



Broadcasting

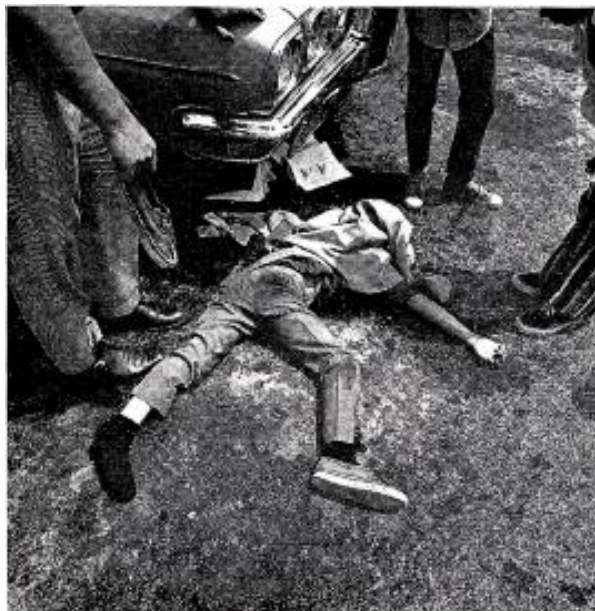
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NEWSPAPER
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Setting the clock on CATV: FCC aims for November order, March action
CBS remarshals its resources; Schneider, Jencks return to go
Political-spending bills run up against congressional bottleneck
Challengers go after broadcasters' books, ask FCC to make them public

They just gave us a special Alfred P. Sloan Award for highway safety.

But it doesn't mean a thing to Jerry Huyler.



Every year since 1948 the Alfred P. Sloan Foundation has been giving awards to promote safety on the nation's highways.

And in that time, WGN Radio and WGN Television have received 11 awards.

But this year, they gave us a special citation. The first one they've ever given anybody.

They gave it to us because of the special programs and announcements we've been running for over 20 years.

But no matter how many trafficopters we

put in the air—or how many special programs on traffic safety we broadcast—or how many new safety laws we lobby for—there are still too many accidents. Still too many people being crippled. Too many people being killed.

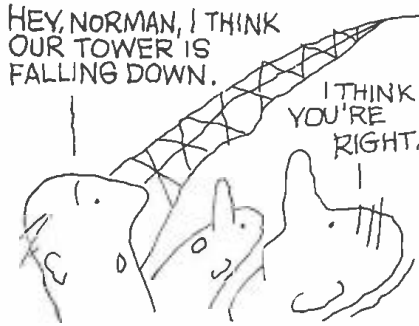
So we're going to keep on doing what we can to make the streets and roads and expressways safer.

Because when you get down to it, we'd rather have one Jerry Huyler than a thousand awards.

Wouldn't you?


Radio 720
Television 9
We're Chicago

**Reluctantly, we
made TV history
in Oregon
on the night of
February 27th.**



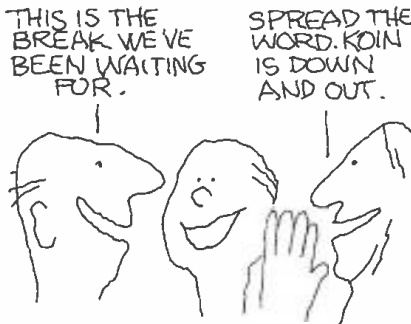
On February 27th, a storm came up and knocked us right off the air.



It was another first for KOIN-TV.



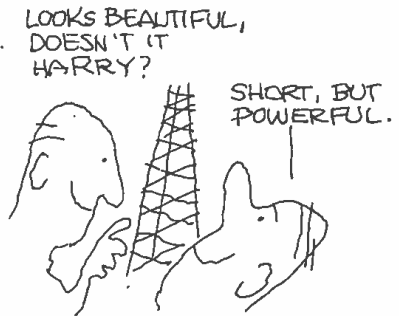
Our viewers were very sad.



Our competitors didn't exactly keep it quiet.



Our advertisers were faithful, though.



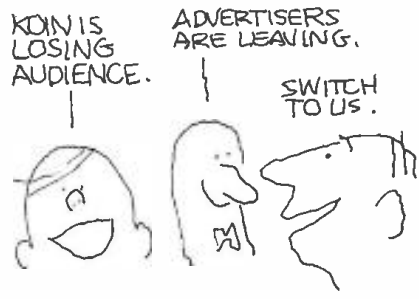
After 10 days we came back strong with a 200 foot tower.



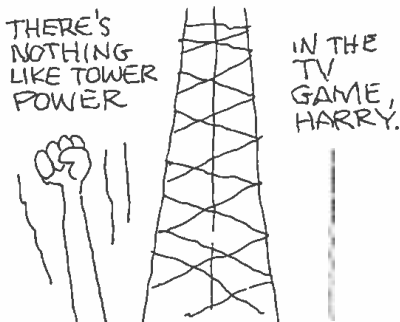
But our friendly competitors kept saying unfriendly things about us.



We even gave our advertisers a free 15% bonus.



But the competition kept the rumors coming.



Then, in July, we put up our bright and shiny new 1000 foot tower.



Now, we're back on top again, and everybody's happy. Everybody except our competition.

**KOIN-TV
is back
on top in
Oregon.**

Represented by Harrington, Righter & Parsons.

UPI IS ON THE AIR

**Our newscasts have been on the air three months—
and here's what they're saying about them!**

While UPI Audio has been operating since 1958—it was only last May that we began providing hourly live newscasts. Here are some typical reactions:

"... format very good and easy to work with. Our listeners are happy and we're happy." (KEX, Portland, Oregon)

"... community comments have been great... sponsors are happy... staff is happy." (WEAC, Gaffney, South Carolina)

"Our listener response has been very gratifying." (WFGL, Fitchburg, Massachusetts)

"... on-the-street response to our news coverage has increased dramatically. We are hearing comments like 'more authoritative,' 'feel we're really in touch.' " (WNAM, Neenah, Wisconsin)

"... adds the dimension a contemporary radio station needs." (WNOX, Knoxville, Tennessee)

"... well presented, well written, concise—very good reports." (WLSH, Lansford, Pennsylvania)

"... quality good, voices good, we're very pleased." (WBAM, Montgomery, Alabama)

"We're 100% automated and your switching system working fine. Very pleased." (KNOB-FM, Los Angeles, California)

If *your* station hasn't yet begun to enjoy all the benefits of these popular UPI newscasts—isn't it about time you found out about them? Just get in touch with your UPI Regional Executive or nearest UPI Bureau.

UPI

The Broadcast News Service
220 East 42nd St., New York, N.Y. 10017
(212) MU 2-0400

Hearing of House Communications Subcommittee provides new forum for FCC to reaffirm determination to move quickly in formulating and implementing new cable rules—despite roadblocks that may still confront it. See . . .

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Despite the hopes and best efforts of Democratic leaders, no political-spending bill is likely to reach either the Senate or House floor—let alone the White House—before next month's congressional recess. See . . .

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Office of Civil Defense is beginning construction of a new alert system aimed at linking civilian defense offices, warning sirens and the public with a central national warning center that might render present system obsolete. See . . .

New warning system for defense . . . 45

Broadcast stocks advanced at a substantially faster pace than the market as a whole during the first six months of 1971—and Wall Street analysts see continued, if less spectacular, gains in coming months. See . . .

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Broadcasting

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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.



1st Row (left to right): Ary Flecha, Daddy-O Daylie, Lone, Esteban, Jim Stewart. 2nd Row: Bill Frink, John Drury, Joel Daly, Fahey Flynn, John Coleman. 3rd Row: Bob Kennedy, Les Brownlee, Jenny Crimm, Frank Mathie, Andy Aleff. 4th Row: Charles Rowe, Geoff Smith, Frank Agroz, Sheri Blair, Hugh Hill.

**More people are now watching WLS-TV
than any other station in Chicago.**



WLS-TV Chicago, an owned station of The American Broadcasting Company.



Source: May, 1971 ARB Chicago Market Report. Audience information subject to qualification, available upon request.

Center ring

There's no doubt now that White House intends to take central role in formulation of cable-regulation policy. Not only was that point made clear by Clay T. Whitehead, director of Office of Telecommunications Policy, to broadcasters, cable representatives and copyright owners at meeting he called Friday (see page 8). But FCC Chairman Dean Burch was summoned to more than one unannounced session at executive offices last week. Mr. Burch reportedly had audiences with Mr. Whitehead, Herb Klein, President's director of communications, and Charles Coulson, special counsel to President.

Johnson for Walsh

FCC will announce this week appointment of new Broadcast Bureau chief—Wallace Johnson, 52, now assistant chief of bureau. Mr. Johnson will succeed Francis R. Walsh, who resigned last week after holding post less than year. Mr. Walsh, who joined commission after leaving faculty of San Francisco law school, where he had served as dean, is said to have expressed desire to return to San Francisco to deal with personal problems. He is known to have expressed unhappiness over job that required numerous decisions in area with which he was not familiar and that did not afford him what he considered adequate opportunity to employ his training as lawyer.

Mr. Johnson, who is engineer, has been with agency since 1942. Chairman Dean Burch proposed him for chief's job at commission meeting Friday, and vote to appoint him was unanimous, 5-to-0. Commissioners Thomas J. Houser and Robert Wells were absent.

Executive suites

One measure of increased importance CBS is putting on new Washington operation under Richard Jencks (see CBS reorganization story, page 18) is fact company is looking for new office space to house expanded lobbying staff, outside present 2020 M Street headquarters, which will become primarily production center. Mr. Jencks likely will start from scratch in assembling new staff, looking for men with congressional backgrounds, as opposed to broadcasters.

Upgrading does not, however, elevate Washington to locus of power within CBS organization. Among insignia Mr. Jencks must leave behind in New York is seat on board of directors, reserved

for company's most senior officers. Demand on executive space is just opposite at CBS's "Black Rock" headquarters in New York. Executive floor (35th) is now occupied only by Chairman Paley, President Stanton, financial Vice President Robert Rice and three staff officers. Vacant: one major suite—to be exited by Jack Schneider, who will move to Mr. Jencks's former quarters on 24th floor—and three corporate vice-presidential offices.

Color it color

Color television penetration is beginning to nip at 50% mark. Latest NBC quarterly estimate, due out shortly, puts total color-equipped households as of July 1 at 29.7 million, or 48.2% of all TV households. That's gain of 1.1-million color homes and 1.4 percentage points since April 1, and 2.1-million homes and 2.9 points since Jan. 1. NBC estimates are based on variety of data including retail sales of color-TV sets, which for first six months of this year were put at 2.8 million, record for any first half-year and 26% above total for comparable 1970 period.

Heat in Boston?

Sizzler may be in the making in 14-year-old license-revocation case against WHDH-TV Boston. FCC last Friday extended operation of channel 5 by WHDH Inc. pending investigations of qualifications of some officials of Boston Broadcasters Inc., to which FCC awarded facility some time ago (see page 8). FCC asked Securities and Exchange Commission for information on probe of Nathan David, BBI principal and one-time FCC lawyer. There are reports that SEC case could turn into sensation.

Upshot of FCC's action, on its own motion, to extend WHDH operation could result in reopening of case and perhaps new round of hearings, according to legal observers.

Holding back

Standard TV invoice forms and new billing procedures appear to be easing agencies' paperwork and speeding their payments to broadcasters (story page 34), but there's difference of opinion as to whether latter is in proportion to former. Some sales authorities feel it is; others say not yet. They basically agree, however, that broadcasters' over-all slow-pay problem is far from over. What use of new forms and procedures

appears to be doing is (1) relieving to some extent that part of slow-pay problem that was honestly attributable to excessive paperwork and discrepancies, and (2) demonstrating, where collections are not materially expedited, that much more than paperwork and discrepancies is to blame—such as agency reluctance to part with money in tight economy or, as agencies often claim, same reluctance on part of their clients.

Some of those who claim agencies cited paperwork as cover-up contend, in support of that charge, that collections improved when interest rates went down, worsened when they went back up. They think best thing that could happen for collections right now would be another drop in interest rates.

Setback for lib?

Among FCC staffers there's some betting that conservative Charlotte Reid, Republican congresswoman from Illinois, may be taken into camp by, of all people, Nick Johnson, new-wave Democrat. Reasoning goes this way: Mr. Johnson can be charming, moustache, hair and all, and rhetorically persuasive. As one staff member said, with touch of male chauvinism: "She's a woman, isn't she?"

This view is shared outside FCC building too. Some practicing lawyers with broadcast clients are said to be so concerned about chance of Mrs. Reid's winding up as Johnson ally, they're planning facts-of-life-at-FCC sessions with her.

Gross up, net down

Average broadcaster in radio took in more in revenues in 1970 than year before, but his profits went down measurably. These are two of findings in annual survey made by Ron Irion, director of Broadcast Management Department of National Association of Broadcasters, expected to be issued this week or next.

At same time, NAB office will be issuing breakout by markets of average revenues and income in 1970 for TV stations, which is equal to estimated national average TV station financial return issued last month and also showing higher revenues but decline in profit (BROADCASTING, June 14). In addition there'll be special report on UHF television stations showing they lost less money last year than ever before. Reason, it is noted, is that fewer new U's went on air. It's in early stages of operation that heavy losses occur.

Administration again steps in on cable

OTP's Whitehead calls broadcaster-CATV-copyright meeting

White House has entered directly controversy over CATV, with director of Office of Telecommunications Policy taking charge of effort to bring warring parties into agreement on basic issues.

OTP Director Clay T. Whitehead called representatives of broadcasting and cable industries and of copyright owners to meeting in his office on Friday (July 23) to discuss "possibility of reaching an agreement acceptable to all parties concerning the future development of cable television," according to OTP spokesman.

White House interest was made additionally evident by presence at meeting of Peter Flanigan, presidential assistant.

Mr. Whitehead is said to have discussed possibility of agreement in context of work now being done by high-level administration committee—that President appointed and for which Mr. Whitehead serves as chairman—to develop long-range national policy on CATV.

That committee, whose working group held its first meeting on same day, is expected to complete report in two months. And Mr. Whitehead would like to be able to present report that would be acceptable to all parties. One of those attending meeting said Mr. Whitehead expressed the hope that across-board agreement—on copyright, legislation and regulation—could be reached in 30 days.

Meeting did not involve negotiation, and there was no discussion of substantive issues. However, Mr. Whitehead will confer again in separate meetings, with each of groups. Broadcasters may meet with him on Thursday.

Those attending 45-minute conference were among representatives of three groups who had held fruitless meeting on July 9 in effort to develop common approach to copyright legislation affecting CATV (BROADCASTING, July 12).

Broadcasting representatives were Vincent T. Wasilewski, president of National Association of Broadcasters; A. Louis Read (WDSU-TV New Orleans), chairman of NAB television board, and Jack Harris (KPRC-TV Houston), who was chairman of NAB committee that negotiated with representatives of cable industry and copyright owners without reaching agreement.

Cable interests were represented by John Gwin, chairman of NCTA; Alfred R. Stern (Television Communications

Inc., New York), chairman of copyright committee of NCTA, and Gary Christensen, general counsel of NCTA. Attorneys Louis Nizer and Arthur Scheiner, and David H. Horowitz, vice president and general counsel of Columbia Pictures Industries, represented copyright owners.

Mr. Whitehead is known to be interested in obtaining views from wide variety of sources for committee. And his effort to bring conflicting parties into basic agreement reflects view he expressed at National Cable Television Association convention in Washington, on July 8 (BROADCASTING, July 12). Whatever policy committee develops, he said then, will have to be not only good but "timely and politically realistic."

However, efforts of President's committee to bring parties together is bound to be read as effort on part of White House to take CATV play away from FCC, which is working hard to finish work on its proposals for CATV regulation in time to present them to Congress before it recesses, on Aug. 6 (see page 14).

Mr. Whitehead has stressed committee's work does not conflict with commission's. However, some members of House Communications Subcommittee, at hearing Thursday (July 22) on commission's CATV package, made it clear they felt commission should delay its deliberations until President's committee completes its report. And commission is not expected to take final action on its proposals until sometime after President's committee now plans to issue its report.

Amenders appear for Senate's spending bill

Senate Republicans have been moving with proposed amendments to political-spending bill (S. 382) prior to floor debate on measure.

Senator Ted Stevens (R-Alaska) said late last week he has introduced amendment to eliminate provision that requires broadcast and nonbroadcast media to charge federal-office candidates their lowest unit rates. Amendment stipulates that candidates be assessed rates charged others for "same class and amount of time [or space] and same frequency of use." Aim is to prevent candidates from reaping "economic windfall," senator said.

One of many proposals advanced by

Senator Charles McC. Mathias (R-Md.) would empower FCC to revoke licenses of stations that discriminate among candidates in regard to free time or charges for time. Under present bill, commission could revoke license only for failure to allow candidates "reasonable access to or to permit purchase of reasonable amounts of time . . ."

And, Senator Hugh Scott (R-Pa.) introduced amendment Friday (July 23) prohibiting businesses regulated by FCC, Civil Aeronautics Board and Interstate Commerce Commission from extending credit to candidates unless security is posted.

Senate sources are not taking bets on when political-spending measure will be scheduled for floor debate. One source, however, ventured that bill could come up early this week if cloture vote on loan-guarantee bill is successful (see page 28).

Another strange bounce in drawn-out WHDH case

FCC has asked Securities and Exchange Commission for report on its investigation of charges that principal of winning applicant in drawn-out Boston channel-5 case violated federal security laws, it was learned Friday (July 23). Commission is also said to have asked whether SEC intends to take any action against principal, Nathan David, who is 6.5% stockholder, director and vice president of BBI.

SEC development surfaced on same day that commission issued order authorizing WHDH Inc., which lost its license to BBI, to continue operating on channel until further notice. At same time, however, commission said stay of order denying renewal of license for WHDH-TV and granting BBI's application for permit is "automatically vacated" on that day.

Commission decision in case was handed down in January 1969, and affirmed on July 23, 1969. At that time, commission stayed effectiveness of order until 30 days after final disposition of judicial review. U.S. Court of Appeals in Washington affirmed commission's action in decision that became effective on June 23. Supreme Court refused to review case.

Charges against Mr. David were aired in commission proceeding by WHDH, in pleading in which it asked commission to reopen case (BROADCASTING, April 26). It cited law suit that had been filed in Massachusetts accusing Mr. David of

misrepresentation, fraud and violation of Massachusetts and federal security laws.

FCC reportedly became aware of SEC's involvement in case several days after filing ("Closed Circuit," May 3).

Commission, in its order Friday, did not refer to letter to SEC, nor did it cite specifically charges contained in WHDH pleading. It said only that it intends "an early date to act on those pleadings which relate to the continued operation on Channel 5 by WHDH Inc."

BBI had asked commission to expedite specification of termination date and said it would be prepared to begin operating on Sept. 12. That petition is still pending.

Commission said it was authorizing WHDH to continue operating on channel 5 because neither public interest nor private interests of WHDH or BBI would be served by abrupt termination of WHDH-TV's service on July 23.

It said that public is entitled to continued service from station and that WHDH should be allowed "reasonable time" to wind up its affairs. It also noted that BBI "is not prepared to commence operation" when stay terminates.

WHDH, in last effort to stave off effectiveness of commission's January 1969 order, on July 8 asked Supreme Court to reconsider its refusal to hear case. However, commission said filing of that petition "does not operate to further stay the effectiveness of the commission's decision."

FCC rejects Youngstown, Omaha denial petitions

Licensees have no obligation to divide their programing coverage according to racial, ethnic or religious composition of their communities, FCC ruled last Friday (July 23), in dismissing petition to deny license renewal for WKBN-AM-FM-TV Youngstown, Ohio. Commission on same day threw out denial petitions for KETV(TV) and KMTV(TV), both Omaha.

In ruling on Youngstown renewal challenge by Black Broadcasting Coalition, commission said while "we believe the problems of minority groups should be covered in a meaningful manner, we do not consider it necessary to require a broadcaster to devise programs specifically for these groups." BBC had accused WKBN stations of failing to design programing specifically oriented to needs of black community, of proposing to reduce its public-affairs programing, of unfair employment practices and of questionable commercials policy at FM station. In rejecting BBC's petition, commission said WKBN stations had broadcast number of programs dealing with issues of public importance as well as numerous public-service messages

during preceding 12-month period.

In dismissing Omaha challenge commission said petitioner Harry Lobel, local science instructor, had failed to submit evidence against KETV and KMTV "sufficient to raise a substantial or material question of fact." It said Mr. Lobel's complaint of alleged personal attack against him by stations in 1961 was not "relevant to the consideration of a pending renewal application," and that his other accusations (raising questions about stations' programing on drug problem) were "extremely general."

In another action last Friday, commission set for hearing renewal application of KANI(AM) Wharton, Tex., on number of grounds, including alleged fraudulent billing and logging practices.

Mattel, Topper bow to FTC

Two toy manufacturers have agreed to stop using special camera techniques in their TV advertising, according to con-

sent order announced today (June 26) by Federal Trade Commission. Two manufacturers, Mattel Inc. (Hot Wheels racing car and Dancerina doll) and Topper Corp. (Lightning racing cars), were subject of complaint by FTC last year. Order also includes advertising agencies of both firms (Carson/Roberts for Mattel, and Dancer-Fitzgerald-Sample for Topper), as well as agreement to cease other complained-of practices.

Sold in Neenah-Menasha

Sale of WNAM(AM) Neenah-Menasha, Wis., from Kimball Broadcasting Inc. to Allan H. Cummings for \$800,000 was approved by FCC last week. Kimball, subsidiary of national mail-order firm Miles Kimball Inc., will retain WMKC-(FM) Oshkosh, Wis. Mr. Cummings has major interest in WRRR(AM) Rockford, Ill. WNAM operates on 1280 khz full time with 5 kw day and 1 kw night.

Week's Headliners



Mr. Jencks



Mr. Schneider



Mr. Hulbert



Mr. Petersmeyer

John A. Schneider, executive VP of CBS Inc., named president, CBS/Broadcast Group, post he occupied from 1966-69. **Richard W. Jencks** relinquishes CBS presidency to become CBS VP, based in Washington, succeeding **Theodore F. Koop**. Schneider appointment was effective on day of announcement (Tuesday, July 20). Mr. Jencks assumes Washington post Sept. 1. Mr. Koop remains in post of corporate VP until retirement at yearend. (See story page 18.)

William B. Lodge, CBS-TV VP, affiliate relations and networking, plans to retire Jan. 1, 1972, after 40 years with CBS, last 14 in charge of affiliate relations and before that in charge of engineering for CBS Inc. 1944-51 and for CBS-TV 1951-67. Mr. Lodge, 64 next month, will divide time between New York and St. Croix, Virgin Islands. **Carl S. Ward**, CBS-TV VP and director of affiliate relations, is expected to take over Mr. Lodge's responsibilities.

C. Wrede Petersmeyer, elected executive VP of Dun & Bradstreet, New York, and he continues as chairman-president of Corinthian Broadcasting Corp., acquired by D&B in May (BROADCASTING, May 27). Mr. Petersmeyer also will devote time to over-all future planning as director of corporate planning and development of D&B. He has been with Corinthian since 1957 and was elected chairman in 1967.

James H. Hulbert, 45, VP and assistant to Vincent Wasilewski, president of National Association of Broadcasters, named executive VP for PR, effective Aug. 15, succeeding Paul Haney, resigned (see page 24).

Robert G. Berry, VP-products director, Glenbrook Laboratories division of Sterling Drug, named chairman of television advertising committee of Association of National Advertisers. Mr. Berry succeeds **E. P. Genock**, director of broadcast advertising, Eastman Kodak, who remains on committee.

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

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Datebook A calendar of important meetings and events in communications

This week:

July 27—Regional meeting, *ABC-TV executives and network affiliates*. New York.
July 28—Regional meeting, *ABC-TV executives and network affiliates*. Chicago.
July 29—Regional meeting, *ABC-TV executives and network affiliates*. Atlanta.
July 30—Joint meeting, *North and South Carolina Associated Press Broadcasters Associations*, in conjunction with AP-sponsored Broadcast News Seminar for all stations in Carolinas. Guest speakers include: Tom Powell, president, APBA, and Gerald Trapp, general broadcast news editor, AP. Downtowner (Coliseum), Charlotte, N.C.

August

Aug. 2—New deadline for reply comments in FCC's inquiry into children's TV programs (Doc. 19142). Previous deadline was June 1.
Aug. 2—New deadline for reply comments in FCC proceeding involving formulation of rules and policies relating to renewal of broadcast licenses (Doc. 19153). Reply comments due Sept. 15.
Aug. 3—Regional meeting, *ABC-TV executives and network affiliates*. Phoenix.
Aug. 5—Regional meeting, *ABC-TV executives and network affiliates*. Los Angeles.
Aug. 12-15—Seventh Hollywood Festival of World Television, Wolper Video Center, Hollywood. Screening of award-winning TV program entries from 18 countries in competition including 16 U.S. markets. (P.O. Box 2430, Hollywood 90028).
Aug. 13—TV Day, sponsored by *Georgia Association of Broadcasters*. Marriott Motor hotel, Atlanta.
Aug. 18—New deadline for filing reply comments in response to FCC's further notice of proposed rulemaking on one-to-a-market rule (Doc. 18110) and crossownership of CATV and local newspapers (Doc. 18891).
Aug. 19-21—Fourth annual Radio Programming Forum, sponsored by *Billboard* magazine. Ambassador hotel, Chicago.
Aug. 19-22—Annual fall convention, *West Virginia Broadcasters Association*. Greenbrier hotel, White Sulphur Springs, W. Va.
Aug. 20-21—Meeting of *Arkansas Broadcasters Association*. Arlington hotel, Hot Springs.
Aug. 22-25—54th annual meeting, *Association for Education in Journalism*. Meeting concurrently with *AEJ is American Association of Schools and Departments of Journalism and American Society of Journalism School Administrators*. University of South Carolina, Columbia.
Aug. 24-27—*Western Electronic Show and Convention*. Civic auditorium, San Francisco.

September

Sept. 2—New deadline for filing comments in FCC proceeding involving formulation of policies relating to broadcast renewal applicants (Doc. 19154). Reply comments due Oct. 4.
Sept. 9-11—Fall convention, *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.
Sept. 13—Hearings by *Federal Trade Commission* to explore impact of advertising on consumers, with special attention to TV advertising. FTC building, Washington.
Sept. 15-17—Fall convention, *Michigan Association of Broadcasters*. Featured speaker will be former FCC Commissioner Lee Loevinger, now Washington lawyer. Hidden Valley.
Sept. 21—Public hearings of *Canadian Radio-Television Commission*. Inn on the Park, Toronto.
Sept. 23-25—Annual broadcasting symposium, sponsored by Group of Broadcasting, *Institute of Electrical and Electronic Engineers*. Washington Hilton hotel, Washington.
Sept. 23-25—Meeting, *Minnesota Association of Broadcasters*. Location to be announced.
Sept. 26-28—Meeting, *Nebraska Association of Broadcasters*. The Villager motel, Lincoln.
Sept. 28—New deadline for filing comments in FCC proceeding involving proposed amendment of rules pertaining to field-strength curves for FM

and TV stations, and field-strength measurements for same (consolidated proceeding). Previous deadline was June 28 (Docs. 16004, 18052).

October

Oct. 1—New deadline for filing comments in FCC inquiry into performance of television receivers and location of FM transmitters to alleviate interference in TV reception (Doc. 19183). Deadline was extended from July 1.
Oct. 3-5—Fall convention, *New Jersey Broadcasters Association*. Hotel Dennis, Atlantic City.
Oct. 3-8—110th technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers (SMPTE)*. Queen Elizabeth hotel, Montreal.
Oct. 4, 12—Hearings by Senate Commerce Committee's *Subcommittee for Consumers on Truth-in-Advertising Act* (S. 1461) and National Institute of Advertising, Marketing and Society Act (S. 1753). Location to be announced.
Oct. 5—Public hearings of *Canadian Radio-Television Commission*. Commission will hear renewal of CKPM(AM) Ottawa. Skyline hotel, Ottawa.
Oct. 6-8—Meeting, *Tennessee Association of Broadcasters*. Sheraton hotel, Nashville.
Oct. 7-9—Meeting, *Massachusetts Association of Broadcasters*. Sheraton-Hyannis, Hyannis.
Oct. 8—Fourth annual management seminar, sponsored by *Kansas Association of Broadcasters*. Ramada inn, Manhattan, Kan.
Oct. 12-14—Fall Convention, *Illinois Broadcasters Association*. O'Hare Marriott hotel, Chicago.
Oct. 14-15—First fall conference, *National Association of Broadcasters*. Regency Hyatt House, Atlanta. (For complete list of NAB's 1971 fall conference dates, see BROADCASTING, June 29, 1970).
Oct. 14-16—Annual birthday celebration and convention, *Grand Ole Opry*. Municipal auditorium, Nashville.
Oct. 17—1971 Japan electronics show, *Electronics Industries Association of Japan*. International Trade Fair grounds, Osaka, Japan. Information: Mamoru Tsukamoto, EIAJ, 437 Fifth Avenue, New York 10016.
Oct. 17-19—Meeting, *North Carolina Association of Broadcasters*. Grove Park inn, Asheville.
Oct. 17-19—Annual convention, *Nevada Broadcasters Association*. Sahara-Tahoe hotel, Lake Tahoe.
Oct. 17-20—Annual convention, *National Association of Educational Broadcasters*. Fontainebleau hotel, Miami Beach.
Oct. 18-19—Regional meeting, *National Association of Broadcasters*. Pick Congress hotel, Chicago.
Oct. 19—Public hearings by *Canadian Radio-Television Commission*. Commission will hear applications proposing second TV service for Western Manitoba, Saskatchewan and Central Alberta. Applications must be on file by Aug. 10. Regina inn, Regina, Saskatchewan.
Oct. 21-22—Regional meeting, *National Association of Broadcasters*. Statler Hilton hotel, Boston.
Oct. 22-30—Meeting, *International Film, TV Film and Documentary Market (MIFED)*. Contracts will be made for negotiating agreements in any branch of film production, co-production, financing and issue of import and export licenses made. Advance booking should be made to MIFED before Sept. 25. Largo Domodossola 1—20145 Milan, Italy.

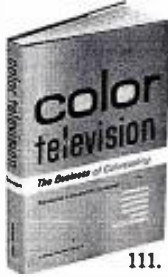
Major convention dates in '71

Sept. 27-29—11th annual conference sponsored by *Institute of Broadcasting Financial Management*. Regency Hyatt House, Atlanta.
Sept. 28-Oct. 2—Annual national conference and workshops, *Radio-Television News Directors Association*. Statler Hilton hotel, Boston.
Oct. 17-20—Annual convention, *National Association of Educational Broadcasters*. Fontainebleau hotel, Miami Beach.
Nov. 14-17—Seminar, sponsored by *Broadcasters Promotion Association*. Washington Plaza hotel, Seattle.

Books For Broadcasters

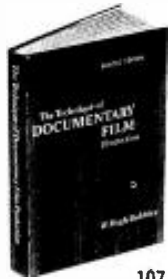
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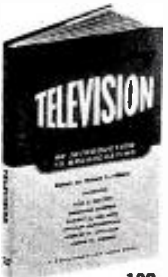
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*Reg. U.S. Patent Office.

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WHBF

the call
 letters of
 public service
 since 1925



Maurice

Corken, *vice pres. & gen. manager*

"Serve is the key word in our motto. It challenges us to provide the best in entertainment, news and public service that our many years experience can provide."



Bob

Sinnett, *vice president, engineering*

"Superior service demands superior equipment like our radar weather system, full color studio and control rooms, film labs and complete backup equipment."



Bud

Nelsen, *national sales manager*

"Our philosophy of advertising investment, as opposed to just time sales, makes staff involvement in community affairs the keystone to media service."

WHBF

CBS for the No. 2 market in Illinois-Iowa (Rock Island, Davenport, Bettendorf, Moline)

The Land of Milk & Money

BLAIR TELEVISION

Wisconsin's 2nd ADI



Seven Markets in One!

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

- \$1.4 BILLION SALES MARKET
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The Wonder Market

WBAY 
Green Bay

OpenMike®

Unwinning them all

EDITOR: First, as a CATV man, I would like to thank you for your fine coverage of the National Cable Television Association convention in your July 12 issue. Next, I would like to focus your attention to page 19 therein, and the pictures concerning the various panels. Picture No. 3 shows Jack Gault [of American Television & Communications Corp., Denver] and myself, Mark Van Loucks. However, your caption shows Jack Gault and Charles Dolan [of Manhattan Cable Television, New York].—*Mark L. Van Loucks, president, CATV Marketing Inc., Walnut Creek, Calif.*

Readership study

EDITOR: You might be interested to know that I've had many comments since the "Monday Memo" feature ["Down to earth about advertiser syndication," BROADCASTING, July 12], which tends to support your statement regarding 120,000 interested readers.—*Joseph W. Ostrow, senior vice president, Young & Rubicam, New York.*

Calling all networks

EDITOR: Read with interest your special report on radio [BROADCASTING, June 21]. I have just one question. If people like John Gambling [of WOR(AM) New York] are so super great, then why are they not on the networks? Of course he wouldn't get clearance from every station on the line, but I bet he'd get a lot of them. I've sort of given up on reviving the radio play to any great extent, but there is no reason in the world why, say, the *Johnny Cash Show* shouldn't be on radio. It's music. It's a great radio format. It would get clearance from every one of a network's "country" stations.—*Michael Fred Pierce, KOWL Spanish Fork, Utah.*

Collector's item

EDITOR: Last Friday I was sitting on the patio with Carl Haverlin [retired president of Broadcast Music Inc.] discussing the Haldeman-Julius Little Blue Books and lamenting that America's most complete collection of Little Blue Books at Porter Library of Kansas State College does not have a copy of the "1927 Directory of Radio Stations." Carl suggested that you might be willing to put a note in BROADCASTING asking if anyone had a copy of this Little Blue Book which he might be willing to donate to this Kansas collection. I am kind of a shill for the Haldeman-Julius collection since I helped found it.—

Norman E. Tanis, director and college librarian, San Fernando Valley State College, Northridge, Calif.

Equal space

EDITOR: Here at the School of Journalism we are fixing up our placement office. One of the two rooms has been wallpapered in newsprint, newspaper ads, etc. Not to sell broadcasting short, we want to do the larger outer office with draperies that somehow reflect broadcasting. Do you know of any source of such a fabric?—*Robert W. Haverfield, placement director, School of Journalism, University of Missouri, Columbia.*

(Does any reader?)

BookNotes

"Electronic Drama: Television Plays of the Sixties," 1971, edited by Richard Averson and David Manning White. Beacon Press, Boston. 355 pp. \$9.95 hardbound.

This is the first book in the National Academy of Television Arts and Sciences series on "Television and the American Culture." Messrs. Averson and White are general editors of the series. The nine dramas in this volume have been selected to "show the variety of content, themes, and creative directions" of TV drama in the past decade. Criteria for selection were excellence and factors such as author, year of broadcast, source (originals and adaptations) and production technique (video tape and film). Included also are technical notes and short biographies of each playwright.

"Television's Classic Commercials: The Golden Years 1948-1958," 1971, by Lincoln Diamant. Communications Art Books, Hastings House, New York. 305 pp. \$14.50.

