





**WHIO-TV**  
**WHIO-TV**

# WHIO-TV is news in Dayton

At noon, when WHIO-TV has the only mid-day newscast in Dayton, Ohio, we reach 29% more viewers than the next highest-rated program. Our 6-6:30 and 7-7:30 local news outranks number two by the same margin and we reach a whopping 53% more at 11:00.\*

Channel 7 has the largest news staff in the Miami Valley, the only station with both Washington and Columbus news bureaus and five local stringers in outlying communities. WHIO-TV takes its news coverage seriously and area viewers know it.

A good way to reach the affluent Dayton area market is to be part of-

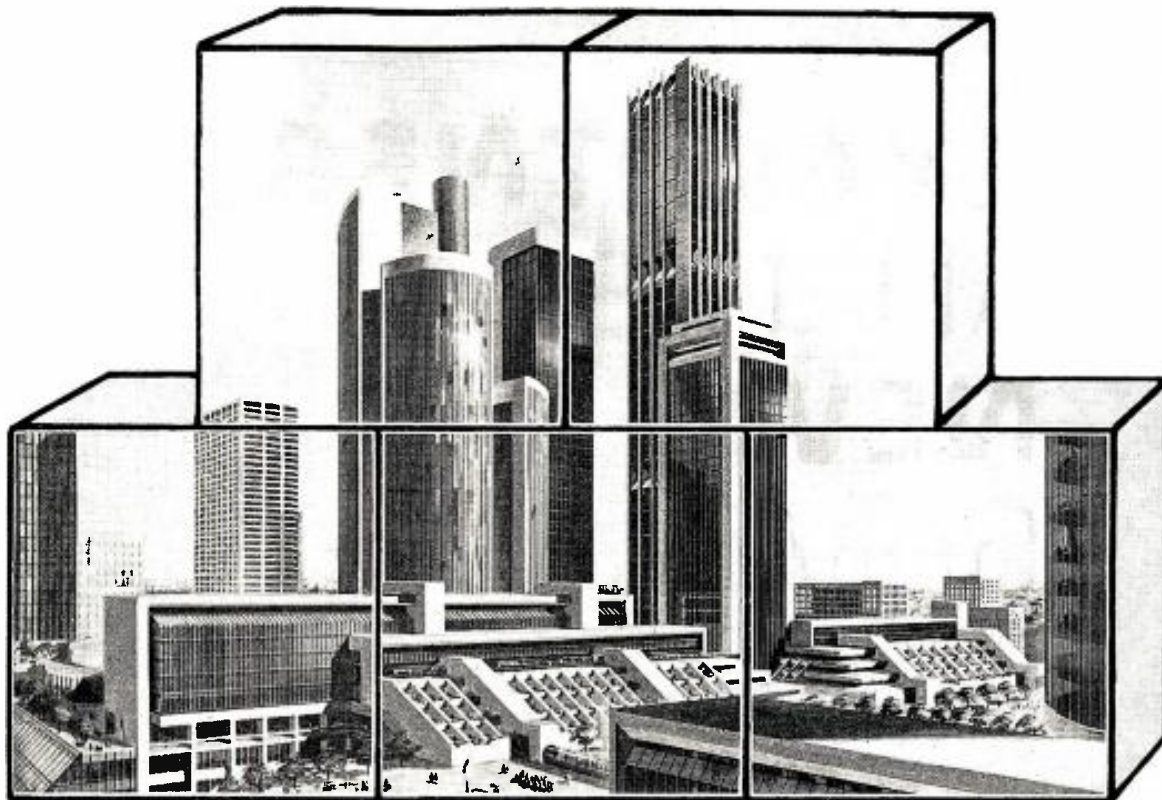
*information*  
**TOTAL NEWS**

A reflection of Dayton  
**WHIO Television**

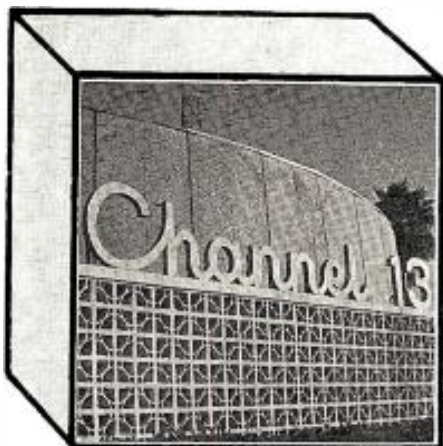
**CBC** A Communications Service of  
Cox Broadcasting Corporation  
Represented by TeleRep

\*Average quarter-hour persons reached, Program Audiences, (M-F)—Noon-12:30 P.M.; 6-6:30 & 7:00-7:30 P.M. (Combined) and 11:00-11:30 P.M. ARB, November 1970. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details an methodology.





**HOUSTON CENTER  
(CONSTRUCTION BEGINS 1971)**



**HELPING TO BUILD A BIGGER  
AND BETTER HOUSTON ...  
TODAY AND TOMORROW**

**KTRK-TV 13**  
**HOUSTON**  
**• A CAPITAL CITIES STATION •**

Represented by Blair

# EYEWITNESS ALL THE NEWS 5pm/6pm/10pm

Today there is more news than yesterday.  
Tomorrow there'll be even more. Just to  
survive in this changing world you need all the  
information you can get, as soon as you can  
get it. The Dallas/Ft. Worth market didn't  
get where it is today by waiting. Ask your HR  
representative about the \*10th ranking retail  
market in the Nation or the \*11th ranking TV  
households market in the Nation or even better  
ask him for availabilities.

\* SRDS ADI-DMA RANKINGS, 1-15-71



The Dallas Times Herald Station  Ves R. Box, President  represented nationally by



## Double take

Chartwell Artists Ltd., which expects its closed-circuit TV coverage of March 8 heavyweight championship fight between Muhammad Ali and Joe Frazier to produce record box-office gross—variously estimated at \$15 million up to \$30 million—hopes to up that take by selling \$4-million worth of TV advertising time. That's price officials have put on package of approximately 10 commercials—scheduled before and after fight and between rounds—plus advertising in souvenir program, and they say they hope to get it from single national advertiser. If they don't, they say they might consider taking two sponsors, possibly four, but that they don't want to break it up too much. "We think we have the Hope diamond in this fight," says Chartwell president, Jerry Perenchio, "and we're treating it as such."

Though Chartwell authorities would not identify their prospects, it is known they include cigarette advertisers—not surprisingly since cigarettes were heavy users of sports before banned from broadcasting. Representative of one tobacco company says it was offered time at \$400,000 per minute but turned it down, not only because "that has to represent a landmark cost-per-thousand," but also because it didn't seem smart, even though legal, to crowd FCC on cigarette issue in area—intercity connections—under its basic authority. Chartwell sources say they expect to have fight in theaters totaling at least 1.5-million to 2-million seats. On that basis, current asking prices would put cost-per-thousand at \$200 per minute minimum, \$2,000 for entire 10-minute package.

## Changes on Hill

It's safe bet that Senate Minority Leader Hugh Scott (R-Pa.) will win seat on prestigious Foreign Relations Committee and leave Commerce Committee and Communications Subcommittee when committee assignments for 92d Congress are firmed up in week or two. Mr. Scott has been usually sympathetic to broadcasting and especially to cable interests during tenure on Commerce. Less certain but good possibility is move of Representative Donald Brozman (R-Colo.) from House Commerce Committee and Communications Subcommittee to Ways and Means Committee, which has two vacancies created by last elections.

## New business

Professional Scheduling Service, New York, abortion referral organization set up last fall in New York, is understood to be prepared to spend as much as \$4,000 per week on radio and in newspapers to advertise its facilities and services of affiliated physicians and counselors. More than 25 stations, including outlets in Detroit, Montreal, Baltimore and Pittsburgh are said to have cleared commercials, but many more have turned them down.

Commercials, created by organization's agency, M. A. Ettlinger Advertising Inc., New York, stress abortions are legal in New York State and that PSS, private organization, has staff of highly qualified medical practitioners. Some stations and newspapers feel PSS advertising may be illegal if abortions are not permitted in their states. But PSS's position is that advertising its services is legal unless there are local laws specifically forbidding transmission of such information. Ten radio stations in Chicago have refused account, as have *New York Times* and *Daily News*, but *New York Post* is running copy.

## Up to the members

If substantive changes are to be made in FCC's one-to-customer rule, adopted last March (BROADCASTING, March 30, 1970), momentum will have to come from commissioners themselves. Document drafted by staff to deal with petitions for reconsideration was on commission agenda last week—but not reached—and it suggests only minor changes in rule which bars owner of full-time station from acquiring another one in same community. It would, for instance, permit FM owner to acquire, in same market, daytime AM or Class IV AM in communities with fewer than 10,000 people. Reverse is now permitted under rule.

As possible other change, staff says that commission might stay effectiveness of ban on acquisitions of AM-FM combinations until it concludes pending rulemaking aimed at breaking up all multimedia holdings—except AM-FM combinations—in same market. As officials noted, staff document leaves question of reconsideration "wide open" for commissioners.

## Early starters

With candidates for chairmanships already firmed up ("Closed Circuit," Jan. 18), hopefuls for vice chairman-

ships for TV and radio boards surfaced last week at board of directors meeting of National Association of Broadcasters at La Quinta, Calif. Shooting for TV board second spot against Don Campbell, WMAR-TV Baltimore, is Leslie G. Arries Jr., WBEN-TV Buffalo, N.Y. Contest for radio board vice chairmanship appears to be between Wendell Mayes Jr., KNOW(AM) Austin, Tex., and John F. Hurlbut, WVMC(AM) Mt. Carmel, Ill.

Joint board chairmanship seems set for Richard Chapin, Stuart Stations, Lincoln, Neb., with prospect of Richard Dudley, Forward Stations, Wausau, Wis., running against him. There was no apparent opposition to election of A. Louis Read, WDSU-TV New Orleans, and Andrew N. Ockershausen, WMAL-AM-FM Washington, to chairmanships, respectively of TV and radio boards. Elections take place June 21 at board sessions in Washington.

## News and barter

Independent programmer plans production of taped news reports for TV stations in anticipation of FCC's prime-time access rule, due to go into effect in fall. Century Broadcast Communications, New York, is sampling TV-station interest in five-minute *Business News* vignettes, featuring "byliners," that can be integrated in weeknight local news shows. Century would start distribution by April 1, with five features delivered to stations on weekend for daily slotting over following week. Byliners are to be John Daly, Robert Trout, economist Paul Samuelson, Rolf Kaltenborn (son of late H. V. Kaltenborn) and Adam Smith (author of "The Money Tree").

Century in *Business News* is using variation of its barter selling of *Name That Tune*: It would sell 30-second spot in each five-minute segment, which station must play twice (once in early news, repeated in evening news). Station would receive news segments at no cost. In *Name That Tune*, taped half-hour music game show, Century sells two minutes and stations have other positions for local sale.

## Growing list

Avco Radio Television Sales Inc. has added two AM and two FM stations, all from Bonneville International group, to its national sales-representation list, bringing Avco Radio's market total to 21. Stations are: KMBZ(AM) and KMBR-(FM) Kansas City, Mo., and KIRO-AM-FM Seattle.



# KUTANA

Let Us Come Together

Kutana is communication—among the black community and between blacks and whites. WJXT's Kutana is a daily thirty-minute television program produced by blacks, which features black personalities and moderators highlighting black history, entertainment, interviews, news and discussions relevant to Jacksonville's black community. Here Florida's blacks have a voice and a showcase. Kutana is not only a source of pride to blacks, but a way toward mutual understanding between the races. Kutana's impact is real. In a recent survey of the black community, more than 70% of those interviewed watch Kutana regularly.\* Kutana . . . to bring Jacksonville together.

**WJXT4**  
TELEVISION  
KEY TO THE FLORIDA MARKET

A Post-Newsweek Station  
Represented by TvAR.

\*Data quoted from audience surveys are estimates subject to sampling and other errors.



Once upon a time, FCC refused to rule on programing matters, but current proposed rulemaking and inquiry proceeding into children's programing offers commission flexibility to adopt rules if it wishes. See . . .

## FCC moves against children's TV . . . 20

Judges in U.S. appeals court found unsympathetic to lawyers seeking to overturn FCC's prime-time access rule, as attorneys receive overwhelmingly skeptical questioning from bench. Judge calls rule 'awfully mild'. See . . .

## Prime-time foes rebuffed . . . 22

Revamped administration takes over at NAB, still under presidency of Vincent T. Wasilewski—but some board members may press for full-scale reorganization if association fails to stem legislative-regulatory tide. See . . .

## Wasilewski team in, activists wait . . . 26

Petition filed by KSD(AM) St. Louis engineer blasts black protests and charges FCC is applying 'double standard' in programing and employment policies that leads to discrimination against whites. See . . .

## FCC policies biased against whites? . . . 30

Bucks County Cable TV Inc., operator of system in Falls township, Pa., will be first to experiment with FCC's proposed commercial-substitution plan when it resumes New York distant-signal carriage. See . . .

## First test of commercial substitution . . . 31

At broadcast industry symposium CBS/Broadcast Group President Richard W. Jencks tells station executives that citizens groups' activism may lead to racial separatism and audience fragmentation. See . . .

## Jencks: Leave regulation to FCC . . . 32

Needham, Harper & Steers executive gives radio vote of confidence at New York workshop, but warns that communications gap between medium and national advertisers restrains radio's re-emergence as dominant tool. See . . .

## Check radio, TV effectiveness? . . . 40

'Honest Elections Reform Act', possibly first Senate bill of new 92d Congress, is scheduled for introduction today. Bill, sponsored by Senators Gravel (D-Alaska) and Pearson (R-Kan.) is identical to measure now in House. See . . .

## Blanket spending limits asked . . . 43

By one-vote margin NAB's TV board approves all but one of TV code review board's proposals to tighten advertising limits for TV stations. However, it fails to endorse mandatory adherence to TV code. See . . .

## TV code changes squeak by . . . 45

FCC gives International Digisonics Corp. additional 90 days to continue operating its electronic system for monitoring commercials under relaxed standards and to find solution to technical problems. See . . .

## 90 days of eased standards for IDC . . . 51

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### Broadcasting

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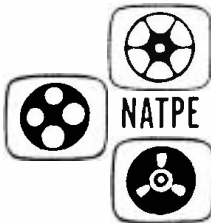
**WHAT'S HAPPENING IN  
NEXT SEASON'S  
TV PROGRAMMING ?**

When advertisers, editors, packagers and government leaders meet with program managers, news directors, producers and opinion makers, I want my guys to be where it's at!

**EIGHTH ANNUAL  
PROGRAM CONFERENCE  
NATIONAL ASSOCIATION OF  
TELEVISION PROGRAM EXECUTIVES**

**FEBRUARY 17, 18 & 19, 1971**

**Astroworld Hotel - Houston, Texas**



**NATIONAL ASSOCIATION OF TELEVISION PROGRAM EXECUTIVES**  
248 East Liberty Street, Lancaster, Pa. 17602  
(717) 393-4321

**REGISTRATION  
NATPE PROGRAM CONFERENCE**

*Advance registration fees*

- ( ) Member, \$50
- ( ) Non-member, \$65

*On-site registration fees*

- ( ) Member, \$55
- ( ) Non-member, \$70

Please send membership information ( )

Name \_\_\_\_\_

Station or Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



## NAB boards wind it all up

Elimination of laws that prohibit broadcasting stations from carrying advertising of legal lotteries will be goal of study under resolution adopted Friday (Jan. 22) at concluding session of four-day winter board meeting of National Association of Broadcasters at La Quinta, Calif. (see page 26.)

Offered by radio board member Philip Spencer, WCSS(AM) Amsterdam, N.Y., resolution asks NAB to "take all appropriate measures to bring about equal treatment of broadcasting with all other media."

New York, New Jersey and New Hampshire now have legalized lotteries and similar proposals are under consideration in several other states.

Among NAB's other actions at wind-up session:

- Made no final decision on curtailment or possible elimination of fall conferences (including six already scheduled for this year) and asked NAB President Vincent T. Wasilewski to appoint committee to inquire into member reaction and report back to full board in Washington in June. Named to committee were Clinton Formby, KPAN-AM-FM Hereford, Tex., chairman; Sherril Taylor, CBS Radio, New York, and Norman G. Bagwell, WKY-TV Oklahoma City.

- Authorized study of reapportionment of 17 radio districts and of reappraisal of criteria covering eight directors-at-large to determine whether existing methods are outmoded. Richard Chapin, KFOR(AM) Lincoln, Neb., chairman of radio board, appointed this committee: Allen Page, KGWA(AM) Enid, Okla., chairman, N. L. Bentson, WLOL-AM-FM Minneapolis, Wendell Mayes Jr., KNOW(AM) Austin, Tex., and Ben Laird, WDUZ-AM-FM Green Bay, Wis.

- Approved change in by-laws, subject to membership referendum, under which runners-up in radio board election contest automatically would succeed winners who leave because of changed industry status or resignation.

- Approved next board meeting in Washington, week of June 21; also approved next winter board meeting, third or fourth week in January 1972, at Estate Carlton, Ct. Croix, Virgin Islands.

- Heard report from Research Vice President John A. Dimling, and Research Committee Chairman John F. Dille Jr., Communicana Group, Elkhart,

Ind., on status of pending research project. Budget totals \$70,000 for fiscal 1971 broken down as follows: Local-audience measurement research, \$35,000; model of local-station operations, \$15,000; consumerism in broadcast advertising, \$10,000, and research grants, \$10,000.

## Dent in origination order

CATV systems with less than 10,000 subscribers that request waiver of FCC rule requiring them to originate programming need not begin cablecasting until their requests are acted on, commission announced Friday (Jan. 22) ("Closed Circuit," Jan. 18).

Commission made announcement in order denying petition for rulemaking filed by California Community Television Association aimed at raising from 3,500 to 10,000 subscriber level at which CATV systems must originate programming.

Commission on Friday also denied motion by Midwest Video Corp. for stay of program-origination rule, scheduled to become effective April 1, pending outcome of its suit appealing that rule. Both actions were taken on day Midwest case was argued in U.S. Court of Appeals in St. Louis.

Commission denied California CATV association's petition on ground it did not make showing justifying general change. However, commission added, it saw "no public benefit in risking injury to CATV systems in providing local origination." Accordingly, it said,

## Cutbacks at ABC-owned TV's

Reports circulated Friday (Jan. 22) of substantial reduction in personnel in ABC-owned TV stations division. When asked about reports, ABC officials issued following statement: "ABC Inc. has always tried to maintain close control over operating costs and capital expenditures.

"Faced with the uncertain national economic situation and the loss of cigarette revenues in the broadcast industry, this control was further tightened in 1970 and is continuing in 1971 in all divisions of the corporation.

"These factors, plus the cutback of new television programming, have resulted in a policy of not filling many personnel vacancies as they normally occur and in a reduction of ABC personnel throughout the corporation."

CATV systems with fewer than 10,000 subscribers that request waiver of the rule will not be required to originate pending action on their requests.

Systems with more than 10,000 subscribers may also seek waivers, but they will not be excused from compliance with rule unless commission grants waiver. Cable-industry sources estimate that 265 systems fall between the 3,500- and 10,000-subscriber limits and that some 60 have more than 10,000 subscribers.

Donald Taverner, president of National Cable Television Association, greeted commission action warmly. He applauded commission for giving systems that "cannot economically originate programs" means for seeking relief "until such time" as they "can significantly cablecast." Commission's action, he said, demonstrates agency's "new willingness to adjust its regulatory policies in order to achieve a fair, innovative and pragmatic approach to industry problems."

However, he also said NCTA will continue to urge all cable systems voluntarily to originate local programs, "whatever the size of their systems, as we have done for years." He said such service is "very important, both to the public and the industry."

Earlier in week, Mr. Taverner said he would regard kind of action commission announced on Friday as "questionable gift" and that he would continue to urge CATV systems to originate programming (see page 36).

## New role for Audit Bureau?

New ad-hoc study group established by print-oriented Audit Bureau of Circulation will explore possibility of expanding bureau's services to include comparative evaluation of broadcast and print media for purposes of planning media allocation. Pressures to include radio-TV within services were renewed by advertisers and agency people at bureau's annual meeting in Chicago last fall (BROADCASTING, Oct. 26, 1970).

Appointment of group was announced by Fred W. Heckel, board chairman of Audit Bureau of Circulation and vice president-advertising and promotion, with United Air Lines. He said study group will assist board "in its forward-looking program to make ABC services more useful to the advertising community."

Chairman of ad-hoc panel is Lloyd

More "At Deadline" on page 10

M. Hodgkinson, publisher, *Maclean's* magazine, Toronto. Members are Richard J. Babcock, president, Farm Journal Inc., Philadelphia; William M. Claggett, vice president-director of communications and marketing services, Ralston Purina Co., St. Louis; John H. Kauffmann, president, *Washington Evening Star*; Warren Reynolds, president, Ronalds-Reynolds and Co. Ltd., Toronto; James J. Tommaney, senior vice president, LaRoche, McCaffrey & McCall Inc., New York, and Paul H. Willis, vice president, Carnation Co., Los Angeles.

### Carroll gets Washington job

President Nixon will nominate broadcaster Thomas Edmund Carroll to be assistant administrator for planning and management of Environmental Protection Agency, White House announced Friday (Jan. 22).

Mr. Carroll has been executive vice president and director of Evans Broadcasting Corp. since 1967. The Evans stations are KDNL-TV St. Louis and KMEC-TV Dallas.

Prior to 1967 Mr. Carroll served in various positions with Time Inc., including business manager of Time-Life Broadcast Division.

### PSC plan criticized again

New York State Cable Television Association has sharply criticized recommendations on CATV regulation issued earlier this month by that state's Public Service Commission. In report issued late last week through association's Washington law firm, Cohen & Berfield, cable operators urged that public-utility kind of regulation proposed by PSC be rejected in favor of regulation by FCC and municipalities.

PSC had called for state regulation of cable as utility, with PSC back-up authority over municipal jurisdictions to set minimum technical, financial, construction and operation standards. Proposals have already drawn fire from

### A long, long importation

Two CATV systems in New Mexico and one in El Paso have received FCC authority to import signals of independent Los Angeles stations, up to 700 miles away. Commission also authorized American Television Relay Inc. to modify its common-carrier microwave station at Aden Hills, N.M., to enable it to deliver signals to two of systems.

Commission's authorization to El Paso Cablevision was conditioned on system's reaching agreement within 45 days with KELP-TV El Paso to protect station's syndicated programming against

heads of major New York cable firms with New York systems, including Teleprompter Corp. and Sterling Manhattan Cable (BROADCASTING, Jan. 11, 18).

### New FCC executive director

John M. Torbet, former deputy chief of staff for materiel at U.S. Air Force Academy, has been named FCC executive director, replacing Max D. Paglin, commission announced Friday (Jan. 22).

Mr. Paglin, Democrat, moves to new FCC position as special assistant for administrative procedure. He will also be chairman of commission's procedure review committee, and will continue as commission's representative to Administrative Conference of U.S.

Mr. Torbet, White House and Senate liaison officer to Secretary of Air Force during Eisenhower administration, retired from Air Force last June with rank of colonel.

He joined academy staff in 1967 after year in Vietnam as deputy chief of plans and requirements division of Military Assistance Command. From 1964 to 1966 he was systems support manager at L. G. Hanscom Field in Massachusetts, following three years as chief of plans division at Air Defense Command Headquarters in Colorado Springs.

Mr. Paglin is in his second tour with commission. He joined agency in 1941, left it in 1965 when he was general counsel to enter private practice, then returned as executive director five years ago (BROADCASTING, Jan. 24, 1966).

Mr. Torbet's appointment, approved by commission last week, is subject to Civil Service Commission approval.

### Elting plan to be unveiled

Growing seriousness of antiadvertising pressures, especially those affecting television, accents need for voluntary self-regulation plan, Victor Elting Jr., chairman, American Advertising Federation, and vice president-advertising, Quaker Oats Co., said Friday in talk at Chicago

duplication by Los Angeles signals.

The New Mexico systems involved are Cruces Cable Co., Las Cruces, and Sun Cable T-V, Deming, both within 50 miles of El Paso. Cruces Cable was authorized to carry four Los Angeles signals involved—KTLA(TV), KTTV(TV), KCOP(TV) and KHJ-TV, and Sun Cable, KTLA(TV) and KTTV(TV).

Three El Paso stations—KROD-TV, KTSM-TV and KELP-TV—opposed El Paso and Las Cruces proposals. KOB-TV Albuquerque, N.M., opposed Deming proposal.

Commission, in authorizing carriage of distant signals by New Mexico systems, said Cruces had made "requisite

Advertising Club annual dinner honoring him as man of year. His proposal for volunteer Advertising Review Council supported by all segments of advertising industry and media, first suggested before same ad club last fall (BROADCASTING, Sept. 25, 1970), is to be highlight of AAF government-affairs conference Feb. 1-3 in Washington.

Details of plan are to be given at that meeting, Mr. Elting said. To date, he added, "the great majority of all types of companies, including media, favor the objectives of the plan. A majority of other advertising associations will shortly conclude their deliberations on the basics of the plan."

### Javits vows help on access

Resolution providing for broadcast coverage of major Senate debates was promised Friday (Jan. 22) by Senator Jacob K. Javits (R-N.Y.).

Mr. Javits, who introduced similar resolution in 1962, said "I feel as strongly today as I did then that debates on vital issues before the Senate should be open to first-hand coverage by the broadcast as well as the news media with the prior approval of the Senate."

### Illinois: more heat on CATV

Bill that would place local cable-TV franchising, regulating and taxing authority in hands of Illinois Commerce Commission rather than cities, is to be introduced in Illinois legislature this week by Republican State Senator Terrel E. Clarke. He said bill will require local-origination CATV studios, set license tax of 10% of gross revenues and prevent public officeholders from having CATV interests.

City-by-city franchise system only leads to confusion and poor quality of service, Mr. Clarke contended. He said his bill also would prohibit traditional news media from owning CATV systems and would give CATV access only to those candidates whose names are on general election ballots.

showing" for waiver of "leapfrogging" restrictions contained in proposed CATV rules, and that carriage of Los Angeles signals would be in public interest. It said there was no common ownership between Los Angeles stations involved and local outlets now being carried at Las Cruces and Deming. It also said both systems would be providing independent English-language television programs to underserved communities.

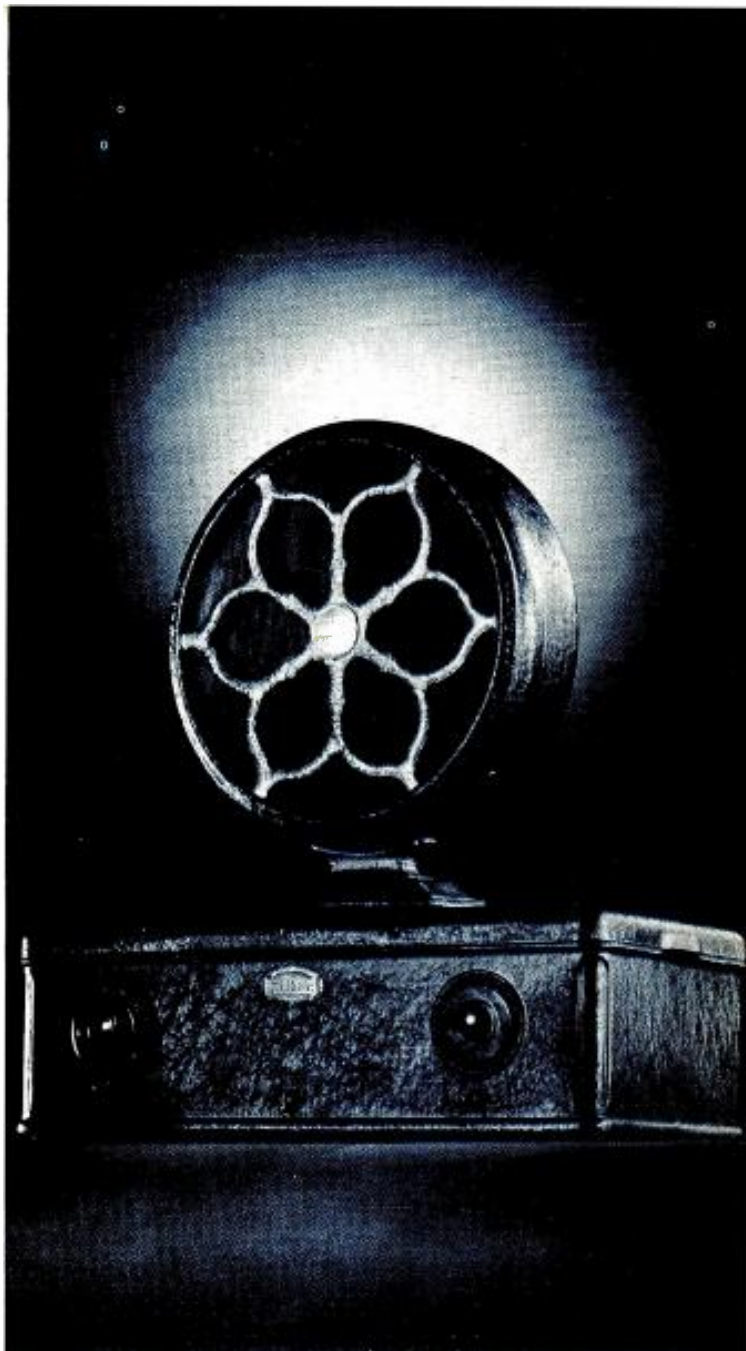
Commission found that El Paso had complied with notification requirements of present rules and that its proposal falls within grandfathering provisions of proposed CATV rules.

# YOU LEARN A LOT IN 44 YEARS

Storer Broadcasting has learned a few things over the years. We hope we never forget them.

We've learned that the most important element in a station's success is a responsive, continually building audience with confidence in a broadcaster's integrity and credibility. We've learned that the best way to develop such audiences is to become sincerely involved in the communities our stations serve—in the problems, the aspirations, the undertakings, the achievements, even the failures, when the objectives are worthwhile.

All this is not entirely out of charity. There's a tangible reason, too. The more effective we are in our communities, the more effective we are for our advertisers, the more



effective we are for ourselves. Our "most important product" is our audience and community reputation. We've worked at it for 44 years and plan to continue working at it as good neighbors, involved friends and effective broadcasters. That way everybody wins.

**STORER**  
BROADCASTING COMPANY

<b>Detroit</b> <i>WJBK-TV</i>	<b>Cleveland</b> <i>WJW-TV</i>	<b>Boston</b> <i>WSBK-TV</i>	<b>Atlanta</b> <i>WAGA-TV</i>	<b>Milwaukee</b> <i>WITI-TV</i>	<b>Toledo</b> <i>WSPD-TV</i>
<b>Detroit</b> <i>WDEE</i>	<b>Cleveland</b> <i>WJW</i>	<b>New York</b> <i>WHN</i>	<b>Miami</b> <i>WGBS</i>	<b>Los Angeles</b> <i>KGBS</i>	<b>Toledo</b> <i>WSPD</i>





**This month,  
housewives who can view  
PGW represented  
TV stations  
will spend \$2 million  
on pancake mix.**

**Do you sell pancake mix?**

**You can sell more  
with spot TV.**

...and we can show you how  
...market by market

**PETERS GRIFFIN WOODWARD INC.**

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.

**Delta is  
an air line  
run by  
professionals.  
Like Kris  
Conrad,  
stewardess.  
Pretty, alert,  
efficient.  
Chosen from  
25 applicants.  
You'll have  
a nice trip  
because  
we have  
2,300 Kris  
Conrads!**



**Delta is ready  
when you are.**

## Datebook

A calendar of important meetings and events in communications

### January

- Jan. 24-25—Meeting of *Idaho Association of Broadcasters*. Downtowner hotel, Boise.
- Jan. 24-26—Meeting of *Oklahoma Association of Broadcasters*. Hilton inn, Oklahoma City.
- Jan. 24-27—Annual convention, *National Religious Broadcasters*. Washington Hilton hotel.
- Jan. 26—Regional conference, *National Association of FM Broadcasters*. Marriott motor hotel, Philadelphia.
- Jan. 27—Clinic on station programming, *New Jersey Broadcasters Association*. Ramada Inn, East Brunswick.
- Jan. 27-28—Meeting of *Georgia Radio and Television Institute*. University of Georgia, Athens.
- Jan. 27-29—*Illinois-Indiana CATV Association* meeting. Hilton-Inn, Indianapolis.
- Jan. 28—*Federal Communications Bar Association* luncheon, with Dr. Clay T. Whitehead as featured speaker. Army-Navy Club, Washington.
- Jan. 31—Entry deadline, American Research Bureau's 3d annual contest to honor innovative uses of audience research data. Entry blanks obtained from: Chairman, Innovator Awards Committee, American Research Bureau, 4320 Ammendale Road, Beltsville, Md. 20705.

### February

- Feb. 1—Deadline for reply comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891).
  - Feb. 1—Deadline for reply comments on FCC's proposals concerning technical standards for CATV systems (Doc. 18894).
  - Feb. 1—Deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulation of CATV (Doc. 18892).
  - Feb. 1—Deadline for reply comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting (Doc. 18397-A).
  - Feb. 1-2—Meeting, *Arkansas Broadcasters Association*. Sheraton Motor inn, Little Rock.
  - Feb. 1-3—Government affairs conference, *American Advertising Federation*, Washington Hilton hotel.
  - Feb. 2—Annual stockholders meeting, *Walt Disney Productions*. Wiltern theatre, Los Angeles.
  - Feb. 3—Deadline for reply comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.
  - Feb. 4—Eighth annual Canadian Radio Festival, featuring Chet Huntley as speaker. Toronto.
  - Feb. 4-5—Annual convention, *Louisiana Association of Cable TV Operators*. Ramada inn, Monroe.
  - Feb. 4-6—*New Mexico Broadcasters Association* convention. Palms motor hotel, Las Cruces, N.M.
  - Feb. 4-9—Midyear meeting, American Bar Association, including sessions on copyright law revisions and local bar association public relations. Palmer House, Chicago.
  - Feb. 5-6—23d annual seminar, *Northwest Broadcast News Association*. University of Minnesota, Minneapolis.
  - Feb. 5-7—Meeting, board of trustees, *Educational Foundation of American Women in Radio and Television*. Miami, Fla.
  - Feb. 6-7—19th annual National Retail Advertising Conference, including retail radio-TV. Hotel Ambassador, Chicago.
  - Feb. 8—FCC hearing on license renewal of WPDQ(AM) Jacksonville, Fla. Jacksonville (Doc. 19126).
- 1971 Radio Advertising Bureau management conference schedule:
- Feb. 1-2—Hyatt House, San Francisco.
  - Feb. 4-5—Marriott motor inn, Dallas.
  - Feb. 11-12—White Plains hotel, White Plains, N.Y. (New York area).
  - Feb. 18-19—Sheraton Four Ambassadors, Miami.
  - Feb. 22-23—O'Hare inn, Chicago.
  - Feb. 25-26—Carousel motor inn, Cincinnati.

Feb. 9-10—*National Cable Television Association* board of directors meeting. (Previous date was Feb. 25.) Embassy Row hotel, Washington.

Feb. 11-12—State and regional *CATV Association Presidents* meeting. Hotel Sonesta, Washington. Contact Wally Briscoe, National Cable Television Association, Washington.

Feb. 12—Winter meeting, *Idaho Cable TV Association*. Roweway Inn, Boise.

Feb. 12-13—Winter meeting, *Virginia Association of Broadcasters*. John Harkrader, WDBJ-TV Roanoke, meeting chairman. Roanoke hotel, Roanoke.

Feb. 12-13—Annual convention, *South Carolina Cable Television Association*. Wade Hampton hotel, Columbia.

Feb. 15—New deadline for filing comments on FCC's proposal to permit inclusion of coded information in aural transmissions of radio and TV stations for purpose of program identification. Previous deadline was Dec. 14, 1970 (Doc. 18877).

Feb. 15-17—*National Cable Television Association* cablecasting seminar. Dallas-Hyatt House, Dallas.

Feb. 16—Public hearing of the *Canadian Radio-Television Commission*. Government Conference Centre, Ottawa.

Feb. 16—Annual meeting of *Kinney National Service Inc.* shareholders. New York Hilton.

Feb. 16-18—Meeting of *South Carolina Association of Broadcasters*. Wade Hampton hotel, Columbia.

Feb. 21-22—Winter meeting, *Alabama Cable Television Association*. Guest House Motor Inn, Birmingham.

Feb. 22—FCC hearing on license renewal applications for WIFE-AM-FM Indianapolis; KOIL-AM-FM Omaha, and KISN(AM) Portland, Ore. Washington (Doc. 19122-3).

Feb. 23-24—Meeting of *Wisconsin Association of Broadcasters*. Pfister hotel, Milwaukee.

Feb. 25-26—Meeting, *Colorado Broadcasters Association*. Holiday inn, north, Denver.

Feb. 26-27—Forum on business and legal problems of television and radio, sponsored by *Practicing Law Institute*, New York. Harry R. Olsson Jr., CBS, chairman. Barbizon Plaza hotel, New York.

### March

March 1—New deadline set by FCC for filing all applications for domestic communications-satellite systems in 4 and 6 ghz bands or higher. Previous deadline was Dec. 1, 1970 (Doc. 16495).

March 1-3—*National Cable Television Association* cablecasting seminar. Boston.

March 5-6—Convention, *Georgia Cable Television Association*. Augusta Towne House, Augusta.

March 8-11—Spring conference, *Electronic Industries Association*. Statler Hilton hotel, Washington.

March 9—Meeting of *New York Association of Broadcasters*. Thruway Hyatt House, Albany.

March 11—Anniversary dinner, *International Radio and Television Society*, New York.

March 12-14—Meeting, board of directors, *American Women in Radio and Television*. Executive house, Scottsdale, Ariz.

March 15—New deadline for filing reply comments on FCC's proposal to permit inclusion of coded information in aural transmissions of radio and TV stations for purpose of program identification. Previous deadline was Jan. 18 (Doc. 18877).

March 15—FCC deadline for ABC, CBS and NBC to submit statements of intent to apply for satellite system (Doc. 16495).

March 16—Public hearing of the *Canadian Radio-Television Commission*. Lord Nelson hotel, Halifax, N.S.

March 22-25—International convention and exhibition, *Institute of Electrical and Electronic Engineers*. Coliseum and Hilton hotels, New York.

March 23—11th annual *International Broadcasting Awards* dinner. Century Plaza hotel, Los Angeles.

March 26-27—Forum on business and legal problems of television and radio, sponsored by the *Practicing Law Institute*, New York. Harry R.



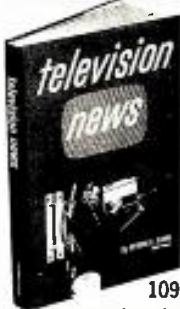
## Books For Broadcasters

### Television News

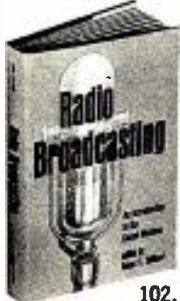
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### Major convention dates in '71

Feb. 16-19—Annual conference, *National Association of Television Program Executives*. Astroworld, Houston.

March 25-28—Annual convention of *National Association of FM Broadcasters*. Palmer House, Chicago.

