



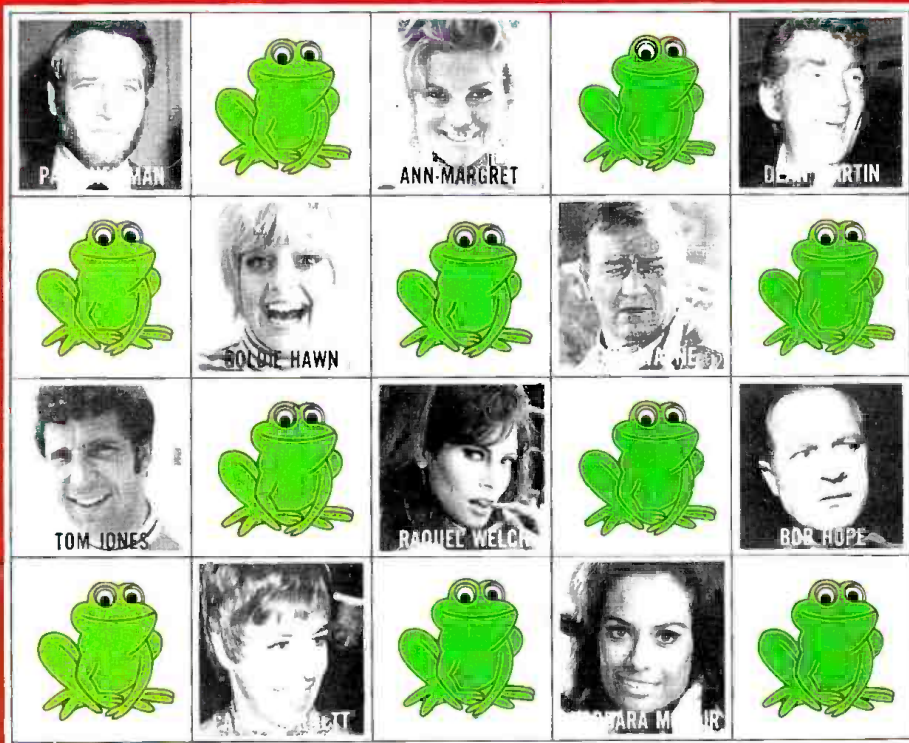
# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Pastore promises fast action on political-campaign reform  
AM-FM combinations cleared in easing of one-to-a-customer  
Citizen protests settled in Chicago, stirred up in West  
MCI Lockheed files for biggest domestic-satellite system

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## WINTERS / ROSEN



### Quality programs for the 70's

**This year,  
\$28.5 million  
will be spent on  
men's cologne  
by the people  
who can view  
PGW represented  
TV stations.**

**Do you sell men's cologne?**

**You can sell more  
with spot TV**

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

**PETERS GRIFFIN WOODWARD INC.**

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

---



# KHARTOUM

CHARLTON HESTON  
LAURENCE OLIVIER  
RICHARD JOHNSON  
RALPH RICHARDSON  
ALEXANDER KNOX

**UA Showcase Six**

OFFERS YOU KHARTOUM.

ONE OF 30 OUTSTANDING FILMS FROM

**United Artists Television**



*Entertainment from Transamerica Corporation*

# 2 KTVU

# IS ONE OF A KIND.....

KTVU is the *only* television station in the San Francisco Bay Area to have its own news bureau in the Nation's Capitol.

Tom Frawley, Hal Cessna, and their staff keep Northern California viewers well informed on the Washington scene with film reports almost daily. Every week, Tom and Hal compile a half-hour report . . . . OUR MEN IN THE CAPITOL . . . . which brings Northern California congressmen in touch with their constituents on current issues.

Having our own Washington News Bureau is just another example of the KTVU commitment to the community it serves. From the reaction we get . . . . Bay Area citizens think it's a CAPITOL idea.

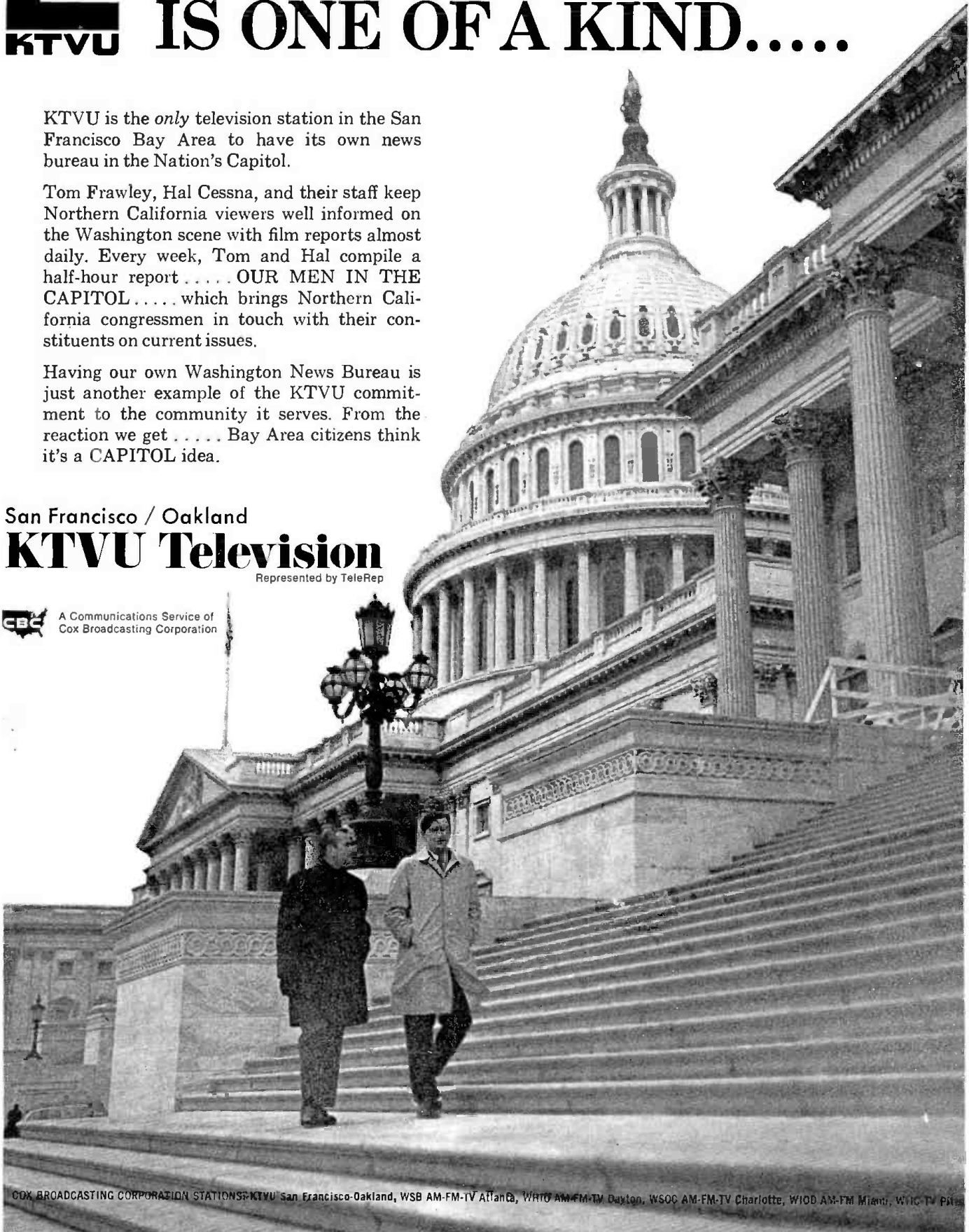
San Francisco / Oakland

## KTVU Television

Represented by TeleRep



A Communications Service of  
Cox Broadcasting Corporation



COX BROADCASTING CORPORATION STATIONS: KTVU San Francisco-Oakland, WSB AM-FM-TV Atlanta, WRO AM-FM-TV Dayton, WSOC AM-FM-TV Charlotte, WIOD AM-FM-TV Miami, WYIC-TV Pitts-

Pastore subcommittee hears conflicting testimony on reform of political campaigning. Action promised in week or two but what action is uncertain as one bill must be distilled from mass of divergent measures. See . . .

**Crunch coming on campaign reforms . . . 22**

Study released last week by Alan Torbet Associates Inc. indicates that spot-radio advertisers are placing more emphasis on 25-49 age group and are lightening efforts to reach over-50 audience. See . . .

**Spot radio target: accent on youth . . . 30**

Eased FCC rules permit owner of full-time AM or FM station to acquire another full-time radio outlet in same market and case-by-case consideration of acquisitions resulting in UHF-radio combinations. See . . .

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As license renewal time shifts to Rocky Mountain area, citizens' groups there begin to oppose renewals for numerous stations. FCC receives petitions from groups opposed to renewal of two stations; another is forthcoming. See . . .

**Renewal battles in the Rockies . . . 34**

CBS and ABC emerge intact from shadow of petitions by citizen groups against renewal applications of networks' owned and operated Chicago stations; networks pledge to meet regularly with groups. See . . .

**Chicago renewal clouds part . . . 36**

CBS, in response to opponents seeking to block its plan to spin off CATV and program-syndication interests to its stockholders, asks FCC not to delay initiation of plan. See . . .

**CBS fights delay in Viacom spin-off . . . 39**

FCC hearing examiner voices initial decision, granting renewal of Chronicle Publishing Co.'s KRON-FM-TV San Francisco. Examiner stymies critics' allegation that licensee used stations for own financial betterment. See . . .

**KRON renewals recommended . . . 40**

Network games of cat-and-mouse begin as provisional fall prime-time line-ups are slotted by NBC and CBS. NBC tells affiliates programing starts at 7:30 p.m., but other networks term schedule decoy maneuver. See . . .

**The games TV networks play . . . 42**

FCC denies request by former licensee of WHDH-TV Boston to reopen license-renewal case. Request, which hinged on BROADCASTING story, alleged that renewal denial was product of "majority of four-man quorum" at FCC. See . . .

**Another door shuts on WHDH Inc. . . . 42**

New contestant in domestic communications-satellite derby, MCI Lockheed Satellite Corp., would offer networks nine channels, seven full days per week, plus 12 hours on nine others on Saturday and Sunday. See . . .

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March 8, 1971; Vol. 80, No. 10

Published every Monday, except one issue at year end, by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington.

*Subscription prices:* one year \$14, two years \$27, three years \$35. Add \$4 a year for Canada and \$6 a year for all other countries. Subscriber's occupation required. Regular issues \$1 a copy. BROADCASTING YEARBOOK published each January, \$13.50 a copy.

*Subscription orders and address changes:* Send to BROADCASTING Circulation Department. On changes include both old and new address plus address label from front cover of magazine.

# 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



## Pass the ammunition

On grounds that American Research Bureau's local-market TV reports show significantly lower audiences than Nielsen Television Index and thereby put spot-TV salesmen at serious disadvantage in selling against networks, leading station-group owner is preparing to demand that ARB withdraw all of its November-1970-sweep reports and issue no others until methodology is reviewed and "corrected." Demand will be based on detailed analysis showing ARB reports, used by most agencies and reps in spot buying and selling, put audience levels 20% lower on average—and in some time periods and demographics 28-29% lower—than NTI reports, used in buying and selling of network time.

End result, station group maintains, is that spot is almost certainly losing millions of dollars to network because of lower audience figures for spot—and this at crucial time in recessive economy when reps and stations are already complaining bitterly of network assaults on their business. Though acknowledging that precise figures are unknowable, analysis says that if applied against 1970 dollar expenditures, 20% understatement of spot audience could translate to \$248-million loss in spot business.

## First things first

Signals have been switched in sale of Time-Life Broadcast Inc. stations to McGraw-Hill. Sale reportedly now involves Time-Life's five television stations only, for price of \$69.3 million. Originally whole package of Time-Life stations—including eight AM and FM stations—was to change hands, for total price of \$80.1 million, with McGraw-Hill spinning off radio properties to comply with one-to-customer rule. As matters now stand, Time-Life will find its own buyers for radio stations.

Television stations involved in sale are WFBM-TV Indianapolis; KLZ-TV Denver; WOOD-TV Grand Rapids, Mich.; KOGO-TV San Diego, and KERO-TV Bakersfield, Calif., only UHF station in group. Announcement of change in plans is expected to be made this week.

## Box scores

Ves R. Box of KDFW-TV Dallas and, through him, all broadcasters, have been given FCC go-ahead to conduct joint interviews with community leaders in pre-

paring renewal-application question on ascertaining community problems, needs and interest.

Mr. Box last month wrote FCC Broadcast Bureau Chief Francis W. Walsh to ask if it would be appropriate for broadcasters in given city to participate in joint interviews as means of saving community leaders' time. Mr. Box outlined conditions under which broadcasters would be individually responsible to obtain and make use of information developed in interviews (BROADCASTING, Feb. 15).

Mr. Walsh, in his response, noted commission had contemplated such procedure, in notice of inquiry issued in connection with primer on ascertainment question, then told Mr. Box he is free to use method he suggested. Only caveat: Every licensee is responsible for whatever may be results of his consultations with "representative cross-section" of community leaders and general public.

## Ups and downs

One TV sales area that seems to be brighter than most is network sports. NBC-TV says its collegiate basketball championships are sold out and that pro baseball, just going on market, is picking up customers. CBS-TV reports its weekly golf classics are sold out, hockey 85% sold for rest of season with Stanley Cup playoffs completely sold, and its two national invitation tournament basketball games later this month are entirely sold. ABC-TV, with biggest array of all, indicates its *American Sportsman* and *Pro Bowlers Tour* are both sold out and basketball nearly so, all at prices higher than last year's; *Wide World of Sports* completely sold for first quarter and almost so for second and only about dozen minutes remain to be sold out of 224 available in golf series.

While TV sales in general are suffering, radio business appears to be gaining from current recessive economy. Reports vary from one market to another, as always, but informal check with some leading radio reps brings word in most cases that total sales are running ahead of last year's pace or, at worst, holding even. One rep reported his January business was double that of January 1970. Another, in TV as well as radio, said his firm in February achieved what once would have seemed incredible position: Radio gains covered TV losses.

## Ghost walks

New special assistant has been quietly moved into office of FCC Chairman Dean Burch. He's Charles (Chuck) Lichenstein, 44, who will work on speeches and other writing projects. Mr. Lichenstein worked with Mr. Burch before, as director of research for Republican National Committee when Mr. Burch was party chairman in 1964-65. Before moving over to commission, Mr. Lichenstein was speech writer and special-projects man for Robert Finch, while latter was secretary of health, education and welfare and after he moved to White House as presidential aide. Mr. Lichenstein's association with big-name Republicans goes back to late 1950's, when he was assistant to then Vice President Richard Nixon.

## Second look

CBS's role in abortive invasion of Haiti in 1966 by Haitian exiles, already explored in critical report of House Investigations Subcommittee (BROADCASTING, June 22, 1970), is being scrutinized by FCC. Commission is said to be preparing letter asking CBS what steps it has taken to guard against repetition of alleged actions of its news personnel that so riled House panel members. Principal charges in subcommittee report were that CBS staged scenes of invasion preparations (for documentary that was never broadcast) and encouraged illegal invasion scheme.

## Closed mouth

As part of budget paring at National Association of Broadcasters, contract with Phil Dean & Associates, New York, for operation of Free TV News Bureau is being allowed to expire. Contract, 18 months old, called for payment of about \$40,000 annually to operate anti-CATV effort. It was extended last September for next two quarters that end March 31.

## Plot thickening?

FCC's inquiry into purported bribery in TV-station affiliations with ABC-TV is pursuing "other avenues" that may entail additional investigation. ABC-TV itself advised FCC of its concern over charges of payoffs in procurement of affiliations and, according to government sources, cooperated fully in proceedings. So far nine days of closed hearings have been held in New York (Feb. 16 through Feb. 26).

# Play The Rep Game.

**Find out how much you don't know.**

Games can be very educational. Especially when they're fixed.

In case you didn't go down the whole list, every station on it is represented by Avco Radio Television Sales.

Avco?

That's the whole point.

You'd be amazed how many people still think of Avco as a "house" rep. Despite the fact that we are profitably working for 35 radio and television stations. And 25 of them are *not* O&O.

To set the record straight once and for all, Avco is a full-service rep. For *all* of our stations.

What do we mean by "full-service?"

Sales teams that are divisionalized to provide more concentrated market coverage. (It must work. Just check the sales performance we've racked up for our stations.)

An eleven-man research department that provides Avco salesmen with the kind of information they need. When they need it.

A sales promotion

department that really knows how to promote. (Would you like to see some samples?)

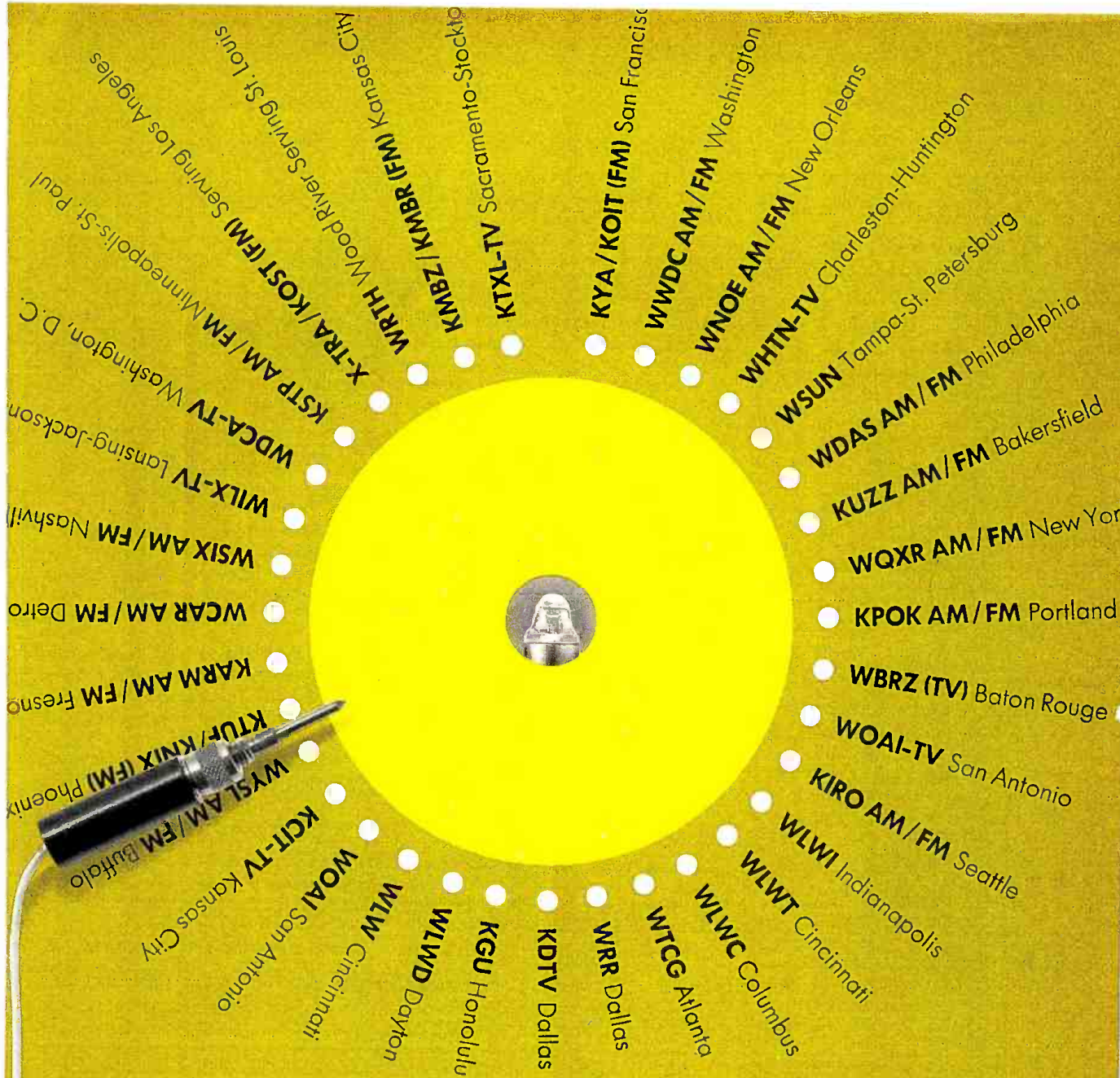
And finally, a management and sales team headed by one of the most dedicated men in the business.

Peter Lasker. He's one of that rare breed who spent years managing stations before he tried to rep them. So when he speaks out (as he often does), people listen.

Now that we've brought you up to date, you must want to ask us some questions. So give Peter Lasker a call. His private number is (212) 697-3016.

One talk with him will prove to you that Avco takes The Rep Game very seriously.





**Match the rep with the station. It's very enlightening.**

- AVCO
- HRP
- PETRY
- BLAIR
- KATZ
- PGW
- CHRISTAL
- METRO
- RKO
- EASTMAN
- MMR
- TELEREP

## FCC vs. drug-oriented lyrics

FCC on Friday (March 5) released public notice calling attention to complaints it has received concerning broadcast of song lyrics "tending to promote or glorify the use of illegal drugs." Notice does not bar broadcasting of such lyrics, but it pointedly reminds broadcasters that they are responsible for knowing what is in lyrics they air ("Closed Circuit," March 1).

Publication of notice revealed that commissioners have sharply contrasting views on question of broadcasting's relationship to use of drugs. Commissioner Nicholas Johnson, lone dissenter in 5-to-1 vote, said public notice amounted to censorship.

But Commissioner Robert E. Lee, who piloted notice through commission, said flatly, in separate statement, that he hoped notice "will discourage if not eliminate the playing of records which tend to promote and/or glorify the use of illegal drugs."

And Commissioners H. Rex Lee and Thomas J. Houser issued separate statements reflecting view commission did not go far enough. Both expressed concern over broadcast of advertising promoting use of drugs. And Commissioner Houser, asserting that song lyrics are only part of "much larger problem" he intends to bring to commission's attention "for future deliberation," said:

"To the extent that broadcast media contribute, wittingly or unwittingly to the drug problem, the commission is charged with the responsibility of insuring that the public interest will prevail through our recognition of the problems and the consideration of solutions."

Other Commissioners who voted for notice were Chairman Dean Burch and Robert Wells. Commissioner Robert T. Bartley abstained from voting.

Commission's notice said broadcasters are expected to learn, before broadcast, words of recorded selections, spoken or musical. As in case of foreign-language broadcasts, it added, this may involve "reasonable efforts to ascertain the meaning of words or phrases used in the lyrics."

Broadcasters were also told that judgment is theirs to make as to whether particular record depicts dangers of drug abuse or, to contrary, promotes illegal drug use. But judgment must be made; licensee who plays song lyrics whose content is not known to someone in responsible position at station, notice added, is violating basic principle that he has "responsibility for, and duty to

exercise adequate control over," material presented over his station. "It raises serious questions as to whether continued operation of the station is in the public interest."

Commissioner Johnson, in his dissent, said notice "is an unsuccessfully disguised effort by the Federal Communications Commission to censor song lyrics that the majority disapproves of: it is an attempt by a group of establishmentarians to determine what youth can say and hear: it is an unconstitutional action by a federal agency aimed clearly at controlling the content of speech."

## New York City ad tax?

Threat of 6% advertising tax in New York City, disclosed Friday (March 5), was met with immediate concern and attack by advertising-industry spokesmen. American Association of Advertising Agencies official said: "You can be sure the advertising industry in New York City will protest as strongly as we can."

According to reports made public Friday, Mayor John V. Lindsay seeks ad levy as part of \$876.4-million tax package to help relieve city's debt burden. City officials said tax imposed on "time and space commodities" that advertisers buy in New York would bring in estimated \$47.3 million. Collection apparently would be handled by media.

AAAA and Association of National Advertisers said they awaited details (proposal had been discussed only in private briefings with city leaders) before taking formal position. Privately, however, ad leaders' opposition crystallized along lines that ad-tax proposal would be self-defeating in that levy could stifle sales-making activities which in turn yield tax dollars.

Lacking details of plan, authorities could not pinpoint its probable effect on broadcast advertising. Nationally, TV accounts for about 18.5% and radio 6.5% of all advertising volume. On that basis, TV advertisers would pay about \$8.7 million and radio advertisers over \$3 million of Mr. Lindsay's projected \$47.3-million yield from proposed tax. On their proportionate national shares, newspaper advertisers would pay about \$14 million, magazine advertising about \$3.3 million.

Miles David, president of Radio Advertising Bureau, questioned proposal's constitutionality and warned that ad tax would serve to "penalize advertisers on their use of media" at time when it is

"vital to encourage retail growth and consumer spending in New York." Television Bureau of Advertising said its opposition would probably be channeled through American Advertising Federation.

## Pastore hearings wind up

National Association of Broadcasters President Vincent T. Wasilewski opposed any political-spending bill that would discriminate against broadcasting, in testimony during final day of hearings before Senator John O. Pastore's (D-R.I.) Communications Subcommittee (see page 22).

"Whatever form any over-all [spending] limitations might eventually take, we do not feel that the candidate should be inhibited in his selection and use of the various media," Mr. Wasilewski said Friday (March 5).

And the proposal that broadcasters be required to charge candidates lowest unit rate "would constitute an enforced subsidy for political broadcasting" required of no other industry, he added.

Mr. Wasilewski did not specifically mention S. 382, sponsored by Senators Pastore, Mike Mansfield (D-Mont.) and Howard W. Cannon (D-Nev.). However, that bill would both place limits on broadcast and nonbroadcast spending and require broadcasters to sell time to candidates at lowest unit rate.

Senator Pastore maintained that television would be glutted with political advertising if specific spending limits are not imposed on broadcasting. And, he said, requiring broadcasters to charge candidates lowest unit rates is not discrimination. Subcommittee has no jurisdiction over print media, he pointed out.

Another witness, Senator John V. Tunney (D-Calif.), supported over-all spending limitations for all media. However, he suggested no time limit be placed on requiring reduced rates.

Charles M. Kinsolving Jr., vice president, newspaper Bureau of Advertising, and first vice chairman of New York county Democratic Executive Committee, spoke as a private citizen in advocating passage of S. 382. He said bill's spending limits are "generous" and would avoid "over-kill" in political media buying.

Mrs. Anne C. Martindell, vice chairman of New Jersey Democratic State Committee, called for elimination of paid advertising from political campaigns in broadcast and print media. She

said voters would have better opportunity "to see the real candidate" in debates or other formats provided free by broadcasting, and in free newspaper space "to answer questions put to candidates by nonpartisan organizations."

### Court OK's fight summaries

New York State Supreme Court issued ruling last Friday (March 5) refusing to prohibit Mutual from transmitting summary bulletins of each round of Joe Frazier-Muhammad Ali heavyweight championship bout set for Madison Square Garden tonight (March 8).

Justice Edward T. McCaffrey gave the plaintiffs, California Sports Inc. and Fight of the Champions Inc., until 5 p.m. to appeal his decision to appellate division. Their lawyers later filed appeal before deadline and it will be heard this morning before Justice Theodore R. Kupferman.

Mutual was directed to broadcast only bulletins of not more than 50 words, not blow-by-blow description, and to announce at regular four-minute intervals that its announcers or commentators are not at ringside.

Mutual summary is to be based on reports from wire services.

### CATV panels: final touches

Over 120 individuals, concerns and corporations have been scheduled to give oral presentations in FCC's massive CATV proposed rulemaking proceeding. Oral presentations have been set for March 19, 22, and 25. Commission also announced Friday (March 5) that panel discussions in same mammoth proceeding, scheduled for March 11, 12, 15 and 18, will meet at National Academy of Sciences, Washington.

Commission also noted changes in panels, meeting times and participants have occurred since first announced (BROADCASTING, March 1). One change affects Panel 7 on future directions for CATV, which was originally scheduled for morning of March 16 and has now been renumbered as Panel 8 and will meet March 18 at 2 p.m. Previous Panel 8 has been renumbered as Panel 7, but is still scheduled for morning of March 18.

### CATV computation form

To simplify calculations of appropriate fees for CATV systems, FCC Friday (March 5) announced availability of its CATV Annual Fee Computation Form

and also extended deadline for filing CATV annual fee from April 1 to May 1. Commission said action follows deluge of questions it has received concerning method of calculation of fee.

### Good news for Banzhaf

Antismoking crusader and consumer advocate John F. Banzhaf has advanced one large rung in ladder to tenure and full professorship at George Washington University law school. Twenty-seven tenured professors out of 34 at G.W.'s National Law Center voted Friday (March 5) to recommend tenure, reversing their initial decision last December (BROADCASTING, Dec. 14, 1970).

### WALA-TV wins renewal

FCC has ruled against number of individuals and community groups in Mobile, Ala., and has renewed license of WALA-TV there. Commission, in action announced Friday (March 5), dismissed petition by complainants seeking license-renewal hearing on grounds station discriminated against blacks in programing, news coverage, and employment practices.

## Week's Headliners



Mr. Couric



Mr. Wells



Mr. Baruch



Mr. Eisner



Mr. Elson

**Ralph M. Baruch**, president, Viacom Enterprises, worldwide program syndication division of CBS/Viacom Group, elected president of group, which CBS Inc. plans to spin off into new publicly held company, subject to FCC approval. Mr. Baruch succeeds **Clark B. George**, who resigned "for personal reasons" as president of CBS/Viacom Group, which also includes cable-TV activities, to join CBS's corporate staff in unspecified capacity. No successor to Mr. Baruch has been named.

**Donald A. Wells**, executive VP in charge of marketing, media, research and network programing, BBDO, New York, appointed to additional post of general

manager of agency. **James J. Jordan**, senior VP and creative director of agency, elected executive VP. **John F. Bergin**, associate director, named senior VP.

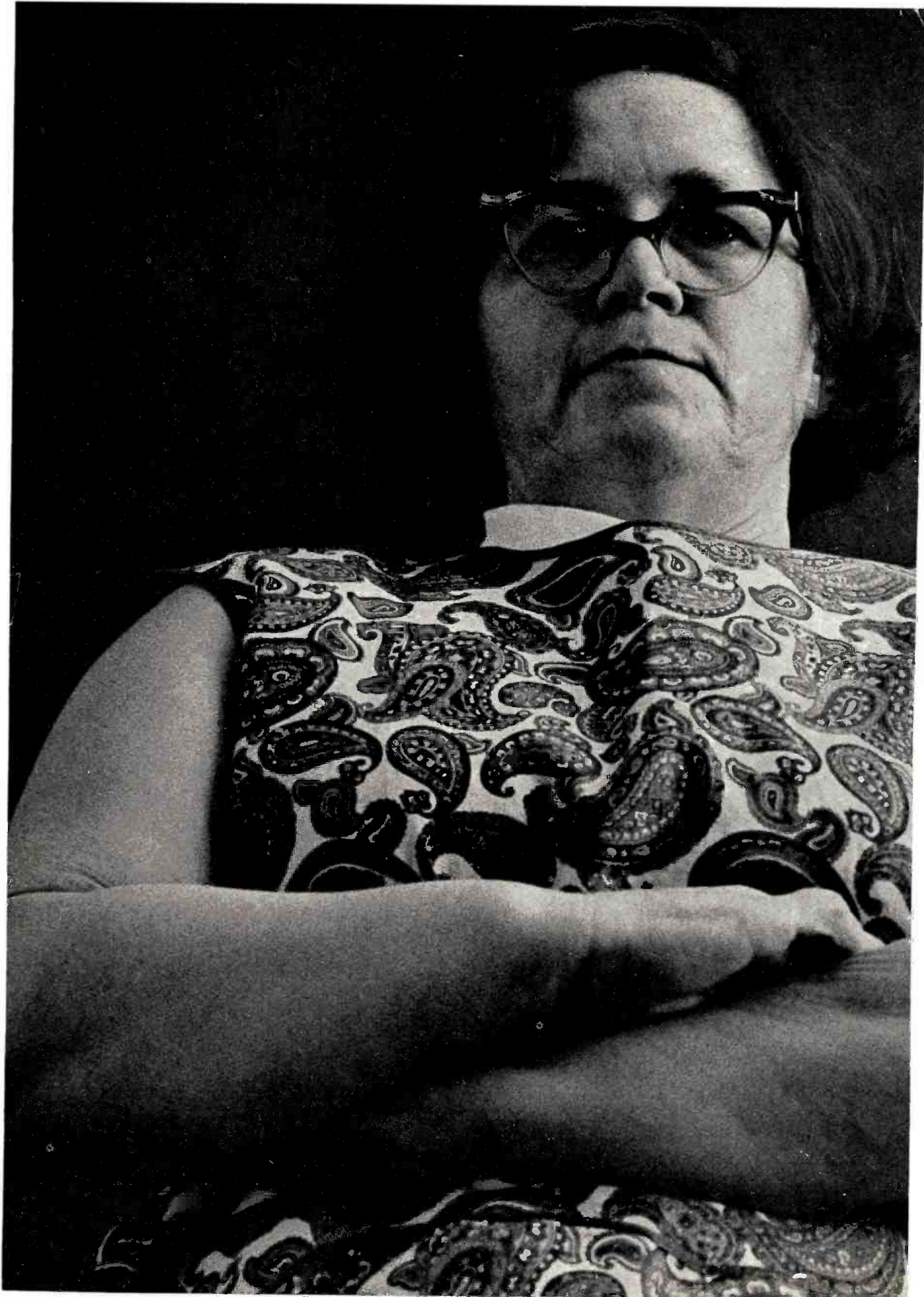
**Michael D. Eisner**, assistant to VP and national programing director, ABC-TV Network, elected VP, daytime programing. He succeeds **Marshall H. Karp**, who resigns to enter independent production. Mr. Eisner joined ABC-TV in 1966 and was previously with CBS-TV's programing department.

**Roy Elson**, former administrative assistant to retired U.S. Senator Carl Hayden (D-Ariz.) and more recently in private practice as Washington representative, named VP for government re-

lations, National Association of Broadcasters, reporting to **Paul B. Comstock**, executive VP for government relations. **John M. Couric**, VP for public relations, named general manager of department and chief assistant to **Paul Haney**, executive VP for public relations.

**Richard D. Zanuck**, who resigned as president of 20th Century-Fox Studios, Los Angeles, joins Warner Bros., Burbank, Calif., as senior executive VP. **David Brown**, executive VP at 20th Century-Fox, and close associate of Mr. Zanuck, also joins Warner Bros. as executive VP for creative operations and senior production executive in New York.

For other personnel changes of the week see "Fates & Fortunes."



# When Bertha Falkowski speaks, Cleveland listens.

Bertha's not part of the power structure.

Bertha is a middle-aged lady who lives on Cleveland's West Side. She has a husband. A modest home. A couple of kids. And a big gripe about the way the city is spending its money.

And she has something else: The satisfaction of telling everybody in town exactly how she feels. Getting

her gripe off her chest and getting it on television. Because at WEWS, the management doesn't do the editorializing. They let the people of Cleveland talk. Which makes for some red hot and relevant listening.

That's the way it is with Scripps-Howard Broadcasting everywhere. We don't want to re-make the cities we serve. We want to reflect them.

And we do it by getting to the people. And making it easy for the people to get to us. Because that's what communications is all about. Or should be.

We know that news isn't something that happens somewhere else. To somebody else. So we try to get people where they live. And maybe that's why people think of us as the one they can get close to.

## Scripps-Howard hits home.



The Scripps-Howard Broadcasting Co. WEWS (TV) Cleveland, WCPO-TV Cincinnati, WMC, WMC-FM, WMC-TV Memphis, KTEW (TV) Tulsa, WPTV (TV) West Palm Beach, WNOX Knoxville.



## Watch these movies on another channel.

Or ask us about the more than 1200 features in the MGM Library of Great Films. They're a lot easier to program than to program again.



**MGM Television** 1350 Avenue of the Americas (212) 267-2727

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## **Broadcasting** THE BUSINESS WEEKLY OF TELEVISION AND RADIO **TELEVISION**

*Executive and publication headquarters*  
BROADCASTING-TELECASTING building,  
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Lawrence B. Taishoff, *executive VP*.

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Art King, *director, special publications*.  
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Beth M. Hyre, *secretary to the editor and publisher*.  
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Doris Kelly, *secretary to the VP-general manager*.

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BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING®—The News Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1932, Broadcast Reporter in 1933, Telecast® in 1953 and Television® in 1961. Broadcasting-Telecasting® was introduced in 1946.  
\*Reg. U.S. Patent Office.

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# We see more color-camera fidelity in your future.



## With luck, maybe as soon as the NAB show.

Will we make it?  
Visit NAB booth 127,  
East Hall, and see.  
Try for a  
free Sony Trinitron®  
TV set, too.



### **TELEMATION**

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**120 Color Half-Hours of  
Live-Action Success  
Starring Adam West & Burt Ward**

**Sold In Over 70 Markets**

Batman reigns in syndication as  
King of Camp  
AND  
King of the Time Period

For example:

- #1 Albany-Schenectady-Troy
- #1 Chicago
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### Advertising and absurdity

EDITOR: Your Feb. 22 editorial, "The Ultimate Absurdity," has called attention to one of the most critical problems in broadcasting today. Perhaps the Consumers Association of the District of Columbia has a point in claiming that some advertising is false, misleading or deceptive. However, we have a government agency charged with the responsibility of making sure that advertising is correct. It might be more correct for the association to investigate what the Federal Trade Commission is doing rather than to ask that more power be concentrated in the hands of the FCC, which is already understaffed.

Additionally, there might be some value in other stations standing beside WTOP-TV Washington in the test case filed against it. We within the industry tend to stand by as our critics pick us off like so many clay pigeons.—*Don Karnes, program director, WPAC-AM-FM Patchogue, N.Y.*

### Canadian view of cable

EDITOR: One hesitates to question anyone with the title NBC vice president for planning, but Allen R. Cooper need only look north to Canada, where CATV has progressed far faster than his United States, to discover that his recent speech (BROADCASTING, Feb. 1) was too pessimistic.

As you reported it, Mr. Cooper "ventured that the number of cable-equipped homes may double to about 20% of all homes—not the 80% envisioned in some forecasts—by 1980." That conclusion is surely subject to question when compared to the experience of several large Canadian cities. Vancouver and Victoria, British Columbia, are 60% and 71% cabled, according to the Bureau of Broadcast Measurement; Canada's capital, Ottawa, is 50% cabled, and London, Ont., with 250,000 population, is a whopping 73% cabled.—*Andy McDermott, Andy McDermott Sales Ltd., Toronto.*

### Two junior colleges challenge

EDITOR: Concerning your Feb. 22 story about the San Diego City College color-television facility . . . stating the college will be the first in the nation to operate an all-color studio, Grahm Junior College in Boston has been operating a full-color studio since 1969. I am sure we were the first junior college to do so.—*Dr. Barry Jay Cronin, chair-*

## Books For Broadcasters

### Color Television

The Business of Colorcasting  
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A thoroughgoing and authoritative exploration of the components that make colorcasting a vital communications force. Covers the techniques of color television, producing for color TV, the color television audience, doing business in color and color TV systems.  
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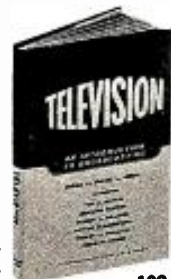
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### Understanding Television

An Introduction to Broadcasting  
edited by Robert L. Hilliard



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man, department of communications, Graham Junior College, Boston.

EDITOR: In reference to the note concerning San Diego City College, I can personally vouch for the fact that Miami-Dade Junior College has been operating a full-color, Norelco PC-70-equipped production studio for more than a year.—Dean Alexander, producer-director, Instructional Resources Center, Miami-Dade Junior College, Miami.

(Note reported the claim was made by RCA.)

## Datebook

A calendar of important meetings and events in communications

■ Indicates first or revised listing.

### March

■ March 8—New deadline for comments on FCC's proposal to bring TV translator rules in line with recently adopted FM translator rules. Previous deadline was Feb. 22.

