



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FCC takes almost-hands-off stand toward 'Selling of the Pentagon'  
License renewals maintain hold on broadcasters' Washington interest  
Westinghouse lays out its program plans for prime-time entry  
This time in Telestatus: how four products fare in U.S. TV markets

47401 JRNLS E8399NAB<NOV/71  
INDIANA U JRNLSM RDNG RM  
220 ERNIE PYLE HI



### OAK RIDGE

Shown above is the Atomic Energy Commission's Gaseous Diffusion Plant, employing over 2,700 people.



Alan Torbet Associates will tell you how

## WIVK sells more adults in Knoxville\* and 92 beautiful surrounding Tennessee counties!

50,000-Watt WIVK is "THE" station to sell adult audiences in fabulous East Tennessee. WIVK is surrounded by rich trade areas: Oak Ridge National Atomic Energy Laboratories, Alcoa Aluminum Plants, Greeneville Tobacco Trade Center of Tennessee, Great Smoky National Park and many other business and Recreational Centers. If you want adult audiences, WIVK is your basic buy. Alan Torbet Associates has complete details on this 1/2 Million-Plus market.

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## Alan Torbet Associates, Inc.

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\*ADULT FIRSTS IN:  
ARB 1969, 1970 (21 County Area)  
PULSE 1967, 1968, 1969, 1970 (3 County Metro Area)

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Tobacco plays an important role in Tennessee Agriculture and Greeneville is the trade center for this area.



### GREAT SMOKY NATIONAL PARK

Located just 40 miles from Knoxville, this National Park affords beauty and relaxation for millions of visitors each year.



### ALCOA

Located just 16 miles from Knoxville, Alcoa is the world's largest producer of Aluminum.

# INTRODUCING THE BEST 90-MINUTE SITUATION COMEDY IN SYNDICATION:

## "The Petticoat Junction Hogan's Heroes Andy Griffith Show"

Long title.

But the shortest way to build audiences in fringe time.

Programmed back to back in fringe time, these three winners will: 1) pick up rating strength over a 90-minute stretch to provide a powerful send-off for your primetime lineup (which feature films and hour-and-a-half off-network shows *can't* do) and 2) build a high percentage of young women viewers (which talk shows *can't* do).

It's simple as 1-2-3.

### Step 1: Petticoat Junction

Lots of youth appeal here (to start you off with a big tune-in). Adult appeal, too. Now in its first syndication season, it's already first in fringe time periods in 10 markets including New York, Washington, D. C., Salt Lake City, Louisville, Kansas City. And what an audience builder! In 19 markets Petticoat Junction gives ratings a big boost over lead-in programs.

### Step 2: Hogan's Heroes

Equally potent with youngsters and adults. As proven by its popularity during six great seasons in CBS prime time. Just weeks after syndication release, Hogan's Heroes is already locked up in New York, Chicago, Los Angeles,

Philadelphia, Cleveland, St. Louis, to mention a few of the top ones. One more big plus: Hogan's Heroes has never had daytime exposure. So watch the fringe time viewers come running.

### Step 3: The Andy Griffith Show

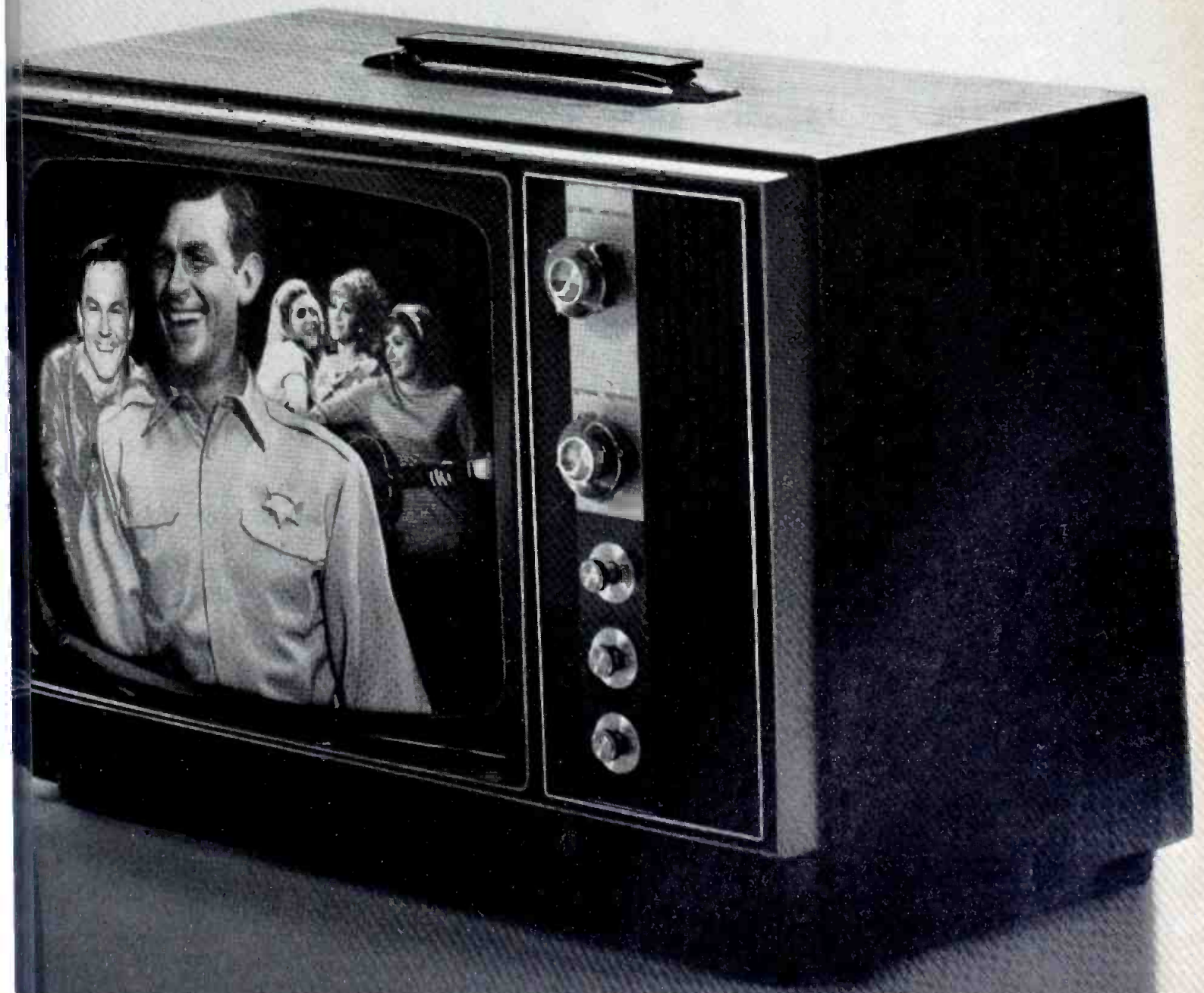
An all-time great! Number One in its final season, in the Top Ten all 8 seasons, in CBS prime time. And always Number One in its network daytime period with an average 46 share. That's why big markets like New York, Los Angeles, Chicago, San Francisco, Washington, D. C., Cleveland—among many—have snapped up Andy for fall.

Now that you see how simple it is to step up fringe time (and so pep up prime time), take just one more easy step: call us.

## ©CBS ENTERPRISES INC.

NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA, DALLAS

Source: NSI, Feb.-March 1971. NTI, Oct.-Apr. averages, 1960-70.  
Subject to qualifications available on request.



# *First with daytime women*



In the Dallas-Fort Worth market KDFW-TV is first choice among the daytime women viewers.

Channel 4 reaches more women per average quarter-hour, 9:00 a.m.-6:30 p.m., Monday thru Friday than any other station in the market . . . leading the second station by \*9.3%.

To reach more women in the nation's 11th ranked television market, ask your H-R representative for further information and availabilities.

\*January 1971 ARB TELEVISION AUDIENCE ESTIMATES  
DAY-PART AUDIENCE SUMMARY, TOTAL SURVEY AREA

KDFW-TV



DALLAS-FORT WORTH

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



FCC refuses to investigate allegations of distortion in CBS's *Selling of Pentagon*; tells Staggers subcommittee commission intervention would be inconsistent with First Amendment; tells network to ponder criticisms. See ...

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### Broadcasting

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BROADCASTING YEARBOOK published each January, \$13.50 a copy; CATV SOURCEBOOK annually, \$8.50 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.

## It's final: CBS will not comply with subpoena

Question now is whether Stagers will force the issue

CBS made official Friday (April 30) its refusal to submit to House Investigations Subcommittee unused material connected with production of *The Selling of the Pentagon* documentary.

Bulky folder of material delivered to subcommittee contained letter to Chairman Harley O. Stagers (D-W. Va.) from CBS vice president and general counsel Robert V. Evans. Mr. Evans restated network's position that compliance with subpoena "would have a chilling effect on the ability of journalists . . . to report and interpret the news . . . with consequential injury to the public to receive such reports."

Network's position, he said, rests on proposition that compliance would "impinge upon press freedoms under the First Amendment." Enclosed was lengthy opinion from CBS's law firm—Wilmer, Cutler & Pickering—stating that subcommittee has no constitutional basis for demanding material and CBS has no obligation to comply with subpoena.

CBS appeared before subcommittee two weeks ago. It brought film and written transcript of program, but refused to comply with portion of subpoena that called for unused material. Network was given 10 days to fully comply, but instead chose to use time to build its legal case (BROADCASTING, April 26).

FCC has decided not to investigate allegations of distortion in *Selling* but has asked CBS to comment on whether it met fairness obligations in presentation of program (see page 18). CBS spokesman told BROADCASTING Friday: "We have no doubt at all that we can show the commission that all fairness requirements have been fully satisfied."

Investigations Subcommittee is now faced with decision on whether it wants to force CBS to turn over unused material—and only avenue open is contempt-of-Congress citation. Subcommittee's acting general counsel, Daniel J. Manelli, said subcommittee will be studying CBS's arguments this week.

## Democrats eye cable as campaign medium

Democratic National Committee said Friday (April 30) it will be conducting survey this week to determine interest of CATV systems in cablecasting DNC material for 1972 presidential campaign.

DNC Chairman Lawrence F. O'Brien is sending letters to about 350 systems with 3,500 or more subscribers—those required by FCC to originate local programming. Letter asks if systems would be willing to carry DNC material provided free, and requests information on facilities for handling video tape and film.

John Stewart, director of DNC's office of communications, said material would feature Democratic Party leaders and contenders for Presidency and could probably be sent to CATV's this summer. He added that production will depend on results of survey and that no specific format has yet been decided.

Idea is brainchild of Phil Hochberg, of Washington communications law firm, Smith and Pepper. He was formerly with Westinghouse Broadcasting Co., where he coordinated its activities at Democratic and Republican National conventions in 1968.

Mr. Hochberg, Democrat, said last week he is working on problem of

reaching systems that cablecast but have less than 3,500 subscribers. He indicated data from FCC and National Cable Television Association may provide solution.

## Five buyers, \$11 million for T-L radio stations

Time-Life Broadcast Inc. has reached agreements in principle for sale of its four AM and four FM radio stations at price totaling \$11.05 million, officials said Friday (April 30).

Buyers in all cases were as previously reported ("Closed Circuit," April 12, 26), though prices varied somewhat from earlier accounts.

Barry Zorthian, president of Time-Life Broadcast, stressed that all agreements are subject to final negotiation and approval by boards of directors involved and, of course, by FCC. Time-Life sold its TV stations to McGraw-Hill earlier this year (BROADCASTING, March 15).

Buyers and prices in radio deals were identified as follows:

KOGO(AM) San Diego goes to Retlaw Enterprises, owned by Disney interests and also licensee of KJEO(TV) Fresno, Calif., for \$2.9 million; KOGO-FM San Diego, to Kelly Broadcasting Co., owner of KCRA-AM-TV and KCTC(FM) all

Sacramento, Calif., for \$250,000; KLZ-AM-FM Denver to Group One Broadcasting, group station owner headed by Roger Berk, for \$2.75 million; WOOD-AM-FM Grand Rapids, Mich., to Wood Broadcasting, new company headed by Willard Schroeder, vice president and general manager of stations, for \$2.1 million, and WFBM-AM-FM Indianapolis, associated Muzak franchise and Sound Systems Inc., to Rahall Communications, publicly owned group broadcaster, for \$3.05 million.

## N.J. bill would halt new CATV franchise grants

New Jersey State Assembly last Thursday night (April 29) unanimously approved one-year moratorium on local CATV franchise awards in state.

Bill is outgrowth of legislative hearings into state's cable-TV industry (BROADCASTING, April 26). It is designed to give legislature breathing time to formulate regulations governing CATV.

Action follows charges of extortion and other irregularities in New Jersey franchise awards. One of these cases resulted in indictment of four present and former Trenton, N.J., public officials on charges of extorting \$50,000 from Teleprompter Corp. in connection with the grant of a franchise in that city (BROADCASTING, March 29).

Measure faces further legislative hurdles; it must be passed by state Senate and signed into law by Governor William T. Cahill. However, vote of 53 to 0 in assembly was seen as indication that bill's chances are good.

Present arrangement in New Jersey permits communities to award long-term exclusive franchises without bidding.

## A glimpse of tomorrow

Unadvertised test simulating distribution of network-TV programs by satellite was staged by Communications Satellite Corp. officials and TV-network representatives couple of weeks ago, it was learned Friday. Test signals and one half-hour broadcast program—NBC-TV's *Who What Where* game show, which happened to be on at time of test—were sent from New York by AT&T facilities to ground station at Etam, W. Va., for uplink to Intelsat 4 satellite over Pacific, then down to 32-foot receiving dish built by Raytheon at Boston, then back to New York via AT&T. In general, results were de-

scribed as "very encouraging." One set of problems—phase differential between New York and Etam; lack of audio on return from Boston to New York—appeared to lie in AT&T facilities, so another test may be held, probably about mid-May, with origination directly from Etam to satellite and measurement of signal reception at Raytheon's Boston facility.

### It's NBC by a hair

What everybody had been waiting for—if not with baited breath at least with interest—came out last week: final Nielsen rating book of the quasi-official television season. Winner by a decimal: NBC at 19.5. Second and third: CBS at 19.4, ABC at 17.4.

Time frame for this set of rating calculations is Oct. 1, 1970-April 2, 1971, in terms of the national prime-time average audience. Prize has been CBS's most of the time in recent years—most recently last year, when then program chief Mike Dann put on his celebrated "100 Days" drive to assure supremacy over NBC. He did.

### Expanded FCC annual report

FCC on Friday (April 30) released 36th annual report to Congress, highlighted by wide variety of new reference materials and series of comprehensive new summary articles for fiscal 1970.

New material in 278-page report, most extensive issued by commission,

includes breakdown of complaints handled by its Broadcast Bureau, listing of newspaper-broadcasting joint interests, compilation of highest TV towers in U.S. and new fee schedule.

Also included are articles on multiple ownership, prime time and pay-TV actions, new land-mobile radio channels, satellite communications. Other features include chapter on CATV, radio and TV financial data and statistics on broadcast applications and transfers.

Report is expected to be on sale shortly at Government Printing Office, Washington 20402, for \$2.25.

### KPLC-AM-FM to Samuels group

Sale of KPLC-AM-FM Lake Charles, La., to group headed by Perry Samuels, former radio vice president, Avco Broadcasting Corp., Cincinnati, for \$475,000 was announced Friday (April 30). Acquisition is subject to usual FCC approval.

Radio stations were spun off to original stockholders in sale of KPLC-TV to G. Russell Chambers for \$2,050,000, which FCC approved on Feb. 18. Sellers include Harry W. Chesley Jr., Ray Eder and others.

In addition to Mr. Samuels, who will own 50%, others in buying group are Marc S. Kesterson, Cincinnati insurance broker, 11.5%; James Toth, present sales manager of stations, 3.8%; Bob Cousy, former basketball star and present coach of Cincinnati Royals basketball team, 3.8%, and William C.

Royall, Cincinnati printing firm executive, 7.7%.

### Have telephone, will exhort

National Association of Broadcasters new audio reports service (202-223-2802) begun Saturday (May 1), will feed hard industry news during weekdays, interviews on Saturdays, repeated Sundays.

First item was interview with Vincent T. Wasilewski, NAB president, speaking on congressional furor over CBS's *Selling of the Pentagon* (see page 18).

### Anti-bias rules proposed for CATV

FCC policy for nondiscrimination in employment, heretofore applied only to broadcast licensees and common carriers, may soon apply to CATV systems and CATV relay stations if new proposed rules, announced Friday (April 30), are effected.

Paralleling national policy under Civil Rights Act of 1964, proposed rules would require each CATV or relay operation—used to bring in TV signals to systems—establish and maintain equal opportunity program. They would further provide for reporting forms to give commission yearly statistical and substantive information showing compliance of proposed rules by those with five or more employees. Commission said compliance report would be used in passing upon applications.

## Week's Headliners



Mr. Gwin



Mr. Bloede



Mr. Bowen



Mr. Steele



Mr. Maneloveg

**John Gwin**, local manager, Robinson TV Cable Co., Robinson, Ill., Cox Cable Communications system, nominated as chairman, National Cable TV Association, Washington (see story, page 35).

**James T. Victory**, VP, domestic sales, CBS/Viacom, named president of NBC films, succeeding **Jacques Liebguth**, who resigned several months ago. Mr. Victory was with CBS/Viacom and

predecessor firm for 18 years in various sales executive posts. Earlier, he was with 20th Century-Fox for 11 years.

**Victor G. Bloede**, president of Benton & Bowles, New York, elected board chairman and continues as chief executive officer. **Johur S. Bowen**, executive VP, elected president, and **L. T. Steele**, formerly chairman, elected chairman of executive committee. (See story, page 47).

**Herbert Maneloveg**, former president of SFM Media Service, independent buying service, New York, joins McCann-Erickson there as executive VP, board member and director of media services, newly created position. He also will be board member, Communications Councilors Network, independent media-buying service of The Interpublic Group. Before joining SFM, Mr. Maneloveg was VP of BBDO.

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



## ON OUR HONORS

Spring is the honors season of the broadcasting year, the time for rewarding and applauding achievement.





that same month, the famed Peabody Awards were presented, with NBC again receiving more awards than the combined total of the other networks.

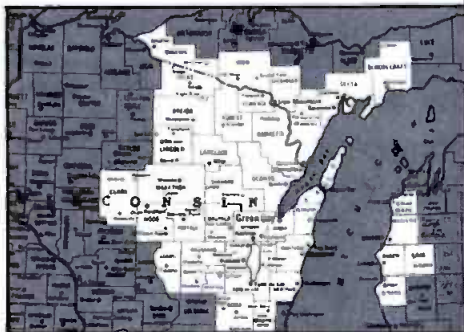
just last week, NBC News received the prestig-

that ranges from enterprise in reporting the news (John Rich in China) to enterprise in programming for children (NBC's Children's Theatre); from comedy (Flip Wilson won a Peabody) to drama (Hallmark Hall of Fame and the NBC World Premiere

# The Land of Milk & Money

BLAIR TELEVISION

# The Wonder Market!



# Seven Markets in One!

Green Bay Menominee / Marinette  
Appleton Neenah-Menasha  
Oshkosh Manitowoc-Two Rivers  
Sheboygan Fond du Lac

- \$1.4 BILLION SALES MARKET
- A \$2 BILLION INCOME MARKET
- Ranks as Wisconsin's 2nd ADI
- Ranks 67th among all ADI's in TRS — \$1,472,249,000 (SRDS ADI Rankings 2-15-71)

The Wonder Market

WBAY



Green Bay

OpenMike®

## Question of ethics

EDITOR: Regarding your editorial of April 19 criticizing FCC Commissioner Nicholas Johnson because of the distribution of the royalties from his book, I hope you will allow me to set the record straight.

I think you attack him unfairly, but in any event it should be understood that Mr. Johnson, in addition to eschewing any royalties earned by publication of "How to Talk Back to Your Television Set," stipulated in the publishing contract that the Atlantic Monthly Press (in association with Little, Brown) as publishers should distribute royalty income, without any consultation with him, to "an entity or entities devoted to the improvement of American television." My associates and I at the Atlantic Monthly Press received numerous inquiries from organization seeking to receive or share in the royalties. We decided entirely on our own to distribute the first accrued income to the Citizens Communication Center of Washington. Mr. Johnson was not even apprised of the decision until after it had been made.

You argue that because of a decision over which he had absolutely no control, Mr. Johnson should refrain from acts or positions he deems proper to the conduct of his role as a public official. It doesn't wash.—*Robert Manning, editor in chief, The Atlantic Monthly, Boston.*

(The editorial conceded that Mr. Johnson may not have known where his royalties were going—until the beneficiary was identified in an article in *Rolling Stone*. Once he learned, however, that he was contributing to the support of the Citizens Communication Center—a public-service law firm representing numerous litigants before the FCC—Mr. Johnson was obliged to disqualify himself from all of those cases, the editorial argued. So far he has given no indication of an intention to step aside.)

## Short course

EDITOR: I would like to clarify a misconception which has arisen from recent claims made by the embryonic electronic animation industry which boasts of a one-day, complete-from-start-to-finish animation service. Although the work they perform is a unique service, filling a definite need for our industry, I feel that the following explanation is necessary.

To create a 60-second commercial in the traditional, hand-crafted technique of animation requires from eight to ten weeks' time. During this period, approximately 1,440 individual drawings are produced, each one representing a different phase of movement. The one-day animation services, which operate

electronically, do not attempt full character animation of this sort (e.g., Disney), but rather are limited to the creation of animation from graphic or still images.

Animation has always required careful, time-consuming craftsmanship and is, in this respect, a deathless art. It is my feeling that, in the foreseeable future, it will remain a hand-styled art.—*Jack Zander, president, Jack Zander's Animation Parlour, New York.*

(BROADCASTING has not been confused on the distinction. We hope our readers have not. We certainly do not encourage further debate about it. Still, on the chance it may unconfuse someone, we publish Mr. Zander's letter.)

## Off the dotted line

EDITOR: We read with great interest the article in the [April 19] issue of BROADCASTING called "Auditing Spot Buys Outstrips Spot Buying." The seven stations mentioned in the article, however [WMC-TV Memphis; WCCO-TV Minneapolis; WBEN-TV Buffalo; KOOL-TV Phoenix; WBNS-TV Columbus, Ohio; WLWT(TV) Toledo, Ohio, and WFLA-TV Tampa, Fla.], have given us only verbal authorization to receive our affidavits—that is, affidavits covering business placed with them by Timebuying Services Inc.—in machine-readable form. This will enable us to expedite payments to these stations at no expense to them. We would like to make clear that the stations have not signed any contractual obligation with us, and only our affidavits are released to our computer.

Of the three agencies listed, SSC&B and BBDO use Dyna Data's [a TBS affiliate] unit through advertiser clients but are not direct customers of Dyna Data services. The third agency, Norman, Craig & Kummel, is a Dyna Data customer—*Samuel Wyman, president, Timebuying Services Inc.*

(Here's another we publish with some trepidation. It gets complicated, but the essential point is whether the agencies and stations have signed with TBS. They haven't.)

## High in the saddle

EDITOR: It suddenly occurred to me that a change has taken place in recent issues of your magazine. No longer am I fighting to keep it open as I go from one page to another. I like it.—*Cary Simpson, Allegheny Mountain Network, Tyrone, Pa.*

EDITOR: Hurray for the new method of binding BROADCASTING.—*J. G. Roundtree, consulting engineer, Austin, Tex.*

(Effective with the issue of April 5 BROADCASTING changed from side stitching to saddle stitching, to speed its binding process. As an additional benefit to readers, the magazine stays open at any given spread.)



**The latest award for WSB-TV:  
the nation's "Consistently Outstanding TV Newscasting Station."**

The selection was made by the National Headliners Club, an organization of working members in all areas of news.

The 1970 Headliners Medal recognizes the day-to-day achievements of the station with the largest broadcast news gathering staff in the South. WSB-TV. The station which truly believes that an informed citizen is a better citizen.

**WSB Television/Atlanta**

**This month,  
women who can view  
PGW represented  
TV stations  
will spend \$2 million  
on suntan lotion.**

**Do you sell  
suntan lotion?**

**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.

## Successful TV advertising: a special approach for retailers

Verno Advertising Associates Inc. is committed to the belief that there is only one way to approach television successfully in retailing. And we believe that TV puts it all together for everyone to see, hear and tell.

To start with, the retailer must have a good operation. The agency has to know how to create selling retail copy. And the TV station has to do more than sell time to compete for retail advertising dollars.

The TV station must be a service organization. It must provide services in production, marketing and sales promotion.

My advice to the TV outlet is: Be a service station; do more for the store.

Successful retail advertising on TV requires an effort five times greater than that for other media. But good, full-service television stations are proving that in the decade of the seventies, the medium that works has words, pictures, movement, colors and a whole lot of people who watch it.

Most of our retail accounts are using television advertising consistently and successfully. It is my purpose to share some of our thinking about retail TV advertising. But first, some background.

For 65 of the first 100 years of advertising (the ad industry celebrated its 100th anniversary not too many years ago) there was only one medium: print. After newspapers came magazines; toward the turn of the century, outdoor posters and transit cards; and, in the twenties and thirties, radio arrived on the ad scene. In the fifties and sixties, advertising felt the impact of the one medium that puts it all together—television (pictures, words, movement).

Some advertisers and some agencies leaped into television, compiling incredible success stories. But to this day certain types of agencies and of advertisers—retailers for one—tend to remain separated from the mainstream of effective and consistent use of TV advertising.

There are long-standing reasons for this separation. Retailers are generally tradition-directed. When you've been doing things a certain way for 100 years, there are very practical reasons why you do not want to change.

From the agency point of view, the wisest course of action has not been to

go around trying to change good retail accounts into good television advertisers. Among the many reasons has been the importance of the 15% commission. In the agency business, profitability is measured in terms of time and materials. Of the six commissionable media — newspapers, magazines, billboards, transit cards, radio and TV—good successful campaigns can be produced in five with what has been considered a normal commitment of time and personnel.

Successful TV advertising, however, is another matter entirely. It is difficult to find personnel with exceptional talent and specialized training. They were not available during TV's first 30 years at the local level in agency management, creative or production positions.

This then was one of many reasons why agency people clung to the traditional belief that print was the basic advertising medium, and more often than not they repeated and believed that the newspaper was the really basic medium.

Actually the basic ad medium was—and still is—that medium which works for each advertiser. And the new type of local advertising agency emerging in the seventies is the agency that is committed to using the medium that works, which in turn demands the ability to use every medium successfully.

Quite often, agency people have the pleasure of listening to media presentations by station reps. But seldom does the rep have an opportunity to sit in on an agency presentation. This can serve as a good indication of how important a full-service TV station and a good station rep are to the retailer who wants to use TV effectively.

We usually divide our presentation to a retailer into seven specific areas:

(1) What makes the store? We ask him to take a good look at the store as to its appeal to the public, depth of selection of merchandise and its combination of quality and price. If the results of all these inquiries are positive, we can help him. We often will recommend TV because it best conveys these ingredients.

(2) The ad budget. We say he must use TV on an annual basis, as with newspapers. This often requires moving some co-op funds from newspapers to TV (we work closely with his store buyers when they make purchases from manufacturers; work closely with the manufacturers' rep and show him how to translate a print campaign into TV, etc).

The other points: (3) campaign concept (we seek out the unique selling proposition for the store and translate it into a single unified theme for use on TV); (4) selection of media (we ask the retailer to consider the nature of his store and whether most of what he does can best be presented on TV); (5) the advertising message (the retailer needs a good local agency, one that has a record of experience in writing TV copy that sells).

Also: (6) production personality (we tell the retailer that we know we can rely on local stations to give us excellent production services, including talent and facilities at a price in line with his requirements), and (7) collateral services (many things in the retailer's operation have news value—we tell him to make them colorful enough and have them occur when it is possible for TV to cover them).



*Mike Verno rose from trainee to senior account executive during five years in the advertising business before setting up his own one-man shop in 1969. Today, Verno Associates Inc., Rochester, N.Y., has a staff of 10 and is expected to bill over \$1 million in 1971. The agency is heavily into retail advertising, and one of its campaigns—for a local men's store—has been made the subject of a 17-minute film, which is being shown in 20 cities as part of the Television Bureau of Advertising's annual sales clinic.*

## FCC deals itself out on one censor role

### Commission tells Staggers it can't judge CBS documentary on distortion charges, but tells CBS caution may be indicated

The FCC will not investigate allegations of distortion in CBS's *The Selling of the Pentagon*. To attempt to sort out the rights and wrongs of the case, it says, would be inconsistent with the First Amendment and would involve it "deeply and improperly in the journalistic functions of broadcasters."

But it has also issued a reminder to CBS—more pointed than those issued to broadcasters in similar circumstances in the past—that it ponder the criticisms that have been leveled against it.

The commission expressed its position last week in a letter to Representative Harley O. Staggers (D-W. Va.), chairman of the House Investigations Subcommittee and of its parent Commerce Committee, who had filed a complaint about the program dealing with the Pentagon's multi-million dollar public relations program. The subcommittee has undertaken its own investigation of the program and has subpoenaed—so far without success—CBS's outtakes and other materials connected with the program.

The commission managed to act unanimously in adopting its letter to Representative Staggers, but it took several meetings before the seven commissioners were able to agree on language.

But from behind the facade of unanimity there emerged a sharp controversy. Chairman Burch issued a statement criticizing Commissioner Nicholas Johnson for not disqualifying himself in the case. The chairman said Mr. Johnson had taken the role of advocate in defending *Selling* in an article he wrote for the *Washington Post* and should not, now, sit as judge in the case (see facing page).

The principal controversy over *Selling*—broadcast originally on Feb. 23 and rebroadcast on March 23—involved CBS's editing of answers given by Daniel Z. Henkin, assistant secretary of defense for public affairs, in an interview with CBS Newsman Roger Mudd. Mr. Henkin claimed that the

answers had been so rearranged as to misrepresent their content.

And the commission, in its letter, presented a detailed analysis of the interview as shown on the program, compared with the verbatim transcript of the original interview. The analysis showed that parts of answers to two questions had been transposed from other parts of the interview.

However, the commission concluded that further action in the case would not be appropriate—"and not because the issues involved are insubstantial. Precisely to the contrary, they are so substantial that they reach to the bedrock principles upon which our free and democratic society is based."

The commission cited its rulings, two years ago, in cases involving CBS's *Hunger in America* and complaints against the three networks' coverage of the Democratic national convention in 1968. As in those cases, the commission said it should not intervene when it lacks "extrinsic evidence or documents that on their face reflect deliberate distortion."

"It would be unwise and probably impossible for the commission to lay down some precise line of factual accuracy—dependent always on journal-

istic judgment—across which broadcasters must not stray," the commission said. Any attempt to do so, it added, would be inconsistent with the First Amendment and the national commitment to wide-open debate of public issues and "would involve the commission deeply and improperly in the journalistic functions of broadcasters."

The commission said it could conceive of cases where evidence of deliberate distortion would require an inquiry—where, for example, "yes" and "no" answers to questions were transposed. But it said it does not believe that *Selling* presents the situation.

The commission did not let the matter end there, however. As in the two earlier cases it cited, it stressed that allegations of distortion should be referred to broadcasters for their own handling. "We particularly urge the need for good faith, earnest self-examination," the commission said, adding, "In our view, broadcast journalists should demonstrate a positive inclination to respond to serious criticism."

The commission noted that CBS has failed to address the criticisms expressed by Representative Staggers and others in Congress and in the press of the editing of the Henkin interview. It said the question-and-answer format encourages viewers to believe that an answer follows directly from the preceding question. "Surely important issues are involved here, ones that every broadcast journalist should ponder most seriously."

The commission is checking into one aspect of the controversy—the complaint that CBS has not complied with the fairness doctrine in connection with the program. It has asked the network to submit its comment on the complaint within 20 days. Following the second showing of *Selling*, CBS ran a series of edited film clips of critical comment. On April 18, it presented a special one-hour news special to afford opportunity for contrasting views.

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*The FCC elects  
not to intervene:*

"... not because the issues involved are insubstantial. [But because] they are so substantial that they reach to the bedrock principles upon which our free and democratic society is founded."

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## Burch says Johnson was wrong to vote

FCC Chairman Dean Burch said last week that Commissioner Nicholas Johnson should have disqualified himself from voting in *The Selling of the Pentagon* case. Mr. Burch cited a *Washington Post* article written by Mr. Johnson in defense of the program and in criticism of its attackers. The article was published March 28, while the case was before the commission.

The FCC, said its chairman, "must avoid even the appearance of bias." Mr. Johnson, said the chairman, "falls short of that standard and thus diminishes the commission's standing."

Mr. Johnson was preparing a statement of his own on the *Pentagon* case although the vote on the letter to the House Investigations Subcommittee (see facing page) was unanimous. The statement was unavailable when this story went to press.

Chairman Burch's statement, which was attached to the text of the commission's letter, marked the first official censure by a colleague of Mr. Johnson's habit of commenting on issues or cases before the commission, though litigants have twice challenged his qualifications.

The *San Francisco Chronicle* petitioned the FCC to disqualify Mr. Johnson from participating in the license-renewal hearing of the company's KRON-FM-TV. The petition was unanimously rejected by the six other members of the commission (BROADCASTING, Oct. 20, 1969).

More recently AT&T asked Mr. Johnson to disqualify himself from all matters involving the Bell System. The company said he had displayed prejudice in a speech accusing Bell of pursuing policies that produced higher prices for consumers and lower profits for shareholders. Mr. Johnson refused (BROADCASTING, Nov. 16, 1970).

In his statement last week Mr. Burch pointed out that the CBS documentary "aroused a storm of controversy" after its original broadcast and that formal inquiries were sent to the FCC by Representative F. Edward Hebert (D-La.), chairman of the House Armed Services Committee, on March 5 and by Chairman Harley Staggers of the Investigations Subcommittee on March 9. "Thus, from early March on," said Mr. Burch, "this was an adjudicatory case—one which we knew we would be called upon to decide as judges."

In the middle of the public controversy, on March 28, Mr. Johnson's article, "A Defense of TV vs. the White House," appeared in the *Post*.

"Commissioner Johnson has a perfect right to speak out on this or any other controversial issue," said Mr. Burch. "But he cannot have it both ways. He



*"You ride a bicycle because it feels good—especially if your city has bicycle paths (I use the C&O Canal tow-path in Washington), but even if it doesn't (I sometimes ride in traffic). The air feels good on your body; even the rain feels good. The blood starts moving around your body, and pretty soon it gets to your head, and glory be, your head feels good."*—Commissioner Nicholas Johnson, "Life Before Death in the Corporate State," delivered at the University of California at Berkeley, Nov. 5, 1970. Above, Commissioner Johnson bicycling to work last Monday, as he does every day, the blood moving around his body, his head feeling good.

cannot be both a public advocate—defending the program in print—and then sit as a judge on charges alleging unfairness and distortion in the program."

The FCC, said Mr. Burch, "has an obligation beyond the mere absence of demonstrable bias; it must avoid even the appearance of bias. In his dual role of advocate and judge, Commissioner Johnson falls short of that standard and thus diminishes the commission's standing."

Mr. Johnson's article in the *Post* was a slashing attack on Spiro Agnew and

the Nixon administration for attempting to manage the news and discredit news media that were disobedient. Mr. Johnson wrote that President Nixon's "first appointments to the FCC and related agencies were designed to foster administration control and industry orientation."

Though neither Mr. Johnson in his article nor Mr. Burch in his statement said so, Mr. Burch was among Mr. Nixon's first appointees.

## Tale of two cities in CBS offensive

Boston ■ Richard S. Salant, president of CBS News, has called for the convening of an "academic constitutional convention" to find "a way to preserve bold and independent broadcast journalism in the context of licensing."

The House Subcommittee investigation of CBS News's *The Selling of the Pentagon* represents "a point of no return where the issue is nothing less than whether free broadcast journalism can exist," he said, "and if free broadcast journalism cannot exist, how secure can print journalism be? Can only our end of the rowboat sink?"

Even if CBS wins on the *Pentagon* issue, Mr. Salant said "the fundamental issues will remain."

"What will still remain to be done—what urgently remains to be done—is to reconcile what is now the irreconcilable—to find some sensible and practical way to accommodate the irresistible force and the immovable object. The irresistible force is the First Amendment—in a free press, the people's right to know. The immovable object is licensing."

Mr. Salant, who was addressing the Boston University School of Communication last Wednesday (April 28) upon its presentation of an award to *Selling of the Pentagon*, challenged his audience to consider the problem and develop other alternatives. He said the academic constitutional convention he envisioned should summon "the best minds in the communication and journalism schools, advised not only by those of us in broadcasting but as well by print journalists, by the best constitutional and communications lawyers, by all past and present FCC chairmen and by interested governmental officials."

Mr. Salant said the *Pentagon* controversy represented "what may well be the most important, certainly the most far-reaching, First Amendment issue which has emerged in this century—the issue of how free journalism can exist in a context of licensing." If broadcast journalism is "substantially excluded from the First Amendment," he said,

"we become not just second-class citizens, but aliens."

Broadcast journalism, he continued, has been subjected to three decades of "increasing intrusion" by government while broadcasters deluded themselves by thinking "that we could live with the step-by-step encroachments, that each encroachment would be the last, that somehow we would muddle through and the issue need never be drawn. . . ."

"It has been done to us by fine men, beneficently motivated, seeking to achieve what we all want to achieve—excellence in reporting and editing, truth, accuracy, fairness, balance and an informed public essential to a viable democracy. . . ."

"These good men, so motivated, serving on the FCC or cheering them on, have done what I cannot assure you I would have refrained from doing had I been on the commission or in the government—use the tempting lever of licensing to 'improve' broadcast journalism and avoid the abuses and the sins that have marked the earlier history of the print media—the polemicists, the yellow journalists, the one-party press. . . ."