March 28-31—49th annual convention of *National Association of Broadcasters*. Conrad Hilton hotel, Chicago.

April 28-May 2—20th annual national convention, *American Women in Radio and Television*. Washington Hilton hotel, Washington.

June 26-30—National convention of *American Advertising Federation*. Hawaiian Village, Honolulu.

July 6-9—Annual convention of *National Cable Television Association*. Sheraton and Shoreham hotels, Washington.

Olsson Jr., CBS, chairman. Water Tower Hyatt House, Chicago.

March 26-28—National convention, *Alpha Epsilon Rho*, national radio-TV honorary fraternity. Avenue motel, Chicago.

March 30—Deadline for comments on applications for, and FCC's rulemaking proposal concerning, domestic-communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (Doc. 16495).

March 30—FCC deadline for Western Telecommunications Inc. to file for earth stations to be operated with systems proposed by other applicants.

March 30—FCC deadline for networks' affiliates associations to apply for prototype receive-only earth station (Doc. 16495).

### April

April 1—New deadline set by FCC for origination of programming by CATV systems with 3,500 or more subscribers. Previous deadline was Jan. 1.

■April 2-3—Region 3 Conference, *Sigma Delta Chi*. Knoxville, Tenn.

■April 2-3—Region 4 Conference, *Sigma Delta Chi*. Cincinnati.

April 4-6—Annual convention, *Southern CATV Association*, Sheraton-Peabody hotel, Memphis, Tenn.

■April 12-13—Annual Conference on Business-Government Relations, sponsored by *The American University Center for the Study of Private Enterprise*. Theme: A Dialogue with FTC. Shoreham hotel, Washington.

April 13—Public hearing of the *Canadian Radio-Television Commission*. The hearing will deal only with proposed CATV policies and regulations. Government Conference Centre, Ottawa.

April 15-17—Meeting of *American Academy of Advertising*. University of Georgia, Athens.

■April 16—New deadline for comments from National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Jan. 15 (Docs. 18110 and 18891).

■April 16-17—Region 6 Conference, *Sigma Delta Chi*. Minneapolis.

■April 16-17—Region 7 Conference, *Sigma Delta Chi*. Wichita, Kan.

April 19-25—23d cine-meeting, *International Film, TV Film and Documentary Market (MIFED)*. Milan. For information and bookings: MIFED, Largo Domodossola 1 20145 Milan.

April 21—*George Foster Peabody Broadcasting Awards* presentation and *Broadcast Pioneers* luncheon. Pierre hotel, New York.

■April 23-24—Region 1 Conference, *Sigma Delta Chi*. Hartford, Conn.

■April 24—Region 8 Conference, *Sigma Delta Chi*. Hot Springs, Ark.

■April 24-25—Region 2 Conference, *Sigma Delta Chi*. Chapel Hill, N.C.

April 26—Deadline for reply comments on applications for, and FCC's rulemaking proposal concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (Doc. 16495).

■April 26-28—Annual conference of State Association presidents, and executive secretaries, sponsored by *National Association of Broadcasters*. Mayflower hotel, Washington.

### May

■May 4-6—Spring meeting, *Pennsylvania Community Antenna Television Association*. Marriott hotel on City Line Avenue, Philadelphia.

May 5-6—Meeting of *Kentucky Broadcasters*

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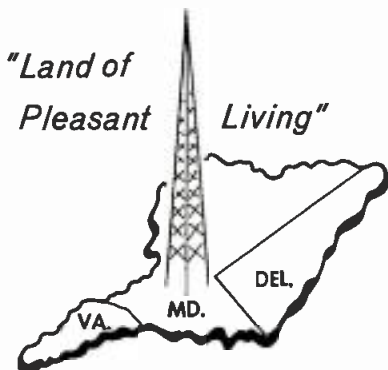
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Association. Executive Inn, Louisville.

■ May 7-8—Distinguished Service Awards Banquet and joint Region 9 and 11 Conference, *Sigma Delta Chi*. Las Vegas.

■ May 17—New deadline for comments from all parties except National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Feb. 15 (Docs. 18110 and 18891).

May 18—Public hearing of the *Canadian Radio-Television Commission*. Bayshore Inn, Vancouver, B.C.

■ May 20-21—Annual spring conference, *Oregon Association of Broadcasters*. Red Lion inn, Medford.

May 21-22—21st annual convention, *Kansas Association of Radio Broadcasters*. Broadview hotel, Wichita.

May 23-27—International colloquium, sponsored by *Illuminating Engineering Society* through its theater, television and film lighting committee. New York. Information: Philip Rose, 6334 Viscount Road, Malton, Ont.

## June

June 7—Second World Administrative Radio Conference for Space Telecommunications, *International Telecommunication Union*. Geneva.

June 8—Public hearing of the *Canadian Radio-Television Commission*. Centennial Centre, Ottawa.

June 14-16—International conference on communications, sponsored by *Communications Technology Group* and *Montreal Section, Institute of Electrical and Electronics Engineers*. D. M. Atkinson, chairman. Queen Elizabeth hotel, Montreal.

June 17-20—Meeting of *Oklahoma Broadcasters Association*. Fountainhead Lodge, Chectah.

■ June 18—New deadline for reply comments from all parties on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was March 15 (Docs. 18110 and 18891).

June 19-23—Meeting of *Georgia Association of Broadcasters*. Jekyll Island, Ga.

June 21-26—18th annual advertising film festival, *Screen Advertising World Association Ltd.*, Cannes, France. Information: SAWA, 35 Piccadilly, London.

■ June 27-July 1—Conference on educational communications, sponsored by *Canadian Scientific Film Association, Educational Television & Radio Association of Canada, and Educational Media Association of Canada*. Macdonald hotel, Edmonton, Alberta.

## August

Aug. 24-27—*Western Electronic Show and Convention*. Cow Palace. San Francisco.

## October

Oct. 14-15—First fall conference, *National Association of Broadcasters*. Regency Hyatt House, Atlanta. (For complete list of NAB's 1971 fall conference dates, see BROADCASTING, June 29, 1970).

■ Oct. 26-27—Meeting of *Kentucky Broadcasters Association*. Phoenix hotel, Lexington.

■ Indicates first or revised listing.

## BookNotes

"How to Sell Radio Advertising," 1970, by Si Willing. Tab Books, Blue Ridge Summit, Pa. 320 pp. \$12.95 hardbound.

Mr. Willing's book is both a primer for budding radio advertising salesmen and a chronicle of his personal experiences "from Main Street merchants to Madison Avenue timebuyers." He discusses, through illustration and even actual salesman-prospect dialog—from approach to hoped-for clincher—the attitudes and steps that must be followed

for success in the fiercely competitive arena of time sales.

Readers expecting a flawless cram course in radio selling to make them instant successes in their chosen profession will be disappointed, says Mr. Willing. The author, owner-manager, KMAR(AM) and KCRF-FM Winnsboro, La., describes his book as only "an account of personal confrontations with merchants and timebuyers . . . it contains no magic formula nor do we wave magic wands to create sales . . ."

*"Dictionary of Advertising and Graphic Arts Terms," 1970, by Charles E. McHugh. Western Publishing Co., Racine, Wis. 142 pp. \$1.50.*

This brief, paperback reference booklet provides a literal smorgasbord of terminology applicable to the graphic arts industry. Mr. McHugh, vice president in charge of mechanical production at Ketchum, MacLeod & Grove, Pittsburgh ad agency, has compiled a catalog of terms used in advertising, public relations and graphic arts in a concise, easy-to-handle form.

The book may be purchased from Mac Publishing Co., 1348 Raven Drive, Pittsburgh 15243.

*"Video Tape Production & Communication Techniques," December 1970, by Joel Efrain. Tab Books, Blue Ridge Summit, Pa. 252 pp. \$12.95.*

This is an authoritative, practical guide on how to create effective video-tape productions—a guidebook for businessmen, educators, telecasters, CATV operators and others interested in using video tape for audio-visual communications. In a nutshell, it is a complete how-to-do-it handbook, with more than

125 illustrations on video production, direction and program creation for educational, industrial, broadcasting and CATV applications. Text is divided into two parts: "The Medium" and "The Message." The author begins by explaining what is required in the way of equipment, including a concise report on video-tape recorders, tape formats, cameras and ancillary equipment. Part two includes an analysis on pre-production planning: how to develop a show idea, bring it into focus and form, choose the talent, and decide on content and format.

*"Use of the Mass Media by the Urban Poor," Findings of Three Projects, with an Annotated Bibliography; 1970, by Bradley S. Greenberg and Brenda Darwin, with the assistance of Joseph R. Dominick and John Bowes. Praeger Publishers, New York. 251 pp. \$13.50.* Little of the material in this study is either surprising or original, but it does provide the reader with a look at the current state of research into the interaction of mass media and the "culture of poverty."

The book reinforces earlier studies showing that the poor are "heavy consumers of the mass media, particularly television." It also suggests that although TV and radio may be "distorted" in their presentation of American society, they are more widely trusted than are newspapers, which the poor—particularly the black poor—distrust and perceive as bigoted.

Much of the book consists of a comprehensive annotated bibliography, of considerable value to those who want to explore the subject further.

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### Concerned over pressure

EDITOR: I congratulate you on your Jan. 11 editorial, "Shakedown." Having served in broadcasting over 40 years, assembled the Triangle stations—serving as vice president of the Triangle Broadcasting Station Division — I strongly share your concern over diffusion of program authority.

In the late fifties we became much more aware of protecting and advancing the equality of rights of all individuals. This recent effort to influence the approval of the transfer of the Triangle stations to Capital Cities Broadcasting Corp. is unnecessary and regrettable. The transfer should stand on its own merits.—Roger Clipp, president, Broadcast Management, Ardmore, Pa.

### USN space publication

EDITOR: During the past two years the editors of *Naval Aviation News*, an internal monthly Navy magazine, have been at work on a special historical and reference publication entitled "Space and the United States Navy."

We are making complimentary copies available to news and photo editors, reporters, advertising copywriters, book authors, artists and production personnel, freelancers, journalism students, etc. We would be pleased to have you offer copies to your readers without charge. Requests should be addressed to me at: Navy Department, Office of Information, Washington, D.C. 20350.—Kenneth W. Allison, lieutenant commander, U.S. Navy.

## How to protect yourself against Broadcasters Liability losses

Figure out what you could afford to lose, and let us insure you against judgments over that amount. We're experts in the fields of libel, slander, piracy, invasion of privacy and copyright. We have 5 U. S. offices so we're instantly available for consultation in time of trouble. Drop us a line, and get full details from our nearest office.

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## Building television with radio: a case study

Remember 20 or so years ago when that exciting newcomer called television entered the picture—and many of the seasoned broadcast veterans predicted the death of radio?

It's hardly headline news to point out how wrong they were. But it is, I think, noteworthy to review some of the ways in which the predestined "orphan" is contributing to the support of its glamorous younger sister and, at the same time, gaining prestige and prominence for itself.

A case in point is the way radio serves our client, Metromedia's KTTV-TV Los Angeles.

Through a carefully planned program of matching individual station demographics with specific promotional objectives, radio works as a major part of KTTV's advertising. For example, when we wanted to advertise the movie series, *Gable Greats*, we concentrated our campaign on high-rated news and good-music stations. Nothing highly ingenious about this strategy, perhaps, but we were able to pinpoint our product in what we hoped would be a high percentage of Gable audience potential. Results were gratifying when we came up with a 19 rating for the series.

For promotion of KTTV's *Stereo Midsummer Rock Festival* we went to top-rated contemporary and underground radio stations. This proved to be the right move when a telephone coincidental revealed that 40% of the festival's viewers had responded to the commercials by listening to the show in stereo on sister station KMET(FM) and watching it on channel 11.

The obvious conclusion is that instead of obliterating radio, television has helped push it in a new direction. Successful radio stations format their programming to reach specific demographically measurable segments of the total audience, providing television with an on-target advertising medium that is fast, efficient, alive and immediate—second only to a TV station's own on-air promotion. Results have proved radio to be the perfect complement to television.

And now, thanks to our day-to-day working relationship with KTTV's promotion department—and with the input from the newly installed Nielsen overnight ratings—we're able to put radio's flexibility to good use for instant increased show promotion.

Another way radio can help to build audience for TV involves a practical application of the findings of C. E. Hooper's Broadcast Synergism Study. "Broadcast synergism," as defined by Hooper, means increasing the total effect of all broadcast advertising to the point where it exceeds the sum of the individual parts. This approach to television and radio advertising demonstrated that when the sound track of a television commercial is put on the radio, listeners will complete the image of the entire commercial in their minds. The astonishing fact unearthed by the Hooper study is that an average of 73% of the people repeatedly exposed to a television commercial will react in just that way.

On the premise of these findings, KTTV frequently runs actual TV program soundtracks lifted from its on-air promotion spots and incorporates them into its radio commercials. As examples, the program *I'm Seventeen and Pregnant* was promoted by radio commercials carrying taped excerpts from the program itself. These excerpts were lifted from the emotionally charged TV spots. *Gable Greats* promos include dialogue from such classics as "San Francisco", "Honky Tonk" and "Command Decision." Radio promotion for *Alternatives* gives the listener statements of a teen-age drug addict, in his own voice, to recreate the dramatic picture seen on the television commercial.

KTTV gets further mileage out of its radio commercials by using them as a sales tool. Airchecks of program promos are included on a presentation tape carried by all salesmen as a part of

their kit. Basic as this may seem, station management continues to be impressed with how much more effective this approach is, with the timebuyer, than the usual typewritten listing of promotional support.

Another interesting attribute of radio, when working for television, was uncovered by Phil von Ladau, director of research for Metromedia Television. Phil has found that radio is highly effective in reaching the light viewer of television—a fact that has been utilized with great success by KTTV.

To summarize, both the station and Rullman & Munger Advertising are convinced that radio is a vital medium for KTTV in the selling of its products—the programs that people watch and buyers buy. These products, and their promotional problems, are similar to those of any advertiser in that it is important to reach potential customers in as many editorial environments as possible.

Metromedia Television Research tells us that KTTV's on-air promotion for each show reaches 50 to 70% of the market each week—and the addition of radio assures us of virtually 100% coverage of the market, with frequency increased as much as 50%. This is certainly not bad performance for a medium that was said to be dying a couple of decades ago.

The total media mix of our television-station client includes television, radio, magazines, newspapers and supplements. Each contributes its share to the successes, but it is radio, the highly flexible and versatile one, that ranks second only to KTTV's on-air advertising for carrying the promotional load.



Robert L. Munger, executive vice president of Rullman & Munger Advertising, serves as account supervisor for KTTV-TV at the Los Angeles agency. He has been active in the agency business for a dozen years, the last four with R&M, one of the largest independent agencies in Southern California. Among his many other activities are chairmanship of the district scholarship committee for the University of Southern California and of the speakers' bureau for the Western State Advertising Agencies Association.

# How to start an epidemic nobody wants to stop.

Nobody dreamed that what started as a service station promotion would turn into a sort of "tulipmania" for the people of Chattanooga, Tennessee.

It began in the fall of 1969. Customers of Humble stations were given two free tulip bulbs when they came in for gasoline. With the bulbs were planting instructions and a free bumper sticker urging them to "Beautify Tennessee."

The idea really caught on. Dealers gave away 800,000 bulbs in Chattanooga and almost that many more in Nashville.

The response was so great that

Humble donated another 75,000 tulip bulbs to various civic groups in Chattanooga. A third of them went to the city, which contributed the man-hours for planting them. Thousands more were planted by students around some 60 community schools.

City garden clubs did such an excellent job that one of their landscape beautification programs won first place for 1969 in their organization's 13-state territory.

But the real success of tulipmania arrived with spring, 1970. Chattanooga was covered with lovely tulips and at least as many

smiles from proud citizens and admiring tourists.

Humble was asked to repeat the program and we're glad. Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something more for people.

Humble is doing more.

**HUMBLE**  
Oil & Refining Company

## FCC moves against children's TV

In rulemaking it threatens to prohibit commercials, fix schedules and standards for programs for young

When a *Romper Room* leader holds up a sponsor's product and suggests that it's a good buy, are the children out in televisionland being conned? How much children's programming is there? Is it beneficial to children, or does it exploit them? What is children's programming?

With questions like those, the FCC last week took a tentative but possibly portentous step into the area of programming—children's programming. The questions were framed in a combined notice of inquiry and notice of proposed rulemaking.

The commission proposed no rules. It said it did not know whether rules were needed; that was one reason for the inquiry. But in labeling its action a notice of proposed rulemaking as well as one of inquiry, the commission left itself the flexibility it needs to adopt rules if it decides to.

At that point, the questions facing the commission would become even more difficult. How far could it go, say, in fashioning guidelines for children's programming, and the commercial con-

tent in it, without violating the First Amendment guarantee of free speech and press?

Against that kind of consideration, however, the commission would have to weigh the persistent campaign by a citizens group which appears to have public support. The commission's notice grows out of a petition for rulemaking filed last year by Action for Children's Television, a three-year-old, Boston-based citizens group claiming 2,500 members and supporters. The petition sought increased variety in children's programming and, at the same time, banning of all sponsorship of it (BROADCASTING, Feb. 9, 1970).

The ACT proposal would require television stations to set aside a minimum of 14 hours weekly for children's programming, and would set out a schedule for broadcasting aimed at different age groups—programming for preschool children presented between 7 a.m. and 6 p.m. daily and on weekends; for children six to nine, between 4 and 6 p.m. daily and between 8 a.m. and 8 p.m. on

weekends, and for children 10 to 12, between 5 p.m. and 9 p.m. daily and 9 a.m. to 9 p.m. on weekends.

In calling for a ban on sponsorship of children's programming, ACT suggested such material might be subsidized by underwriters. ACT also would prohibit performers in children's programming from mentioning products, services or stores—a reflection of ACT's concern that such performers use the rapport they develop with children to become hucksters for a product.

A number of broadcasters opposed the proposal, contending it would violate the First Amendment and would contravene commission policies imposing on broadcasters the responsibility for programming decisions. Many also said it was simply unworkable, both because of the difficulty in defining children's programming and because a ban on sponsorship would eliminate the funds needed to provide such programming. But the commission files contain some 5,000 letters from the public supporting the proposal.

The commission, which was not expected to issue the rulemaking the ACT petition requested, was split, 4-to-3, on the decision to go as far as it did. Chairman Dean Burch and Commissioners H. Rex Lee and Thomas J. Houser (the last in one of the first votes he has cast since joining the commission three weeks ago [BROADCASTING, Jan. 11]) were in the majority, along with Commissioner Nicholas Johnson, who concurred. Commissioner Johnson said it was "tragic and regrettable" that the commission did not issue proposed rules. Commissioners Robert T. Bartley, Robert E. Lee and Robert Wells dissented.

Chairman Burch, who has made children's programming one of his causes

### 75 million watch TV, ex-NBC VP writes

Paul Klein, former vice president of audience measurement for NBC and a man who has spent almost 20 years "watching people watch television," insists that irrespective of the programs carried by networks in prime-time—be they strong, weak or so-so—approximately 75 million people in the U.S. will be viewing them at any given moment.

Mr. Klein, who left NBC last summer to form Computer Television Inc., New York, claims in an article in the

current *New York* magazine that 75 million people continue to watch TV, even though many people say they don't like the programming or won't admit, even to themselves, that they are constant viewers. And Mr. Klein has a theory to explain why people keep watching TV even though they profess not to like what is on the air.

"I call it the theory of the least objectionable program," Mr. Klein writes. "You watch television . . . you turn the set on because it's there—you can't resist and then settle down to watch the program among those offered at a given time which can be endured with the least of pain and suffering."



since becoming chairman in October 1969 and who has been sympathetic to ACT's position, was uncertain last week as to where the inquiry will lead. But, he said, "I hope it will lead to some actionable data."

Besides taking the lead in the issue raised by ACT, Chairman Burch has attempted to talk broadcasters into upgrading children's programming. In public speeches and in private conversations with network officials, he has urged the networks to share responsibility on a rotating daily basis, in the 4:30-6 p.m. period, for quality children's programming (BROADCASTING, Sept. 21, Dec. 21, 1970). The networks have not been receptive to the idea, but the chairman's arguments are said to have led two of them, CBS-TV and NBC-TV, to begin developing new children's programming for fall showing ("Closed Circuit," Jan. 18).

Evelyn Sarson, president of ACT, regards the commission's action as something less than a victory. She had hoped the commission would propose rules. "We are disappointed but not defeated," she said. "We're glad that the FCC is still concerned with what television is providing for children, but we're disappointed that they feel they have to ask the kind of questions they have."

She said the commission could get the material it wants from reading the network program schedules and from watching television. "We could give the commission a subscription to *TV Guide*," she said. "At least half the questions they're asking are answered in it." She also noted that ACT had submitted an 87-page study containing data buttressing its position on children's programming (BROADCASTING, May 4, 1970).

Mrs. Sarson, who feels there is "extraordinarily little on the air [for children] that could be called constructive television," said ACT is not seeking rules to govern program content, but, rather, is hoping for a change in attitude on the part of those making programming decisions. "Decisions should be made with the child in mind, not profit," Mrs. Sarson said. "I think the talent is available (for producing 'quality' programming), but it's not being used," she said, adding: "Children are being shortchanged by a medium that has a tremendous capacity for reaching them."

In initiating its study, the commission said there are "high public-interest considerations involved in the use of television, perhaps the most powerful communications medium ever devised, in relation to a large and important segment of the audience, the nation's children."

But it said it lacks the data on which to base a determination as to whether



*Before presenting their official demands to the FCC more than a year ago, the Boston housewives who had banded together in Action for Children's Television (ACT) sent a representative to testify at a Senate Commerce Committee hearing on the nominations of Dean Burch to be chairman and Robert Wells to be a member of the FCC. Mrs. Lillian Ambrosino (above) said ACT was asking that "children's television be seen as a public service whose mandate is to be as noncommercial as possible." ACT, she said, did not oppose the new appointments, but did put to the new appointees the question of what the FCC should do to improve television programming for the young (BROADCASTING, Nov. 3, 1969).*

reasonably satisfactory use is made of television, in relation to the public considerations involved, and as to whether a substantial public-interest question exists.

To obtain the necessary data, it is asking for information on programming now available for children of preschool, primary and elementary ages, as well as on programming that is of interest to children although not designed primarily for them. (The commission does not suggest a definition of "children's programming," but asks for help in arriving at one).

Specifically, the commission asks for the name, date, time and length of such programs, along with descriptive summaries of them. It asks whether the programs are entertainment or educational, original showings or reruns. It also wants to know the sources and

sponsors of the programs, and the products, stores or services advertised, and the commercial time that was actually involved.

Going beyond what is currently available, the commission asks for suggestions for programing not now being shown. It also asks stations to list the benefits their children's programing provides—and whether there should be restrictions, short of a flat prohibition, on commercials, such as barring them from program content.

The commission invited broadcasters and other interested parties to file comments by May 3. Reply comments will be due June 1. For broadcasters, the invitation is likely to represent a threat to their control over programing. But to Mrs. Sarson, who hopes the commission will ultimately adopt "minimal guidelines" that will provide for "a greater diversity" of children's programing and eliminate the "commercial exploitation of children," it represents "one more chance for the people who are concerned to express their feelings on this urgent issue."

## ITC, Canada complete \$2-million program deal

Independent Television Corp., New York, reported last week that it has concluded what it said was a "record deal" in the sale of a package of eight program series to Canada's CTV Network.

ITC said this was the largest such package sale by an individual program supplier for a single season in the Canadian market. Abe Mandell, ITC president, described the sale as being worth almost \$2 million and said ITC was now "sold out" in Canada for current series and those committed for the near future.

Included in the package sale was a one-hour comedy-variety series tentatively titled *The Marty Feldman Show*, which has been sold in the U.S. to ABC-TV for the 1971-72 season; one-hour filmed mystery-adventure series, *Jason King*, already sold in 61 foreign markets but not offered in the U.S.; a one-hour musical-variety series, *The Des O'Connor Show*, which will be seen this spring and summer on NBC-TV as *Kraft Music Hall*; another one-hour musical-variety program series, *The Val Doonican Show*, which will be on ABC-TV this spring and summer; *Fight for Survival*, documentary half-hour series yet to be offered for sale in the U.S.; animated children's series, *Rupert the Bear*, sold in 48 foreign markets but not yet offered in the U.S., and the one-hour musical specials that star Burt Bacharach and Engelbert Humperdinck.

# Prime-time foes rebuffed

## Judge calls rule 'awfully mild' as unsympathetic court panel parries objections with questions

Lawyers seeking to overturn the FCC's prime-time access rule ran into overwhelmingly skeptical questioning from the bench last week as they argued appeals from the rule before a three-judge panel of the U.S. Second Circuit Court of Appeals in New York.

To a clear but lesser degree, so did those seeking to upset related rules barring TV networks from domestic syndication, limiting their overseas syndication and prohibiting them from acquiring financial or other subsidiary interests in programs produced for them by others.

FCC and other attorneys supporting the rules had clear sailing with little or no questioning during the three-hour hearing, held Tuesday (Jan. 19).

Virtually all of the questions came from Judge Harold Russell Tyler Jr., a U.S. district court judge designated to sit with Appeals Court Judges Paul R. Hays, who presided, and Robert Palmer Anderson.

At various times Judge Tyler said the prime-time access rule "sounds awfully mild" in curtailing only a half-hour of network programming each night; called "absurd" the argument that portions of the rule were adopted without adequate legal notice, and told opponents they were weakening their case by repeated claims that the FCC improperly relied on letters from producers that were not part of the public record.

He also expressed doubt that the access rule was a violation of constitutional rights, and when CBS counsel expressed fear of further government-mandated cutbacks if FCC were allowed to take away 25% of networks' prime time, he wondered whether, in fact, FCC didn't have authority to go further and "take away CBS's licenses."

Judge Tyler also showed little sympathy for arguments that networks are "small potatoes" in the syndication business. FCC's point, he said, was that being syndicators contributed to the bigness of networks.

The only other judge to ask substantive questions was Judge Anderson, and he asked only one. When CBS raised constitutional questions about the access rule, Judge Anderson suggested that "what you are claiming is not First Amendment rights but rights under *laissez faire*."

The attorneys on all sides generally summarized positions already taken in lengthy briefs (BROADCASTING, Nov. 30,

Dec. 21, 1970), following a timetable that called for a total of 90 minutes for all those opposing one or more of the rules and 90 for all those supporting them.

Lloyd N. Cutler, representing CBS, argued that the prime-time access rule—which limits to three hours the amount of network time that a TV licensee in the top-50 markets may carry between 7 and 11 p.m. New York time, and rules out feature films and off-network programs in the vacated network periods—denies licensees freedom of choice, and networks freedom to compete, in violation of the Constitution.

(The three-hour rule on network programming is set to go into effect Oct. 1, subject to the outcome of last week's hearing, but FCC has waived until Oct. 1, 1972, the ban on stations' use of off-network programs and feature films in the periods vacated by the networks. The commission has waived the effective date of the networks syndication restrictions until further notice. The financial-interest rule took effect last Oct. 1, but was stayed by the appeals court until last week's hearing, at which time the court granted another 30-day stay. The arguments, however, centered on the rules as adopted by the FCC without regard to subsequent waivers and stays).

In his attack on the access rule, Mr. Cutler argued that it was at least partially motivated by FCC dissatisfaction with current network programming, contrary to the First Amendment; that it also was based on improper procedures and evidence; that it will not achieve the program diversity it seeks and is unnecessarily harsh in any event.

Only 56% of prime-time hours in the top-50 markets, he contended, are occupied by network programming—"and CBS's share is one-third of that."

When Judge Tyler suggested that networks do not have First Amendment

### N.Y. Nielsen rates Super

New York Nielsen figures released last week on NBC-TV's coverage of football's Super Bowl, Sunday, Jan. 17, showed a 41.1 rating and a 74 share. Last year's figures for the game, carried on CBS-TV, showed a 43.2 rating, for a 73 share. NBC-TV estimated in advance of the game that 64 million people watched the telecast. National ratings were not available last week.

rights to prime time, Mr. Cutler replied: "We're saying we have a right to compete" with other sources for prime-time periods, whereas the rule "lists several disfavored programs"—network, off-network and feature films—and says stations may carry only three hours of those a night.

The net effect, he contended, was to require stations to take from "one favored source—a syndicator."

To Judge Tyler's query as to FCC's authority to take away CBS's licenses, Mr. Cutler said the commission could not do so for the reason invoked in the rule—dislike of programming.

Although Judge Tyler thought it "an unhappy analogy" when Mr. Cutler sought to compare broadcasting's First-Amendment rights with those of newspapers, the attorney maintained that the rule's restrictions would apply to news as well as entertainment and suggested that the principle, if established, might some day be used to suppress news the government didn't like.

"Once it's begun," he said, "it has no end."

Mr. Cutler said ABC supported the rule for economic reasons, because it reduced the inventory of commercials and firmed up the price of those remaining in a time of economic softness, and that NBC withdrew its appeal because it apparently also saw similar "short-term advantages." CBS "was also tempted," he said, but pursued its appeal because it decided "the principle" was more important than the short-term benefits.

Brice M. Clagett, arguing on behalf of a number of stations, maintained that the FCC had never explained why independently produced feature films were included in the three-hour limit. Independently produced feature films, he contended, have nothing to do with "alleged network dominance" of programming.

Mr. Clagett—who was arguing for the CBS-TV Affiliates Association, WCAX-TV Burlington, Vt., and two Sonderling stations, WLKY-TV Louisville, Ky., and WAST(TV) Albany, N.Y., in an agreed-upon allocation of hearing time—maintained that small stations in particular would be hurt by the rule.

He cited earlier estimates of potential losses—that one station now losing \$96,000 would lose \$140,000 under the rule, for example, and another with a net profit of \$27,000 would go \$16,000 into the red—and said that even if stations don't go dark, their services will be hurt, especially news and public-affairs coverage.

Arthur Scheiner, counsel for MCA Inc., said that "based on our experience, the rule cannot work in practice." Moreover, he wanted to know, what is the justification for precluding MCA from



the sale of its product?

FCC's postponement of the rule's effective date to Oct. 1, 1972, so far as feature films and off-network shows are concerned, Mr. Scheiner maintained, also creates "a contradiction" of the commission's earlier claims that delay would frustrate the purposes of the rule. MCA contends the net effect encourages producers to turn out programs for the 1971-72 season and at the same time tells stations they don't have to buy such programs until 1972-73.

Supporting the rule, or at least not opposing it, James A. McKenna Jr., representing ABC, said that no one could be certain the rule will create the diversity of program sources it seeks, but that he thought it "significant" that two independent producers, Westinghouse Broadcasting and Metromedia, were supporting it in court and two others, Hughes Sports Network and Goodson-Todman Productions, had also endorsed it.

John H. Conlin, representing the FCC in a relatively brief argument, maintained that the networks' "tremendous domination" of programming made the development of other sources desirable, and that there is "nothing novel" about putting restrictions on licensees, a practice with precedents going back at least to the chain-broadcasting regulations of 1943.

He denied that the adoption violated the Administrative Procedures Act, and denied, too, contentions that the rule requires stations to take syndicated programming for the periods vacated by the networks. Actually, he said, the rule encourages stations to develop local programming for those periods.

Moreover, Mr. Conlin contended, if smaller stations are harmed, it will not be the fault of the rule but the fault of the networks in refusing to program for markets below the top 50. The commission, he said, urged the networks to continue to produce for such stations and for independents in the top 50, but the networks refused, giving reasons that "seemed terse, to say the least."

John D. Lane, representing Westinghouse Broadcasting, which was a prime mover in the proceedings leading up to the access rule, said network domination has been increasing and that the access limitation falls within the FCC's obligation to provide for "larger and more effective use of broadcasting."

The rule, Mr. Lane continued, not only does not violate the First Amendment but actually furthers First-Amendment aims.

Thomas J. Dougherty, representing Metromedia, denied contentions of some stations that the rule would interfere with their ability to counter program against competition by using off-net-

work programs and feature films.

Arguments over the FCC limitations on network syndication and financial interests in independently produced programming centered largely on whether they are needed, whether the FCC opinion properly justified them, and whether the FCC could not have achieved its goals by less drastic restrictions—as, for instance, a ban on networks' syndicating to their own affiliates, one of several alternatives advanced by ABC.

This phase was marked by a brief but pointed disagreement between Judge Tyler and Jerome J. Shestack, counsel for NBC, over whether the FCC opinion held that network syndication activities, even though relatively small, represent one reason the networks are "big." Judge Tyler thought it did; Mr. Shestack thought it didn't.

In rebuttal arguments Mr. Shestack said he had spent much of his lunch hour researching the FCC opinion and that what it expressed concern with was network production—not network syndication—as a possible element of bigness or concentration of control.

## KPFT back on air with police escort

### Bombed Pacifica station's reopening in Houston covered live by PBS

KPFT(FM) Houston returned to the air last Wednesday (Jan. 20) without incident, but with a guard of armed police surrounding the station. The Pacifica Foundation-owned noncommercial outlet had been shut down since Oct. 6, when a bomb blast caused an estimated \$35,000 in damage to broadcasting equipment (BROADCASTING, Oct. 12, 1970).

The Public Broadcasting Service presented live television coverage of the resumption of operations at the subscriber-backed station during its *The Great American Dream Machine* series on Wednesday at 8:30 p.m. EST.

Station manager Larry Lee told both the listening and viewing audience and the personnel and subscribers at the station that the bombings had taught KPFT a lesson—that every broadcast day may be the last. But, he added, "Pacifica radio in Houston is here to stay."

There were brief interviews with Herman Short, Houston police chief, who wondered why the FCC permitted the station to continue broadcasting, and with the mayor of the city, who

accused KPFT of airing obscene records.

Larry Frazier, Harris county deputy sheriff, said that normally during an incident like the bombing at the station he receives a lot of telephone calls. But, he said, "in this instance, I did not get one telephone call from anybody except from Pacifica people and the police."

Other persons discussing the two bombings of KPFT—the first occurred May 12 and caused an estimated \$25,000 in damage (BROADCASTING, May 18, 1970)—and the climate in Houston were William Hobby, editor of *The Houston Post*, Clark Reed of the American Civil Liberties Union, Representative Robert Eckhardt, and John Emmerich of *The Houston Journal*.

Mr. Reed said there was an active Ku Klux Klan in Houston and that a number of persons belonging to the group were well-known. He said the bombings were coming from the "right" rather than from the "left."

Both the program and the coverage of the station reopening ended with Arlo Guthrie, folk singer of "Alice's Restaurant" fame, singing a song he wrote about Houston. He asked the audience to sing it with him "because it is a mass-bombing song."

As credits slowly moved up the home screen, Mr. Guthrie and the audience sang, "You get bombed. I get bombed. All God's children get bombed. When I get to Houston, I'll pull out my strings. Walk to the station you can hear me sing. You get bombed."

## O'Brien says GOP still gets better TV access

Democrats are again railing against what they contend is an imbalance in access to television and radio favoring the Republican Party.

In a letter to the presidents of ABC, CBS, NBC and the Corp. for Public Broadcasting last week, Democratic National Committee Chairman Lawrence F. O'Brien asked for "suggestions as to the specific steps that might now be taken . . . [to achieve] more equitable access for the opposition party."

Mr. O'Brien said he was heartened that "some progress" had been made, citing CBS's one broadcast of the *Loyal Opposition* series; NBC's and ABC's accommodation of Democratic spokesmen on similar programs; noncommercial TV's presentation of the *Politics '70* series; the Democratic leadership's response to last year's State of the Union address; and President Nixon's economic message.

But "these efforts, however commendable, comprised only a small por-



tion of the broadcast time used by President Nixon, Vice President Agnew, and other spokesmen in behalf of the Republican administration," Mr. O'Brien charged. "Although some encouraging steps were taken," he added, "it is clear, in my view, that the evolutionary process toward more equitable broadcasting ground rules and practices has only begun."

The networks had not responded to Mr. O'Brien's letter as of Thursday (Jan. 22).

## Critics lukewarm to 'Smith Family'

Much comment centers around whether Fonda should play cop's role

ABC-TV's *The Smith Family*, featuring Henry Fonda in his first TV-series since *The Deputy* which began in the 1959-60 season, was welcomed by critics last week with less than overwhelming enthusiasm. Some critics—particularly in Los Angeles—were puzzled as to why Mr. Fonda would agree to play a television cop.

"*The Smith Family* is a bathtub full of soap whose greatest contribution to interest is what business an actor of Henry Fonda's capacity has to be immersed in the bubbles. We mean what artistic business; we know what business business," is how Morton Moss, *Los Angeles Herald-Examiner*, expressed it.

Other critics' commentaries: *The Smith Family* (ABC-TV, Wednesday, 8:30-9 p.m. EST)

"Henry Fonda is now a television cop but a more lifelike one than is usually encountered on the channels. No great shakes as a story, but because the show is well-acted and characterized, it held this viewer's attention . . ." Ben Gross, *New York Daily News*.

" . . . Slick, professional, slightly dramatic and slightly funny pacifier for people who stopped thinking in 1954."—Norman Mark, *Chicago Daily News*.

" . . . stands a good chance of carving a healthy slice of the 7:30 p.m. audience . . ."—Clarence Petersen, *Chicago Tribune*.

"This is not a parody on policemen; it's a parody on human beings. Any resemblance between these robots and human life in purely coincidental. The most appalling thing is to find Henry Fonda doing it."—Cecil Smith, *Los Angeles Times*.

"If the opening episode . . . is any yardstick of things to come, hard-hat middle-class America will have a series dear to its collective heart. With crime

## 'Smith' fares well in New York ratings

But Fast Nationals for other shows reverse rankings scored in earlier locals

ABC-TV premiered its midseason replacements last week, and first available returns (New York Nielsen overnight ratings) indicated one, *The Smith Family*, received a substantial sampling by viewers and another, *The Reel Game*, much less.

*Smith* (starring Henry Fonda) was first in its Wednesday 8:30-9 period with a 35 share in New York against the last half of NBC's *Shiloh*, which was a strong second, and CBS's *To Rome With Love*, a weak third. *Reel Game*, which occupied the Monday, 8:30-9 slot was third victim of the second-half of NBC's *Laugh-In* and CBS's *Lucy*, which ranked first and second, respectively.

Though CBS's *The New Andy Griffith Show*—Friday (8:30-9) was third for the period in New York for its opening Jan. 8 (BROADCASTING, Jan. 18), the Fast National Nielsen covering the same night gave the show a substantial-rating and share, placing it 12th in rank-

ing among all shows for the week Jan. 4-10.

*The Strange Report* on NBC (10-11), which had a handsome rating and share in the New York overnights for its opening Jan. 8, placed 54th in the Fast-Nielsen ranking.

For its second appearance (Jan. 19) CBS's *All In The Family*, Tuesday, 9:30-11, was a weak third in the New York ratings, behind ABC's strong *Movie of the Week* and an NBC feature film.

CBS's rerun *Honeymooners* in the Jan. 4-10 Fast National Nielsen placed 73d. In the New York Niensens, the show, which went on CBS Jan. 3, picked up some rating strength by Jan. 17—its third week on the air. For the first half-hour the Gleason-Carney vehicle was third in New York behind a strong ABC movie but a weaker *Bold Ones* on NBC, and in the second half-hour drew ahead of *Bold Ones*, though it remained behind the ABC movie.

and violence rampant throughout the nation and police disparagingly referred to as 'pigs', the series couldn't be more timely. . ."—Eleanor Roberts, *Boston Herald Traveler*.