Although some might doubt the designation "golden years," here they are: Speedy Alka-Seltzer, the dancing Old Gold cigarette packs, Arthur Godfrey and Lipton's "zoop," and so on. Taking 69 commercials from the first ten years of television—all deemed "classic" by the American Television Commercials Festivals—this book is an advertising-trivia goldmine. Each commercial is illustrated, the script is provided and commentary and notes are added. Included at the end of the book are a general history of TV commercial advertising and a glossary of broadcast advertising terms. The author is president of the Spots Alive Inc. agency.

UCB banks on its tellers for awareness

United California Bank's favorite teller, Sandy Duncan, is leaving UCB this fall. This would hardly deserve note, except that Sandy starred in a TV advertising campaign credited with doubling awareness of UCB in the highly competitive market of California. Sandy is leaving to star in a Paramount movie, "Star-Spangled Girl," and in her own TV series this September. The series is called *Funny Face* and will give the network audience the chance to delight in her charm and vitality as Californians have done—watching her in UCB commercials perplexedly coping with a masher, choking on cigar smoke, figuring out that the \$100 bill the lady customer can't find is in her shoe, and trying to spell the surname of a mustachioed Greek named Nick:

"... and now your name, please?" Sandy, the teller, asks, pencil poised over a Master Charge application.

"Nicholas H. Janopoporopolus."

"Now let's see, that's Nicholas H. Janopop... I'm sorry. J-a-n-o-p-o-p—two 'ops'?"

"Three 'op's.' With one 'o-r' after the second 'o-p'."

"So that's 'Jan-o-p-o-p-o-r-o-p—'"

"o-l-u-s. There. Now Mr. Janopopopop—uh—do you mind if I call you Nick?"

Voice over: The tellers at United California Bank will do their best to remember your name. Whatever it is.

UCB logo and super: We have the best tellers in town. Or your money back.

To increase awareness 100% in California is remarkable. California is a branch-banking state, and several strong banks compete. They all offer basically the same rates and services, and people have difficulty differentiating one bank from another.

Despite low ability to discriminate between banks, customers still regard their own bank as the best and develop attachments and loyalties to it that override most problems they may experience. The explanation is that when people select a bank, their primary reason is image. They apparently think it important to be affiliated with the "right" bank. If the general image is one they like and personal experience does not contradict it, then loyalty develops. They overlook wrongs. They have little interest in what other banks do or offer. Even if a competitor comes out

with a clearly superior service, bank switching is unlikely. If they're comfortable with their bank, the majority of customers are not easily motivated to change. Even when they move, they frequently transfer to another branch of their old bank.

All this makes a distinctive message hard to find. Yet, distinctive messages have been found. Ten years ago you could take a batch of commercials and put any bank's name on it. It all seemed to be the same old puffery. Not so, now. The California banks are doing some of the best advertising around.

The fierceness of this competition made the assignment to build UCB's awareness and image a tough one for our advertising agency, Doyle Dane Bernbach/Los Angeles. For months, they went through everything, then came back with a couple of things to tell us. First, people largely perceive their relationship with their bank as a personal one. Although a refused loan or a series of clerical errors could shatter the relationship, the most serious offense would be impersonal treatment by bank personnel. Customers don't like being unknown or being treated like potential check bouncers. They deposit their money and trust.

Second, all this comes across, in most cases, at the teller's window. That is the stage on which a bank really unfolds its image—thousands of times a day. A strong image here might get people who have problems with their current bank to consider UCB when changing residence.

Based on this, DDB told us the one thing to focus on is the teller, and they developed the "best tellers in town"

campaign, which projects an image of competence and interest in people, rather than numbers, as hopefully can be seen from the commercial excerpt above.

The campaign has won numerous awards. General appeal, however, doesn't always mean impact on business and to learn about impact, we conducted awareness surveys in Los Angeles, San Francisco, and two other cities before and after the campaign ran.

Not surprisingly, the pre-study showed that people automatically think of Bank of America, by far the largest bank and largest bank advertiser. Advertising awareness of UCB was 10.9%, approximately our share of the market. And in retail banking, share of market seldom exceeds share of mind.

We hoped the post-study would show a 10% increase in awareness. Unaided recall more than doubled—from 10.9% to 23.5%. We found we had strength among professionals and high-income groups. We found we were perhaps not as strong in the young-adult market, but this is where we showed our greatest gain between surveys.

We also showed a consistent improvement in image over a whole range of attributes. UCB's greatest improvement occurred in the number of people considering it to be the best bank over-all, to have the friendliest tellers, and to be the most modern.

One final note: The success of this campaign has not only benefited UCB. It stimulated us to revise our training program to make sure our tellers live up to the promise of our advertising. Thus, the public benefits, too.



Ed Wilson has been vice president and director of marketing for the Los Angeles-based United California Bank since 1968. For 18 years prior to then, he was with the Los Angeles office of Foote, Cone & Belding, where he was a vice president and management supervisor. He is a native and resident of Pasadena, Calif., and currently serves as treasurer of the Tournament of Roses Association. He will be president of the Rose Parade in 1973.

The squeeze play comes up for cable

The FCC is running full tilt to deliver to Congress before summer recess the long-awaited rulemaking

Pushed by cable advocates and pulled by broadcast protectionists, the FCC tried manfully last week to fix a schedule for the delivery of its new CATV regulations. At week's end the plan called for a tentative decision to be submitted to the Congress before it leaves on vacation Aug. 6, for a final order before the end of the year, perhaps in November, and for an effective date later on, perhaps March.

But it could all be scrambled by action in the Congress, where committees in both houses have asserted their rights of prior restraint, or in the executive branch, where a White House committee is working on high-level cable policy.

FCC Chairman Dean Burch, facing sometimes hostile questioning at a hurriedly arranged hearing of the House Communications Subcommittee on Thursday (July 22), reaffirmed the commission's determination to present its proposals to the Senate and House Commerce Committees before Congress goes home. "We'd welcome hearings" on the proposals, the chairman added. "But we can't extend implementation of them indefinitely. As an outside figure, we must complete action by the end of the year." He indicated that every member of the commission is anxious to avoid undue delay.

Later it was learned that the commission has November in its sights as the month in which to adopt a final order, and March as the one in which to make the rules effective.

That timetable would afford Congress time to review the commission's plans. And considering the feeling of many broadcasters that the proposals, to the extent they have been disclosed, afford them too little protection against CATV competition, it is certain that Congress will be urged to direct the commission to take a more conservative approach.

Conceivably, the special high-level administration committee that President Nixon appointed last month to formu-

late CATV policy could also have an impact on the commission's plans. The committee is expected to complete its report in two months. However, Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, who is chairman of the committee, has stressed that its function is not to frustrate the FCC in its CATV proceeding "but to provide a different perspective."

Some broadcast-industry representatives appear to feel that a stop-action, as such, by Congress or the Whitehead committee may not be necessary—that time itself is on their side. For they see one and possibly two new commissioners taking office this year.

Commissioner Thomas J. Houser, whom they regard as pro-cable, is scheduled to leave the commission in October, to be replaced by Representative Charlotte Reid (R-Ill.) (see page 22). Her views on cable are not known, but broadcast-industry representatives appear to feel she would take their side.

In addition, Chairman Burch, who has taken the lead in liberalizing the commission's CATV rules, is generally expected to leave the commission this year—despite his repeated denials of such speculation.

With a more broadcast-oriented commissioner in Mr. Burch's place, the theory goes, the cable regulations could be redrawn along more conservative lines. Commissioners Robert E. Lee and Robert Wells, who have been away from Washington during the past several weeks when the commission was working intensively on the CATV rulemaking, are known to take a dim view of what their colleagues were doing. Mr. Lee was attending an international conference on space communications in Geneva, while Mr. Wells was vacationing and making appearances at broadcaster association meetings. Both are due back in their offices this week.

The commission's commitment to give Congress an advance look at the CATV proposals was made last month

in response to a request from Senator John O. Pastore (D-R.I.), chairman of the Senate Commerce Committee's Communications Subcommittee (BROADCASTING, June 21). Senator Pastore made it clear he felt Congress has a responsibility for overseeing the commission's activities in cable. However, he did not indicate whether or to what extent he would attempt to influence the commission's action.

One member of Congress who makes no secret of his view that the commission's proposals pose a danger to over-the-air television and that the commission should defer action, at least until the views of the President's committee are available, is Representative William Springer (R-Ill.), ranking Republican of the House Commerce Committee. Representative Springer, who participated in last week's hearing, warned that the commission was taking a step that would permit CATV to develop into a "modified form" of pay television and to siphon off sports events and entertainment programs now available on over-the-air television.

With "free TV wiped out," he said, the impact would be particularly great on rural areas that, he added, would not be wired for CATV. "Before you do anything about pay TV I want you to be sure free TV is with us," he said.

However, the hearing ended on a high note for the commission: Subcommittee chairman Torbert H. Macdonald (D-Mass.) urged the commission to press on with its work on CATV without delay. He, too, expressed concern about television's possible loss of sports events. But, he said, "Don't wait for any report from the President's committee."

The commission, he said, has been working on the problem "long enough." "Everyone who has wanted to be heard has been heard. You are to be commended for that," he told Chairman Burch, adding that there is no more reason for delay. "We better bite the bullet now, and you can do whatever

you want to do." Representative Macdonald made that remark as he was gaveling the hearing to a close at 2:45 p.m. over the objections of Representative Springer, who indicated he had additional questions to ask. "We're not through with these hearings," Mr. Springer had said.

Chairman Burch, in response to Representative Springer's comments, said that the commission would amend its rules if it appeared they were permitting the kind of development the congressman feared. In his prepared statement he said that "independent studies from reputable economists . . . suggest that UHF will be likelier helped than hurt by cable" because UHF's reception problems will "disappear with carriage" on the cable. He added that the commission's own study indicates "that it would be wrong to halt cable development on the basis of its conjectured impact on UHF stations."

He also said the commission had been studying the CATV issue for 17 years and that one rulemaking had been given more intensive study than any other issue since he joined the agency almost two years ago.

Furthermore, he said, he had discussed the commission's plans with Mr. Whitehead. "If there's anything relevant" that the Presidential committee provides, "we'll feed it in" to the commission's plan, he said. "But we can't wait."

Representative Macdonald on Monday had summoned the commission to the hearing for a briefing on its CATV deliberations. He said he had heard that the commission was preparing to issue its findings soon and did not want the subcommittee to be faced with an accomplished fact.

The commission's "progress report" followed in the main the one it given when it appeared before the Senate subcommittee last month. However, one important new detail was the standard the commission has agreed on for determining whether a signal is "viewed significantly"—and could therefore be considered local—in a particular market. Network stations will meet the standard if they have either a net weekly circulation figure of 25% or a viewing share of 3%; independents, if they have either a net weekly circulation of 5% or a viewing share of 1%.

CATV systems in the top-50 markets would be entitled to carry whatever distant signals are needed to provide a minimum service of three network and three independent stations; those in markets 51-100, three network and two independent outlets. In addition, systems in all of those markets would be entitled to two bonus distant signals, regardless of local availabilities.



Four members of the FCC get set for start of hearing by House Communications Subcommittee on commission's proposals for CATV regulation: (l-r) H. Rex Lee, Robert T. Bartley, Chairman Dean Burch and Nicholas Johnson.

Systems in smaller markets, where local stations would be defined (as they are under present rules) in terms of Grade B signals, would be entitled to minimum carriage of three network and one independent stations. And all systems could carry the signals of as many educational stations as they wish, subject only to objections of local educators.

Application of the viewing standard indicates that CATV systems in a number of cases would be permitted to carry more signals than was indicated in Chairman Burch's Senate testimony, which dealt only with signals actually in a market, minus three of the educational stations, and the two bonus signals. (see table, page 16)

It was also learned the commission is considering other proposals that would permit additional importations. One would allow a system to import a foreign-language station if none is available locally; another would allow it to import any station below the top-100 markets that puts a Grade B signal over the CATV community.

The chairman indicated the proposed rules present some problems that will have to be faced. The proposed viewing standard might have to be made more "rigorous," or the allowable imports cut back in some areas, he said. He cited specifically the San Diego, Youngstown, Ohio, and Salinas-Monterey, Calif., markets.

He also noted, as he did in his testimony before Senator Pastore, that the minimum-service concept would result in anomolous situations in some 51-100 markets that are now served by two independent stations and where systems, therefore, would be free to carry three or four independent signals. The commission is considering permitting those systems to carry only

one distant signal, or even none.

He also confirmed that the commission is considering adopting a leapfrogging rule designed to promote UHF by requiring that one of the distant signals brought in be from the nearest UHF station, an in-state outlet if possible. (The rule would not apply if the nearest UHF was beyond a certain distance, say, 100 miles.)

However, the second distant signal would be a "wild card"—one brought in from anywhere. Chairman Burch said such a rule might lead in time to the emergence of a fourth national network.

Chairman Burch outlined these other aspects of the commission's proposed plan:

- Minimal channel, two-way capacity, technical standards—The commission, determined that CATV should provide the "new and diverse services unique to cable," has "agreed" to require systems to match every broadcast signal it carries with a nonbroadcast channel.

The commission feels channels should be made available for use by the public, by government for educational and civic purposes, and by private interests for commercial purposes. However, it is known to have been divided over the kind of detailed regulations it should adopt to govern the use of the access channels.

Commissioners Nicholas Johnson and H. Rex Lee are said to be urging that the channels to be used by members of the public and for educational purposes be made available "on a cost basis" and that the CATV operator be given no control over them. Other members of the commission are said to be balking at that proposal.

However, a related suggestion by the

two commissioners appears to have made some headway, one designed to assure a simple channel capacity for the public's use. It would require a CATV operator to add a new "soap-box" channel once his public-access channel has been filled to 80% of capacity over a six-month period. (Commissioner Johnson is also said to have suggested this so-called "X-plus-one formula" be applied to educational channels as well.)

Chairman Burch said the commission is considering requiring that "some capacity for two-way nonvoice communication" be built into all new systems. He said "even rudimentary" two-way communication can be useful in a variety of ways—for surveys, marketing services, and burglar-alarm devices, among others.

He also said the commission is "in the process of framing technical standards to insure adequate quality of service for all cable subscribers."

▪ **Federal-state relationships**—The commission believes it has the legal authority to pre-empt the entire field of CATV regulation on a licensing basis—but does not think it wise to do

so. Chairman Burch said it lacks the staff and resources to hold comparative hearings to pick the most qualified CATV franchise applicant in each community.

Instead, it plans a partnership approach. The commission would lay down guidelines—covering character and financial qualifications and construction plans—for local authorities to follow in granting franchises. In addition, the local government would assure the fairness of rates and would deal with complaints, and the commission would lay down policies governing CATV programming and nondiscriminatory access to leased channels.

Chairman Burch also made it clear the commission regards the problem of federal-state relationship as likely to be a continuing one. He said a committee to be composed of federal, state and local authorities would be created to deal with it.

▪ **Sports**—In view of the national policy that permits football team to impose local blackouts on their games, the commission is prepared to propose a rule that would prohibit systems from importing coverage of a sports event

into an area where it is blacked out. However, it would permit systems to carry all sports events on local channels, including those that are local under the significant-viewing test.

▪ **Copyright**—The Commission has concluded that it "cannot shape copyright policies—that such matters are wholly within the purview of the Congress and the courts." Chairman Burch expressed the hope that Congress enacts "an appropriate copyright law." Congress has been attempting to do just that for the past several years.

The copyright question troubled two members of the subcommittee, Representative Harley O. Staggers (D-W. Va.) who is chairman of the parent Commerce Committee, and Representative Fred B. Rooney (D-Pa.). Both expressed the view that the commission should await congressional action on the copyright issue before acting on CATV.

Chairman Burch, in response to Representative Rooney, said that, "in an ideal world," the commission would wait. But, he said, "if we wait for Congress, we may get into the 1980's before we act."

FCC is challenged on its projections

Has the FCC underestimated the number of broadcast services cable systems in major markets could supply under the new rules the commission is considering? A source that has opposed CATV expansion thinks so and has done its own analysis in key markets to support that stand.

The table below matches the source's projections against those submitted by FCC Chairman Burch to the Senate Communications Subcommittee last June 15 when he presented the outline of the FCC's intentions.

Here are the premises used in the analysis to arrive at the number of signals accorded each market:

1. It counted as "local" any television stations that (1) are located within 35 miles of the CATV system, (2) place a grade B signal over the CATV community where the overlapping station is below the top-100 markets, or (3) if network affiliates, attain a 3% audience share or 25% net weekly circulation, if independents, a 1% share or 5% net weekly circulation, according to American Research Bureau.

2. It assumed carriage of distant signals would be permitted to provide minimum services in the top-50 markets of three network stations, three independents and one educational; in markets 51-100, three network, two independents and one educational and in markets below 100, three network, one

independent and one educational.

3. It assumed adoption of a bonus rule permitting, in the top-100 markets, the importation of a minimum of two distant independents, regardless of local availabilities, and, in markets below the top 100, the importation of at least one.

4. It also assumed the additional importation of a foreign-language station if one is unavailable locally. (Chairman Burch did not include foreign-language importation in his calculations, nor did he include stations to which the "significant viewing" standard applied.)

Here's how the chairman and the analysis supplied to BROADCASTING match up in counting signals.

Market, Rank (County Analyzed)	Chairman Burch's Statement	Opposing Estimate
Los Angeles (2) (Los Angeles county)	13	14*
Philadelphia (4) (Bucks county)	9	13**
Boston (5) (Middlesex county)	7	13**
Cleveland (8) (Cuyahoga county)	8	10*
Pittsburgh (10) (Beaver county)	7	9*
Baltimore (11) (Harford county)	7	16**
Atlanta (19) (DeKalb county)	7	10*
Buffalo, N.Y. (21) (Erie county)	6	8*
Seattle-Tacoma (22) (King county)	7	12***
Stockton- Sacramento, Calif. (25) 7 (Amador county)	9*	

Dayton, Ohio (27) (Greene county)	6	13**
Johnstown- Altoona, Pa. (29) (Cambria county)	6	9*
Harrisburg, Pa. (30) (Dauphin county)	6	10*
Toledo, Ohio (35) (Lucas county)	6	11*
Flint-Saginaw- Bay City, Mich. (46) (Genesee county)	6	12*
Lansing-Onondaga- Jackson, Mich. (49) (Jackson county)	6	12*
San Diego (50) (San Diego county)	6	12*
Omaha (55) (Saunders county)	5	14**
Orlando-Daytona Beach, Fla. (65) (Brevard county)	5	7*
Wilkes-Barre- Scranton, Pa. (69) (Luzerne county)	5	11**
Mobile (Ala.)- Pensacola (Fla.) (73) (Escambia county)	5	8**
Cape Girardeau, Mo. (80) (Groves county)	5	7*
Columbus, Ga. (81) (Troup county)	5	15**
Youngstown, Ohio (82) (Columbiana county)	5	19*
Rockford- Freeport, Ill. (97) (Boone county)	5	12*

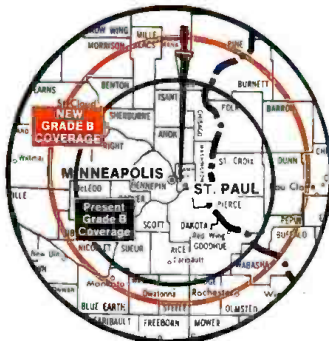
* Indicates 1 educational station.

** Indicates 2 educational stations.

*** Indicates 3 educational stations.



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There's something new and exciting in Twin Cities' television. It's "The World Today!" — featuring all-pro anchorman-journalist-reporter Ted O'Brien (above, center), Barry ZeVan, twinkle-in-the-eye meteorologist-weatherman (left center) and grand-slam sportscaster Tom Ryther (right center), plus an expanded team of dynamic reporters! "The World Today" is a unique experience in news! It's provocative, comprehensive and entertainingly interesting! It's what the great people of the great Twin Cities' area want in news! And, approximately 250,000 more great people will be "taking 5" when our new 1427-ft. tower goes into operation later this summer (covering more than 3 million people in total.) Reach the great people. *Take 5!*



TAKE 5 IN THE TWIN CITIES KSTP-TV

The more things change at CBS...

... the more they may stay the same; that's among prominent prospects in wake of latest management reordering

Since March 1, 1965, the Columbia Broadcasting System—step-by-step, promotion-by-promotion, firing-by-firing—has been advancing a second echelon as the evident, eventual and presumably inevitable replacements for William S. Paley, chairman of the board and chief executive officer, and Frank Stanton, president and chief operating officer. Last Tuesday (July 20) it rubbed out and started over.

To hear CBS tell it, the news was not all that spectacular. John A. Schneider, executive vice president of the parent CBS Inc., was returning to his first love, broadcasting, as the principal line executive to whom report the television and radio networks, the company's owned television and radio stations and CBS News. Not exactly consignment to oblivion. Richard W. Jencks, who had exercised those responsibilities as president of the CBS/Broadcast Group, was being transferred to the Washington vice presidency (being vacated by the retirement of Ted Koop), which under him would be given far wider dimensions in the governmental arena which has so important an impact on all CBS's operations. Not exactly Siberia.

But if you could find no one at CBS to confirm the fact that, successionwise, it was a new ball game, neither would any deny it. Since that date six years ago, when he replaced James T. Aubrey Jr. as president of the CBS Television Network in the first of a series of wrenching corporate maneuvers, Jack Schneider was the man to bet on, first to succeed Dr. Stanton as president upon the latter's presumed retirement in 1973, and then Mr. Paley, if he should decide to pack it in as chairman. It would be premature to close the books on the Schneider candidacy—he remains, after all, responsible for the predominant portion of CBS's revenues and profits. But if anyone was betting last week, he was taking odds, not giving them. The post Mr. Schneider held was being left vacant.

The Jencks ascendancy was of more recent vintage, and—because it was far less logical—perhaps more spectacular.

He wasn't even at CBS when the Aubrey firing occurred in 1965 (although he had been there earlier, from 1950 to 1959), and, as a skillful lawyer who had made his mark as an advocate rather than salesman, programmer or administrator, was never expected to end up in the line in the first place. When he did—first as executive vice president of the television network in October 1968, and then, four months

or (2) that CBS might try to duplicate in a Schneider-Jencks combination what had been its long-running hit in the Paley-Stanton team. One show business-sales oriented, the other a master administrator and champion of the Washington wars.

It might even have worked. But what was meant for the future didn't compute now. It looked good on the organization chart to have an executive vice



Still in command. Neither William S. Paley, who started it all, nor Frank Stanton, who helped him bring CBS to pre-eminence in broadcasting, looks like a man on his way out. The changes they effected in their company's highest management echelons last week reflected that reality within the organization. No one would contest that CBS would not be what it is today without the chairman and the president. From today's look of things, CBS may not soon have to do without them.

later*, as president of the broadcast group—the prevalent thinking was (1) that there was a new contender alongside Mr. Schneider for the Stanton job,

* In what CBS insiders labeled the "Valentine's Day Massacre." It was on Feb. 14, 1969, that Mr. Schneider was elevated to executive vice president, Mr. Jencks leaptfrogged the network presidency to become president of the broadcast group, Tom Dawson was deposed as president of the television network and made assistant to Mr. Schneider, Bob Wood was named president of the television network and Ralph Daniels his successor as president of the television stations division. Mr. Dawson has since left CBS to join the office of the commissioner of baseball. Mr. Daniels has been succeeded as president of the stations division by Thomas Miller, who had been Mr. Jencks's assistant.

president, but at CBS there was no executive vice presidency for him to fill. And if Mr. Jencks's forte was ultimately to be with Washington, line responsibility for a \$600-700 million broadcast operation wasn't the place to display it. Hence at least a rationale for the switch in assignments.

Whatever the straightforwardness of the reasons going in—and the seeming logic of the explanations coming out—too much had gone into creating the situation that existed before last Tuesday to think that things on Wednesday weren't significantly changed.

For one thing, there was on Tuesday

a known, named successor to Frank Stanton. On Wednesday there were these—restricting the horizon to the CBS executive roster—to pick from:

▪ Goddard Lieberman, who heads the list from the standpoint of rank and seniority, having been made senior vice president of the parent CBS Inc. two weeks earlier (and who still retains operating responsibility for the two Columbia groups, as well as Cinema Center Films). But Mr. Lieberman may be erased from the list in the same motion that puts him on it. At 60 he is a Stanton contemporary, and thus rule-booked out as a contender.

▪ Clive Davis, newly named head of the CBS Records Group, whose tenure as president of the records division was marked by dramatic performance in revenues and spectacular performance in profits. Among his assets: He is a lawyer, and thus presumably understanding of the intricacies of corporate life in today's highly regulated, highly law-surrounded corporate life. He swings in show business. He knows how to make money. Principal impediment: He is from the Columbia side of the family, which historically has had little to do with the broadcast side, where CBS has traditionally looked for its leaders.

▪ Harvey Schein, now head of the CBS/Columbia Group, to whom falls responsibility for Creative Playthings, Columbia House (the direct marketing organization, including the Columbia Record Club), CBS Musical Instruments Division and a growing number of international operations (including Hallmark in Mexico). His credentials are less prominent than Mr. Davis's, but similar. Also a lawyer. Also a successful P&L operator. He shares the Columbia negative.

▪ Ross Sackett, president of the CBS/Holt Group, which includes the Holt, Rinehart & Winston publishing company and CBS's other ventures in that field. Mr. Sackett is given high marks

for his performance on that side of the fence, virtually no chance to advance to command of a broadcast-show business oriented company.

▪ Ralph Briscoe, president of CBS/Comtec, whose diminishing jurisdiction still includes CBS Laboratories, CBS-EVR (the electronic video recording operation) and, nominally, CBS Television Services. EVR is a loss operation. CBS Television Services, which once was the shelter for all the profit in the group—from CATV and film syndication, now spun off into Viacom—is engaged primarily as a capital venture organization. CBS Labs is Peter Goldmark's research and development principality and an inconspicuous money-producer.

Mr. Briscoe was the corporate financial vice president before going into the line with Comtec, and was probably a more prominent contender from that vantage than from the one he now holds. Robert M. Rice, who succeeded him in the financial post, and who now has responsibility for acquisitions and planning as well, may well be the only CBS executive below group rank whose name should figure in succession speculation. He has the advantage of knowing numbers, a major corporate prerequisite. He is on the 35th floor and in frequent contact with both Mr. Paley and Dr. Stanton. He's also relatively new in CBS, and thus relatively free of any stigma that might bar a reach in his direction should the occasion warrant. His prior record in finance at Ford Motor and International Telephone and Telegraph, and his familiarity in general with the world of business, could make him a popular choice from a Wall Street point of view.

▪ And Jack Schneider, who if no longer the officially sanctioned successor, has not been officially renounced. Mr. Schneider's credentials for the job on Wednesday were the same as those he offered on Tuesday. He now suffers, however, from having been forced a

rung downward on the executive ladder. In the rituals of corporate assignments, executives are rarely accorded a second chance up.

For a company as large as CBS, not to mention a business as large as communications, that relatively short list does not begin to exhaust the possibilities. Having gone through the exercise, however, it's hard not to be forced back to the starting point. First there was a line of succession. Now there is no line of succession. Why?

It may be that none is needed just now.

Bill Paley is a vigorous 69 (he will be 70 on Sept. 28). The chairman was scheduled to retire in 1966, but at the last minute reversed his field. Since then he has shown no inclination to relinquish active command over—or at least veto power concerning—the company he founded and in which he has played so conspicuous a role. It's hard to imagine him out of the game. He might relinquish the chief executive designation one day, but it's unlikely that, given continued good health and the want-to, he'll soon step aside as chairman.

Frank Stanton is an equally vigorous 63 (a corner he turned on March 20). He has been president since 1946. The script calls for him to retire on reaching 65 in March 1973. But that was the Paley scenario too, and precedents, once set, are easily followed.

The process may have begun. Mr. Paley gave every evidence of disengaging up to the moment he discovered no pressing need to depart the scene. Dr. Stanton has been on a similar course. Now, fresh from still another successful campaign in behalf of broadcasting and the First Amendment—his combat with the House Commerce Committee over a subpoena to produce outtakes of *The Selling of the Pentagon* (BROADCASTING, July 19)—he is back in line control of all the major components of the company. A call to the bench may be a long time in coming.

Challengers seek station figures

They want FCC to reveal financial data as aid in decisions on petitions to deny

The financial reports that broadcast networks and stations file with the FCC annually are, by regulation and tradition, among the commission's most closely guarded secrets. But the commission last week was asked to adopt rules that would permit public inspection of the reports, revealing revenues, expenses and profits. What's more, it was asked to expand the reporting form (Form 324) to require a listing of expenditures on specific types of programming.

The request was made in a petition aimed at facilitating the role of citizen groups seeking to evaluate the performance of their local stations at license-renewal time with a view to filing challenges.

The petition was filed by two public-interest law firms that have represented citizens groups before the commission, the Stern Community Law Firm and the Citizens Communications Center, and by the National Citizens Committee for Broadcasting, which serves as a resource

center for study of broadcast media.

Broadcasters invariably request and expect confidentiality for their financial reports for competitive reasons. But the petition notes that the commission and the courts have held that a station's performance at renewal time should be measured in part by the extent to which the station reinvests its profits in locally originated programming. Accordingly, the petition adds, it is "anomalous" for the commission to withhold from citizen groups the financial information that



Representative Charlotte Reid (R-Ill.) confers with Illinois Republican Senator Charles Percy before the Senate Communications Subcommittee's hearings last week on Mrs. Reid's nomination to a seven-year term on the FCC.

Only good words for Mrs. Reid

Nomination hearing is pro forma for future commissioner

Representative Charlotte T. Reid (R-Ill.), appearing before the Senate Communications Subcommittee last Thursday (July 22) on her nomination to the FCC, received unqualified endorsement from some of her colleagues and a reminder from subcommittee Chairman John O. Pastore (D-R.I.) that the commission will be dealing with a number of important problems in the months to come.

Mrs. Reid has been nominated by President Nixon for a seven-year term on the FCC, replacing Commissioner Thomas J. Houser, whose six-month term ended June 30 (BROADCASTING, July 5).

Senator Pastore noted that the FCC is working on its package of CATV proposals and he urged Mrs. Reid to familiarize herself with the problem. And, he pointed out, the domestic-satellite issue and the commission's large backlog of cases are other major tasks confronting the FCC.

Senator Pastore cited those same problems earlier this year at the confirmation hearing on the nominations of Commissioners Houser and Robert Wells to new FCC terms (BROADCASTING, March 1).

"I realize the tremendous responsibilities on the FCC and I assure you that I will give these problems serious and prompt attention," Mrs. Reid said.

Senator Pastore repeated another concern that he expressed at the Wells-Houser hearing—that he hoped the Nixon administration would consider appointing a black FCC commissioner. He added, however, that this has nothing to do with Mrs. Reid's nomination.

Senator Charles Percy (R-Ill.) and House Minority Whip Leslie C. Arends (R-Ill.) testified to Mrs. Reid's qualifications. Senator Percy said her "diligence and attention to detail in her committee work should serve her well" on the commission. He added that Mrs. Reid has a keen interest in the problem of violence on television. Mr. Arends told the subcommittee she will make an "excellent" FCC member, praising her "conviction and good judgment."

Mrs. Reid's nomination is expected to be favorably reported out of the Commerce Committee and approved by the Senate. She does not plan on joining the FCC until October, however, because she wants to complete her Appropriations Committee duties.

would enable them to make that measurement.

The programing categories on which the petition asks that licensees be required to list their spending are news, public affairs, "other programs" (exclusive of entertainment and sports), and all local programing. The present form requires only that broadcasters report on "broadcast expenses;" the petition says that the information generated by that question is too imprecise "for an accurate evaluation of programing expenditures, profits and revenues."

The petition recalls that the commission recognized an "essential link between programing and profits" in denying the proposed sale of KTVH-TV Hutchinson, Kan., from the Minneapolis Star & Tribune Co. to WKY Inc., owner of WKY-TV Oklahoma City. The commission found that KTVH-TV had devoted 33% of its gross revenues to programing, and WKY-TV 26%. The transfer was turned down on a number of grounds, including concentration of control of media (BROADCASTING, Dec. 15, 1969).

And the U.S. Court of Appeals in Washington recognized the "link" in its decision invalidating the commission's policy statement on comparative hearings involving renewal applicants, the petition points out. Asserting that the commission could reward the "superior service" of licensees being challenged at renewal time, it said that "one test" of such service should be the extent to which the incumbent has reinvested profits in service to the public (BROADCASTING, June 14).

The commission is authorized by law to keep confidential the financial information it obtains from broadcasters.

However, it has on occasion made individual reports public in response to petitions showing a need to know.

The petition contends that the "persuasive showing" required for disclosure "is often difficult for the average citizen group to make"; three separate rounds of pleadings may be required. Even when the prescribed procedures are followed, it adds, the commission often denies access to the information.

The petition asserts that a station's financial position may hold the key to whether a citizen group files a petition to deny a renewal application. It notes that a group may be faced with applications "from dozens of local stations" and should not be forced to proceed against all of them, "only to find at some later date that many were devoting adequate percentages of revenue to local programing."

In a proceeding that was a factor in inspiring the petition for rulemaking, the Stern firm has petitioned the commission to disclose the financial reports of three Albuquerque, N.M., television stations for the years 1969-71.

The firm, as counsel for the Alianza Federal de Pueblos Libres, says the information is critical to a decision to oppose the renewal applications for the stations—KOB-TV, KOAT-TV and KGGM-TV. New Mexico licenses are due for renewal on Jan. 1, 1972, and the deadline for petitions to deny them is Sept. 1.

The Alianza says its principal purpose is to eliminate discrimination against Mexican-Americans and that Albuquerque television stations "have not devoted an adequate portion of their time, or resources," to their problems.

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DAY-PART AUDIENCE SUMMARY, TOTAL SURVEY AREA



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



Hulbert will succeed Paul Haney

First meeting of new NAB executive committee names Wasilewski assistant to PR post

The appointment of James H. Hulbert as executive vice president for public relations was announced by Vincent T. Wasilewski, president of the National Association of Broadcasters last week.

Choice of Mr. Hulbert, who for the last seven years has been vice president and assistant to the NAB president, was confirmed by the new seven-man executive committee of NAB at its first meeting in Washington on July 22.

The executive committee also instructed the NAB staff to commence action to persuade Congress to enact legislation to protect broadcasters from "harassment" at renewal time. The move is considered a change of priority; last month the joint board told the staff to work with the FCC to recoup the commission's policy statement on renewals that had just been overturned by a federal court.

Naming of Mr. Hulbert to the public relations post seems to be contrary to speculation that the association would restructure its organization to place

public relations under Grover Cobb, now executive vice president for station relations ("Closed Circuit," July 12). Although both Mr. Wasilewski and Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., NAB chairman, insist that the move does not deny that speculation, neither would agree that additional moves are in view. But other sources at NAB and among broadcasters see the Hulbert move as required at the present time, because a reorganization so soon after the establishment of the three executive vice presidencies earlier this year would be considered an admission that the original reorganization was a mistake.

Mr. Hulbert succeeds Paul Haney, who is leaving NAB Aug. 15. Mr. Haney joined NAB last February as part of the executive triumvirate that includes Paul A. Comstock as executive vice president for government relations, as well as Mr. Cobb.

