August 9, 1971:Our40thYear:$1.00

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

Court says broadcasters can't reject paid propaganda
At last FCC sends its cable-liberation plan to the Hill
Boons and booby traps in new Senate campaign-reform bill
A tracking of TV-station P&L's by market size in 1970

Business IS ALIVE AND WELL IN TAMPA-ST. PETERSBURG!

Putting your advertising dollars to work in a healthy growth market is good business.
In 1970, total retail sales in the Tampa-St. Petersburg ADI and DMA areas *increased more than a quarter of a billion dollars* over 1969* . . . an increase of more than 8%! This at a time when most areas of the country were experiencing a recession.
Put your advertising dollars to work on WTVT, the station that *delivers more audience,* 9 a.m. to midnight**, than any other TV station in the Tampa-St. Petersburg market. Your Katzman has details and current avails. WTVT means business.

* © 1969 and 1970, Sales Management Survey of Buying Power; further reproduction is forbidden.
** ARB and NSI, Feb./March, 1971. Average quarter-hour audiences. Estimates subject to source and method limitations.

WTVT 13 A CBS AFFILIATE

REPRESENTED BY
KATZ TELEVISION

THE WKY TELEVISION SYSTEM, INC.
WTVT, TAMPA/ST. PETERSBURG
WKY-TV & RADIO, OKLAHOMA CITY
KTVT, DALLAS/FT. WORTH
WVTV, MILWAUKEE
KHTV, HOUSTON

WeekInBrief

U.S. Court of Appeals once again comes crashing down on FCC policy—and on broadcasters—in ruling that licensees who sell time to commercial sponsors must do same to proponents of controversial issues. See . . .

No way to turn down paid opinion . . . 12

FCC's letter of intent on cable policy spells out proposals to permit distant-signal importation into major markets. In return, commission will demand vast expansion of non-broadcast services in those same markets. See . . .

FCC puts its cable ideas on the line . . . 14

Policy statement issued last week by Time Inc. to its cable television systems sets standards for 20 hours per week of diversified local origination, mandatory newscasts, 'natural breaks' in programing for commercials. See . . .

Time's cable told: produce your own . . . 18

The 'typical' television station in the top 10 markets finished 1970 with a profit of 13.6% of gross revenues, according to a study conducted by the National Association of Broadcasters Department of Broadcast Management. See . . .

Bigger risks, bigger rewards . . . 24

RCA and Westinghouse field-sequential cameras transmit best pictures ever of a moon flight. Real-time view of lunar launch, excellent pictures of docking maneuver, double view of an eclipse are among the highlights. See . . .

Other stars of Apollo: the cameras . . . 27

Dr. Peter Goldmark, president of CBS Labs, will retire in December rather than accept an offer to remain as CBS's 'chief scientist.' Likely successor: Renville H. McMann Jr., CBS Labs vice president-engineering director. See . . .

Goldmark era to end at CBS Labs . . . 28

Compromise campaign-reform bill is approved by Senate in closing days before recess. It repeals equal time in federal elections, sets 10-cents-a-vote limit, gives candidates 'access' right to radio-TV. See . . .

Senate's version of campaign reform . . . 29

FCC terminates its rulemaking proceeding on stricter controls for telephone-interview programs, after deciding that there are presently no widespread abuses that would warrant invasion of licensee responsibility. See . . .

FCC hangs up talk-show proposals . . . 32

Pennsylvania State University study on behavioral influence of television on children reveals that kids react violently to violent shows, complacently to 'pro-social' programs. See . . .

The power to turn children off and on . . . 33

FCC shuts door on those seeking further clarification of its March 5 public notice on the airing of drug-oriented music. It disavows responsibility to resolve alleged ambiguities in its April 16 'clarification' statement. See . . .

FCC has last words on drug lyrics . . . 33

Departments

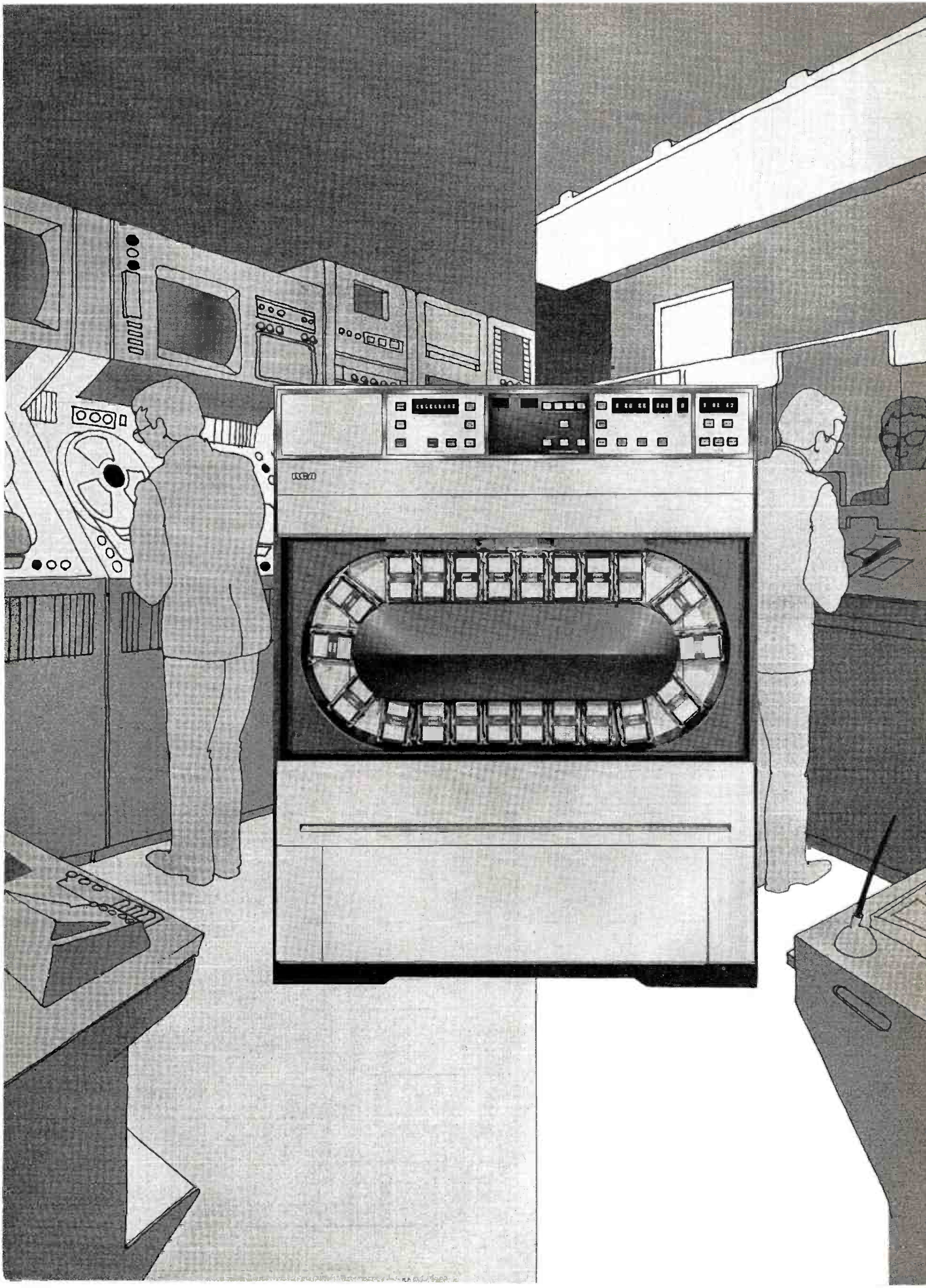
Broadcasting

Aug. 9, 1971;Vol.81,No.6

Published 51 Mondays a year (combined issue at year end), by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington 20036. Second-class postage paid at Washington and additional offices.

Subscription prices: *one year $14, two years $27, three years $35. Add $4 a year for Canada and $6 a year for all other countries. Subscriber's occupation required. Regular issues $1 a copy.* BROADCASTING YEARBOOK *published each January, $13.50 a copy;* CATV SOURCEBOOK *annually, $8.50 a copy.*

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



Our 'cart' machine can make you look better... on the air and at the bank.

Broadcasters have discovered that our TCR-100 can save so much money and create new profit opportunities so fast they want one as soon as possible. Because the TCR is not just a piece of hardware. It's a whole new system for airing commercials, promos and ID's, for cutting costs, enhancing your station presentation... and even for improving the efficiency of the equipment you've already got.

Increase your tape-playing capacity. When using the "cart" machine you can play more taped commercials during breaks. This means that you can sell more time and stop turning down business due to machine limitations. The TCR-100 does the work of a whole battery of reel-to-reel VTR's.

Put unlimited flexibility in your programming. You can switch commercials or spots at the last minute just by moving cartridges around. You'll never need to make up a reel the night before—and then pray there are no last-minute changes. You can play, and sell taped time segments any way you like.

Set up and cue any commercial in 6 seconds. That's what you can do with the "cart" machine. Just snap in a cartridge, push a button, and you're in business. The same set-up process on a reel machine takes over 90 seconds—maybe a little less if you don't care how the commercial looks on the air.

Log more promos. Because the TCR runs your commercials so smoothly and efficiently, you'll find time to run more station promos. WDCA-TV in Washington, D.C. is logging at least 30% more since they put their "cart" machine in operation.

Sell extra production time. The TCR can handle your entire tape commercial schedule. And this will free you reel-to-reel machines, and technicians, for more tape production. You'll be able to sell more production with the confidence that you can get the job done fast and right.

Reduce headwheel and tape stock costs. The elimination of playback optimization and commercial verification cuts headwheel use by more than 50%. And because the cartridge tapes are never touched by hand, they last much longer. You can expect literally hundreds of plays from each cartridge.

Reduce make-goods drastically. The "cart" machine takes the panic out of station breaks, and virtually eliminates the human error that leads to make-goods and all the paperwork that follows. Your commercials are cued and played automatically.

Look better on the air. One reason the "cart" machine is so fast is that there's no need to optimize for color playback. That's done—to exacting standards—when you dub onto the cartridge in the first place. So in playback, all your commercials are uniform in quality, with no difference in flesh tones, etc.

And these are just a few examples of how the TCR-100 can make you and your bank balance look better. We'll be happy to describe and document others, especially as they apply to your operation. Then you'll know why so many stations are putting the "cart" before the reel.

