shaw continued with program until 1942 and later worked for WINS(AM) New York and WPIX(TV) New York until 1947. He is survived by two sons.

John Wayne Kirkpatrick, 70, former general manager, WORD(AM) and later WSPA-AM-FM, both Spartanburg, N.C., died Aug. 13 there after brief illness. At time of death he was account executive with WSPA-AM-FM. He is survived by his wife, Eloise, son, daughter and stepdaughter.

Edwin R. Perry, 55, director of account services, ABC Inc., New York, died Aug. 20 at his home in Rockville Center, N.Y. He joined ABC in 1963 as manager of guest relations, and assumed account services post in 1968. He is survived by his wife, Charlotte, and two sons.

Dr. Calvin Miles Thompson, 76, who had conducted religious program on WSyr(AM) Syracuse since 1936, died there Aug. 17 after brief illness. He was also advisor, religious programming, for WSyr-AM-FM-TV. He is survived by his wife, Helen Ruth, and one daughter.

For the Record®

As compiled by BROADCASTING Aug. 16 through Aug. 22, and based on filings, authorizations and other FCC actions.

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

Existing TV stations

Final actions

- **KOOL-TV** Phoenix—FCC granted request by KOOL-TV Phoenix for waiver of prime-time access rule in connection with CBS pro football telecast and other CBS programming on Aug. 25 when network will preempt regular programming after 9 p.m. to present game. Action Aug. 16.
- ***KEET(TV)** Eureka, Calif.—Broadcast Bureau granted mod. of license to change studio location to 3100 Edgewood Road, Eureka. Action Aug. 16.
- **KBSA(TV)** Guasti, Calif.—Broadcast Bureau granted license covering new commercial TV; ERP 219 kw vis., 22.4 kw aur. Action Aug. 16.
- **WTOP-TV** Washington—Broadcast Bureau granted CP to install alt.-main trans. at main trans.-ant. location. Action Aug. 17.
- **WEMT(TV)** Bangor, Me.—Broadcast Bureau granted license covering changes. Action Aug. 14.
- **WZZM-TV** Grand Rapids, Mich.—FCC granted waiver of prime-time access rule and authorized up to 3 hours and 15 minutes of ABC network programming during prime time on Aug. 20. Action Aug. 16.
- **Liberty Television Inc.** (KEZI-TV Eugene, K07IA Oakland, K07IL Winston, K11GT College Hill, Friendly Street, east and southeast of Eugene, South Willemette and Fox Hollow, K12HA North Roseburg, Winchester, Roseburg, Deer Creek, South Roseburg, Oake and Glengary area, West-Northwest Roseburg and Garden Valley area all Oregon)—Broadcast Bureau granted mod. of commercial TV and TV translator licenses covering change in name to Liberty Communications Inc. Action Aug. 16.
- **KVRL(TV)** Houston—Broadcast Bureau granted authority to operate trans. by remote control from 3935 Westheimer Road, Houston. Action Aug. 16.
- **KSL-TV** Salt Lake City—FCC denied request by KSL-TV for exemption from or waiver of prime-time access rule for 1972-73. KSL-TV contended that recent ARB survey (Feb.-March) showed KSL-TV as being in 52d market rather than in top 50 to which rule applies. Commission said KSL-TV's ARB material is summary and analysis of ARB's Feb.-March survey and not ARB ranking. It pointed out that each spring commission issues notice showing stations in top 50 markets and said that list for this year dated March 16 included Salt Lake City. Action Aug. 21.
- **WYAH-TV** Portsmouth, Va.—Broadcast Bureau granted requested authority to operate trans. by remote control from 1318 Spratley Street, Portsmouth. Action Aug. 15.
- **KVOS-TV** Bellingham, Wash.—Broadcast Bureau granted license covering alt. main trans. Action Aug. 14.
- **KNDU(TV)** Richland, Wash.—Broadcast Bureau granted license covering permit which authorized changes in existing station. Action Aug. 9.

Actions on motions

- Acting Chief, Broadcast Bureau, on request of Friends of the Earth, extended through Aug. 23 time to file reply comments in matter of amendment of commission's sponsorship identification rules (Doc. 19513). Action Aug. 15.
- Acting Chief, Broadcast Bureau, on request of Representative Alphonzo Bell (R-Calif.), extended through Aug. 15 time for filing statements and accepted Mr. Bell's letter statement; and on request of Bernard A. Balmuth, extended through Sept. 1 time for filing replies in matter of amendment of rules to limit use of reruns on network owned or affiliated stations to 25% of prime time in each year, and

require identification of rerun material (petition of Bernard A. Balmuth). Action Aug. 18.

■ Hearing Examiner Charles J. Frederick in High Point, N.C. (South Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, upon unopposed motion by Furniture City Television Co. for rescheduling of rates, canceled previously established procedural dates and set new procedural dates, and scheduled hearing for Nov. 14 (Docs. 18906-7). Action Aug. 15.

■ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, on informal request of Central Florida Enterprises Inc., scheduled further conference for Aug. 15 (Docs. 19168-70). Action Aug. 14.

■ Hearing Examiner James F. Tierney in New York [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted petition by Forum Communications Inc. for leave to amend application to reflect option obtained by Inner City Broadcasting Corp. for purchase of WLIB-FM New York (Docs. 18711-2). Action Aug. 14.

Other action

- Review board in matter of ch. 7, Boston, TV proceeding, denied petition by Community Broadcasting of Boston Inc., one of applicants in comparative proceeding for ch. 7, to add ex parte and abuse-of-process issues against RKO General Inc. (WNAC-TV). RKO's application for renewal of license was designated for consolidated hearing on Dec. 18, 1969, with applications of Community and The Dudley Station Corp. (Docs. 18759-61). Action Aug. 16.

New AM stations

Actions on motions

- 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 Inc. and extended to Aug. 9, time to file application for review of review board decision released June 7; in separate action, granted request by Lebanon Broadcasting Co. and extended through Aug. 24 time to file opposition to Lebanon Valley Radio Inc.'s application for review; and in separate action, granted request by Broadcast Bureau and extended through Sept. 5 time to file responses to application for review filed by Radio Catonsville Inc. (Docs. 15835, 15839). Action Aug. 15.
- Hearing Examiner Charles J. Frederick in Tallahassee and Quincy, both Florida (Charles W. Holt, et al.), AM proceeding, granted unopposed motion by Charles W. Holt for leave to amend application to include certain information concerning his business connections (Docs. 19445-7). Action Aug. 14.
- Hearing Examiner Millard F. French in Pine Castle-Sky Lake, Fla. (Hymen Lake), AM proceeding, on examiner's own motion, scheduled further hearing for Aug. 17 (Doc. 19432). Action Aug. 14.
- Acting Chief 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 Inc. for leave to amend application by inclusion of June 26 minutes of shareholders' meeting reflecting expansion in number of directors from six to seven and to formalize election of Billy Calhoun as director (Docs. 19473-4). Action Aug. 16.

■ Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis, Omaha, and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), FM and AM proceeding, granted petition by Star Stations of Indiana Inc. for leave to amend application to show changes in officers and directors of its various corporations; in separate action, granted request by Indianapolis Broadcasting Inc., reopened record, identified documents, received exhibits, and closed record (Docs. 19122-5). Action Aug. 15.

Other actions

- Review board in Santa Cruz, Hollister, Aptos-Capitola, all California, AM proceeding, granted motion by St. Cross Broadcasting Inc. for extension of time through Aug. 24 to file responsive pleadings to request by Progressive Broadcasting Co. for waiver of rules and motion to enlarge issues. Mutually exclusive applications for California AM's by St. Cross Broadcasting Inc., Santa Cruz; Milo Communications Corp. (KMPG), Hollister; Lloyd M. Marks, Seaside; and Progressive Broadcasting Co., Aptos-Capitola, were set for hearing by commission memorandum opinion and order on May 17. Each of applicants proposes daytime operation with 5 kw on 1540 khz. Upon applicant's request, hearing examiner dismissed application of Lloyd M. Marks on June 29 (Docs. 19503-4, 19506). Action Aug. 18.
- Review board in Corpus Christi, Tex., Colorado Springs and Boulder, both Colorado, FM and AM proceeding, granted request by Broadcast Bureau for extension of time through Aug. 25 to file exceptions and brief in support of partial initial decision (Docs. 19089, 19158-9). In partial decision released July 11, Hearing Examiner Lenore G. Ehrig found A. V. Bamford, applicant for new FM in Corpus Christi and AM in Colorado Springs, qualified to be licensee; and in separate but related action, Examiner Ehrig dismissed Mr. Bamford's Colorado Springs application and granted Brocade Broadcasting Co.'s application for new AM at Boulder. Action Aug. 15.

Existing AM stations

Starts authorized

- **WBMB** West Branch, Mich.—Authorized program operation on 1060 khz, 1 kw-D. Action July 7.
- **KBUG** Springfield, Mo.—Authorized program operation on 1060 khz, 500 w-D. Action July 7.
- **WMVI** Mechanicville, N.Y.—Authorized program operation on 1170 khz, 250w-D. Action July 18.
- **WGLX** Galion, Ohio—Authorized program operation on 1170 khz, 250 w, DA-D. Action July 27.
- **WHMT** Humboldt, Tenn.—Authorized program operation on 1190 khz, 500 w-D. Action July 5.
- **KAMA** El Paso—Authorized program operation on 1060 khz, 10 kw-D. Action July 12.

Final actions

- **KXEM** McFarland, Calif.—Broadcast Bureau

EDWIN TORNBERG & COMPANY, INC.

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

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

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



Summary of broadcasting

Compiled by FCC July 31, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,352	4	18	4,374	49	4,423
Commercial FM	2,311	1	51	2,363 ²	116	2,479
Commercial TV-VHF	504	1	6	513 ³	13	524 ²
Commercial TV-UHF	184	0	7	181 ³	60	251 ³
Total commercial TV	687	2	12	701	73	774
Educational FM	509	0	17	526	79	605
Educational TV-VHF	86	0	3	89	3	92
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.

granted license covering new AM. Action Aug. 18.

■ KRLN Canon City, Colo.—Broadcast Bureau granted mod. of license covering change of hours of operation from specified to unlimited. Action Aug. 18.

■ WDBO Orlando, Fla.—Broadcast Bureau granted remote control from 750 North Texas, Orlando, during nondirectional operation only. Action Aug. 15.

■ KBRV Soda Springs, Idaho—Broadcast Bureau granted main studio location changed to 120 East 2d Street, Soda Springs; remote control permitted from main studio location. Action July 21.

■ WESL East St. Louis, Ill.—Broadcast Bureau granted CP to install new aux. trans. Action Aug. 14.

■ WESL East St. Louis, Ill.—Broadcast Bureau granted license covering new AM. Action Aug. 18.

■ KOKX Keokuk, Iowa—Broadcast Bureau granted CP to change the MEOV's on nighttime directional pattern. Action Aug. 11.

■ WLOX Biloxi, Miss.—Broadcast Bureau granted CP to increase tower height to 140 ft. Action Aug. 16.