A resident of Washington since infancy (although born in St. Joseph,

Mo.), Mr. Hulbert is a 1948 graduate of Harvard University with a masters degree in 1950 from Harvard Graduate School of Business Administration. He was an editorial assistant in the White House during President Truman's last year there, and for two years thereafter was with NBC's WRCA-AM-TV (now WNBC-AM-TV) New York, working as producer and director, production manager and then as assistant to the station manager. He joined NAB in 1954 as assistant manager of the association's Broadcast Management Department, becoming manager of the department in 1960. He was named assistant to then NAB President LeRoy Collins in 1963 and became a vice president in 1967, continuing in the same post for Mr. Wasilewski. He is the author of two novels, "Noon on the Third Day," published in 1963, dealing with Washington politics, and "The Disputed Barricade," in 1966, a story of a labor union during the Depression.

In its resolution on license-renewal policy, the NAB executive committee urged Congress to enact laws "to provide that broadcast stations with a record of service in the public interest will not be subjected to procedural harassment or erosion of journalistic freedom." This last relates to reported harassment at renewal time directed at stations that take vigorous editorial positions in their communities.

Mr. Wasilewski noted that NAB had no hope that Congress would act this year, but he expressed the hope that it would in 1972.

The NAB move came after it became known that the FCC had decided not to try to overturn the court decision that held illegal a policy statement by the agency in early 1970 that stated that where a licensee demonstrated that he had provided "substantial service" to his community he would be virtually assured of renewal notwithstanding any challenge (BROADCASTING, June 14).

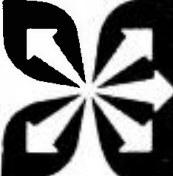
The NAB executive also approved the holding of "mini-conferences" of radio stations similar to the successful TV meetings that have been held by William Carlisle, NAB vice president for TV, during the past year. The committee noted, however, that these meetings, as well as further TV meetings, should take place after the October-November regional meetings.

Changing Hands

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 57).

- WLEW-AM-FM Bad Axe, Mich.: Sold



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71-29

by John F. Wisner and James B. Muehlenbeck to A. Arthur Aymen and Nancy P. Aymen for \$350,000 plus 50% of accounts receivable. Ten-year covenant not to compete is included in the consideration. Mr. Aymen has been an employe of WHLS-AM-FM Port Huron, Mich. Mrs. Aymen is a housewife. WLEW(AM) is full time on 1340 khz with 1 kw day and 250 w night. WLEW-FM operates on 92.1 mhz with 3 kw and an antenna 210 feet above average terrain.

▪ **KATR(AM)** Eugene, Ore.: Sold by Genevieve de Dampierre Casey, Diana Crocker Redington and William H. Crocker II to Westone Broadcasting Inc. for \$225,000. Mrs. Casey has a 50% interest in KSHA(AM) Medford and a 25% interest in KAPT(AM) Salem, both Oregon. Mrs. Redington has a 25% interest in those stations and Mr. Crocker has a 25% interest in KSHA only. The principals of Westone Broadcasting include Phillip W. Zonne and Willard A. Hargan (general partners) and John F. Marten Jr., Mavis Marten Parrish and Margery M. Richard (limited partners). Mr. Zonne has an interest in various CATV, microwave and land development businesses. Mr. Hargan is a one-third interest holder in a media consultancy and has interests in a CATV firm now procuring franchises in three California cities. Mr. Marten has a majority interest in a securities brokerage firm. Mrs. Parrish and Mrs. Richard are housewives. KATR operates on 1320 khz with 1 kw day.

▪ **KMND-AM-FM** Mesa, Ariz.: Sold by C. W. Pratt to Dwight Tindle, Rick Muth and Eric Hausenstein for \$195,120. Mr. Hausenstein is a salesman for WEBN-FM Cincinnati, Mr. Tindle is making an initial broadcast venture. Mr. Muth is sales manager of WEBN-FM. KMND(AM) is a daytimer on 1510 khz with 10 kw. KMND-FM is on 93.3 mhz with 100 kw and an antenna 1,550 feet above average terrain.

▪ **KFOA(FM)** Honolulu: Sold by George M. Mardikian and others to John Hutton Corp. for \$130,000. John H. Weiser Jr. is president of John Hutton Corp., which is also the licensee of KUMU(AM) Honolulu. KFOA operates on 94.7 mhz and has a construction permit for 60 kw. It has an antenna 140 feet above average terrain.

Newark finds funds to run WNJR temporarily

The city council of Newark, N.J., last Thursday (July 22) appropriated a \$250,000 budget to permit the city to operate black-oriented WNJR(AM) for 120 days, beginning last Friday.

The station had stopped broadcasting after the FCC had ordered revocation of

its license, held by Continental Broadcasting Inc., subsidiary of Rollins Inc., Atlanta, because of WNJR's alleged "gross misconduct and fraud" through misrepresentation of advertising contracts. On July 16 the FCC granted Newark temporary authority to operate WNJR for 120 days on a nonprofit basis pending choice of an interim operator (BROADCASTING, July 19).

The city then was not able to begin operations of the station immediately, a spokesman said, because it did not have the necessary funds. City officials went before the Newark city council on Wednesday night (July 21) but that session adjourned without a commitment for funds. The council scheduled a meeting on Thursday (July 22) with Mayor Kenneth A. Gibson to obtain more specific information on the budget and how it would be spent.

City officials then said that any "slush fund" approved by the council to operate the station would be paid back out of profits from station operations.

Breather on affiliates rule

The FCC's ruling governing the relationship of unaffiliated television networks with unaffiliated stations in three-station markets will not go into effect until Aug. 1. The commission has extended the effective date of the rule, which was to have gone into effect July

15, in response to several petitions for reconsideration. The rule, released April 1, specifies that the networks with no primary affiliation in a three-station market must give first-call right to the unaffiliated station (usually a UHF) in the market for the first 15 hours of prime-time and weekend and holiday sports programs, before the two-affiliated stations are given access to the remainder of the unaffiliate network's programs.

Media alternative in Washington

Video tapers experiment with putting communications in the 'hands of the people'

A fledgling alternative-media group in Washington is developing a program of software for social change. In a demonstration on a downtown street corner last Thursday (July 22), the Community Video Center displayed the results of its first attempts at placing "media communications in the hands of the people."

Most attention focused on the showing of a video tape made during the May Day demonstrations in Washington this spring. Viewers were exposed to

25

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scenes not shown on the network coverage, such as inside a bus on the way to a detention center, or interviews with demonstrators while in police custody (the camera crews were also under arrest).

Begun in October 1970 in cooperation with Federal City (Washington) College's division of community education, CVC was invited by Partners of the Americas to tape its fifth inter-American conference in Costa Rica earlier this year. A series of programs were produced to aid in training handicapped and retarded persons for useful roles in Latin American society.

The Costa Rican minister of labor and social affairs also asked CVC to prepare a half-hour program on needed prison reforms. It included interviews with inmates bitter about prison conditions and poor treatment not so much by guards but by other prisoners. The program was broadcast on a Costa Rican TV network and, a CVC spokesman said, was received very well by the population at large.

The Central American/Panamerican Nutrition Institute requested CVC tapes of its food programs in operation to improve mental health in Guatemala.

Such programs demonstrate the possibility for "sharing exercises in self-expression and problem solving across cultural and linguistic barriers," CVC said.

On the local level, CVC plans to initiate the First National Video Bank, in cooperation with the District of Columbia public library system. Designed to involve the greatest number of people in the communication process, the FNVB will catalogue and store for playback the results of experiments with portable VTR equipment, much the way libraries store and retrieve information today.

This ABM makes little headway

Members of the California Broadcasters Association found their annual meeting in Monterey picketed by a group warning them to pay more attention to service to their communities and less to profits—and offering to help, at no charge, make their programing "more community oriented."

The Alternative Broadcast Management Group, composed of representatives of commercial and noncommercial radio stations, said in a statement handed to the CBA delegates that poor blacks, chicanos and Indians regard the "donation" of frequencies to broadcasters "for the sole purpose of making a million bucks" for those broadcasters "is outrageous, ominous, and cause for violence."

The statement said ABM members

had the experience to provide broadcasters with the techniques needed to make public-service programing "rich and thoughtful, and meaningful and involved." The statement also said ABM members would not charge for such assistance, adding: "We want to give you no excuse to refuse."

One of the ABM members, Lorenzo Milam, of commercial KTAO(FM) Los Gatos, Calif., said broadcasters attending the meeting "engaged us in dialogue . . . good dialogue."

Any requests for help, though? "Absolutely none."

WGCA renewal appeal finds no court favor

The FCC's denial of license renewal for WGCA(AM) Calhoun, Ga., licensed to Gordon County Broadcasting, has been upheld by the U.S. Court of Appeals for Washington.

The commission denied renewal on grounds that Gordon County had consistently failed to file financial reports and had ignored commission correspondence on the matter, and had participated in a strike application aimed at blocking the emergence of a new station in Calhoun. The commission had noted the 1 kw daytimer was at the time on a one-year probationary license for failure to file financial reports.

Gordon County had appealed in response to the commission's refusal to allow it to introduce new evidence to contradict the charges relating to the strike application.

The court, in a brief, unsigned opinion, said the commission's decision

was justified on the basis of Gordon County's "repeated and willful disregard of commission's regulations, as well as Gordon County's consistent failure to answer inquiries relating to these failures to file." The strike issue did not have to be considered, the court said.

The commission's decision on Oct. 31, 1969, came in a comparative hearing in which a competing applicant, John C. Roach, sought a construction permit for a station on the frequency on which WGCA is operating, 900 khz. The commission originally denied Mr. Roach's application on the ground that Mr. Roach had failed to ascertain community needs. Mr. Roach appealed that decision, but he and the commission later asked that the case be remanded to permit him to amend his application in conformity with the commission's primer on ascertainment of community needs.

P&S moves to Denver

Pacific & Southern Broadcasting Co. announced last week it has moved its operational headquarters from New York to Denver, effective July 15, and has located in the Denver Technological Center ("Closed Circuit," April 5).

Arthur H. McCoy, president, said Denver is "geographically well situated" for the company, which also will maintain facilities in New York, Los Angeles and other cities. Pacific & Southern's stations are KIMN(AM) Denver; WQXI-AM-FM-TV Atlanta; KHON-TV Honolulu; WSAI-AM-FM Cincinnati; WWDJ(AM) Hackensack, N.J.; KYXI(AM) Portland, Ore.; and KKDJ-FM Los Angeles.

Media notes:

Religions resources ■ Applications for financial grants are being accepted by the Catholic Communications Foundation, New York, from individuals and organizations serving the broadcasting apostolate of the church. The Most Reverend John A. Donovan, bishop of Toledo, Ohio, board chairman of the CCF, said the foundation has given grants totaling \$174,000 over the past two years. A panel of communications executives will review all applications, which must be received by the CCF at 405 Lexington Ave., Suite 4200, New York 10017, Mr. Lowell L. Sammons, Coordinator, before Oct. 1, 1971.

Lexington changes ■ Two Lexington, Ky., radio stations have switched network affiliations: WLAP(AM), formerly an NBC affiliate, joined CBS Radio, and WVLK(AM) moved from CBS to ABC's American Information Network. WLAP, owned and operated by Illinois Broadcasting Co., broadcasts with 5 kw power

daytime and 1 kw nighttime on 630 khz. WVLK operates with 5 kw daytime and 1 kw nighttime on 590 khz and is owned by Bluegrass Broadcasting Co.

New home ■ Noncommercial WTVS(TV) Detroit has acquired the former studio and office facility of WDEE(AM) and WJBK-TV, same city, from Storer Broadcasting Co. The building will be used as a new public broadcasting center, beginning in the fall of this year. The \$750,000-purchase was made possible by grants from the Kresge Foundation of Detroit and the Ford Foundation.

More for MBS ■ The Mutual Broadcasting System reports it has signed 11 new affiliates. The additions include: WRHC(AM) Jacksonville, Fla., KLOM-FM Lompoc, Calif., WVAM(AM) Altoona and WBUX(AM) Doylestown, both Pennsylvania, WLGK-AM-FM Logan, Ohio, WMRO(AM) Aurora, Ill., WLTH(AM) Gary, Ind., WHSL(AM) and WWIL(AM) Wilmington, N.C., and KOKY(AM) Little Rock, Ark.

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A long, cold summer on political reform

The forecast is dim for any measure to emerge from either side of the Hill before Congress goes on vacation

The hopes of House and Senate Democratic leaders that a political-spending bill would get to President Nixon's desk before the summer recess faded last week as the Senate bogged down in other legislation, and it became apparent that the House Commerce Committee would not report its bill to the floor until after that month-long recess which begins Aug. 6.

Meeting last Monday (July 19), the Senate Democratic leadership decided to move the political-spending bill ahead of another piece of legislation (a bill guaranteeing loans to failing major corporations) for consideration on the floor. The Democrats were fearful that Republicans wanted to kill the campaign-reform measure—or at least stall it. The Republicans were anxious to take up the loan-guarantee measure that the administration wants passed by the recess. Subsequently the party leadership decided on a compromise. In return for placing the loan bill ahead of the campaign-spending measure, the Democrats asked for unanimous support of a "consent agreement" involving the political-spending bill.

That agreement, approved last Wednesday (July 21), stipulates that when the bill (S. 382) comes to the floor, it will "be considered as having been amended in the form as reported by the Committee on Rules and Administration, and that the bill as thus amended [will] be treated as original text for the purpose of further amendment. . . ." Also under the agreement, Senator John O. Pastore (D-R.I.) would be entitled to immediately offer a substitute for the entire bill. Senate sources said last week that such a substitute would probably be identical to the political-spending bill reported out by Senator Pastore's Communications Subcommittee. Any motion to table Senator Pastore's amendment would not be permitted.

The consent agreement goes further. Other bills could be considered "at any time during the consideration of S. 382" at the discretion of the leadership. And, the agreement limits debate on S. 382 to 16 hours (to be divided equally between the leadership or their de-

signees) and with a few exceptions limits debate on any one amendment to 30 minutes.

One of those exceptions limits debate to three hours on each of two amendments that may be introduced by Senator Winston L. Prouty (R-Vt.). A spokesman said last week that introduction of the Prouty amendments hinges on whether Senator Pastore is successful in substituting the Commerce Committee's version of the bill for the Rules version for floor consideration. He added that Senator Prouty's amendments would probably be identical to some of those he offered during the Rules markup of S. 382.

Here is a summary of the principal provisions of S. 382 as amended.

- Imposes separate limits on broadcast and nonbroadcast spending by

federal-office candidates—five cents per eligible voter or \$30,000 whichever is greater. However, a candidate could combine the limits and allocate them as he chose.

- Suspends Section 315 of the Communications Act for all federal-office candidates, provided they are given flexibility in choosing program formats.

- Empowers FCC to revoke licenses of stations that fail to allow candidates "reasonable" access.

- Authorizes General Accounting Office to handle financial reports.

- Places no limit on individual contributions.

- Requires media to charge candidates their lowest unit rates.

Those attending the Democratic leadership meeting included House Ways and Means Committee Chairman

Quaal wants ban on political spots

A prominent Midwestern broadcaster has called on the National Association of Broadcasters to ban the use of 30- and 60-second spots by political candidates.

Ward L. Quaal, president of WGN Continental Broadcasting Co., said he wants the NAB TV and radio codes amended to prohibit stations from accepting any political statements that are less than five minutes in length in time for the 1972 election.

"I am fearful that unless such a plan is implemented," he told members of the San Diego Advertising Club last week, "we will have the same misunderstanding, distortion of issues and confusion" that occurred in the 1968 election campaign. Spot announcements by political candidates in 1968, Mr. Quaal said, "represented a pitiful reflection upon political leaders and a demonstration of total irresponsibility."

No candidate, Mr. Quaal said, can address himself adequately to his program in the course of a 30- or 60-second announcement. Also, he added, a candidate with heavy financial backing can saturate TV and radio in his area by buying spots.

"It is rather silly," Mr. Quaal said,

"if we apply certain standards for shaving creams, dentifrices, gasoline, detergents, pharmaceutical products and intimate apparel and ignore an area which involves the election to office of the man who will lead this great Republic in the month and years to come and who is really the most powerful man on earth."

Mr. Quaal noted that he instituted this policy in 1952 at what is now Avco Broadcasting Corp., and in 1956 at the WGN Continental stations (WGN-AM-TV Chicago, KDAL-AM-TV Duluth, Minn., and KWGN-TV Denver).

Mr. Quaal's recommendation is not the first along these lines. A number of congressmen and senators, as well as political analysts, have expressed the view that 30- and 60-second spots should be banned in political campaigns. The latest was Senator Vance Hartke (D-Ind.) during the political-spending bill hearings by the Senate Communications Subcommittee last spring (BROADCASTING, March 8).

The subject is expected to come before the NAB's TV and radio code boards—the radio board on Sept. 21 in Denver; the TV board, Dec. 9-10 in Phoenix.

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Wilbur Mills (Ark.), Senate Finance Committee Chairman Russell B. Long (La.), Senate Communications Subcommittee Chairman John O. Pastore (R.I.) and House Communications Subcommittee Chairman Torbert H. Macdonald (Mass.).

At the meeting, they argued that some of the Commerce Committee's provisions that were changed in the Rules Committee should be put back in the bill—principally the strict spending limits of five cents per eligible voter for broadcast and nonbroadcast media, and suspension of Section 315 of the Communications Act only for presidential elections.

And, according to one Hill source, it was agreed that once the Senate and House bills were passed, differences between the two measures could be ironed out in conference.

Senate sources were reluctant to speculate on when S. 382 might come to the floor, explaining that it is difficult to tell how long the Senate will be tied up on the loan-guarantee legislation.

And the chances that the House political-spending measure will get to the floor appear even dimmer. The bill (H.R. 8628) was reported out of Mr. Macdonald's subcommittee to the parent Commerce Committee virtually unchanged (BROADCASTING, July 12). It is likely to stay there until after the recess. Reportedly, Committee Chairman Harley O. Staggers (D-W. Va.) is holding up action on the bill because he still nurses resentment against the House leadership for voting to recommit to Commerce his proposed contempt citation against CBS and its president,

Frank Stanton (BROADCASTING, July 19). However, Mr. Staggers last week denied this. He told BROADCASTING that the committee will be tied up with other matters until after the upcoming recess.

H.R. 8628, sponsored by Mr. Macdonald, would repeal Section 315 for presidential and vice-presidential candidates, and limit to 10 cents per eligible voter the amount a federal-office seeker could spend for a primary or general election. The bill stipulates, however, that no more than half that amount can be spent on the broadcast media. In addition, it requires the media to charge candidates their lowest unit rate. And, if the nonbroadcast media make space available to one candidate, they must make it available to the opponent at the same rate.

Meanwhile, the House Elections Subcommittee under Chairman Watkins M. Abbitt (D-Va.) last week wound up its hearings on political spending. At the hearing last Tuesday (July 20), Representative Jonathan Bingham (D-N.Y.) told the subcommittee that S. 382 is "a good start toward comprehensive campaign reform legislation." He indicated, however, that he favors an expanded version of that bill.

Last Wednesday (July 21), Mr. Bingham introduced a bill that is identical to the Senate's measure, except for three changes. The spending limits are five cents per eligible voter, or \$15,000, whichever is greater, for broadcast spending. The same limit applies to nonbroadcast spending including all other expenses connected with the campaign (such as postal, travel, telephones)

rather than just print media spending.

In addition, Mr. Bingham's bill provides for a Federal Election Commission to handle financial reports, and imposes limits on individual contributions (\$5,000 for House candidates; \$5,000 to \$15,000 for Senate candidates, depending on size of state, and \$25,000 for presidential candidates).

Representative Les Aspin (D-Wis.) has also introduced a campaign-spending bill based on the Senate measure. His bill (H.R. 9768) would give challengers 50% more campaign funds than incumbents. Challengers for the House or Senate could spend 15 cents per eligible voter or \$90,000, whichever is greater. Incumbents would be limited to 10 cents or \$60,000, whichever is more. All presidential candidates would be limited to 10 cents per eligible voter.

A spokesman said last week that the House Administration Committee, parent of the Elections Subcommittee, will be considering the campaign-reform measures before it and, hopefully, will report a bill to the floor before the recess. One of the measures under consideration is the bill (H.R. 8284) introduced by Mr. Abbitt and Representative Wayne L. Hays (D-Ohio), chairman of the parent committee. It places a ceiling of \$30,000 on contributions and expenditures by House candidates. Senate or "at-large" House candidates could spend \$30,000, or six cents per person in their state, whichever is greater. Presidential candidates and their running mates could spend six cents per person in all the states with no restriction on how funds are to be used.

A thorn in spot's side?

New York broadcasters hear that freed prime time may be more bane than boon to sales

Warnings were sounded last week that TV stations banking on a strong fourth quarter in spot this year to snap them out of the economic doldrums (BROADCASTING, July 19) may have an additional sales burden, courtesy of the FCC.

Participants in a TV session at the New York State Broadcasters Association's executive conference in Cooperstown aimed their fire at the FCC's prime-time access rule, which gives them additional periods to sell locally in prime time next fall.

Spokesmen for major-market stations especially noted a resistance they are encountering from advertisers. They said advertisers have gone so far as to point out that the half-hour returned

to stations in early evening time is no longer considered by them as "prime time," as contrasted to network programming, and say they believe they ought to receive rates usually reserved for fringe time.

But, said the station operators, "we are paying prime-time rates for product and are entitled to prime-time rates from advertisers."

One participant, Larry Gershman, general sales manager of WNBC-TV New York, said experience thus far would appear to indicate that a mixture of barter and purchased programs is the healthiest approach to programming the new prime-time periods.

Leslie G. Arries Jr., vice president and general manager, WBEN-AM-FM-TV

Buffalo, however, disagreed with a policy of accepting advertiser-syndicated shows saying they serve to divert advertisers' money that otherwise would be allocated to conventional spot buying.

According to spokesmen for both large-sized and medium-sized markets, there is a possible trend in the making of local sponsors buying whole shows (including shows in the new prime-time periods available). This buying is a return full-cycle, they said, to advertisers seeking identification with shows.

Also discussed in the informal session was a move by some broadcasters toward selling four positions instead of six in the new prime-time periods, a course generally agreed to be preferred

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but only if stations obtain the same total money for the four as they would for six. They also concurred that "too many commercials in a program are antagonizing advertisers," but said the "big, major-market stations must take the lead" in reducing the number of spot positions in a show.

Morris S. Kellner, managing director of the Station Representatives Association, who led a session on creative selling, warned that some national ad agencies in opening up more branch offices appear to be doing so "in order to deal directly with stations. Why? At least one reason is the thought that they can get better rates from you that way, retail rates, or local rates."

The move of various major ad agencies to set up regional offices and buy locally for products to be advertised in those markets has been of increased concern to some station representatives. Among the agencies mentioned: J. Walter Thompson, Young & Rubicam, Dancer-Fitzgerald-Sample and McCann-Erickson, with markets affected said to include Los Angeles, Atlanta, Washington-Baltimore, San Francisco, Seattle and Portland ("Closed Circuit," July 19).

Mr. Kellner questioned the validity of stations continuing to quote local rates to advertisers locally.

He suggested that stations revise their thinking by coordinating their sales effort into a "single sales team located all over the country." "When you allow the life blood of part of your sales force to be diluted," he said, "you're in danger of having no sales force, or for sure a weaker sales force, at the decision making levels."

The thrust of Mr. Kellner's presentation was that traditional boundaries between national and local advertising—particularly in the national retailing field—have become "blurred." He said stations must "refocus and get a new sighting on the real target—the new marketing structure of the nation."

As an example of changes under way, Mr. Kellner reviewed differing methods by which various retailing chains and discount houses buy the bulk of their advertising. He noted that with growth of chains, there has been a directly related centralization of operations with advertising decisions made increasingly "at levels and distances beyond the reach of local media salesmen."

In stressing new modes of station selling to keep up with changes, Mr. Kellner cited a station approach that integrates the sales-force efforts of both the station and its rep. He said all of the salesmen in this method are compensated on the station's total, nonnetwork sales volume with selling coordinated on all levels without bickering

as to who earned the commission. Under the new arrangement—assuming that the station's business had been half local and half national—the rep and the local salesmen get paid at half their prior rate of commission.

During this discussion, Mr. Kellner drew attention to Penney's which, he said, has acknowledged that its store managers use radio and TV to advertise selected items but not if this means a cutback on newspaper budget. The store managers, he said, think broadcast is something to use with new money, when increased advertising dollars are available. "That's not an encouraging word for us," he said.

Penney's, he said, in centralizing its buying, is now relying on its agency, LaRoche, McCaffrey & McCall, New York, to provide the information it needs in radio and TV. He noted figures estimating Penney's newspaper budget at \$80 million as against an estimated \$2.4 million in radio and \$3.1 million in TV.

In another session—largely technical—during the July 19-21 conference, John B. Summers, general counsel of the National Association of Broadcasters; Egmont Sonderling, president of group-owner Sonderling Broadcasting Co., New York, and Richard Shibben, of FCC's renewal branch in the Broadcast Bureau, discussed problems for stations in preparing for FCC license renewal.

Mr. Sonderling at one point put aside his prepared remarks to plead for a "well-paid lobby in Washington and a big public relations effort to show that broadcasters are not the scum of the earth."

ABC Radio sales gain

ABC Radio reported substantial gains in sales last week for the first half of 1971 over 1970, and said approximately 30 new advertisers have bought schedules on at least one of the four network services.

Listed among advertisers new to ABC Radio this year were Brach Candies, Bristol-Myers (Tanya, Vitalis, Chrysler, Colgate-Palmolive, Axion, Brite Side), Ford Motor, General Foods (Maxim, Instant Maxwell House), Goodyear Tire & Rubber, Gulf Oil, Howard Johnson, Nabisco, Libbey-Owens-Ford, Eastman Kodak and Shell Oil.

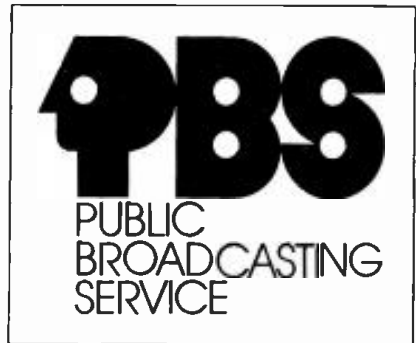
Walter A. Schwartz, ABC Radio president, said that advertisers buying ABC Radio exclusively and for the first time this year include Breck, Bekins Movers, Gillette (Dry Look, Right Guard, Lemon-Up), *Success Unlimited* magazine, Norwich Pharmaceutical (Unguentine), Shulton (Old Spice, Desert Flower), Noxell (Therablum) and Lehn & Fink (Stridex).

Noncommercial TV buys commercials

PBS plumps its programs in prime-time news, on ABC, CBS and NBC

The Public Broadcasting Service, in its second year as a network for the nation's 205 noncommercial television stations, announced last week that it will become a commercial television-network advertiser this fall.

An extensive network, spot-TV and print campaign is set to begin Oct. 3 and run through Oct. 17. Twenty-six spots will be placed on the commercial



network's nightly news broadcasts—the Howard K. Smith-Harry Reasoner report on ABC-TV, Walter Cronkite news on CBS-TV and *NBC Nightly News*. In addition, there will be spots Sunday on CBS's *Face the Nation* and on NBC and CBS sports programming. The 30-second commercial will be run Sunday through Thursdays, PBS's broadcast week, and advertise the network's offerings for the evening they appear. PBS will supplement the network-TV buy with 32 spot buys in New York during the two-week period. An extensive print campaign will run simultaneously in the top-10 broadcast markets.

Edward L. Morris, director of public information for PBS, said this will be the first time that public television has purchased commercial time to advertise its own program offerings. The spots were sold to PBS at "tremendous rate breaks," according to Lawrence K. Grossman, who heads PBS's advertising agency, Lawrence K. Grossman Inc., in New York. He said \$625,000 had been allocated for the campaign.

PBS last week also unveiled its logo, to be used in all commercial spots (see above). The new logo, using a stylized human head for the letter P in PBS, is aimed at stressing the "public" in public broadcasting service, according to Mr. Morris. The design, created by Ernie Smith of Lubalin, Smith & Carnase, will be used in all PBS advertising.

URGENTLY NEEDED: JOBS

TV-NEWS CAMERAMEN



Under the watchful eyes of seasoned TV-news professionals thirteen students of The Community Film Workshop Councils Careers Training Program funded by the Office of Economic Opportunity (OEO) have just completed an intensive course in Broadcast Journalism. They have been well grounded in the techniques of TV-News-filming/reporting, editing, sound, lighting, and TV-News writing.

Former graduates of The Careers Training Program have been hired by stations throughout the country including, WSOC-TV, Charlotte, N.C., WOR-TV, New York, WCPO-TV, Cincinnati, WMAL-TV, Washington, D.C., WCCO-TV, Minneapolis, Minn., KTVU-TV, Oakland, Cal., KAIT-TV, Ft. Smith, Ark.

Contact:

Charles Jefferson
The Community Film Workshop Council
112 West 31st Street
New York, N.Y. 10001
[212] 239-4420

Cheerleading for standard invoices

WCIA(TV) has much praise for TVB-AAAA forms, claiming high efficiency

WCIA(TV) Champaign, Ill., which adopted the new Television Bureau of Advertising-American Association of Advertising Agencies standard invoice form three months ago, lauded the system last week for speeding up collection of national spot billings and making spot easier and more economical to buy.

Guy F. Main, executive vice president of Midwest Television Inc., which owns and operates the station, said that in the first three months WCIA "billed nearly 400 national spot invoices—and had to revise and rebill just one, because of a minor, human error."

He reported that payment of current bills is up 10% and collections in the second month have increased even more, and he said he expects both features "to continue to improve as agencies become increasingly familiar with the system." He pointed out that agencies appear to be making "a genuine attempt to process the standard invoice forms first, as we were assured would be the case."

WCIA produces the form on a National Cash Register billing machine programed for TV billings and closing application. The NCR system also enables the station to produce a sophisti-

cated, aged accounts-receivable trial balance by agencies, showing what the various agencies owe for each individual client.

"National spot buying is a complicated process at best, and the cost of processing spots has risen over the years more than many of us realize," Mr. Main said. "But the new standard invoice system increases efficiency, reduces handling costs, speeds collections, ties into traffic via a standardized numbering system for commercials and fits in well with final Sunday billing. With it, there is no longer the danger that a very valuable advertising medium will be priced out of the market."

Other TV sales executives last week tended to feel that while WCIA's results with the standard forms and final-Sunday billing may look exaggerated to some stations, they probably appear conservative to others, probably depending on the agencies involved. More and more big agencies, they said, are giving priority to bills submitted on the standard invoice forms.

The standard forms were introduced more than a year ago but acceptance received its biggest impetus with this year's introduction of the practice of making each month end, for billing purposes, on its final Sunday. TVB officials say that more than 400 stations now use final-Sunday billing and that approximately 140 have already adopted the standard invoice form and another 140 are committed to do so, indicating that more than half the commercial TV stations are simplifying accounting via this new method.

Newest from TVB: Spot values up

Latest 'Planning Guide' cites spot buying as better bargain than ever

Figures from a new study to be released by the Television Bureau of Advertising this week show that spot TV offers "greater efficiencies" than a year ago because of growing audiences and declining costs to advertisers.

The study, being released in conjunction with the second edition of TVB's *Spot Television Planning Guide*, cites a typical 30-second campaign in the top-50 markets and compares it with one a year ago in terms of audience delivered, costs and cost-per-thousand.

It shows that the audience delivered ranges from about the same in late evening and weekend daytime to an increase of 6.3% in early evening and up to 13.9% in nighttime. Costs run from a 5.4% increase in nighttime to a 20.8% decrease for late evening. TVB said that the cost-per-thousand ranges from a 7.4% decline in nighttime to a 21.2% decrease in late evening.

The TVB study is based on typical schedules and costs provided by station-representative members of the bureau and on audience estimates obtained from Nielsen Station Index data.

The second edition of the *Spot Television Planning Guide* (formerly called the *Spot Television Buying Guide*) will



The beginning, middle and end result of WCIA's newly adopted system of ad billing and collection. At left, Guy F. Main, executive vice president of Midwest Television, licensee of WCIA, and former TVB board chairman, demonstrates the unit whose standard invoice form includes all billing information on one sheet. As work orders come in (center), billers like Patricia Birchfield employ the NCR TV Billing Machine to enter onto the invoice the actual time of

the spot and the ad rate, or a credit figure if the ad did not run. Final invoice forms are then ready for signature by WCIA's chief accountant David A. Hunker (right), and mailing to clients. After introduction of the ad billing data, the machine unit independently updates the cumulative account balance, computes commissionable and noncommissionable charges, total bill, agency commission and net due. Reconciliations are in dollar amounts with explanations.

be available shortly. The guide is intended for use by agencies and advertisers in the planning stages of a spot-TV purchase and provides information on costs, ratings, homes and people reached, cost-per-thousand and cost-per-rating-point.

30 seconds	1970	1971	% change
Early evening			
cost	\$ 8,116	\$ 7,457	- 8.1
homes (000)	4,553	4,840	+ 6.3
cost per 1,000	1.78	1.54	-13.5
Nighttime			
cost	\$20,565	\$21,667	+ 5.4
homes (000)	6,112	6,959	+13.9
cost per 1,000	3.36	3.11	- 7.4
Late evening			
cost	\$ 6,658	\$ 5,274	-20.8
homes (000)	2,762	2,774	+ 0.4
cost per 1,000	2.41	1.90	-21.2
Daytime Mon.-Fri.			
cost	\$ 3,304	\$ 2,979	- 9.8
homes (000)	2,207	2,320	+ 5.1
cost per 1,000	1.50	1.28	-14.7
Daytime weekend			
cost	\$ 6,164	\$ 5,710	- 7.4
homes (000)	3,029	3,050	+ 0.7
cost per 1,000	2.03	1.87	- 7.9

Source: TVB study based on typical schedules and costs provided by Station Representative members of TVB. Audience estimates derived from Nielsen Station Index data.

Minor uprising against TV board

Preparation H restrictions prompt open defiance by one code subscriber

A smoldering revolt over the action of the TV board of directors of the National Association of Broadcasters last month when it refused by one vote to approve the carriage of hemorrhoid-preparation advertising by TV stations (BROADCASTING, June 28) burst into flame last week.

H. Ray McGuire, vice president and general manager of WALA-TV Mobile, Ala., announced that he was going to accept Preparation H advertising notwithstanding the board's action. WALA-TV, an ABC affiliate on channel 10, is a member of the TV code. The station is owned by broadcast group owner Universal Communications Corp., the broadcast arm of the Evening News Association (*Detroit Evening News*).

In two letters to A. Louis Read, WDSU-TV New Orleans, chairman of the TV board of the NAB, Mr. McGuire noted that acceptance of hemorrhoid-preparation ads had been recommended by the TV code review board. The TV board has no right to overrule that decision, he contends.