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

March 16—Public hearing of *Canadian Radio-Television Commission*. Nova Scotian hotel, Halifax, N.S.

March 17—Annual meeting and election of officers, *Advertising Council*, New York. Ambassador hotel, Los Angeles.

March 18—Annual stockholders' meeting, *Cox Broadcasting Corporation*. CBC headquarters, Atlanta.

March 18—Workshop, sponsored by *Association of National Advertisers*, on changing service requirements of advertisers and how they are being met. Plaza hotel, New York.

March 18-20—General convention, *Florida State Cable Television Association*. Colonnades Beach hotel, Palm Beach Shores.

■ March 19—New deadline for reply comments on FCC's proposal to bring TV translator rules in line with recently adopted FM translator rules. Previous deadline was March 4.

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

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

■ March 23—Conference on effective use of outside media services for planning and buying, New York chapter of *American Marketing Association*. Americana hotel, New York.

March 25—Luncheon sponsored by *Federal Communications Bar Association*. Featured speaker will be John Macy, president of Corp. for Public Broadcasting. Army-Navy Club, Washington.

March 26-27—Region 10 conference, *Sigma Delta Chi*. Union, Wash.

March 26-27—Forum on business and legal problems of television and radio, sponsored by the *Practicing Law Institute*, New York. Harry R. Olsson Jr., CBS, chairman. Water Tower Hyatt House, Chicago.

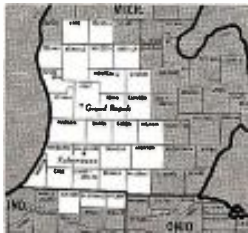
March 26-28—National convention, *Alpha Epsilon Rho*, national radio-TV honorary fraternity. Avenue motel, Chicago.

■ March 28-30—Spring meeting, *Pacific Northwest*



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WHTZ CASILLAC/TRANSFERRIE CITY  
WUPH-TV SABLET/ST. JOSEPH  
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**Cable Television Association.** Rodeway inn, Boise, Idaho.

■March 29—FCC deadline for ABC, CBS and NBC to submit statements of intent to apply for satellite system (Doc. 16495). Previous deadline was March 15.

March 30—Annual membership meeting, *Association of Maximum Service Telecasters*, 9:30 a.m., Waldorf room, Conrad Hilton hotel, Chicago.

March 30—Public hearing of *Canadian Radio-Television Commission* on proposed reorganization of Famous Players Canadian Corp. Skyline hotel, Ottawa.

April

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

■April 2—New deadline for comments on FCC's proposal to require standardized program logging of CATV cablecast programing. Previous deadline was Feb. 22.

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 7-9—Annual convention, *Texas CATV Association*. Marriott hotel, Dallas.

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—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). Previous deadline was March 30.

■April 13—FCC deadline for networks' affiliates associations to apply for prototype receive-only earth station (Doc. 16495). Previous deadline was March 30.

■April 13—FCC deadline for Western Tele-Communication Inc. to file for earth stations to be operated with systems proposed by other applicants. Previous deadline was March 30.

■April 15—New deadline for reply comments on FCC's proposal to require standardized program logging of CATV cablecast programing. Previous deadline was March 4.

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—Meeting, officers and executive board, *Mississippi Broadcasters Association*. Laurel.

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

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

April 17—Annual meeting and awards banquet, *Georgia Associated Press Broadcasters Association*. Marriott motor hotel, Atlanta.

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 21-23—Meeting on CATV program origination, *National Cable Television Association*. Palmer house, Chicago.

■April 21-23—Meeting, *Ohio CATV Association*. Sheraton Columbus hotel, Columbus.

■April 22-23—Board meeting, *National Cable Television Association*. Arizona Biltmore, Phoenix.

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

April 23-24—State convention, *Pennsylvania Associated Press Broadcasters Association*. Mount Airy lodge, Mount Pocono, Pa.

April 24—Annual meeting and awards luncheon, *Alabama Associated Press Broadcasters Association*. Holiday inn downtown, Mobile, Ala.

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

April 24—11th annual Western Heritage Awards ceremony. Cowboy Hall of Fame and Western Heritage center, Oklahoma City.

April 24-25—Region 2 Conference, *Sigma Delta*

Major convention dates in '71

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.

Chi. Chapel Hill, N.C.

April 25-30—Technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers*. Century Plaza hotel, Los Angeles.

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—Public hearing of *Canadian Radio-Television Commission*. Hearing will deal only with proposed CATV policies and regulations. Sheraton-Mt. Royal hotel, Montreal.

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

■April 27-29—Spring conference, *North Central CATV Association*. Park Motor inn, Madison, Wis.

April 30-May 1—Region 5 conference, *Sigma Delta Chi*. Terre Haute, Ind.

May

■May 3—New deadline for comments on FCC's proposal concerning availability of TV programs produced by non-network suppliers to commercial TV stations and CATV systems. Previous deadline was March 3.

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

May 5—Meeting, *Missouri Association of Broadcasters*. University of Missouri, Columbia.

May 5-6—Meeting of *Kentucky Broadcasters Association*. Executive Inn, Louisville.

May 6—Luncheon sponsored by *Federal Communications Bar Association*. Featured speaker will be FCC Commissioner Thomas J. Houser. Army-Navy Club, Washington.

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

May 7-8—Meeting, *Kansas Association of Broadcasters*. Raddison hotel, Wichita.

■May 13-15—International tape seminar sponsored by *The International Tape Association*. Seminar will study both common novel forms of tape use. Shoreham hotel, Washington.

May 15-16—Meeting, *Louisiana Associated Press Broadcasters Association*. Royal Orleans hotel, New Orleans.

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—Spring managers meeting, *New Jersey Broadcasters Association*. Douglass College campus, Rutgers University, New Brunswick, N.J.

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

May 20-22—Annual management convention, *Iowa Broadcasters Association*. Holiday inn south, Des Moines, Iowa.

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

■May 23-27—Convention, *Pennsylvania Association of Broadcasters*. Britannic Beach hotel, Paradise Island, Bahamas.

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.

## Bach, Beethoven and business: the Talman story

Talman Federal Savings and Loan Association of Chicago is a neighborhood savings institution with just one branch office (Illinois does not have branch banking), yet we've become Chicago's largest S&L in total savings and one of the 10 largest associations in the country. One very important element in accomplishing what has been called "the miracle on 55th Street" is radio, the medium that receives most of our advertising dollars.

Our location is not in a business district or shopping center but in a residential area of thrifty, hard-working homeowners on Chicago's southwest side. This is Talman's base, and a very fine one. But approximately 40% of our customers—many of them save-by-mail customers—come from outside the neighborhood. It is these that our radio advertising seeks and attracts.

The type of radio we use to tell our story is classical-music radio. We felt that the kind of people who enjoy fine music would have both the income and the prudence to save regularly. Our approach to this audience began some 20 years ago with a half-hour nightly show, *Tunes from Talman* on WGN(AM). The program is still on the air, with Jay Andres, who formerly did the American Airlines' *Music Till Dawn* program in Chicago, as host.

The success of the WGN program gave us the courage to go all-out with classical music in 1957. At that time we went to a fine-arts FM station, WFMT, which met all of our standards of quality and ethics, and bought its entire early morning program (6 to 9 a.m.). We signed up for six months and watched the results carefully. They were so substantial that we renewed for three years. Some years later we switched to some evening programing and in 1968 began sponsoring WFMT's all-night classical show (midnight to 6 a.m.).

For these 14 years WFMT has been our single most productive medium in terms of traceable responses. That success has encouraged us to go even further in classical programing. In the 14 years we've been on WFMT our assets have grown from \$160 million to \$800 million. Last year we added \$56 million in total savings—more than any other major bank or savings-and-loan association in the Chicago area.

The classical audience—a most ap-

preciative group—has been very loyal to Talman. And we reciprocate. We have, for instance, just renewed our WFMT sponsorship for five years (and a half-million dollars). We're convinced that sticking with a successful medium—in our case, classical-music radio—pays off.

It is also important to choose the vehicle that best reflects the image of Talman. We want a station and program that shows quality and performs a genuine service to the public. We want our advertising to reflect our conservative financial policies.

For maximum credibility our commercials are all done "live" by our program hosts. They are straightforward messages that respect the taste, intelligence and dignity of the listener. Everything is low-key and casual. Whenever possible we try to give the listener useful information—not only about our rates and services but about the costs of consumer credit or about economic trends. (Ray Nordstrand, the general manager of WFMT, who writes all our radio copy, is a former economist and is thoroughly familiar with Talman.)

We never use any kind of gimmicks or attention-getting devices in our commercials; the "fine-arts" listener is such a serious listener to music that he is very likely to listen seriously to our copy, too.

In fact, Talman has never used a premium or "free gift" to attract customers. We simply try to persuade listeners that Talman is the best place in town to save, and we think this attracts solid, thoughtful, intelligent money-managers with larger and more stable savings accounts.

The stations we use would normally

allow us three or four commercials in each hour of programing. While this is far less than in most other broadcasting, we prefer to use even fewer announcements—typically one or two an hour. We don't want to irritate the person who listens to our programs day after day, or lose any of the good will and friendship our sponsorships have created.

Finally, Talman believes in buying blocks of programing, not spots. In our opinion, spots are fine for reach and frequency to announce a new savings rate or a new building (we're currently doubling the size of our offices). But programing generates the gratitude and confidence that brings us business. And in buying that programing we want to be noticed not just as another sponsor but as someone who is totally committed to the station, its format, and its audience. That's why we buy more than 60 hours a week of radio time.

We realize, of course, that we're not reaching a mass audience with classical radio (although the audience for it in Chicago is surprisingly large). Our idea isn't to spread the word to everybody. The idea is to reach people who are most likely to be potential customers and most likely to be sold by our advertising. This is what fine music does for Talman.

Hardly a day goes by that Talman does not receive a letter praising one of our radio personalities. These responses show us what a warm, personal medium radio is and how efficiently it can "zero in" on an appropriate target audience. Having discovered this, we intend to stick with radio for many years to come, and to continue sponsoring the best programs we can find.



*William H. Ball is vice president and manager for advertising and public relations, Talman Federal Savings and Loan Association of Chicago. He joined Talman in 1950 as editor of its customer magazine, Talmanac; joined the advertising division in 1957; and has managed it since 1960. His editorial work has won several awards, and he is active in the Industrial Editors Association of Chicago, the Public Relations Society of Savings Associations, and the Savings Institutions Marketing Society of America.*

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every one of its 8 years  
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climbed to the  
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-what a way to go!**



**And...Andy's daytime  
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impressive: Number One  
in his time period  
throughout the entire run.  
With an average  
46 percent share  
of audience.**

**And now...Andy's ready  
to pick up where he left off.  
On top. In your market.  
Call us.**

** CBS Enterprises Inc.**

New York, Chicago, San Francisco, Dallas, Atlanta

Source: NTA estimates, Oct.-Apr. averages (regularly  
scheduled programs). 1960-68 for prime time. 1964-70  
for daytime. Subject to qualifications on request.



## Crunch coming on campaign reforms

### Pastore promises fast action to distill one bill from mass of conflicting measures and testimony

A Senate subcommittee was studying a mass of testimony on reform of political campaigning this week and its chairman has promised quick action "in a week or two." Just what will come out of the Senate Communications Subcommittee is uncertain at this point, since the recommendations in four bills (see page 26), plus variations offered by a number of witnesses, cross and mesh at different points.

What was obvious during the four days of hearings held by Senator John O. Pastore (D-R.I.), who is chairman of the subcommittee of the Senate Interstate and Foreign Commerce Committee, was that in part it was a rerun of hearings held in 1969. They resulted in S-3637 passed by the 91st Congress last year and vetoed by President Nixon late in 1970. The veto was upheld early this year when the Senate failed, by a mere four votes, to override.

What was obvious also is that the Democrats are pushing hard for restrictions that will keep down the costs of campaigning and give them some chance in 1972 to vie evenly with the more affluent Republican opposition. The Democratic National Committee is still \$9 million in debt from the 1968 presidential campaign.

This view is apparent from Senator Pastore's opening remarks as well as other statements made during the hearings that showed he was wedded to imposing some sort of ceiling on campaign expenditures. The Republicans, through the bill (S-956) sponsored by Republican Senators Hugh Scott (Pa.) and Charles McC. Mathias Jr. (Md.), obviously want no ceiling placed on campaign spending.

For broadcasters, the most significant elements are still Section 315 of the Communications Act, which requires equal time for all candidates for a post where the station has permitted one candidate to appear; free time for candidates, proposed by a number of witnesses and organizations; mandatory

reduced rates for candidates during primary and general election campaigns, and whether or not broadcasting is going to be singled out for treatment separate from that imposed on other advertising media.

In one of the few tussles that occurred during a more or less placid presentation of testimony, Senator Pastore clashed with CBS President Frank Stanton. The subject was whether the networks would permit candidates to use time as they chose if Section 315 were to be repealed, or whether the networks would impose their own formats on the candidates.

Dr. Stanton declined to accede to Senator Pastore's point.

The CBS president declared that the network wanted to have the opportunity to confer and recommend formats. He refused to agree, however, that where candidates insisted on their own formats his company would accept them. There is nothing so dull on television, Dr. Stanton said, as a candidate reading a speech for 30 minutes. The best method, he stressed, is to have candidates discuss or debate issues, with journalists in attendance for questioning—similar to the 1960 Kennedy-Nixon debates. Broadcasters, he added, must have a role in deciding what formats should be used in the interest of informing the public.

Senator Pastore kept insisting that there should be no "harassment" of a President to force him into a public debate on TV. At one point, the Rhode Island senator said the networks had promised in 1969 to permit the candidates to use the time as they wished. Later, after checking the committee report, he corrected himself, noting that this was the offer made by NBC President Julian Goodman.

Dr. Stanton urged repeal of Section 315 for the presidential candidates, said he is opposed to mandated time, and urged that if a ceiling on campaign advertising expenditures is imposed, it

should apply to all media. He termed the proposal to require discounts for political advertising in the last 30 days of the campaign "a good incentive" to shorten the campaign. He also urged that election day be declared a national holiday and that all polls be opened and closed simultaneously across the country. These ideas were a restatement of Mr. Stanton's proposals in his letter to congressional leaders and government officials last January.

The idea of required free time for political candidates for offices other than President, Mr. Stanton noted, would impose an intolerable burden on broadcasters. In New York, he said, CBS-owned WCBS-TV would be required to give 80% of its prime time in the month before election to political programming—based on the 109 candidates in the 38 congressional districts. The station covers not only New York, but also parts of New Jersey and Connecticut, he observed.

NBC President Julian Goodman urged repeal of Section 315 "at least with regard to presidential and vice presidential candidates" and, contingent on that repeal, renewed the offer he made prior to the 1968 election campaign under which NBC-TV would set aside four prime-time half-hours for major-party presidential and vice presidential candidates to use as they choose.

He said NBC favors reduced political advertising rates that apply to all media and opposes donating free time to candidates. He said both NBC-TV and the NBC-owned TV stations have adopted a special political discount of 50% for one-minute announcements and expect to continue the practice in the 1972 campaign.

"In addition," he said, "we plan to create—exclusively for political advertising—five-minute positions in the NBC Television Network schedule, which are very low priced under our structure. These would directly follow

the *Today* program in the morning and also the NBC feature motion picture at night when the latter runs short or can be edited to make such five-minute units possible."

"Any legislative limits on campaigns expenditures should be over-all limits and apply to all media so that candidates can decide how to allocate their advertising budgets," he maintained.

Mr. Goodman said NBC supports the principle of tax credits or deductions for personal political contributions, but does not agree with "provisions that would impose legislative definitions—which can be variously interpreted—on the exercise of journalistic judgment in covering controversial issues."

Leonard H. Goldenson, president of ABC, described S. 382—the Mansfield-Cannon-Pastore bill—as "the most comprehensive and reasonable legislative approach to the problems associated with campaign costs and expenditures . . ." However, he added, ABC does not agree with the measure's limits on

presidential candidates, but is opposed to giving free time to those candidates. He added that ABC favors full disclosure and believes tax incentives should be extended to contributions to candidates for all elective office—federal, state and local.

NAB President Vincent T. Wasilewski told the committee that in 1970 two-thirds of all TV stations and half of all radio stations gave free time to candidates, either by grants of time or by appearances on station programs. And, he added, the percentage of TV and radio stations charging reduced rates to candidates for political advertising is rising and a larger number will give reduced rates in the 1972 elections.

These, he said, are preliminary results of a survey NAB has taken in this field.

On the bills before the committee, Mr. Wasilewski repeated the standard broadcast position favoring repeal of Section 315, especially as it applies to the presidential and vice-presidential

board of directors last week adopted a statement that if there are to be limitations on political spending they should apply equitably to all media, not just to broadcasting. The chamber board also opposed the "voter's time" concept that would require broadcasters and cable-TV systems to provide simultaneous time to candidates for federal office.

The board took these actions following recommendations by Frank P. Fogarty, president of Mid-Continent Communications Inc. and formerly president of Meredith Broadcasting Co., who is chairman of its communications committee.

The chamber said that its public-affairs committee is studying the question of whether there should be any limitations at all on political campaign spending. It referred to its "long-standing" posture in favor of according the broadcasting industry guarantees "traditionally inherent in a free press."

FCC Chairman Dean Burch, who



Senator Muskie



Senator Scott



Senator Gravel, Senator Pastore



Senator Kennedy

media expenditures that discriminate against broadcasting. He instead called for "an over-all limitation on campaign expenditures in all media" so that candidates could allocate their media expenditures as they see fit.

Mr. Goldenson said ABC does not oppose S. 382's provision requiring broadcasters to sell political time at the lowest unit rate, but added ABC is not convinced that it is necessary. He pointed out that ABC's owned TV and radio stations have for some time granted candidates 33½% discounts for spot announcements, and will continue to do so. He said the stations "will also designate in advance a number of time periods and make them available to candidates at comparable discounts." In addition, he said, the ABC radio and TV networks will, for the 1972 presidential campaign, give 33½% rate reductions to all candidates for both announcements and pre-selected time periods. And, he urged the lowest-unit-rate concept be extended to the non-broadcast media.

He said ABC supports the repeal of Section 315 for presidential and vice-

campaigns; in favor of limitations on spending, provided there is no discrimination among the media. But, Mr. Wasilewski added, a candidate should have the freedom to spend the funds where and how he deems them most effective.

If, however, the NAB president said, Congress should limit the total amount of money to be spent on political advertising, those limitations should be applied across the board to include all advertising media.

Mr. Wasilewski also said that some of the proposals requiring lowest unit charge for political advertising, without regard to volume or other considerations, would "constitute an enforced subsidy for political broadcasting. . . ." Rate reductions, if required, he stressed, should be applied to all media.

Mr. Wasilewski also urged a shortening of the election campaign. "The cost of the national campaigns would be significantly reduced," he said, "and the listening and viewing public would likely be greatly relieved."

Broadcasters found an ally in the U.S. Chamber of Commerce, whose

was chairman of the Republican National Committee during the presidential candidacy of Senator Barry Goldwater (R-Ariz.), told the committee that he, personally, prefers the "voter's time" concept recommended in 1969 by the Twentieth Century Fund. He was a member of that group, along with former FCC Chairman Newton N. Minow, also a witness.

In his presentation as spokesman for the FCC, Mr. Burch supported the idea of reduced rates for broadcast time, but opposed those suggestions that the broadcast medium be required to provide specified amounts of free time to the presidential and vice-presidential candidates. Mr. Burch referred to the FCC's proposal in 1969 that Section 315 of the Communications Act be revised, but said the FCC has no objection to suspension of Section 315 for the 1972 elections for the presidential race.

In 1969, the FCC suggested that Section 315 be amended to require equal time for candidates of the major parties, with various percentages, based on the last vote or petitions, applicable

for other candidates.

Mr. Burch noted, however, that "fringe candidates would come under the fairness doctrine of the FCC and thus would be protected in their right to have their views presented to the public."

Opposing those recommendations that would require broadcasters to make free time available to candidates as well as the requirement that broadcasters sell a reasonable amount of time to candidates, Mr. Burch commented that this is better left to the good faith of the licensee in light of the needs of his community. And, as for a sale prescription, he added that he would not go this far "in the absence of some definite showing that the inability to buy broadcast time is of serious proportions."

Mr. Burch, as did some other witnesses, stressed the difficulty that extending media representation to candidates below the presidential nominees. Broadcast stations, he observed, do not serve areas that coincide with political boundaries.

In any event, he said: "We think the broadcaster rather than the government is the one best able to determine his community's needs in this area."

In an aside, Mr. Burch also noted what he called the "outpouring of public complaints" whenever regular programs are pre-empted for political messages. "Congress," he said, "may want to consider this phenomenon in relation to the requirement for simultaneous political coverage on all broadcast stations which leaves the public with no programing choice."

The FCC, he said, has no expertise

regarding the imposition of a spending limit on broadcast campaign advertising. But he added, it might be preferable to impose an over-all ceiling on media expenditures and let the candidate decide how to use the different media.

FCC Commissioner Nicholas Johnson, in a written statement, said he agreed with much that was presented by Mr. Burch on behalf of the commission, but differed on other elements.

He urged that a limit be placed on campaign spending, that broadcasters be required to make available "a modest" amount of free time, that campaign contributions be barred and that the federal government underwrite political campaigns.

Senator Bob Dole (R-Kan.), who is also chairman of the Republican National Committee, told reporters after testifying that he hoped to see President Nixon in the next few weeks and that he thought the President might indicate his preferences among the campaign reform bills before the Commerce Committee is ready to report its recommendations to the Senate.

In his statement, Senator Dole declared that TV and radio have become the new forums for political campaigning, and that their use is expensive "and demands more attention to style than to substance."

The primary goal for reform legislation, he said, is disclosure of financing, which "seems by far the most practical, effective and best means of achieving reform. . . ."

And, he recommended, Section 315 should be repealed for candidates for all federal offices; advertising time and space should be made available to can-

didates at the lowest commercial rates for equivalent time and space, and changes should be made in present restrictions on borrowing by political organizations through regular commercial channels.

Although in his prepared text he was not in favor of limits on campaign spending, Senator Dole did say to Senator Pastore at one point that if an over-all limit is imposed, the candidates should be permitted to spend as they choose.

From the other party, Joseph A. Califano Jr., general counsel to the Democratic National Committee and former aide to President Johnson, recommended that the federal government provide funds to candidates for President, Vice President, senator and congressman "to get the corrosive influence of private wealth out of American politics."

He urged that Section 315 be repealed for federal elections and that broadcasters be required to provide free time to the presidential candidates. He also suggested that broadcasters, CATV owners and print media be required to charge their lowest unit rate for political advertising.

He called for an over-all limit on spending. Any proposal that would place no ceiling on campaign spending, he said, "is a thinly disguised blank check for the purchase of federal office."

A week of speculation on how the White House views the bill (S-956) proposed by Senator Hugh Scott (R-Pa.) and Senator Charles McC. Mathias Jr. (R-Md.), was set at rest to a degree last week by the Republican leader.

"It is my personal belief," Senator Scott told the committee, "that the President would sign it."

He noted, however, that neither the White House nor the networks had given the bill blanket endorsement.

The two most important elements of the Scott-Mathias bill are, Senator Scott said, repeal of Section 315, which would "provide for greater contribution of free time by broadcasters," and the requirement for preferred rates, which, he said, "assures candidates the fairest break they can expect in their purchases."

Noting that the proposed bill requires that broadcasters may not refuse to sell time to qualified candidates, Senator Scott commented: "We want to assure that those few broadcasters who happen to favor incumbent candidates cannot continue to do so by forbidding the sale of time to the opposition as well."

Responding to arguments that the bill's provision that reduced rates must be offered to political candidates by newspapers, billboards and magazines as well as by broadcasters runs afoul of the



Chairman Burch

## The per-vote costs of broadcast campaigns

With Congress considering proposals to set limits on amounts political candidates could spend in advertising media, the FCC last week provided clues to how much had been spent in radio and television. It had no figures for other media.

FCC Chairman Dean Burch took the data to the Senate Communications Subcommittee hearing on campaign reforms (story beginning on page 22).

He said it was preliminary and subject to correction when final tabulations are completed. Spending by candidates was calculated in terms of expense per vote cast, in accord with the basic formula offered by several pending bills.

In the 1970 election the median amount spent by candidates on broadcast advertising ranged from 1 to 2 cents per vote in races for the U.S. House of Representatives, to 8 to 9 cents for U.S. Senate to 9 to 10 cents for governorships.

There were, however, wide variations in the spending. Of 75 candidates who ran for the Senate, one spent nothing on broadcast advertising and 16 spent sums exceeding 20 cents per vote. Of 778 candidates for the House, 163 spent nothing on the air and 10 spent more than 20 cents per vote. All of the 79 candidates for governor spent some funds on broadcast advertising, with 12 of them spending above the 20-cents-a-vote rate.



First Amendment, the Republican congressional chieftain stressed that there is no mandatory requirement that the print media make space available to candidates. But when they do, he noted, they would have to provide an equal amount of space at the same rates for all other candidates.

Senator Scott also emphasized the bill's heavy reliance on disclosure, rather than by imposition of ceilings on spending. "To impose ceilings without offsetting them with guarantees, by subsidizing or otherwise," he said, "is to ignore the real problem—access to the media and thus the electorate."

Senator Edward M. Kennedy (D-Mass.) directed his views solely to broadcasting. He urged repeal of Section 315 for presidential elections and in 1972 its suspension for congressional and state-wide offices—after which he asked that the FCC report on future moves.

He backed moves that would require broadcasters to charge political advertisers no more than the lowest rate, adding: "Surely, it is long past time for the predatory profits that broadcasters have traditionally exacted from political candidates to yield to public interest."

He also supported proposals that a limit be placed on the amount candidates may spend in broadcasting.

He stressed, however, that no ceiling should be imposed on campaign spending for other media, and none on overall campaign expenditures.

The heart of the problem, he said, is television spending "and the heart of the remedy should be television spending."

"No one denies," he added, "that it is the growth of television which has transformed politics in America. Like a colossus of the ancient world, television stands astride our political system, demanding tribute from every candidate for major public office, incumbent and challenger. Its appetite is insatiable and its impact is unique."

No amount of spending in other media, Senator Kennedy said, "can possibly offset the role of television and the impression it makes on voters."

The imposition of a spending ceiling on broadcast political advertising, he said, is "much more easily" justified under the First Amendment and court decisions, noting particularly the Red Lion case. No one seriously contends, he commented, that the fairness doctrine should also apply to newspapers. "We have no equal space provision for the writing press."

Finally, Senator Kennedy said he is opposed to all forms of direct aid to political candidates by the federal government, including free time on TV and radio. He prefers, he said, the use of tax credits to encourage small contributions to candidates.



Mr. Goldenson



Mr. Goodman



Dr. Stanton

Senator Edmund S. Muskie (D-Maine) supported two elements in campaign reform: a guaranteed minimum of free TV and radio time, and a limitation on media spending "so that no candidate can overwhelm his opponent or the electorate with an advertising campaign of monumental cost and, in effect, buy his way into office."

He suggested that presidential candidates be given six half-hour segments, with senatorial candidates being given three half-hour segments.

He also endorsed the lowest-unit-rate approach for primaries and general elections.

Limiting TV and radio spending, he concluded, is most important because of broadcasting's "unique role in public persuasiveness."

Senator Mike Gravel (D-Alaska), whose S-1 is principally the idea advanced in 1969 by the Twentieth Century Fund, urged that presidential candidates be given free broadcast time simultaneously on all TV and radio stations. He also suggested that suspension of Section 315 would not provide free time for candidates and would not relieve financial pressures. He said that the equal-time provision of Section 315 "is not so great a barrier as many broadcasters contend."

Furthermore, he added, the FCC should develop regulations that would require broadcasters to provide free air time to other candidates for public office—federal, state and, "where practical," local on a fair and equitable basis. And, he added that this requirement should be "a condition to obtaining the chance to use the public air-

waves."

His bill, Senator Gravel noted, requires broadcasters to sell political advertising at the lowest rate available to a commercial advertiser for comparable time. This should be extended to include other media as well, he said.

Over-all spending limits for campaigning are not enforceable, he said. But it is possible to check spending in the media; therefore he suggested that a limit of 10 cents times the number of registered voters—or \$40,000—whichever is greater, be permitted in both general elections and in primaries.

In a statement submitted to the subcommittee, Representative Charles E. Bennett (D-Fla.) advocated a bill designed to reduce campaign costs, reduce dependence of candidates on contributors, inform the voters about candidates and improve political campaigning. He said his legislation (H.R. 4086) would achieve those objectives. Mr. Bennett's bill, which was introduced last month (BROADCASTING, Feb. 15), would prohibit paid political advertising in elections in which free time is given to candidates for President, governor, senator or congressman. The advertising would be replaced by small amounts of free time that each station would be required to allocate to candidates. The bill also provides that political time cannot be used in less than five-minute segments and that any prepared material must be followed by a segment equal in length showing the candidate in some type of unrehearsed format.

Newton N. Minow, Chicago lawyer who is a former FCC chairman, urged the adoption of the 1969 recommenda-

tions of the Twentieth Century Fund's Commission on Campaign Costs in the Electronic Era, of which he was chairman.

That proposed that presidential candidates of the major parties receive six, 30-minute TV time segments in the 35 days before election; that these appearances be broadcast live and simultaneously by all TV and radio stations, plus noncommercial educational stations and cable-TV systems.

Third-party candidates would receive lesser times in proportion with their standing.

Payment for this time, the report recommended, would be made by the federal government at 50% of commercial rate cards. This would cost \$4 million, the commission estimated.

The formats, Mr. Minow stressed, would be designed to "promote rational discussion" to illuminate issues and candidates.

To generate small contributions to candidates, Mr. Minow advocated tax credit or tax deduction allowances for the taxpayer.



Senator Dole

For 1972, Mr. Minow recommended the Section 315 be suspended for the presidential candidates, as it was in 1960.

The United States, Mr. Minow stressed, is the only country where political candidates are required to buy time on TV; other countries (he mentioned Great Britain, West Germany, Japan) provide free time for candidates.

Russell Hemenway, director of the National Committee for an Effective Congress—an organization that long has been active in efforts to reform election campaigning—supported moves to repeal Section 315 and to require broadcasters and print media to charge their lowest rates for political advertising in the 45 days prior to a general election and 30 days prior to a primary election.

Mr. Hemenway suggested that spending limits be applied to political advertising in all media "where they can be enforced." He recommended that these limits provide for 15 cents per registered

voter for presidential candidates, 20 cents for Senate and 30 cents for Congress. But, he added, there should be no segregation of these sums according to media.

Candidates should be permitted to allocate these media funds independently.

Philip M. Stern, of the Stern Foundation, which has financed several political studies, advocated federal assistance for federal-office campaigns as outlined in Senator McGovern's bill (S. 1039). Assistance would be made through drawing accounts in the federal treasury and be based on prior general election votes cast. It would amount to 50 cents per vote for the Senate and House and 25 cents per vote for presidential candidates. Half that amount would be available to primary candidates who would qualify by petitions.

Minor parties would receive a fraction of the major-party assistance amounts, for which they would qualify either by petitions or their performance in the past election.

Private contributions would be limited



Mr. Califano

to \$50 per political contest; over-all spending would be limited to twice the amount of federal assistance, and tax credits would be provided for small contributors. Full disclosure of expenditures would be achieved through reports to an enforcement agency and through publishing the information (at federal expense) in newspapers.

In addition, Mr. Stern favored a provision that broadcasters be required to sell political time at the lowest available rates.

Mr. Stern is the brother of Edgar B. Stern, principal owner of WDSU-TV New Orleans.

George E. Gill, executive vice president of the Communications Workers of America, urged the passage of his organization's proposed legislation that would require broadcasters to provide free prime TV time for debates between candidates for the presidency and vice presidency in the eight weeks preceding the election. Time would be given in one-hour segments.

## You can't tell bills without a scorecard

### These four major pieces of legislation would all affect broadcast time

Here is a summary of the principal provisions of the four major election-reform bills that have been introduced in the Senate this year:

■ S. 1 by Senators Mike Gravel (D-Alaska), James B. Pearson (R-Kan.), Edmund S. Muskie (D-Me.), Bob Packwood (R-Ore.), Jacob K. Javits (R-N.Y.), and Edward W. Brooke (R-Mass.): Limits spending in primaries and general elections to 10 cents per registered voter in a candidate's district or \$40,000, whichever is more. Limit applied to broadcasting and print.

S. 1 calls for free TV-radio time for presidential and vice-presidential candidates in eight, four or three half-hour blocks, depending on certain criteria. Presidential and vice-presidential candidates would divide the blocks of time in either six-to-two, three-to-one or two-to-one ratios.

It repeals Section 315 for presidential and vice-presidential candidates. In the case of paid time, candidates could not be charged more than a station's lowest unit rate for the same amount of time in the same block. And it provides for full financial disclosure and tax credits or deductions for contributors.

■ S. 382 by Senators John O. Pastore (D-R.I.), Mike Mansfield (D-Mont.) and Howard W. Cannon (D-Nev.): Prohibits a candidate for President, senator, congressman, state governor or lieutenant governor (in a general election) from spending more than seven cents per vote cast for the same office in the last election, or \$20,000, whichever is greater. For nonbroadcast media, the limit would be 14 cents or \$40,000, whichever is more. Candidates other than those for the presidency are not permitted to spend more than half of the amounts allowed for general elections in primary campaigns. Expenditures for vice-presidential candidates are lumped together with those of the presidential candidate.

The bill repeals Section 315 for presidential and vice-presidential candidates and prohibits broadcasters from charging candidates more than the lowest unit rate. It also calls for complete campaign financing disclosure by candidates and political committees and tax credits for contributions.

■ S. 956 by Senators Hugh Scott (R-Pa.), Charles McC. Mathias (R-Md.), Len B. Jordan (R-Idaho), John S. Cooper (R-Ky.), Richard S. Schweiker (R-Pa.), and Edward J. Gurney (R-

Fl.): Repeals Section 315 for presidential and vice-presidential candidates. Sales of time or space to candidates by TV and radio stations and print media must be at the lowest unit rates. S. 956 requires that broadcasters may not refuse to sell "reasonable" amounts of time to qualified candidates.

The bill repeals all ceilings on candidate expenditures. A candidate may not contribute to his own campaign more than \$50,000 if he is running for President or Vice President, \$35,000 if a candidate for the Senate and \$25,000 if a candidate for the House. Individual contributions are limited to \$15,000 for a Presidential campaign, \$10,000 for a Senate campaign and \$5,000 for a House campaign. It provides for full financial reporting and disclosure, tax credits or deductions for small contributors and reduced rates for political mail.

■ S. 1039 by Senator George S. McGovern (D-S.D.): Provides federal assistance to federal-office candidates through drawing accounts in the Federal Treasury. In general elections, drawing accounts for Senate and House candi-

all major-party nominees for President and Vice President. It prohibits broadcasters and newspapers from selling time or space to candidates at more than the lowest unit rate, provides full financial reporting and disclosure, puts a \$50 limit on private campaign contributions and provides tax credits for small contributions.

All the bills have been referred to three Senate committees that have concurrent jurisdiction. They are: Interstate and Foreign Commerce, on the communications aspects; Rules, on disclosure and reporting, and Finance, on spending limitations. When the Commerce Committee reports out its version of political-campaign reforms—and Senator John O. Pastore (D-R.I.), chairman of the Communications subcommittee, has promised to move expeditiously—the other committees have 45 days to express their views.

### Some want a flat ban on political spots

Senator Vance Hartke (D-Ind.) is a man with a broadcasting mission: He

time less than five minutes for political advertising; and Senator Edmund S. Muskie (D-Me.), who suggested that perhaps longer program time would be more desirable and spot buying discouraged if broadcasters had to offer larger discounts for those time periods.

Several witnesses commented that broadcasters make it difficult to buy five- or 10-minute programs. This point was mentioned by Senator Dole, Russell Hemenway, director of the National Committee for an Effective Congress, and by FCC Commissioner Nicholas Johnson.

The only witness to object to Senator Hartke's views on spot TV was CBS President Frank Stanton. Dr. Stanton expressed the opinion that the overuse of spots could be self-defeating and that the electorate is able to detect a blitz with no trouble.

### Schlitz sports packager moves out on his own

Guy Patterson, executive vice president and general manager of Majestic Advertising Agency, Milwaukee, announced last week he has acquired ownership of the agency from the Jos. Schlitz Brewing Co. and that he will become an independent sports-broadcast packager in his own right. For a number of years he has served in that capacity for Schlitz through Majestic.

Mr. Patterson explained that under the agreement all existing sports-broadcast contracts of which Schlitz now is a part through Majestic will revert to Schlitz and will be administered by the Schlitz marketing department. Included are baseball broadcasting sponsorships for the upcoming season (BROADCASTING, Feb. 22).

Mr. Patterson said several new major sporting packages will be announced by the reorganized Majestic agency soon. Included will be the televising of the Big Eight and Big Ten track meets in cooperation with Intermedia Inc. over a special network of about 80 stations nationally. Intermedia, station-group owner, is subsidiary of ICS Industries, Kansas City, Mo.

### Rep appointments:

WWTC(AM) Minneapolis; WDRC-AM-FM Hartford, Conn.; KRFB(FM) Phoenix and KDEF-AM-FM Albuquerque, N.M.: Petry Radio Sales, New York.

■ KNDE(AM) Sacramento and KsJO(FM) San Jose, both California: Meeker Radio Inc., New York.

■ KSTP-AM-FM Minneapolis-St. Paul: Avco Radio Sales, New York.

■ WMTW-FM Washington, Me., and KUDU(AM) Ventura, Calif.: Adam Young Radio Sales, New York.



Mr. Stern



Mr. Minow



Mr. Hemenway

dates would amount to 50 cents per vote cast in the average of the last two prior elections for the office in question. For presidential general elections, the account would be computed state by state, in each state where the candidate appears on the ballot. It would amount to 25 cents per vote cast in the preceding election. Assistance to candidates in primaries would in all cases amount to one-half that available to major-party candidates in the comparable general election—25 cents per vote in House and Senate primaries, 12½ cents for presidential primaries. Assistance would not be available in uncontested elections. New parties or minor parties would get drawing accounts one-fifth the size of the major parties, provided they polled a certain percentage of votes in the last election or could provide a specified number of petition signatures. No funds could be spent by or for a candidate in excess of two times the amount of the federal subsidy.

The McGovern bill provides for permanent suspension of Section 315 for

wants to forbid the use of TV spots in political campaigns.

Throughout the hearings last week on political-campaign reforms (see page 22), Senator Hartke threw the question of TV spots at the witnesses, usually with a comment like "spot is for selling soap."

He had some support, including that of Senator Robert J. Dole (R-Kan.), who is chairman of the Republican National Committee. Senator Dole said he hoped there would be a "real solution" to the spot problem and said he would like to see candidates limited to five-minute, 10-minute or even 15-minute programs. Spot may be helpful, however, Senator Dole said, for name-identification purposes.

Others who supported Senator Hartke: Newton N. Minow, Chicago attorney, former FCC chairman, who was chairman of the Twentieth Century Fund's study commission on electronic campaigning, and who commended WGN-TV Chicago for refusing to air any

# **Program Power**

The new prime-time schedule on the ABC Television Network is now reaching the largest young adult audiences delivered this season by one network. 17% larger than the second network. 24% larger than the third.

Among young adults 18-49 ABC has  
...7 of the top 15 programs including the top 3  
... the top-rated situation comedy  
... the two top-rated dramas  
...and the three top-rated movie series.

This kind of program power, spread throughout ABC's entire prime-time schedule, is no demographic accident. It's part of a programming philosophy based on knowing that your best customers and ours are the same: young adults 18-49.

This is the marketing group that's most responsive—in awareness of brands, in recognizing your advertising, in buying your product. And this is the marketing group you can reach best with the ABC Television Network.