"We are now reaping the whirlwind of the false notion of these good men—the notion that it is all right to intrude into the newsrooms because good men are the intruders, with good objectives. But the First Amendment does not discriminate between good intruders and bad intruders. It does not permit our kind of man in the government to edit for us, but forbid their kind of man. It does not say Vice President Agnew can come in but Commissioner Nicholas Johnson cannot, or that Nick Johnson can come in but Spiro Agnew cannot."

Mr. Salant said he welcomed the widespread support that has developed behind the CBS position but that it would take more than that. "Let me put it bluntly: Welcome as your citizen is, welcome as are the resolutions and editorials, if this battle is to be won, these are only the beginnings—important beginnings but still only beginnings. . . ."

"Resolutions and awards are great but what, if I may be an ungracious guest, do you do next if you feel as strongly as we do about these issues?"

**Washington** ■ CBS/Broadcast Group President Richard W. Jencks stressed last week that freedom of the press is "indivisible," applicable to both the print and the broadcast media. He made his observation to a meeting of the Association of American Publishers Inc. in Washington. It will not be easy to establish a firm tradition of freedom for a broadcast press that "uses the public airwaves," Mr. Jencks said, and added: "But such an effort is not entirely with-

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*Jencks with Pogo  
on liberals, conservatives  
and a free press:*

"We have met  
the enemy  
and they are us."

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out successful precedent. If broadcasters rely upon the 'public airwaves,' so news and other magazines, to take one example, use the public postal system. This has not prevented us from developing a robust legal tradition which has frustrated the government's efforts to supervise the contents of magazines.

"And if it is true that broadcasters must continue to be regulated in various aspects because of the need for allocating the broadcast spectrum, it is also true that the other organs of the press are likewise under various degrees of governmental regulation and supervision applying to many of their activities."

Mr. Jencks asserted that if the country is to have a single free press tradition, it needs an educated public that understands the value of such an institution and is "willing to tolerate its deficiencies." He said that in the current controversy "there are really no villains" and critics "on the left and the right" are motivated to advance the public good.

"You should not suppose, for example, from the list of those who have supported us in this controversy that the liberal establishment has been consistently in favor of the First Amendment for broadcasters or that conservatives have uniformly wished to curtail that freedom," Mr. Jencks observed. "For the plain fact is that the vulnerability of broadcasting to governmental attacks on its independence has been created as much, if not more, by liberals as by conservatives. Both can say, with Pogo: 'We have met the enemy and they are us.'"

## NBC, 'Say Goodbye' off hook with FCC

The NBC-aired program *Say Goodbye*, which is under investigation by the House Investigations Subcommittee, provides no basis for FCC action against the network, the commission said last week.

The commission, in responding to a complaint that a segment in the nature program constituted a "gross misrepresentation of facts," said NBC was unaware that the shooting of a mother polar bear in the film was done with a tranquilizing charge rather than a bullet. It also said NBC intended to de-

velop guidelines to prevent possible misleading impressions in future productions.

The program was produced by Wolper Productions Inc. The firm later informed NBC that the sequence, which appeared to show the killing of the bear leaving two orphaned cubs, was "a composite from stock footage of the anesthetized mother and her cubs and the shooting of a male polar bear outside U.S. territorial limits."

The sequence—widely criticized by hunters and animal lovers—prompted the House Investigations Subcommittee to subpoena outtakes and other material from Wolper and a film and written transcript of the program from NBC. The materials were delivered two weeks ago (*BROADCASTING*, April 26).

The subpoenas were issued at the same time the subcommittee attempted to subpoena outtakes and other material connected with CBS's *The Selling of the Pentagon*. CBS has refused to provide the material; it says the constitutional guarantee of free press bars the subcommittee from requesting it.

The commission disclosed its conclusion that no action was warranted in connection with *Say Goodbye* in a letter to Carl H. Davis, president of the Citizens' Firearms Council, who had filed the complaint against NBC.

The commission referred to its ruling in disposing of allegations of distortion that were leveled at an earlier CBS documentary, *Hunger in America*. In that case, the commission held such complaints would not cause it to defer action on a license-renewal application unless "extrinsic evidence of possible deliberate distortion or staging of news which is brought to our attention involves the licensee, including its principals, top management or news management."

Wolper explained its treatment of the controversial sequence on the ground that the program was not a news report or news documentary but a cinematic documentary essay. It said the film was "purposefully edited to dramatize pre-established and authenticated facts concerning endangered species of wildlife the world over."

NBC, in responding to the complaint, said that although the footage illustrated known facts, some viewers could receive "mistaken impressions, as happened in this sequence." It said it would not broadcast the sequence again in the same form.

The guidelines it is developing to guard against such situations in the future, NBC told the commission, will advise producers that it will not accept film that may lead viewers to believe they are seeing an actual event when it is in reality only a montage of different scenes.



# Westinghouse fills the hole it emptied

Owner of five TV's, prime mover in prime-time rulings, announces programing plans for freed network periods

Westinghouse Broadcasting Co., on whose suggestion the FCC's prime-time access rule was based, has informed the commission of its plans for filling the seven half hours from which the rule excludes network programing beginning in October. It has also offered to screen portions of the programs for the FCC.

The plans include local productions by each of Group W's five television stations and Group W's production or co-production of five programs that will be shown on all of the stations and, in addition, offered for syndication. Group W will acquire two other shows which will fill the remaining half-hour programing slots. Group W's plans were disclosed in a letter from Donald H. McGannon, WBC president, to the commission that was made available last week. It was seen, in part, as a response to skeptics' assertions that the prime-time rule would result in a dearth of quality prime-time programing.

The rule, which bans major-market television stations from taking more than three hours of network programing between 7 and 11 p.m., is aimed at breaking networks' domination of prime-time programing, and at opening prime time to independent syndicators, like Group W. Group W suggested it as an alternative to a commission proposal to bar networks from owning or controlling more than 50% of their nonnews prime-time programing.

Mr. McGannon says Group W's programs will cost no more than \$45,000 per half hour—in some instances show principals have been prevailed upon to take "a substantial share in any profits that are realized" rather than a talent fee—and estimates that total expenditures for the project for the 12 months beginning in October "will exceed \$5 million." Production costs for four Group W programs that are set will top \$4 million.

Mr. McGannon says Group W hopes to liquidate the cost through syndication and/or time sales, and adds that realization of "a moderate profit" would be "an optimum result." "The syndication market for the next season is very undecided and unpredictable," he wrote, and added: "Obviously, we are hoping for at least moderate reception and acceptance in this area despite the somewhat apathetic attitude of most stations regarding

the [commission's prime-time] rule."

As for commercial policy, Group W's "first and basic position" is to follow the prime-time limitations the networks have employed in other than feature films—that is, three one-minute positions per half hour, although Mr. McGannon acknowledged that experience may dictate an increase in the amount of commercial time. Mr. McGannon said Group W hopes to cluster the spots to permit the entertainment portion of the show to run without interruption.

Group W's program plans for all five stations—which Mr. McGannon touched on while a member of a programing panel at the National Association of Broadcasters convention last month (BROADCASTING, April 5)—include *Norman Corwin Presents*, original dramas for which the writer-producer-director will serve as host; *The Smothers Talent Company*, which will star Tommy, with frequent visits from Dick, "in satire, song and variety relevant to the times"; *The David Frost Review*, which will feature a different theme each week and will involve "live and film variety, music and comedy sketches," and *Street People*, which will feature interviewer Mal Sharpe in conversation "with citizens in every section

## McGee for Downs on 'Today'

Hugh Downs is leaving NBC-TV's *The Today Show* on Oct. 11, the end of his current three-year contract with NBC News. Reuven Frank, president of NBC News, said Frank McGee, NBC News correspondent, who on various occasions was substitute host of the show while Mr. Downs was on vacation, will replace him.

After nine years with *Today*, Mr. Downs said, he wants to devote his time to lecturing, writing, teaching and being a consultant in the communication field.

Mr. McGee has been co-anchorman of *NBC Nightly News* since August 1970. He joined NBC News in 1957 and will be the fourth host of *The Today Show*. (Dave Garroway was the first host, followed by John Chancellor. Mr. Downs has been host since September 1962.) No replacement for Mr. McGee on the news program has been announced.

of our country with offbeat questions."

Group W has been attempting to nail down plans for a program that would be called *Flavors* and would feature Mason Williams, John Hartford, and Jennifer and John Stewart. If any of the programs mentioned "don't work out," Mr. McGannon said, Group W hopes to have two programs in reserve—one on cinematography and film-making that would be presented by Jerry Lewis, another that would feature Mike Douglas.

The two programs to be acquired for Group W's stations are *Doctor in the House*, an English comedy series, from London Weekend Television, and *Sports Illustrated*, a Time-Life production being made available by Chevrolet on a barter basis. Group W, which has the American rights to *Doctor*, has sold the show to 25 stations.

Mr. McGannon also attached to his letter lists of available off-network reruns (45), first-run programs for the time period (74) and barter (27), and expressed the belief "that all of the Group W offerings in syndication will be competitive" with them.

Group W's individual station plans include: WBZ-TV Boston—*Different Drummer*, an interview program featuring Sonya Hamlin; KYW-TV Philadelphia—*The McLean Perspective*, which features Bob McLean in a look "at reality from a wide variety of perspectives; WJZ-TV Baltimore—*Zenker for the Public*, in which lawyer Arnold Zenker probes "matters of fundamental interest" in an arena-style setting designed to encourage audience participation; KDKA-TV Pittsburgh—*This Week in Pittsburgh*, a magazine-format program designed to provide viewers with "an overview of the previous week's happenings," and KPX-TV San Francisco—*Good Grief, It's Sunday*, a magazine-formatted show that will feature a Bay-area group of "improvisational satirists" in "satirical comments on the happenings of the local and national scene."

Mr. McGannon said there "is some expectation" that the programs may be shown on Group W stations other than on those originating them.

Group W expects to have a film containing segments of some of its programs by the second week in May. "I would like to show this to you and the members of your staff so that

you will have a first-hand reaction to the content and thrust of our effort," Mr. McGannon wrote. He went on to suggest that the showing be limited to one session "to serve everyone's time and also to have a chance for a free-wheeling discussion."

There was no immediate reaction from the commission.

## Emmy nominees: news, documentary

'Selling' among contenders  
but NBC continues  
nomination domination

The second phase in the nominations for this year's Emmy awards was completed Wednesday (April 28) with the announcement by the National Academy of Television Arts and Sciences of the nominees for the news and documentary awards. As it did in the programming category (BROADCASTING, April 19), NBC leads in the news and documentary area with 14 nominations, eight for programs and six for individuals. CBS received 11, Public Broadcasting System five and ABC one.

Top program was the *NBC Nightly News*, which received four nominations. The CBS News show *60 Minutes* was next with three and four others received two each.

George C. Scott, nominated for "The Price" on the *Hallmark Hall of Fame* in the entertainment category, was also selected for his narration of *A Man Named Lombardi* on NBC. Thus far,

the actor — who rejected a movie "Oscar" this year — has not indicated whether he would reject an Emmy.

The nominations follow:

For programs, program segments, or series achievements; and for achievements by individuals contributing to such elements including reporters, commentators, and writers.

Outstanding achievement within regularly scheduled news programs: Bruce Morton, correspondent — reports from the Lt. Calley trial—*CBS Evening News with Walter Cronkite*; coverage of the Indo-China war—*ABC Evening News*—Avram Westin, executive producer; coverage of the Pakistani tidal-wave disaster—*NBC Nightly News*—Wallace Westfeldt, executive producer, and David Teitelbaum, producer; Phil Brady, correspondent—investigation of GI drug addiction in Vietnam—*NBC Nightly News*; five-part investigation of welfare—*NBC Nightly News*—Wallace Westfeldt, executive producer, and David Teitelbaum, producer; coverage of the Middle East plane hijackings—*NBC Nightly News*—Wallace Westfeldt, executive producer, and David Teitelbaum, producer.

Outstanding achievement in magazine-type programming: Mike Wallace, correspondent—*60 Minutes* (CBS); Gulf of Tonkin segment—*60 Minutes* (CBS)—Joseph Wershba, producer, and Morley Saffer, correspondent; *The Great American Dream Machine* (PBS)—A. H. Perlmutter, Jack Willis, executive producers; *Black Journal*—Tony Brown, executive producer, and Phil Burton, Stan Lathan, producers.

Outstanding achievement in coverage of special events: CBS News space coverage for 1970-71—*Aquarius on the Moon: The Flight of Apollo 13* and *Ten Years Later: The Flight of Apollo 14*—Robert Wussler, executive producer, and Joan Richman, producer—Walter Cronkite, correspondent; *Earth Day: a Question of Survival*—Ernest Leiser, executive producer, and Bernard Birnbaum, Phillip Scheffler, Paul Greenberg, producers; NBC News coverage of the southern California earthquake—William B. Hill, Richard Fischer, producers; Douglas Kiker, NBC News correspondent—the War in Jordan.

Outstanding achievement in news documentary programming: *The Selling of the Pentagon* (CBS News)—Perry Wolff, executive producer, and Russ Bensley, producer; *The World of Charlie Company* (CBS News)—Ernest Leiser, executive producer, and Russ Bensley, producer, and John Laurence, correspondent; *NBC White Paper: Pollution is a Matter of Choice*—Fred Freed, producer and writer.

Outstanding achievement in cultural documentary programming: Nana Mahomo, narrator—*A Black View of South Africa* (CBS); Robert

Guenette and Theodore H. Strauss, writers—*They've Killed President Lincoln!* (NBC); Craig Gilbert, director-writer—*The Triumph of Christy Brown on Realties* (PBS); *The Everglades* (NBC)—Craig Fisher, producer; George C. Scott, narrator, and Jerry Izenberg, writer—*A Man Named Lombardi* (NBC); *The Making of "Butch Cassidy & The Sundance Kid"* (NBC)—Ronald Preissman, producer; *Gertrude Stein: When This You See, Remember Me on Fanfare* (PBS)—Perry Miller Adato, producer; *Arthur Penn, 1922—Themes and Variants* (PBS)—Robert Hughes, producer; *Which Way, America?* (NBC) John Gentry, producer.

## Frito Bandito is gone but not forgotten

The broadcast media came under fire last week at antidefamation hearings held by the House Communications Subcommittee under Chairman Torbert H. Macdonald (D-Mass.).

The hearings were on a number of resolutions introduced earlier this year favoring cessation of production and distribution of films and programs that are derogatory to ethnic, racial and religious groups. The resolutions said that if broadcasters and film makers do not eliminate such material in a year, Congress would legislate standards for them.

Representative Frank Annunzio (D-Ill.), a sponsor of one of the resolutions, said the measures would properly condemn "the scurrilous portrayal of ethnic Americans." He did not give specific examples of the situation, but FCC Commissioner Robert E. Lee said the commission received 137 complaints about ethnic slurs in TV programming last year and expects that number to increase this year.

Commissioner Lee noted that, "despite the offensiveness of such material it generally enjoys the constitutional guarantees of free speech" and the com-

## More honors for 'Selling,' Salant

Twenty-two television and nine radio stations have won Broadcast Media Awards for excellence in local programming at the 21st annual awards banquet of the Broadcast Industry Conference in San Francisco. In addition, 13 industry leaders were recipients of Broadcast Preceptor Awards, including CBS News's Richard Salant for *Selling of the Pentagon*.

The citations are voted each year by San Francisco State College. Winners this year are:

WMAQ-TV Chicago, NBC affiliate, which received two awards, one for its *Alone in the Midst of the Land* documentary on pollution and another for a drama *Royko at Best*, based on the works of a local columnist; WBUR(FM) Boston, also a double winner, for its black-oriented *Third World* and a view of local happenings entitled *The City*.

Three other NBC-owned and operated stations were cited: WRC-TV Washington for its *Probe* study of local issues; WKYC-TV Cleveland for *Give Us Our Children* appeal for increased communications between adults and children, and KNBC(TV) Los Angeles for *In the Company of Strangers*, a look at minorities in southern California.

Awards for educational programming went to noncommercial KLVX(TV) Las Vegas for *Negro History*, a documentary, and noncommercial stations KRMA-TV Denver for its ecology special *Tomorrow is Maybe?*; WNYE-TV New York and its art instructional program *Moving Image*; KCET(TV) Los Angeles and its *Chicano Moratorium* look at last year's Chicano march and reaction to the movement. Noncommercial WTTW(TV) Chicago's geriatric study, *Until I Die*, also was honored. Radio winners in the educational category included noncommercial KPFA(FM) Berkeley, Calif., and its student-produced cultural

look at the *North Beach Scene* and non-commercial WMUK(FM) Kalamazoo, Mich., for its presentation of *Theatre of the Imagination*, a review of radio.

Others lauded were WCBS-TV New York for its urban editorial *Isle of Trash*; KDKA-AM-FM Pittsburgh for its 50th-anniversary portrait of radio *Look What We Started*, and KDKA-TV Pittsburgh for the documentary *Invisible Community*, on the plight of the aged. A community participation show *Are you a Conservative or Are you a Liberal?*, produced by KIRO-TV Seattle, testing the viewer's political leanings, won recognition, as did KOMO-TV Seattle for *Who Cares About Indians?* a look at problems faced by Indians in the Northwestern U.S. A winner for the past three years, WAVE-TV Louisville, Ky., was lauded for its pollution documentary *Mother Earth Needs You*. Another previous winner was WWJ-TV Detroit, which again won, this time for a portrait of *The Black Policeman*.

mission "must hope and expect that the good taste and responsible judgment" of broadcasters would prevent objectionable programming. He urged complainants to make their views known to stations and networks.

Domingo Nick Reyes, executive director of the National Mexican American Anti-Defamation Committee, charged that chicanos are treated with indifference or contempt by the mass media and used by advertisers as "the fall guy" in selling products. He called for "informational and instructional programs aimed at all segments of society and designed to replace the stereotypes with a realistic picture of Spanish Americans."

Representative John M. Murphy (D-N.Y.), another resolution sponsor, said that "stopping the portrayal—immediately—of various minority groups as contemptible or despicable is one of the many things we can do to prevent our country from being further torn apart by intergroup hostility and violence."

## The buying of Tom Jones

Independent Television Corp. has announced its first sales of the *This Is Tom Jones*, package containing 27 one-hour programs. ITC said the sales averaged one a day, up to April 13 and covering the seven working days following introduction of the series in syndication. Among the TV stations buying the show are WNEW-TV New York, WTTG(TV) Washington, KCOP(TV) Los Angeles, WGN-TV Chicago, CKLW-TV Windsor-Detroit, WSMW-TV Worcester, Mass., WTCN-TV Minneapolis and KPTV(TV) Portland, Ore.

In the San Francisco Bay area, TV winners were KPIX(TV) San Francisco for a show of local pride, *Tell Them We're from San Francisco*, and KTVU(TV) Oakland-San Francisco for *60-Second Specials* on local problems. Area radio winners were KCBS-FM San Francisco for a documentary *Ecology Scene* and KEAR(FM) for *Focus 70*, a year-end roundup.

WQAD-TV Moline, Ill., won with a study of conscientious objectors entitled *Do You Miss America?* as did KWGN-TV Denver for *Christmas is A Comin'* holiday fare. WOR-TV New York was honored for *A Holiday Celebration with Ossie Davis and Ruby Dee*, exploring Negro problems; KIMN(AM) Denver was awarded its prize for *Smoke, Smoke, Smoke*, an antismoking campaign, while KQV(AM) Pittsburgh was cited for *Ode to the Paddle*, a nostalgic look at punishment in schools, and WHDH-AM-FM Boston won with its local-activities booster *The Week Ends Here*.

# PBS radio counterpart, NPR, starts up

## 90-minute interpretive news program

### to be keystone of 90-station, interconnected line-up

National Public Radio, the first live interconnection of 90 noncommercial, educational radio stations, opens the lines today (May 3) with a 90-minute (5 to 6:30 p.m.) introduction to *All Things Considered* . . . , a news-interpretation-commentary report of the day's events that will be a staple of the network.

The newscast will carry domestic news, supplied by its own, as well as affiliates' reporters, and overseas news from the *Christian Science Monitor*, the Associated Press, the British Broadcasting Corp., Reuters and Agence France-Presse. NPR is also negotiating with the Canadian Broadcasting Corp. and Radio Nederland (Holland) as additional overseas news sources. Cleve Mathews, former *New York Times* and *St. Louis Post-Dispatch* newsman, is NPR news editor. Robert Conley, former *New York Times* and NBC overseas correspondent, is the anchor man for the news program.

NPR was incorporated in Washington in March 1970 with a \$3.5-million contribution from the Corp. for Public Broadcasting. Donald R. Quayle is president. Its initial lineup of 90 stations are 75% FM and are located in 36 states.

NPR's television counterpart, Public Broadcasting System, was incorporated in November 1969, began service in September 1970 to what now numbers 204 affiliated noncommercial, educational TV stations. PBS's initial funding

Winners of the Broadcast Preceptor Awards were: Richard Salant, president of CBS News, for his work on the *Selling of the Pentagon*; Joan G. Cooney, producer of *Sesame Street*; Dr. Erik Barnouw of Columbia University for a three-volume history of U.S. broadcasting, and Dr. I. Keith Tyler, Ohio State University, for his work in the area of broadcast standards. Four authors and their publishers were also honored: Alan E. Koenig for his book *Broadcasting and Bargaining*, published by University of Wisconsin Press; Gene Youngblood and E. P. Dutton & Co. for *Expanded Cinema*; and Frederick D. Wilhelmsen and Jane Bret for *The War in Man: Media and Machines* and the book's publisher, The University of Georgia Press.

In addition TV personality Marlo Thomas, star of *That Girl* series, was presented with a Special Honors Award for her encouragement of broadcast education.

was \$6 million, also from the CPB.

During the weeks that follow its commencement, NPR plans a daily news budget, including a series of documentaries on such subjects as the May 4 commemoration of the Kent State and Jackson State student deaths, a feature on the rise of religious themes in rock and country music, a report on the plight of domestic workers, a look at the four-day work week, as well as news breaks as they occur.

In September, NPR proposes to offer 20 Los Angeles Philharmonic Orchestra concerts for Saturdays.

NPR on July 1 takes over the National Educational Radio Network, heretofore operated by the National Association of Educational Broadcasters, as well as the four employes of NERN.

In conjunction with NPR's operating status, a public radio conference is set for May 11-13 in Washington.

Expected are management and program personnel from 90 to 120 non-commercial stations. They will hear from John W. Macy Jr., president of CPB; William G. Harley, president of NAEB, and Mr. Quayle, and then break up into seminars and workshops.

## VFW asks equal time in Washington streets

The hawks among the Veterans of Foreign Wars, who presumably outnumber the doves, were ready to do battle with the television networks last week for their coverage of the preceding week's antiwar demonstrations in Washington. According to VFW Commander-in-Chief Herbert Rainwater, ABC-TV had devoted 18 minutes 50 seconds to covering that week's events, NBC-TV had devoted 14 minutes and CBS-TV 23 minutes. Commander Rainwater wanted the same coverage allotted to a demonstration his organization was prepared to mount if the networks would just agree to cover it. The VFW was even prepared to pay the \$100,000 it estimated such a demonstration would cost. The networks—declining to guarantee advance coverage of any such event—said no.

Commander Rainwater's position—in which he claimed to have the concurrence of Vice President Agnew—was that the networks were guilty of "complete overkill" in their news treatment of the demonstrations, and that the demonstrators themselves did not represent the views of the 400,000 Vietnam veterans on the VFW's rolls.

## Good music payoff, Southern style

### Way paved for Atlanta sale by promise to provide classical fare on stations

Atlanta music lovers are on the verge of victory in their battle to hear classical music on an AM and an FM station in that city. When, and if, the FCC authorizes the \$675,000-sale of WGKA-AM-FM Atlanta from Strauss Broadcasting Co. to GCC Communications of Atlanta Inc., the AM will program 90% classical music, and Strauss and GCC will each pay noncommercial WABE(FM) Atlanta \$40,000 to improve its facilities and program stereo classical music.

In effect, the agreement between Strauss, GCC and Broadcast Good Music Committee, a citizens group, ends a conflict which began in 1968 when the sale of the station to Strauss was contested because of a proposed change in format. The Atlanta citizens committee won its first skirmish when the U.S. Court of Appeals in Washington overturned the commission's order approving Glenkaren Associates Inc.'s sale of the stations to Strauss Broadcasting and remanded the case for evidentiary hearing (BROADCASTING, Nov. 2, 1970). The commission, however, has not yet acted on the remand order, and Strauss

has continued to be the stations' licensee.

Two months ago another controversy arose when Strauss decided to sell the stations to GCC. At that time, there was doubt that the commission would approve the sale (BROADCASTING, March 1). Some commission officials indicated they would take a dim view of the proposed sale until the issues raised in the court's opinions were resolved. Others, however, felt that if GCC could satisfy the complainants in Atlanta, it could probably satisfy the commission.

And satisfy the complainants they did. In the agreement, the citizens committee told the FCC that it has no objections to the sale, and in fact endorsed the application. Furthermore, if the application for assignment of WGKA-AM-FM is granted, the citizens group told the FCC, no further proceeding will be required on the remand from the appeals court. However, the agreement notes that should the sale not be authorized by the commission, the citizens group—as a precautionary measure—“reserves full right to the hearing contemplated by the remand from the court.”

The money to upgrade the noncommercial FM, licensed to the Atlanta Board of Education, from both Strauss and GCC will be used to purchase and install a new 20 kw FM transmitter with stereo and sub-carrier generator and monitors, one polarized antenna, and all the necessary control-room

equipment to play stereo recordings and tapes.

The Atlanta Board of Education told the commission on March 31 of the agreement between itself and the parties in the sale and informed the commission that on May 1 it will begin broadcasting classical music seven days a week, from 7 a.m. to 1 a.m.

Among other things, the proposed buyer told the commission that it will engage and consult with the citizens committee periodically in connection with the AM's classical format and that it has agreed to pay the future out-of-pocket expenses of the committee incurred after the applicant becomes the licensee, not to exceed \$2,000 per year for three years.

## FCC backs up WMAQ in editorial dispute

The FCC reaffirmed a fairness doctrine policy last week, ruling that it would not require a licensee to voluntarily send copies of editorials to every group or individual who may have an interest in the subject matter of an editorial. But while it was about it, the commission commended NBC-owned WMAQ-AM-FM Chicago for doing just that on its own initiative.

At issue was a WMAQ editorial regarding food coding. The FCC's Broadcast Bureau had earlier ruled in favor of WMAQ when a spokesman for the National Consumers' Union was refused time to respond to the editorial and a response was solicited from Leonard Farbstein, then Democratic representative from New York.

The union spokesman asked the commission to undertake a thorough review of NBC's policy of notification of local parties having a specific and known interest in a station editorial, and require it to broadcast the union spokesman's rebuttal, which was contended to be another point of view from that expressed by NBC or Congressman Farbstein.

In denying review of the bureau's previous ruling, the commission said it reviews complaints only to determine if the licensee acted reasonably and in good faith. It noted that there is no rule or policy which requires a licensee to provide copies of station editorials to groups or individuals which may have an interest in the content of the editorial, except in cases of personal attacks or political editorializing.

The commission also said it did not appear that the views expressed by the union spokesman in the proposed response to the editorial differ significantly from those of Congressman Farbstein and that no additional information had been supplied which was not before the

## Changing Formats

The following modifications in program schedules and formats were reported last week.

- WFWR(AM) Fort Wayne, Ind.—Fort Wayne Broadcasting Co. switched from “good music” to country-and-western. Station operates on 1090 khz with 1 kw directional-day.
- WDIZ(FM) (formerly WKIS-FM) Orlando, Fla.—Shamrock Development Corp. is now programming 100% “solid gold” music (rock music of years past), in place of its previous middle-of-the-road format. WDIZ operates full time on 100.3 mhz with 100 kw and an antenna 840 feet above average terrain.
- WTRY-FM Troy, N.Y.—Kops-Monahan Communications Inc. commenced simulcasting WTRY-AM-FM eight hours daily, and consequently added contemporary music to the FM's present middle-of-the-road format. WTRY-FM operates on 106.5 mhz with 11.5 kw and an antenna height of 900 feet.
- WFLY(FM) Troy, N.Y.—Troy Record Co. has changed the station's music programming from middle-of-the-road to

popular standards, past and present, in stereo. WFLY operates on 92.3 mhz with 10 kw and an antenna 840 feet above average terrain.

- WFRE(FM) Frederick, Md.—James L. Gibbons, effective April 17, switched from up-tempo middle-of-the-road music to “beautiful music” in conjunction with the station's new automated programming system. WFRE is on 99.9 mhz, 9 kw with an antenna 1,120 feet above average terrain.
- KLEB-AM-FM Golden Meadow, La.—KLEB Inc. eliminated top-40 music from the program schedule of its AM station (which previously played that type of music about 20% of the time), and increased air-play time of country-and-western music to 56% of the total week. The station also broadcasts French music. KLEB-FM changed from middle of the road to “mixed music”—top 40, hard rock, country and western, movie themes and M-O-R. KLEB(AM) operates on 1600 khz with 1 kw day. KLEB-FM is on 94.3 mhz with 3 kw horizontal and 2.8 kw vertical; its antenna is 195 feet above average terrain.

commission when the bureau issued its ruling.

The union spokesman had also complained that NBC had indicated that it would require a signed letter of indemnity relieving it of any claim or liability resulting from the response, while waiving such a letter of indemnity from the congressman. The commission did not rule on this viewpoint but said it would give it further consideration.

## KNX seeks to upset ruling on fairness

CBS last week asked the FCC to reverse an earlier decision by the chief of its Complaints and Compliance division, who ruled that CBS-owned KNX-AM-FM Los Angeles violated the fairness doctrine by refusing time to a spokesman for one side of a controversial issue because he did not represent a significant organization or body of public opinion (BROADCASTING, April 5).

At issue was the extent to which KNX attempted to seek out a spokesman to answer an editorial concerning the need for judicial reform in the California court system. The complainant, Thomas M. Slaten, a law student, charged KNX did not broadcast a reply to its editorial and rejected his request because he was not a representative of a specific organization.

CBS, however, said its attempts to find a responsible spokesman, while extensive, were fruitless. It added that an offer to respond was first extended to Mr. Slaten, who originally claimed to be an authorized spokesman for the student body of Southwestern University, but was later withdrawn "when Mr. Slaten divulged that he was not, in fact, an authorized student body spokesman." CBS told the commission that this in itself casts doubt upon the "bona fides" of Mr. Slaten, adding that Mr. Slaten had once been refused employment with the station and had since sought time to respond to editorials on numerous subjects.

## Tailor-made music

Sweep Productions Inc. has been established in Memphis to produce custom music for broadcasters and advertisers. Bill Heffernan, former sales manager of WMC-AM-FM Memphis, is president of the company. Ernie Bernhardt, who has been a musical director at the production arm of Pepper and Tanner Inc., is vice president and musical director of Sweep Productions. The company's activities will range from one-instrument production to complete symphonic arrangements, including pre-scoring and post-scoring, TV reproductions and industrial films. Address: 904 Rayner, Memphis.

## Protester intrusion feared

House Speaker Carl Albert (D-Okla.) ruled out radio-TV coverage of hearings on Vietnam war crimes held last week. A spokesman for Mr. Albert said the speaker felt broadcast coverage would encourage war protesters demonstrating in Washington last week to disrupt the proceedings.

The hearings were held by an ad hoc group of congressmen headed by Representative Ronald V. Dellums (D-Calif.). Mr. Albert has jurisdiction over news coverage of informal congressional panels; coverage of other hearings is at the discretion of committees.

## Golden promotion gets tests in three markets

Harold Golden Productions, New York, has sold *The Picture Puzzle* TV audience promotion game to two advertisers: Scott Paper Co., Philadelphia, for showing on WPHL-TV Philadelphia and CKLW-TV Windsor-Detroit, and to Party Time Products Inc., New York, for WNEW-TV New York, starting this week.

Mr. Golden, who was formerly president of ABC Films, said the advertisers have bought *The Picture Puzzle* for 13 weeks to test its effectiveness for possible extensive use throughout the country. Stations are provided with 50 slides a week on well-known personalities and locales and they are used within programs and feature films for contests with the viewing audience. Mr. Golden added that CBS/Viacom has been given rights to *The Picture Puzzle* for cable-TV systems.

## Tele-Tape chief out; MPO merger talks end

In what appeared to be the outcome of an internal struggle involving its management, Tele-Tape Productions, New York, has terminated negotiations with MPO Videotronics and has replaced its board chairman-president-treasurer.

The three positions were held by Henry Moulvihill, who has resigned. His responsibilities have been assumed by Richard E. Riedel, executive vice president, who becomes chairman; John Natale, senior vice president, who becomes president, and Robert Spicer, named treasurer. Mr. Spicer, an investment banker (vice president of Baker Fentress & Co., Chicago) and for many years a member of the Tele-Tape board of directors, continues to serve on the board. Mr. Riedel and Mr. Natale were founders of Tele-Tape in 1960 and serve on the board.

It was reported that the actions in-

volving both Mr. Moulvihill's departure and his replacements were voted by Tele-Tape's board. It also was noted that negotiations under way with MPO had been terminated at about the same time. Under the merger proposal, MPO, which is considered the largest commercial production firm in the U.S., was to acquire Tele-Tape, an established and leading producer of taped commercials and programs ("Closed Circuit," April 19).

Tele-Tape/New York provides facilities, equipment and production personnel for Children's Television Workshop's *Sesame Street*, for *The David Frost Show* (Group W Productions) and recently served as production arm for the Frazier-Ali championship fight. Tele-Tape/Detroit is a major producer of business/communications and manpower-development programs.

## Two series, special in Dellinger planning

Two new TV series and a special are to be produced by newly formed Dellinger Productions, Los Angeles. The firm is headed by Robert Dellinger, former production chief at Robert E. Petersen Productions there. First of the two series is a half-hour program spotlighting a famous figure from the world of sports using filmed records of the athlete's career. Mr. Dellinger—saying that the program would be bartered to stations—indicated that negotiations were currently in progress with an advertising agency.

An action-adventure hour using four rotating stars, working for a single organization, is the company's second series entry. As yet unnamed, the headlines would work from their country of residence with all programs shot on location: two in Europe, one in the Far East and the other in the U.S. Syndication is scheduled for January 1972.

Also being made: A one-hour special for the Dupont Co., based on the production of the company's movie "Winter Sun." Mr. Dellinger produced "The Amateur Athlete" for Dupont last year. New offices of the production company are at 9040 Sunset Boulevard, Los Angeles.

## Two premieres this week on CBS Radio network

CBS Radio has scheduled two new weekend programs, *Entertainment: East* and *Entertainment: West*, to begin, respectively, May 8 and May 9.

Lee Jordan, former Broadway critic and entertainment editor for WCBS-AM-TV New York, will be host on the East Coast edition at 11:25 to 11:29 a.m.

EDT. Jerry Dunphy, anchorman for *Jerry Dunphy's Personal File*, on KNX-(AM) Los Angeles, and *The Big News* and *Eleven O'clock Report* on KNXT-(TV) Los Angeles, will report from the West Coast at 1:06 to 1:10 p.m. EDT.

Mr. Jordan will review Broadway and off-Broadway productions and new movies. He also will conduct interviews while visiting the film sets of companies filming in New York. Mr. Dunphy will cover non-Hollywood entertainment in the western U.S. and also interview movie stars, producers, directors and writers.

## New Wolper nomenclature after WVI acquisition

The Hollywood-based firm, Wolper Productions, no longer exists as such. Following the announced acquisition last week of Western Video Industries the company has been renamed The Wolper Organization Inc. Terms of the agreement were not disclosed.

Wolper has acquired Western Video and its various divisions, including a Hollywood video-tape center and Western Video's syndication arm. The major investors in Western Video will now be represented in the new Wolper organization. These are reported to include American Research and Development Co., a Boston investment firm, and Times Mirror Co., Los Angeles. The latter is a newspaper publishing company with broadcast and cable-television interests.

Officers of Western Video Industries will remain with the new firm. David L. Wolper, head of Wolper Productions, takes over as president and chief executive officer. Other titles are expected to

be announced shortly for Edward Borchardt, Joseph P. Sanford and Richard W. Dinsmore, respectively president, vice president and treasurer, and vice president of Western Video. Mr. Dinsmore is in charge of the syndication division and will remain in that post.

Television production at the newly acquired video-tape center will include two of the four new shows Wolper is producing for Hughes TV (BROADCASTING, March 29). In addition, the Wolper Organization announced the production of three more George Plimpton specials for the Dupont Co. Two to four TV specials will be made for the Quaker Oats Co., for whom Mr. Wolper is making *Willy Wonka and the Chocolate Factory*, a feature film to be released July 4 through Paramount Pictures Corp.

## Program notes:

**QB VII on TV first** ■ "QB VII," the best selling novel by Leon Uris, has been purchased by Screen Gems and will be produced by the Hollywood studio for ABC Circle Films. It will be shown as a multi-part television movie on ABC-TV. "QB VII" is the second best seller to be converted into a lengthy TV movie. "Vanished," by Fletcher Knebel, was aired as a two-parter on NBC earlier this season.

**Tomorrow's first offerings** ■ Initial productions of the newly formed Tomorrow Entertainment Inc., New York, a subsidiary of the General Electric Co. are two one-hour outdoor wildlife specials, *Eagle and the Hawk* and *Big Horn*, both scheduled for telecast during 1971-72. *Eagle and the Hawk* is being

produced for *GE Monogram* series of specials. Thomas W. Moore, president of Tomorrow, also announced that director-producer Robert Riger has been signed to develop a half-hour children's series titled *Animal Life Begins*.

**Radio chiller to TV** ■ *Inner Sanctum*, one of radio's more memorable programs, is being readied for television by Metromedia Producers Corp., Hollywood. Art Wallace will develop and write the pilot episode which MPC will video tape later.

## Contemporary format called savior of radio

Pop music and contemporary stations have revitalized the entire radio industry, Walter A. Schwartz, president of the ABC Radio network, told an advertising-marketing seminar last week.