RCA

Bigger league

Chris-Craft Industries, which sold its channel 11 WTCN-TV Minneapolis to Metromedia for $19.7 million week before (BROADCASTING, Aug. 2) was negotiating last week to buy RKO General's channel 9 WOR-TV New York. Asking price for WOR-TV—like WTCN an independent—is said to be about $40 million. WOR-AM-FM are not for sale.

Ban in Boston?

FCC may have second thoughts on issuance of construction permit to Boston Broadcasters Inc. for channel 5, Boston, now occupied by WHDH-TV. In its action allowing WHDH to stay on air pending consideration of investigation of BBI principal by Securities and Exchange Commission (BROADCASTING, Aug. 2), FCC routinely issued BBI modification of construction permit.

At last Wednesday's meeting FCC reopened discussion of its "routine" action, which was voted on recommendation hand carried to meeting room by member of FCC staff. FCC has until Aug. 30 to change its mind about CP, if it wants to. Authorization for continued operation by WHDH-TV runs until "further order."

Defense budget

What does it cost major-market television station to resist rival application for its facilities? Though WPIX(TV) New York isn't flaunting it, President-General Manager Fred Thrower attests that since Forum Communications Inc. applied for station's channel 11 in June 1969, incumbent has spent about $1.5 million, excluding time and services of executives involved in research and preparation of case. Forum, according to figures placed in record last spring, had spent in neighborhood of $200,000 to present its case to that date.

So far record, exclusive of exhibits, covers 11,000 pages of transcript. Further proceedings are to resume in late September before Examiner James F. Tierney in New York with more than 100 witnesses still scheduled.

Little action

TV-station reps, who had been pinning their hopes on strong fourth-quarter sales to pull 1971 out of doldrums (BROADCASTING, July 19), are beginning to show signs of nervousness. They're into fourth-quarter selling, and for most part that surge of activity they've been waiting for is still to come. Business stays flat. But they are warily hopeful on two counts: (1) Big activity spurt normally starts between mid- and late August, so their present worrying could be premature; (2) more encouraging, they say agencies report they have budgets but just aren't ready to commit them.

Fourth-quarter network sales, which have been moving at smart clip for some time, are reported in good shape. Some spot-TV sources blame networks for at least part of spot's sluggishness; others are merely disappointed that advertisers seem so much slower than usual in supplementing their network buys with spot. Some sources also feel part of spot lag may stem from agencies waiting to see what—and for how much—they can get in local prime time opened by FCC prime-access rule. But mostly they blame soft general economy.

Miracle man?

There are signs that Clay T. Whitehead, director of administration's Office of Telecommunications Policy, may be about to offer concrete suggestions for negotiated settlement of differences among broadcasters, cable operators and copyright owners. He has called new round of individual meetings between Nino Scalia, OTP general counsel, and representatives of rival interests this week. These will follow numerous recent talks with various shades of opinion within each over-all group. This week's series of meetings was set before FCC made public its new regulatory plan for CATV (see page 14).

New hats

There'll be shuffling of assignments at National Association of Broadcasters with elevation of James Hulbert, VP and assistant to president, to executive vice-presidency for public relations succeeding Paul Haney, who left last Friday. Mr. Hulbert will continue writing speeches for Vincent Wasilewski, NAB chief, but his other former duties will be spread among Harold Niven, VP and also assistant to president; William Carlisle, VP for television, and Charles Stone, VP for radio.

Mr. Haney, returning to Galveston, Tex., intends to write book on personalities in space program, in which he was original "voice of Apollo," and another on government information. He also hopes to resume lecturing on space program. He used to command fees up to $1,500 for such talks.

Expert advice

Complaint to FCC about incident on NBC-TV's *Today* show is going out today (Aug. 9) from Representative William H. Harsha (D-Ohio), with behind-scenes aid from Chairman Harley O. Staggers's (D-W. Va.) Investigations Subcommittee. In letter last week to Chairman Staggers, Mr. Harsha called for investigation of July 30 program on which Edwin Newman cut short interview with George Jessel when entertainer referred to *New York Times* and *Washington Post* as *Pravda* (BROADCASTING, Aug. 2). Such "tacit censorship . . . cannot be tolerated," Mr. Harsha told Chairman Staggers. In lieu of initiating investigation, Mr. Staggers elected to give Mr. Harsha his subcommittee's technical expertise in preparing complaint to commission.

Waiting for the word

Executives of National Association of Broadcasters are hopeful FCC will be represented at regional conferences this fall because of confusion over regulatory matters, particularly in light of recent Court of Appeals decisions on license-renewal policy and acceptance of advertising on controversial issues. By that time it's presumed FCC will have announced its intention to appeal last week's decision (see page 12).

NAB has extended invitation to FCC Chairman Dean Burch to address one or more of six regional conferences, with FCC department heads to address remaining meetings. One-day conferences are: Atlanta, Oct. 15; Chicago, Oct. 18; Boston, Oct. 22; Las Vegas, Nov. 12; Denver, Nov. 15; Dallas, Nov. 17.

Parkinson at work

Entire new eight-story building, now under construction one half block from FCC headquarters in Washington, will apparently not be large enough to contain growing noncommercial-broadcasting community in nation's capital. Plan to house all operations under that one roof ("Closed Circuit," April 12) will have to be modified accordingly: Corp. for Public Broadcasting and National Association of Educational Broadcasters will not be moving into building as previously planned. Still scheduled to move before long are actual broadcast operations: Public Broadcasting Service, National Public Radio, WETA-TV Washington and new National Center for Public Affairs.

Whitehead sees greater perils in Wright edict

Broadcasters, shaken by thrust of appeals court ruling that they must accept editorial-type advertising (see page 12), got support Friday (Aug. 6) from high administration telecommunications official.

Clay T. Whitehead, director of Office of Telecommunications Policy, commented that he thought cure ordered by Circuit Judge J. Skelly Wright might be worse than disease.

Mr. Whitehead noted that OTP is in favor of court's objective in stimulating free and open exchange of ideas through broadcast media, but, he added, "It does not seem . . . that the means chosen to achieve this objective are desirable.

"Leaving the acceptance of editorial advertisements to the discretion of individual broadcasters does indeed run the risk of unreasonable rejection. But a similar risk is run when we leave program and news content to private determination.

"As imperfect as this arrangement may be it would be much worse to establish a system in which the government decides who will be heard and which issues he will be permitted to address." The Wright decision, he said, invites precisely this type of government involvement in program content and public debate. He concluded by calling for a review by all branches of government of question of access to medium. OTP announced some months ago that it planned to look into fairness question in broadcasting.

FCC sticks to thinking in denying CWA request

FCC's first decision on acceptance of "controversial" paid announcements since landmark decision by U.S. Court of Appeals for District of Columbia (see page 12) did not reflect overwhelming change in status quo.

Commission late Friday (Aug. 6) rejected request by Communications Workers of America for declaratory ruling on request for paid time to discuss proposed contract with Bell System.

CWA had sought time on NBC-owned and CBS-owned stations to present question-and-answer spots on subject of contracts, so that members could be better and more quickly informed about issues involved in contracts, which are up for ratification this week. Although union was able to buy time on some other stations, network-owned ones rejected them on ground that they raised controversial issues.

Commission said that while it had not had time to undertake thorough study of decision written last week by Judge J. Skelly Wright, it felt that decision left licensees option of rejecting particular announcements, such as CWA's. It found that spots raised controversial issues.

Commissioner Nicholas Johnson, in dissenting statement, said action was "unconstitutional" and that stations could have provided "at least a modest" amount of time for broadcast of the announcements.

25 markets lined up for Ideal Toy classics

Ideal Toy Corp., New York, which normally spends $8 million or more per year in spot and network TV, reports clearances in 25 TV markets (mostly major cities) for one-hour specials of children's classics.

Advertiser has obtained rights to *Pinocchio, Aladdin, Jack and The Beanstalk* and *Emperor's New Clothes.* Helfgott & Partners, New York, is placing buys for Ideal in association with Mission Argyle Productions. (Mission distributes for Entertainment Media Ltd. which acquired shows from CBS earlier in year.) Six new specials may be produced, it was said Friday (Aug. 6).

Specials were shown on CBS-TV in 1967.

According to Ideal and agency, arrangement differs somewhat from usual trade-out. Ideal will sell program to station but proposes to place announcements in show where time period is satisfactory for Ideal's pre-Christmas push in fourth quarter.

Initial clearances include WNEW-TV New York; WGN-TV Chicago; KTTV(TV) Los Angeles; WTTG(TV) Washington among others.

Postal picks two agencies

U.S. Postal Service, Washington, announced Friday (Aug. 6) appointment of Needham, Harper & Steers, New York, and Leo Burnett Co., Chicago, as its advertising agencies. Though budget has not been disclosed, service is expected to spend $5 million or more annually, with substantial portion allocated to TV. Selection of NH&S and Burnett was made by five-man panel that screened 38 agencies.

Portland community meeting held inadequate

Group of Portland, Ore., broadcasters thought they had worked out good means to ascertain community needs, critical for renewal applications, by having series of joint meetings with community leaders. But FCC Friday (Aug. 6) said methods used were inadequate—because community leaders were not given opportunity to freely express their opinions on all community problems, and broadcasters were not given enough time to interview leaders. Commission also said community leaders attending meeting were not of equal stature. These are among criteria for joint meetings with community leaders that FCC established in reply to inquiry by Southern California Broadcasters Association last June (BROADCASTING, July 5).

FCC does some internal shuffling

FCC has announced shift in its organizational chart to enable streamlining of its administrative support branches. Under new arrangement, Office of the Secretary and Office of Information will come under jurisdiction of Executive Director John A. Torbet. Secretary Ben F. Waple and Director of Information Leonard Weinles, previously autonomous, will now report to Mr. Torbet.

Mr. Torbet said Friday (Aug. 6) that practical difference is in number of people reporting to Chairman Dean Burch on their activities. Instead of three separate individuals, only Mr. Torbet will report to chairman on work of three offices.

CBS Radio heavies up sports

CBS Radio will more than double number of live sports events on network in 1971-1972 season. Network said last week it will be covering at least one major sporting event per month. Among new events to be carried both from U.S. and abroad are winter and summer Olympics, Ontario 500 auto race, U.S. Grand Prix auto race and NASCAR Grand National auto race. CBS will continue to carry Cotton Bowl, National Conference Championship and Super Bowl Football Games, Masters Golf Tournament and Triple Crown horseracing events.