■ WBUY Lexington, N.C.—Broadcast Bureau granted main studio location redescribed as on Highway U.S. 29, one mile northeast of Lexington; remote control permitted. Action July 21.

Fine

■ WXXX Hattiesburg, Miss.—FCC notified Triple X Broadcasting Co. that it has incurred apparent liability of \$2,500 for operating during presunrise on every day in August and September 1971, with twice authorized power and for operating with excessive daytime power on most days from Aug. 27 to Sept. 30, 1971, in violation of rules. Action Aug. 16.

New FM stations

Final actions

■ *Arcata, Calif.—Arcata Union High School District. Broadcast Bureau granted 91.5 mhz, 10 w. HAAT 30 ft. P.O. address 1720 M Street, Arcata 95521. Estimated construction cost, \$8,575; first-year operating cost none; revenue none. Principals: S. A. Fuller, president, board of trustees, et al. Action July 25.

■ Gardiner, Me.—Abenaki Co. Broadcast Bureau granted 104.3 mhz, 29 kw. HAAT 180 ft. P.O. address Box 442, Gardiner 04345. Estimated construction cost \$37,214; first-year operating cost \$8,500; revenue \$11,500. Principals: Jon A. Lund (75%) and Roger V. Snow Jr. (25%). Mr. Lund is member of Maine House of Delegates and practices law in Augusta, Me. Mr. Snow is president (54%) of Durgin-Snow Publishing Co., Westbrook, Me., newspaper publisher. He also is coordinator of Bureau of Labor Education, University of Maine. Action Aug. 4.

■ Gaylord, Mich.—Alpine Broadcasting Co. Broadcast Bureau granted 106.7 mhz, 50 kw. HAAT 580 ft. P.O. address Box 580, Gaylord 49735. Estimated construction cost \$91,000; first-year operating cost \$36,801; revenue \$56,847. Principals: John D. DeGroot, president (45%), et al. Mr. DeGroot is station manager of WAAT(AM) Cadillac, Mich. Action Aug. 14.

■ Cloquet, Minn.—Cloquet Broadcasting Co. Broadcast Bureau granted 100.9 mhz, 3 kw. HAAT 140 ft. P.O. address 3/4 mile south on Highway 33, Cloquet 55720. Estimated construction cost \$26,700; first-year operating cost \$3,800; revenue \$8,300. Principals: Harry Newby, president (96%), et al. Cloquet Broadcasting Co. owns WKLK(AM) Cloquet. Mr. Newby is registrar of deeds, Carlton county, and owns Credit Bureau of Carlton County

and Carlton County Abstract Co., both in Carlton, Minn. Action Aug. 1.

■ *Auburn, N.Y.—Board of Trustees, Auburn Community College. Broadcast Bureau granted 88.9 mhz, 14.2 w. HAAT 102 ft. P.O. address Franklin Street, Auburn 13021. Estimated construction cost \$22,150; first-year operating cost \$6,115; revenue none. Principals: Dr. Albert T. Skinner, et al. Dr. Skinner is president of college. Action Aug. 2.

■ Oneonta, N.Y.—Franklin Mountain Broadcasting Corp. Broadcast Bureau granted 103.1 mhz, 1.9 kw. HAAT 360 ft. P.O. address Box 656, Oneonta 13820. Estimated construction cost \$55,479; first-year operating cost \$42,000; revenue \$42,000. Principals: Anthony LeoGrande, vice president (15.4%), Helen F. Brackett (\$2.2%), et al. Mr. LeoGrande owns LeoGrande Electric, electrical contracting firm, in Oneonta. Action July 19.

■ Delphos, Ohio—Tri-County Broadcasting Co. Broadcast Bureau granted 107.1 mhz, 3 kw. HAAT 300 ft. P.O. address Peoples National Bank Building, Delphos 45833. Estimated construction cost \$34,019; first-year operating cost \$14,580; revenue \$48,000. Principals: Raymond A. Tanner, president (25%), Joseph G. Parson (25%), William T. Jones (12.2%), et al. Mr. Tanner owns Ray's Electronic Service, Van Wert, Ohio, and is chief engineer at WERT-AM-FM Van Wert. Mr. Parson is employed by WCBM(AM) Corning, N.Y. Mr. Jones is general manager, WMVR-AM-FM Sidney, Ohio. Action July 18.

■ *Erie, Pa.—Gannon College. Broadcast Bureau granted 89.1 mhz, 18 w. HAAT 88 ft. P.O. address Zurn Science Center, Gannon College, West 7th Street, Erie 16501. Estimated construction cost \$5,100; first-year operating cost \$7,050; revenue none. Principals: Wilfrid J. Nash, et al. Mr. Nash is president of the college. Action July 26.

■ Hilton Head Island, S.C.—John J. Henry and Delye B. Medlin. Broadcast Bureau granted 106.3 mhz, 3 kw. HAAT 300 ft. P.O. address 5 North Sea Pines Drive, Hilton Head Island 29928. Estimated construction cost \$74,034; first-year operating cost \$21,708; revenue \$40,000. Principals: John J. Henry (78.6%) and Delye B. Medlin (21.4%). Mr. Henry owns John J. Henry & Associates, public relations firm, in Alexandria, Va. He also owns (55%) Business Productions Inc., motion picture production company, in Washington. Mr. Medlin, formerly with Department of the Navy, is now retired. Action Aug. 2.

■ *Mount Vernon, Wash.—Skagit Valley College. Broadcast Bureau granted 90.1 mhz, 10 w. HAAT 75 ft. P.O. address 2405 College Way, Mount Vernon 98273. Estimated construction cost \$4,727; first-year operating cost \$1,000; revenue none. Principals: Dr. Norwood M. Cole, president, board of trustees, et al. Action July 24.

■ *Olympia, Wash.—Evergreen State College. Broadcast Bureau granted 89.3 mhz, 17.8 w. HAAT 203 ft. P.O. address c/o Dean Katz, Library Building, Room 3216, Evergreen State College, Olympia 98505. Estimated construction cost \$3,270; first-year operating cost \$1,400; revenue none. Principals: Dr. Charles McCann, et al. Dr. McCann is president of college. Action Aug. 1.

Action on motion

■ Hearing Examiner James F. Tierney in Sun City, Ariz. (Alvin L. Korngold and Sun City Broadcasting Corp.), FM proceeding, set certain procedural dates and scheduled related hearing for Oct. 5 (Docs. 19087-8). Action Aug. 16.

Other actions

■ Review board in Laurel and Ellisville, both Mississippi, FM proceeding, denied petition by Southland Inc., applicant for new FM on ch. 27.2A, Laurel, to enlarge issues against South Jones Broadcasters Inc., competing applicant for facilities at

Ellisville (Docs. 19415-6). Southland requested addition of lack of candor, strike, financial and suburban community issues against South Jones. Action Aug. 18.

■ Review board in Carlisle, Pa., FM proceeding, in response to petition by Cumberland Broadcasting Co., enlarged issues in proceeding involving applications for new FM on 93.5 mhz at Carlisle to include lack of candor and misrepresentation against WIOO Inc. Mutually exclusive applications of WIOO, Hilton, McGowan & Hilton, Russell C. Lash and Cumberland were set for hearing in commission order released March 24 (Docs. 19468-71). In separate but related action, board dismissed petition by Cumberland to enlarge inquiry. Action Aug. 18.

Designated for hearing

■ Chief, Broadcast Bureau, designated for hearing mutually exclusive applications of Radio Dinuba Co. and Korus Corp. for new noncommercial FM on ch. 255 in Dinuba, Calif. (Docs. 19566-7). Radio Dinuba proposes operation with 8.8 kw and ant. height of 1,004 ft. and Korus with 1.5 kw and ant. height of 2,043 ft. Hearing will determine whether there is reasonable possibility that tower height and location proposed by Radio Dinuba would constitute air menace. Action Aug. 16.

Existing FM stations

Application

■ KFIG(FM) Fresno, Calif.—Seeks CP to change frequency to 101.1 mhz ch. 266; change trans., studio and remote control locations to Del Webb Center, 2220 Tulare, Fresno; install new trans.; install new ant.; change TPO; ERP 50 kw; HAAT 309 ft. Ann. Aug. 18.

Starts authorized

■ *WUAL(FM) Tuscaloosa, Ala.—Authorized program operation on 91.7 mhz, TPO 10 w. Action July 6.

■ KLAZ(FM) Little Rock, Ark.—Authorized program operation on 98.5 mhz, ERP 100 kw, HAAT 880 ft. Action July 7.

■ *WFAM-FM Jacksonville, Fla.—Authorized program operation on 91.1 mhz, ERP 37 kw, HAAT 460 ft. Action July 12.

■ WTAO(FM) Murphysboro, Ill.—Authorized program operation on 104.9 mhz, ERP 2.45 kw, HAAT 200 ft. Action July 11.

■ KSMI(FM) Donaldsonville, La.—Authorized program operation on 104.9 mhz, ERP 3 kw, HAAT 300 ft. Action July 7.

■ *WBIM-FM Bridgewater, Mass.—Authorized program operation on 91.5 mhz, TPO 10 w. Action July 10.

■ *WTCC(FM) Springfield, Mass.—Authorized program operation on 90.9 mhz, TPO 10 w.

■ WJNR-FM Iron Mountain, Mich.—Authorized program operation on 103.9 mhz, ERP 56 kw, HAAT 620 ft. Action Aug. 10.

■ WRBJ-FM St. Johns, Mich.—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 125 ft. Action July 17.

■ KBHP-FM Bemidji, Minn.—Authorized program operation on 101.1 mhz, ERP 58 kw, HAAT 350 ft. Action July 27.

■ WLSE-FM Wallace, N.C.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 300 ft. Action July 3.

■ WATW-FM Ashland, Wis.—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 155 ft. Action July 31.

Final actions

■ KVOY-FM Yuma, Ariz.—Broadcast Bureau granted request for SCA to conduct background music service on multiplex basis using subcarrier frequency of 67 khz. Action Aug. 18.

■ KVM(FM) Coachella, Calif.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Aug. 18.

■ KPRI(FM) San Diego—Broadcast Bureau granted CP to install new trans.; ERP 50 kw; ant. height 230 ft.; remote control permitted. Action Aug. 11.

■ KOME(FM) San Jose, Calif.—Broadcast Bureau granted CP to install new ant. Action Aug. 11.

■ KSPM(FM) Aspen, Colo.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 520 w.; ant. height 1,790 ft.; remote control permitted. Action Aug. 11.

■ KADX(FM) Denver—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 50 kw; ant. height 175 ft. Action Aug. 11.

■ WATR-FM Waterbury, Conn.—Broadcast Bureau granted CP to change studio location to rear of Baldwin Avenue, Waterbury; install new trans.; install new ant.; ERP 16 kw; ant. height 790 ft.; remote control permitted; condition. Action Aug. 11.