"It is the prerogative, obligation and responsibility of each individual station to decide either to accept or reject anything and everything that is televised over its facilities," Mr. McGuire wrote. "With this thought in mind, plus the fact that our station agrees with the code board's original decision to clear these two Preparation H commercials,

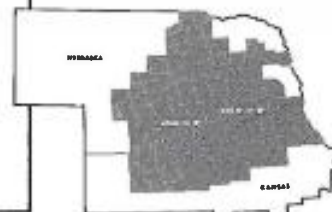
**You're only
HALF COVERED
in Nebraska...**



without Lincoln-Hastings-Kearney

- Check retail sales.
- Check the top station dominance.*
55% Total Day Share, 52% Prime-Time, 63% Early Evening, 75% Late Evening.
- Check with Avery-Knodel

*Source: ARB November, 1970



The Folger Stations
DABNE
 DABDI
 DABDO
 DABDU
 DABE
 DABF
 DABG
 DABH
 DABI
 DABJ
 DABK
 DABL
 DABM
 DABN
 DABO
 DABP
 DABQ
 DABR
 DABS
 DABT
 DABU
 DABV
 DABW
 DABX
 DABY
 DABZ

KOLN-TV / KGIN-TV

LINCOLN, NEBRASKA
1500 FT. TOWER

GRAND ISLAND, NEBRASKA
1049 FT. TOWER

Avery-Knodel, Inc., Exclusive National Representative

Please send

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name _____ Position _____

Company _____

Business Address
 Home Address

City _____ State _____ Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

SUBSCRIBER SERVICE

1 year \$14
 2 years \$27
 3 years \$35

Canada Add \$4 Per Year
 Foreign Add \$6 Per Year

1971 Yearbook \$13.50
 1971 CATV Sourcebook \$8.50

Payment enclosed
 Bill me

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

hous

This is the center spread of the best b

ie ad

roadcast businessweekly in the world.

INA in a big way buys on NBC Radio

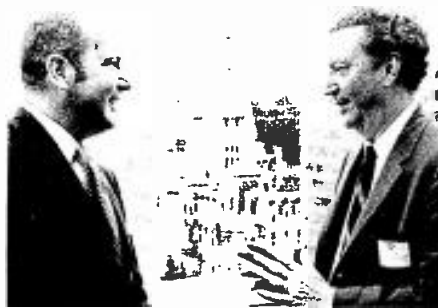
What was said to be the largest individual purchase of radio network time in recent years took place last week. Insurance Co. of North America, Philadelphia, has signed an agreement with NBC Radio to sponsor all NBC News specials and instant-news reports and several regularly scheduled news shows for 16 months, starting Sept. 6, at a cost of \$2.5 million to \$3 million.

The total cost will be contingent upon the number of news specials and instant-news reports NBC Radio originates over the 16 months. Included in the package are NBC News's coverage on radio of the 1972 political campaigns, starting with key state primaries to election night 1972, and the Apollo 16 and 17 moon missions.

INA will begin to sponsor the 8-8:05 a.m. *News On The Hour* each Monday, effective Sept. 6; *David Brinkley Reports* (Mon.-Fri., 6:20-6:25 p.m.), effective Sept. 6; two *Monitor News On The Hour* on Saturday (3-3:05 p.m. and 6-6:05 p.m.), effective Sept. 11; two additional *Monitor News On The Hour* on Saturday (11-11:05 a.m.) and on Sunday (2-2:05 p.m., effective Jan. 1 and Jan. 2, 1972).

In addition, the insurance company will become sponsor of broadcast of the five-minute *News On The Hour* each weekday night, starting Jan. 3, 1972, at varying times between 5 p.m. and 7 p.m.

N. W. Ayer & Son, Philadelphia, is the agency for INA.



The trip from New York to Philadelphia is only 100 miles. But it was worth more than \$2 million to NBC President Julian Goodman, and NBC Radio President, Arthur A. Watson, who made the jaunt to finalize an agreement between NBC Radio and the Insurance Company of America for INA sponsorship of upcoming NBC Radio news programs. Framed against the Philadelphia skyline on a terrace outside the INA headquarters are Sam Boggs (l), vice president, communications, INA, and Mr. Goodman. Below, Charles K. Cox (l), INA president, and Mr. Watson.

Friends of the Earth—joined NBC making the request for an oral argument on the ruling.

The ruling, NBC contended, has industry-wide impact in that it creates great uncertainty regarding the application of the fairness doctrine to all institutional advertising and therefore should be subject to oral argument before the commission.

In addition, NBC argued that in the context of the Esso case broadcasters would be required to take into account the kind of print ads their clients use.

NBC's bid was filed in connection with a petition for reconsideration of the ruling. NBC argued, among other things, that the FCC erred in holding that the commercials discussed a controversial issue; that its ruling ran counter to a court of appeals decision upholding the commission's refusal to apply the fairness doctrine to Army recruitment ads (BROADCASTING, June 21), and that the commission was mistaken in holding that NBC had not maintained adequate program balance on questions which related to the development of Alaskan oil reserves (BROADCASTING, July 5).

Business briefly:

Philip Morris, New York, through Leo Burnett, Chicago-New York, will sponsor one-half of CBS-TV's coverage of the U.S. Open Tennis Championships, Saturday, Sept. 4 (4-6 p.m. EDT), Saturday, Sept. 11 (4-6 p.m. EDT) and Sunday, Sept. 12 (3:30-6 p.m. EDT) from Forest Hills, N.Y. Participating sponsors include AT&T for Yellow Pages, through Cunningham & Walsh, both New York; **Colgate-Palmolive** through Ted Bates & Co., both New York; **STP Corp.**, Minneapolis, through Media Buyers Inc., Des Plaines, Ill.; **Ford Marketing Corp.**, through J. Walter Thompson Co., both Detroit; **Monroe Auto Equipment Co.**, Monroe, Mich., through Aitkin-Kynett, Philadelphia; and **Bank of America**, San Francisco, through D'Arcy-MacManus-Intermarco, New York.

Ford Marketing Corp., Dearborn, Mich., through J. Walter Thompson Co., New York, began a saturation campaign July 22 in what CBS Radio reports is advertiser's first network radio buy. Campaign runs till Aug. 1, has one-week hiatus, resumes Aug. 12 and ends Aug. 22. Company bought 82 announcements, divided equally between minutes and 30-second messages. Programs used include *Morning Report*, *The World Tonight*, *It's Sports Time*, *Correspondent's Report* and *News-on-the-Hour*. Weekend shows also on schedule: *Sports Central*, *U.S.A.* and *Weekend Weather*.

Kinney Shoe Corp., through Frank Sawdon, both New York, plans to in-

I want to inform you, the NAB and the code board that we intend to air these commercials over our station if and when we are successful in securing an order. . . ."

Mr. McGuire said last week that he understood that his station would be given an order shortly.

Mr. McGuire's is not the first code station that is known to be carrying the hemorrhoid advertising; at least six are said by code authority sources to be carrying the commercials, placed and accepted after the code-review board's affirmative action last May. Sources at the John F. Murray Advertising Agency, New York, the agency for Preparation H, reported last week that 55 TV stations are carrying the commercials. The account is spending at the rate of \$800,000 annually, the agency reported. If the commercials had been accepted by the NAB television board, an additional \$750,000 would have been spent in spot purchases, the same source reported.

Agency spokesman emphasized that

it is not seeking spot placements; when stations offer adjacencies, he said, the agency gives it consideration without regard to whether or not the station is a member of the code or not.

Code authority headquarters in New York is aware of the situation, it was understood, but has not taken any action yet. This action would be a request for the station to resign its code membership. One reason for this lack of action, it was noted, is that Stockton Helffrich, director of the code authority, is on vacation.

NBC wants pipeline case out in the open at FCC

NBC asked the FCC last week for oral argument on its ruling that three TV commercials the network carried for Standard Oil Co. of New Jersey dealing with Esso's drilling operations in Alaska created fairness-doctrine obligations (BROADCASTING, July 5). And in a rare move, the organization that first challenged the Esso commercials—

crease slightly its spot-TV spending for its products during the coming fall-winter period. The Television Bureau of Advertising estimated that Kinney spent \$3,090,300 in spot TV last year. The new campaign, scheduled to begin about the back-to-school period, will be in all major markets and utilize 10-second and 30-second spot commercials.

National Guard, Washington, through W. B. Doner, Baltimore, is embarking on a \$650,000 recruitment-retention program designed to attract new members over the next few years. The campaign, "Operation: Belong" will focus attention on contributions which the Army and Air Guard have made to U.S. families and communities during natural disasters. It will also highlight the Guard's community action programs and the increased role which the Department of Defense has entrusted to the Guard in its national defense plan. The campaign will include print advertising in addition to broadcast spots, and will cover each of the states, the District of Columbia and Puerto Rico.

Watching children who watch ads

NIH-backed study finds the youngest gullible and the older ones critical and disbelieving

A Harvard professor and a group of associates have determined that preschool children find it difficult to determine when a TV program ends and a commercial begins, and that teenagers are pretty cynical about TV commercials.

The study, under the direction of Scott Ward, assistant professor at the Harvard Graduate School of Business, also found that 7-year-olds already are aware that the purpose of TV commercials is to sell goods and they indicate a "concrete distrust" of commercials often based on experience with advertised products.

The Ward study was funded by a \$25,000 grant from the National Institute of Mental Health, Washington, that is coordinating the \$1-million surgeon

general's study of TV and violence. That report, generated by Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, is expected to be delivered to Congress in October.

A preview of some of its conclusions is expected to take place Sept. 4 during the convention of the American Psychological Association in Washington.

Among other findings of Professor Ward and his group, principally research associates of the nonprofit, Harvard University-affiliated Marketing Science Institute, Cambridge, Mass.:

- Highest attention is paid to programs and commercials by 5-to-7-year-olds; least attention by 11-to-12-year-olds.

- Children under 10 make the most comments about a product being advertised; children above 10 begin to comment on the commercial itself rather than the product specifically. Older children also pay less attention to commercial's than the younger children.

- Among older children, the least attention is paid to 10-second commercials and the most attention to 60-second commercials. For all age groups, the greatest attention is paid to commercials at the beginning of a program. The attention to commercials drops off rapidly among older children during clusters of commercials.

- All children pay attention to relevant commercials (food, toys), but older children pay less attention than younger ones to irrelevant commercials (like those for cleaning products or cosmetics).

- The greatest drop in the attention paid to commercials occurs in 11-to-12-year-olds, when they get up, talk, and engage in other activities.

- Distrust of commercials begins to occur among 10-year-olds; total distrust is wide among 12-year-olds, who, although they may enjoy humor in commercials, generally are contemptuous.

- Among adolescents, the most liked commercials were those for drugs and patent medicines, automobiles and soft drinks. Black adolescents, however, liked best food and gum commercials. All adolescents seem to like best those commercials that were characterized as funny and/or straightforward.

- The most disliked commercials by adolescents were cigarette commercials (they were still on the air during the study), with deodorants and cosmetics as the second most disliked. Criticisms

BAR reports: television-network sales as of June 20

CBS \$279,414,200 (37%); NBC \$260,278,900 (35%); ABC \$207,150,100 (28%)*

Day parts	Total minutes week ended June 20	Total dollars week ended June 20	1971 total minutes	1971 total dollars	1970 total dollars
Monday-Friday					
Sign-on-10 a.m.	75	\$ 454,500	1,787	\$ 10,453,400	\$ 12,591,700
Monday-Friday					
10 a.m.-6 p.m.	996	5,986,500	21,669	151,498,000	190,650,000
Saturday-Sunday					
Sign-on-6 p.m.	261	2,514,500	6,827	74,885,500	84,630,000
Monday-Saturday					
6 p.m.-7:30 p.m.	93	1,196,700	2,208	34,989,300	45,459,000
Sunday					
6 p.m.-7:30 p.m.	13	231,100	409	11,717,100	16,854,000
Monday-Sunday					
7:30 p.m.-11 p.m.	444	14,991,800	10,635	432,766,800	540,641,100
Monday-Sunday					
11 p.m.-Sign-off	136	1,234,700	3,010	30,533,100	38,495,000
Total	2,018	\$26,809,800	46,545	\$746,843,200	\$929,321,200

BAR reports: television-network sales as of June 27

CBS \$289,131,800 (37%); NBC \$269,164,800 (35%); ABC \$214,570,700 (28%)*

Day parts	Total minutes week ended June 27	Total dollars week ended June 27	1971 total minutes	1971 total dollars	1970 total dollars
Monday-Friday					
Sign-on-10 a.m.	77	\$ 460,600	1,864	\$ 10,914,000	\$ 12,937,600
Monday-Friday					
10 a.m.-6 p.m.	980	5,935,400	22,649	157,433,400	196,265,900
Saturday-Sunday					
Sign-on-6 p.m.	254	1,913,600	7,081	76,799,100	86,788,000
Monday-Saturday					
6 p.m.-7:30 p.m.	94	1,222,700	2,303	36,212,000	46,493,300
Sunday					
6 p.m.-7:30 p.m.	12	191,300	421	11,908,400	17,046,300
Monday-Sunday					
7:30 p.m.-11 p.m.	452	14,933,900	11,087	447,700,700	553,732,300
Monday-Sunday					
11 p.m.-Sign-off	141	1,366,600	3,151	31,899,700	39,658,100
Total	2,010	\$26,024,100	48,556	\$772,867,300	\$952,921,500

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

of these commercials referred to such labels as "stupid," "insult to the intelligence," "false," "hypocritical." Adolescents in senior high school also cited "bad acting" or other stylistic characteristics of the commercial in their criticisms.

Other criticisms by adolescents referred to commercials being too long, by 75%; and in bad taste or annoying, by 70%.

Professor Ward noted, however, that adolescents do acquire consumer attitudes and skills from TV advertising.

Adolescents, he said, "do learn from TV advertising and this learning is related to developing skills and attitudes relevant to consumer roles."

The project consisted of six studies. The adolescent study was made with 1,094 junior and senior high school students of Prince Georges county, Md. (a Washington suburb) in April 1970. The pre-teenage studies were made in Boston in the spring of this year and involved 134 mothers of 5-to-12-year olds who observed their children's TV viewing over a 10-day period, as well as a clinical

study of kindergarten, second, fourth and sixth grade children, also in the Boston area, and a mail questionnaire to each of the 134 mothers seeking information on the relationship between the influence of TV commercial viewing and demands to purchase the products advertised.

Among the six researchers who worked with Professor Ward on the year-long study was Professor Daniel B. Wackman, director of the research division, School of Journalism, University of Minnesota.

Programming

Javits defends journalistic role

He says broadcast news, 'exactly like press,' deserves same independence

Senator Jacob Javits (R-N.Y.) urged broadcasters last week to editorialize more and "continue to be bold and as muckraking as you wish to be."

He referred to broadcasting as an arm of the press and specifically to the controversy surrounding CBS-TV's showing of the *Selling of the Pentagon* and to publication by several newspapers of classified Pentagon papers. Radio and TV, he said, are entitled to full freedom in their reporting role.

Senator Javits was a key speaker at the New York State Broadcasters Association's executive conference, held in Cooperstown (also see page 30). He said that "the issues of secrecy and executive privilege touched off by publication of the Pentagon papers—and including the freedom-of-the-press issue so directly involved—must be resolved." He said he included in this frame of reference the controversy over the CBS program, *The Selling of the Pentagon*.

Several times Senator Javits departed from the text of his speech—dealing mainly with foreign policy—to take note of the broadcasters' role in reportage. "Broadcasting," he said, "is a news medium exactly like the press and entitled to the same privileges and emoluments."

"I don't believe government licensing means government control, even indirect control. The reason for licensing is to see that one channel doesn't cross another up. News media must be treated all alike."

Said the senator: "I encourage you



Javits to the NYBA:

"The reason for licensing is to see that one channel doesn't cross another up. News media must be treated all alike."

in fulfilling your role in the projection of news and of information. There is the need of the people to know. Broadcasting has a vast influence on life."

Of the publication of the Pentagon papers, with which he coupled CBS's action in producing and telecasting *The Selling of the Pentagon*, the senator, a member of the Senate Foreign Relations Committee, said:

"We must strip secrecy from what ought not to be secret and reveal what need no longer be secret. Never again must the Congress allow itself and the public to know so little about such a life-and-death issue."

Nixon's planned trip spurs sale of China film

Reacting quickly to President Nixon's announcement of his plan to visit Red China, Time-Life Films wired TV stations throughout the country last Monday (July 19) of the availability for telecast of a one-hour BBC-produced documentary, *Red China*. Officials said that within 24 hours, 14 stations signed for the program.

Time-Life's selling point was that U.S. networks and producers have not been able to send their camera crews to Red China. The BBC program covers many facets of life there, including an examination of scientific and industrial progress, sports, the arts, education, agriculture and politics.

The documentary has been bought by KPRC-TV Houston; KSTP-TV Minneapolis-St. Paul; KBTU(TV) Denver; KETV(TV) Omaha, Neb.; WANE-TV Fort Wayne, Ind.; WSPD-TV Toledo, Ohio; WTMJ-TV Milwaukee; WAGA-TV Atlanta; WBAY-TV Green Bay, Wis.; WTOG(TV) St. Petersburg, Fla.; KOB-TV Albuquerque, N.M.; KOLD-TV Tucson, Ariz.; KCRA-TV Sacramento, Calif.; KSHO-TV Las Vegas.

Airing pollution reports courtesy of Oak Ridge

Broadcasters who want to give their public an indication of the quality of the air in their communities will soon have a scientifically-designed system that is being developed by a group of federal environmentalists.

The group, headed by William A. Thomas, is at Oak Ridge Laboratory in Tennessee. It is developing environmental indicators, under a grant from the National Science Foundation.

Just as many broadcasters now fur-

nish weather information, and some such other indicia as pollen counts. The new system, due to become available in mid-September, will permit broadcasters to announce a factor for air quality. The need for such an environmental index was confirmed by a survey conducted by the National Association of Broadcasters.

In essence, the Oak Ridge group is preparing a chart that will permit broadcasters to deduce a single number from information indicating the amount of six pollutants in the air—carbon monoxide, particulates, sulphur oxide, hydrocarbons, nitrogen oxides and photo-chemical oxidants. This information will be supplied to broadcasters by local environmental agencies. At present most broadcasters who air pollution information identify the amount of some of the pollutants in the atmosphere, but do not provide sufficient information for their audiences to understand the potential total effect.

The single-number index, on a scale from 0 to 100, it is hoped, will allow the public to make a judgment on the level of pollution.

The federal Environmental Protection Agency is working to have pollution monitoring devices in all cities with populations of 50,000 or more.

No chance for lottery news

A station may not broadcast the winning numbers in a public lottery, even if the information is treated as a news item, the FCC has ruled. In handing down that ruling, the commission said such broadcasts are reasonably necessary or helpful to the promoters of the lottery and are therefore in violation of the commission's rules and federal criminal statutes.

The ruling came at the request of WCMC-AM-FM-TV Wildwood, N.J., which said it had contemplated presenting the winning numbers in the weekly New Jersey state lottery on their newscasts. The commission said the distinction between information directly promoting a lottery, which is prohibited by law, and news information pertaining to a lottery but not promoting it, which is permitted, has been defined by the courts in past cases of a similar nature—notably in a suit brought by the New York State Broadcasters Association against the federal government, in 1969, in reference to broadcasts of New York state lottery information.

The commission said it had conferred with the Justice Department in defining the applicability of the WCMC stations' request with the criminal statute.

In another decision two weeks ago, the commission imposed a notice of apparent liability for a \$2,000 fine on



Mother may I? ■ Ken Wong (l) and Jake Jacobson take part in a discussion of machines on NBC-TV's newly unveiled children's series, *Take a Giant Step*. NBC-TV previewed its newest children's programing entry in *New York last week*. The program will begin Saturday, Sept. 11 (10:30-11:30 a.m. NYT) and run for 40 episodes concurrent with the

school year, ending June 21, 1972. The preview of the new entertainment-information series came on the heels of other announced new children's programs. (BROADCASTING, July 19).

George A. Heinemann, NBC vice president, children's programing, said the new series, geared toward 7- to 14-year olds, has three major goals: To help children make their own value judgments; to build vocabularies by introducing new words of varying difficulty, and to enrich a generation of children who are already information-rich but experience-poor. Each week the program's format will have one topic—family, machines, beauty, etc.—for discussion by two to five teen-age hosts, aged 13 to 15 years, selected from the program's pool of 20. The youngsters, from varying socio-economic backgrounds, will have familiarized themselves with the week's topic through a 10-week briefing session under the supervision of Scholastic magazine.

The program will be presented live, with no script or instructions. The hosts will be supplied with a library of film clips, video tapes and a computer to draw on at any time to illustrate their ideas.

KDON(AM) Salinas, Calif., for broadcasting information about a lottery. The station admitted broadcasting commercial announcements last October promoting a musical show at which a \$25 door prize was given away to a ticket holder. Although the station licensee contended that the broadcasts were an oversight and precautions had been taken to guard against a reoccurrence, the commission said a rule violation had taken place because the winner was selected through a drawing, and contestants had to buy a ticket in order to be eligible.

Michelson warns on pirated programs

Charles Michelson Inc., New York, program distributor, served notice last week on radio stations that various taped programs of copyrighted drama series under Michelson's exclusive control have been broadcast illegally on some outlets.

Charles Michelson, president, said about 300 radio stations are broadcasting series to which they have bought rights and some have notified him that other stations in their markets have also been carrying them without authorization. Mr. Michelson said that certain record collectors and other individuals are selling the programs illegally.

Mr. Michelson warned that he would start legal action against stations broad-

casting the following series without authorization from his firm: *The Shadow*, *Nick Carter*, *Gangbusters*, *The Lone Ranger*, *The Green Hornet*, *Sherlock Holmes*, *Chick Carter*, *Boy Detective* and *Blackstone*, *Magic Detective*.

Lyrics, lyrics, who's got the lyrics?

Broadcasters who want to see the lyrics of records they receive from record manufacturers will have to ask the music publishers for them, not the record makers, the National Association of Broadcasters announced last week.

Earlier, the NAB board had adopted a resolution that required record manufacturers to supply printed copies of the lyrics of all recordings released after May 1 of this year.

But the record makers, through the Recording Industry Association of America, objected that they had no right to supply lyrics since lyrics are copyrighted material under the control of the copyright owners—in this case the music publishers.

Following a meeting among the National Music Publishers Association, the RIAA and the NAB, it was decided that the NAB-RIAA liaison committee, on request, will provide broadcasters with the names and addresses of copyright owners to whom requests for lyrics may be addressed.

It was stressed that such demands

will be handled on a case-by-case basis; there will be no blanket distribution of lyrics.

The issue of questionable words in recordings has concerned some broadcasters for the last few years. The subject came to a head last March when the FCC issued a notice calling broadcasters' attention to the fact that they are responsible for the lyrics of recordings that are broadcast by their stations (BROADCASTING, March 8). The notice stirred a tempest that caused the commission to modify the statement to remove any threat that was inferred from its notice.

Timetable set for music-license case

First on judge's agenda: ASCAP members' motion to dismiss CBS lawsuit

The first knot to be untangled in the snarl of television music-license issues pending in the U.S. Southern District Court in New York will be the latest addition to the skein—a motion to dismiss the suit that started it all.

That is the motion filed by four members of the American Society of Composers, Authors and Publishers (BROADCASTING, July 12) for dismissal of the CBS suit that demands, on antitrust grounds, that both ASCAP and Broadcast Music Inc. grant its request for a new form of license under which CBS-TV would pay only for the music it actually uses (BROADCASTING, Jan. 5, 1970, et seq.).

If the motion to dismiss is denied, the next issue to be decided will be BMI's motion for an early and separate trial on the single issue of whether BMI may indeed be required to issue such a license. (If the dismissal motion is granted, the BMI single-issue motion will become academic—subject of

course to appeal by CBS to higher courts.)

That order of priorities was indicated last week by Judge Morris E. Lasker, who is presiding over the complex case. He outlined the step-by-step approach in a memorandum scheduling the order of "discovery"—pre-trial interrogation, exchanges of evidence and the like—to be followed. These extend through Dec. 31, indicating—as Judge Lasker had suggested earlier—that the actual trial will not start before next year.

Arguments on the four ASCAP members' motion to dismiss the CBS suit has been set for Sept. 14.

ASCAP has contended that all of the issues were so interwoven that they could not be separated and hence should all be tried at once, but Judge Lasker held that the step-by-step approach at this stage would be efficient, might save time and would not prejudice any party's case. Other issues include sweeping counter-claims by BMI against CBS, NBC and by ASCAP against CBS and NBC.

New news format at NBC; Chancellor lone anchor

NBC is scheduled to abandon its 15-year-old practice of using news anchor teams on NBC-TV's main evening newscast, and will switch in August to a single anchorman, John Chancellor. NBC spokesmen last week confirmed this major change but would not provide other details pending an official announcement in a few weeks.

David Brinkley, a mainstay of the team system from the beginning, is slated to break precedent for NBC-TV by offering regular, personal commentary. He also will undertake special feature assignments. The 7-7:30 p.m. news program has been conducted as a team effort since 1956, following the success scored by Chet Huntley and Mr. Brinkley at the national political conventions that year. The Huntley-

Brinkley team continued on the air until last summer, when Mr. Huntley retired to his home state of Montana. Since then the evening news has featured a combination of Mr. Brinkley in Washington, Frank McGee in New York and Mr. Chancellor alternating between the two cities.

Though NBC would not give a reason for the change, sources close to the company said that research has indicated the audience prefers a newscaster with whom it can identify on a regular basis. They also cited the competitive ratings battle with CBS-TV's evening newscast featuring Walter Cronkite. Nielsen figures indicate that the CBS-TV early-evening news program has outdrawn both NBC-TV and ABC-TV this year. From December 1970 through June 1971, according to Nielsen data, the CBS-TV news period averaged a 16.5 rating (32% share), as against a 14.8 (29% share) for NBC-TV and an 8.5 (18% share) for ABC-TV.

Another factor mentioned was Mr. Brinkley's desire to be free from the rigors of preparing and participating in a daily TV newscast. NBC announced recently that Mr. McGee would become host in October of the early-morning *Today Show*. He is replacing Hugh Downs, who is leaving to lecture and to write.

Changing Formats

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

■ KQIL(AM) Grand Junction, Colo.—Mesa Broadcasting Co. has altered station's format from uptempo middle-of-the-road to modern country and western. KQIL has also expanded its broadcast day to 24 hours. Station operates on 1340 khz with 250 w.

■ WNDU-FM South Bend, Ind.—Michigan Telecasting Corp. has modified its middle-of-the-road programming to "Hit Parade '71," effective July 16. Station operates on 92.9 mhz with 20 kw and an antenna 490 feet above average terrain.

■ WIBW(AM) Topeka, Kan.—Stauffer Publications altered station's talk, information and music format to modified all-news, effective July 5. Station broadcasts on 580 khz with 5 kw day and directional antenna night.

■ WLBJ(AM) Bowling Green, Ky.—Bowling Green Broadcasters has changed station's format from predominantly rock and middle of the road to full-time country, effective May 1. The modification has affected WLBJ-FM which until that time had broadcast easy listening music. It now duplicates AM

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Phone: (215) 665-8770

Hollywood for syndication release this fall.

Tunes on tap ■ Service First Studios, Lafayette Hill, Pa., has been formed to develop a series of musical programs suitable for FM radio automation stations. Service First will offer a series of programs featuring the recordings of the 1920's and 1930's and will include artists such as Paul Whiteman, Ruth Etting and Fred Astaire. Programs are available in single recording lengths of five minutes each or in quarter-hour or half-hour lengths. A projected series of programs will feature classical music, show music as well as record and book

reviews. Principals of the new firm are Ralph Paul and Robert Campbell. Service First Studios may be contacted at Box 96, Lafayette Hill, Pa. 19444.

San Francisco—doomed? ■ Time-Life Films has sold the one-hour BBC TV documentary, *The City That Waits to Die*, to KPIX-TV San Francisco; KLAS-TV Las Vegas; KCRA-TV Sacramento, Calif.; KBTW(TV) Denver; KSD-TV St. Louis; KPRC-TV Houston, and the Tyson, Deitch & Wilson agency, Reno. The program explores the possibility that the city of San Francisco could be destroyed by an earthquake within the next 20 years.

Rock on PBS ■ The Public Broadcasting Service will launch a new series of pop-rock concerts Wednesday, Aug. 4, 8:30 p.m. EDT. The nine-part series, titled *Boboquivari*, will feature a jazz, rock, folk or blues performer each week. The title is taken from a Papago Indian word, meaning "joining together."

Health hints ■ The University of Illinois Medical Center is presenting fifty just-completed public service half-hour shows. Designed to inform on topics of health vital to viewer, *Consultation* utilizes a discussion-documentary format. The free programs, offered year round, are in color.

Equipment&Engineering

U.S. gets space it wanted

World conference allocates requested frequencies for broadcast feeds by satellite in Americas

A series of frequency assignments for space-satellite broadcasting services, including special authority for the use of 6,625-7,125 mhz for TV program distribution in the United States, were among the authorizations agreed upon by the six-week World Administrative Radio Conference that ended July 17 in Geneva.

The conference, attended by more than 700 delegates representing 100 countries that are members of the International Telecommunications Union, specified that the 6,625-7,125 mhz band be used for worldwide fixed and mobile satellite service. But at the urging of the U.S. and other western hemisphere delegations (principally Canada and Brazil) the conference agreed that these frequencies could be used for program distribution in the Americas. It was also specified that the ITU call a conference soon to establish details on the use of these frequencies for that purpose.

TV broadcasters were anxious to persuade the conference to permit the use of that band for TV program distribution because, reportedly, it would allow construction of receive-only earth stations at half or a third of the cost for higher frequencies.

Earth-station costs for TV stations, according to a filing earlier this year with the FCC by three Phoenix TV stations, will run about \$200,000. The Phoenix application, filed last April, specifies a 32-foot receiving antenna,

as well as the use of 3,700-4,200 mhz.

At present the 4,000 and 6,000 mhz bands are assigned for the transoceanic international satellite-communications system that is operated by the Communications Satellite Corp. These frequencies remain assigned for that purpose.

The conference also adopted, at the urging of the U.S., the assignment of 11,700-12,200 mhz for domestic-satellite space communications.

In another move, the conference approved the use of 620-790 mhz for use

Amvideo's Abto process

Amvideo Corp.'s cable-television system in North Bergen, N.J., will be the first operation of any kind to use a new process in which low cost black-and-white film is converted to color.

The process, developed by Abto Inc., is scheduled for installation this fall. It is designed to simplify the taking and playback of color-TV programming, through use of ordinary black-and-white film, 16 mm or 2"-by-2" slides. The film is developed like other black-and-white film and may be televised as soon as it is dry.

The Abto innovation was exhibited at the annual conventions of the National Association of Broadcasters and the National Cable Television Association.

as a broadcast satellite service, but with the requirement that only frequency modulation be used and limiting the power flux density at reception areas to avoid "flooding" neighboring countries. This band, which encompasses the mid-section of the UHF television spectrum in the U.S., is meant to be used for reception by community-type receivers that would be specially built to accommodate the FM video signal. Both the USSR and India were particularly interested in this assignment.

The conference also agreed with a U.S. recommendation that called for the assignment of 2,500-2,690 mhz for community-type broadcast. These frequencies, now assigned in the U.S. for instructional television fixed service (ITFS), presumably would continue to be used for that purpose in the U.S.

Other assignments: 22,500-23,000 mhz for broadcast satellite service as well as for fixed and mobile use; 41,000-43,000 and 84,000-86,000 mhz broadcast satellite service.

The U.S. failed to get the conference to agree to the use of 88-108 mhz (the present FM broadcast band) for broadcast service.

Some of the assignments, particularly those specified for broadcast service, require agreements with neighboring nations before they can be used. Some also specify power flux densities in order to militate against interference.

The new space-telecommunications assignments, which also include allocations for other fixed, mobile, maritime and aeronautical services, become effective Jan. 1, 1973. The treaties, however, must be ratified by the U.S. Senate before they become effective in the U.S.

Chairman of the conference was Gunnar Pedersen of Denmark; co-vice chairman were Robert C. Tyson, U.S.,

and Ashot Badalov, USSR. Mr. Tyson, who is a U.S. Steel executive, was chairman of the U.S. delegation; vice-chairmen were Robert E. Lee, FCC commissioner, and Wilford Dean Jr., Office of Telecommunications Policy. Among others on the U.S. delegation were A. James Ebel, KOLN-TV Lincoln, Neb., representing affiliates of the U.S. tele-

vision networks; James Parker, CBS, and Raymond E. Simonds, RCA Frequency Bureau.

Nothing that emerged from the conference specifically prohibits direct-to-home satellite broadcasting. It is widely felt, however, that further regulations in that area will be necessary in the near future, when that application of

satellite technology nears reality. FCC Commissioner Robert E. Lee made that point clearly last week at a news conference held by several U.S. representatives at the conference. "If we thought direct-to-home would destroy the present broadcast system," he said, "we'd have to work out an accommodation to preserve both techniques."

New warning system for defense

**First installation is under construction;
broadcast system may become obsolete**

After seven years and \$7 million spent in research, the Office of Civil Defense is putting up its first low-frequency transmitter aimed at linking all civilian defense offices, warning sirens, and ultimately the public with a central, national warning center.

Part of the prospective future expansion of the Decision Information Distribution System (DIDS) calls for the placing of special receivers in broadcast stations, as well as the inclusion of a special circuit in TV receivers that would trigger the set on receipt of a special transmission. Other uses of DIDS are being studied by both the Office of Telecommunications Policy and the FCC.

Ultimately, the full-scale DIDS, reportedly capable of becoming operative in 30 seconds, could supersede the broadcasting industry's present volunteer Emergency Broadcasting System, although OCD officials belittle that concern on the part of broadcasters and others.

Speculation that the ultimate aim of OCD is a system that is designed to "seize" TV and radio transmitters continues. The goal of OCD, according to some broadcast sources who are close to considerations being debated at the OTP, is threefold: (1) establishment of a national warning system for civil-defense units, state and local governments, and control of sirens and notification to broadcast stations; (2) a "seize-key" capability to capture control of TV and radio transmitters, especially at those times that stations are off the air, and (3) a mandatory requirement that all TV receivers include a DIDS circuit, to permit capture of those receivers on signal from OCD.

For radio, the present feeling is that alerting tones from radio stations would have to be used.

So serious is this prospect considered by broadcasters that the executive committee of the National Association of Broadcasters, at its meeting last week

in Washington, voted to oppose any move to seize either station transmitters or receivers.

The first contract, announced by Civil Defense Director John E. Davis on July 16, is for a prototype DIDS transmitter at Edgewood Arsenal, Md., to be built by Westinghouse Electric Corp. at a cost of \$2.7 million. It calls for the construction of a 50 kw, 179.0 khz transmitter and a 700-foot antenna by July 1972, to transmit voice, teletype or triggering tones over a 3 khz channel. The contract also calls for the installation of 500 special DIDS radio receivers in eight states—Virginia, West Virginia, Maryland, Delaware, Pennsylvania, New Jersey, New York and Connecticut—with 1,600 additional receivers installed next summer in those and two other states, Rhode Island and Ohio.

The first DIDS station, designed to withstand a modest nuclear hit, is expected to serve 65 million people, not only as a national attack warning system but also to convey warnings of severe storms, hurricanes and other disasters.

The national DIDS is projected to cover the entire nation with 10 transmitters. Two other stations, one in Colorado and the other in Arkansas, are also planned to serve as network control installations.