"This is a homey, comfy type of situation comedy, dedicated to the old-fashioned virtues with a stalwart, 'straight' father figure . . . it is expertly put together and the people handle their lines with reasonable plausibility . . ."—Percy Shain, *Boston Globe*.



" . . . begun disappointingly . . . like a dozen other situation comedies. An enjoyable blending of situation comedy and 'relevance', prospectively the most effective example of the genre since the same network's *Room 222* . . ."—Harry Harris, *Philadelphia Inquirer*.

"One could only feel a sympathy for [Henry] Fonda, considering the first episode, which dealt so clumsily with the teen drug problem and the generation gap complexities . . . registered with something less than comedy or conse-

quence in playing so delicately with pot . . ."—Bob Williams, *New York Post*.

## TV must help solve problems, bishops told

Donald H. McGannon, president of Westinghouse Broadcasting Co., thinks the time has come for broadcasting to do more than report and explain problems. "Radio and TV," he said last week in New Orleans, "must now help solve the problems."

Mr. McGannon was talking to Catholic bishops attending a workshop in communications at Loyola University. The workshop, and a preceding workshop on broadcasting and audio-visual use for teaching nuns, was sponsored by the communications department of the U.S. Catholic Conference.

The social crises of the 1960's, Mr. McGannon said, outstripped TV's ability to keep up with the swiftly changing world. Although the assassination of political and public figures, the civil rights campaign and the riots in the ghettos and on the campuses were well covered by TV as breaking news stories, programing, he said, "became progressively tired and irrelevant to the times."

The Catholic bishops also heard James F. O'Grady, Jr., vice president and general manager of RKO Radio Reps Inc.,

urge a "creative" approach to the use of radio not only as a vehicle for religious services and dogma but through the use of spot announcements for the inculcation of general moral and ethical values.

And Don Meaney, vice president of NBC News, told the bishops that religion has become news, particularly in the sociological area like finances, schools, and protesting priests and laymen.

New Orleans also was the scene last week of the convention of the International Catholic Association for Radio and TV, a 40-year-old organization. More commonly known as Unda, the group was told by the Vatican secretary of state, Jean Cardinal Villot, that Pope Paul VI viewed broadcasting as a mirror of the values of contemporary society, but that its standards often fell short of the Christian ideal.

The Pope added, Cardinal Villot said, that Catholics engaged in broadcasting "should see to it that the image of our faith is not missing in the general picture of contemporary life reflected by the media."

## Lower reports upturn in ABC news audience

Approximately 25% more viewers are watching the ABC evening newscasts, now featuring Howard K. Smith and Harry Reasoner as co-anchorman, than were watching the newscast a year ago, it was reported last week by Elmer W. Lower, president of ABC News.

He told a meeting of the Westchester county chapter of the Public Relations Society in Purchase, N.Y., that according to the latest national Nielsen reports for the week ending Jan. 8, the 7-7:30 p.m. newscast delivered a 10.0 rating and 6.01 million households, an increase of more than one million homes over the same period of last year. (The latest NTI figures show that although the Smith-Reasoner newscasts have made gains, it still trails NBC's Brinkley-Chancellor-McGee program (14.9 rating) and CBS's Walter Cronkite (18.7 rating)).

## Graphic arts service offered by ABC News

A new ABC News graphic arts service, which began Jan. 18 with an initial group of 10 stations subscribing, is being made available for purchase by ABC-TV affiliates across the country.

The charter subscribers, ABC News said, are: WXYZ-TV Detroit; WFIL-TV Philadelphia; KCPX-TV Salt Lake City; KGO-TV San Francisco; WITI-TV Milwaukee; WPLG-TV Miami; WTEV-TV New Bedford-Providence; WQXI-TV Atlanta;

WTAE-TV Pittsburgh and WSIX-TV Nashville.

Subscribers will receive 25 color slides suitable for back-projection and chroma-key use and will receive updated as well as new graphics on a regular basis. The package includes the half-black, half-white schoolhouse symbolizing segregation, President Nixon and the presidential seal, the clenched fist of the Black Panthers, the dove of peace, a stylized dollar bill representing the U.S. economy, and the representational slide of a man and several elements of nature which introduces ABC News' *Man and His Environment* series of reports on ecology and the environment. Inquiries concerning the service should be made to Ben Blank, ABC News Director of Graphic Arts, 7 West 66th Street, New York, N.Y. 10023.

## Actors eye cassette policy

The International Federation of Actors, meeting in London, has agreed to coordinate with actor-representative groups around the world a policy on use of video cassettes and discs. Buck Harris, a spokesman for the Screen Actors Guild, a member of IFA, said the organization also decided on "an appropriate residual fee structure for the use in cassettes of films and programs initially made for cinema or television as well as original fees and residual fees for new material created for the cassette medium." Details of the fee structure will be disclosed later, Mr. Harris said.

## Re-runs planned for 25 Geographic specials

Metromedia Producers Corp. is placing 24 one-hour National Geographic television specials into re-run distribution immediately, according to an announcement scheduled today (Jan. 25) by A. Frank Reel, president of MPC.

Mr. Reel noted that the specials have been running on CBS-TV for the past six years (four each year) and have never had a network re-run exposure. He added that distribution will be on a network basis or via syndication, as the market dictates. Mr. Reel suggested that two runs of each special could provide virtually a full year of weekly programs for a network, sponsor or station.

Metromedia has produced the specials for the past six years. It decided to offer the re-runs of the programing, to which it holds rights, after the National Geographic Society chose Wolper Productions, Los Angeles, to produce the 1971-72 group of specials.

For 1970-71, MPC, in conjunction with the society, made *Zoos of the World*, *Ethiopia: The Hidden Empire*,

*The Great Mojave Desert* and *Adventures in the High Arctic*.

## 'Rush Toward Freedom' series sold by WBC

Twenty-one TV stations have bought Westinghouse Broadcasting Co.'s six-part, half-hour TV series, *Rush Toward Freedom*, which recreates the civil rights struggle from 1954 to the present, it was reported last week.

The 21 buying outlets are WTOP-TV Washington; WPLG-TV Miami; WJXT(TV) Jacksonville, Fla.; WNEW-TV New York; KTTV(TV) Los Angeles; KMBC-TV Kansas City, Mo.; WBEW-TV Buffalo, N.Y.; WICS(TV) Springfield, Ill.; WMC-TV Memphis; WLAC-TV Nashville; WFAA-TV Dallas; WNYS-TV Syracuse, N.Y.; WHCC-TV Rochester, N.Y.; WTEN(TV) Albany, N.Y.; WJRT-TV Flint, Mich.; WKBD-TV Detroit; WKBF-TV Cleveland; KGW-TV Portland, Ore.; WHAS-TV Louisville, Ky.; WHIO-TV Dayton, Ohio; and WSB-TV Atlanta. The programs also are being telecast on the five Westinghouse-owned outlets.

The series is narrated by Julian Bond, the first black legislator to be seated in the Georgia House of Representatives since Reconstruction days. Richard W. Bruner served as producer and writer of the series. George Moynihan was executive producer.

## Atheism shows on radio please Mrs. O'Hair

Madeline Murray O'Hair, the country's leading advocate for atheism, said last week she was astonished "and thrilled" at the number of radio stations that have offered to carry atheistic programs.

Mrs. O'Hair said her organization, the Society of Separationists based in Austin, Tex., has been circularizing all radio stations and that fully 70% of the first 150 returns indicate that they will give or sell time to her organization.

Just exactly how the society intends to buy time and/or furnish programs is not definite yet, she said.

Mrs. O'Hair has been seeking air time for her views for a decade. Only last month, her society asked the National Association of Broadcasters to change its radio code to encourage programs on atheism. In his reply to the group, Vincent T. Wasilewski, NAB president, noted that each broadcaster is responsible for what is broadcast over his station, and that nothing in the codes encourages any particular religion or endorses concepts that are detrimental to those who profess atheism. Mr. Wasilewski said he was referring the request to the radio code board for its information.

## WRG, Warner in business

WRG/Dragoti Ltd., subsidiary of Wells, Rich, Greene Inc., New York, and Jack L. Warner, founder and former president of Warner Bros. Inc., will produce motion pictures for theatrical distribution, it was announced last week by Mary Wells Lawrence, chairman and president of WRG, and Mr. Warner. The youth of William Bonney, known as Billy the Kid, will be the subject of the first feature to be produced by the partnership. The film will be titled "Dirty Little Billy." WRG/Dragoti also plans to explore marketing of special interest features and educational films.

## Ski, racing shows on tap

Century Broadcast Communications will distribute *The World of Cup Ski Championship* throughout the U.S. and set up a regional television network in the northeast for *Racing from Hialeah*. The half-hour horse-racing series, produced by WTVJ(TV) Miami, began Jan. 16, and is scheduled to run through March 20. The 90-minute ski program, to be broadcast Saturday, Feb. 27, from

Heavenly Valley, Calif., is being telecast by the American Telesports Network and produced by ATN's parent company, Transmedia, in cooperation with Transworld International.

Sponsorship for both of the sports programs will be sold by the local television stations.

## Program notes:

**Inside Scotland Yard** ■ *Scotland Yard*, an NBC News special, will be telecast on NBC-TV in late March. The one-hour program, which explores the workings of the British police unit, was produced by Lucy Jarvis, written by Sidney Carroll and directed by Frank Cvitanovich.

**Partridge hatches spin-off** ■ Bobby Sherman and Wes Stern will guest star in an episode of *The Partridge Family* on ABC-TV that will serve as a pilot for a new series on that network. Messrs. Sherman and Stern, play song writer and lyricist, respectively, who team to write music for the singing family. The pilot segment is called "Words and Music," coincidentally, the name of a

game show cancelled by NBC earlier this season.

**Announcer not rated "X"** ■ Dick Strout, internationally syndicated Hollywood commentator, has joined Bill Burrud Productions, Los Angeles, as narrator of a series of one-hour television specials on Hollywood-related subjects. First in the series is *Rated X-Box Office Bonanza*. The in-depth, pro-and-con study of adults-only movies will air on the Chris-Craft TV stations (KCOP[TV] Los Angeles, KPTV[TV] Portland, Ore., WTCN-TV Minneapolis) and then be offered for national syndication.

**TV show added to AFI collection** ■ The American Film Institute, Washington, has added a television show to its collection at the Library of Congress for the first time. The tape of the 90-minute Merv Griffin program, presented by Mr. Griffin in Hollywood to AFI director George Stevens Jr., included a collection of in-person interviews with such silent-screen stars as Lillian Gish, Jackie Coogan and Minta Durfee Arbuckle as well as a group of rare film clips of the stars' performances. The show was aired Jan. 14.

## TheMedia

# Wasilewski team in, activists wait

## Restlessness hinted in failure of NAB to stem growing tide of legislative-regulatory actions

A revamped administration takes over at the National Association of Broadcasters this week under the presidency of Vincent T. Wasilewski, almost on the sixth anniversary of his selection to lead the NAB. Mr. Wasilewski assumed his office on Jan. 26, 1965.

Mr. Wasilewski, flanked by three new executive vice presidents, one of whom was promoted from within, was given a vote of confidence by the 44-man board of directors of the NAB meeting last week in La Quinta, Calif.

It was suggested, however, that unless the association during the next year succeeds in turning the regulatory and legislative tide, a new activist group on the board will press for full-scale reorganization.

This was evident in the remark of one young director, completing his first term, who said that Mr. Wasilewski had picked his own team and that the board expected him to deliver.

An old-time broadcaster, with several

separate terms on both the radio and TV boards, observed that he had seen inspired newcomers come and go and it was the same story—from crisis to crisis. He agreed that times, indeed, are tougher, but that this is because changes have taken place in direct ratio to the advancing importance of the broadcast media.

Early in the week-long meeting, the TV board on a slim one-vote margin approved the bulk of TV code review board recommendations making advertising time standards in the TV code (see page 45).

The separate TV and radio boards also approved budgets which for the first time in NAB history have a built-in deficit. The 1970-71 budget had projected a \$108,000 surplus based on income of \$3,280,000 and expenses of \$3,172,000. But extraordinary expenses entailed in combating onerous legislative and regulatory attacks resulted in the association winding up the year with a deficit of

\$52,700.

For fiscal 1971-72, which begins April 1, income is estimated at \$3,297,250 and expenses at \$3,369,688—for a deficit of \$72,438. This is to be met out of surplus. The board is committed to no increase in dues this fiscal year.

With a minimum of \$150,000 earmarked as salaries for the three executive vice presidents, it seemed clear that economies would have to be effected in areas other than pure housekeeping cutbacks. Each department chief will select his own staff within the limitations of his budget.

Administrative responsibility will devolve largely upon incoming stations relations executive vice president, Grover C. Cobb, broadcast vice president for the Gannett Co. No stranger to NAB affairs (he served two terms, 1968 and 1969, as joint board chairman), Mr. Cobb has the task to cut back staff in areas not otherwise assigned to government relations and public relations



which become the respective responsibilities of Paul P. Comstock, the current vice president for government affairs and general counsel; and Paul P. Haney, public relations vice president for the Houston Astros and the Astrodome.

Most of the economies, it is thought, will come through sharp cuts in travel, printing, outside consultancies and other "fat" that has accumulated over the years.

Mr. Cobb, as station relations chief, also becomes chief administrative officer of the association ("Closed Circuit," Jan. 18). He is expected to use the office of the joint board chairman in Washington. The joint board chairman is chosen by the new board at its organization meeting in June and ordinarily is in Washington only intermittently.

Although the new executive vice president appointments were generally applauded, some questions were raised about what was described as the unimpressive legislative track record, which implied criticism of Mr. Comstock. Older board members, however, said the political-rate legislation which had passed both houses of Congress by substantial margins, would have been enacted over President Nixon's veto had it not been for the NAB's all-out resistance, directed by Mr. Comstock.

Joint board Chairman Willard E. Walbridge, Capital Cities Broadcasting Co., Houston, who ends a two-year term next June, made a fervent plea that NAB act rather than react to industry problems. The association, he said, should initiate projects rather than be constantly on the defensive.

Mr. Walbridge set three goals for the industry:

- Achievement of a seven-year license to correspond in length to the terms of the FCC members. Broadcast licenses now are for three-year terms.

- Take positive legislative and legal action to reverse the Red Lion decision and re-establish free speech in broadcasting. In the Red Lion case (WGCB-AM-FM Red Lion, Pa.), the U.S. Supreme Court held that the First Amendment does not apply to broadcasting to the same extent it does to other media.

- Initiate legal and legislative moves to establish property rights in the broadcast signal. This relates to the increasingly over-riding question of CATV, in which cable systems use TV signals without permission or pay.

Dale G. Moore, KQVO-TV Missoula, Mont., former chairman of the association's Future of Broadcasting Committee, called for intensified effort toward a "broad communications policy . . . [to] preserve the present free broadcasting."

Noting that the FOB committee's goals were redefined last September,

when the committee's membership and its mission were expanded to cover more than just CATV, Mr. Moore commented that this "has not dampened enthusiasm nor dissuaded state organizations from building strength with congressional representatives."

Mr. Moore, who is also chairman of the secondary TV markets committee, called for standardization of cable-TV advertising rates at a level "that will not jeopardize local stations . . ." with their fixed overhead, copyright, personnel, equipment and facility costs. He also urged support of a proposal calling on the FCC to counsel and assist marginal broadcasters in light of CATV competition.

The joint board, upon recommendation of its convention committee, confirmed Houston as the site of the 1974 NAB convention (at that city's downtown civic center). The board also left open the choice of the 1975 convention site, but decided to depart from past tradition, that saw conventions held in Chicago for three years, with Washington as the site every fourth year. Prospects are that Washington may be eliminated as a future convention site because of inadequate accommodations, and that Chicago may be used less frequently in favor of other major markets with adequate facilities.

The 1971 NAB convention will be held in Chicago March 28-31 at the Conrad Hilton hotel as planned. Featured speakers, announced at the California meeting, are to be the Reverend Theodore M. Hesburgh, president of Notre Dame University and chairman of the U.S. Commission on Civil Rights; Al Capp, cartoonist and currently college-campus lecturer on youth and drug abuse; and FCC Chairman Dean Burch. They will speak respectively at the Monday, Tuesday and Wednesday luncheons.

Chicago also is the site of the 1972 convention. In 1973 the NAB is scheduled to hold its convention in Washington.

A change in the bylaws was proposed by the radio board for consideration by the full board to permit runners-up in radio-board elections to take over if the winner is unable to assume his office or complete his term because of a change in his industry status.

This would obviate, it was explained, the need for a special election that will be held because of the resignation of Perry S. Samuels from Avco Broadcasting Corp., which necessitated his resignation as at-large, Class A market director.

The radio board also authorized appointment of an ad-hoc committee to study the possible reapportionment of the 17 NAB radio districts. Also to be investigated will be the scheduling of the radio-management workshops, pro-

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posed by the board's small-market committee.

The NAB headquarters staff was authorized to establish an editorial clearing house to which member stations would contribute editorial material, presumably to be indexed topically and supplied to members on request. This move was taken on the suggestion of Dan McKinnon, KSON(AM) San Diego.

Alert to criticism, particularly by FCC commissioners, that some lyrics in phonograph recordings are suspect, the joint board instructed its record-liaison committee working with the record industry to seek voluntary action whereby record manufacturers would supply stations with lyrics of all music made available for broadcast.

At its opening session, the joint board re-elected Everett E. Revercomb to his 16th consecutive one-year term as secretary-treasurer of the association.

The board also unanimously commended the NAB public-relations committee and its chairman, Don C. Dailey, KGBX(AM) Springfield, Mo., for the success of the industry's 50th anniversary observance.

At the recommendation of George Bartlett, vice president for engineering, the joint board approved a seventh annual engineering-management development seminar at Purdue University later this year. Last year's seminar drew 32 broadcast engineers and managers. Also approved was the holding of a fourth annual AM directional antenna seminar, time and place to be selected. Last year this meeting, in Cleveland, drew 70 broadcast engineers.

## Five TV code changes OK'd by NAB board

Here are the changes in the TV code of the National Association of Broadcasters that were adopted, effective Oct. 1, by the TV board at its meeting in California last week:

- Prime time is redefined to mean any three-and-a-half consecutive hours in the 6 p.m.-to-midnight period as designated by the broadcaster. Currently, the prime-time period is a three-hour segment in the same time span.

- Not more than nine minutes and 30 seconds of non-program material shall be allowed in each prime-time hour. At present, the code permits up to 10 minutes per hour in prime time for non-program material.

- No more than four consecutive non-program announcements within programs and no more than three consecutive non-program announcements during station breaks shall be permitted. This applies to all time periods. These are the same limits that are in existence now, but applying only to commercials. Under the new rule, promotional an-



*Neville Miller, 76, the first paid president of the National Association of Broadcasters (1938-44) and one-time president of Broadcast Music Inc., was selected last week to receive the NAB's Distinguished Service Award, to be presented next March at the association's annual convention. The choice was made by the joint NAB board meeting in La Quinta, Calif.*

*Mr. Miller, a native of Louisville, Ky., and mayor of Louisville from 1933 to 1937, is the senior partner of the Washington communications law firm of Miller & Schroeder. During his career, Mr. Miller has practiced law in Louisville (1920-30), been dean of the law school, University of Louisville; assistant to the president of Princeton University (from which he was graduated in 1916); senior deputy chief of the Balkan Mission, United Nations Relief and Rehabilitation Administration (1944-45), and an official in a number of federal agencies dealing with transportation, education, redevelopment and housing for the District of Columbia.*

nouncements and billboards are to be counted equally with commercials as non-program announcements. Exempted from these provisions, as they are now, are public service announcements and promotions for the same program, as well as for a single sponsor who wishes to reduce the number of interruptions.

- Except for feature films, credits in excess of 30 seconds per program shall be counted against allowable non-program material limits. Credits also are

restricted to a maximum of 40 seconds per program, but this ceiling will not apply to any program that was contracted for before Oct. 1. In the current code, there is no time limit on credits, but those in excess of 30 seconds are counted against allowable non-program time.

- Exempted from prime-time limitations will be one 30-minute news program. Other news programs in prime time, however, will fall under prime-time restrictions.

The TV board also recommended that NAB's research department continue exploring the possibility of research on viewer attitudes toward the code standards and that the subject of the number of messages in specific time segments continually be reviewed.

During a discussion of hemorrhoidal remedy advertising—notably the product Preparation H, which has been banned from TV—it was agreed that the product category should be continued on the prohibited list. But one observer commented that at least six of the 15 members of the TV board would have voted to accept this product for advertising—indicating that the ban may not endure for too many more years.

The TV board also approved the re-appointment of Max Bice, KTNT-TV Tacoma, Wash., to another two-year term on the code review board, and also ratified the appointment of Roger D. Rice, KTVU(TV) Oakland-San Francisco, to succeed Mike Shapiro, WFAA-TV Dallas, who is ineligible to succeed himself because he has already served two consecutive terms. The terms of the two broadcasters are scheduled to become effective April 1.

## Religious broadcasters slate Burch, Wasilewski

FCC Chairman Dean Burch and Vincent Wasilewski, president of the National Association of Broadcasters, are among scheduled speakers at the 28th annual convention of National Religious Broadcasters, which was to open yesterday (Jan. 24) at the Washington Hilton hotel.

The convention, scheduled to run through Wednesday (Jan. 27), is highlighted by several workshops dealing with major problems and opportunities facing religious-oriented programming today. Included on the program are seminars for program producers, religious stations and missionary broadcasters.

Mr. Burch will address the convention tomorrow (Jan. 26). Other speakers now scheduled to appear are Secretary of Defense Melvin Laird and Dr. Eugene R. Bertermann, president of NRB.



# CBS reassures FCC on Viacom

## Documents explain agreements and board changes to insure new firm's independence

CBS wrapped up a number of its recently completed Viacom documents last week, and packaged them for the FCC in an argument that the proposed spin-off of the company to CBS stockholders would not only permit both companies to comply with all commission rules but would serve the public interest by putting a new, strong competitive entity in the field.

The documents and argument constitute CBS's case in favor of a dissolution of the 11th-hour stay the commission issued, on Dec. 31, barring CBS from distributing to its stockholders stock in Viacom International Inc. (BROADCASTING, Jan. 11), the inheritor of CBS's domestic-syndication and CATV activities.

CBS announced the spin-off in June, describing it as a method of permitting it to comply with commission rules barring networks from those activities. The rules are not yet effective—the one dealing with CATV operations becomes effective Aug. 10, 1973; the other has been stayed by a commission order pending the outcome of litigation. But the commission, acting on two petitions filed in December, expressed concern as to whether CBS would in fact continue to exercise control over Viacom.

One petition was submitted by three minority stockholders in a San Francisco CATV system in which CBS is the principal owner and which it intends to merge into Viacom. The other was filed by seven program producers and syndicators. Both groups have also filed court suits again CBS alleging antitrust-law violations.

CBS, in responding to a commission request for information on any changes in the organization of Viacom not contained in a statement filed with the Securities and Exchange Commission on Nov. 20, 1970, for details of any trust agreements concerning Viacom stock owned by CBS officials, and for texts of any CBS-Viacom contracts, said Viacom has always intended to be a self-sufficient, independent entity. But it said that in view of the concern expressed in the commission's Dec. 31, 1970, order, it and Viacom had gone "several steps further to insure, beyond any possibility of doubt, that these purposes would be achieved."

These include:

■ Voting trust agreements affecting Viacom stock to be distributed to CBS officials who would own more than 1% of the stock—William Paley, CBS chairman; Dr. Frank Stanton, president of

the corporation, and Leon Levy, a member of the board—as well as to all other CBS officials who would receive more than 100 shares of Viacom. The agreement denies the trustee any discretion in voting the shares; he must vote them in direct proportion to the votes cast by all Viacom stockholders not parties to the voting trust agreement. CBS said this insures that Viacom and CBS will not be under common control as a result of the voting power of stockholders who are parties to the agreement.

■ The enlargement of and change in the composition of the Viacom board of directors. Six of the nine members have never been directors, officers or employees of CBS—Najeeb Halaby, president of Pan American World Airways Inc.; Dr. J. George Harrar, president of the Rockefeller Foundation; Paul A. Norton, executive vice president of the New York Life Insurance Co.; W. Burleigh Pattee, member of a San Francisco law firm, Chickering and Gregory; Richard L. Schall, president of Josten's Inc., Minneapolis; and John F. White, president of The Cooper Union.

The remaining three directors are Viacom's principal executive officers—Clark B. George, president; Ralph M. Baruch and Richard A. Forsling, vice presidents. None of these former CBS employes has any pension, deferred compensation or other benefits due from CBS. Because of commission concern over a deferred compensation plan under which Merle S. Jones, then a director of Viacom, would have re-

ceived payment from CBS, the company said, Mr. Jones "offered his resignation, which was reluctantly accepted."

■ An amendment to the contract assigning existing CBS syndication rights to Viacom. The original contract would have given Viacom "certain rights" with respect to future CBS television network-produced programs. Because of commission concern over this aspect of the contract, it has been eliminated.

■ Another amendment committing Viacom, in advance, to make any change required by the commission to insure compliance with its rules. CBS, which will have the right under the contract to require Viacom to make such changes, said it will exercise its rights under the amendment to bring about compliance with a commission order.

What's more, CBS said it is prepared to go even further, if necessary. It said that Mr. Paley, Mr. Stanton and Mr. Levy, will reduce their holdings of Viacom stock to below 1% of all outstanding shares "within a reasonable period of time," if ordered by the commission. CBS suggests that a period of divestiture of six years—from the effective date of the syndication rule or the relevant CATV rule, whichever is earlier—would help avoid unnecessary adverse effects on the price of Viacom stock and at the same time mitigate any adverse tax consequences resulting from such sale.

But CBS expressed the view that such divestiture would not be necessary. "The commission's power to enforce its rules," CBS said, "will not be lost once the spin-off occurs."

CBS also argued that the spin-off would not only accomplish the objectives sought in the commission rules—and with a minimum of risk to CBS stockholders—it would affirmatively serve the public interest. CBS noted that

## 'Public interest' study eyed by New York group

The Committee for Economic Development, New York, has invited a group of leading communications and business officials to a "brainstorming" session tomorrow (Jan. 26) to discuss the feasibility of CED's undertaking a study relating forms of broadcasting to the public interest.

Among those reportedly invited to the session are John A. Schneider, executive vice president of CBS Inc.; James C. Hagerty, vice president, corporate relations, ABC Inc.; Kenneth W. Bilby, executive vice president, RCA; Edgar Stern of WDSU-TV New Orleans; C. Wrede Petersmeyer, president, Corinthian Broadcasting; former FCC Chairman Newton Minow; and ex-FCC Commissioner Kenneth Cox, along with

a number of nonbroadcast business leaders.

CED has the outlines of a proposed study on cable, broadcast and instructional-TV and their relationships in "broadcast in the public interest." CED hopes to elicit from executives invited to its session comments on the soundness of its planned approach and any suggestions on how the committee may proceed.

Before the study is actually undertaken, officials said, it would be reviewed by CED's program committee and if approval were given, a subcommittee would be formed. The subcommittee, in turn, would commission research on the subject.

A spokesman for CED declined to discuss the proposed project. He said that "it is premature to talk about it at this time."



it would preserve its syndication and CATV enterprises as going concerns and competitors in their respective fields. A spin-off, in providing a new competitive element, is usually regarded as a better way of accomplishing a divestiture than a sale to an entity already in the same field, CBS said.

It noted that the syndication market is now "unduly concentrated in the hands of the larger motion picture company distributors" which, it pointed out, are the petitioners attacking the spin-off of the syndication business.

And in spinning off its CATV operation, rather than selling it to an existing CATV operator, CBS said, it avoids adding to the concentration of control in the CATV field.

## FCC, Justice are in harmony on renewals

### Government files single brief in case pending before appeals court

The government last week filed its brief in the court case in which the FCC's Jan. 15, 1970, policy statement on comparative hearings involving renewal applicants is under challenge. And the most noteworthy aspect of it is that it was *the* government's brief—both the commission and the Department of Justice signed it.

It is customary for Justice to participate with regulatory agencies in appeals cases. But it was an open secret over the past several weeks that Justice had some misgivings about the commission's position and was considering filing a separate brief in the case, which is pending before the U.S. Court of Appeals in Washington.

Principally at issue was the procedural question as to whether the commission exceeded its authority when it adopted a policy statement instead of adopting a rule after going through a rulemaking proceeding in which interested parties would be invited to offer comments. This is one of the issues raised by those seeking review of the policy statement—Citizens Communications Center, a Washington-based public-interest law firm, and Black Efforts for Soul in Television, in one appeal, and, in another, by Hampton Roads Television Corp. and Community Broadcasting of Boston Inc., who have filed applications in competition with renewal applicants in Norfolk, Va., and Boston.

Accordingly, a separate brief by Justice on that point would have complicated the commission's case con-

siderably. However, Justice lawyers were finally persuaded last week that the policy statement fell within the exception from the requirements of the rulemaking section of the Administrative Procedure Act. But, as one commission official acknowledged, it had been "a close thing."

The policy statement declares that in a comparative hearing involving a renewal applicant, the commission will favor the incumbent if he can demonstrate that he has provided "substantial service" to his area and if the station's operation "has not otherwise been characterized by serious deficiencies."

CCC and BEST, who say their objective of improving service to the black community could best be achieved if renewal applicants and new applicants were treated alike in comparative hearings, say the policy statement is unfair to new applicants. So do Hampton Roads and Community Broadcasting.

The commission, however, said that the policy statement is not new but is merely a clarification of existing policy that was made necessary by the industry-wide uproar that followed its decision, in January 1969, to deny WHDH-TV Boston's renewal application and to award the contested channel 5 to a competing applicant. The commission said that case, because of its particular history, was unique.

The same appeals court where the policy statement case is being contested upheld the commission's WHDH-TV decision in November in an opinion the government last week found reason, time and again in its brief, to cite. As to the continuum of policy, for instance, it noted that the court found that the policy statement "in essence carries forward the general policy on renewals..."

And in support of the commission's position that decisional significance should be given to an applicant's previous record, the government noted that the court held that the "expectancies" of a renewal applicant "are provided in order to promote security of tenure and to induce efforts and investment, furthering the public interest..."

The government also disclosed that the commission is considering issuing a notice of inquiry to explore whether "substantial service," as used in the policy statement, can be defined ("CLOSED CIRCUIT," Jan. 18). This was in partial response to the argument that there are no standards for judging such service. The government also said that, for the present, there is considerable agreement on the major program categories usually necessary to meet the public interest. When the commission's interest in issuing an inquiry on defining substantial service was reported last

week, there was some speculation that the proposed inquiry was a ploy being used by the commission to persuade a reluctant Justice Department to sign its brief. However, it is understood that the proposed inquiry was under consideration at the commission staff level before there was any indication that Justice had doubts about the commission's position. And a Justice lawyer last week said that, while the inquiry was "a good thing to do," it was not "decisive" in the department's decision to join the commission in the case.

## FCC policies biased against whites?

### St. Louis group raps 'double standard,' too much black programming

A number of St. Louis-area citizens, including station employees, believe the FCC is applying a "double standard" in its programming and employment policies that leads to discrimination against whites. Moreover, they think it is time whites fought back against the protests blacks have lodged against radio and TV stations.

A petition embodying those complaints was filed with the FCC last week by Eugene R. Powell, an engineer at KSD(AM) St. Louis. The petition was signed by 17 area residents, and although Mr. Powell has not yet signed it himself, he said he is still busy collecting signatures for the petition to be submitted to the commission later. He said "several hundred" employees of area stations and many private citizens have signed the document. And, he added, copies of the petition were sent to congressmen.

The commission's "double standard," he said, is that of encouraging stations to hire blacks and program for blacks and yet allowing all-black stations to exist. It is discrimination against whites, he said.

The petition charged that network and syndicated programming on St. Louis TV stations have become increasingly black-oriented and that there are Negroes in up to 50% of locally produced programs, while this group makes up only about 15% of the area's population. And, the petition said, television news "has become little more than a sounding board for black complaints, threats and demands, while little or no effort has been made to present the views or rebuttal of whites or opposing groups."

The Caucasian and Semitic races are

in the majority, yet the ethnic radio stations in St. Louis—KATZ(AM), KXLW(AM) and KWK(AM)—program entirely for the Negro population, it said. "These stations systematically exclude music by white artists, employ black announcers only, and spew out black racism daily while the other stations in the area are forced to program for all the people," it charged.

Mr. Powell said tentative plans are being made to organize into a formal group those opposed to the commission's policies and to black protests.

In another development, the commission denied a request by the St. Louis chapter of the Congress of Racial Equality for an extension of time to file a petition to deny the renewal applications of KMOX-AM-TV St. Louis. CORE had alleged the stations violated the fairness doctrine in rejecting its request for time to discuss its boycott of the Anheuser-Busch brewery on grounds its hiring practices were discriminatory (BROADCASTING, Jan. 11).

The commission told CORE it "does not normally designate for hearing or defer action on an application for renewal of license on the basis of an alleged fairness doctrine violation. . . ." However, it added, any additional information from CORE on its fairness complaint "will be accorded full consideration."

The vote was 4-to-1 with Commissioner Nicholas Johnson dissenting. Commissioner H. Rex Lee was absent and Commissioner Thomas J. Houser did not participate.

Earlier this month CORE and eight other community organizations filed petitions to deny the license-renewal applications of St. Louis stations KTVI(TV) and WIL(AM). The petitions alleged the stations failed to properly ascertain community needs, failed to serve blacks in their programming and discriminated against blacks in employment (BROADCASTING, Jan. 11).

KTVI last week denied the allegations. "There is no basis, in FCC precedent or principle, for any artificial quota system to be used in surveys of black people," the station said. And, it added, there is no factual basis for the charge that the station cannot cover the problems of St. Louis through its programming or that its past discussion programs discriminated against blacks.

The allegation that KTVI is guilty of discrimination in its news coverage is "patently unfair and utterly without foundation," the station said. It stated that its coverage of the Anheuser-Busch boycott was "certainly ample enough to refute any charge of antiblack bias."

KTVI said it was true that of 14 blacks it has hired since January 1968 only five remain, whereas of 42 whites,

26 remain. This resulted not because of discrimination but because of the "unfortunately higher rate of turnover among the blacks over which KTVI had no control," KTVI said. The station added that it intends to increase its efforts to recruit blacks who will remain employed.

## CATV operator gets OK on N.Y. signals

### But it's also ordered to substitute commercials in test of proposed rule

Bucks County Cable TV Inc., operator of a 1,400-subscriber CATV system in Falls township, Pa., will be the first to experiment with the FCC's proposed commercial-substitution plan.

The commission last week authorized Bucks County to resume for about a year carriage of the distant signals of four New York City independent TV stations and to substitute the commercials of local stations for those of the distant stations.

Last October the commission denied Bucks County's request to continue carrying the signals of New York stations WNEW-TV, WOR-TV, WPIX(TV) and WNDT(TV), finding the cable system in violation of the automatic-stay provisions of its rules. The provision, designed to protect local TV stations, bars CATV systems from providing services to which local stations object until the commission has considered the matter and resolves the case in favor of the systems.

The commission told Bucks County that it could renew its request for experimental operation when it had complied with the rules. Bucks County's request for carriage of the New York signals was opposed by WPHL-TV and WTAF-TV, two of the Philadelphia signals carried by Bucks County.

Bucks County went to court to challenge the constitutionality of the rule and won the first round in federal district court in Philadelphia. However, the commission successfully appealed that decision. Subsequently, the Supreme Court declined to accept the case for review, and left standing the appeals court ruling (BROADCASTING, June 15, Oct. 19, 1970).

Under the commission's commercial-substitution proposal, CATV's in the top-100 markets would be permitted to carry four distant independent signals, plus local signals, on the condition that they delete the commercials from the distant signals and replace them with commercials from local stations. In-

dependent-UHF station commercials would receive top priority, followed by UHF network affiliates and any local station able to show that the carriage of distant signals by the CATV system would hurt the station economically.

The commission said the critical matter for test is whether it is operationally practical to substitute commercials on a number of distant signals over an extended period of time.

Bucks County will be permitted to carry the New York signals until Jan. 1, 1972, provided that no more than 2,200 subscribers are provided with service during the experiment, that commercial switching begin with 30 days, and that Bucks County bear all the costs of commercial switching. In addition, WPHL-TV and WTAF-TV may supply commercial and station identification announcements for insertion by Bucks County into the distant signals; Bucks County must provide monthly progress reports to the commission and the stations involved, and minor alterations in the experimental program must be approved in advance by Bucks County, the FCC's Cable Television Bureau and the licensees of WPHL-TV and WTAF-TV.

The commission noted Bucks County's contention that it has lost over \$200,000 to date, needs about 2,200 subscribers to break even, and will be unable to continue operation if the commission does not act promptly to allow it to restore the New York signals. In authorizing the experiment by a 4-2 vote (Commissioners Nicholas Johnson and Robert Wells dissented and Commissioner Thomas J. Houser did not participate), the commission stressed that Bucks County's situation is unique and that it does not plan on granting similar waivers until its CATV rulemaking proceeding is concluded.

## From 'Born Free' to Doris Day

CBS-TV will pre-empt regular evening programming on Sunday, March 14, beginning at 7 p.m. for three special presentations. Rebroadcast of a feature film, "Born Free," is scheduled for 7-9 p.m., followed by a musical program starring Burt Bacharach and his guests, (9-10 p.m.). Last special is *The Doris Mary Kappelhoff Special*, starring Doris Day and Perry Como (10-11 p.m.).

## 'Gangbusters' revived

Longines Symphonette Society, New York, will be sponsoring the old-time *Gangbusters* radio series on stations in the top 50 markets, starting in February, on behalf of the society's "Golden Years of Radio" albums. The agency is Victor & Richards, New York. Charles Michelson Inc., New York, is arranging station placement of programs.

# Jencks: Leave regulation to FCC

## He says private deals with active minorities can lead to separation instead of unification

Richard W. Jencks, president of CBS/Broadcast Group, is a lawyer by trade. And, as such, he began making the broadcasting industry's case last week against the fast-growing phenomenon of citizen-group activism in broadcasting—or, as he labeled it, "broadcast regulation by private contract."

Mr. Jencks, who was speaking to 100 broadcast-station executives at a broadcasting industry symposium in Washington, noted that the development is an offshoot of the consumerism movement, which he described as, in many ways, typically American—"reformist in its objectives, populist in its rhetoric, intensely pragmatic in its methods." But what troubled him was that it was also "typically American in its excesses"—"sometimes puritanical, usually self-righteous and often, in its concern with ends, careless about means."

Indeed, although no advocate of strong FCC regulation of broadcasting, he said that if there is more that needs being done in the way of regulation, "it would be far more in the public interest for the commission to do these things than to permit them to be done covertly by private groups." Short-circuiting political and social institutions is not the way to improve them, he said.

The private regulation that concerns Mr. Jencks—already at work in a number of cities across the country—involves use of contracts or agreements through which citizens groups obtain from stations changes in their programming, hiring and other practices. The leverage the groups have is the threat of a petition to deny license renewal—or, in the case of the major Capital Cities Broadcasting Corp.-Triangle Publications Inc. station sale, a petition to deny transfer applications. In return for the withdrawal of such a petition, Capcities promised to commit \$1 million to minority-interest programming in three cities where it is acquiring television stations and to give citizens groups in those cities a major voice in how the money is spent (BROADCASTING, Jan. 11).