■ WJNO-FM Palm Beach, Fla.—Broadcast Bureau

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granted CP to change trans. location to 1500 North Flagger Drive, West Palm Beach; install new trans.; install new ant.; make changes in ant. system (increase height); ERP 100 kw; ant. height 340 ft. Action Aug. 18.

■ WGNB(FM) St. Petersburg, Fla.—Broadcast Bureau granted request for SCA. Action Aug. 11.

■ WMTM-FM Moultrie, Ga.—Broadcast Bureau granted CP to install new trans.; ERP 100 kw; ant. height 165 ft. Action Aug. 10.

■ WMDH(FM) New Castle, Ind.—Broadcast Bureau granted CP to install new ant.; make changes in transmission line; ERP 20 kw; ant. height 225 ft. Action Aug. 11.

■ WHAV-FM Haverhill, Mass.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 50 kw; ant. height 350 ft.; remote control permitted; condition. Action Aug. 11.

■ KBMS(FM) Billings, Mont.—Broadcast Bureau granted extension of time to complete construction of new station to Jan. 1, 1973. Action Aug. 18.

■ *KRNU(FM) Lincoln, Neb.—Broadcast Bureau granted CP to change trans. location, studio location and remote control to 601 North 12th Street, Lincoln; make change in ant. system (increase height). Action Aug. 18.

■ WEQR(FM) Goldsboro, N.C.—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system; ERP 50 kw; ant. height 320 ft. Action Aug. 11.

■ WTJS-FM Jackson, Tenn.—Broadcast Bureau granted request for SCA. Action Aug. 11.

Actions on motions

■ Acting Chief, Broadcast Bureau, on request of LaCrosse Radio Inc., licensee of WLXC LaCrosse, Wis., extended through Aug. 28 time to file comments, and through Sept. 1 time to file reply comments in matter of amendment of FM table of assignments, LaCrosse (Doc. 19533). Action Aug. 15.

■ Acting Chief, Broadcast Bureau, on request of Robert Walton, extended through Aug. 21 time to file comments, and through Sept. 1 time to file reply comments in matter of amendment of FM table of assignments, Salem, Ark., Breckenridge, Colo., and Berne, Ind. (Doc. 19535). Action Aug. 15.

Renewal of licenses, all stations

■ KKIS(AM) Pittsburg, Calif.—Broadcast Bureau granted renewal of license for station and its co-owning aux. and SCA when appropriate (subject to condition that assignment of license be consummated within 45 days of date of grant and that commission be notified of such consummation within one day thereafter). Action Aug. 15.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-owning auxiliaries: KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado. Action Aug. 11.

■ Broadcast Bureau granted renewal of licenses for following stations, their co-owning auxiliaries and SCAs where appropriate: KYES Roseburg, Ore.; WATN Watertown, N.Y.; WCOD-FM Hyannis, Mass.; WCRV Washington, N.J.; WEHH-AM-FM Horseheads and WELV Ellenville, both New York; WEOU Elyria, Ohio; WHUM Reading, Pa.; WKDR Plattsburgh and WMHR(FM) Syracuse, both New York; WNAE Warren and WNEP-TV Scranton, both Pennsylvania; WNEW New York; WNRK Newark, Del.; WRRN(FM) Warren, Pa.; WSLT Ocean City-Somers Point, N.J.; WVCG Coral Gables, Fla.; *WVTC(FM) Randolph Center, Vt.; WXLN(FM) State College, Pa. Action Aug. 17.

Modification of CP's, all stations

■ WHTB(FM) Talladega, Ala.—Broadcast Bureau granted mod. of CP to change trans. location to Flagpole Mount, Talladega; change studio location and remote control to 1020 Anniston Road, Talladega; change trans.; change ant.; make changes in ant. system; ERP 250 w; ant. height 870 ft.; remote control permitted. Action Aug. 11.

■ KEWE(FM) Camarillo, Calif.—Broadcast Bureau granted mod. of CP for new station to extend completion time to Jan. 6, 1973. Action Aug. 18.

■ KNXT(TV) Los Angeles—Broadcast Bureau granted mod. of CP to extend completion date of commercial TV to Feb. 16, 1973. Action Aug. 16.

■ K09KF San Ardo and Bradley, both California—Broadcast Bureau granted mod. of CP to extend completion date for VHF TV translator to Feb. 16, 1973. Action Aug. 16.

■ WTOP-TV Washington—Broadcast Bureau granted mod. of CP to change type ant.; ant. height 770 ft. Action Aug. 17.

■ KNUW(FM) Great Falls, Mont.—Broadcast Bu-

reau granted mod. of CP to change trans. location to west of Highway 87 interchange north of Missouri River 0.9 mile Great Falls; change studio location to 10th Avenue South and 4th Street, Great Falls; change new trans.; change new ant.; make changes in ant. system (increase height); ERP 36 kw; ant. height 470 ft. Action Aug. 11.

■ K05ED, changed to K101C Alma, Glenwood, Pleasanton and Mulcreek, all New Mexico—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 5 (76-82 mhz) to ch. 10 (192-198 mhz) and to make changes in ant. system. Action Aug. 15.

■ KSYS(TV) Medford, Ore.—Broadcast Bureau granted mod. of CP to change name to Liberty Television, joint venture comprised of Liberty Communications Inc. and Siskiyou Broadcasters Inc. Action Aug. 15.

■ W47AA Altoona, Pa.—Broadcast Bureau granted mod. of CP to extend completion date for UHF translator to February 16, 1973. Action Aug. 16.

■ W56AA Orocovis, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date for UHF translator to Feb. 16, 1973. Action Aug. 16.

Translator actions

■ K11CC rural area of Checkerboard, Mont.—Broadcast Bureau granted CP to make changes in ant. system of VHF TV translator. Action Aug. 16.

■ K02DE Alma, Pleasanton, Glenwood and Mule Creek area, all New Mexico—Broadcast Bureau granted mod. of license covering change in primary TV of VHF TV translator to KOAT-TV Albuquerque, N.M. Action Aug. 16.

Other actions, all services

■ Chief of Complaints and Compliance Division of Broadcast Bureau informed Glenn J. Sedam Jr., general counsel of Committee for the Re-election of the President, that under political-spending law election day is included in 60 days preceding date of general election during which lowest-unit-rate charge is in effect for candidates. Ann. Aug. 17.

Ownership changes

Applications

■ KRIB(AM) Mason City, Iowa—Seeks assignment of license from Mason City Broadcasting Corp. to Radio Communications Inc. for \$250,000. Sellers: Verna C. Ekberg, vice president, et al. Buyers: Carl Kenneth Kjeldseth, president (30%), Merle D. Oakes (19%), and Chesterman Co. (51%). Mr. Kjeldseth and Mr. Oakes are account executives of KTIV(TV) Sioux City, Iowa. Cy B. Chesterman is principal (82.2%) of Chesterman Co., bottlers, in Sioux City. Ann. Aug. 8.

■ KWOC-AM-FM Poplar Bluff, Mo.—Seeks assignment of license from Poplar Bluff Broadcasting Co. to Three Rivers Broadcasting Co. for \$212,500. Sellers: Alan Wolpers, president, et al. Buyers: Delbert W. Shaffner, president (49.2%), Leland D. Shaffner (49.2%), et al. Delbert Shaffner is electrical contractor in Lowry City, Mo. Leland Shaffner is director and owner (16.3%) of Riverbend Industries Inc., Stigler, Okla., CATV operator. He also is staff engineering consultant of Donrey Inc. in Fort Smith, Ark. Ann. Aug. 1.

Actions

■ Acting Chief Hearing Examiner Jay A. Kyle, in matter of applications for transfer of control of D. H. Overmyer Communications Co. and D. H. Overmyer Broadcasting Co. from D. H. Overmyer to U.S. Communications Corp., granted request by Broadcast Bureau and extended through Aug. 29 time to file proposed findings of fact and conclusions of law, at which time Bureau will determine whether record can be closed and further date for filing of proposed findings can be made (Doc. 18950). Action Aug. 16.

■ WATV(AM) Birmingham, Ala.—Broadcast Bureau granted assignment of license from Satellite Broadcasting Co. to Crescendo Broadcasting Inc. for \$250,000. Sellers: Martha C. Seymour, president (100%). Buyers: William N. Garrison, president (25%), Lee Goodman Jr. (25%), C. O. Overcash (25%), et al. Mr. Garrison is partner in Cook & Garrison, law firm, Fort Worth, Tex. He also has various real estate interests in Fort Worth and Duncan, Okla. He has interests (12.5%) in Airline Instruments Inc., aircraft maintenance firm, Saginaw, Tex. Mr. Goodman owns (50%) Meadowbrook Nursing Home Inc., and owns Amy-Debs Dress Shop, both in Fort Worth. He also owns (50%) Open Road Publishing Co. and (25%) Educational Media Magazine Inc., both Fort Worth. He also owns (25%) Meadowbrook Nursing Home. Action Aug. 31.

■ KOL1(AM) Coalings, Calif.—Broadcast Bureau granted assignment of license from C. W. Mizner to Pleasant Valley Broadcasting for \$47,500. Buyers:

Roger A. Pond, Jim E. Henderson, Donald K. Allen, and George C. Allen (each 25%). Mr. Pond is account executive of KLYD-AM-FM Bakersfield, Calif. Mr. Henderson owns and operates A-1 Industrial Laundry and Jim's Dairy Delivery, both in Bakersfield. Donald Allen is newscaster and has interests in KLYD-AM-FM Bakersfield. George Allen also has interests in KLYD-AM-FM. Action July 31.

■ KKIS(AM) Pittsburg, Calif.—Broadcast Bureau granted assignment of license from Norcal Broadcasting Corp. to Schofield Broadcasting Co. for \$475,000. Sellers: Donald C. Johnston, president, et al. Buyers: Dick Schofield (45.9%), Wayne Hoffman (47.7%), et al. Mr. Schofield, formerly general manager of KFOK(AM) Long Beach, Calif., is president. Mr. Hoffman is board chairman of Flying Tiger Corp., airline principal stockholder of Universal International Corp., equipment leasing and principal stockholder of Hungry Tiger Inc., restaurant chain, all in Los Angeles. Action Aug. 15.

■ KFNH(AM) Shenandoah, Iowa—Broadcast Bureau granted transfer of control from Peter V. Gureckis (32.1% before, none after) and Bruce L. Rauma (20.1% before, none after) to John H. Gayer (32.1% before, 85% after). Consideration: \$21,106. Buyer: Mr. Gayer is president (50%) of Radio Denver Corp., Denver, and president (20%) of Big Country Radio Inc., Steamboat Springs, Colo. He also owns John H. Gayer Professional Engineer, consulting firm, Lakewood, Colo., and owns controlling interest in Gering National Bank, Gering, Neb. Action Aug. 15.

■ KAGE-AM-FM Winona, Minn.—Broadcast Bureau granted transfer of control from James B. Goetz (50% before, none after) to Jerry Papenfuss (50% before, 100% after). Consideration: \$139,500. Seller: Mr. Goetz is president of General Television Inc., CATV and microwave systems operator. Buyer: Mr. Papenfuss is general manager of KAGE-AM-FM. Action Aug. 15.