Estimated cost for the total system is \$49 million.

Additional construction, at the rate of two per year, is subject to congressional authorization and appropriations.

Part of the national plan calls for the inclusion in TV sets of a special circuit, estimated to cost about \$8.70 at the factory under mass production, that will respond to special alerting tones broadcast from DIDS stations, even when the TV set at home is turned off.

OCD's telecommunications technical chief, Robert B. Martin, said last week that ultimately it is hoped to devise a triggering unit for radio sets, but at

present the cost would be prohibitive for low-priced units. The FCC's Emergency Communications Division has been testing an alerting system for radio sets for the last year, but after several tests has not yet officially sanctioned a system.

Under existing plans, DIDS receivers could be placed in TV and radio stations to serve as another channel of alerting broadcasters to a nuclear attack.

Potentially, the DIDS network could provide virtually complete coverage for all 48 contiguous states. Special arrangements would have to be made for Alaska and Hawaii.

Ultimately, the system could save from 10 to 17 million additional lives in the event of a nuclear attack, OCD officials say; further expansion and refinement could increase this to as many as 27 million.

One of the significant factors in the system, according to OCD officials, is its ability to transmit warnings to selected groups, either by address or by geographic area.

Presently, OCD uses leased wire lines from AT&T to transmit warnings from its centers to state and local OCD offices. These warnings are also messaged to the Associated Press and United Press International which send them on to their broadcast clients over the regular news-wire circuits.

This is one method of alerting broadcasters who are joined together in the Emergency Broadcasting System. Another alert channel goes from the White House to network bureaus in Washington and thence to affiliates. Independent stations that are members of EBS are required to monitor key network affiliates in their communities. The volunteer EBS serves principally as a vehicle to permit the President to talk to the nation in the event of an attack. After that, EBS can be used by state and local officials. The EBS cannot be called into operation, however, except by direct White House orders.

Early this year, EBS received a black eye when a false emergency-action order was transmitted from the Colorado warning center. The order was disregarded by most broadcasters. The occasion was the transmission of a live, actual emergency notice instead of the

test message that was scheduled for that time. Broadcasters received the message over their news tickers, but because it came exactly when the test was scheduled, most declined to switch to emergency operation until they confirmed the warning, ultimately learning that it was in error.

EBS was revised forthwith to provide the central desks of both news services with authority to check emergency action notification messages with the White House before transmitting them to their station customers.

BIAS adds more TV's, aims at radio

Data Communications Corp., Memphis, has announced that it has seven additional TV stations under contract for its automated communications system and is developing a similar system for radio stations.

The stations to be converted to the system are Hubbard Broadcasting's KSTP-TV Minneapolis-St. Paul and KOV-TV Albuquerque, N.M.; Cowles Communications' WESH-TV Daytona Beach-

Orlando, Fla., KRNT-TV Des Moines, Iowa, and WREC-TV Memphis; WBRZ-TV Baton Rouge, and WAVE-TV Louisville, Ky.

The system, called BIAS (Broadcast Industry Automation System), is presently in operation at WMC-TV Memphis; WBRE-TV Wilkes-Barre-Scranton, Pa.; WWL-TV New Orleans, and KIRO-TV Seattle. WMC-TV was the first to use BIAS (BROADCASTING, Jan. 25).

BIAS uses a teletypewriter at a TV station, linked by telephone lines to a central computer in Memphis. Using DCC's specially designed computer program, a station can instantly retrieve traffic, accounting and sales information stored in the computer.

Norfleet R. Turner, president of DCC, said the company has been working on a similar system for radio stations since last May, and predicted it would be available by late fall.

Ampex VTR sales brisk

Ampex Corp., Redwood City, Calif., reports the sale of more than 100 of its AVR-1 "third generation" broadcast video-tape recorders since its introduc-

tion to the industry in the spring of 1970. Officials said the recorder sells at approximately \$15,000.00.

Ampex cited the sales figures as it began on July 16 in New York a series of demonstrations to be held in major cities throughout the U.S. this summer.

Shown was the ability of the machine to yield broadcast quality color from improperly recorded tapes considered unplayable on a conventional tape recorder. Donald V. Kleffman, marketing manager, Ampex Video Products Division, said the automatic-correction feature permits broadcasters and producers to eliminate the need to make good on commercial commitments and production footage.

The demonstration used what Ampex calls "the world's worst video-tape"—a tape especially produced to include all the errors that commonly occur in improperly recorded programs and commercials. Officials said the company had determined that the best way the machine's versatility could be dramatized was to put it on the road and show it to both commercial and agency producers.

International

CRTC policy statement to meet the people

The Canadian Radio-TV Commission expects to hold public hearings this fall, probably late in September, on its policy statement on cable TV that included among other things a requirement that CATV operators pay TV broadcasters for the programs that are picked up and supplied to cable customers ("At Deadline," July 19).

The CRTC statement did not specify exactly how much would have to be paid to TV broadcasters, but did suggest that the figure be a percentage of gross income related to miles of cable. The exact contribution that would be exacted from CATV owners and the method of payment would be one of the subjects to be considered at the public hearings. It estimated that this payment might amount to \$2 million annually.

The CRTC said that if cable TV is permitted to grow as it has, the existence of Canadian TV is in danger.

The agency also suggested that that country's income tax laws be changed to deny business expense deduction for sums spent by Canadian firms on buying advertising on U.S. television stations. Many Canadian firms, it is under-

stood, purchase time on American stations along the border, not only to reach Canadian viewers watching these stations off the air, but also to those on CATV systems. The CRTC said it would recommend such legislation to the Canadian parliament.

Among other recommendations, the CRTC suggested that Canadian local TV stations have the option of requiring the CATV system to substitute commercials of the local station for those of a "non-Canadian" distant station where both are carrying the same program. This would apply, it was suggested, on both a simultaneous or a delayed basis.

Time steps out of Brazil TV

Time Inc. has sold its interest in TV Globo Ltda., Rio de Janeiro, to that company for \$3,850,000. TV Globo owns stations in Rio and Sao Paulo, Brazil.

Barry Zorthian, president of subsidiary Time-Life Broadcast Inc., said the main reason for the sale was a shift in emphasis by Time Inc. from broadcasting to CATV, video-cassette and TV-film production. The company has sold its U.S. TV stations to McGraw-Hill, subject to FCC approval, and is in the process of selling its radio stations here.

RFE funding measure clears Fulbright unit

The Senate Foreign Relations Committee voted last week to provide Radio Free Europe and Radio Liberty with a year of straight government funding.

The vote, taken last Wednesday (July 21), was on Senator Clifford Case's (R-N.J.) bill authorizing a one-year appropriation of no more than \$35 million for the two stations. Hearings were held on the bill (S. 18) last May (BROADCASTING, May 31).

The committee rejected the Nixon administration's proposal to create a public-private corporation to finance RFE and Radio Liberty.

Both plans were aimed at removing the Central Intelligence Agency's sponsorship of the stations. Although RFE and Radio Liberty receive funds from private sources, several hundred million dollars of CIA money has gone into their operation over the past 20 years, according to Senator Case.

Committee Chairman J. William Fulbright (D-Ark.) said that approval of the Case measure will allow time for studies of the stations' operations. The Senator has requested such information

on their operations from the General Accounting Office and the Library of Congress.

The stations are the principal outlets for U.S. propaganda. RFE beams pro-

gramming to Eastern European countries except Yugoslavia; Radio Liberty broadcast only to the Soviet Union. Both have transmitters in Munich, West Germany.

Promotion



The Reverend Billy Graham is shown displaying a congratulatory letter from President Nixon on receiving the "Salute to America" award from WSB-TV Atlanta. The presentation was made prior to the station's 11th annual "Salute to America" parade, witnessed by approximately 400,000 people. Past winners of the award have been Bob Hope, Raymond Burr, John Wayne and Vietnam veteran Captain Johnny Thomas. With Rev. Graham in the above picture are (l to r): J. Leonard Reinsch, president of Cox Broadcasting, parent of WSB-TV; Jimmy Carter, governor of Georgia and Senators David Gambrell (D-Ga.) and Herman Talmadge (D-Ga.).

Promotion tips:

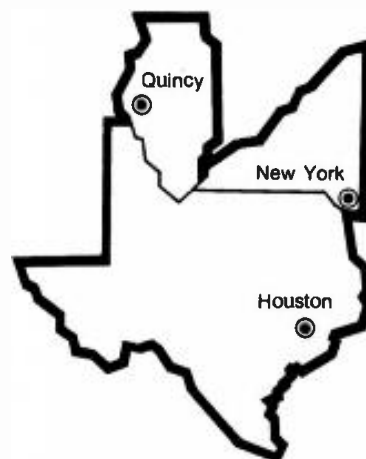
Elephant tale ■ KNUZ(AM) Houston listeners went ape last month to raise money for a new baby elephant for its local zoo. Charlie Brown, KNUZ air personality, was "captured" by Houston Zoo personnel and held in "captivity" until the \$4,000 elephant ransom was raised. The project took three days, but its results weren't peanuts.

Pooling resources ■ WKZO-AM-FM Kalamazoo, Mich., is making it possible for local citizens to enjoy a portable swimming pool this summer. To supplement the city's recreational facilities, the stations donated the 30 foot long, eight foot wide unit, along with a companion cabana trailer. The wkzo Swimobile will tour the city bringing its benefits to those who would not otherwise be able to reach a permanent pool location.

Presentation of the unit was made by Carl E. Lee, executive VP and general manager of Fetzer Broadcasting, stations' licensee.

In memoriam ■ A scholarship fund has been established in the memory of Samuel Mort Rosenman, senior program manager of Kaiser Broadcasting Corp., and program manager of WKBS-TV Burlington, N.J.-Philadelphia who died June 3. The S. M. Rosenman Memorial Fund will provide an annual scholarship to a needy and deserving student in the Anneberg School of Communications of the University of Pennsylvania Wharton School of Business. Contributions should be made to the University of Pennsylvania, The S. M. Rosenman Fund in care of WKBS-TV, 3201 South 26th Street, Philadelphia 19145.

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Frank Boyle
President
Robert E. Eastman & Co.

"I can't think of a better time to come on big and bold"

The two men principally responsible for generating profitable advertising volume for KIOA, discuss the realities of sales communication in today's volatile market; pinpoint the unique contribution of KIOA's Standard Rate ads to a successful sales effort; discuss ways to make these ads still more interesting to SRDS users, correspondingly more productive.



Boyle: "There are so many reasons for being well-represented in Standard Rate; it amazes me that more major radio stations don't use it or, if they do, don't use it in more dramatic fashion.

"I wonder if these stations understand how ads in Standard Rate can help them with today's selling problems. There's less time to sell or pre-sell. With the turnover of agency personnel at higher levels you're working with buyers who do not have the experience. Not that they're any less intelligent than the people who were there before, but they just haven't been at it long enough. They certainly need more definitive information on a radio station than some of the people they replaced did. One of the sure ways I know of to accomplish this is by putting definitive information in Standard Rate."

Jacobson: "When we faced up to the realities of the recessionary period, I found it very easy to increase our space in Standard Rate to the full page Tell-All, rather than cut back. I don't think I made a mistake. Things have picked up considerably for us since early Spring. At a time when everyone else in our market was dropping out of Standard Rate I felt it was a good time to beef up what we were doing."



Boyle: "I can't think of a better time to come on big and bold. The impression, when anyone looks at Des Moines in Standard Rate, should be that you own the market."

Jacobson: "The only question is, are we giving buyers everything we could to build the best possible impression?"





Boyle: "I believe there is one more thing you could do. Most of the information you have in your ad is the kind a buyer can use. He buys day parts and he buys demographics. But I'd like to see a qualitative factor go into these ads; a description of the programming that produces your boxcar numbers and your demographics in the key day parts—the reasons that generate these desirable numbers. You know what these reasons are. Buyers would find it useful to know."

Jacobson: "This is good. We're not discussing whether or not Standard Rate is the place to advertise. Nobody has to sell us on that. What we're trying to do is to learn how to harness the full potential power of being in Standard Rate; how to use it more effectively."



Boyle: "Standard Rate is the book of record. As such it is used whenever and wherever there's buying going on."

Jacobson: "In our budget for sales promotion, SRDS has to take the highest priority. The basic reason is very simple. The people who buy use Standard Rate. We have something to say to them. So it makes sense to say it in Standard Rate."



Boyle: "Yes, and you want to be there with something that will have a desired effect. As I see it, an ad in Standard Rate can do one of three things. It can provoke interest and curiosity. It can provide supporting data to confirm a judgment of your station. Or it can turn the man off."

Jacobson: "What we have in Standard Rate can't be too far off the track because we actually get calls from people who have acted to buy us because of what they found in our Service-Ads."



"Of course, I don't judge the really big value of our ads in Standard Rate by these occasional direct-result orders. The people your men call on use Standard Rate and we have things to say to them that they'd like to know about. Having it there for them, every time they look at Des Moines, has got to pay off in the long run."



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Paul Jacobson
Vice President and General Manager
KIOA, Des Moines, Iowa

Broadcast stocks on the move

Wall Street analysts see continued gains after dramatic recovery in first half of '71

Broadcast stocks performed like blue chips in the first half of 1971 and for the second half are given a good chance of maintaining that growth if not the growth rate that produced it.

An analysis of the 15 TV-radio broadcasting issues in BROADCASTING's stock index shows that, as a group, their prices advanced 28%, net, in the first six months, as against an 8.9% rise in the Standard & Poor industrial average over the same period. Sixteen TV-radio manufacturing issues in the index rose 21% while 18 cable-TV issues managed an 11.7% advance despite the uncertainties that still hung over the CATV regulatory outlook.

A study of 1,305 (virtually all) common stocks traded on the New York Stock Exchange shows, meanwhile, that broadcasting issues listed on the big board fared even better than broadcasting stocks generally.

This study, by the brokerage firm of Hornblower & Weeks-Hemphill, Noyes, put the first-half rise in prices of Big Board broadcasting issues at 50.4%, largest of 58 industries covered in the study. The radio-TV manufacturing group took second place with a 43.7% rise. The average gain in the over-all study was put at 11.57%.

Wall Street analysts tend to credit the strong first-half showing of broadcasting issues primarily to two factors.

First: As a group, their prices were heavily depressed to begin with, burdened by the industry's loss of cigarette advertising, its growing regulatory problems and continuing criticism from governing officials and others, all on top of an already distressed general economy.

Second: The sharp upturn in network-TV sales in March brought a prompt response on Wall Street, creating for broadcasting issues a rally that one analyst called "a bull market of their own, before there was a bull market."

Some specialists contend that upsurge in broadcasting stock prices late in the first quarter and early in the second was responsible for most if not all of their strong showing for the full six-month period. A number of issues did tail off between then and the end of the

quarter; others moved only slightly and some that continued to advance, such as ABC, Capital Cities and CBS, did so at a reduced pace.

For the six months (BROADCASTING index's closing prices as of June 29 versus Jan. 7), the biggest gainer in percentage terms was ASI Communications, whose rise from 2½ to 3½ put it 82% ahead.

In higher-priced issues, other above-average increases were recorded by ABC, up 69.5%; Taft Broadcasting, 63%; Starr Broadcasting, 52.8%; Capacities, 47.8%; CBS, 42.7%; Metro-media, 41.6% and Cox Broadcasting 37.6%. Declines were registered by Mooney, Rahall Communications, Reeves Telecom and Scripps-Howard Broadcasting.

Having out-performed the general market in the first half, the broadcasting group is currently expected to depend primarily on trends in the over-all economy and in the market generally for its movement in the second. The issues, as one specialist put it, "could go down 5-10% but they would still be ahead of the market, and they also could go up." Either way, he felt that at the end of 1971 "they should still be one of the years' best performers—unless something catastrophic happens."

Strong year for Viacom —despite it all

Viacom International Inc., which following months of litigation, finally became an independent entity on June 4, reported record income and revenues during fiscal 1971 in the businesses now under its corporate wing.

Viacom, which administers the program-syndication and CATV businesses formerly controlled by CBS, but spun off in accordance with an FCC directive, experienced a 41% increase in pro-forma net income and per-share earnings. The fiscal year's returns were compiled by the company on a pro-forma basis to reflect performance that would have been achieved had Viacom been operating as a separate company.

Of the \$19,779,000 in revenues reported in fiscal 1971, \$12,075,000 was

attributed to the program distribution business and \$7,704,000 to the CATV operations.

The company also announced its annual meeting, to take place on Aug. 19 in New York. And in an accompanying proxy statement, Viacom disclosed the salaries to be paid to its three major officers during the current fiscal year. Ralph M. Baruch, president and chief executive officer, will receive \$70,000 in regular salaries and \$29,727 under a pension plan. Richard A. Forsling, board chairman, will be paid \$55,000 in salary and \$23,450 in pension funds, and James M. Leahy, vice president, finance and administration, will receive \$45,000 in salary and \$17,663 from the pension plan.

For the fiscal year ended June 2:

	1971	1970
Earned per share	\$ 0.48	\$ 0.34
Revenues	19,779,000	16,093,000
Net income	1,803,000	1,275,000

Note: All figures are pro forma.

Another drop for Filmways

Filmways Inc., New York, reported a continued loss in earnings and a decline in revenues for the nine months ended May 31. Included in the losses are extraordinary charges of \$367,000 for 1971 and \$1.9 million for 1970, relating to disposing of various operating divisions.

Income losses were attributed primarily to reserves for the termination of United Bindery Inc., Jersey City, N.J., a book-binding subsidiary.

For the nine months ended May 31:

	1971	1970
Earned per share	\$ (0.95)	\$ (0.79)
Revenues	47,741,000	65,831,000
Net income	(1,600,000)	(1,299,000)
Average shares outstanding	1,829,000	1,834,000

Sound 1971 start for Taft

Taft Broadcasting's first fiscal quarter showed a 14% increase in net earnings and an increase in revenues—\$12,405,862 to \$12,675,624—over the comparable period in 1970. Good performances were noted by Taft for Cinemobile Systems and Rhodes Productions, syndication and distribution divisions, and for operations of its broadcasting division. At the firm's annual meeting, a quarterly dividend of 15 cents per share payable to stockholders of record August 16, was declared.

For the three months ended June 30:

	1971	1970
Earned per share*	\$ 0.57	\$ 0.51
Revenues	12,675,624	12,405,862
Net income	2,140,349	1,877,782

* Based on the weighted number of shares outstanding for each period.

Trading in May by the insiders

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of all other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary for May* (all common stock unless otherwise indicated):

- Allied Artists—H. M. Pearlman sold 500 stock warrants, leaving him 1,500.
- Ameco Inc.—B. Merrill sold 12,000 shares, leaving him with 669,633 personally and 40,755 in trusts.
- Ampex Corp.—C. V. Anderson sold 1,000 shares, leaving him 320. R. R. Owen liquidated his present holdings by selling 300 shares.
- Avco Corp.—K. R. Wilson Jr., in order to meet income-tax payment, sold 1,000 shares of cumulative convertible preferred stock, leaving him with 8,500 shares of such stock.
- Bartell Media Corp.—R. S. Evans, officer and director, liquidated his present common-stock holdings by selling 200 shares.
- Burnup & Sims—C. W. Cox, through Walston & Co. trading account, bought and sold, respectively, 12,492 and 12,475 shares (during February), and 5,423 and 6,298 (during March), leaving him 875 shares short by end of May.
- Capital Cities Broadcasting Corp.—W. O. Dwyer sold 100 shares on Feb. 8 (late report), leaving him none.
- Chris-Craft Industries Inc.—V. Oristano sold total of \$200,000 worth of 6% convertible debentures, leaving him none of this stock.
- Citizens Financial Corp.—D. S. Clarke bought 100 shares, giving him 200.
- CBS—W. S. Paley, through trusts, sold 2,957 shares, leaving him 20,662 shares in trust, 1,660,995 personally, 93,702 in partnership and 71,641 held by wife.
- Columbia Pictures Industries—J. R. Mitchell bought 886 shares, giving him 14,534; B. Karp sold 2,100 shares, leaving him with 302 shares personally, 674 in retirement fund and one share held by wife. C. I. Lappen sold \$35,000 worth of 4¾% debentures and \$50,000 worth of 5¾% debentures, leaving him with no holdings of either type of stock.
- Combined Communications Corp.—B. A. L. Bogan Jr. bought 100 shares, giving him 100.
- Communications Properties Inc.—R. W. Hughes bought \$5,000 worth of convertible subordinate debentures, giving him \$28,000 worth of such stock.
- Conrac Corp.—D. R. Putnam sold total of 300 shares, leaving him 23,291.
- Cowles Communications Inc.—C. C. Sibre sold total of 1,500 shares, leaving him 1,563.
- Cox Broadcasting Corp.—S. G. Mouse sold 300 shares, leaving him 12,300; J. L. Reinsch, pursuant to SEC registration, sold 120,000, leaving him 112,000.
- Cox Cable Communications — J. L. Reinsch bought 100 shares, giving him 600.
- Creative Management Associates Inc.—D. Beigelman sold 3,000, leaving him 113,982; L. M. Lewis sold 560, leaving him 3,026, and H. Rush sold 1,599, leaving him 39,400.
- Walt Disney Productions—W. T. Bertagna, former officer, bought 104 shares, giving him 214. R. E. Disney sold 600, leaving him 334,042 personally, 38,990 through wife, 62,734 as custodian, 92,744 in trust and 437,548 through corporations. S. C. Olin sold 568 shares, leaving him 5,000. L. E. Tryon sold 200, leaving him 6,959. E. C. Walker bought total of 1,350 shares, giving him 19,986 personally and 3,480 in trust.
- Doyle Dane Bernbach—H. H. Becker and wife each sold 200 shares, leaving them none (class A). W. Taubin sold 1,000 (class A), leaving him 9,488 personally and 40 through daughter.
- Entron Inc.—J. Ross sold 1,000 shares, leaving

him 50,976.

- Foote, Cone & Belding—Wife of A. W. Schultz sold 1,187 shares, leaving her with 4,250. Mr. Schultz holds 20,651.
- Fuqua Industries—R. H. Brethen bought 200, leaving him 1,240 personally and 900 through wife. J. B. Fuqua sold 120,000 shares, leaving him 288,025 personally and 4,269 in trust. J. A. Goese bought 100 shares, giving him 3,607 shares personally, 266 jointly with wife and 270 through wife as custodian. H. M. Nowlan Jr. bought 500, giving him 1,010 (purchased as restricted stock). N. Strawbridge sold 4,600, leaving him 66,215.
- General Electric—D. E. Craig bought 3,192 shares, leaving him 3,212 personally and 11 through wife. J. B. Davis bought 648, giving him 648. B. M. Estes sold 110, leaving him 300 personally and 121 through wife. F. H. Holt bought 335, giving him 1,357 personally and 98 through savings plan. Wife of G. W. Humphrey bought 500, giving her 4,000; Mr. Humphrey owns 200 personally and 800 through trust. H. B. Miller sold 818, leaving him five shares personally and 3,400 in trusts. J. R. Mudge sold 715, leaving

- him 341. L. E. Pankonin sold 459, leaving him 1,971 personally and 135 in savings plan. D. D. Scharft bought 2,356, giving him 4,430 personally, 61 in savings trust and 146 through wife. H. L. Stehle, through incentive corporation plan, bought 189 shares, giving him 1,517 shares acquired through this plan, 610 personally and 79 in savings plan. P. C. Van Dyck sold 400, leaving him 168 personally, 102 in joint tenancy and 121 in savings plan. E. Woll bought 508, giving him 2,779.
- Kansas State Network—L. C. Waller bought 200 shares, giving him 26,674 personally and 200 as custodian.
- Kinney Services Inc.—S. Berger sold 2,000, leaving him 40,143. A. Golden sold 400, leaving him 4,534. Wife of S. L. Lewis sold 2,500, leaving her none; Mr. Lewis owns 7,500 shares. J. S. Liebowitz, as co-trustee, sold 39,000, leaving co-trusteeship 576 shares; Mr. Liebowitz owns 82,622 personally. M. Rosenthal sold total of 3,000, leaving him 163,404 personally; he also sold 590 through trusts, leaving trusts with 79,155; his family owns 14,320. Wife of S. J. Ross sold 1,000, leaving her 28,600; Mr. Ross owns 83,000 per-

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

NEW ISSUE

July 16, 1971

\$50,000,000

Columbia Broadcasting System, Inc.

7.85% Debentures Due 2001

Price 100%

plus accrued interest from August 1, 1971

Copies of the Prospectus may be obtained from any of the several underwriters, including the undersigned, only in States in which such underwriters are qualified to act as dealers in securities and in which the Prospectus may legally be distributed.

The First Boston Corporation

Dillon, Read & Co. Inc. Kuhn, Loeb & Co. W. E. Hutton & Co.

Blyth & Co., Inc.

Eastman Dillon, Union Securities & Co.
Incorporated

Goldman, Sachs & Co.

Halsey, Stuart & Co. Inc.

Hornblower & Weeks-Hemphill, Noyes

Kidder, Peabody & Co.
Incorporated

Lazard Frères & Co.

Lehman Brothers
Incorporated

Loeb, Rhoades & Co.

Merrill Lynch, Pierce, Fenner & Smith
Incorporated

Paine, Webber, Jackson & Curtis
Incorporated

Salomon Brothers

Smith, Barney & Co.
Incorporated

White, Weld & Co.

Dean Witter & Co.
Incorporated

Bache & Co.
Incorporated

sonally and 80,374 through trusts. A. Sarnoff sold 13,750, leaving him 25,000. R. E. Seley sold 700 personally and 200 through trusts, leaving him 2,103 personally and 400 in trust. M. A. Sweig liquidated his holdings by selling 3,000. S. M. Weiss sold total of 340, leaving him 900 personally and 200 through wife as custodian.

■ Lamb Communications—Lamb Enterprises Inc. bought 500 shares of class A common, giving it 2,101,307.

■ LIN Broadcasting Corp.—T. I. Unterberg, through Towbin Co. trading account, purchased 4,951 shares and sold 7,665, leaving 300 shares short. Mr. Unterberg personally holds 7,102 shares; his family holds 200; he has 2,500 shares in partnership.

■ MCA Inc.—J. E. Drick bought 300 shares, giving him 400. L. N. Friedland sold 1,500, leaving him 38,735 personally and 540 through family.

■ Magnavox Co.—D. T. Richardson sold 300, leaving him 1,784.

■ Media General Inc.—W. F. Robertson bought 200 shares of class A common, giving him 200 personally and two shares as custodian.

■ Meredith Corp.—D. Tucker sold 3,200, leaving him 2,000.

■ 3 M Co.—Various trustees sold total of 141,000 shares, leaving 4,141,504.

■ Motorola Inc.—J. T. Hickey sold 500 shares, leaving him 2,000; his family sold 450, leaving 696. Mr. Hickey also holds 5,000 shares as co-executor. P. D. Lynch made initial purchase of 800 shares. W. B. Scott sold 1,000, leaving him 13,450.

■ National General Corp.—D. A. Polier sold 300 shares, leaving him 900.

■ Norton Simon Inc.—N. Cousins sold 24,064,

leaving him 5,429. He also liquidated shares held in trusts by selling 9,090.

■ Official Industries—L. C. Lerner, through Lerner & Co. trading account, bought total of 8,432 shares and sold 2,700, leaving him with 11,880 in account, 648,095 personally, 915,000 in corporation and 2,000 through wife. Mr. Lerner, through trading account, also bought 18 and sold 979 shares of 4½% class A preferred stock, leaving him with 18 such shares in account, 40,633 personally and 64,000 through corporations. He also bought 39,100 shares of 4½% convertible class C preferred stock through trading account, giving him 39,100 in account and 26,900 personally.

■ Ogilvy & Mather International—M. J. Ball bought 1,000 shares, giving him 2,292. J. Elliot Jr. bought 5,000, giving him 23,075.

■ Outlet Co.—M. J. Berkson bought total of

The Broadcasting stock index

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

Stock symbol	Ex-change	Closing July 21	Closing July 14	Net change in week	High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting								
ABC	N	45%	44%	+ 1	48	25	7,089	\$317,233
ASI Communications	O	3%	3%	- ¼	4%	2%	1,789	6,262
Capital Cities	N	45%	48%	- 3	48%	29	6,236	300,887
CBS	N	48%	45%	+ 3	49%	30%	27,086	1,228,892
Cox	N	29%	29%	+ ¼	31	17%	5,802	171,855
Gross Telecasting	A	13%	12%	+ 1	18	10%	800	10,000
LIN	O	15%	14%	+ 1½	15%	6%	2,294	32,690
Metromedia	N	29%	29	+ ¼	30%	17%	5,756	166,924
Mooney	O	7%	6	+ 1½	6	4	250	1,500
Pacific & Southern	PSOU	O	14%	15	- ½	17½	1,637	24,555
Rahall Communications	RAHL	O	10	11	- 1	29	1,037	11,407
Reeves-Telecom	RBT	A	2%	2%	- ¼	3%	2,292	5,157
Scripps-Howard	SCRHP	O	23%	23½	+ ½	25	2,589	60,842
Sonderling	SDB	A	28%	28%	- ¼	34	997	28,664
Starr	SBG	M	19%	17%	+ 1%	17%	496	8,804
Taft	N	43	40%	+ 2%	44%	23%	3,707	149,652
Total							69,857	\$2,525,324

Broadcasting with other major interests

Avco	AV	N	13%	13%	- ¼	18	12%	11,470	\$159,354
Bartell Media	BMC	A	4%	4%	+ ¼	8	4%	2,254	10,413
Boston Herald-Traveler	BHLD	O	20	19	+ 1	28	19	577	10,963
Chris-Craft	CCN	N	6%	7%	- ¼	9%	8%	3,901	28,750
Combined Communications	CCOM	O	20%	20%	- ¼	20%	10%	2,048	42,496
Cowles Communications	CWL	N	10%	10%	+ ¼	12%	8	3,969	41,675
Fuqua	FQA	N	24%	24%	+ ¼	28%	13%	6,700	163,279
Gannett	GCI	N	50	47%	+ 2%	52	32%	7,515	355,084
General Tire	GY	N	27%	27%	+ ½	27%	21%	18,713	507,497
Gray Communications	O	8%	8%	- ¼	8	6	475	2,969	
ISC Industries	ISC	A	5%	5%	-	8	5%	1,959	10,775
Lamb Communications	O	2%	2%	-	2%	2%	475	1,188	
Lee Enterprises	LNT	A	29%	29%	-	30%	18%	1,957	58,221
Liberty Corp.	LC	N	23%	23%	+ ½	24	17%	6,744	155,921
Meredith Corp.	MDP	N	26%	26%	+ ¾	29%	19%	2,754	71,934
Multimedia Inc.	O	34	34%	- ¼	34%	25	2,406	82,406	
Outlet Co	OTU	N	19%	18%	+ ½	22	14%	1,332	25,148
Post Corp.	POST	O	14%	13%	+ 1	14%	9%	734	10,093
Ridder Publications	RIDD	O	24%	24	+ ½	27%	18	8,236	197,664
Rollins	ROL	N	41%	41%	+ ¼	43%	25%	8,065	331,633
Rust Craft	RUS	A	43%	43%	-	48%	28%	1,159	50,706
Schering-Plough	PLD	N	84%	82	+ 2½	87%	60%	25,174	2,084,268
Storer	SBK	N	31%	31%	+ ¾	33%	19	4,223	131,420
Time Inc.	TL	N	52	52%	- ¼	62%	40%	7,257	380,049
Trans-National Communications	O	½	½	- ¼	1%	¼	1,000	620	
Turner Communications	O	2½	2½	-	4	2	1,328	3,320	
Wometco	WOM	N	20%	20%	-	23%	17%	6,037	122,249
Total							138,482	\$5,014,095	

CATV

American Electronic Labs.	AELBA	O	7	7%	- ¼	10	3	1,636	\$11,648
American TV & Communications	AMTV	O	20	21%	- 1%	26%	17%	2,042	43,638
Burnup & Sims	BSJM	O	23%	26	- 2%	37%	20%	2,962	77,012
Cablecom-General	CCG	A	13	13%	- ¾	17%	12%	2,485	34,169
Cable Information Systems	O	2%	2%	+ ¼	4%	2%	955	2,388	
Citizens Financial Corp.	CPN	A	14%	14%	- ¼	15%	12%	1,527	22,142
Columbia Cable	CCAB	O	13%	13%	- ¼	15%	9%	900	12,150
Communications Properties	COMU	O	9%	9%	- ¼	10%	7%	1,800	16,650
Cox Cable Communications	COXC	A	17%	19%	- 1%	25%	17%	3,551	69,671
Cypress Communications	CYPR	O	9%	9%	- ¼	10%	7	2,384	23,554
Entron	ENT	A	3%	3%	-	7%	3½	1,320	4,778
General Instrument Corp.	GRL	N	23%	21%	+ 1%	29%	18%	6,368	138,504
Sterling Communications	STER	O	5%	4%	+ ½	8%	3%	1,100	5,082
Tele-Communications	TCOM	O	19%	19%	+ ¼	20%	12	2,856	55,692
Teleprompter	TP	A	75%	78%	- 2%	88%	56%	3,077	242,314
Television Communications	TVCM	O	8%	9%	- ¾	10%	7	3,804	34,692
Viacom	VIA	N	13%	14%	- 1	21	13%	3,760	54,971
Vikoa	VIK	A	7%	7%	- ¼	14%	7	2,339	18,431
Total							44,886	\$867,488	

1,700 shares, giving him total of 37,000.
 ■ Post Corp.—J. V. Loewi, through Loewi & Co. trading account, bought 4,851 and sold 3,800, giving him balance of 324 in account and 600 personally.
 ■ RCA—E. B. Gorin sold 3,096, leaving him 5,000. His wife owns 204.
 ■ Rahall Communications Corp.—N. J. Rahall, through trusts, purchased 100 shares and subsequently sold 200, giving him balance of 240,544 shares in trusts, none personally.
 ■ Reeves Telecom Corp.—E. L. Glockner sold total of 2,100 shares, leaving him balance of 77,702.
 ■ Republic Corp.—C. F. Bourland sold 2,000 shares, leaving him 11,000.
 ■ Rollins Inc.—R. R. Rollins sold 6,300, leaving him 140,755 personally, 87,724 through family, 61,600 as co-trustee and 4,000 in estate. J. W.

Rollins sold 22,000, leaving him 700,920 personally and 9,544 through family.
 ■ Rust Craft Greeting Cards Inc.—J. J. Laux sold 7,300 shares, leaving him 27,909. H. S. Monheim sold 750, leaving him 2,350.
 ■ Signal Co.'s—Z. C. R. Hansen sold total of 3,000, leaving him with 69,004 personally and 400 through wife. A. J. Chitia bought 7,500, giving him 7,600.
 ■ Sonderling Broadcasting—M. A. Loundy sold total of 1,300, leaving him 35,500. E. Sonderling sold 1,000, leaving him 208,250. Harbor Fund Inc. bought \$65,000 worth of 5½% convertible subordinate debentures, giving it \$866,000 worth of such stock.
 ■ Taft Broadcasting Co.—R. T. Schlinkert sold 400 shares, leaving him 3,568. D. L. Chapin sold 400, leaving him 3,562. W. H. Hansher sold 400, leaving him 2,697; his wife owns 18 shares. S. T.