FCC sees some dangers in free-format radio

Language in Des Moines ruling may be heard again by progressives

FCC last week indicated far-less-than-favorable attitude toward so-called "free form" radio formats. In action denying stay of transfer grant for KFMG(FM) Des Moines, Iowa, by citizen group fighting for continuation of only progressive rock format there, commission said that "free form rock format, like a free form classical format or a free form anything format, gives the announcer such control over the records to be played that it is inconsistent with the strict controls that the licensee must exercise to avoid questionable practices."

Decision could have far-reaching effect upon those "underground" radio stations playing music of "progressive" vein, where major decision of what is to go on air is left to discretion of announcer on duty. Such programing—antithesis of rigid "play-list" formats characteristic of "top-40" radio—has flourished in recent years.

Tracy Westen, attorney for petitioners in KFMG case, expressed fear that commission's statement "means the end of free form underground rock stations." The commission, he said "seems to be mandating play lists to the public." Mr. Westen equated action with earlier decision last week in which FCC refused to give further amplification to its April 16 "clarification" statement of its March 5 drug lyrics notice—another case in which he represented petitioners. In both drug lyrics and KFMG decisions, Mr. Westen said, commission has precluded "the spontaneity" that can only take place in programing when announcer is given latitude in selecting records.

Petition for reconsideration of KFMG transfer, from Iowa Fine Music Broadcasting Corp. to Stoner Broadcasting Corp. (licensee of KSO[AM] Des Moines and WGNT[AM] Huntington, W. Va.) was filed by Committee to Free KFMG two weeks ago (BROADCASTING, Aug. 2). Petitioners had charged that Stoner made representations in its transfer application to effect that it would preserve KFMG's "unique" progressive rock format in part and duplicate KSO 50%, and had told KFMG staff that no changes in format would be implemented. Actually, group said, KFMG's format was abandoned on first day Stoner took over operations.

But in denying stay, which petitioners had sought because Stoner intended to move KFMG's facilities into same building with KSO, thus destroying KFMG's record library, commission said petitioners had failed to address key issues—KFMG's shaky financial condition and its lack of sufficient transmitter site. And while it did not actually dismiss petition to deny, commission in effect cast it aside when it said petitioners' misrepresentation charge is "without substantive merit and does not require a hearing."

Petitioners, nevertheless, may have won war while losing battle—at least in short run. Ad reportedly placed in Des Moines *Register* last week by Stoner stated that KFMG will return to its "free form" progressive format, without play list. In long run, language of last week's FCC decision may come back to haunt progressive radio formats everywhere.

FCC cable letter stirs expected reaction

"While we must undertake a detailed study and analysis of the proposals and may not completely agree with all of the requirements, we are buoyed by the FCC's decisive handling of the issues," National Cable Television Association Chairman John Gwin said late last week in early reaction to FCC's letter of intent on cable policy (see page 14).

Mr. Gwin's prepared statement called commission's plan "a bold, progessive and practical approach toward the establishment of a national telecommunications system that will be responsive to the changing demands of the public."

Other upbeat reactions came from Irving B. Kahn, chairman and chief executive officer of Teleprompter Corp., who said "we heartily agree with the FCC's emphasis on development of nonbroadcast services." William Harley, president of National Association of Educational Broadcasters, said he was "pleased . . . [that] a number of points which noncommercial interests urged upon the commission have been incorporated. . . ."

Initial reaction from broadcast spokesman was negative. William Carlisle, vice president for television of National Association of Broadcasters, said Friday (Aug. 6) that rules would "effectively restructure free broadcasting, particularly in the absence of copyright legislation which might give broadcasters the exclusivity for which they pay copyright proprietors." He also said commission "is opening floodgate" in its treatment of distant-signal.

Two UHF's kept on air

U.S. Communications Corp.'s WXIX-TV Cincinnati and WPGH-TV Pittsburgh, both faltering UHF operations, will not go off air, as had been previously scheduled. Frank H. Reichel, president of AVC Corp., USC's parent, said stations were given new lease on life last Friday (Aug. 6)—day they were scheduled to sign off—at meeting in which possibility of selling stations was explored. Prospective buyers were not indicated.

Week's Headliners


Dr. Goldmark


Mr. McMann


Mr. Johnson

Dr. Peter C. Goldmark to retire as president and research director of CBS Labs in December, upon reaching age 65. **Dr. John W. Christensen,** VP and associate research director, also retiring in December, at age 55. In move interpreted as foreshadowing elevation to presidency, **Renville H. McMann Jr.** promoted from VP and director of engineering to executive VP (story page 28).

Wallace E. Johnson appointed chief of FCC's Broadcast Bureau, succeeding **Francis R. Walsh,** who resigns to resume teaching at San Francisco University Law School and conduct private law practice ("Closed Circuit," July 26). Mr. Johnson, 52, has been assistant chief of bureau, has been with FCC since 1942 when he served as radio inspector in Seattle. He transferred to FCC's Washington headquarters in 1943, to work as radio engineer. Mr. Johnson has also held positions of chief of Existing Facilities Branch; chief of New and Changed Facilities Branch, and chief of Broadcast Facilities Division.

Matchmaking the message with the medium

The appropriateness of any medium for any client involves one basic task. That is matching the characteristics of a given medium with the communication objectives of a given client. In this particular instance the client was Travelodge International, one of the largest motel/motor hotel chains in the world.

Travelodge's objectives were:

1. To communicate the availability and convenience of Travelodge's one-number reservation system.

2. To communicate the availability of Travelodge's directories (rate, facility and location guides which had proved to be effective in increasing business once in the hands of a traveler).

3. To communicate to the traveler the convenience of availability offered by a nationwide network of over 450 properties and 27,000 rooms.

4. To communicate the dual personality of Travelodge, for there no longer existed a typical Travelodge product (in addition to their traditional two-story motels, Travelodge has added in recent years a number of high-rise motor hotels).

To meet these objectives, we needed a medium which could offer:

1. National coverage of Travelodge's target audience at a low cost-per-thousand.

2. High frequency of exposure to this target audience because of the number of subjects we had to communicate.

3. Great flexibility—the flexibility of inserting copy changes on rates or special events at a moment's notice; tagging a corporate announcement with reference to an individual property, or placing the greatest advertising support in areas particularly important as origination or destination centers or cities where Travelodge motor hotels are located.

We conducted a review of media possibilities, beginning with a study of Brand Rating Index data as it applies to the print and broadcast media. Magazines were the first to be eliminated because we felt they couldn't deliver sufficient frequency. Television was eliminated because of its cost. Newspapers went because we felt that on a national basis they were an inefficient buy.

That left radio, which could fulfill all of the needs outlined above. It could also provide us with flexibility (Travelodge could "move around"—change messages on short notices to suit seasonal or special situations). It would provide a personal contact with the prime target audience—the male adult with a college education and better-than-average income, and the businessman who would make Travelodge his business address, would influence a decision for using Travelodge motor hotels for sales meetings and would think of Travelodge when planning personal or family vacations.

Next came the decision of which type of radio to buy. First we reviewed the availabilities on all networks and then the facilities of all networks—particularly in major markets and markets of special interest to Travelodge.

We also looked at the possibilities of using spot radio only. This drew a negative response because it was felt that it would not offer enough cohesiveness through the peak travel season—markets would vary so much with format and personality that there would be no Travelodge "feel."

Standing there at attention was network radio. But which network?

The stature of CBS Radio, its strength in the major markets as well as its nationwide coverage with over 240 stations (reaches over 21,000,000 different adults in a given week) made it the most desirable. This, plus the availability of *Walter Cronkite Reporting*, a five-a-week news analysis series produced by CBS News, and the willingness of CBS to work with us in building a 26-week program—13 weeks of Cronkite in peak summer travel time (July-August) and a scatter plan of 60-second announcements preceding and following the Cronkite schedule.

Also affecting the decision were the efficiency of CBS Radio (our buy delivers in excess of 1,300 adult listeners per dollar) and the merchandisability of Walter Cronkite and CBS to the Travelodge owners and operators—i.e., the immediate rapport established through such a spokesman.

To increase our frequency and flexibility, we added spot-radio flights in 17 major markets. There we could supplement our corporate spots with "live" tags for individual Travelodge properties; we could concentrate our efforts in those metropolitan markets important as origination and destination centers (generally paralleling population rankings); and those areas where Travelodge had motor hotels or large clusters of motel properties (not always paralleling population rankings); and we could greatly expand our frequency of exposure, thus increasing our chances that a large segment of Travelodge's target audience would hear each of Travelodge's communication messages.

The final problem faced—capturing the rural/city dual personality of the client's product—demonstrates the close relationship between the medium and the message. In this case the use of sound permitted an effective translation of this duality. Voice casting and music selection were chosen on the basis of combining just the right balance of "down-home" and "down-town" sounds.

In the final analysis, the wisdom of choosing any medium must be measured by the results it helps to produce. After three months, this program has aided Travelodge in increasing the participation and enthusiasm of individual co-owners and managers, in placing a larger percentage of their business through the one-number reservation system, and in increasing the over-all occupancy rate of the chain.

Carl J. Short was one of a group of Campbell-Ewald employes who in 1968 purchased the agency's Los Angeles and San Francisco offices and formed a new agency, Dailey & Associates. He is now senior vice president and general manager of Dailey's Los Angeles office. Mr. Short started his agency career at Erwin-Wasey, Los Angeles, where he was a senior account executive. He subsequently served with Wade Advertising there as a vice president. Mr. Short next joined Campbell-Ewald in Los Angeles in 1965.

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *chairman.*
Lawrence B. Taishoff, *president.*
Maury Long, *vice president.*
Edwin H. James, *vice president.*
Joanne T. Cowan, *secretary.*
Irving C. Miller, *treasurer.*

Broadcasting ®
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
TELEVISION

Executive and publication headquarters
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone 202-638-1022.

Sol Taishoff, *editor.*
Lawrence B. Taishoff, *publisher.*

EDITORIAL

Edwin H. James, *VP-executive editor.*
Donald West, *managing editor.*
Rufus Crater, *chief correspondent.*
Leonard Zeidenberg, *senior correspondent.*
Frederick M. Fitzgerald, Earl B. Abrams, *senior editors.*
Steve Millard, J. Daniel Rudy, *associate editors.*
Clara M. Biondi, Alan Steele Jarvis,
Tom Madden, Don Richard, *staff writers.*
Sandra Bartolina, William Blakefield, *editorial assistants.*
Elaine Garland, *secretary to the editor.*
Erwin Ephron (VP-director of marketing services, Carl Ally Inc., New York), *research adviser.*

SPECIAL PUBLICATIONS

Art King, *director;* Joseph A. Esser, *associate editor;* Halina Malinowski, *editorial assistant.*

SALES

Maury Long, *VP-general manager.*
David N. Whitcombe, *director of marketing.*
Jill Newman, *classified advertising.*
Dorothy Coll, *advertising assistant.*
Doris Kelly, *secretary to the VP-general manager.*

CIRCULATION

David N. Whitcombe, *director.*
Bill Criger, *subscription manager.*
Sarah D. Crosby, Julie Janoff, Kwentin Keenan, Dorothy Ogier, Jean Powers, Shirley Taylor.