"Those stations which helped build the contemporary scene and stayed with it are among the strongest in the entire medium today," he said at a Shepard Broadcasting Corp. seminar in the British West Indies. "I shudder to think where radio would be today had stations not linked themselves to the pop culture—the modern music beat—the fads, fashions and fancies of the new generation," Mr. Schwartz added.

"The success of contemporary radio stations in establishing a firm hold on the youthful demographic audience pattern led other stations to seek different alternatives, leading to other formats and segmented audiences, target audiences," he said.

Shepard Broadcasting Corp. is the licensee of WTTO(AM) Toledo, Ohio; WLAV-AM-FM Grand Rapids, Mich., and WLYV(AM) Fort Wayne, Ind.

## Broadcast Advertising

### Banzhaf no help on cigarettes

As should have been no surprise in his amicus brief filing

Those broadcasters who held a hope that the entry of John Banzhaf III would help their cause in seeking to have the law barring cigarette commercials from the air declared unconstitutional had them dashed last week. The three-judge court hearing the case had invited the antismoking crusader to file a friend of the court brief, and to ad-

dress a key issue raised by the broadcasters' counsel—the law's effect on cigarette advertising in nonbroadcast media (BROADCASTING, April 15).

Much of the resulting 31-page document was aimed at refuting the broadcasters' principal argument—that the law, which became effective on Jan. 2—improperly discriminates against radio and television in ignoring cigarette advertisements in other media.

A five-page section dealing with the question posed by the court expressed confidence the government would take the remaining steps necessary to remove "much of the evil" of cigarette advertising.

The suit, brought by five owners of six radio stations and supported by the

National Association of Broadcasters in a friend of the court brief, contends that the act violates the First Amendment guarantee of freedom of speech and the Fifth Amendment guarantee of equal protection of the law.

Mr. Banzhaf, however, joined the government in contending that broadcasters have not been deprived of the right to speak about cigarettes. "Rather," he adds, "they have lost only an ability to collect money from others for broadcasting their message."

Furthermore, he said, Congress can ban advertising it believes to be deceptive. And in view of "the extensive Federal Trade Commission studies of cigarette advertising," he added, "Congress could have determined that cigarette ad-

# Consider the flexibility.

Nothing matches the power of film to reach into the real world and capture a precise action, or mood, or locale.

Film gives you all the freedom in the world to find the authenticity you're looking for. Thanks to lightweight, portable equipment, you can shoot anywhere and get the same quality you expect when filming in a studio.

But the flexibility of film is more than physical. It's basic to the raw material itself, giving you unlimited opportunities for creative commercial production. Indoors or outdoors.

That's why you don't have to go far, to go places with film.

## **EASTMAN KODAK COMPANY**

Atlanta: 404/351-6510. Chicago: 312/654-5300. Dallas: 214/351-3221.  
Hollywood: 213/464-6131. New York: 212/262-7100. San Francisco: 415/776-6055.



# Radio'71

## All grown up and starting over

*Broadcasting* is not in the business or the habit of writing its stories before it does its research, and we're not going to start now. But we are on to something we don't mind talking about ahead of time: the story of radio in 1971.

We're researching that story now. We will write

it for the issue of June 21.\*

We can't say what it will say. We can say what it will be about.

It will be about the most vigorous broadcast medium around.

The one where, as they say, it's happening.

The one where you can find most of the excitement, most of the innovation—most of the *communication*—in the broadcasting business.

It will be about the medium where broadcasting began, and where new frontiers are still being discovered.

It will be about a

medium in many ways ahead of its market, if not of its time. A medium on the one hand all grown up, and on the other starting over.

As you will have guessed, it will be about a medium we like a lot.

If radio is your medium, too, you should join us on June 21.

\* Which will be seen and read by the more than 120,000 influentials who read *Broadcasting* regularly. For more details and advertising opportunities available, call your nearest *Broadcasting* representative. Closing date: June 14.

**Washington, D.C.**  
Maury Long  
1735 DeSales St., N.W., 20036  
202-638-1022

**Hollywood, California**  
Bill Merritt  
1680 N. Vine Street, 90028  
213-463-3148

**New York, N.Y.**  
Bob Hutton, Greg Masfield,  
Eleanor Manning  
7 West 51st Street, 10019  
212-757-3260

**Barrington, Illinois**  
David J. Bailey  
P. O. Box 562, 60010  
312-381-3220

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO



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

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended March 28, 1971  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended March 28	Total dollars week ended March 28	1971 total minutes	1971 total dollars
	Week ended March 28	Cume Jan. 1-March 28	Week ended March 28	Cume Jan. 1-March 28	Week ended March 28	Cume Jan. 1-March 28				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 8.0	\$ 132.2	\$ 1,535.9	\$ 352.0	\$ 3,539.0	86	\$ 484.2	883	\$ 5,082.9
Monday-Friday 10 a.m.-6 p.m.	1,473.3	17,426.8	3,143.0	39,224.3	1,676.9	21,393.2	849	6,293.2	10,093	78,044.3
Saturday-Sunday Sign-on-6 p.m.	1,385.5	16,915.2	1,572.9	15,939.9	908.4	10,307.9	320	3,866.8	3,450	43,163.0
Monday-Saturday 6 p.m.-7:30 p.m.	337.7	4,620.5	593.2	6,699.7	588.2	7,966.5	90	1,519.1	1,088	19,286.7
Sunday 6 p.m.-7:30 p.m.	—	901.7	149.6	3,585.5	211.6	2,881.0	16	361.2	226	7,368.2
Monday-Sunday 7:30-11 p.m.	5,343.3	67,994.0	6,499.0	78,754.5	7,198.8	88,747.0	421	19,041.1	5,361	235,495.5
Monday-Sunday 11 p.m.-Sign off	300.4	3,525.7	249.6	2,723.9	612.2	6,789.5	124	1,162.2	1,355	13,039.1
<b>Total</b>	<b>\$ 8,840.2</b>	<b>\$111,391.9</b>	<b>\$12,339.5</b>	<b>\$148,463.7</b>	<b>\$11,548.1</b>	<b>\$141,624.1</b>	<b>1,906</b>	<b>\$32,727.8</b>	<b>22,456</b>	<b>\$ 401,479.7</b>

vertising is deceptive," he continued.

Further, he said Congress was justified in applying the advertising ban only to radio and television because it might have concluded that the impact of commercials on young children and teenagers is much greater than that of advertising in newspapers, magazines and billboards. Congress, he said, could have reached that judgment on the basis of "common experience."

Another basis of distinction, he said, is "the public's ownership of airwaves which have traditionally imposed burdens upon FCC licensees not shared by other media." A court ruling that the distinction Congress made in the case of cigarette advertising was arbitrary, he added, would force a reexamination of the obligations the government has imposed on broadcasters over the years.

In the section dealing with the law's effect on other media, he acknowledged that "there appears to be some increase in the number and frequency of cigarette commercials in a variety of popular magazines." But he said he knows of no source that can provide "complete and accurate figures."

He also cited Internal Revenue Service figures as indicating that "cigarette consumption may rise during the first half of 1971." IRS said 50.6 million cigarettes were manufactured in January, compared with 47.4 million a year ago. But he cited Department of Agriculture figures showing that cigarette consumption was on the rise during the last half of 1970, when cigarette commercials were still being broadcast.

But through most of the section, Mr. Banzhaf took issue with the broadcasters' contention that the purpose of the

act was to permit cigarette manufacturers to increase their advertising in print media. He noted that the FTC has indicated it intends to move soon in requiring stronger health-hazard warnings in all cigarette advertising than is now required on cigarette packages (BROADCASTING, March 22). The FTC is prohibited from taking such action before July 1. He also predicted that the FTC would impose stiff restrictions as to themes and misleading statements.

Such action, coupled with the act barring cigarette advertisements "from the only medium in which they directly affect young children and substantially affect older children," he said, will eliminate "much of the evil of the advertisements."

The licensees who brought the suit are Capital Broadcasting Co. (WNAV-AM) Annapolis, Md.) and Dover Broadcasting Co. (WDOV-AM) Dover, Del.), both owned by Henry Rau; Turner Communications Corp. (WTMA-AM) Charleston, S.C.); Northwest Broadcasting Co. (KVFD-AM) Fort Dodge, Iowa); The LaGrange Broadcasting Co. (WLAG-AM) LaGrange, Ga.) and North American Broadcasting Co. (WMNI-AM) Columbus, Ohio).

## Advertising's burden explored by Moss bill

Senator Frank E. Moss (D-Utah), chairman of the Commerce Committee's Consumer Subcommittee, plans to introduce legislation today (May 3) aimed at determining advertising's impact on society (BROADCASTING, March 1). The bill would create a National Institute of Marketing and Society in

the Federal Trade Commission with \$5 million in initial federal funding.

In remarks prepared for the Senate, Senator Moss said the institute would provide the "insight necessary to maintain advertising on a socially constructive path" and in so doing would give the public an "objective understanding of marketing."

The legislation contains a congressional mandate for studies of the relationships between advertising and drug abuse; alienation of the young from society, and "the knowledge, attitudes and perception of children."

Senator Moss noted that there has been behavioral research on advertising's impact, but that much of it is being done in isolation and is funded by businesses interested in a narrow range of information.

## Commercials, cassettes discover each other

What is believed to be the first contract for commercials on video cassettes is scheduled to be signed today (May 3) by Alfa Romeo and Midwest Video Systems Inc., Oklahoma City.

The Alfa Romeo commercials are to be shown over a 40-location Electronic Video Recording (EVR) motel network throughout the Middle West and Southwest, with special programs to be used to test the effectiveness of the one-minute spot.

The agreement was made through Ross Roy of New York Inc., the U.S. advertising agency for the Italian car manufacturer. This is said to be Alfa Romeo's first use of TV advertising in the U.S.

# Spot TV in '70 ignores economy lag

Leading spender Procter & Gamble cut spending 9%, but seven of top-10 clients increased spot budgets

National and regional advertisers spent more than \$1.3 billion in spot television during 1970 in the 75 markets monitored by Broadcast Advertisers Reports, according to an announcement today (May 3) by the Television Bureau of Advertising.

TVB said that seven of the top-10 spot TV advertisers increased their expenditures in 1970. They are General Foods, up 27.5%; Colgate-Palmolive, up 27.2%; American Home Products, up 30.7%; Bristol-Myers, up 17.3%; Warner-Lambert, up 31.3%; General Mills, up 17.3%; William Wrigley Jr. Co., up 8%. Those registering decreases were Procter & Gamble, down 8.9%; Lever Bros., down 11.7% and Coca-Cola Co., down 21%.

Specific company investments in the TVB report are comparable to data that appeared in the 1969 full report, TVB said, but total dollars and category dollars are not comparable because of shifts in national and local designations by BAR.

## The top-100 spot buyers

Company	Expenditure
1. Procter & Gamble Co.	\$50,799,800
2. General Foods Corp.	46,774,900
3. Colgate-Palmolive Co.	36,863,300
4. American Home Products Corp.	26,357,500
5. Bristol-Myers Co.	23,329,100
6. Lever Brothers Co.	20,869,100
7. General Mills Inc.	17,935,600
8. Warner-Lambert Pharmaceutical Co.	17,855,900
9. Coca-Cola Co.	16,945,400
10. William Wrigley Jr. Co.	16,554,700
11. Gillette Co.	16,320,800
12. Loews Theatres Inc.	15,385,500
13. Alberto-Culver Co.	14,472,000
14. R. J. Reynolds Industries Inc.	14,404,900
15. Nestle Co.	14,216,800
16. PepsiCo Inc.	13,425,400
17. Kraftco Corp.	13,164,600
18. International Tel. & Tel. Corp.	13,029,400
19. Sterling Drug Inc.	12,934,700
20. Philip Morris Inc.	11,491,800
21. Standard Brands Inc.	10,462,300
22. C. P. C. International Inc.	10,400,200
23. Norton Simon Inc.	10,169,800
24. Scott Paper Co.	10,082,500
25. Johnson & Johnson	9,803,900
26. Quaker Oats Co.	9,777,900
27. Miles Laboratories Inc.	9,591,600
28. Carnation Co.	9,511,000
29. General Motors Corp.	8,963,200
30. Deluxe Topper Corp.	8,742,700
31. Triangle Publications Inc.	8,717,100
32. Shell Oil Co.	8,542,000
33. Kellogg Co.	8,539,500
34. British-American Tobacco Co. Ltd.	7,832,800
35. Ford Motor Co.	7,544,800
36. American Can Co.	7,405,900
37. Seven-Up Co.	7,197,600
38. Toyota Motor Distributors Inc.	6,916,200
39. Standard Oil Co. of New Jersey	6,617,700
40. Ideal Toy Corp.	6,420,900
41. Campbell Soup Co.	6,388,200
42. Ralston Purina Co.	6,354,100
43. Atlantic Richfield Co.	6,113,700
44. Mars Inc.	6,081,300
45. Heublein Inc.	6,040,900
46. Richardson-Merrell Inc.	6,006,200

Company	Expenditure
47. Standard Oil Co. of Indiana	5,711,400
48. Carter-Wallace Inc.	5,692,000
49. Chesebrough Ponds Inc.	5,565,600
50. Popeil Brothers Inc.	5,494,900
51. Jos. Schlitz Brewing Co.	5,492,900
52. Royal Crown Cola Co.	5,436,600
53. Clorox Co.	5,366,900
54. Ronco Tele Products	5,241,900
55. UAL Incorporated	5,143,400
56. H. J. Heinz Co.	5,030,900
57. National Biscuit Co.	4,987,800
58. Avon Products Inc.	4,980,900
59. Remco Industries Inc.	4,857,800
60. Dow Chemical Co.	4,793,500
61. Standard Oil Co. of Ohio	4,790,900
62. Falstaff Brewing Corp.	4,770,800
63. Smith Kline & French Labs	4,756,300
64. Morton-Norwich Products Inc.	4,743,500
65. Noxell Corp.	4,395,000
66. Standard Oil Co. of Calif.	4,385,700
67. Motorola Inc.	4,384,000
68. Mobil Oil Corp.	4,359,900
69. Plough Inc.	4,339,100
70. Greyhound Corp.	4,310,500
71. Mattel Inc.	4,239,300
72. Revlon Inc.	4,127,500
73. Anheuser-Busch Inc.	3,967,300
74. Liggett & Myers Tobacco Co.	3,957,400
75. Chrysler Corp.	3,927,600
76. E. & J. Gallo Winery	3,899,600
77. Pillsbury Co.	3,855,000
78. Borden Co.	3,828,100
79. General Tel. & Elec. Corp.	3,797,500
80. Volkswagenwerk A. G.	3,631,600
81. National Products Ltd.	3,607,000
82. American Tel. & Tel. Co.	3,574,300
83. Beatrice Foods Co.	3,475,000
84. Rio Tinto-Zinc Corp. Ltd.	3,462,300
85. S. C. M. Corp.	3,443,200
86. Squibb Beech-Nut Inc.	3,424,000
87. Mennen Co.	3,377,600
88. Associated Products Inc.	3,373,400
89. American Express Co.	3,335,700
90. Consolidated Foods Corp.	3,314,000
91. American Airlines Inc.	3,309,600
92. Interstate Brands Corp.	3,279,300
93. American Cyanamid Co.	3,265,100
94. Gulf & Western Industries Inc.	3,247,300
95. General Cigar Co. Inc.	3,246,700
96. F. & M. Schaefer Corp.	3,237,400
97. Swift & Co.	3,229,200
98. Eastern Air Lines Inc.	3,206,900
99. Union Oil Co. of California	3,204,900
100. Toyota Auto Dealers Association	3,145,500

## Spot television expenditures\* by product classification

	Jan.-Dec. '70
<b>Agriculture and farming</b>	<b>\$ 4,198,300</b>
<b>Apparel, footwear and accessories</b>	<b>33,311,300</b>
Apparel fabrics and finishes	2,073,900
Footwear	8,011,500
Hosiery	8,558,200
Ready-to-wear	5,135,700
Underwear, foundations and bras	7,236,500
Misc. apparel, accessories and notions	2,295,500
<b>Automotive</b>	<b>65,092,100</b>
Passenger cars	48,337,900
Tires and tubes	7,263,400
Trucks and mobile homes	1,516,600
Misc. auto accessories and equipment	7,974,200
<b>Beer and wine</b>	<b>66,661,000</b>
Beer and ale	54,004,300
Wine	12,656,700
<b>Building materials, equipment and fixtures</b>	<b>7,292,000</b>
Building materials	716,700
Equipment fixtures and systems	3,725,300
Protective coating and finishes	2,850,000
<b>Confectionery and soft drinks</b>	<b>89,765,600</b>
Confectionery	33,641,700
Soft drinks	56,123,900

<b>Consumer services</b>	<b>8,817,600</b>
Communications and public utilities	31,400
Engineering and professional services	5,844,100
Financial	2,942,100
<b>Drugs and remedies</b>	<b>86,409,200</b>
Cold, cough and sinus remedies	20,087,400
Digestive aids and antacids	9,870,900
Headache remedies and sedatives	25,806,500
Laxatives	1,660,800
Medical equipment and supplies	3,767,700
Skin products and liniments	8,035,400
Vitamins	4,938,300
Misc. drugs and remedies	12,242,200
<b>Food and food products</b>	<b>304,092,900</b>
Appetizers, snacks and nuts	20,087,400
Bakery goods	32,320,400
Cereals	28,187,800
Coffee, tea and cocoa	53,829,400
Condiments	15,017,800
Dairy products	22,378,900
Desserts and dessert ingredients	8,627,900
Flour and baking mixes	6,590,500
Fruit and vegetable juices	6,395,000
Fruits and vegetables	19,287,300
Health and dietary foods	7,750,200
Infants' foods	1,288,700
Meat, poultry and fish	16,819,500
Pasta products and dinners	8,572,800
Prepared dinners and dishes	13,732,500
Salad dressings and mayonnaise	7,449,700
Shortening and oil	19,010,900
Soups	4,332,800
Sugars, syrups and jellies	4,431,900
Misc. food and food products	17,820,800
<b>Gasoline, lubricants and other fuels</b>	<b>57,659,000</b>
<b>Horticulture</b>	<b>4,430,500</b>
<b>Household equipment and supplies</b>	<b>73,700,800</b>
Deodorizers and air fresheners	1,593,200
Disinfectants	4,175,400
Food wraps and foils	7,198,100
Household paper products	23,456,600
Insecticides	3,865,700
Major appliances	12,429,900
Small appliances and equipment	6,351,600
Misc. accessories and supplies	14,630,300
<b>Household furnishings</b>	<b>9,591,700</b>
Floor covering	2,547,400
Furniture	3,306,800
Household fabrics and linishes	3,013,900
Misc. household furnishings	723,600
<b>Insurance</b>	<b>9,514,500</b>
<b>Jewelry, optical goods and cameras</b>	<b>7,108,500</b>
Cameras and photographic supplies	5,171,300
Jewelry, watches and optical goods	1,937,200
<b>Office equipment, stationery and writing supplies</b>	<b>3,507,200</b>
<b>Pets and pet supplies</b>	<b>34,821,700</b>
<b>Publishing and media</b>	<b>17,348,100</b>
<b>Radios, television sets and musical instruments</b>	<b>25,541,200</b>
Musical instruments	468,200
Records and tape recordings	7,345,000
Radios, TV sets, phonographs and recorders	17,164,100
Misc. components and supplies	563,900
<b>Smoking materials</b>	<b>50,549,200</b>
Cigarettes	43,413,500
Cigars and tobacco	6,319,800
Misc. smoking materials and accessories	815,900
<b>Soaps, cleansers and polishes</b>	<b>93,701,200</b>
Cleansers and polishes	36,127,600
Laundry preparations	23,097,100
Soaps and detergents	34,476,500
<b>Sporting goods and toys</b>	<b>50,092,000</b>
Games, toys and hobbycraft	45,081,000
Sporting goods	5,011,000

<b>Toiletries and toilet goods</b>	<b>160,014,800</b>
Cosmetics and beauty aids	26,004,300
Dental supplies and mouthwashes	29,452,800
Depilatories and deodorants	18,045,500
Feminine hygiene products	4,943,700
Hair products	49,125,600
Men's shaving equipment	8,117,500
Men's toiletries	7,541,400
Toilet soaps	8,198,700
Women's shaving equipment	1,027,300
Misc. toiletries and toilet goods	7,558,000
<b>Travel, hotel and resorts</b>	<b>31,911,600</b>
Airlines	26,062,700
Buses	2,290,000
Car rental	3,292,300
Steamships	266,600
<b>Miscellaneous</b>	<b>6,536,900</b>
<b>TOTAL</b>	<b>\$1,301,668,900</b>

Note: There has been a major revamping of the product classes for 1970 by BAR.

\*Estimated dollar activity in the 75 markets monitored by BAR.

### The choice of length

Length	Expenditure	%	%
10 seconds	\$ 63,000,800	4.8	5.1
20 seconds	65,734,300	5.1	9.5
30 seconds	841,138,400	64.6	52.3
40 seconds	8,591,100	0.7	0.6
90 seconds	323,204,400	24.8	32.5

### The choice of daypart

Period	Expenditure	%	%
Daytime	\$273,220,300	21.0	20.4
Early Evening	373,058,300	28.6	29.1
Nighttime	395,316,800	30.4	30.0
Late Night	260,073,500	20.0	20.5

### Business briefly:

**Baskin-Robbins Ice Cream Stores**, through Carson/Roberts/Inc., Los Angeles, is set to begin its first national advertising campaign via spot television. Three different spots will be used in 46 markets during May and June.

Purchases on ABC Radio include: **Pennwalt Corp.**, Pharmacraft division, Philadelphia, through Rumrill-Hoyt, New York, for Allerest tablets and nasal spray, and **Lehn & Fink Products Corp.**, Montvale, N.J., through Warwick & Legler Inc., New York, for Medi-quick antiseptic spray, both on the American Information and Entertainment Networks; and **Bristol-Myers Co.**, New York, through Honig-Cooper and Harrington, Los Angeles, for Tanya suntan lotion on the American Contemporary Network.

New timebuyers on the NBC Radio network include: **General Motors Acceptance Corp.**, New York, through Campbell-Ewald Co., Detroit, on *News on the Hour* and *Monitor* and **Pennwalt Corp.**, Pharmacraft division, Philadelphia, through Rumrill-Hoyt, New York, on *Monitor* and *Emphasis*.

**Volkswagen Pacific Inc.**, Los Angeles, will sponsor MGM Television's *Man-to-Man* half-hour sports discussion series on KTTV(TV) Los Angeles, KJTV(TV) Bakersfield, Calif., and KZAZ-TV Tucson, Ariz. Volkswagen, through Doyle Dane Bernbach, Los Angeles, has bought the series on a trade-out basis. *Man-to-Man* has been purchased

in 36 markets, with some stations buying the series directly and others acquiring it on a barter arrangement.

**General Foods Corp.**, White Plains, New York, through Young & Rubicam there, is using the Syracuse, N.Y., area as a test market to introduce its Jell-O brand pudding. The campaign consists of a 30-second TV commercial that is scheduled to run for an undetermined length of time as well as print advertising.

The bottlers of **Coca-Cola**, through McCann-Erickson Inc., New York, and **Hershey Foods Corp.**, Hershey, Pa., through Ogilvy & Mather, New York, will sponsor the rebroadcast of the animated special, *You're in Love, Charlie Brown*, on CBS-TV Monday, June 7 (8:30-9 p.m. EDT). Special, which pre-empts *Here's Lucy*, was originally broadcast on the network June 12, 1967.

### Voices from yesterday in Whirlpool commercial

Doyle Dane Bernbach is taking the nostalgic route in its spot-TV campaign for Whirlpool Corp.'s air conditioners. Returning to the screen will be old favorites Sydney Greenstreet, in the person of actor Chester Watson, and Peter Lorre, impersonated by Louis Avalos in a scene from the 1943 film "Casablanca."

The 30-second spots, set to begin in mid-May and run through the summer, will feature "Mr. Greenstreet" sitting in a rattan chair, fan spinning overhead, talking with "Mr. Lorre" about the new low prices of Whirlpool air conditioners.

The scene was shot by Liberty Studio on the sound stage of the Chatham Studio, both New York. Whirlpool Corp. is in Benton Harbor, Mich.



### FTC backs off slightly in Hi C complaint

The Federal Trade Commission has taken a step backward—at least insofar as demanding that Coca Cola Co. be forbidden to use the brand name Hi C.

The agency issued a formal complaint against the Coca Cola firm on April 23, announced last week, charging that the company is making false and misleading nutritional claims for its Hi C fruit drink. But nowhere in the complaint is the demand that use of the name, Hi C, be banned as misleading.

This was, however, one of the penalties asked by the FTC last year when it announced its intention to issue a complaint against Coca Cola and its advertising agency, Marschalk Co. The agency said then that Hi C is not high in Vitamin C, compared to citrus fruits, as advertised, and was not unqualifiedly good for children.

It also called for Coca Cola to include in any advertising for Hi C a disclosure that the FTC had found previous advertising misleading with respect to nutritional content. This would have to run for a year and is still included in the complaint.

A spokesman for Coca Cola last week said the company would oppose the FTC contentions as "unfounded and without any merit."

### AAF: no soap on detergent warnings

A requirement that advertising for detergents containing phosphates include a specified warning of the dangers of water pollution, suggested by the Federal Trade Commission, was attacked last week by Howard H. Bell, president of the American Advertising Federation.

Such a requirement in advertising, he told an FTC hearing in Washington, could very well result in the disappearance of such advertising from TV, radio, billboards and other media. The warning, a 33-word statement that the FTC proposes to prescribe for labeling as well as advertising detergents with phosphates, would defeat the purpose for which advertising is relied on, Mr. Bell said.

"How will a 33-word announcement of this kind," he asked, "be included in a 30-second television spot . . . without completely destroying the effectiveness of that ad?" In radio he said the warning cannot be accommodated without questioning the use of that medium.

Warnings and information on use should be submitted to the public, Mr. Bell said, through consumer education as well as on packages and labels. Otherwise, he said, "it is conceivable

Congratulations  
to the Winners  
of the 1971 ARB  
Innovator Awards

&  
Thanks  
to the Judges.

## The 1971 Research Innovators

Nine trophy winners were selected from the large group of impressive entries in the 1971 ARB Innovator Awards Program for their creative uses of audience research data in station operation and sales.

### *First Place Awards*

James A. Yergin, Westinghouse Broadcasting  
Frank X. Tuoti, Kaiser Broadcasting  
Jerome Greenberg and Ed O'Berst, CBS Radio Spot Sales

### *Second Place Awards*

Herbert W. Hobler, Nassau Broadcasting  
Philip Von Ladau, KTTV  
Esther Rauch, Major Market Radio

### *Third Place Awards*

Robert T. Hall, KABC  
Jack Garcia, KPIX  
Martin Mills, Metro TV Sales

### *Certificates of Merit*

Michael J. Heimberg, WTOP  
Bill Gately, KRIZ  
Warren Mead, KAUS-TV  
John F. Brennan, Metro TV Sales

### *The Panel of Judges*

Chet Bandes, Doyle Dane Bernbach  
James Fagan, Grey Advertising  
Henry Hays, Pepsi-Cola  
Frank McDonald, Cunningham and Walsh  
Tom McMurtrey, Needham, Harper and Steers  
Frank MacNamara, American Home Products  
Pat Murray, Young and Rubicam  
Jean Rosenthal, Lennen and Newell  
Jon Zoler, Bristol-Myers

Outlines of the winning ideas and others applicable to many different market situations are included in the ARB service publication, *1971 Research Innovations*. For your free copy, write: Chairman Innovator Awards Program, American Research Bureau, 4320 Ammendale Road, Beltsville, Maryland 20705.

Start now preparing your entries for next year.  
You could be a winner in the 1972  
Innovator Awards Program.

that manufacturers could be forced to seek alternative means of marketing products with a considerable increase in cost to the American consumer."

Mr. Bell was one of a series of witnesses that opposed or called on the FTC to delay deciding whether or not the warning should be required until substitutes for the phosphates can be studied to make sure they are not as bad or worse than the element they are to replace. This point was made by two administration spokesmen, Dr. Jesse L. Steinfeld, surgeon general, and Russell E. Train, chairman of the Council on Environmental Quality, as well as by Howard J. Morgens, president of Procter & Gamble Co. Other witnesses heard last week included Mrs. Esther Peterson, former White House consumer adviser to President Johnson; Betty Furness, New York State Consumer Protection Board. Earlier the Associa-

tion of National Advertisers told the FTC that the proposals were not only against the public interest but would be impossible to accommodate in TV and radio, as well as other advertising (BROADCASTING, April 26).

The hearings were recessed last week until June 16 and 17.

### Also in advertising:

**Changes quarters** ■ Tatham-Laird & Kudner Advertising, Chicago, has moved to new quarters at 625 North Michigan Avenue 60611. New phone: (312) 337-4400.

**Now there is one** ■ Inmarco Inc., New York, a subsidiary of Columbia Pictures Industries Inc., reports the merger of its two wholly owned marketing research companies, Grudin/Appel/Haley Research Corp. and N. T. Fouriezos & Associates, both New

York. The merged company will be known as Appel Haley Fouriezos.

**PBS picks Grossman** ■ Public Broadcasting Service, Washington, has named Lawrence K. Grossman Inc., New York, to handle its advertising. The Grossman agency replaces Wells, Rich, Greene on June 1. PBS and Wells, Rich, Greene mutually agreed to end their relationship in March (BROADCASTING, March 15).

### Rep appointments:

■ WMAL-TV Washington: Edward Petry & Co., New York.

■ WRFM(FM) New York: Avco Radio-Television Sales Inc., New York.

■ Wwww(FM) Detroit: RKO Radio Representatives Inc., New York.

■ WISN-FM Milwaukee: RKO Radio Representatives Inc., New York.

## TheMedia

# FCC briefs Hill on CATV goals

## Burch hopes for decision by end of May but promises consultation with Congress

Cable television appeared to be the hottest topic at the FCC oversight hearing last Thursday (April 29) held by the House Communications Subcommittee under Chairman Torbert H. Macdonald (D-Mass.).

The hearing is held at the beginning of each new session of Congress to enable the subcommittee to review the FCC's activities.

At the outset of the question-and-answer session, Chairman Macdonald expressed his concern over the FCC's "slow action" on domestic satellites and CATV, although, in general, he was

complimentary about the FCC's work.

FCC Chairman Dean Burch, who did almost all the speaking for the commission, assured Mr. Macdonald that the FCC would move promptly to a decision on the CATV rulemakings now in progress. He said he hoped that "concrete proposals" would emerge by the end of May—but he would not predict the form they would be in.

Mr. Burch said the FCC would confer with the appropriate committees of Congress before issuing any cable rules. At that point Mr. Macdonald staked a claim to participation in the proceeding.

He said he had been advised that Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, had told the FCC not to take final action before consulting him.

"I want to echo that statement," Mr. Macdonald told Mr. Burch.

Representative Lionel Van Deerlin (D-Calif.) suggested that the commission conduct a test using the top markets, where broadcasters would suffer the least from audience fragmentation, to provide a "crucible" to determine if the fears of local licensees—that CATV would drive them out of business—are valid and if CATV's potential is as great as many contend.

Mr. Burch said the test would further delay resolution of the CATV problem.

Representative William L. Springer (R-Ill.) said he supported CATV initially, but now fears that cable will develop into a substitute for over-the-air TV and siphon off major sports events.

Commercial substitution, Mr. Springer said, will not make a station viable if it is not already viable. However, Mr. Burch replied that the FCC is not considering the commercial-substitution plan as strongly as it once was.

Commercial substitution is part of the FCC's distant-signal importation proposal. CATV's in the top-100 markets would be permitted to carry independent signals if they substituted commercials in distant signals for those of local stations.

Why should broadcasters have to subsidize CATV with their programming? That was a question posed by Representative James M. Collins (R-Tex.).



At prehearing briefing last Thursday (April 29) on Capitol Hill (l-r): FCC Commissioners Robert Wells, Robert E. Lee, Chairman Dean Burch; H. Rex Lee and Thomas J. Houser. Commissioner Nicholas Johnson arrived a little later and Commissioner Robert T. Bartley was excused from appearing.

Chairman Burch pointed out that legislation to establish the application of the copyright laws to CATV had been pending in Congress for some time.

Several committee members raised questions about the recent Frazier-Ali heavyweight fight which was shown exclusively on a closed-circuit system in theaters at high admission prices. Wasn't there something the FCC could do about that?

Mr. Burch said the FCC does not regulate the program content of closed-circuit TV. Chairman Macdonald then indicated he plans to introduce legislation that would prohibit programs—principally sports—from being siphoned off regular TV.

### The shape of FM to come?

FM radio will rise to more prominence as a music medium and AM radio will change more to news, information, sports and service areas. This was the prediction of Maurie Webster, CBS Radio vice president, division services, at an April 23 meeting of the Pennsylvania Associated Press Broadcasters Association.

He said this trend was becoming more apparent as FM music stations were invading the top ranks of the major markets. "In New York," he said, "ARB metro ratings put FM station WRFM with its album format into the number-two position with adults—above all AM stations." And he said, three others of the top five are all-talk AM's and one an all-news AM.

### Markle money will fund Washington CATV study

A series of technical analyses of the potential impact of CATV on the city of Washington will be undertaken over the next eight months by three independent research and engineering organizations.

Lloyd Morrisett, president of the John and Mary R. Markle Foundation of New York, which is one of the underwriters of the study, said that many have generalized about the potential uses of cable TV, but no one has attempted to find out how these uses might be brought about. "This work is designed to provide such a model," he said.

The Markle foundation has made a \$250,000 grant to the Mitre Corp., an engineering company, and Mitre has contracted with the Jansky & Baily engineering firm for part of its study. A study by the Rand Corp. has been contracted for by the Ford Foundation.

The firms will probe financial requirements, alternative equipment combinations and rate structures, opportunities for local program origination, two-way

*Roger Clipp, broadcast veteran, speaking last week to a Philadelphia audience:*

"I submit, all these opponents have their heads in the sand. CATV is here to stay. Cable TV is developing into a great and unusual public-service form of communication, notwithstanding the NAB. Many of us here today will see the day when for all practical purposes a majority of television stations can be 'padlocked.' Present-day television will become cable TV, with high-powered transmitters strategically located to serve so-called 'white areas' not reachable by cable TV."

communications and nonprogram uses of CATV for civic purposes.

The studies will also examine population distribution, social issues that would affect—and be affected by—CATV, and ways of providing a wide range of CATV services.

Last month the Markle foundation announced grants of \$164,000 to Action for Children's Television, a Boston-based group active in children's TV programming areas, and \$260,000 for formation of an Alternate Media Center at New York University that would develop program models for CATV ("Closed Circuit," April 19).

### FCC gets more mail than ever

Complaints, comments and inquiries received by the FCC hit an all-time high in March of 8,124, compared to the previous record of 6,740 in November 1969.

Most of the 3,010 complaints the commission received in March concerned CBS's program *The Selling of the Pentagon*, the commission's now-famous drug-lyrics notice, the announced cancellation of *The Lawrence Welk Show* and other well known network programs, and allegations of cruelty to animals during the broadcast of rodeos.

## NCTA board meeting: the financial blues

Budget talk is put off in Phoenix pending study; Gwin nominated for chairman

Like any other organization, the National Cable TV Association is having financial problems. So the board of NCTA, which plans to meet in Washington June 7 and 8, a month before the NCTA convention, also in Washington, July 6-9, hopes to arrive at some means of at least maintaining the current \$1.4-million budget.

The budget was one of the principal topics slated for board discussion at its meeting in Phoenix on April 22-23, but the day before the board met the association executive committee withdrew it and asked the NCTA budget and audit committee to review it further—particularly with respect to expenses in legal activities and public-relations functions, as well as the technical training area.

The nub of the problem, apparently, is the recent mergers of CATV systems whose combined subscriber count totals over 100,000 customers. Under a plan adopted two years ago, dues for members range from a high of 5¼ cents per subscriber down to a half-cent per customer for all those over the 100,000 mark. Consequently, because of mergers and acquisitions, the NCTA's dues income has dipped somewhat, compared to the number of subscribers served by member systems.

A collateral problem apparently also is a discrepancy between subscriber figures reported to NCTA and those furnished the FCC. This involves, it is understood, different methods of counting multiple hookups furnished to such large units as motels, hotels and apartment houses. The board last month asked the membership committee to develop further information and recommendations.

Action on proposed changes in the association's code of ethics and cable-casting code, as well as adoption of a code of advertising practice was deferred in Phoenix to the next board meeting. The advertising practices code does not contain time standards, it was learned.

Also at the Phoenix meeting, nominated to be the new chairman of the association was John Gwin, Cox Cable Communications Corp., the present vice chairman.

Other nominations: William Bresnan, Teleprompter Corp., vice chairman; F. Gordon Fuqua, Electra Communications Inc., secretary, and Robert Scal-

**Program Schedule**

**Monday**

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**Tuesday**

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**Wednesday**

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**Sooner or later, for better or worse,  
you're going to have to fill it out.**



**MGM Television**



**The MGM Library  
of Great Films**

Movies are still the best buy in television

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lorn, Communications Properties Inc., treasurer.

Eight candidates also were nominated for seven vacancies on the board: Edward M. Allen, Western Communications Corp.; Conrad Bastow, TV Transmission Inc.; Rex Bradley, TeleCable Corp.; David Brody, Jerrold Corp.; Charles Henry, Badger CATV Inc.; William Karnes, National Trans-Video Inc.; Robert McGinty, Atlantic Coast TV Cable Corp., and Robert Tarlton, Panther Valley TV Co. Inc.

## Renewal standards: curse or cure?

### Holding on is main concern of state association brass in Washington session

Broadcasters were told last week that the FCC's license-renewal proposals are good for them—like foul-tasting but beneficial medicine.

The word came from FCC Chairman Dean Burch, who told an assembly of 145 state broadcasting association presidents and executive directors meeting in Washington that broadcasters would be better off if the commission were to write definitions of "substantial" service.

"We would all be better off," the FCC chairman said, "if we were all talking the same language."