Johnston sold 400, leaving 6,869; his family owns 1,206. J. L. McClay sold 500, leaving 5,154. C. S. Mechem Jr. sold 800, leaving 3,704 personally and 25 as custodian. D. S. Murphy sold 500, leaving 13,009. R. B. Read sold 200, leaving 2,072. L. H. Rogers II sold 700, leaving 10,738 personally, 1,384 held by family and 1,212 in trusts. T. P. Shellburne sold 200, leaving 816 (sold to issuer). B. E. Slaughter sold 500, leaving 100. F. H. Von Stade sold 400, leaving 4,888. R. C. Wiegand sold 200, leaving 2,562.
 ■ Technicolor Inc.—C. E. Gumprecht sold 1,400, leaving 11,500.
 ■ Teleprompter Corp.—J. D. Wrather Jr. sold total of 4,300 shares, leaving him balance of 38,700. J. Gartenlaub bought 400, giving him 1,200. J. M. Gartenlaub bought 400, giving him 800. E. Weinrich bought total of 500, giving him 2,200.

	Stock symbol	Ex-change	Closing July 21	Closing July 14	Net change in week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)	
Programming										
Columbia Pictures	CPS	N	10%	10%	— ¼	17%	10%	6,342	\$69,001	
Disney	DIS	N	106 ¼	112 ¼	— 6	128 ½	77	12,833	1,435,116	
Filmways	FWY	A	6%	6%	— ½	11%	6%	1,754	11,840	
Four Star International		O	1 ½	1 ½	—	1 ½	1	666	746	
Gulf & Western	GW	N	27 ¼	27 ½	— ¼	31	19	14,964	411,510	
Kinney National	KNS	N	33 ¼	34 ¾	+ ¾	39 ¾	28 ½	11,230	388,783	
MCA	MCA	N	23 ½	23 ¾	— ¾	30	21 ½	8,165	194,980	
MGM	MGM	N	20 ½	20 ¾	— ¼	26 ¾	15 ½	5,886	122,135	
Music Makers	MUSC	O	2 ¾	2 ¾	— ½	3 ¾	2 ¾	589	1,696	
National General	NGC	N	26 ¾	25 ¾	+ 1 ½	28 ½	15 ¾	4,977	126,266	
Tele-Tape Productions		O	1 ½	1 ½	—	2	1	2,183	2,445	
Transamerica	TA	N	17 ½	17 ½	— ½	19	15 ½	63,841	1,101,257	
20th Century Fox	TF	N	11 ½	10 ¾	+ ¾	15 ¾	8 ¾	8,562	92,042	
Waller Reade Organization	WALT	O	1 ¾	1 ¾	— ½	3 ¾	1 ¾	2,414	4,538	
Wrather Corp.	WCO	A	7 ¾	7 ¾	+ ½	8 ¾	6 ¾	2,164	16,490	
								Total	148,570	\$3,978,845

Service

John Blair	BJ	N	20 ½	21	— ½	24 ¾	16	2,584	\$54,264	
ComSat	CO	N	70 ½	72	— 1 ½	84 ½	49 ½	10,000	720,000	
Creative Management	CMA	A	10 ¼	11	— ¾	17 ¾	8 ¾	1,050	11,550	
Doyle Dane Bernbach	DOYL	O	25	22	+ 3	26 ½	21	1,929	42,438	
Elkins Institute	ELKN	O	9 ¾	10 ¾	— 1 ½	16 ¾	8 ¾	1,664	18,104	
Foote, Cone & Belding	FCB	N	12 ½	12 ¾	— ¼	13 ¾	7 ¾	2,196	27,999	
Grey Advertising	GREY	O	15	15 ¾	— ¾	14 ¾	9 ¾	1,209	18,582	
Marvin Josephson Assoc.	MRVN	O	7 ¾	7 ¾	— ½	12	7 ½	902	7,108	
LaRoche, McCaffrey & McCall		O	9 ¼	9	+ ¼	16 ½	9	585	5,265	
Marketing Resources & Applications		O	8	8 ¾	— ¾	18 ¾	2 ¾	504	4,410	
MovieLab	MOV	A	2	2 ½	— ½	4	2	1,407	2,983	
MPO Videoelectronics	MPO	A	6 ¾	7 ¾	— ½	8 ½	5	557	3,966	
Nielsen	NIELA	O	43 ¼	43	+ ¼	49 ¾	39 ¾	5,299	227,857	
Ogilvy & Mather	OGIL	O	33 ¾	34 ¾	— 1 ½	36	24	1,096	38,228	
PKL Co.	PKL	A	3 ¾	3 ¾	— ¼	6 ¾	3 ¾	742	2,783	
J. Walter Thompson	JWT	N	47 ¼	51 ¾	— 4 ¾	60	34 ½	2,721	140,458	
Transmedia International		O	½	½	— ½	3 ¾	½	535	134	
Wells, Rich, Greene	WRG	A	20	20	—	25 ¾	15 ¾	1,601	31,500	
								Total	36,581	\$1,357,629

Manufacturing

Admiral	ADL	N	17 ¾	18 ¾	— ¾	21	8	5,163	\$96,135	
Ampex	APX	N	17 ½	17 ¾	— ½	25 ¾	16 ½	10,875	191,618	
CCA Electronics	CCAE	O	4 ½	3 ¾	+ ¾	4 ¾	2 ¾	897	3,480	
Collins Radio	CRI	N	11 ¾	12 ¾	— ¾	20 ¾	12 ¾	2,968	37,842	
Computer Equipment	CEC	A	4 ¼	4 ¼	—	7 ¾	3 ¾	2,434	10,345	
Conrac	CAX	N	23 ¾	23 ½	— ½	29	15 ½	1,259	29,587	
General Electric	GE	N	56 ¾	58 ¾	+ 1 ¾	62 ¾	57 ¾	181,626	10,670,528	
Harris-intertype	HI	N	56	59	— 3	69 ¾	54 ¾	6,333	373,647	
Magnavox	MAG	N	50 ½	52 ¾	— 2 ¾	53 ¾	37 ¾	17,283	911,678	
3M	MMM	N	118 ¼	119 ¼	— 1	123 ¾	95 ¾	56,099	6,689,806	
Motorola	MOT	N	78 ¼	77	+ 1 ¼	89 ¾	51 ½	13,370	1,029,490	
RCA	RCA	N	34 ¾	34 ¾	+ ¾	40 ¾	26	74,437	2,539,790	
Reeves Industries	RSC	A	4 ½	3 ¾	+ ¾	6 ¾	2 ¾	3,458	12,968	
Telemation	TIMT	O	10 ¼	9 ¾	+ ¾	13 ¾	8 ¾	14,040	138,715	
Westinghouse	WX	N	91 ¾	90 ¾	+ ¾	94 ¾	65 ¾	41,431	3,759,863	
Zenith	ZE	N	47 ¾	48 ¾	— 1 ½	54 ¾	36 ¾	19,021	917,763	
								Total	450,894	\$27,788,902

Grand total 887,030 \$41,530,281

Standard & Poor Industrial Average 109.39 109.30 + 0.09

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

Shares outstanding and capitalization as of July 14.
 Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

■ Television Communications Corp.—W. L. Cox sold 6,200, leaving him 196,822. H. Sloan, through Howed Agency Inc., sold 2,000, leaving him 5,000. A. B. Stern sold 9,500, leaving him 72,994 personally, 44,200 through family, 23,100 as co-trustee and 1,600 in foundation.

■ J. Walter Thompson Co.—A. E. Grimson sold 1,000 shares, leaving 1,500. A. C. Anderson sold 750, leaving him none. R. P. Jones sold 200, leaving 500. R. D. Carp sold 750, leaving him none. B. Metter sold 100, leaving 400. F. I. Myers sold 200, leaving 400. S. C. Ralis sold 190, leaving 1,100. F. G. Ronai sold 100, leaving none. J. B. Sandberg sold 350, leaving none. T. E. Schultz III sold total of 500, leaving none. N. H. Strousse sold 8,000, leaving none.

■ Time Inc.—A. Heiskell sold 200, leaving him 33,067. R. E. Larsen sold 2,845, leaving 263,515; his wife owns 84,612. H. Luce III sold 400, leaving him 112,700 personally and 262,417 as trustee. J. R. Shepley sold 1,000, leaving 2,650.

■ Vikoa Inc.—T. Baum sold 5,000 shares, leaving 154,983 personally, 232,440 in trusts, 125 through wife and 19,674 as custodian.

■ Wells Rich Greene Inc.—J. Burns sold 5,000, leaving 2,500. F. C. Colnar sold 12,500, leaving 12,500. G. D'Amato sold total of 4,000, leaving 3,500. C. Gibson sold 1,250, leaving 2,500. H. Green sold 5,000, leaving 2,500. S. Greene sold 110,000, leaving 100,000. M. Hysen sold 3,000, leaving 1,100. F. L. Jacobs sold 18,750, leaving 18,750. M. Jacobs sold 1,250, leaving 2,500. C. A. Kessler sold 875, leaving 1,000. M. W. Lawrence sold 110,850, leaving 100,000. M. McGivney sold 2,500, leaving 5,000. C. Moss sold 18,750, leaving 18,750. V. Olesen sold 625, leaving 1,250. R. T. O'Reilly sold 15,000, leaving 15,000. R. R. Eitzfeld sold 300, leaving 7,200. H. Singer sold 1,000, leaving 2,000. J. Sloan sold 2,366, leaving 4,734. M. Stern sold 3,750, leaving 3,750. M. Waterston sold 1,075, leaving 2,400. L. Wechsler sold 1,250, leaving 2,500. C. A. Wolfe sold 1,235, leaving 240.

■ Westinghouse Electric—F. P. Cotter sold 200, leaving 299. S. F. Davies Jr. sold 300, leaving 668; he also holds 100 through incentive plan. T. W. Landrum bought 1,200, giving him 1,840. T. J. Murrin bought 1,500, giving him 1,501.

F. B. Shiring bought 150, giving him 450. H. C. Smith bought 1,000, giving him 2,700.

■ Wometco Enterprises—L. Wolfson II, through foundation, sold 300, leaving foundation with 1,790; Mr. Wolfson owns 14,415 personally, 2,557 through joint tenancy, 92,360 as co-trustee, 14,321 as custodian, 173,879 through companies, and 308 through wife (all shares are class A common). R. E. Wolfson sold 1,000, leaving 7,504 personally, 6,916 as trustee, 20,640 through corporations, 282 through foundation, 18 in joint tenancy and 3,213 through family.

Company reports:

■ Gross Telecasting Inc., Lansing, Mich.-based group broadcaster, reported a 9% increase in revenue and a 19% increase in net income for the six months ended June 30:

	1971	1970
Earned per share	\$ 0.61	\$ 0.51
Revenues	2,457,609	2,281,852
Net income	494,843	415,967

■ Taft Broadcasting Co., Cincinnati, group station owner, reported a rise in revenues and net earnings for the first quarter, ended June 30. Increases were attributed to improved conditions in the broadcast division and strong performances by the company's Cinemobile Systems and Rhodes Productions, syndication and distribution subsidiaries.

For the three months ended June 30:

	1971	1970
Earned per share	\$ 0.57	\$ 0.51
Revenues	12,675,624	12,405,862
Net income	2,140,349	1,877,782

■ Gannett Co., Rochester, N.Y.-based group station owner, reported a 33% rise in net income and a 10.7% increase in revenues for the six months ended June 27:

	1971	1970
Earned per share	\$ 0.89	\$ 0.67
Revenues	87,338,413	78,902,642
Net income	6,693,463	5,046,362

■ Scripps-Howard Broadcasting Co., Cincinnati-based group station owner, reported a dip in revenues and net income for the six months ended June 30:

	1971	1970
Earned per share	\$ 0.79	\$ 0.95
Revenues	11,607,657	11,139,385
Net income	2,037,500	2,450,536

Teleprompter set for offering

Multiple-CATV owner Teleprompter Corp. has filed a registration statement with the Securities and Exchange Commission for outstanding common stock to be offered for sale at a time to be set by the respective stockholders. Of the 310,993 shares covered in the registration, 83,000 may be sold by Jack Kent Cooke, who currently holds 463,964 shares. The company said that much of the stock to be sold relates to acquisitions made by Teleprompter in the past. The SEC estimated the maximum selling price per share at \$77.25. The actual figure will come at sale time.

Credit information for CATV

Credit executives representing 12 manufacturers and suppliers of cable television systems have established the

National CATV Credit Group. Paul D. Askos of Ameco Inc., president of the new group, explained its purpose in a statement: "Due to the tremendous growth and future of CATV, it was felt that a credit association was needed to facilitate the fair and timely exchange of reliable credit information." Officers of the group are Mr. Askos, president; Sol Hirschorn, Vikoa Inc., vice president; Chester Jandzio, AEL Communications Corp., secretary-treasurer.

UA parent firm income up

Transamerica Corp. last week reported a 26% increase in first half operating earnings over the previous year. Operating earnings for the six months ended June 30 amounted to \$29,107,000, or 45 cents per share, compared with the same 1970 period. Second quarter operating results advanced to \$15,766,000 or 24 cents per share, from the \$11,998,000, or 19 cents a share recorded in the second quarter of 1970, and the \$13,341,000, or 21 cents a share for the first three months of 1971.

Capital gains, principally from security portfolios of Transamerica's insurance companies, totaled \$3,178,000, or five cents per share, substantially less than the \$10,798,000, or 17 cents a share realized in the first six months of 1970. Consolidated net income, therefore, for the first six months totaled \$32,285,000, or 50 cents per share. These results compare with \$33,906,000, or 53 cents a share for the corresponding 1970 period.

The business of United Artists, Transamerica's major leisure time operation, continued to show profit improvement during the second quarter.

Financial notes:

■ Ogilvy & Mather International Inc., New York, declared a regular quarterly dividend of 20 cents per share, payable Aug. 31 to shareholders of record Aug. 9.

■ Wells, Rich, Greene Inc., New York, reported that its common stock will be listed on the New York Stock Exchange beginning Aug. 17. The stock is currently listed on the American Stock Exchange. Stock closed last Wednesday (July 21) at \$20.

■ ABC has filed with the Securities and Exchange commission for registration of 300,000 outstanding common shares to be included in a secondary public offering. The stock, which may be offered from time to time by the Edward John Noble Foundation, will be sold at a price coinciding with market trends at the time of offering. The SEC estimated the stock's current value to be \$46 per share. Shearson Hammill & Co. and Merrill, Lynch, Pierce, Fenner & Smith Inc. will underwrite.



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300C



200C/220C

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Broadcast advertising



Thomas F. Leahy, director of daytime sales since June 1969, for CBS-TV, New York, appointed to newly created position of VP-sales, CBS-TV stations division. Mr. Leahy joined CBS in 1962

as a member of WCBS-TV New York sales staff, advancing to account executive in New York and Chicago offices of CBS-TV network sales.

Larry G. Kingen, president, Kingen Feleppa O'Dell, New York agency, joins Lennen & Newell/Pacific, San Francisco, as VP and assistant general manager.

Robert R. Cormier, supervisor of advertising and promotion, BBDO, Chicago office, named VP and Midwest-area account supervisor.

Alan Pake, VP and creative director, Detroit office, Grey Advertising, joins Leo Burnett, Chicago, as associate creative director.

Norman C. Sabee, VP and creative director, Dancer-Fitzgerald-Sample, Dayton office, appointed manager of that office. **D. James Hughey**, agency VP, appointed account supervisor, Dayton office. **John Jakes**, with creative staff, succeeds Mr. Sabee as creative director.

John Maughan, VP, Bloom Advertising, Dallas, joins Louis Hertz Advertising, Atlanta, in similar capacity.

Edward Eskandarian, VP and account supervisor, Humphrey Browning McDougall, Boston agency, elected senior VP.



Donald L. Dahlman, VP and general manager, WLWD(TV) Dayton, Ohio, named VP for TV sales for Avco Broadcasting, Cincinnati, station's licensee. **Murray Smith**, VP and account supervisor, Kenyon & Eckhardt, New York, appointed director of international operations.

Glenn Wright, department manager, J. C. Penney, department store, Seattle, joins KIRO-TV there as sales development director.

Eugene H. Kummel, president, McCann-Erickson Corp., elected director, The Interpublic Group of Companies, New York, McCann-Erickson parent.

James T. Rhodes, account supervisor, Gross, Pera & Rocket, San Francisco, agency, named VP.

Daniel B. Aron, national sales manager, No Soap Radio, radio-commercial and commercial-soundtrack production house, New York, named VP.

David A. Blocker, with ABC Television National Spot Sales, Chicago, joins Evans Broadcasting Corp., St. Louis, as Midwestern sales manager. He will be responsible for Chicago, Detroit, Milwaukee and Minneapolis areas for KDNL-TV St. Louis and Evans-represented station WRET-TV Charlotte, N.C.

Fred Delano, with Foote, Cone & Belding, New York, appointed account executive.

Burton J. Pierce, assistant account executive, Tatham-Laird & Kudner, Chicago, joins Needham, Harper & Steers, there, as account executive.

Barry Sullivan, account executive, BBDO, San Francisco, joins Hoefer, Dieterich & Brown, there, as account manager.

Don J. Plumridge, director of creative service, Post-Newsweek stations, Washington, joins Earl Palmer Brown & Associates, agency there, as director of TV and radio.

Don J. Plumridge, director of creative service, Post-Newsweek stations, and its WDCA-TV Washington, joins Ealle Palmer Brown & Associates, agency there as director of TV and radio.

Nina Narston, head of PR and promotion for San Diego shopping center, joins Barnes-Carey Advertising there as media director.

Eugenie L. Martin, independent marketing and publicity consultant, Nassau, Bahamas, joins Grant Advertising, Miami, as marketing and research director.

Hal Griffin, VP and account supervisor of Helena Rubinstein domestic, Kenyon & Eckhardt Advertising, New York, appointed account supervisor of international account.

King Patterson, local sales manager, WKBD-TV Detroit, appointed general sales manager.

Charles A. McFadden, general sales manager, WLWD(TV) Dayton, Ohio, joins WTEN(TV) Albany, N.Y., in similar capacity.

Brian Byrnes, with sales staff, WHEN-TV Syracuse, N.Y., appointed national sales manager.

Harold Rosenberg, with sales staff, RKO Radio Representatives, New York, appointed Eastern sales manager, FM sales division.

Robert A. Skolnik, with programming department, WIND(AM) Chicago, appointed advertising and sales promotion manager.

Robert D. Mikkalson, general manager, WGEZ(AM) Beloit, Wis., appointed general sales manager, WIBA-AM-FM Madison, Wis.

Armond Akey, manager, Montgomery Ward department store, Streater, Ill. appointed sales manager, WRAM(AM) Monmouth, Ill.

Maxine Johnson, account executive, Chapman/Spittler Productions, Omaha-based production firm specializing in multimedia presentations, joins KABC-AM-FM Los Angeles as retail sales coordinator.

Allen R. Shaw, with sales staff, WLYF(FM) Miami, joins WENZ(AM) Richmond, Va., as general sales manager.

Media

James W. Brady, publisher, *Women's Wear Daily*, New York, joins Hearst Corp., diversified publications firm with broadcast interests, as VP with responsibilities in publishing and broadcasting. Hearst stations include: WBAL-AM-FM-TV Baltimore; WISN-AM-FM-TV Milwaukee; WTAE-AM-FM-TV Pittsburgh, and WAPA(AM) San Juan, Puerto Rico.

James Coppersmith, VP and general sales manager, KTTV(TV) Los Angeles, joins WNEW-TV New York, in same capacity, succeeding **William Carpenter**, who moves to WTTG(TV) Washington as VP and general manager (BROADCASTING, July 19). All are Metromedia stations.

Nicholas deB. Katzenbach, former U.S. attorney general, and currently director, VP and general counsel, International Business Machines Corp., Armonk, N.Y.-based information processing system, and Arjay Miller, dean, Graduate School of Business, Stanford University, Stanford, Calif., elected directors, Washington Post Co. Post Co. is parent of Post-Newsweek stations, licensee of WTOP-AM-FM-TV Washington; WJXT-

(TV) Jacksonville, WPLG-TV Miami, both Florida, and WCKY(AM) Cincinnati.

Jim Simon, news director, KCBS-AM-FM San Francisco, named VP of parent CBS Radio, and general manager, WBBM-AM-FM Chicago, also CBS stations.

Tom Gleba, public affairs director, WBNS-TV Columbus, Ohio, leaves after 20 years service, to become president, Communications Consultants, media consultants, San Diego.

Al Mladenich, director of administration and finance, KIRO Inc., Seattle, named VP of finance and administration and treasurer.

Roger D. McLean, general manager, Funk & Wagnalls, trade book publishing division of *Reader's Digest*, New York, named VP and director of sales, Sterling Manhattan Cable Television there.



Sidney A. Abel, formerly general manager, WASH-(FM) Washington joins WJMD(FM) Bethesda, Md., as VP and general manager. Mr. Abel earlier in his career was member of sales staff at BROADCASTING.

Mr. Abel

Patrick H. Driscoll, assistant to treasurer, Taft Broadcasting Co., Cincinnati, elected assistant treasurer.

Ray Colie, general sales manager, WLWT(TV) Cincinnati, appointed general manager, WLWD(TV) Dayton, Ohio. Both are Avco Broadcasting stations.

Dale Smith, general sales manager, wsb-tv Atlanta, appointed assistant general manager.

Loren B. Stone, general manager of noncommercial KCTS-TV Seattle, retires. He was twice board chairman of Educational Television Stations, division of National Association of Educational Broadcasters, Washington-based association, and twice chairman of Affiliates Council of stations associated with National Educational Television, New York.

Charles DeVault, broadcasting instructor, Youngstown State University, Youngstown, Ohio, joins The Pennsylvania State University division of broadcasting, University Park, Pa., and its associated noncommercial WPSX-TV Clearfield, Pa., as assistant director of broadcasting for operations and services.

Neil F. Rockoff, Eastern sales manager, CBS/FM Sales, New York, appointed station manager, KNX-FM Los Angeles.

David Mitchell, sales manager, WMVO-

(FM) Monroe, Mich., joins WKTN-FM Kenton, Ohio, as station manager.

Programing

Harvey J. Schein, president of CBS International Division, named president of CBS/Columbia Group.

Don Menchel, VP of programing for Telcom Associates Inc., New York, consultant to agencies, advertisers and producers, appointed executive VP, replacing **Jerome R. (Tad) Reeves**, who has resigned. Mr. Reeves is returning to R Associates, Cincinnati and New York, production and consultancy company he formed several years ago.

Norman Horowitz, VP in charge of sales, Screen Gems International, international production and distribution arm of Screen Gems, New York, named VP and general manager.

Lutelle Horne, senior producer, Children's Television Workshop, New York, appointed production director for foreign-language versions of children's program, *Sesame Street*.

Fred Cutts, VP and account executive, Tucker Wayne & Co., Atlanta, agency, appointed general manager of Atlanta branch, Trans-World Productions, closed-circuit TV company, Atlanta.

Nevin Lyerly, continuity director and operations manager, KDFW-TV Dallas, appointed program manager.

Robert T. Sutton, director of advertising and promotion, WXYZ-TV Detroit, appointed assistant programing director.

Richard H. Miner, production manager, WNHC-TV New Haven, Conn. (now WTNH-TV), appointed production manager, WNAC-TV Boston.

Carl Petre, with WLWC(TV) Columbus, Ohio, joins WLWI(TV) Indianapolis as producer-director. Both are Avco Broadcasting stations.

Joe Thompson, VP and general manager, KTUF(AM) Tempe, Ariz., KNIX(FM) Phoenix, KUZZ-FM Bakersfield, and KZIN(AM) Yuba City, both California, appointed to additional duties of sales manager, Buck Owens Enterprises, stations' licensee. Mr. Thompson will be responsible for syndicated TV sales of *Buck Owens Ranch Show* and other company enterprises.

News

Bernard Shusman, assistant news director, WNBC-TV New York, appointed news director. He succeeds **Richard Fraf**, who becomes director of NBC news program services, news and feature syndication operation serving approximately 120 stations.

Chuck White, assistant public affairs director, WBNS-TV Columbus, Ohio, ap-

pointed as director of public affairs.

Ken Baugh, general manager, KQEO(AM) Albuquerque, N.M., elected president of New Mexico Associated Press Broadcasters.

David M. Adams, newsman, KTKT(AM) Tuscon, Ariz., appointed news director.

Promotion

Martin H. Shantz, publicity director WFIL(AM) Philadelphia, appointed promotion director, WTAF-TV there.

Equipment & engineering

Thomas P. Einstein, general attorney, ABC International Television and ABC Merchandising, New York, named executive VP, ABTO Inc. there. ABTO is affiliated with ABC and Technical Operations, New York, and was formed last year to develop and market color process in which TV programing is photographed with low-cost monochrome film and then televised in color.

Howard Dempsey, in private business, Denver, joins CCA Electronics, Gloucester City, N.J.-based broadcast equipment manufacturer, as firm's Western regional sales manager, operating out of CCA's Denver and Fresno, Calif., offices.

Scott H. Kane, producer-director, Telemation Productions, Glenview, Ill., appointed operations director. **Paul J. Minadeo**, video engineer, appointed director of engineering. Telemation Productions provides video tape production services to commercial agencies, industry, CATV and other firms.

Elmer Smalling, chief engineer, Transmedia International, TV commercial producer, New York, appointed director of engineering, Pictronic, tape duplicating and trafficking division of Columbia Pictures Industries there.

Allied fields



Mr. Hilburn

Frank P. Fogarty, president, Mid-Continent Communications Inc., Omaha, group owner, who remains committee member. Communications Committee develops policy proposals in areas that include TV-radio, CATV and common

carriers on continuing basis, matters affecting nation's communications systems.

Dean Salter, legal assistant to FCC Commissioner Robert Wells, Washington, rejoins Holme Roberts & Owen, Denver law firm which he left to join Mr. Wells's staff in January 1970.

Dr. Eugene R. Bertermann, executive director, Lutheran Laymen's League, and president of National Religious Broadcasters, has joined Far East Broadcasting Co., with headquarters in Whittier, Calif., as executive director. Far East is evangelical broadcasting operation beaming mostly to Orient.

J. Arthur Stober, director of public information, PMC Colleges, Chester, Pa., appointed head of radio-TV section of department of public information, The Pennsylvania State University, University Park, Pa.

Deaths

David H. Glickman, 72, retired special-projects editor of BROADCASTING, died July 16 at Alexandria nursing hospital, Los Angeles, of cancer. From 1934 to 1954 Mr. Glickman was head of magazine's Hollywood bureau. From 1954

until his retirement in 1960 he was at Washington headquarters, primarily engaged in supervising production of the BROADCASTING YEARBOOK. He returned to Hollywood upon retirement and was active in broadcast-related affairs. In 1966 he helped found Pacific Pioneer Broadcasters and was its historian at time of death. In 1940's he was among founders of Academy of Television Arts and Sciences. Surviving are his mother, Mrs. Lena Glickman, three brothers, Samuel, Harold and Louis, and sister, Mrs. Gertrude Vederoff, all of San Francisco.



Mr. Glickman

Leroy Bremmer, 71, co-owner of WLDB-AM Atlantic City, N.J., died June 14 on arrival at Atlantic City hospital. He established station in 1955 with his wife as co-owner. Mr. Bremmer is survived by his wife, Dorothy, and two stepsons.

Leon Bernard, 69, retired account executive for United Artists Television, died July 16 in Pittsburgh. First with Ziv and later with UA-TV, he was en-

gaged in radio and TV program sales for some 20 years before his retirement two years ago. He lived at Butler, Pa. Survivors include his wife and three children.

Blevins Davis, 68, producer and playwright, died July 16 in Independence, Mo. Mr. Davis joined dramatic staff of NBC in New York in 1930's, and later directed "Rhapsody," "A Joy Forever" and "Skipper Next to God." In 1952 he achieved success with revival of George Gershwin's "Porgy and Bess" which, with State Department backing, went on tour in Europe. Mr. Davis has no immediate survivors.

Bill Thompson, 58, original radio cast member of *Fibber McGee and Molly*, died July 15 in Hollywood. Mr. Thompson spent his early days in vaudeville and during heyday of Chicago radio appeared in shows such as: *Myrt and Marge*, *Lights Out*, *I Love a Mystery*, *First Nighter* and *Grand Hotel*. In addition to his radio roles in *Fibber McGee and Molly*, he appeared in series' adaptations. In recent years Mr. Thompson provided voices for MGM and Walt Disney cartoons and feature-length animated films. He is survived by his brother, Donald.

ForTheRecord

As compiled by BROADCASTING, July 13 through July 20 and based on findings, 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. ER—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Action on motion

■ Chief, Office of Opinions and Review, in Los Angeles (Los Angeles Unified School District, Viewer Sponsored Television Foundation), TV proceeding, granted request by Viewer Sponsored Television, and extended through July 14 time to file opposition to application for review and addendum to application for review filed by Los Angeles Unified School District (Docs. 19100-01). Action July 8.

Other action

■ Review board in Anaheim, Calif., TV proceeding, denied appeal by Orange Empire Broadcasting Co. from examiner's ruling that no comparative advantage would be accorded any applicant who elected to file amendment on its showing of community survey efforts, as provided for in *Primer on Ascertainment of Community Problems by Broadcast Applicants*. Action July 15.

Existing TV stations

Final actions

■ WJZ-TV Baltimore—FCC found 20-part television series on real estate speculation in housing

in Baltimore broadcast on regular news programs of WJZ-TV, from Nov. 19, 1970, through Dec. 18, 1970, represented personal attack against M. Goldseker Real Estate Co., but licensee "substantially fulfilled" FCC's requirements for fairness in broadcasting attacks. Action July 14.

■ WHAG-TV Hagerstown, Md.—Broadcast Bureau granted mod. of license covering change of aur. ERP to 51.3 kw. Action July 14.

■ WBZ-TV Boston—Broadcast Bureau granted license covering changes. Action July 15.

■ WABG-TV Greenwood, Miss.—Broadcast Bureau granted CP to make changes in trans. equipment. Action July 14.

■ WSUR-TV Ponce, Puerto Rico—Broadcast Bureau granted license covering permit for changes.

Action July 15.

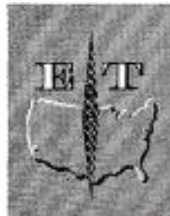
■ FCC found, in response to complaints by J. Allen Carr against WMAQ-TV (NBC) and WBBM-TV (CBS), both Chicago, and Harrison A. Moyer against NBC and CBS, that neither networks, nor their stations, violated fairness doctrine, or any rule or commission policy, in presentation of material on Arab-Israeli conflict, and said no further action on complaints was warranted at this time. Action July 14.

Actions on motions

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV], Hampton Roads Television Corp.), TV proceeding, denied petition by Hampton Roads Television for recon-

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408-375-3164

Summary of broadcasting

Compiled by FCC, July 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,328 ¹	3	12	4,343 ¹	53	4,396 ¹
Commercial FM	2,216	1	33	2,250	118	2,368
Commercial TV-VHF	500	2	10	512 ²	14	527 ²
Commercial TV-UHF	168	0	15	183 ²	74	269 ^{2†}
Total commercial TV	668	2	25	695	88	796
Educational FM	454	0	17	461	59	520
Educational TV-VHF	80	0	5	85	5	90
Educational TV-UHF	101	0	13	114	13	125
Total educational TV	181	0	18	199	18	217

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Indicates four educational stations on nonreserved channels.

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

sideration of order striking further interrogatories (Docs. 18791-2). Action July 7.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Co. [WFAN-TV] et al.), TV and AM proceeding, granted petition by Washington Community Broadcasting Co. for leave to amend its application to show change in officers and directors of petitioner (Docs. 18559, 18561-3). Action July 8.

■ Chief, Office of Opinions and Review in San Diego. (Gross Broadcasting Co. [KJOG-TV]), TV proceeding, dismissed as moot application for review filed by Gross Broadcasting Co. (Doc. 18377). Action July 12.

■ Chief, Office of Opinions and Review in Boston (WHDH Inc., et al.), TV proceeding, granted request by WHDH Inc. and extended through July 29 time to file responsive pleading (Docs. 8739, 11070, 15024-7). Action July 14.

Other action

■ Review board in Homewood, Ala., TV proceeding, granted motion by Alabama Television Inc. for extension of time to July 19 to file brief in reply to exceptions of Birmingham Television Corp. [WBMG-TV], Birmingham, Ala., to supplemental initial decision (Docs. 15461, 16760-1, 16758). Action July 13.

New AM stations

Final action

■ Greenfield, Mass.—FCC gave Greenfield Broadcasting Corp., applicant for new D AM to operate on 1520 khz with 5 kw, with DA at Greenfield, 30 days to file additional and current financial information. Action July 14.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.), AM proceeding, dismissed as moot petition by Broadcast Bureau and opposition to said pleading filed by Community Broadcasting; granted petitions by Community Broadcasting and Eastern Carolina Broadcasters for leave to amend their applications to show recent community surveys to ascertain needs and problems in communities to be served (Docs. 18198-9). Action July 15.

■ Hearing Examiner Frederick W. Denniston in Las Cruces, N.M. (Marvin C. Hanz), AM proceeding, closed record; ordered proposed findings and conclusions be filed by each party by Oct. 4, and replies be filed by Oct. 18 (Doc. 18714). Action July 7.

■ Hearing Examiner Lenore G. Ehrig in Brush, Colorado Springs and Boulder, all Colorado (Pettit Broadcasting Co., et al.), AM proceeding, on request by Pettit Broadcasting Co., postponed further prehearing conference from July 12 until Sept. 14 (Docs. 19157-9). Action July 7.

■ Hearing Examiner Lenore G. Ehrig in Brush, Colorado Springs and Boulder, all Colorado (Pettit Broadcasting Co., et al.), AM proceeding, granted petition by A. V. Bamford for leave to amend his application in certain financial respects (Docs. 19157-9). Action July 8.

■ Hearing Examiner Lenore G. Ehrig in Harma, Ohio (North East Communications Corp.), AM proceeding, reopened record; granted petition by North East Communications for leave to amend

its application to conform application to its hearing exhibits; accepted amendment; and closed record (Doc. 19115). Action July 7.

■ Hearing Examiner Charles J. Frederick in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, granted petition by Sumiton Broadcasting Co. for leave to amend its application to reflect applicant's efforts to ascertain community needs; dismissed application of Cullman Music Broadcasting Co. and closed hearing record of this proceeding (Docs. 18204-5). Action July 13.

■ Hearing Examiner Charles J. Frederick in Catlettsburg, Ky., and Milton, W. Va. (Now Broadcasting and Naseeb S. Tweel), AM proceeding, postponed hearing to Aug. 10 (Docs. 19241-2). Action July 14.

■ Chief Hearing Examiner Arthur A. Gladstone in Freeland and West Haleson, both Pennsylvania (Summit Broadcasting, et al.), AM proceeding, granted request of CBM Inc. and Broadcasters 7 Inc., and extended certain procedural dates; hearing date of Sept. 20, remains the same (Docs. 18489-91). Action July 13.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N.C. (Seaboard Broadcasting Corp.), AM proceeding, ordered that Broadcast Bureau exhibit 32 and Seaboard Broadcasting Corp. exhibit 11A, 11B and 11C are admitted into evidence and record is closed (Doc. 18814). Action July 8.