■ KOOK(AM) Billings, Mont.—Broadcast Bureau granted assignment of license from Montana Network to Matco Inc. for \$365,000. Sellers: Garry-owen Broadcasting System (99.96%), et al. Garry-owen Broadcasting System is owned by J. S. Sample (99.96%), et al. Garry-owen stations are: KPAX-TV Missoula, KXLF-TV Butte, KOOK-TV Billings, and KRTV-TV Great Falls, all Montana. Buyers: Russell H. Matthias, president (75%) and William W. Matthias (25%). Russell Matthias is partner in Meyers & Matthias, law firm, Chicago. He also is director and officer in numerous companies in Chicago area, including Matco Inc., Wesco, Supervised Investors Summit Fund Inc., Balanced Income Fund, and Technology Fund. William Matthias is director and officer of International Computation Inc., Cambridge, Mass. and Matco Inc. He also has various real estate interests in Chicago. Action July 31.

■ WSLB(AM) Ogdensburg, N.Y.—Broadcast Bureau granted assignment of license from Seaway Radio Inc. to The Wireless Works Inc. for \$160,000. Sellers: George W. Bingham, president, et al. Buyers: Christopher B. Coffin, president (45.4%), Eugene H. Blabey II, vice president (25%), et al. Mr. Coffin is station manager and vice president for sales of WKAJ-AM-FM Saratoga Springs, N.Y. Mr. Blabey is regional executive of UPI. He also is vice president and director of Livonia, Avon & Lakeville Railroad Corp., Livonia, N.Y. Action July 31.

■ WCDL-AM-FM Carbondale, Pa.—Broadcast Bureau granted transfer of control from Mary D. Bell (50% before, none after) to Robert G. Adams Jr. (50% before, 100% after). Consideration: \$55,000. Seller: Mrs. Bell is executrix of estate of William H. Ware. Buyer: Mr. Adams is treasurer of WCDL-AM-FM. Action Aug. 14.

■ WOPI(AM) Bristol, Tenn.—Broadcast Bureau granted assignment of license from Tri-Cities Broadcasting Co. to Thomas Ray Tolar Sr. for \$142,000. Sellers: E. O. Roden, James E. Reese, and Zane D. Roden. All of above have interests in WGCM(AM) Gulfport, Miss., WBOP-AM-FM Pensacola, Fla., WTUG(AM) Tuscaloosa, Ala., and WORJ(AM) Jackson, Miss. E. O. Roden owns WBIP(AM) Booneville, Miss. Buyer: Thomas Ray Tolar Sr. Mr. Tolar, formerly vice president and general manager of WMEL(AM) Pensacola, Fla., is manager of WVIX(AM) Pensacola. Action July 31.

Cable

Final actions

■ International Telemeter of New Bedford, New Bedford, Mass.—Cable TV Bureau granted, pursuant to rules request, filed on behalf of referenced cable television system, for extension of time to and including Sept. 1 to reply to oppositions to its application for certificate of compliance. Action Aug. 16.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Coaxial Communications of Columbus Inc., Columbus, Ohio; Bay City TV Cable Co., Bay City, Tex.; Hawkeye Cablevision Inc., Urbana, Iowa; Resort Television Cable Co., Hot Springs, Ark.;

Burney Falls Cablevision Inc., Burney, Calif.; Cruces Cable Co., Las Cruces, N. Mex.; Salina Cable TV System Inc., Kinsley and Pratt, both Kansas; KWR Systems Inc., Vernon, and Tioga TV Cable Co., Owego, both New York; Herington CATV Inc., Herington, Kan.; Mustang Cable TV Inc., Andrews, Tex.; Thomaston Cable Co., Thomaston, Ga. Actions Aug. 18.

Other actions

■ FCC has designated following as members of ad hoc advisory committees on cable television: Committee on federal-state/local relationships: Robert Cahill, Marc Nathanson, Amos Hostetter, Moses Shapiro, William Daniels, Yolanda Barco, John Witt, Roland Homet, Morris Tarshis, Archie Smith, Thomas Houser, Bowman Cutter, Frank Norwood, Benny Kass, Edward Shafer, Wayne Current, Kenneth A. Gibson and Jacob W. Mayer (FCC representative). Committee on technical standards: Walter S. Wydro, Joseph L. Siern, Kenneth A. Simons, Herbert Michels, Theodore S. Ledbetter, Arthur R. O'Neill, Joe E. Hale, Isaac S. Blonder, Harold Katz, Archer S. Taylor, Robert W. Peters, Oscar Reed, Jr., Hubert Schlafly, George W. Bartlett, Delmer Ports, R. W. Behringer and Jacob W. Mayer (FCC representative).

■ FCC Chairman Dean Burch approved following permanent subcommittee assignments for Cable Television Federal-State/Local Advisory Committee: Subcommittee A—initial organizational phase: chairman: Raymond Shafer, Teleprompter Corp.; Avern Cohn, Detroit; Rev. William F. Fore, National Council of the Churches of Christ; David Goldman, St. Paul, Office of City Attorney; Alan H. Greenstadt, Optical Systems Corp.; John J. Gunter, United States Conference of Mayors; Charles E. Hammond, Arlington, Va., Public Utilities Commission; Otto J. Hetzel, Center for Urban Studies, Wayne State University; Albert L. Horley, Department of Health, Education and Welfare; Irwin Karp, Communications Media Committee of ACLU; Robert F. Kelly, New York state assembly; Ronald Lightstone, Viacom International Inc.; John W. P. Mooney, High Fidelity Cable TV Co.; Alma Pedroza, Our Latin Amigos; Norman John Peterson, cable TV consultant to George R. McLead; Irwin B. Polinsky, Sterling Communications Inc.; James T. Ragan, Athena Communications Inc.; Edward J. Roth, Washington; Gene W. Schneider, LVO Enterprise Building; John Sodolski, Electronic Industries Association; Robert H. Van Deusen, Glenview, Ill. village manager; Edward S. Warner, Baltimore Regional Planning Council; Meredith A. Weaver Jr., Washington Mayor's Economic Development Committee; Fred Weber, Rust Craft Broadcasting Co.; Dr. Harold Wigren, Public Cable Inc., NEA; Richard Flynn, Goldwater and Flynn; Sydney Arak, National Association of Theater Owners Inc.; Walter Kaitz, general counsel, California Community Television Association; Wilmot Horton, Theta-Com; Susan Greene, *Black Communicator*; George Vukasin, city councilman, Oakland.

Subcommittee B—study phase: chairman: Donald A. Dunn, Stanford University; Frank L. Allen, Teleprompter Corp.; Anne W. Branscomb, Arnold & Porter; Robert Brooks, Cable Television

of Telcom Engineering Inc.; William F. Eich, State of Wisconsin Public Service Commission; Byron D. Jarvis, Metz & Jarvis Associates Inc.; Herbert Schukind, Bly, Shuebruk, Blume & Gaguine; L. W. Kiewer, Peninsula Broadcasting Corp.; Charles E. Lathey, U.S. Department of Commerce, Office of Telecommunications; Norman C. Lerner, Transcom Inc.; F. Sherwood Lewis, Business Equipment Manufacturers Association; J. Alan MacKay, Office of Economic Opportunity; Martin Malarkey, Malarkey, Taylor & Associates; Harvey C. Mansfield, University of Texas Department of Government; Ms. Sherrill C. McMillon, Office of Telecommunications Policy; Earle K. Moore, Moore, Berson, Hamburg & Bernstein; Larry Perry, Knoxville, Tenn.; Rev. W. James Richards, United Church of Christ Office of Communication; Michael H. Roberts, St. Paul Department of Public Service; W. Randolph Tucker, Cypress Communications Corp.; Fred W. Warden, IBM; Thomas R. Warner, United States Independent Telephone Association; Hathaway Watson, RKO General Inc.; Richard F. Zitzman, Rosstec; Don Shuler, vice-president, Cypress Communications; Morton Berfield, Cohen and Berfield; Walter Baer, Rand Corp.; Joseph Benes, president, California Community Television Association; Michael Neben, Educational Technology, HEW.

Subcommittee C—franchising phase: chairman: Holt Riddleberger, National Association of Educational Broadcasters; Stephen R. Barnett, University of California; Michael Botein, University of Georgia; Howard J. Braun, Fly, Shuebruk, Blume & Gaguine; Gary Christensen, Arlington, Va.; Alan L. Desoff, National Association of Counties; Aaron Fleischman, Television Communications Corp.; Joseph H. Floyd, Midcontinent Cable Systems Co.; Michael H. Franklin, Writers Guild of America, West Inc.; Philip R. Hochberg, Daly, Joyce & Borsari; Mark A. Hutcheson, Davis, Wright, Todd, Riese & Jones; Albert H. Kramer, Citizens Communications Center; James L. McHugh, Jr., Steptoe & Johnson; Lawrence W. Lichty, Wisconsin's Blue Ribbon Commission on CATV; Bruce Lovett, American Television & Communications Corp.; Joel H. Levy, Cohn and Marks; Henry R. McCarty, Ph.D., San Diego County Department of Education; J. Patrick Michaels Jr., TM Communications; Robert S. Powell Jr., Center for Analysis of Public Issues; Nelson Price, New York; William R. Ralls, Michigan Public Service Commission; James Lee Rankin, New York Office of the Mayor; Thomas G. Shack Jr., Law Offices of Thomas G. Shack Jr.; Arthur H. Wessner, Emmaus, Pa.; William Malone, Washington; Mrs. Harriet Pilrel, New York; Jack Valenti, Motion Picture Association of America; William K. Jones, New York State Public Service Commission; Lewis Cohen, Cohen and Berfield; Donald Williams, vice-president, Cox Cable Co.; Richard Galkin, president, Sterling Manhattan Cable Television Inc.; Barry Le Mieux, Bedford Stuyvesant Restoration Corp.; John Reading, mayor, Oakland; Alfred Alquist, state senator, San Jose, Calif.

Subcommittee D—post award regulatory phase: chairman: Tom Atkins, Boston; David H. Armstrong, Illinois Commerce Commission; William A. Banks, WHAT(AM) Philadelphia; Jerome S. Boros, Fly, Shuebruk, Blume & Gaguine; John J.