He also noted that the announcement proposal could stop last-minute petitions to intervene in license-renewal proceedings, since the public would be aware of renewal filing dates.

The FCC proposals to provide license-renewal standards to determine "substantial" service were issued last February. They suggest that TV stations be judged on the amounts of local, news and public affairs programming they deliver, related on a percentage basis to the standards of the better stations in each market. They also call for all broadcasters to announce every eight days that they are operating on a public frequency and that they hold three-year licenses to operate in the public interest. They also call on TV stations to submit yearly reports (BROADCASTING, Feb. 22).

Vincent T. Wasilewski, president of NAB, protested sharply against the proposals at the NAB convention in Chicago last month, stating that if adopted they would result in a "jumpy, responsive, subservient broadcasting system" (BROADCASTING, April 5).

But Mr. Burch maintained last week that the idea was sound and necessary



### Capcities closes record-setting deals

In the biggest transaction of its kind, \$147-million worth of broadcast properties changed hands last week. In closing ceremonies, three television and six radio stations owned by Triangle Publications Inc. were sold to Capital Cities; the six radio stations were simultaneously spun off to other buyers, and Capcities sold two of its television stations and a satellite to stay within multiple-ownership rules. Triangle's pro-

gram-syndication business also went to Capcities. The station trading was approved by the FCC two months ago (BROADCASTING, March 1).

The accompanying pictures were made at the closings, held last Monday (April 26) at Capcities' headquarters in New York and the next day at Triangle's headquarters in Radnor, Pa.

1. A few of the papers for the Triangle sales to Capcities were assembled for the signings at Radnor. Joseph M. First, Triangle vice president and general counsel, is presiding.

2. Mr. First (l) and Thomas S. Mur-

to flesh out the FCC's 1970 renewal policy, which held that the commission would look with favor on an incumbent licensee at renewal time if he had provided "substantial" service to his community, notwithstanding other applications for the same facilities.

FCC Commissioner Thomas J. Houser said the proposals actually provide potential advantage for broadcasters by formulating the processes of renewal.

The announcement requirement, he noted, means that local citizens will be advised well in advance of renewal filings, so that last-minute pleadings from citizens groups to hold up renewals will

be eliminated or substantially reduced.

"Don't become apprehensive," Mr. Houser said. He added that it is better for stations to know how to measure up to specific standards than to guess. He acknowledged, however, that there is a danger; once the FCC has established a floor for performance, it might try to raise that level.

During the three-day conference, broadcasters bombarded Paul Comstock, NAB executive vice president for government relations, with questions about the prospective new political spending bill which was expected to be submitted to the Senate late last week. Principal target of their questions was



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phy, president and chairman of Capcities, shake on the sale of WFIL-AM-FM-TV Philadelphia, WNHC-AM-FM-TV New Haven, Conn.; KFRE-AM-FM-TV Fresno, Calif., and Triangle syndication for \$110 million.

3. Joseph P. Dougherty (l), president, broadcast division, Capcities, and Walter S. Rothschild, vice president, broadcast divisions, Lee Enterprises, execute papers for transfer of Capcities' WSAZ-TV Huntington, W. Va., for \$18 million. Observing: David K. Gottlieb, president of Lee (l), and Mr. Murphy.

4. Mr. First congratulates Donald A.

Pels, president, LIN Broadcasting, on taking over WFIL(AM) Philadelphia for \$11.5 million.

5. Nat Urso (l), president of Westerly Broadcasting Co., and Capcities' Dougherty close on Westerly's purchase of WNHC(AM) New Haven for \$850,000. (In a separate closing, Robert Herpe, who has managed the station, bought WNHC-FM for \$125,000.)

6. WFIL-FM Philadelphia went for \$1 million to John L. Richer (l), who was Triangle's manager of the station. Mr. Murphy takes check.

7. Robert King (l), executive vice

president, broadcasting, Capcities, congratulates Richard A. Ingraham, president of Stereo Broadcasting Corp., which bought KFRE-FM Fresno for \$105,000. (At the same closing KFRE-AM] went to Walter Lake of McGavren-Guild-PGW, for \$875,000.)

8. Capcities' WTEN-TV Albany, N.Y., and satellite, WCDC(TV) Adams, Mass., were sold to Poole Broadcasting for \$19 million. At the closing were (l-r) Francis P. Shannon, vice president and general manager of the station; Mr. Dougherty; Albert J. Gillen, president of Poole, and John B. Poole, chairman.

the meaning of the "lowest unit" rate provision for charging candidates for advertising time. Mr. Comstock said that this meant the lowest rate charged a regular advertiser, discount and all, even though a candidate may just buy a one-time spot.

Senator Carl T. Curtis (R-Neb.), whose bill (S-663) would extend license periods from the present three years to five, called on broadcasters to whip up backing for the measure by talking to their congressmen and senators. The senator's remarks moved one broadcaster to suggest that the industry attempt to sweeten the pot for enactment of five-year licenses by agreeing

to accept the FCC's proposal that they make announcements of their license-trusteeship every eight days. Mr. Comstock demurred at this thought; there are too many other considerations involved, he said.

Mr. Comstock said that NAB will oppose those sections of the new spending bill that single out broadcasting for special discrimination. One example of this, he said, is an amendment, by Senator James B. Pearson (R-Kan.) that would authorize the FCC to revoke licenses if a broadcaster "willfully or repeatedly" fails to permit candidates to appear on his facilities.

Mr. Comstock also said that NAB

would be more favorable toward the bill if it set a single amount to be spent in any way the candidate desires, rather than setting ceilings for broadcasting and for print media.

However, he indicated that this may be the best possible bill at this time. At least, he added, it is better than the previous bill, which would have set limits on spending for broadcasting but not spending in other media. This was the bill that was vetoed by President Nixon whose veto was upheld in a Senate vote early this year.

The three-day conference, sponsored annually by the NAB, consisted of state association presidents, presidents-elect

and executive secretaries. The first-day's meeting was for executive secretaries; the second, the secretaries and presidents. On the last day, the group visited their congressmen and senators.

Among other highlights of the conference:

▪ Chairman Burch termed the uproar over the drug-lyrics announcement by the FCC "a tempest in a teapot." It is as controversial, he said, as requiring broadcasters to know their call letters.

▪ Paul Haney, new NAB executive vice president for public relations, told the broadcasters that they must "identify" with newspapers in order to win First Amendment protection.

▪ Raymond E. Spence Jr., new FCC chief engineer, told the broadcasters not to worry too much about the wired-nation concept. There are many things that cable TV can do better than over-the-air broadcasting, he said, but there are also many things that broadcasting can do better than CATV.

## ABC-union talks go to federal mediators

Negotiators for ABC and the National Association of Broadcast Employees and Technicians met last week in sessions under the auspices of the Federal Mediation Service in Washington in an effort

to resolve a deadlock in current contract talks.

Representatives of ABC and NABET held negotiations for almost a month in San Diego, starting on March 12, then took a recess after the talks had reached an impasse. The four-year contract between ABC and the union expired last March 31. It covers approximately 1,300 workers, most of whom are engaged in technical crafts but it also encompasses such diverse occupations as publicity man, news writer, traffic and communication worker and building maintenance man.

The main stumbling block appears to be wages. The basic scale for experienced technicians, including cameramen, audio engineers and boom men, is \$275 a week. It's understood that ABC has offered technicians weekly wage increases of \$20, retroactive to last April 1, in the first year of a proposed three-year pact; \$20 in the second year and \$15 in the third. This salary pattern is said to parallel one in force at NBC under a contract negotiated with NABET about a year ago. The union has termed this wage offer unsatisfactory.

Another basic difference is said to center around the union's demand that each segment of NABET's membership has the right to ratify the applicable portion of the contract and not the

entire pact. In the past, the full contract has had to be approved by the technicians, publicity men, news writers, etc. before it could be ratified. ABC has rejected this proposal, insisting that approval must be given by all parts of the membership before the contract can become effective.

NABET's negotiating committee has been authorized to call a strike if it deems one necessary but has not issued a strike deadline.

## Changing Hands

### Announced:

The following sale of a broadcast station was reported last week subject to FCC approval:

▪ KCOY-TV Santa Maria, Calif.: 50% interest sold by Dale G. Moore to Helen Pedotti, Mili Acquistapace and Burns Rick for under \$100,000. Mr. Moore owns KTFI(AM) Twin Falls, Idaho, and KCFW(TV) Kalispell, KCAP(AM) Helena and KGVO(AM) Missoula, all Montana, and is also a member of the TV board of the National Association of Broadcasters. He purchased the 50% interest in KCOY-TV in 1968 under a management contract. The buyers are doubling their respective interests in the station: Helen Pedotti increases her holdings from 33.68% to 67.36%; Mili Acquistapace, 10% to 20%, and Burns Rick, 6.32% to 12.64%. None of the three have any other broadcast holdings. KCOY-TV, affiliated with CBS-TV and NBC-TV, operates on ch. 12 with 64.6 kw visual and 9.7 kw aural and an antenna 1,940 feet above average terrain.

### Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 56).

▪ WTYN(AM) Tryon, N.C.: Sold by Henry G. Bartol Jr. to Gene A. Milsteen for \$120,000 plus covenant not to compete within 25 miles of Tryon for 10 years. Mr. Milsteen was formerly general manager of WDLP(AM) and WPAP(FM), both Panama City, Fla. WTYN operates on 1550 khz with 1 kw day.

### Baltimore UHF starts

WBFF(TV) Baltimore: Chesapeake Television Inc., licensee, reported that this channel-45, independent facility went on the air April 11, with 1,590 kw visual and 150 kw aural, and an antenna 900 feet above average terrain. About 75% of the WBFF program schedule, it was reported, will be devoted to full-length feature films.



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71-18

## AWRT convention all over the lot

Among speakers: new president Marianne Campbell, Taverner, Wasilewski, Macy and Charyk

More than 600 members of American Women in Radio and Television, meeting late last week at the organization's annual convention in Washington, heard a call for more active commitment in community and industry activities by the association's new president, Marianne Campbell, Avco Broadcasting Corp., Cincinnati.

Mrs. Campbell said she hopes to engage AWRT and its chapters in worthwhile causes in their local communities, as well as having the organization take a more active role in industry problems, like political spending, the fairness doctrine and controls over advertising.

The association, which is celebrating its 20th anniversary, also heard Vincent T. Wasilewski, president of the National Association of Broadcasters, warn that a dangerous concept, "access," is gaining acceptance, meaning that broadcasters must extend the use of their facilities to anyone who asks.

Broadcasters have no disagreement with the public's right to have access to views and ideas, he commented; in fact it already is committed to this function. But, he stressed, it is the licensee who alone decides what views and what voices represent his community.

"Any other way," he said, "means government dictation and control."

Mr. Wasilewski received AWRT's Silver Satellite award at the convention for outstanding accomplishment in the field of broadcast communications.

The AWRT audience was also scheduled to hear John Macy, president of the Corp. for Public Broadcasting, call for new broadcast techniques, like town meetings, to involve citizens in the solution of problems—not just reporting facts; Donald Taverner, National Cable Television Association, urge planning to use cable TV not only as a service for local communities but also to serve cultural, educational and vocational minorities; John V. Charyk, Communications Satellite Corp., urge the establishment of a single, multipurpose domestic satellite system—for which Comsat has filed; and Frank Shakespeare, director of the U.S. Information Agency, and Dean Burch, chairman of the FCC.

Jo Foxworth, president of Jo Foxworth Inc., New York, was to state that women are making progress in spite of themselves. Women's gains,



*Leadership of American Women in Radio and Television changed during the annual convention last week. Scheduled to turn over the gavel yesterday (May 2) was Virginia F. Pate, president and general manager of WASA-AM-FM Havre de Grace, Md., outgoing president (l), to Marianne Campbell, director, community affairs, Avco Broadcasting, Cincinnati, president-elect.*

Miss Foxworth said, reflect changes in the economy, rather than changes in philosophy; Marguerite Rawalt, Wash-

ington attorney, was to urge support for the equal-rights amendment. Also on this panel was Xandra Kayden, representing Women's Action Program, Department of Health, Education and Welfare.

Outgoing president Virginia F. Pate, WASA-AM-FM Havre de Grace, Md., cited AWRT moves during the past year that saw heightened activity in the organization's careers-for-women program, sponsorship of campus clubs for women interested in making broadcasting their careers, services for members and chapters by the national AWRT office.

Women in broadcasting, Mrs. Pate said at a news conference on the eve of the convention, have always taken a stand for individual rights for women if qualified for a job, regardless of sex. For 20 years, Mrs. Pate said, AWRT has stood for equal opportunity and equal pay.

A highlight of the convention was to be attendance at the convention of a delegation of nine Japanese women broadcasters, representing the newly-formed (with AWRT assistance) Society of Japanese Women in Radio and Television. The group, headed by Mrs. Midori Yamanouchi, Tokyo Broadcasting System, will tour New York, Atlanta, Los Angeles, San Francisco and

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Some 50 communications lawyers took a three-hour cram course in Washington last week in a subject looming ever larger in the minds of broadcasters and the FCC—citizen participation in the broadcast renewal process. The Communications Law Committee of the Federal Bar Association provided the forum, and Dr. Barry G. Cole of Indiana University—consultant to the commission in its current renewal procedures overhaul project—was principal speaker and moderator of a panel that featured two broadcast-establishment types and two representatives of minority groups active in demanding service from their local stations.

Seven of the participants are shown in these two views (above). L to r: Max Paglin, co-chairman of the committee; Grover Cobb, executive vice president for station relations, National Association of Broadcasters; Richard Block, vice president and general manager, Kaiser Broadcasting Group; Dr. Cole; Erwin G. Krasnow, co-chairman of the committee; Phil Watson, coordinator for

broadcast development, Howard University, and Domingo Nick Reyes, executive director, National Mexican-American Anti-Defamation Committee.

For the most part, there were few surprises. Dr. Cole outlined what he saw as the advantages—to broadcasters, the public and the FCC—of the commission's proposed renewal procedures, which he helped develop and which are designed to institutionalize the role of citizen groups in renewal procedures. Mr. Cobb felt these would be unduly burdensome for broadcasters, provide the commission with more information than it could use and constitute an "intrusion" into station programming. Mr. Block said there is a "new breed" of broadcaster on the scene "who wants to see society change" and who "doesn't need a sword of Damocles hanging over him" to make him responsive to the public's needs. The minority group members, however, weren't so sure. Mr. Watson asked how white broadcasters can program for blacks, and made it clear he would brook no

interference from a broadcaster attempting to block his access to the medium. Mr. Reyes also insisted on being "a part of the picture." Access to the media, he said, is essential to effecting social change.

In a novel approach to illuminating attitudes, the four panelists played the role of consultants to the FCC on a hypothetical agenda item dealing with petitions to deny filed by groups of blacks and chicanos against a television station in "Gotham City, Erewhon"; the principal issues involved the station's community survey, programming and employment practices. The two broadcasters recommended renewal; the minority group members, a hearing. But on one point all four panelists agreed: there must be a better way than the present hearing process of resolving issues and questions that block the commission from granting a renewal application. The present hearing procedures, they said, are both too costly (for petitioners as well as stations) and cumbersome.

Honolulu while in the United States.

Special tours of Capitol Hill, Georgetown, Mt. Vernon and other Washington spots were to be capped Friday afternoon with a tour of the White House and a meeting with Mrs. Richard M. Nixon.

AWRT, formed in 1951 with the help of NAB, now has over 2,250 members.

### Nominees for AWRT offices

The American Women in Radio and Television, meeting in convention in Washington last week, nominated Rose Blyth Kemp, vice president of planning and development, Columbia College, Hollywood, for president-elect.

Regional vice-presidential candidates were Florence Tepper, WCAT(AM) Orange, Mass., Northeast; Kathryn K. Martin, Swift & Co., Oak Brook, Ill., East Central, and Sunny Scofield, KERO-TV Bakersfield, Calif., Western. Nominated for directors at large: Wilma Kriner, W. M. Zemp & Associates, St. Petersburg, Fla., for one year; Rita K. Hart, Foote, Cone & Belding, Chicago, and Jeanette Mulder, KFDM-TV Beaumont, Tex., both for two years.

## Household TV's: on nearly six hours daily

Home-set usage up in 1970, Nielsen reports, and women watched six more weekly hours than men

A. C. Nielsen Co. last week issued its annual report on television usage for the nation during 1970. And underlying all of the numerous statistical data in the report is the estimate that household television usage for the past year reached an all-time record high of just under six hours per household per day.

According to the report, women watched TV approximately 30 hours per week, six hours more per week than men, and furthermore more women than men view TV during prime time throughout the week. In the \$15,000-plus income bracket breakdown, Nielsen reports men averaged 20 viewing hours per week, while women in the same household registered 23 hours of viewing.

It seems from the Nielsen report that Sunday evenings are the most popular nights to watch TV, followed by Monday nights, with Friday evening attract-

ing the fewest viewers. Nationally, Nielsen noted, TV viewing reaches a peak between 8 and 10 p.m. with a sharp increase after working hours.

Almost every household in America has at least one TV set, Nielsen reports—approximately 96% of all homes, reflecting a growth of 1.6 million over a year ago. In 1950, Nielsen said, only 9% of the households owned sets.

And color-TV owners are in a large, rapidly growing minority. By Nielsen's figures, 44% of all U.S. homes owned a color set as of Feb. 1, 1971, compared to only 9% five years ago. Nielsen added that color-TV owners, on the average, watch 24% more TV during weekend days than black-and-white set owners and engage in 7% more week-daytime viewing.

Nielsen also conducted a special study on the relationship between hours of TV usage and the number of stations

a household can receive. In that study it was found that larger families (three or more persons) make increased use of TV as a function of the channels the household can tune in. For smaller families, the difference was negligible.

## California guidebook not for sightseeing

It's citizen-group primer on license renewals, due to expire there Dec. 1

Some 15,000 copies of a how-to booklet aimed at citizen groups interested in participating in broadcast stations' renewal proceedings are circulating in California, where station licenses will expire Dec. 1.

The booklet, entitled *Countdown-September 71*—the stations' renewal applications are scheduled for filing in September—provides a brief sketch of the broadcasting industry, describes the successes some citizen groups have had in challenging renewal applications, and offers specifics on how citizen groups "can become more involved in improving the quality of local broadcasting."

The booklet is the work of five college and graduate students and one seminary graduate, who were sponsored by The American Friends Service Committee and whose work was supervised by the division of communications of the Northern California Council of Churches in San Francisco. The booklet represents one of several research and education projects in which students aided by the Friends group participated last summer.

Before preparing the booklet, the students took a reading course in citizen participation in procedures that was prepared by Dr. Everett Parker, director of the Office of Communications of the United Church of Christ and a pioneer in the field of license challenge. The students also talked to community groups concerned about television service in the Bay area.

The booklet takes as its theme a quote from Appeals Court Judge—now Chief Justice—Warren Burger to the effect that citizens owe it to themselves and their peers to interest themselves in the quality of television service. "Their responsibilities are important," the quote continues, "they are the owners of the channels of television—indeed of all broadcasting."

The section on what the citizen can do about influencing the quality of broadcast service advises readers to back grievances with facts acquired through monitoring (a sample-monitor reporting form is attached) and by

checking a station's public file, then to approach the station with detailed complaints and suggestions and a statement on the area's needs.

"Explain to them what your suggestions are," the booklet says, "and make it clear that you expect to see your needs reflected in the station's 1971 renewal application." It also suggests a letter to the FCC describing the meeting with the station, along with a copy to the station. A list of names of commissioners and of key personnel is provided.

The Reverend George Conklin, director of the Northern California Council of Churches' division of communications, who supervised the students' work, said 5,000 copies were printed in September and another 10,000 in December. The booklet was prepared with Bay-area groups in mind, and most of the copies are circulating to groups there. But there has been some distribution in Los Angeles. In addition, Mr. Conklin said that the Film Commission of the National Council of Churches and the United Methodist Church have distributed a limited number elsewhere in the country.

The booklet came to light on the East Coast last week during a luncheon speech by the National Association of Broadcasters' Paul Haney, new executive vice president for public relations at the state presidents meeting in Washington (see page 38). He said that on his return to that city after nine years, he had been impressed by the appearance of "a new establishment—the lobbying group." With that he produced a copy of *Countdown 71*.

### Media notes:

**New CBS affiliate** ■ KFEQ(AM) St. Joseph, Mo., will become a CBS Radio affiliate May 3. The station operates with 5 kw full time on 680 khz.

**Switch to NBC** ■ KODI(AM) Cody, Wyo., has become an NBC Radio affiliate. Station operates full time on 1400 khz with 1 kw daytime and 250 w nighttime. KODI was an ABC American Contemporary Network affiliate until March 31, 1970, when the agreement was terminated due to transmission difficulties.

**New ABC affiliate** ■ WFTL(AM) Fort Lauderdale, Fla., has signed as an affiliate of ABC Radio's American Information Network. WFTL operates at 1400 khz with 1 kw day and 250 w at night.

**Cassette case histories** ■ CBS Radio Spot Sales is inaugurating a new service to its offices outside of New York and to the 14 stations it represents. Through the use of audio cassettes, the rep will send out on a regular basis pertinent data such as research information, chalk

### NAB's small marketers set

Clint Formby, KPAN-AM-FM Hereford, Tex., was renamed chairman of the Small Market Radio Committee of the National Association of Broadcasters for 1971-72 for a two-year term. New members named, also for two year terms: Harry E. Barker, KQMS(AM) Redding, Calif.; Dick Painter, KYSM-AM-FM Mankato, Minn., and Walter L. Rubens, KOBE(AM) Las Cruces, N.M. The last was reappointed. Al Rock, WSMN(AM) Nashua, N.H., was named to fill an unexpired one-year term. Continuing on the committee are Ross E. Case, KWAT-AM-FM Watertown, S.D., and George Crouchet Jr., KPFL-AM-FM Lafayette, La.

talks, competitive station air-checks, sales reports, on-air programing profiles and sales seminars.

**Groundbreaking ceremonies** ■ WTAE-AM-FM-TV Pittsburgh has begun construction of a three-story million-dollar addition to its broadcast facilities. The new complex will house the station's news operation, as well as film screening rooms and executive offices. Plans are also to enlarge WTAE's radio facilities by three studios.

### FCC asked to reconsider death penalty for WHMC

Nick J. Chaconas last week continued his fight to keep WHMC(AM) Gaithersburg, Md., in operation. He urged the FCC to reconsider its earlier decision ordering the station off the air within six months, and to renew his license.

In a commission decision in March, Mr. Chaconas was charged with misrepresentation of facts in responding to 19 alleged technical violations. The FCC said these misrepresentations were "of far greater significance than the rule violations themselves" (BROADCASTING, April 5).

The ruling followed a field examination of the progressive-rock station in 1966 and subsequent hearing and proposed denial of renewal by Chief Hearing Examiner Arthur A. Gladstone. Both the commission and Examiner Gladstone contended that Mr. Chaconas not only failed to clear his name at the hearing held last year, but gave false testimony in his own defense.

Mr. Chaconas charged, however, that the commission "misinterpreted" his testimony and that the alleged violations were simply "honest mistakes." Yet, Mr. Chaconas argued, the commission has imposed the most severe sanction without the highest degree of proof of guilt.

## Aural-auxiliary space checks out with NAB

The National Association of Broadcasters is in "full accord" with the FCC's proposal to provide additional spectrum space for aural auxiliary broadcast service. NAB in comments to the commission, however, has raised some new points not touched upon by the commission's proposed rules.

The new rules would permit aural broadcast studio-transmitter link (STL) operations in the 2150-2160 mhz band and accommodate STL-intercity relay stations and certain low power broadcast auxiliary stations within the 947-952 mhz band.

NAB asked the commission to allow applicants for either STL or intercity relays to use either the 947-952 mhz band or 2150-2160 mhz band at the licensee's discretion. NAB added that the 947-952 mhz band "should be reserved for the aural broadcast service," but that existing authorizations in that band should continue under a "grandfather" provision.

NAB further urged that intercity relay stations be included in the 2150-2160 mhz band "in order to permit flexibility in the design of interconnecting systems and to provide for future expansion of this service in the event the lower frequencies become congested."

Also commenting on the proposed new rules was World Ventures Inc., a common-carrier construction and operation concern. The firm asked the commission to reserve the entire 2150-2160 mhz band exclusively for the use of omnidirectional TV on a common-carrier basis, and argued that "allowing any portion of this 10 mhz band for use as radio studio-transmitter links will result in an inefficient and wasteful use of valuable frequency spectrum space."

## South Carolina VHF's denied common tower

An FCC hearing examiner has denied a request by four Charleston, S.C., VHF licensees to transmit from a common tower near that city, noting that such a transmitting facility would hamper UHF reception in two other South Carolina markets.

Turned down by James L. Tierney in an initial decision were the applications of South Carolina Educational Television Commission, licensee of non-commercial WITV(TV), and Reeves Tele-

com Corp. (WUSN-TV); First Charleston Corp. (WCIV-TV), and WCSC Inc. (WCSC-TV).

Mr. Tierney said that common transmitting would "foreclose viable utilization" of UHF channels in Florence, S.C., and would constitute "substantial likelihood of . . . threat to effective UHF competition" in Columbia, S.C. He said tall-tower operation would eliminate the chance for an ABC-TV UHF affiliation in Florence; cause extensive network duplication in Columbia, where there are already three network affiliates (one VHF and two UHF's), and reduce UHF stations



**Broadcast bonanza** ■ *Jovial signatories to a part of one of the largest "maybe" contracts in broadcast equipment history are Leo L. Beranek (r), president of Boston Broadcasters Inc., the presumably successful challenger for that city's channel 5, and John S. Auld, president of Philips Broadcast Equipment Corp. The two signed a deal last Tuesday (April 27) for Philips to be the "lead" supplier of over \$3 million in broadcast gear to BBI should it eventually assume that facility. Included in the package: (from Philips) a 28 kw transmitter and microwave link, five PC-100A color cameras and a PC-90 portable color camera, audio and video switching equipment and four LDH-1 telecine islands; (from Ampex) four AVR-1 recorders, one ACR-25 video cartridge recorder, one VR3000 portable color tape recorder, RA4000 time-code editing equipment and one HS100 slow motion playback; (from RCA) the antenna, transmission line and a TCR100 videocartridge machine.*

*It all depends, of course, on the outcome of WHDH-TV Boston's contest to retain the channel, which it lost to BBI in a 1969 license renewal challenge. WHDH, offering new evidence, has requested reopening of the case.*

WOLD-TV and WNOK-TV, both Columbia, to marginal operation, and diminish the possibility of future UHF development in the Columbia area.

The examiner's order becomes an official commission action 50 days after release date (April 23), unless an appeal is filed or the commission enters the proceeding.

## Satellite dispensations sought by Gravel at FCC

Senator Mike Gravel (D-Alaska) has asked the FCC to allow communications-satellite earth stations in sparsely settled, rural communities to be as small as 16 feet in diameter. In a letter to Chairman Dean Burch, the senator also requested that temporarily only one satellite be authorized in an orbital arc above Alaska in order to reduce interference.

Senator Gravel urged Chairman Burch to consider setting aside an "exclusive-service zone" above Alaska for a number of years "until such time as less crowded frequency assignments become available or technological refinements permit widespread and economical use of small earth terminals on an operational basis."

Noting the "commission's expressed inclination to authorized earth terminal sizes down to about 30 feet in diameter," the senator said that smaller terminals would be economically viable for rural areas and still provide satisfactory television reception and reliable two-way telephony.

## Technical topics:

**New Sony mike** ■ Superscope Inc., Sun Valley, Calif., has developed the C-37P variable-directivity condenser studio microphone. The new mike, an improved version of the Sony C-37A, includes a new low-noise FET amplifier which provides a dynamic range of 130 db, the company said. Superscope said new model has noise level 10 db below older model and overload point is increased by 20 db. Price: \$295; optional power supply, Sony AC-148A, \$99.95.

**Two from Ampex** ■ A bin-loop adapter and a "tailoring device" are the two new products being offered by Ampex Corp., Redwood City, Calif., as accessories for tape duplication and packaging operations. The VBL-1 bin loop adapter is said to eliminate tape-rewind time in duplicating short program segments. The tailoring device, model ATD-1,





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winds the tape on reels or cassette spools and automatically cuts the duplicated tape into short program segments. Cost of the adapter, available in two months, is \$6,950, while the ATD-1, ready for delivery in 120 days, will list at \$14,050.

**Type approved** ■ Theta-Com Inc., Los Angeles, has announced the FCC type acceptance of its Amplitude Modulation Link (AML) 12 ghz microwave equipment for use in CATV local distribution service and for "super trunking." Use of the AML system was authorized by the FCC in 1969.

**Cohu camera** ■ A self-contained camera that is weatherproof and can be used in a variety of environments has been introduced by Cohu Electronics Inc., San Diego. All adjustments for camera operation are on circuit boards to provide what the manufacturer claims is tamper-proof operation. The 4200 series provides center resolution of 650 lines horizontal and 350 vertical lines. Light intensity changes are compensated for by an automatic system. Standard equipment includes a random sync generator. The camera, which lists for \$775, can be modified for remote controls and all motorized accessories.

**Northern lights** ■ The Canadian Broadcasting Corp. has awarded Kliegl Brothers, equipment manufacturers, Long Island, New York, a television lighting contract valued at nearly \$1 million. The contract covers the purchase of lighting control systems for seven new television studios for the new Place de Radio Canada complex in Montreal.

**New brochure** ■ A description of automated television systems likely to be in use during the next decade are described in a booklet available from Ampex Corp. Guidelines for planning automated facilities are also included. M. S. 7-13, Ampex Corp., 401 Broadway, Redwood City, Calif. 94063.

**Thermal duplicators** ■ High-speed videotape duplicating equipment, utilizing thermal transfer, will be the first offering of newly established Consolidated Video Systems Inc., 3393 De La Cruz Boulevard, Santa Cruz, Calif. 95050. The company will provide a complete line of duplicators to fill the needs of software producers, commercial duplicators, broadcasters, educators, industry and government.

**Bi-directional CATV's** ■ Electronic Industrial Engineering Inc., Los Angeles, CATV equipment manufacturer, will begin construction on bi-directional cable systems in California, Florida and Ohio. Terms of the three contracts were not announced. The system in Morro Bay, Calif., will be upgraded with the installation of 53 miles of new cable.

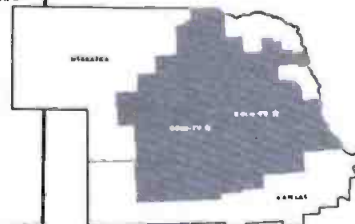
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\*Source: ARB November, 1970



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WRZO-TV GRAND RAPIDS-KALAMAZOO  
WWIV / CADILLAC TRAVERSE CITY  
WWUP-TV SAULT STE. MARIE  
KOLN-TV/LINCOLN, NEBRASKA  
KGIN-TV GRAND ISLAND, NEB.  
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*Avery-Knodel, Inc., Exclusive National Representative*

## Safety...Who needs it? People...Maybe even you.

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425 North Michigan Avenue, Chicago, Ill. 60611

\*Total accidental deaths, 1960-69

## U.S. influence on Canadian cable cited

### CRTC hears suggestions to limit U.S.-imported programing, advertising

The Canadian Radio-Television Commission completed a week of hearings on cable TV last week—and a first indication of its views may be available within six to eight weeks.

Object of the extensive hearings—more than 125 organizations submitted documents—is to determine the future role of cable TV in Canada.

Not part of the hearings, but no less important, is the controversy surrounding the jurisdiction of the federal government over CATV. The Quebec government has announced not only that it would not participate in the CRTC hearings, but that it would enact its own cable regulations for the province.

As they did in the U.S. (BROADCASTING, March 22, 29) broadcasters lined up on one side of the CATV issue: cable operators on the other.

Essentially broadcasters contended that cable TV siphons off revenues and audience from Canadian TV stations. This is particularly true, it is stressed, along the border, where CATV systems add U.S. television programs to their service to subscribers.

Among the suggestions to the CRTC was one that would permit Canadian UHF television stations to affiliate with U.S. networks. Another recommendation was that Canadian cable systems be required to delete commercial messages in American programs and substitute Canadian ads.

One observation made during the

hearings was that an estimated \$12 to \$15 million is spent by Canadian advertisers on U.S. stations that are watched primarily via CATV in Canada. This led to the suggestion that perhaps the Canadian income tax laws—that now prohibit Canadian advertisers who buy space in American magazines from deducting those expenditures as business expenses—should be amended to include broadcast expenditures as well.

Another suggestion was that Canada might impose quotas on the number of American programs imported into Canada, a practice similar to that found in some European countries regarding motion pictures.

After the CRTC issues its policy declaration on CATV, it will promulgate regulations. These regulations will then be the subject of further public hearings confined to the language of the rules before they become effective.

## NASA to put up Canadian satellite

The U.S. and Canada have signed an agreement for the National Aeronautics and Space Administration to launch an experimental Canadian communications satellite in 1974.

Identified as Cooperative Applications Satellite "C", its purpose is to conduct experiments to develop techniques for serving small villages, including cable TV; educational TV; radio broadcasting to individual receivers; two-way voice communications and data and facsimile distribution. The experimental satellite will use extremely high frequencies, in the 12 ghz range.

The Canadian satellite will cost an estimated \$27 million, although the exact amount will not be known until bids are received by Canada.

## More Intelsat talks this week in D.C.

Representatives of more than 90 nations are expected to resume plenary sessions this week in Washington to begin final work on a treaty governing an International Telecommunications Satellite system.

For three weeks the conference, which began three years ago, has been discussing and voting on committee recommendations (BROADCASTING, April 19). The most significant of these was a proposal by a group of nations to revise the article on the Assembly (governments) to give it more power, which, however, was voted down.

Aim of the conference is to establish a definitive organization to run the international satellite system which is now being operated under an interim arrangement by the Communications Satellite Corp.

Proposals call for a new international body to take over operations six years after the final treaty, with Comsat continuing to manage the system in the interim.

Meanwhile, Leonard H. Marks, Washington lawyer and former chairman of the conference, has suggested that Red China be invited to become a member of Intelsat. Speaking at Ohio State University April 23, Mr. Marks stressed that any Intelsat system should be open to all nations.

### Abroad in brief:

**NBC in Russia** ■ NBC International has completed its first sale of television programing to the Soviet Union, it was announced last week ("Closed Circuit," April 26). The programs are two one-hour NBC News specials, *American Profile: Home Country, U.S.A.*, and *The Vanishing 400*, an examination of high society in America. The programs will be carried this month on stations in the 161 cities served by the State Committee for Television and Radio. There are approximately 27-million TV sets in the Soviet Union.

**Collectors' item** ■ ABC International Television Inc. has donated its Worldvision collection of audio tapes, video tapes and films dealing with television's future in the space age to the Newhouse School of Communications Library of Syracuse University. The Worldvision material will be included in a collection assembled from broadcast organizations throughout the world.

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## Fox board disputes challengers' claims

Says they lack experience, rebuts their charge that firm is financially unstable

The board of directors of Twentieth Century Fox Film Corp., which faces a proxy fight at the annual stockholders meeting later this month, has distributed a letter to investors lambasting as "opportunists" the two men behind the insurgent group that is demanding the showdown. The company also scored rumors of its financial instability, saying Fox is now operating profitably—based on returns for the first two months in 1971.

The board's charges were aimed at the Twentieth Century Fox Stockholders Protective Committee. The group, headed by stockbroker Charles Lewis and attorney Louis Powell, both of New York, filed notice with the Securities and Exchange Commission of their proxy-fight intentions in March (BROADCASTING, March 15).

In its letter, the Fox board alleged that "neither [Mr. Powell nor Mr.

Lewis] personally owned a single share of Fox stock at the time" of their SEC filing; "neither indicates that he has had any experience as an executive or director of any publicly owned company, let alone a major motion picture company like ours," but that both men desire to be named directors.

The board said that Messrs. Powell and Lewis did not become Fox stockholders until March 12 and 29, respectively, when Mr. Powell bought 600 shares and Mr. Lewis 300.

It further charged that only 16 persons had joined the "Protectors" group as of April 19. These members hold a total of 54,301 Fox shares out of 8,561,815 shares outstanding, the board said. The group claims ownership of some 500,000 shares.

To substantiate its claims of financial recovery, the board said: "On the basis of the company's budget for 1971 and other presently available financial analyses, we fully expect to show a profit this year."

The board cited "added box-office impetus" for recently released films and a program earmarked to reduce operating costs by \$20 million by yearend as further evidence for its claim. And it released figures for the first two months of operation this year that indicate ex-

tensive improvements over the same period in 1970.

Those figures are, for the two months ended Feb. 27, 1971, and Feb. 28, 1970, respectively:

	1971	1970
Earned per share	\$ 0.35*	\$ 0.06
Revenues	37,278,000	33,744,000
Net income	2,975,000	525,000

\*—Includes extraordinary gain of 14 cents.

## Benton & Bowles profits up sharply in 1970

Benton & Bowles, New York, reported a 30% rise in profits before taxes in 1970 and a 24% increase in net profit for the same period.

The announcement was made last week at the agency's annual stockholders meeting by Victor G. Bloede, newly elected broad chairman. He said B&B's domestic billings reached \$139 million, a 2.3% increase, and international business rose almost \$15 million from \$65 million in 1969 to \$79.5 million in 1970.

Mr. Bloede termed the increase a "good performance" considering the general state of agency business.

Prior to the stockholders meeting, a realignment of the agency's top management was announced (see "Week's Headliners," page 10).

## Who's offering what in stocks

The Securities and Exchange Commission has reported that the following firms of significance to the broadcast industry filed registration statements pertaining to various stock offerings:

**Cassette Sciences Corp.**, New York, a newly organized subsidiary of Allied Management & Systems there, seeks registration of 250,000 common shares at \$10 per share. Of the net proceeds, \$540,000 will be paid to the parent. The company, specializing in the marketing of the "Cassette Vision" system, currently has 2,090,000 shares outstanding. Daniel S. Brier & Co., New York, will head a team of underwriters.