The FCC looks with favor on citizen group-broadcaster settlements, and is even considering changes in its rules that would provide groups with greater opportunity to negotiate with stations before they file their renewal applications.

But Mr. Jencks sees two principal dangers in the development—one philo-



Mr. Jencks

sophical, the other legal.

"Should the broadcast medium be used as a way of binding its audience together through programming which cuts across racial and cultural lines?" he asked. "Or should it be used as a means of communicating separately with differentiated segments of its audience?"

There seems to be a "strong thread of racial separatism" in the demand that black groups frequently make for "relevant" programming, he said. Yet television, which is "the only remaining mass medium . . . capable of reaching most of the people most of the time" produces programs for a mass audience "for the purpose of uniting that audience in the knowledge of a problem, or in the exposure to an experience, not for the purpose of fragmenting that audience by aiming only at what is deemed 'relevant' by leaders of a single minority group."

And in that connection he said that citizen groups are not concerned with over-all minority rights, only their own. For, if they were to admit the existence of other minorities, he said, the logic of their position would be weakened. When the problem is seen as involving

not only blacks and Spanish-surnamed Americans, for instance, or even two or three other minority groups, "but of 20 or a hundred, the infeasibility of fragmenting station programming in accordance with the proportions of minorities becomes clear." He noted that there are minorities defined by religion, sex, age, occupation, class, political affiliation, geographical location and by state of health or disability.

In discussing the legal implications of the means used by citizen groups to achieve their ends, he noted that Commissioner Nicholas Johnson, in a statement supporting citizen activism in broadcast matters, urged his colleagues on the commission to aid citizen groups in action as "private attorneys general" in forcing stations to do what the FCC is unable or unwilling to do: improve licensee performance."

But should they? Mr. Jencks asked. "Should they police a licensee by means of exploiting the power of that very regulatory agency which is said to be 'unable or unwilling' to do so?" He suggested this was a kind of Old West "vigilantism" which has not found many supporters in recent times.

First, he said, private enforcement is unequal. Private groups "do not act as a public attorney general has to act; the demands they make on a television or radio station are rarely if ever concerned with any constituents other than their own."

Second, private law enforcement is hard to control. "A medium which can be coerced by threat of license contest into making such concessions to black or Spanish-speaking groups can as readily be coerced by a coalition of white ethnic groups"—more so, since in most cities there is and will remain a white majority.

Thus, he saw at the heart of the matter a broad question of public policy—"whether public control of licensee conduct should be supplemented by any form of private control. It is plain that the encouragement of 'private attorneys general' will result to some degree in the evasion of the legal and constitutional restraints which have been placed upon the regulation of broadcasting in this country.

"This," he added, "is precisely why many of those who attack commercial broadcasting and wish to reform it applaud this approach to the control of broadcasting."

Mr. Jencks said he was not suggesting that community groups do not have a proper role. "There remains ample scope for community groups to press both broadcast licensees and the commission for changes and improvements in American broadcasting, without turning over the job of regulation to such



groups."

To a spokesman for Black Efforts for Soul in Television—which has been active in aiding citizens groups around the country in their negotiating agreements with stations—Mr. Jencks's speech carried the message that "we should stay in our place."

But, William Wright said, the message would not be heeded. "Irrespective of what Mr. Jencks might feel is the place for minorities," said Mr. Wright, who heard the speech, "they will continue to press for access to the airwaves."

## Station seizures by women's lib?

They're ultimate threat as feminist gives media one year to shape up

Mrs. Wilma Scott Heide, chairwoman of the board of the National Organization for Women, blasted the media for its failure to "put sex in its place," in a speech delivered last week at the 1971 Broadcast Industry Symposium in Washington.

Mrs. Heide put particular emphasis on broadcasting as she criticized the media for what she said was their discrimination against women.

"I promise you that the media must change," she said. If they do not, some women are threatening to destroy the media, "and they tell me they have the ability to do so," she added.

Broadcasting's alleged discrimination against women in employment and in programming is a denial of women's First Amendment rights, she charged, and NOW intends to work with the American Civil Liberties Union to correct the situation.

Feminists need to "sensitize" all media and the FCC to the problem, she said, and those who are not "educable" in one year should be "fired for incompetence."

Mrs. Heide called on broadcasters to give prime-time news coverage to the women's movement and urged them not to wait for feminist demonstrations to provide that coverage. "We are not ruling out station takeovers," she warned.

She deplored the stereotypes of women in programming and commercials and suggested that broadcasters substitute female for male roles in those areas as a sensitizing exercise. Mrs. Heide said that even *Sesame Street*, produced by Mrs. Joan Ganz Cooney, is "sexist" in its role models and stereotyping. "Mrs. Cooney, a member of NOW, is aware of this but she is under

pressure," Mrs. Heide added.

The equal-time concept, as it applies to the feminist movement, should also be changed, she said, because all programming has presented the pro-male viewpoint.

Mrs. Heide called for equal pay and employment in broadcasting and the establishment of job-training programs for women. There should be a woman vice president at every network and a woman vice president at every station that has such a position, she added.

"Women's liberation is pregnant and overdue, and we intend to deliver it," she vowed.

Mrs. Heide received polite applause at the conclusion of her remarks. But her views apparently rankled some members of her practically all-male audience. At a symposium workshop on minorities and broadcasting that she attended after the luncheon, Richard Hughes, of WPIX(TV) New York, said he understood Mrs. Heide to have been suggesting that women would attempt to "liberate"—that is, take over—station microphones, then added:

"If a liberated feminist tries to take over the microphone at my station, I wouldn't hesitate to belt her in the mouth."

Mrs. Heide said she was not sanctioning such overt action on the part of women, merely reporting "what some angry women have in mind."

And Egmont Sonderling, of the Sonderling Stations, said that, far from being ignored by the broadcasting media, "women's lib is the creation of television: without television, there wouldn't be a women's lib."

## Reedy raps spontaneity loss in news sessions

The televised presidential news conference is continuing to take its lumps as a device that is less than ideally suited to a meaningful and informative exchange between President and newsmen.

Last week, it was George Reedy's turn. The former White House news secretary who served President Johnson, said the televised news conference, with its several hundred reporters clamoring for an opportunity to ask their questions, has "become something of a show." But even more, he said it has become so "institutionalized" as to have lost the "life" and spontaneity presidential news conferences had in the days when 15 or 20 reporters would crowd around President Roosevelt's desk, firing questions.

Mr. Reedy, who was banquet speaker at a broadcasting industry symposium in Washington, thus voiced the same kind of objections the White House

Correspondents Association expressed earlier in a memorandum to President Nixon (BROADCASTING, Jan. 18). The correspondents' memorandum was in response to an invitation from the President to offer suggestions as to how his meetings with reporters might be improved.

And Mr. Reedy's suggestion was similar to the White House correspondents'. He proposed three "informal conferences a month without the television cameras, with reporters called in on a catch-as-catch-can basis." Once a month, the President would be subjected to questioning in a one-hour televised news conference. The formal news conferences, held on a nonscheduled basis run about 30 minutes. But Mr. Reedy said the additional half hour would permit reporters to ask "nagging questions that will bring out the character of the President."

He predicted that the objection the White House would make to his suggestion is that it would impose an intolerable burden of preparation on the President. But Mr. Reedy said he did not think "any President" needs to prepare for days in advance of a news conference.

His plan, Mr. Reedy said, would "get rid of the formality" he feels is imbedded in the present system, and "convince the people that their Presidents are not actors but people prepared to lead the government."


Mr. Reedy was not the only analyst at work last week on the question of the President and the news media. CBS commentator Eric Sevareid, in an article in *The New York Times* on Thursday, suggested that the degree to which any format is productive of information depends "almost entirely upon the temperament and self-confidence of the man in the White House." The more self-confidence, "the more often he will schedule these transactions."

Mr. Sevareid also offered a defense of the televised hour-long *Conversation with the President*, in which he participated, two weeks ago (BROADCASTING, Jan. 18). The questioning has been criticized as "soft" and unproductive. Even Mr. Reedy, in his remarks last week, said such conversations are "totally inadequate" as a substitute for news conferences. "The normal dominance that the President has over a press conference is multiplied many times," he said.

Mr. Sevareid said the "miniature news conference" made news and provided insights into the President's mind, methods and purposes on a number of issues. If it had not accomplished those things, he said, "the most serious of our newspapers would not have spent a full week repeating and analyzing the President's responses."


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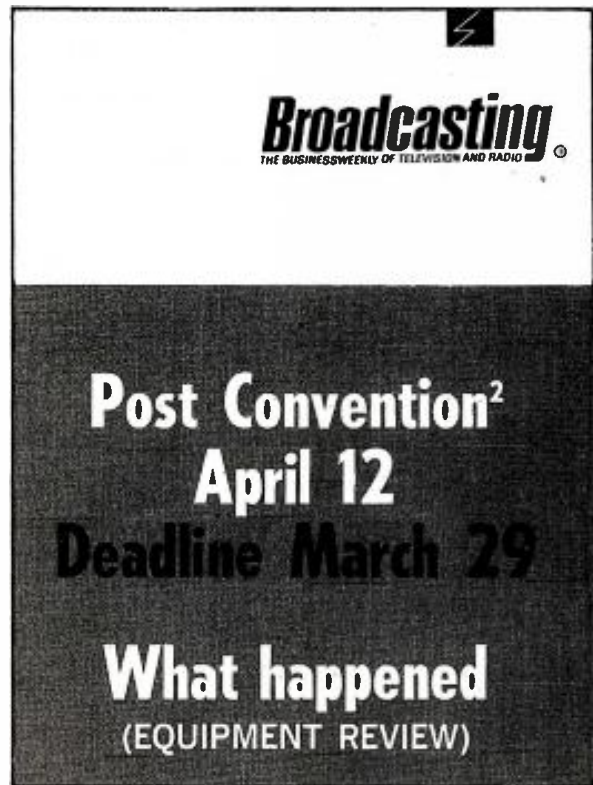
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# What are TV goals for 1980's?

## McGannon repeats call for committee to set policy; warns hour is 'late'

Donald H. McGannon, no happier with the quality of television programing in 1971 than he was in 1970, last week again proposed that television be provided with "greater perspective" and an "enlightened objective" of where society wants it to be in the 1980's. He suggested establishment of national policy, or goals and objectives, to be drafted by a blue-ribbon committee of educators, social scientists, creative programers and managers from within and outside the industry and community representatives—all brought together by the FCC.

When the Westinghouse Broadcasting Co. president first advanced the idea, last year (BROADCASTING, March 16, 1970), it generated considerable controversy, with some critics reading it as a call to broadcasters to surrender some of their responsibilities for program and commercial practices to outsiders and to government. So Mr. McGannon, a speaker at a broadcast industry symposium on Wednesday (Jan. 20) sought to clarify and expand on his idea.

Outsiders must be included, he said, because television "does not operate in a vacuum." Because television has such

powerful influence on those who watch it, the people affected "have a right to some say in the ultimate goal of the communications industry."

But, he added, the industry would not be controlled by the committee. "On the contrary, we would be free to be more innovative and more enterprising, for there would be little doubt in a licensee's mind as to what is expected of him."

As for the FCC, its rule would be supportive only—to support and encourage broadcasters "to achieve their potential in varied ways," he said.

He also stressed that the effort to achieve for the industry "greater perspective" and "an enlightened objective" of where society wants it to be in 10 years "must be made within the existing socio-political structure of the American system." It cannot be made, he added, "as some would suggest, by destroying this structure and substituting a vague and unpredictable and probably unqualified alternative."

But, he said, the hour for changing the direction of telecommunications in America "is indeed late." He said the system has assumed a form, rigidity and

succeeding William R. James, who is returning to WJR(AM) Detroit as general manager. The station belongs to Capital Cities Broadcasting, of which Fairchild is a subsidiary.

Mr. Myers has accepted the post of vice president—press and public relations, Loew's Corp., New York, effective Feb. 1.

Mr. Burleson has formed Burleson Associates Inc. in Washington, an engineering, facility planning and consulting service for broadcasters, with Metromedia as his main client (BROADCASTING, Jan. 18).

Mr. Fritchen may remain with Metromedia until June or leave sooner if he desires.

Mr. Myers and Mr. Burleson had the same option but elected to leave. These three corporate positions will not be filled.

## Four VP's lose jobs in Metromedia cutback

As part of a continuous effort to give increased autonomy to its divisions and to reduce operating costs, Metromedia Inc. has eliminated or will phase out four of its top corporate positions in New York.

In the change-over, officials departing from Metromedia are John B. Sias, group vice president for television; Merrill (Tad) Myers, corporate vice president in charge of public relations; Dean Fritchen, vice president, marketing; and Malcolm (Mac) Burleson, corporate vice president for engineering and facilities.

Metromedia sources said Mr. Sias resigned his post, but the vacancy will not be filled. Mr. Sias will join Fairchild Publications on Feb. 1 as president,



Mr. Burleson



Mr. Fritchen



Mr. Myers



Mr. Sias

momentum difficult to change, influence or alter at this point in history.

In establishing national goals, he said, the special committee would have to deal with such basic questions as whether there is still sufficient validity to the concepts of American television as enunciated in the FCC's television-allocation policy; what is the proper balance between network and station operations and what is the appropriate degree of relevancy between station and network programing and the needs and interests of people.

But Mr. McGannon also said the industry cannot wait until it can realize its great hopes to achieve some progress. It could take a number of small steps which would contribute to greater broadcasting service in the new decade—among them, a series of reexaminations of broadcasting's policies and practices, of "the escalating clutter that is sapping the impact and strength of our advertisers' messages," and "of the further expansion of news and information programs to background, clarify and make understandable news items and headlines."

As he did last year, when he originally put forth his proposal, at a meeting with the FCC on his complaint about the commercial practices of NBC and CBS, Mr. McGannon asserted that television programing has fallen "out of step with American reality." He said "the social crises of the 1960's outstripped television's ability to keep up with the swiftly changing world—the succession of assassinations of national leaders, the emerging civil-rights struggle of blacks, the riots and disorders of campuses and in the ghettos."

To those who would argue that those developments were well covered in television news, he conceded that they were. But, in general, he said, "television programing of the 1960's became progressively tired and tiring entertainment irrelevant to the times."

"I think the time—indeed, is past due—for the great instruments of broadcasting to do more than report and explain problems," Mr. McGannon said. "Radio and television must help solve problems."

## NCTA chief encourages local cable origination

Donald C. Taverner, president of the National Cable Television Association, views as a "questionable gift" a proposal the FCC is considering that would delay if not eliminate the requirement that CATV systems with more than 3,500 subscribers begin originating programing.

The commission proposal, which would be in the form of a policy state-

ment, would put the agency on record as inviting systems concerned about the financial burdens of cablecasting to file for waiver of the rule, which becomes effective April 1 ("Closed Circuit," Jan. 18). The commission would permit those that file to delay cablecasting until a decision is made, and it would process requests from the largest firms first.

Mr. Taverner, a participant in a workshop on CATV at a broadcasting industry symposium in Washington last week, said he would "encourage" members of NCTA to originate programing. He conceded that "origination will take a few enlightened guys to drop a buck or two," but he predicted a "big movement" into it by CATV operators.

Alan Novak, who was staff director of the task force that studied national communications policy for President Johnson, was less sanguine about such CATV activity. Origination, he said, "is not economic; it is not going to make money."

But Mr. Taverner was not persuaded. "The guys can make money," he said, carrying local sports and selling time to small retail outlets that cannot afford television. He saw CATV, in its cablecasting, as "the weekly newspaper" in

relation to the daily newspaper.

Mr. Taverner's comments caught some observers by surprise, in view of the NCTA position on the cablecasting issue. It has consistently maintained—most recently within the past two months, in supporting a petition filed by the California Community Television Association—that systems with fewer than 10,000 subscribers should not be compelled to originate programing.

## Monroe raps federal meddling in the media

"Is television a free element of a free press?" asked William B. Monroe, Washington editor of NBC-TV's *Today*. "No sir, it is not," replied the same Mr. Monroe, as he alerted the 13th annual television-award dinner given in Omaha by KMTV(TV) to the creeping dangers of government encroachment on the electronic news media.

"At a time when most of the people of this country have come to rely on television as their primary source of news," Mr. Monroe asserted, "we're allowing the government to nudge and prod and push television steadily toward a role, not of independence, but

of subservience to government. . . . I have a strong feeling that, if the government succeeds in making television a captive medium, if the nation accepts the principle of government influence on television news and programing, then Washington will begin to locate the levers and mechanisms by which it can start easing the printed press in the same direction."

Reminding his audience last Monday (Jan. 18) that television "is particularly vulnerable to having its freedom chipped away" because of the licensing requirement, Mr. Monroe observed ". . . the power to license can be expanded to the power to control, and government is steadily expanding the areas in which it is telling television newsmen how to edit their programs." He added that the government does not tell a newspaper what it must do.

"The government, as a referee of news coverage, is a concept directly alien to the concept of a free press," said Mr. Monroe.

Mr. Monroe also warned of "over-regulation of the people's airwaves" resulting in regulations that serve the politicians and not the people. As an example, he recalled how presidential debates in 1968 were prevented by failure

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of Mr. Nixon and Vice President Humphrey to get their congressional supporters to waive the rule requiring inclusion in any debate of all fringe candidates. "But they didn't do it," noted Mr. Monroe, "and the public never realized they were deprived of the chance to see such a debate by the deliberate inaction of the candidates themselves. . . ."

"These are examples of how . . . the FCC's meddling with the electronic media produces negative results," Mr. Monroe said.

Each year KMTV honors a local citizen at a special banquet.

## S.C. publisher buys two more TV stations

The new broadcasting arm of State-Record Publishing Inc., Columbia, S.C., has agreed to purchase two more television stations, KCBQ-TV Lubbock, Tex., and KSWs-TV Roswell, N.M., for approximately \$6 million.

Three months ago, State-Record announced its intent to buy WUSN-TV (channel 2) Charleston, S.C., from Reeves Telecom, New York, for approximately \$2 million ("Closed Circuit," Oct. 12, 1970). Both acquisitions are subject to FCC approval.

State-Record's new broadcasting prop-

erties will be licensed under the name State Telecasting Inc. W. Frank Harden, formerly vice president and general manager of WIS(AM) Columbia, S.C., is president and chief operations officer: Ben R. Morris is chairman of the board and chief executive officer for State Telecasting.

State-Record publishes the *State* and the *Columbia Record*, both Columbia, S.C., and owns the State Printing Co. and Bestway Express, a common carrier.

The Lubbock facility operates on channel 11 and is the NBC-TV affiliate there with 316-kw visual power and an antenna 760 feet above average terrain. Its satellite, KSWs-TV, is on channel 8 with 316-kw visual power and an antenna 1,760 feet above average.

The present licensee of the stations is Bryant Radio and TV Inc., licensee of KCBQ(AM) which is not involved in the purchase agreement. Bryant is controlled by Mary Lee Bryant who votes the 65% of stock owned by Caprock Broadcasting Co.

## Fire blacks out D.C. stations

Most of the radio and TV stations in Washington offered equipment and manpower aid last week when a fire that started from a portable space

heater in the basement of WWDC-AM-FM Washington knocked both stations off the air for several hours. The fire, which had been going for about an hour when discovered at 3:30 a.m. Tuesday (Jan. 19), occurred in the area where the main AC current comes in and where transmission lines for FM go through. WWDC(AM) resumed broadcasting about five hours later: FM about 14 hours later. Damage was estimated at \$10,000, including destruction of a \$5,000 printing press.

## Changing Hands

### Announced:

The following sales were reported last week subject to FCC approval:

■ KCBQ-TV Lubbock, Tex., and satellite KSWs-TV Roswell, N.M.: Sold by Mary Lee Bryant and others to State Telecasting Inc. for \$6 million (see story this page).

■ WKBH(AM) La Crosse, Wis.: Sold by Lee Enterprises and others to Mid-West Family Stations for approximately \$540,000. Sellers are Howard Dahl, Kenneth Dahl, Catherine Dahl Wook, Dorothy Dahl Kranick, W. T. Burgess, Ray Ping and group broadcaster and publisher Lee Enterprises, whose stock is voted by Mr. Burgess. Mr. Burgess is publisher of the *La Crosse Tribune*. Buyers are William R. Walker, Joseph D. Mackin and Philip Fisher. Mid-West Family includes: WISM-AM-FM Madison, WBEV-AM-FM Beaver Dam, WOSH-AM-FM Oshkosh, all Wisconsin; WSJM-AM-FM Saint Joseph-Benton Harbor, WITL-AM-FM Lansing, both Michigan, and WYFE(AM) Rockford, Ill. WKBH is full time on 1410 khz with 5 kw.

### Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 55).

■ WINR(AM) Binghamton, N.Y.: Sold by Gannett Co. to Peggy Stone Gilbert for \$307,000. Paul Miller is president of Gannett. Gannett also owns WHEC-AM-FM-TV Rochester, N.Y., and WDAN-AM-FM Danville, Ill., and is publisher of *Binghamton (N.Y.) Press* and various other newspapers. Mrs. Gilbert formerly held interest in Stone Representatives Inc., before firm merged into H-R Representatives of New York, radio rep firm, and is now vice chairman of the board of H-R. WINR is on 680 khz with 1 kw daytime and 500 w night.

■ KCTV(TV) San Angelo, Tex.: Sold by Houston M. and Edward H. Harte, Bruce B. Meador and others to T. B. Lanford for \$250,000. Messrs. H. Harte, E. Harte and Meador all have



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interests in KENS-TV San Antonio, Tex. Houston Harte is publisher of *San Angelo Standard-Times* and *Evening Standard*. Mr. Lanford owns KALB-AM-FM Alexandria, KRMD-AM-FM Shreveport and 51% of KALB-TV Alexandria, all Louisiana; 13.8% of KKTU(TV) Colorado Springs-Pueblo, Colo.; 11% of WSLI-AM-FM and 13.8% of WJTV(TV) (ch. 12) Jackson, Miss.; 74% of both WYOU(AM) Tampa and of WZST(AM) Leesburg, both Florida. Mr. Lanford also owns several equipment manufacturing companies and has interests in tobacco distribution and oil and water drilling. KCTV operates on channel 8 with 25.1 kw visual power and an antenna 443 feet above average terrain.

■ KGLN(AM) Glenwood Springs, Colo.: Sold by Jerry and Marcie Fitch to Jack E. Warkentin and others for \$200,000. Mr. and Mrs. Fitch own KDGO(AM) Durango, Colo. Mr. Warkentin has interests in ranch land and office supplies stores in Oklahoma. KGLN is a daytimer on 980 khz with 1 kw.

## Foreign-study grants offered third time by CPB

The Corp. for Public Broadcasting is, for the third year offering four \$15,000 fellowships to noncommercial broadcasters for one year's study with foreign broadcasting organizations.

As before two of the grants are in radio and two in television. Final arrangements have not been made, but the radio fellows will probably be studying with the Finnish Broadcasting Co. in Helsinki and NHK in Tokyo. One of the television fellowships again will be with BBC Television in London and the other with several broadcast organizations in South America.

The fellowships are open to professionals involved in noncommercial broadcasting with at least three years' experience in production. A requirement for the South American fellowship is that the applicant speak fluent Spanish.

## Cowles agrees to halt subscription selling

Cowles Communications Inc., New York-based multiple-station owner and publisher, and five of its subsidiaries agreed last week to accept a permanent court injunction barring the subsidiaries from using allegedly fraudulent and deceptive practices in soliciting magazine subscriptions.

The five subsidiaries, Home Reference Library Inc., Home Readers Service Inc., Mutual Readers League Inc., Civic Reading Club Inc., and Educational Book Club Inc., pleaded no con-

test to criminal charges of mail fraud and were fined a total of \$50,000. The actions in the U.S. District Court in Des Moines, Iowa, were announced in Washington by Attorney General John N. Mitchell.

While the parent company was not named in the criminal information, its subsidiaries were charged with engaging in fraudulent and deceptive subscription practices for more than five years.

The Justice Department said agreement by Cowles and its subsidiaries to the court order and payment of the fines settles the case.

## Employment service in N.Y.

The New York State Broadcasters Association, Albany, N.Y., is establishing a placement service for qualified persons interested in broadcasting. C. Glover DeLaney, vice president and general manager, WHEC-TV Rochester, N.Y., announced last week. The service is available immediately to all persons with training or experience who seek positions in radio or television stations in New York state, Mr. DeLaney said. Applicants can register at the Broadcaster's Executive Office, 980 New Loudon Road, Latham, N.Y., either by mail or in person.

## More CATV airings in Chicago

A further hearing on cable-television franchises for Chicago has been scheduled there tomorrow (Jan. 26) by the city council finance subcommittee. The proceeding has been underway for some months and the session is another opportunity for the many applicants and other parties to present revised petitions or additional information. Meanwhile, the Illinois commerce commission will open its broad CATV probe in Chicago Friday (Jan. 29) (BROADCASTING, Jan. 11).

## Survey service offered

A California consulting firm is making available a "do-it-yourself audience survey kit" to TV stations and CATV systems. Warren L. Wade, president of Wade Media Consultants, Los Altos, said the service makes up questionnaires. The client can then send them out to a target audience. Returns are forwarded to Wade Media for analysis within two weeks. The kit enables each station to tailor make the survey according to its information requirements and its budget. Further information can be obtained from Wade Media consultant at 762 Filip Road, Los Altos, Calif. 94022.

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**BROKERS OF RADIO, TV, CATV & NEWSPAPER PROPERTIES / APPRAISALS / FINANCING**

## A formula for boosting radio billings

Major buyers say advertisers now out of radio could be sold by study proving its effectiveness

Radio in the seventies has lots of muscle, but its re-emergence as a dominant advertising medium is being held back by a serious credibility or communications gap between it and national advertisers.

This theme was expressed bluntly last week—and backed up in depth with agency research—by an executive whose agency bills heavily in radio.

The buyer calling for more missionary work among national advertisers and their agencies was Blair Vedder, executive vice president and director of the Chicago division of Needham, Harper & Steers. His platform was the radio commercials workshop held in New York Jan. 19 by the International Radio & Television Society where he was keynote speaker.

Radio-advertising success stories, advice on specific problems, a lively panel on live delivery of commercial copy and a Radio Advertising Bureau presentation pointing up the versatility inherent in radio advertising were other workshop highlights.

Mr. Vedder's presentation amplified a theme he sounded in a "Monday Memo" prepared for BROADCASTING's issue of Dec. 14, 1970. It detailed results of Needham's survey of agency and advertiser attitudes toward radio, coupled with Mr. Vedder's advocacy of a major study that would compare the effectiveness of radio with other media, particularly TV.

Though the survey, as presented by Mr. Vedder last week, found several weak spots in attitudes toward radio, it gave a resounding vote of confidence in the medium as an advertising vehicle. Moreover, most respondents thought they would increase (56%) or maintain (36%) current radio budgets and only 6% suggested a decline.

Radio also scored high in dollar effectiveness ratings (in terms of building awareness, creating favorable attitudes and generating sales) and most respondents (63%) said they thought the quality of radio advertising had improved in recent years.

Mr. Vedder told his audience of over 220 executives, representing advertisers, agencies and broadcasters, that he had



Mr. Vedder

a "blunt" question to ask: "What's holding up radio's second coming?"

He noted that by 1970 "the list of national blue-chip advertisers using radio had become quite impressive. It included names like General Motors, Ford, Colgate-Palmolive, Sterling Drug, Plough Inc., Kraft and American Home Products."

But, Mr. Vedder said, none of these companies uses radio as a primary medium, "and the list of big TV advertisers who put little or no money at all in radio is equally impressive: Procter & Gamble, General Foods, Gillette, Miles Laboratories and Lever Brothers—some of the main supporters of radio in the pre-television era."

He said that among national advertisers "there is a curious ambivalence toward today's radio," even though radio has always had strong "credentials" as a sales-producing medium among local retail advertisers. The ambivalence, he said, was borne out in the NH&S survey.

His agency's survey, Mr. Vedder said, indicated that the key problems for radio at the national advertiser level could be summed up as: "Making radio easier to buy, improving the creative product and demonstrating the effectiveness of radio as a selling

medium."

While these problems "cannot be solved overnight," Mr. Vedder said, "neither are they insurmountable.

"What it takes is for you and me to become a little more like the famous person in radio—the masked man and the white horse—and learn to shoot silver bullets and fewer blanks."

The NH&S survey covered advertising managers of the top-125 national advertisers and the media directors of agencies ranging from large to middle size. Respondents were made up of 49 advertising managers and 83 media directors and in this latter group, 35 work for agencies billing more than \$25 million and 48 for agencies under \$25 million. As a further qualifying measure, Mr. Vedder's agency found almost half of the respondents allocated 10% or more of their total billings to radio.

Of the many advantages listed for radio as an advertising medium, the most frequently mentioned ones in order of ranking were frequency, low cost and cost-per-thousand, ability to reach specific audience, flexibility, selectivity and immediacy and timeliness.

Disadvantages, similarly scaled according to the frequency of mentions, were no visuals or product demonstrations ("in other words," said Mr. Ved-

der, "one of radio's main disadvantages is that it isn't television"), low reach, poor audience research, great number of stations make radio hard to buy, expensive to obtain reach and poor creative effort.

■ As to pretesting of radio commercials, 37% of respondents said they did no pretesting, only 17% said they test more than half of their commercials. Also, 17% thought that radio commercial-testing methods had improved while 46% thought they had not improved (a substantial percentage, 37%, answered that they did not know). Mr. Vedder said this result made it appear that this was an area for concern by agency and advertising research people.

■ Only 7% said they thought post-testing of commercials (in measuring effectiveness) had been successful, while 52% said they had been somewhat successful and 38% said they had not been too successful.

■ Of suggestions asked as to what the industry ought to be doing to demonstrate the effectiveness of radio as an advertising medium, the suggestions most often made were in the following order: Provide case histories and success stories, do more research, provide better audience data and conduct comparison studies with other media.

Mr. Vedder thought it significant that most respondents predicted an increase in radio budgets. And, he said, "interestingly, agency media directors were somewhat more likely to forecast an increase than company advertising managers. Respondents with radio budgets of 10%, verifying that those that are using radio do believe it's working for them."

The survey asked for ratings of media with this question: "Assuming equally good creative executions, how would you rate the 'effectiveness per dollar' of radio, television, magazines and newspapers in terms of building awareness, creating favorable attitudes and generating sales?"

Television was rated most effective on all three criteria and particularly so in creating awareness. Radio, however, ranked second to TV for creating awareness and generating sales, and third behind TV and magazines in creating favorable attitudes.

A table shown to the audience contained figures or ratings of the four media transposed to a 100-point scale ranging from not-at-all-effective to extremely effective:

	Creating Awareness	Creating Favorable Attitudes	Generating Sales
Radio	75.0	68.8	75.6
Television	92.4	86.0	87.0
Magazines	69.2	79.0	69.8
Newspapers	64.6	61.6	71.2

Mr. Vedder said the table "reflects

total answers to this question. As you might expect, respondents with larger radio budgets rated radio more effective in all categories than those with smaller radio budgets, which simply means that our panel tends to put its mouth where its money is."

With all this going for radio, Mr. Vedder asked rhetorically, why the medium did not come up with the results and obtain a bigger share of all national advertising—he pointed out that radio spot and network account for only \$415 million of more than \$6.5 billion in national advertising expenditures.

In this area, Mr. Vedder proceeded to outline how in the survey respondents positioned radio "as appropriate or not appropriate" under a variety of circumstances. He said that while the response may be enlightening, it was somewhat disturbing—especially, he thought, to station owners—but, he added, it also represented attitudes "I think must be challenged."

By way of challenge, Mr. Vedder played a series of radio commercials which he said countered each of the panel's attitudes.

The commercial and the attitude challenged: State Farm Insurance-Al Capp "electric car" spot which showed it was possible to obtain a high degree of reach with radio, as counter to the attitude that "radio is more appropriate for obtaining frequency than reach": World Book spot aimed at mothers of school children between the fourth and 10th grades but heard on three radio networks in a successful campaign last summer, as opposed to a panel position that radio was "more appropriate for products with broad appeal than for products with narrow appeal."

Still others: V-8 radio campaign that counters the panel's advice that radio is more appropriate when used in com-

ination with other media than when used alone: Mallory "spaceclock" campaign for a new product as against the belief held by the panel that radio is considerably more appropriate for established products than for new ones; Household Finance use of radio (first ran 18 years ago) that has established credibility and generated thrust as against the panel position that radio is more appropriate for creating awareness than for changing attitudes; Morton salt spot that is limited in competitive claims as counter to respondents' belief that radio is more appropriate for products with strong competitive advantages than for products with no such attributes.

Also, a commercial for McDonalds Food chains that treats the complex question of why people eat out as opposed to the panel's dictum that radio would appear much more appropriate for products with simple sales appeals.

Mr. Vedder noted that suggestions had been made in the past that radio stations combine with others who offer similar marketing values and "create ready-made target audience opportunities that the national advertiser cannot ignore.

"Networks and magazines," he said, "offer bulk media with some degree of selectivity and ease of purchase. If radio can find a means of packaging its product and begin market-segmented selling at less than the national level, I think the response will be very positive."

He said the national advertiser would welcome a chance to buy "guaranteed" quantities of a "clearly defined" audience to match his market requirements.

In his suggestion that a study be conducted to measure the effectiveness of radio against other media, particularly TV, Mr. Vedder pointed to the General Foods study made last spring

asking for an explanation or justification of the claims made. If an answer is not forthcoming or proves unsatisfactory, the matter could be pursued with the FTC or another federal agency.

The students engaged in the project are not paid for their participation and the operation is not significantly funded by any group or individual.

Mr. Elman said he had discussed the project with Robert Pitofsky, head of the FTC's Bureau of Consumer Protection, who indicated that the project "could be useful" to the commission insofar as it augmented the agency's limited broadcast-monitoring activities.

The project will be reviewed in a month or two to determine whether it should be "organized more formally," according to Mr. Elman.

## Ex-FTC commissioner heads 'Operation Truth'

A group of first-year law students at Georgetown University in Washington is monitoring TV commercials for questionable or possibly misleading claims in an experimental project called "Operation Truth," organized by former Federal Trade Commissioner Philip Elman.

Mr. Elman—now a part-time professor of law at the university—said the project is an extracurricular activity run by the students, principally those interested in "public-interest lawyering," and directed by a student coordinator.

When a spot considered to be deceptive is viewed, a letter is sent to the manufacturer of the product in question



measuring TV and three magazines.

Radio, he said, "needs a General Foods," a "major TV advertiser who is willing to participate with the industry in an effectiveness comparison test between radio and TV."

Among the many ways this could be handled, Mr. Vedder cited two: in one, he said, TV advertising for a product might be cut out of the test markets for a period of time and replaced with radio advertising and sales results then measured against a matched group of test markets in which the same dollars are spent on TV. Another, he said, would be a multi-line company that conducted a test of two comparable products, using TV nationally for one and switching to radio for the other.

In another workshop feature, Robert Alter, RAB executive vice president, offered a presentation illustrating a variety of different approaches in radio.

He pointed up ecology and consumerism as areas in which the use of radio is increasing, and as an example played a radio spot of Standard Oil Co. (New Jersey).

Other areas and spots played: use of humor in consumerism (W. A. Baum's commercial); creating excitement in a tie-in commercial as conveyed in Chrysler-Plymouth spots; youth appeal; emphasis on copy points (service and

sophistication as given in a United Airline spot); the creative approach in using humor, as in a Forest Lawn cemetery commercial.

Mr. Alter also described a campaign by Barney's men's clothing store in New York using radio to buttress and emphasize a campaign running also in newspapers and in TV, but noted that 66% of the customers questioned named radio as the source of information about the sale as opposed to 33% who identified newspapers and 1% TV—though radio and newspapers received about the same budget and TV less.

The workshop audience also heard Sid Wolishin, partner in Gavin & Wolishin Inc., New York, radio production firm, outline the contributions an outside production organization can make to an advertising agency's creative plan, and William Palmer, senior vice president and associate creative director, BBDO, New York, describe the approaches taken by the agency to keep Schaefer beer's theme—"Schaefer is the one beer to have when you're having more than one"—memorable and fresh after nine years on the air.

Mr. Palmer said the jingle has been made as a march and a waltz, in swing and in Dixieland and with male choruses, female soloists, little combos

and big bands. In recent years, Schaefer has conducted a talent hunt among performers, who send in tapes of their versions of the jingle and, according to Mr. Palmer, the change of pace has been highly effective.

Allen S. Kalish, president of Kalish & Rice Inc., Philadelphia advertising agency, acknowledged that it is difficult to know which commercials of a series for a client can prove to be effective in generating sales. He played three commercials for the Terminex Co. (termite control), consisting of a humorous spot made by Stan Freberg; a "meat-and-potatoes" jingle that simply said "Terminex for termites" and one that was a combination of the other two. In most markets, the simple commercial proved to be the most sales-worthy, but he said clients often want to have commercials that are considered creative in their portfolio for operating purposes.

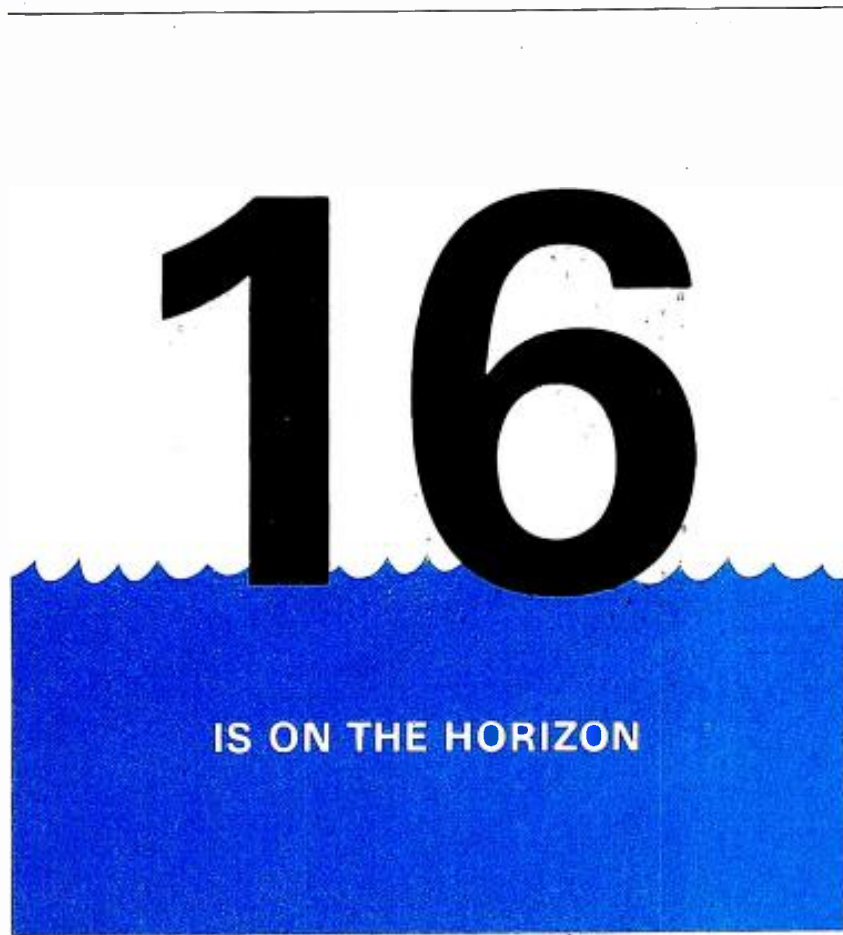
Mike Greenberger, vice president, Gilbert Advertising Agency Inc., New York, reported that on behalf of Renault automobiles, the agency decided to shift its emphasis from national print to national radio to build showroom traffic. The agency decided on a radio-saturation campaign in Los Angeles, San Francisco, Chicago and New York as a test, and a key to the effort was the give-away of a camera to attract prospective buyers to the showrooms. He said sales of Renault cars grew by 12% in 1970 over 1969 and the company is expanding its market coverage this year on both a national spot and local basis.