PRODUCTION

John F. Walen, *assistant to the publisher for production.*
Harry Stevens, *traffic manager.*
Bob Sandor, *production assistant.*

BUSINESS

Irving C. Miller, *treasurer.*
Sheila Thacker, Judith Mast.
Lucille DiMauro, *secretary to the publisher.*

BUREAUS

NEW YORK: 7 West 51st Street, 10019. Phone: 212-757-3260.
Rufus Crater, *chief correspondent.*
Morris Gelman, *senior correspondent.*
David Berlyn, Rocco Famighetti, *senior editors.*
Helen Manasian, Cynthia Valentino, *staff writers.*

Robert L. Hutton, *sales manager;* Eleanor R. Manning, *institutional sales manager;* Greg Masefield, *Eastern sales manager;* Georgina Quinn, Harriette Weinberg, *advertising assistants.*

HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Stephen Glassman, *staff writer.*

Bill Merritt, *Western sales manager.*
Sandra Klausner, *assistant.*

CHICAGO: Midwest advertising sales representative, Bailey & Co., David J. Bailey, *president.* P.O. Box 562, Barrington, Ill. 60010. Phone: 312-381-3220

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

Please send

Broadcasting ®
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name ____________ Position ____________

Company ____________

☐ Business Address
☐ Home Address

City ____________ State ____________ Zip ____________

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

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

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.

Broadcasting® THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Aug. 9, 1971;Vol.81,No.6

Court gives green light to paid opinion

Another broadside from D.C. appellate court: broadcasters are ordered to open commercial mikes to all

The United States Court of Appeals for the District of Columbia ruled last week that broadcast licensees who permit the sale of time for commercial advertising cannot arbitrarily deny the purchase of time for editorial advertising—that is, the paid-for broadcast of opinion on controversial issues. In so doing, the court decreed that such editorial advertising is subject to protection of the First Amendment. In so doing, the court—should its position either go unchallenged or be upheld—may have recast the broadcast media into a mold they have for the most part avoided for half a century.

Two cases were at issue in last Tuesday's (Aug. 3) decision. One involved an attempt by the Business Executives' Move for Vietnam Peace to purchase time on WTOP(AM) Washington, the second the Democratic National Committee's desire to purchase time (1) for the solicitation of funds and (2) to comment on public issues. BEM had been refused by WTOP, a refusal upheld by the FCC. The Democratic National Committee had not approached a specific broadcast licensee, but sought an FCC declaration that no licensee could refuse it should it try. The FCC split in that instance, ruling that stations could not arbitrarily deny the sale of time for the solicitation of funds, but could deny the sale of time for comment on issues.

Whatever the outcome, last week's court decision ranks in the landmark category. Its principal architect is Judge J. Skelly Wright, who wrote a majority opinion which at the least is memorable. He was joined in it by Judge Spottswood W. Robinson III. Dissenting in the 2-to-1 decision was Judge Carl McGowan.

It was this same Judge Wright who sent a similar shock wave through the broadcasting industry two months ago (BROADCASTING, June 21, et seq.) in overturning the FCC's carefully fashioned license-renewal policy, one designed to protect station incumbents from an onslaught of license challenges. Judge Wright's decision then, as did that last week, displayed a fiery dissatisfaction with the status quo in broadcasting, and directed a formidable forensic barrage against it. Among his broadsides:

"For too long advertising has been considered a virtual free fire zone, largely ungoverned by regulatory guidelines. As a result, a cloying blandness and commercialism—sometimes said to be characteristic of radio and television as a whole—have found an especially effective outlet. . . . We are convinced that broadcast advertising has great potential for enlivening and enriching debate on public issues, rather than drugging it with an overdose of non-ideas and non-issues as is now the case."

And:

"The present system, allowing a flat ban on editorial advertising, conforms instead to a paternalistic structure in which licensees and bureaucrats decide which issues are 'important,' how 'fully' to cover them, and the format, time and style of the coverage."

And:

"We must, then, be very, very slow to judge any sort of speech on public issues worthless. The marketplace of ideas protected by the First Amendment, after all, is not governed by the tastes and intellectual standards of the universities or the broadcast newsroom—or even of judicial chambers."

And:

"In the end, it may unsettle some of us to see an anti-war message or a political party message in the accustomed place of a soap or beer commercial. But we must not equate what is habitual with what is right—or what is constitutional. A society already so saturated with commercialism can well afford another outlet for speech on public issues. All that we may lose is some of our apathy. That is a small price to pay."

The eventual judgment—and certainly the effect—of Judge Wright's, and the court's, opinion, is whether it can indeed be interpreted "narrowly," as he repeatedly insists it can, or whether it would result in such widespread regulatory and operational chaos as to disrupt the entire commercial fabric of the industry. As BROADCASTING read the reaction last week, both the FCC and the industry were fearful that the latter would obtain. Words like "revolutionary," "socialistic" and "horrendous" were tossed about freely by both private and government lawyers, all obviously aghast at the significance of the decision.

Foremost in the minds of broadcasters and their legal representatives was the question of whether the FCC, or any of the intervening parties, would seek reconsideration by a full panel of all nine judges of the circuit court or go to the Supreme Court for review—or whether the commission or the parties would accept the decision as it stands. At week's end, there were strong indications that the commission would ask for reconsideration by the appeals court, but the only official word was that the move was being studied.

Others immediately expressed perplexity about what the decision will do to the FCC's recently announced inquiry into the fairness doctrine, as well as the half-dozen cases, now pending before the commission, that involve various facets of the fairness policy.

And another observer wondered how long the advertising provisions of the codes of the National Association of Broadcasters could remain in existence, since some of their provisions ban certain categories of advertising. (A fear that may be more illusory than real: Judge Wright took pains to note that commercial advertising is "less fully protected" by the First Amendment than is the editorial advertising at issue in the BEM-DNC decision.)

Some of Judge Wright's comments about broadcasting, particularly his emphasis on what he termed overcommercialism and his general denigration of the medium, were considered raw and wounding. Some members of the communications bar expressed distaste for some of his phrases and pejorative comments about broadcasting. "Ill suited," as one put it, for a judge, particularly a federal appeals judge.

"I think he's crazy," one Washington lawyer commented last week following issuance of the opinion, "and it is contradictory." Another lawyer said he thought the opinion "very shallow." A third expressed fear that broadcast news operations might become nightmarish as licensees strove for balance every time an opinion was aired. A fourth lawyer said he found it "very confusing." On the one hand, he observed, the opinion indicates that broadcasters should provide access for everyone to provide robust debate on issues, yet Judge Wright agrees this is not feasible and calls on the FCC and broadcasters to establish guidelines, which certainly means limitations.

Other comments from communications practitioners: "It's kind of a monstrosity." "Reverses FCC but gives the commission more power." "Fearsome." "Pattern for revolution."

One Washington lawyer, however, took a benign view of the decision. "Personally," he said, "I think we have been headed in this direction for a long time." He observed that Chief Justice Warren Burger, then on the D.C. circuit bench, declared that licensees are public trustees.

The lawyer further noted that if these requirements had been included in the Communications Act of 1934, no one would have been shocked.

"Broadcasters," he said, "must now be prepared to live with this kind of perspective . . ."

Joseph A. Califano Jr., DNC general counsel, termed the opinion a "phenomenal breakthrough." And Lawrence F. O'Brien, chairman of DNC, stressed that the party would continue to apply "intensive pressure to insure that the air is open to all shades of opinion on controversial issues."

Albert H. Kramer, director of the Citizens Communications Center, Washington, which represented BEM in the court battle, said he was "very pleased" and "gratified." And, he added, "This is the first opinion that shows that the court has grasped the conceptual problems of access and fairness."

FCC officials, naturally, were cautious in their appraisal of the decision. All agreed that Judge Wright had handed the commission an "almost insurmountable" task of drawing up guidelines. Several FCC lawyers implied strongly that since the decision hurts broadcasters more seriously than the FCC, it was up to the parties to carry the appeal ball. Lawyers for the parties, however, were unable last week to say exactly what they would recommend to their clients.

Essentially, Judge Wright contended that once broadcasters sell advertising time they cannot limit their customers only to those selling products or services. And, he continued, since broadcasters receive their licenses from a government agency and since the petitioners said that the stations they had approached claimed they have a flat ban on selling advertising time for the enunciation of editorial views on controversial issues and since the FCC approved this policy, this made that type of ban virtually a government edict. And this, Judge Wright maintained, violates the First Amendment.

Sprinkled liberally with citations of past lower court and Supreme Court decisions, beginning with the 1943 NBC case and continuing up to the 1969 Red Lion case, the opinion fashioned Judge Wright's theory that broadcasters are so entwined with governmental action that an action by the broadcaster is virtually a government action, thus bringing into play the First Amendment.

J. Skelly Wright, wave-maker

"Almost no other private business—almost no other regulated private business—is so intimately bound to government and to service to the commonweal," he said.

Judge Wright, however, did not underestimate the importance of broadcasting. In one section, relating the First Amendment to speech that at one time took place on streets and through pamphleteering, he added: "The soap box orator and the leafleter are becoming almost obsolescent; their Saturday afternoon audiences have increasingly moved indoors—in front of their television sets."

Developing his argument that once broadcasters agree to accept advertising, they may not discriminate among customers, Judge Wright likened this to a park superintendent who, once having permitted the park to be used for public speaking, cannot close the park to other speakers. "The same principle," he said, "applies to broadcasters who have opened their forum to commercial speech but would close it to controversial political speech."

Anticipating contentions that the revocation of a ban on controversial advertising would result in chaos, with too many demands for access to microphone and camera, or that the rich would be able to buy blocks of time that could result in a blackout on other views, Judge Wright commented that broadcasters and the FCC could confer to establish guidelines to keep things within bounds.

Broadcasters, he said, clearly are entitled to place an outside limit on the amount of editorial advertising they will sell, similarly on the placement of such advertising. And the commission, under its fairness powers, could, he said, require broadcasters to carry, free of charge if necessary, advertisements presenting the other side of a public issue.