■ Hearing Examiner Chester F. Naumowicz Jr. in Jacksonville, Fla. (Belk Broadcasting Co. of Florida Inc.), AM proceeding, on request of Broadcast Bureau scheduled further prehearing conference for July 13 (Doc. 19126). Action July 9.

Other action

■ Review board in Boynton Beach, Fla., AM proceeding, reopened and remanded to examiner proceeding on applications of North American Broadcasting Co., and Boynton Beach Community Services Inc., for new AM at Boynton Beach, for issuance of supplemental initial decision on suburban issue (ascertainment of community needs) (Docs. 18310, 18312). Action July 16.

Initial decisions

■ Hearing Examiner Lenore G. Ehrig in Parma, Ohio, proposed grant of application by North East Communications Corp., Parma, for CP for new daytime AM to operate on 1000 khz with power of 5 kw and DA at Parma (Doc. 19115). Ann. July 13.

■ Hearing Examiner Lenore G. Ehrig in Honesdale, Pa., proposed grant of application of Wayne County Broadcasting Corp., for CP for new AM to operate on 1590 khz with 500 w-D at Honesdale (Doc. 19038). Ann. July 16.

■ Hearing Examiner Forest L. McClenning in New Buffalo, Minn., proposed grant of application of Wright County Radio Inc., for new AM to operate on 1360 khz, with 500 w-D at Buffalo (Docs. 18843-4). Ann. July 16.

Existing AM stations

Final actions

■ KEST San Francisco—FCC denied petition by five former employees and Joint Strategy and Action Commission of the Northern California Council of Churches, requesting reconsideration

of FCC action deferring consideration of employment discrimination complaints against station. Action July 14.

■ WPLO and WQXI, both Atlanta—FCC authorized Broadcast Bureau to waive rules, reinstate STA and grant, for indefinite period, STA's to Plough Broadcasting Co. and Pacific and Southern Co., to operate stations WPLO and WQXI, with monitor values different from those licensed. Action July 14.

■ WIAN Indianapolis—Broadcast Bureau permitted remote control. Action July 14.

■ WNJR Newark, N.J.—FCC authorized city of Newark to operate station for period of 120 days, with profits derived from WNJR operation being placed in escrow by city of Newark. Station was scheduled to go off air as of midnight July 17. Action July 15.

■ WISE Asheville, N.C.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location while using DA; conditions. Action July 13.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Cleveland, Tex. (Stephen Van Sadler), AM proceeding, on own motion, extended to July 20, date by which Van Sadler shall comply with order released June 23 directing production of documents, and order released June 30, directing answering of interrogatories; and further ordered that if Van Sadler fails to respond to interrogatories by date specified, his application for renewal of license for KVLB may be dismissed with prejudice (Doc. 19194). Action July 14.

■ Hearing Examiner Isadore A. Honig in Perry, Fla. (WPRY Radio Broadcasters Inc. [WPRY]), granted petition by Broadcast Bureau and extended to July 21 time to file proposed findings of fact and conclusions and to Aug. 6 time to file replies (Doc. 18885). Action July 12.

■ Hearing Examiner David I. Kraushaar in Louisville and Mebane, both North Carolina (Franklin Broadcasting Co. [WYRN] and Radio Mebane-Hillsborough Inc.), AM proceeding, granted joint request by applicants; approved applicants' agreement along with payment of Radio Mebane to Franklin Broadcasting Co. of sum of \$3,406.55 in partial reimbursement, etc.; dismissed application of Franklin Broadcasting with prejudice and retained in hearing application of Radio Mebane-Hillsborough (Docs. 18836-7). Action July 9.

Fines

■ KFRB Fairbanks, Alaska—Broadcast Bureau notified licensee that it incurred apparent liability for forfeiture in amount of \$200 for violation of rules, by failing to file its renewal application within time specified. Action July 9.

■ KEWQ Paradise, Calif.—Broadcast Bureau notified licensee that it incurred apparent liability for forfeiture in amount of \$25 for violation of rules, by failing to file its renewal application within time specified. Action July 14.

■ KDON Salinas, Calif.—FCC notified M. C. Broadcasting Co., licensee, that it incurred apparent liability for forfeiture in amount of \$2000 for willful or repeated violation of Communications Act and rules, by failing to provide sponsorship identification and by broadcasting lottery. Action July 14.

■ KPUB Pueblo, Colo.—FCC notified Quixote Broadcasting Co., licensee, that it incurred apparent liability for forfeiture of \$700 for willful or repeated violation of rules and terms of station license by failing to maintain maintenance log for 12 days and failing to record in log, measurements of field intensity at monitoring points each seven days from Nov. 20, 1970, through Dec. 16, 1970. Action July 14.

■ KTCR Minneapolis—Broadcast Bureau notified licensee that it incurred apparent liability for forfeiture in amount of \$25 for violation of rules, by failing to file its renewal application within time specified. Action July 14.

■ KANA Anaconda, Mont.—Broadcast Bureau notified licensee that it incurred apparent liability for forfeiture in amount of \$100 for violation of rules, by failing to file its renewal application within time specified. Action July 14.

■ KHDN Hardin, Mont.—Broadcast Bureau notified licensee that it incurred apparent liability for forfeiture in amount of \$25 for violation of rules, by failing to file its renewal application within the time specified. Action July 14.

■ KRBN Red Lodge, Mont.—Broadcast Bureau notified licensee that it incurred apparent liability for forfeiture in amount of \$200 for violation of rules, by failing to file its renewal application within time specified. Action July 14.

Call letter actions

■ WABR Winter Park, Fla.—Granted WBJW.

■ WIOM Pittsfield, Mass.—Granted WGRG.

New FM stations

Actions on motions

- Hearing Examiner Basil P. Cooper in Bangor, Me. (Bangor Broadcasting Corp. and Penobscot Broadcasting Corp.), FM proceeding, scheduled further prehearing conference for July 9; and by separate action set certain procedural dates, ordered date for evidentiary hearing to remain as scheduled, July 20; further ordered that motion of Bangor for continuance of procedural dates and opposition of Penobscot are granted in part and denied in part; and reply of Bangor to the Penobscot opposition is dismissed as moot (Docs. 19165-6). Action July 9.
- Chief Hearing Examiner Arthur A. Gladstone in Virginia Beach, Va. (Payne of Virginia Inc., et al.), FM proceeding, in absence of hearing examiner, granted supplement to joint petition for approval of merger agreement of Virginia Seashore Broadcasting Corp. and Sea Broadcasting Corp.; approved agreement; dismissed application of Sea Broadcasting (Doc. 19097); ordered application of Virginia Seashore to remain in hearing, and it is amended as requested in supplemental joint petition (Docs. 19095-7). Action July 9.
- Hearing Examiner Isadore A. Honig in Live Oak, Fla. (WNER Radio Inc. and Live Oak Broadcasting Co.), FM proceeding, on examiner's own motion, postponed further hearing to July 30 (Docs. 18975-6). Action July 9.
- Hearing Examiner Jay A. Kyle in Mobile, Ala. (WABB Inc., et al.), FM proceeding, scheduled prehearing conference for July 22 (Docs. 19226, 19228-9). Action July 7.
- Hearing Examiner Jay A. Kyle in Leisure City and Goulds, both Florida (Resort Broadcasting Co., Fine Arts Broadcasting Co.), FM proceeding, granted petition by Resort Broadcasting Co., for leave to amend its application to show that Lester H. Allen, stockholder, is president, director and 42.55% stockholder of Allen & Hurley Industrial Electronics Inc., which has pending application to acquire control of WSLT, Ocean City, N.J.; ordered record closed (Docs. 18956, 18958). Action July 7.

Other actions

- Review board in Williamson and Matewan, both West Virginia, FM proceeding, granted request by Harvit Broadcasting Corp. for extension of time to July 26 to file reply to responsive pleadings to its petition to enlarge issues. On February 26, 1969, commission set for hearing mutually exclusive applications of Harvit Broadcasting, Williamson, and Three States Broadcasting Co., Matewan, for CP's for new FM to operate on 96.5 mhz (Docs. 18456-7). Action July 14.
- Review board in Anderson, Ind., FM proceeding, enlarged hearing issues in proceeding involving applications of Eastern Broadcasting Corp. and Broadcasting Inc., of Anderson, for new FM on ch. 97.9 mhz at Anderson, to include determination of Eastern's financial qualifications (Docs. 19018-9). Action July 14.

Call letter actions

- *Plymouth Community School District, Plymouth, Mich.—Granted WSDP(FM).
- Jackson County Broadcasting Inc., Wellston, Ohio—Granted WKOV-FM.

Existing FM stations

Final actions

- WAPI-FM Birmingham, Ala.—Broadcast Bureau granted CP to install new ant.; ant. height 980 ft.; ERP 100 kw. Action July 15.
- WSUB-FM Groton, Conn.—Broadcast Bureau permitted remote control. Action July 14.
- WMYQ(FM) Miami—Broadcast Bureau granted CP to install new trans. and new ant.; ERP 100 kw; ant. height 790 ft.; remote control permitted. Action July 15.
- *WPCS(FM) Pensacola, Fla.—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 510 ft. Action July 13.
- WKLS(FM) Atlanta—Broadcast Bureau granted CP to change ant. system and increase height; redescribe trans. location as Briarcliff and Shepherd Lane, N.E., North Druid Hills, near Atlanta; ERP 100 kw; ant. height 930 ft.; remote control permitted. Action July 13.
- KCKN-FM Kansas City, Kan.—Broadcast Bureau granted CP to install presently licensed ant. on new AM tower for use with present main trans. Action July 14.
- WQRC(FM) Barnstable, Mass.—Broadcast Bureau granted CP to make changes in ant. system; ERP 50 kw; ant. height 330 ft.; remote control permitted. Action July 16.
- WSHN-FM Fremont, Mich.—Broadcast Bureau

granted license covering new FM; ERP 3 kw; ant. height 185 ft. Action July 13.

- WITL-FM Lansing, Mich.—Broadcast Bureau granted license covering changes; ERP 55 kw; ant. height 165 ft. Action July 13.
- WMFG-FM Hibbing, Minn.—Broadcast Bureau granted license covering new FM; ERP 600 w; ant. height 270. Action July 13.
- WEVD-FM New York—Broadcast Bureau granted CP's to install new trans.; alternate main trans. to be used as aux. and main trans. to be used as aux. Action July 13.
- KOIN-FM Portland, Ore.—Broadcast Bureau granted CP to change trans. and ant.; add vertical polarization; ERP 100 kw; ant. height 1,640 ft.; remote control permitted. Action July 13.
- WMMR(FM) Philadelphia—Broadcast Bureau granted license covering alt.-main trans.: ERP 25 kw; ant. height 670 ft. Action July 13.
- WRFY-FM Reading, Pa.—Broadcast Bureau granted CP to change trans.; ERP 42 kw horizontal, 32 kw vertical; ant. height 540 ft.; remote control permitted. Action July 13.
- *KCFS(FM) Sioux Falls, S.D.—Broadcast Bureau granted license covering new FM. Action July 13.
- KDTX(FM) Dallas—Broadcast Bureau granted CP to change trans. location to Beltline Road, 1.0 mile west of Cedar Hill, Tex.; install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 1,570 ft.; remote control permitted. Action July 12.
- *WHKW(FM) Chilton, Wis.—Broadcast Bureau granted CP to change trans. location to Glenmore Road, east of DePere and Green Bay, both Wisconsin; install trans. and ant.; make changes in ant. system; ERP 55 kw; ant. height 940 ft. Action July 12.

Action on motion

- Hearing Examiner Basil P. Cooper in Lincoln, Neb. (Cornbelt Broadcasting Corp. and KFMQ Inc. [KFMQ-FM]), FM proceeding, scheduled further prehearing conference for July 22 (Docs. 17410, 18174). Action July 13.

Fines

- WHFS(FM) Bethesda, Md.—FCC ordered High Fidelity Broadcasters Inc., licensee, to forfeit \$500 for repeated violation of Communications Act and rules, by having unlicensed operator in charge of transmitting apparatus during May, June and July 1970. Action July 14.
- KTCR-FM Minneapolis—Broadcast Bureau notified licensee that it incurred apparent liability for forfeiture in amount of \$25.00 for violation of rules, by failing to file its renewal application within time specified. Action July 14.

Call letter action

- KEWI-FM Topeka, Kan.—Granted KSWI(FM).
- WBMD-FM Catonsville, Md.—Granted WKTK(FM).
- WXQL(FM) Glens Falls, N.Y.—Granted WBZA-FM.

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations and their co-venting aux.: KCCR(AM) Pierre, S.D.; KEDI(AM) Manitou Springs, KGMC(AM) Englewood, KKFM(FM) Colorado Springs, KOA-FM-TV Denver, all Colorado; KRES(FM) Moberly, Mo.; KIEN(TV) Ada, Okla.; KTMF(AM) New Prague, Minn.; KTUI(AM) Sullivan, Mo.; KTWN(FM) Anoka, Minn.; RACT-FM Tuscaloosa, Ala.; WDEB-AM-FM Jamestown, Tenn.; WPHL(AM) and WFG(FM), both Winchester, Va.; WINQ(AM) Tampa, Fla.; WPLY(AM) Plymouth, Wis.; WPXY(AM) Greenville, N.C.; WVKO(AM) Columbus, Ohio; *WVSU-FM Birmingham, Ala. Action July 14.

Other actions, all services

- FCC extended effective date of commission rule designed to make television network programs more readily available to "unaffiliated stations" in three-station markets, to Aug. 2 (Doc. 18927). Action July 14.
- FCC proposed rules to limit amount of radio frequency radiation permissible from restricted radiation devices (Class I TV devices) that produce radio frequency carrier modulated by television signal, including inexpensive television cameras and TV cartridge and video-player systems. It was also proposed that these devices be type approved by commission. Action June 14.
- FCC ruled proposed broadcasts concerning winning New Jersey state lottery numbers, would be

prohibited by the criminal statute and FCC regulations. Action was in response to request by Jersey Cape Broadcasting Corp., licensee of stations WCMC-AM-FM-TV at Wildwood, N.J., for declaratory ruling. Action July 14.

Translator actions

- K13JJ Flagstaff, Ariz.—Broadcast Bureau granted license of VHF translator station covering changes. Action July 14.
- South Lake Tahoe, Calif.—TV Pix Inc. FCC designated for hearing applications for renewal of licenses of UHF translator stations K71BF, K78BL, K75BJ and K73BD, all South Lake Tahoe, Calif. Action July 14.
- Wagon Wheel Gap, Colo.—Wagon Wheel Gap TV Assn. Broadcast Bureau granted CP for new VHF translator station to serve Wagon Wheel Gap rural area, operating on ch. 12 by rebroadcasting programs of KOAA-TV Pueblo, Colo. Action July 13.
- KHS-85 St. Paul—Broadcast Bureau granted mod. of license covering change in ant. system. Action July 15.
- Brookings, Ore.—Oregon Broadcasting Co. Broadcast Bureau granted CP for new VHF translator station to serve Brookings, operating on ch. 7 by rebroadcasting programs of KOB(TV) Medford. Action July 15.
- K13AU Port Orford, Ore.—Broadcast Bureau granted mod. of license covering change of primary TV station of VHF translator to KVIO-TV Eureka, Calif. Action July 13.
- K08GL Wheatland, Wyo.—Broadcast Bureau granted mod. of license covering change of VHF translator's primary TV station to KHUD-TV Hay Springs, Neb. Action July 13.

Modification of CP's, all stations

- K13KD Wawona, Calif.—Broadcast Bureau granted mod. of CP of VHF translator to change frequency from 210-216 mhz to 204-210 mhz; make changes in ant. system; change call sign to K12IF. Action July 14.

(Continued on page 66)

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Radio Help Wanted

Management

Wanted—General Manager for small university station beginning FM broadcasting, part time, some professional experience in station management, metropolitan New York area. Contact Box G-82, BROADCASTING.

Wanted immediately—mature announcer ready for managerial administrative responsibility handling small staff. FM operation. Heart of vacationland—Maine. Box G-171, BROADCASTING.

General manager with sales ability and knowledge of all phases needed by northern N.J. AM-FM. Send resume and sales record with letter. Box G-175, BROADCASTING.

Ownership—growing New England suburban chain will give ownership without investment to person selected as manager. Will consider person currently salesman, sale manager & managers. Box G-236 BROADCASTING.

Wanted: Me, 20 years ago. Young, ambitious... programming and production sense, good sales and "hots" to run good small market station. Midwest. Start, operations—sales, manage when ready. Box G-265, BROADCASTING.

Station manager. East. Must be dynamic. Minimum 3 years successful on-the-street radio time selling with monthly billing figures to prove progress. Practical knowledge of FCC rules, programming, engineering. Beautiful opportunity for right person. Black, other minority group or women applicants welcomed. Send resume, references and current picture. Box G-266, BROADCASTING.

Station manager, new AM east coast metro area, Maryland sales oriented, familiar with FCC rules. Please send resume and verifiable track record to Box G-271, BROADCASTING.

16mm Film Laboratory Manager. Experienced all phases color-B/W operation to include complete knowledge of quality control procedures, processing, printing, and single and double system editing. Good salary and benefits. Please send complete resume and references. Washington, D.C. Needed immediately. Box G-276, BROADCASTING.

General manager. For two radio stations WBGS-AM and WVSL-FM. Must have experience as general manager, salary open. We have beautiful facilities and new equipment, a suburb of New Orleans. Send resume and picture to W. C. Garrett, 3401 Pontchartrain Drive, Slidell, Louisiana 70458.

Sales

Immediate opening—Top-fifty market. Send resume. Box G-37, BROADCASTING.

Aggressive four-station group in North Central Ohio has immediate need for self-starter with agency contacts to market one of the country's most unique coverage plans. Remuneration negotiable. Many fringe benefits. Tie your future to a company that's really on its way up. Send complete resume to Box G-199, BROADCASTING.

Hard working salesman ready to move up to a major medium market with professional midwest broadcast group... if you are an order taker... forget it! Send resume and track record to Box G-250, BROADCASTING.

Creative, experienced sales manager for upstate New York AM-FM operation. Must be dependable pro who can generate big-league revenues with four man sales staff. Great opportunity for right man. Box G-253, BROADCASTING.

Exceptional opportunity for proven salesman who wants sales management. We're looking for a creative man who can prove himself on the street and guide a sales staff at the same time. Better than average compensation, including stock options. Station is one of a 7 station chain. Send resume and billing records. Box G-278, BROADCASTING.

Sales mgr. & salesman—experienced, professional, creative. Small market near Pittsburgh. Draw vs. commission, no charge-back. Pay on billing, beautiful area, recently remodeled station, staff recreational facilities, fine equipment, fine staff—24-hr.-a-day MOR. Heavy sports. Operation in the Black. Contact Bill Ellis, General Manager, WCVI, Connellyville, Pennsylvania 15425. Phone (412) 628-1111.

Sales continued

Progressive rocker in Phoenix—on the air soon. If the thought of living in the amazing Southwest doesn't excite you, then you're not for us. We need two bright-hip salesmen. You must understand the "counter-culture", but be able to deal with the rest of the world. You'll be working with (not for) a group of young manager/owners. Guarantee of \$600-700 a month till you accumulate a list. If you're more impressed with your past achievements than with the challenge of selling a 100,000 watt in "the Valley of the Sun"—then forget it. Send resume and account list to: P.O. Box 4227, Mesa, Arizona 85201.

Announcers

Major northeast 50,000 watts needs contemporary air personality. Also need qualified production director. Please send tape, resume, and checkable references. Box F-121, BROADCASTING.

Immediate opening. Versatile morning man needed for one of Pennsylvania's leading radio stations. Happy, bright, clever and above all entertaining. If you've got it, you could join this major group operation. Company benefits. Make your move now—send tape and resume to Box G-93, BROADCASTING.

Night jock for New England contemporary station. Salary \$85 with chance to grow. Many benefits. Not a rat race. A good place to work. Box G-110, BROADCASTING.

Experienced contemporary disc jockey for medium northeast market. Pleasant area, frequent raises, profit sharing, bonus plan, hospital and life insurance and professional people to work with. We want you to stay and grow with us. Send tape and resume and salary requirements in first letter. All tapes to be returned. Box G-111, BROADCASTING.

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See Classified heading above.

Mid-Atlantic suburban station has opening for experienced announcer who can also handle local news. MOR—contemporary sound; local news and sports; 5000 watts. Box G-165, BROADCASTING.

Young, mature personality for community oriented contemp-MOR station in mid-Atlantic college city. If you are a warm, friendly personality sincerely interested in people, send non-returnable tape, resume and recent photo immediately. No beginners, scramers or floaters. Box G-190, BROADCASTING.

5000 watt midwest powerhouse looking for bright, experienced 1st phone announcer for pop-country format. Box G-206, BROADCASTING.

Florida, experienced D.J. personality for expanding staff in top MOR station located near Disney World. Send air check, resume, references Box G-242, BROADCASTING.

Major market contemporary in midwest is looking for a drive time jock who is good at production and knows modern music. First phone would be helpful. Send tape, resume and photo. Box G-252, BROADCASTING.

Bright, alert jock for medium-paced midwest contemporary in top 15 market. First phone preferred. Security, opportunity, excellent benefits. Rush tape to Box G-269, BROADCASTING.

Experienced, mature family man capable of total maintenance for a 5 KW and 3 MC combination that is partially automated. Like new equipment. Ideal working conditions in medium small southwest market with potential growth. Prefer man capable of light announcing or copy writer. Beautiful surroundings and reasonable living conditions. Capable of maintaining modern equipment with references, resume and preferences. Salary based on ability with increase as capability proven. Box G-274, BROADCASTING.

Announcers continued

Experienced announcer-salesman. MOR automated. Tape with news, commercials. KHIT, Walla Walla, Washington.

Central Virginia fulltime needs experienced 1st phone announcer mid-August. Late night contemporary MOR—tight board-production. Rush tape, resume. Doug McKay, P.D., WCHV, Charlottesville, Va. 22902.

Needed immediately: Big voiced, MOR announcer. Tired of big city pressure? Work in beautiful Connecticut town. Fine plant. Great staff. All fringes. Stability. Enjoy radio again. Call Art Morgen, WINF, 203-646-1230.

Experienced, big voice morning announcer. 3rd, endorsed required. We're 5KW, NBC, MOR. Send tape, resume, salary. Rolla Moore, KTFI, Box 65, Twin Falls, Idaho. Don't phone.

Stable Wisconsin good music station near Mpls-St. Paul needs experienced, mature announcer. Must be 3rd endorsed and dedicated to programming excellence. Send tape, pix, salary requirements and complete resume to Bob Smith, WIXK-AM-FM, New Richmond, Wis. 54017. We demand loyalty, integrity and a professional attitude. We offer the same in return.

We need you but we won't promise anything we can't deliver. Opening for evening announcer with some experience and exceptional ability who wants to sharpen skills in a good small station. Man or woman. Good working conditions, reasonable salary. Write: Arch Harrison, WJMA, Orange, Virginia 22960.

Mid-west rocker needs mid-day first ticket jock strong on production. WJPS, Evansville, Indiana. (812) 425-2221.

Top 10 Eastern giant, WPGC-AM-FM looking for heavy voice, strong production 7-12 PM jock. All markets considered but you must be good with a Capital G. Contact "big" Wilson, P.D.

Progressive rocker in Phoenix—on the air soon. If the thought of living in the amazing Southwest doesn't excite you, then you're not for us. We need three announcers. Announcing, production, 3rd class, copywriting required. A lot of broadcasting experience not necessarily important. Most important is your experience in living. You'll be working with (not for) a group of young manager/owners. \$125.00 to \$175.00. Send tape and resume to P.O. Box 4227, Mesa, Arizona.

Wanted, announcer with first phone who wants a start in radio. Write Box 1168, Radford, Va. 24141.

Technical

Experienced, professional chief engineer for leading California stereo station. Give full details. Reply in confidence to Box G-107, BROADCASTING.

An excellent station in a mid-western market under 20,000 is looking for a family man with ambition and at least 4 or 5 years basic engineering experience. Opportunity is outstanding; pay is excellent. Send resume. Box G-126, BROADCASTING.

Skilled first class for chief. Take charge type. Interested maintenance, equipment installation. Qualified perform short easy going air shift. We want 100% participation man who believes in results, air and sound. Interview necessary. Located two hours from Washington. Full information to Box G-273, BROADCASTING.

CE-announcer. Growing, professionally managed Class 4. Neat, conscientious engineering counts here. KRAL, Rawlins, Wyoming, 307/324-2711. Mr. Willis.

Man with first phone for transmitter. Will train beginner. WAMD Aberdeen, Maryland 21001.

Audio engineer to maintain and install new equipment in recording studio, production center and FM broadcast station complex. Position would be permanent and located in St. Paul, Minnesota. Additional duties may be assigned at sister FM stations in Minnesota. Educational Radio Network. Position offers challenge in complex audio center and network transmission system. Contact: William H. Kling, President Minnesota Educational Radio, Inc., St. Paul Arts and Science Center, 30 E. 10th Street, St. Paul, Minnesota 55101 (612) 224-4711.

Help Wanted

Technical continued

Competent chief engineer needed. Responsible position with commensurate salary. Telephone Mr. Huckaba, 317-962-1595.

News

Wanted immediately—medium size market in north-east. Box G-38, BROADCASTING.

Equal opportunity employer desires experienced full-time newsmen and 1st phone D.J. for medium market contemporary station. Salary open to qualifications. Send resume and air check to Box G-228, BROADCASTING.

Newsmen. East. Must be stable, experienced pro. An exciting job. Black or other minority group applicants welcomed. Send resume, reference and current picture to Box G-267, BROADCASTING.

We are building the best small market local news operation in the USA. If you are experienced and can dig, write and report objectively; if you are politically independent; and if you truly believe you can help us reach our goal, send tape, pix, salary requirements and complete resume to Bob Smith, WIXK-AM-FM, New Richmond, Wis. 54017. We demand loyalty, integrity and a professional attitude. We offer the same in return.

Programing, Production, Others

Genius needed for copy, production and talk program, WHMI, Howell, Michigan, thirty minutes from Detroit, Lansing, Ann Arbor.

Situations Wanted

Management

Soul P.D. or operation manager production, first phone. Box G-84, BROADCASTING.

Objective management. Decade + multi-media experience w/heavy on-air background. Former Army officer; 28; married; expecting twins any day; now completing MA. Opportunity more important than location. \$9K min. Available immediately, write Box G-154, BROADCASTING.

Need \$ producing mgr.? 18 yrs. exp. MOR, rock, country. Jock, sales, you name it! 31 yrs. old, with family of 6. Active in community from Shriner to PTA. Currently employed. Ready to move for right offer. Box G-160, BROADCASTING.

Operations/program manager seeks new opportunity. Put my 15 years experience, all phases VHF/UHF operations, to work for you. Includes putting 3 new stations on air. Self-starter, accustomed to much responsibility. Box G-186, BROADCASTING.

Experienced manager—salesman—programer. Looking for final move. Let's grow old together. Seven years present station. Box G-218, BROADCASTING.

Experienced manager and former owner now available. Good administrator and excellent salesman. Can motivate others. You'll like cash flow. Married, children, mid-thirties and no problems. Any size market and all inquiries answered. Box G-260, BROADCASTING.

Mature manager. 10 years experience, includes creative selling small/medium markets. Desires management 150 mile radius. Ft. Lauderdale, Florida. References. Phone 1-305-933-9109.

25 years experience in all phases. Station has been sold. Best references. Can make you money but desire management only. Call 704-333-1101 or 704-536-9167. Will re-locate almost anywhere.

Sales

I want to sell and run your sports department. Five years experience—1st phone. Box G-234, BROADCASTING.

Sales leading to sales management. Small, medium market. Now billing 100m annually top 50 market. 15m minimum, 32, married. Please reply to Box G-263, BROADCASTING.

Announcers

Female DJ, experience, versatile, creative, tight board control and third endorsed. Box G-117, BROADCASTING.

First phone . . . four years experience . . . audience pleaser . . . stable . . . high ratings . . . presently employed Box G-138, BROADCASTING.

Black jock, rock or soul. N.Y. experience. Available. Box G-145, BROADCASTING.

Announcers continued

Disc jockey-newscaster. Young experienced announcer, top 40, MOR with third endorsed. Military obligation completed. Creative and very versatile. Can run any type of show. Tape and resume upon request. Dependable. Box G-192, BROADCASTING.

Aust. disc jockey, 28, 6 yrs. exp. wants job in large D.A. station. Box G-193, BROADCASTING.

Disc jockey/sportscaster, two years experience, third endorsed, available immediately. Box G-194, BROADCASTING.

Seven years experience P.D., C.E., announcer. I'll do all I can for you. Box G-196, BROADCASTING.

Family man, 25, 5 yrs. exper. in sm. market, seeking MOR or country position with medium market station. Virginia, Carolinas, Georgia, Florida, Missouri. \$150 weekly. Box G-197, BROADCASTING.

Experienced 1st phone who lives for announcing, production and news. 26, married, military complete, presently in radio but management changing. Will relocate. Box G-198, BROADCASTING.

Disc-jockey-announcer. B.A. masters. Announcing school. Third endorsed. Experienced. Resourceful. Reliable. Unique voice and fluid board technique suited to any rock format. Single. Eager. Will relocate. Box G-202, BROADCASTING.

Exciting play-by-play announcer has 1½ years commercial experience. Can also do news and D.J. 3rd ticket, degree, three years college radio. Box G-203, BROADCASTING.

1st phone—experienced personality jock for rocker in the night time. Box G-204, BROADCASTING.

Female, third phone good voice wants announcing, copy and or news. Box G-205, BROADCASTING.

Rock jock newscaster announcer, aggressive salesman, dependable, versatile, tight board. Experienced. Box G-207, BROADCASTING.

Experienced first phone announcer. Call 714-426-5081, or write Box G-210, BROADCASTING.

Good broadcaster with five years experience and 1st phone wants to join a good operation. Bright MOR morning personality, strong on sports, and good news delivery. Prefer medium or major market. Box G-214, BROADCASTING.

1st phone, available now, anywhere, hard rock, more music format, heavy on production. 4 years experience. Box G-216, BROADCASTING.

Big-voiced air personality seeks medium or large market MOR station. Nine years radio and television experience, some play-by-play sports background, B.A. degree, 1st phone, military complete, married. Box G-219, BROADCASTING.

Country. The best music there is, and the only music I play. I have experience and a 3rd. Give me tape a listen. Box G-220, BROADCASTING.

6 months experience in top 40. Looking for small market start. Willing to do the exception. Box G-221, BROADCASTING.

Disc-jockey—newscaster—salesman, experienced, authoritative tight-board—3rd endorsement. Box G-223, BROADCASTING.

Experienced top 40 jock, 1st phone, college graduate in TVR, currently in top 10 market, creative production, knows music, considering all offers. Box G-229, BROADCASTING.

Three years experience, acting background, third phone. Seek position within commuting distance of New York City. Box G-231, BROADCASTING.

MOR announcer. Eight year pro (28). First ticket. Excellent ratings. Would like to return to a sports-minded mid-west station. Ready now. Box G-235, BROADCASTING.

Experienced first phone announcer . . . can write copy and news. Box G-237, BROADCASTING.

Experienced, creative versatile young lady seeks position as disc-jockey newscaster. Write Box G-238, BROADCASTING.

First ticket, 2 years, tight pro sound, young and dynamic, MOR. C&W or contemporary. Box G-239, BROADCASTING.

Great voice, personality tight. Contemporary sound. P.D. Ready to move up. Box G-240, BROADCASTING.

All night man. Mature. Stable. MOR. Major market background. Strong news, commentary, production. 1st phone. (No maintenance). Desire Pacific coast or Canadian placement. Box G-244, BROADCASTING.

Announcers continued

Due to automation—one of the best soul—rock personalities—programers is on the loose. 12 years experience. Aggressive, single, 31. Library of every hit record since 1956. (513-274-1003) (4:30-6:00 PM). Box G-245, BROADCASTING.

Whatever happened to the innovative radio I grew up with? If you're still out there—I'm a first ticket MOR/Top 40 personality with a college degree and a couple of years experience, and I'm still waiting. Prefer West coast. Box G-248, BROADCASTING.

Disc jockey-announcer. Experienced. Tight board. Actor with full knowledge of all types of music. Mellifluous voice. Excellent diction. Creative and versatile. Very dependable. Box G-251, BROADCASTING.

Announcer—15 years experience, 12 in Christian radio including 50,000 watt AM. Program director, copy writer; excellent voice, warm air personality. Minimum salary—\$12,000. Box G-257, BROADCASTING.

One-eyed Jack is wild. Full house here, nobody left to bump, everybody folded. When the chips are down, I'm your best bet. If you're in a hot game and will raise the ante, I'll fill your hand, and cut you a better deal. If rock is your game, I'm a Maverick but still . . . your best call—One-Eyed Jack. Box G-259, BROADCASTING.

D.J. tight board, good news, commercials, 3rd phone. Box G-270, BROADCASTING.

Graduate top NYC broadcasting school. Tight board. Authoritative news. Sales oriented. Third endorsed. Dependable. Box G-272, BROADCASTING.

Now working 5 KW medium market up-tempo MOR. Seeking medium market top 40 personality rocker, not screamer! Much top 40 experience, 3rd, smooth, young adult resonant voice, expert production, can take orders well. Will travel anywhere for the right job. Box G-275, BROADCASTING.

Drown Drake with Jack Daniels, 100% proof entertainment . . . 5 years, veteran, 1st, college. 301—552-2352.

C & W first phone dj; B.S.—journalism. News/music director background. Telephone talk experience. Relaxed delivery; imaginative copy/production; authoritative news. Good voice. Will travel to any stable medium market station. One year solid experience. Don Martin graduate. Married, 24, draft exempt. Available August 23. Tape, resume, references—Rollin Astra, 450 South Lafayette Park Place, #218, Los Angeles, 90057, California. (213) 383-5034.

Number one rated, top 20 market, middle of road personality desires return to broadcasting—preferably in combination on-air plus sales situation. 513—825-5472.

Experienced, dedicated, knowledgeable broadcaster w/first—B.S. degree—management background. Immediately available for "Pro" station and staff. Prefer modern country—other formats considered. "Tony Martin": 1-314-353-2452.

Experienced, 1st phone, top 40 or soul, wants major markets in San Francisco, Los Angeles, California, Southern states. After 5:30 (203) 522-0871.

Eager, ambitious, 3rd, 29, relocate. Extremely capable, my blindness not handicap. Country-knowledgeable, try anything. Willing to try me? Won't be sorry! Ken Shipman, 94 Sunnyside, Columbus, O. 43214.

Veteran professional. Voice. Heavy production. Available yesterday. Some TV. 1-319-264-1627. Box A 294, Muscatine, Iowa 52761.

Air personality . . . ten years experience . . . wants position in Illinois or area contiguous. Call . . . Dean Golliher 217-525-0200.

Vibrant personality—available immediately. Beginner with a lot of potential if given the opportunity. DJ, 3rd endorsed, loves top 40, tight board, can and will do news. Will relocate anywhere. Give me a chance and we'll both benefit. For tape, resume, and other information call or write Tony Venturoli, 106 Ladner Avenue, Buffalo, New York 14220 716-822-4720.