Borris, Rockaway, N.J., councilman; Dr. John E. Brandl, University of Minnesota; Robert W. Carlson, Minnesota Public Service Commission; Robert W. Coll, McKenna, Wilkinson & Kiltner; Sidney Dean Jr., New York; Lee Druckman, Tucson, Ariz.; Roy Easley, Association of Maximum Service Telecasters Inc.; John Gwin, National Cable Television Association Inc.; Robert N. Harris, Advance Brands Inc.; Patrick Healy, National League of Cities; Raymond E. Joslin, Continental Cablevision of Ohio Inc.; Don R. Le Duc, Ohio State University; Donald M. Malone, University of Nebraska-Lincoln College of Law; Richard A. Marciano, Stanford Research Institute; Monroe E. Price, University of California; Roland C. Rapp, Mayor, Lakewood, N.Y.; Larry Reed, Milwaukee Bucks; Victor P. Reed, San Francisco; Paul Rodgers, NARUC; Richard J. Sands, Minnesota assistant senate counsel; Michael Valder, Urban Law Institute of Antioch College; Richard F. Shively, Telesis Corp.; John Hite, Oklahoma City; Frank Drendel, vice-president, Cypress Communications; William Schiller, vice-president, Storer Cable TV Inc.; Thomas Wilson, Amvideo Corp.; Gerry Slater, general manager, Public Broadcasting Service; Ralph Dills, state senator, Gordenia, Calif.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Aug. 22. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Unincorporated areas of Highlands county, Fla.—C. Wesley Ward has applied for franchise. Mr. Ward proposes installation fee of \$15 and monthly rate of \$6.

■ Columbia, Md.—Radio Corporation of America has applied for franchise. Proposed system would provide for one-way and two-way transmission that could be used for burglar alarms, preference polling, bank depositing, and other devices. Installation fee of \$70 and monthly rate of \$5.50 to \$7 have been proposed.

■ LaPlata, Md.—CATV General Corp. has been awarded franchise by town council.

■ West Boxford, Mass.—Jack Pearl has applied for franchise.

■ Lockland, Ohio—Cable Television Inc. has been awarded franchise. Monthly charge will be \$6.

■ Springfield, Ohio—Continental Cablevision of Ohio Inc. has been awarded franchise.

■ Charleston, S.C.—Charleston Cable TV Co., Teleprompter Corp. of New York, and General Electric Cablevision Corp. of Schenectady, N.Y. have applied for franchises. All three firms propose monthly rate of \$5.95.

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General manager for AM/FM New Jersey based operation. Must be sales oriented, good administrator, through knowledge of FCC rules. Send resume to Box H-217, BROADCASTING.

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.

General manager, AM & FM in small midwestern market at Carmi, Illinois. Must be strong on sales, self starter, community minded, and take full charge of profitable operation in this southern Illinois community. New studios and offices in downtown location. Guaranteed salary, plus bonus based on performance, car and expenses furnished. Position open September 15th. Wonderful community to live and raise a family. Send complete resume to Ken E. Hamilton, Manager, WROY Radio, Box 31, Carmi, Illinois 62821.

Management Continued

Partner wanted—interested in opening station in northern New England (VT). Resume and financial status to Box 187, Bradley, Ill. 60915.

Unusual opportunity for sales-oriented, pragmatic, ambitious young man to manage one of Ohio's finest FM radio stations in one of the state's richest markets. Present manager leaving to establish own agency. We have several applications, but want to be certain selection goes to right man. If you are frustrated in your present position, have strong desire and talent, and want to live and rear your family in one of America's finest university communities, send complete resume (no phone calls, please) to President, Portage Valley Broadcasters, Inc., Box 163, Bowling Green, Ohio 43402. Do it now. This ad will not be repeated.

Sales

Radio ad salesman, experienced or well trained, to sell and service accounts for good, small market radio station located in South. Good working conditions and fringe benefits. Salary plus commission and car allowance. Send complete details. Box H-147, BROADCASTING.

Sales Continued

Salesman to train for sales manager opening in south-eastern radio, TV, CATV chain. Excellent chance to qualify for future manager opening. Send resume, references and current photo. Box H-202, BROADCASTING.

Local sales manager. Aggressive salesman with 4 to 7 years' experience to take charge of local sales force for northeast AM-FM operation. Salary, commission and override. Fringes, including full paid retirement plan, are better than most. Send resume to Box H-206, BROADCASTING.

Sales manager, for #1 contemporary, 5000 watt full-time facility. Best fringe benefits include retirement, cash profit sharing. Excellent growing, depression proof mid-eastern seaboard city. Box H-227, BROADCASTING.

Fulltime, AM salesman. Experience in small to medium market. Immediate, excellent opportunity. Maryland. Box H-250, BROADCASTING.

Opening to be chief salesman and head up department for 50 KW FM Stereo Class C far reaching, rural radio station (400 ft. tower on hill) about a year old. Experience valuable, but should be young and energetic. Liberal opportunities for top executive future with company; bonuses for doing good job, including equity in company. For details write "Voice of the Prairies," KCGM, Scobey, Mont. 59263.

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.

Sales manager for contemporary programed FM in pleasant Indiana community. Salary plus commission. Excellent facilities, young staff. Good opportunity for experienced, successful salesman. Opening is immediate. WIUC, Box 405, Winchester, Indiana 47394. Or phone Dave Strout, Operations Manager, any time at this number only: (317) 282-5618.

WKSS sales expanding, profitable opportunity for professional. Call Bill Hinds, The Mansion, Hartford, EOE.

Young, experienced announcer to learn sales and work into management. Immediate opening in one station market. Apply in writing to Great Scott Stations, Headquarters, Broadcast Lodge, Box 638, Pottstown, Penna. 19464.

Announcers

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.

Top 15 market: Major MOR personality station looking for a real communicator with something to say. We're an equal opportunity employer with a great facility in a great market. Super stable situation, we need you if you're great. Send resume and salary requirement to: Box H-67, BROADCASTING.

Morning man top 40 chain station in eastern N.C. new station equipment. Experienced in air work and production a necessity. Send tape and resume. Also need local newsmen experienced in news. Box H-136, BROADCASTING.

Immediate opening for afternoon personality in mid-west market of 50,000. Starting salary \$6,700. Additional earnings possible if you can sell or do sports. Upbeat MOR format. Write Box H-191, BROADCASTING.

Morning drive DJ to double as music director for fast moving rocker. East. \$325 a week. Need tape, resume, references and latest picture. Box H-203, BROADCASTING.

Morning man—for small-medium market northern Jersey AM-FM station. Experience preferred. Tape-resume to Box H-184, BROADCASTING.

One topnotch production person and one super jock. Good pay, great station. Production guy to be good with comedy. Jock to take over highly rated show on 50,000 watt northeast giant. References will be checked. Box H-238, BROADCASTING.

Announcers Continued

Morning man on top rated Florida station with contemporary-MOR format. Excellent market, large. Must be experienced with bright sound and have natural sense of humor. Send audition tape, background, references, picture, etc., in complete package for immediate consideration to Box H-252, BROADCASTING.

Florida South Gulf Coast metro market need experienced morning man for contemporary format 5,000 watt fulltime. Start \$225 week plus talent remotes. Air mail tape and resume to Box H-269, BROADCASTING.

MOR personality who can entertain adults and young adults. Some TV possible if qualified. If your future concerns you, check the benefits of this upper mid-west leader. Box H-270, 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, Mobridge, 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.

NEW RATES

Effective with the September 4 issue, Regular Classified Advertising Rates will be adjusted as follows:

Situations Wanted . . . 30¢ per word*

Help Wanted 40¢ per word*

All Others 50¢ per word*

* \$5 Minimum

With more than 120,000 readers each week, BROADCASTING is by far your most effective classified buy. That's why you belong in BROADCASTING.

Air personality who understands one-to-one communications for midnight to 6 AM show on a highly successful MOR station. Send aircheck, resume and salary to Bill Taylor, Program Director, WDBO, Box 1833, Orlando, Florida 32802.

Exceptional personality announcer wanted for number one station in fast growing Florida coastal area. We're looking for a man who wants to combine above average pay with delightful living, who is strong on M.O.R. pop standard format, news and production and yet has that gift of gab which will hold the lead in this three county market. If you think we can't afford you, at least try us. Shift 6-9 AM and 11-2:00 PM Mon thru Sat with balance on production. No floater. Prefer family man with steady work record who seeks Florida living by the sea. Send resume, salary needs, and tape including 3 minute news, 3 spots and 1 hour off air show to Hudson Millar, WIRA, Ft. Pierce, Florida, an Airmedia station, equal opportunity employer.

Uptown country announcer for well established personality gig. Must be able to communicate with audience. WMHI, Frederick, Md. 21701. Tel. 301-662-2148.

Number One rated Beautiful Music Station wants beautiful voice for Midwest metro station. Tape, picture, resume. WSVI, 28 S. 4th, Pekin, Ill. 61554.

Technical

Chief engineer. New York City. Directional full-time AM and FM. Send resume to Box H-224, BROADCASTING.

Coastal South Carolina. Chief engineer, experienced all phases studio and transmitter maintenance, proofs and construction. Non-directional AM-FM. Small market, excellent opportunity. Box H-225, BROADCASTING.

Technical Continued

Need a chief engineer with experience in maintaining AM transmitters, DA, RPU, mobile studio, recording studio and contemporary format studio; with ability program/production/sales people and translate needs into working systems; make equipment need proposals to management and bid specifications to suppliers; prepare quarterly budget planning and year end reports; prepare FCC filings and proofs and have desire to lead a six man engineering staff. This is a leading station in a top 50 market city in the southwest. Send a complete resume of experience and education, photo, salary requirements and a brief statement of approach to engineering management by objectives to Box H-259, BROADCASTING.

Medium southern California market fulltime DA AM contemporary, FM stereo automated needs chief engineer. We want to continue our high quality audio service to the community so the right man must also know audio, not just transmitters. Excellent benefits, salary, community. Please send resume to Joe Tourtelot, KDES AM & FM, 821 N. Palm Canyon Drive, Palm Springs, California 92262.

Man with first ticket to take transmitter readings. WAMD, Aberdeen, Md. 21001.

Combination first class engineer-news man needed at once. Emphasis on engineering. Class IV station. Excellent working conditions and fringe benefits. Contact Bob Michael, Manager, WGVF, Geneva, N.Y. 315-781-1240. No collect calls please.

News

Immediate opening. "Take charge" news director. Starting salary \$7,000 with additional earnings possible if you can do sales or sports. Write Box H-190, BROADCASTING.

Leading New England medium market contemporary must add 3 individuals next several months. Must handle both news and dj. Each opening has different mix. Third class a must. 140-150 per week. 5 days a week. Tapes and resume please. Equal opportunity here, so let's hear from everyone. Box H-228, BROADCASTING.

Programing, Production, Others

PD and PM drive jock. \$400 week. Fast-packed rock and soul sound. Southeast. Immediate opening. Send tape, resume, references and picture (now-type). Box H-204, BROADCASTING.

Program director. MOR station in Florida. Experience necessary. Send resume and tape to Box H-229, BROADCASTING.

Experienced program-production director for MOR formatted station in one of four largest Florida markets. Good facilities and market position. Immediate opening and opportunities for qualified P.D. Write Box H-271, BROADCASTING.

September opening for an announcer who is a wizard in the production room. WKCY is a 5KW formatted modern country station located in a clean college town in Virginia's beautiful Shenandoah Valley. Three station market. Good pay for the right man. Call to Don Miller or Ken Riggie, WKCY, Harrisonburg, Va. 703-434-1777.