**Cox Broadcasting Corp.**, Atlanta-based group broadcaster, seeks registration of 120,000 outstanding common shares, which have been sold by J. Leonard Reinsch, the company's president, at \$29.25 each on a \$30-per maximum. Lazard Freres & Co., New York, was underwriter in the \$3.5-million sale. Cox has emphasized that none of the proceeds went into company coffers.

**Cox Cable Communications Inc.**, At-

lanta, has filed a registration statement with the Securities and Exchange Commission for a proposed public offering of 713,217 common shares at a par value of \$1 per share. Maximum selling price per share was not listed in the corresponding prospectus; last recorded selling price was \$25.25 per share. The company said it would receive none of the proceeds from the offering, which involves the sale of stock from the accounts of certain unnamed shareholders. Paine, Webber, Jackson & Curtis will underwrite the sale.

**Creative Management Associates**, New York, representatives for members of the entertainment industry, filed for registration of 127,403 outstanding common shares and outstanding warrants to purchase 98,000 shares of common stock. The shares will be sold, the company said, from time to time by the specified holders, at an \$18-per maximum.

**Essex International Inc.**, Fort Wayne, Ind., seeks registration of 100,000 common shares. William F. Probst, board chairman, owns all the shares involved, and will sell them periodically at a \$43-per maximum (Mr. Probst currently

owns 12½% of all Essex's common outstanding shares). Essex manufactures electronic equipment for the communications industry.

**Filmways Inc.**, New York-based diversified company with broadcast and syndication interests, filed a statement with the SEC for registration of 105,174 common outstanding shares. An \$8½ maximum per share will be sought by individual shareholders.

**Publishers Broadcasting Corp.**, Tallahassee, Fla., group broadcaster and leisure-time activities firm, is seeking registration of 652,706 shares. Of these, 442,706 shares will be offered for subscription at a \$7-per maximum. The remaining shares will be sold by the shareholders themselves. Kimball & Co., Chicago, heads a team of underwriters. Publishers Broadcasting is a subsidiary of Publishers Co., Washington.

**Ridder Publications Inc.**, New York, broadcaster and newspaper owner, has requested an offering of 400,000 common shares outstanding, to be sold by certain shareholders at a maximum of \$22 per share. Goldman Sachs & Co. and Lehman Brothers Inc., both New York, will underwrite.

## Gross off, expenses up in Blair's first quarter

John Blair & Co., New York, reported last week that revenues dropped slightly during the first quarter of 1971 from the corresponding period last year, while net income fell more than 30%.

Francis Martin Jr., president, said the major portion of the income decline was attributable to the loss of cigarette advertising and the sluggish national

economy. He also cited increased costs of operation.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.20	\$ 0.30
Revenues	15,373,000	15,554,000
Net income	512,000	794,000

## Company reports:

**Transamerica Corp.**, San Francisco-based conglomerate, reported a 20% increase in net income before capital

gains items, for the first quarter of 1971. One of its major subdivisions, United Artists, reversed losing trend of the last six months and registered a profit during the first quarter, although it was not as large as during the comparable quarter in 1970.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.23	\$ 0.31
Revenues	364,213,000	347,388,000
Net income	14,429,000	19,772,000
Shares outstanding	63,782,000	63,169,000

## The Broadcasting stock index

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

	Stock Symbol	Ex-change	Closing April 28	Closing April 21*	Net change in week	High 1971	Low 1971	Approx. Shares Out (000)	Total Market Capitalization (000)	
<b>Broadcasting</b>										
ABC	ABC	N	45 1/4	43 1/2	+1 3/4	45 1/2	25	7,073	\$205,117	
ASI Communications	ASIC	O	3 1/2	3 3/8	- 1/8	4 1/8	2 1/8	1,789	5,152	
Capital Cities	CCB	N	45 1/8	43 3/8	+1 1/4	45 1/4	29	6,061	220,499	
CBS	CBS	N	44 1/4	41 3/4	+2 1/2	44 1/4	30 1/8	27,042	990,548	
Corinthian	CRB	N	37 3/4	37 3/4	—	38 1/2	27 1/4	3,381	109,883	
Cox	COX	N	29 1/2	29 1/8	+ 3/8	31	17 3/4	5,789	128,111	
Gross Telecasting	GGG	A	14	14 1/4	- 1/4	16	10 3/8	803	11,041	
Metromedia	MET	N	26	25 1/2	+ 1/2	28 1/4	17 3/8	5,734	137,616	
Mooney	MOON	O	4 1/2	4 3/4	- 1/4	5 3/8	4	250	1,188	
Pacific & Southern	PSOU	O	16 1/8	17 1/4	-1 1/8	17 1/2	12 1/2	1,636	24,949	
Rahall Communications	RAHL	O	15 1/8	14 3/4	+ 1/8	29	15 1/2	1,040	23,275	
Reeves Telecom	RBT	A	3	2 3/4	+ 1/4	3 3/8	2 1/2	2,288	7,733	
Scripps-Howard	SCRIP	O	24	23 1/4	+ 3/4	25	18	2,589	55,016	
Sonderling	SDB	A	33	30 1/4	+2 3/4	34	24 1/4	991	27,748	
Starr	SBG	M	14 3/4	14 3/4	—	15 3/8	8 3/8	461	5,302	
Taft	TFB	N	41 1/4	43 1/2	-2 1/4	44 3/8	23 3/8	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	16 3/4	16 1/8	+ 5/8	18	12 3/8	11,470	\$182,144	
Bartell Media	BMC	A	7	6 3/8	+ 3/8	8	4 3/8	2,254	14,651	
Boston Herald-Traveler	BHLD	O	27	25	+2	28	23 1/4	574	13,776	
Chris-Craft	CCN	N	8 1/4	8 3/8	- 3/8	9 3/8	7 3/8	3,804	32,829	
Combined Communications	CCOM	O	18	17 3/8	+ 1/8	18 1/4	10 1/2	1,945	27,483	
Cowles Communications	CWL	N	12 1/4	12	+ 1/4	12 7/8	8	3,969	37,229	
Fuqua	FOA	N	26 1/2	24 3/4	+1 3/4	26 3/8	13 1/4	6,401	132,053	
Gannett	GCI	N	49 3/8	47 1/4	+2 1/8	52	32 3/8	7,117	275,784	
General Tire	GY	N	24 1/8	25	- 3/8	25 3/4	21 1/8	18,344	449,428	
Gray Communications		O	8	7 3/4	+ 1/4	8	6	475	3,325	
ISC Industries	ISC	A	7 1/8	7 1/8	—	8	5 3/8	1,628	10,582	
Lamb Communications		O	2 3/4	2 3/4	—	2 3/8	2 1/8	475	1,249	
Lee Enterprises	LNT	A	25 1/8	25	+ 1/8	27 1/2	18 3/4	1,957	45,990	
Liberty Corp.	LC	N	22	22	—	23 3/8	17 1/2	6,744	151,740	
LIN	LINB	O	13 3/8	12	+1 3/8	13 3/8	6 1/4	2,244	21,879	
Meredith Corp.	MDP	N	27 1/8	26	+1 1/8	29 1/8	19 3/4	2,744	71,344	
Outlet Co	OTU	N	21 1/2	18 3/8	+2 3/8	22	14 1/4	1,342	22,814	
Post Corp.	POST	O	9 1/4	9 1/4	—	12 1/8	9 1/4	734	12,485	
Ridder Publications	RIDD	O	19 1/2	19 1/4	+ 1/4	27 1/8	18	6,217	145,353	
Rollins	ROL	N	39 3/8	37 1/2	+2 3/8	39 3/4	25 1/8	8,053	267,762	
Rust Craft	RUS	A	46 1/4	46 3/4	- 1/2	48 1/4	28 3/4	1,159	38,247	
Schering-Plough	PLO	N	81 1/2	73 1/2	+8	81 1/2	60 1/2	25,084	1,749,609	
Storer	SBK	N	30 3/8	27 1/8	+3	32 3/8	19	4,223	97,129	
Time Inc.	TL	N	62	56 3/4	+5 1/4	62	40 1/8	7,257	342,022	
Trans-National Comm.		O	3 3/8	3 3/8	—	1 1/4	1 1/4	1,000	380	
Turner Communications		O	3 1/2	3 1/2	—	4	2	1,328	3,825	
Wometco	WOM	N	21 1/8	23 1/8	-1 1/4	23 3/8	17 3/8	5,817	114,188	
								<b>Total</b>	<b>134,359</b>	<b>\$4,083,328</b>
<b>CATV</b>										
Ameco	ACO	A	11	10 1/4	+ 3/4	12 1/4	6 3/8	1,200	\$10,800	
American Electronic Labs.	AELBA	O	10	8 3/8	+1 1/8	10	3	1,620	12,555	
American TV & Comm.	AMTV	O	24 1/4	26 1/4	-2	26 1/8	17 3/4	2,042	36,246	
Burnup & Sims	BSIM	O	35 3/8	37 1/8	-1 1/2	37 1/8	23	987	30,232	
Cablecom-General	CCG	A	16 1/4	15 1/4	+1	17 1/4	12 3/4	1,605	21,074	
Cable Information Systems		O	4	4 1/8	- 1/8	4 3/4	2 1/2	955	2,989	
Citizens Financial Corp.	CPN	A	20 3/4	20	+ 3/4	23 1/2	12 1/2	994	15,536	
Columbia Cable	CCAB	O	13	13 1/8	- 1/8	13 1/8	9 3/8	900	8,892	
Communications Properties	COMU	O	9 3/4	10 1/4	- 1/4	10 1/4	7 1/4	1,800	15,534	
Cox Cable Communications	COXC	O	24 1/8	25 1/8	- 1/4	25 1/4	18	3,550	69,687	
Cypress Communications	CYPR	O	9 1/8	10 1/8	-1	10 1/8	7	1,679	12,173	
Entron	ENT	A	5 1/4	4 3/8	+ 3/8	6 1/8	2 3/8	1,320	4,950	
General Instrument Corp.	GRL	N	29 3/8	25	+4 3/8	29 3/8	16 1/2	6,250	128,938	
Sterling Communications	STER	O	5 3/4	6 3/4	-1	6 3/4	3 1/2	1,100	5,093	
Tele-Communications	TCOM	O	18 1/8	16	+2 1/8	18 1/8	12	2,704	37,856	
Teleprompter	TP	A	79 3/8	73 1/2	+5 3/8	88	56 1/2	3,086	199,818	
Television Communications	TVCM	O	9 3/8	9 3/4	- 3/8	10 1/8	7	2,897	25,001	
Viacom	VIA	N	18	19	-1	21	15 1/8	3,760	76,629	
Viko	VIK	A	10 1/8	9 1/4	+ 3/8	14 1/4	8 3/8	2,316	26,055	
								<b>Total</b>	<b>40,865</b>	<b>\$840,058</b>

**American Electronic Laboratories Inc.,** Lansdale, Pa., a diversified manufacturer of electronic and communications equipment, experienced a recovery in net income for the first quarter of fiscal 1971, over the corresponding period a year ago.

For the three months ended Feb. 28:

	1971	1970
Earned per share	\$ 0.08	(\$ 0.14)
Revenues	7,586,993	6,950,453
Net income	131,431	(220,108)
Shares outstanding	1,636,890	1,620,137

**Cohu Electronics Inc.,** San Diego, reported an about-face in earnings for the first quarter of 1971, compared with those compiled last year. Firm reported a one cent per share loss and revenues down \$260,000 from last year.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.01	(\$ 0.01)
Revenues	1,711,760	1,975,402
Net income	9,114	(13,512)
Shares outstanding	1,401,152	1,400,952

**Gray Communications Systems Inc.,** Albany, Ga.-based group broadcaster and newspaper publisher, reported a substantial rise in net income and revenues for the third quarter of fiscal 1971.

For the nine months ended March 31:

	1971	1970
Earned per share	\$ 0.42	\$ 0.30
Revenues	4,243,855	3,899,517
Net income	198,404	143,692

**Post Corp.,** Appleton, Wis.-based group broadcaster, newspaper publisher and

	Stock Symbol	Ex-change	Closing April 28	Closing April 21*	Net change In week	High	Low	1971	1970	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>											
Columbia Pictures	CPS	N	15 1/4	13 1/2	+1 3/4	17 3/8	11 1/4			6,150	\$96,125
Disney	DIS	N	115	109 3/4	+5 1/4	121 1/8	77			6,012	1,067,912
Filmways	FWY	A	8 3/4	8 1/2	+ 1/2	11 1/8	7 1/8			1,754	19,084
Four Star International	O		1 3/8	1 1/8	—	1 1/8	1 1/8			666	1,086
Gulf & Western	GW	N	29 3/8	28 3/8	+ 3/4	31	19			14,964	374,100
Kinney National	KNS	N	38 3/8	35 1/4	+3 1/8	39 3/8	28 1/4			10,469	341,603
MCA	MCA	N	28 1/8	28 1/8	— 3/4	30	21 3/8			8,165	206,166
MGM	MGM	N	24 3/4	25 1/4	— 1/2	26 3/8	15 1/2			5,883	126,485
Music Makers	MUSC	O	2 1/2	2 1/2	—	3 3/8	2 1/2			589	1,696
National General	NGC	N	26 1/4	22 3/4	+3 3/4	27 1/4	15 3/4			4,910	112,341
Tele-Tape Productions	O		1 1/2	1 3/8	+ 1/8	2	1 3/8			2,183	4,366
Transamerica	TA	N	18 1/4	16	+2 1/4	19	15 1/4			63,630	1,097,618
20th Century Fox	TF	N	15 1/8	14	+1 1/8	15 1/8	8 3/8			8,562	99,576
Walter Reade Organization	WALT	O	3	3 3/8	— 3/8	3 3/8	2 3/4			2,414	7,242
Wrather Corp.	WCO	A	7 1/8	7 3/8	— 1/2	8 3/4	6 3/8			2,200	16,500
									<b>Total</b>	<b>138,551</b>	<b>\$3,571,900</b>
<b>Service</b>											
John Blair	BJ	N	20	19 3/8	+ 3/8	22 3/8	16			2,583	\$45,538
Comsat	CQ	N	83 1/4	76 3/8	+6 3/8	83 1/2	49 3/8			10,000	530,000
Creative Management	CMA	A	15 3/8	16	— 3/8	17 3/8	10 3/8			1,102	17,500
Doyle Dane Bernbach	DOYL	O	25 1/4	25	+ 1/4	26 1/2	21			1,919	47,265
Elkins Institute	ELKN	O	15	15 1/2	— 1/2	15 3/4	8 3/4			1,654	17,888
Foote Cone & Belding	FCB	N	9 3/8	8 3/8	+ 1/4	9 3/8	7 3/8			2,175	20,402
Grey Advertising	GREY	O	13 1/4	13 1/4	— 1/8	13 1/2	9 1/4			1,207	15,546
LaRoche, McCaffrey & McCall	O		15 3/4	16	— 1/4	16 1/2	10 1/4			585	8,190
Marketing Resources & Applications	O		13 1/4	14 1/2	— 1 1/4	18 1/4	2 3/8			504	7,182
Movielab	MOV	A	3 3/8	3 3/8	—	4	2			1,407	4,573
MPO Videotronics	MPO	A	6 1/2	6 3/4	— 1/4	8 1/2	5 3/8			558	3,767
Nielsen	NIELA	O	48 1/2	45 1/4	+3 1/4	48 1/2	39 3/4			5,299	233,156
Ogilvy & Mather	OGIL	O	32 1/2	31 3/4	+ 3/4	32 1/2	24			1,029	27,526
PKL Co.	PKL	A	4 3/8	4 1/2	— 1/8	6 1/4	3 3/4			743	4,087
J. Walter Thompson	JWT	N	59	50 3/4	+8 1/4	59	34 1/2			2,746	116,019
Transmedia International	O		3	3	—	3 3/4	3			535	1,873
Wells, Rich, Greene	WRG	A	19 3/8	21 3/8	— 2	25 3/8	15 1/4			1,581	37,596
									<b>Total</b>	<b>35,637</b>	<b>\$1,238,108</b>
<b>Manufacturing</b>											
Admiral	ADL	N	13 1/4	11 3/8	+1 3/8	13 3/4	8			5,158	\$56,738
Ampex	APX	N	21 3/8	22	— 1/8	25 3/8	16 1/2			10,874	209,325
CCA Electronics	CCAE	O	2 3/8	2 1/2	— 1/8	3	2 1/4			897	5,512
Collins Radio	CRI	N	19 3/8	19	+ 3/8	20 3/8	14			2,968	48,230
Computer Equipment	CEC	A	6 3/4	5 1/4	+1 1/2	6 3/4	3 3/8			2,406	12,944
Conrac	CAX	N	24 3/8	23 3/8	+1 1/2	25 3/4	15 3/8			1,262	29,026
General Electric	GE	N	124	120 3/4	+3 3/8	124	93			90,884	9,827,287
Harris-Intertype	HI	N	65 1/2	66 3/8	— 5/8	69 3/8	54 3/8			6,308	397,404
Magnavox	MAG	N	50 1/8	48	+2 1/8	50 3/8	37 3/8			16,674	679,466
3M	MMM	N	116 1/2	117	— 1/2	118 1/4	95 1/8			56,058	5,745,945
Motorola	MOT	N	85 3/8	74 1/4	+10 3/8	85 3/8	51 1/2			13,334	848,442
RCA	RCA	N	38 3/8	36 3/8	+2 1/2	39 1/2	26			68,403	2,146,486
Reeves Industries	RSC	A	3 3/4	3 3/8	+ 1/8	4 1/2	3			3,458	13,417
Telemation	TIMT	O	10 1/4	9 1/2	+ 3/4	13 3/4	9 1/4			14,040	154,440
Westinghouse	WX	N	90 3/4	88 3/4	+ 2	91 3/8	65 3/8			40,705	3,190,458
Zenith	ZE	N	48 1/2	49 3/8	— 1 1/8	51 3/8	36 3/8			19,020	829,842
									<b>Total</b>	<b>353,648</b>	<b>\$24,195,052</b>
									<b>Grand total</b>	<b>771,360</b>	<b>\$35,910,171</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>115.84</b>	<b>114.05</b>	<b>+1.79</b>						

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-Over-the-counter (bid price shown)  
\*2:30 p.m. prices for American Exchange

Shares outstanding and capitalization as of Feb. 25.  
Over-the-counter bid prices supplied by Merrill Lynch,  
Pierce Fenner & Smith Inc., Washington.

insurance underwriter, announced a sizable increase in net income and revenues for first quarter of 1971 over the like period last year. Increased national advertising volume for its four television stations, the company said, contributed to profitable returns.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.27	\$ 0.17
Revenues	3,046,712	2,670,255
Net income	204,675	124,179

The Signal Co.'s, Los Angeles, 49.9% owner of Golden West Broadcasters there, announced reduced income and revenues for the first quarter of 1971. An extraordinary item of \$2,992,000 or 14 cents per share is included in 1971 figures and results from the sale by Garrett Corp., a subsidiary, of a stock investment in a manufacturing corporation. For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.31	\$ 0.40
Revenues	325,423,000	376,400,000
Net income	6,794,000	8,531,000
Shares outstanding	21,810,000	21,502,000

## CCC net income soars, buoyed by new holdings

Combined Communications Corp., Phoenix, group broadcaster with publishing and outdoor advertising interests, reported an increase of 118% in

net income for the first quarter of 1971 compared to the corresponding period last year. The results include operations of KOCO-TV Oklahoma City and Eller Outdoor Advertising Co., St. Louis, both acquired in August 1970. Per-share earnings doubled from 1970 to 20 cents per share.

Of the total \$7.6 million in gross revenues for the quarter, \$2.3 million came from broadcast operations, \$5 million from outdoor advertising and \$184,584 from publishing interests. Income contributions from its various divisions were not provided. For the three months ended March 31 (unaudited):

	1971	1970
Earned per share	\$ 0.20	\$ 0.10
Revenues	7,541,069	5,161,273
Net Income	403,742	184,905
Shares outstanding	2,047,746	1,941,386

Note: Extraordinary credits in 1971 amounted to \$132,260 or seven cents per share and were attributed to operating loss carryforwards and sale of assets. In 1970, extraordinary credits totaled \$466.

## Adding stock to situation

A proxy statement has been released by Gannett Co., Rochester, N.Y.-based group broadcaster and newspaper publisher, announcing that the company is proposing to double the amount of its common stock and quadruple its number of preferred shares. The increase would bring the firm's total number of common shares to 20 million and preferred shares to two million.

## Radio-TV off 9% in Time's quarter

### Shepley underscores intent to reinvest in fields other than on-air broadcasting

Time Inc., which is dropping its station holdings, reported it had a 9% decrease in broadcast billings in the first quarter of 1971, a period in which Time Inc.'s over-all revenues dropped \$5.4 million. The company also said that an 8% decrease in magazine advertising revenues and the termination of its subsidiary, Family Publications Service Inc., figured in the quarterly decline.

The company also reported that net income rose slightly during the same period, from nearly \$2.6 million last year to \$2.75 million.

Time, which filed for FCC approval of the sale of all its TV stations to McGraw-Hill Inc. for \$69.3 million last month (BROADCASTING, April 19), is now in the process of selling out its radio interests. The company said it expects that the total for the sale of its broadcast interests will amount to about \$80 million.

In his address to Time's annual stockholders meeting on April 15 in New York, James R. Shepley, president, said: "The decision to sell our TV and radio stations was our biggest of 1970. It was not taken for the purpose of accumulating capital gains . . . it was taken because we think we can find other uses for that capital that will be more profitable in the long run."

In effect, Mr. Shepley was disclosing what has been considered public knowledge for some time now: Time believes that over-the-air broadcasting's profitability will decline amidst the oncoming upsurge of cable and cassette TV. In explaining the firm's philosophy, Mr. Shepley said: "We tend to believe that the wave of the future for TV is probably in the new media which also employ the cathode ray tube. We have believed this for some time—enough to have invested in various cable-TV franchises—and have created a new unit . . . to produce and market TV cassettes for the new players which will start to come on the market early next year.

"Part of the proceeds from our over-the-air stations will go into cable and cassette opportunities as they arise," he continued. But he added that "this may take some time."

For the quarter that ended March 31:

	1971	1970
Earned per share	\$ 0.38	\$ 0.36
Revenues	135,653,000	141,088,000
Net Income	2,742,000	2,589,000
Shares outstanding	7,257,000	7,257,000

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

Not a New Issue

## 120,000 Shares Cox Broadcasting Corporation Common Stock (Par Value \$1 Per Share)

### Price \$29.25 Per Share

*Copies of the Prospectus may be obtained only from such of the underwriters as may lawfully offer the shares in the respective state.*

#### Lazard Frères & Co.

Blyth & Co., Inc.	The First Boston Corporation	Drexel Firestone Incorporated
duPont Glere Forgan Staats Incorporated	Eastman Dillon, Union Securities & Co. Incorporated	
Goldman, Sachs & Co.	Hornblower & Weeks-Hemphill, Noyes	
Kidder, Peabody & Co. Incorporated	Lehman Brothers Incorporated	
Loeb, Rhoades & Co.	Merrill Lynch, Pierce, Fønner & Smith Incorporated	
Paine, Webber, Jackson & Curtis Incorporated	Smith, Barney & Co. Incorporated	
Stone & Webster Securities Corporation	Wertheim & Co.	
White, Weld & Co.	Dean Witter & Co. Incorporated	Bache & Co. Incorporated
Paribas Corporation	The Robinson-Humphrey Company, Inc.	

April 28, 1971



# A six-category guide to consumer buying

How and where advertisers can find best markets for products ranging from gasoline to dog food

The fact that Milwaukee's redoubtable beer drinkers are in a class by themselves is of much value to the brewery advertiser. This month's "Telestatus" shows how that market—or any other—compares percentage-wise with the American Research Bureau's other 206 television markets in beer, dog-food, hair-coloring and gasoline consumption, brand supermarket and department-store expenditures.

The usage percentage in each of these categories is based upon a national average of 100%. Thus, the index for beer in Milwaukee is 138, or 38% above the national average. In Los Angeles, however, the beer index is 88, or 12% below the national average.

Different brands may have a distinctly different usage pattern by individual market, so the product category data is a generalization but a useful guide. If

a hair-coloring advertiser were allocating a national budget, the New York market (9.7% of the total U.S. market) with a 58 index for dog food, could be computed to receive 5.6% (.58 x 9.7) of the budget.

The following information is excerpted from the American Research Bureau Product Usage Ranking Report, a compilation of November 1970 ARB local market data.

Market Name	ADI TV Households		Dog Food Mkt. Index	Hair Color-ing Mkt. Index	Ex-pen-ditures Mkt. Index	Super-market Stores Index	De-part-ment Stores Index	Beer Mkt. Index	Gas-o-line Mkt. Index
	Rank (000)	Total Pct.							
<b>TOTAL U.S.</b>	<b>60775.0</b>	<b>100.000</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
New York	1	5912.9	9.729	58	111	115	77	113	78
Los Angeles	2	3409.0	5.609	91	110	104	95	88	105
Chicago	3	2507.7	4.126	69	101	110	101	124	94
Philadelphia	4	2132.6	3.509	89	85	112	93	150	92
San Francisco	5	1478.4	2.433	83	89	108	109	91	96
Boston	6	1447.2	2.381	72	87	106	93	116	90
Detroit	7	1408.7	2.318	90	109	108	113	143	102
Cleveland	8	1214.6	1.999	92	98	101	113	104	105
Washington	9	1077.2	1.772	71	78	103	94	95	93
Pittsburgh	10	971.6	1.599	92	99	103	104	119	94
Dallas-Fort Worth	11	864.4	1.422	113	157	95	104	79	116
St. Louis	12	852.2	1.402	107	100	99	106	132	101
Seattle-Tacoma	13	744.8	1.225	108	91	99	113	109	103
Houston	14	704.8	1.160	103	124	103	109	103	119
Minneapolis-St. Paul	15	703.4	1.157	67	87	92	122	132	100
Atlanta	16	652.7	1.074	138	104	97	112	51	121
Indianapolis	17	650.4	1.070	115	97	92	119	68	112
Miami	18	646.0	1.063	84	118	102	103	108	91
Baltimore	19	628.4	1.034	91	74	107	100	126	97
Buffalo, N.Y., and Canada	20	603.5	0.993	89	74	101	107	173	92
Hartford-New Haven, Conn.	21	575.3	0.947	72	72	115	101	106	97
Cincinnati	22	570.2	0.938	91	96	100	95	110	103
Milwaukee	23	566.1	0.931	66	78	96	131	181	89
Kansas City, Mo.	24	562.0	0.925	107	94	88	107	80	101
Sacramento-Stockton, Cal.	25	547.8	0.901	125	108	102	106	78	102
Tampa-St. Petersburg, Fla.	26	533.0	0.877	91	155	92	109	103	91
Portland, Ore.	27	529.8	0.872	109	92	92	98	91	101
Providence, R.I.	28	505.7	0.832	87	119	105	92	128	94
Memphis	29	481.0	0.791	142	118	93	100	53	118
Nashville	30	474.2	0.780	114	101	88	96	45	112
Denver	31	444.7	0.732	119	94	98	112	94	102
Columbus, Ohio	32	433.2	0.713	96	79	89	121	86	104
New Orleans-Birmingham, Ala.	33	426.9	0.702	117	103	113	89	129	86
Ala.	34	421.0	0.693	161	104	92	94	44	110
Charlotte, N.C.	35	416.9	0.686	115	72	88	98	48	106
San Diego	36	407.2	0.670	96	114	106	105	120	100
Charleston-Huntington, W. Va.	37	400.0	0.658	119	90	97	88	52	100
Grand Rapids-Kalamazoo, Mich.	38	399.1	0.657	117	74	99	97	100	107
Albany-Schenectady-Troy, N.Y.	39	398.2	0.655	81	79	108	102	145	91
Louisville, Ky.	40	393.8	0.648	109	87	93	92	92	101
Phoenix, Ariz.	41	385.5	0.634	119	125	106	105	116	106
Oklahoma City	42	380.4	0.626	137	154	88	109	43	100

Market Name	ADI TV Households		Dog Food Mkt. Index	Hair Color-ing Mkt. Index	Ex-pen-ditures Mkt. Index	Super-market Stores Index	De-part-ment Stores Index	Beer Mkt. Index	Gas-o-line Mkt. Index
	Rank (000)	Total Pct.							
Greenville-Spartanburg, S.C.-Asheville, N.C.	43	378.2	0.622	111	99	87	87	28	107
Dayton, Ohio	44	375.1	0.617	92	101	93	118	105	97
Harrisburg-York-Lancaster-Lebanon, Pa.	45	357.0	0.587	93	62	91	103	106	94
Norfolk-Portsmouth-Newport News-Hampton, Va.	46	354.7	0.584	119	79	102	134	83	100
San Antonio, Tex.	47	354.1	0.583	116	101	93	84	123	101
Wichita-Hutchinson, Kan.	48	336.6	0.554	165	105	83	99	62	102
Orlando-Daytona Beach, Fla.	49	333.5	0.549	118	122	98	122	112	102
Salt Lake City	50	329.4	0.542	86	101	93	108	62	116
Greensboro-Winston-Salem-High Pt., N.C.	51	327.0	0.538	99	97	86	105	42	112
Tulsa, Okla.	52	319.9	0.526	151	138	92	100	56	101
Flint-Saginaw-Bay City, Mich.	53	318.0	0.523	92	93	102	103	123	112
Syracuse, N.Y.	54	311.1	0.512	110	90	103	94	132	96
Little Rock, Ark.	55	303.3	0.499	172	127	84	94	47	105
Richmond, Va.	56	295.4	0.486	109	82	95	128	90	106
Toledo, Ohio	57	294.8	0.485	85	88	95	120	124	108
Shreveport, La.-Texarkana, Tex.	58	288.4	0.475	204	148	89	81	73	120
Wilkes-Barre-Scranton, Pa.	59	279.7	0.460	103	78	103	103	174	90
Rochester, N.Y.	60	277.1	0.456	98	96	103	113	132	96
Jacksonville, Fla.	61	274.7	0.452	123		98	119	70	112
Omaha	62	273.2	0.450	104	66	89	117	102	102
Mobile-Pensacola, Fla.	63	271.0	0.446	165	112	103	107	74	117
Knoxville, Tenn.	64	270.2	0.445	142	104	90	97	35	111
Davenport-Iowa Rock Island, Ill. (Quad City)	65	269.8	0.444	94	95	91	114	120	103
Raleigh-Durham, N.C.	66	267.4	0.440	128	59	90	103	51	112
Springfield-Decatur-Champaign, Ill.	67	262.9	0.433	108	69	90	103	87	101
Roanoke-Lynchburg, Va.	68	257.0	0.423	107	92	87	100	47	97
Fresno, Calif.	69	253.1	0.416	141	107	100	99	75	113
Des Moines, Iowa	69	253.1	0.416	105	98	81	105	84	100
Cedar Rapids-Waterloo, Iowa	71	248.7	0.409	70	67	81	106	102	92
Green Bay, Wis.	72	240.2	0.395	77	87	92	116	230	96
Spokane, Wash.	73	221.6	0.365	130	91	97	98	110	101

Market Name	ADI TV Households		Dog Food Mkt. Index	Hair Coloring Mkt. Index	Super-market Ex-pend-ures Mkt. Index	De-part-ment Stores Mkt. Index	Beer Mkt. Index	Gasoline Mkt. Index	
	Rank (000)	Pct. Total							
Greenville-New Bern-Wash-ington, N.C.	74	220.7	0.363	164	75	91	125	41	113
Portland-Poland Spring, Me.	75	218.1	0.359	106	87	100	93	82	91
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	76	217.6	0.358	109	100	87	75	36	107
Johnstown-Altoona, Pa.	77	214.6	0.353	102	61	92	104	119	98
Chattanooga	78	213.7	0.352	161	72	90	91	38	108
Jackson, Miss.	79	213.0	0.350	163	138	93	87	45	127
Youngstown, O.	80	194.6	0.320	104	74	105	136	109	113
Albuquerque, N.M.	81	194.5	0.320	150	92	99	96	132	107
Lincoln-Hastings-Kearney, Neb.	82	186.9	0.308	99	86	76	111	77	106
Honolulu	83	179.3	0.295	66	101	113	148	162	109
Springfield, Mass.	84	179.1	0.295	65	73	101	126	123	90
Sioux Falls-Mitchell, S.D.	85	173.1	0.285	52	82	75	88	61	102
Evansville, Ind.	86	167.2	0.275	116	92	91	93	65	108
Ft. Wayne, Ind.	87	164.9	0.271	90	99	88	103	90	113
South Bend-Elkhart, Ind.	88	162.0	0.267	108	85	92	84	91	113
Bristol-Kingsport-Johnson City, Tenn.	89	158.9	0.261	113	100	90	102	37	98
Lansing, Mich.	90	158.6	0.261	101	80	99	111	104	108
Peoria, Ill.	91	158.1	0.260	109	94	97	127	122	101
West Palm Beach, Fla.	92	158.0	0.260	112	116	102	101	104	100
Amarillo, Tex.	93	155.7	0.256	148	117	93	101	59	124
Salinas-Monterey, Calif.	94	152.8	0.251	118	150	103	98	99	109
Huntsville-Decatur-Florence, Ala.	95	150.8	0.248	112	104	88	108	51	110
Fargo, N.D.	95	150.8	0.248	50	82	81	102	80	110
Augusta, Ga.	97	150.1	0.247	164	115	99	81	49	117
Rockford, Ill.	98	149.2	0.245	85	65	95	121	140	111
Wheeling, W.Va.-Steubenville, O.	99	148.8	0.245	106	107	102	88	87	98
Baton Rouge	99	148.8	0.245	139	105	117	92	102	125
Duluth, Minn.-Superior, Wis.	101	146.2	0.241	100	101	91	108	103	105
Columbia, S.C.	102	142.8	0.235	165	84	100	103	43	126
Springfield, Mo.	103	142.0	0.234	174	124	77	67	36	89
Columbus, Ga.	104	140.2	0.231	161	129	96	98	59	109
Monroe, La.-El Dorado, Ark.	105	138.2	0.227	141	104	89	78	44	95
Colorado Springs-Pueblo	106	138.1	0.227	103	103	91	118	79	101
Binghamton, N.Y.	107	137.7	0.227	129	71	99	93	115	100
Wichita Falls, Tex.-Lawton, Okla.	108	136.7	0.225	127	168	83	94	52	113
Tucson, Ariz.	109	136.4	0.224	160	152	97	92	94	98
Montgomery, Ala.	110	133.8	0.220	156	118	95	78	43	105
El Paso	111	132.9	0.219	135	101	101	105	126	104
Lexington, Ky.	112	132.4	0.218	130	93	90	89	48	109
Waco-Temple, Tex.	113	131.2	0.216	119	129	87	100	67	114
Sioux City, Ia.	114	128.7	0.212	71	105	74	95	81	92
Terre Haute, Ind.	115	127.2	0.209	134	86	87	111	69	111
Madison, Wis.	116	127.1	0.209	88	76	85	101	162	99
Beaumont-Port Arthur, Tex.	117	126.6	0.208	171	134	104	106	108	118
Burlington, Vt.-Plattsburgh, N.Y.	118	126.5	0.208	100	48	105	77	123	103
Lafayette, La.	119	122.8	0.202	117	101	104	82	162	123
Lubbock, Tex.	119	122.8	0.202	128	152	86	92	42	130
Joplin, Mo.-Pittsburg, Kan.	121	121.2	0.199	180	104	77	104	62	92
Corpus Christi, Tex.	122	120.0	0.197	136	114	97	104	136	117
Yakima, Wash.	123	119.9	0.197	124	93	95	119	96	106
Charleston, S.C.	124	119.7	0.197	172	114	107	90	76	106
Quincy, Ill.-Hannibal, Mo.	125	116.8	0.192	121	54	83	92	79	103
Rochester, Minn.-Mason City, Ia.	126	116.1	0.191	83	77	79	129	97	92
Austin, Minn.	127	114.0	0.188	118	127	95	82	131	107
Austin, Tex.	127	114.0	0.188	118	127	95	82	131	107
Savannah, Ga.	128	111.6	0.184	152	73	99	98	61	109