**ABC Television Network** 

# Spot radio target: accent on youth

## Torbet analyzes 568 national campaigns for second annual profile of target audiences

Spot-radio advertisers are placing heavier emphasis on their campaigns directed to the 25-to-49 age group, and are diminishing their efforts to reach the over-50 audience.

These are among the highlights of a demographics-packed study released last week by Alan Torbet Associates Inc., radio representative firm, based on an analysis of 568 national spot-radio campaigns run between September 1970 and March 1971. This is the second annual study of national spot-radio factors conducted by Torbet, covering the schedules of more than 70 Torbet-represented stations in the top-100 markets (BROADCASTING, March 23, 1970).

The study focused on five primary areas: time periods, rating services preferred or required for justifications, lengths of campaigns, target audiences by sex and target audience by age groups (for full listing, see table at right).

Among the significant changes from last year's study, according to Alan L. Torbet, president, were an increase in demands for the 25-40 age grouping (from 5.4% to 13.3% this year); a reduction in spot-radio advertising directed to the over-50 category (from 3.0% to 0.6% this year); a reduction in demand for drive times (from 44% to 28%) but an increase in demand for drive-plus-weekend periods, (from 5% to 16%) and in combination of drive - plus - weekend - plus-mid-day (from 3% to 6%).

Torbet said that 38.6% of all cam-

paigns were aimed at men only; 26.1% at women only; 20.9% at both men and women; 5.9% at teen-agers only; 0.9% at total listeners and 0.9% at special audiences (farm, sports, religious).

Torbet said that 59.5% of the campaigns required justification on the basis of the American Research Bureau ratings; 32.3% required Pulse; 7.6% accepted both ARB and Pulse and 1% accepted others. In some cases, according to Torbet, the agency preferred one rating service but would accept an alternate if the preferred service was not available in the market.

On lengths of spot-radio schedules, Torbet found that 2.3% ran less than one week; 42.5%, one to four weeks; 29.2%, five to eight weeks; 6.8%, nine to 12 weeks; 10.1%, 13 to 25 weeks; 6.2%, 26 to 39 weeks and 2.9%, 52 weeks.

The study indicated that copy lengths ran as follows: 60 seconds, 70.4%; 30 seconds, 8.3%; combinations of 60 seconds, 30 seconds, 10 seconds and five-minute program sponsorship, 20.1%, and 10 seconds, five-minute programs and others, 1.2%.

"Note that 74% of all schedules are less than nine weeks," Mr. Torbet pointed out. "Although this increased flexibility of radio scheduling is a great advantage to the advertiser, the many short flights vastly increase the cost of selling and the workload of the media buyers. It is not unusual today for a representative to make six to eight completely new sales presentations, for six

to eight different flights, for the same product in a year."

Copies of the study will be available at the Torbet suite, in the Conrad Hilton hotel in Chicago during the National Association of Broadcasters Convention March 28-31.

## In sponsors' sights:

National advertisers seek specific target audiences in their spot-radio campaigns and the following table shows in descending order the demographic break-outs advertisers required in schedules running from the summer of 1970 up through this month.

The table was prepared by Alan Torbet Associates, New York station representative, as part of an analysis of 586 national spot-radio efforts and consists of 36 different demographic requirements based on sex and age groupings.

Target audience required:	% of campaigns
Men 18-49	14.0%
Adults 18+	10.2%
Women 18-49	8.5%
Women 25-49	6.5%
Teens 12-17	5.9%
Men 25-49	5.0%
Women 18+	4.6%
Men 18+	4.2%
Women 35+	3.6%
Men 18-34	3.3%
Adults 18-49	3.1%
Men 18-64	2.9%
Men 35-49	2.5%
Men 12-24	2.5%
Adults 35+	2.4%
Adults 18-34	2.2%
Adults 25-49	1.8%
Women 35-49	1.7%
Women 12-24	1.5%
Men 35+	1.4%
Adults 12-34	1.4%
Adults 12-24	1.3%
Adults 35-49	1.2%
Men 25+	1.0%
Women 25+	.9%
Total Listeners	.8%
Adults 25+	.8%
Men 25-34	.6%

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

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended Feb. 7, 1971 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Feb. 7	Total dollars week ended Feb. 7	1971 total minutes	1971 total dollars
	Week ended Feb. 7	Cume Jan. 1-Feb. 7	Week ended Feb. 7	Cume Jan. 1-Feb. 7	Week ended Feb. 7	Cume Jan. 1-Feb. 7				
Monday-Friday Sign-on-10 a.m.	\$ 16.0	\$ 16.0	\$ 160.3	\$ 612.2	\$ 261.6	\$ 1,142.2	75	\$ 437.9	317	\$ 1,770.4
Monday-Friday 10 a.m.-6 p.m.	1,486.7	6,917.3	3,005.6	16,999.2	1,645.0	9,205.2	812	6,137.3	4,024	33,121.7
Saturday-Sunday Sign-on-6 p.m.	1,707.6	6,755.6	1,122.9	7,361.8	294.0	6,533.3	299	3,124.5	1,454	20,650.7
Monday-Saturday 6 p.m.-7:30 p.m.	485.4	1,892.7	550.0	2,702.7	544.0	3,777.1	88	1,579.4	435	8,372.5
Sunday 6 p.m.-7:30 p.m.	186.0	564.5	179.3	2,219.6	211.6	1,269.8	22	576.9	103	4,053.9
Monday-Sunday 7:30-11 p.m.	5,680.3	28,782.0	6,483.4	30,978.1	7,339.7	38,454.5	438	19,503.4	2,304	98,214.6
Monday-Sunday 11 p.m.-Sign off	533.8	1,929.2	192.3	841.9	473.7	2,414.7	132	1,199.8	482	5,185.8
<b>Total</b>	<b>\$10,095.8</b>	<b>\$ 46,857.3</b>	<b>\$11,693.8</b>	<b>\$ 61,715.5</b>	<b>\$10,769.6</b>	<b>\$ 62,796.8</b>	<b>1,866</b>	<b>\$32,559.2</b>	<b>9,119</b>	<b>\$ 171,369.6</b>

Target audience required:	% of campaigns
Women 50+	.6%
Adults 25-64	.5%
Men 35-64	.5%
Men 25-64	.4%
Women 25-34	.4%
Adults 18-24	.4%
Women 18-34	.3%
Specials	.9%

## New computer system is devised to cut costs

Sarkes Tarzian Inc., Bloomington, Ind. broadcast electronics firm, showed a new computer system, STARCOM (Simplified Traffic Avails by Remote Computer), at a seminar for television sales representatives in New York last week.

The new system, according to Jim Moneyhun, product manager, will provide instant information on station availabilities, ratings, demographics and accounting and billing. It is available for both in-station use and for servicing reps. First installation will be at WTTV(TV) Indianapolis, later this month.

Tarzian, a year ago, introduced the TASCOM (Television Automation System by Computer) which offered a central, national 24-hour on-line system for major-market TV stations (BROADCASTING, June 1, 1970).

According to a Tarzian spokesman, STARCOM was developed to provide a "less costly bulk-processing system for stations." STARCOM leases for about one-third the price (\$1,700 per month) of the TASCOM system.

Under the new system, stations and reps will be connected by telephone with a central computer installation. The system is also said to be capable of reporting erroneous input, misleading commercial instructions, billing discrepancies and log summaries.

## TVB cites retailers' growing reliance on TV

Television Bureau of Advertising reported last week that an analysis of Broadcast Advertiser Reports (television) and Media Records (newspapers) show that department-store activity in TV rose sharply in 1970 while newspaper lineage declined.

TVB said department store/discount store use of TV rose 23% last year over 1969, with the number of commercials scheduled in an average week in 75 markets increasing from 8,072 to 9,889 in 1970. On the other hand, according to the bureau, department store lineage in 52 markets declined from 629.3 million lines in 1969 to 613.2 million in 1970, a drop of 3%.

"It is highly significant that in a year of belt-tightening, local retailers in a major business classification have

## Business briefly:

**Aurora Products Corp.**, West Hempstead, N.Y., through Grey Advertising, New York, will begin \$2 million national campaign—most of it in spot-TV and radio—in early April to promote three Skittle games.

**General Electric Co.**, through BBDO, both New York, will sponsor "Childhood: The Enchanted Years," one-hour *GE Monogram Series* special, on NBC-TV, Thursday, April 22 (7:30-8:30 p.m. NYT). Special, which explores and analyzes the world of preschool children, pre-empts *The Flip Wilson Show*.

**General Mills Inc.**, Minneapolis, through Dancer-Fitzgerald-Sample, New York, has purchased four-week advertising campaign for Total cereal on CBS Radio. Food product manufacturer is also launching network-TV campaign in prime time to introduce Betty Crocker Sunkist Orange Frosting, effective today (March 8) through Needham, Harper & Steers, Chicago.

**Falstaff Brewing Corp.**, St. Louis, through Needham, Harper & Steers, Los Angeles office, has purchased participation for one-half radio and television sponsorship of Houston Astros baseball games and undisclosed portion in Chicago White Sox games for Falstaff Beer.

strikingly expanded their use of television," said Tom McGoldrick, TVB director of retail sales. "This expansion in 1970 includes all segments—department stores, mass merchandisers and the three major chains, Sears, Ward and Penney."

## FTC tries to eliminate stain claims in ads

The Federal Trade Commission adopted provisional consent orders last Wednesday (March 3) prohibiting three leading detergent manufacturers and their advertising agencies from claiming that their enzyme-containing laundry products will remove all types of stains. Each of the companies involved, Lever Brothers, Colgate-Palmolive, both New York, and Procter & Gamble, Cincinnati, has agreed to the order for settlement purposes.

According to the agreement, the companies are forbidden to make stain-removal claims for one year unless explicit information stating the type of stain the product can be expected to remove, the recommended procedure for removal of these stains, and specific stains which the product will not remove is carried on the package. In addition, advertising must clearly list specific stains the product will not remove, and must not attribute stain

removal to any specific ingredient.

The order was born of complaints alleging that enzyme detergents do not, as claimed, remove all stains and that ingredients other than enzymes, such as bleach and detergents, can be responsible for stain removal.

The companies are allowed a nine-month grace period in which to comply, but until then stain-removal advertising must state that the product will not remove all stains.

Reacting to the ruling, a spokesman for Lever Brothers said: "The FTC announcement is quite academic as far as Lever is concerned because as of Feb. 4 we removed enzymes from Drive, the only one of our 10 detergents that uses enzymes." A second Lever enzyme product, Amaze, was not released to the market.

A spokesman for Procter & Gamble said that his company originally planned to contest an earlier proposed FTC complaint, but after further conversation with the commission and resulting revisions of the original order P&G decided "no useful purpose can be served by prolonging a controversy about the interpretation of this advertising." He added all P&G testing of its enzyme-containing products demonstrate that they are as safe and mild as nonenzyme products.

Colgate-Palmolive officials did not elaborate on the ruling, but said that they would comply.

Advertising agencies for Lever Brothers' products Drive and Amaze are SSC&B and J. Walter Thompson. Colgate-Palmolive's products, Punch, Axion and Ajax are handled by Masius, Wynne-Williams, Street & Finney; Norman, Craig & Kummel; and William Esty. Procter & Gamble's products Gain, Biz and Tide XK are presented through Tatham-Laird & Kudner; Grey Advertising and Compton Advertising. All are New York agencies.

## Is Colgate using 'Hazel'? \$4-million suit says so

Actress Shirley Booth is suing Colgate-Palmolive Co. and its advertising agency, Ted Bates & Co., for \$4 million on charges they are using a voice that sounds like Miss Booth's—and the name of a character she created—in current radio and television commercials for Burst detergent.

Spokesmen for Colgate and Bates refused comment on the suit, filed last week by Fitelson & Mayers, a New York law firm, in the U.S. Southern District Court in New York.

The suit seeks \$1 million in compensatory and \$1 million in exemplary damages on each of two grounds.

In the first, the suit notes that Miss

Booth originated and starred in the title role of the *Hazel* TV series. "Hazel" is the name of the character in the Burst cartoon commercials. The commercial, the suit says, uses "a unique voice and vocal delivery" of Miss Booth in "the role and in the name of Hazel." Colgate and Bates, the suit charges, "engaged another actress to impersonate (Miss Booth) by imitating her original, unique and distinctive voice, sound, delivery and other qualities of Hazel in the commercials" in order to trade upon "the fame, reputation and renown" of her delivery "for their own profit and gain."

These commercials, the suit charges, give the "wrong" impression that Miss Booth is endorsing and soliciting the public to buy the project. They have

done great damage to her professional stature and livelihood, the suit claims.

In the second phase, the suit charges that the commercials have caused the actress great humiliation and distress, exposed her to public ridicule and contempt and caused her "to sustain substantial injury to her professional reputation." The public and the entertainment field also are being deceived, the suit continues, into believing that Miss Booth "resorted to using her talent in anonymous radio commercials and that [her] talents have deteriorated."

## Talking-stomach men sign up with MPO

MPO Videotronics Inc., New York, commercial-production company, re-

ported last week the addition of a separate animation division composed of eight members of the creative and production staffs of Elektra Film Productions, a New York commercial-film house.

Samuel Magdoff, president of Elektra, said his firm had "ceased operations as a company." He said he expected to announce his future plans within the next few weeks. Executives included in the move to MPO are Jordon Caldwell, formerly Elektra executive VP in charge of production; Jack Dazzo, formerly head animation director; Burt Harris, director; and Joe Canestro, editor.

The creative team was responsible for the animated award-winning Alka Seltzer spot which featured the "talking stomach."

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## TheMedia

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# The 'one' goes out of one-to-a-customer

## Modifies FCC rules still forbid acquisitions leading to single-market VHF-radio combinations—but that's all

The FCC has followed a script it blocked out earlier and eased its one-to-a-customer rules. It amended them to permit the owner of a full-time AM or FM station to acquire another full-time radio outlet in the same market, and to provide for case-by-case consideration of acquisitions that will result in combinations of UHF outlets with radio stations (BROADCASTING, Feb. 8).

Thus, the rules now apply only to acquisitions that would result in combinations of VHF stations with radio outlets in the same markets.

As adopted on March 25, 1970, the rules barred the owner of a full-time station from acquiring another in the same market. However, they provided for the sale of AM-FM combinations when a showing could be made that stations could not, as a practical matter, be sold separately, and for the case-by-case consideration of applications by AM or FM owners seeking to build or acquire a UHF station in the same market—but not for UHF licensees interested in acquiring radio stations.

The amendments, contained in an order released last week disposing of petitions for reconsideration of the rules, permits applications involving radio to be treated as they were before the multiple-ownership rulemaking proceeding began.

The commission also said that it was deleting conditions it had attached to

grants of AM-FM assignments or transfers subject to the outcome of the rulemaking. In addition, it said it would make applicable to the changed rules its practice of granting tax certificates to licensees who dispose of properties for the purpose of coming into compliance with the commission's multiple-ownership policy.

The commission, which had adopted the one-to-a-customer rules in an effort to promote diversity of ownership of mass media, made it clear its interest in that goal has not abated. It gave two reasons for relaxing the rules regarding AM-FM combinations.

It noted that it intends to consider the matter further in the even tougher multiple-ownership rule it proposed at the time it adopted one-to-a-customer—one that would require breakup of multimedia holdings within a community

in five years.

That proposal does not call for the break-up of AM-FM combinations. But, in the notice of proposed rulemaking, the commission expresses the view that FM should not be a mere adjunct of AM but an integral part of an aural service and asks comments on whether divestiture of AM-FM combinations should be required.

In addition, the commission said it intends to initiate a rulemaking proceeding "in the near future" looking to an expansion of the present rule limiting duplication of programming over commonly owned AM-FM stations. The present rule bans an FM station in a city of 100,000 or more population from duplicating more than 50% of the affiliated AM's programming. Commission officials have been speculating about such an expansion of the rule for

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## Fall NAB conferences cut back for 1971

Those National Association of Broadcasters fall conferences are going to be tight, one-day affairs this year. That was the decision of the NAB executive board last week when it accepted a recommendation to that effect from a special committee appointed to study the less-than-successful two-day meetings last year.

The one-day meetings, remaining at six as before, are expected to result in what Willard E. Walbridge, chairman of NAB, said could be "fairly substantial" savings.

The special conference committee consisted of Clint Formby, KPAN(AM) Hereford, Tex., chairman; Norman P. Bagwell, WKY-TV Oklahoma City; Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., and Sheriff Taylor, CBS, New York.



the past several years.

In amending the one-to-a-customer rules to reopen the door to UHF licensees seeking AM or FM stations in their markets, the commission accepted an argument by Kaiser Broadcasting Corp., a multiple-UHF owner.

Kaiser had noted that the commission had been persuaded by its policy of promoting the development of UHF television to provide for case-by-case consideration of applications by UHF outlets in their markets. But Kaiser added, the case for permitting a UHF station to acquire a radio station that would provide it with some financial stability is even stronger than the case for permitting a radio station to acquire a floundering UHF outlet.

Five of the commissioners voted for the order. Commissioners Robert T. Bartley and Nicholas Johnson concurred in part and dissented in part.

## Fraim quits Mutual for People to People post

John P. Fraim, president and chairman of Mutual Broadcasting Corp. since 1966, formally resigned from the company last week to devote more time to his responsibilities as chairman of People to People Inc.

As announced last month (BROADCASTING, Feb. 8), Mr. Fraim will sell his interest in the company to Mr. and Mrs. Benjamin D. Gilbert of Stamford, Conn. Mr. Gilbert, an investor with holdings in gas, oil and real estate, was elected to Mutual's board and is likely to succeed Mr. Fraim as chairman.

Two other new members have been elected to the Mutual board. Leland Kaiser, a former member now re-elected, replaces Wiley Buchanan, who resigned because of outside business interests. Richard Stark, a partner in the New York law firm of Milbank, Tweed, Hadley & McCloy, replaces George C. McConnaughey, attorney and son of the late George McConnaughey, one-time FCC chairman, as secretary.

Other members of the board are Loren M. Berry, founder and board chairman of L. M. Berry & Co., Dayton, Ohio; John A. Hardin, a financial advisor and manager of personal investments; Henry W. Meers, chairman and partner in investment banking firm of White, Weld & Co.; and J. G. Pew, director of Sun Oil Co.

In a statement expressing confidence in Mutual's president and chief executive officer, Victor Diehm, the board of directors said Mr. Diehm and the company's other top officers "will form the nucleus of a parent company from which we can expand our facilities and services. . . ." There was no elaboration from Mutual spokesmen on what expansion might be planned.

## A pay station in Los Angeles

### Zenith buys operating U to introduce Phonevision in nation's second market

Zenith Radio Corp., Chicago, has bought KWHY-TV Los Angeles, an operating UHF station, as an outlet for the pay-television system it has been promoting for 20 years. The FCC approved the Zenith system last August.

Zenith's negotiations for acquisition of WCFL-TV Chicago, a channel-38 facility not yet on the air, also were termed active by sources at both the station and Zenith. The company is also known to want a pay-TV outlet in New York.

Zenith is buying the channel-22 KWHY-TV from Coast TV Broadcasting Corp., subject to FCC approval. The price was understood to be \$1.6 million. Broker in the transaction was William T. Stubblefield Co., Aldie, Va.

KWHY-TV has been operating since 1963. Its present format highlight is stock-market news. Zenith reportedly will acquire the station through a wholly owned California subsidiary, Zenith Radio Research Corp., Menlo Park-based scientific resource which also has been turning out some highly specialized products and handling classified projects.

Chicago representatives of Zenith emphasized that the Los Angeles station acquisition in no way changes the long-standing agreement with Teco Inc., Chicago, Zenith licensee for commercial development of Phonevision in North America. They explained that like any other company Zenith will have to get a franchise from Teco to put pay TV on the air. Zenith assigned these rights on a long-term basis to Teco in 1949 when Teco was formed for that purpose.

Teco stock was offered to Zenith stockholders at the time of Teco's formation and is still traded on occasion. Zenith itself holds a small amount. Zenith licensed Teco to undertake the development of franchising organizations to use the Zenith Phonevision system and to supply encoding equipment as well as to assist franchisees in marketing, engineering and program services. Zenith will supply franchise holders with decoding units for installation in subscriber homes.

At one time Kaiser Broadcasting Corp., operator of KBCS-TV (Corona) Los Angeles, held an option for Zenith pay TV in that market, but the option is no longer in effect. Similarly, Field Communications Corp. held a Phonevision option in Chicago where the Field Enterprises Inc. subsidiary operates

WFLD-TV, but that option also expired.

RKO General, which earlier cooperated with Zenith in a major pay-TV experiment at WHCT(TV) Hartford, Conn., still holds Zenith options for Hartford, Philadelphia, Washington, Pittsburgh, Cleveland and San Francisco. John B. Poor, RKO General president, said late last week these options are very much alive, but he could give no estimate of any further action regarding them at this time. They expire the end of the year. RKO General, a group owner, operates WOR-TV New York.

Zenith opened negotiations with the Chicago Federation of Labor a number of weeks ago regarding the construction permit for WCFL-TV. William Lee, head of the union group, has publicly endorsed subscription TV and given his blessing to Zenith as the prospective owner of the TV outlet. The union group also operates WCFL(AM) Chicago and local sources indicate the union group feels TV may be a more expensive venture than originally anticipated.

WCFL-TV's \$560,000 RCA transmitter is to be placed on the 100-story John Hancock building in about a month. The installation service package for the transmitter, also to be done by RCA, will cost another \$105,000. The \$227,000 antenna is already installed.

## Eastern consultants form a 'consortium'

The formal announcement of the teaming of TV Radio Management Corp., Washington, and BGW Associates, New York, into a "consortium" of broadcast-CATV consultants was made last week ("Closed Circuit," March 1).

The group will provide management consulting for all broadcast station and CATV system operating problems. It will concentrate also on market appraisals for owners and buyers; acquisition and merger services; financing planning for buyers; economic feasibility studies; asset appraisal for tax purposes; efficiency evaluations; and testimony before regulatory agencies and tax courts, and collaboration with attorneys.

Richard P. Doherty, operator of TV-Radio Management; and Richard L. Geismar, Fred W. Walker and William Bauce of BGW Associates will link together but maintain interconnected offices at 1735 DeSales Street, N.W., Washington, and 645 Madison Avenue, New York.

TV Radio Management is an established firm. Mr. Doherty is a former vice president of the National Association of Broadcasters. BGW is a new firm—Mr. Geismar is a former president of Reeves Telecom; Messrs. Walker and Bauce are former operational executives at Reeves.

# Renewal battles in the Rockies

## Even in sparsely populated West, citizens' groups are on the march

With FCC license-renewal deadlines having moved around to the Rocky Mountain area, so have protests by citizen groups against broadcast service in the area.

Petitions were received at the commission on Monday—the last day for such filings—seeking denial of the renewal applications for KLZ-TV and KOA-AM, both Denver.

There was also a petition to deny filed against the renewal applications that Midcontinent Broadcasting Co. has submitted for its six AM, FM and TV stations in South Dakota. The dispute, however, is apparently more financial than social; the petition was filed by a local CATV system that competes with a CATV subsidiary of Midcontinent.

What's more, the commission gave a citizens' group what amounts to an 11-day extension of time in which to file petitions to deny against some 45 Colorado stations, most in the Denver area. The group said it wanted more time to reach agreements with the stations on their plans for meeting community needs. A seven-day extension granted by the commission on Thursday was expected to be announced on Friday (March 5).

The flurry of petitions from the Rocky Mountain area came at a time when CBS and ABC were reaching accommodations with a coalition of three citizens' groups that had filed petitions to deny renewal applications for the networks' stations in Chicago. The coalition withdrew its petitions (see page 36).

A half-dozen citizen groups—including committees of blacks and Spanish-surnamed Americans—participated in the petition to deny the renewal of KLZ-TV, owned by Time-Life Broadcast Inc. The petition alleges that the station is not meeting the needs of Spanish-surnamed Americans and blacks in eastern Colorado where, the petition says, the former constitute 8.7% of the population; the latter, 5%. The population densities of those groups in Denver county are said to be higher—respectively, 14% and 12%.

The petition also charges that the station takes "an overwhelming portion" of its programming from its affiliated network, CBS, and does not deal with specific local needs—either through in-depth documentaries or public-service announcements.

KOA's renewal application was the target of two groups—the Committee of Concerned Citizens for a Responsible KOA and the Colorado Citizens Commit-

tee for Broadcasting. Both are among the groups seeking denial of KLZ-TV's renewal application, but the dispute involving KOA has separate roots.

It stems from cuts in farm programming that General Electric Broadcasting Co. made after it acquired KOA-AM-FM-TV from a group headed by William Grant, in 1968. Following complaints by the Committee of Concerned Citizens which cited the importance of such programming in the vast rural areas reached by KOA's 50 kw signal, the station strengthened its schedule of farm programming.

However, the petition filed against the station last week argued that the station's performance in that area is inadequate. It also says the station's performance in weather news—also said to be peculiarly important to the those living in the station's coverage area—is poor.

The group obtaining additional time to file petitions to deny is the Colorado Committee in the Mass Media and the Spanish Surnamed Inc., another one of the groups in the KLZ-TV petition. It had asked that the March 1 deadline for protesting renewal applications due to be granted by April 1 be extended for 60 days—if not that, either a 30-day extension or 10 business days in which it could "present objections or petitions to deny."

The committee, which says it is composed of and responsible to the Spanish surnamed Americans in Colorado, filed a total of three petitions—one against stations in Denver, another against stations outside Denver and the third against stations in Pueblo.

The committee said that none of the stations had agreed to join it in requesting an extension of time but that none had refused to engage in a dialogue on community needs and on "more effective activities" by the stations. According to the petition, the talks grew out of a community-needs workshop meeting the committee held on May 2, 1970, that was attended by representatives of 42 stations.

The Midcontinent Broadcasting stations whose renewal applications have been challenged are KELO-AM-FM-TV Sioux Falls, KDLO-FM-TV Florence and KPLO-TV Reliance, all South Dakota. The Florence and Reliance television stations are satellites of the one in Sioux Falls.

TV Signal Co. of Aberdeen, a CATV company, opposing the stations' renewals, said the licensee had engaged in a

number of activities that, together, constituted grounds for denying the renewal applications. It accused the licensee of seeking to impede the development of independent CATV service in Aberdeen, and said the licensee's president, Joe Floyd, had used his position as a member of the state board of directors for educational television to persuade the board to take actions beneficial to Midcontinent's own CATV system. TV Signal Co. also accused Midcontinent of discriminating, in its hiring practices, against minority groups. Many of the charges had been filed with the commission before.

In a related matter, the commission granted a request for a 30-day extension of time to file against Midcontinent's television stations. The request was submitted by a citizen group called the Television-Radio Improvement Association. The group said it was making progress in talks with the licensee aimed at securing "competitive television and radio service, that will offer high quality, responsible and nondiscriminatory programming for the rural, urban and Indian communities of South Dakota."

## Martin-Trigona would repeal Capacities deal

Anthony R. Martin-Trigona, who over the past several years has been something of a gadfly to the broadcasting industry with petitions to deny license renewals or station sales, has begun an effort to block the \$110-million sale of Triangle Publications Inc. stations to Capital Cities Broadcasting Corp. (BROADCASTING, March 1).

He moved on three fronts last week. He petitioned the U.S. Court of Appeals in Washington to review and set aside commission action approving the sales, and in brief letters to the Federal Trade Commission and the Antitrust Division of the Department of Justice, asked those agencies to review the "merger" and to enjoin it on antitrust grounds.

In a memorandum supporting his petition for court review, he said the commission must hold a hearing where a government official "stands to benefit" from its action. The government-official reference apparently was to Walter Annenberg, principal owner of the Triangle stations, who is U.S. ambassador to Great Britain.

## WRC-AM-FM-TV charged with sex discrimination

Three women's-rights groups have charged WRC-AM-FM-TV Washington with job discrimination against women. The organizations last week also filed charges against the NBC-owned stations with the FCC, the Equal Employment

Opportunity Commission and the Office of Federal Court Compliance of the Department of Labor.

The three groups—Women's Equity Action League, National Organization for Women and the Women's Rights Committee of WRC/NBC — charged that of 24 major job categories at WRC-AM-FM-TV (directors, film editors, announcers and engineers), only one is held by a woman. The single woman in a management position, the groups said, is disproportionate to a female work force at the stations which comprises 20% of all their employees.

Dr. Bernice Sandler, author of the complaint filed with the Labor Department, asked that all government contracts with RCA be suspended until the alleged job discrimination at the stations and NBC, which are subsidiaries of RCA, "have been corrected and a plan of affirmative action implemented." The complaint to Labor charges that WRC/NBC's alleged actions are in violation of that department's regulations requiring government contractors to operate on a nondiscriminatory basis, since RCA, as WRC-AM-FM-TV's parent company, is a large recipient of federal contracts.

In all three complaints, the women called for an immediate investigation of the employment policies of the WRC stations and NBC by the respective agencies.

WRC-AM-FM-TV had no immediate comment concerning the accusations.

## Blacks lack funds to buy NBC outlets

A consortium of black interests that hoped to buy into the NBC-owned radio network and stations ("Closed Circuit," March 1) is running into financing problems.

The Rev. C. T. Vivian, head of the Black Strategy Center of Chicago, said last week that he and his associates had had "some good talk" about buying the NBC radio properties if backing could be found. "But it's just too big for us," he said.

At that Mr. Vivian had second thoughts. "I don't want to talk about being a part of it," he said. "I don't want to talk to anyone like the press. I think the whole story should be played down until something positive happens."

The Black Strategy Center was organized to provide guidance to community-action groups. It once provided office space for the Taskforce for Community Broadcasting, a black group with ties to the Washington-based Black Efforts for Soul in Television and one of the groups that protested Chicago-station renewals (see page 36).

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# Chicago renewal clouds part

## Citizen groups reach 'understanding' with network O&O's, drop petitions to deny

CBS and ABC have emerged from the shadow of petitions to deny filed by three citizen groups against the renewal applications of the networks' owned and operated stations in Chicago.

The groups last week withdrew the petitions against CBS's WBBM-AM-TV and ABC's WLS-AM-TV following a series of meetings dating back to October—the renewals were due on Nov. 1—on the basis of correspondence with each of the licensees that contain "certain understandings."

The understandings fall short of demands that the groups—the Illinois Citizens Committee for Broadcasting, the Better Broadcasting Council of Chicago and the Taskforce for Community Broadcasting—had made in a "proposed agreement" they had submitted to all Chicago stations in October (BROADCASTING, Oct. 26, 1970). However, at a minimum, they reflect the licensees' awareness of the groups' concern about various matters.

NBC's renewal applications for WMAQ-AM-TV were bypassed by the groups after the network wrote them,

expressing agreements with many of the objectives they were seeking to achieve and promising to have station representatives meet with them several times a year, if they demonstrated that they represented significant elements in the community.

And one commitment CBS and ABC made was that their station representatives would meet with the groups on a regular basis over the next three years. In addition, CBS said WBBM-TV "is willing to experiment," this year, with a meeting to which it would invite the general public.

The CBS stations also agreed to open accounts with black-owned banks in the city, thus following a practice network officials say is followed by other CBS stations. ABC did not make the same commitment, and both companies rejected a demand that they make advertising time available to minority-owned businesses at reduced rates. Instead, they said they would advise such businesses on how best to make their advertising effective.

Both CBS and ABC, in addition, de-

fended their minority-employment practices as not only affirmative but successful; CBS also said that its stations will inform the citizen groups of job openings as they occur, and that it would inform the Chicago advertising community that it endorses "the widest opportunity for minority talent." But both companies rejected demands that they employ a quota system in hiring; the groups said the city's racial composition—44% of the population are minority-group members—should be reflected in the station's work force.

The companies also refused to make commitments regarding programming. (One of several demands relating to programming called on each station to "program a percentage of its weekly schedule, commensurate with [each minority community's] population in the city of Chicago, that has relevance, identity and involvement for the community.") ABC said simply that in assessing the effectiveness of its nonentertainment programming that is relevant to minority groups, WLS-TV heads minority-group views as to whether that programming meets the needs and interests of the minority community.

CBS said WBBM-TV "is a mass medium and attempts to strive for a workable balance of programming which has diverse and widespread appeal for all segments of the population, including minority groups. But it also said the station is "considering" a regularly scheduled program designed to have special appeal to Chicago area blacks.

Both ABC and CBS, in their letters containing the "understandings" that led the groups to withdraw their petitions to deny, indicated they had gone as far as they intended in meeting the groups demands. CBS took exception to references in a letter from the groups asserting it "must" do certain things, and concluded: "As you know there are certain areas that are of fundamental concern to us. . . . As to these, we must take a stand or risk our credibility as a responsible broadcaster."

ABC, in asking for an early answer to its proposals, said that if the groups did not accept them as a basis for "departing from the formal and adversary" relationship resulting from the petition to deny, they would delay "effectuation of the more positive relation which, in our view," the proposals represent.



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71-10

### Changing Hands

#### Announced:

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

■ KWHY-TV Los Angeles: Sold by Coast TV Broadcasting Corp. to Zenith Radio

Corp. for pay-TV introduction (story, page 33).

■ **WXTG(FM)** Annapolis, Md.—Sold by Morris H. Blum to Family Stations Inc. for \$300,000. Mr. Blum owns **WANN(AM)** Annapolis which is not involved in the transaction. Principals of Family Stations are Harold Camping, president, Scott L. Smith, Peter Sluis and others. Family Stations, is licensee of publicly supported **KEAR(FM)** San Francisco, **KEBR(FM)** Sacramento and **KECR(FM)** El Cajon, all California, **WKDN(FM)** Camden and **WFME(FM)** Newark, both New Jersey, and is permittee buy CP for **WGMI(TV)** Gary, Ind. **WXTG(FM)** operates on 107.9 mhz with 20 kw, and an antenna 205 feet above average terrain.

■ **WCTW-AM-FM** New Castle, Ind.: Sold by Scott B. Chambers and Walter Chambers Jr. to Donald G. Jones and others for \$225,000. Sellers own *New Castle* (Ind.) *Courier-Times*. Mr. Jones owns **WTIM-AM-FM** Taylorville and **WZOE(AM)** Princeton, both Illinois. Earlier sale of **WCTW-AM-FM** from Chambers family to Robert M. Hall, granted by FCC Oct. 21, 1970, (**BROADCASTING**, Nov. 2, 1970) was not effected due to Mr. Hall's refusal to divest himself of FM, a condition attached to the sale because of the commission's one-to-a-customer rule. **WCTW(AM)** is full time on 1550 khz with 250 w. **WCTW-FM** is on 102.5 mhz with 4.5 kw. Broker: Blackburn & Co.

### 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-TV** Binghamton, N.Y.: Sold by Binghamton Press Co., subsidiary of Gannett Co., to Henry J. Guzewicz and others for \$780,000. Three translators are involved in transaction; one in Johnson City, one in Vestal and the other at Hillcrest-Chenango Bridge, all New York. Paul Miller is president of Gannett Co., which is the licensee of **WHEC-AM-FM-TV** Rochester, N.Y., and **WDAN-AM-FM** Danville, Ill., and publisher of *Binghamton* (N.Y.) *Press* and various other newspapers. FCC granted sale of **WINR(AM)** Binghamton from Gannett to **WUNI** Inc. on Jan. 13 (**BROADCASTING**, Jan. 25). Mr. Guzewicz is president of Stainless Inc., an antenna-construction firm. **WINR-TV** is a channel 40, NBC-TV affiliate, with 288 kw visual power and an antenna 630 feet above average terrain.

■ **WAZY-AM-FM** Lafayette, Ind.: Sold by J. E. Willis and others to The Peoria Journal Star Inc. for \$400,000. Principals of Peoria Journal are Carl P. Slane, chairman, and Elizabeth Talbott Heidrich, director, and others. Mr. Slane is director of Commercial National Bank

and Toledo, Peoria and Western Railroad, both Peoria, Ill., and Great Lakes Paper Co., Toronto. **WAZY(AM)** is a daytimer on 1410 khz with 1 kw; **FM** operates on 96.7 mhz with 3 kw and an antenna 150 feet above average terrain.

■ **KFSB(AM)** Joplin, Mo.: Sold by William H. Clark, Harry Easley and others to Richard D. Chegwin and John C. David for \$225,000. Mr. Chegwin is director of engineering and sales at **KBYE-AM-FM** Oklahoma City. Mr. David is an air personality at **KOMA(AM)** Oklahoma City. **KFSB** is full time on 1310 khz with 5 kw day and 1 kw night.

## FCC plans to go ahead with Overmyer hearing

The FCC has reaffirmed its determination to proceed with a hearing on the circumstances surrounding a three-year-old sale of five UHF stations by D. H. Overmyer.

In an action Wednesday (March 3), the commission denied Mr. Overmyer's petition for reconsideration of a September 1970 order designating the case for hearing. The transfers were granted in December 1967, but the commission reopened the case on the basis of findings by the Investigations Subcommittee of the House Commerce Committee. The subcommittee asserted that an assessment made by Mr. Overmyer in his

transfer application, concerning his out-of-pocket expenses, might have been fraudulent.

In designating the issue for hearing, the commission said it needed to determine whether Mr. Overmyer misrepresented his expenses, whether he is entitled to any consideration for the transfer of the permits, and whether the purchase agreement should be declared void.

The transfer involved the former construction permits for **KEMO-TV** San Francisco; **WSCO-TV** (now **WXIX-TV**) Newport, Ky.; **WECO-TV** (now **WPOH-TV**) Pittsburgh; **WBMO-TV** (now **WATL(TV)**) Atlanta, and **KUDO-TV** Rosenberg, Tex. The original agreement was made between Mr. Overmyer and **AVC Corp.**, which subsequently assigned all rights to the permits under the agreement to its parent, U.S. Communications Corp. **AVC** paid Mr. Overmyer \$1 million outright for the stations and agreed to loan him \$3 million for an option to buy the remaining 20% of the stations from him for a sum not exceeding \$3 million.

Mr. Overmyer had requested that the commission reconsider its hearing order, asserting that the commission had no jurisdiction in the matter, since the sale was approved more than two and one half years ago. He alleged that time for judicial appeal of the sale had lapsed, and said that the transaction could be

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disturbed at this late date.

In reply, the commission said that because of all the information before it at the time it ordered the hearing, it had "the affirmative duty" to re-examine the Overmyer-AVC transfer agreement to be sure that its prior approval of the transfer was not affected by fraudulent misrepresentations. "Both court and commission case precedents have recognized an inherent power to require a judgment at any time where it is procured by fraud," the commission said.

## Registration at NAB reflects recession

Advance registration for the Chicago convention of the National Association of Broadcasters, 2,919 through March 1, shows what NAB executives feared: The economic recession is taking its toll. The NAB meeting takes place March 28-31.

The 1971 pre-registration list is 800 below the 3,735 announced for the 1970 convention which was also held in Chicago, and 700 below the advance registration for the 1969 meeting in Washington.

Nevertheless, NAB officials are optimistic, since registrations are continuing to arrive in bulk. They acknowledge, however, that undoubtedly, because of the economic climate, this year's convention will set no records.

Highlights of the convention according to still-to-be-finalized agenda will be the three luncheon speakers: the Rev. Theodore M. Hesburgh, president of Notre Dame University and chairman of the U.S. Commission on Civil Rights, Monday; Al Capp, cartoonist and lecturer, Tuesday, and FCC Chairman Dean Burch, Wednesday.

Scheduled to address the joint management-engineering session Monday (March 29) are George Romney, secretary of housing and urban development; Clifford L. Alexander Jr., a Washington attorney who is the former chairman of the federal Equal Employment Opportunity Commission, and John W. Macy Jr., president of the Corp. for Public Broadcasting.

## Broadcaster objects to renewal of Okla. AM-FM

An Oklahoma broadcaster last week urged the FCC to deny the license-renewal applications of a fellow Oklahoma operator because of alleged fraudulent commercial practices, fraudulent advertising and failure to maintain, and allow public access to, its public reference file. Charging the licensee of KOLS (AM) and KKMA (FM) Pryor, Okla., with the alleged violations was Vinta

Broadcasting Co., licensee of KVIN-AM-FM Vinta, Okla.