"Given a scheme of reasonable regulation," he concluded, "there is no reason why acceptance of editorial advertising should cause any substantial harm or disruption not already involved in the acceptance of other advertising." He urged that such regulations be developed quickly so that the petitioners may speak on the issues "that are current and changing."

Judge McGowan, in his dissent, disagreed with the majority on the ease by which the new approach can be implemented. Broadcasting, he noted, is limited in the number of frequencies and cannot possibly accommodate all who may wish to be heard over them. "The commission," he said, "has, at the least, been set a task of heroic proportions and one whose very complexity may undermine the premise upon which it is founded."

The present system has worked so well, Judge McGowan said, that "the loudest voices in criticism of it complain that it has been working too well for the comfort of governmental policy makers in areas of greatest concern."

And, Judge McGowan went on: "It is hardly the path of wisdom to scrap it for a system in which money alone determines what issues are to be aired, and in what format . . . The responsibility of informing the public is now squarely on the licensee. That responsibility will only be diluted and obscured by requiring the licensee, against his own better judgment, to accept paid editorial advertising."

FCC puts its cable ideas on the line

In letter to Hill it sticks by distant-signal formula, insists on full development of nonbroadcast channels

When FCC Chairman Dean Burch addressed the National Cable Television Association convention last month, he issued a challenge to the industry: If you expect the right to import distant signals into major markets, be prepared to respond by providing the "supplemental, nonbroadcast benefits" that have been promised for so many years.

The chairman wasn't kidding.

After weeks of moving toward a statement of intent on cable policy, the commission delivered it last week, right on schedule. And there was no mistaking the agency's commitment to encourage, if not demand, those services.

On all future systems in the top-100 markets, the commission would require:

- An actual or potential capacity of at least 20 channels.
- For every broadcast signal carried, an equivalent amount of nonbroadcast bandwidth.
- A free, noncommercial public-access channel, a channel for educational use, and a channel for state and local government use.
- Provision of an additional access channel within six months after existing channels have consistently gone beyond a designated level of regular usage.
- Two-way capability.

The philosophy behind these requirements was underlined in the text, and emphasized again by Chairman Burch at a news conference last Thursday (Aug. 5). The statement reads:

"In sum, we emphasize that the cable operator cannot accept the distant or overlapping signals that will be made available without also accepting the obligation to provide for substantial nonbroadcast bandwidth. The two are integrally linked in the public-interest judgment we have made."

The distant-signal question was still pinpointed as the "fundamental issue" to be resolved before cable is to go anywhere. As expected, the commission loosened existing distant-signal restrictions to permit cable's entry into the top-100 markets; set forth a new standard for determining whether a system outside a market is "viewed significantly" and may therefore be considered local; and offered a new leapfrogging rule that would require one distant signal to be that of a UHF within 200 miles.

But the questions of nonbroadcast service and public access assumed an equal importance in the final statement. Many of the provisions had been anticipated; some were considered more doubtful. Taken together, they served notice that, if the present FCC has anything to say about it, there will be no major-market growth of cable television without a corresponding proliferation of new service.

Last week's 55-page "letter of intent" was addressed to four men who will have a great deal to say about when, and whether, the commission's rules are to take effect: the chairmen of the Senate and House Communications subcommittees, Senator John O. Pastore (D-R.I.) and Representative Torbert H. Macdonald (D-Mass.); and the chairmen of their parent Commerce Committees, Senator Warren G. Magnuson (D-Wash.) and Representative Harley O. Staggers (D-W. Va.). It was not addressed to another individual who may also have words on the subject: Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, and chairman of the President's committee on cable policy.

At his news conference last week, Chairman Burch denied again and again that the rules in their present, tentative form, represent a delay or a capitulation to any of these other men or groups. "Congress said, 'Don't give us rules that have been adopted'," he noted. "We haven't." He referred to the expressed wishes of many in Congress, led by Senator Pastore, that the legislators have an opportunity to examine whatever cable plan the commission decides upon, before it actually takes effect. The chairman added: "We will also have the benefit of input from the White House or any other government agency. We're certainly free to revise this document."

Chairman Burch said that present plans call for adoption of the rules before the end of this year, and implementation by March 1972.

The commission adopted the letter by a 6-to-1 vote, with Commissioner Robert Wells the lone dissenter. In a statement attached to the letter, Mr. Wells said a variety of disagreements with specific provisions in the document eventually left him with "no alternative but to dissent," despite agreement with his colleagues' goals and motives.

The four big cards in FCC's hand

The FCC's letter of intent on cable policy is divided into four principal, interrelated sections. Here are the key points.

- **Television broadcast signal carriage.** The rules "would divide all signals into three classifications: (1) mandatory carriage—signals that a cable system must carry; (2) minimum service—a minimum number of signals that, taking television market size into account, a cable system may carry; (3) additional service—signals that some systems may carry in addition to those required or permitted in the two above categories.

"It is necessary to establish the frame of reference within which the rules would operate. First . . . the rules would vary according to whether a cable system is within the top-50 television markets, in markets 51-100, in a market below 100, or not in a television market at all. . . . Second . . . the area within each market to which the particular rules will be applicable [is] a zone of 35 miles radius surrounding a specified reference point in each designated community in the market."

Mandatory carriage. "Two changes are to be made in the existing (grade B) carriage rule. The first is a requirement that all cable system must carry the signals of all stations licensed to communities within 35 miles of the cable system's community. . . . The second change . . . would require carriage of a signal from one market into another if that signal were found to have significant over-the-air viewing in the cable system's community. . . . An out-of-market network affiliate would be considered to be significantly viewed if it obtains at least a 3% share of the television homes in the community *and* has a net weekly circulation in the community of 25% or more. For independent stations, the test of significant viewing would be a 1% share of viewing hours and a net weekly circulation of at least 5%."

Minimum carriage. Minimum service standards would be as follows: "(1) in television markets 1-50: three full network stations, three independent stations; (2) in markets 51-100: three full network stations, two independent stations; (3) in smaller television markets (below 100): three full network stations, one independent station. If . . . minimum service is still not being supplied, distant signals would be permitted to be carried as needed to make up the defined minimum of service."

Additional service. "Cable systems in the top-100 markets would in any case be permitted to carry two signals beyond those whose carriage would be required under the mandatory carriage rules. Distant and out-of-market signals carried to provide minimum service would be counted against these additional signals so that if, for example, two distant signals were carried to provide minimum service, no additional signals could be carried. Cable systems in smaller markets (below 100) would not be permitted to import network or independent television signals beyond the minimum service level. . . ."

Leapfrogging. The commission would adopt a new rule "requiring cable systems in the top-100 markets carrying distant independent television stations to carry, as a first priority, one UHF independent station from within 200 miles. If there is no such UHF station, any VHF station within 200 miles or any UHF station could be carried. The second distant signal in these top-100 markets would be free from restrictions as to point of origin. . . ."

Educational and foreign language stations. "We will allow a cable system to carry any number of educational signals, local or distant, in the absence of objection. . . . We would [also] permit cable systems to import non-English language programing [and] would not count against the quotas discussed previously the distant signal of a non-English language station when carrying these programs."

Sports. The FCC will issue rules to prevent cables from circumventing local blackouts of home games by importing distant signals. As a general rule, however, "Cable systems will be able to carry whatever sports events are carried locally—including those meeting the 'significant viewing' test. . . . We are not unmindful of the possibility that a nationwide interconnected cable network . . . could remove sports programing from conventional broadcast television. . . . It may be . . . that legislation may be the ultimate answer. . . ."

Chairman Burch announcing FCC's cable intentions Thursday afternoon.

Grandfathering. "Cable systems already in operation on the effective date of the rules would be permitted to continue operation and to provide the existing line-up of signals without regard to the new requirements of signal carriage if that service had been previously grandfathered . . . or if the service were commenced in compliance with the rules after Dec. 20, 1968, and was then consistent with the rules proposed."

▪ **Nonbroadcast channels (access).** All systems in the top-100 markets would be subject to the following:

Channel capacity. "We will not immediately require a channel capacity in any except the top-100 markets. In those markets we believe a 20-channel capacity (actual or potential) is the minimum consistent with the public interest. We will also adopt a rule that for each broadcast signal carried, cable systems must provide equivalent bandwidth for nonbroadcast uses."

Public access, educational and government channels. "We will require that there be one free, dedicated, noncommercial, public-access channel available at all times on a nondiscriminatory basis. In addition, we will require that one channel be set aside for educational use and one channel for state and local government use on a developmental basis and that, upon completion of the basic trunk line, for the first five years thereafter these channels will be made available free. . . . A systems operator will be required to provide only use of the cable channel on a free basis; production costs (aside from brief live studio presentations not exceeding five minutes in duration) may be charged to users."

Leased channels. "After cable systems have satisfied the [above] priority, they may make available for leased uses the remainder of the required bandwidth and any other available bandwidth. . . . Indeed, to the extent that the public-access, educational and governmental channels are not being used, these channels may also be used for leased operation. But such operations may only be undertaken with the express understanding that they are subject to immediate displacement if there is a demand to use the channel for the dedicated purpose."

Expansion of capacity. "Cable systems will be required to make an additional channel available for use as the demand arises. . . . Initially . . . we propose to use the following factor to determine when a new channel must become operational: Whenever all operational channels are in consistent use during 80% of the weekdays (Monday-Friday), for 80% of the time during any three-hour period for six weeks running, the system will then have six months in which to make a new channel available. Such an N + 1 [existing number of channels plus one to be built] availability should encourage use of the channels, with the knowledge that the channel space will always be available, and also encourage the cable operator continually to expand and update his system. . . . Inasmuch as this area of regulation is new, we will re-examine the N + 1 concept at an early time if unexpected problems develop."

Two-way capacity. "We have decided to require that there be built into cable systems the capacity for two-way communication. This is apparently now feasible at a not inordinate additional cost, and its availability is essential for many of cable's public services."

Regulation of nonbroadcast programing. "We believe that such regulation is properly the concern of this commission. . . . We think that in this area this dual form of regulation [federal and local] would be confusing and impracticable. . . . Thus, we believe that, except for the government channel, local regulation of access channels carrying programing is precluded, at least at this time. . . . Similarly, aside from channels for government uses, we do not believe that local entities should be permitted to require that other channels be assigned for particular uses.

". . . The rules . . . must specify nondiscriminatory access on a first-come, first-served basis during this interim period . . . [and] the cable operator must not censor or exercise program control of any kind over the material presented on the public-access channel. However, his rules shall proscribe the presentation of any advertising material (including political advertising spots), of lotteries, and . . . of obscene or indecent matter."