Market Name	ADI TV Households		Dog Food Mkt. Index	Hair Coloring Mkt. Index	Super-market Ex-pend-ures Mkt. Index	De-part-ment Stores Mkt. Index	Beer Mkt. Index	Gasoline Mkt. Index		
	Rank (000)	Pct. Total								
Topeka, Kan.	129	108.9	0.179	128	59	85	122	102	99	117
Odessa-Midland, Tex.	130	108.3	0.178	117	122	102	102	99	99	117
Columbia-Jefferson City, Mo.	131	104.5	0.172	137	116	82	87	65	93	93
Eugene, Ore.	132	104.2	0.171	120	72	85	108	92	113	113
La Crosse-Eau Claire, Wis.	133	103.6	0.170	61	79	81	103	157	88	113
Macon, Ga.	134	102.9	0.169	102	154	100	91	35	113	113
Bluefield-Beckley-Oak Hill, W. Va.	135	101.8	0.168	129	134	100	79	35	94	94
Tallahassee, Fla.	136	101.7	0.167	131	106	99	84	57	116	116
Erie, Pa.	137	99.8	0.164	118	76	98	119	172	98	98
Minot-Bismarck, N.D.	138	99.5	0.164	52	54	79	100	80	113	113
Las Vegas	139	98.7	0.162	133	126	111	138	130	102	102
Utica, N.Y.	140	98.0	0.161	96	57	106	99	124	96	96
Traverse City-Cadillac, Mich.	141	97.9	0.161	107	75	101	98	143	120	120
Wilmington, N.C.	142	92.3	0.152	136	58	88	107	40	124	124
Chico-Redding, Calif.	143	91.7	0.151	175	113	97	85	81	102	102
Wausau-Rhineclander, Wis.	144	90.9	0.150	96	71	85	104	182	100	100
Bakersfield, Cal.	145	87.8	0.144	135	124	115	106	76	110	110
Boise, Idaho	146	86.4	0.142	150	87	94	98	80	113	113
Santa Barbara-Santa Maria, Calif.	147	85.7	0.141	81	95	101	104	101	104	104
Bangor, Me.	147	85.7	0.141	111	67	96	76	101	99	99
McAllen-Brownsville, Tex.	149	83.7	0.138	115	120	89	96	109	97	97
Reno	150	83.1	0.137	148	163	112	84	80	104	104
Abilene-Sweetwater, Tex.	151	79.6	0.131	109	127	79	83	54	114	114
Albany, Ga.	152	71.8	0.118	154	98	87	92	36	118	118
Alexandria, Minn.	153	70.3	0.116	93	102	74	79	84	94	94
Watertown-Carthage, N.Y.	154	68.1	0.112	100	51	101	89	117	103	103
Meridian, Miss.	155	66.3	0.109	178	136	83	76	42	112	112
Dothan, Ala.	155	66.3	0.109	131	89	83	81	39	105	105
Tyler, Tex.	157	65.2	0.107	109	150	85	72	52	136	136
Billings, Mont.	158	65.0	0.107	79	74	90	88	120	114	114
Florence, S.C.	159	64.1	0.105	131	63	96	106	43	131	131
Cheyenne, Wyo.	160	61.0	0.100	121	59	93	106	74	104	104
Idaho Falls-Pocatello, Idaho	161	57.9	0.095	84	96	81	94	62	108	108
Clarksburg-Weston, W. Va.	162	55.1	0.091	149	134	88	78	46	93	93
Alexandria, La.	163	53.1	0.087	137	117	97	77	67	124	124
Columbus, Miss.	163	53.1	0.087	256	72	86	66	56	128	128
Salisbury, Md.	165	52.0	0.086	144	83	99	71	66	107	107
Great Falls, Mont.	166	49.3	0.081	99	90	90	105	98	94	94
Rapid City, S.D.	167	48.6	0.080	69	96	86	75	46	105	105
Fort Smith, Ark.	168	48.3	0.079	129	101	89	75	39	104	104
Lake Charles, La.	169	47.5	0.078	114	113	119	104	95	124	124
Laurel-Hattiesburg, Miss.	170	45.6	0.075	163	152	96	104	45	107	107
Medford, Ore.	171	43.9	0.072	167	72	86	96	101	104	104
Mankato, Minn.	172	43.1	0.071	66	80	73	92	58	97	97
St. Joseph, Mo.	173	42.7	0.070	106	181	87	116	84	101	101
Biloxi-Gulfport-Pascagoula, Miss.	174	42.0	0.069	148	101	103	114	99	112	112
Greenwood, Miss.	175	41.9	0.069	113	152	100	46	32	181	181
Eureka, Calif.	176	41.2	0.068	159	107	100	93	59	107	107
Marquette, Mich.	177	41.0	0.067	75	64	103	97	152	97	97
Fort Myers, Fla.	178	39.3	0.065	88	112	105	138	94	108	108
Ardmore-Ada, Okla.	179	38.2	0.063	162	205	78	86	22	105	105
Palms Springs, Calif.	180	37.7	0.062	118	124	108	94	142	111	111
Roswell, N.M.	181	37.3	0.061	110	116	98	113	64	108	108
Butte, Mont.	182	37.0	0.061	115	70	87	90	93	92	92
Missoula, Mont.	182	37.0	0.061	134	115	97	97	115	123	123
Casper-Riverton, Wyo.	184	34.0	0.056	157	98	95	98	77	107	107

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	Rank (000)	Pct. Total							
Grand Junction, Colo.	185	33.8	0.056	118	80	82	105	63	86
Twin Falls, Idaho	186	33.3	0.055	129	82	73	93	58	109
Lima, Ohio	187	33.0	0.054	131	83	91	176	85	93
Elmira, N.Y.	188	32.3	0.053	100	51	98	119	136	89
Lafayette, Ind.	189	30.0	0.049	80	80	88	131	108	96
Ottumwa-Kirksville, Iowa	190	29.9	0.049	188	116	69	80	51	120
Panama City, Fla.	191	28.5	0.047	166	83	94	102	49	96
Jonesboro, Ark.	192	25.8	0.042	157	102	74	90	21	86
Presque Isle, Me.	193	25.6	0.042	60	98	100	105	74	95
Harrisonburg, Va.	193	25.6	0.042	102	140	81	86	60	102

Market Name	ADI TV Households		Dog Food Mkt. Index	Hair Color Mkt. Index	Super-market Ex-pend-itures Mkt. Index	De-part-ment Stores Mkt. Index	Beer Mkt. Index	Gasoline Mkt. Index	
	Rank (000)	Pct. Total							
Bellingham, Wash.	195	25.3	0.042	131	107	93	129	67	90
San Angelo, Tex.	196	24.7	0.041	124	227	83	112	76	90
Zanesville, O.	197	24.6	0.040	140	33	90	90	98	98
Tupelo, Miss.	198	21.5	0.035	197	117	77	71	43	129
El Centro, Cal.	199	20.2	0.033	142	97	103	124	130	112
Klamath Falls, Ore.	200	18.4	0.030	180	67	87	130	67	120
Laredo, Tex.	201	18.3	0.030	127	77	107	120	133	83
N. Platte, Neb.	202	12.6	0.021	138	95	81	90	95	95
Dickinson, N.D.	203	11.2	0.018	61	72	78	128	89	117
Helena, Mont.	204	10.8	0.018	100	117	94	94	111	94
Jackson, Tenn.	205	9.7	0.016	363	81	69	25	6	106
Pembina, N.D.	206	5.9	0.010	70	110	80	70	60	110
Glendive, Mont.	207	4.2	0.007	71	71	100	100	114	100

## Fates & Fortunes

### Broadcast advertising

**Donald A. Colvin**, manager, Houston office, Ketchum, MacLeod & Grove, agency, elected senior VP.



**Douglas MacLatchie**, VP and manager, Los Angeles office, Avery-Knodel, named senior VP for Pacific Coast, in charge of radio-TV sales. **William E. Moore**, San Francisco radio sales manager, named VP in charge of San Francisco office.

**Todd E. Thomas**, VP and account supervisor, Twin Cities office, D'Arcy-MacManus-Intermarco, Bloomfield Hills, Mich., named senior VP and general manager of that office.

**M. M. Craig Spitz**, VP, Charles Ruppman Advertising, Peoria, Ill., elected president and chief operating officer, Blackard-Arvidson-Brown & Plaster, now R. D. Blackard Advertising, there.

**Stuart Pittman**, art director, Smith/Greenland Co., New York, agency, named VP and co-creative director.

**Robert L. Ward**, account supervisor, Cargill, Wilson & Acree, Charlotte, N.C., agency, named VP. **Kenneth W. Cook**, media director, Charlotte office, appointed corporate media director.

**James O. Beavers**, manager for TV network programming, Campbell-Ewald, Detroit, appointed associate media director. He succeeds **William H. Kennedy Jr.**, who becomes director of media.

**Remar M. Sutton Jr.**, account representative, Young & Rubicam, New York, elected VP for business development, Richard K. Manoff, agency, there.

**Donald A. Getz**, general sales manager, WGN(AM) Chicago, named VP, WGN Continental Sales, commercial producing division of WGN Continental Broad-

### New sales manager, new address in N. Y.

The appointment of **Robert L. Hutton Jr.** as sales manager of BROADCASTING Magazine in New York is being announced today (May 3) by Lawrence B. Taishoff, executive vice president. Mr. Hutton succeeds Warren W. Middleton, who has resigned to pursue business interests in the Midwest.



**Mr. Hutton** was a member of the Edward Petry & Co. station representative organization from 1950 until January this year. He had been vice president in charge of promotion for the TV division since 1959, and a partner since 1963. From 1945 to 1950 he was with Crowell-Collier as sales promotion director of *Woman's Home Companion*. His earlier advertising and promotion career included posts with WFAF (now WNBC) New York, WCCO Minneapolis and BBDO, New York.

Mr. Hutton is a graduate of Princeton University. He and his wife live in New York City. He assumes the sales managership for BROADCASTING concurrent with the magazine's move of its New York offices from 444 Madison Avenue to 7 West 51st Street, New York 10019. The new telephone number: 212-757-3260.

casting, licensee of WGN. **Marvin Astrin**, VP and general manager, WGN, appointed director of WGN Continental Sales, there.

**Frank Lee**, VP and secretary, Luckie & Forney, agency, Birmingham, Ala., named executive VP.

**Clay S. Briggs**, VP and director of marketing services, Coordinated Communications, agency, New York, joins Clyne Maxon agency there as VP and manager of media services.

**Huntley Baldwin**, copy supervisor, Leo Burnett, Chicago, appointed associate creative director. **Ted Jordan**, brand supervisor, appointed account supervisor.

**Sewall C. Sawyer II**, president, The Sawyer Group, media-buying service, New York, which has curtailed operations, joins Vitt Media International, similar operation there, as senior associate and VP.

### Media

**Larry Dean Martin**, administrative assistant, unit managers division, ABC-TV West Coast, named business manager, TV facilities and services.

**Michael J. Goldey**, senior attorney, broadcast section, CBS Law Department, New York, appointed general attorney.

**William Patton**, VP and general manager, KATC-TV Lafayette, La., named chairman of National Association of Broadcasters 1971-72 Secondary Market Television Committee. Other members: **Thomas C. Bostic**, president, KIMA-TV Yakima, Wash.; **Joseph Bonansinga**, VP and general manager, WGEM-TV Quincy, Ill.; **J. Allen Jensen**, president and general manager, KID-TV Idaho Falls, Idaho; **Rudolph O. Marcoux**, station manager, WLBZ-TV Ban-

gor, Me.; **Jack Rosenthal**, VP and general manager, Ktwo-TV Casper, Wyo.; and **William F. Turner**, executive VP and general manager, KCAU-TV Sioux City, Iowa. Messrs. Bostic and Rosenthal are new members, will serve two-year terms; others are serving for second consecutive year.

**Harry C. Walker**, general sales manager, WKNR-AM-FM Dearborn, Mich., appointed general manager.

**Gerald N. Heichman**, general sales manager, WJJD-FM Chicago, joins WDFH-FM there as station manager.

**B. M. Tibshirany**, general manager, Cox Cosmos Inc., Charlotte, N.C., named president, Southern CATV Association. **Alvin D. Wood**, president, Tro-Cable Inc., Dyersburg, Tenn., elected association VP. **W. E. Wade**, local manager, Rentavision of Brunswick, Brunswick, Ga., elected secretary-treasurer.

**Richard Vance**, sales coordinator, Television Communications Corp., New York, appointed national sales director for CATV operations.

**Jack Brennan**, sales manager, WGN-TV Chicago, elected VP, WGN Electronic Systems Co., CATV division of WGN Continental Broadcasting, with CATV properties in California and Michigan.

**Joan Ganz Cooney**, president, Children's Television Workshop, New York, elected to board, Educational Broadcasting Corp. there. Also elected were: **Kingman Brewster Jr.**, president of Yale University, New Haven, Conn.; **Kenneth C. Foster**, president of Prudential Insurance Co. of America, Newark, N.J., and **Crocker Nevin**, board chairman, and chief executive officer, Marine Midland Bank, New York.

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## Programing

**Alvin Rush**, senior VP and corporate secretary, Creative Management Associates, Los Angeles, elected executive VP in charge of TV. **Lester Gottlieb**, senior VP, appointed head of CMA's New York TV department.

**Donald H. Knautz**, assistant program and operations manager, WGN-TV Chicago, elected VP, WGN Continental Productions, program producer, there. **Charles A. Wilson**, special projects manager and farm service director, WGN(AM), appointed director of WGN Continental Productions.

**John Cutts**, story editor and West Coast production chief, Commonwealth United Entertainment, Beverly Hills, Calif., joins Tomorrow Entertainment, Hollywood, as executive for programing development.

**David Forbes**, advertising-promotion manager, MGM, Detroit, appointed national advertising manager at studio's

Culver City, Calif., headquarters. He is succeeded by **Marc Bladd**, advertising director of ABC Theaters in Michigan. **Stephan Segal**, account executive, Diener-Hauser Advertising, New York, appointed advertising-promotion manager, MGM there. **Ted Hatfield**, assistant national advertising coordinator, New York, appointed to similar position, Culver City. **Herman Ripps**, Los Angeles division sales manager, MGM, named to newly created post of director, sales planning, Culver City. He is succeeded by **Carl Smiley**, assistant division manager. **Leroy Smith**, Minneapolis resident sales manager, succeeds Mr. Smiley.

**Ray McCullough**, director of program services, CBS-TV, New York, appointed to newly created position of director, program services and production.

**Kenneth Fairchild**, director of news and programing, WMCA(AM) New York, named VP for programing.

**Dave Salzman**, program manager, WKBD-TV Detroit, joins KDKA-TV Pittsburgh in similar capacity.

**Ron O'Brian**, music director, KUDL(AM) Fairway, Kan., appointed program director, KYNA(FM) Des Moines. **John Harding**, with WHO-AM-FM Des Moines, joins KYNA as production manager.

**Robert L. Todd**, with WGEE-AM-FM Indianapolis, appointed operations manager and program director.

**Jeff Rosenberg**, with radio-TV-film section, American Red Cross, Washington, joins National Public Radio there as associate producer.

**Robert L. Williams**, director of program origination, Santa Maria (Calif.) Valley Cable TV Inc., Teleprompter-owned system, appointed Northwest regional programing manager for Teleprompter, Seattle.

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## News

**Steve Young**, anchorman, CBS News, New York, appointed news correspondent.

**Frank Gifford**, sportscaster, WCBS-TV New York, joins WABC-TV there in similar capacity.

**Bill Bonds**, with news staff, KABC-TV Los Angeles, joins WXYZ-TV Detroit, as news anchorman. Both are ABC-owned stations.

**Rick Weaver**, sportscaster, KTVU(TV) Oakland-San Francisco, joins WIOD-AM-FM Miami, as sports director and sportscaster.

**Aubrey Morris**, news director, WSB-AM-FM Atlanta, named president, Georgia Associated Press Broadcasters Association.

**William F. Greer**, AP correspondent,

Tucson, named regional membership executive for Colorado, New Mexico and Wyoming. **Milton W. Minarcin Jr.**, Montpelier, Vt., correspondent, joins Pittsburgh bureau succeeding **Thomas G. Briley**, appointed chief of Charleston, W. Va. bureau. **Richard Carelli**, AP correspondent, Charleston, joins Huntington, W. Va., bureau succeeding **Stephen Shipp**, who joins Charleston bureau. **Christopher C. Miniclier**, AP correspondent for East Africa, Nairobi, Kenya, appointed bureau chief, Cairo AP office.

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## Deaths

**George H. Haggarty**, 68, public director for Storer Broadcasting Co., Miami Beach, Fla., died April 26 at Miami Heart Institute, Miami Beach, of leukemia. Mr. Haggarty, former Detroit attorney, held interests in oil and real estate properties. In 1957, he purchased Klor(TV) Portland, Ore., and combined Klor facilities with KPTV(TV), also Portland, which he acquired from Storer. In 1959 he told KPTV. He was elected to Storer board in 1961 where he served until his death. He is survived by his wife, Carolyn, two daughters and one son.

**Alfred J. Harding**, 57, with CBS for 33 years, died April 21 at his home at Hastings-on-Hudson, N.Y. Since 1966 he had been manager of administration, CBS-TV network sales, chiefly responsible for liaison with Canadian networks carrying CBS-TV programs. He joined CBS in 1937 at WCCO-AM Minneapolis, then CBS-owned. He is survived by his wife, Frances.

**Frank Stollenwerck**, 87, retired radio communications attorney, and serving as consultant with Misegades & Douglas, Washington, died March 5 in Baltimore after long illness. He began career with Alabama state legislature where he served first as representative, then as speaker. He is survived by his wife, Dixie.

**Russ Hodges**, 60, voice of New York and San Francisco Giants baseball team as well as Washington Senators, died April 19 of heart attack at his Mill Valley, Calif. home. Mr. Hodges retired last year to do PR work for Giants; but had been doing play by play on some telecasts this season. He is survived by his wife, Gay, son and daughter.

**James C. Everds**, 44, associate creative director, Fuller & Smith & Ross, Chicago, agency, died aboard houseboat on Wilson Lake near Florence, Ala., April 19. He had been shot during apparent robbery. He is survived by his wife, Diane, two daughters and four sons.

## Promotion

John W. Murray, director of public affairs and editorial chief, WOR-TV New York, named VP, in charge of public affairs.

Caroline Meyer, assistant PR director, Ogilvy & Mather, New York, appointed director of PR. She succeeds Robert Harper, who resigns to open his own PR firm in Toronto.

## Equipment & engineering

George Otte, acting manager, studio operations, TV engineering, ABC-TV West Coast, appointed acting director, broadcast operations. He is succeeded by Herb Kraft, supervisor, technical operations.



Walter Adams, chief engineer, WJMD(FM) Bethesda, Md. (Washington), appointed regional sales manager for newly opened Washington office, CCA Electronics. Address: 9131 Bradford Road, Silver Spring, Md. 20901. Tel: (301) 589-24543.

Mr. Adams

## Allied fields

Frank Kearns, CBS correspondent and acting network bureau chief, Rome, joins faculty of West Virginia University, Morgantown, W. Va.

A. J. Fletcher, chief executive officer, Capitol Broadcasting, Raleigh, N.C., has been honored by East Carolina University, Greenville, N.C. University's new \$1.25-million music complex will bear his name. Mr. Fletcher founded National Opera Co., Greenville, to assist young artists and to develop youthful interest in music.

## International

Henri Audet, president and general manager, CKTM-TV Trois-Rivieres, Quebec, named president, Canadian Association of Broadcasters. D. M. E. Hamilton, general manager, CKLG-AM-FM Vancouver, British Columbia, continues as VP for radio. Don Martz, manager, CFCF-TV Montreal, succeeds Mr. Audet assuming responsibilities as VP for TV.

Christopher H. Towle, sales manager, Associated British Pathe, film house, London, joins Paramount Television as sales director of its European division there. Malcolm Vaughan, sales executive in Paramount's London office, appointed manager.

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As compiled by BROADCASTING, April 20 through April 27 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.

**Existing TV stations**

**Final actions**

- KTVU(TV) Oakland, Calif.—Broadcast Bureau granted CP to install aux. ant. at main trans. and ant. location. Action April 22.
- WSBK-TV Boston—Broadcast Bureau granted CP to install alt. driver. Action April 22.
- KMOX-TV St. Louis—Broadcast Bureau granted CP to install precise carrier frequency control system. Action April 22.

**Actions on motions**

- Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. (WGHP-TV)), Furniture City Television Co. Inc.), TV proceeding, granted petition by Furniture City for leave to amend application to reflect several changes in business interests of various principals (Docs. 18906-7). Action April 14. Rescheduled further hearing from 10 a.m. to 11 a.m. on April 27 (Docs. 18906-7). Action April 16.
- Chief Hearing Examiner Arthur A. Gladstone in Washington (United Television Co. (WFAN-TV), United Broadcasting Co. and Washington Community Broadcasting Co.), TV and AM proceeding, continued without date hearing presently scheduled for April 26 (Docs. 18559, 18561-2-3). Action April 15.
- Hearing Examiner Ernest Nash in Wichita, Kan. (JACO Inc., KAKE-TV and Radio Inc.), FM proceeding, dismissed application of KAKE-TV and Radio (Doc. 18516), and ordered participation of KAKE-TV as party to proceeding is terminated (Docs. 18515-6). Action April 22.
- Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Coves Florida Broadcasting Inc. (WESH-TV) and Central Florida Enterprises Inc.), TV proceeding, denied motion by Cowles Florida Broadcasting for designation of order of hearing presentation; and by separate action, ordered hearing to begin July 6, and further prehearing conference to convene April 21 (Docs. 19168-70). Action April 20. For reasons stated on record of April 21 prehearing conference, granted motion by Central Florida for production of logs of WESH-TV; denied without prejudice to resubmission if parties are unable

to accommodate their differences, Central Florida's motion for production of operational documents (Docs. 19168-70). Action April 21.

**Other actions**

- Review board in Tallahassee, Fla., TV proceeding, denied application of Leon County Communications Corp. for extension of time to construct UHF WNFA-TV Tallahassee (Doc. 19131). In same action, board denied Leon County's motion to hold case in abeyance while permittee tried to find assignee, canceled CP and deleted call letters. Action April 16.
- Review board in High Point, N.C., TV proceeding, issues in proceeding on mutually exclusive applications of Southern Broadcasting Co. for renewal of its license for WGHP-TV High Point, N.C., and Furniture City Television Co. for CP for same facility have been enlarged by review board to include determination of possible abuse of FCC processes (Docs. 18906-7). Action April 16.
- FCC released figures April 21 showing decline in revenues and profits of three national television networks in 1970.

**Initial decision**

- Hearing Examiner James L. Tierney in Charleston, S.C., in initial decision denied applications of four Charleston VHF licensees, \*WITV, WUSN-TV, WCIV and WCSC, asking permission to move their trans. sites from separate locations to single 2,000 ft. tower northeast of Charleston, and make other facilities changes (Docs. 18569-72). Ann. April 23.

**Rulemaking petitions**

- Boise, Idaho—Rocky Mountain Broadcasters Association. Requests amendment of rules to bar or restrict importation of nonlocal radio station signals by CATV's. Ann. April 9.
- Chicago—International Digisonics Corp. Requests amendment of rules to delete the existing language and substitute following: "The first and last ten microseconds of the first six field lines measured from the top of picture and the last six field lines measured from the bottom of picture may contain identification patterns intended for the purpose of electronically identifying television program and commercial material. . . ." Ann. April 12.

**New TV stations**

**Final actions**

- KOAI(TV) Flagstaff, Ariz.—Broadcast Bureau granted license covering new station. Action April 16.
- WHCT(TV) Hartford, Conn.—FCC denied petition by RKO General Inc. for reconsideration of order designating for hearing application for CP to increase power and ant. height of UHF WHCT(TV) Hartford and for conditional grant of CP application without hearing (Doc. 18821). Action April 8.
- WXLTV-TV Sarasota, Fla.—FCC granted ap-

plication of Sarasota-Bradenton, Florida Television Co. Inc. for a six-month extension of time to complete construction of WXLTV and its request for authority to modify technical facilities of station. Action April 14.

- WBFF(TV) Baltimore—Broadcast Bureau granted license covering new station. Action April 15.

**Actions on motions**

- Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, granted petition by Lamar Life for leave to amend application to reflect election of James B. Nixon, assistant secretary of Lamar Life Insurance Co., parent corp., and certain changes in stock and ownership of parent corp. (Docs. 18845-9). Action April 23.
- Hearing Examiner Lenore G. Ehrig in Greensburg, Pa. (Western Broadcasting Corp., Warman Communications Inc.), TV proceeding, parties advised that agreement had been reached which contemplates dismissal of Western's application, and joint request for approval was filed on April 16. Before April 30, Warman will file amendment to its application looking toward resolution of sole remaining issue in proceeding, its ascertainment of community needs and interests. Hearing is presently scheduled to commence on June 15, and if parties so request, further order will be issued accelerating hearing date (Docs. 18938-9). Action April 16.
- Chief Hearing Examiner Arthur A. Gladstone in New York. (WPIX Inc., Forum Communications Inc.), TV proceeding, ordered appropriate hearing sessions be held in New York, at such time as presiding officer may direct, for sole purpose of receiving testimony of public witnesses appearing in behalf of applicant parties, provided, however, that time allotted to receipt of such evidence shall be limited to maximum of two weeks (Docs. 18711-2). Action April 21.
- Chief, Broadcast Bureau, granted request by Professional Telectesting Systems Inc. and extended through May 7, time to file reply comments in amendment of rules, table of TV assignments (Clarksville, Tenn.) (Doc. 19045). Action April 19.

**Other actions**

- Review board in Pocatello, Ida., TV proceeding, granted motion by KBLI Inc. for extension of time to April 13 to file responsive pleadings to petition to reallocate burden of proceeding, modify language of character issue, and add parties, filed on March 22 by The Post Co. (Docs. 18401-2). Action April 8.
- Review board in Jackson, Miss., TV proceeding, denied petition by Lamar Life Broadcasting Co., one of applicants for CP in comparative hearing for ch. 3, Jackson, to enlarge issues against Dixie National Broadcasting Corp., one of competing applicants (Docs. 18845-9). Action April 21.

**Call letter application**

- Sun World Broadcasters Inc., Orlando, Fla.—Requests WSWB-TV.

**Call letter actions**

- Tex-Ark TV Co., Texarkana, Tex. Granted KTXK(TV).
- Educational Communications Board, Green Bay, Wis.—Granted \*WPNE(TV).

**New AM stations**

**Starts authorized**

- WBRC Birmingham, Ala.—Authorized program operation on 960 kc, 5 kw DA-N. Action Feb. 10.
- WAMA Selma, Ala.—Authorized program operation on 1340 khz, 250 w-N, 1 kw-D. Action Feb. 11.
- KFQD Anchorage—Authorized program operation on 750 khz, 10 kw-N, 50 kw-D. Action March 31.
- KRSA Salinas, Calif.—Authorized program operation on 1570 khz, 250 w-D. Action March 17.
- WTRL Bradenton, Fla.—Authorized program operation on 1490 khz, 250 w-N, 1 kw-D. Action March 3.
- KDLS Perry, Iowa—Authorized program operation on 1310 khz, 500 w-DA-D. Action March 16.
- WDME Dover-Foxcroft, Me.—Authorized pro-

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gram operation on 1340 khz, 250 w-N, 1 kw-D. Action Feb. 24.

■ WKJR Muskegon Heights, Mich.—Authorized program operation on 1520 khz, 10 kw-DA-D. Action Feb. 25.

■ KQAD Luverne, Minn.—Authorized program operation on 800 khz, 500 w-DA-D. Action Feb. 24.

■ KMRN Cameron, Mo.—Authorized program operation on 1360 khz, 500 w-DA-D. Action Feb. 23.

■ KGMV Missoula, Mo.—Authorized program operation on 1450 khz, 250 w-N, 1 kw-D. Action March 17.

■ KOBE Las Cruces, N.M.—Authorized program operation on 1450 khz, 250 w-N, 1 kw-D. Action March 5.

■ WHVL Hendersonville, N.C.—Authorized program operation on 1600 khz, 1 kw-DA-D. Action March 5.

■ WWC Wilkesboro, N.C.—Authorized program operation on 1240 khz, 250 w-U, 500 w-LS. Action March 3.

■ KTSL Burnett, Tex.—Authorized program operation on 1340 khz, 250 w-N, 1 kw-D. Action March 17.

■ WAVA Arlington, Va.—Authorized program operation on 780 khz, 1 kw-D. Action Feb. 18.

■ WFIC Collinsville, Va.—Authorized program operation on 1530 khz, 1 kw non-DA. Action March 5.

■ KCLK Clarkson, Wash.—Authorized program operation on 1430 khz, 500 w-D. Action Feb. 26.

### Final action

■ Webster, Mass.—FCC denied request by Webster Broadcasting Co., applicant for CP for new AM at Webster, and WESO Broadcasting Corp., licensee of WESO Southbridge, Mass., for dismissal of Webster application with reimbursement of out-of-pocket expenses of up to \$7,500 incurred by Webster in prosecuting application. Action April 8.

### Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Warren, Pa., both Ohio (Howard L. Burris, et al.), AM proceeding, upon informal request of counsel for North East Communications Corp., ordered further prehearing conference to be held April 28 (Docs. 18369, 19114-5). Action April 23.

■ Hearing Examiner Charles J. Frederick in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co., Cullman Music Broadcasting Co.), AM proceeding, scheduled further conference for May 5 (Docs. 18204-5). Action April 16.

■ Hearing Examiner Millard F. French in Franklin, Hackettstown, both New Jersey (Louis Vander Plate, Radio New Jersey), AM proceeding, ordered Louis Vander Plate to furnish monthly revenue figures for 1969, as requested, by May 10 (Docs. 18251-2). Action April 20.

■ Chief Hearing Examiner Arthur A. Gladstone in Jacksonville, N.C. (Sencland Broadcasting Systems Inc. and Seaboard Broadcasting Corp.), AM proceeding, continued without date, hearing scheduled for April 19 (Docs. 18813-4). Action April 15.

■ Chief Hearing Examiner Arthur A. Gladstone in Alexander City, Ala. (Martin Lake Broadcasting Co.), AM proceeding, granted motion by Broadcast Bureau, ordered that further proceedings in matter shall take place in Washington and hearing scheduled for May 4, shall be held in Washington (Doc. 18782). Action April 21.

## Summary of broadcasting

Compiled by FCC, March 1, 1971

	Licensed	On Air STA*	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,314 <sup>1</sup>	2	16	4,332 <sup>1</sup>	58	4,390 <sup>1</sup>
Commercial FM	2,179	0	32	2,211	125	2,336
Commercial TV-VHF	497	2	12	511 <sup>2</sup>	13	524 <sup>2</sup>
Commercial TV-UHF	167	0	18	185 <sup>2</sup>	96	281 <sup>2</sup> †
Total commercial TV	664	2	30	696	109	805
Educational FM	436	0	12	448	47	495
Educational TV-VHF	78	0	8	86	4	90
Educational TV-UHF	102	0	9	111	16	127
Total educational TV	180	0	17	197	20	217

\* Special Temporary Authorization.

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Indicates four educational stations on nonreserved channels.

† Does not include six commercial UHF TV's licensed but silent.

■ Hearing Examiner Isadore A. Honig in Elmhurst and Wheaton, both Illinois (Dupage County Broadcasting Inc., Central Dupage County Broadcasting Co.), AM proceeding, granted petition by Central Dupage and extended from April 21 to April 28 time for filing proposed findings, and from May 5 to May 12 to file replies (Docs. 16965-6). Action April 21.

■ Hearing Examiner Jay A. Kyle in Humble, Houston and Nassau Bay, all Texas (Albert L. Crain, et al.), AM proceeding, rescheduled May 12 conference to May 21 (Docs. 19186-90). Action April 15.

■ Hearing Examiner Ernest Nash in Centerville, Va. (Centerville Broadcasting Co.), AM proceeding, cancelled hearing scheduled for May 24; ordered that conference for consideration of future procedural dates shall be set upon completion of action by FCC on question certified to it by review board and application for review which applicant has filed (Doc. 18888). Action April 23.

### Other action

■ Brush, Colorado Springs, Boulder, all Colorado, AM proceeding, granted motion by Pettit Broadcasting Co. for extension of time to May 5 to respond to petitions to enlarge issues, filed by the broadcast bureau and Brocade Broadcasting Co. (Docs. 19157-9). Action April 21.

### Call letter application

■ Carthage Broadcasting Co., Carthage, Mo.—Requests KRGK.

### Call letter actions

■ Morro Bay Broadcasters, Morro Bay, Calif. Granted KBAI.

■ R. G. Blaskow, Cuthbert, Ga. Granted WCUG.

## Existing AM stations

### Applications

■ WDBC Escanaba, Mich.—Seeks CP to make changes in D pattern. Ann. April 6.

■ WLOX Biloxi, Miss.—Seeks CP to change ant., trans. and main studio location to DeBuys Avenue and L and N Railroad, Biloxi. Ann. April 6.

### Final actions

■ KTUC Tucson, Ariz.—Broadcast Bureau granted CP to increase D power to 1 kw, and install new trans.; conditions. Action April 21.

■ KIEV Glendale, Calif.—FCC granted application by Southern California Broadcasting Co. to increase power of KIEV from 250 w-D, to 5 kw-D, and change trans.-ant. location to Los Angeles. Action April 14.

■ WTUX Wilmington, Del.—Broadcast Bureau granted CP to change ant. trans. location to East 7th Street at Brandywine Creek, Wilmington. Action April 16.

■ KOHO Honolulu—Broadcast Bureau permitted remote control from 1148 12th Avenue, KOMU Studio, Honolulu. Action April 15.

■ KPST Preston, Idaho—Broadcast Bureau granted CP to install new trans., and increase D power to 1 kw; conditions. Action April 21.

■ WPUT Brewster, N.Y.—Broadcast Bureau granted CP to make changes in directional ant. pattern. Action April 16.

■ KFGO Fargo, N.D.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 405 South 7th Avenue; conditions. Action April 20.

■ KSET El Paso—Broadcast Bureau granted CP to increase D power to 1 kw, and install new trans.; conditions. Action April 21.

■ KTEO San Angelo, Tex.—Broadcast Bureau granted CP to increase D power to 1 kw; remote control permitted from main studio location. Action April 20.

### Actions on motions

■ Hearing Examiner Charles J. Frederick in Whitley City, Ky., Jellico, Tenn. (McCreary Broadcasting Corp., Jellico Broadcasting Corp.), AM proceeding, dismissed as moot, petition by Jellico Broadcasting for extension of time to submit reply; and extended from April 5 to May 4, time Jellico may reply to broadcast bureau's comments on joint petition for approval of agreement (Docs. 18959-60). Action April 14.

■ Hearing Examiner Charles J. Frederick in Youngstown, Ohio, Ellwood City, Pa. (Media Inc., Jud Inc.), AM proceeding, set May 25 as date for notification of witnesses; and scheduled further hearing to begin June 15 (Docs. 18768-9). Action April 20.

■ Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Co.), renewal of license of WVLC, granted motion and supplemental motions by applicant; ordered record reopened, admitted WVLC exhibit 24 as corrected into evidence; and again closed record; further ordered time for filing proposed findings of fact and conclusions extended from April 16 to May 14, and time for filing reply findings extended from April 30 to May 28 (Doc. 18285). Action April 16.

■ Chief Hearing Examiner Arthur A. Gladstone in Baton Rouge (Capital City Communications Inc.), renewal license WLUX, continued without date prehearing conference scheduled for April 19 (Doc. 19067). Action April 15.

■ Chief Hearing Examiner Arthur A. Gladstone in Roswell, N.M. (Reginaldo Espinoza II), renewal of license of KRDD, designated Hearing Examiner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for June 10 in Washington, and hearing for July 12 in Roswell, N.M. (Doc. 19208). Action April 16.

■ Chief Hearing Examiner Arthur A. Gladstone in Ashtabula, Ohio (Radio Enterprises of Ohio Inc.), renewal of license of WREO, designated Hearing Examiner Isadore A. Honig to serve as presiding officer; scheduled prehearing conference for June 9 in Washington and hearing for July 12 in Ashtabula (Doc. 19207). Action April 16.

■ Chief Hearing Examiner Arthur A. Gladstone in Greenwood, S.C. (Greenco Inc., Radio Green-

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ood Inc.), AM and FM proceeding, granted motion by United Community Enterprises Inc. for discovery and production of documents by applicants (Docs. 19176-7). Action April 12; ordered United Community Enterprises Inc.'s reply opposition to motion for discovery and production of documents be stricken (Docs. 19176-7). Action April 22.

Chief Hearing Examiner Arthur A. Gladstone (Cleveland, Tex. (Stephen Van Sadler), renewal license for KVLB and forfeiture, designated hearing Examiner Frederick W. Denniston to serve as presiding officer and scheduled prehearing conference for June 2, and hearing for July in Cleveland following hearings in Bobby R. Owens Sr. (Doc. 19164) and Doyle J. Todd (Doc. 19134) proceedings (Doc. 19194). Action April 12.

Hearing Examiner Isadore A. Honig in Perry, La. (WPRY Radio Broadcasters Inc.), renewal license of WPRY, ordered that hearing be moved to Washington with next hearing session be convened on May 4 (Doc. 18885). Action April 15.

Hearing Examiner David I. Kraushaar in Jackson, Ala. (Radio Jackson Inc. and Vogel-Ellington Corp. [WHOD]), AM proceeding, set certain procedural dates; scheduled hearing to begin Oct. 5 (Docs. 18896-7). Action April 16.

Hearing Examiner David I. Kraushaar in Poplar and Tupelo, both Mississippi (Tri County Broadcasting Co., Radio Tupelo). AM proceeding, denied or disallowed request of Radio Tupelo for permission, under rules to file appeal with review board from order of the examiner, released March 9, which granted petition by its adversary Tri County for leave to amend application (Docs. 19026-7). Action April 19.

Hearing Examiner David I. Kraushaar in Louisville and Mebane, both North Carolina (Franklin Broadcasting Co. [WYRN] Radio Mebane-Hillsborough Inc.), AM proceeding, set certain procedural dates; scheduled hearing to begin Sept. 24, unless otherwise ordered; ordered any settlement agreement parties are negotiating is to be finalized in time for filing of joint petition for FCC approval thereof not later than May 18 (Docs. 18836-7). Action April 16.

Hearing Examiner Jay A. Kyle in Statesboro, Ga. (Farnell O'Quinn and Eugene Rogers, dba Community Radio System et al.), AM proceeding, scheduled further hearing conference for April 16, 2 p.m. (Docs. 17722, 18395). Action April 14.

Hearing Examiner Jay A. Kyle in Ponce, Puerto Rico (Radio Antillas Inc. and Zaba Radio Corp.), AM proceeding, ordered further prehearing conference scheduled for April 20, moved from 9 a.m. to 2 p.m. (Docs. 18564, 18566). Action April 14.

Hearing Examiner Jay A. Kyle in Greenwood, S.C. (United Community Enterprises Inc.), AM proceeding, scheduled further hearing conference for April 27 (Doc. 18503). Action April 14.

Hearing Examiner Jay A. Kyle in Yorktown, Tex. (Don Renault and Edwin Zaiontz dba DeWitt Radio), AM proceeding, scheduled further prehearing conference for April 26 (Doc. 18528). Action April 14.

Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt, Welk Inc. [WELK], and WUVA), AM proceeding, scheduled further prehearing conference for April 27, 2 p.m. (Docs. 18585-6-7). Action April 14.

Hearing Examiner Chester F. Naumowicz Jr. in Hermiston, Ore. (Hermiston Broadcasting Co. [KOHU]), AM proceeding, granted petition by applicant for leave to amend financial proposal (Doc. 18966). Action April 16.