Vinta Broadcasting said that during a campaign for U.S. Congress, Gene Humphries, president and general manager of the KVIN stations, as a candidate paid KOLS for political spot announcements. Vinta alleges that KOLS did not honor its contract as paid for, charged one candidate more per spot than another, did not advise Mr. Humphries of the rejection of the contract and did not refund the money allocated for the spots.

Vinta Broadcasting further charged that the Pryor stations were guilty of fraudulent advertising in that they "misled prospective [timebuyers] into thinking that KKMA is a Vinta station." Vinta Broadcasting further charged that KKMA falsely advertised over the air and in newspapers that it is Oklahoma's "most powerful FM station," a distinction which the petitioner argues rightfully belongs to an Oklahoma City FM facility. The opponent to the renewals of the Pryor stations concluded that either KKMA "is operating at a power in excess of that authorized or is guilty of fraudulent advertising," and that the commission should deny the renewal applications for two Pryor facilities or should designate a hearing to examine the alleged violations.

## WESH-TV licensee faces comparative hearing

The FCC last week set a comparative hearing to determine whether Cowles Florida Broadcasting Inc. will keep its Daytona Beach, Fla., channel-2 television facility or if Central Florida Enterprises Inc. should be awarded a construction permit for the same facility.

Cowles Florida, a subsidiary of Cowles Communications Inc., in a modification petition also seeks authority to change the visual power and move the antenna of WESH-TV—the station whose license is on the block—to a site northeast of Orlando, Fla. The commission said the new site would be about 205 miles from the site of co-channel noncommercial WTHS-TV Miami, short spacing the station by 15 miles, a move requiring a waiver of the separation requirements, and included issues concerning this matter in the hearing.

Central Florida Enterprises, which first proposed to negotiate for use of Cowles' facilities, amended its application to provide for an antenna which also short-spaced WTHS-TV by about 14 miles. The competing applicant also seeks waiver of the spacing requirements.

Other issues to be taken up at the hearing include a determination of

whether Cowles has moved its main studio from Daytona Beach to Orlando without prior FCC approval, and if so whether Cowles has the requisite qualifications to be a commission licensee, and determination of the financial qualifications of Central Florida.

The commission further noted that Cowles Communications Inc. is involved in two proceedings raising questions about certain of its activities. One involves a complaint by the State of Wisconsin concerning alleged unfair trade practices and unfair competition in violation of state statutes; another deals with a complaint by the Federal Trade Commission on allegations of the use of deceptive means to get long-term subscription contracts. The commission said grant of either Cowles' waiver petition or renewal application would be subject to whatever conditions the commission might deem appropriate without prejudice to the FTC's findings. Cowles Communications and five of its subsidiaries paid \$50,000 in fines and pleaded no contest to 50 criminal counts of mail fraud, the commission noted,

## CATV owner-builder acquired by Struthers

Struthers Thermo-Flood Corp., a subsidiary of Struthers Wells Corp., New York, has agreed to principle to buy Commco Inc., an Austin, Tex., cable-television systems operator and builder, for cash and Thermo-Flood stock amounting to more than \$3 million.

The sale, however, is contingent upon Thermo-Flood selling to a private investment group its heating-exchange manufacturing plants at Warren, Pa., Gulfport, Miss., and Winfield, Kan. The CATV builder and operator will be acquired by a Thermo-Flood subsidiary formed for that purpose. The acquisition also is subject to approval by the shareholders of Thermo-Flood, which is privately owned.

Commco owns or operates 18 cable-TV systems in Texas, South Carolina, Oklahoma, New Mexico, Kentucky and Mexico, with 13,000 subscribers and a subscriber potential of more than 30,000. It also has nine other franchises, not in operation, and has a construction division that builds cable systems for itself and others. Struthers Wells is in the oil-equipment business.

## N.J. grand jury subpoenas 5 Teleprompter officials

Five officials of Teleprompter Corp., New York, were subpoenaed last Wednesday (March 3) to appear before a Mercer county (N.J.) grand jury investigating the possibility of irregularities in the award of cable-TV contracts



Mr. Van Deerlin



Mr. Rooney



Mr. Collins



Mr. Tiernan



Chairman Macdonald



Mr. Frey



Mr. Byron



Mr. Brown



Mr. Keith



Chairman Staggers

## Investigations unit cut to five; role uncertain

Changes in the rules and membership of the House Commerce Committee have reduced its Investigations Subcommittee from a powerful legislative-oversight panel of 16 senior members to a five-

man unit of uncertain role and diminished influence.

Subcommittee assignments released last week by the Commerce Committee list these five members on the investigations unit: Harley O. Staggers (D-W. Va.), chairman of the full committee and subcommittee; William L. Springer (R-Ill.), the committee's ranking minority member; and new subcommittee members Ray Blanton (D-Tenn.), Henry Helstoski (D-N. J.), and freshman Richard Shoup (R-Mont.).

Absent are 14 of last year's members, including such active and influential ones as Torbert Macdonald (D-Mass.), Lionel Van Deerlin (D-Calif.), John E. Moss (D-Calif.), and John D. Dingell (D-Mich.).

In previous years the subcommittee comprised senior members of both parties. But this year the committee voted to limit members to one subcommittee

assignment each; faced with that choice, senior men—many of whom were known to feel that the subcommittee had never lived up to its potential—generally elected to serve elsewhere.

The death of long-time subcommittee chief counsel Robert Lishman makes the status of Investigations still more uncertain. As a result, House sources believe, the subcommittee—traditionally harsh on the FCC and broadcasters—will speak with a much quieter voice in the 92d Congress.

Also announced last week was the new membership of the Communications Subcommittee. Returning are Chairman Torbert Macdonald and Messrs. Van Deerlin, Fred Rooney (D-Penn.), Robert O. Tiernan (D-R.I.) and Clarence Brown Jr. (R-Ohio). The new men are Goodloe E. Byron (D-Md.), Hastings Keith (R-Mass.), James Collins (R-Tex.) and Louis Frey Jr. (R-Fla.).

in Trenton and adjacent Hamilton Township. The systems are not yet on the air.

The Teleprompter officials who were subpoenaed are Leonard Tow, vice president, administration; Fritz G. Popper, local superintendent; Charles Shank, a district engineer, and Charles Kieffer and Allen Raywid, attorneys with headquarters in Washington. The subpoenas were served at a Trenton city-council conference called to discuss Teleprompter's alleged failure to fulfill its contract with the city.

Irving B. Kahn, Teleprompter board chairman-president, said: "We know no basis for any charges of irregularities. The city of Trenton has questioned whether we have been performing under the contract, and I'm confident they'll see we have been."

The investigation in New Jersey follows an indictment last January of Tele-

prompter, Mr. Kahn and three city officials of Johnstown Pa., on charges of conspiracy and bribery in the awarding of a cable contract to Teleprompter in Johnstown. All parties have pleaded not guilty (BROADCASTING, Feb. 1, et seq.).

## CBS fights delay in Viacom spinoff

CBS last week, in its reply to opponents seeking to block the network's plan to spin off its CATV and program-syndication interests to CBS stockholders (BROADCASTING, March 1), urged the FCC to delay the proposed spinoff no longer.

Two weeks ago two groups of petitioners told the commission that the steps CBS has taken to assure compliance with commission rules are meaningless, and they further urged that a

full-scale evidentiary hearing be held. CBS, however, argued that the replies filed by one of the groups—comprising three minority stockholders in a San Francisco CATV system principally owned by CBS—and by the other, Columbia Pictures Industries Inc., program producer and syndicator, do not refute the network's compliance with commission regulations.

The plan under attack, announced last June, calls for CBS to be given proportionate shares in Viacom International Inc., the inheritor of the syndication and CATV operations.

But petitions filed in December by the minority stockholders in Television Signal Corp., of San Francisco, and by 11 program producers and syndicators, persuaded the commission to block implementation of the plan at the 11th hour—the stock was to have been distributed on Dec. 31, 1970—and to ask

CBS for a more detailed explanation of its intended plan (BROADCASTING, Jan. 11).

Last month, CBS disclosed several steps it had taken beyond those originally contemplated as a means of assuring Viacom's independence (BROADCASTING, Jan. 25).

CBS, in its reply to opponents of the

spinoff, told the commission that the petitioners have ignored the fact that the commission retains full power to require CBS or Viacom to take any additional steps that may be found necessary at some future date to achieve compliance with the rules.

Delay of the Viacom spinoff has already caused a "serious competitive dis-

advantage to Viacom," CBS said, "and confers a corresponding advantage on the Columbia Pictures petitioners." CBS added that a further delay would aggravate this competitive injury and "risk disintegration of the entire CBS CATV and syndication operations by causing personnel from those operations to seek employment elsewhere."

## KRON renewals recommended

### Examiner rejects all charges, cites licensee's 'sincere, substantial' public-service efforts

The Chronicle Publishing Co. had been pictured by its critics as a powerful communications octopus that used its radio, TV, newspaper and CATV tentacles to further its own commercial interests without regard to professional ethics or the public interest. Last week, however, an FCC hearing examiner who presided at a hearing on the company's renewal applications for KRON-TV-FM San Francisco issued an initial decision that presented another image—one of a hard-driving, competitive company that has operated in the public interest—and he recommended an unconditional renewal of the stations' licenses.

Examiner Chester F. Naumowicz Jr. resolved all of the issues in Chronicle's favor. In disposing of one of the most critical—one involving allegations that the stations had slanted their news to advance the company's financial interests—he said the kind of "clear, convincing and unambiguous evidence" needed to support such a finding was lacking.

"To a tiny core of incidents not inconsistent with guilt has been added a welter of rumor, innuendo, suspicion, and office jokes," the examiner said.

"No pattern emerges," he said. "Each incident is shown to have been judged on its own facts and the decisions relating thereto made on the basis of those special facts. In retrospect, not every judgment was perfect, but no judgment is shown to have been made for the purpose of serving any express or implied policy to slant or bury certain news."

The renewal hearing had been ordered largely on the basis of charges brought by former Chronicle Co. employees—Albert Kihn, who had been a cameraman for KRON-TV, and Blanche Streeter, one-time classified-advertising saleswoman for the company's newspaper, the *San Francisco Chronicle*. Mrs. Streeter is a plaintiff in one of several antitrust suits that were brought against the *Chronicle* after it entered into an operating agreement with the *San Francisco Examiner*.

In disposing of a charge that Chronicle

has an undue concentration of control of mass media in the San Francisco Bay area, Examiner Naumowicz held that, while the company's newspaper, broadcast and CATV interests "add up to a powerful voice," Chronicle does not dominate the media, or any segment of them.

He noted that all of the Chronicle media face extensive competition for both audience and advertising. "Moreover," he said, "the record fails to demonstrate that Chronicle even attempts to speak with a single voice." There is, he pointed out, common management of the outlets "only at the very highest levels."

And he said that while Chronicle may have "competed vigorously" to keep its newspaper in operation in a period of rising newspaper costs it did not engage in anticompetitive practices, as charged. In that connection, the examiner said the Chronicle's action in entering into a joint operating agreement with the *Examiner* was designed to "insure survival" of the two newspapers, "not to establish a monopoly to create an opportunity for malign practices." Under the agreement, the two newspapers maintain their editorial independence.

Nor did the examiner fault Chronicle for its use of private investigators in checking into the backgrounds of Mr. Kihn and Mrs. Streeter. The hearing issue was to determine whether the investigation was intended to "harass, coerce and intimidate" them.

The examiner said that Chronicle could not be blamed for suspecting that there was a connection "not then apparent" between the news-slanting charges made by Mr. Kihn and the antitrust suit in which Mrs. Streeter was involved.

In ordering the investigation, he said, Chronicle "relied on the advice of experienced counsel and employed detectives of excellent reputation" and had done "no more than has long been recognized to be proper for a litigant in an American tribunal." Mr. Kihn and Mrs. Streeter have filed invasion-of-privacy suits seeking a total of \$350,000, as a result of the investigations.

Chronicle even showed well, in Mr. Naumowicz's account, on an issue that was mooted by the other conclusions—one involving the stations' past programming. The issue was to be explored only to determine if the KRON stations' performance constituted a countervailing factor in the event the examiner held that Chronicle had engaged in anti-competitive practices or that the stations had slanted the news.

"The evidence," he said, "is too extensive to justify passing on without comment. . . . KRON has devoted significant amounts of time, money and talent to public-service programming . . . the licensee has made a sincere and substantial effort to serve the needs of its audience."

The examiner's decision becomes final unless it is appealed by the complainants with 30 days, or reviewed by the commission on its own motion within 50 days. The Broadcast Bureau, which was a party in the case, could also appeal the decision. However, it recommended that the stations' licenses be renewed, provided only that Chronicle disposes of its CATV interests within a year (BROADCASTING, Jan. 11).

## What Ford funded in fiscal '70

### Breakdown of its help to noncommercial TV given in annual report

The Ford Foundation approved \$16,-311,678 in grants to noncommercial TV in fiscal 1970, according to its annual report released yesterday (March 7).

Ford said the uncommitted balance of appropriations for that year and previous years in the noncommercial-TV area came to \$4,617,955.

The report covered the period that ended Sept. 30, 1970, and did not include the more than \$11.8-million in grants to noncommercial TV announced



two weeks ago. (BROADCASTING, March 1).

As reported by the foundation, fiscal-1970 grants for program distribution: Corp. for Public Broadcasting \$2,028,000 (unpaid as of last Sept. 30) for station interconnection costs, \$500,000 toward establishment of PBS (Public Broadcasting System), \$7,500 for study of tape duplication and distribution centers.

For promotion and advertising, CPB received \$110,000, National Educational Television and Radio Center \$50,000, and WGBH Educational Foundation, Boston, \$50,000.

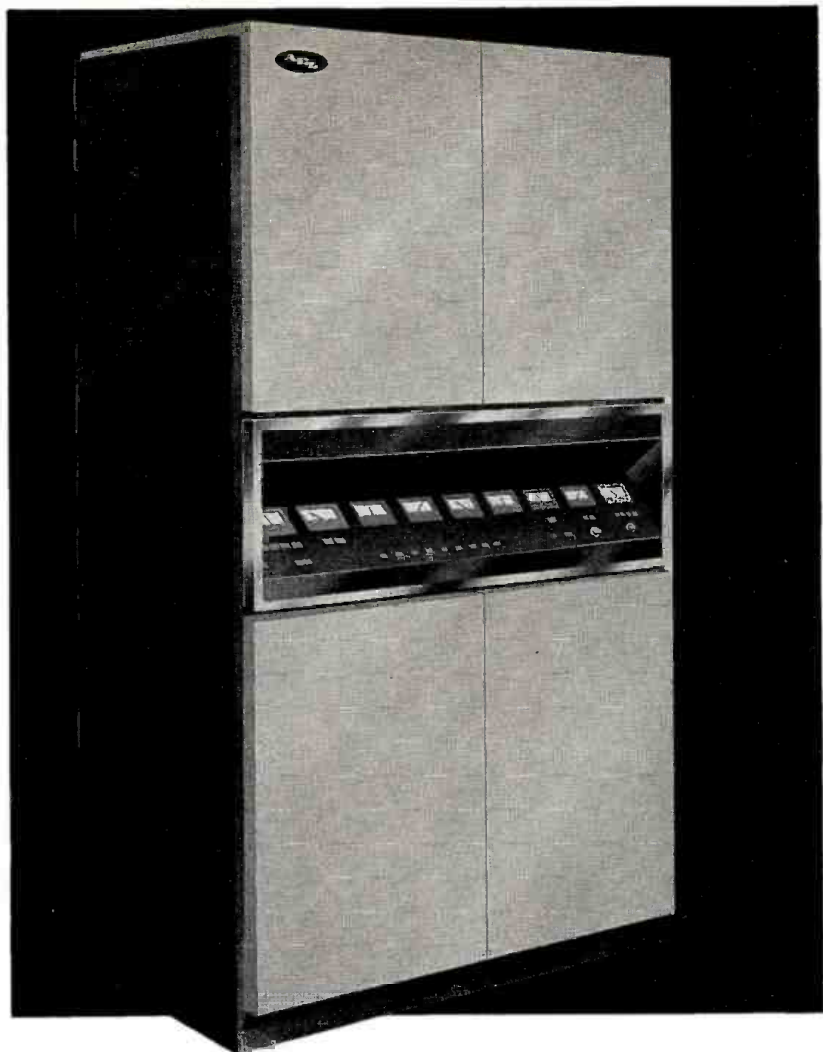
Ford's grants in the production area included \$6,685,000 (\$3.5 million unpaid) to the National Educational Television and Radio Center; \$840,000 to Community Television of Southern California (KCET[TV] Los Angeles) and \$840,000 to WGBH-TV Boston for producing *The Advocates*; \$10,000 to American Association for the Advancement of Science for telecasts of its annual meeting; \$356,000 (\$66,800 unpaid) to KCET for *Hollywood Television Theater*; \$475,000 to WNET(TV) New York for 40 one-hour *Soul* programs; \$5,000 (unpaid) to Joseph P. Kennedy Jr. Memorial Hospital for Children for its national symposium on children and television; \$2,480 to National Educational Television and Radio Center (NET opera project).

Also in production, grants for national programming, in addition to the more than \$6.6 million to NET, included \$500,000 (\$250,000 unpaid) to KQED-TV San Francisco and \$500,000 to KCET Los Angeles and \$750,000 to WGBH-TV Boston.

For production of *Newsroom* and other community news programming: \$700,000 (unpaid) to KQED San Francisco; \$175,000 (\$75,000 unpaid) to Community Television Inc. (WJCT[TV] Jacksonville, Fla.); \$1,999,202 (\$149,145 unpaid) to Greater Washington Educational Television Association (WETA-TV Washington); \$500,000 (\$120,600 unpaid) Public Television Foundation for North Texas (KERA-TV Dallas); \$250,000 (unpaid) to WGBH-TV.

Among grants made for new TV programming, Ford listed \$5,000 to KUON-TV Lincoln, Neb., toward the *The Black Frontier*, a series on black pioneers in the U.S., which had received additional funds; and \$25,000 to CPB for planning the *Inside Russia* documentary.

For station and personnel development, the report included new grants in the fiscal year of \$7,000 to CPB for a feasibility study of a national program guide; \$2,500 to Greater Cincinnati Television Educational Foundation for operational expenses, and \$25,000 (unpaid) to Public Television of South Central Pennsylvania (WIFT-TV Hershey, Pa.) for acquisition of Cinedex, visual



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Reported separately were three non-commercial-TV projects administered directly by the foundation. During the fiscal year, projects totaling \$182,000 (\$52,896 expended) for studies of communications "issues and developments" were authorized. A Rand Corp. study on cable television was authorized an additional \$18,000, with total monies spent in this area as of last September amounting to \$123,750. The foundation also noted that it had set aside \$100,000 to continue in the current year "other analyses and activities concerning communications policy."

## Yet another door shuts on WHDH Inc.

### FCC rejects firm's plea to reopen case on question of Wadsworth vote

The FCC has rejected WHDH Inc.'s request that it reopen the case in which the company lost its authorization to operate on channel 5 Boston, to determine whether the decision was the product of "a majority of the four-man quorum of the commission" that participated in it.

WHDH based its request on a story in BROADCASTING indicating that former Commissioner James J. Wadsworth, a member of the majority in the 3-to-1 vote, had been persuaded by factors other than those cited in the decision (BROADCASTING, Dec. 28, 1970-Jan. 4).

But the commission said that the U.S. Court of Appeals in Washington, in affirming the commission's decision in the case, rejected a similar contention that had been raised against another member of the majority—Commissioner Nicholas Johnson. Furthermore, the commission said, WHDH is seeking "an impermissible inquisition into the mental processes and motives of a decision-maker."

The commission's Jan. 23, 1969, decision denying the application for renewal of WHDH-TV's license and awarding the franchise to Boston Broadcasters Inc. was based principally on comparative grounds of diversification of control of mass media and integration of ownership and management. But Commissioner Wadsworth was quoted in BROADCASTING as saying he had been concerned solely with the ex parte activities that had been attributed to a WHDH official early in the Boston channel 5 proceeding, which dates back to 1954. Accordingly, WHDH said, the commission's majority decision "must fall for want of a majority of the quorum present."

The parallel contention that the commission said had been rejected by the court was made by Charles River Civic Television Inc., another of the losing applicants for the channel 5 grant. It had cited the concurring statement in which Commissioner Johnson said he felt "no passion" for the reasons advanced in the majority opinion.

But, the commission noted, the court held that a commissioner could vote to support a decision "solely in order to avoid an impasse and provide

an effective order . . ." and that a decision based on such a determination "involves neither stultification nor irrationality."

The commission added that, in the case of former Commissioner Wadsworth there is "no allegation or indication of 'stultification nor irrationality', there is no allegation or indication of misconduct or bias and there is no indication that Commissioner Wadsworth intended that his vote be recorded as other than it was, i.e., favor of the majority's decision."

The commission added that there were strong legal precedents barring the requested inquiry. It said "a presumption of regularity attaches to public administrative decisions and formal recitation public officials." It also said that courts will not permit the "probing of the mental processes of a judge in reaching a decision absent significant indication of misconduct or bias, neither of which is present in this case." And administrative decision makers, the commission added, are treated in the same manner as judges.

The commission decision was reached on a 6-to-0 vote, with Commissioner Robert E. Lee, the lone dissenter in the decision denying WHDH's renewal application, concurring. Commissioner Thomas J. Houser did not participate.

WHDH has not given up on the issue. Attorneys for WHDH said they will file a motion directly with the appeals court, asking it to send the case back to the commission, and citing the same grounds as those contained in the petition denied by the commission.

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## Programming

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## The games TV networks play

### Only thing set is 7:30 weeknight start for NBC as feints, ploys feature next-season maneuvers

NBC-TV officials notified their affiliates last week that NBC will start prime-time programming this fall at 7:30 p.m. EST, not 8 p.m. as originally planned for all weeknights. And the annual game of cat-and-mouse got under way almost immediately.

The start of the program game was signaled by unofficial disclosure of NBC's "provisional" prime-time line-up for 1971-72—a line-up that omits 11 and possibly 12 current shows, includes approximately the same number of new ones and, despite denials by NBC

sources, was challenged by other networks as a decoy schedule intended to confound their counterprogramming efforts.

The game intensified later in the week with newspaper publication of what purported to be CBS-TV's new schedule despite protestations by both CBS and agency sources that at least three and perhaps as many as six alternate schedules had been drawn up and no decisions had been made on any of them or any other combination of their components.

There wasn't even any good gossip about ABC-TV's fall schedule, aside from uncontradicted predictions that if NBC joins CBS in starting programming at 7:30 under the FCC's prime-time access rule, ABC will too. ABC introduced more new programs than the other networks at midseason, its ratings have benefited and ABC officials are expected to need and take more time to evaluate audience trends before getting into a final sifting and sorting for fall.

ABC also asked the FCC last week to let it program a full schedule on Tues-

day nights—its best in the ratings—and pay back the prime-access rule by giving up an extra half-hour some other night, just as the FCC is permitting NBC to maintain a three-and-one half-hour Sunday-night schedule (BROADCASTING, Feb. 22). ABC asked the FCC to rule on its request by March 12 (see this page).

Although authorities at other networks appeared skeptical about the schedule being circulated late last week as NBC's, NBC sources said it was a valid representation of current plans and might be formally announced this week, following a meeting today (March 8) with the NBC affiliates board of delegates. Agency sources also tended to regard it as valid, in all or most of its program elements, though they also thought that—as always happens at all networks—there would be some shuffling of time periods.

NBC authorities also said they were "not fooling" about starting programing at 7:30, a competitive response that had been expected ever since CBS announced it would start at 7:30. Authorities said NBC notified members of the affiliates board by telephone early last week.

One of the biggest question marks in the NBC schedule centered on *Laugh-In*. It was not on the list in circulation, supplanted by a new Warner Bros. series about a private detective called *Banyon*, but NBC sources said the odds were good that *Laugh-In* would be restored.

The other missing shows were the veteran *Kraft Music Hall*, *Red Skelton*, *Julia*, *Don Knotts Show*, *Men From Shiloh*, *Four-in-One* (except for the *Night Gallery* segment, scheduled as a regular), *High Chaparral*, *Name of the Game*, *Strange Report*, *Andy Williams* and *Bill Cosby*.

But NBC officially announced that *First Tuesday*, its monthly two-hour news program, about whose fate there had been some speculation, would definitely remain a monthly prime-time feature but would move to Fridays under a new name not yet selected.

The list out last week also indicated that, as expected, Friday would be the night on which NBC gives up an extra half-hour (10-10:30) to compensate for an additional half-hour of programing on Sunday nights. The Sunday-night line-up had the new Jimmy Stewart series replacing *Bill Cosby* at 8:30-9 but the rest of the evening intact: *Disney* at 7:30, *Bonanza* at 9 and *Bold Ones* at 10 (but perhaps with some of its elements revised).

For Monday night the list showed *Banyon* at 7:30-8:30 (subject to change if *Laugh-In* returns), with *World Premiere Movie* retained but moved back to 8:30-10:30. Tuesday called for three

## Another prime-time waiver sought

### ABC follows NBC request for FCC permission to put and take half hour

If NBC affiliates can carry three and a half hours of network programing on Sunday nights next season, so can ABC affiliates on Tuesday evenings, ABC argued last week in requesting a waiver of the FCC's prime-time access rules. The network made this point with the commission in the wake of FCC approval of NBC's request for waiver of the prime-time access rules (BROADCASTING, Feb. 22).

As was sought also in NBC's petition, ABC seeks to add one-half hour to the required three hours of programing on one night with a corresponding reduction to two and one half hours on another evening in the same week. ABC asked the commission to waive the rules for a period of one year—from Oct. 1, 1971, the rule's effective date, until Oct. 1, 1972—a condition which the FCC itself placed on the NBC waiver.

one-hour shows: *Ironside* followed by *Sarge*, starring George Kennedy, and a musical called, *The Americans*.

On the Wednesday list were *Adam 12* followed by *Mystery Theater*, a group of rotating shows, at 8-9:30, and Rod Serling's *Night Gallery*, out of the *Four in One* series, at 9:30-10:30.

Thursday's list called for three one-hour shows: *Flip Wilson*, *Nichols* (new western starring James Garner) and *Dean Martin* while Fridays had a new entry, *District Attorney*, at 7:30-8 (though NBC authorities said it could be expanded to an hour), followed by a movie running to 10, and Saturday's called for *The Good Life*, a new series with Larry Hagman, at 7:30 and *The Partners*, a new situation comedy with Don Adams at 8 and the movie at 8:30-10:30.

At CBS-TV, despite reports published and unpublished, the fall-schedule situation was uniformly described as fluid. "We have no schedule yet," said one source, who added that several tentative line-ups had been drafted and were being considered. An agency official reported that he knew of "at least three" tentative plans.

Among current shows reportedly earmarked at least tentatively for departure was the long-running *Ed Sullivan Show*. That report has been around for some time in speculation by CBS insiders that as many as one-third of

"It would be ironic and inconsistent with fostering internetwork competition," ABC argued, "for the commission to grant a waiver request for NBC, an economically stronger network, and deny a similar request by ABC, the network which suffers from the shortest affiliate line-up and hence is most economically disadvantaged."

ABC said a soft economy, loss of cigarette revenues and its own record of losses from 1963 through 1969 make the network "extremely reluctant, if not otherwise essential in the public interest, to disrupt this Tuesday night schedule during a year of severe economic stress."

ABC currently programs *Mod Squad* from 7:30 to 8:30, made-for-television *Movie of the Week* from 8:30 to 10 and *Marcus Welby, M.D.*, from 10 to 11, each Tuesday evening. To break up the continuity of interest and audience flow from younger viewers to a mature audience would compromise the sequence of programing and disrupt the pattern of audience interest, ABC said.

ABC further argued that there is an advantage to nonnetwork program suppliers in its scheme of having the greater time segment on a single night: It permits the use of longer-length programs that would not be otherwise possible, ABC contended.

their current programs may be dropped ("Closed Circuit," Feb. 1).

CBS sources said last week that their options gave them until next Monday—March 15—to renew the Sullivan show (which, according to other sources, may be packaged for syndication by the Sullivan organization in the present 60-minute or a shorter length, perhaps with or without Mr. Sullivan as MC, if it is dropped by the network).

Among CBS programs considered likely candidates for departure, in addition to *Sullivan*, were *Hogan's Heroes*, *Green Acres*, *Men At Law*, possibly *Interns* and, certainly, reruns of Jackie Gleason's *Honeymooners* that went into the schedule at the midseason changes in January.

Aside from *Green Acres*, some or all of the "rural" entries—such as *Beverly Hillbillies*, *Mayberry RFD*, *New Andy Griffith Show* and *Hee-Haw*—may go, although CBS authorities noted that *Hee-Haw* in particular has had good ratings. The outlook for *All In the Family*, midseason entry that seeks to make fun of bigotry, was called questionable.

Among new shows to which CBS is committed are one starring David Janssen, one with Glenn Ford, one with Dick Van Dyke. Officials were also said to be enthusiastic about another new one, *Funny Face*, starring Sandy Duncan, while *Cannon*, featuring William

Conrad as a private detective, was said to be sure to appear somewhere in the schedule.

Among existing programs, those reported as renewed included *Lucy*, *Carol Burnett Show*, *Hawaii Five-O*, *Glen Campbell Show*, *Medical Center*, *Man-nix*, *My Three Sons*, *Mission: Impossible*, *Mary Tyler Moore Show* and probably *Family Affair* and *Doris Day Show*.

The trouble last week was that virtually all those shows seemed to be showing up in different places in the various schedules being circulated or talked about.

## Nonnews charges bring Georgia AM before FCC

The FCC last week indicated that a broadcaster could expect to find his license-renewal application set for hearing if local issues are not aired on his station.

The commission set for hearing the license-renewal application of WSNT-(AM) Sandersville, Ga., following charges that the station withheld news of local racial strife. WSNT said that by not carrying such news, it believed it was "better serving the cause of peace and harmony."

Petitions to deny license renewal were filed by Arnold Hayes as an individual and as an agent for the Southern Christian Leadership Conference, and by Richard Turner as an individual and as an agent for the Black Youth Club of Sandersville. Messrs. Hayes and Turner, stating they represent the interests of a substantial portion of WSNT's listening audience, allege that about 60% of Sandersville's citizens are black and that Washington county, of which Sandersville is a part, is about 65% black.

In setting the station's license renewal for hearing, the commission said it is concerned with WSNT's general practice "of suppressing news of significant local events and the question of whether the applicant's absolute silence could serve the public interest."

Issues set for the hearing concern WSNT's ascertainment of community needs and interests, its alleged racially discriminatory program policy, its alleged suppression of news, whether it has failed to comply with the fairness doctrine and whether it has afforded a reasonable opportunity for use of its facilities by significant groups from its service community.

The action followed a 6-to-1 vote by the commission with Commissioner Nicholas Johnson concurring and issuing a statement and Commissioner Robert T. Bartley dissenting and issuing a statement.

## ASCAP fee distribution halted pending appeal

The U.S. Second Circuit Court of Appeals in New York last week set March 31 for argument on an appeal seeking to block a change in plans regarding the distribution of almost \$10 million to members of the American Society of Composers, Authors and Publishers (BROADCASTING, March 1).

The court denied the request of a West Coast publisher member that ASCAP be ordered to stop payment on checks it mailed to publisher members two hours before he had obtained a stay order in Los Angeles federal court. But it did rule that ASCAP should not complete the distribution—to writer members—pending outcome of the appeal. It set argument for March 31 as an "expedited" date for early resolution of the dispute.

The money, totaling \$9,920,000, represented payments by ABC and CBS in settlement of ASCAP license fees over the years 1962-69. ASCAP originally proposed a special distribution plan but then notified members the money would be distributed along with the regular December 1970 payments. It was then that the West Coast publisher initiated court action to have the distribution put back on the original plan. A New York federal district court, which has jurisdiction under an ASCAP consent decree, first ordered the money held in escrow, then released it, and ASCAP had mailed the first checks before the plaintiff obtained a stay.

## Louisville AM protests proposed 'soul' format

Rounsaville of Louisville Inc., licensee of black-oriented WLOU(AM) Louisville, Ky., last week urged the FCC to deny the sale of a neighboring station in Indiana because the new owners would change the station's format from middle-of-the-road to "soul" music and allegedly serve the black community of Louisville.

The application at issue is one for the sale of wxvw(AM) Jeffersonville, Ind., from Clarence Henson and others to Black Communications Corp. and others for \$300,000. The buyer proposes a basic format of top 40-rhythm and blues music.

Rounsaville charges that the proposed change in format was perpetrated to "directly cause economic injury to WLOU," and is inconsistent with the needs and interests of Jeffersonville. "Out of the 44 personal interviews (taken to survey the community served by wxvw), only 16 were conducted with residents of Jeffersonville," Rounsa-

ville said.

Rounsaville further contended that a "sales memorandum" distributed to prospective stockholders was in reality a prospectus in order to petition shares in WMLK Inc.—the proposed licensee and 65%-owned by Black Communications Corp.—which the petitioner argued was in violation of the Securities and Exchange Commission's registration statement requirements. Rounsaville urged the commission to hold off its approval of the sale until the SEC takes action on the alleged violation.

Benjamin M. Tucker, 30%-owner of Black Communications, is chairman of the board and secretary for WMLK Inc. and will become the general manager of wxvw, pending FCC approval.

Wxvw operates on 1450 khz with 1 kw daytime and 250 w night.

## Newsman appeals case to U.S. Supreme Court

Paul Pappas, newsman at WTEV-TV Providence, R.I.-New Bedford, Mass., last week continued his fight to keep confidential information about his visit to the alleged New Bedford Black Panther headquarters last summer, and appealed an order from the Massachusetts supreme court to the U.S. Supreme Court. The state's decision concluded that Mr. Pappas is required by state law to reveal information made available to him in confidence. But a stay by the U.S. Supreme Court last month (BROADCASTING, Feb. 8), gave him until March 15 to prepare his appeal of the state's ruling.

In his appeal, Mr. Pappas contended that the effect of his grand jury appearance "would be to destroy a confidential association and relationship indispensable to the functioning of a free press." He added that the state has not shown any compelling need for the information it is trying to force from him.

Massachusetts court action stemmed from an incident on July 30, 1970, during civil disorders in New Bedford. Mr. Pappas was granted permission to enter the Panther's headquarters, in anticipation of a police raid, under the condition that he not disclose what he saw inside.

## Nightingale radio show gets counterpart on TV

Nightingale-Conant Corp., Chicago, producer of the Earl Nightingale radio series, *Our Changing World*, will soon market a television version of the program in color and under the same name. The TV shows will follow the five-minute Monday-through-Friday format of the radio version and will be previewed during the National Associa-

tion of Broadcasters convention in Chicago March 27-31.

Nightingale's radio show, now in its 12th year, is carried by some 1,000 radio stations in all 50 U.S. states, eight Canadian provinces and 10 foreign countries. During 1970 alone Nightingale distributed six-million copies of the radio scripts through local sponsors and stations. The new TV vehicle will be available on a one sponsor-one station per market basis.

## APBA board talks EBS, schedules June meeting

Full cooperation was pledged last week by the board of directors of the Associated Press Broadcasters Association to the Emergency Broadcasting System. But the board said there is an urgent need to develop a new concept for warning the American public in the event of a national emergency and offered to work closely with the EBS.

The discussion on the alert system was part of the agenda at a meeting of the board in Miami. A decision was made there to hold a meeting of management and news representatives of AP press member stations in Chicago June 11-12.

The two-day session will consist of a workshop on newsroom operations and problems for management and one on management operations and problems for news employees. Co-chairmen of the meeting are Frank Balch, WJOY(AM) Burlington, Vt., representing management and Eddie Barker, KDFW-TV Dallas, representing news. Both are members of the APBA board.

## Broadened operations at Roger Ailes firm

REA Productions Inc., New York, which has specialized in political TV advertising and programing for the past three years, is expanding into the area of TV-radio entertainment production under its new name, Roger Ailes Associates.

Roger J. Ailes, vice president and general manager, said last week that Ailes Associates also will be active in TV counseling to business and in personal management for talent. To accommodate the broadened operation, the company is opening a Los Angeles office at 593 North Rossmore Avenue.

Roger E. Ailes currently serves as consultant to the White House for special television projects and previously was producer of *The Mike Douglas Show*. Ailes Associates intends to produce for both network and syndication and is in the process of developing women's daytime, entertainment-variety and interview programs.

## 27 stations honored by AP broadcasters

Five stations received top awards and 22 other stations certificates of merit in the 1970 Competition for Outstanding News Cooperation conducted annually among AP station members by the Associated Press Broadcasters Association.

Top-honor winners, as announced by association President Thomas Powell, WDAU-TV Scranton, Pa.: KRYS(AM) Corpus Christi, Tex.; WWXL(AM) Manchester, Ky.; WLCY(AM) St. Petersburg, Fla.; WMAK(AM) Nashville and WASP(AM) Brownsville, Pa. These stations will be presented plaques.

Certificates-of-merit winners: WENE(AM) Endicott, N.Y.; WBAL(AM) Baltimore; WVOB(AM) Bel Air, Md.; WEMD(AM) Easton, Md.; WCLG(AM) Morgan-

town, W.Va.; WVNR(AM) Beckley, W.Va.; WQSN(AM) Charleston, S.C.; WPON(AM) Pontiac, Mich.; KCBS(AM) and KGO(AM), both San Francisco; KYNO(AM) Fresno, Calif.; KDB(AM) Santa Barbara, Calif.; KELD(AM) Eldorado, Ark.; WGBS(AM) Miami; WSWW(AM) Platteville, Wis.; WGIR(AM) Manchester, N.H.; KFOR(AM) Lincoln, Neb.; KMON(AM) Great Falls, Mont.; KYSS(AM) Missoula, Mont.; and KMJ-TV Fresno, Calif., WTTV(TV) Bloomington-Indianapolis and WICU-TV Erie, Pa.

Nominations for awards are submitted by AP bureau chiefs as to quality and quantity of the reports along with outstanding instances of cooperation. More than 70 entries from 34 states were received this year, according to John Day, WHDH(AM) Boston, chairman of the association's judging committee.

## Schedule changes at NBC-TV

NBC-TV has announced a change of time periods this June for two of its comedy series, *The Bill Cosby Show* and *The Red Skelton Show*.

Repeats of *Cosby*, currently Sunday, 8:30-9 p.m. EST, will be shown on Tuesday, 7:30-8 p.m. effective June 1. They will replace *Julia* in that period. *Skelton* will broadcast its last original program Monday, March 15, 7:30-8 p.m. and repeats will be in the 8:30-9 p.m. slot starting Sunday, June 6. *From a Bird's-Eye View*, a new show, replaces *Skelton* in its old Monday time period, effective March 29.

## Program notes:

**Password returns** ■ After an absence of four years, *Password*, word game series, will return to weekday television on ABC-TV on Monday, April 5, for a Monday through Friday, 4-4:30 p.m. EST slot with its original host, Allen Ludden. Game series was originally on CBS-TV beginning in January 1961 and ran for two years in daytime and four years in both day and prime time. Produced by Goodson-Todman in association with ABC-TV, show will replace *Dark Shadows*, which will have it last showing Friday, April 2.

**New consultant** ■ Zodiac Program Consultants Ltd., Chicago, has been formed by Dick Williamson to advise stations in all radio program matters, including music. Mr. Williamson has been an on-air personality for 17 years, more recently with WIND(AM) and WCFL(AM), both Chicago. Address: 223 South Wabash, Chicago 60604. Phone (312) 427-5120.