Production facilities. "We will re-

The tables at right show what signals cable systems in the top-100 markets could carry under the FCC plan announced last week. Column I shows the stations authorized in each market; II, the number of stations from outside the market that may be counted as local under the new FCC criteria for "significant viewing"; III, the number of additional signals permitted under the plan; IV, the total number of signals available to cable operators in each designated city under the plan; V, a comparison of the number of signals from out of the market whose carriage is required under existing rules, and the number required under the new plan.

quire that the cable operator maintain at least minimal production facilities for public use within the franchise area."

▪ **Technical standards.** For the present, the commission will apply standards only to television broadcast signals, not to newer services, to "assure the subscriber at least a minimum standard of reception quality, while at the same time permitting the continuation of technical experimentation."

▪ **Federal-state / local relationships.** "We agree with the contention that federal licensing at this time would place an unmanageable administrative burden on the commission. Accordingly, we will not now take that step. Furthermore, local governments are markedly involved. . . . But [we] will take steps to insure efficient nationwide communications service with adequate facilities at reasonable charges . . . by specifying minimum requirements in the local franchising process."

Basic qualifications—choice of franchisee and service area. "We will require that the cable system, before commencing operation with broadcast signals, file a copy of its franchise with us and a certificate showing that the franchising authority in a public proceeding has considered the system operator's legal and financial qualifications, and the adequacy and feasibility of his construction arrangements."

Construction timetable—franchise duration. "(T)o ensure that franchises do not lie fallow or become the object of trafficking . . . we will provide that the franchise require that the cable system have an operable headend within one year after this commission grants a certificate of compliance, and that thereafter it meet substantial percentage figures for extension of energized trunk cable, such figures to be set by the local authority. . . . We will require the franchising authority to place a reasonable limit on the duration of the franchise, and its renewal. We think that . . . as a general guide . . . a franchise should not exceed 15 years."

The blueprint for signals in the top-100 markets

	I		II		III		IV	V	
	Market signals		Viewing test signals		Additional signals			Overlapping market comparison	
Market	Net.	Ind.	Net.	Ind.	Net.	Ind.	Total	New	Existing
1 New York Linden-Paterson, N.J.	3	5	—	—	—	2	10	—	5
2 Los Angeles-San Bernardino-Corona-Fontana	3	8	—	—	—	2	13	—	—
3 Chicago	3	4	—	—	—	2	9	—	—
4 Philadelphia-Burlington, N.J.	3	3	—	—	—	2	8	—	3
5 Detroit [1]	3	3	—	—	—	2	8	—	4
6 Boston-Cambridge-	3	3	—	—	—	2	8	—	4
Worcester	3	3	—	—	—	2	8	—	7
7 San Francisco-	4	4	—	—	—	2	10	—	5
Oakland-San Jose	4	4	—	—	—	2	10	—	5
8 Cleveland-Lorain-	4	2	—	—	—	2	8	—	—
Akron	4	2	—	—	—	2	8	—	3
9 Washington	3	3	—	—	—	2	8	—	4
10 Pittsburgh	4	1	—	—	—	2	7	—	3
11 St. Louis	3	2	—	—	—	2	7	—	—
12 Dallas-Fort Worth	3	2	—	—	—	2	7	—	—
13 Minneapolis-St. Paul	3	1	—	—	—	2	6	—	—
14 Baltimore	3	2	—	1	—	2	8	1	6
15 Houston	3	1	—	—	—	2	6	—	—
16 Indianapolis-	3	2	—	—	—	2	7	—	—
Bloomington	3	2	2	—	—	2	9	2	2
17 Cincinnati-Newport, Ky	3	1	—	—	—	2	6	—	5
18 Atlanta	3	2	—	—	—	2	7	—	—
19 Hartford-*	6	1	—	—	—	2	9	—	3
New Haven-	4	1	2	3	—	2	12	5	4
New Britain-	6	1	—	—	—	2	9	—	2
Waterbury, Conn.	4	1	2	3	—	2	12	5	2
20 Seattle-	3	2	—	—	—	2	7	—	1
Tacoma	3	2	—	—	—	2	7	—	—
21 Miami	3	2	—	—	—	2	7	—	2
22 Kansas City, Mo.	3	1	—	—	—	2	6	—	1
23 Milwaukee	3	1	—	—	—	2	6	—	1
24 Buffalo, N.Y.	3	1	—	1	—	2	7	1	2
25 Sacramento-	3	2	—	—	—	2	7	—	4
Stockton-[2]	3	2	—	1	—	2	8	1	8
Modesto, Calif.	3	2	—	1	—	2	8	1	6
26 Memphis	3	—	—	—	—	3	6	—	—
27 Columbus, Ohio	3	—	—	—	—	3	6	—	—
28 Tampa-St. Petersburg, Fla.	3	1	—	—	—	2	6	—	—
29 Portland, Ore.	3	1	—	—	—	2	6	—	1
30 Nashville	3	1	—	—	—	2	6	—	—
31 New Orleans	3	1	—	—	—	2	6	—	2
32 Denver	3	1	—	—	—	2	6	—	2
33 Providence, R.I.-*	3	—	3	—	—	2	8	3	7
New Bedford, Mass.	3	—	3	1	—	2	9	4	6
34 Albany-	3	—	—	—	—	3	6	—	1
Schenectady-	3	—	—	—	—	3	6	—	1
Troy-N.Y.	3	—	—	—	—	3	6	—	—
35 Syracuse, N.Y.	3	—	—	—	—	3	6	—	3
36 Charleston-	3	—	—	—	—	3	6	—	1
Huntington, W.Va.	3	—	—	—	—	3	6	—	—
37 Kalamazoo-	4	1	—	—	—	2	7	—	6
Grand Rapids-	4	1	—	—	—	2	7	—	1
Muskegon-	4	1	—	—	—	2	7	—	—
Battle Creek, Mich.	5	1	1	1	—	2	10	2	3
38 Louisville, Ky.	3	1	—	—	—	2	6	—	1
39 Oklahoma City	3	—	—	—	—	3	6	—	1
40 Birmingham, Ala.	3	—	—	—	—	3	6	—	—
41 Dayton-Kettering, Ohio	3	1	3	—	—	2	9	3	4
42 Charlotte, N.C.	3	1	—	—	—	2	6	—	5
43 Phoenix-Mesa	3	2	—	—	—	2	7	—	—
44 Norfolk-	3	1	—	—	—	2	6	—	1
Newport News-	3	1	—	—	—	2	6	—	3
Portsmouth-	3	1	—	—	—	2	6	—	1
Hampton, Va.	3	1	—	—	—	2	6	—	1
45 San Antonio, Tex.	3	1	—	—	—	2	6	—	—
46 Greenville-	5	1	—	—	—	2	8	—	—
Spartanburg-	5	1	1	—	—	2	9	1	1
Anderson, S.C.	5	1	—	—	—	2	8	—	—
Asheville, N.C.	5	1	—	—	—	2	8	—	3
47 Greensboro-	3	—	—	—	—	3	6	—	4
High Point-	3	—	2	—	—	3	8	2	3
Winston-Salem, N.C.	3	—	—	—	—	3	6	—	5
48 Witchita-	3	—	—	—	—	3	6	—	—
Hutchinson, Kan.	3	—	—	—	—	3	6	—	—
49 Salt Lake City	3	—	—	—	—	3	6	—	—
50 Wilkes Barre-	3	—	—	—	—	3	6	—	1
Scranton, Pa.	3	—	—	—	—	3	6	—	2

Market	I Market signals Net.	I Market signals Ind.	II Viewing test signals Net.	II Viewing test signals Ind.	III Additional signals Net.	III Additional signals Ind.	IV Total	V Overlapping market comparison New	V Overlapping market comparison Existing
51 Little Rock, Ark.	3	—	—	—	—	2	5	—	—
52 San Diego [1]*	3	1	1	4	—	2	11	5	6
53 Toledo, Ohio *	3	—	3	2	—	2	10	5	5
54 Omaha	3	—	—	—	—	2	5	—	1
55 Tulsa	3	—	—	—	—	2	5	—	—
56 Orlando-	3	—	—	—	—	2	5	—	—
Daytona Beach, Fla.									
57 Rochester, N.Y.	3	—	—	—	—	2	5	—	4
58 Harrisburg-	5	—	—	1	—	2	8	1	1
Lebanon-	5	—	2	1	—	2	10	3	5
Lancaster-	5	—	3	2	—	2	12	5	9
York, Pa.	5	—	3	1	—	2	11	4	3
59 Texarkana, Tex.-[2]*	3	1	—	—	—	2	6	—	—
Shreveport, La.									
60 Mobile, Ala.-	3	—	—	—	—	2	5	—	1
Pensacola, Fla.	3	—	—	—	—	2	5	—	—
61 Davenport, Iowa-	3	—	—	—	—	2	5	—	—
Rock Island-Moline, Ill.									
62 Flint-*	3	—	4	2	—	2	11	6	8
Bay City-	3	—	—	—	—	2	5	—	1
Saginaw, Mich.	3	—	—	—	—	2	5	—	1
63 Green Bay, Wis.	3	—	—	—	—	2	5	—	1
64 Richmond-	3	—	—	—	—	2	5	—	—
Petersburg, Va.	3	—	—	—	—	2	5	—	4
65 Springfield-Decatur-	5	—	—	—	—	2	7	—	—
Champaign-									
Jacksonville, Ill.	5	—	3	1	—	2	11	4	1
66 Cedar Rapids-	3	—	—	—	—	2	5	—	—
Waterloo, Iowa	3	—	—	—	—	2	5	—	1
67 Des Moines-Ames, Iowa	3	—	—	—	—	2	5	—	—
68 Jacksonville, Fla.	3	—	—	—	—	2	5	—	—
69 Cape Girardeau, Mo.-*	3	1	—	—	—	2	6	—	—
Paducah, Ky.-									
Harrisburg, Ill.									
70 Roanoke-	4	—	—	—	—	2	6	—	2
Lynchburg, Va.	4	—	—	—	—	2	6	—	—
71 Knoxville, Tenn.	3	—	—	—	—	2	5	—	1
72 Fresno, Calif.*	3	1	—	—	—	2	6	—	—
73 Raleigh-*	2	1	—	—	2	2	7	—	4
Durham, N.C.	2	1	1	—	1	2	7	1	2
74 Johnstown-	3	—	2	—	—	2	7	2	4
Altoona, Pa.	3	—	1	—	—	2	7	1	—
75 Portland-Poland							6		
Springs, Me.	3	—	—	—	—	2	5	—	—
76 Spokane, Wash.	3	—	—	—	—	2	5	—	—
77 Jackson, Miss.	3	—	—	—	—	2	5	—	1
78 Chattanooga	3	—	—	—	—	2	5	—	2
79 Youngstown, Ohio	3	—	—	—	—	2	5	—	11
80 South Bend-	3	—	—	1	—	2	6	1	—
Elkhart, Ind.	3	—	—	—	—	2	5	—	1
81 Albuquerque, N. Mex.	3	—	—	—	—	2	5	—	—
82 Fort Wayne-Roanoke, Ind.	3	—	—	—	—	2	5	—	1
83 Peoria, Ill.	3	—	—	—	—	2	5	—	3
84 Greenville-	3	—	—	—	—	2	5	—	2
Washington-	3	—	—	—	—	2	5	—	—
New Berne, N.C.	3	—	—	—	—	2	5	—	—
85 Sioux Falls-	3	—	1	—	—	2	6	1	2
Mitchell, S.D.	3	—	—	—	—	2	5	—	—
86 Evansville, Ind.	3	—	—	—	—	2	5	—	—
87 Baton Rouge	2	—	—	—	3	2	7	—	3
88 Beaumont-Port Arthur,	3	—	—	—	—	2	5	—	1
Tex.									
89 Duluth-Superior, Minn.	3	—	—	—	—	2	5	—	—
90 Wheeling, W. Va.-	2	—	3	—	—	2	7	3	4
Steubenville, Ohio	2	—	3	1	—	2	8	4	4
91 Lincoln-[2]*	3	1	3	—	—	2	9	3	4
Hastings-	3	1	—	—	—	2	6	—	—
Kearney, Neb.	3	1	—	—	—	2	6	—	—
92 Lansing-	2	—	3	—	—	2	7	3	8
Omondaga, Mich.	3	—	3	—	—	2	8	3	9
93 Madison, Wis.	3	—	—	—	—	2	5	—	1
94 Columbus, Ga.	3	—	—	—	—	2	5	—	—
95 Amarillo, Tex.	3	—	—	—	—	2	5	—	—
96 Huntsville-	3	—	—	—	—	2	5	—	—
Decatur, Ala.	3	—	2	—	—	2	7	2	—
97 Rockford-	3	—	—	—	—	2	5	—	5
Freeport, Ill.	3	—	—	—	—	2	5	—	5
98 Fargo-Grand Forks-	3	—	—	—	—	2	5	—	—
Valley City, N.D.									
99 Monroe, La.-*	2	1	—	—	1	2	6	—	—
El Dorado, Ark.	2	1	4	—	—	2	9	4	2
100 Columbia, S.C.	3	—	—	—	—	2	5	—	2