Production director needed for active university radio-TV department. Primary responsibilities with FM good music station and some work in TV production. Supervise student lab work. Must have BA or BS. Chance to work on MA in broadcast journalism. Equal opportunity employer. \$680 monthly, 10-mos. contract, renewable. Resume and references. Philip Hess, Chairman, Radio-TV Dept. University of Montana, Missoula, MT. 59801. (406) 243-4931.

Situations Wanted, Management

Sickly sales? Listless listeners? 20 year veteran super-sales GM with New York City experience will write you a fully-staffed Rx guaranteed to cure your coastal metro blues. Double your present income. Along with currently employed top-rated production oriented staff will give your market the most exciting MOR it's heard. Package: GM, PD, MD, firsts, news, production, class. Box H-222, BROADCASTING.

Aggressive general manager. Experienced take charge broadcaster. Currently employed as GM. Will invest \$5M. Excellent references. Box H-240, BROADCASTING.

General manager. Experience in top 10 markets. Accent on sales. If you're looking for teens and 18-24 I can deliver. Track record and references—excellent resume upon request. Address: 183 Nassau Drive, Springfield, Mass. 01109. 413-783-3913.

Management Continued

Broadcaster, 21 years experience, all phases—family man, 40, seeks first management position. If you believe in the over 30 housewife, care about both clients and audience, want a deer, not a talker, a shirtless executive who conducts business on the street and not in a cocktail lounge, have a good financial base to work from and can offer me 13-15 thousand per year + security, let's talk it over. Presently employed in top 50 Ohio market. "No rockers please!" Box H-244, BROADCASTING.

General Manager available now. Box 3312, Green Bay, Wisc. 54304.

Experience counts! 4 years radio experience in all phases from jock to GM. College grad with BS Management, 3rd endorsed. I know the meaning of work. Gene Laks, 4023 Terhune Place, Fairlawn, New Jersey 07410. 201-796-3896.

Sales

Experienced time salesman. Retail salesman, direct salesman—plus first phone-announcer. Management material. Mid-forties. Box H-236, BROADCASTING.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Box G-212, BROADCASTING.

FM voice appeal. Music/news/stability/drive. H-73, BROADCASTING.

DJ, tight board, 7 years closed circuit owner/operator, wit plus voice, dedicated-enthusiastic-cooperative/creative. Ready now. Tape, resume. Box H-149, BROADCASTING.

Polished performer with solid academic and broadcast education announcer-DJ-news-caster-news-writer. 26 year old former school teacher. Box H-159, BROADCASTING.

First phone, authoritative news, top salesman, 1 1/2 years broadcasting school including TV news, college, happy seeking light rock or MOR. Box H-166, BROADCASTING.

4 years in major market FM, medium market AM, as personality, music director, traffic reporter, newsman. B.S. broadcasting, third endorsed, married, 24. Air check, resume, photo, available upon request. Box H-182, BROADCASTING.

Employed radio news anchorman major midwest seeks change. Other major preferred, but would consider news sports or jock in smaller market. Box H-197, BROADCASTING.

Announcer, first phone, experienced, news, sports, will relocate. Box H-213, BROADCASTING.

Disc jockey—news-caster. Dependable, experienced tight board man who can do music or news show. Prefer to do rock show. I'm creative, versatile, and authoritative. I'm aggressive salesman who can sell air time. Professionally trained third endorsed. Call 212-996-6551. Box H-215, BROADCASTING.

Washington-Baltimore—relocate 30-mile radius. Currently top Richmond station. Pipes, production, pro. Experience: Contemporary, MOR(md), top 40(md), News (AP award), others. Stable, family, consider all. Box H-220, BROADCASTING.

Rob a cradle. 1 year. AM/FM/music/news, but I've been taught by #1 market pros and my fresh approach will hold your youthful audience if we both believe in numbers. H-223, BROADCASTING.

First phone, young, experienced, strong production. Box H-226, BROADCASTING.

Top 40 jock in early 30's with 1st. Looking for major market. Currently all night jock in top 100 market. Prefer daytime but will consider all replies. For tape and information write Box H-232, BROADCASTING.

Southwestern Michigan, college grad, 6 months experience, third endorsed, parttime or fulltime, top 40 or MOR, (616) 345-8434 or Box H-239, BROADCASTING.

\$10,000 a year can get your station a dynamite contemporary or top 40 jock. First phone, experienced. Send details to Box H-247, BROADCASTING.

Experienced all phases sports announcing radio/tv, young (27), college grad, seek heavy sports, top 50 markets . . . can lead or follow. Box H-251, BROADCASTING.

Before going to work as a plumber, I want to give all of you P.D.'s a final chance! Age: 24, 1st phone, 5 years experience, C&W and rock. Oh yes, mother says I sound good! Write Box H-263, BROADCASTING.

Country jock, first phone. Experience. Interested, let's talk. Box H-265, BROADCASTING.

Announcers Continued

Attention east coast: Black hardworking, versatile personality with pound of experience and ton of talent. Available now. Box H-268, BROADCASTING.

Country jock. Desire 10 p.m. to 6 a.m. First phone. Experience. Box H-272, BROADCASTING.

Strong midwest contemporary morning man. PD experience, ticket, references, 29 with college and family. (317) 297-4690.

Have talent, but need proper direction. Experienced, personable, can take orders. Meade, 2006 Karen Drive, Yeadon, Pennsylvania 19050.

Impressionistic . . . individualistic pro . . . Top market . . . no tape . . . 1800 Bluebird, Munster, Ind. 219-838-8783.

Experienced, outstanding sportscaster seeking play-by-play. Employed in medium market, 31, seven years radio, all sports and college play-by-play, sports director. Good ratings. 303-596-7146.

1st phone, bright, exciting sound. 18 mo. experience. 24, single. Sonny Stevens, 1-513-825-2430.

Sportscaster . . . I will provide play-by-play or "color" and analysis for any sporting event on a continuing or single-event basis. Any sport, any event, college or pro, anywhere. Excellent quality. Currently doing network reports. Allan Bernard, 233 East Erie Street, #1206, Chicago, Illinois 60611. 312-642-0836 or 642-0833, after 6:00 P.M.

DJ third phone looking for first break into broadcasting. Tight board, good news, commercials. Ready now. Larry Fertitta, 12 Lawrence Circle, Middletown, N.J. 07748.

Need immediate job: Older, but versatile, creative, dependable, well experienced, small station radio man. First phone, light maintenance. Good references, consider any area. Smith, 812-299-2471.

Need first break into radio. Recent broadcast grad. Good voice, 1st phone. Age. 20. Relocate anywhere. Steve Snyder, 502 Chester Ave., Pittsburgh, Pennsylvania 15214. Tel. 412-322-3254.

Mature announcer. Deep voice best suited to news and commercials . . . better music. Currently doing personality program. Prefer returning to non-personality format. Now employed. References. Tape. Contact Barry Ritenour, 10 1/2 4th Street, Fond du Lac, Wisconsin.

Experienced jock—tight board—good production. 1st phone, sports play-by-play. Available immediately. All locations considered. 1-713-835-2210 after 6 p.m.

Hard working, imaginative top 40 DJ—MD. Team man, 10 years radio some TV. 5 years eastern metro PM drive, 8 years same station. Salary is consideration for this family man. Looking for bigger and better market. Would like to work with progressive management team. Personal interview preferred, will consider and reply to all inquiries. This ad is not a space filler: I'm packed and serious. Can be anywhere and ready to go to work in 24 hours. Chuck Raymond, P.O. Box 551, Sandy, Oregon 97055-0552.

Morning personality . . . warm . . . creative . . . major market. Will consider medium for security. 1-216-521-1871 evenings.

Professional "first" two years experience top 40 radio, including Music Director. Married, desires stable position at small/medium market station. Henry Kastell, Post Office Box 337, Cumberland, Maryland 21502.

First phone announcer seeks position at MOR or Top 40 station in Florida. College grad, 22, single, and draft exempt. Hire me and you won't be sorry. 305-922-6897. Box H-273, BROADCASTING.

Personality jock who can humor and communicate without ramming it down anybody's throat. Recent college grad in broadcasting, but no beginner. Medium market experience, hot on production. Assistant radio instructor. Seeking air and production duties in contemporary MOR or rock. Marlon Podschwilt, 3822 7th Ave., Rock Island, Ill. 309-786-5088.

Technical

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 H-153, BROADCASTING.

Chief engineer (announcer) experienced AM directional, FM Stereo/SCA. Wants challenge. Will relocate. Box H-167, BROADCASTING.

Chief engineer-announcer. Experienced, proofs, directionals, etc. Country-western specialist, production. Consider any location. Box H-249, BROADCASTING.

News

Young reporter with experience as news director, state capitol correspondent, city bureau chief. Will move anywhere. Box H-114, BROADCASTING.

The time is now. 4 years experience in all facets of radio news—including national wire service. Presently at city's number one station. Seeking new horizons at facility where news is paramount. BA and first phone. Box H-142, BROADCASTING.

Young newsman wants to work and learn under real professional. College graduate with journalistic and political science background. Commercial and non-commercial experience. Third ticket. Box H-257, BROADCASTING.

Hardworking, young newsman seeks position in medium to major market. Original writing style. Good voice. 5 years experience. 914-783-6645 or Box H-262, BROADCASTING.

Five year pro: reports, writes, airs, films, competently and authoritatively. Box H-266, BROADCASTING.

Need good newsman? Are you medium market? At small market now—ready to move up. Tape and personal interview will convince you. For live telephone audition 402-376-3446 before 8:15 A.M. or after 6:15 P.M. CDT. Also 11:40 A.M. CDT to 12:45 P.M. CDT or write Chuck Hatchett, KVSH, Valentine, Nebraska 69201.

Sports director, three years experience, all play-by-play news, disc jockey. Call (516) 621-3583.

Programing, Production, Others

Fully qualified program director small or medium markets. Box G-279, BROADCASTING.

Rock program director with major market experience wants small or medium market to settle down and raise a family. Good air show, production, copy, knowledge of programing. First phone. Box H-170, BROADCASTING.

Program-operations director available. Medium market experience. Major market jock experience. Box H-199, BROADCASTING.

Ready for programing. Currently 1/2-million metro. MOR, oldie, top 40 formats. Super music knowledge, production, voice, creative idea man. M.D. last 2 stations. Stable, references. Nearly 5 years experience. Box H-221, BROADCASTING.

Expensive—but well worth the money. You get what you pay for—so why not go first class. Producer-director with network experience—available if you can afford me. Box H-233, BROADCASTING.

Modern country programmer. Heavyweight professional with successful major-market rating history. Top credentials. Seeking take-charge opportunity with large market fulltime. Write Box H-234, BROADCASTING.

Program director/announcer or promotion/announcer. Young, successful, aggressive, promotion-minded, 5 years AM/FM. Programing from progressive to easy listening. Extensive production experience and knowledge all types music. News-casting/sportscasting and automation experience. Ability to work and communicate with people. Flare and poise for success in any market. Box H-237, BROADCASTING.