**Mancini spins to 33** ■ First of three one hour syndicated specials *Monsanto Presents Mancini*, will air in a total of 33 markets on two dates in March and

April. Approximately 90% of stations that have purchased the program so far will air it on March 28 with the remainder broadcasting it on April 2. Art Fisher, director of *The Andy Williams Show* on NBC-TV, produced and directed the special.

**No More Laughs** ■ Paramount Television and ABC-TV have begun an experiment with ABC's *The Odd Couple* by removing the mechanically created laugh track from the show. Laugh track had been used on all previous episodes. Viewers were asked to respond to the experiment by sending their comments to *The Odd Couple* Box 4, Los Angeles 90051.

**Depression revisited** ■ *The Great Depression: A Human Diary*, one-hour documentary depicting the U.S. during the 1930's and 1940's, will be telecast on the Westinghouse Broadcasting Co. stations this spring. Documentary, written by Dennis Giles and narrated by Neill DeWitt, was produced and directed by Cliff and Jean Hoelscher for Film Enterprises Productions, Austin, Tex.

**Colgate signs for medical series** ■ Agreement to produce half-hour dramatic series for syndication with Colgate-Palmolive Co. sponsoring, was announced by ValJon Production Co., Los Angeles, subsidiary of Minneapolis-based group radio station owner. Contemporary medical action series is called *Simon Locke* and will star Jack Albertson and Sam Groom.

**Lawrence to do book** ■ ABC News President Elmer W. Lower said last week he has granted a seven-month leave of absence to William H. Lawrence, national affairs editor, who plans to write a book on his 35-year news career. Mr. Lawrence, who has reported for United Press and *New York Times* joined network news in 1966.

# MCI Lockheed hat headed for ring

## Joint-operation satellite application indicates nine channels for networks, urban earth stations

MCI Lockheed Satellite Corp. was scheduled to enter the domestic communications-satellite derby today (March 8) with an application for a system employing satellites with more capacity than any yet proposed. The satellites would also operate on frequencies the applicant says will permit the location of earth stations in major urban areas.

The company says that if the FCC approves its application, the system's primary initial market will be leased services including leased data, voice and low-speed record messages. But it adds that the system will have the flexibility and capacity to serve broadcast and CATV markets, as well as meet the needs for electronic special delivery of mail and occasional-use services.

MCI Lockheed has notified the three television networks it can offer them nine channels of service seven full days a week, plus 12 hours of service on another nine channels on Saturdays and Sundays, for a total annual cost of \$29.3 million. It also proposes to dedicate five channels of service to educational broadcasting for the first five years of the system's life; subsequently, it would charge educators a "fraction of regularly established rates."

The Communications Satellite Corp. is proposing a domestic satellite system keyed to television use that would provide the networks with eight channels of service seven days a week, plus up to seven additional channels as their needs require, for an estimated total cost of \$40 million (BROADCASTING, March 1). This is said to be patterned after requirements spelled out by the networks themselves. In addition, Comsat would make two channels available to the Corp. for Public Broadcasting, although the question of payment has not yet been resolved, and two channels for CATV.

ABC, CBS and NBC, which now pay AT&T more than \$70 million annually for distribution of their programs, are considering offers from five communications-satellite applicants, as well as pondering whether to seek a system of their own. A study the networks commissioned indicated that they could provide their own distribution system, either a terrestrial one or one using satellites, for a cost that, amortized over

a 20-year period, would range between \$50 million and \$55 million annually (BROADCASTING, Aug. 10, 1970).

MCI Lockheed is owned by 16 MCI carriers and Microwave Communications of America Inc., which established the carriers and provides them with technical and other services, and by Lockheed Aircraft Corp., which has extensive experience in developing and flying satellites. MCI carriers could be used to provide interconnecting ground links in the proposed space system.

The system MCI Lockheed is proposing would cover the 50 states and would consist of two orbiting satellites—one would serve as a backup—and a spare, on the ground, and 20 earth stations in 15 metropolitan areas. The system's initial cost: \$169 million.

Each of the satellites would weigh 3,900 pounds and contain 48 channels,

at least twice as many as is proposed for a satellite in any of the four satellite-systems applications now on file with the commission. And the satellites will have sufficient power to operate in the 12-and 13-ghz frequencies (on 24 channels) as well as in the 4-and 6-ghz bands (on the remaining 24). No other application yet filed provides for the use of the higher frequencies.

MCI Lockheed says that since their use would reduce the problem of interference with terrestrial radio service, they could be used to link the satellite with ground stations in major urban areas, close to the system's customers, thus reducing interconnection costs. Another saving cited is in the expected life of the satellites—10 years—as against seven for satellites proposed in other systems.

Orbital-slot space could be conserved also, according to the company, since the system would provide for 96 channels of service on two satellites. Other systems thus far proposed would require at least four slots to provide that many channels of service. Communications-satellite engineers say that, so long as the 4 and 6 ghz bands are used in space communications, there are only eight orbital slots available for communication to all parts of the U.S.—and Canada has already spoken for two of them.

Five of the largest areas to be served by the system—New York, Los Angeles, Chicago, Atlanta and Dallas—would be served by 4-and 6-ghz earth stations located outside of the central city but connected to it by MCI Lockheed microwave links, and by 12- and 13-ghz earth stations located downtown. The other 10 cities in the plan are Washington, Seattle, San Francisco, Denver, Kansas City, New Orleans, Cincinnati, Detroit, Boston and Miami, which will be served by 12- and 13-ghz earth stations in downtown locations at or near the MCI Lockheed distribution centers.

MCI Lockheed said it expects to offer television distribution service at 12- and 13-ghz. Because of the lack of frequency congestion in those bands, it says that network affiliates or others would be able to build additional earth stations at many sites throughout the country. It adds that the low cost of the stations

## New president-owner for automation firm

J. M. (Jim) Cunningham, vice president and a director of Applied Magnetics Corp., Santa Barbara, Calif., has acquired Schafer Electronics, a supplier of broadcast-automation systems and an Applied Magnetics subsidiary purchased in 1968. Mr. Cunningham resigns as vice president of Applied Magnetics, a computer-equipment firm, to assume the presidency of Schafer.

The purchase came through an exchange of stock. Mr. Cunningham, one of the founders and a major stockholder of Applied Magnetics, exchanged some of his holdings for 100% of the Schafer stock. The new president of Schafer will continue as a director of Applied Magnetics since he still controls over 10% of that firm's stock.

Mr. Cunningham said that operations would continue as Schafer's present location in Chatsworth, Calif., but that the company would move to Santa Barbara as soon as new facilities are available.

Sales for Applied Magnetics and Schafer in fiscal 1970, which ended Sept. 30, 1970, were \$26,544,000 and \$1,200,000 respectively.

required—many would be receive-only—would serve to stimulate additional construction and lead to the establishment of “an increasingly effective distribution system.”

MCI Lockheed also cited advantages its system would have as a distribution mechanism for programming for CATV systems. Among them would be direct transmission to and from large urban areas and adequate satellite capacity for providing offerings on a non-preemptive basis.

MCI Lockheed said that the financial viability of its system could be achieved through leased services alone. Basing its assumptions on studies made by Booz Allen and Hamilton as to the potential market for long-distance transmission of data—35,350 circuits—MCI Lockheed said it would expect to lease 5,000 circuits for that service at \$1,200 per month, or \$72 million annually. The company estimates its annual revenue requirements at \$68 million.

Besides the Comsat proposal, the MCI Lockheed application will join applications filed by Western Union, Hughes Aircraft Corp., and Comsat jointly with AT&T. Another application is expected to be filed this week, by RCA Global Communications. In addition, Fairchild Hiller Corp. and Western Tele-Communications Inc. are preparing applications for filing by March 15, the deadline for such proposals.

A spokesman for the Teleprompter Corp. said last week the company will file for five earth stations before the March 15 deadline.

Besides MCI-Lockheed and Comsat, the companies that have made proposals to the networks are Hughes, RCA and Western Union (“Closed Circuit,” Feb. 8). The networks are also said to have asked AT&T, which has submitted a joint application with Comsat, to detail the efficiencies it says its system would offer them.

It appeared certain last week that the networks would not be in a position to make a definite statement as to their own satellite plans in the comments they are due to file with the commission by March 30. Indications were that they would seek to keep their options open so that they might choose later whether to build their own system or use another’s; network sources say that the costs in each of the proposals must be determined with more precision and that each plan must be subjected to further refinements regarding network use.

In a related development last week, Comsat President Joseph V. Charyk added a major condition to the independent proposal that company submitted, one indicating that Comsat might abandon it. Mr. Charyk, in a

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letter to FCC Chairman Dean Burch accompanying the Comsat application, said the company is prepared to assume the risks presented by its proposed multipurpose system "if the fundamental conditions are present which permit success," and added: "The chief condition must be the market base for a truly multi-purpose system should not be fragmented by authorization of multiple systems."

A White House study of domestic-communications-satellite matters undertaken after President Nixon took office concluded with the recommendation that the commission adopt an "open-skies" policy with only technical limits placed on the kinds and number of systems authorized (BROADCASTING, Jan. 26, 1970). Mr. Charyk, in his letter, said that by rejecting such a course, the commission could "insure for the public, through the economy of scale, the minimum cost of service."

## Tariff will be put on TV's to curb 'dumping'

The Tariff Commission ruled Thursday (March 4) that TV set imports from Japan are damaging domestic TV manufacturers and that both future and past sales (dating to Sept. 4, 1970) from that country will be subject to special "anti-dumping" tariffs levied to raise import prices to a fair and competitive level.

The decision to assess anti-dumping duties against Japanese imports follows the Treasury Department's December 1970 ruling that sets were being sold in the U.S. at less than their fair value in Japan, constituting a violation of the Federal "Anti-dumping" Act (BROADCASTING, Dec. 14, 1970). Under the act such practice warrants compensating tariff increases provided domestic in-

dustry damage is present.

Spokesmen for the Electronic Industries Association, whose members first brought the dumping to the attention of the Treasury Department, commented that Japanese imports have caused a substantial loss of sales, production cutbacks, the shutdown of some production facilities, and significant loss of jobs to workers of both the TV manufacturing and the electronic component industries. During Tariff Commission domestic injury hearings EIA officials said that during 1970 the Japanese sets alone accounted for 27.6% of the total U.S. market; 34.9% of monochrome sales, and 16.9% of color. Such sets numbered 3.3 million for a value of \$255 million.

Aiding in precipitating the decision was the National Union Electric Corp., Greenwich, Conn., which filed a \$360-million suit in a New Jersey federal district court against seven major Japanese TV manufacturers (BROADCASTING, Dec. 28, 1970—Jan. 4, 1971).

But although the presence of dumping has now been established and the decision to levy protective tariffs made, the exact amount of duty on future imports and those dating back to Sept. 4, 1970, will not be determined for another six months pending the completion of further Treasury Department studies.

Japanese reaction to the Tariff Commission's decision was swift. In a statement issued simultaneously in the U.S. and Japan, the Electronic Industries Association of Japan said the decision was "made under political duress." The association asserted that Japanese manufacturers were blamed for U.S. factory shutdowns and layoffs that really constitute "the combined effect of economic recession, the offshore operations (of U.S. firms), large defense cutbacks and management failures."

## Technical topics:

### Cableless CATV modulator patented ■

A patent was issued Feb. 23 to Harold R. Walker, engineer in Edison, N.J., and major stockholder in Laser Link Corp., N.Y., for wide-band microwave modulator which is heart of frequency pulse-width modulation system of the cableless cable-TV employed by Laser Link. Approved by FCC July 15, 1970, (BROADCASTING, July 20, 1970), the modulator permits 18 TV channels to be "stacked" on single electromagnetic transmitter beam and broadcast to receivers within a 25-mile line-of-sight radius.

**For titles ■** Magnetitle, new product announced by Television Graphic Arts, 180 West 58th Street, New York 10019, for smaller TV operations (including cable systems), provide letterings in superimposed titles without need of professional artists. The device is made up of magnetic-backed letters, numbers and punctuation marks which are placed on a steel board. Letters are screenprinted on close-cut pieces of black vulcanized fibreboard, can be cleaned and are permanent, according to Bert Gold, president of Television Graphics.

**Switcher ready ■** First delivery of the Ampex VS-600 program - production switcher to Videocom Inc., Boston, was announced by the Redwood City, Calif., broadcast equipment manufacturer. The unit provides centralized control of a variety of production sources and can be used with video tape recorders, live cameras and telecine equipment, according to Ampex. Videocom began operations in January and provides production and postproduction services for in-studio and on location television commercials and programs.

## Route to savings on remote broadcasts

### Special device permits use of direct distance dialing; rates drop as much as 75%

A compact device enabling broadcasters to legally perform remote broadcasts via direct distance dialing (DDD) is being widely used at considerable cost savings, but some broadcasters either don't know about the unit or are reluctant to use it, according to the National Association of Broadcasters.

The device, called a voice coupler, enables the broadcaster to save money by avoiding the more costly series 6000 telephone audio channels. A remote

two-hour and 40-minute broadcast (allowing 10-minutes for set-up) over series 6000 channels for a distance of 30 miles will cost about \$60. The same coverage via a voice coupler and DDD remote installation included will cost \$45—resulting in a 25% saving.

Futhermore, the more distant the event is from the station, the greater the savings. Voice-coupled coverage from a distance of 50 miles results in savings of 33%; 150 miles, 50%; and 500 miles, 75%. Thus a remote coverage from 500 miles away, which normally costs about \$230, can be accomplished for a mere \$60—for a saving of \$170.

To simplify utilization of the voice coupler, AT&T has recently combined everything necessary in a special telephone into which the broadcaster plugs his transmitting equipment. This instru-

ment remains at the station and is installed for about \$45. When remote coverage is desired the broadcaster simply orders the installation of a similar but less costly instrument at the remote site. Because the instrument is installed and maintained by the telephone company, its use for remote coverage is legal.

Audio quality is reduced somewhat, but to an un-noticeable degree for voice transmissions such as sports events.

For frequent users of the service, even greater advantages can be realized through the telephone company's Wide Area Telephone Service (WATS) which charges a flat fee for an unlimited time and number of calls.

Information may be obtained by asking the telephone company about a portable conference telephone.



## ABC reports 1970 revenues gained

**However, operating net is off and Goldenson foresees rocky road in 1971**

ABC Inc. showed an increase in revenues and net income in 1970 over 1969, though net operating income declined to \$15,979,000 or \$2.25 a share from \$17,639,000 or \$2.44 a share in 1969.

Leonard Goldenson, president, said the sluggish economy adversely affected the fourth-quarter results, particularly in network television, and that the slow-down has continued into the first quarter of this year. He said, however, that 1970 revenues of the broadcast division were almost \$16 million higher than in 1969, totaling \$523,221,000, and that the owned television and radio stations achieved improved sales and earnings.

The television network, according to Mr. Goldenson, had slightly lower sales in 1970 than in 1969 and "showed a greater loss" than in 1969. He said sales had improved at the radio network during 1970 and that the operation was profitable for portions of 1970 but not the whole year.

"We expect that earnings in the first quarter of 1971 will be substantially lower than the like period of last year, principally due to the elimination of cigarette advertising and the state of the economy," Mr. Goldenson stated. "For the same reasons, we expect that second-quarter results will be somewhat lower than the like period of 1970, with a smaller percentage of decline than in the first quarter."

"However, with respect to the last quarter of the year, we are reasonably optimistic, particularly for the fourth quarter, in view of the FCC three-hour prime-time limitation of network programming, which becomes effective with the new fall television season. This change should provide a firm economic base for our broadcast operations, particularly for the television network, and should provide further impetus to business going into the subsequent year. This impetus would be further enhanced by a stronger economy."

For the year ended Jan. 2:

	1970	1969
Earned per share (operating)	\$ 2.25	\$ 2.44
Net earned per share <sup>1</sup>	2.37	2.32
Broadcasting	\$523,221,000	\$507,807,000
Theatres	99,918,000	94,774,000

Records, motion pictures, publishing and others	125,123,000	118,343,000
Total revenues	748,262,000	720,924,000
Operations (before income taxes)	\$ 35,130,000	\$ 39,656,000
(after income taxes)	15,979,000	17,639,000
Net income <sup>2</sup>	16,797,000	16,761,000

<sup>1</sup> Assuming full conversion of convertible debentures and exercise of stock options, fully diluted earnings from operations and net earnings for 1970 would be \$2.18 per share and for 1969 \$2.13 per share.

<sup>2</sup> After net capital and non-recurring gains in 1970 of \$818,000, principally from disposition of foreign investments and theater properties partially offset by a write-off of certain intangible costs no longer considered to have continuing value, and, in 1969, capital and non-recurring losses of \$878,000, principally from a provision for loss on investments and write-off of certain intangible costs no longer considered to have a continuing value, less gain on sale of a foreign investment.

## TV sales bright spot in Corinthian lag

Corinthian Broadcasting Corp., New York, group broadcaster, last week reported a drop in profits for both the third fiscal quarter and for the nine months ended Jan. 31, compared with the like periods a year ago.

For the nine-month period, Corinthian reported earnings of \$3,399,405 or \$1.01 a share, against \$3,516,559 or \$1.04 a share for the corresponding year before. Third-quarter earnings were \$897,070 or 27 cents a share, compared with \$1,088,416 or 32 cents for 1970.

Corinthian said television sales rose 3% over the nine months of last year, despite a decline in over-all revenue. Earnings before taxes for the television stations division for the third quarter dropped about 5% from last year's quarter but showed an increase of about 3% over last year for the nine-month period after the allocation of the parent company overhead and interest charges between the television stations division and Funk & Wagnalls Inc., a subsidiary.

For the nine months ended Jan. 31:

	1971	1970
Shares outstanding	3,381,531	3,380,542
Earned per share	\$ 1.01	\$ 1.04
Revenues	21,289,698	23,714,392
Net income	3,399,405	3,516,559

## Stock list languishes in February market

Broadcast and related stocks marked time last month and Wall Street analysts predicted they might continue to do so until a general economic pickup



## Cartridge Tape Supermarket!

Here's a one-stop shopping center for the most and best in broadcast quality cartridge tape equipment—a SPOTMASTER supermarket of variety and value.

Just check the boxes and send us this advertisement with your letterhead. We'll speed complete information to you by return mail.



Ten/70 Record-Play

### Single-Cartridge Equipment

Record-play & play-back models, compact & rack-mounted

- The incomparable Ten/70
- The classic 500C
- The economical 400 (from \$415)
- Stereo models
- Delayed programming models



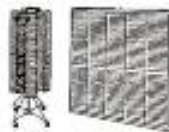
### Multiple-Cartridge Equipment

- Five-Spot (5-cartridge deck)
- Ten-Spot (10-cartridge deck)

Versatile Five-Spot

## Cartridge Tape Accessories

- Tape cartridge winder
- Calibrated tape timer
- Remote controllers
- Cartridge racks (wall, floor & table top models)
- Degaussers (head demagnetizers & cartridge erasers)
- Telephone answering accessory
- Replacement tape heads
- Adjustable head brackets
- Head cleaning fluid
- Alignment tape
- Bulk tape (lubricated, heavy duty)



Tape Cartridge Racks



- Tape tags
- Cartridges, all sizes, any length tape (or empty), no minimum order, lowest prices

Cartridges: All Sizes

The nation's leader in cartridge tape technology can fill your every need, quickly and economically. That's how we became the leader. Write

## BROADCAST ELECTRONICS, INC.

A Filmways Company

8810 Brookville Rd., Silver Spring, Md. 20910  
(301) 588-4983

gives traders more assurance.

Some specialists in the field felt that a general upturn might be pushed back to 1972, rather than come in the third and fourth quarter, as previously expected. Others were more optimistic, pointing to signs of gradual recovery.

Group stocks, however, did not seem to be affected by this static state. "But then, nobody expected them to be affected, and they have been acting a little better and may continue to act a little better than network stocks on a

six-month or a year basis," one analyst commented.

Another analyst felt the network stocks were being looked at for next year, and that the earliest a real change could be seen was the fourth quarter and possibly 1972. "But," he added, "there would have to be a sharp turn in the economy."

BROADCASTING's calculations based on price changes occurring during the period Jan. 28 to Feb. 25 reflect Wall Street caution and a near status-quo market.

Although each category within the index showed gains the average monthly percentage change for the entire table was an increase of only 5.29%. The greatest forward movement was shown by the Service category with a solid 13.52%. Ranked in descending order other increases were: Programing, 8.95%; Manufacturing, 6.10%; CATV, 5.98%; Broadcasting, 4.52%; and Broadcasting-with-other-major-interests, 4.41%.

During the same period Standard &

## The Broadcasting stock index

A weekly summary of market activity in the shares of 110 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing March 3	Closing Feb. 25	% change Month of Feb.	1970-71		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
<b>Broadcasting</b>									
ABC	ABC	N	29 1/4	29	+ 6.42	30	19 1/4	7,073	\$205,117
ASI Communications		O	3 1/4	2 3/4	-23.20	7	1 1/4	1,789	5,152
Capital Cities	CCB	N	38 1/4	36 1/4	+ 9.41	38 1/4	19 1/4	6,061	220,499
CBS	CBS	N	36	36 1/4	+ 8.92	49 1/4	23 1/4	27,042	990,548
Corinthian	CRB	N	33	32 1/4	+14.51	33 1/4	19 1/4	3,381	109,883
Cox	COX	N	24	22 1/4	- .54	24 1/4	10 1/4	5,789	128,111
Gross Telecasting	GGG	A	13 1/4	13 1/4	+ 1.85	17 1/4	9 1/4	803	11,041
Metromedia	MET	N	23 1/4	24	+11.62	24	9 1/4	5,734	137,616
Mooney		O	4 3/4	4 1/4	- 5.00	8 1/4	4	250	1,188
Pacific & Southern		O	14 1/4	15 1/4	+ 3.36	20 1/4	5 1/4	1,636	24,949
Rahall Communications		O	23 1/4	22 1/4	-16.34	28 1/4	5 1/4	1,040	23,275
Reeves Telecom	RBT	A	3	3 1/4	-	15 1/4	2	2,288	7,733
Scripps-Howard		O	22	21 1/4	- 5.56	25	14	2,589	55,016
Sonderling	SDB	A	28 1/4	28	+ .90	34 1/4	10 1/4	991	27,748
Starr	SBG	M	10 1/4	11 1/4	- 5.19	18 1/4	7 1/4	461	5,302
Taft	TFB	N	32 1/4	34 1/4	+23.67	34 1/4	13 1/4	3,712	128,547
							<b>Total</b>	<b>68,400</b>	<b>\$ 2,081,725</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	15	15 1/4	-10.54	25 1/4	9	11,470	\$182,144
Bartell Media	BMC	A	7 1/4	6 1/4	+15.45	14	3 1/4	2,254	14,651
Boston Herald-Traveler		O	25	24	- 8.58	44	24	574	13,776
Chris-Craft	CCN	N	11	8 1/4	- 4.12	11 1/4	4 1/4	3,804	32,829
Combined Communications		O	14 1/4	14 1/4	+13.04	17	5 1/4	1,945	27,483
Cowles Communications	CWL	N	10 1/4	9 1/4	- 1.27	10 1/4	3 1/4	3,969	37,229
Fuqua	FQA	N	20	20 1/4	+22.21	31 1/4	7	6,401	132,053
Gannett	GCI	N	40 1/4	38 1/4	+ 6.89	40 1/4	18 1/4	7,117	275,784
General Tire	GY	N	23 1/4	24 1/4	+ 3.68	25	12 1/4	18,344	449,428
Gray Communications		O	7	7	+12.00	7 1/4	3 1/4	475	3,325
ISC Industries	ISC	A	7 1/4	6 1/4	- 8.84	7 1/4	4 1/4	1,628	10,582
Lamb Communications		O	2 1/4	2 1/4	- 8.69	6	2	475	1,249
Lee Enterprises	LNT	A	24 1/4	23 1/4	+13.25	24 1/4	12	1,957	45,990
Liberty Corp.	LC	N	22 1/4	22 1/4	+ .53	23	13	6,744	151,740
LIN		O	12 1/4	9 1/4	+ 2.63	12 1/4	3 1/4	2,244	21,879
Meredith Corp.	MDP	N	28	26	+13.63	44 1/4	18	2,744	71,344
Outlet Co.	OTU	N	17 1/4	17	+ 3.03	18 1/4	10	1,342	22,814
Post Corp.		O	11 1/4	11 1/4	- 1.09	17 1/4	8	713	8,378
Ridder Publications		O	24 1/4	23 1/4	+ 5.07	24 1/4	9 1/4	6,217	145,353
Rollins	ROL	N	32 1/4	33 1/4	+10.83	40 1/4	19 1/4	8,053	267,762
Rust Craft	RUS	A	32 1/4	33	+11.86	33	18 1/4	1,159	38,247
Schering-Plough	PLO	N	69	69 1/4	+ 3.51	69 1/4	46	25,084	1,749,609
Storer	SBK	N	22	23	+ 1.63	30 1/4	14	4,223	97,129
Time Inc.	TL	N	46 1/4	47 1/4	+ 2.45	48 1/4	25 1/4	7,257	342,022
Trans-National Comm.		O	3 1/4	3 1/4	-24.00	4 1/4	1/16	1,000	380
Turner Communications		O	2 1/4	2 1/4	- 4.00	8 1/4	2 1/4	1,328	3,825
Wometco	WOM	N	19 1/4	19 1/4	-	21 1/4	13 1/4	5,817	114,188
							<b>Total</b>	<b>134,338</b>	<b>\$ 4,079,221</b>
<b>CATV</b>									
Ameco	ACO	A	8 1/4	9	+ 4.28	16	4	1,200	\$10,800
American Electronic Labs.	AEL	O	7 1/4	7 1/4	+72.22	8 1/4	2 1/4	1,620	12,555
American TV & Comm.		O	18 1/4	17 1/4	-12.35	24	10	2,042	36,246
Burnup & Sims		O	31	30 1/4	+14.50	34	14	987	30,232
Cablecom-General	CCG	A	13 1/4	13 1/4	- 6.22	23 1/4	7 1/4	1,605	21,074
Cable Information Systems		O	3 1/4	3 1/4	+25.20	5	3 1/4	955	2,989
Citizens Financial Corp.	CPN	A	15 1/4	15 1/4	- 5.28	17 1/4	9 1/4	994	15,536
Columbia Cable		O	10	9 1/4	- 8.10	15 1/4	6 1/4	900	8,892
Communications Properties		O	8 1/4	8 1/4	+ 1.52	10 1/4	6	1,800	15,534
Cox Cable Communications		O	20 1/4	19 1/4	- 8.70	25	12	3,550	69,687
Cypress Communications		O	7 1/4	7 1/4	- 9.47	17 1/4	6	1,679	12,173
Entron	ENT	A	3 1/4	3 1/4	+ 3.30	8 1/4	2 1/4	1,320	4,950
General Instrument Corp.	GRL	N	22 1/4	20 1/4	+ 1.87	41 1/4	11 1/4	6,250	128,938
Sterling Communications		O	4 1/4	4 1/4	- 7.40	7 1/4	3	1,100	5,093
Tele-Communications		O	16 1/4	14	-16.42	16 1/4	8 1/4	2,704	37,856
Teleprompter	TP	A	59 1/4	64 1/4	-24.05	133 1/4	46	1,161	75,175
Television Communications		O	10 1/4	8 1/4	-12.66	19 1/4	3 1/4	2,897	25,001
Viacom	VIA	N	19 1/4	20 1/4	+20.73	20 1/4	15 1/4	3,760	76,629
Vikoa	VIK	A	11	11 1/4	+19.93	27 1/4	6 1/4	2,316	26,055
							<b>Total</b>	<b>38,840</b>	<b>\$ 615,415</b>

Poor's industrial average increased by 2.9%.

### Financial notes:

■ Twentieth Century-Fox Film Corp. is expected to become a profitable operation in the first quarter of 1971, according to Darryl F. Zanuck, board chairman of Fox. Mr. Zanuck said that on the basis of financial data presented to the board of directors at its regular monthly meeting, "the earnings turn-

around we have been working toward and expecting will occur in the first quarter of 1971."

■ RCA has declared quarterly dividend of 25 cents per share on common stock payable May 1 to shareholders of record March 15. In addition, RCA declared dividends of 87½ cents per share on \$3.50 cumulative first preferred stock and \$1 per share on \$4 cumulative convertible series first preferred stock, both for the period from April 1 to June 30

and both payable July 1 to shareholders of record June 11.

■ Cypress Communications Corp., Los Angeles group CATV owner, will offer 360,000 shares of common stock through public sale at \$7.50 per share. Proceeds from 350,000 of the shares will be used to repay short-term debts. The balance of the proceeds will be available for working capital.

■ Liberty Corp., Greenville, S.C., diversified holding company with broad-

	Stock symbol	Ex-change	Closing March 3	Closing Feb. 25	% change Month of Feb.	1970-71 High	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	15½	15½	+ 7.79	31½	8½	6,150	\$96,125
Disney	DIS	N	94½	117½	+12.68	177½	89½	6,012	1,067,912
Filmways	FWY	A	9½	10½	+19.16	18½	5½	1,754	19,084
Four Star International		O	1½	1½	+18.11	4	1½	666	1,086
Gulf & Western	GW	N	24½	25	+ 8.69	25	9½	14,964	374,100
Kinney National	KNS	N	33½	32½	+12.51	36	20½	10,469	341,603
MCA	MCA	N	25	25½	+ 1.00	27½	11½	8,165	206,166
MGM	MGM	N	20½	21½	- 1.15	29½	12½	5,883	126,485
Music Makers		O	2½	2½	—	9	2½	589	1,696
National General	NGC	N	23½	22½	+ 5.77	25½	9	4,910	112,341
Tele-Tape Productions		O	2	2	+14.28	6½	1½	2,183	4,366
Transamerica	TA	N	17½	17½	- 1.43	26½	11½	63,630	1,097,618
20th Century Fox	TF	N	11½	11½	+10.77	20½	6	8,562	99,576
Walter Reade Organization		O	3	3	- 4.16	8½	2	2,414	7,242
Wrather Corp.	WCO	A	7½	7½	—	10½	4½	2,200	16,500
							<b>Total</b>	<b>138,551</b>	<b>\$ 3,571,900</b>
<b>Service</b>									
John Blair	BJ	N	18	17½	- .68	23½	10½	2,583	\$45,538
Comsat	CQ	N	69½	63	+ 9.56	69½	25	10,000	630,000
Creative Management	CMA	A	15½	15½	+19.84	15½	10	1,102	17,500
Doyle Dane Bernbach		O	24	24½	+ 7.08	26½	13½	1,919	47,265
Elkins Institute		O	10½	10½	-12.25	12½	9	1,664	17,888
Foote Cone & Belding	FCB	N	8½	9½	+ 7.20	12½	7½	2,175	20,402
Grey Advertising		O	13½	12½	+21.16	13½	5½	1,207	15,546
LaRoche, McCaffrey & McCall		O	14	14	+16.66	17	8½	585	8,190
Marketing Resources & Applications		O	13½	14½	+494.79	14½	1	504	7,182
Moviefab	MOV	A	3½	3½	- 3.85	7½	2	1,407	4,573
MPO Videotronics	MPO	A	6½	6½	+10.11	9½	4½	558	3,767
Nielsen		O	44	44	+ 1.14	44½	26	5,299	233,156
Ogilvy & Mather		O	28½	26½	+ 4.90	29½	14½	1,029	27,526
PKL Co.	PKL	A	5½	5½	+10.00	12½	2½	743	4,087
J. Walter Thompson	JWT	N	44	42½	+14.18	42½	21½	2,746	116,019
Transmedia International*		O	3½	3½	—	5½	1½	535	1,873
Wells Rich Greene	WRG	A	23½	23½	+22.70	23½	5	1,581	37,596
							<b>Total</b>	<b>35,637</b>	<b>\$ 1,238,108</b>
<b>Manufacturing</b>									
Admiral	ADL	N	11½	11	+ 7.31	14½	6½	5,158	\$56,738
Ampex	APX	N	18½	19½	- 6.69	48½	12½	10,874	209,325
CCA Electronics		O	2½	2½	+ 5.20	5	1½	2,096	5,512
Collins Radio	CRI	N	15½	16½	- 5.14	37½	9	2,968	48,230
Computer Equipment	CEC	A	5½	5½	+13.26	12½	3½	2,406	12,944
Conrac	CAX	N	23½	23	+ 5.74	32½	11	1,262	29,026
General Electric	GE	N	108½	108½	+ 8.25	108½	60½	90,884	9,827,287
Harris-Intertype	HI	N	62½	63	+10.52	75	36½	6,308	397,404
Magnavox	MAG	N	40½	40½	+ 1.54	42½	22½	16,674	679,466
3M	MMM	N	104½	102½	+ 4.45	114½	71	56,058	5,745,945
Motorola	MOT	N	65	63½	+ 7.84	65	31	13,334	848,442
RCA	RCA	N	31½	31½	+ 3.73	34½	18½	68,403	2,146,486
Reeves Industries	RSC	A	3½	3½	+ 3.46	5½	2½	3,458	13,417
Telemation		O	11½	11	+18.91	24	8½	14,040	154,440
Westinghouse	WX	N	80½	78½	+ 6.81	80½	53½	40,705	3,190,458
Zenith	ZE	N	44½	43½	+ 8.72	44½	22½	19,020	829,842
							<b>Total</b>	<b>353,648</b>	<b>\$24,195,052</b>
							<b>Grand total</b>	<b>769,414</b>	<b>\$35,781,421</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>106.60</b>	<b>106.53</b>	<b>+ 2.09</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 Feb. 25.  
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.  
\* New entry.

cast interests, declared an extra dividend of five cents per share of common stock, as well as regular quarterly dividends of five cents per share of common stock and 10 cents per share of preferred stock, to stockholders of record March 10.

▪ Wells, Rich, Greene Inc., New York, plans a secondary public offering of about 300,000 shares of common stock and will file a registration statement for that purpose with the Securities and Exchange Commission. Advertising agency, however, will not sell any shares in this offering. Planned offering would have a current market value of \$7.2 million, and would be made on behalf of certain selling holders for the benefit of their personal accounts. Mary Wells Lawrence, chairman, chief executive officer and president, expects to sell 110,850 of her 210,850 shares. It is expected that Mrs. Lawrence will receive an option to buy additional 150,000 shares.

### Capcities stock: up, up, up

Common shares in Capital Cities Broadcasting Co. have been on the upswing since the announcement on Feb. 24 of FCC approval of Capcities' acquisition of the nine radio and television stations of Triangle Publications (BROADCASTING March 1). On Feb. 24, Capcities closed on the New York Stock Exchange at 33½ and on Feb. 26 moved up to

36¾. Last Tuesday (March 2) the company hit its high for 1970-71 by finishing at 37 and this figure was topped on Wednesday (March 3) when Capcities closed at 38½. Its closing price on Thursday (March 4) was 38, off ½. Capcities staged a recovery of almost 100% from its 1970-71 low of 19½.

### FCB billings, income decline during 1970

Foote, Cone & Belding Communications Inc., New York, had gross billings of \$241,950,000 for 1970, compared with \$260,598,000 for 1969, according to preliminary financial data released by the company last week.

Net income was \$1,548,000 or 71 cents a share last year, against \$2,263,000 or \$1.05 a share the previous year.

Subsidiaries of the firm are Foote Cone & Belding Advertising Inc. (U.S. advertising agency), FCB International Inc. (international advertising), and FCB Cablevision, which operates cable-television systems.

FCB's two cable systems in Newport and Seal Beach-Leisure World, Calif., sustained a \$408,000 operating loss last year after an income tax credit. This compares with \$50,000 in 1969. Late last year, the company sold all the assets of these two systems, and sustained

a \$1,722,000 loss which it is reporting as an extraordinary item in 1970.

The continuing cable-TV portion of FCB's business also had an operating loss amounting to \$59,000 in 1970, against an \$85,000 loss in 1969. FCB said large losses are expected from these continuing operations in 1971 over last year, as more systems will be in the early stages of operations. The company predicted, however, that FCB Cablevision will be near or at the break-even point by 1973. After deducting the extraordinary item, the company's net loss last year was \$641,000, or the equivalent of 29 cents a share.

	1970*	1969*
Earnings per share	\$ 0.71	\$ 1.05
Billings	241,950,000	260,598,000
Net income	1,548,000	2,263,000
Shares outstanding	2,187,000	2,148,000

\*Billings are reported in accordance with industry practice by multiplying operating income (commissions and fees) by 6-67. Billings in 1969 previously were reported as \$252,994,000.

### Company reports:

MCA Inc., Universal City, Calif. parent corporation of Universal Studios and other holdings, reported a more than fivefold increase in yearly earnings in 1970 over 1969. Net income increased correspondingly and revenues also showed an improvement over the previous year.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 1.62	\$ 0.31
Revenues	334,100,000	305,700,000
Net income	13,300,000	2,500,000

American Television and Communications Corp., Denver-based multiple CATV owner, reported new record high for the first half of fiscal 1971 in sales and profits. The period saw closing of firm's acquisition of remaining 50% of Florida TV Cable Inc., making that system wholly-owned subsidiary.

For the six months ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.05	—
Revenues	2,366,080	\$1,993,664
Net income	294,331	(21,060)

Note: Per-share loss in 1969 not shown because preferred dividends exceeded net income. 1969 figures restated to reflect acquisitions made on pooling-of-interest basis.

Collins Radio Co., Dallas-based broadcast-equipment and diversified communications manufacturer, reported continued loss of revenues for the six months ended Jan. 29:

	1971	1970
Earned per share	\$ (0.66)	\$ (0.13)
Revenues	69,657,000	84,470,000
Net income	(1,963,000)	(390,000)

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

February 26, 1971

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**Broadcast advertising**

**Robert L. Liddel**, senior VP and media director, Compton Advertising, New York, elected to board.

**Lawrence Hathaway**, account supervisor, Benton & Bowles, New York, named VP.

**Rolf B. Bruderer**, art and TV-production group head, and **John B. Carles**, account supervisor, LaRoche, McCaffrey & McCall, New York, named VP's. **William T. Shaw**, VP, Ogilvy & Mather, joins LaRoche in same capacity.

**Edwin M. Doody**, director of sales de-

velopment, WLS-AM-FM Chicago, joins ABC-FM Spot Sales, Chicago, as mid-west manager. **Kenneth Tanning**, with Bloomingdale's, New York department store, joins ABC-FM Spot Sales, New York, as business manager. **Craig R. Bowers**, general manager, WDAI(FM) Chicago, appointed national director of special projects, ABC-FM Spot Sales.

**Leon D. Robbins**, manager of owner relations, Buick public relations, Flint, Mich., appointed manager of advertising.

**Alfred W. de Jonge**, head of international operations, Benton & Bowles, New York, named VP and head of international operations, Dreher Advertising there.

**Robert O. Lewis**, radio-TV commercial producer and manager of commercial production for broadcast advertising, Leo Burnett, Chicago, joins N. W. Ayer & Son there as commercial producer.

**Ed Kerby**, senior radio salesman, John Blair, San Francisco, joins McGavren-Guild-PGW, Los Angeles, as account executive.

**Marvin Shapiro**, account executive, NBC-TV Spot Sales, New York, joins WCBS-TV there as sales manager.

**Robert Warsowe**, media director, Geyer, Oswald, New York agency, joins Kenyon & Eckhardt there in same capacity.

**Edward J. Sivigny Jr.**, group researcher and program manager, Edward Petry & Co., New York, appointed manager, sales development, advertising and promotion, NBC Television Stations there.

**Jack Yopp**, executive producer, Cascade Films, Hollywood, joins Sandler Films there as VP and executive producer, commercials division.

**James F. Hoffman**, sales manager, KDKA-TV Pittsburgh, appointed account executive, Blair Television, Chicago.

**Marian W. Lockett** and **Charles A. Ventura Jr.**, media buyers, Lewis & Gilman, Philadelphia agency, appointed media supervisors.