** Indicates certain markets that do not follow the usual pattern and where special treatment might, on further consideration, be appropriate. These include markets in which a great number of overlapping market signals meet the significant viewing test and markets below the top 50 in which an independent television station already exists.*

[1] *Market includes a foreign station.*

[2] *Indicates there is a non-operational station in the market with a construction permit less than 18 months old.*

Time's cables told: produce your own

Local news reporting a must; entertainment to feature local talent

Time-Life Broadcast Inc. issued policy statements last week defining program standards and technical standards for its present CATV systems and for those it will build in the future.

Systems were urged to strive for the production of 20 hours of locally oriented programing per week by the end of the first year of operation. Local productions should include a proper mix of public service, educational, political and entertainment programs, it was stated.

The policy statement on programing stressed that public-service shows should promote "the widest possible dissemination of varying views on matters of public concern." It said that "generally the reporting of local news and events on a regularly scheduled basis will be mandatory for T-L systems."

Entertainment programs on Time-Life cable systems "should feature local talent and local people," the statement said. It directed that air time and studio facilities should be made available without charge to all legally qualified political candidates seeking offices whose constituency is served by the system in whole or in part.

The T-L policy statement said it is mandatory that its systems carry advertising at "natural breaks" (at the beginning or the end of an originated show). It stipulated that advertising will be limited to eight paid commercial minutes per broadcast hour. The technical standards include dual outgoing cable, a third cable for reverse circuits, and built-in, two-way transmission capability.

Wometco makes the move into cable ownership

Group broadcast owner Wometco Enterprises Inc. has announced the formation of a new cable-television subsidiary, Wometco Communications Inc.

The Miami-based company simultaneously announced that its new subsidiary has received warrants to purchase 80% of the stock of All State Cablevision Inc., a CATV holding company with an operating system in East Brunswick, N.J., and franchises in three other New Jersey municipalities. As part of the transaction, Wometco Communications has agreed to advance funds for further development of the East Brunswick system.

A Wometco spokesman said the new subsidiary will "invest in, develop and manage" systems and is presently considering investment in other cable operations. The creation of Wometco Communications represents the parent company's first venture into domestic CATV. It owns and operates a system that serves the city of Freeport, Grand Bahama Island.

Wometco Enterprises is the licensee of WTVJ(TV) Miami; WLOS-AM-TV Asheville, N.C., and KVOS-TV Bellingham, Wash.

Principals of All-State include Henry J. Behre, who is president of the licensee of WERA(AM) Plainfield, N.J. Wometco, a publicly owned company, is headed by Mitchell Wolfson.

Blackburn & Co. was the broker in the transaction.

ChangingHands

Announced:

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

- KPHO(AM) Phoenix: Sold by Meredith Corp. to Dairyland Managers Inc. for $1.5 million (see page 20).
- WLYK(FM) Milford, Ohio: Sold by Fran Stratman to David Schneider, Andrew Lehr, James Callaghan and Ted Hepburn for $100,000. Mr. Lehr owns a retail meat business in Milford. Mr. Callahagn owns two restaurants in Ohio. Mr. Hepburn is vice president of R. C. Crisler & Co., Cincinnati-based media brokers. WLYK is on 107.7 mhz with 3 kw and an antenna 300 feet above average terrain. Broker: R. C. Crisler & Co.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 39).

- WONN(AM) Lakeland, Fla.: Sold by Duane F. and Martha V. McConnell and John W. Gilman to Joe Garagiola for $627,600 including covenant not to compete. Mr. Garagiola, a former professional baseball player and current NBC-TV personality, is acquiring the station through Tellafan Inc., a newly formed syndication business of which he is president. WONN is full time on 1230 khz with 1 kw day and 250w night.
- WORD(AM) Spartanburg, S.C.: Stock interest in licensee sold by James F. McAllister and Billy Hugh Mull to Rob-

ert B. Brown for $253,000. Mr. Brown, prior to transfer of control, held a 44.52% in Associated Broadcasting Corp., the WORD licensee. He also has a 25% interest in WGGG(AM) Gainesville, Fla. WORD operates full time on 910 khz with 5 kw day and 1 kw night.

▪ WUOK(AM) Cumberland, Md.: Sold by Frazier Reams to Multi-Media Associates Inc. for $200,000. Multi-Media's principals are: James R. Reese (general partner) and John H. Mulliken Jr., Robert W. Pitts, George E. Cranwell, Dr. Robert I. Simon, Dr. Jean O. Feys, Audrey B. Oliphant, and Andrew C. Wolf (limited partners). Messrs. Reese, Cranwell, Mulliken, Pitts and Wolf are jointly applicants for a new FM at Clarksburg, W. Va. WUOK operates full time on 1270 khz with 5 kw day and 1 kw night.

▪ WSGO(AM) Oswego, N.Y.: Sold by Clifford C. Harris to Robert C. Gressner for $200,000 including $10,000 covenant not to compete. Mr. Gressner formerly had an interest in WBNR(AM) Beacon, N.Y. WSGO is a daytimer on 1440 khz with 1 kw.

▪ WOCO-AM-FM Oconto, Wis.: Sold by Robert Koeller to Walter F. Kaszynski for $132,000. Mr. Kaszynski is associated with Northern Illinois College, De Kalb. WOCO(AM) operates daytime on 1260 khz with 1 kw. WOCO-FM is on 107.1 mhz with 3 kw and an antenna 210 feet above average terrain.

Cable TV:

▪ Multiple-CATV owner Booth Communications Inc., Detroit (subsidiary of Booth American Co.) has sold a group of contiguous systems in the Muskegon, Mich., area to Plains Television Corp. for an undisclosed amount. Booth operates a number of systems in Michigan, Indiana, North Carolina and Virginia. Booth American Co. also owns several radio stations. Plains, a multiple-CATV owner with systems in Michigan and Pennsylvania, is also the licensee of WICS-TV Springfield, and WICD-TV Champaign-Danville, both Illinois. It is principally owned by Harry and Elmer Balaban. The Muskegon systems presently have about 900 subscribers with a 25,000-subscriber potential. Broker: R. C. Crisler & Co.

WSNT case completed

WSNT(AM) Sandersville, Ga., whose license had been challenged by two black organizations on discrimination grounds, has been granted renewal by the FCC. The action last week follows an agreement by the two petitioners—The Southern Christian Leadership Conference and the Black Youth Club of Sandersville—and WSNT, in which both sides came to terms on many of the petitioners' demands [BROADCASTING, June 21]. In the same action, the commission denied a request by the petitioners that WSNT be required to reimburse them for expenses incurred in preparing the renewal challenge.

Open season on Texas stations

KOSA-TV Odessa is latest to be hit in flurry of renewal-denial petitions

A disgruntled Mexican-American job seeker has initiated the latest phase of what is rapidly becoming a reign of terror for Texas broadcast stations—their license renewals on the line amid an outpouring of challenges from chicano communities.

In a petition filed with the FCC last week, Alonzo Ramirez asserted that KOSA-TV Odessa, Tex., had "failed miserably" to demonstrate in its renewal application that it had responsibly ascertained the needs of its community. Moreover, Mr. Ramirez accused the station of employing an inequitable number of Spanish-surnamed and black people and of denying his request for employment "without reason or justification."

Mr. Ramirez's petition was sponsored in part by the National Mexican-American Anti-Defamation Committee Inc., which has been instrumental in recent months in attempts by chicanos to thwart several renewal applications by broadcasters, including a petition to deny the proposed sale of Time Inc.'s television stations to McGraw-Hill Inc.

KOSA-TV is the third Doubleday Broadcasting Co. station to come under attack by chicanos. Denial petitions have already been filed against the company's KROD-TV El Paso and KITE(AM) San Antonio, Tex.