Hearing Examiner Chester F. Naumowicz Jr. in Chattanooga (Jay Sadow [WRIP], Rock City Broadcasting Inc.), AM proceeding, continued hearing scheduled for June 4 to June 14 (Docs. 18901-2). Action April 19.

Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX], Forum Communications Inc.), TV proceeding, granted petition by WPIX Inc. for leave to amend application to reflect ownership changes in Tribune Co. and New York News Inc., under related trust, following death of trustee (Docs. 18711-2). Action April 20.

### Other actions

Review board in Stamford, Conn., denied appeal by Western Connecticut Broadcasting Co., licensee of WSTC-AM-FM Stamford, from ruling by hearing examiner, in hearing on revocation of licenses for alleged censorship of paid political broadcasts and other rule violations (Doc. 19043). Action April 19.

Review board in Hermiston, Ore., AM proceeding, granted petition by Hermiston Broadcasting Co., licensee of KOHU Hermiston, to delete suburban issue on application. Application of Hermiston Broadcasting for CP to change facilities of KOHU was designated for hearing by order released Sept. 2 (Doc. 18966). Action April 21.

### Call letter application

KCBD, The END Corp., Lubbock, Tex.—Requests KEND.

### Call letter actions

KRWL, William Cody Kelly, Carson City, Nev.—Granted KPTL.

WQSA, RCR Ltd., Asheboro, N.C.—Granted WZOO.

### New FM stations

#### Starts authorized

WULA-FM Eufaula, Ala.—Authorized program operation on 92.7 mhz, TPO 2.30 kw. Action March 5.

KWST(FM) Los Angeles—Authorized program operation on 105.9 mhz, ERP 72 kw. Ant. height above average terrain 730 ft. Action March 1.

KUDE-FM Oceanside, Calif.—Authorized program operation on 102.1 mhz, ERP 10 kw. Ant. height above average terrain 950 ft. Action March 7.

KZST(FM) Santa Rosa, Calif.—Authorized program operation on 100.1 mhz, ERP 3 kw. Ant. height above average terrain 240 ft. Action March 7.

KSJC-FM Stockton, Calif.—Authorized program operation on 89.5 mhz, TPO 10 w. Action March 5.

KBUL(FM) Boulder, Colo.—Authorized program operation on 94.7 mhz, TPO 10 kw. Ant. height above average terrain, 180 ft. Action March 5.

\*KSDB-FM Manhattan, Kan.—Authorized program operation on 88.1 mhz, TPO 10 w-U. Action March 5.

WMKY-FM Morehead, Ky.—Authorized program operation on 90.3 mhz, TPO 19 kw. Ant. height above average terrain 510 ft. Action March 2.

WWCL(FM) Wesson, Miss.—Authorized program operation on 91.1 mhz, TPO 10 w. Action March 8.

WKSL(FM) Greencastle, Pa.—Authorized program operation on 94.3 mhz, ERP 170 kw. Ant. height above average terrain 360 ft. Action March 7.

WKJF-FM Pittsburgh—Authorized program operation on 93.7 mhz, TPO 17.5 kw. Ant. height above average terrain 550 ft. Action March 10.

#### Final actions

Hartford-Berlin, Conn.—FCC dismissed appeal filed Jan. 4 by Lawrence H. Buck, partner in Communicom Media, applicant for new FM at Berlin, asking further consideration of informal petition filed April 28, 1969, to deny application of WHCN, Inc. for renewal of license of WHCN-(FM) Hartford. Action April 8.

Lowell, Ind., Whaleyville, Va.—FCC adopted in response to petition by William J. Dunn, potential applicant, amendment to FM table of assignments allocating ch. 296A to Lowell (Doc. 18883, RM-1503). In same action, petition by Lloyd A. Gatling and James F. Hope Jr. asking ch. 221A be assigned to Whaleyville was denied. Action April 8.

Durand, Wis.—FCC granted request of Pepin County Broadcasting Co. for waiver of rules (minimum mileage separation—65 miles—between co-ch. and adjacent ch. stations on commercial ch's.). Action April 8.

#### Actions on motions

Hearing Examiner Basil P. Cooper in Donaldsonville, La. (Lafourche Valley Enterprises Inc., Soul Broadcasters), FM proceeding, granted motion by Lafourche Valley, and continued evidentiary hearing from April 21 to June 22 (Docs. 19004-5). Action March 20.

Hearing Examiner Basil P. Cooper in Bangor, Me. (Bangor Broadcasting Corp., Penobscot Broadcasting Corp.), FM proceeding, continued evidentiary hearing scheduled for May 17, to date to be specified at further prehearing conference scheduled for May 17 (Docs. 19165-6). Action March 19.

Hearing Examiner Frederick W. Denniston in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, canceled hearing conference of April 15, and upon agreement, ordered following filing dates: amendments and written testimony on community survey issue, May 24; requests for hearing for cross-examination on such testimony, June 4; in absence of requests for hearings, record will be closed by subsequent order, and proposed findings and conclusions regarding community survey issue will be due July 7, and replies July 21 (Docs. 18664; 18666). Action April 15.

Hearing Examiner Charles J. Frederick in Satellite Beach and Melbourne, both Florida (William H. Brown, Cape Canaveral Broadcasters Inc.), FM proceeding, scheduled oral argument for April 27 at 9:30 a.m. on question whether William H. Brown should be required to publish

pursuant to rules as maintained by Broadcast Bureau (Docs. 19013-4). Action April 16.

Chief Hearing Examiner Arthur A. Gladstone in Corona, San Bernardino and Upland, all California (Major Market Stations Inc., et al.), FM proceeding, granted motion by Broadcast Bureau, and ordered matters shall be heard at hearing in San Fernando, Calif., on date to be determined by presiding officer (Docs. 19062-19066). Action April 21.

Chief Hearing Examiner Arthur A. Gladstone in Sarasota, Fla. (Christian Fellowship Mission Inc., Trend Broadcasting Inc.), FM proceeding, presiding examiner being on travel, continued without date further prehearing conference scheduled for April 29 (Docs. 18971-2). Action April 15.

Chief Hearing Examiner Arthur A. Gladstone in Elizabeth City, N.C. (Professional Broadcasting Inc.), FM proceeding, designated Hearing Examiner Charles J. Frederick to serve as presiding officer; scheduled prehearing conference for June 7 and hearing for July 8 (Doc. 19217). Action April 16.

Chief Hearing Examiner Arthur A. Gladstone in Lorain, Ohio (Lake Erie Broadcasting Co., Lorain Community Broadcasting Co., Vocom Industries Inc.), FM proceeding, designated Hearing Examiner James F. Tierney to serve as presiding officer; scheduled prehearing conference for June 7 and hearing for July 7 (Docs. 19213-5). Action April 16.

Chief Hearing Examiner Arthur A. Gladstone in Wilmington, Ohio (5 Kw Inc., Clinton Bounty Broadcasting Corp.), FM proceeding, designated Hearing Examiner Forest L. McClenning to serve as presiding officer; scheduled prehearing conference for June 10 and hearing for July 11 (Docs. 19218-9). Action April 16.

Chief Hearing Examiner Arthur A. Gladstone in Lake Oswego and Milwaukie, both Oregon (Walter J. M. Kraus, Williamette Broadcasting Co. Inc.), FM proceeding, designated Hearing Examiner Frederick W. Denniston to serve as presiding officer; scheduled prehearing conference for June 10 and hearing for July 12 (Docs. 19209-10). Action April 16.

Chief Hearing Examiner Arthur A. Gladstone in Shell Lake, Wis. (Erwin Gladdenbeck, Charles R. Lutz), FM proceeding, designated Hearing Examiner Herbert Sharfman to serve as presiding officer; scheduled prehearing conference for June 8 and hearing for July 8 (Docs. 19211-2). Action April 16.

(Continued on page 65)



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## RADIO

### Help Wanted Management

**EVP & GM**—able to invest (minimum \$M) with us in a small/medium market station in the midwest. Ideal applicant is about 35, a family man with no problems. Must be strong in sales, experienced in all phases. Salary/commission/bonus potential beginning at \$1M. Address & resume in confidence to Box E-9, BROADCASTING.

**Executive director** to serve as chief executive officer of Institute of Broadcasting Financial Management. Responsibilities include planning, organizing, directing the staff, programs and activities; maintaining effective internal and external relationships. Public relations and financial background preferred. Box E-61, 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.

**In exchange for hard work,** we offer excellent opportunity high growth market, N.Y. state. AM-FM. Will train. Send resume, photo. Box E-7, BROADCASTING.

**KFRO-1370, ABC, Longview, Texas** offers sales opportunity for man with past announcing, sales experience. Send sales record, resume to James R. Curtis.

**Creative, self-starter** with broadcast sales experience. Small city living with all cultural advantages of metropolitan area. Home of Iowa State University. Dale Cowle, KASI AM/FM, 515-232-1430. Or write KASI Radio Center, Ames, Iowa 50010.

**Immediate opening, experienced salesman** for successful FM station. Great potential for right man. Weekly guarantee not a draw plus commissions, send resume, references, photo to WFMN, P.O. Box J, Newburgh, N.Y. 12550.

**Management sales manager wanted.** Must be a leader, a salesman and have sales creativity. Part of a seven station chain. For the best man there's no limit to gross plus stock options. Call collect 815-968-5821, ask for the manager.

## Announcers

**Opportunity for MOR station** morning personality in pleasant 100,000 college market. Must be experienced. Box D-24, BROADCASTING.

**Professional needed for morning drive shift** on southeast gulf coast full time modern country station. Must have happy mature approach. Strong production necessary. Send tape and resume to program director. Box D-185, BROADCASTING.

**Modern country D.J. wanted** by northern Michigan powerhouse. Good money and benefits. Send resume, tape, photo. Box D-260, BROADCASTING.

**Major east coast rocker** seeks experienced jock heavy on production. Great opportunity for stable, dedicated professional. Send current tape, resume and picture to Box D-269, BROADCASTING. An equal opportunity employer.

**Help wanted announcer** with first phone, versatile all phases, news production copy. 5kw Pennsylvania directional, new equipment and facilities. References and background carefully checked. 2 years experience minimum. \$125-\$150 weekly. Box D-271, BROADCASTING.

**First phone . . . growing Florida group . . . needs seasoned relaxed, easy-going pro for AM or PM drive . . . must create mature audience sound . . . top pay, benefits, combo chief/announcer preferable . . . greatest living area . . . tape, resume, snap-shot, Box E-1, BROADCASTING.**

**Announcer—salesman** wanted with 1st ticket for contemporary station in medium market. A promotional minded station with great potential for the right man. Experience desired but extensive experience not required if you think like a professional. Send tape and resume to Box E-8, BROADCASTING.

## Announcers continued

**1st phone for MOR northeast.** Experience a must. Good starting salary. Send tape, resume, photo. Box E-6, BROADCASTING.

**Mid-New England contemporary daytime** needs deejay with commercial experience. Must be able to project maturity and intelligence, as well as read commercials convincingly. Great opportunity with expanding organization. Good salary. Send telescoped aircheck and complete resume to Box E-71, BROADCASTING.

**Soul jock** wanted. Must be clean, no rappers. Resume, picture, tape and salary requirements. Box E-94, BROADCASTING.

**New AM-FM station in south** needs mature air personality for adult music station. NBC radio, new studios and equipment. Send tape, resume, picture and salary to Box E-95, BROADCASTING.

**Soul jock, must have first phone.** Income unlimited if you can sell also. Meyers, K-POP, Box 1110, Roseville, Cal. 95678.

**Mature DJ** who understands bright MOR operation. Quality personality station in important Florida market. All details first letter with tape and resume. Bill Taylor, Prog. Dir., WDBO Radio, P.O. Box 21, Orlando, Florida.

**Country announcer-salesman.** Great living in vacation country, great chance for experienced man—WGMF, Watkins Glen, N.Y. 14891. Call—607-535-2779.

**Real opportunity** for 1st phone board man with experience at one of America's outstanding regional farm stations. Send resume and tape to Rex Messersmith, WNAX, Yankton, S. Dak. 57078. Great recreation area too.

**WNVY, Pensacola, Florida** is looking for a strong announcer. 24 hour modern country with contemporary announcer approach. Send tape, resume and salary requirements to Mike Wingfield, Box 8098, Zip 32505.

**Immediate opening for 1st phone announcer.** Permanent position requiring responsible person. Near St. Louis, Phone 314-586-8577.

**Wanted, first phone announcer** wanting to join top flight MOR station. Perfect for man wanting to attend college. Send tape, resume, picture, to Box 770 Chickasha, Oklahoma or call Jack Brewer at 405-224-2890.

**Bright, young broadcasters** for new station in Pittsfield, Massachusetts. Low pay. Top training. First phone helpful. Write: Graham-Ruttenberg, Inc., 29 E. 61st Street, New York, N.Y. 10021.

## Technical

**Chief engineer—operations manager** for Christian programmed station. Need experienced chief engineer ready to assume administrative responsibilities concerned with overall operation. Must be responsible, take charge kind of guy. 1kw non-directional daytimer with all new studios and equipment including new transmitter. Midwest major market, top pay, permanent job, good working conditions and hours. Immediate opening. Box E-35, BROADCASTING.

**Working chief.** Installation, maintenance, troubleshooting ability. 40 hour week. Pleasant conditions 5000 watt Virginia operation. Background, references first letter. Replies confidential. Box E-72, BROADCASTING.

**So. Calif. beckons full charge chief or chief/DJ** for directional AM/FM stereo operation. 1st ticket. Medical, dental, insurance benefits. Great area. Top money for right man. Resume, references. Al Anthonio, KFXM/KDUO, 666 Fairway Drive, San Bernardino, Calif. 92408 or call (714) 825-3393.

**Help wanted.** Chief engineer strong on maintenance experienced for class-C 56000 watt FM. Live in world's greatest hunting, fishing area. Call Raymond Saadi, KHOM 504-876-5466, Houma.

**Chief engineer: AM & FM stereo** in exciting university market. Call or write, WNRS/WNRZ, P.O. Box 5, Ann Arbor, Michigan 48107 (313) 663-0569.

## News

**Experienced newsman** for major market rocker. Must be authoritative, stable and professional. Send tape, resume and picture to Box D-270, BROADCASTING. An equal opportunity employer.

## News continued

**We need an experienced news director.** If you have the intelligence and background to hold this position, you'll find we've got the challenges! Good pay. Located in northeast four-season recreation area. Send complete resume and aircheck to Box E-70, BROADCASTING.

### Programing, Production, Others

**Modern country station in Florida** looking for top notch P.D. who can handle air shift that cooks. We are looking for a responsible person who wants a future in a growing organization. Send complete resume, air check and salary requirement to Box E-83, BROADCASTING.

**Program director.** Small Pennsylvania market, full-time, adult programing. Mature voice, creative production, some talk and play-by-play. Professional operation, good staff, resort area. Box E-91, BROADCASTING.

**Need a leader!** An individual who can make us better. A program director who will report only to the general manager. Salary open. Contact Ken Patch, WGAW, Gardner, Mass. 632-1340.

### Situations Wanted Management

**Only owners** interested in more profit. Successful record. Previous experience—television owner, general manager, sales manager. Box D-251, BROADCASTING.

**Owners, have troubles?** You need the right man at the top! 14 years experience all phases of broadcast. Last 4 1/2 years and presently general manager. Proven record of building losers into winners. Age 34; family man, no problems. Prefer Southeast, south or southwest but will consider all offers. \$30,000 a year—stock, percentage or cash. Box D-258, BROADCASTING.

**Promotion manager:** Currently assistant and relief weatherman. Ready to move up in either direction. B.S. Four years experience. Box D-261, BROADCASTING.

**General manager—radio-TV.** A dozen years to mold this total broadcaster proven track record with strong emphasis on sales. G.M. and G.S.M. background. Builder and developer of facilities and men. I can do the jobs as well as administrate them. Industry's best references are part of my 1st class prerequisites. Major markets only with executive income and equity potential a must for this mid-thirties professional. Box E-29, BROADCASTING.

**Sick of big station: one P.D.—one M.D.** would like to program station in small to medium market. Each will do air shift. Solid references. No hang-ups. P.D. 28, M.D. 25. Box E-40, BROADCASTING.

**Owners/operators—want to retire?** 18 years radio veteran, 12 years management—will work with or for you. Investment possible. Resume available. Box E-52, BROADCASTING.

**General manager or GSM—med. & major markets.** Seasoned pros with best references. Private consultant has your man. Box E-79, BROADCASTING.

**Manage-sales-announce — experienced — 3rd ticket.** Need adequate salary. I'll pay \$1,000 down toward stock purchase, commission on sales toward balance. 608-244-3966.

## Sales

**Salesman-announcer** wants to return to the midwest. Married. College grad. Presently working at small market station. 3rd class endorsed. Young and aggressive. Box E-25, BROADCASTING.

**More sales?** 12 years radio, newspaper, yellow pages, prefer commission. Journalism degree. No rock! Midwest and Rocky Mountain only! Box E-62, BROADCASTING.

**Experienced creative advertising salesman.** Successful. Self-starter. Prefer small to medium market in south/southeast. Available June 1 or July 1. Box E-96, BROADCASTING.

## Announcers

**DJ—copy—production, experienced, third, college.** good voice . . . Box D-50, BROADCASTING.

## Announcers continued

**Michigan** . . . surrounding area, disc jockey, copy, production, 1-313-881-9348. Box D-51, BROADCASTING.

**Experienced beginner.** Twenty-one, mature, undrafted. Announcing, news, production. Box D-63, BROADCASTING.

**Disc jockey—newscaster—salesman—dependable—experienced—creative—tight board—third endorsed—authoritative news—aggressive salesman—will locate anywhere in U.S.** Box D-158, BROADCASTING.

**First phone rock jock—strong copywriting, production—experienced program director—\$200 minimum.** Box D-213, BROADCASTING.

**Announcer—experienced.** First phone—seeks music show, news. Box D-220, BROADCASTING.

**First phone, experienced, MOR man, high ratings, 27, married, stable, all considered.** Box D-253, BROADCASTING.

**Summer replacement—college honors 4 years experience—MOR—27, reliable—anywhere.** Box D-256, BROADCASTING.

**Hire a heavy top 40 jock.** Good production. First, draft exempt. Looking for \$200 a week. Box D-264, BROADCASTING.

**DJ, tight board, good news, commercials, 3rd phone.** Box E-3, BROADCASTING.

**Country personality.** Strong on production, imagination. Ten years experience. College. Vet. Twenty seven. Single. Third phone. Box E-11, BROADCASTING.

Somewhere there's a manager who's seeking an announcer who's conscientious, reliable, communicates, gives 110% 100% of the time, believes broadcasters first responsibility is to inform, has five years experience in most phases of our business, a college degree, is a highly respected pro by his peers, seeks employment in a medium market with a broadcasting organization and not just "a sell it and forget it" company, and is not a "super star." If you're looking for "the big voice" only, someone who will stick around for six months, who can never be counted on, and who's in love with himself, forget me. If you're searching for someone who cares, write Box E-13, BROADCASTING.

**1st phone 8 years experience, news and program directing, looking for progressive station.** Box E-14, BROADCASTING.

**Professionally trained announcer.** Two years college. Neat appearance. Seeks sports, news, play-by-play. Will relocate. Box E-18, BROADCASTING.

**Unorthodox female seeks progressive rock station in small market.** Box E-19, BROADCASTING.

**Play-by-play, board shift, 3rd, college, draft-exempt, relocate.** Box E-20, BROADCASTING.

**Do you believe in personality radio? If you do, we should get together.** Drop-ins, witty comments, and warm personality proven successful. Currently number one in market despite competing against two of the top 14 major market behemoths. First phone too. Box E-21, BROADCASTING.

**Bright young woman, quality presentation, some college, will relocate.** Box E-27, BROADCASTING.

**First phone.** Experience in radio and television. College background. Will relocate. Box E-30, 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 E-46, BROADCASTING.

**Midwestern first, heavy voice-production, contemp. experience \$12,000.** Box E-47, BROADCASTING.

**Talk-show personality, controversial or otherwise, news, sports, sports director, play-by-play. 20 years experience.** Presently employed major market. Available immediately for living wage. Caught in economic pinch. Box E-49, BROADCASTING.

**Young English** any format, two years experience, N.Y.C. school grad any location. But no ticket. Help. Box E-50, BROADCASTING.

**Professionally trained broadcaster.** Some commercial experience—with college radio workshop experience. Will re-locate. Box E-51, BROADCASTING.

**Stop! 6 years experience So. Calif. AM & FM.** Creative family man seeks new challenge in announcing, programming or operations. West only! Box E-53, BROADCASTING.

**Oldie stations, top 40 non-screamers and C&W programmers, I will be available to travel along with my first phone and five years experience to your station for bigger and better things after June 1st.** Dildes are my bag. Box E-54, BROADCASTING.

## Announcers continued

**1st phone.** Experienced, young, prefers west coast, will consider others. MOR, up tempo. Box E-56, BROADCASTING.

**Unscram, unrock non-regional voicer for your easy listening music forms.** Extra hats for news, copy, talk. Mature. 817-665-9418. Box E-65, BROADCASTING.

**Six years of broadcasting experience; 4 years college; good voice; personality; and music director, could we get together?** Box E-66, BROADCASTING.

**Seeking top 40-oriented station in major or medium market.** Two years experience in top 10 market plus two years college radio. 21, excellent references, 3rd endorsed. Box E-75, BROADCASTING.

**Have 1st, will travel.** Top 40 DJ looking for medium market. 24, degree, veteran, commercial experience. Call Jerry 213-876-6120. Box E-85, BROADCASTING.

**1st phone, rocker, looking for a place to grow.** AFRTS, commercial, P.D. and M.D. experience. Box E-86, BROADCASTING.

**Rock, 1st phone, AFRTS P.D., engineering experience, veteran, will relocate.** Call Jay, 213-876-6120. Box E-87, BROADCASTING.

**Top 40 DJ, 1st phone/some maintenance, veteran, 2 yrs. college, commercial experience, will relocate.** Box E-88, BROADCASTING.

**First phone, college grad with over 2 years in rock, MOR, country.** Some TV experience. Excellent production, writing, and news. Married, 27, will travel anywhere. Box E-93, BROADCASTING.

**1st class ticket announcer needs break.** Some experience. Marv Patton, 2217 E. 2nd, Spokane, Washington 99202.

**First phone—ambitious, hard worker—3 years experience—solid announcing—play-by-play sales—prefer southeastern Wis.** Phone 414-387-3895.

**Energetic, hard worker, first job. Twenty, single, reservist, first phone.** Available yesterday. Will relocate, some experience. Andrew Graham, 1907 Miles Avenue, Billings, Montana 59102. 406-656-6944.

**1st phone, experienced in announcing and electronics, looking for a contemporary or up-tempo MOR station.** Announcer, 1800 Bluebird Lane, Munster, Indiana 46321.

**First phone.** Broadcast school grad. Tight board progressive or top 40. Willing to relocate. Greg Faulkner. Call collect 714-447-4775.

**Midwest annr. 13 yrs. radio-TV seeks pos. with responsible company.** Exper. all phases Brcdstng. Excellent morn. mon. \$250.00 start. 1-319-266-1332.

**Afternoon airshift wanted on up tempo midwest MOR. 27, married, father, 3rd.** Experienced personality, production, sales, music/continuity/assistant program director. Run lite-brite-tite show. Stability essential. Looking for the right move. Phone 715-369-4817 collect afternoons. Available June.

**First phone: Bill Wade grad., college, veteran, 22, will relocate.** Tape and resume. Call 408-262-2050. Write Tim Meier, 3513 Madrid Dr., San Jose, Calif. 95132.

**Physical education graduate, 26, desires any sports-casting opportunity.** Hours, pay, location secondary. Martin Eisner, 1224 24th Avenue, San Francisco 94122.

**Need full-time dj?** Call Cal Bader, 314 Milton Street, Easton, Pa. 18042, 215-253-2019, mornings. Have on-air experience, 3rd endorsed.

**Help me get back.** 2 yrs. in small market MOR have produced lots of administrative duties & titles, but less and less fun. Looking for a progressive rocker, prefer northeast but don't let the location stop you. Jim Spellmeyer, 21 Madison Ave. Mt. Vernon, Ohio 43050 (614) 397-3868.

**Experienced male announcer, 23, creative, top 40, MOR up tempo, 3rd, BBA marketing, good personality for any shift.** Draft exempt. Desire New England area. Box 311, Turners Falls, Mass. 01376.

**Recent BA seeks progressive rock slot.** Five years experience with rock-blues-country-folk and play-by-play. Have 3rd will travel. Call Phil (212) 992-3891 eves.

**Florida, Texas and all points warm!** Just completed 1 1/2 years with AFRTN. 5 yrs. experience; 2 years college. 3rd. 23. Not a phony floater. Looking for young contemporary operation that knows where it's going. Open-minded management a must. Want to lock now—maybe PD later. Heavy production. Air check, resume, good references on request. Write: Larry Lauer, 629 14th Ave., Anchorage, Alaska 99501.

## Announcers continued

**Young ambitious broadcast school graduate is eager to work, 3rd endorsed, draft exempt.** Prefer MOR format in Montgomery, Alabama area. Don LoVasco (313) 477-5674 Livonia, Michigan.

**Imaginative, mature, individual with family seeking creative challenging position—progressive rock or creative format.** First, college, some experience, professionally trained. Prefer northwest, midwest, New England for tape, resume—Richard Padilla, 1156 1/2 N. Mariposa, Los Angeles, California 90029. (213) 661-3941. Return all calls, available now.

**Experienced first and wife—sales, copy, board, production, management.** Florida. 904-985-4398.

**1st phone, Lim-ex, MOR or?** Will relocate. Kim Thayer, 1199 Phillips St., Vista, Calif. 92083, 1-714-726-2208.

## Technical

**1st phone, 5 yrs. related background but no broadcast experience.** Eager to learn. Will relocate and seriously consider summer replacement. Salary secondary. Box E-33, BROADCASTING.

**Broadcast engineer—28, single, first phone, currently in Alaska working radar and communications.** Former chief and newscaster at suburban N.Y.C. radio. Handled FCC license renewal inspection. Would like to get back into broadcasting. Also experience AT&T carrier and microwave. Will relocate for right position. Box E-37, BROADCASTING.

**Smaller market.** Available to take charge as chief engineer, operations director or manager. Professional with 25 yrs. experience. Box E-44, BROADCASTING.

**Former consulting engineer, directional expert.** Available as smaller market chief engineer. Box E-45, BROADCASTING.

**Engineer announcer, experienced all powers directionals AM FM 1st FCC license government radio experience.** Prefer Florida coast cities. Box E-58, BROADCASTING.

**Chief engineer; I am experienced AM, FM stereo; including proofs.** Dependable, what have you got? Box E-59, BROADCASTING.

**Experienced 1st phone to 50 KW.** Good audio. Resume available. Ken MacGregor, 106 Cowan Drive, Mason, Ohio 45040.

**Pittsburgh area—first phone engineer available immediately!** Decided to follow my real interest. Former rock jock makes smart switch, now where are the openings? 412-745-5336. Ask for Ron.

**First phone engineer.** Can do some air work, but prefer engineering. Want permanent position. 26 yrs., married. Bill Coleman, Box 2752, Raleigh, N.C. 27602.

## News

**Newsman available July 1.** College degree, draft exempt, play-by-play experience. Sales experience with major equipment manufacturer. Relocate anywhere. Box D-195, BROADCASTING.

**Newsman available . . . presently employed 50kw major market station.** Gift-edged personal & professional references, excellent air work, journalism degree. Seeks responsible position where growth potential is in proportion to ability, and where the best news operation is the goal. Box D-240, BROADCASTING.

**Let me replace two of your newsmen . . . experienced, authoritative, tireless.** I love long hours, actualities, story digging. Available NYC vicinity June 28. Box E-12, BROADCASTING.

**Available June 1st . . . top-notch newsman with heavy experience.** College degree, draft exempt, dedicated. Box E-17, BROADCASTING.

**Professionally trained broadcaster.** Especially good at news. Seeks position as staff news announcer or news. Retired Marine Corps officer, 38 years old, married, stable. Willing to relocate. Box E-34, BROADCASTING.

**Professional.** Excellent voice, writing, judgment. Eight years on-the-air at major stations in two top-ten markets. Now editor at all-news station. Would take cut for right job. Especially interested in becoming news director. Box E-36, BROADCASTING.

**Sports director seeks move up.** Major college network experience. Currently doing mid-American conference play-by-play football, basketball, baseball. Am program-sports director-#1 salesman. Excellent references. Box E-48, BROADCASTING.

## Situations Wanted

### News continued

**Copywriter**, resume and samples on request. 203-658-6196 or Box E-57, BROADCASTING.

**News director**—anchor, write, report, film, edit and documentaries. Employed, best references. 9 years of TV in competitive market. Strong in political reporting. Box E-64, BROADCASTING.

**Broadcast-journalism graduate**, 27. Experienced, serious and professional minded. Unlimited potential. Seeks position with same type broadcaster. Resume available. Box E-76, BROADCASTING.

**Depth and quality sought** in position, from news-casting to research. Excellent air/voice. Woman, 24, M.A. experienced. Box E-81, BROADCASTING.

**Reporter**, leg-man, P-R. Experienced. Prefer sports tie-in. Vet. 26. Journalism degree, Creighton. Roger Morrissey, Box 726, Hastings, Nebraska.

**College grad**, R&TV degree, 25, married, experienced news director in Chicago area, background in all phases of news and sports, seeks position in news dept. 3rd phone, draft exempt, will relocate. Contact Jeffrey Newmark, 6749 N. Artesian, Chicago, Illinois 60645—Call 312-297-7078.

**Summer only**—former medium market news director, first phone, four years experience all areas. Age 21, university-junior, excellent references. Midwest. Gary Katz, 109 Stadium Blvd., Columbia, Mo.

**3rd, University radio-TV grad.**, working advertising copywriter-news experience. Wants full or part-time news. Salary open. Chicago based, 324-0736.

### Programing, Production, Others

**Wanted top 40 P.D. gig.** Good jock, production man, and teacher. Brought station from #26 to #3 in 6 mo. with small budget and a bad signal. Box D-263, BROADCASTING.

**Experienced top 40 personality**, college graduate in TV-R, currently in major market, creative production, knows music, excellent employment record, draft exempt. Box D-266, BROADCASTING.

**Sports, 28, married, college grad.**, 4½ years full time experience. Excellent play-by-play of all sports. Two way talk show; writing and producing. Would like the challenge of major market. Box D-267, BROADCASTING.

**Network production manager** experienced in film, tape, personnel management, operations, and teaching seeks position with group office, or major market station. Young, creative, practical. Also interested in international broadcasting or cable possibilities. Managerial growth desired. Box E-4, BROADCASTING.

**Want to program and/or do an air shift** at your competitive, medium market station. Sixteen years experience as di-program/production director-writer and some sales. Bear for details. Let's make or keep you number one! Box E-16, BROADCASTING.

**What was his real name?** I don't know, but he handed me this audience on a silver platter. Just call him production man, Box E-28, BROADCASTING.

**Experienced, single, draft-free program director** looking for air shift and production challenge at uptempo MOR or rock station, position optional. Bright sound and outlook for intelligent communication. Prefer medium market or larger, N.Y.S., but will consider all openings. Box E-63, BROADCASTING.

**Experienced personality** communicates with sincerity, intelligence, good voice, creativeness and happiness. Good on production interviews and call-in shows. Married, B.S. degree, first phone. Box E-90, BROADCASTING.

**You can have professional production and programing talent** at your disposal at prices lower than you can imagine. Why not let our staff work for you by mail? Expert experienced service as close as your mailbox! Write for free samples! Mother Cleo Productions, Studio A, Box 521, Newberry, S.C. 29108.

## TELEVISION

### Help Wanted Management

**Wanted CATV system manager.** For position in system management, programing and promotion for fast-growing system in the Midwest. Salary commensurate with experience. Send resume and salary requirements to: Box D-161, BROADCASTING.

**Commercial manager** with proven ability for South Texas VHF. Write Box D-222, BROADCASTING.

## Management continued

**Executive search firm** expanding in communications field, needs broadcast executive to contact corporate officers for recruiting assignments and find management personnel to fill these openings. \$35,000 to \$50,000 earning potential. Limited travel. Select either New York or Chicago base. Box D-236, BROADCASTING.

**Midwestern market** has immediate opening for general manager strong in programing and sales. Send qualifications to Box E-15, BROADCASTING.

**\$30,000.00 to start.** Top 3 market TV needs sales manager. Superior opportunity. Rush information to Box E-68, BROADCASTING.

**TV station.** Television station in Chicago looking for local or retail sales manager. Write Box E-69, BROADCASTING.

**Sales manager**—depth of experience in variety of sales management positions with excellent results in sales and profits. Want change to top 50 market in southern half of U.S. Box E-80, BROADCASTING.

### Sales

**Experienced, hard hitting, professional news man** wanted. Good appearance and delivery. Comprehensive writing a must. Send resume with complete broadcast experience and salary requirements to Box D-18, BROADCASTING.

**Looking for a hungry account executive** currently selling either radio or TV. He's now in a smaller market and would like to move up to an excellent independent in the top 20. If you can handle a heavy list and still make cold calls you're the right man. Excellent earnings. Box D-274, BROADCASTING.

**Salesman-TV**—Carolina's only independent TV station needs a young, aggressive, experienced radio or TV salesman. Prefers salesman within 300 miles of Charlotte. Write: General Manager, WRET-TV, P.O. Box 12665, Charlotte, North Carolina 28205.

### Announcers

**Versatile TV announcer** to deliver week-end sports and weather shows with a daily booth shift. Top VHF 25 market in northeast. Right money for right man. Send reply to Box D-217, BROADCASTING.

**Aggressive, leading TV station** wants staff announcer with news background or news potential. Write Box E-32, BROADCASTING, listing experience and also include recent tape.

### Technical

**Experienced, creative technical director** for studio productions and on air, with a first class license, and willing to work. Send resume and salary requirements to Box D-17, BROADCASTING.

**Chief engineer** with excellent technical qualifications and broad experience for South Texas VHF. Box D-221, BROADCASTING.

**Experienced only**—Studio maintenance/operating technicians. East coast; major market. Send resume to Box E-92, BROADCASTING.

### News

**Major market VHF** with complete weather facilities, needs personable, competent and professional meteorologist for on-air work. Send complete resume to Box D-242, BROADCASTING.

**Central Florida's number one rated news operation** needs versatile anchorman. Must know news. Young pro on way up considered. Send short resume and audition to Box E-26, BROADCASTING.

### Programing, Production, Others

**Film editor** wanted to handle independent programing and receiving/shipping department. Send background information and salary requirements to Box D-19, BROADCASTING.

**Producer/director/continuity/announcer** needed. If you are experienced in every aspect of production and want to move up, send complete resume to Box D-20, BROADCASTING. Include salary requirements.

**Graphic Arts department** needs an artist who can handle all phases of graphic production—Send background information and salary requirements to Box D-21, BROADCASTING.

### Television

### Situations Wanted Management

**Program manager**—need a real professional? Box D-231, BROADCASTING.

## Management continued

**15 years VHF/UHF experience.** Operations/program director seeks challenging medium sized market or cable opportunity. Cost-budget conscious, firm buyer, all phases production. Accustomed to much responsibility—including total station operation. Presently employed. Box E-84, BROADCASTING.

### Announcers

**Experienced professional**—major market news, reporting, weather, sports, commercial announcer. M.C. Thirty, degree. Consider all inquiries. Box E-73, BROADCASTING.

**Adding a Kid's Show,** producer-host has puppet magic, characters. Degree in Education and five years in all phases of broadcasting. On camera and booth. Box E-82, BROADCASTING.

### Technical

**Switcher, first, studio-operations, transmitter,** B.A. anywhere. 315-478-8B96. Box D-97, BROADCASTING.

**Experienced engineering supervisor** of studio operations and maintenance, desires position at quality operation with future management opportunity. Prefer southeast, Virginia to Texas, but will consider every position with potential. Box D-102, BROADCASTING.

**Engineer, BSEE, PE, 15 years experience** in all phases of communications. Present background in CATV systems, headends, and microwave with emphasis on operations, maintenance, equipment evaluation and technical direction. Desire responsible engineering position in CATV or related field. Box E-5, BROADCASTING.

**Engineer 10 years excellent experience** ready for assistant or chief. Box E-38, BROADCASTING.

**Overseas engineer** wants overseas employment. In U.S. now. Box E-39, BROADCASTING.

**Inside man, chief engineer, operations director** manager, excellent technician and innovator. Available to locate in small market. Box E-42, BROADCASTING.

**Smaller market.** Available to take charge as chief engineer, operations director or manager. Professional with 25 yrs. experience. Box E-43, BROADCASTING.

**Engineer looking for advancement;** experienced operation, maintenance installation. Specializing Xmt's and microwave. I am not a cheapie; I have the experience. Box E-60, BROADCASTING.

**Experienced maintenance engineer** desires relocation West. Send details to Box E-78, BROADCASTING.

**BSEE, first phone, 25, seeking broadcast systems** engineering opportunity. Relocate anywhere to right job. Larry Brown, 226 West Ohio, Marquette, Michigan 49855. Available immediately.

### News

**Professional meteorologist, AMS television and radio** seals, eight years top twenty market stations. Box D-162, BROADCASTING.

**Seven years, solid experience** in all phases of news. Seeking position as TV news director medium-large market. Detailed resume available. Box D-180, BROADCASTING.

**Experienced professional meteorologist** desires position in small or medium market. Excellent credentials. VTR available. Box D-210, BROADCASTING.

**Award-winning reporter** (Los Angeles Press Club American Political Science Association) . . . 32, M w/news director-anchorman-production exp., seeks TV-news, field-reporting challenge. Single, will relocate. Box D-227, BROADCASTING.

**Journalist, 29, experienced** in newspapers, radio and television. Political reporting specialty. Now top 5 TV market. Seeking interesting challenge anywhere in the world. Box E-2, BROADCASTING.

**Weatherman**—member of top rated newsteam major market desires relocation. Good on camera appearance with pleasant delivery and professional presentation. Box E-67, BROADCASTING.