A peppery and brief panel featuring three New York AM stations on-air personalities considered live delivery of commercial copy.

Barry Farber of WOR New York proposed that sponsors give special care—and feeding ("why not ask the radio man who is delivering your copy to a lunch?")—to show on-air talent that they care. The result, he indicated, has to be better delivery and more attention to the advertiser's broadcast message. At the same time, he said, the sponsor should seek out a personality who is "willing to give something of himself" in a reading and who can add a "little extra" to the delivery.

Dan Ingram of WABC New York warned copywriters of the "pronoun problem" (commercials should be delivered on a "one-to-one" basis of reader and listener) and warned against pitfalls such as too many clichés, failure to write for conversation, making copy complex by crowding in too many prices, figures or flowery phrases.

For example, he said, "what is really meant by 'the store that cares'—corporate passion? There just ain't no person called 'ladies,' a term that violates the



relationship of one-to-one.

"What is meant by 'we hope to see a lot of you'? To come into the store in the nude? and the expression 'avail yourself.' That has an insidious meaning."

Herb Oscar Anderson of WHN New York said it was basic that advertisers

and agencies who use radio "believe in radio" and not merely give lip service to its use. He said no other medium "has the power that radio has, if it is used correctly." Radio professionals, he said, are "happy when an advertiser says he has a problem, a sales problem."

Addressing advertisers, he asked,

"What are your don'ts? and what are the results wanted, so we can carry them through?" Since radio has a personal impact that reinforces its selling power, Mr. Anderson said, the sponsor's attitude should be: "Here is my product, you sell it—to the housewife or to the man in the car."

## Blanket political-spending limits asked

### 'Honest Elections Reform Act' unveiled by senators would curb over-all media expenditures

Scheduled for introduction today—possibly as the first Senate bill of the new 92d Congress—is the "Honest Elections Reform Act of 1971," co-sponsored by Senators Mike Gravel (D-Alaska) and James B. Pearson (R-Kan.).

The measure, which was introduced in identical form in the House last Thursday (Jan. 21) by Representative Spark Matsunaga (D-Hawaii), limits campaign spending in both primaries and general elections in broadcasting, billboards, newspapers, magazines, and other periodical publications to 10 cents per number of voters registered in a candidate's district, or \$40,000, whichever is greater. The bill applies to candidates for the Presidency, Vice Presidency and Congress.

The bill would also require stations and networks to provide free radio-TV time to presidential and vice-presidential candidates in half-hour segments according to a formula involving major, minor and splinter political parties, to be administered by the FCC. Section 315 of the Communications Act (equal-time provisions) would not apply to these broadcasts.

However, the section would be amended to provide that, in the case of paid time, "charges made for the use of any broadcasting station by any legally qualified candidate for public office shall not exceed the lowest unit charge of the station for the same amount of time in the same time period."

Other provisions of the bill include:

- A 50% tax credit would be given on political contributions of \$50 or less, or, alternatively, a tax deduction not exceeding \$100.

- Free time provided for presidential and vice presidential candidates must involve "the live appearance of the candidate and the format must be one intended to promote political discussion, illuminate campaign issues, and give the public insight into the abilities and personal qualities of the candidate."



Senator Pearson



Senator Gravel

- The FCC would be required to study and report to the Congress within a year ways to provide free time in television and radio for candidates for the U.S. Congress and state and local offices in both primary and general elections.

- A five-man, bipartisan Federal Elections Commission, appointed by the President with the advice and consent of the Senate, would be created to oversee compliance with election laws.

- Every political committee would be required to have a chairman and treasurer, without whose sanction no expenditure would be made. The treasurer is required to make periodic reports on committee collections and disbursements.

- All persons making contributions or expenditures other than by contribution to a political committee or candidate of \$100 or more would be required to file reports with the election

commission, which would have among its other duties the wide public dissemination of financial reports filed by committees and candidates.

- Candidates would also be required to file reports of their receipts and expenditures exceeding \$100.

In a news conference last Wednesday (Jan. 20) to announce the introduction of their bill, Senators Gravel and Pearson said they hope the measure "would go a long way toward meeting many of the evils that exist in our political system today and thus should do much to restore the faith in our electoral process and governmental institutions that has been so noticeably shaken in recent years . . . While we are not wedded to every comma or semicolon of this proposal, but are advancing it to invite comment and criticism, its thrust is to restore the full competition of earlier days and to restructure the process by which campaigns for public office are

financed and recorded . . ."

Mr. Gravel, who said he would push for committee hearings on the measure "within 45 days," said he felt the bill "in large measure" answered the objections spelled out by President Nixon last November when he vetoed the political broadcasting bill (S.3637) (Broadcasting, Nov. 30, 1970).

A second bill, "The Honest Elections Finance Act of 1971," will be introduced separately by Senator Gravel. The bill provides for creation of a Presidential Election Campaign Fund and a Congressional Election Campaign Fund by direct Treasury Department appropriation. Funds would be distributed to both major and minor-party candidates by a formula based on the number of votes cast for the office.

Present at the news conference last week were representatives of the citizens' lobbying group, Common Cause, and the Committee for a More Effective Congress. While both groups support the thrust and intent of the Gravel-Pearson proposals, CMEC's Russell Hemenway said the committee had some reservations about some of the bill's particulars. He added that he was confident that some form of campaign spending reform would be enacted this year providing at the minimum for complete financing disclosure by candidates and a reduction in the cost of televised political advertising.

Aides to Senator Hugh Scott (R-Pa.), re-elected last week to the post of Senate minority leader, said the senator's promised alternative to last year's political broadcasting bill would be introduced "in a couple of weeks." They said the proposed legislation, which has become known as "the administration's" campaign-spending reform bill, would involve a comprehensive package of proposals affecting both broadcast and nonbroadcast media spending. One staff member, while declining to elaborate, said the proposals would involve no "punitive provisions" for broadcasters such as those contained in S. 3637.

When the Scott bill finally emerges, it will not necessarily have an unmixed blessing from the White House, which was reviewing the draft proposals last week. One staff member said the final product would contain several "non-debatable" items which would remain with or without the administration's imprimatur.

Another spending measure introduced late in the last session of Congress by Representative John B. Anderson (R-Ill.) (BROADCASTING, Dec. 7, 1970) will resurface within a couple of weeks, but in altered form.

When reintroduced, the bill will reportedly contain a ceiling on radio, TV, newspaper, magazine and other media of 20¢ per registered voter in a candi-

date's district. This would replace the former limitation on broadcast spending alone of three cents per vote in primary elections and one cent per vote in general elections. The previous bill's provision for blocks of free "voters' time," to be paid out of Treasury Department funds, would remain, although the formula for distributing the time blocks among presidential, vice presidential and congressional candidates may be revised.

### Agency appointments:

■ Creamer-Colarossi Inc., New York, has been named agency for North American Van Lines, Fort Wayne, Ind. Appointment of Pace Advertising, New York (BROADCASTING, Dec. 14, 1970), was for a radio schedule for North American agents in the Greater New York Metropolitan area. Pace is not involved in a spot-TV campaign for North American.

■ British West Indian Airways has appointed LaRoche, McCaffrey & McCall Inc., both New York, to handle all of its advertising in Canada. The agency has handled BWIA advertising in the U.S. since 1968. Plans for the campaign have not yet been made, but a spokesman for the ad agency said that radio and TV would probably be used.

### A prize for Petry

Edward Petry & Co. announced last week its appointment as national representative for KTLA(TV) Los Angeles, effective today (Jan. 25). It was the first addition to the station list of Petry Television since Martin F. Connelly was brought in as president and begun to reorganize the company's operations early last month, following a slow but protracted decline in the number of represented stations. KTLA, an independent on channel 5, is owned by Gene Autry's Golden West Broadcasters.

### Newspaper strike ups TV, radio news audience

A two-week newspaper strike in Pittsburgh increased audiences for television and radio news shows, according to a survey conducted by Ketchum, MacLeod & Grove, Pittsburgh, advertising and public relations agency.

The agency interviewed 225 persons who normally read newspapers. Of this total, 122 said they were watching television news more and 87 said they were listening to more news on the radio.

Both Pittsburgh newspapers, *The Press* and *The Post Gazette*, halted publishing Jan. 3 when members of the Printing Pressmen's Union local 9 walked off the job. They returned to work Jan. 17.

During the two-week strike, a ma-

majority of those interviewed said they thought television and radio news coverage improved substantially.

Questioned on advertising, seven out of eight reported that local business advertising received more of their attention than that on a national level. They paid the most attention to grocery advertisements, followed by local business, department stores, national and classified notices. Interviewees felt, however, that grocery advertisements suffered most during the newspaper strike, followed by the other categories in the same sequence.

Newspapers rated best when it came to the quality of advertising, with 112 voting for it, 85 for television, 31 for magazines and 11 for radio. On credibility, newspapers also scored highest, followed by television, magazines and radio. But television won for the most interesting advertising with 128 votes, newspapers with 80 and magazines and radio coming in behind them.

### 'Sex' book expanding radio spot campaign

A \$200,000, 50-market television, radio and print campaign by Bantam Books to promote the paperback edition of Dr. David Reuben's "Everything You Always Wanted to Know About Sex But Were Afraid to Ask" was scheduled to end last Saturday (Jan. 23), but Fred Klein, advertising and promotion head of the publisher, said Thursday (Jan. 21) it might be extended into the next 50 radio markets.

Begun Friday, Jan. 15, the campaign included 10 and 20-second spots on both television and radio in the top-50 markets. Almost \$80,000 was spent for television time, about \$30,000 for radio, and the balance for print and display material.

Commercials, Mr. Klein said, were run in some cities several times a day, averaging about 30 spots in a five-day period in some areas, or 80 spots in a week. "At least several times a day, commercials were run," he said, "but nothing in young people's time."

The immediate over-all reaction to the campaign for the best-seller has been an added velocity of sales, Mr. Klein said. The initial printing was two million books, he said. "As of today, we have 3.9 million in print, and it's going up to 4 million."

Broadcasting Division Inc. handled the broadcast advertising; Cy Charney placed the print.

Mr. Klein said he believed this was the first time a publisher had engaged in so extensive a campaign in so short a period of time for this amount of money. Usually, he said, a good important book may be backed by a \$10,000 promotion.



# TV code changes squeak by

Prime-time increase among recommendations approved by one-vote margin by NAB board

The TV board of the National Association of Broadcasters last week approved by a single vote all but one of the recommendations of the NAB's TV code review board that somewhat tighten up advertising limits for TV stations.

Essentially, the TV board bought recommendations that increase the prime-time period by half an hour, and decrease the amount of non-program material in prime time by 30 seconds. (For details, see page 28).

The vote in La Quinta, Calif., was 8-to-7, with the board charman, Hamilton Shea, executive vice president of Gilmore Broadcasting Corp., casting the deciding eye following a vigorous debate on the TV code review board's recommendations (BROADCASTING, Jan. 18).

The TV board, however, did not accept the recommendation that NAB membership should require mandatory adherence to the TV code. During the sometimes acrimonious debate on this provision, one secondary-market board member threatened to resign and form a new trade association. The threat was viewed by seasoned members as unnecessary and "brash."

Two of the network representatives on the TV board opposed the more stringent standards on grounds of hardship to secondary market affiliates. These were Peter B. Kenney of NBC and Richard L. Beesemyer, ABC. William B. Lodge, CBS, voted in favor of



Mr. Shea

the recommendations offered by Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman of the TV code review board, and Stockton Helffrich, director of the NAB Code Authority.

The voting of other board members followed no discernible pattern, with several large-market spokesmen joining smaller-market representatives in oppo-

sition to the tightened standards.

Voting in favor of the revisions, in addition to Messrs. Shea and Lodge, were Eldon Campbell, WFBM-TV Indianapolis; Donald P. Campbell, WMAR-TV Baltimore; Richard C. Block, Kaiser Broadcasting Co., San Francisco; Peter Storer, Storer Broadcasting Co., Miami; William Grant, KOAA-TV Pueblo, Colo.; and Leslie G. Arries, WBEN-TV Buffalo, N.Y.

Opposed to the changes, in addition to Messrs. Kenney and Beesemyer, were Dale G. Moore, KGOV-TV Missoula, Mont.; Norman P. Bagwell, WKY-TV Oklahoma City; George R. Comte, WTMJ-TV Milwaukee; Harold Essex, WSJS-TV Winston-Salem, N.C., and A. Louis Read, WDSU-TV New Orleans.

In voting down the code board's proposal that code membership be made mandatory for NAB members, the TV board presumably was concerned over current economic conditions, as well as possible legal repercussions.

The new provisions were recommended initially by a six-man task force of the TV code review board in meetings Jan. 8 and Jan. 12 in New York. They were adopted by the nine-man code review board in a three-hour session, also in New York, on Jan. 13.

They are not as severe, however, as proposals submitted to the task force by one code review board member, Mike Shapiro, WFAA-TV Dallas, and earlier by John Blair & Co., station representative, and the Station Representatives Association. They were also not as stringent as a plan forwarded to the code review board after its New York meeting by a quintet of advertising agency executives—Gene Accas of Leo Burnett Co.; Peter Bardach of Foote, Cone & Belding; Dick McHugh of

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended Dec. 27, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Dec. 27	Total dollars week ended Dec. 27	1970 total minutes	1970 total dollars
	Week ended Dec. 27	Cume Jan. 1- Dec. 27	Week ended Dec. 27	Cume Jan. 1- Dec. 27	Week ended Dec. 27	Cume Jan. 1- Dec. 27				
Monday-Friday Sign-on-10 a.m.	\$ . . . . .	\$ . . . . .	\$ 115.2	\$ 7,302.6	\$ 245.0	\$ 16,479.3	61	\$ 360.2	4,374	\$ 23,781.9
Monday-Friday 10 a.m.-6 p.m.	1,139.0	84,725.7	2,238.8	160,479.6	1,214.0	100,103.1	581	4,591.6	45,175	345,308.4
Saturday-Sunday Sign-on-6 p.m.	659.3	51,851.3	3,458.3	78,106.0	1,504.2	51,406.9	217	5,621.8	14,798	181,364.2
Monday-Saturday 6 p.m.-7:30 p.m.	463.0	14,708.4	978.9	39,136.2	256.3	29,874.3	79	1,698.2	4,165	83,718.9
Sunday 6 p.m.-7:30 p.m.	25.0	5,599.8	168.1	13,129.7	439.9	10,748.8	19	633.0	1,026	29,478.3
Monday-Sunday 7:30-11 p.m.	5,535.2	290,798.2	5,106.3	339,458.6	6,198.7	349,744.8	432	16,840.2	22,891	979,892.4
Monday-Sunday 11 p.m.-Sign off	528.4	21,246.7	204.0	18,732.9	572.4	36,396.4	94	1,304.8	6,161	76,376.0
<b>Total</b>	<b>\$ 8,349.9</b>	<b>\$468,930.1</b>	<b>\$12,269.4</b>	<b>\$656,345.6</b>	<b>\$10,430.5</b>	<b>\$594,753.6</b>	<b>1,483</b>	<b>\$31,049.8</b>	<b>98,589</b>	<b>\$1,719,920.1</b>

Needham, Harper & Steers; Bob Liddel of Compton; and George Simko of Benton & Bowles (BROADCASTING, Jan. 18).

In other code areas, both the TV and the radio boards accepted a recommendation of the code authority that existing language on cigarette advertising should be deleted as no longer being "pertinent" since cigarette advertising is banned from the air by congressional act. The ban took effect Jan. 2. Both boards agreed, however, that existing language regarding cigarette smoking in the programming standards of each code should be retained.

The TV code's language reads: "Care should be exercised so that cigarette smoking will not be depicted in a manner to impress the youth of our country as a desirable and worthy habit." The corresponding language in the radio code is: "The use of cigarettes should not be presented in a manner to impress the youth of our country that it is a desirable habit worthy of imitation in that it contributes to health, individual achievement or social acceptance."

The radio board also voted to eliminate that portion of the code standards that apply maximum times for single sponsors (one-and-a-half minutes for a five-minute program, two-and-a-half minutes for a 10-minute program, and

three minutes for a 15-minute program). The result is to apply the maximum 18-minutes-per-hour ceiling to all radio advertising, regardless of whether there is a single sponsor or several.

### Business briefly:

**Scott Paper Co.**, Philadelphia, through J. Walter Thompson Co., New York, is major sponsor of the Antoinette Perry (Tony) awards (for the Broadway theater) on ABC-TV, Sunday, March 28 (9-11 p.m. NYT), and also on ABC-TV, Chevrolet division of General Motors Corp., Detroit, through Campbell-Ewald, that city, is major sponsor of the 13th annual Grammy awards telecast (National Academy of Recording Arts and Sciences) on Tuesday, March 16 (8:30-10 p.m. NYT).

**Procter & Gamble Co.**, Cincinnati, through Benton & Bowles, New York, for Pampers diapers, will sponsor the one-hour special, *Robert Young and The Family*, on CBS-TV, Wednesday, March 10 (8-9 p.m. EST). Preceding that, another special, *Dr. Seuss' The Cat In The Hat*, will be sponsored by National Biscuit Co., through McCann-Erickson, both New York.

**Miller-Morton Co.**, subsidiary of A. H. Robbins Co., through Cargill, Wilson & Acree, both Richmond, Va., is promot-

ing its Chap Stick lip balm on spot radio during January and February in 69 markets. The cold-weather oriented, 60-second spots will feature 30 seconds of local weather forecasts followed by a 30-second commercial, extolling the product's benefits in the winter season. Audience reaction to the campaign will be monitored for reference in next fall's promotion.

**Firestone Tire & Rubber Co.**, Akron, Ohio, is planning a three-day radio push using drive-time minutes in more than two dozen large markets, to start around Feb. 10, in addition to a 39-week radio campaign, also using drive-time minutes, planned to start in more than a dozen major markets last week. Business reportedly was placed direct.

Purchases on NBC-TV include **Ford Motor Co.**, Dearborn, Mich., through J. Walter Thompson Co., Detroit, on 11 night-time programs, and **Warner-Lambert Pharmaceutical Co.**, Morris Plains, N.J., through J. Walter Thompson Co., New York, on 12 night-time programs. Also, sponsoring specials on the network are **Procter & Gamble Co.**, Cincinnati, through Tatham-Laird & Kudner, Chicago *Pogo Special Birthday Special*, Saturday, Feb. 20, 12:30-1 p.m. NYT), and **Johnson Motors** division of Outboard Marine Corp., Waukegan, Ill., through Baker/Johnson & Dickinson Inc., Milwaukee, and **Champion Spark Plug Co.**, Toledo, Ohio, through J. Walter Thompson Co., Detroit (*Greatest Show In Water . . . At Cypress Gardens*, Sunday, March 14, 5-6 p.m. NYT).

### Also in advertising:

**New Cabin Crafts commercial** ■ West Point Pepperel, Dolton, Ga., has a new five-in-one package of 60-second television commercials for their Cabin Crafts selection of carpet fabrics. Julia Meade is the spokeswoman in the commercial, which consists of a basic 50-second script with a choice of five different tags. Liller, Neal, Battle & Lindsey, Atlanta, is Cabin Crafts' advertising agency and the commercial was produced by Alderman Studios, High Point, N.C.

**Shop to call his own** ■ Don Trevor Associates Inc. has been formed in New York by Don Trevor, formerly vice president for radio and TV with Doyle Dane Bernbach there. The firm will work with agency writers and clients who wish to manage their own advertising (both here and abroad). It will handle casting, recording, set supervision, editing and all follow-up and will provide clients with competitive bids, cost estimates and network clearance. Mr. Trevor has worked on both the Volkswagen and Colombian Coffee accounts.

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of the  
personnel  
business.**



**AND WE ALWAYS GET YOUR MAN!**

Why blow days and weeks of your valuable time hunting personnel. As a "search organization", we scour the country for qualified candidates. We evaluate 'em, dicker, negotiate, and persuade, if necessary. You get a choice of top people. Fill executive, sales and air talent positions fast — with men who last. Call Nationwide Broadcast Personnel, Inc. (312) 337-5318.

**Nationwide Broadcast Personnel, Inc.**

645 NORTH MICHIGAN AVENUE • CHICAGO, ILLINOIS 60611



## Promotion

### Y&R limits contests branches can enter

Young & Rubicam, New York, disclosed last week that in 1971 each Y&R branch office will be limited to entering two awards competitions for work completed in 1970—one for copy and one for art direction.

Alex Kroll, executive vice president and creative director, said the New York office will enter only the competitions of the Copy Club (the Golden Key awards) and the Art Directors Club. Branch offices may elect to enter a national or local competition, but each is restricted to two over-all. In 1970 Y&R was represented in 23 different competitions.

Doyle Dane Bernbach reported last week that in 1971 it would make entries for Copy Club, Art Directors Club and the Advertising Club of New York (Andy awards) competitions. Among the agencies that have said they would get out of the awards race are LaRoche, McCaffrey & McCall; Leo Burnett Co.; Kenyon & Eckhardt; and Foote, Cone & Belding.

### 'New Worlds' theme for cable-TV week

The week of Feb. 7-13 will mark the observance of the fifth annual cable TV week by CATV operators, and they will join with the National Cable Television Association in sponsoring a national poster contest for children entitled "New worlds—your view of space and what exists on unexplored planets."

The over-all theme for the promotional week is "Cable-TV: Tune in on

new worlds." Promotional materials have gone out from NCTA to more than 1,000 systems with suggestions for local activities and special events featured for the week.

The poster contest will be open to students through senior high school and local winners in three categories will be placed in a national competition with the grand winner receiving a trip to Washington for the Cherry Blossom Festival or to Disneyland.

### Promotion tips:

**Round-trip radio** ■ No Soap Radio, New York, has sent a check for \$2.24 to more than 200 creative executives at

New York agencies to spend as they desire or to finance a round-trip subway fare for themselves and a friend to visit the company's townhouse at One Patchin Place in Greenwich Village. No Soap creates and produces radio commercials and TV sound tracks and promises visitors music, a cozy fire and a tour of its recording studio.

**Movie premiere** ■ WABC-FM New York sponsored the world premiere of "Zachariah," a "free-form" musical-western movie, last Saturday, Jan. 23, at midnight. The rock station invited the first 200 listeners who wrote in to be guests at the premiere. Station spokesman said the station received over 2,000 requests.

### School named after Indiana broadcaster

Rose Polytechnic Institute, Terre Haute, Ind., engineering and scientific college, has been renamed the Rose-Hulman Institute of Technology in honor of Indiana broadcaster Anton (Tony) Hulman, following Mr. Hulman's gift to the school of the assets of a multi-million-dollar foundation.

Dr. John A. Logan, president of the college, said the Hulman Foundation gift, which totals about \$14 million in corporate interests, will double the value of Rose-Hulman's physical plant.

Mr. Hulman is president and general manager of Wabash Valley Broadcasting Corp., licensee of WTHI-AM-FM-TV Terre Haute. He was also instrumental in construction of the school's student-union building, which is named after his father and uncle, original donors of the 130-acre campus.



Dr. John Logan (l.), president of Rose-Hulman Institute, congratulates Anton Hulman Jr., recent donor of \$14-million foundation to the school.

## FocusOnFinance®

### Storer airline merger periled by route bid

Northwest Airlines has told the Civil Aeronautics Board that its planned merger with Northeast Airlines, 86.1% owned by Storer Broadcasting Co., is for the birds unless it can operate Northeast's valuable Miami-Los Angeles route.

The board cleared the merger on Dec. 31, 1970, with the condition that Northwest, the surviving company, be stayed from operating the California-

Florida run until the agency decides which carrier should get that route (BROADCASTING, Jan. 11). In Northwest's Jan. 15 petition for reconsideration of the condition, the airline left no doubt that the merger agreement would be voided if it could not take over Northeast's Miami-Los Angeles route. The announcement of the decision to petition was jointly issued last week by Donald W. Nyrop, president of Northwest, and George B. Storer, chairman of Northeast and Storer Broadcasting.

Northwest also asked the board to re-

consider its requirement that within six months of the merger the carrier propose a plan to improve air service in New England. Northwest called that condition "the capper to an already unacceptable decision," the condition on the Miami-Los Angeles route.

Northwest's petition for reconsideration of the condition was mainly concerned with Northeast's weaknesses. The petition said that, without the merger, "Northeast losses of \$53.6 million in the last five years will mount, and an already curtailed service will



become even more skimpy."

While Northwest spoke of dissolving the merger, Delta Air Lines Board Chairman Charles H. Dolson last week said if the merger fell through Delta, which had unsuccessfully sought to merge with Northeast, would be interested in reopening negotiations. He added, however, that his firm also was interested in Northeast's Los Angeles-Miami run. Delta had fought the proposed Northeast-Northwest merger,

asking also that if the merger were approved, Delta be awarded Northeast's Miami-Los Angeles route.

Under the merger agreement, shareholders of Northeast would receive one share of Northwest common stock for each five shares of Northeast stock held (BROADCASTING, Nov. 17, 1969).

### Company reports:

Adams-Russell Co., Waltham, Mass., parent of group-CATV operator Auro-

video Inc., reported a decrease in net sales and a loss for the year ended Sept. 30, 1970:

	1970	1969
Earned per share	\$ (0.15)	\$ 0.60
Net sales	7,046,214	9,675,208
Net income	(101,412)	543,130
Average shares outstanding	906,425	866,010

Notes: 1969 figures are restated for subsequent acquisitions.

Meredith Corp., Des Moines, Iowa, publisher and group broadcaster, reported declines in both earnings and

## The Broadcasting stock index

A weekly summary of market activity in the shares of 109 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Jan. 21	Closing Jan. 14	Closing Jan. 7	1970-71		Approx. Shares Out (000)	Total Market Capitalization (000)	
						High	Low			
<b>Broadcasting</b>										
ABC	ABC	N	26%	26%	26%	26%	19%	7,073	185,666	
ASI Communications		O	2%	2%	2%	7	1%	1,789	3,811	
Capital Cities	CCB	N	34%	33%	31%	36%	19%	6,061	188,679	
CBS	CBS	N	35%	31%	31%	49%	23%	26,512	838,575	
Corinthian	CRB	N	27%	29%	30%	33%	19%	3,381	101,870	
Cox	COX	N	20%	20%	20%	24%	10%	5,789	119,427	
Gross Telecasting	GGG	A	13%	13%	12%	17%	9%	803	10,038	
Metromedia	MET	N	21%	19%	20%	22%	9%	5,734	115,425	
Mooney		O	4	4%	5%	8%	4	250	1,345	
Pacific & Southern		O	15	15	12%	20%	5%	1,636	20,859	
Rahall Communications		O	28%	25%	23%	28%	5%	1,040	24,180	
Reeves Telecom	RBT	A	3%	3%	3	15%	2	2,288	6,864	
Scripps-Howard		O	22%	20	20%	25	14	2,589	52,427	
Sonderling	SDB	A	26%	24%	25%	34%	10%	991	25,152	
Starr	SBG	M	9%	9%	9	18%	7%	461	4,149	
Taft	TFB	N	28	28	24%	29%	13%	3,712	90,944	
								<b>Total</b>	<b>70,108</b>	<b>1,789,411</b>
<b>Broadcasting with other major interests</b>										
Avco	AV	N	15%	15%	13%	25%	9	11,470	153,469	
Bartell Media	BMC	A	5	5	5	14	3%	2,254	11,270	
Boston Herald-Traveler		O	27%	27	27%	44	24	574	15,785	
Chris-Craft	CCN	N	9%	9	8%	11%	4%	3,797	30,870	
Combined Communications		O	11%	10%	10%	17	5%	1,945	20,675	
Cowles Communications	CWL	N	8%	8%	8%	10%	3%	3,969	32,744	
Fuqua	FOA	N	15%	15%	14%	31%	7	6,314	89,975	
Gannett	GCI	N	36%	35%	33%	36%	18%	7,117	235,786	
General Tire	GY	N	24%	23%	23	24%	12%	18,434	423,982	
Gray Communications		O	8%	6%	6	7%	3%	475	2,850	
ISC Industries *	ISC	A	6%	6	6	7	4%	1,628	9,768	
Lamb Communications		O	2%	2%	2%	6	2	475	1,012	
Lee Enterprises	LNT	A	20%	20	19%	20%	12	1,957	38,651	
Liberty Corp.	LC	N	21%	21%	19	21%	13	6,744	128,136	
LIN		O	8%	7%	7	11%	3%	2,244	15,708	
Meredith Corp.	MDP	N	22%	24%	21%	44%	18	2,744	59,682	
Outlet Co.	OTU	N	15%	15%	14%	17%	10	1,342	19,633	
Post Corp.		O	11%	11	10%	17%	8	713	748,650	
Ridder Publications		O	20%	20	18%	22	9%	6,217	115,015	
Rollins	ROL	N	28%	27%	26%	40%	19%	8,044	215,177	
Rust Craft	RUS	A	29%	29%	29%	32%	18%	1,159	34,191	
Schering-Plough †	PLO	N	62	81%	80	85	55	6,883	550,640	
Storer	SBK	N	22	20	20%	30%	14	4,223	87,627	
Time Inc.	TL	N	42%	44	42%	44	25%	7,257	310,237	
Trans-National Comm.		O	1/2	1/2	3/4	4 1/2	1/16	1,000	380	
Turner Communications		O	2%	2%	2	8%	2%	1,328	2,656	
Wometco	WOM	N	19%	19%	18	20%	13%	5,817	104,706	
								<b>Total</b>	<b>116,124</b>	<b>3,459,275</b>
<b>CATV</b>										
Ameco	ACO	A	7	7	7%	16	4	1,200	9,156	
American Electronic Labs.	AEL	O	4%	4%	3%	6%	2%	1,620	5,670	
American TV & Comm.		O	19%	20%	19%	24	10	2,042	40,330	
Burnup & Sims		O	23%	23%	24%	32%	14	987	23,816	
Cablecom-General	CCG	A	13%	13%	14%	23%	7%	1,805	23,481	
Cable Information Systems		O	2%	2%	2%	5	3%	955	2,388	
Citizens Financial Corp.	CPN	A	17%	14%	12%	17%	9%	994	12,674	
Columbia Cable		O	10%	10%	10%	15%	6%	900	9,450	
Communications Properties		O	7%	7%	7%	10%	6	1,800	13,050	
Cox Cable Communications		O	21%	21%	21%	25	12	3,550	75,012	
Cypress Communications		O	8	7	7	17%	6	1,679	11,753	
Entron	ENT	A	3%	3%	3%	8%	2%	1,320	4,132	
General Instrument Corp.	GRL	N	17%	17%	17%	30%	11%	6,250	99,250	
Sterling Communications		O	4%	4%	3%	7%	3	1,100	3,850	
Tele-Communications		O	16%	15	13%	16%	8%	2,704	36,504	
Teleprompter	TP	A	78%	77%	78%	133%	46	1,161	90,999	
Television Communications		O	9%	8%	8	19%	3%	2,850	22,800	
Viacom	VIA	N	15%	15%	16%	19%	15%	—	—	
Vikoa	VIK	A	8%	9	9	27%	6%	2,316	20,844	
								<b>Total</b>	<b>35,033</b>	<b>505,159</b>

revenues for the first half of its current fiscal year. Darwin Tucker, president and chief executive officer, said lower revenues reflect a slowdown in economic activity at a time when costs continue to rise. He added, however, that television time sales were higher for the second quarter than a year ago but noted that third-quarter results are expected to be lower than last year's and last quarter figures up. For the six months ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.43	\$ 1.62
Revenue (less returns and allowances)	65,737,181	72,361,551
Net income	1,188,120	4,509,644
Average shares outstanding	2,748,764	2,778,565

Note: Subject to fiscal year-end adjustments and audit.

Doyle Dane Bernbach Inc., New York advertising agency, had billings of nearly \$276 million for the fiscal year ended Oct. 31, 1970. This was an 8% increase over the \$255 million of the year before.

Net income, before deductions for two extraordinary items, was \$4,444,679. After deductions, it was \$3,762,679, against \$3,890,743 in 1969. Earnings per share were \$2.32 in 1970 before deductions and \$1.96 after. This compares with \$1.89 the previous year.

	1970	1969
Earned per share	\$ 1.96*	\$ 1.89*
Billings	275,993,484	255,656,524
Net income	3,762,679	3,890,743
Shares outstanding	1,918,144	2,060,797

\* Based upon weighted average number of shares outstanding during each fiscal year.

	Stock symbol	Ex-change	Closing Jan. 21	Closing Jan. 14	Closing Jan. 7	1970-71 High	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	13½	13%	12%	31½	8%	6,150	76,137
Disney	DIS	N	154½	157½	151½	158	89%	6,045	914,306
Filmways	FWY	A	8½	8	7½	18½	5%	1,842	13,815
Four Star International		O	1½	1½	1½	4	1%	666	919
Gulf & Western	GW	N	22¾	21¾	21¾	22¾	9½	14,964	319,930
Kinney National	KNS	N	29½	30%	30%	36	20%	10,469	320,665
MCA	MCA	N	25¾	24%	24%	26	11%	8,165	199,063
MGM	MGM	N	19½	20%	17½	29½	12%	5,883	102,247
Music Makers		O	2¾	2%	2%	9	2%	589	1,549
National General	NGC	N	21¼	21	18¼	21¼	9	4,910	89,608
Tele-Tape Productions		O	1¾	1¾	1¾	6¾	1½	2,183	3,558
Transamerica	TA†	N	17	17%	16%	26%	11%	63,630	1,042,259
20th Century Fox	TF	N	10¾	10¾	9¾	20½	6	8,562	79,199
Walter Reade Organization		O	3¼	3¼	3¼	8%	2	2,414	7,846
Wrather Corp.	WCO	A	7½	7%	7%	10%	4½	2,200	16,786
								<b>Total</b>	<b>136,872</b>
									<b>3,187,887</b>
<b>Service</b>									
John Blair	BJ	N	17½	16¾	17¼	23½	10%	2,583	44,557
Comsat	CO	N	52¾	49¾	51	57¾	25	10,000	510,000
Creative Management	CMA	A	12	11%	12½	14¼	10	1,102	13,775
Doyle Dane Bernbach		O	21¼	21¾	21¼	24½	13%	1,919	40,779
Elkins Institute		O	11¼	10¾	8¾	11¼	9	1,664	14,560
Foote Cone & Belding	FCB	N	8¾	9	7%	12½	7½	2,175	17,139
Grey Advertising		O	10½	10	10%	13½	5¾	1,207	12,529
LaRoche, McCaffrey & McCall		O	10½	10½	10¾	17	8½	585	6,289
Marketing Resources & Applications		O	3¼	3	2%	7	1	504	1,452
Movielab	MOV	A	3%	2%	2%	7½	2	1,407	3,349
MPO Videotronics	MPO	A	5%	5%	6%	9%	4%	558	3,421
Nielsen		O	44¼	39¾	40½	44¼	26	5,299	214,610
Ogilvy & Mather		O	25%	24%	24%	25%	14½	1,096	26,994
PKL Co.	PKL	A	5	5	4¼	12%	2½	743	3,158
J. Walter Thompson	JWT	N	36¾	34½	35%	36%	21½	2,746	97,840
Wells, Rich, Greene	WRG	A	17¼	16¾	16¼	17¼	5	1,578	25,643
								<b>Total</b>	<b>35,168</b>
									<b>1,036,095</b>
<b>Manufacturing</b>									
Admiral	ADL	N	10%	9%	8%	14%	6½	5,158	43,224
Ampex	APX	N	16¾	17%	18¼	48½	12½	10,874	198,451
CCA Electronics		O	2¾	3	2½	5	1½	2,096	5,240
Collins Radio	CRI	N	15%	15%	14½	37¼	9	2,968	43,036
Computer Equipment	CEC	A	4%	4%	4½	12¼	3½	2,406	10,827
Conrac	CAX	N	17½	16%	16	32¼	11	1,262	20,192
General Electric	GE	N	100%	94½	93%	100%	60%	90,884	8,532,190
Harris-Intertype	HI	N	58%	58	54¾	75	36%	6,308	345,363
Magnavox	MAG	N	39	39%	37%	39%	22¼	16,674	631,611
3M	MMM	N	97	96¼	97¼	114¾	71	56,058	5,451,641
Motorola	MOT	N	57%	56%	53½	57%	31	13,334	713,369
RCA	RCA	N	29¾	29	26%	34%	18%	68,403	1,838,673
Reeves Industries	RSC	A	3%	3%	3%	5¼	2½	3,458	12,103
Telemation		O	9¼	9¼	9¼	24	8½	14,040	133,380
Westinghouse	WX	N	73½	66	66%	73%	53%	39,928	2,640,439
Zenith	ZE	N	39	40	38%	40	22¼	19,020	739,498
								<b>Total</b>	<b>352,871</b>
									<b>21,359,237</b>
								<b>Grand Total</b>	<b>747,974</b>
									<b>31,842,223</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>102.89</b>	<b>101.32</b>	<b>101.01</b>				

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-Over-the-counter (bid price shown)

Shares outstanding and capitalization as of Jan. 7.  
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.  
\* New entry.  
† Merger

## BIAS helps station process orders

Computer system used for all transactions costs \$3-4,000 per month

How can a television station cope with the increasing cost and complexity of doing business? WMC-TV Memphis thinks it has found the answer in a computerized system for handling traffic, accounting and sales information.

For more than 18 months, Scripps-Howard Broadcasting's channel-5 outlet has been working with Data Communications Corp., Memphis, in perfecting such a system to process broadcast orders from confirmation of availabilities, scheduling and logging of spots, to reconciliation and final billing. The system is in operation at WMC-TV. And, according to the station and DCC, it is the only one of its kind.

The service, called BIAS (Broadcast Industry Automation System), uses a desk-sized typewriter-like device linked by telephone lines to a central computer in Memphis. Both the printer, the TC500, and the computer, the B3500, are manufactured by the Burroughs

Corp. of Detroit and leased to DCC. DCC rents the equipment and its specially designed computer program to TV stations.

DCC and WMC-TV, with the aid of other broadcasters, station representatives and advertising agencies, have been developing BIAS since mid-1969. The system was unveiled in its preliminary stages at the National Association of Broadcasters' convention last year (BROADCASTING, April 13, 1970).

The unique feature of BIAS, according to DCC, is that it is an "on-line" system. That is, any information transmitted to the central computer through the terminal can be retrieved instantly by the station. This differs from a "batch" system, which provides information requested at a later specified time when the computer is free to work on it.

The cost of BIAS, according to DCC President Norfleet R. Turner, runs between \$3,000 and \$4,000 per month, and entitles the broadcaster to unlimited computer time to conduct his operations. DCC can convert a station to BIAS in 30 to 45 days, he added.