Solid gold! Love to program it fulltime. Experienced contemporary PD and strong jock. Stake your claim at (317) 297-4690. Box H-245, BROADCASTING.

Program director of small market station and seven year broadcast veteran of larger markets seeks permanent position of music programing for either chains, public radio or independent stations with no air work required. Box H-246, BROADCASTING.

Copy-production pro. 20 years experience in small, medium and large markets. Mature voice. Winner of 3 national awards. Give me copy notes and production studio; I'll give you original, creative spots that sell. Good under pressure . . . and fast. Prefer medium market but town size secondary to job satisfaction. Married, 3 grown children. Wife and I free to relocate. Box H-255, BROADCASTING.

Country programmer desires association with progressive minded station. All markets considered. Box H-267, BROADCASTING.

Chicago area, experienced 1st phone announcer for weekends and/or parttime. 312-631-0811.

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.

Situations Wanted Continued

Programing, Production, Others

Sports play-by-play. Experienced. First phone. 27. Married. Ron Finstad, 608-269-2965. Relocate.

TELEVISION

Help Wanted Technical

Medium size M50 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.

Two FCC licensed, qualified engineers for rapidly developing UHF station in the Midwest. Send resume to Box H-72, BROADCASTING.

Major West Coast independent cable TV engineering firm needs ambitious engineer who can handle people as well as hardware. Engineering degree highly desirable. Motivation essential. Send resume to Box H-81, BROADCASTING.

TV Engineer: Major midwest university needs engineer with 2 years tech training and 4 years maintenance experience, to work with TR-70S, TK-44S, as well as helical VTRs and CCTV equipment. Salary range \$11,500-\$16,300. 2B days vacation and good hours. Box H-258, BROADCASTING.

Challenging opportunity exists for a chief engineer at Dallas-based UHF TV station. This position offers a wide latitude of engineering assignments which can be handled by an aggressive and experienced individual. KBFI-TV, P.O. Box 7270, Dallas, Texas 75209.

Major market VHF in one of nation's fastest growing area needs Studio Technician. Requirements include—First-class radio telephone license; Minimum 3 years experience; Maintenance and operation ability; technical school graduate or equivalent technical education. Write: Lou Bell, Chief Engineer, KNTV, 645 Park Avenue, San Jose, California 95110. Equal Opportunity Employer.

Caribbean Calling: West Indies Television Network is now accepting application for the position of chief engineer. You must be personally capable of the installation and maintenance of 3 VHF transmitters, STL, and studio equipment. This calls for a "working engineer", with little requirement for theoretical or administrative skills. The resort island of St. Maarten offers a combination of magnificent beaches and unsurpassed year-round climate. Submit full resume, references, recent photo, and your salary requirements, to Donald W. Husted, Manager, Netherlands Windward Television, Saunders-Cul de Sac, Sint Maarten, Netherlands Antilles.

Chief television engineer, UCLA has an immediate opening in our television division. Maintenance and operation of three studios and must have knowledge of two inch VTRs and remote truck. We are currently undergoing color conversion. Supervising, scheduling, planning and maintenance required of this individual. Call for interview 213-825-7741.

Broadcast equipment sales. Gravo Sales, Inc., a subsidiary of the Grass Valley Group, is expanding its New York office. A strong technical background in color television systems is essential. Sales experience desirable. Please send a resume to Robert Lynch, Gravo Sales, Inc., Station Plaza East, Great Neck, New York 11021.

News

Sports Anchorman for large Southeastern market; must have solid sports background and several years air experience as TV sports anchorman. Absolute top salary will be paid to qualified individual. Please send resume and photographs with application; you will be contacted if we desire video tapes or other information. Box H-138, BROADCASTING.

TV general assignment reporter-relief anchorman. Major market, group-owned, southwest station needs experienced street reporter and relief anchor. Salary open. Box H-165, BROADCASTING.

News anchorman—#1 news station, Upper Midwest, top 60 market. Must be working newsmen. Send VTR or tape and resume to Box H-188, BROADCASTING.

Southeastern experienced TV weatherman wanted . . . schedule will require working with a progressive news team filming and reporting other local news stories . . . good working conditions and company benefits . . . send resume and salary requirement to Box H-194, BROADCASTING. An equal opportunity employer.

News Continued

Weatherman or girl experienced with either news or commercial background. Contact Doug Hill, WBT, Richmond, Virginia. Send tape and resume. No phone call.

Anchorman/reporter. Immediate opening in top California market for experienced anchorman/reporter. Excellent working conditions and benefits at CBS affiliate if qualified, call Cal Bollwinkel, 916-441-4041.

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

Immediate opening for an advertising and promotion manager at a television station in a large midwestern market. Box H-230, BROADCASTING.

Creative artist to join expanding professional team at mid-south public TV station. Demonstrated experience required in illustration, design for all print media, and sets. Excellent benefits and working conditions. Equal opportunity employer. Send resume and salary requirement. Box H-243, BROADCASTING.

Executive producer for public affairs at ETV station. Equal opportunity employer. Send resume to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, N.Y. 14203. Please state salary requirements in letter.

Promotion manager for community and politically minded station. Must have administrative abilities in all phases of television. Call collect, 512-854-4733, or write Gen. Mgr., KIII-TV, Box 6669, Corpus Christi, Texas 78411.

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.

Three cameramen-reporters, one anchorman. New Central Florida TV. Will consider training radio newsmen. Resume, photo, tape, salary requirements to News Director, WWSB-TV, 1080 Woodcock Rd., Suite 259, Orlando, Florida 32803. No phone calls.

Film editor . . . leading independent station has opening for an experienced re-editor. No news. Ultra-modern plant and excellent working conditions. Send resume and salary requirements to: Mr. Jim Hague, WUAB-TV, United Artists, 8443 Day Drive, Cleveland, Ohio 44129. An equal opportunity employer.

Executive producer for cultural affairs at ETV station. Equal opportunity employer. Send resume to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, N.Y. 14203. Please state salary requirements in letter.

Situations Wanted, Management

Top pro seeks position as general or sales manager of a television station on the west coast. Under 40 with 16 years of radio and television experience. Currently employed as sales manager with a terrific track records. Box H-176, 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-231, BROADCASTING.

Producer/director . . . excellent background currently in top fifteen market desires position as production manager. Box H-235, BROADCASTING.

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Profile

One of the hardest working whiz kids in radio: RKO's Bruce Forrester Johnson

Bruce Johnson is the current boy wonder of Los Angeles radio. Well, at 37, maybe no longer a boy—but more surely the reigning local phenomenon. In the last two years he has turned two stations, with drastically different programming formats, from losers into money-makers. Isn't that the name of the game in station management? RKO General apparently thought so. Last month, Mr. Johnson, only several years removed from relative obscurity as a radio time salesman, was named vice president of the RKO General Radio Division with responsibility for the division's 12 radio stations, as well as the six nationwide offices of RKO Radio Representatives.

"I'm happy to be here," is Bruce Johnson's not surprising reaction to his latest move up. "It's where I always wanted to be—a job similar to this. Believe me, it was no accident, I've spent 20 years preparing."

His big break came in 1970, when ASI Communications Inc., having acquired KFAC-AM-FM Los Angeles, searched for a manager to turn the failing classical-music properties around. Bruce Johnson was plucked from the sales ranks of Metro Radio Sales and given command of his first stations. In a year's time he claims to have reversed a 1969 operating loss of some \$80,000 into a \$300,000 operating profit.

The KFAC success took him back to the Metromedia fold as vice president and general manager of the group's long-suffering Los Angeles AM outlet, KLAC. According to Mr. Johnson, KLAC, by the time he took over (then newly switched to a country-music format), was losing \$80,000 to \$100,000 a month. He was with the station only through four quarters, yet claims to have almost immediately doubled its billings and more than doubled billings through his last six months with the station. By the time he left in July, his projections indicated that the station, which lost \$700,000 last year, would make more than \$500,000 this year.

What turns floss into gold? "Audience involvement" is Bruce Johnson's principal explanation. "I've always been a stickler for getting involved with the audience," he says. "And I don't mean just through the mail or by phone—I mean get out among them much in the same way the old time politicians did. I insist that our station personnel and especially the air personalities get involved on a one-to-one basis. I don't think we can program effectively unless we really know what is going on in the community."

At KFAC he put this philosophy to work by forming a listeners' organization



Bruce Forrester Johnson, VP, RKO General Radio Division, RKO General Inc., Los Angeles and New York; b. Nov. 15, 1934, Los Angeles; BA, telecommunications, University of Southern California, Los Angeles, 1956; JD, Southwestern University School of Law, Los Angeles, 1968; announcer-promotion writer-salesman, KOOL-AM-TV Phoenix, 1956-57; U.S. Army, assigned to Armed Forces Radio and Television Service, Hollywood, as announcer, 1957; public-relations representative, U.S. Army Exhibit Unit, Washington, 1957-59; discharged as first lieutenant; manager, Peters, Griffin, Woodward Inc., Los Angeles, 1959-61; account executive, AM Radio Sales Inc., Los Angeles, 1961-64; manager, Metro Radio Sales, division of Metromedia Inc., Los Angeles, 1964-66; VP, Metro Radio Sales, Los Angeles, 1966-68; VP and West Coast manager, Metro Radio Sales, 1968-69; VP and general manager, KFAC-AM-FM Los Angeles, 1969-71; VP and general manager, KLAC (AM) Los Angeles, 1971-72; regional VP, Metromedia Radio, 1972; VP, Radio, RKO General Inc., July 1972; m. Linda Brooks of Los Angeles, March 17, 1960; children—Stacy, 10; Shelly, 9; Jennifer, 8.

to promote live concerts, established a theater and club operation that featured live classical-music talent, promoted travel programs for listeners, set up an art gallery on station premises, started a classical-music magazine. There is more, of course, to Mr. Johnson's seeming success with station management. At KLAC he trimmed and reorganized staff, made changes in sales and programming management, introduced a goal-oriented philosophy.

On a programming level, he believes in basics, of not trying to be all things to all

people. At KFAC he eliminated semi-classics from the playlist, wanting listeners to be assured they were listening to a pure classical station. At KLAC, where evidently there was some belief that country music had to be slick and smooth to appeal to Los Angeles audiences, he opted for a straight country sound and country personalities.

People—"an elite corps of professionals"—are at the root of Bruce Johnson's operating philosophy. "I look for the achievers," he says, "the hard-working, disciplined people with drive who not only want to better themselves but also the people around them. I believe that people are the only asset a company has."

Those descriptions, above all, fit Bruce Johnson himself. At the University of Southern California, as an undergraduate, he was, among other activities, chief announcer for the school FM station, columnist for the university newspaper, president of the telecommunications fraternity and a member of the varsity baseball team. At the KOOL stations in Phoenix, his first job after graduating from USC, he signed the TV station on as booth announcer at 6 a.m. (as he tells it), rode the board until 9 in the morning—writing on-air promotion spots between breaks—did a combo shift on radio between 9 and noon, sold time until 3 in the afternoon, was back on radio until 6, did live TV spots at night and on weekends. While in the Army, stationed in Washington, he found time to work at night for WTTG(TV), first as a switchboard operator, later as a TV director, and on weekends as an announcer for WFAZ(AM) Falls Church, Va.