**Young experienced newsmen**—major market professional. Strong anchorman, reporting, writing, film etc. Consider all inquiries. Box E-74, BROADCASTING.

**Available.** Broadcast writer with TV, booth, film, tape, SOT, and 50 kw board experience. Best ref. Call Bill. (208) 375-1673.

**Professional TV meteorologist** with AMS radio seal seeks new affiliation. (312) 234-3781.

## Programing, Production, Others

Young college graduate with New York radio wants break into television programing/production. Writing ability in comedy/satire. Personable. Responsible. Box D-235, BROADCASTING.

Hello Texas—top ten market director seeks good Texas station. Multi-experienced. Box D-272, BROADCASTING.

Producer-director-photographer, four years experience, top ten market, both studio and film. Young, seeking more documentary film opportunities. Resumes, tapes or films available. Box E-23, BROADCASTING.

Bachelor, 26, completed M.S. in television broadcasting Brooklyn College. Has been producer, director, floor manager, writer, technical director. Also in television with Army (military completed), and CBS production assistant training program. Box E-31, BROADCASTING.

Creative producer-director in major market looking for greater production opportunity. Resume and tape available. Box E-41, BROADCASTING.

Hungry, A.D. top ten market, seeks director's job. Married, degree. I will do the job for you. Box E-55, BROADCASTING.

TV art director and graphic designer. 16 years experience and well versed in production techniques for TV and print media. Also some background in set designing, photography and cinematography. Proven ability to operate efficient, productive and sales-minded art and photo dept. for small or medium size market. South! Box E-77, BROADCASTING.

## 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 2 inch quad videotape mechanical copier in good condition. Box E-22, BROADCASTING.

Federal 101C Fl 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.

Cassette Blanks. Lowest price in nation. Best Quality for money. Try dozen C-60 postpaid, \$7. Newsroom Brand—Look for our address under recording tape, this section.

Recording Tape. Lowest price in nation. Best quality for money. Try dozen 7"-1200' for only \$11 postpaid, money back guarantee. Newsroom Brand, 1602 Dunberry Place, McLean, Virginia 22101.

HJ-750 Andrews Helix 1 1/2" air coaxial transmission cable jacketed 6,000 feet available 50% of factory price can be cut to order at tremendous savings. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee Ave., Chicago 312-235-2830.

Houston Fearless super lab processor. 16mm, 1200 foot capacity, maximum speed 100 feet per minute, complete in good condition with manuals. New cost over \$13,000.00 sacrifice for quick sale \$2,995.00 P.O.B. Miami, Florida. Steve Krams, 254 Giralda Avenue, Coral Gables, Fla.

RCA antenna for sale . . . 6 bay horizontal model BFA-6A and vertical 6 bay model 3006V-CB cut for a frequency of 95.1 mc with RCA power divider. Will sacrifice. Write WRBS-FM, 1130 E. Cold Spring Lane, Baltimore, Maryland 21212.

For sale—Two (2) GE PE-250 color cameras with CBS 527 image enhancers and good plumbicons. The cameras can be seen in operation before purchasing. Call D. L. Balcom, WWJ-TV, (313) 222-2182.

For sale: AM 5 KW Collins 21A transmitter, in good condition. Complete ready to use . . . low price . . . and pay freight. Ted Gray, Box 512, Altavista, Virginia 24517.

Stereo FM tapes: 75 different one hour programs, automation tones, virgin 3M 138-2500/RPL tape. New productions from bankrupt studio. \$16.00 ea. ppd., sample \$3.00. Electronic Specialty, 135 N. Illinois, Springfield, Illinois 62702.

Mint Condition, only 500 total hours. Norelco PC-7D color camera with Angenieux Servo controlled zoom lens, external encoder, 100' TV-33 camera cable \$29,500.00, Box E-10, BROADCASTING.

## FOR SALE Equipment

### continued

Tapex cartridges—high performance. No pressure pads. No brakes. 4 years successful use by selected stations. Eliminate your cartridge problems. New easy labeling. Write today for brochure and price on Tapex cartridge. Mastertone Company, Dept. B, 8101 University Blvd., Des Moines, Iowa 50311.

Johnson solid state SCA receiver, model IC8, \$60; McMartin FM frequency and modulation meters mounted on 19" panel, \$20; both guaranteed excellent. Bob Price, Box 7328, T.S., Ruston, Louisiana 71270.

50kw AM transmitter: Gates 50kw AM transmitter with less than three years of use. Available to first customer for \$45,000 cash. Transmitter presently in use and can be made available within ninety days. Contact Mr. Robert Sidwell, Sales Manager, CCA Electronics, 716 Jersey Avenue, Gloucester City, N.J. 08030, Area Code (609) 456-1716.

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.

4 Fairchild 663 NL compressors at \$125.00 each. 8 Fairchild 664 NL equalizers at \$125.00 each. 1 Fairchild 675 De Esser at \$125.00. Accurate Sound Company, P.O. Box 3505, San Angelo, Texas.

## MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"1971 tests-answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348, San Francisco 94126.

Wow! 25 pages best one liners only \$3.00! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Command Comedy . . . The "best" deejay comedy collection available anywhere! You must agree — or your money back! Volume I - \$7.50. Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

1971 wage survey for radio and television technician and combo announcers. Survey includes starting salaries of stations located in 75 major cities. To order mail \$5.00 to: Research Company, Box 22141, Tampa, Florida 33622.

Call letter items—Jewelry, mike plates, banners, decals, bumper strips, magnetic signs, audience builders, spot sales incentives, promotions. Write Radio-TV Publicizers, Box 534, Scottsboro, Ala. 35768.

"Orben Comedy Letter" and "Current Comedy." Professional topical laugh services for deejays. Sample \$2.00. Comedy Center, 1529 East 19th, Brooklyn, 11230.

Top 40 and underground listeners love "Crazy News". Audition tape, NewRadio Productions, 303 E. Crawford, Elkhart, Indiana 46514.

Broke poet! Looking for LA broadcaster to instruct me for first ticket exam. Small compensation. Could dig your help. West, P.O. Box 39355, LA, Calif. 90039.

Deejay Manual—A collection of one-liner comedy pieces for sparkling DJ's. \$3.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Services (Dept. B), 1735 East 26 Street, Brooklyn, N.Y. 11229.

Interested in Christian format for your station? We can help you! Call Dr. Crews, Christian Radio Consultant, 912-432-6436 or write Box 942, Albany, Ga. 31702.

## INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

## Instructions continued

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

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

Announcing Programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans\* and accredited member of NATTS\*\*. Write or phone the location most convenient to you. ELKINS in Dallas\*\*\* — Atlanta\*\*\* — Chicago\*\*\* — Houston\*\* — Memphis\*\* — Minneapolis\*\* — Nashville\* — New Orleans\*\*\* — San Francisco\*\*\*.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates July 7—Oct. 6—Jan. 5. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

"1971 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348-R, San Francisco 94126.

Zero to first phone in 5 weeks. R.E.I.'s classes begin May 24, and June 28 and August 2, tuition \$395. Room \$15-\$20 per week, call or write R.E.I. We try harder. We are number two.

R.E.I., 1336 Main St., Sarasota, Fla. 33577. Call "the Pope" (813) 955-6922.

R.E.I., 3123 Gillham Rd., Kansas City, Mo., 64109. Call Joe (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Va. 22401. Call Ray (703) 373-1441.

R.E.I., 625 E. Colorado St., Glendale, Cal., 91205. Call Stan (213) 244-6777.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

Attention veterans! First class license in five weeks with complete theory and RCA-equipped laboratory training. Approved for veterans. Tuition \$333.00. Housing \$16.00 wk. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

**Instructions continued**

**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. Broadcast endorsement \$5.00, complete package \$25.00. Due to demand, allow 3 weeks for mailing. Research Company, Box 22141, Tampa, Florida 33622.

**F.C.C. first phone** in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

**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.

**Put more money into your bank account!** Have fun! Enjoy life! You can experience all of these pleasures when you convert order taking into a challenging, invigorating career of selling radio advertising. Expert salesmanship is an interesting daily adventure rather than a dreaded, dull, dreary, drab routine chore. If you've been working at the salt mine, beating the bushes, you can eliminate this aggravating frustration by attending Si Willing's stimulating, refreshing five-day dynamic power sales course. Si Willing's book *How to Sell Radio Advertising* is the first and only full length book in print about the subject. Willing's articles have been published extensively in our leading trade papers. Willing's five-day dynamic power sales course is designed to open new vistas for weary owners and managers and also chart the path for all radio advertising salesmen. Let Willing show you how to increase your billing. Don't delay but enroll today in Si Willing's dynamic power five-day sales course! Tuition includes sales tools plus room and board in a new, fine motel. Course limited to fifteen persons. As an introductory offer, you can deduct 10% off the \$325 tuition and save \$32.50 if your check for \$292.50 reaches us no later than June 15th. Course begins Monday, June 28th and continues for five power packed days in stimulating Winnsboro, Louisiana. We're bonded! We own and operate the power twins of northeast Louisiana, KMAR & KCRF-FM. Mail your check today without delay to Si Willing's dynamic power sales school, Box 312, Winnsboro, Louisiana 71295. Stop and think! All you have to do is add \$600 new business to your commercial log and you're 100% ahead; if we can't help you achieve that and more we'll close down our school!

**Are you interested in a professional announcing career in radio?** Then enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, New Mexico. Three months training on two commercial radio stations . . . KSVP-AM and KSVP-FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 only. Bonded! Approved by the New Mexico State Board of Educational Classes begin June 2, 1971, Sept. 2, 1971 and Jan. 2, 1972. Enroll Now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

**Need a 1st phone fast?** Then the Don Martin School Intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest Instructional Staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our Intensive Theory Course begins June 21. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

**Help Wanted Sales**

**BROADCAST SALES POSITIONS**

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(Continued from page 59)

- Hearing Examiner David I. Kraushaar in Las Vegas (James B. Francis, Quality Broadcasting Corp.), FM proceeding, set certain procedural dates; scheduled hearing to begin Oct. 12 (Docs. 18437-8). Action April 16.
- Hearing Examiner Jay A. Kyle in Corydon, Ind. (Harrison Radio Inc., et al.), FM proceeding, scheduled further hearing conference for April 28 (Docs. 18636-7-8). Action April 14.
- Hearing Examiner Jay A. Kyle in Cahanna, Ohio (Christian Voice of Central Ohio, et al.), FM proceeding, scheduled further hearing conference for April 22 (Docs. 18308, 18793). Action April 14. Cancelled further hearing scheduled for June 14 (Docs. 18308, 18793). Action April 22.
- Hearing Examiner Herbert Sharfman in Wailuku, Hawaii (John Hutton Corp., Kirk Munroe), FM proceeding, as it is understood that comparative hearing may be obviated by agreement of applicants, ordered hearing rescheduled from May 4 to June 21 (Docs. 18991-2). Action April 21.
- Hearing Examiner James F. Tierney in Harriman, Tenn. (Folways Broadcasting Co., Harriman Broadcasting Co.), FM proceeding, cancelled procedural dates; set new dates and rescheduled hearing for Sept. 1 in lieu of May 25 (Docs. 18912-3). Action April 12.

**Other action**

■ Review board in Leisure City, Fla., granted motion by Fine Arts Broadcasting Co. for extension of time to April 29 to file oppositions to petition by Resort Broadcasting Co. to enlarge issues. Action April 22.

**Rulemaking petition**

■ WOBR(AM) Wanchese, N.C.—Requests amendment of rules to allocate either FM ch. 237A or ch. 244A to Wanchese. Ann. April 9.

**Rulemaking action**

■ Utica and Hamilton, both New York—FCC proposed, in response to requests for assignment of FM ch. 254 to Utica and Hamilton, to replace ch. 235 with 254 at Utica and assign ch. 237A to Hamilton. Action April 8.

**Call letter applications**

- KLOO Inc., Corvallis, Ore.—Requests KLOO-FM.
- C. T. Isley, Lebanon, Ore.—Requests KOMS-(FM).
- University of Tennessee, Martin, Tenn.—Requests \*WUTM(FM).
- Georgetown Broadcasting Co., Georgetown, Tex.—Requests KGTN-FM.
- International Broadcasting Corp., Warrenton, Va.—Requests WXBB(FM).

**Call letter actions**

- Virginia Broadcasting Corp., Lincoln, Ill.—Granted WPRC-FM.
- Area Vocation-Technical School, Thief River Falls, Minn.—Granted \*KAWS(FM).
- Lincoln University, Jefferson City, Mo.—Granted \*KLUM-FM.
- Centerville City Schools, Centerville, Ohio.—Granted \*WCWT-FM.
- Wilkes College, Wilkes-Barre, Pa.—Granted \*WCLH(FM).

**Existing FM stations**

**Final actions**

- WIFE-AM-FM Indianapolis. KOIL-AM-FM Omaha, KISN(AM) Vancouver, Wash.—FCC granted petition by Star Stations of Indiana Inc. for mod. of hearing order on applications for renewal of licenses for stations and order revised to serve also as notice of apparent liability for monetary forfeiture. Action April 18.
- WSIP-FM Paintsville, Ky.—Broadcast Bureau granted CP to make changes in ant. system; ERP 29 kw. ant. height 700 ft.; remote control permitted. Action April 22.
- WKOX-FM Framingham, Mass.—Broadcast Bureau rescinded March 23 grant pending receipt of amendment changing name of applicant to new licensee, Fairbanks Broadcasting Co. Action April 16.
- WCUY(FM) Cleveland Heights, Ohio—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 khz. Action April 23.
- KIOU(FM) Corpus Christi, Tex.—Broadcast Bureau granted CP to change ERP to 35 kw; delete vertical polarization; make changes in

ant. system—ant. height 290 ft.; remote control permitted. Action April 16.

■ **KRBE(FM) Houston**—Broadcast Bureau granted CP to change trans. location to One Shell Plaza, Houston; install trans.; ant.; make changes in ant. system; ERP 96 kw; ant. height 790 ft.; remote control permitted from 8208 Westpark Drive, Houston; condition. Action April 20.

■ **WKZN(FM) Kenosha, Wis.**—FCC granted Zion-Benton Broadcasting Corp. waiver of rules and its application for modification of license to change station location for WKZN(FM) from Kenosha to Zion, Ill. Action April 8.

■ **WSUP(FM) Platteville, Wis.**—Broadcast Bureau granted CP to change trans. location to Wisconsin State University Campus, room 817, Pioneer Tower; change studio location to room 044, Pioneer Tower; remote control permitted from proposed studio site; install new ant. and trans.; make changes in ant. system—ERP 420 w, ant. height 140 ft. Action April 16.

### Actions on motions

■ **Hearing Examiner Lenore G. Ehrig in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN-FM], Communicom Media), FM proceeding, granted petition by WHCN Inc. for leave to file late filed request for leave to appeal; and ordered WHCN Inc. may file appeal it seeks from examiner's memorandum opinion and order (released April 9) (Docs. 18805-6). Action April 22.**

■ **Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp., Three States Broadcasting Co.), FM proceeding, granted request by Three States and continued April 21 conference to April 27 (Docs. 18456-7). Action April 19.**

### Call letter applications

■ **KMUZ(FM), The Schuele Organization Inc., Santa Barbara, Calif.**—Requests KRUZ(FM).

■ **WBMI(FM), Communico Inc., Hartford-Meriden, Conn.**—Requests WKSS(FM).

■ **WTCV(FM), Sonderling Broadcasting Corp., Memphis**—Requests WAID(FM).

### Call letter action

■ **KRHM(FM), Pacific & Southern Co., Los Angeles**—Granted KKDJ(FM).

### Renewal of licenses, all stations

■ **WTOW(AM) Towson, Md., WLIF(FM) Baltimore**—Broadcast Bureau granted renewal of licenses, conditioned on assignment of licenses which must be consummated within 45 days of grant and that FCC be notified of such consummation within one day thereafter. Action April 22.

■ **Broadcast Bureau granted renewal of licenses for following VHF translators: K02BU, K04BR, K05BK, K09CX, K11DD, K13DB all Green River, Utah; K04EM Hayfork, K07HA Camp Nelson, rural area east of Springville, and Springville and Balch Park, K11FU Springville, all California. Actions April 20.**

■ **Broadcast Bureau granted renewal of licenses to following and their co-rending auxiliaries: KBMW-AM-FM Breckenridge, Minn., and Wahpeton, N.D.; KBZZ(AM) LaJunta, KGRE(FM) Greeley, both Colorado; KLIZ-AM-FM Brainerd, KLOH-AM-FM Pipestone, both Minnesota; KMAV(AM) Mayville, N.D.; KNXR(FM) Rochester, Minn.; KOVC(AM) Valley City, N.D.; \*KRCC(FM) Colorado Springs; KR0X(AM) Crookston, KVBR(AM) Brainerd, KWAD(AM) Wadena, all Minnesota; KYOU(AM) Greeley, Colo.; KYSN(AM) Colorado Springs; WCAR-FM Detroit; WKLK(AM) Cloquet, Minn.; WRAP-FM Panama City, Fla.; KPOF(AM) Denver; WTTT(AM) Amherst, Mass. Actions April 20.**

### Translator actions

■ **K73AA and K79AT, both Bishop and Big Pine, and K76BH, Bishop, all California**—Broadcast Bureau granted CP's to change trans. of UHF translators; and make changes in ants. of K79AT and K76BH. Actions April 16.

■ **Boulder, Mont.**—Boulder TV Association. Broadcast Bureau granted CP for new VHF translator to serve Boulder, on ch. 13, by re-broadcasting KTVM(TV) Butte, Mont. Action April 16.

■ **K131G Sidney and Fairview, both Montana**—Broadcast Bureau granted CP to replace expired permit for changes of VHF translator. Action April 21.

■ **Harrisburg, Pa.**—FCC granted applications of Tele-Visual Corp. for CP's for three new 100-watt UHF translators to serve Harrisburg by re-broadcast of Philadelphia independent UHF. Action April 8.

■ **Washington**—The Greater Washington Educational Television Association Inc. Broadcast Bureau dismissed application for CP for new instructional TV fixed station per request of applicant. Action April 22.

### Modification of CP's, all stations

■ **KQF-20, KXX-34 Campbell/Saratoga, Almaden, Evergreen and White Road, all California**—Cable Television Bureau granted mod. of CP of CATV relay station to change ant. system and change CATV's being served to Almaden and Swig Hall, both California. Granted mod. of CP of CATV relay station to delete frequencies 12725-12750, 12775-12800 mhz, delete 2 Collins MW-808D trans. and change relay to bring KTVU(TV), KRON-TV, KP1X(TV), all San Francisco to CATV's in Swig Hall and Almaden. Action April 22.

■ **WIOM(AM) Pittsfield, Mass.**—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 15. Action April 14.

■ **KXLW(AM) Clayton, Mo.**—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 1. Action April 16.

■ **Roundup, Mont.**—National Translator Association. Requests amendment of FCC rules with respect to operation of TV translators. Ann. March 19.

■ **KILA(FM) Henderson, Nev.**—Broadcast Bureau granted mod. of CP to change trans.; ant.; ERP 100 kw(h) and 61 kw(v); ant. height 1,120 ft.; remote control from site to be determined in Henderson. Action April 21.

■ **WEGA(AM) Vega Baja, Puerto Rico**—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 7. Action April 13.

■ **KJAM-FM Madison, S.D.**—Broadcast Bureau granted mod. of CP to change trans. location to 1½ mile South of Intersection US 81 and SD34; change studio and remote control location back to 101 South Egan Avenue; change ant., make changes in ant. system—ERP 3 kw, ant. height 300 ft. Action April 16.

■ **WXRA(FM) Woodbridge, Va.**—Broadcast Bureau granted mod. of CP to change trans.; change ant.; ERP 50 kw; ant. height 310 feet.; subject to conditions. Action April 20.

■ **Broadcast Bureau granted mod. of CP's to extend completion dates for following VHF translators to Oct. 20: W10AO Bowling Green, Ky.; K02DV O'Brien. Cave Junction and Bridgeview, all Oregon; W10AN Aguadilla, Puerto Rico. Actions April 10.**

■ **Broadcast Bureau granted mod. of CP's to extend completion dates for following: WJAC-FM Norfolk, Neb. to Oct. 1; \*WYMS(FM) Milwaukee to Sept. 30. Action April 23.**

### Ownership changes

#### Actions

■ **KVFM(FM) San Fernando, Calif.**—Broadcast Bureau granted assignment of license from Spectra Properties Inc. to West Coast Media Inc. for \$110,000. Sellers: John D. Stroud, et al. Buyer: DAV Enterprises, Dominic A. Visconti, sole owner. West Coast Media also owns: KTBT(FM) Garden Grove, Calif., and KDIG(FM) San Diego. Action March 9.

■ **WKQV(AM) Sullivan, Ind.**—Broadcast Bureau granted assignment of license from Sullivan Co. Broadcasters Inc. to WKQV Inc. for \$54,000. Buyers: Arthur F. Stanley, president-treasurer (28.2%), Howard A. McMinimee, vice president (42.2%), and Frederic C. Widmer, secretary (12.7%). Mr. Stanley is general manager of WSHY-FM Shelbyville, Ill. Mr. McMinimee is U.S. Post Office employe in Denison, Iowa, and works his own farm in Crawford county, Iowa. Mr. Widmer is employe by Knight/Personnel, Glen Ellyn, Ill. Action April 14.

■ **WIOM(AM) Pittsfield, Mass.**—Broadcast Bureau granted assignment of license from Blue Ribbon Broadcasting Inc. to Radio Pittsfield for \$35,819.72. Buyers: Jerry Graham, president (30 5/6%), Bernard Louis Rutenberg, secretary-treasurer-clerk (30 5/6%), Melvin Gordon (33 1/3%) and Alvin H. Perlmutter (5%). Mr. Graham is president-director and 50% stockholder in Graham-Rutenberg Inc., New York, radio and TV consultants, and secretary-treasurer, director and 45% stockholder in Graham-Rutenberg Public Relations Corp., New York, public relations consultant. Mr. Rutenberg is secretary-treasurer, director and 50% stockholder in Graham-Rutenberg Inc. and president, director and 45% stockholder in Graham-Rutenberg Inc. Mr. Gordon was stockholder and senior vice-president until 1970 in Printing Corp. of America, New York, printers with 14 subsidiary plants. Mr. Perlmutter is vice president, director and stockholder in Spectrum Associates Inc., New York, TV production; vice-president, director and stockholder in Spectrum Editing Inc., New York, film editing, and owns real estate. Action April 14.

■ **WTPS(AM) Portage, Mich.**—Broadcast Bureau granted assignment of license from Portage Broadcasting Corp. to Robert B. Taylor for \$70,000. Mr. Taylor is front office manager, Hospitality Motor Inns Inc., Grand Rapids, Mich., motor hotel. Action April 9.

■ **KKAL(AM) Denver City, Tex.**—Broadcast Bureau granted assignment of license from Yokum County Broadcasting Co. to Donald L. Jackson Foundation for \$40,000. Buyers: Donald L. Jackson, president, Mary A. Watts, treasurer, Marion Hernandez, secretary, Ester M. Jackson and Percy Dukes, vice-president. All directors have one vote in this non-profit tax exempt Negro Community Organization. Mr. Jackson is president of Jackson Realty Corp., author, and is editor and publisher of monthly magazine. Mrs. Watts is business student graduating this year. Mrs. Hernandez is tutor. Mrs. Jackson is housewife. Mr. Dukes works for General Motors. Action April 14.

### CATV

#### Final actions

■ **WHE-29 Forrest City and Marianna, both Arkansas**—Cable Television Bureau granted CP for new CATV relay station to bring KARK-TV, KATV(TV), KTHV(TV), all Little Rock, Ark., to CATV's at Forrest City and Marianna. Action April 22.

■ **WHE-31 Santa Cruz, Calif.**—Cable Television Bureau granted CP for a new CATV relay station to provide programing for CATV in Santa Cruz. Action April 22.

■ **WHE-30 Atlanta**—Cable Television Bureau granted CP for new CATV relay station to bring WSB-TV, WAGA-TV, WQXI-TV, all Atlanta, to system at Warner Robbins, Ga. Action April 22.

■ **Columbus, Ga.**—Telecable of Columbus Inc. Cable Television Bureau granted request for extension of time until April 15. Action April 14.

■ **Benton, Ky.**—FCC ordered Benton Television Co., operator of CATV at Benton to cease and desist from operation of system in violation of carriage and nonduplication provisions of rules. Charges were initiated by WPSD-TV Paducah, Ky., and KFVS-TV Cape Girardeau, Mo. (Doc. 19077). Action April 14.

■ **WHE-32 New York**—Cable Television Bureau granted CP relay station. Action April 22.

#### Actions on motions

■ **Hearing Examiner Lenore G. Ehrig in Lewiston and Auburn, both Maine (Cable Vision Inc.), cease and desist, terminated proceeding as moot inasmuch as Cable Vision has discontinued as of April 12 carriage of WABI-TV on its system (Doc. 19109). Action April 13.**

■ **Hearing Examiner Charles J. Frederick in Warrensburg, Mo. (Warrensburg Cable Inc., complainant v. United Telephone Co. of Missouri, United Utilities Inc., and United Transmission Inc., defendants). CATV proceeding, granted joint motion by Warrensburg Cable Inc., Harri-scope Broadcasting Corp. and Cypress Cable TV Inc.; ordered rehearing conference to be held May 19 instead of April 19; and further ordered that new hearing date shall be established at prehearing conference in lieu of present May 10 date (Doc. 19151-2). Action April 14.**

■ **Hearing Examiner Isadore A. Honig in Dayton, Wash. (Touchet Valley Television Inc.), CATV proceeding, granted motion by Touchet Valley, canceled date for exchange of exhibits and notification of witnesses; canceled hearing after remand scheduled for May 11; ordered further pre-hearing conference to discuss outcome of negotiations and possible termination of hearing for May 27 (Doc. 18825). Action April 22.**

### Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through April 27. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants.

Franchise grants are shown in *italics*.

■ **Westfield, Mass.**—Spectrum Inc., West Springfield, N.J., has been granted a franchise.

■ **Fredon, N.J.**—Garden State CATV Inc., Sparta, N.Y., a subsidiary of Service Electric Cable TV Inc. (multiple-CATV owner), Mahanoy City, Pa., has been granted a 20-year franchise.

■ **Mountain Lakes, N.J.**—Telecommunications Inc. (multiple-CATV owner), Dover, N.J., has been granted a nonexclusive franchise.

■ **Ridgefield, N.J.**—Vision Cable Inc. and Bergen Cablevision Co. have applied to Borough council for a franchise.

■ **Friendship, N.Y.**—Village board has granted a 10-year exclusive franchise to Friendship Video.

■ **Greenville, S.C.**—Television Communications Corp. (multiple-CATV owner), New York, has been granted a 30-year franchise.



The new FCC general counsel, Richard E. Wiley, is a Midwesterner who admires Richard Nixon, counts himself a loyal Republican, speaks unblushingly of the U.S. as "a great country," believes firmly in the free-enterprise system, and approaches proposals for new government regulation with some wariness.

Even under ordinary circumstances such a man would seem to have his share of problems in taking over, at age 36, an office whose staff for years has attracted the brightest, most activist, regulatory-minded and liberal lawyers in the commission. But the circumstances of his take-over are not ordinary. To use the cliché now being expressed, he has "a tough act to follow" in succeeding Henry Geller, who has won lavish praise from Chairman Dean Burch for his surpassing "intellectual capacity" (BROADCASTING, July 13, 1970)—an act made all the tougher to follow by the fact that Mr. Geller is still on the premises as a special assistant to the chairman.

But Mr. Wiley does not consider his newness to the commission a handicap. On the contrary. "The commission needs diversity of thought," he says. "If you spend your whole career in one place, you develop attitudes. If you've been on the outside, you bring a different point of view."

And while Mr. Wiley, in his seven months in office, cannot be said to have mastered all of the intricacies involved in his job, or to have had a decisive influence on commission policy, as Mr. Geller had, he has been expressing his point of view. He participates actively in commission meetings, and on matters cutting across the whole range of commission activities—and in the process, frequently, he has tangled with Mr. Geller. He works closely with Chairman Burch and other commissioners, contributing background material and occasionally policy views for their speeches and separate opinions.

To commission staff members who for years have found Mr. Geller's views too strong for their taste, Mr. Wiley is a welcome change. "He's great," said one. Said another: "He's forceful, dynamic; he's going to be one of the most outstanding general counsels this organization has had."

The reviews don't all run that way. There are some staff members who appear to find it difficult to adjust to his Republicanism and who feel that Mr. Wiley's only influence on the commission has been "negative"—in seeking to block Mr. Geller, that is.

Mr. Wiley arrived at his present position on political tracks he began traveling at age 19, as a GOP precinct chairman in suburban Chicago. He worked for Eisenhower-Nixon in college and for Charles Percy in his successful Sen-

## Wiley brings his own approach to a key FCC post

ate campaign in 1966. And, in 1968, he was director of state organizations in the Nixon-Agnew campaign. After the election, Nixon talent scouts referred his name to Chairman Burch, who was under White House pressure to find a Republican replacement for Mr. Geller, a Democrat.

For all that partisan background, Mr.

### Week's Profile



*Richard Emerson Wiley—general counsel, FCC; b. July 20, 1934, Peoria, Ill.; BS with distinction, 1955, Northwestern University; J.D., 1958, Northwestern School of Law; LL.M., 1962, Georgetown University; U.S. Army, 1959-62; law firm of Chadwell, Keck, Kayser, Ruggles and McLaren, Chicago, 1962-68; faculty member, John Marshall Law School, Chicago, 1963-1970; Bell and Howell Co., assistant corporation counsel and assistant secretary, 1968-1970; Burditt, Calkins and Wiley, 1970; chairman, Young Lawyers Section, American Bar Association, 1968-69, member, ABA House of Delegates, 1969—, and vice chairman, communications law committee, Administrative Law Section, ABA, 1970—; commissioner, Illinois Court of Claims, 1970; Republican committeeman from Northfield Township, Ill., 1970; m. Elizabeth Jean Edwards, Aug. 6, 1960; son, Douglas, 9; daughter, Pamela, 6; hobbies—sports, music.*

Wiley considers himself a professional working for seven commissioners, not the four Republicans. That, apparently, is what Mr. Burch had in mind; he knew enough about the commission's problems and the value of Mr. Geller in dealing with them to realize that membership in the Republican party, by itself, was not an adequate qualification for a new GC. When Mr. Wiley's name was suggested to him, he carefully checked out the Chicago lawyer's professional qualifications before submitting his name to the commission. Among other things, Mr. Wiley's credentials include a role as founding editor-in-chief of *Law Notes*, the largest legal quarterly publication in the U.S., and authorship of a long list of articles that have appeared in a variety of legal journals.

Richard Wiley brings to his job a firm belief in the free-enterprise system, and from this flows an attitude of conservatism that influences his positions.

Although there is a need for federal regulation, he says, it should not be "so pervasive as to amount to federal control." Before recommending that the commission break up multimedia holdings in individual markets, as the commission is proposing to do, he would have to be persuaded of the "deleterious effects" of such common ownership. And he sees a serious danger to the present system of broadcasting in the fairness-doctrine complaints of some environmentalists. They charge that broadcasters are airing commercials for products that pollute the air, and have proposed that broadcasters "track" these commercials with spots warning of the alleged danger.

However, his insistence on adherence to well-established rule and precedent produces some ironic twists. It was Mr. Wiley who successfully attacked, as going "too far," a draft statement Mr. Geller submitted last month as a "clarification" of the commission's March 5 notice on drug lyrics—a statement that raised a freedom-of-speech issue. The draft was intended to make clear the commission did not intend to censor drug lyrics, but Mr. Wiley, and others on the staff, felt it would have precluded the commission even from reviewing a licensee's programming on an over-all basis at renewal time or from acting in the case of a station that repeatedly played records clearly designed to promote the illegal use of drugs.

Mr. Wiley was labeled a clear winner when the commission abandoned the draft. But, win or lose, he obviously intends to continue expressing his point of view. The commission, he says, faces problems "that go to the very heart of our society. These are tremendous problems, but they can be solved. I want to be a part of the solution."

## Three-dollar bill

The campaign-reform bill that the Senate Commerce Committee has reported out is a smashing defeat for the legislative-contact apparatus of radio and television. It is worse than the original bill, to which some of the nation's most prestigious broadcasters took exception in testimony during committee hearings. It is worse than last year's bill which broadcasters escaped only by presidential veto.

As reported in BROADCASTING's April 26 issue, the bill would limit candidates for federal office to broadcast expenditures of five cents per eligible voter in each primary, general or special election. It would put the same ceiling on total expenditures in newspapers, periodicals and billboards. Never mind the look of parity in the common limit of a nickel a voter. The effect would be to reduce the use of broadcast advertising far below the levels of recent campaigns, to permit generous use of print media and to impose no limits at all on expenditures for direct mail, posters, bumper stickers, travel and all the other services and materials used in political campaigns.

The formula is ideally suited to incumbents running for re-election. Broadcast advertising has become a dominant resource for outs challenging the ins. That resource would be equalized by the new bill, to the disadvantage of the challengers.

Incumbency must also be presumed a factor in the Commerce Committee's decision to repeal the equal-time law for presidential and vice-presidential candidates but for no one else. Members of the Congress, by nature of their jobs, get consistent broadcast exposure during and between campaigns. It is not to their personal advantage to create an opportunity for rivals to gain more access to radio and television while campaigns are on.

The discrimination against broadcasting would be rank enough if the bill went no farther than that. Senator James B. Pearson (R-Kan.), however, added an inventive touch by demanding and getting a provision empowering the FCC to revoke the license of any broadcaster who refused any candidate "reasonable access" to the air. If that provision or anything like it ever got into the law, it would mean the conversion of radio and television from media of journalism to common carriers without editorial discretion.

Once again broadcasters find themselves entering a legislative fight with the odds stacked against them. But once again they have no alternative. Work must begin with individual members of the Congress at once.

## By bottle round the Horn

The reorganized United States Postal Service is neither very organized nor of much service, as anyone who attempts to communicate by mail can testify. It is, however, far enough advanced in its transition from politically encrusted federal bureaucracy to politically encrusted quasi-private bureaucracy to have generated a diversionary scheme to shift attention from its miserable performance. The people in charge—a contradiction in terms—are talking about spending \$5 million on advertising to improve their image.

This publication has never wavered in its conviction that advertising is a primary force in the U.S. economy. There are, however, limits to the miracles that advertising can perform. No amount of imagery can do what the postal service must first do for itself: deliver the mail. Advertising may some day be useful to the post office, but not until it has something worthwhile to sell.

## No way out

At the Federal Trade Commission, as an article in this publication last week pointed out, the new burst of activism is being explained as a phenomenon induced by—you guessed it—television. In the old days when advertising was confined to print, this rationale goes, bad practices in advertising had less impact. The same practices, put on the tube, become intolerable.

At about the time that the FTC article was being written a veteran congressman, in a private conversation with a BROADCASTING editor, was also talking about the impact of TV. "People believe anything they see on it," he said, "That's why we have to control it."

It is that attitude that is shaping broadcast regulation and building up the pressures on broadcast journalism in Washington these days. It is behind the discriminatory bill reported out by the Senate Commerce Committee (see above). It is reflected in the House Investigations Subcommittee's foray against CBS and *The Selling of the Pentagon*. It is in Spiro Agnew's mind when he takes on the networks.

Television's power is also its problem, and always will be as long as the power is there. The power must be used wisely and the freedom of its use defended earnestly. To paraphrase an old line of Harry Truman's, television is no place for anyone who can't stand the heat.

## Out in the open

FCC Chairman Dean Burch last week criticized Commissioner Nicholas Johnson for participating in the vote on the commission's response to Harley Staggers's complaint about *The Selling of the Pentagon*. The chairman's statement was the more interesting for taking on Mr. Johnson in a case that found both men on the same side.

Details appear on page 18, but in essence Mr. Burch was saying that Mr. Johnson had prejudged an adjudicatory case by writing a lengthy article for the *Washington Post* on the subject while it was before the FCC. Of Mr. Johnson the chairman said: "He cannot be both a public advocate—defending the program in print—and then sit as a judge on charges alleging unfairness and distortion in the program."

The FCC, the chairman added, "has an obligation beyond the mere absence of demonstrable bias; it must avoid even the appearance of bias."

We couldn't have said it better ourselves, although we have tried, and on this very page.

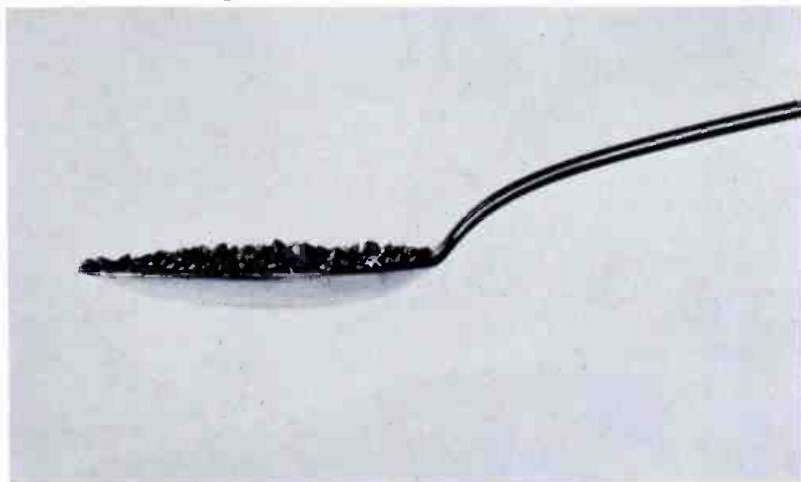


Drawn for BROADCASTING by Sid Hix

"What's this, a religious program or an S and L commercial?"

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NATIONAL REPRESENTATIVES  
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And we're doing something about the paperwork clutter, too. Eliminating preemptible spot announcements. As of June 1, all rates will be firm—protected for the length of the contract, or 13 weeks, whichever is shorter.

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