After the necessary information has been stored in the central computer, the system provides automatic production of a station's availability information, spot confirmations and contracts, logs,

sales analysis reports, invoices, statements, aged accounts receivable listings, data required by the FCC and certain demographic information.

Each month the central computer prepares invoices from information accumulated from order entries, copy entries and log corrections. The invoices are then sent to the station, which sends them to the agency. The invoice form—approved by the Station Representatives Association, the Television Bureau of Advertising and the American Association of Advertising Agencies—shows in detail the spots ordered and the spots actually run. At the same time the computer prepares for the station a statement of all outstanding invoices and a detailed list of accounts receivable.

"Television traffic has become increasingly difficult in the last 10 years or so; methods of buying and selling have changed drastically," said M. E. Greiner Jr., a vice president of Scripps-Howard and general manager of WMC-TV. "This is just one reason among many why we decided that BIAS could help smooth out operations and negotiations with our customers."

In conjunction with DCC, WMC-TV held a seminar at the station on Jan. 13 to enable representatives from Scripps-Howard's financial headquarters in Cincinnati, other Scripps-Howard stations and John Blair & Co. (station representative for all the Scripps-Howard stations) to view BIAS in full operation.

DCC is in the process of converting the first out-of-town station, WBRE-TV Wilkes-Barre, Pa., to BIAS. Mr. Turner estimated the system would be operational by mid-February. A demonstration of BIAS is tentatively scheduled for early March at WBRE-TV, he said.



Representatives of Scripps-Howard Broadcasting Co., John Blair & Co. and Data Communications Corp. examine a computer-printed report produced on DCC's Broadcast Industry Automation System during a demonstration at WMC-TV Memphis Jan. 13. L to r: Donald L. Perris, vice president of Scripps-Howard and general manager of WEWS(TV) Cleveland; M. E. Greiner

Jr., vice president of Scripps-Howard and general manager of the WMC stations, Memphis; Mrs. Helen Coop, WMC-TV traffic manager; Robert D. Gordon, vice president of Scripps-Howard and general manager of WCPTV Cincinnati; Norfleet R. Turner, president of DCC; L. A. Leser, treasurer of Scripps-Howard, and James Jurist, vice president, administration, Blair TV.

## New Tracor system

The industrial/medical instruments division of Tracor Inc., Austin, Tex., is now delivering the 6500 visual-aural carrier-generator system. Capable of a frequency accuracy of .025 cycles per second over a year's time for a 100-mhz carrier, it is stabilized by the Tracor/General Technology 304D rubidium frequency standard. This standard, which possesses a very low drift rate, stabilizes the video and audio carriers of TV transmitters. In combination with the 650A carrier generator, using crystal-controlled oscillators which provide the subharmonics of the video and audio-carrier frequencies phased locked to the output of the rubidium standard, the system is unattended except for normal frequency checks.



## 90 days of eased standards for IDC

### FCC cites 'extensive effort' to follow rules in allowing Digisonics additional time

The FCC last week granted International Digisonics Corp. an additional 90 days to continue its authority to operate its trouble-plagued electronic system for monitoring commercials under relaxed standards and left the licensee with the responsibility of seeing that encoded messages come up to the relaxed standards. IDC had requested an extension of 120 days (BROADCASTING, Jan. 18).

A 90-day grace period the commission gave IDC on Oct. 22, 1970, to operate under eased standards and, at the same time, to find a solution to technical problems, ran out last Wednesday (Jan. 20) (BROADCASTING, Oct. 26, 1970).

In last week's ruling, the commission said IDC was "putting forth an extensive effort to bring the coded transmissions into compliance with the rules," and that IDC should be granted more time to demonstrate that the identification code, applied to film, can be transmitted in full accordance with the rules, or to seek an amendment of these rules, if necessary. The commission noted that, had it not been convinced by the IDC showing of the feasibility of coded transmissions, "we obviously would not have adopted rules allowing it."

The commission said it had no evidence that the encoding was causing picture degradation or viewer annoyance. "However, we are concerned that the present situation, in which such transmissions, in many cases, do not meet the basic rule requirements, not continue indefinitely," the commission said.

By the end of this extension, the commission said, it expects IDC to be able to demonstrate conclusively that commercials currently being produced are being consistently and correctly coded and that the codes are regularly transmitted in accordance with the present rule, "or would meet the rule if a specific tolerance is applied."

The commission said it would accept a petition for rulemaking if a tolerance appears necessary and would grant still another extension of the present rule relaxation if necessary for the duration of the rulemaking proceeding.

The commission acknowledged the National Association of Broadcasters' contention that on occasion a licensee will be furnished coded film whose use

he believes will not meet the requirements of the rule. In this case, the commission added, "we assume the licensee will refrain from using such material."

In a letter filed with the commission on Jan. 15, John B. Summers, NAB chief counsel, said the NAB Technical Committee studies and reports from NAB member stations indicate that IDC-coded patterns "in many instances" do not comply with relaxed standards. The commission, Mr. Summers argued, "should not condone any continuation of such degradation of the television picture."

The IDC attorney's letter to the commission contradicted this assertion and told the commission that extension of the waiver would not interfere "in any way with television broadcast viewing."

### EIA forms section for broadcast services

A broadband section, created to furnish services to broadband-technology equipment manufacturers, has been set up by the industrial electronics division of the Electronic Industries Association.

William J. Weisz, chairman of the industrial electronics division, announced that Hubert J. Schlafly, senior vice president and director of Teleprompter Corp., New York, and vice

president of Theta-Com Corp., a joint operation of Teleprompter and Hughes Aircraft Co., has been named chairman of the new group.

### Station suing RCA gets trial date in April

A trial date of April 26 has been set for a lawsuit filed by the licensee of a Texas UHF against RCA, seeking damage payments of \$2,650,000 for alleged equipment failure leading to the station suspending operations.

The suit, filed April 8, 1970, by Fredonia Broadcasting, licensee of KAEC-TV Nacogdoches-Lufkin, Tex. (BROADCASTING, April 27, 1970), claims that faulty equipment supplied by RCA and that failure by RCA to deliver equipment as called for in purchasing orders led to the station going off the air on March 18, 1970. The station remains inoperative and A. D. Cutlip Jr., president and general manager of the station, indicated that KAEC-TV will resume broadcasting when equipment and financial reimbursement is provided for the alleged losses incurred.

RCA has denied all charges and has countersued for \$605,000, which it claims the station owes on equipment purchased.

The case will be heard in the federal court for eastern Texas, Tyler, Tex.



IS ON THE HORIZON

## U.S. firm will build CATV system in Panama

Burnup & Sims Inc., U.S. firm specializing in diversified services to telephone and other communications firms and now moving deeper into cable television, has received a franchise to build and operate a CATV system throughout the Republic of Panama. The franchise was given to a subsidiary Cablevision de Panama S.A.

Burnup & Sims said the franchise was secured through a resolution passed by the provisional government and signed by Demetrio Lakas, president of Panama, and Alejandro J. Ferrer, minister of government and justice. Cablevision de Panama is owned by Burnup & Sims (86%) and by local Panama interests (14%).

Thomas R. Pledger, Burnup & Sims president, estimated construction costs will total about \$3.5 million in Panama and ultimately cover about 55,000 sub-

scribers. Burnup & Sims has participated in construction of more than 100 CATV systems in the U.S. and has interests in seven operating or franchised CATV systems.

## \$160 million overseas billings seen by Y&R

Young & Rubicam's International Executive Vice President Alex Brody last week estimated that its 1970 billings figures outside the U.S. would reach the \$160 million mark. Speaking at an international managers' meeting, Mr. Brody said he expected new media opportunities abroad to open up heretofore untapped sources of advertising for Y&R's clients. He said an average of 40% of Y&R's business was in broadcast last year (a high of 67% in the United Kingdom) and that half of the business in its 22 offices was local.

Mr. Brody said many countries now without commercial television—including

Denmark, Sweden and Belgium—would enter the commercial broadcasting field, that commercial radio would be in operation by 1972, and that cassette-TV would become a powerful advertising medium abroad.

In addition, Mr. Brody said many countries are increasing the availability of commercial minutes to advertisers and are permitting many product categories, previously forbidden on commercial television, to be advertised.

## London's Intertel signs ICI as U.S. sales rep

International Communications Inc., New York, announced last week that it has signed an agreement with Intertel Colour Television Ltd., London-based television production facility, for exclusive sales representation in the U.S.

ICI is the sales and program representative for CTV, Canada's independent television network.

# Fates&Fortunes

## Broadcast advertising

**Arthur J. Sulzburgh** named to newly created position of national sales manager, ABC Radio, New York. He continues as sales manager, ABC's American Contemporary Radio Network.

**William V. Weston**, creative supervisor, Gardner Advertising, St. Louis, elected VP.

**Larry Green**, account executive, Albert Jay Rosenthal & Co., Chicago, named VP and director.

**Dixon L. Harper**, with Foote, Cone & Belding, Chicago, joins Lennen & Newell there as VP.

**Donato Bronzino**, media director, Firestone & Associates Inc., New York, appointed VP—media relations and planning.

**Stanley Goldstein** and **Geoff Sutton**, creative-group heads, Knox Reeves Advertising Inc., Minneapolis, named VP's and creative-group directors.

**Tom Child**, **Graham Phillips** and **Bob White**, account executives, Shell Oil Co. account, Ogilvy & Mather, New York, named VP's.

**Robin Adrian**, manager, CBS Television Stations National Sales, Los Angeles,

appointed Midwestern director of sales, CBS Television National Sales, Chicago.



Mr. Buitekant



Mr. Tanen

**Allan Buitekant** and **Norman Tanen**, art-group supervisors, Doyle Dane Bernbach, New York, named VP's.

**Don Richman**, partner, Chuck Blore Creative Services, Hollywood, named VP and director.

**Robert R. Helwig**, VP and account supervisor, Beecham account, Kenyon & Eckhart Advertising Inc., Toronto, moves to K&E, New York.

**Robert G. Minicus**, VP and creative director, Cunningham & Walsh, appointed senior VP and creative director, J. M. Mathes Inc., New York.

**Edward Eskandarian**, VP, Compton Advertising, New York, named VP and

account supervisor, Humphrey Browning MacDougall Inc., Boston.

**James Ford**, national sales manager, WMAL-TV Washington, appointed manager, local sales.

**Joseph G. Sheward**, account executive, WIFM(FM) Philadelphia, appointed general sales manager.

**R. John Stella**, Midwest sales manager, RKO Radio Representatives, Chicago, appointed Eastern sales manager, New York. **Hal Tower**, RRR branch manager, Detroit, succeeds Mr. Stella in Chicago. **William J. Wayland**, account executive, RKO-owned WRKO(AM) Boston; **William J. Holt**, account executive, CKLW(AM) Windsor, Ont.; and **John Comenos**, media buyer, Compton Advertising, appointed account executives, AM sales division, RRR, New York. **Edward H. Forester**, account executive, RRR, New York, appointed sales manager, Detroit. **John J. Hokin**, account executive, Petry Co., Chicago, joins AM national sales, RRR, Chicago, in same capacity.

**Anthony R. Twilbell**, account executive, KFRE-TV Fresno, Calif., appointed local sales manager.

**Les Goldberg**, formerly assistant sales

As compiled by BROADCASTING, Jan. 12 through Jan. 19, 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.

**New TV stations**

**Action on motion**

■ Hearing Examiner Lenore G. Ehrig in Greensburg, Pa. (Western Broadcasting Corp. and Warner Communications Inc.), TV proceeding, rescheduled procedural dates and rescheduled hearing for March 29 (Docs. 18938-9). Action Jan. 12.

**Other action**

■ Review board in Los Angeles, TV proceeding, granted motion by Community Television of Southern California for extension of time to Jan. 19 to file responsive pleadings to petitions to enlarge issues and to modify and enlarge issues filed by Viewer Sponsored Television Foundation. Los Angeles Unified School District and Community Television of Southern California, respectively (Docs. 19099, 19100-101). Action Jan. 11.

**Rulemaking petition**

■ Parsons, Kan.—Parsons District Schools USD No. 503. Requests change in TV table of assignments and rules and regulations to assign ch. 39 to Parsons for noncommercial TV use. Ann. Jan. 15.

**Call letter actions**

■ Capital City Television Corp., Lincoln, Neb.—Granted KALR(TV).  
 ■ Wisconsin Television Corp., Kenosha, Wis.—Granted WKSH(TV).

**Existing TV stations**

**Final actions**

■ WSLA(TV) Selma, Ala.—Broadcast Bureau granted CP to change vis. ERP to 25.1 kw; aur. ERP to 5.01; change type trans. and ant.; ant. height 360 ft. Action Jan. 6.  
 ■ WFLA-TV Tampa, Fla.—Broadcast Bureau granted CP to install aux. trans. at main trans. location for aux. purposes only. Action Jan. 8.  
 ■ WSB-TV Atlanta—Broadcast Bureau granted CP to install precision carrier frequency generator. Action Jan. 6.  
 ■ WBZ-TV Boston—Broadcast Bureau granted CP to install precise frequency control equipment. Action Jan. 6.  
 ■ WWJ-TV Detroit—Broadcast Bureau granted CP to install precise frequency control equipment for vis. trans. only. Action Jan. 8.  
 ■ WKZO-TV Kalamazoo, Mich.—Broadcast Bureau granted CP to install precision frequency control equipment. Action Jan. 6.  
 ■ KBMT(TV) Beaumont, Tex.—Broadcast Bureau granted CP to make changes in trans. equipment. Action Jan. 8.  
 ■ WLVA-TV Lynchburg, Va.—Broadcast Bureau granted CP to change type trans. and type ant. Action Jan. 13.

**Actions on motions**

■ Chief, Broadcast Bureau, granted request of Professional Telecasting Systems Inc., licensee of WBKO(TV) Bowling Green, Ky., and extended through Jan. 25, time to file comments and through Feb. 2, time to file reply comments in matter of amendment of TV table of assignments (Clarksville, Tenn.) (Doc. 19045). Action Jan. 8.  
 ■ Hearing Examiner Lenore G. Ehrig in Indianapolis (Indiana Broadcasting Corp. [WISH-TV]), TV proceeding, granted petition of applicant for leave to dismiss application but application is

dismissed with prejudice; terminated proceeding (Doc. 18983). Action Jan. 12.

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co. et al.) TV proceeding, set procedural dates; postponed hearing until March 1 at which time it shall convene for limited purpose of ruling on any objections to admissibility of exchange exhibits and scheduled hearing to be reconvened on April 5 (Docs. 18845-9). Action Jan. 7.

■ Hearing Examiner Forest L. McClennen in Boston (RKO General Inc. [WNAE-TV] et al.), TV proceeding, granted motion of RKO General Inc., and ordered that deposition of Harold E. Clancy not be taken; and dismissed motion of WHDH Inc., opposing taking of deposition (Docs. 18759-61). Action Jan. 6.

**Other actions**

■ Review board in Birmingham, Ala., TV proceeding, denied petitions filed Oct. 2 and 9, 1970, by Birmingham Broadcasting Co. to enlarge hearing issues relating to alleged failure of Birmingham Television Corp. (which seeks to modify its CP for WBMGTV) Birmingham, to specify operation on ch. 21) to notify commission that it has entered into service affiliation contract with CBS, and five issues relating to filing by WBMG of allegedly conflicting applications for ch.'s 21 and 42 in Birmingham (Docs. 15461, 16760-1, 16758). Action Jan. 14.

■ Review board in Indianapolis granted motion by Indiana Broadcasting Corp. to enlarge issues in proceeding involving application for CP and waiver of overlap rule in order to change trans. site of WISH-TV Indianapolis (Doc. 18983). Action Jan. 13.

■ Review board in Florence, S.C. (Daily Telegraph Printing Co. [WBTW(TV)]), TV proceeding, granted extension of time to Feb. 5, to file exceptions to initial decision which denied application to increase coverage of WBTW(TV) by moving trans. and raising ant. height (Doc. 18650). Action Jan. 15.

**Call letter application**

■ KTEN(TV), Eastern Oklahoma TV Inc., Ada, Okla.—Requests KTEN-TV.

**Call letter action**

■ WLVI(TV), Professional Telecasting Systems, Bowling Green, Ky.—Granted WBKO(TV).

**Designated for hearing**

■ KTXS-TV Sweetwater, Tex.—FCC set for hearing application of Texas Key Broadcasters Inc., licensee, to change main studio location from Sweetwater to Abilene, Tex. Action Jan. 13.

**New AM stations**

**Starts authorized**

■ WVKY(AM) Louisa, Ky.—Authorized program

operation on 1270 khz, 1 kw-D. Action Dec. 14, 1970.

■ KRPT(AM) Anadarko, Okla.—Authorized program operation on 850 khz, 500 w-DA-D. Action Dec. 17, 1970.

■ WIXC(AM) Fayetteville, Tenn.—Authorized program operation on 1140 khz, 1 kw-D. Action Dec. 9, 1970.

**Final action**

■ Fairbanks, Alaska—Big Country Radio Inc. FCC granted 970 khz, 5 kw-U. P.O. address: c/o Robert W. Fleming, 428 4th Avenue, Anchorage 99501. Estimated construction cost \$23,125; first year operating cost \$75,000. Revenue \$110,000. Principals: Richard C. Cruver, president-treasurer; Glenn S. Miller, vice president-secretary, and Robert W. Fleming, assistant secretary (each 33 1/3%). Principals own respective interests in KYAK(AM) Anchorage. Action Jan. 13.

**Actions on motions**

■ Chief, Office of Opinions and Review, in Inglewood, Calif. (Trans America Broadcasting Corp.), AM and FM proceeding, granted petition by Broadcast Bureau and extended to Feb. 19, time to file exceptions to examiner's initial decision in matter (Doc. 18616). Action Jan. 12.

■ Chief, Office of Opinions and Review, in Jacksonville, Fla. (Belk Broadcasting Co. of Florida Inc.), AM proceeding, granted petition by Broadcast Bureau and extended through Jan. 20, time to reply to petition for severance filed by Belk on Jan. 4 (Doc. 19126). Action Jan. 14.

■ Hearing Examiner Lenore G. Ehrig in Honesdale, Pa. (Wayne County Broadcasting Corp.), AM proceeding, granted request of applicant, set procedural dates and postponed hearing until Feb. 18 (Doc. 19038). Action Jan. 8.

■ Hearing Examiner David I. Kraushaar in Winona, Miss. (Tri-County Radio Inc. and Southern Electronics Inc.), AM proceeding, granted petition by Tri-County Radio to extent only that it requests dismissal of its application; dismissed with prejudice application of Tri-County Radio; granted application of Southern Electronics Inc. for renewal of license of WONA, and terminated proceeding (Docs. 19051-2). Action Jan. 7.

**Other actions**


■ Review board in Owensboro, Ky., AM proceeding, granted L and L Broadcasting Co. extension of time to Feb. 3, to file replies to responsive pleadings to four petitions to enlarge issues filed Nov. 19, 1970, by Owens-On-The-Air Inc., L and L Broadcasting Co. and Edward G. Atsinger III (Docs. 19068-70). Action Jan. 18.

■ Review board in Ellwood City, Pa., AM proceeding, denied application of Jud Inc., applicant for CP for new AM in Ellwood City, for appeal from ruling of presiding officer in proceeding involving mutually-exclusive application of Media Inc. for authority to construct new AM in Youngstown, Ohio (Docs. 18768-9). Action Jan. 18.

■ Review board in Guayama, P.R., AM proceeding, granted petition by Fidelity Broadcasting Corp. to enlarge hearing issues to determine

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## Summary of broadcasting

Compiled by FCC, Dec. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,304	2	13	4,319	63	4,382 <sup>1</sup>
Commercial FM	2,145	0	39	2,184	124	2,308
Commercial TV-VHF	498	2	12	512 <sup>2</sup>	14	526
Commercial TV-UHF	155	0	29	184 <sup>3</sup>	108	292
Total commercial TV	653	2	41	696	122	818
Educational FM	419	0	15	434	42	476
Educational TV-VHF	76	0	9	85	4	89
Educational TV-UHF	102	0	9	111	12	123
Total educational TV	178	0	18	196	16	212

\* Special Temporary Authorization.

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Indicates four educational stations on nonreserved channels.

relationship of James Calderon to WVOZ Carolina, P.R., and whether, in view of that relationship, Mr. Calderon has requisite qualifications to be licensee of new AM on 840 khz. 250 w-D, in Yabucoa, P.R. (Docs. 19055, 19056-7). Action Jan. 14.

### Call letter application

■ Valley Broadcasting Co., White Sulphur Springs, W. Va.—Requests WSLW.

### Call letter actions

■ Loren F. Bridges, Kodiak, Alaska—Granted KVOK.  
 ■ Shenandoah Broadcasting Co., Shenandoah, Iowa—Granted KFNF.  
 ■ Duplin County Broadcasters, Rose Hill, N.C.—Granted WEGG.

### Designated for hearing

■ Parma, Ohio—FCC set for consolidated hearing applications of North East Communications Corp. and Eugene J. Davis. (Davis Enterprises) for new AM at Parma with application of Howard L. Burriss, Warren, Ohio (Doc. 18369). Action Jan. 6.

## Existing AM stations

### Final actions

■ KBUZ-AM-FM Mesa, Ariz.—Broadcast Bureau granted mod. of licenses covering change in name of licensee to KBUZ Inc. Action Jan. 16.  
 ■ KWXY Cathedral City, Calif.—FCC granted application by Glen Barnett to increase D power of KWXY from 500 w to 1 kw. Action Jan. 13.  
 ■ KGUC Gunnison, Colo.—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans.; remote control permitted. Action Jan. 8.  
 ■ WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha and KISN Portland, Ore., Broadcast Bureau denied petition by Star Stations of Indiana Inc. [WIFE-AM-FM], Star Broadcasting Inc. [KISN] and Central State Broadcasting Inc. [KOIL-AM-FM], asking for stay of hearing on stations' license renewal applications. Action Jan. 6.  
 ■ WOMJ Owensboro, Ky.—Broadcast Bureau granted license covering former main aux. trans. for aux. purposes only. Action Jan. 12.  
 ■ WISZ Glen Burnie, Md.—Broadcast Bureau granted CP to add MEOV's to N pattern. Action Jan. 13.  
 ■ KMOX-AM-TV St. Louis—FCC denied request by St. Louis chapter of Congress of Racial Equality for extension of time to file petition to deny license renewal applications of CBS-owned and operated KMOX-AM-TV. Action Jan. 15.  
 ■ WKER Pompton Lakes, N.J.—Broadcast Bureau granted CP to install new trans. for alt. main use on 1 kw DA-D. Action Jan. 13.  
 ■ KCRL Reno—Broadcast Bureau granted CP to install new trans. for aux. use. Action Jan. 11.  
 ■ WAME Charlotte, N.C.—Broadcast Bureau granted CP to install new trans. for aux. use on 3 kw DA-2. Action Jan. 13.  
 ■ KFLY-AM-FM Corvallis, Ore.—FCC instructed Radio Broadcasters, Inc., licensee, to inform advertisers who have signed contracts with station that station's authorization to operate expires no later than March 3, 1971. Action Dec. 16, 1970.  
 ■ WPUB Camden, S.C.—Broadcast Bureau permitted remote control. Action Jan. 5.  
 ■ WKDA Nashville—Broadcast Bureau granted CP to increase tower height to 500 ft. Action Jan. 7.

■ WEDG Soddy-Daisy, Tenn.—FCC granted application by Ra-ad of Soddy, licensee, for CP to change D power from 250 w to 1 kw-LS, and to change city of licensee from Soddy to Soddy-Daisy. Action Jan. 6.

### Action on motion

■ Hearing Examiner Ernest Nash in Puyallup, Wash. (KAYE Broadcasters Inc.), renewal of license of KAYE, scheduled conference for Jan. 15 (Doc. 18929). Action Jan. 12.

### Other action

■ Review board in Blowing Rock, N.C., AM proceeding, granted motion by Mountain Broadcasting Corp. to enlarge hearing issues to determine whether ant. system proposed in competing application of Childress Broadcasting Corp. of West Jefferson [WKSK], West Jefferson, N.C., will be able to achieve minimum efficiency as required by rules (Docs. 19015-6). Action Jan. 14.

### Fine

■ KMAC-AM-FM San Antonio, Tex.—FCC ordered Howard W. Davis, sole owner, to forfeit \$20,000—\$10,000 for each station—for repeated violations of rules, including incorrect adjustment of KMAC's DA array and failure to operate KISS(FM) with specified power (Docs. 18223-4). Licenses renewed. Action Jan. 8.

### Call letter applications

■ KRWL, William Cody Kelly, Carson City, Nev.—Requests KPTL.  
 ■ KEOR, Eastern Oklahoma TV Inc., Ada, Okla.—Requests KTEK.  
 ■ WCOY, Eastern Shore Broadcasting Co., Columbia, Pa.—Requests WHEX.

### Call letter actions

■ WLCB, Moulton Broadcasting Inc., Moulton, Ala.—Granted WHIY.  
 ■ WELA, Radio Elizabeth Inc., Elizabeth, N.J.—Granted WJDM.  
 ■ WKOW, Midcontinent Broadcasting Co. of Wisconsin, Madison, Wis.—Granted WTSO.

### Designated for hearing

■ WHEL New Albany, Ind.—FCC set for hearing application of Shell Broadcasting Inc. for renewal of license of WHEL. Action Jan. 13.

### Presunrise service authority

■ Broadcast Bureau, pursuant to rules, until further notice, granted following AM PSA from 6:00 a.m. or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with DA system and with power as shown: KWRG New Roads, La., 5.5 w. Action Dec. 28, 1970.  
 ■ Broadcast Bureau, pursuant to rules, until further notice, granted following AM's PSA from 6:00 a.m. to sunrise times specified in instrument of authorization, with DA system and with power as shown: KLPW Union, Mo., 141 w. Action Dec. 23, 1970. KACE Riverside, Calif., 114 w; KBOY Medford, Ore., 230 w; KNDY Marysville, Kan., 135 w; WCPA Clearfield, Pa., 80 w; WGHC Clayton, Ga., 298 w; WGOK Mobile, Ala., 426 w, and WIAM Williamston, N.C., 500 w. Actions Dec. 28, 1970. WCRY Macon, Ga., 213 w; WFWL Camden, Tenn., 202 w; WIFF Auburn, Ind., 285 w; WJES Johnston, S.C., 211 w; WTLK Taylorsville, N.C., 500 w, and WXVA Charles Town, W. Va., 3.3 w. Actions Dec. 29, 1970. KAGE Winona, Minn., 444 w; KOLS Pryor, Okla., 50 w, and KURL Billings, Mont., 170 w. Actions Jan. 5. WFSC Franklin, N.C., 141 w; WKMT Kings

Mountain, N.C., 500 w; WOHS Shelby, N.C., 206 w, and WSMT Sparta, Tenn., 160 w. Actions Jan. 5. KOFY San Mateo, Calif., 22 w; KUEN Wenatchee, Wash., 97 w; WCLE Cleveland, Tenn., 203 w, and WRIB Providence, R.I., 500 w. Actions Jan. 6.

## New FM stations

### Starts authorized

■ WWTR(FM) Thomasville, Ga.—Authorized program operation on 107.1 mhz, ERP 3 kw-U. Ant. height above average terrain 300 ft. Action Dec. 14, 1970.  
 ■ KWAY-FM Waverly, Iowa—Authorized program operation on 99.3 mhz, ERP 3 kw. Ant. height above average terrain 180 ft. Action Dec. 17, 1970.  
 ■ KVLG-FM Norway, Me.—Authorized program operation on 105.5 mhz, ERP 2.5 kw. Ant. height above average terrain 320 ft. Action Dec. 10, 1970.  
 ■ KCMT-FM Alexandria, Minn.—Authorized program operation on 100.7 mhz, ERP 47 kw-U. Ant. height above average terrain 960 ft. Action Dec. 18, 1970.  
 ■ WNJC-FM Senatobia, Miss.—Authorized program operation on 90.1 mhz, ERP 2.60 kw. Ant. height above average terrain 145 ft. Action Dec. 9, 1970.  
 ■ \*WLMH(FM) Morrow, Ohio—Authorized program operation on 88.1 mhz, TPO 10 w. Action Nov. 24, 1970.  
 ■ KTBA(FM) Broken Arrow, Okla.—Authorized program operation on 92.1 mhz, ERP 3 kw. Ant. height above average terrain 245 ft. Action Dec. 22, 1970.  
 ■ KSFA-FM Nacogdoches, Tex.—Authorized program operation on 92.1 mhz, ERP 1.90 kw-U. Ant. height above average terrain 370 ft. Action Dec. 14, 1970.  
 ■ \*WLSU(FM) La Crosse, Wis.—Authorized program operation on 88.9 mhz, ERP 690 w. Ant. height above average terrain 490 ft. Action Dec. 18, 1970.

### Final actions

■ Rogers, Ark.—KAMO Inc. Review board granted 94.3 mhz, 2.8 kw. Ant. height above average terrain 312 ft. P.O. address 114 1/2 South First Street, Rogers 72756. Estimated construction cost \$34,685.36; first-year operating cost \$21,243.00; revenue \$36,000. Principals: Robert E. Sanders, sole owner. Mr. Sanders is manager of automobile agency. Action Jan. 13. See listing, "Other actions, New FM stations."  
 ■ Des Plaines, Ill.—FCC denied appeal by Maine Township FM Inc. from review board's decision, granting application for CP for new FM to operate at Des Plaines, to Edward Walter Piszczek and Jerome K. Westerfield (Docs. 13292, 13940, 17242). Action Jan. 13.

### Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (White River Radio Corp. et al.), FM proceeding, granted petition by Eastern Broadcasting Corp. for leave to amend application with respect to personnel changes in Eastern's existing operation which will effect its FM proposal; scheduled procedural dates and scheduled hearing for March 16 (Docs. 19017-9). Actions Jan. 8, 11.  
 ■ Hearing Examiner Millard F. French in Huntington, W. Va. (Mortenson Broadcasting Inc.), FM proceeding, granted petition by applicant for leave to amend application to show that certain principals of Mortenson Broadcasting Inc. are also principals in WHKK(FM) Erlanger, Ky., and that latter named applicant applied to change site of station (Doc. 18439). Action Jan. 14.  
 ■ Hearing Examiner Forest L. McClenning in Sarasota, Fla. (Christian Fellowship Mission Inc. and Trend Broadcasting Inc.), FM proceeding, granted request of Christian Fellowship Mission Inc. and continued procedural dates indefinitely (Docs. 18971-2). Action Jan. 13.  
 ■ Hearing Examiner Ernest Nash in Valdosta, Ga. (Christian Radio Fellowship Inc.), FM proceeding, granted petition by applicant for leave to amend application in relation to Suburban Issue (Doc. 18963). Action Jan. 11.  
 ■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), FM and TV proceeding, granted motions by complainants; accepted complainants' proposed findings of fact heretofore seriatim, and extended to Feb. 2, time to file reply findings (Doc. 18500). Action Jan. 13.  
 ■ Hearing Examiner Herbert Sharfman in Virginia Beach, Va. (Payne of Virginia Inc. et al.), FM proceeding, set procedural dates and rescheduled hearing for Feb. 22; granted petition by Virginia Seashore Broadcasting Corp. for leave to amend application to show Mr. and Mrs. Daniel E. Hydrick Jr.'s broadcast affiliations

manager and account executive, McGavren-Guild-PGW Radio Inc., New York, appointed manager of Detroit office.

**William J. Cusack**, account executive, Radio Advertising Representatives, New York, appointed sales manager, WBZ(AM) Boston.

**Robert W. Warner Jr.**, administrative assistant, TV production, Young & Rubicam, named executive VP, Garden State division, Novo Corp., TV commercial distributor, New York.

**Richard F. Creighton**, formerly associate manager, marketing research department, Procter & Gamble, joins The Lloyd H. Hall Co., New York marketing research company, as VP, marketing.

**Bill Davis**, director of convention services, National American Wholesale Grocers Association, appointed account supervisor, Food Advertisers Service, New York. FAS is subsidiary of Kenyon & Eckhardt there.

**John A. Radeck**, and **Walter Campbell Jr.**, both with Fuqua-owned WJBF-TV Augusta, Ga., named president and sales VP, respectively, Fuqua Television there, subsidiary of Fuqua National.

**Charles J. Lipton**, national and general sales manager, and **William M. Spell**, research and merchandising manager, both WAGA-TV Atlanta, appointed director of sales development and research/account executive, respectively. **Dan Berkery**, account executive, Storer Television Sales, New York, joins WAGA-TV as national sales manager.

**Doug Berle**, formerly general manager WANT(AM) Richmond, Va., appointed sales manager, WAPE(AM) Jacksonville, Fla.

**Marlin T. Brandt**, senior account executive, Henderson Advertising Agency, Greenville, S.C., appointed VP, Burton Sohigian Inc., Detroit.

**Joan Shreiner**, account executive, McConnell Advertising, resigns to form Joan Shreiner Advertising Inc., Charlotte, N.C.

**David A. Milberg**, with Procter & Gamble's advertising department, joins WLW(AM) Cincinnati as director of creative services.

**Anne Marie Scheitfle**, formerly account executive, Marschalk Co., New York, joins Smith/Greenland Co., there in same capacity.

**Lester Richter**, VP and senior creative supervisor Ted Bates & Co., New York, named creative director.

**Irving Lowenthal**, with WSUB(AM) Groton, Conn., appointed sales manager.

**Tony Fairbanks**, formerly general manager WBC-FM Indianapolis, and WFFG-

(AM) Marathon, Fla., joins Gordon Associates Advertising, West Palm Beach, Fla., as account executive.

**David E. Nopper**, public-relations manager, Ketchum, MacLeod & Grove, appointed general manager, Washington office. **William C. Russell**, formerly with National Foundation for Consumer Credit, joins K M & G, Washington, as account executive.

**Edmond H. May**, regional account supervisor and manager, Wells Rich Greene, Atlanta, appointed marketing specialist, WJXT(TV) Jacksonville, Fla.

**Joseph J. Sullivan Jr.**, general sales manager, WCBS-TV New York, joins CBS Television Network Sales there as account executive.

**James A. Tandy**, account executive and national sales service manager, KMOX-TV St. Louis, appointed national sales manager, KDNL-TV there.

## Media

**Edward P. Whitney**, formerly president, Entron Inc., named VP, newly-created cable-television division of Hamilton-Landis & Associates, Washington communications brokerage firm. **Milton Q. Ford**, president and principal, WTID-AM-FM Newport News, Va., named associate, Hamilton-Landis.

**Robert A. Mace**, VP, secretary and general counsel, Avco Broadcasting Corp., Cincinnati, elected member, board of directors. Mr. Mace and **Robert Howe**, VP and general manager, Avco-owned WRTH(AM) Wood River, Ill., elected board members, Avco Radio Corp., a wholly owned subsidiary of Avco Broadcasting.

**John P. Jopling**, with WJBF-TV Augusta, Ga., named VP, engineering, Fuqua Television there.

**Allen Harmes**, president and operator, Palace Trans-Video, Mitchell, S.D., and **Edward Kiernat**, owner and operator, South Dakota Cable, Lead, S.D., named president and VP, respectively, newly-formed South Dakota Community Television Association, Deadwood. **Joe H. Floyd**, general manager, South Dakota Cable, elected secretary and treasurer. **Peter Karn**, general manager, Rapid Cable TV, Rapid City, S.D., elected director.

**Donald L. Guthrie**, national marketing manager, Time-Life Broadcast, named VP and general manager, Cable TV of Rochester (N.Y.) Inc., Time-Life Broadcast-managed CATV system.

**Herman Pease**, program manager, WRCC-TV Rochester, N.Y., appointed general manager, WUTV(TV) Buffalo, N.Y.

**Joseph Cianchetti**, with American

Cable Television, joins Cypress Communications Corp., Los Angeles-based CATV system operator, as director of sales.

**Bill Ritchie**, general sales manager, WCPO-TV Cincinnati, appointed VP and general manager, newly acquired Scripps-Howard station KTEW(TV)



Mr. Howe



Mr. Ritchie

Tulsa, Okla. Mr. Ritchie is succeeded by **J. Donald Howe**, formerly VP and manager, national division, HR Television, New York.

**Michael J. Ludgate**, with WRVA-AM-FM Richmond, Va., joins WTOB(AM) Winston-Salem, N.C., as general manager.

**Tom Rutherford**, public services director and program coordinator, KOB(AM) Albuquerque, N.M., appointed station manager, KOB-FM there. Both are Hubbard Broadcasting stations.

**Marvin L. Rothschild**, sales manager, WAPE(AM) Jacksonville, Fla., appointed general manager.

**Rev. Clyde Castro**, production manager, KEBR(FM) Sacramento, Calif., appointed manager, KECR(FM) El Cajon, Calif. Both are Family Radio Network stations.



Mr. Ross

**Richard D. Ross**, general sales manager, WTAE-AM-FM Pittsburgh, appointed station manager. **John G. Conomikes**, station manager, WTAE-TV there appointed VP and station manager. **Jack A. W. Shenkan**, sales manager, AM, FM and TV, appointed general sales manager.

**Gary L. Portmess**, formerly operations manager, Nassau Broadcasting Co., joins WHAG-AM-FM Hagerstown, Md., as general manager.

**J. L. Solomon**, manager, WAUG-AM-FM Augusta, Ga., appointed manager, WTHB(AM) and WZZW-FM both there.

**John E. Callaghan**, anchorman, WSOC-TV Charlotte, N.C., appointed operations manager, continuing as anchorman.

**Gordon Belk**, continuity director, KOOL-



(AM) Phoenix, appointed operations director.

**Brian Doherty**, formerly director, executive sales division and national sales manager, turnkey division of Vikoa Inc., appointed general manager, New Jersey operations, Columbia Cable Systems, Westport, Conn.

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## Programing

**J. Eugene Brog**, president, Spencer Gifts Inc., subsidiary of MCA, New York, named VP, MCA.

**Terry Sams**, with WJBF-TV Augusta, Ga., named VP, programing, Fuqua Television there.

**Peter C. Funk**, executive VP, Steeg Productions, New York, resigns to form new marketing and program-distributing company.

**Burt Rosenburgh**, East Coast division manager for TV, Avco Embassy Pictures Corp., appointed Eastern division manager, American International Television, New York.

**Douglas G. Bell**, with wsoc-TV Charlotte, N.C., appointed program director.

**Robert J. Allen**, co-founder of Canyon Films, Phoenix, named director of production and creative services.

**Robert F. Fuzy**, acting program director, noncommercial WTTW(TV) Chicago, appointed program director.

**Robert Kingsley**, assistant program director, KLAC(AM) Los Angeles, appointed program director.

**Gary Palant**, program director, Metro-media's WNEW-FM New York, resigns to attend to real estate interests. **Scott Muni**, WNEW-FM air personality, succeeds Mr. Palant.

**Hy Block**, with Carousel Films Inc., New York, distributor of educational and social documentary films, appointed West Coast sales and customer relations representative.

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## News

**Robert C. Miller**, news and sports director, WMRN-AM-FM Marion and WOHI(AM) East Liverpool, both Ohio, joins WHIZ-AM-FM-TV Zanesville, Ohio, in same capacity.