**James E. Champlin**, sales researcher, advertising department, *Life Magazine*, New York, named VP, sales, Beck-Ross Communications, Babylon, N.Y., group owner WGLI(AM) Babylon and WBLI-FM Patchogue, both New York, and WKMF(AM) Flint, Mich.

**Howard C. Vose**, national sales manager, KFRC-AM-FM San Francisco, appointed general sales manager, KFMS(FM) there. Both are RKO General stations.

**Edward P. Gallagher**, account super-

visor, Lake-Spiro-Shurman, Memphis agency, joins Pepper & Tanner there as media sales representative, responsible for introduction of new Pepper & Tanner Town & Country Network, barter operation.

**James R. Eddens**, account executive, WOW-AM-FM Omaha, appointed general sales manager.

**Ken Brun**, in local business, joins KCSR(AM) Charleston, Neb., as sales manager.

**Edward B. Newsome**, with KSD(AM) St. Louis, appointed local sales manager.

**Joseph P. Nascone**, account executive, WTAE-AM-FM Pittsburgh, appointed sales manager.

**Gary Adler**, sales manager, WTOP-TV Washington, appointed general sales manager, WJXT(TV) Jacksonville, Fla. He is succeeded by **Harry Kalkines**. Both are Post-Newsweek stations.

**James J. Matthews**, account executive, WJRT-TV Flint, Mich., joins WGTU(TV) Traverse City, Mich., as general sales manager.

**Media**



Mr. King



Mr. West

**Donald V. West** becomes managing editor of BROADCASTING Magazine, effective today (March 8). He succeeds **Art King** who is appointed to the newly created post of director of special publications, which include the BROADCASTING YEARBOOK, annual directory of radio and television, and BROADCASTING SOURCEBOOK, annual directory of cable television.

Mr. West joined BROADCASTING in 1953 after serving as managing editor of the Roswell, N.M., *Record* and wire editor of the El Paso, Tex., *Times*. After service in the Washington headquarters of the magazine he was transferred to New York as bureau news manager. In January 1961 he became managing editor and later VP of TELEVISION Magazine, then published by Broadcasting Publications Inc., parent of BROADCASTING. He left in 1966 to become assistant to Frank Stanton, CBS president. In 1970 he formed SQN Productions, New York.

Mr. King joined BROADCASTING in 1945 as managing editor after wartime service in the Office of Censorship. Before that he was managing editor of the Winston-Salem, N.C., *Journal-Sentinel*. In 1954 Mr. King joined *Television Age* as editor, resigning in January 1961 to return to BROADCASTING.



Mr. DeGroot

**Don F. DeGroot**, general manager, WWJ - AM - FM - TV Detroit, named VP, Evening News Association, licensee WWJ stations.

**Michael P. Mallardi**, VP, general manager and treasurer, Straus Broadcasting Group, group owner,

New York, elected VP for planning and analysis, ABC Inc. there. **Arnold Marfoggia**, manager of affiliation contracts, ABC-TV, New York, appointed manager affiliation-contract administration.

**Bill McReynolds**, general manager, WNEM-TV Bay City-Saginaw-Flint, Mich., named VP, broadcasting division, Meridith Corp., group owner and licensee of WNEM-TV.

**A. William Lee**, general manager, WKMF(AM) Flint, Mich., named VP, Beck Ross Communications, Babylon, N.Y., group owner of WKMF and WGLI(AM) Babylon and WBLI-FM Patchogue, both New York.

**Don Ruggles**, general sales manager, KOMU-TV Columbia, Mo., appointed to additional duties of general manager.

**F. T. Crennan**, general manager, KOFY-

**Ashbrook P. Bryant**, chief of FCC Office of Network Study, leaves commission March 15 to become hearing examiner at Federal Maritime Commission. Mr. Bryant, who joined FCC in 1954, became member, in December 1955, of staff of special committee of commissioners probing network practices



*Mr. Bryant*

—Barrow Committee. Committee report led to number of significant actions, including banning of television networks from spot representation of stations other than those they owned and abolition of option time. Mr. Bryant became head of successor Office of Network Study in 1958, played key role in major commission inquiry into network programming in 1959. In following years, he was chief architect of reports and recommendations that led to commission's adoption last year of prime-time access rule (BROADCASTING, May 11, 1970).

(AM) San Mateo, Calif., named executive VP. **Jess Carlos**, program director, KOFY, named VP and station manager.

**Frank L. Cupples**, assistant manager, WTJS-AM-FM Jackson, Tenn., appointed general manager.

**William G. Moll**, operations manager, WSMW-TV Worcester, Mass., named VP and general manager.

**Gary L. Kneisley**, account executive, Nelson, Stearn & Associates, Cleveland agency, appointed station manager, WPVL(AM) Painesville, Ohio.

**Joseph Timberlake**, VP and managing director, WWBT(TV) Richmond, Va., joins WNCT-AM-FM Greenville, N.C., as general manager.

**Gerard Appy**, VP, noncommercial WNET(TV) Newark, N.J., named VP and director of operations, Educational Broadcasting Corp., New York. **Steven deSatnick**, VP, WNET, named VP and director of engineering, EBC. **Frank Leicht**, VP of National Educational Television, also New York, named EBC VP and director of production services. EBC recently acquired both WNET(TV) and NET.

**Richard Estell**, manager noncommercial WKAR-AM-FM East Lansing, Mich., re-elected board chairman, National Educational Radio, division of National Association of Educational Broadcasters, Washington.

**James E. Robison**, board chairman and chief executive officer, Indian Head Inc., New York manufacturer, elected director, American Television & Communications Corp., Denver-based CATV firm.

## Programing

**Barry Meyer**, director, business affairs, ABC-TV West Coast, Hollywood, appointed to similar post at Warner Bros. Television, Burbank, Calif.

**Bob Lyons**, operations manager and air personality, WAKR-AM-FM Akron, Ohio, appointed national program director, Group One Radio, station group which

includes WAKR-AM-FM-TV Akron, and WONE-AM-FM Dayton, both Ohio, and KBOX-AM-FM Dallas.

**Mort Slakoff**, director of advertising and sales promotion, Metromedia Producers Corp., New York, appointed promotion and advertising director, Time-Life Films there.

**Robert L. Dellinger**, group vice president, Robert E. Petersen Productions, Los Angeles, resigns to form Robert Dellinger Productions there.

**Janet Peak**, production coordinator, Snazelle Films, San Francisco, video-production firm, elected VP.

**Tom Whitesell**, executive producer and general manager, FilmFair, New York, program producers, joins EUE/Screen Gems there as executive producer and sales representative.

**Larry Melear**, director of engineering, WRFC(AM) Athens, Ga., appointed head of TV-radio-audio-visual production division, Rolar Co., program packager there.

**Karl W. Stone**, president of his own business, Buffalo, N.Y., named executive VP in charge of marketing, newly established branch office of Commercial Productions there.

**Steve Ellman**, formerly with Harold Rand and Co., New York PR firm, named director, advertising and publicity, The Fanfare Corp., Hollywood motion-picture production firm.

**Lawrence Kilty**, with Motion Picture Screen Cartoonists Union, Los Angeles, appointed director of marketing development for industrial and educational-film divisions, Hanna-Barbera Productions, Hollywood.

**Frank Cernese**, senior editor, Transmedia Production Services, New York program producer, appointed to additional position of editing supervisor for video tape, post-production operation.

**Michael Gottlieb**, director MPO Productions, New York, joins Audio Productions there in same capacity.

**Gloria J. Gibson**, creative-services director, WWDC(AM) Washington, appointed

program director.

**Earl Morgan**, music director, WNYR-AM-FM Rochester, N.Y., appointed program director.

**Larry Scott**, program director, WIL-AM-FM St. Louis, joins KBBQ(AM) Burbank, Calif. in same capacity.

## News

**Joe Cook**, manager of advertising, sales promotion and PR, ABC International Television, New York, joins ABC News as writer-producer.

**Leo R. McLean**, with WWL-TV New Orleans, appointed managing editor, WWL-TV news.

**Sam Rosen**, assistant news editor, WINS(AM) New York, appointed news editor, WNAB(AM) Bridgeport, Conn.

**Paul Roberts**, with news staff, WKNR-AM-FM Dearborn, Mich., appointed director of news and public affairs. **Jim Brooker**, also on WKNR-AM-FM news staff, appointed assistant director of news and public affairs.

**George McDougall**, newsman, WTSO(AM) Madison, Wis., joins WBMJ(AM) San Juan, P.R., as news editor.

**Robert Gregory**, news director, KTUL-TV Tulsa, Okla., elected president, Oklahoma AP Broadcasters Association. **Bob Jordan**, KCMT-FM-TV Alexandria, Minn., elected president Minnesota AP Broadcasters Association.

**Jim Hinton**, with news staff, KHOW(AM) Denver, joins KBTR(AM) there as newscaster.

**Bob James**, with Armed Forces Network, Germany, joins WFLA-AM-FM Tampa, Fla., as news reporter.

**Rod Challenger**, news director, WKBT(TV) LaCrosse, Wis., joins WCCO-TV Minneapolis-St. Paul as reporter.

**Wes Maley**, sportscaster, WFBG(AM) Altoona, Pa., moves to WFBG-TV as sports director.

## Promotion



*Mr. Scott*

to administrator, U.S. Maritime Administration (when Nicholas Johnson, now FCC commissioner held that post), and correspondent for CBS-owned sta-

**Ivan Scott**, director of radio and TV, American Petroleum Institute, Washington, named VP and coordinator of TV and radio activities, Hill & Knowlton Inc., New York. Among previous positions, Mr. Scott was special assistant

tions' news bureau in Washington.

**William A. Hosie**, VP and account supervisor, Marketing Services Co., division of Hill & Knowlton, New York, PR firm, elected senior VP of parent.

**Harvey Jacobs**, manager of advertising, sales and PR, ABC, New York, appointed director of industry and audience relations, ABC International Television.

**H. Taylor Vaden**, in independent PR and sales promotion, joins Elkman Advertising, Bala Cynwyd, Pa., as director of PR and account supervisor.

## Equipment & engineering

**Bertrand Arnow**, engineer in charge, CBS Radio, New York, appointed manager, technical services.

**James E. Denning**, executive VP, MCA Technology Inc., recording-equipment manufacturer, North Hollywood, Calif., elected president.

**Richard H. Weingrad**, VP, Mooney Aircraft Corp., subsidiary of American Electronic Laboratories, CATV equipment manufacturer, Lansdale, Pa., named VP of parent. **Joseph D. Mazzaglia**, marketing director, military electronics division, General Atronics, Philadelphia, appointed marketing manager for industrial products, AEL.

**Rupert Goodspeed**, general sales manager and director of product management, Philips Broadcast Equipment, appointed marketing manager, broadcast

equipment division, Sarkes Tarzian, broadcast equipment manufacturer, Bloomington, Ind.

**Brian F. Trankle**, national sales manager, magnetic-tape division, Ampex Corp., Redwood City, Calif., appointed assistant marketing manager for special assignments. He is succeeded by **Bruce C. McGilway**, federal marketing manager, Logic Corp., Cherry Hill, N.J.

**William Noethens**, technical director, KNXT(TV) Los Angeles, appointed engineer in charge of technical operations.

**Jake Sneller**, with KRNT-AM-FM-TV Des Moines, Iowa, appointed chief engineer.

**Edwin T. Karl**, chief engineer, WTFM(FM) Lake Success, N.Y., named VP, engineering, Beck-Ross Communications, Babylon, N.Y., group owner WGLI(AM) Babylon and WBLI-FM Patchogue, both New York, and WKMF(AM) Flint, Mich.

**Edward T. Wall**, with WTVD(TV) Raleigh-Durham, N.C., appointed chief engineer. He succeeds **Roy Fullen** who joins WPAT-AM-FM Paterson, N.J., as chief engineer and assistant director of engineering, Capital Cities Broadcasting, New York, group owner and licensee of WPAT stations.

**Dave Chumley**, chief engineer, KTHI-TV Fargo, N.D., joins WBKO(TV) Bowling Green, Ky., as engineering director.

## Allied fields

**William B. Behanna**, field representative, media-research division, A. C. Nielson

Co., New York, appointed director of press relations.

**Harvey E. Hutchinson III**, manager, news and public affairs, WLVA-AM-TV Lynchburg, Va., appointed staff assistant to Representative J. Kenneth Robinson (R-Va.).

## International

**Peter A. C. Marriott**, managing director, NBC International Ltd., Great Britain, and director of European operations, appointed managing director, United Kingdom and Europe. He is headquartered in London.

**Peter Schork**, VP, Young & Rubicam, and executive director of Y & R's Brussels office, named senior VP, Young & Rubicam International. He continues in his position as Brussels director.

**S. Campbell Ritchie**, president, Western Ontario Broadcasting Co. Ltd., appointed assistant general manager, administration, BMI Canada Ltd., music-licensing firm, Don Mills, Ont.

## Deaths

**William R. Behanna**, field representative. Alan Torbet Associates, New York, radio representative, died Feb. 24 of apparent heart attack there. He had been with Torbet since 1962 and was formerly with H-R Representatives. He is survived by his brother, Donald, owner, WSGA(AM) Savannah, Ga.

## ForTheRecord

As compiled by BROADCASTING, Feb. 23 through March 2 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

Actions on motions

■ Hearing Examiner **Chester F. Naumowicz, Jr.** in Los Angeles (Los Angeles Unified School District, View Sponsored Television Foundation), CP's for new noncommercial TV, scheduled further prehearing conference for March 10 (Docs. 19100-1). Action Feb. 23.

■ Chief, Broadcast Bureau, on request of I.B.C. Inc., extended through March 1, time to file reply comments in amendment of TV table of assignments (Nogales and Tucson, both Arizona) (Doc. 19075). Action Feb. 18.

■ Chief, Broadcast Bureau, on request of Ohio Educational Television Network Commission, extended through March 9 time to file comments

and through March 16 time to file reply comments in amendment of TV table of assignments. (Alliance, Bowling Green, and Cambridge, all Ohio) (Doc. 19139). Action Feb. 22.

■ Chief, Broadcast Bureau, granted request of Tennessee Televentures and extended through March 12 time to file reply comments in amend-

ment of TV table of assignments. (Clarksville, Tenn.) (Doc. 19045). Action Feb. 23.

Other action

■ Review board in Los Angeles dismissed petition filed by Viewer Sponsored Television Founda-



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## Summary of broadcasting

Compiled by FCC, Feb. 1, 1971

	On Air		Total On Air	Not On Air CP's	Total Authorized	
	Licensed	STA*				CP's
Commercial AM	4,311 <sup>1</sup>	2	14	4,327 <sup>1</sup>	61	4,388 <sup>1</sup>
Commercial FM	2,169	0	34	2,203	124	2,327
Commercial TV-VHF	497	2	12	511 <sup>2</sup>	13	524 <sup>2</sup>
Commercial TV-UHF	162	0	23	185 <sup>2</sup>	92	283 <sup>2</sup>
Total commercial TV	659	2	35	696	105	807
Educational FM	432	0	14	446	37	483
Educational TV-VHF	77	0	8	85	4	89
Educational TV-UHF	102	0	9	111	12	123
Total educational TV	179	0	17	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.

tion for enlargement of hearing issues against Community Television of Southern California, both applicants, along with The Los Angeles Unified School District, for CP for new educational TV in Los Angeles (Docs. 19099-101). Action Feb. 26.

## Existing TV stations

### Final actions

■ KHJ-TV and KTTV(TV), both Los Angeles—FCC denied request by Mrs. Elsie Bradberry for review of broadcast bureau ruling of Dec. 28, 1970, which stated that no action was warranted on her request for equal time from KHJ-TV and KTTV, in which to "promote a Goddess-God concept of deity" in response to references to God which were aired by stations. Action Feb. 24.

■ KTVU(TV) Oakland, Calif.—FCC dismissed petition for reconsideration of FCC action of Aug. 24 which denied application by Robert H. Scott for review of the broadcast bureau's ruling which found that KTVU(TV), Oakland, Calif., had not violated fairness doctrine in refusing Mr. Scott equal time to present contrasting views to references to "God" on "Romper Room". Action Feb. 24.

■ WINR-TV Binghamton, N.Y.—Broadcast Bureau granted CP to change ERP to vis. 501 kw; aur. 50.1 kw; trans. location to Ingraham Hill Road, approximately 4.5 miles southwest of center of Binghamton; change type trans. and type ant.; ant. height 1,230 ft. Action Feb. 22.

### Actions on motions

■ Hearing Examiner Frederick W. Denniston in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, scheduled further prehearing conference for Feb. 23 (Docs. 18906-7). Action Feb. 22.

■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, ordered all pleadings and documents by whomsoever filed pertaining to Furniture City's proposed witnesses are dismissed and held for nought (Docs. 18906-7). Action Feb. 16.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE-TV] and Eastern Idaho Television Corp.), TV proceeding, scheduled hearing conference for March 4 (Docs. 18401-2). Action Feb. 23.

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, scheduled oral argument on motion to compel answers to interrogatories filed Feb. 22 on behalf of Hampton Roads Television Corp., for March 1 (Docs. 18791-2). Action Feb. 23.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, affirmed ruling denying admissibility of WPIX exhibit 49 (Docs. 18711-2). Action Feb. 18.

■ Chief, Office of Opinions and Review, in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV], Furniture City Television Co.), TV proceeding, dismissed motion by Furniture City for extension of time to file responsive pleadings to "petition for leave to file supplement pleading" and "supplemental pleading to application for review of review board's order enlarging issues" filed by Southern Broadcasting, as the FCC denied the request to file the supplemental pleading (Docs. 18906-7). Action Feb. 22.

■ Chief, Office of Opinions and Review, Texas Key Broadcasters Inc., for authority to change main studio location of KTXS-TV from Sweetwater to Abilene, both Texas, granted petition by Broadcast Bureau and extended through March 4, time to reply to petition for reconsideration and response to notice of apparent liability and supplement thereto filed by Texas Key Broadcasters Inc. (Doc. 19127). Action Feb. 17.

### Other action

■ Review board in Victoria, Tex., scheduled KAVU-TV Victoria, to participate in oral argument in TV proceeding involving applications for extension of time to complete construction, to March 9, in Washington (Docs. 19132-37). Action Feb. 23.

### Other actions

■ WNHC-TV, Capital Cities Broadcasting Corp., New Haven, Conn.—Requests WTNH-TV.

■ WFIL-TV, Capital Cities Broadcasting Corp., Philadelphia—Requests WPVI-TV.

## New AM stations

### Actions on motions

■ Hearing Examiner Basil P. Cooper in Alexander

City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.), AM proceeding, granted motion of Clanton for production of documents to extent indicated and denied in other respects (Docs. 18782-3). Action Feb. 16.

■ Hearing Examiner Lenore G. Ehrig in Jacksonville, Ala. (Jacksonville Broadcasting Co. and University Broadcasting Co.), AM proceeding, dismissed motion by University for reconsideration of examiner's Feb. 3 order denying its motion to convene prehearing conference and to dismiss Jacksonville Broadcasting Co. application (Docs. 18899-900). Action Feb. 22.

■ Hearing Examiner Millard F. French in Montezuma, Ga. (Macon County Broadcasting Co.), AM proceeding, granted request of parties and extended certain procedural dates (Doc. 19012). Action Feb. 19.

■ Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Co.), AM proceeding, granted motion by applicant and corrected transcript of hearing (Doc. 18285). Action Feb. 19.

■ Hearing Examiner Isadore A. Honig in Stamford, Conn. (Western Connecticut Broadcasting Co.), AM and FM proceeding, denied petition to Clarify Issues filed by Western Connecticut requesting clarification of specified issues to permit adduction of evidence thereunder bearing on Julian Schwartz's good character and reputation for honesty and integrity (Doc. 19043). Action Feb. 19.

■ Hearing Examiner Isadore A. Honig in Elmhurst and Wheaton, both Illinois (DuPage County Broadcasting Inc. and Central DuPage County Broadcasting Co.), AM proceeding, granted request of DuPage County Broadcasting and received in evidence DuPage exhibits 18-22, inclusive; closed record and set procedural dates (Docs. 16965-6). Action Feb. 17.

■ Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, postponed to April 1 further rehearing conference (Doc. 18852). Action Feb. 23.

■ Hearing Examiner David I. Kraushaar in Eupora and Tupelo, both Mississippi (Tri County Broadcasting Co. and Radio Tupelo), AM proceeding, granted petition of Radio Tupelo for leave to amend application in order to reflect substitute loan commitment, from Bank of Mantee in lieu of one from First Citizens National Bank, which has expired (Docs. 19026-7). Action Feb. 18.

■ Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma (Creek County Broadcasting Co., et al.), AM proceeding, granted petition by M. W. Cooper for leave to amend application to include certain financial data (Docs. 13341-2, 13344). Action Feb. 19.

■ Hearing Examiner Jay A. Kyle in Owensboro and Hawesville, both Kentucky (Edward G. Atsinger III, et al.), AM proceeding, granted request of Hancock County Broadcasters and rescheduled oral argument for March 5 (Docs. 19068-70). Action Feb. 18.

■ Hearing Examiner Ernest Nash in Puyallup, Wash. (Kaye Broadcasters Inc.), AM proceeding, granted request of applicant and extended to March 19 time to file reply findings (Doc. 18929). Action Feb. 23.

■ Hearing Examiner Chester F. Naumowicz Jr. in Bentonville, Ark. (Northwestern Communications Corp.), AM proceeding, dismissed motion to stay and petition for leave to amend and reconsideration filed by applicant (Doc. 18869). Action Feb. 27.

■ Hearing Examiner James F. Tierney in Guayama and Yabucoa, both Puerto Rico (Fidelity Broadcasting Corp., et al.), AM proceeding, on request of James Calderon, cancelled prehearing procedures set by order and scheduled further prehearing conference for March 17 (Docs. 19055-7). Action Feb. 22.

■ 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 March 4 time to file reply to petition for reconsideration, grant without hearing and further relief filed by Belk Broadcasting Co. (Doc. 19126). Action Feb. 17.

■ Chief, Office of Opinions and Review, in Guayama and Yabucoa, both Puerto Rico (Fidelity Broadcasting Corp., et al.), AM proceeding, granted petition by Fidelity and extended through Feb. 22 time to file reply to oppositions (Docs. 19055-7). Action Feb. 16.

### Other actions

■ Review board in Whitley City, Ky., denied petition to enlarge issues in comparative broadcasting hearing filed by McCreary Broadcasting Co., applicant for a CP for new AM at Whitley City, against mutually exclusive application of Jellico Broadcasting Corp. for CP for new AM at Jellico, Tenn. (Docs. 18959-60). Action Feb. 26.

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■ Review board in Sapulpa, Okla., granted petition by broadcast bureau for extension of time to March 5 to file reply to responsive pleadings to its action refiled petition to enlarge issues in Sapulpa AM proceeding (Docs. 13341, 42, 44). Action Feb. 23.

■ Review board in Centreville, Va., in response to motion by O.K. Broadcasting Corp. (WEEL), enlarged issues in proceeding involving Centreville Broadcasting Co.'s application for CP for new D-AM in Centreville (Doc. 18888). Action Feb. 24.

## Designated for hearing

■ Brush, Colorado Springs, and Boulder, all Colorado—FCC designated for consolidated hearing mutually exclusive applications of Pettit Broadcasting Co., Brush, A. V. Bamford, Colorado Springs and Brocade Broadcasting Co., Boulder, for new AM's on 1190 khz. Action Feb. 24.

## Existing AM stations

### Actions on motions

■ KGB San Diego—Broadcast Bureau granted CP to change to a new taller tower which will continue to be shared with KBKB(FM); conditions. Action Feb. 24.

■ WPDQ, Jacksonville, Fla.—FCC denied petition by Belk Broadcasting Co. of Florida Inc. for severance of its application for renewal of license for WPDQ (Doc. 19126) from case involving Star Stations of Indiana Inc. (Docs. 19122-25). FCC also denied Belk's request that different hearing examiners be assigned to two proceedings, but did change language so there would be no doubt evidence in Star proceeding is not to be used in WPDQ case unless usual procedural safeguards are applied. Action Feb. 24.

■ WLTO Miami—FCC vacated portion of memorandum opinion and order adopted Nov. 19, 1969, staying reimbursement by Lauderdale Broadcast Inc. to Latin Broadcasting Corp., licensee, for expenses incurred in prosecuting its mutually exclusive application. Action Feb. 24.

■ WLIF Baltimore—Broadcast Bureau permitted remote control. Action Feb. 11.

■ WNEW New York—William B. Ray, chief, Complaints and Compliance Division, announced that announcements on WNEW, advising public of changes in New York state abortion law, did not violate Fairness Doctrine. Ann. Feb. 26.

■ WPVL Painesville, Ohio—Broadcast Bureau granted CP to change from D to U with 500 w, 1 kw-LS DA-2; changed name to Lake Communications Corp.; conditions. Action Feb. 18.

■ WIAC San Juan, Puerto Rico—Broadcast Bureau granted CP to change frequency to 740 khz and make changes in ant. system; conditions. Action Feb. 11.

### Actions on motions

■ Hearing Examiner Basil P. Cooper in Golden, Colo. (Voice of Reason Inc. [KICM]), AM proceeding, ordered Voice of Reason Inc. to forward to CSA Reporting Corp. two copies of each of its exhibits not later than March 10 (Doc. 18710). Action Feb. 23.

■ Hearing Examiner Chester F. Naumowicz Jr. in West Jefferson and Blowing Rock, both North Carolina (Childress Broadcasting Corporation of West Jefferson [WKSK] and Mountain Broadcasting Corp.), AM proceeding, granted petition by Childress Broadcasting Corp. for leave to amend application to establish position of FAA in order to satisfy air hazard issue designated against it (Docs. 19015-6). Action Feb. 22.

■ Hearing Examiner Chester F. Naumowicz Jr. in Chattanooga (Jay Sadow [WRIP] and Rock City Broadcasting Inc.), AM proceeding, granted petition by Rock City Broadcasting Inc. for leave to amend its application relating to issuance and distribution of its common stock (Docs. 18901-2). Action Feb. 22.

■ Hearing Examiner James F. Tierny in Washington scheduled resumption of hearing in comparative proceeding between WPIX Inc. and Forum Communications Inc. for license of ch. 11 New York, on April 12 (Docs. 18711-2). Action Feb. 19.

### Other action

■ Review board in Milton-Freewater, Ore., granted joint agreement allowing reimbursement of expenses of \$1,000, to Country Radio Broadcasting Inc., Milton-Freewater, by Hermiston Broadcasting Co. (KOHU) Hermiston, Ore. (Doc. 18965-6). Action Feb. 26.

### Fines

■ WTIC Durham, N.C.—FCC notified W and W Broadcasting Co., licensee, of apparent liability of \$2,000 for failing to observe provisions of license by operating after local sunset using D

power and direction pattern on 9 occasions in 1970. Action Feb. 24.

■ WAAA Winston-Salem, N.C.—FCC denied request by Laury Associates, Inc., licensee, for reduction of forfeiture liability from \$2,000 to \$500. Action Feb. 24.

■ KMAC, KISS(FM) San Antonio, Tex.—FCC granted request of Howard W. Davis, trading as The Walmac Co., licensee, for permission to delay until April 11 payment of \$10,000 of a \$20,000 forfeiture assessed against his stations (Docs. 18223-4). Action Feb. 24.

## Presunrise service authority

■ WBZ Selma, N.C.—Broadcast Bureau, until further notice, granted PSA from 6:00 a.m. or sunrise, whichever is greater, to sunrise times specified in instrument of authorization, at 16 w. Action Jan. 28.

■ Broadcast Bureau, pursuant to rules, until further notice, granted following AM's PSA from 6:00 a.m. to sunrise time specified in instrument of authorization, with D ant. system and with power as shown: KBND Bend, Ore., 500 w. Action Jan. 7. WENC Whiteville, N.C., 500 w, and WVIC East Lansing, Mich., 160 w. Actions Jan. 12. KLEX Lexington, Mo., 194 w; WMCO Conroe, Tex., 117 w; KPXE Liberty, Tex., 15.5 w; WJMW Athens, Ala., 117 w; and WYNA Raleigh, N.C., 7 w. Actions Jan. 13. WIZO Franklin, Tenn., 500 w. Action Jan. 14. KAGE Winona, Minn., 500 w; KIBE Palo Alto, Calif., 170 w; KUPK Garden City, Kans., 27 w; WJAT Swainsboro, Ga., 500 w; WKJK Granite Falls, N.C., 500 w; WLTO Miami, 58 w; and WSOQ North Syracuse, N.Y., 500 w. Actions Jan. 18. WKBK Keene, N.H., 500 w, and WMGY Montgomery, Ala., 179 w. Actions Jan. 19. WECO Wartburg, Tenn., 234 w. Action Jan. 20. WSFA Sarasota, Fla., 305 w. Action Jan. 22. WKKS Vanceburg, Ky., 250 w. Action Jan. 25. WAFSC Staunton, Va., 250 w, and WAUG Augusta, Ga., 84 w. Actions Jan. 26. WMDC Hazlehurst, Miss., 66 w. Action Jan. 27. WAVN Stillwater, Minn., 361 w; WLOR Thomasville, Ga., 26 w, and WMLO Beverly, Mass., 500 w. Action Feb. 1. KTAT Frederick, Okla., 20 w; KVSA McGehee, Ark., 50 w, and WLSI Pikeville, Ky., 376 w. Action Feb. 5. KTRY Bastrop, La., 50 w, and WEAS Savannah, Ga., 229 w. Actions Feb. 9. WKEE Huntington, W. Va., 216 w. Action Feb. 10. KXIC Iowa City, 428 w. Action Feb. 12. KOHU Hermiston, Ore., 195 w, and WDEW Westfield, Mass., 384 w. Action Feb. 17. KASY Auburn, Wash., 168 w. Action Feb. 18.

## Call letter applications

■ KEZU, James River Broadcasting Co., Rapid City, S.D.—Requests KKLS.

■ WHRN, My Staff Inc., Herndon, Va.—Requests WOHN.

## New FM stations

### Applications

■ Arcata, Calif.—D. A. Plank. Seeks 93.5 mhz, .220 kw. Ant. height above average terrain 924 ft. P.O. address 6609 Waverly Road, Martinez, Calif. 94553. Estimated construction cost \$16,126; first-year operating cost \$10,428; revenue none. Principals: Dick A. Plank, sole owner. Mr. Plank is deputy ordnance officer, Naval Weapons Station, Yorktown, Va. Ann. Feb. 4.

■ \*Fort Dodge, Iowa—Iowa Central Community College. Seeks 88.1 mhz, 10 w. Ant. height above average terrain 70 ft. P.O. address 330 Avenue M Fort Dodge, Iowa 50501. Estimated construction cost \$5,414.90; first-year operating cost \$1,500; revenue none. Principals: John H. Mitchell, president, board of directors, et al. Mr. Mitchell is an attorney. Ann. Jan. 19.

■ \*Springfield, Mass.—Springfield Technical Community College. Seeks 89.1 mhz, 10 w. Ant. height above average terrain 249 ft. P.O. address One Army Square, Springfield 01105. Estimated construction cost \$12,319; first-year operating cost \$500; revenue none. Principals: Dr. William G. Dwyer, et al. Dr. Dwyer is president, Massachusetts Board of Regional Community Colleges. Ann. Jan. 19.

■ Ishpeming, Mich.—WJFD-FM Inc. Seeks 92.3 mhz, 100 w. Ant. height above average terrain 884 ft. P.O. address Box D, Ishpeming 49849. Estimated construction cost \$56,136; first-year operating cost \$10,000; revenue \$20,000. Principals: E. A. Halter, president, et al. Ann. Feb. 2.

■ Aitken, Minn.—Upper Minnesota Broadcasting Corp. Seeks 94.3 mhz, 3 kw. Ant. height above average terrain 183 ft. P.O. address Box 287, Aitken 56431. Estimated construction cost \$21,653; first-year operating cost \$3,460; revenue \$10,000. Principals: Ralph J. Coursolle, president (82.5%), James R. Coursolle (16.5%), and F. P. Rolfes (1%). Ralph Coursolle is attorney. James Coursolle has interest in KKIN(AM) Aitken. Mr. Rolfes is vice president of Campbell-Mithune advertising agency. Ann. Feb. 4.

■ Alfred, N.Y.—Alfred University. Seeks 89.5 mhz, 10 w. Ant. height above average terrain

54 ft. P.O. address Campus Center, Alfred 14802. Estimated construction cost \$4,300; first-year operating cost \$700; revenue none. Principals: Julian H. Allen, trustee, et al. Ann. Feb. 2.

■ Syosset, N.Y.—Syosset High School. Seeks 88.5 mhz, 10 w. Ant. height above average terrain 74 ft. P.O. address South Woods Road, Syosset 11791. Estimated construction cost \$5,000; first-year operating cost \$5,000; revenue none. Principals: Simeon A. Wittenberg, president, board of education. Ann. Jan. 21.

■ South Pines, N.C.—William R. Gaston. Seeks 107.1 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address 901 Muirfield Road, Bryn Mawr, Pa. 19010. Estimated construction cost \$41,372; first-year operating cost \$32,648; revenue \$48,000. Principals: William R. Gaston, sole owner. Mr. Gaston was chief engineer, Aug. 1970 through Oct. 1970, WKYK(AM) Burnsville, N.C. Ann. Feb. 4.

■ Wellston, Ohio—Jackson County Broadcasting Inc. Seeks 96.7 mhz, 2.96 kw. Ant. height above average terrain 100.4 ft. P.O. address 110 South Ohio Street, Wellston 45692. Estimated construction cost none; first-year operating cost \$5,000; revenue \$18,000. Principals: Lewis E. Davis, president (50.3%); Irene Julia Kovalan (13.3%); Stephen H. Kovalan (11.7%); John F. Stiffler Sr. (10%); et al. Mr. Davis is public relations consultant for Farm Credit Banks, Louisville, Ky., and is president and 51% owner of Ohio Farm Network Inc. Ann. Jan. 29.

■ Corvallis, Ore.—Ted A. Jackson. Seeks 101.5 mhz, 28 kw. Ant. height above average terrain 100 ft. P.O. address 6905 N.E. Sacramento, Portland, Ore. 97213. Estimated construction cost \$5,500; first-year operating cost \$94,160; revenue \$110,000. Principals: Ted A. Jackson, sole owner. Mr. Jackson is teacher in Portland school system. Ann. Feb. 16.

■ Corvallis, Ore.—Beaver Broadcasting Inc. Seeks 101.5 mhz, 28 kw. Ant. height above average terrain 100 ft. P.O. address 200 NW 2d Street, Corvallis 97330. Estimated construction cost \$22,780; first-year operating cost \$3,000; revenue \$8,000. Principals: Gertrude Kaufman (50%), Robert L. Houglum (25%) and Barbara E. Menzies (25%). Mrs. Kaufman is 86% owner of chain of ladies stores in Eugene and Springfield, Ore., has interest in office space rental concern and 25% interest in KLOO(AM) Corvallis. Mr. Houglum and Miss Menzies each have 25% interest in KLOO. Ann. Feb. 16.

■ Mount Wolf, Pa.—Capital Media Inc. Seeks 92.7 mhz, 720 w. Ant. height above average terrain 555 ft. P.O. address 208 East Market Street, York, Pa. 17403. Estimated construction cost \$33,975; first-year operating cost \$52,300; revenue \$56,906. Principals: Control Capital Corp. (66%) (Carl A. Fehrenbach, Wayne N. Burg and C. Cleon Worley, stockholders); Gordon Moul II (25%), et al. Mr. Moul is operator and technician at WGOB(AM) Red Lion, Pa. Ann. Jan. 4.

■ \*Washington, Pa.—Washington and Jefferson College. Seeks 88.7 mhz, 10 w. Ant. height above average terrain 60 ft. P.O. address Beau and Lincoln Street, Washington 15301. Estimated construction cost \$4,012; first-year operating cost \$667; revenue none. Principals: Dr. Howard J. Burnett, et al. Dr. Burnett is president of college. Ann. Jan. 19.

■ \*Wilkes-Barre, Pa.—Kings College. Seeks 88.5 mhz, 250 w. Ant. height above average terrain 471 ft. P.O. address 133 N. Franklin Street, Wilkes-Barre 18702. Estimated construction cost \$8,098; first-year operating cost \$3,000; revenue none. Principals: Rev. Frank Roche, secretary, board of directors, et al. Ann. Feb. 3.

■ \*Martin, Tenn.—University of Tennessee at Martin. Seeks 90.3 mhz, 100 w. Ant. height above average terrain 250 ft. P.O. address University of Tennessee at Martin, Martin 38237. Estimated construction cost \$6,530.11; first-year operating cost \$15,000; revenue none. Principals: Governor Buford Ellington, Tenn., et al. Ann. Jan. 19.

■ \*Pasco, Wash.—Riverview Baptist Christian Schools. Seeks 90.1 mhz, 3.897 w. Ant. height above average terrain 129 ft. P.O. address 4921 West Wernet, Pasco 99301. Estimated construction cost \$4,365; first-year operating cost \$500; revenue none. Principals: Rev. Dallas K. Dobson, et al. Ann. Jan. 19.

## Final actions

■ Heber Springs, Ark.—Newport Broadcasting Co. FCC granted 96.7 mhz, 3 kw. Ant. height above average terrain 146 ft. P.O. address Box 989, Blytheville, Ark. 72315. Estimated construction cost \$1,500; first-year operating cost \$8,000; revenue \$8,000. Principals: Harold L. Sudbury, president (70%), Gladys B. Sudbury, secretary-treasurer (29.75%), and Harold L. Sudbury Jr., vice president (.25%). Harold Sr., Gladys B. and Harold Jr., own 98%, 1.16% and .24%, respectively, of KLCAN-AM-FM Blytheville; 70%, 29.75% and .25%, respectively, of KNBY-AM-FM Newport. KSUD(AM) West Memphis, KAWW(AM) Prescott, all Arkansas. Action Feb. 24.

■ Georgetown, Tex.—Georgetown Broadcasting Co. FCC granted 96.7 mhz, 3 kw. Ant. height

above average terrain 290 ft. P.O. address Box 100, Georgetown 78626. Estimated construction cost \$20,822; first-year operating cost \$12,000; revenue \$39,400. Principal: Don Scarborough, sole owner. Mr. Scarborough owns KGTV(AM) Georgetown and *Williamson County Sun* and 50% of *Cameron* (both Texas) *Herald*. Action Feb. 24.

### Actions on motions

- Hearing Examiner Charles J. Frederick in Portland, Ind. (Glenn West and Soundvision Broadcasting Inc.), FM proceeding, set procedural dates and scheduled hearing for April 20 (Docs. 17916-7). Action Feb. 17.
- Hearing Examiner Jay A. Kyle in Leisure City and Goulds, both Florida (Resort Broadcasting Co. and Fine Arts Broadcasting Co.), FM proceeding, rescheduled evidentiary hearing for March 8 (Docs. 18956, 18958). Action Feb. 22.
- Acting Chief Hearing Examiner Jay A. Kyle in Corpus Christi, Tex. (The Big Chief), FM proceeding, granted petition by applicant, set procedural dates and scheduled hearing for April 20 (Doc. 19089). Action Feb. 17.
- Hearing Examiner Forest L. McClenning in Scottdale, Pa. (L. Stanley Wall), FM proceeding, granted petition by applicant for leave to amend application to reflect use of news wire service and financial changes occasioned thereby (Doc. 19054). Action Feb. 18.
- Hearing Examiner Herbert Sharfman in Wailuku, Hawaii (John Hutton Corp. and Kirk Munroe), FM proceeding, set procedural dates and scheduled hearing for May 4 (Docs. 18991-2). Action Feb. 17.
- Chief, Broadcast Bureau, on request of Oxford Hills Radio Communications Inc., extended through March 8 time to file comments and through March 19 time to file reply comments in amendment of FM table of assignments (Skowhegan, Augusta, Westbrook and South Paris, all Maine; Plymouth and Dover, both New Hampshire, and Waterbury, Vt.) (Doc. 19116). Action Feb. 26.