Young teacher-graduate student desires return to DJ work. Two years professional, four years college experience plus year as Army TV producer-director. Mature sound, enthusiastic, knows music, can communicate. Jeff Benton, 215-MU B-1373 or 565-4378.

Announcer—college, Bill Wade Broadcasting grad., military completed. 25, rock, D.J., 1st phone, will relocate, Alan Zurawski, 22108 Joliet Ave., Hawaiian Gardens, Calif. 90716 (213) 425-1546.

Situations Wanted Technical

Transmitter engineer 5 KW AM directional and FM stereo station looking for station with future. Will consider anywhere between Nome, Alaska and Punta del Fuego, South America. Engineering and AERTS announcing experience. Box G-177, BROADCASTING.

BSEE married, 6 years experience, FM, AM directional, automation RF and AF proofs, equipment, studio and systems design and construction FCC rules and applications, engineering management, other phases manufactures—stations—groups—5 figures. NYC-NJ but willing to relocate for right position. Box G-227, BROADCASTING.

25 yrs. old, married, first class engineer with 3 yrs. experience, seeking position with medium market top-40 station. Aircheck and resume available. Contact Alan Bianco, 3094 Lynnwood, Streamwood, Illinois 60103. AC 312-289-5151.

Experienced engineer wants permanent transmitter and/or assistant chief position at stable station. Steve Burgess, 624 Oakley, Topeka, Kansas 66606.

News

Sportscaster, experience includes New York air exposure, leading harness track caller, can do basketball, color, production, writing ability. Box G-112, BROADCASTING.

Newsfilm cameraman looking for spot after August degree completion. Service completed. Experienced in news. Box G-157, BROADCASTING.

Top rated, experienced sports reporter. Play-by-play baseball, football, basketball all sports. College and professional. Radio and TV. Including network broadcast and telecast. Available because of new ownership change in format. Idea man. Can take charge of sports operation and make it work. Box G-164, BROADCASTING.

Experienced young sportscaster—college basketball and football play-by-play Los Angeles area. Excellent sports background. Box G-182, BROADCASTING.

Gifted PBP. Experienced. Major university basketball, football, baseball. Also writing reporting news. Box G-184, BROADCASTING.

News. Eight years as station manager looking for stable, permanent position as newsreader. 20 year radio veteran willing to share station responsibility. Presently employed, write and deliver daily newscasts. Married. Box G-215, BROADCASTING.

Why not? . . . try me . . . professionally trained, would like jazz—soul—MOR. Will relocate. Major N.Y.C. radio with news background. Call collect 212-868-5645 or Box G-233, BROADCASTING.

Dynamic sportscaster. Top radio and TV experience in Mid-American Conference sports. Excellent sports background and knowledge. Going to top. Available immediately. Box G-241, BROADCASTING.

Young, 23, extremely knowledgeable sportscaster with B.A. and experience desires challenge. VTR or audio on request. Box G-258, BROADCASTING.

3 years experience, first phone available immediately. Northeast preferred. Box G-268, BROADCASTING.

Experienced news director—football—PBP—talk show—married, 34, reliable . . . south or southwest. Call 606-743-4949.

Experienced news and sports play-by-play man available immediately to right station in midwest or far west. Broadcast school graduate with experience in New York and Ohio, large and small markets. Write, Mark Rodenfels, 159 S. Westmoor, Columbus, Ohio 43204.

PGA pro golf coverage . . . can feed reports to couple more stations, radio, TV of the \$200,000. Laurel Valley Tournament last weekend July, and Nat'l match play \$200,000. tournament, Pinehurst, Aug. 25-29. Reports include up-to-minute standings, highlights and interviews with leaders. Almost 20 years golf coverage experience major tournaments, including last 16 Masters. Reports fully professional, any length desired. Call Lew Heilbronner (601) 672-0985 thru July 28, or at press building at Laurel Valley Club afterward, Ligonier, Pa.

Programing, Production, Others

Top 15 market P.D. desires new challenge with congenial station. All formats considered. All replies answered. Box G-150, BROADCASTING.

Top rated P.D./D.J. looking for opportunity with station switching to modern country format. I can make your station a winner! Box G-195, BROADCASTING.

Programing, Production,

Others continued

Exp., trained, P.D., FM Mgr. Religious background . . . good voice audience, 31, single. No floater. S.W. Ohio or central Florida. Box G-209, BROADCASTING.

Contemporary programmer seeks competitive large secondary or small major market. Documented track record, checkable references. Box G-217, BROADCASTING.

Producer-director, experienced, creative, hard working, married, veteran. Box G-264, BROADCASTING.

Midwest 50 KW MOR morning man seeks P.D. and air position. Medium or small market. Upper Midwest only. Family man, under 30. 319-296-1105.

TELEVISION

Help Wanted Management

Two CATV General Managers to assume full P&L responsibility for two of our systems. CATV operational experience at General Manager level preferred with previous line responsibility in either technical, marketing, construction or finance areas required. Our company is small but rapidly growing MSO operating systems in New York, California and Colorado. Write President, FCB Cablevision, P.O. Box DC, Irvine, California 92664.

Announcers

Opening August 1st for staff announcer. Must be able to handle evening weather shows and taped on-camera commercials. VTR audition and personal interview required. State salary needed 1st letter. Box G-187, BROADCASTING.

Radio-TV-host-producer-writer needed at Penn State University for farm, home, garden, and ecology broadcasts. Over \$10,000, plus vacation, medical, educational, other benefits. Require degree, experience, on-air personality, drive. Send resume and SOF or VTR to Cordell Hatch, 13 Armsby, University Park, Pa. 16802. An equal opportunity employer.

News

News director wanted for medium size midwest market. Must have anchor ability and strong news background. Must know writing, film and how to lead people. Must be a pro. Send VTR, resume and salary requirements to Box G-254, BROADCASTING. An equal opportunity employer.

Anchorman-producer for midwest medium-market net VHF with young, enthusiastic staff. Tape, resume and salary requirements to Box G-255, BROADCASTING.

Programing, Production, Others

Medical Communication Production Supervisor. Administer and coordinates existing television, graphic arts and photographic components of major medical center. Develop and promote potential of medical communication. Coordinate production of teaching materials in various media. Administrative as well as television production experience necessary. Engineering expertise required. M.A. or M.S. degree preferred. Position available September 1, 1971. Send resume to Employment Manager, Stanford University Hospital, Stanford, Ca. 94305.

TELEVISION

Situations Wanted Management

9 years TV experience, producer-director with strong production and supervisory experience seeks move to production manager position. Box G-200, BROADCASTING.

Broadcaster with proven ability in news, programing and administrative leadership seeks outstanding station with goals and commitments. Box G-249, BROADCASTING.

Sales

34-years old General Manager of radio station medium size market, wants to join television station in sales. East or South East. Excellent references. Now employed. Box G-243, BROADCASTING.

Technical

Progressive chief engineer and operations manager, with major market experience, seeks new challenge. Well versed in AM, FM, VHF, UHF, Color and remotes. Box F-286, BROADCASTING.

Switcher, first, studio, transmitter, New York anywhere. 315-478-8896. Box F-240, BROADCASTING.

Technical continued

Chief engineer, administrator, broad experience, mature, expensive. Box G-191, BROADCASTING.

News

Award-winning reporter (Los Angeles Press Club; American Political Science Association) . . . 32, NJ, w/news director-anchorman-production exp., seeks TV-news, field-reporting challenge. Single, will relocate. Box G-83, BROADCASTING.

News director at top 25 station with number one ratings seeking new challenge. 22 years experience, last 10 as news director of a fully professional news operation. Box G-176, BROADCASTING.

TV news or sports. Need a real pro to bolster your live strip. Superb voice with professional delivery. Extensive news and/or sports experience. Best play-by-play around, if you need it. Medium or large markets looking for news and/or sports director . . . I'm your man. Married, family, 30 years old, 11 yrs. experience with references. No mover, want to locate permanently. \$15,000 or better need only answer. Box G-212, BROADCASTING.

Anchorman, reporter. Currently anchoring prime time cast in top 15 market. Would like to relocate for fall. Box G-213, BROADCASTING.

TV sports director, top 50 market, college graduate. Box G-225, BROADCASTING.

Desire news-anchor and street-reporting. Commercial TV weather and production experience and seven years commercial radio. Excellent TV appearance. Top recommendations. College-grad, draft-free, single. Thorough writing, reporting, and interviewing background. Expect top pay after proving self. Box G-226, BROADCASTING.

TV weatherman. AMS professional with experience seeks relocation. Midwest preferred. (312) CE 4-3781.

Looking for east coast location. Experienced in film, script writing, on air, and all phases of production. For resume write: John Zauher, 2084 Jersey Ave., Westfield, N.J. 07090.

Programing, Production, Others

Production manager position wanted by experienced producer-director in top-40 market. College graduate, married, dependable. Box G-88, BROADCASTING.

Award winning continuity writer, slide to chroma key, speed, originality, salesman's buddy. Box G-125, BROADCASTING.

Experienced all phases, TV production, B.A. producer-director desires lateral move to large market. Box G-201, 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: High band VHF-TV-XMTR. 5 KW or more. Advise price and condition. Box G-246, BROADCASTING.

Video tape. Wanted—used equipment—particularly Ampex recorders (2000, 1200B & 3000 with or without editing), Norelco PC70 & PC90's plus accessories and miscellaneous video tape apparatus. Write and tell us of your video tape equipment and all accessories or substitutes for above. Box G-247, BROADCASTING.

We need used 12½ KW UHF television transmitter and antenna on or near Channel 16.—Carolina Christian Broadcasting, Inc. P.O. Box 4157, Greenville, South Carolina 29608.

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.

For sale, extremely reasonable, 200 foot insulated, lighted Trucon tower now in use. Available August 1971. Box E-287, BROADCASTING.

PCP-70 Norelco Portable color camera with back pack and harness assembly, viewfinder, lens, Plumbicon tubes, Contour module with "Comb" filter, "Varichrome," encoder, color bar generator 100' mini cable and PCP-70 instruction manual. \$41,500. Box G-153, BROADCASTING.

3 KW FM transmitter RCA BTF-3B used on 107.1. Spare tubes included. New final 3 mos. before removed from service. Old exciter included. \$1,200, any reasonable offer will be considered. WJM Inc., 414 State St., St. Joseph, Mich. (983-3392).

FOR SALE Equipment continued

Radio station transmitters: Dallas-Fort Worth Regional Airport extends the date for opening proposals for 50 KW and 5 KW AM transmitters from July 20, 1971, to September 20, 1971. Both transmitters are in operating condition and are surplus due to relocation of Stations WFAA/WBAP from the Airport site. For particulars see our ad in this magazine, dated May 17, 1971.

1 Jampco 8 Bay FM antenna, 93.7; 1 10 KW FM Xmtr. now in operation, (GE). Box G-232, BROADCASTING.

Automation—complete Schaefer system. One program control unit—two Ampex stereo tape reproducers—one random access cartridge carousel—one stereo cartridge recorder—two rack cabinets. Excellent condition. Used very little. Priced right. Box G-261, BROADCASTING.

Elean F 4.3—178MM RCA Video comp. lense, new make offer. Robert Bloch, 160 Broadway, Suite 1102, N.Y.C. 10038.

Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International, Box 1555, Mtn. View, Calif. 94040. 408-739-9740.

Cart racks, remote studios, station construction, renovation. No job too small; all work guaranteed. Will build to your specifications or study your needs, create several design options. Anthropometric consideration basic in or planning. Contact us concerning your design, installation, construction needs. Our prices competitive with local craftsmen. Broadcast Design/Engineering, Box 127, Clayton, New York 13624.

Gates studioette—\$650.00, Ampex AG600 recorder—\$350.00, G.E. limiter & power supply \$100.00. All excellent condition. Les Wheeler, 130 Ridgeway, Anaheim, Calif. 714-828-2343.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

1971 Tests-Answers Original exam manual for F.C.C. First and second class licenses. Plus—"Self-Study Ability Test." Proven! \$9.95. Satisfaction guaranteed. Command, Box 26348-R, San Francisco 94126.

Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Automation Tapes! Library sold outright or subscribe: 90 new songs monthly. Formats: Contemporary, MOR, Country, Response Radio, Box 150, Lafayette Hill, Pa. 19444.

"Free" catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, and more! Write: Command, Box 26348, San Francisco 94126.

BBC-produced live 13 week popular classics concert series—under \$20.00 per show most markets. 301-656-9609.

Gagorama #1 brightens programing! 350 fresh, funny one-liners, \$3.00. Richard Hanlon, 3736-A North Pennsylvania, Indianapolis, Indiana 46205.

Attention DJ's, PD's! We have the exclusive Electrovox "Talking Moog" personalized promos just \$8.00 each. 1200 foot reel of character voice drop-ins, comic sounds—\$8.00. Also free sample tape and literature on custom promos, commercials, jingles and more. Mother Cleo Productions, Studio B, Box 521, Newberry, S.C. 29108.

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.

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 203-568-1110.

Instructions continued

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, 6801 Viscount Blvd., El Paso, Texas 79925. Phone 915-778-9831.

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Washington, 4011 Aurora Ave., North Seattle, Washington 98103. Phone 206-634-1353.

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. ELKINS in Dallas** - Atlanta*** - Chicago*** - Denver - Hartford - Houston*** - Memphis* - Minneapolis* - Nashville* - New Orleans*** - San Francisco*** - Seattle.

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 Oct. 6-Jan. 5, April 12. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

1971 Tests-Answers Original exam manual for F.C.C. First and second class licenses. Plus—"Self-Study Ability Test." Proven! \$9.95. Satisfaction guaranteed. Command, Box 26348-R, San Francisco 94126.

Zero to first phone in 5 weeks. R.E.I.'s class begins August 2, tuition \$395.00. Rooms \$15-\$20 per week, call toll free: 1-800-237-2251 for more information, or write: R.E.I., 1336 Main Street, Sarasota, Florida 33577. V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. Call Joe Shields (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

R.E.I., 625 E. Colorado St., Glendale, Calif. 91205. Call toll free, 1-800-237-2251.

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.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. Class begins Aug. 2, Aug. 23, Sept. 6, Sept. 27. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, \$7.00; 2nd class, \$12.00; 1st class, \$16.00; complete package, \$25.00. Research Company, 3206 Bailey Street, Sarasota, Florida 33580.

Pennsylvania and New York. 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.

Instructions continued

Don't take time off to prepare for your F.C.C. license. Learn by correspondence, at home. Get complete preparation (not just practice tests) and our money-back warranty. G.I. Bill approved. Free catalog. Pathfinder Division of Grantham Schools, 1509 N. Western, Hollywood, California 90027.

Need 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 next Intensive Theory Course will begin August 2, 1971. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

Help Wanted Management

GENERAL MANAGER

Top 10 Market
\$80,000 Plus

Send confidential resume to
Dr. White, Mgmt. Consultant
Box G-189, BROADCASTING

Announcers

\$100 REWARD

We're seeking North America's best morning man and will pay \$100 cash to the first person providing us with the tip that leads us to the successful candidate. We're a top rated 50,000 watt chain operation in a major market . . . one of the few major markets left with clean air and little violence. Our format is contemporary MOR. The man we're seeking is probably in a medium or major market and has a proven rating record. He can follow a format, but can effectively communicate with his audience within that format. If you think you can qualify . . . or if you know someone who does . . . we'll need a tape, references, and a recent snapshot. If we're interested, a personal interview will be arranged.

Box G-262, BROADCASTING

Programing, Production, Others

New York-based radio syndicate with proven product seeks the sales representative whose enthusiasm can expand our show from the fifteen stations it's on to the 500 stations it ought to be on! Write:

Sales Manager, SFI, P.O. Box 121
Times Square Station
New York, N.Y. 10036

WWVA's "Jamboree USA" is expanding. Needs top-flight man with show business background to help produce weekly live broadcast show from stage of Capitol Music Hall and book talent for show. Other Jamboree activities include recording studio, record label, music publishing, TV and radio syndication, road shows, tours, etc. This is a big opportunity for the right man. Don't phone—send complete resume of background and experience, age, family status, and salary required along with references to:

Jamboree USA
Director, Bob Finnegan
Capitol Music Hall
1015 Main Street
Wheeling, West Virginia 26003

Situations Wanted

Announcers

Creative, humorous, dedicated MAJOR MARKET MOR PERSONALITY DJ can entertain, communicate, sell. Best references. Resume and tape.

Box G-256, BROADCASTING

Technical

POSITION CHIEF ENGINEER

Seeking Chief Engineer's position in Southern United States with major independent or new enterprise. Experienced in all phases of television, radio, and communications broadcasting. Fifteen years with major independent. Excellent background.

BOX G-144, BROADCASTING

NEWS

RADIO-TV NEWSMAN

This veteran, mid-30's on the air journalist now affiliated with one of the country's leading broadcast groups is ready to change his base of operations. His credits and awards are of a national stature. If you can offer a major challenge he would appreciate discussing it with you. Your replies will be held in the strictest confidence.

Box G-277, BROADCASTING

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IN THE MATTER OF CHANNEL 26, INC.,
d/b/a WONDERFUL WORLD OF MOVIES,
AND d/b/a WWOM-TV;
NO. 70-1968 IN BANKRUPTCY
UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF LOUISIANA**

Notice is given to all interested parties that the assets of Channel 26, Inc., d/b/a Wonderful World of Movies, and d/b/a WWOM-TV, in bankruptcy, shall be sold in bulk (with the exception of one IVC Model 300 Color Camera, with attachments by sealed bid, as is, where is, to the highest bidder for cash. The sale shall be made free and clear of all liens, mortgages, etc., and all mortgages and lienors, etc., shall be referred to the proceeds. Sealed bids should be addressed to Dorothy R. Cowen, Trustee, and shall be received up to and including 2:00 P.M. on August 6, 1971 at 712 American Bank Building, New Orleans, Louisiana. All bids are to be accompanied by a ten (10%) percent deposit in the form of cash, certified check or cashiers check. The Trustee reserves the right, in her discretion, to reject any and all bids. The acceptance of the highest bid by the Trustee shall be subject to the approval of the Referee. All interested parties are invited and solicited to submit sealed bids. Any inquiries for additional information should be addressed to Dorothy R. Cowen, Trustee, Room 402, 822 Perdido Street, New Orleans, Louisiana 70112.

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(Continued from page 59)

- K12ER Andersen Air Force Base, Guam—Broadcast Bureau granted mod. of CP of VHF translator station to change frequency from 204-210 mhz to 82-88 mhz; change type trans.; make changes in ant. system; change call letters to K06HA. Action July 13.
- KXLW Clayton, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 1. Action July 13.
- KCBJ-TV Columbia, Mo.—Broadcast Bureau granted mod. of CP to change ERP to vis. 562 kw; aur. 112 kw; change ant. site approximately 1500 ft.; change type trans. and ant.; make changes in ant. structure; ant. height 1130 ft. Action July 14.
- KRBB Sallisaw, Okla.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 6. Action July 13.
- KCPX-TV Salt Lake City—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 14, 1972. Action July 14.

Ownership changes

Applications

- KRRLC(AM) Lewiston, Idaho—Seeks transfer of control from Donald A. Thomas (76.65% before, none after) to Douglas Alan MacKelvie (23.35% before, 100% after). Consideration: \$265,000. Mr. MacKelvie has been sales manager of station since 1960. Ann. July 9.
- WKNT-AM-FM Kent, Ohio—Seeks assignment of license from Kent-Ravenna Broadcasting Co. to Media-Com Inc. for \$275,000. Sellers: Raymond E. Dix, treasurer, et al. Buyers: Richard M. Klaus (37.5%), president-treasurer; Leonard B. Scharfeld (37.5%), executive vice president and secretary; Alvin L. Gray (10%) vice president, and G. Robert Klein (12.5%), vice president. Mr. Klaus has 5% interests in WERE(AM) Cleveland, and KFAC-AM-FM Los Angeles. Mr. Scharfeld and Mr. Gray are attorneys. Mr. Klein is wholesale book and magazine distributor. Ann. July 9.

CATV

Final actions

- Flint, Mich.—FCC approved agreement between Flint Cable TV Co. and Poole Broadcasting Co., licensee of WJRT-TV, Flint, providing for carriage by CATV system of signals of 4 Detroit, Mich., TV stations and Windsor, Ontario station. Action July 14.
- Newport News, Va.—FCC, in response to request by Hampton Roads Cablevision, stayed for period of seven days its decision ordering firm to stop carriage of Richmond stations WTVR-TV and WWBI(TV), and Petersburg-Richmond station WXWX-TV, in violation of mandatory stay provision of rules (Doc. 18841). Action July 12.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through July 20. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

- Cedar Rapids, Iowa—Communications Properties Inc. (multiple-CATV owner), Austin, Tex., has applied for a franchise.
- Madison, N.J.—Blonder-Tongue Laboratories (multiple-CATV owner), Old Bridge, N.J., has applied for a franchise.
- New Paltz, N.Y.—Video Control, Clintondale, N.Y., has applied to town board for a non-exclusive franchise.
- Westhampton Beach, N.Y.—Village board has received a franchise application from Suffolk Cable TV Inc.
- Mansfield, Ohio—Lodi Cable Service Inc., Lodi, Ohio, has applied for a franchise.
- New London, Ohio—Lodi Cable Service Inc., Lodi, Ohio, has applied to city council for a 20-year exclusive franchise.
- Littlestown, Pa.—Telecable Communications Corp., Baltimore, has applied to borough council for a franchise.

With less than seven years in the TV-radio business, 29-year-old Peter H. Starr is president and chief executive officer of the fast-stepping Starr Broadcasting Group Inc. and it's fair to say: "Somebody up there likes him." That "somebody" is the erudite and wealthy publisher-columnist-television personality, William F. Buckley Jr.

Mr. Buckley has known Mr. Starr for 18 years: as his newspaper boy, as a boat boy and sail-boat skipper in Stamford, Conn., and more recently, as his associate in Starr Broadcasting. Messrs. Starr and Buckley are the largest stockholders in that company, and it was Mr. Buckley who provided the initial financial resources to launch the groups in late 1966.

But it's equally fair to say that the youthful broadcast executive has not merely hitched his wagon to the Buckley star. His aggressive leadership has been the key factor in Starr's expansion from two stations owned principally by Mr. Buckley's *National Review* into a complex that includes eight radio stations and a TV outlet. The company has also bought, subject to FCC approval, three additional radio facilities and a TV station.

Even Mr. Buckley confesses that he was surprised at Mr. Starr's penchant for sales, finance and management. "I had never thought of Peter as a businessman," he said. "I had known him since he was 11 or 12 and knew that he was bright and industrious. When he finished college, I offered him a job as a salesman with our station in Omaha—KOWH(FM). He accepted.

"Peter kept sending me letters with comments on the operation. After five months, I realized he had a better grasp of what was going on than any of the general managers we had had. I promoted him to general manager."

Mr. Starr, a tall, lean young man with a brisk but friendly manner, considers himself a specialist in sales and finance, though he had no strong working background in these areas. (He majored in English and classical studies at Georgetown University in Washington and had never been involved in sales or studied finance.)

"But I learned all I could about sales and finance because it was necessary," he said matter of factly. "After a few months as general manager, the station's ratings and billing grew considerably. In fact, there isn't a station we have acquired that we have not at least tripled the billings."

Mr. Starr is a self-assured and avowedly ambitious person. Despite his initial success at KOWH, he considered leaving in 1966 after less than two years there. "Bill [Buckley] asked me what it would take to keep me," he recalled. "And I told him I would like participa-

Ambitious protege of Bill Buckley makes it on his own

tion in ownership. Bill agreed; we formed Starr Broadcasting in 1966 with two stations out of *National Review*. I had to borrow money to buy my equity position in Starr."

The company's formula for growth has been to buy AM stations that were faltering in their markets, analyze the program options for change and seek out the sales opportunities among radio's regular advertisers and those not utilizing the medium.

With an equity position in Starr in late 1966 (Mr. Starr and Mr. Buckley each hold 13% of the stock outstanding), the energetic president—then 25—embarked on a vigorous expansion program. In the intervening four years, the two-station group grew to eight stations: KISD(AM) Sioux Falls, S.D.; KUDL-AM-FM Kansas City, Mo.; WLOK-

(AM) Memphis; KYOK(AM) Houston; WBOK(AM) New Orleans; KYLR(AM) Little Rock and KOTX(FM) Dallas and a television station, WCYB(TV) Bristol, Va.

In addition, Starr Broadcasting has bought, subject to FCC approval, KABL-AM-FM Oakland-San Francisco; KHUH-TV Honolulu and WCAM(AM) Camden, N.J. Starr also purchased in 1970 Arlington House (book publisher), the Conservative Book Club and the Nostalgia Book Club.

Starr Broadcasting makes its headquarters in New Orleans and Mr. Starr, a bachelor, estimates he spends one day a week there, one or two days in New York and the remainder in various parts of the country, visiting the other stations and discussing new acquisitions and financing.

"We have had to borrow considerable sums of money, of course, to finance our acquisition program," Mr. Starr said, "but we don't consider our debt position burdensome at all."

Mr. Starr appears to be headed for his first million. His approximately 58,500 shares in Starr Broadcasting, traded on the Midwest Stock Exchange, have a market value of almost \$900,000. The company went public a year and a half ago, with shares sold at \$9 each and now selling in the vicinity of \$15-\$16.

He indicated that Starr Broadcasting's growth period is far from over and that the announcement of another purchase can be expected in a few weeks. He mentioned that Starr is particularly high on FM and the company is seeking the right property at the right price in the top-10 markets.

Three of the Starr stations are black-oriented: KYOK, WLOK and WBOK. He was asked if Mr. Buckley's political conservative orientation posed any problem in the black communities of Houston, Memphis and New Orleans. "Not at all," Mr. Starr replied. "We have an excellent rapport in those communities because we are serving them well. We have added significantly to the news departments there and have opened up our microphones to black spokesmen. Our stations there are responsive and responsible to the communities they serve."

Mr. Starr sidestepped a question as to whether he himself is a conservative. But he made it very evident that he is a fervent admirer of Mr. Buckley, period.

He has traveled extensively in this country and in Europe and the Far East, and often accompanies Mr. Buckley on skiing vacations abroad. Like his senior associate, he enjoys sailing, skiing and reading, and hopes some day to find the time to take a stab at writing (he was an editor of his college newspaper at Georgetown).

Week's Profile



Peter Holmes Starr—president, Starr Broadcasting Group Inc., New Orleans; b. Dec. 6, 1941, La Crosse, Wis. (raised in Stamford, Conn.) B.A., English and classics, Georgetown University, Washington, 1964; salesman, KOWH(FM) Omaha, Oct. 1964-March, 1965; appointed general manager, March 1965; president, Starr Broadcasting, Dec. 1966; unmarried; member Kansas City (Mo.) Club; hobbies—sailing, skiing, traveling and reading (history, politics, finance).

NAB outlook

A new team, both appointive and elective, is off and running at the National Association of Broadcasters. Paul Haney, one of the three recently designated executive vice presidents, leaves for personal reasons after a trial run but is succeeded by Jim Hulbert, who moves up after extended service on the staff. The other two executive vice presidents, Grover Cobb and Paul Comstock, are taking command of their assignments. The aim is to free the NAB president, Vincent T. Wasilewski, for performance on the policy level.

The newly elected command, headed by Richard D. Chapin, Stuart Stations, Lincoln, Neb., as joint board chairman, is determined to shake things up.

Some broadcasters have been sold on the merits of a federation of trade groups with a hard-hitting top lobbying echelon. We think this is the answer at the right time.

A desirable first step would be to cut back an unwieldy 44-man board to one perhaps half that size. It could meet four times a year in Washington and get more done at far less expense than two 44-man (plus executive staff) meetings a year, one of which is a junket to some exotic resort.

Improvement is needed in the political-action area. While there have been stabs in that direction, with good work done in putting out some fires, continuing and coordinated planning is needed with the outlook what it is.

Thought should be given to an appointed national legislative council of perhaps 50 members—one from each state to work in conjunction with the state associations.

Such a changed structure with more frequently scheduled meetings in Washington, rather than hit and miss, could lay the foundation for an effective federation.

Right to know

Last week's issue of this newsweekly (July 19) carried the House roll-call vote blocking the frenzied effort of Chairman Harley O. Staggers (D-W. Va.) of the Interstate and Foreign Commerce Committee to deny broadcasters their First Amendment rights.

But the 226-to-181 tally (with 27 members absent or not voting) was no vote of confidence in broadcasters or a conclusive test of the applicability of the First Amendment to the broadcast press. Mr. Staggers lost his battle but he had support from both sides of the aisle and will have again if a new conflict erupts.

A hitherto reluctant printed-page press, perhaps for the first time, recognized that in the effort to cite CBS for contempt it could happen to them too. Most big newspapers rallied to the support of CBS Inc. President Frank Stanton.

Broadcasters are still in imminent danger. They need to know where they stand. They have a right to know why their elected representatives voted as they did. And they should know what motivated those who did not vote at all.

What is wrong in a free society about a constituent asking his elected representative why he voted as he did on any issue, let alone one that affects his very survival? It is not unusual for a congressional incumbent to seek air exposure or campaign contributions. Did he vote against the proposal to recommit the Staggers contempt citation because of the "club" and the archaic seniority system, or did he do so because he honestly felt broadcast journalism is not covered by the First Amendment?

We have no doubt that some members of Congress (and particularly the committee staff zealots) will regard such polite confrontation as an audacious attempt to intimidate,

or otherwise ascribe ulterior motives. Nonsense.

And while dealing with games that congressmen play, the broadcaster should ask his elected representatives to give honest and forthright consideration to repeal of Section 315, the roadblock in the path of broadcast journalism on a parity with the printed page. Within the last fortnight the Nixon administration, through Deputy Attorney General Richard Kleindienst, has reaffirmed its espousal of total repeal. This should not be a partisan issue.

It can only get worse

The destructive consequences of the recent court reversal of the FCC's orderly treatment of challenges to license renewals have already begun to take shape. In Dallas a local group, hastily organized, has applied for the facility occupied by WFAA-TV (BROADCASTING, July 19). In Washington, the Stern Community Law Firm, representing a Mexican-American group in Albuquerque, N.M., has petitioned the FCC for release of financial reports of stations it wants to attack and for a rulemaking to open all such reports to public scrutiny (see story elsewhere in this issue).

In both cases the applicants took their cues from the appellate-court decision overturning the FCC's 1970 policy statement that gave incumbents an edge against competing applicants upon a showing of substantial service.

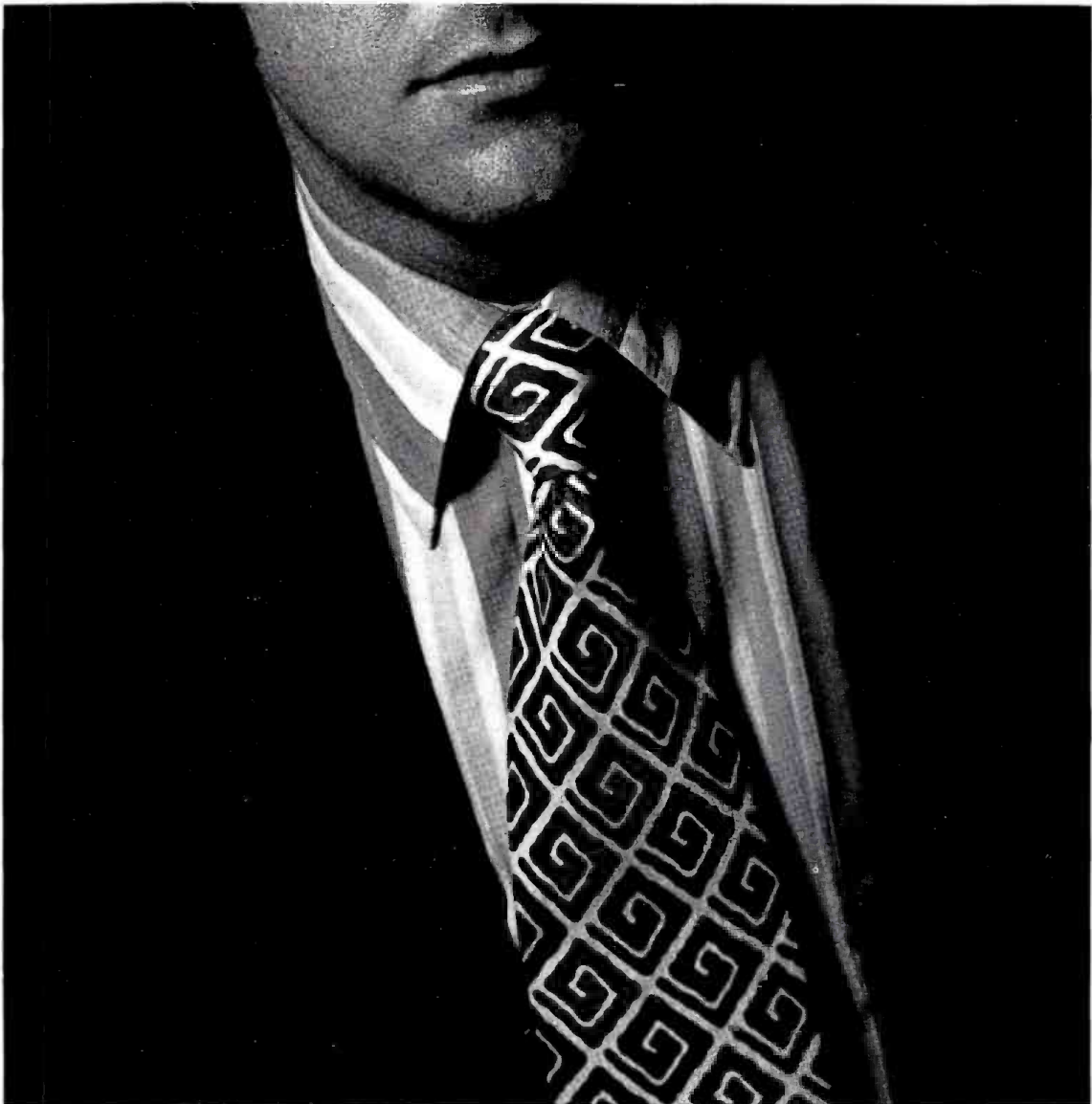
The Dallas challengers, who are without other media ties, are attacking the crossownership of WFAA-TV, its AM and FM counterparts and the *Dallas Morning News*. The court had told the FCC to pursue a policy of decentralization of media ownerships in the comparative hearings its decision would precipitate.

The Stern law firm is asking the FCC to get more details on program expenses than it now demands from stations and to make public those and all other figures it obtains on what now, according to its rules, is a promise of confidentiality. The court had told the FCC that incumbents could be given a merit only on a showing of "superior" service and had added that one way to measure superiority was to determine how much of a station's profit it had put back into programing. The Stern petition, if granted, could lead only to the establishment of government standards for profit retention and program expense.

Again the need for legislative remedy is emphasized.



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Billy Graham salutes the largest crowd ever on Peachtree St. T.V., Motion picture star Burt Reynolds was on hand and so was sports immortal, Rose Grier. Gov. Carter's daughter takes a short nap.



Gloria Loring "Miss Salute to America"

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