**Tony Pawlak**, newsman, KTAR-TV Phoenix, appointed news director, KTAR-AM-FM there.

**Ray Dittman**, managing news editor, WING(AM) Dayton, Ohio, named VP and managing news editor.

**Jack Burke**, news director, KMCD(AM) Fairfield, Iowa, joins KWPC-AM-FM Muscatine, Iowa, in same capacity.

**William Hay Currie**, sports director,

wsoc-AM-FM-TV Charlotte, N.C., appointed managing director, wsoc-originated Tar Heel Sports Network, continuing as sports director. **C. Wayne Godsey**, with wsoc-TV, appointed news manager.

**Jim Bormann**, director of news and public affairs, WCCO-AM-FM Minneapolis-St. Paul, appointed community affairs director. **Curt Beckmann**, news editor, WCCO-AM-FM, succeeds Mr. Bormann as director of news and public affairs.

**Eric Braun**, with WGAR(AM) Cleveland, appointed day editor.

**Roy Sova**, newsman, WBNF-TV Binghamton, N.Y., appointed night news supervisor.

**Jane Gibbons**, news personality, WTVN-TV Columbus, Ohio, joins WTMJ-TV Milwaukee in same capacity.

**Wes Sarginson**, NBC News correspondent, Cleveland, appointed anchorman, Westinghouse-owned KYW-TV Philadelphia.

**Paul Clarke**, news director, WEAM(AM) Arlington, Va., joins WLS(AM) Chicago, as newsman.

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## Promotion

**Jack Mahoney**, sales manager, central division, ABC Radio Network, Chicago, joins Jack O'Grady Studios there as director of graphic arts firm's new sales promotion-direct mail division which will include broadcast promotion and merchandising activities for both sponsors and agencies.

**Don E. Whitely**, promotion and advertising director, Mullins Broadcasting stations KBTW(TV) and KBTR(AM), both Denver, appointed director of advertising and promotion, Mullins Broadcasting Co. there. **Dennis G. Hunter**, on-air promotion director, KBTW, succeeds Mr. Whitely.

**Rudy Bergman**, manager, press information, WCBS-TV New York, appointed director, press information.

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## Equipment & engineering

**George Anthony**, president, Tape-Athon Corp., Inglewood, Calif., named chairman of board. He is succeeded by **David Anthony**, executive VP and general manager.

**Dr. Robert Maddocks**, director of management and development, ITT, named staff VP, industrial relations planning and evaluation, RCA, New York.

**Dr. Robert J. Glaser**, VP, The Commonwealth Fund, New York, and **William P. Doolittle**, VP, Hewlett-Packard, named directors, Hewlett-Packard, Palo Alto, Calif.

**Malcolm Reader** and **John Tregay**, with Comfax Communications Industries, New York, named VP's and corporate directors. **Paul Boros**, also with Comfax, appointed director of engineering.

**Elmer Smalling III**, chief engineer, KYW-TV Philadelphia, joins Transmedia Production Services, New York, as chief engineer, video tape and post-production operation.

**Marvin McNeil**, with General Electric, Daytona Beach, Fla., joins cable-equipment division of Superior Continental Corp., Hickory, N.C., as manager of quality control.

**Larry Shoel**, assistant chief engineer, WJBC(AM) and WBNQ(FM) both Bloomington, Ill., appointed chief engineer, succeeding **Marvin J. Beasley**, appointed director of engineering.

**Edward Shuey**, with Gates Radio Co., Quincy, Ill., appointed district manager, TV sales.

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## Allied fields

**Paul A. Jamarik**, assistant to director, Bureau of Consumer Protection, Federal Trade Commission, appointed assistant general counsel of FTC.

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## International

**Howard Karshan**, general manager, CBS Europe and CBS Ltd., appointed managing director, Viacom S. A. (formerly CBS Europe) and Viacom International Ltd. (formerly CBS Ltd.).

**Walter Speidel**, with A. C. Nielsen Co., Frankfurt/Main, Germany, named executive director of Nielsen's European operations with headquarters at Nielsen House, Buchrain/Lucerne, Switzerland. He succeeds late Justin Power.

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## Deaths

**Vernon C. Kohlhaas**, 54, senior partner, communications law firm of Pierson, Ball & Dowd, Washington, died Jan. 19 at Doctors hospital there of cerebral hemorrhage. Mr. Kohlhaas joined firm in 1945 and was active in firm's participation in many major proceedings before FCC and courts. He received his law degree from George Washington University in 1942 and was attorney for Civil Aeronautics Board before entering private practice. He is survived by his wife, Gertrude, one son and two daughters.

**Fabian Dean Gibilaro**, 41, TV and motion picture actor, died Jan. 15 at St. Joseph's hospital in Los Angeles. He is survived by his wife, Marilyn, and one daughter.



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(Docs. 19095-7). Actions Jan. 11.

■ Hearing Examiner James F. Tierney in Sun City, Ariz. (Alvin L. Korngold and Sun City Broadcasting Corp.), FM proceeding, scheduled prehearing conference for Jan. 13 (Docs. 19087-8). Action Jan. 5.

■ Hearing Examiner James F. Tierney in Searcy, Ark. (Horne Industries Inc. and Tellum Broadcasting Co. of Searcy Inc.), FM proceeding, postponed all customary prehearing procedures and scheduled hearing date, without date, to await first opportunity for resumption of ease following commission's disposition of its primer or policy statement concerning Suburban issue (Docs. 18989-90). Action Jan. 11.

■ Hearing Examiner James F. Tierney in Burney and Fall River Mills, both California (Ulysses Sherman Bartness and W. H. Hansen), FM proceeding, granted petition by Ulysses Sherman Bartness for leave to amend application to reflect bank loan commitment (Docs. 19034-5). Action Jan. 6.

■ Hearing Examiner James F. Tierney in Washington (Pacific Foundation and National Education Foundation Inc.), FM proceeding, scheduled hearing conference for Jan. 14 (Docs. 18634-5). Action Jan. 5.

■ Hearing Examiner James F. Tierney in Naples, Fla. (Recreation Broadcasting of Naples Inc. and Naples Image Inc.), FM proceeding, granted request by Recreation Broadcasting and extended to Jan. 18, time to file reply to Broadcast Bureau comments on joint petition for approval of agreement (Docs. 18961-2). Action Jan. 11.

■ Hearing Examiner James F. Tierney in Tulsa, The Village and Oklahoma City, all Oklahoma (Oklahoma Broadcasting Co. et al.), FM proceeding, granted petition by BBC Inc., licensee of KOFM Oklahoma City, to intervene in this proceeding; scheduled prehearing conference for Jan. 12 (Docs. 18951-5). Actions Jan. 5.

■ Hearing Examiner James F. Tierney in Harrison, Tenn. (Folkways Broadcasting Inc. and Harrison Broadcasting Co.), FM proceeding, granted petition by Folkways Broadcasting for leave to amend application to reflect up-to-date financial information and other current ownership and management information and accepted amendment as supplemented; granted petition by Harrison Broadcasting for leave to amend application to reflect substitution respecting line of credit relating to its financial qualifications (Docs. 18912-3). Actions Jan. 7.

### Other actions

■ FCC extended time for filing comments and reply comments in proposal to amend FM table of assignments for various locations in Kentucky, Tennessee and Virginia to Feb. 12 and 26 (Doc. 19074). Action Jan. 13.

■ Review board in Rogers, Ark., granted joint agreement permitting KAMO Inc., Rogers, to reimburse Robert E. Sanders \$2,000 for expenses incurred in prosecution of mutually-exclusive application for permit to construct new FM at Rogers (Docs. 18973-4).

■ Review board in Athens, Tenn., FM proceeding, granted petition by 3 J's Broadcasting Co. to reopen record and enlarge issues in proceeding involving applications by 3 J's and Athens Broadcasting Inc. for new FM to serve Athens (Docs. 17617-8); proceeding remanded for purpose of hearing evidence on new issues involving Athens Broadcasting, and presiding officer directed to issue supplemental initial decision on aspects raised under additional issues. Action Jan. 13.

■ Review board in Harrison, Tenn., FM proceeding, granted motion by Harrison Broadcasting Co. for extension of time to Jan. 18 to file responsive pleadings to petition by Folkways Broadcasting Inc. to enlarge issues (Docs. 18912-3). Action Jan. 8.

■ Review board in Virginia Beach, Va., FM proceeding, granted petition by Sea Broadcasting Corp. for extension of time to Jan. 13 to file reply to responsive pleadings to petition to enlarge issues (Docs. 19095-7). Action Jan. 13.

### Call letter applications

■ Auburn University, Auburn, Ala.—Requests \*WGL(FM).

■ Megamedia, Fort Smith, Ark.—Requests KISR(FM).

■ F. Ray Bryant and Nancy Bryant, Paso Robles, Calif.—Request KPRA(FM).

■ Lighthouse Broadcasting Inc., Jupiter, Fla.—Requests WJTS-FM.

■ Nasson College, Springvale, Me.—Requests \*WNCY(FM).

■ Contemporary Broadcasting Corp., Duluth, Minn.—Requests WDTH(FM).

■ Watkins Glen-Montour Falls Broadcasting Corp., Montour Falls, N.Y.—Requests WXXY(FM).

### Call letter actions

■ Weldon Brown, Apache Junction, Ariz.—

Granted KAPJ(FM).

■ Monterey Bay Area Media, Carmel, Calif.—Granted WESM(FM).

■ William J. Murphy, Salida, Colo.—Granted KVRH-FM.

■ Pensacola Christian School Inc., Pensacola, Fla.—Granted \*WPCS(FM).

■ Weis Broadcasting Co., Savannah, Ga.—Granted WAFW(FM).

■ Calvert County Broadcasting Co., Prince Frederick, Md.—Granted WESM(FM).

■ Tufts University, Medford, Mass.—Granted \*WMFO(FM).

■ Family Radio Evangelistic Corp., Albion, Mich.—Granted WUFN(FM).

■ Dowagiac Broadcasting Inc., Dowagiac, Mich.—Granted WDOV-FM.

■ Kirtland Community College, Roscommon, Mich.—Granted \*WKTR(FM).

■ KAGE Inc., Winona, Minn.—Granted KAGE-FM.

■ New York University, New York—Granted \*WNYU-FM.

■ Frank D. Ward Inc., Columbia, S.C.—Granted WKRY(FM).

■ Connecticut Valley Broadcasting Inc., Springfield, Vt.—Granted WCFR-FM.

■ WATW-FM Inc., Ashland, Wis.—Granted WATW-FM.

## Existing FM stations

### Final actions

■ KTBT(FM) Garden Grove, Calif.—Broadcast Bureau granted CP to change trans. location to One City Boulevard West, Orange, Calif.; install new ant.; make changes in ant. system; ant. height 265 ft.; ERP 3 kw; condition. Action Jan. 15.

■ KWST(FM) Los Angeles—Broadcast Bureau granted CP to install new trans. Action Jan. 11.

■ WHKK(FM) Erlanger, Ky.—Broadcast Bureau granted CP to change trans. location: off Tower Viet Street, Taylor Mill, Ky.; make changes in ant. system; ant. height 295 ft.; ERP 3 kw; remote control permitted. Action Jan. 15.

■ WITL-FM Lansing, Mich.—Broadcast Bureau granted mod. of CP to extend completion date to July 1. Action Jan. 11.

■ KPFT(FM) Houston—FCC granted Pacifica Foundation Inc., licensee of station that has been forced off air twice by bombings, temporary emergency authorization through April 13, to build and operate station at newly proposed site. Action Jan. 13.

■ WLEO-FM Ponce, P.R.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 101.9 mhz for aux. purposes only; ERP 6.8 kw. Action Jan. 15.

### Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), FM and TV proceeding, granted petition by applicant for leave to amend application to show changes in programming of KRON-FM. Action Jan. 6.

### Call letter applications

■ KABC-FM, ABC Inc., Los Angeles—Requests KLOS(FM).

■ WTOP-FM, Howard University (not yet assigned), Washington—Requests WHUR-FM.

■ WGBA-FM, WGBA Inc., Columbus, Ga.—Requests WHYD-FM.

■ WJON-FM, WJON Broadcasting Co., St. Cloud, Minn.—Requests WWJO(FM).

■ WDKC(FM), Kops-Morahan Communications, Albany, N.Y.—Requests WTRY-FM.

■ WONO(FM), Houston Broadcasting Co., Syracuse, N.Y.—Requests WPAW-FM.

■ WJCW-FM, SIR Communications Inc., Cleveland—Requests WQAL(FM).

■ KYED(FM), Sudbrink Broadcasting of Texas Inc., Pasadena, Tex.—Requests KYND(FM).

### Call letter actions

■ WOKK-FM, New South Broadcasting Corp., Meridian, Miss.—Granted WALT(FM).

■ WBCI(FM), Williamsburg Broadcasting Inc., Williamsburg, Va.—Granted WMBG(FM).

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K02FQ

Escalante, Utah; K06BX Round Valley, Ariz.; K03AS, K06BQ and K07CQ, all Richfield, Elsinore and Sevier, Utah; K06FL Fishlake Resort, K08CL, K10CJ and K12CT, all Koosharem, K08CM, K10CT and K12CJ, all Sigurd and Salina, K10BS Thompson, and K13AK Heber, all Utah; K04EB and K09IQ, both Kaibito, Shonto, Tonolea and Red Lake Rural areas, K07GU and K13GZ, both Tuba City and Moencopi, K70BO and K72BI, both Williams, Grand Canyon and Ash Fork, and K82BH, Flagstaff, all Arizona. Actions Dec. 30, 1970.

■ WPOK-AM-FM Pontiac, Ill.—Broadcast Bureau granted renewal of licenses. Actions Jan. 8.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: KXLR(AM) North Little Rock, Ark.; WAMY(AM) Amory, Miss.; WBEL(AM) South Beloit, Ill.; WCCW-AM-FM Traverse City, Mich.; WCFW(FM) Chipewewa Falls, Wis.; WEEC(FM) Springfield, Ohio; WIXX-AM-FM New Richmond, Wis.; WLBH-AM-FM Mattoon, and WMIX-FM Mt. Vernon, both Illinois; WNAM(AM) Neenah, Wis.; WNRZ(FM) Ann Arbor, Mich.; WOKZ-AM-FM Alton, Ill.; WONW Defiance, Ohio; WRDB-AM-FM Reedsburg, Wis.; WROB(AM) West Point, Miss.; WSWW-AM-FM Platteville, Wis.; WTRE-FM Greensburg, Ind.; WVPF(FM) Dundee, Ill.; WXAX(FM) Elkhart, Ind.; WYFE(AM) Rockford, Ill. and KBHS-AM-FM and KXOW(AM), all Hot Springs, Arkansas. Action Jan. 12.

## Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KRON-TV San Francisco, to July 12; KNBA(AM) Vallejo, Calif., to July 11; KDKO(AM) Littleton, Colo., to June 25; \*KTSC(TV) Pueblo, Colo., to July 12; WHYT(AM) Noblesville, Ind., to May 15; WMSJ(AM) Solva, N.C., to June 16; WABA(AM) Aguadilla, P.R., to April 15. Actions Jan. 12.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KFIC(AM) Los Angeles, to June 29; KCBS(AM) San Francisco, to May 1; KKAI(FM) Kailua, Hawaii, to June 30; \*KBIA-FM Columbia, Mo., to May 22; WTKO(AM) Ithaca, N.Y., to July 3; WTPM(FM) Aguadilla, P.R., to March 8; KSOO-FM Sioux Falls, S.D., to April 15; WBAP(AM) Fort Worth, to April 15; WISN(AM) Milwaukee, to July 11. Actions Jan. 11.

■ KYUK Bethel, Alaska—Broadcast Bureau granted mod. of CP to change frequency to 580 khz, decrease power to 5 kw and install new trans.; change studio location to be determined and operate by remote control from studio site. Action Jan. 5.

■ KZST(FM) Santa Rosa, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to May 15. Action Jan. 15.

■ Ferriday, La., Miss-Lou Broadcasting Co.—Broadcast Bureau granted mod. of CP to change type trans. and ant. Action Jan. 11.

■ WBYU(FM) New Orleans—Broadcast Bureau granted mod. of CP to change trans. power output. Action Jan. 11.

■ WKLA-FM Ludington, Mich.—Broadcast Bureau granted mod. of CP to change trans. location to ½ mile south of Chauvez Road, 1000 ft. east of Brunson Road, Ludington; change type trans. and ant.; make changes in ant. system; ant. height 250 ft.; ERP 3 kw; remote control permitted. Action Jan. 13.

■ WSAE(FM) Spring Arbor, Mich.—Broadcast Bureau granted mod. of CP to change trans. power output. Action Jan. 11.

■ Columbia, S.C., Frank D. Ward Inc.—Broadcast Bureau granted mod. of CP to change type trans. and ant. Action Jan. 11.

■ KNDX(FM) Yakima, Wash.—Broadcast Bureau granted mod. of CP to extend completion date to April 1. Action Jan. 11.

## Other actions, all stations

■ FCC authorized CBS to use, on continuing basis for TV network purposes, visual signal to appear as rectangular white block occupying last ten microseconds of lines 21 through 23 in both fields of transmitted picture. Action Jan. 6.

■ FCC amended rules to specify standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in standard broadcast service (Doc. 16222). Action Jan. 13.

■ FCC raised "fundamental questions" dealing with exclusivity of non-network TV programming in further notice of proposed rulemaking (Doc. 18179). Action Jan. 13.

(Continued on page 64)

# CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Situations Wanted 25¢ per word—\$2.00 minimum. Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos; etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum. All other classifications 35¢ per word—\$4.00 minimum. Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale. Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. No charge for blind box number. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

## RADIO

### Help Wanted Management

Long established upper midwest unlimited grossing 150 thousand. Owner will retire from management retaining percent of gross or flat sum. Balance goes to right manager. Excellent future for ambitious man. Box A-162, BROADCASTING.

Mid-Atlantic. Capable sales manager for healthy 5 kw medium market facility. Clean college community. City wages—provincial living. Resume to Box A-240, BROADCASTING. Replies confidential.

Operations manager needed for KMNS, Sioux City, Iowa. A Stuart station. Send tape, resume to Orv Koch, Stuart Stations, Box 80209, Lincoln, Nebraska, 68501. Equal opportunity employer.

### Sales

Wanted: Salesman or woman for New England daytime. Ambition only prerequisite. Salary plus commission. Box A-190, BROADCASTING.

Growing San Diego adult-music FM seeks aggressive young salesman to handle established list. Must have good track record with both agencies and direct clients. Good draw based on your experience. Liberal commissions and expenses. If you are ready to grow with us, send complete resume and billing for last six months to Box A-193, BROADCASTING.

Advertising space sales. Leading national business publication has immediate opening, in Chicago office, for aggressive self-starter. Knowledge of broadcast business helpful, but not required. Salary plus commission. Send complete resume, including salary requirements. Box A-196, BROADCASTING.

If you're a salesman with record & can announce. Sell in single station market & make money. Fine guarantee, commission, ins. & other benefits. Extra money if 1st. Midwest. Pro only. Box A-203, BROADCASTING.

Major top 10 midwest market looking for young, aggressive account executive to handle list. Capable of earning 30,000 plus. Send resume immediately. Box A-247, BROADCASTING.

National sales manager/operations director. Large eastern market. Must have successful radio sales and salesman training background. Also helpful to have been a DJ, PD and newsmen. Good education necessary although college degree not required. E.O.E. Qualified women applicants given equal consideration. Send resume and references. Box A-249, BROADCASTING.

Salesman—WIDG . . . St. Ignace, Michigan . . . 5 kw . . . year round resort area . . . no pollution . . . no ulcers . . . family man's paradise. \$150,000 guarantee. All considered.

Opportunity seldom knocks but here's your chance to take over number one sales list in fast growing Florida coastal market. Also at your option to become sales manager with override. Send salary requirements and resume to Hudson Millar, WIRA, Ft. Pierce, Florida, an Airmedia station, equal opportunity employer.

Salesman wanted for AM station WSTX Christiansted, St. Croix, United States Virgin Islands. If you are just beginning St. Croix can be a great place to learn and gain experience. If you are an experienced radio man this can be a great place to live and operate in a small market where the pace is a bit slower. Caution . . . cost of living is high, schools are crowded and not the best, but the sun always shines. WSTX is an equal opportunity station. Send picture, resume to Ruth Carpenter, Box 428, Christiansted, St. Croix, United States Virgin Islands. Salary plus commission plus car.

\$10,000 and Hawaii too. Wanted—experienced radio salesman. If you qualify, you must make \$25,000 a year plus. Send full resume to: Bill de Tournillon, Gen. Mgr., Grayson Enterprises, P.O. Box 1559, Lubbock, Texas.

### Announcers

Wanted: An experienced announcer-salesman . . . 50,000 watt country music station . . . Piedmont, North Carolina . . . Salary and commission . . . Box L-196, BROADCASTING.

## Announcers continued

Dee Jay. First ticket. Must be married, dependable. References checked. Good money. Give us a couple of years. We'll guarantee placing you in better job if qualified. Letter and tape now. Personal interview later. Box L-251, BROADCASTING.

Announcer-salesman, first phone, no maintenance, \$125 plus account list to augment wage to \$600.00 plus per month. Commission on extra sales. Good working conditions, fringe benefits, participation health ins., two weeks vacation after completing one year. Wyoming full-timer, with excellent equipment. Send tape, full resume and references. Box A-7, BROADCASTING.

Great Lakes area station now accepting applications. MOR format emphasizes comment on feature news, music, sports, local interests. Respondents judged on voice, ad-lib, commercials and personal stability. Paid health and life insurance, provision for retirement earnings, liberal vacations and other benefits. Tape, photo, resume will be returned promptly. Box A-148, BROADCASTING.

Somewhere there is an experienced R&B or soul jock that wants a job in one of the top ten markets. It's a contemporary station with an opening now. Send resume & tape to Box A-187, BROADCASTING.

SKW midwest station seeks bright sounding DJ/production man with first phone. Lengthy experience not required. Send tape, resume, picture, and salary requirements. Box A-195, BROADCASTING.

First phone rock jock. Good bread. Morning shift, production. Box A-213, BROADCASTING.

Alaska's largest city. Anchorage's adult music station needs mature, professional radio announcer. 5-day week. Excellent working conditions: \$850 to start. Send resume, and tape to: Ken Flynn, KHAR-AM & FM Radio, Pouch 7-016, Anchorage, Alaska 99501.

Ready to move up to a really professional mid-western operation? If you're a qualified staff announcer with a first phone . . . big things are happening at KOKX in Keokuk, Iowa! Contact manager, Ron Westby, now!

KWTX Radle in Waco, Texas 2 to 7 announcer. MOR. Contact Dave South, Program Director.

One of Washington, D.C.'s leading quality music stations has an opening for an experienced announcer with mature voice. Special emphasis on commercial production. Absolutely no top forty. \$9,000 per year to start. Five day, forty hour week. Three weeks paid vacation. Modern studios with latest equipment. Send tape and resume to WGAY-Stereo/WQMR, 8121 Georgia Ave., Silver Spring, Maryland 20910.

WKNE, Keene, N.H. is looking for a first ticket who does good air work. Apply quickly. Our men are weary of working your shift. Box 460, Keene.

Wanted—Southwestern Ohio's top student air personalities. Must be pro's. Must have quality. Contact Radio Program Director, WMUB, Oxford, Ohio 45056.

Wanted: Experienced personality for modern C&W AM drive slot. Send tape, resume, and references to Charlie Lindsey, WQSN, Box 891, Charleston, S.C. 29402.

Southwest Virginia station needs two experienced announcers. Send complete resume to WRIC; Box 838, Richlands, Virginia. Telephone 703-964-4066.

Nome, Alaska, 10 KW . . . have three announcers, need three more announcers to join in educational radio venture. Men with ideals. Must be single due to living accommodations. Audience 95% English speaking Eskimos in 50 remote villages. All new Collins equipment. Non salaried positions. All living expenses and travel paid. Minimum of one year service. Station open first of February. Must have voice, delivery, personality and a great interest in helping others. All varieties of music format with educational fill. Station sponsored by Catholic Bishop of Northern Alaska. Must have excellent work and character references. Send "on air" tape, resume and photo. Contact Father Jim Poole, S.J., Box 101, Nome, Alaska.

## Announcers continued

'71 can be your year for better wages and working conditions. Leading AM-FM MOR needs bright mature sounding 1st phone morning man. Sports knowledge and play-by-play definite asset. Professional staff, well equipped. Excellent churches/schools. Pay is good, you should be. Send air check, resume, salary requirements with first letter to: Jerry Peterson, General Mgr., WLPO AM-FM, Box 215, La Salle, Illinois 61301, or call 815-223-3100.

### Technical

Maintenance conscious engineer is badly needed by this Carolina nondirectional AM station with FM and background music. Automation is part of the equipment and cable origination is in the very near future. Solid state knowledge is a must! The city is only 20,000, but the market is quite competitive. If you're interested, please contact me immediately. Box A-5, BROADCASTING.

Chicago stereo station has opportunity for experienced chief engineer. Reply in confidence. Box A-37, BROADCASTING.

Northwest Pennsylvania AM and FM facility wants a qualified first class engineer who is strong on maintenance to fill its chief engineer post. There is an immediate opening. Experience is a basic requirement. Send your history clearly showing your qualifications to: General Manager, J. R. Nicholson, WMGW, Box 397, Meadville, Penn. 16335.

If you have the qualifications, we'll pay the money. Directional, remote control. Full studio/xmtr maintenance. 812-425-2221.

### News

Experienced newsmen for single station market in northwest Ohio town of 25,000. Please send complete information including tape and recent picture to Box A-128, BROADCASTING.

Midwest medium market TV-radio operation is in immediate need of night news editor—talent. Experience with 16mm camera and editing is desirable. Will deliver major TV newscast six nights per week. Send resume, references and VTR to Box A-136, BROADCASTING.

Newsmen with mature, authoritative voice and delivery. Must aggressively seek out news, write it, and be experienced in extensive use of actualities. Send tape, resume, photo, all information first letter. Fred Bradshaw, WDBO Radio News, Orlando, Florida.

Wanted, man with qualifications to be anchorman on news show, also moderator on talk shows. Salary open—send tape to Jerry O'Keefe, Operations Manager, Box 2926, Fargo, North Dakota 58102, or phone me, 701-282-0444. If you want more information . . .

### Programing, Production, Others

Director-producer-writer. Department store television, radio commercials. Full responsibility, heavy schedule. Work with advertising, merchandising executives. Ideal candidate's profile: creative; relevant experience; good administrator; supervisor; sound business judgment; cool, effective under pressure. Aggressive retailer, fine medium sized city. Company-paid medical insurance, pension plan, other benefits. Include salary history in detailed confidential resume. Box A-118, BROADCASTING.

Progressive midwest up tempo MOR station needs sign on farm director. Combo emphasis on announcing. Excellent equipment, beautiful facilities. No beginners. Box A-252, BROADCASTING.

Program director with proven track record needed. We are #1 contemporary for 12 years . . . can you improve on 40s and 50s? Check us out: WJPS, 812-425-2221.

### Situations Wanted Management

Dedicated, aggressive, successful manager & salesman with proven record. But you want more, right? I also announce, produce commercials, write copy, play-by-play, sweep the floors, etc. Desire stock options. Box A-88, BROADCASTING.

General manager—must see resume to appreciate. Box A-159, BROADCASTING.



## Management continued

**General manager.** Young aggressive hard worker. Proven track record. Industry's best references. Box A-163, BROADCASTING.

**Capable broadcaster.** Staff experience Post Stations, Scripps-Howard, Avco. Adult format sales manager past ten years. Interested combining talents in management or top sales capacity. Box A-194, BROADCASTING.

**Manager—medium market.** Presently sales manager with 11 years additional broadcast experience—programming, administration. Analytical, creative, sincere, sober, 40, married, college. Prefer West, but will consider situation. Reply to Box A-212, BROADCASTING.

Presently employed top ten market producer available. I have produced ratings, sales, promotions and results as air personality, program director, operations manager, salesman, music director and agency rep . . . all in a top ten market. 28, aggressive, radio and results-oriented. Can I produce for you? Box A-217, BROADCASTING.

**Experienced sales manager** wants move to larger market and wants management within two years. Proven sales record: college; 10 years experience; family man; aggressively! Prefer east coast. Box A-236, BROADCASTING.

**Successful manager, station sold.** Sales background, excellent P. & L. man. Community active, professional, creative. Family man. References. Box A-237, BROADCASTING.

**General Manager—seeking first full command** after accumulating extensive value in management consulting and top group broadcasting. If you need a total manager, who will protect your license, increase ratings and provide profits—I could be your most important 1971 management decision—let's discuss. Box A-250, BROADCASTING.

**Programmer of progressive lp format, California AM outlet,** foresees demise of same due to ownership change. Interested? Call Gene Brodeur 805-965-1293 days.

## Sales

14 years experience, seeking sales management and/or sports tie-in. RAB trained. Box A-119, BROADCASTING.

**Salesman or salesman announcer.** Presently selling and doing a weekend air shift at a contemporary station in market of 100,000. Desire position with a stable station and a chance for advancement. Prefer rocky mountain or midwest states. Box A-208, BROADCASTING.

**Account executive.** 1970 was my seventh and best year in broadcasting. Someone once said: "That when your ready for a better assignment—you'll know it." I am ready. Please write: P.O. Box 37, New Britain, Connecticut 06050.

## Announcers

**Pro with major market leader** looking for major market announcing position with management possibilities. MOR. Tape resume on request. Box M-167, BROADCASTING.

**Small market rock PD 2 years** looking. Prefer West. University journalism degree. 25. Single. 3rd. Box A-35, BROADCASTING.

**Modern country pro!** Sales, copy, production, music director, personable D.J., organizer of formats, programming methods and supervision. Top references. Married 37. Seeking medium market teamwork. Must settle and have small home! Box A-38, BROADCASTING.

**Disc jockey, announcer, exp., dependable, creative.** Tight board, 3rd endorsed. Box A-71, BROADCASTING.

**1st phone D.J. and news, experienced, college degree.** Rock or MOR, play-by-play, service complete. Box A-78, BROADCASTING.

**Bright top 40 jock with first ticket.** Writes excellent commercial copy. Produces polished spots. Box A-103, BROADCASTING.

**I'm the program director** your medium market rock station needs. Box A-104, BROADCASTING.

**DJ, tight board, good news, commercials, 3rd phone.** Box A-117, BROADCASTING.

**10 year pro.** Past experience Gulf-South, Florida, now employed mid-west. 26, family and first ticket. Only the best offers considered. Box A-126, BROADCASTING.

**First phone, experienced, MOR man, high ratings, 27, married, stable, all considered.** Box A-165, BROADCASTING.

## Announcers continued

**Experienced, creative, authoritative news, aggressive salesman, tight board.** Have done T.V. and radio. Willing to locate anywhere. 3rd endorsed. Box A-184, BROADCASTING.

**Combo-man—1st phone** soul radio personality 4 yrs. experience, college. Prefer east coast or southeast. Available now. Box A-200, BROADCASTING.

**Versatile, articulate first phone** seeks employment with underground station. Will work tirelessly in any capacity for chance to learn. Regina. Box A-206, BROADCASTING.

**DJ—copy—production, experienced, third, college,** good voice . . . Box A-209, BROADCASTING.

**First phone announcer DJ, seeks stable position** in MOR or top 40. 8 years college. 2 1/2 years small market/light maintenance. Presently in 5000 watt metro market top 40. Reply to Box A-214, BROADCASTING.

**Experienced, 2 years, music director, MOR, college grad.** Bright, warm, witty, topical with good voice. Want to move up. Prefer Ohio or surrounding states. Box A-216, BROADCASTING.

**D.J., professionally trained, good sound, tape on request.** Box A-219, BROADCASTING.

**Preferably northeast MOR, have ability, looking for chance.** Box A-220, BROADCASTING.

**Beginner, broadcasting school graduate, third endorsed, for sports, disc jockey.** Dependable. Box A-221, BROADCASTING.

**Professionally trained announcer, B.A. degree** seeks position in sportscasting/play-by-play. Box A-225, BROADCASTING.

**Florida AM or FM. Veteran radio man, 40's.** 1st phone. Prefer some maintenance. Versatile, dependable. Moderate salary. Smith 843-9525. Write Box A-227, BROADCASTING.

**Professionally trained announcer.** Two years college. Broadcasting major. Will relocate. Box A-234, BROADCASTING.

**Announcer-sportscaster, with 1st ticket, seeks opportunity.** Experienced, employed currently, family. Box A-239, BROADCASTING.

**D.J.—announcer-technician, creative, colorful, versatile, dynamic, authoritative newscaster; dependable.** Tight-board. First phone, will relocate. Box A-242, BROADCASTING.

**Beginner. Third. Age 42. Good voice and ability.** Am enrolling engineer training because I have desire to do technical work. Announcing any format. Box A-243, BROADCASTING.

**Seek serious music-talk format.** Intelligent, correct intros/commentary need not be stilted. Educated, mature, family. Five figure salary essential. Box A-248, BROADCASTING.

**Employed now at a top Indiana station, 12:00 mid- to 5:30 a.m., want different hours.** Over 5 years experience, versatile, not a floater or prima donna. Call G.L., 317-966-2945 or Box A-251, BROADCASTING.

**Seeking announcing job anywhere in U.S.** Broadcast school graduate of Career Academy, Milwaukee, Wisconsin and the School of Broadcasting Training, Artesia, New Mexico. Three months of actual broadcast experience at the School of Broadcast Training. Versatile. Dependable. Prefers MOR, but will do any type of format. Just received first class license at Elkins Institute. If interested, call or write Mr. Lynn Troxel III, 380 Melmore Street, Tiffin, Ohio 44883. Phone (419) 447-4686.

**Pro, P.D., production, ticket, J. Tyrrell, 4115 Douglas, Apt. C, Dallas, Texas.** 214-526-3992.

**Idea man!** 15 years announcing, sales, production. Strong on news. First phone. 37, family. 1-(816)-358-0783.

**Available immediately! Experienced—versatile—will relocate—married—717-645-2964.**

**MOR or rock shift(s), full or part-time** in Buffalo area. Good news reader, and strong voice. Currently at major Southern, Ontario, rocker. Know format, but also good at MOR (hip). Contact Jim Ernst, Apt. 310, 20 Graydon Hall Drive, Don Mills, Ontario, Canada.

**Professionally trained announcer, with first phone, four years experience, with some sales and news experience, married, prefer midwest.** Contact Graig Copley, 711 Michigan Avenue, Gladstone, Michigan. Phone 906-428-9485.

**Announcer, 3rd phone hard worker, limited experience, MOR, rock, news, writing & programming.** Will relocate anywhere in U.S. Draft exempt. News & commercial tape available. Contact John Groves after 2 p.m. Telephone 415-474-6200, 1870 Sacramento, San Francisco, Calif. 94109.

## Announcers continued

**Trained announcer—DJ—third endorsed.** Talented and capable, lacking only experience. Personable, reliable. Ed Meyers, 2420 Gilmore St., New Castle, Penna. 16101.

**Young announcer—recent broadcasting school graduate** with third phone seeks first position. News, D.J., sports and play-by-play work. Married and will relocate. John Sweeney, 1-215-258-8331 or 1203 Ferry St., Easton, Pa. 18042.

**Professionally trained announcer, first phone, married, draft exempt, up tempo/MOR.** Will relocate. Dennis Carlson, 1552 North Lake, Pasadena, Calif. 91104. (213) 797-1759.

**Experienced, country morning man, 25, married, draft exempt first, chief announcer, Brown graduate, does production, maintenance.** Want to get back to the Northwest. Resume and tape on request. Phone (402) 245-3694.

**How would you like to train one of the near futures best? You supply experience and guidance and I'll supply broad school grad—first phone—ideas—reliability—good attitude—more than enough initiative and ability to prove you made the right decision.** Draft exempt. You name it—I'll do it. Robert W. Henry, 1631 Pampas #55, Anaheim, Calif. 92802.

**Personable Northwestern radio-TV student** as summer relief announcer/writer. Will relocate. Wally Jones, 2335 Sheridan, Evanston, Illinois 60201. 312-475-4249.

**FCC 1st, experienced, available now.** N.J., N.Y., Penn., Conn., Mass., R. Island. News, DJ, combine both. Need a capable program or news director? No tape available; can come for personal interview today. Larry Kay (516) 791-6557, 58 Fairview Ave., Valley Stream, N.Y. 11581—today!

**Young announcer, 23, with experience, now employed, seeking further experience opportunity.** 3rd class ticket, 2 years college, broadcast major. Background in MOR, R&R, and progressive format. Tape, photo, resume available and will come for personal interview. Dan Von Jeneff, 1240 Burr Oak, Barrington, Ill. 60010.

## Technical

**First phone. Fifteen years.** Transmitter or chief smaller station. Southeast preferred. Box A-182, BROADCASTING.

**First phones (4) combo and technicians** available separately, all varied experiences, the pick of N.Y.C.'s top broadcast school. If your station offers growth, progressive management and most of all a future, let's get together. Box A-224, BROADCASTING.

**Multi-talented chief engineer.** 15 years experience AM, FM, directional. Seven years as chief engineer currently chief of midwest AM, FM. Excellent track record, references. Resume on request. Desire a challenging opportunity. Box A-228, BROADCASTING.

**Automated radio station.** Do you need an experienced engineer familiar with automation to maintain your equipment part-time or contract basis. Maintenance of audio equipment and AUTOM system. Troubleshooting. California only. Box A-246, BROADCASTING.

**Attention broadcast stations! Technician, alert, objective, loyal.** Excellent electronics aptitude. 1st phone. Salary secondary. Prefer work with chief engineer with E.E. degree. Relocate. Sid Kitin, 98-05-63rd Road, Flushing, N.Y. 11374 (212) 275-5860.

## News

**University trained, hardworking, newsman-announcer** seeking more challenging position—have college prod. experience, writing ability, good voice and appearance. Box A-98, BROADCASTING.

**College grad with major market radio** seeks position on-air (news or announcer). Needs experience . . . has potential. Box A-145, BROADCASTING.

**Authoritative newscaster, disc jockey, announcer.** Will relocate. Sportscaster. Married. Box A-245, BROADCASTING.

**Professional meteorologist** available immediately for television-radio. Some experience. Contact 219-659-5130.

**Newsman with 3 1/2 years experience** desires position in deep south area. Excellent voice and delivery. Call 515-228-2205 or write John Phillip, 600 C Street, Charles City, Iowa 50616.

**News and sports my specialty; mature, college grad, some experience, 4-F.** Jim Dykes, 513-642-7455.

## Situation Wanted

### Programing, Production, Others

Small market rock PD 2 years looking. Prefer West. University journalism degree. 25. Single. 3rd. Box A-36, BROADCASTING.

Need conscientious man with first and announcing, sales, management, production and syndication background? Box A-183, BROADCASTING.

Modern country program/music director. 8 years top references. Married. Box A-185, BROADCASTING.

Program director, 15 years experience, top 40 and MOR. Under 30, married, family, college degree. Available soon. Box A-189, BROADCASTING.

7 years experience in programing, news and sports. Available immediately to New England market. You name the awards, I've received them. If talent and success sound interesting—let's talk. Box A-198, BROADCASTING.

Need experienced program-director? Twenty year pro looking. Writing-production skills. Loyal, dependable. No rockers please! Box A-210, BROADCASTING.