### Other action

- Review board in Harriman, Tenn., granted petition to enlarge issues to determine whether F. L. Crowder tr/as Harriman Broadcasting Co., Harriman, failed to report financial changes of decisional significance to FCC (Docs. 18911-13). Action Feb. 22.

### Rulemaking action

- FCC proposed amendment of FM table of assignments involving petitions in nine states. Action Feb. 24.

### Call letter applications

- Triple M Corp., Muskogee, Okla.—Requests KMMM(FM).
- Snow College, Ephraim, Utah—Requests \*KEPH(FM).

### Call letter actions

- Manson College, Springvale, Me.—Granted \*WNCY(FM).
- Contemporary Broadcasting Corp., Duluth, Minn.—Granted WDTH(FM).
- East Stroudsburg State College, East Stroudsburg, Pa.—Granted \*WESS(FM).

### Existing FM stations

#### Final actions

- \*KSWH(FM) Arkadelphia, Ark.—Broadcast Bureau granted CP to change frequency to 91.1 mhz; change trans. and studio location to Arkansas Hall, room 104, Arkadelphia. Action Feb. 10.
- WKIS-FM Orlando, Fla.—Broadcast Bureau set aside grant of CP of Jan. 29 pending consummation of assignment and receipt of amendment changing name to Shamrock Development Corp. Action Feb. 22.
- WSND-FM Notre Dame, Ind.—Broadcast Bureau granted CP to change trans. location to southeast corner of Ironwood and Kern Road, South Bend, Ind.; operate by remote control from proposed studio location, O'Shaughnessy building, Notre Dame; install trans. and ant.; make changes in ant. system; ERP 3.4 kw; ant. height 360 ft. Action Feb. 10.
- KFGQ-FM Boone, Iowa—Broadcast Bureau granted CP to install trans.; ant.; make changes in ant. system; ERP 3 kw; ant. height 190 ft. Action Feb. 23.
- \*WFPL(FM) Louisville, Ky.—Broadcast Bureau granted CP to change trans. and studio location to 301-333 Library Place, Louisville; install new ant.; make changes in ant. system; ERP 820 w.; ant. height 310 ft. Action Feb. 10.
- Detroit—Broadcast Bureau granted Lawrence

Frederick Weis authority to transmit program material to CKLW-FM Windsor, Ontario, Canada (foreign program). Action Feb. 19.

- WFMK(FM) East Lansing, Mich.—Broadcast Bureau granted mod. of license covering change in name of licensee to MegaMedia Inc.; granted mod. of SCA to change name to MegaMedia Inc. Action Feb. 19.
- WRPM-FM Poplarville, Miss.—Broadcast Bureau granted CP to change trans., studio location to 1.6 miles southeast of city limits on I-59, Poplarville; make changes in ant. system; ERP 100 kw; ant. height 420 ft. Action Feb. 19.
- WPWT-FM Philadelphia—FCC approved time-sharing agreement by Philadelphia Wireless Technical Institute, licensee, and Drexel Institute of Technology of Philadelphia. Action Feb. 24.
- WESC-FM Greenville, S.C.—Broadcast Bureau granted request for SCA on 67 khz. Action Feb. 22.
- KERI(FM) Bellingham, Wash.—Broadcast Bureau granted CP to install trans. and ant.; make changes in ant. system; ERP 60 kw; ant. height 2,310 ft.; remote control permitted. Action Feb. 22.
- WTOS(FM) Wauwatosa, Wis.—Broadcast Bureau granted CP to change trans. location; operate by remote control from main studio location 631 North Mayfair Road, Wauwatosa; install new trans. and new ant.; ERP 14.5 kw; ant. height 820 ft. Action Feb. 10.

### Initial decision

- Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (KRON-FM-TV), granted applications of Chronicle Broadcasting Co., licensee, for renewal of licenses of stations (Doc. 18500). Ann. March 1.

### Call letter applications

- KFFM(FM), James River Broadcasting Co., Rapid City, S.D.—Requests KKLS-FM.

### Call letter actions

- WLS-FM, ABC Inc., Chicago—Granted WDAI-FM).
- WXYZ-FM, WXYZ Inc., Detroit—Granted WRIF(FM).
- KQEB-FM, Midwest Radio Co., Moorhead, Minn.—Granted KWIM(FM).
- WABC-FM, ABC Inc., New York—Granted WPLJ(FM).

### Renewal of licenses, all stations

- WRRR(AM) Rockford, Ill.—Broadcast Bureau granted renewal of license. Action Feb. 12.
- WRVK Mount Vernon, Ky.—Broadcast Bureau granted renewal of license to Renefro Valley Broadcasters Inc., licensee, subject to condition. Action Feb. 22.
- WWLP-TV Springfield and WRLP-TV Greenfield, both Mass.—FCC granted Springfield Television Broadcasting Corp., short term license renewals for WWLP-TV, and WRLP-TV and warned that future violations of fairness doctrine or personal attack rule may result in more drastic sanctions. Action Feb. 3.
- Broadcast Bureau granted renewal of licenses for the following: KADI(FM) St. Louis, KBLR-AM-FM Bolivar and KBXM(AM) Kennett, both Missouri; KCBC(AM) Des Moines, Iowa; KCHR(AM) Charleston, KGHM(AM) Brookfield, KICK(AM) Springfield, and KMIS(AM) Portageville, all Missouri; KNEI-AM-FM Waukon, Iowa; KSMO(AM) Salem, KWKI(FM) Kansas City and KZYM(AM) Cape Girardeau, all Missouri; WBOP(AM) Pensacola, Fla.; WCSM-FM Celina, Ohio; WDEH(AM) Sweetwater, Tenn.; WEIC-AM-FM Charleston, Ill.; WERL(AM) Eagle River, Wis.; WFTL(AM) Ft. Lauderdale, Fla.; WGGH(AM) Marion, Ill.; WINW(AM) Canton, Ohio; WISO(AM) Ponce, Puerto Rico; WIUC(FM) Winchester, Ind.; WKHM-AM-FM Jackson, Mich.; WLAC-FM Nashville; WLDY(AM) Ladysmith, Wis.; WRAJ-AM-FM Anna, Ill.; WRSI(AM) Bayamon, Puerto Rico; WTTN-AM-FM Watertown, Wis.; WTUG(AM) Tuscaloosa, Ala. and WTYL(AM) Tylertown, Miss. Action Feb. 25.

### Modification of CP's

- WOAB(FM) Ozark, Ala.—Broadcast Bureau granted mod. of CP to change studio location to .85 miles west of U.S. 231 on 27, Ozark; delete remote control point. Action Feb. 22.
- KNLT(FM) Truckee, Calif.—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant. system; ERP 940 kw; ant. height 480 ft.; remote control permitted. Action Feb. 11.
- WLVB(FM) Hartford, Conn.—Broadcast Bureau granted mod. of CP to make changes in ant.

system; ant. height 90.5 ft. Action Feb. 12.

- \*KALA(FM) Davenport, Iowa—Broadcast Bureau granted mod. of CP to change trans. and make changes in ant. system; ant. height 97 ft. Action Feb. 23.
- KPLC-TV Lake Charles, La.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 23. Action Feb. 23.
- \*WWNO(FM) New Orleans—Broadcast Bureau granted mod. of CP to change trans. location to 221 East Josephine Street, Chalmette, La.; change trans. and ant.; make changes in ant. system; ERP 11.5 kw; ant. height 600 ft.; remote control permitted. Action Feb. 9.
- WBFV(TV) Baltimore—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 24. Action Feb. 24.
- KGLR(FM) Reno, Nev.—Broadcast Bureau granted mod. of CP to change trans.; ant.; remote control permitted from studio, 308 East Plumb Lane, Park Lane Center, Reno. Action Feb. 23.
- K77CL Alamogordo, N.M.—Broadcast Bureau granted mod. of CP to change frequency from ch. 77 to ch. 69 and to change type trans.; changed call letters to UHF translator to K69AC. Action Feb. 24.
- K071W Jamestown, N.D.—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to Aug. 11. Action Feb. 11.
- WAKW(FM) Cincinnati—Broadcast Bureau granted mod. of CP to correct transmission line length. Action Feb. 22.
- WVEN(FM) Franklin, Pa.—Broadcast Bureau granted mod. of CP to change ant. Action Feb. 23.
- \*WETX(TV) and WETA-TV, both Washington—Broadcast Bureau granted mod. of CP to change name to The Greater Washington Educational Telecommunications Association Inc. Action Feb. 24.
- Broadcast Bureau granted mod. of CP's to extend completion dates for following: WOAB(FM) Ozark, Ala., to Aug. 10; KADL-FM Pine Bluff, Ark., to May 1; KAPX(FM) San Clemente, Calif., to Aug. 10; WGNU-FM Granite City, Ill., to July 27; WCCM-FM Lawrence, Mass., to Aug. 10; KFON(FM) Sparks, Nev., to May 24; WCLV Cleveland to Aug. 10; KJAM-FM Madison, S.D., to Aug. 1. Actions Feb. 19.

Continued on page 65)



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## RADIO

### Help Wanted Management

**Vice President/General Manager** position in top 10 market. Outstanding opportunity for dynamic executive interested in greater financial rewards. Previous management or sales management experience necessary. Send resume and salary requirements to Box B-214, **BROADCASTING.**

**Manager.** Small NYS market. Good base, plus incentives. Should earn \$12,000 easily. Box B-216, **BROADCASTING.**

**General Manager.** Willing to purchase minority interest, and manage, an FM station in a metropolitan market. Box C-77, **BROADCASTING.**

**Ownership**—that's what the man selected will receive as general manager of our northeast station. Box C-78, **BROADCASTING.**

**Michigan network fulltime station** needs selling manager. Family held corporation willing to make stock options available to right party. Must be able to sell and build local sales force. Station is profitable now but full potential has not been reached. Send resume to Box C-89, **BROADCASTING.**

### Sales

**Join our sales staff.** We're enthusiastic, ambitious, and successful. Requires successful track record or will consider training experienced announcer who wants to move up to sales. Midwest city under 40,000. Resume, photo. Box C-11, **BROADCASTING.**

**Salesman opening** in one of Tennessee's oldest stations under continuous ownership. Guaranteed salary plus commission, insurance and auto expense. Member of NAB, TAB and charter member of RAB. Plenty room for advancement, area's leading broadcaster. Send complete information in confidence. Box C-21, **BROADCASTING.**

**Salesman.** \$10,000-\$15,000 start. Reasonable potential \$25,000 first year for go-getter. Large market—east. Market does estimated \$12,000,000 local radio sales. Protected account list all qualified local radio advertisers who can afford station rates and who have good paying record. Should be self-starter, tenacious, smart, imaginative and willing to take direction. Pleasant family living. E.O.E. Send resume, references and current picture. Box C-62, **BROADCASTING.**

**Needed:** Experienced AM radio sales manager, if you don't have outgoing enthusiasm for radio, do not apply, appearance and references important. Incentive plan, good starting account list, base pay open. If you can motivate salesmen and think big, apply, upper midwest medium market. Box C-106, **BROADCASTING.**

**Minneapolis-St. Paul** opportunity with a going station. Must be a responsible self-starter who knows how to sell radio. If you are that man you will make money at KRSI, the Request Radio station. No phone calls please. Mail resume, picture, and all other information to KRSI, 4500 Excelsior Boulevard, Minneapolis, Minnesota 55416.

**Leading MOR and sports station** in beautiful growth area needs salesman with management potential, stability and creativity. Good guarantee and commission structure. Call Manager, WJPF, Herrin, Illinois (618) 942-2181. Equal opportunity employer.

### Announcers

**Morning-man** with warmth and gusto! A 24-hour, top 40 operation, in Southern New England, offering good starting salary and liberal fringe benefits. If you aspire to work for a top-notch secure company, apply with resume and tape to: Program Director, Box B-180, **BROADCASTING.** This position will be available as of June 1, 1971. If you don't have experience, save your stamp. Equal opportunity employer.

**Bright, witty, experienced, mature morning "4:45 A.M." man** for easy listening stereo FM, south-eastern New York. Forty-hour week, six days, permanent position starting May first. Send tape, photo, resume to Box C-61, **BROADCASTING.**

## Announcers continued

Where have all the mature-voiced, pleasant personality, DJ's gone? If you like decent wages (up to \$10,000 as starter for the right man), pleasant, suburban living (about 1 hour from NYC) love to do morning shows, are interested in a bright future with a growing organization, can read a commercial like a "pro", and are, in fact, a professional (age 30 or over), and with more than 5-years experience, then we have the job for you! You must have reasonable knowledge of music from the mid-30's to early 50's. Recent graduates, floaters, drunks, Prima Donnas, or other psychological problems—don't waste our time. Rush complete background and tape to Box C-43, **BROADCASTING.**

**Top 40 D.J.** East coast. Experienced with solid track record. Opening created by DJ being promoted to PD. Send tape, resume, references and picture. E.O.E. Box C-63, **BROADCASTING.**

**Rock station—top ten market—looking for announcer** with low key conversational delivery. Must have a strong understanding of rock music past and present—morning shift. Send low key conversational tapes only, and resume. Box C-68, **BROADCASTING.**

**Extra income!** N.Y. based company provides professionally recorded announcements for major department stores to us on their public address systems. We need friendly voices (212) 332-0158. Box C-79, **BROADCASTING.**

**Old faithful** is leaving to manage our new eastern California station. We must fill his shoes here, and send good morning man with him. Openings, March/April, two mature, contemporary, community-minded announcer/salesmen. If you drink before sundown, forget it. Tape, resume, to Bill Stamps, KPOD, Crescent City, California 95531. 707-464-3183. Thank you.

**WEKT-FM stereo** in Hammondsport, New York needs announcers with a good voice. We serve wine country U.S.A.

**Live longer**—in Franklin, New Hampshire, as news director at WFTN, with the happiest staff in radio. You get long hours, daily music show, honest pay, full insurance, community respect. Available March 20th. Pierce Burgess 603-934-2500.

**Experienced with 3rd needed now**—must be able to make personal audition, salary open. Send tape, photo, and resume with first letter, or call WGAW Radio, Gardner, Mass. 01440.

**Opportunity for announcer** with 1st. Also experienced announcer-salesman with 1st. Midwest. Ability more important than experience. 314-586-8577—9 a.m. to 5 p.m. Manager—No collect.

### Technical

**Chief engineer** needed who knows AM directional, FM stereo, microwave for established AM, new FM. Send resume to Box B-46, **BROADCASTING.**

**1st phone—assistant chief** for daytime-directional 90 minutes from N.Y.C. Must have professional attitude, with desire to work and learn. Ground floor opportunity to assist with construction of 2 new stations, syndication studios, and automation systems. Will consider beginner with ability. Rush complete background to Box C-44, **BROADCASTING.**

**Assistant chief engineer.** Up to \$12,000 start. East coast. Modern equipment. A good place to work. Box C-64, **BROADCASTING.**

**Chief engineer.** Permanent opportunity. Growing organization. Require experience and directional FM MX. Immediate opening. Salary reflects experience. Midwest Metro. All details and requirements first letter. Box C-114, **BROADCASTING.**

**Chief engineer**—Large group broadcaster needs aggressive, experienced chief for one of its radio properties in large east coast market. Will be responsible for engineering administration and operations. Salary commensurate with experience. Excellent company benefits. Reply in full confidence. Resume must include experience, past salary history and expected salary. Box C-148, **BROADCASTING.** An equal opportunity employer.

**Chief engineer,** WJPS, Evansville, Indiana needed immediately. Experience in proofs, maintenance, rule and reg necessity. Top money, benefits. Call 812-425-2221.

## News

**Immediate opening** for qualified news director... gathering, writing, and air delivery. Group insurance, profit sharing, advancement opportunities, fine college community, multi-group station. Box C-127, **BROADCASTING.**

**Farm director** for big Iowa farm station. Must know agriculture. Must be top notch broadcaster. Plenty of opportunity. Plenty of hard work. Generous rewards. Send tape, complete resume and salary requests to Manager, KMA Radio, Shenandoah, Iowa 51601.

**Newsman** with first phone for new 500 DA-D in attractive suburbia 35 miles from Manhattan. Sincere communicators to develop and deliver local news in a right of middle format for an upper middle audience. Target June first. Copy sample, tape, photo, and letter to Bob Barry, WBRW, Box 1170, Somerville, N.J. 08876.

**Immediate opening**—News oriented station S.E. New York state. Send tape & resume, P.O. Box 511, Beacon, New York 12508.

**Major Ohio market** has excellent opportunity for an experienced newsman, or one with potential, in a heavy news operation. Call Paul Burke 513-224-1137.

**Want experience** and strong delivery for good music operation with all the benefits. Tape and resume to Mike Mullen, Box 257, Oshkosh, Wisconsin 54901.

### Programing, Production, Others

**Program director** for brand new C&W format station. Single station market. Send tape, resume and salary requirements. Box B-256, **BROADCASTING.**

**We're looking** for a creative continuity writer and production man. Contemporary thinker. Medium market. Tremendous opportunity for advancement. Box C-83, **BROADCASTING.**

**Western Pa.** 5,000 watt station, with up-tempo middle of the road needs, experienced midday personality with good head for production. Send air check and resume to Box C-94, **BROADCASTING.**

**Midwest:** East of Mississippi. Small company with growth ideas needs personnel to match. Not desperate, just looking for experienced, able, success oriented people in news, sports, programing, sales. Personal interview required. Full details in resume. Box C-122, **BROADCASTING.**

**Advertising agency** timebuyer. Must have experience in Washington-Baltimore radio and TV buying. Able to read and interpret surveys and ratings. Medium size Washington, D.C. agency growing fast in broadcast. Immediate opening for Media Director. Our employees know this ad is running. Send resume and salary requirements to Box C-138, **BROADCASTING.**

### Situations Wanted Management

**11 years radio-television.** Move up to management. 33, married, children. Box C-53, **BROADCASTING.**

**General manager:** Experienced AM-FM and TV. Sober, reliable family man, 38. Twelve years experience. N.Y. or Pennsylvania. Box C-54, **BROADCASTING.**

**General manager**—good administrator, community-minded executive. Left comfortable major corporation for managerial challenge. Currently complete charge medium market daytime. Built faltering operation to record gross. Background includes sales, programing, promotion, television, accounting. Degree, family, 17 years broadcast experience. Current owner selling property, will give top references. Give me responsibility with authority, you'll have quality product with outstanding P&L statement. \$25M. Personal interview at NAB. Box C-103, **BROADCASTING.**

**General manager**—must see resume to appreciate. Box C-112, **BROADCASTING.**

**Sales manager**—years of success as sales manager at stations & reps building sales teams, increasing sales, controlling expenses. Middle & South Atlantic preferred. Box C-119, **BROADCASTING.**

## Management continued

Radio vet (over 10 years) with top 10 market experience as P.D.-D.J. seeks complete charge management in competitive situation. A dynamic 36, profit-minded, operations oriented, result conscious—with a background including business management, ad agency, and industrial engineering. A crack administrator with a first phone. Remuneration and availability open. Owners interested in making money with a take-charge manager should write Box C-133, BROADCASTING.

Somewhere in the south, there's a radio station needing a general manager, salesman, promotional ability, programing administration. Present station from last to first in less than year and still # one. Seeking solid incentive and/or equity situation. Box C-145, BROADCASTING.

General manager, 12 years in radio, including 2 years sales manager, 6 years general manager. Dependable, community-minded family man, familiar with all phases of radio, presently managing top-40 station enjoying good numbers in central Penna. market. Will relocate. Remuneration secondary to working conditions. If you need a "take charge" manager who enjoys selling, let's talk! Box C-146, BROADCASTING.

I'll boost sagging morale, ratings, profits—in that order! Highly successful operations manager, 50,000 watts MOR, wants new challenge in management. Drive, integrity, personality. Call 713-668-8490 evenings—I'll get your message.

Professional medium and small market broadcaster, seeking opportunity to achieve your station potential. Creative, aggressive, salesman with local radio motivation know-how. Good staff and community organizer. Excellent references. Write Box 382, Arlington Hts., Illinois 60005.

## Sales

Young veteran, great dulcet, mellifluous voice. Two years experience. Combo sales and announcing. Box C-99, BROADCASTING.

Experienced salesman desires Pittsburgh market or near Pittsburgh. College graduate, 26, references. Box C-129, BROADCASTING.

Young, aggressive, enthusiastic salesman-announcer. College & broadcast graduate. Third, endorsed. Some experience. I'm ready & able! Robert Barry, 6726 Seeley, Chicago.

## Announcers

MOR, first, BA, small market, Calif., anywhere 315-478-8896. Box B-209, BROADCASTING.

Soul or rock jock. First phone, stable pro. Box B-217, BROADCASTING.

Major market all-night announcer want better hours. Family, Pulse rated one. Box C-2, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box C-7, BROADCASTING.

Columbia School of Broadcasting graduate, 26 yrs. old, service obligation completed, good voice. Prefer east coast market. Box C-26, BROADCASTING.

Available immediately, recent graduate Don Marin School of Radio & TV. Have 1st phone, can run tight board, handle any format, news, sports, etc. Like sales & promo's. Mature and willing. Go anywhere for situation with potential. Call collect 213-657-5886 or write Box C-37, BROADCASTING.

DJ—copy—production, experienced, thlr, college, good voice . . . Box C-41, BROADCASTING.

MOR—play-by-play—phone talk—copy—news—3rd—2B—married—military over—write Box C-59, BROADCASTING.

Bright young woman, quality presentation, some college, available immediately. Box C-60, BROADCASTING.

Experienced sniveler with strong background in carping and misanthropy looking for top 40 or MOR. Floater. I am a dedicated malcontent, 1st phone. Box C-82, BROADCASTING.

Midwest-experience announcer with first phone, contemporary or MOR formats, PD potential, top references, medium or major markets only. Ray Dennis (302) 734-2926. Box C-84, BROADCASTING.

College grad., Broadcast grad. 10 months AM-FM Illinois bright MOR: production, continuity, tight board. Cited by RAB. 27, unmarried. Back from Nam. Willing to start over (no tape available). Prefer bright MOR or top 40 anywhere. Resume, references on request. Box C-86, BROADCASTING.

Professionally trained announcer. One year college. Will relocate. Prefer progressive rock, classical, or jazz. Box C-87, BROADCASTING.

## Announcers continued

Female announcer needs start. Broadcasting graduate, 3rd phone. Will relocate. Can write, produce, handle traffic, etc. Reply Box C-88, BROADCASTING.

Salesman, announcer—mid-forty's. First phone. Experience all formats. Box C-93, BROADCASTING.

Seven years in rock and MOR. Young first phone jock seeks warmer climate but will relocate elsewhere. Box C-95, BROADCASTING.

First phone, experienced, mature voice looking for top 40 or up-beat MOR. Box C-101, BROADCASTING.

Disc Jockey-Announcer. Experienced. Tight Board. Actor with full knowledge of all types of music. Mellifluous voice. Excellent diction. Creative & versatile. Very dependable. Third endorsed. Box C-104, BROADCASTING.

Experienced, articulate and black. For tape and resume Box C-105, BROADCASTING.

Young cartoonist with words. Have insight, intellect and a sense of humor. I am seeking a position for summer replacement. Your format is my easel. CA major, senior, NYIT. Third phone. Experienced. Will travel. Box C-113, BROADCASTING.

Progressive rock/folk first phone DJ announcer. Recently trained in performance, production, programming in New York City. Box C-115, BROADCASTING.

Creative, funky, experienced first, looking for West Coast PD, production or jock position. Sunshine guaranteed. Box C-116, BROADCASTING.

Jock with six years' contemporary music experience, personality—good young adult sound. Box C-123, BROADCASTING.

Announcer and electronic school graduate. DJ-announcer-news-caster. Technician; versatile, dynamic, authoritative, colorful. First phone, tight board, will relocate. Box C-124, BROADCASTING.

Six years experience, married, 25, currently at southern secondary. Minimum \$150. Box C-130, BROADCASTING.

I want work. Educated, experienced; do news, production, copy, can do your sound. Have 3rd, will travel. Box C-136, BROADCASTING.

Responsibility wanted. 22, three years experience, journalism degree, ambitious, dedicated. Love sports and music. Box C-139, BROADCASTING.

Want dedication in your organization? Young, experienced personality with college degree is interested. Box C-140, BROADCASTING.

Creative first phone rock jock. Writes, produces good spots. Box C-143, BROADCASTING.

Young, hard working rock jock; 3 yrs. experience; format oriented—can project personality. Tight board; production, programming and news background. Married. Box C-147, BROADCASTING.

Girl Friday—announcer-copywriter. Miss Lee, 329 West 24th Place, Chicago, Ill. 60616.

1st phone, experienced in announcing and electronics, looking for up-tempo MOR or top 40. Prefer Florida. Will consider other. 1800 Bluebird Lane, Monster, Indiana.

Southwest or coast. Versatile broadcaster, 15 years experience, seeking permanent position in smaller market. Good references, third, available now. 406-252-3956.

Free, 80 hrs. air time: Rusty dj/newsman with first wants back in. SF Bay area only. (408) 736-7056.

Announcing school grad., third, endorsed; tight board; single, draft exempt. Sincerely wants to start in radio, at any MOR or rock station in western Penna. area. Contact: Don Drew, 223 Jones Dr., Bridgeville, Pa. 15017.

Deejay—salesman, about one year's experience, 3rd, draft exempt, prefer southeast, southwest or Calif. but will consider all replies. Shel E. Green, FI 7-5149 (212).

Ten years experience, 1st phone, married. 715-748-2217. James Kraschnewski. 634 N. Shattuck St., Medford, Wisconsin 54451.

Music Director, c&w, MOR, 3 years experience, 1st ticket, news, 2 years college English, musician, veteran, married. John McGowan, 414-467-6241.

PD, news director, dj, talk host. actor, 10 years pr; B.S. Speech; first phone. Gordon Michaels (414) 452-1376.

Bright personable mid-morning announcer MOR/Cont. Strong on news, good production, some talk, play-by-play. Also write news. Seeks career with med. mkt. 3rd end., married, 301-722-6384 or T. Orr, 1542 A, Old Towne Manor, Cumberland, Maryland 21502.

## Technical

First phone—responsible and eager to develop potential. No broadcast experience but good electronics background. Box C-74, BROADCASTING.

Radio engineer—Dependable non-drifter. First phone. 2 years technical school. 2 years AM-FM engineering experience. Prefer Midwest or Northwest small or medium size market. Box C-132, BROADCASTING.

Experienced 1st phone available in April. Good news and technical ability . . . also excellent references both personal and professional. Want northeast. Box C-142, BROADCASTING.

I need a start! Broadcasting school grad., 3rd endorsed, single, veteran. John Morrow, 516 Gantown Road, Turnersville, N.J. 08012.

1st phone technician; veteran, 25, seven years experience in microwave, digital electronics. Seeks opportunity in broadcasting. Resume on request. Kenneth Finning, 156-11 Aguilar Ave., Flushing, N.Y. 11367.

## Situations Wanted News

Major markets: 13 years experience college graduate—good reader, writer—heavy on phone actualities. Box C-16, BROADCASTING.

News/sports. Six years experience. Authoritative. Thorough. Medium markets, \$200 weekly minimum. First phone. Box C-76, BROADCASTING.

Minor league baseball sought. Some experience. Season closing in rapidly. Box C-81, BROADCASTING.

Experienced newsmen, mature voice, good writer, degree, 25, married, Box C-92, BROADCASTING.

Newsmen, talk host, 41, any medium market at decent wage. Box C-117, BROADCASTING.

Mature, dignified newsmen/writer/announcer, 41. Box C-118, BROADCASTING.

Black reporter with 1st, 1 year combo, RAB sales, college, some news. Currently employed as board engineer with major Los Angeles station, seeks news, anywhere. Box C-134, BROADCASTING.

Professional newsmen wants to return to Illinois. Major market experience and desire to dig. 203-677-7501.

Memo: Wayne M. Kaplan is a professional newsmen seeking a challenge. He seeks a news operation dedicated to excellence with a news conscience management. Kaplan is employed at KSTP Twin Cities. Call him now at 1-(612)-646-8696.

Newsmen, write, announce, produce, seeks position, summer or permanent, Philadelphia, New York City, or Washington, D.C. area. Available June 15th. Wire or writer: Jim Ritchie, Box 682, Federal Bldg., Duluth, Minnesota, 55801.

## Programing, Production, Others

Production—copy—Black jock 1st phone, experienced, (news). Box C-3, BROADCASTING.

June. Carolinas preferred. 1st phone, various interests, prefers no announcing. Anything considered. Age 31, married. Box C-80, BROADCASTING.

Going home! Desire to return to broadcasting after two years in consumer products advertising. Seeking position as program director or salesman in medium size market. Wide variety of experience in large and small markets. Age 29, college, married, one child. Box C-90, BROADCASTING.

Sports director and play-by-play wanted. Experienced, young and ambitious. Box C-98, BROADCASTING.

Talented rock PD, first ticket. Box C-144, BROADCASTING.

Number one soul jock in the tenth largest market wants to become a programmer. (504) 283-4182.

I want to work! If you have a production/announcer position open, I can fill the slot. Over 6 years broadcasting experience—4 years college-radio/TV major—3rd endorsed—draft exempt—excellent references. Call North Carolina 704-636-4499.

Morning man, married, college grad., music director . . . country, MOR, rock. Former news director, strong production, play-by-play. Phone talk show, Sales, call 412-547-4787.

## Television Help Wanted

### Management

Operation/sales service manager for Iowa Television station. Man or woman. Salary commensurate with experience. Full responsibility for continuity, promotion, plus client/agency contact. Include resume with reference. Box C-73, BROADCASTING.

## Television Help Wanted

### Sales

Chicago local television sales opening for young, experienced broadcast salesman who is close enough to visit us at his expense. Experience must include large and small accounts and cold calls. Our profitable operation needs a man ready for major market television. Letters only. R. Creaden, 141 W. Jackson, Room 3200, Chicago, Ill. 60604.

### Announcers

Booth announcer with some on-air experience. Top 30 market—east. Send resume, picture, tape. Box C-110, BROADCASTING.

Immediate opening for full-time staff booth announcer for color VHF station in southern New England. Minimum two years broadcast announcer experience, good on camera possibilities. Send resume, picture, salary requirements, audio tape, which cannot be returned, to Joe Jaworski, Production Manager, WNHC-TV, 135 College St., New Haven, Conn. 06510 (No phone calls please).

### News

TV newscaster-reporter. Experienced. Self-starter. Major Ohio VHF. Send pic, full resume, and salary requirements to Box C-46, BROADCASTING.

### Programing, Production, Others

Promotion director—independent in major market. Responsible for audience, sales promotion, and publicity. Send resume to: Box B-230, BROADCASTING.

Wanted . . . experienced, creative continuity director for medium market. VHF network affiliate in one of the midwest's most aggressive full-color stations. Experience, supervisory ability and creativity essential. Send details and resume to Box C-75, BROADCASTING.

Producer/director for major northeast VHF. Looking for ambitious man on the way up. Must be experienced in all phases of control and studio operations. Send resume and salary requirements. Box C-109, BROADCASTING.

Immediate opening for experienced studio supervisor GE equipment in northeastern U.S. Four season recreation, good salary. Call Mr. Sequin (802) 655-2222.

## Television

### Situations Wanted Management

Top ten TV. Two managers, one assistant. Experienced independent, network formats: Local commercial and program writing/directing/production, and major market station/corporate level promotion. Under 30, highly experienced management team, currently employed. Box C-96, BROADCASTING.

Young experienced operations, program man desires challenge. Excellent references. Box C-100, BROADCASTING.

Sales manager—extended experience in managing for profits, hard selling, shrewd inventory pricing, controlling costs. Prefer top markets in South. Box C-120, BROADCASTING.

### Sales

Experienced young (27) TV syndication salesman interested in challenging creative selling position. Had major role in distribution placement of This Is Your Life. Contact Gary Greene, 7041 Woodrow Wilson Drive, Hollywood, 9006B, Calif. (213) 874-8519.

### Announcers

All-around personality . . . news, sports, weather. Will specialize. Currently employed. Box C-111, BROADCASTING.

Experienced professional—news, reporting, weather, sports, MC, commercial announcer. Thirty, degree. Box C-126, BROADCASTING.

### Technical

Highly skilled graduate, Dade County Public Schools, color studio training center. Equivalent two years experience. Available for immediate employment. A definite asset to any station. Box C-121, BROADCASTING.

## Technical continued

Experienced chief engineer—VHF-AM-FM, VTR, construction, operations, microwave, 10 years, will relocate, C.D. "Kit" Kitzelson, 3549 Bangor, Irving, Texas 75060. Call 214-252-3421.

### News

Professional TV journalist—10 years major market experience: Anchorman/reporter/cameraman. Produced documentaries. Newspaper, advertising, PR credits. VTR, film, resume available. Box C-22, BROADCASTING.

San Francisco radio newsman wants out of the smog and traffic and into medium market television. Viet vet with credible references. Reply Box C-85, BROADCASTING.

Weatherman—Atlantic coast top rated pro desires position in Southwest or West. Excellent on camera appearance with pleasant and effective delivery. Box C-131, BROADCASTING.

3 years experience Broadcast Journalism. Writing, film, sports, news-anchor. BA degree Communications. Presently in public relations. Want back into news, any market. Box C-135, BROADCASTING.

Professional sportscaster with audience appeal; available now. Married, veteran, degree. Tom Carnell, 3720 N. Penn., Oklahoma City, Oklahoma 73112. (405) 528-0217.

Planning expanded news next fall? Let me start learning your community now. Background in Sociology, history, theatre, photography and communications. 3 years radio news. College grad., draft deferred. G. Klein, 74 South Munn, East Orange, N.J. 07018.

### Programing, Production, Others

Director, switcher, first, studio-operations, B.A. anywhere. 315-478-8896. Box B-210, BROADCASTING.

Recent honors graduate of major university in R-TV-film. Single and draft exempt. Primarily interested in shooting and/or editing film. Familiar with all film production equipment. Strong background in motion picture and still photography. Anywhere. Box C-125, BROADCASTING.

Director-producer from small B&W UHF in 9th market eager to meet new challenge, eager to relocate—anywhere. Prefer small or medium market, but will consider all. "Freelanced" with Logos and Teletext; studio and remote. Produced and laid out pilot for WRC/NBC, Washington. Young, energetic, creative, industrious, dependable, resourceful, consistently innovative, with professional ethics and discipline. Recent BA in RATV, 25, draft exempt and ready to go! Box C-141, BROADCASTING.

10 years experience. Producer-director, TV sports, play-by-play, news photographer, remotes. Available immediately. Call 319-365-0269 after 6 p.m. C.S.T.

### Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Used Ampex Editec Mark II. Contact collect: Chief Engineer, Area Code 812-422-1121.

Federal 101C FI Meter Loop 3600-7000 Khz Vir James, Consulting Radio Engineers, 345 Colorado Blvd., Denver, Colorado 80206.

## FOR SALE Equipment

Helix-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.

Approx. 2000 ft. 3/8" Steatite transmission line, hangers and misc. hdw. Side band filter, Harmonic filters, bridge diplexer all for Ch. 6. One TF6-BM ant., one 8 x 12 passive reflector, will sell all or any part. WECT, Wilmington, N.C. 28401.

Save \$\$\$ on Andrews Helix fittings. We have excess stock on new couplers, flanges, adaptors with and without gas barriers. Phelps Dodge, Styroflex and Prodelein fittings also available. Box B-280, BROADCASTING.

Collins Model 830F-1A 10,000 watt FM transmitter and model 786-M1 stereo generator. Good condition. Box C-19, BROADCASTING.

RCA Model BTA-5F 5,000 watt AM transmitter. 1570 Khz. \$4,500.00 Box C-20, BROADCASTING.

RG17, several 350' lengths KZIA Box 1047, Albuquerque, New Mexico 87103.

## FOR SALE Equipment

### continued

For sale: Three (3) G.E. PE-250C updated color cameras in "Mini" condition, with CBS Labs Model 501 image enhancer, 100' cables, monitoring, encoders, and pan and tilt heads. Good sharp color pictures for a low price. Call Al Hillstrom, KOOL-TV (602)-271-2345.

Spare parts, tubes, etc., available for RCA BTF 20-C transmitter just taken out of service. Including many hard to get items. Write for list: WEAW, Evanston, Illinois 60202.

Switcher, TS-40, solid state, 3 yrs. old, 16 inputs, 8 mix and program output banks. Complete with cable, special effects and mixing equipment. Still in service. \$12,000. Dir. of Eng., WQXI-TV, Atlanta, Ga. 404-892-1611.

1—I.T.A. 10,000 DF.M Transmitter for sale. New C.P. for 100,000 watts. Need to move this excellent transmitter to install new 20 kw. Call or write Radio Station WQUT, Princeton Road, Johnson City, Tennessee 37601.

VTR Heads, Ampex Mark III, refurbished and unused, full warranty, \$600 each. Dir. of Engr. WQXI-TV, Atlanta, Ga. 404-892-1611.

Cassette Blanks. Lowest price in nation. Best Quality for money. Try dozen C-60 postpaid, \$7. Newsroom Brand—Look for our address under recording tapes, this section.

Breeze video test generator, Model VTG2B, produces long window, composite NTSC sync in small 2 1/4 lb. package @ \$395.00. Made in USA for VIF International. Box 1555, Mtn. View, California 94040. (408) 739-9740.

Sony Videocorder, CV 2600, used one month, excellent condition \$450.00, contact: Total Television of Santa Rosa, Inc., P.O. Box 1150, 1045 College Avenue, Santa Rosa, California 95404. 707-542-5224.

Ampex VR-7000 as is, \$850 or best offer. Mr. Kaffenberger, Evanston H.S., 1600 Dodge Ave., Evanston, Ill. 60204. 312-492-4948.

G.E. PE-240 film island complete with Eastman multiplexer and Spindler dual drum slide projector. Chain has less than 100 hours of use. Last used inside mobile television van. Excellent condition. Can make a good deal. Contact: Howard Zuckerman—National Teleproductions Corp. Phone 317-257-1581.

For sale: 1 TV Slide Projector, GE type PF-3G, Model 4PF3; 2 TV Cameras, 3 lenses, image orthicon, type 2014 (Pye Inc-GPL) 3"; 4 Dumont TV cameras, 3 lenses, image orthicon; 2 Camera Control units; 2 Power Supply units; 2 Remote Control TV Cameras—pedestal; 3 Low Voltage Supply Units; 3 Image Orthicon Control Units; 1 Master Monitor Control unit. Ask for Dean S. Litwin, New York Institute of Technology, 135 West 70th St., New York City 10023. (212) 362-9577.

Recording Tape. Lowest price in nation. Best quality for money. Try dozen 7"-1200' for only \$11 postpaid, money back guarantee. Newsroom Brand, 1602 Dunterry Place, McLean, Virginia 22101.

## MISCELLANEOUS

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"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.

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Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 165 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Award-winning ideas from newsbeat, a unique editorial service. Stimulating-imaginative-feasible. \$2.25 month, till forbid. Newsfeatures Associates, 1312 Beverly, St. Louis, Mo. 63122.

Success as a self trained radio personality can be yours if you know "The Easy Way In." Fact filled booklet is yours for only \$3! Ron Kay, Box 1049, Frederick, Md. 21701.

### Miscellaneous continued

"Klassroom KWIZ"—Produce local and live—high school TV quiz in your studio. Top-rated across country—proven format. Questions furnished. Details—Hayden Huddleston Productions, Shenandoah Building, Roanoke, Virginia 24011.

D.J.'s 120 taped voice—drop-ins, m.-f. with guide, \$8.00. Renault, P.O. Box 157, Dover, Del. 19901.

"Reminiscing in Old-time Radio". Two 60-minute specials available—actual voices and events last 50 years. Details contact: Hayden Huddleston Productions, Shenandoah Building, Roanoke, Virginia.