Now that he's climbed well up on his mountain, what is Bruce Johnson going to do? The RKO General radio properties, for the most part, are winners, not losers in need of a magical touch. WOR(AM) New York, KHJ(AM) Los Angeles, KFRC(AM) San Francisco, WRKO(AM) Boston, WHBQ(AM) Memphis, all contemporary music stations, all are at the top or near the top of their market competition.

The FM stations—now in the same markets as the AM stations—are in for a shakeup. Diversification and change are to be the keynotes. WHBQ-FM Memphis and WROR Boston will be sold. WCAR-FM Detroit, WKFM Chicago and WAXY Fort Lauderdale will be acquired. Individual identities will be established, through separate call letters, for WOR-FM New York and KHJ-FM Los Angeles. The programming formats of KHJ-FM and KFRC-FM will be changed.

All of this leaves out WGMS-AM-FM, the classical-music stations in the Washington area, which Mr. Johnson says have been having troubles. But Mr. Johnson's presence has already been felt there as the station underwent personnel changes late last week (see page 7).

Editorials

Who's on first?

It's getting harder all the time to figure out what kind of format-change proposal will get by the FCC in a station transfer, as the proposed buyers of KFSD-FM (formerly KOGO-FM) San Diego have discovered to their disappointment.

As reported here a week ago, the Kelly brothers of Sacramento, Calif., decided against buying their way into a hearing. They let the contract run out on their proposed acquisition.

In that case the FCC, responding to a protest by local citizens, said a hearing would be necessary to determine whether the change that the Kellys proposed from classical music to contemporary would serve the public interest. The protestors had asserted that the change would eliminate the city's only classical format. By implication, the FCC was saying that San Diego is entitled to at least one.

Only a few weeks earlier the FCC had approved a transfer of KBTR(AM) Denver to Jack Roth, a group owner based in San Antonio, Tex., and the change of that station's format from all-news to country-and-western music. Mr. Roth had shown that other stations were providing Denver with comprehensive programs of news. Here the FCC was implying that an all-news commitment may be abandoned if news in reasonable supply is available piecemeal on other stations.

The inconsistencies in those two cases raise obvious questions about FCC judgments, but of even larger consequence is the question of whether the FCC ought to be dealing in formats at all. We think it ought not to be.

It would be nice to believe that the FCC might be ordered out of that business by the courts, to which the Denver approval has been appealed by the citizen groups and the rival station that originally protested Mr. Roth's change from news to music. Chances are, however, that no matter how that case is ultimately decided, the commission's authority to consider formats will itself be left undisturbed. As with so many other inequitable developments now confronting broadcasters, this situation needs correction by changes in the basic law.

Feeders at the trough

One of the key figures in the surgeon general's million-dollar study of television and violence has had some second thoughts about the massive report he helped produce. He feels the report was misinterpreted by most media initially, and by this magazine throughout, as unduly minimizing TV's role in aggressive behavior. But he also feels, now, that the case against TV is far from clear.

The man is George A. Comstock, who left the Rand think-tank to become senior research coordinator and science adviser to the surgeon general's scientific committee during its two-year study. Now back with Rand in its Washington office and presumably free of some of the pressures that attended production of the five-volume report (BROADCASTING, Jan. 17), Dr. Comstock has produced a paper of his own, "Television Violence: Where the Surgeon General's Study Leads." Coming from a man considered a hardliner by some of his committee associates, the paper contains some remarkable assessments:

"The central question of the role of televised violence in aggressiveness among the young cannot be taken as fully resolved. The most justifiable interpretation of the evidence presently available is that televised violence increases aggressiveness. The case, however, is not beyond reversal."

"At present, understanding of the phenomenon now given

the stamp of scientific verisimilitude is remarkably slight."

"Acceptance of the causal hypothesis rests on the consistence of the findings of these varied studies [considered by the committee]. The components taken separately are less convincing."

Despite all these caveats, Dr. Comstock keeps saying that the evidence "at present" indicates "clearly" that "televised violence contributes to aggressiveness among the young," and what he suggests is still more research. That hardly comes as a surprise from a professional researcher who is in the employ of a research firm.

Now that Dr. Comstock's own re-evaluation of the original report has been circularized, it is more evident than ever that the government has no business spending any more money to follow up a study that, despite its huge scope and expense, is still subject to changing interpretations.

Hebert by the tail

Representative F. Edward Hebert (pronounced ay-bear) (D-La.), a former city editor of the *New Orleans States*, has torpedoed legislation to redress the wrong perpetrated by Congress a year ago in preventing the purchase of broadcast advertising for armed-forces recruiting. He has done this out of pique over the CBS-TV documentary, *The Selling of the Pentagon*. Mr. Hebert, militantly military, has never forgiven the network for suggesting that the Department of Defense contained human frailties.

In the past year, since the broadcast media were frozen out of the department's advertising budget, recruitments have lagged. Those big-space ads in magazines and newspapers just haven't delivered. The lost revenue, along with the banned cigarette business and the hard-liquor advertising that broadcasters voluntarily reject, have bloated national lineage in newspapers and consumer magazines.

Congressman Hebert's avowed purpose is to hit the networks, which are undeserving of such reprisal. Actually he is striking at thousands of radio and television stations which, in the smaller markets at least, hunger for such business.

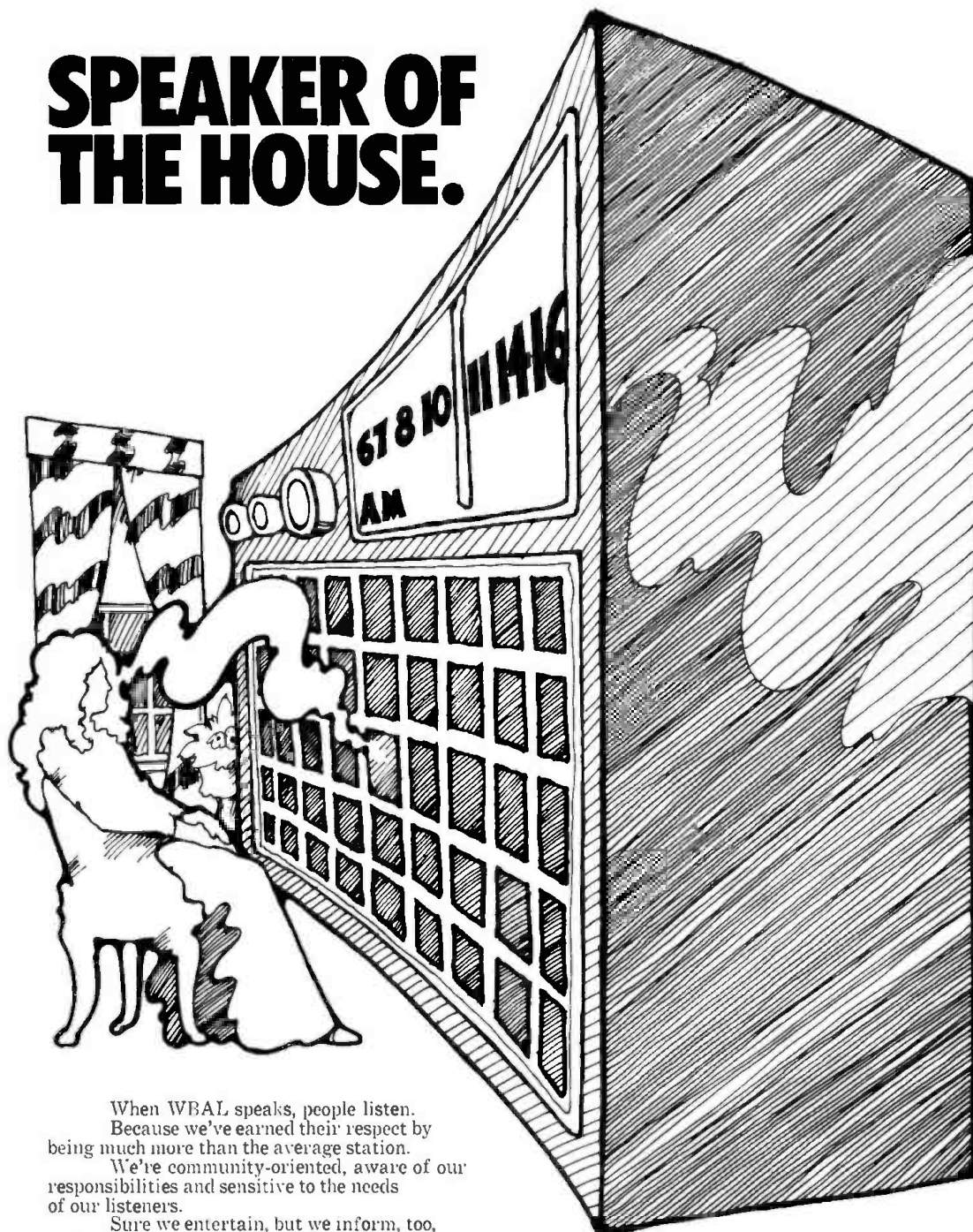
Broadcasters would be justified in rejecting military-recruitment PSA's as long as the military services are buying advertising in competitive media. This is the time to hold the line.



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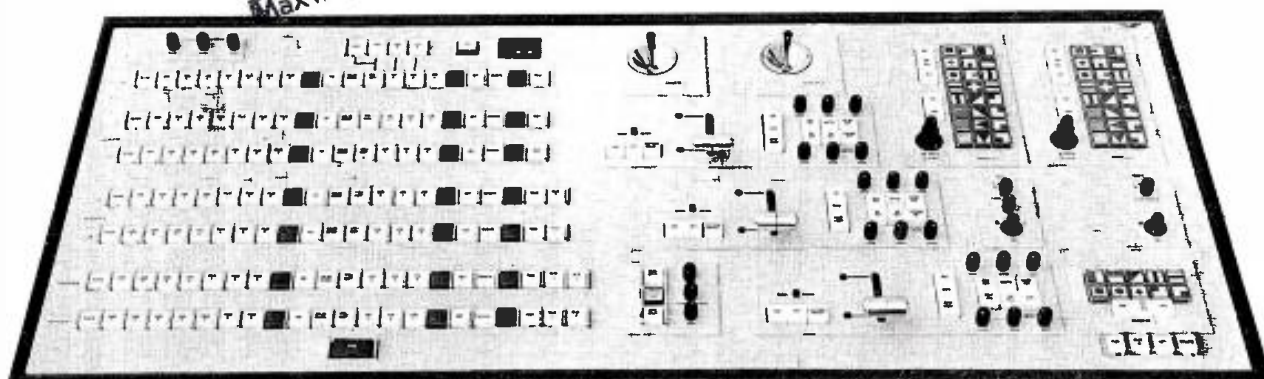
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