AM/FM progressive or sophisticated rock programmer available. Top 50 markets only. Box A-215, BROADCASTING.

Contemporary program director seeking to relocate. Six years experience. Family man and dedicated. Want to plant roots with a future. Box A-222, BROADCASTING.

Available now—3 years experience good everything—New York or facsimile. Box A-233, BROADCASTING.

Production pro seeking increased responsibility with management potential. 11 years experience radio/TV, including sales, sports. Box A-238, BROADCASTING.

## Television Help Wanted

### Sales

Salesman — come to Washington, D.C. TV for good money and good growth. Join the professionals and build a career. Send resume to: Box A-84, BROADCASTING.

### Technical

TV engineering personnel willing to work with future in mind. Latest equipment and production studio. Minimum travel, good salary, fringe benefits. Send resume and salary requirements to Dallas D. Clark, Television Production Center, Inc., 445 Melwood St., Pittsburgh, Pa. 15213.

Chief engineer for new full color noncommercial UHF in Virginia suburbs of Washington, D.C. Position includes installation of new equipment, management of technical plant and staff, and teaching courses in unique new TV engineering curriculum. Write for full job details: R. D. Smith, General Manager, Northern Virginia ETV Assn., 8333 Little River Tpk., Annandale, Va. 22003.

### News

Young (25 to 35) experienced newsman wanted. Background in journalism. TV experience. Strong on writing. Good appearance and delivery for both radio and TV, especially in TV news delivery. No one but professionals need apply. Top station in top 50 market. Send VTR, resume and salary requirements. Equal opportunity employer. Box A-111, BROADCASTING.

Midwest medium market TV-radio operation is in immediate need of night news editor-talent. Experience with 16mm camera and editing is desirable. Will deliver major TV newscast six nights per week. Send resume, references and VTR to Box A-135, BROADCASTING.

Wanted: news-chief photographer, upper mid-west market. Need creative, experienced man with administrative ability and lab experience, able to head up 8 man photo team. Good starting salary and liberal benefits. Send complete resume, photo and sample of your work to Box A-158, BROADCASTING.

Have immediate need for replacement of female news personality who plays a strong role in writing, producing and appearing on camera in key news programs. Contact Mr. Ralph Smith, WIRL-TV, Peoria, Illinois.

### Programing, Production, Others

Art director? Not really. Chicago TV station needs hard worker, fast worker, designer and builder of sets, perform all phases of artwork, must be creative and imaginative, head your own department. Write Box A-229, BROADCASTING.

## Programing, Production, Others

### continued

Southeast—energetic person to both design and light sets. Experience necessary. Good salary and benefits. Include resume in first letter. Box A-230, BROADCASTING.

Need creative director, experienced in live, commercial, and remote directing. Need creative production manager, experienced in all phases of film, and video tape production for new UHF station. Complete resume is requested. Mail replies to: WDXR-TV, P.O. Box 298, Paducah, Kentucky 42001.

## Television Situation Wanted

### Management

CATV manager looking for opportunity to manage large system, or group. Knows the cable business. Can do the big job. Prefer challenge with growth probabilities. 205-578-1142.

### Announcers

Attractive woman announcer available. Experienced as variety talk hostess, commercials, writing and producing. University degree. Will relocate anywhere for challenge. Box A-166, BROADCASTING.

Experienced television children's personality, puppet show, and assistant. Prefer Ohio area. Will consider midwest. Experienced in radio and television. Female. Box A-181, BROADCASTING.

Kid's show producer host. Quality afternoon format for school age viewer. Announcer salesman. Now employed. Box A-199, BROADCASTING.

Major market pro 11 years. Television—all phases. MOR radio. Writer. Box A-201, BROADCASTING.

Available now! Radio/TV announcer, 3rd endorsed. 15 yrs. experience. Professional pianist, married, energetic, creative. Seeking permanent employment. Desire southeast. Will accept radio—prefer TV. 205-734-1719, or write Charles H. Cruce, 708-5th Ave., W. Cullman, Ala. 35055.

### Technical

1st phone technician; two years experience; VTR, switching, camera, slide, projection, directing; love television; please, I would like to settle permanently with reputable company; character references; relocate anywhere. Box A-8, BROADCASTING.

Director of engineering; 20 years active experience all phases radio, CATV, closed circuit. Best references. \$15,000 minimum. Consider investing. Box A-39, BROADCASTING.

Full television construction experience. AM-FM maintenance. Chief seeks new challenge. Box A-188, BROADCASTING.

Available in spring or summer assistant chief TV engineer with heavy maintenance and construction. Will relocate in Florida only. Box A-204, BROADCASTING.

First phone, BA degree, four years radio experience. Ampex-trained VTR maintenance. Seek VTR, switching experience with station or production house. Resume, Box A-235, BROADCASTING.

Management oriented engineer—BSEE—desires challenging opportunity in applications and marketing of communications equipment. Highly experienced in TV and radio operations—also worked for major CATV equipment mfr. Eastern location preferred. Please contact: Richard Feiner, Ardmore, Pa. 19003.

### News

Newsman—write, film, air. Five years experience. Dedicated. Box M-178, BROADCASTING.

Network news bureau production assistant seeks public affairs, news production or news reporting position in or near large city. B.S.J. (journalism), female. Box A-67, BROADCASTING.

News director: Number two man in top 5 VHF ready to move up. Six years solid experience in major markets. Box A-125, BROADCASTING.

Award winning TV anchorman in top 30 market has contract lapsing. Seeking bigger challenge. 12 years news experience. V.T.R. and complete resume on request. Will consider all inquiries. Box A-171, BROADCASTING.

Lieutenant with Northwestern Journalism grad degree and professional TV news experience finishing Army tour in September. No reserve/marital commitments. Will go anywhere to write, report and do on-the-scene work. Prefer top 50 market. Resume/photo available. Box A-186, BROADCASTING.

Writer and news features, critic. Highly qualified and experienced family man. Prefer south or southwest. Box A-218, BROADCASTING.

## News continued

Four years experience in broadcast-journalism. BA degree in communications. Experienced in film, sports play-by-play and news anchor. Presently in sales and public relations. Seeking news position, any market. Box A-226, BROADCASTING.

Newsman, strong delivery, good picture, writing experience, major market radio experience, 26, married, college, veteran, available immediately, video tape, resume ready to send. Cal 814-336-5823. Box A-232, BROADCASTING.

TV meteorologist seeks affiliation requiring professional weather broadcasts. American Meteorological Society's Radio Seal. TV seal applied for. (312) 234-3781.

Hard worker—17 years experience, all phases of newsroom operation. For resume, references write: Larry Sledge, 4941 Rickey Drive, Fort Worth, 76115. 1-817-924-6706.

### Programing, Production, Others

Young married veteran, five years experience, all aspects television production, seeks secure directing or production position; college grad, locate anywhere. Box A-168, BROADCASTING.

Production manager. At liberty after February 10th, seeks new challenge. 15 years experience. Complete background in production, directing, copy and management. Top references. Box A-192, BROADCASTING.

Vietnam veteran. Talented director-producer-writer. Experience: Houston, Saigon, New York. Anxious to return to commercial television. 26, married, college degree. Consider any offer—production or promotion. Try me. You won't be sorry! Box A-202, BROADCASTING.

Air Force is letting me go. Captain with four years administrative experience looking for work in production. University broadcasting degree, experience with closed circuit TV. Young (25), creative, energetic, family man. Box A-211, BROADCASTING.

Professionally trained female radio-TV announcer. Three years as art director of advertising agency. Professional model. Box A-223, BROADCASTING.

I'm not expensive yet! A.D. top ten east market seeks director's job. Don't promote here. Abundant talent. Married. Degree, and year solid directing medium market. Strong news, award winning commercials, creative all aspects production. I'll help your station or production company be great. Resume, tape available. Box A-231, BROADCASTING.

Recent college graduate with B.A. in T.V. production seeks position as director or in related production capacity. Available now. Call 312-255-9225 Buckle.

## Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iuribide St., Laredo, Texas 78040.

Solid state B&W film chain with polarity reversal. IMC, 310 Sullivan St., Elmira, N.Y. 14901.

## FOR SALE Equipment

Heliax-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

Recording tape sale—1.5 Mil. 1200 and 600 ft., Send \$1 for sample reel. Wholesale discounts as low as 49 cents/5" in quantity. Newsroom Products, 1602 Dunberry—McLean, Va. 22101. Distributors wanted.

G.E. transmitter type TT-42-A, modified—(Ch. 2) used by WBBM-TV as its main transmitter until October 1, 1969. Equipment still installed at 33 North La Salle, Chicago. To be sold as is; buyer to remove. \$25,000. RCA transmitter type TT-5, water-cooled—(Ch. 2) used as a spare at the above location until October 1, 1969. Equipment still installed; to be sold as is. Buyer to remove. \$5,000. L. A. Pierce, WBBM-TV Chicago, Whitehall 4-6000.

For sale: three (3) G.E. PE-250C updated color cameras in "Mint" condition, with CBS Labs Mark II image enhancer, 200' cables, monitoring, encoders, and pan and tilt heads. Good sharp color pictures for a low price. Call Al Hillstrom, KOOL-TV (602) 271-2345.

Bell & Howell Jan 614DB 16mm sound projectors—finest made 1 year old excellent condition \$595.00 De-Vry Jan same as # above only older excellent condition \$295.00 other 16mm sound projectors from \$150.00, write for list. S.K. Film Equipment Co., Inc., 6340 S.W. 62nd Terrace, Miami, Florida 33143.

For sale—Towers. U.S. Towers, 249 Bartow Lane, Petersburg, Virginia 23803.



## FOR SALE Equipment

### continued

Ampeg 440A-1, 351-1 and 350-1. All new or rebuilt with full warranty. Also, two Berlant-Concertone mono record-playback in mint condition. Will sell one or all; will consider trade-in of your old recorder. PAX, Pacific Audio Exchange, Room 707, 1680 Vine, Hollywood 90028, or call 213-461-3393.

Equipment sale—GE film island, monochrome video camera, multiplexer, controls and Spindler-Sauppe dual drum mounted slide projector. Also Ampeg 322 V viewfinder video camera S Angenieux zoom lens, also new GPL model 700 camera and Ampex 2 inch 660B VTR—Capt. Bill. 291—874-5245 (WIMS, Michigan City, Ind.).

Ampeg model 600/601 users—noise, heat, and flutter reduction kits available from VIF International. Box 1555, Min. View, Calif. 94040. 408—739-9740.

Manufacturer's closeout—all new equipment with full factory warranty. (1) Scully model 270 tape recorder, list \$1691, closeout \$1500. (1) CBS 444 Audimax, list \$695, closeout \$600. (6) Sportsmaster RA4CB remote amplifier, list \$485, closeout \$400. (1) Visual 20-50 programmer, list \$1750, closeout \$1350. Terms: Cash with order; price includes delivery. Subject to prior sale. Write Broadcast Electronics, Inc., 8810 Brookville Rd., Silver Spring, Md. 20910.

## MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"1971 tests-answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348, San Francisco 94126.

Wow! 25 pages best one liners only \$3.00! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Command Comedy . . . The "best" deejay comedy collection available anywhere! You must agree — or your money back! Volume 1 - \$7.50. Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Syndicated progressive rock! Heavy acid rock music is in. Be the first in your area to program progressive rock—it pays and we'll prove it. Send for a demo tape today. Contemporary Productions, 215 W. Lutz St., W. Lafayette, Indiana.

Automation broadcasters! Custom programming for high speed-multiple duplicator prices! Or—looking for specialized libraries like "Country Gentleman Instrumentals"? CNB Studios, 3415 Beresford Avenue, Belmont, California 94002.

Heavy I.d.'s, etc. Specifv type. ARO, 4915 Duffield St., Philadelphia, Pa. 19124.

Animated cartoons produced for TV IDs, ads, weathercasts. 16mm. Uncle Josh Productions, Box 481, Loveland, Colorado 80537.

D.J.'s, 120-taped comic one-liners, m&f with guide \$5.00. Renault, P.O. Box 157, Dover, Del. 19901.

Easter is April 11th, this year make extra money with the greatest Easter Egg Hunt ever. Send today for complete information. Tower of Power, River Knoll RR2, Waupun, Wis. 53963.

Tower of Power colorama, 50 imprinted posters, \$100.00. Only 11 sets left. 7 day delivery. Tower of Power, River Knoll, RR2, Waupun, Wis. 53963.

## INSTRUCTIONS

Advance beyond the FCC license level. Be a real engineer. Earn your degree (mostly by correspondence), accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, and security. Free catalog. Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.

First class FCC license theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans\* and accredited member National Association of Trade and Technical Schools\*\*. Write or phone the location most convenient to you. ELKINS INSTITUTE\*\*\* in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

## Instructions continued

ELKINS\*\*\* in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS\*\*\* in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS\*\*\* in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS\*\*\* in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS\*\*\* in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS\* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS\* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS\*\* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans\* and accredited member of NATTS\*\*. Write or phone the location most convenient to you. ELKINS in Dallas\*\*\* — Atlanta\*\*\* — Chicago\*\*\* — Houston\*\* — Memphis\*\* — Minneapolis\* — Nashville\* — New Orleans\*\*\* — San Francisco\*\*\*

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates Apr. 14—July 7—Oct. 6. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

"1971 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348-R, San Francisco 94126.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

REI-FCC first class license in (5) weeks. Approved for veterans training—over 97% of REI graduates receive their first phone license. For instant information call toll free: 1-800-237-2251. Florida residents, Call: (813) 955-6922.

REI in sunny Sarasota, Fla. 1336 Main St. 33577. Phone: 813-955-6922.

REI in historic Fredericksburg, Va. 809 Carolina St., Phone: 703-373-1441.

REI in beautiful downtown Glendale, California 625 E. Colorado St. 91205, Phone: 213-244-6777.

REI in mid-America. 3123 Gillham Rd., Kansas City, Mo. 64109, Phone: 816-WE 1-5444.

REI School of Broadcasting. Train under actual studio conditions in all phases of radio announcing. For instant information call toll free 1-800-237-2251. Or write: REI, 1336 Main St., Sarasota, Fla. 33577.

American Institute of Radio offers you a 1st class license in 5 weeks. Complete theory training. Housing can be arranged for \$12-\$15 per week. Tuition \$333. Class starts Feb. 15 and Mar. 22. 2622 Old Lebanon Rd., Nashville, Tenn. 37214 615-889-0469 or 889-2480.

FCC 1st class in 6 weeks. Established 1943. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606.

## Instructions continued

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A complete third, second, and first class FCC license course includes new FCC type exams. Easy to learn and effective. Send \$25 to The Research Company, P.O. Box 22141, Tampa, Florida 33622.

B.E.S.T. may be the school you have been looking for, where broadcast electronics becomes interesting. FCC first preparation, four weeks, \$300; write for brochure and read our guarantee. 304 N. Market St., Frederick, Md. 21701. 301—662-6292.

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Southern Illinois begin immediately. Salary commensurate, stock option, completing construction. Resume to

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Attention: President

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19 years of radio & television broadcasting includes: D.J.

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Also: College Basketball play-by-play  
News Director  
Stage & Television Actor  
Talk Show Host

All replies considered. Box A-244, Broadcasting.



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**News**

**RADIO AND/OR TV-PLAY-BY-PLAY MAN**  
 All sports, available now. Thoroughly seasoned, experienced sportscaster who knows and loves all sports. Just completed successful basketball season for medium-sized market powerhouse. Ready to move to top twenty situation. If you've got the spot, I've got the energy, talent and background it takes to do a thorough sports job for you. Looking for opportunity, money is secondary. BOX A-154, BROADCASTING.

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Wants to return to active reporting, for management which cares about news.

Major award winner. National experience. Family man. Expensive, but worth it.

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**BOX A-197, BROADCASTING**

**Experience, reliability, credibility**

Newsman with seven years in radio and some TV seeks position with a news minded station needing a reporter or director. College, married, family. References. Will relocate. Working for past 2 years at a major top-50 market, 3 1/2 years in market am seeking an upward move. Present employer knows of this ad copy. Samples, tape and resume available on request. Contact Bob Noble, 518-279-3218 or 518-274-1170.

**Employment Services**

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**Miscellaneous**

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**MISCELLANEOUS**

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### Translator actions

- FCC proposed revision of rules for TV translators that would bring them into conformity with rules governing new FM translator service in rule-making notice. Action Jan. 13.
- St. James, Minn., Watonwan TV Improvement Association—Broadcast Bureau granted CP for new UHF translator to serve St. James on ch. 68 by rebroadcasting KTCA-TV St. Paul. Action Jan. 15.
- West Glacier, Mont., Desert Mt. TV Association—Broadcast Bureau granted CP for new VHF translator to serve West Glacier on ch. 11 by rebroadcasting KREM-TV Spokane, Wash. Action Jan. 5.
- Judith Gap, Mont., Judith Gap Translator District—Broadcast Bureau granted CP's for new VHF translator to serve Judith Gap and north rural area, both Montana, on ch. 4 by rebroadcasting KULR-TV and ch. 6 by rebroadcasting KOOK-TV, both Billings, Mont. Action Jan. 7.
- Fort Totten, N.D., Devil's Lake Sioux Tribal Education Committee—Broadcast Bureau granted CP for new VHF translator to serve Devil's Lake Sioux Indian Reservation on ch. 5 by rebroadcasting KTHI-TV and ch. 13 by rebroadcasting KFME(TV), both Fargo, N.D. Action Jan. 5.
- Prineville, Ore., Ochoco Telecasters Inc.—Broadcast Bureau granted CP for new UHF translator to serve Prineville and vicinity, on ch. 68 by rebroadcasting KOAP-TV Portland, Ore. Action Jan. 15.

### Ownership changes

#### Applications

- WXVI(AM) Riviera Beach, Fla.—Seeks assignment of license from Beach Broadcasting Corp. to Riviera Broadcasting Corp. for \$445,000. Seller: Bertram Lebar Jr. (100%). Buyers: Alan Kornish, Eugene Bartoli and Richard A. Kane, each 33 1/3%. Mr. Kornish was formerly general manager of WARM(AM) Scranton, Pa., and has interest in real-estate investment firm. Mr. Bartoli owns real estate business and parking garage; has majority interest in coal supply firm, and has interest in restaurant and thoroughbred race track. Mr. Kane is lawyer. Ann. Jan. 8.
- WBR(AM) Berlin, N.H.—Seeks assignment of license from Chester C. Steadman Jr. to Berlin Communications Inc. for \$50,000. Seller: Chester C. Steadman Jr., sole owner. Mr. Steadman has majority interest in WJAB(AM) Westbrook, Me. Buyers: Richard L. Blais (75%) and Roberta A. Blais (25%). Mr. Blais has 50% interest in CATV system in Groveton, N.H., and is manager of CATV in Berlin. Mrs. Blais is housewife. Ann. Jan. 6.
- WAKS(AM) Fuquay Springs, N.C.—Seeks transfer of control of Wake County Broadcasting Inc. from Gray Broadcasting Corp. (100% before, none after) to Joseph B. Wilder, James M. Butts (each none before, 40% after) and L. Keith Whittle (none before, 20% after). Consideration: \$125,000. Principals of Gray Broadcasting: Theodore J. Gray Jr., president, et al. Mr. Wilder has majority interest in WBAW-AM-FM Barnwell and WBHC(AM) and WJBW(FM), both Hampton, all South Carolina. Mr. Butts is presently manager of WAKS. Mr. Whittle is attorney and owns real estate company. Ann. Jan. 4.
- WCJW(FM) Cleveland—Seeks assignment of license from Storer Broadcasting Co. to SJR Communications Inc. for \$700,000. Sellers: Peter Storer, executive vice president, et al. Storer Broadcasting owns: WAGA-TV Atlanta; WJW-AM-TV Cleveland; WDEE-AM-FM and WJBK-TV, all Detroit; WPNA(FM) Philadelphia; WHN(AM) New York; WSBK-TV Boston; WITI-TV Milwaukee. Buyers: Hyman N. Glickstein, president (7.5%), Bernard S. Needle, director (4%) et al. Mr. Glickstein has interest in Charles Town Racing Association and Roosevelt Raceway Inc., racetrack owners in West Virginia and New York, and has interest in Puerto Rican investment venture. Mr. Needle is attorney. San Juan Racing Association owns Atlantic Broadcasting Co., licensee of WUST-(AM) Washington, and WJMD(FM) Bethesda, Md.; KENCO Broadcasting Co., licensee of WKLS(FM) Atlanta, and SJR Communications Inc., which is applying for assignment of WKAT-FM Miami and WPNA(FM) Philadelphia. Ann. Jan. 4.
- KOQT(AM) Bellingham, Wash.—Seeks assignment of license from Bellingham Broadcasting Co. to Hillcrest Chapel. No consideration involved (assignors wish to make gift of station). Assignors: Ruth S. Waters, president, et al. Assignees: William Hayes, trustee, et al. Ann. Jan. 4.

#### Actions

- WSLA-TV Selma, Ala.—FCC granted assignment of license from Selma Television Inc. to WCOV Inc. for \$115,000. Sellers: Francis U.

Brennan, president, et al. Buyers: WLEX-TV Inc. owns 99.68% of WCOV Inc. Principals of WLEX-TV Inc.: H. G. Bell, president (37%), J. Douglas Gay, treasurer-chairman of board (42%), and Gay Bell Corp. (10%). Principals own 87% and WLEX-FM-TV Lexington, Ky. Action Jan. 6.

- KTMN(AM) Trumann, Ark.—Broadcast Bureau granted transfer of control of Trumann Broadcasting Inc. from James E. Singleton and L. V. Ritter Jr. (jointly 100% before, none after) to Nathan L. Poff (none before, 100% after). Consideration: \$78,750. Mr. Poff owns clinic, cattle ranch and 6% of savings and loan institution. Action Dec. 30, 1970.
- WPOK-AM-FM Pontiac, Ill.—Broadcast Bureau granted assignment of licenses from Dorothy L. Meythaler, executrix of Merlin J. Meythaler estate; and Merton J. Ginstead in Bret Broadcaster Corp. for \$275,000. Principals of Bret: Richard D. Lashbrook, president (25%), Mrs. Tommie Lou Lashbrook, vice president (25%), Naomi Green, secretary (25%) and Ebert B. Green, treasurer (25%). Richard Lashbrook is air personality with WGN(AM) Chicago, a freelance producer, management development consultant and has minority interest in oil wells in southern Illinois. Mrs. Green owns 50% of cemetery and 50% of Standard Station Account and has been state senator since 1962. Action Jan. 8.
- WBSM(AM) New Bedford, Mass.—FCC granted assignment of license from Southern Massachusetts Broadcasters Inc. to Your Good Neighbor Stations Inc. for \$930,000. Sellers: George Gray, president (65%), et al. Mr. Gray has interests in WTCX(FM) St. Petersburg, Fla. Buyers: Sally J. Lyons (90%) and James M. McCann, vice president (10%). Mr. McCann holds interests in WKBR(AM) Manchester and WTSN(AM) Dover, both New Hampshire. Tax certificate to Southern Massachusetts granted. Action Jan. 6.

■ KAWE(AM) Carlsbad, N.M.—Broadcast Bureau granted assignment of license from J. Ross Rucker to Western State Broadcasters Inc. for assumption of liabilities in amount of \$133,980.19. Buyers: Frank Cooke, president (45.3%), Meyer Rosenberg, vice president (22.6%), Dick A. Blenden, secretary (11.3%), Herman H. Linneweh, treasurer, and Jack Rosenberg (10.4% each). Mr. Cooke is former vice president and managing director of WIVE-FM Ashland, Va. Messrs. Meyer Rosenberg and Blenden are law partners in Carlsbad. Mr. Meyer Rosenberg is 1/3 owner of tire company. Mr. Blenden is 12 1/2% stockholder and secretary of petroleum gas company. Mr. Linneweh owns court reortine firm and 25% of company filing government oil and gas leases. Mr. Jack Rosenberg owns scrap metal company. Action Jan. 14.

■ WINR(AM) Binghamton, N.Y.—Broadcast Bureau granted assignment of license of Binghamton Press Inc. from Gannett Inc. to WUNI Inc. for \$307,000. Sellers: Frank E. Gannett Newsracer Foundation Inc. (34.6%), et al. Seller owns WHEC-AM-TV Rochester, N.Y., WDAJ-AM-FM Danville, Ill., and WEZY-AM-FM Cocoa, Fla. Buyer: Peggy Stone Gilbert, sole owner. Miss Gilbert has interest in Stone Representatives Inc., national radio sales representative. Action Jan. 13.

### CATV

#### Applications

- Augusta, Ga.—New View CATV Inc. Seeks distant signal of WIS-TV Columbia, S.C. (Augusta ARB 99). Ann. Jan. 19.
- Rock Island, Ill.—H&B Communications Corp. Seeks distant signals of: WGN-TV, WFLD-TV, WCJW-TV and WTTW(TV), all Chicago (Davenport, Iowa-Rock Island-Moline, Ill. ARB 62). Ann. Jan. 19.
- Jackson, Miss.—Canitol Cablevision. Seeks distant signals of: WWOM-TV New Orleans, and WJRT-TV Atlanta (Jackson ARB 78). Ann. Jan. 19.
- Beloit, Wis.—Beloit Community Television Service Inc. Seeks distant signal of WSNB-TV Chicago (Rockford, Ill., ARB 97). Ann. Jan. 19.

#### Final action

■ Danville, Va.—FCC granted petition by Danville Cablevision Inc. for waiver of hearing provisions of rules and authorized system to carry distant signals of WRFT-TV Roanoke, Va., and WRAL-TV and WTVD-TV, both Raleigh-Durham, N.C. Action Jan. 13.

#### Actions on motions

- Hearing Examiner Frederick W. Denniston in Berwick, Foundryville, and Nescopeck, all Pennsylvania (Cable TV Co.), CATV proceeding, set procedural dates and closed record (Doc. 18986). Action Jan. 6.
- Hearing Examiner Forest L. McClennan in Lafayette, La. (All Channels Cable TV Inc.),

CATV proceeding, scheduled hearing for Jan. 20 (Doc. 18779). Action Jan. 12.

### Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Jan. 19. Reports include applications for permission to install and operate CATV's, changes in fee schedules and grants of CATV franchises.

Franchise grants are shown in *italics*.

- Prichard, Ala.—Teleprompter Cable of Mobile, Ala., has been granted a franchise by the city council. Prichard will receive 5% of the firm's gross operating revenue and will be capable of carrying 12 channels with a minimum of five commercial channels, including all the major networks, and one educational channel.
- Anaheim, Calif.—Theta Cable of California, a subsidiary of Teleprompter Corp. (multiple-CATV owner), New York, and Hughes Aircraft Corp., Culver City, Calif., has applied for a franchise.
- Pinellas County, Fla.—Teleprompter Corp. (multiple-CATV owner), New York, has applied for a franchise in the unincorporated areas of Pinellas County.
- Bloomington and Normal, Ill.—GT&E Communications Inc. (multiple-CATV owner) New York, has sold its franchise to TeleCable Corp. (multiple-CATV owner), Norfolk, Va. The FCC had ordered GT&E not to build its system because it acted in a monopolistic manner to get the franchise. An appeal is still pending but will terminate when TeleCable takes over. FCC has ruled GT&E can receive no financial benefit from the sale.
- Shawnee county, Kan.—Canitol Cable Inc., Iola, Kan., has applied for a franchise.
- Topeka, Kans.—The exclusive franchise granted to Cablecom-General Inc. (multiple-CATV owner), Colorado Springs, Colo., has been declared unconstitutional. Cablecom-General has reapplied for a franchise and Capitol Cable Inc., Iola, Kan., has also applied for a franchise.
- Winslow, Me.—Better Cable TV. Winslow, has been granted a franchise by the town council.
- Framingham, Mass.—Middlesex Cablevision Corp. has been granted a franchise.
- Springfield, Mass.—City council has received franchise applications from seven firms: Video Enterprises Inc. (multiple-CATV owner), Holyoke, Mass.; Charles River Cable Television, Boston; Telecable Corp. (multiple-CATV owner) Norfolk, Va.; Teletransmissions Inc. (multiple-CATV owner), Waltham, Mass.; Greater New England Cablevision Co., Southbridge, Mass.; Spectrum Communications Inc., West Springfield, Mass.; and Pioneer Valley Cablevision, subsidiary of Telesystems Services Corp. (multiple-CATV owner), Glenside, Pa.
- Morristown, N.J.—Greater Morristown CATV has applied for a franchise.
- Iilon, N.Y.—Antenna-Vision Inc. (multiple-CATV owner) has been granted a 50 cent rate increase to \$5 per month effective Jan. 15. It is a six-month probationary increase to be made permanent if the firm's reception and service improve.
- Nassau County, N.Y.—Coaxial Communications Inc., Gainesville, Fla., has applied for a franchise in three Nassau county towns: Merrick, Oyster Bay, and Hempstead, all New York.
- East Palestine, Ohio—Television Inc. (multiple-CATV owner), East Palestine, has merged with Tele-Media Inc., State College, Pa. and has applied for a franchise. Unity Cable TV Co., Salem, Ohio, has also applied for a franchise.
- Fairborn, Ohio—Coaxial Communications Co., Gainesville, Fla., and Continental Cablevision of Ohio Inc. (multiple-CATV owner) Fostoria, Ohio, have both applied for a franchise.
- Milan, Ohio—The village council granted a 20 year franchise to Continental Cablevision of Ohio Inc., subsidiary of Continental Cablevision (multiple-CATV owner), Boston. The installation fee is \$10 with a \$4.85 monthly charge. The cost for one additional set is \$5 installation fee and \$1 per month.
- Denton, Tex.—Denton Cable Television, Denton, has applied for a franchise.
- Chesapeake, Va.—City council has received applications from five firms: American TeleSystems Corp. (multiple-CATV owner), Bethesda, Md.; Hampton Roads Cablevision Co., Newport, Va.; Coaxial Communications Inc., Gainesville, Fla.; CATV Equipment Co., Seattle and Donald A. Perry & Associates, Newport, Va.
- Danby, Vt.—James W. McLellan, Danby, has been granted a franchise by the Vermont Public Service Board. His system will be able to handle 72 subscribers and will include 11,398 feet of cable.



Dealing in worldwide program sales requires a consummate knowledge of both the product and the customer. As if selling in the U.S. alone weren't difficult enough, each country has laws concerning the amount of foreign programming that can be aired, and America must compete with other distributors throughout the world. So when Warner Bros. Television enjoyed what it calls record-breaking sales during the first fiscal year that Charles McGregor spent with the company, it was a personal as well as corporate victory.

Mr. McGregor, WB's executive vice president in charge of worldwide distribution, has the kind of approach one would expect of a man in his position. He arrives for work early, stays very late, is known to his associates as "intense" and "highly dynamic," a man very much into what he is doing. Since taking charge of the distribution department in 1969, he has restructured the operation, streamlined its daily routine in quest of a more smooth-running, efficient team.

During that first fiscal year, Mr. McGregor personally contributed \$7 million in sales as total WBTV sales increased by a reported \$4.5 million with some areas doubling over the previous year. Part of the reorganization that led to those increases involved the combination of two separate sales forces into one unit. "It seemed a little difficult to comprehend why a salesman representing the company was able to sell only features or programs, not both," Mr. McGregor says. "What kind of an impression must it create when the seller says he's not handling that area of his own company?"

The streamlining of the sales force has been accompanied by an attempt to weed out some salesmen and let the better ones step up. It has been a varied, thoroughgoing series of changes, and Mr. McGregor attributes his ability to handle it to the 11 years he spent with Banner Films.

"That truly was a one-man operation," recalls Mr. McGregor, who founded the firm in 1958. "I was a combination president and salesman." He says Banner Films was a successful distribution firm because of his knowledge of the product he was selling. "That's why I insist that salesmen for this company know not only about features but about *F Troop* as well," he says.

It has been slightly more than a year since Mr. McGregor took on the Warner Bros. job—13 months in New York, the last three in Burbank, Calif. Since "worldwide" distribution encompasses both the U.S. and foreign countries, he must be comfortable in two somewhat different universes of dis-

## Making it in the fast, tough world of program sales

course.

The quotas and competition with other countries are facts of life he deals with every day. For example, he notes, the quota in England is 14% foreign programming. "This is typical of the problems we encounter," he says. "Not only are we restricted by the country itself in the amount we can sell, but we must then compete for a portion of that percentage with every other program distributor in the world."

Because his duties also include the U.S., Mr. McGregor has taken more than ordinary interest in the FCC's prime-time access rule. He says that the ruling's initial effect has been to cause

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### Week's Profile

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*Charles Donald McGregor, Jr.— executive vice president in charge of worldwide distribution, Warner Bros. Television; b. April 1, 1927, Jersey City, N.J.; attended New York University, 1945-46; Armed Forces Radio Services, Puerto Rico, 1946-47; contact man, Russ Morgan Music Companies, 1947-49, and Bourne Music, 1949-51; independent TV producer, ABC-TV Network and WCBS-TV New York, 1951-53; professional manager, Bourne ABC Music, 1953-55; midwestern manager, Flamingo Films, 1955-58; co-founder, president and chief executive officer, Banner Films, Inc., 1958-69; appointed to present position Sept. 15, 1969; m. Rita Kaufman, Feb. 22, 1957; children —Jeff Owen, 11, Joan Elizabeth, 6.*

unbelievable confusion and conflicting interpretations. "This combination of confusion and uncertainty leads to a moratorium," he says, "which in turn leads to stagnation." That can only be unhealthy for an already troubled industry, he says.

However, his reaction was to make the best of the situation; he issued a memo to the division's salesmen, explaining what the ruling means. "Our salesmen can now answer questions from local station owners regarding the programs we're selling and the way they can be used on the air," Mr. McGregor says. "Now, rather than lose a sale because the customer is not sure he can use the product, we gain sales by showing him where he can."

His goal in coming to WBTV was to create the most efficient of the studio's distribution arms. "I'm a perfectionist," he says, "and, compared to the others, we're not far from that goal. For my own satisfaction, I think we should reach that end some time during the coming year."

The road that led Charles Donald McGregor to his present position began on the East Coast. He was born in Jersey City, N.J., and spent a short time at New York University prior to a stint in the Army, where he got his first professional taste of the entertainment world while with the Armed Forces Radio Network in Puerto Rico.

He wore several different hats while on that job. Once, he was approached by a lieutenant and told to announce an upcoming baseball game. Mr. McGregor offered the thought that an announcer who had difficulty distinguishing a balk from a line drive might not be the wisest choice, but the officer's order stood—until an order came down from higher realms stating that the announcer would be paid \$25. Mr. McGregor's lack of sports savvy suddenly became an issue of burning importance to the lieutenant, who promptly assigned himself the job.

After he left the service, Mr. McGregor spent several years as a contact man in the music business before taking his first syndication job in 1955, with Flamingo Films. It was during that time that he put together and sold to Pillsbury a syndication deal for *Grand Ole Opry*, which was then new to television. The show appeared in 123 markets and was, he says, the largest regional buy at the time. Although it proved eminently successful, the deal was concluded by two men who had been in their respective jobs only six weeks.

After three years with Flamingo, he set up Banner Films—the act of individual enterprise that provided the real springboard to his present position.



## Free riders

The bill introduced last week by Senators Mike Gravel (D-Alaska) and James R. Pearson (R-Kan.) in the Senate and by Representative Spark Matsunaga (D-Hawaii) in the House presents a problem for broadcasters. The bill contains a number of provisions that deserve support, at least in principle. But it also reflects a persistent and dismaying trend toward discriminatory controls over broadcasting.

Nobody can object to the concept of offering tax credits or deductions as inducements for more members of the public to make contributions of relatively modest amounts to political campaigns. Nobody can object to the improvement of laws requiring identification of the sources of campaign funds. There is general agreement that ceilings ought to be imposed on the amount candidates may spend in all forms of advertising media. And surely broadcasters will be glad to note that this bill, unlike the one passed by the previous Congress and vetoed by the President, would leave it to the candidate to choose his own media.

It is too bad the Gravel-Pearson bill did not stop there. But no; the temptation to extract the pound of flesh from radio and television was irresistible.

Broadcasting, alone among the media, would be required to make advertising available to candidates at the absolutely minimum rate. Broadcasting, alone among the media, would be required to present interminable periods of campaign oratory by candidates for the Presidency and Vice Presidency at no charge at all. And that would be only for openers. The FCC would be under congressional command to figure out ways of obtaining free time for the campaign speeches of lesser candidates as well.

And why were radio and television singled out for special obligations? When the question was asked at last week's news conference, the sponsors of the bill said the Constitution protected the printed press from similar controls. It is carrying antibroadcasting discrimination too far to suggest that it started with the writers of the First Amendment.

There is no doubt that the mood of the new Congress is to pass some kind of campaign reform. Broadcasters, in their own interest as well as the public's, must encourage appropriate reform which corrects old abuses without creating new ones. They have known of this challenge since the Senate almost overrode the President's veto of the antibroadcasting bill of 1970. If they haven't been working quietly with the leadership of both houses to get a measure of true reform, they will have no one to blame but themselves if events turn against them again.

## Solid fact

The kind of pitch a salesman makes may say more about his product than he intends to say. As examples we cite three media presentations at the annual convention of the National Retail Merchants Association a couple of weeks ago.

The newspapers' Bureau of Advertising elected to concentrate on graphics and some research purporting to show that young people are reading newspapers more and watching TV less. The Radio Advertising Bureau and the Television Bureau of Advertising, on the other hand, both elected to pass up strictly competitive claims and concentrate on how their media have been and increasingly are being used to move retail goods successfully and how they can be used with even greater productivity.

The choices of the three bureaus reflect, perhaps unconsciously, the current situation in retail advertising. News-

papers, which once had the field as a private domain, are losing ground to the broadcast media and obviously feel a need to strike back. Radio and television have established their ability to sell for retailers and can concentrate on their own values without undue emphasis on competitive claims.

For the NRMA, the TVB did feel constrained to answer the newspapers' claims by citing other research showing that viewing among young people is up, not down, and by pointing out that in terms of time spent with the media—a subject the newspaper presentation somehow failed to mention—TV's advantage is more than six to one. For its part, RAB was able to report that on approximately equal budgets in a given campaign, radio attracted almost twice as many customers as newspapers. But the emphasis in both their presentations was on use, not competitive sniping.

We would never suggest, least of all in the current economy, that the need for competitive selling is over. It is, if anything, greater than ever. But the most effective kind of competitive salesmanship is not in wild claims against the competition but in the nuts and bolts of documented success, and in that department radio and TV are building a stronger arsenal every day.

## Child's play

Just about a year ago five housewives from Boston were given an audience by the FCC to advocate nothing less than total federal control over television programming aimed at children. Among the conditions the women proposed were the prohibition of commercial sponsorship, the imposition of fixed schedules of programs designed for specific age groups, and, oh, half a dozen other propositions too outlandish to be taken seriously.

At the time nobody could believe that six of the seven members of the FCC had received the delegation, let alone that they had sat through the pitch with a straight face. People should have paid more attention to Chairman Dean Burch when he said that the women from Boston had impressed him and that he agreed that children's programming needed to be improved.

Well, the FCC came out with it last week: a proposed rulemaking that suggests the deepest federal incursion yet into broadcast programming. What is it about service in the federal bureaucracy that mesmerizes commissioners into thinking they ought to program the U.S. television system?



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