### 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.

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, News 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 Texas, 6801 Viscount Blvd., El Paso, Texas 79925. Phone 915-778-9831.

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921

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We are a leading producer of commercial broadcast equipment offering a unique opportunity for a talented individual experienced in creative programing for broadcast automation. You will handle production, recording, and demonstration for Gates Automation Systems. We require a broad knowledge of radio station technical & programing operations. You should

For further information, send your resume, in confidence, to

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have current major market automation experience. We're looking for a top-notch innovator in automation techniques with a good voice and a desire to show other broadcasters just how much a modern program automation system can do! Salary is fully commensurate with background and responsibilities plus a full range of benefits including relocation expenses.

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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.

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F.C.C. type exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd and 1st phone exams. 3rd class \$7.00, 2nd class \$12.00, 1st class \$16.00, complete package \$25.00. Due to demand, allow 3 weeks for mailing. Research Company, Box 22141, Tampa, Florida 33622.

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.

See our display ad under instruction on page 64. Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO 2-3281.

### Radio

### Help Wanted Management

## SAGGING PROFITS?

Maybe it's time to hire a new manager, or sales manager, or even a new sales department.

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A leading manufacturer of C.R.T. equipment for the broadcast industry seeks someone experienced in sales & marketing of video monitoring equipment.

Duties are to sell and market our equipment to the public, closed circuit & educational TV broadcasters, OEM customers & distributors. Requirements are a technical degree and 8 to 10 years of broadcast industry experience with sales exposure.

We offer an excellent salary, a good benefits program and the opportunity to grow. Send your confidential resume, including salary to:

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Morning man needed by major southwest highly-rated good facility. Must be a good jock and be brief, topical, fast, funny, clean, and have a good voice. Big money and a great future for the right pro. Heavyweights only need apply.

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**Radio Help Wanted Technical**

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**BOX B-253, BROADCASTING**  
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**News**

**NEW YORK METRO NEWS DIRECTOR**

Strong broadcast journalist with management experience for group owned good music outlet. Send resume, tape, salary requirements.

**BOX C-108, BROADCASTING.**  
An equal opportunity employer.

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Nationally recognized and respected #1 program manager, administrator, and air personality, seeks to apply his skills to help your company make money. Major and medium market background. Will consider all bona-fide growth opportunities with sincere people.

**BOX C-97, BROADCASTING**

**Sales**

**BLACK SALESMAN**

Young, ambitious salesman with two years radio experience in market to 700,000 wants to move up. Age 27, married and college graduate. Top references. Write

**BOX C-102, BROADCASTING**  
All replies answered.

**Announcers**

**Major market MOR personality**

looking for decent place to raise family . . . money important but secondary. Small or medium market radio/TV. Combination considered by 35 year old pro with background in radio/TV news as well as programming.

Call Dick Cousins (513-232-1908)

**EVICION NOTICE!**

Triangle Publications, Inc. has sold its broadcast properties.

New ownership. Old management must go.

Veteran newsman with 12 years in broadcasting. Now News director 50kw network affiliate. Excellent ratings, record, references. Write:

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**News**

**NOW AVAILABLE "SYDNEY OMARR on Astrology"**

The nation's leading astrologer, appearing daily in over 250 newspapers . . . now offering a radio series of short feature reports on this fascinating subject. Omarr's wit and style, a strong adult audience go-getter!

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**TV ENGINEERS**

Immediate openings in upstate New York and Pennsylvania for studio and transmitter engineers. Salary up to \$14,000.

Call Nationwide Broadcast Personnel at (312) 337-5310 (no fee)

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Affiliate in top 15 market needs on-air reporters. Must be able to gather news, write it, work with film, and present their stories on air. We are looking for journalists with strong TV news experience. Equal opportunity employer.

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**used R C A EQUIPMENT**

- 1 40790-AZ Head Wheel Assy. (used)
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- 1 TK-26C Color Film Camera, complete
- 2 TG-2 Sync Generator
- 1 MI 40201-B Color Freq. Std.
- 3 WP-16 Power Supply
- 4 TM-6C Master Monitor
- 2 TA-9 Stabilizing Amplifier
- 1 TP-11 Multiplexer
- 8 TA-3 Video Dist. Amp.
- 8 TA-4 Pulse Dist. Amp.
- 1 MI 40202-A Burst Flag Gen.
- 4 Console Housings
- 1 BW 11 AT Color Freq. Monitor
- 1 Cal. Pulse Gen.
- 2 TD-3 H.F. Pedestals
- 1 TK-21 x/WP-16 & ASC Film Camera
- 1 BC-6B Audio Console

Offered subject to prior sale. Individual items or complete package available. Contact John A. Carroll, WNYS-TV, Shoppingtown, DeWitt, N.Y. 13214

**\$100,000 INVENTORY REDUCTION SALE**

**20 - 30 - 40%**

Savings off current list prices on Ampex, Bell & Howell helical video tape recorders and accessories. New equipment in original factory sealed cartons. Can be used as origination equipment for ITFS or CATV. Contact

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**Business Opportunity**

Sealed bids in duplicate will be received by the City Manager, City Hall, Jacksonville Beach, Florida until 8:00 P.M. Monday, April 5th, 1971 for the following:

Bid Invitation No. 71-15 "Community Antenna Television System." Bids will be open publicly in the council chamber of the City Hall, Jacksonville Beach, Florida at 8:00 P.M. Monday, April 5th, 1971. Bid specifications may be obtained from the office of the

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Jacksonville Beach, Florida

**Business Opportunities**

**continued**

**EQUIPMENT REPS WANTED**

For new Cuemaster Cartridge Tape Machines. Stereo—mono—stack—delay models. Unique cue erase—monitoring—editing—maintenance features. Several video and audio products of substantiated interest to broadcast industry. Phone Bill Pegler (516) 628-8068

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**Miscellaneous**

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Releases this month include: : : : :

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Miscellaneous continued

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Wanted To Buy

Stations


Broadcasters interested in fulltime AM or FM or AM/FM in Florida or Eugene, Oregon. Principals only. Reply in confidence to: BOX C-91, BROADCASTING

For Sale Stations

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 NEW YORK, N.Y.  
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**FOR IMMEDIATE SALE BY TRUSTEE**  
**TELEVISION STATION WLXT-TV - CHANNEL 60**  
 Authorized power: 208-KW Max. & 18.6 KW Horizontal Aural  
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Tenn.	small	daytime	75,000	29%	N.Y.	small	fulltime	170,000	58M
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East	metro	fulltime	300,000	100M	N.C.	med	fulltime	225,000	29%
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 Medium-size markets, 1 near Walt Disney World, other in major east coast resort area. Currently in red but have strong potential. Prospects good for appreciation—growth—substantial cash required. \$550,000. for facilities, also valuable real estate available. Principals only.  
**BOX C-107, BROADCASTING**

(Continued from page 59)

Other actions, all stations

■ FCC reminded all licensees, permittees and applicants that records must be made available for public inspection during the regular business hours of station and any requirement that public make appointment in advance or return at another time is a violation of rules. Action Feb. 17.

■ FCC Defense Commissioner Robert Wells announced that all broadcast stations will be queried as to actions they took or did not take in responding to erroneous Emergency Action Notification that was transmitted to them Saturday morning, Feb. 20. Stations will also be asked for their recommendations on future procedures. Ann. Feb. 22.

■ FCC amended "one-to-a-market" rules governing multiple ownership of AM, FM and TV stations effective April 12: delete restrictions on new AM-FM combinations, or assignment or transfer of existing AM-FM combinations, permitting applications to be treated as they were before multiple ownership proceeding began; make one-to-a-market rules apply only to future combinations of VHF TV stations with aur. stations in same market; consider future combinations of UHF stations with aur. stations on case-by-case basis; and delete conditions from AM-FM assignment of transfer grants made since multiple ownership proceeding began that were either granted subject to outcome of this proceeding or subject to divestiture of one of two stations (Doc. 18110). Action Feb. 26.

■ FCC, in response to requests by nine television producers for extension of time to file comments and reply comments in proceeding involving proposed amendment of rules regarding availability of television programs produced by non-network suppliers to commercial television stations and CATV systems, extended time for filing comments to May 3 from March 3 and for reply comments to June 3 from April 5 (Doc. 18179). Action Feb. 25.

■ FCC granted permission to Fairchild Hiller Corp. and Western Tele-Communications Inc. to submit applications for domestic communications satellite systems March 15 in proceeding involving non-governmental entities (Doc. 16495). Action Feb. 24.

Translator actions

■ Chief, Broadcast Bureau, on request of Frontier Broadcasting Co. extended through March 8 time to file comments and through March 19 time to file reply comments in amendment of rules pertaining to translators (Doc. 19121). Action Feb. 23.

■ FCC granted applications by Big Bear TV Translator System for CP's for five 20-w UHF TV translators to serve Big Bear Lake, Calif. Action Feb. 24.

■ Grand Valley, Colo. Garfield county.—Broadcast Bureau granted CP's for new VHF translators to serve Grand Valley on ch. 4 by rebroadcasting KOA-TV Denver, and ch. 7 by rebroadcasting KBTW(TV) Denver. Action Feb. 22.

■ Arcade, N.Y. Board of Cooperative Educational Services.—Broadcast Bureau granted CP's for new UHF translators to serve Arcade, Delaware, and Yorkshire, all New York, on ch. 73 by rebroadcasting WNED-TV Buffalo, N.Y.; ch. 75 by rebroadcasting WPSX-TV Clearfield, Pa. Actions Feb. 18.

■ Ellicottville, N.Y. Board of Cooperative Educational Services.—Broadcast Bureau granted CP's for new UHF translators to serve Great Valley township, N.Y., on ch. 72 by rebroadcasting WNED-TV Buffalo, N.Y.; Great Valley township, on ch. 74 by rebroadcasting WPSX-TV Clearfield, Pa.; Ellicottville, on ch. 81 by rebroadcasting WNED-TV, and Ellicottville on ch. 83 by rebroadcasting WPSX-TV. Actions Feb. 18.

■ Franklinville, N.Y. Board of Cooperative Educational Services.—Broadcast Bureau granted CP's for new UHF translators to serve Franklinville and Bigsby Hill, both New York, on ch. 81 by rebroadcasting WNED-TV Buffalo, N.Y., and ch. 83 by rebroadcasting WPSX-TV Clearfield, Pa. Action Feb. 18.

■ Limestone, N.Y. Board of Cooperative Educational Services.—Broadcast Bureau granted CP's for new UHF translators to serve Limestone on ch. 76 by rebroadcasting WNED-TV Buffalo, N.Y., and ch. 78 by rebroadcasting WPSX-TV Clearfield, Pa. Action Feb. 18.

■ Little Valley, N.Y. Board of Cooperative Educational Services.—Broadcast Bureau granted CP for new UHF translator to serve Cattaraugus and Little Valley, both New York, on ch. 81 by rebroadcasting WNED-TV Buffalo, N.Y. Action Feb. 18.

■ West Valley, N.Y. Board of Cooperative Educational Services.—Broadcast Bureau granted CP for new UHF translator to serve Springfield and West Valley, both New York, on ch. 80 by rebroadcasting WNED-TV Buffalo, N.Y. Action Feb. 18.

■ Culp Creek, Ore. Row River Community Television Inc.—Broadcast Bureau granted CP's for new VHF translators to serve Dorena, Culp Creek and Disson, all Oregon, on ch. 2 by rebroadcasting KEZI-TV Eugene, Ore., and ch. 11 by rebroadcasting KOB1-TV Medford, Ore. Action Feb. 18.

■ Martin TV Club Inc., Martin, S.D.—Broadcast Bureau granted CP for a VHF translator to serve Martin on ch. 2 by rebroadcasting KHSD-TV Lead, S.D. Action Feb. 18.

■ Union, Ore. Blue Mt. Television Association—Broadcast Bureau granted CP for new UHF translator to serve Elgin, LaGrande, Union, and Baker, all Oregon, on ch. 68 by rebroadcasting KSPS-TV Spokane, Wash. Action Feb. 18.

■ Town of Wamsutter, Wyo.—Broadcast Bureau granted CP for VHF translator to serve Wamsutter, Wyo., on ch. 13 by rebroadcasting KTWO-TV Casper, Wyo. Action Feb. 18.

## Ownership changes

### Applications

■ WXTG(FM) Annapolis, Md.—Seeks assignment of license from Annapolis Broadcasting Corp. to Family Stations Inc. for \$300,000. Seller: Morris H. Blum, president (100%). Mr. Blum owns WANN(AM) Annapolis. Buyers: Harold Camping, president; Scott L. Smith, Peter Sluis, et al. Family Stations is licensee of KEAR(FM) San Francisco; KEBR(FM) Sacramento and KECR(FM) El Cajon, all California, and WKDN(FM) Camden, N.J., WGMI(TV) Gary, Ind. Ann. Feb. 12.

■ WCHI(AM) Chillicothe, Ohio—Seeks assignment of license from Court House Broadcasting Co. to Chillicothe Telecom Inc. for \$33,000 covenant not to compete. Seller: W. N. Nungesser, et al. Mr. Nungesser is majority stockholder in WCHO(AM) Washington Courthouse, Ohio. Buyer: Chillicothe Telephone Co. (100%) Principals of Chillicothe Telephone Co.: Ohio Bell Telephone Co. (21.4%); Robert McKell, president (10.4%); is 25% owner of motel, and chairman of Savings Bank Co., Chillicothe; Thomas McKell (7.18%); Estelle C. McKell (12.36%), et al. Ann. Feb. 12.

■ WOBL(AM) Oberlin, Ohio—Seeks transfer of control of permittee corp. (WOBL Radio Inc.) from Joseph P. Riccardi (100% before, none after) to Harry Wilber (none before, 100% after) for sum not to exceed \$26,000. Mr. Wilber is vice president of Bernard Howard & Co., Chicago, broadcasting rep firm, and has 50% interest in WTVB(AM) and WANG-FM, both Coldwater, Mich. Ann. Feb. 12.

### Actions

■ WRRR(AM) Rockford, Ill.—Broadcast Bureau granted assignment of license from Radio Rockford Inc. to Delaware Radio Rockford Inc. for \$375,000. Sellers: Burrell L. Small, president and Grace Small, director, assistant treasurer; Mrs. Grace Small, director, assistant treasurer, Mrs. Reva Small, assistant treasurer and director but not stockholder, (jointly 100%). Mr. Burrell Small has majority stock interest in WKAN(AM) Kankakee, Ill., WQUA(AM) Moline, Ill., KIOA(AM) Des Moines, Iowa WIRL-AM-TV, Peoria, Ill., WIRE(AM) Indianapolis. Len H. Small is majority stockholder in Kankakee Daily Journal Co., Kankakee, and Ottawa Publishing Co., Ottawa, both Illinois. Mrs. Grace Small has small stock holding in Mid-America Audio-Video Inc. Kankakee, Ill., Mid-America Broadcasting Inc. Moline, Ill. and Des Moines, Iowa, Mid-America Media Inc. Peoria, Ill. Mid-America Radio Inc. Indianapolis, Kankakee Daily Journal Co. Kankakee, Ottawa Publishing Co. Ottawa, Ill. Buyers: Alan H. Cummings and Buddy Black. Mr. Cummings is 100% owner of Shamrock Beef Cattle Corp., McHenry, Ill., administrator of private investments and 75% owner of Cummings Communications Corp., licensee of WLTD(AM) Evanston, Ill. Action Feb. 12.

■ WGMI(TV) Gary, Ind.—FCC granted assignment of CP from General Media Television Inc. to Family Stations Inc. for \$20,000. Sellers: Earl B. Glickman, secretary, et al. Buyers: Harold Camping, president, Scott L. Smith, vice president, Peter Sluis, secretary. Non-stock corporation. Buyers own WKDN-FM Camden and WFME(FM) Newark, both New Jersey, KEAR(FM) San Francisco, KEBR(FM) Sacramento, KECR(FM) El Cajon, all California. Mr. Smith owns 16 2/3% of KEWO Paradise and KEQR(FM) Chico, both California. FCC also granted mod. of technical facilities to specify new trans. midway between downtown Gary and Chicago and extension of time to complete construction. Action Feb. 24.

■ WAZY-AM-FM LaFayette, Ind.—Broadcast Bureau granted assignment of licenses from WAZY Radio Inc. to Radio LaFayette Inc. for \$400,000. Sellers: J. E. Willis president, et al. Buyers: The Peoria Journal Star Inc. (100%).

Principals of Peoria Star: Carl P. Slane, chairman of board, Elizabeth Talbot Heidrich, director, et al. Carl P. Slane is director of Commercial National Bank, Peoria, Ill.; director of Toledo, Peoria and Western Railroad, Peoria, and director of Great Lakes Paper Co., Toronto. Action Jan. 29.

■ WSWS(AM) Berea, Ky.—Broadcast Bureau granted assignment of CP from Regional Broadcasting Co. to Shain Broadcasting Co. for \$1,008. Seller: Stephen W. Staples, sole owner. Mr. Staples has interests in WFLW-AM-FM Monticello, Ky. Buyer: Honus S. Shain Jr., sole owner. Mr. Shain owns electronics company, is chief engineer of WWTL-AM-FM Leitchfield, Ky., and has CP application for FM at Greenville, Ky., pending before commission. Action Feb. 12.

■ WBRL(AM) Berlin, N.H.—FCC granted assignment of license from Chester C. Steadman Jr. to Berlin Communications Inc. for \$44,000. 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. Action Feb. 18.

■ WINR-TV Binghamton, N.Y.—Broadcast Bureau granted assignment of license from Binghamton Press Co. to Stainless Inc. for \$780,000. Sellers: John R. Purcell is treasurer of Binghamton Press Co., publisher of newspaper in Binghamton and licensee of WINR(AM) that city. Buyers: Henry J. Guzowicz, president (38.41%), et al. Stainless is in business of constructing antennas for radio and TV stations. Action Feb. 22.

## CATV

### Applications

■ Deland and West Volusia county, both Florida—TM Communications Co. Seeks distant signals of WEDU-TV Tampa-St. Petersburg and WJCT-TV Jacksonville, both Florida (Orlando-Daytona Beach, Fla. ARB 65). Ann. Feb. 11.

■ West Palm Beach, Fla.—Teleprompter Corp. Seeks distant signal of WCIX-TV Miami (West Palm Beach ARB 95). Ann. Feb. 11.

■ Elwood and Alexandria, both Indiana—Central All-Channel Cablevision Inc. Seeks distant signals of WFIY-TV Indianapolis and WGN-TV and WFLD-TV, both Chicago (Indianapolis ARB 18). Ann. Feb. 11.

■ Richmond, Ind.—Clearview Cable of Richmond Inc. Seeks distant signal of WCET-TV Cincinnati (Dayton, Ohio ARB 27). Ann. Feb. 11.

■ Hendersonville and Laurel Park, both North Carolina—Cablevision of Hendersonville Inc. Seeks distant signals of WBT(TV) and WSOC-TV, both Charlotte, North Carolina. (Greenville-Spartanburg, S.C.-Asheville, N.C. ARB 44). Ann. Feb. 11.

■ Fremont, Ohio—Wolfe Broadcasting Corp. Seeks distant signals of WBGU-TV Bowling Green and WUAB(TV) Lorain, both Ohio, and WKBD-TV Detroit (Fremont-Toledo, Ohio ARB 43). Ann. Feb. 11.

■ Appleton, Wis.—Fox Cities Communications Inc. Seeks distant signals of WHA-TV Madison, Wis., and WMTV(TV). WMVS-TV and WVTV(TV), all Milwaukee (Green Bay, Wis. ARB 70). Ann. Feb. 11.

### Final actions

■ Columbus, Miss.—FCC authorized Columbus TV Cable Corp., owner and operator of CATV Columbus, to commence carriage of signal of WBQH(TV) Memphis. Application by Microwave Service Co. for CP in domestic public point-to-point microwave radio service to transmit distant television signal of WBQH-TV to its customer, Columbus Cable TV, was also granted by FCC. Action Feb. 24.

■ Cable Television Bureau dismissed a petition for Temporary Waiver, filed July 8, 1970 by Community Television System of Bozeman Inc., Bozeman, Mont. Action Feb. 24.

■ Pine Grove, Pa.—FCC ordered Pine Grove TV Cable Service, owner and operator of CATV at Pine Grove, to cease and desist from operation of its CATV at Pine Grove, Pa. in violation of the carriage and exclusivity provisions of rules (Doc. 18986). Action Feb. 24.

■ Brookings, S.D.—FCC granted petition by KOTA Cable TV Co., CATV operator at Brookings, S.D. for waiver of hearing requirements of rules and KOTA Cable authorized to carry signal of KMSP-TV Minneapolis. Action Feb. 24.

■ Cable Television Bureau dismissed petitions of Telesis Corp., Chicago; Webster All-Channel Cablevision Inc., Providence; Princeton Cablevision, Princeton; Dawson Springs TV Cable Co., Dawson Springs, all Kentucky, and Twin Cities

Cable TV Co., Fulton, Ky. and South Fulton, Tenn. for immediate issuance of cease and desist procedures to end continuing violations of FCC's CATV rules and specific protection agreements, filed September 17, 1970, dismissed petition to deny and opposition to CATV system expansion, filed October 7, 1970, by Paducah Newspapers, Inc., licensee of WPSD-TV Paducah, Ky. Action Feb. 24.

### Other actions

■ FCC gave notice that initial decision, released Jan. 4, proposing that Crowley Cable Television Inc., Louisiana CATV, cease and desist from further violations of program exclusivity requirements, became effective Feb. 23 (Doc. 19010). Ann. Feb. 26.

■ FCC announced persons who will participate in panels, beginning on March 11 which will precede oral presentations on proposed FCC rules concerning future of cable television, impact of CATV on television broadcast service in larger and smaller markets, Federal-State relationships in regulation of CATV, ownership of CATV systems and discussions of appropriate copyright solutions (Docs. 18397-A, 18891-2, 18894). Ann. Feb. 26.

### Actions on motions

■ Hearing Examiner Isadore A. Honig in Benton, Ky. (Benton Television Co.), CATV proceeding, granted request of Benton and extended to Feb. 23, time to file notarized compliance status report by this party (Doc. 19077). Action Feb. 18.

■ Hearing Examiner Isadore A. Honig in Benton, Ky. (Benton Television Co.), CATV proceeding, on request of Benton scheduled further prehearing conference for Feb. 25 (Doc. 19077). Action Feb. 23.

■ Hearing Examiner Isadore A. Honig in Dayton, Wash. (Touchet Valley Television Inc.), CATV proceeding, set procedural dates and scheduled hearing for May 11 (Doc. 18825). Action Feb. 23.

■ Hearing Examiner Ernest Nash in Brookings, S.D. and Willmar, Minn. (Kota Cable TV Co. and Minnesota Microwave Inc. on request of all parties rescheduled hearing for March 24 (Doc. 19044). Action Feb. 23.

### Designated for hearing

■ Warrensburg, Mo.—FCC designated for hearing petitions by Warrensburg Cable Inc. for enforcement of cease and desist order, complaint for damages, review of action by Common Carrier Bureau, and for declaratory and other relief in proceeding (Doc. 17333) involving application for Section 214 certification by United Telephone Company of Missouri, for CATV ch. distribution facilities in Warrensburg (Docs. 19151-2). Action Feb. 10.

## Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through March 2. 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.

■ Covina, Calif.—Hughes Aircraft Co., and Nation Wide Cablevision Inc. (multiple-CATV owner), Los Angeles, a subsidiary of Kaufman & Broad Inc., have applied for a franchise.

■ San Diego—City council has granted franchises to two companies: Penasquitos Antenna System Inc., to serve the Mira Mesa area; and Tierrasanta Cable Television Association, to serve the Tierrasanta subdivision.

■ Springfield, Ill.—First Illinois Cable TV Inc., Springfield, has been acquired by Communications Properties Inc. (multiple-CATV owner), Austin, Tex., for cash in excess of \$1 million.

■ Dover, N.H.—Continental Cablevision of N.H. Inc., a subsidiary of Continental Cablevision Inc. (multiple-CATV owner), Boston; and Granite State Cablevision Inc., have applied for a franchise.

■ Asbury Park, N.J.—City council has granted a franchise to Telco Inc., New York.

■ West Long Branch, N.J.—Futurevision Cable Enterprises Inc., West Long Branch, has applied for a franchise.

■ Dunkirk, N.Y.—Harbor-Vue Cable TV, Dunkirk, has been granted a franchise.

■ Spartanburg, S.C.—Four companies have applied for a franchise: Spartanburg Community Antenna Co.; Spartanburg Cablevision Inc.; Highland Cablevision Inc.; and Telecable Corp. (multiple-CATV owner), New York.

Let's be honest: A man named Mouse had better learn to kid himself. Stanley Garrison Mouse has learned. "Sales calls come easier with a name like Mouse," he says. "Who can forget you?"

Now let's be fair. People seem to remember more about Stan Mouse than his name. Lillian Smith did, almost 25 years ago, when she married him. (Changing Smith to Mouse—a hard sell, he recalls with a grin.) And Mr. Mouse has left an imprint upon the WHIO stations in Dayton, Ohio, where he began as an announcer in 1945 at WHIO(AM). Today he is vice president of Miami Valley Broadcasting Co., a subsidiary of Cox Broadcasting Corp., and general manager of the company's Dayton stations, WHIO-AM-FM-TV.

Though he is something of an extrovert—perhaps to some extent because of his early days in acting—Mr. Mouse is the picture of the Midwestern solid-citizen type, practical with that touch of humor. It is the reassuring demeanor that many good broadcasters develop after years of working in the same market, serving in countless civic and charitable organizations, and doing business with many of the same local leaders over that span.

Equally characteristic of Stan Mouse is the habit of going direct to the point without frills, of reducing basic broadcasting principles to a few words. "Clear signal first—after that, programming and sales" is his way of making a point so obvious it might easily be forgotten.

"We put a great deal of our capital resources back into updating our equipment at all times," Mr. Mouse says in pointing to a Cox group policy. Since 1966 when he took local command, he has been busy implementing that policy, helping to bring CBS-affiliated WHIO-TV up to full local live color capability and to continue to expand the impressive in-the-city plant of all three stations. "If you don't get the signal in the home right," he says, "no matter what else you do, even the greatest program in the world, it's not going to happen."

But once the good signal is in the air, Mr. Mouse's most important quality is that sensitivity to the needs and dreams of the Midwestern community he has worked in for so many years. It is a quality he feels is vital in directing the program development of the WHIO stations; in turn, he says, success in this area makes the outlets more effective as sales vehicles for advertisers and catalysts for local economic development.

Mr. Mouse is especially pleased with the news capability of the WHIO outlets. The stations have a combined staff of 190 people, with about 130 in TV.

## An object lesson in not judging a book by its title

There are 19 full-time people in news, plus two part-time newsmen at the state capital in Columbus and several other part-time reporters elsewhere in that region of Ohio served by the WHIO stations. He notes the stations' traffic plane and helicopter have proved valuable too in some news breaks. The enhancement given news by the Cox Broadcasting bureau in Washington also is considerable, he feels.

Mr. Mouse recalls that WHIO-TV was one of the first stations in the country to go to the 90-minute early-news format with two local news half-hours

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### Week's Profile

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*Stanley Garrison Mouse — vice president of Miami Valley Broadcasting Co. (subsidiary, Cox Broadcasting Corp.) and general manager of WHIO-AM-FM-TV Dayton, Ohio; B. May 16, 1921, Troy, Ohio; BA dramatic arts, 1942, Kent State University; U.S. Air Force 1942-45; joined WHIO in July 1945 as announcer and subsequently moved into promotion-merchandising; promoted to local sales staff 1947, regional sales manager both radio-TV 1954, national sales manager 1959 and general sales manager 1961; elevated to present post 1966; member of numerous local civic and community groups including Masonic order, Scottish rite; M. Lillian Smith of Dayton April 24, 1946; children—daughter Terry, 22, and son Gary, 21; hobbies—golf, travel.*

sandwiching Walter Cronkite. Though he did not pioneer in a major half-hour news show at noon, Mr. Mouse feels this step at WHIO-TV was a major one for such a market as Dayton some 18 months ago. It has proved successful, he says, and came about only after thorough analysis of the market and other factors using the computer facilities at the Cox Broadcasting headquarters in Atlanta.

WHIO(AM)—also a CBS affiliate—puts emphasis upon the quantity and quality of news too, he says, as well as sports and other services that augment its middle-of-the-road format.

WHIO-FM, he points out, with a focus on even more traditional M-O-R music, claims something of a record over the past several years as a stereo station. "It has been the FM station with the largest metro adult rating in any major market as measured by American Research Bureau," he says, "and in some cases our FM has been either the second or third radio station in the market, including the AM's."

News could well be one area of local program development in the fall if the TV network gives back the 10:30 p.m. spot, Mr. Mouse feels, though no decision is yet final. He thinks more than sufficient material is available for a full hour at that time instead of the traditional half-hour at 11 p.m.

"Programming has got to change at local stations in the next few years and how best to serve the market will be the key," he observes. "News and information shows are always good, but we may take the mobile unit out and do a daily show some place. We're also thinking, in conjunction with a local theater group, of doing a three-hour live drama in prime evening time. We might experiment with it next summer, taping live one evening and airing the next."

Throughout his school years, Mr. Mouse set his career goals on the stage. He was one of several students responsible in 1939 for starting Kent State's annual "No Time for Classes" review, a spoof that continues today. He and a friend, Bill Guisewite, now a local advertising-agency executive, were booked professionally on the upper Ohio nightclub circuit as a comedy team many weekends—welcome financial help for college. (Mr. Mouse was straight man.)

Listening to San Francisco stations while flying in China-Burma-India during World War II, however, together with the legitimate theater's slump, prompted Mr. Mouse to seriously consider radio as a career. He joined WHIO as announcer in July 1945 but soon realized the glamour wasn't quite what he thought it would be. The real action is in sales and management, he concluded, "and once I got in sales I found that even more exciting than other ambitions I had."

## Life in our Times

Another in *Life's* series of antitelevision advertisements appeared last week, this one suggesting that the magazine had achieved a journalistic pinnacle by including in its current issue a feature on the forthcoming Muhammad Ali-Joe Frazier fight. It may have escaped *Life's* notice that news of this event is no longer exclusive; the magazine's staff must be distracted these days by the knowledge that the biggest piece of the Time Inc. collection is crumbling.

Anyway, the advertisement would be of no interest here if it had not contained a reference to a second feature in the current *Life* as follows: "In this issue, too, there's a delightful story describing the effects of extensive TV viewing on apes. It seems they're better suited to it than us humans, their brains being only half the size. Nevertheless, after six hours of exposure, one chimp tried to snap the aerial in two. And another threw a cabbage at a television bottle of bleach. Kind of makes you think, doesn't it?"

Too bad it didn't make *Life's* editors and promotion writers think. For sheer fatuousness, this copy and the *Life* feature to which it referred win the 1971 gold medal.

The ad and the issue appeared in the same week that Time Inc. sold its five television stations to McGraw-Hill for \$69 million. Time's top management never cottoned to television, probably because it produced a higher yield and commanded larger audiences than the magazines the managers were taught to revere. When money got tight and magazine profits started skidding, there was no doubt which properties would go. And the decision was made easier by the marketability of television stations.

Some publishers and a good many editors resent television, especially if it is in the same family with print. That disposition was evident at the *New York Times* last Monday when the paper printed an editorial lauding FCC Chairman Dean Burch and FCC Commissioner Nicholas Johnson as the agency's "new odd couple" who have come together on campaigns to improve television programing, or so the *Times* said. The *Times* was commending the new FCC proposals to increase the volume of news and local affairs and to rate stations by government standards (BROADCASTING, Feb. 22).

If an intensification of government control over television broadcasting is desired, or at least endorsed, by the *Times* management, why, at this late date, has the *Times* decided to get into television with its pending acquisition of WREC-TV Memphis as part of a package of Cowles properties it bought? Is the management that runs the *New York Times* with fierce independence incompetent to program a television station in Memphis without a guidebook from that odd couple on the FCC?

Kind of makes you think, doesn't it?

## Getting it together

If there is a discernible trend in broadcast regulation these days it is eluding FCC-watchers, both inside and outside government.

When the FCC voted 7-0 for the biggest single transfer in broadcast history—\$147 million for sale and contingent resales of stations in the basic Triangle-Capital Cities deal—even members of the seven-man FCC sitting there were surprised. And the staff was flabbergasted.

What happened? Why didn't the usually vocal opponents

of group ownership yowl for a hearing? Approval might have been expected, but a unanimous vote on a major transaction was incomprehensible.

The fact that there were willing sellers and willing buyers ordinarily would not prevent the publicity-seeking minority from calling names. True, there were give and take and commitments that do violence to the basic independence of broadcasters. But it also must be said that the carefully documented case presented to the FCC by the major contracting parties was complete and forthright.

Under these clear-cut conditions, and with both Congress and the courts hovering overhead, there must have been an extrasensory meeting of seven minds. Presumably, the message was that they had better hang together, as the saying goes, or hang separately.

While the Triangle-Capcities approval supplies no roadmap, it does give promise of developing a worthwhile non-trend.

That would be to handle all ownership cases, including those of alleged concentration (one-to-a-customer particularly) as well as individual program issues, on a case-by-case basis. If that is done, publicity-inspired protests and monetary shakedowns would soon subside or disappear. It would save money all around for broadcasters—money that ought to go into better service to the public—and it would save the taxpayers money through a more efficient, less busybody, FCC. A three-man commission could do the job, but for the nonce the Ash commission plan for a five-man agency warrants unqualified support.

## Fair is fair

Repeatedly last week in the Senate hearings on campaign-reform bills there were proposals for exclusive restraints on radio and television. Even Hugh Scott, whose bill was supposed to avoid discrimination among media, wound up with a provision to prohibit radio and television—but no other advertising vehicles—from rejecting any political advertising in the closing weeks of campaigns.

There were also repeated mentions of the fairness doctrine. If Congress expects broadcasters to be fair, broadcasters are entitled to the same treatment.



Drawn for BROADCASTING by Sid Hix  
"He's in television . . . he can't cancel this in 13 weeks, can he?"



# Advertising men are taught the meaning of **K.P.R.C.**

K.P.R.C. (NBC, Channel 2 in Houston) is to an ad man what a hard seller is to sales. And you're the one who hands out the spots.

Right after you choose to move to KPRC-TV, we'll send you a schedule asking you to tell us the availabilities you want. The card comes back to the station where your requirements are duly noted, and efforts are made to please you.

If you don't have anything to sell, don't advertise it. On the other hand, if you're unhappy with your sales (or anything else about your advertising campaign) you'll be sending your spots where they'll do you the most good.

A station like K.P.R.C. forces an ad man to keep his spots up. To be a professional. Or as we say it: An ad man has nothing to fear but that his spots might not get on K.P.R.C.

EDWARD PETRY & CO. NATIONAL REPRESENTATIVE

COURTESY: BEKINS MOVING & STORAGE

# THERE JUST MAY BE A HUNDRED REASONS WHY THIS WEEKLY THREE-HOUR RADIO PROGRAM GETS BIGGER AND BIGGER, MARKET AFTER MARKET.



## Here's Number One:

Casey Kasem—Host each week on American Top 40.

Casey's distinctive voice, style and approach to pop music is what has made American Top 40 the hottest syndicated music show on radio. Each week, Casey joins our team of pop musicologists/writers to count down the nation's 40 best-selling records based on advance statistics supplied by *Billboard Magazine*. Result? A tried and tested programming device becomes an absorbing, fast-paced, captivating documentary on American music... right now.

## Here's 67 more:

Stations that carry AMERICAN TOP 40 quickly become the biggest fans of Casey and of the program. And it's this station support and promotion of American Top 40 that has helped to bring the program so far so fast.

So here's sixty-seven important reasons (as of February 1, 1971)

- |           |                |          |                  |
|-----------|----------------|----------|------------------|
| 2. KACY   | OXNARD         | 36. WCRO | JOHNSTOWN        |
| 3. KAFY   | BAKERSFIELD    | 37. WDRC | HARTFORD         |
| 4. KBYR   | ANCHORAGE      | 38. WFLL | CHATTANOOGA      |
| 5. KCPX   | SALT LAKE CITY | 39. WGAR | CLEVELAND        |
| 6. KELI   | TULSA          | 40. WGOE | RICHMOND         |
| 7. KEYN   | WICHITA        | 41. WHFM | ROCHESTER        |
| 8. KEYS   | CORPUS CHRISTI | 42. WIBR | BATON ROUGE      |
| 9. KFAR   | FAIRBANKS      | 43. WILK | WILKES BARRE     |
| 10. KFLL  | CHATTANOOGA    | 44. WIST | CHARLOTTE        |
| 11. KHYT  | TUCSON         | 45. WISE | ASHEVILLE        |
| 12. KIMN  | DENVER         | 46. WJTO | BATH             |
| 13. KINT  | EL PASO        | 47. WJVA | SOUTH BEND       |
| 14. KINY  | JUNEAU         | 48. WKBR | MANCHESTER       |
| 15. KIRL  | ST. LOUIS      | 49. WKDL | CLARKSDALE       |
| 16. K-JOY | STOCKTON       | 50. WKLP | KEYSER           |
| 17. KJR   | SEATTLE        | 51. WKNX | SAGINAW          |
| 18. KJRB  | SPOKANE        | 52. WLOX | BILOXI           |
| 19. KMEL  | WENATCHEE      | 53. WMEX | BOSTON           |
| 20. KMEN  | SAN BERNARDINO | 54. WNCI | COLUMBUS         |
| 21. KNUZ  | HOUSTON        | 55. WNDR | SYRACUSE         |
| 22. KOZA  | ODESSA         | 56. WNIO | WARREN           |
| 23. K-POI | HONOLULU       | 57. WNOX | KNOXVILLE        |
| 24. KRIZ  | PHOENIX        | 58. WORC | WORCHESTER       |
| 25. KRLA  | LOS ANGELES    | 59. WORJ | ORLANDO          |
| 26. KQEO  | ALBUQUERQUE    | 60. WPGC | WASHINGTON, D.C. |
| 27. KSWO  | LAWTON         | 61. WQXT | WEST PALM BEACH  |
| 28. KTAP  | AUSTIN         | 62. WRNC | RALEIGH          |
| 29. KTSA  | SAN ANTONIO    | 63. WSAR | FALL RIVER       |
| 30. WAIR  | WINSTON-SALEM  | 64. WSVI | PEORIA           |
| 31. WABY  | ALBANY         | 65. WTSN | DOVER            |
| 32. WAMS  | WILMINGTON     | 66. WTHI | TERRE HAUTE      |
| 33. WASK  | LAFAYETTE      | 67. WVIC | LANSING          |
| 34. WBBO  | FOREST CITY    | 68. WWWW | DETROIT          |
| 35. WCBM  | BALTIMORE      |          |                  |

## And more:

*Ratings.* October-November ARB, we love you. Los Angeles, Washington, D.C., Boston and Cleveland reports, for example, show that American Top 40 has improved stations' time periods by an average gain of 64% over like-time periods in the April-May ARB. Even in the highly competitive Los Angeles market, KRLA boosted their 9-Noon Sunday time slot 69%.

*Flexibility.* Here's a big reason that *both* program directors and sales managers like American Top 40. An ingenious device called the split logo allows station ID's, commercials and news with minimum loss of program continuity. Stations solve weekend schedule hang-ups with a pre-recorded program that fits their station sound like a glove.

*Program costs.* Just two minutes of air per hour for top 100 market stations and an additional \$13 per hour for smaller market stations. A steal. And affordable when even most small-market stations report total sellout of spots at premium, special-program rates.

*More reasons?* Plenty. Maybe even more than a hundred. And they're yours for the asking, along with a free demo. So ask. Tom Rounds, Executive Producer or, George Savage, Marketing Director American Top 40, Watermark, Inc., 931 N. La Cienega, Los Angeles, California 90069. Telephone (213) 659-3834.

AMERICAN TOP 40  
Division of Watermark, Inc.



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