The Ramirez petition specifically charged that KOSA-TV's attempt to derive a tangible community survey by meeting last January with about 300 citizens "falls far short of the face-to-face confrontation required by the commission." Further, it alleged, out of the 59 documented interview forms collected at that meeting, only one was signed by a person of Spanish extraction. Mr. Ramirez also contended that the KOSA-TV application did not identify some 70 individuals it alleged to have been representative of "all minority groups . . . from all areas of the city [of Odessa]." An attempt by the station to survey the residents of nearby Midland, Tex., which falls within KOSA-TV's coverage area, was "similarly deficient," he said.

In allegations regarding KOSA-TV's employment practices, Mr. Ramirez contended that only two of the station's 45 full-time employes are Spanish surnamed, although the city of Odessa (population 103,000) has 14,000 Mexican-American citizens (14%). None of KOSA-TV's six part-time employes are chicanos, he said, and there are no blacks employed there, although 5% of the city's population is black.

The petitioner said that when "a viewer" requested that KOSA-TV make available certain public records (including the renewal application, station logs and data on employment) the station's manager became "belligerent" and relented only after the request was submitted several times.

One owner slips by one-to-market rule

The FCC last week indicated that its one-to-a-market rule, which prohibits acquisitions in the same community of a radio-TV combination, is not immune to waiver—but it emphasized that prospective buyers affected by the rule should not count on such relief.

In an action last Wednesday (Aug. 4), the commission granted a waiver of the rule, which was adopted last February, to Forward Tele-Productions Inc., allowing the company to maintain common ownership of WTRF-FM-TV Wheeling, W. Va. Forward had acquired the stations from WTRF-TV Inc. in 1969, with an authorization from the commission that was subject to the outcome of the one-to-a market rulemaking proceeding.

Forward contended that the two stations could not be broken up without the economic demise of the FM, which has been experiencing financial difficulties. It claimed that the two stations occupy common facilities and that one's operation is contingent on the other's.

In granting the waiver, the commission said that the ideology of the rule "would not be advanced" in this instance, since it is doubtful that a "new voice" in radio would emerge if Forward was required to sell WTRF-FM. All of Wheeling's present AM-FM combinations duplicate programing 100%, the commission said, and if the owner of an independent AM in the city were to acquire the FM in a divestiture move, it was likely that the new combination would do the same.

The commission, however, expressed doubt that a radio-TV combination housed in the same building and occupying common facilities could never be broken up. If, unlike the Wheeling case, both stations were economically viable, the commission said, a buyer would "certainly be hard put to show that a waiver should be granted to enable him to purchase both stations."

An argument by a prospective buyer that such a combination could be run more effectively through common ownership, the commission said, ". . . does not overcome the presumption that the community will be better served by a new voice. . . ."

Meredith portfolio pared by one AM

Meredith Corp., Des Moines, Iowa-based group broadcaster and publisher, has contracted to sell KPHO(AM) Phoenix to Dairyland Managers Inc., a newcomer to broadcasting, for $1.5 million. Meredith will retain KPHO-TV Phoenix.

Announcement of the sale was made last week by James Conley, vice president and general manager of Meredith's broadcast division, which operates out of New York. The sale is subject to FCC approval.

Mr. Conley said the KPHO sale was a "special situation" and that the company had no plans to dispose of other broadcast properties.

Meredith, a publicly-owned corporation, also owns WHEN-AM-TV Syracuse, N.Y.; WOW-AM-FM-TV Omaha; KCMO-AM-TV and KFMU(FM) Kansas City, Mo., and WNEM-TV Flint-Saginaw-Bay City, Mich. The company also publishes magazines and reference material.

Dairyland, a diversified company, is headed by Stewart H. Struck, who is also president of Dairyland Insurance Co., Madison, Wis.

KPHO operates full time on 910 khz with 5 kw.

Minority group loses in Denver

A chicano group that challenged the license renewal of KWGN-TV Denver and then tried to negotiate a settlement was rebuffed last week by the FCC. In a decision saying that the challenger's maneuvers "trouble us greatly," the FCC renewed KWGN-TV's license for the full three-year term.

The FCC said that the Colorado Committee on the Mass Media and the Spanish-Surnamed Inc. had told the station it would withdraw its protest upon the payment of a $15,000 contribution or the agreement to hire two Spanish-surnamed employes at salaries of at least $600 a month. Such demands, the FCC said, "are contrary to the concept of good-faith negotiations and the public interest."

KWGN-TV was one of several Colorado stations that were the objects of petitions to deny renewals of licenses last spring (BROADCASTING, March 8). As the FCC noted in its renewal notice last week, it granted the Colorado Committee one extension of time beyond the normal deadline for filing protests, but the committee failed to meet the postponed deadline. Its late filing in itself warranted the dismissal action, the FCC said.

In its petition to deny, the chicano group charged that KWGN-TV had discriminated against minorities in employment and programing and had failed to make an adequate survey of community needs.

The FCC found otherwise. It said the station's record indicated it had "realistically and successfully" ascertained the community's needs and had made affirmative efforts to hire and provide training for Spanish-surnamed employes.

The renewal was issued on a 5-to-1 vote, with Commissioner Nicholas Johnson dissenting and Commissioner Thomas Hauser absent.

KWGN-TV is owned by the Chicago-based WGN Continental Broadcasting Co.

Bill would make FCC official for cable

The day before the FCC delivered its long-time-coming CATV package to Congress last week (see page 14), Senator Harrison A. Williams Jr. (D-N.J.) proposed legislation to give the FCC jurisdiction over CATV and to establish long-range policy for the commission to follow.

In introducing the bill (S. 2427), Senator Williams said the policy would establish cable "as a public utility—a recognized monopoly—and would require the establishment of a formula of channel allocation for communities of differing size." He said the formula would include provision for commercial and educational stations, local program origination, governmental access, public-service programs and possibly two-way communications. This list does not exclude other services that cable may be able to provide in the future, he said.

The measure authorizes the commission to issue CATV rules dealing with maximum program diversity, preventing unfair rates and charges, providing adequate services to communities and providing for related services.

Senator Williams said the measure would "establish a coherent nationwide format to promote the orderly growth of cable television in a manner consistent with the legitimate rights of broadcasters, and the best interests of the public."

Tax break granted for lost ABC tie

But court won't let WNCT-TV amortize CBS affiliation that was retained

The U.S. Tax Court has accepted the principle that a network affiliation contract may be amortized in what it calls an "unstable" TV market—meaning one that has fewer than three stations, or in some instances, more than three.

The case was a partial victory for Park Broadcasting Inc., group broadcaster, in its endeavor to recoup losses by WNCT-TV Greenville, N.C., when its ABC affiliation was shifted to a new station in 1963. Park Broadcasting bought WNCT-TV in 1962, paying over $2.5 million for the channel 9 facility that had a primary CBS affiliation as well as a secondary ABC contract. Park valued both network contracts at $489,-589, later increased to $695,640.

Park Broadcasting began to amortize network affiliation contracts in 1964, but the Internal Revenue Service disallowed the deductions.

Tax Judge William M. Fay, in a July 19 decision, noted that it was foregone conclusion that when a third TV station began operating in the market, WNCT-TV would lose its ABC affiliation. He ruled that the contract, therefore, could be amortized over a four-year period, and he set losses for WNCT-TV, due to termination of the ABC affiliation, at $186,000. He declined, however, to approve 20-year amortization of the CBS contract, noting that a federal appeals court had overruled a 1963 Tax Court holding that network affiliation contracts could be amortized over such a period.

Formula for calculating WNCT-TV losses due to the termination of the ABC affiliation (involving not only loss of income from the network but also from adjacencies, plus the extra cost of replacing network programs with syndicated and local programs) was established by Richard P. Doherty, Washington broadcast consultant, for Park Broadcasting. Hyman H. Goldin, former chief economist of FCC, was chief expert witness for Internal Revenue Service. Jerome B. Libin, Washington lawyer, represented Park Broadcasting. Stephen M. Miller represented IRS.

CRTC approves CBS sale of Canadian cable TV

Sale of the majority of CBS's cable-TV interests in Canada has been approved by the Canadian Radio-Television Commission, it was reported last week by Ralph O. Briscoe, president of the CBS/Comtec group.

Though no price was disclosed, unofficial sources estimated that CBS would receive about $20 million, depending on the outcome of a public-stock offering under one of the agreements. The sales were announced in early June (BROADCASTING, June 7) and were made to comply with Canadian regulations, limiting foreign ownership of CATV systems to 20%.

CBS owned an average of about 70% of the systems, which serve approximately 330,000 subscribers in Montreal and Quebec city, in Vancouver, Victoria, Coquitalam and Haney, all British Columbia, and in Toronto. CBS will retain a 20% interest in the buyers.

20th Century finances move into profit column

Twentieth Century-Fox Film Corp., rebounding from two years of loss operations, ended the first half of 1971 with a profit of more than $5.5 million, compared to a loss of more than $16 million in the comparative 1970 period.

A mid-year report issued by William T. Gossett, board chairman, and Dennis C. Stanfill, president, showed that income from all sources declined by more than $4 million from the corresponding 1970 levels. It was pointed out that expenses, including amortization of film, selling and general costs, were reduced by more than $33 million.

The report placed revenues from theatrical features at $64.8 million, a drop of approximately $7 million from the first six months of 1970, and revenues from television at $22.6 million, a gain of more than $3 million.

During the second quarter of 1971, Fox said, the company paid back an additional $9,495,000 of its bank and insurance company borrowings for a total reduction over the past 18 months of $67,093,000, or 53.8% of such debt.

For the six months ended June 30:

	1971	1970
Earned per share	$ 0.65	$ (1.88)
Revenues	90,816,000	95,074,000
Net income	5,534,009	(16,105,000)

Financial notes:

▪ Schering-Plough Corp., Bloomfield, N.J., parent conglomerate of Plough Broadcasting Co., group radio station owner, declared a regular quarterly dividend of 22½¢ per share on the common stock, payable Aug. 23 to shareholders of record Aug. 6. In addition, a quarterly dividend of 55¢ per share on the preferred stock was declared payable Sept. 15 to shareholders of record Aug. 31.

▪ Doyle Dane Bernbach, New York, has completed acquisition of the Trade Mart department store chain. The Oklahoma-based store group has an annual volume of $23 million (including leased departments).

▪ ABC Inc., New York, declared a quarterly dividend of 30¢ a share on its outstanding common stock, payable Sept. 15 to stockholders of record Aug. 20.

▪ Storer Boadcasting Co., Miami Beach, Fla., declared a regular quarterly dividend of 12½¢ per share on its common stock, payable Sept. 9 to stockholders of record Aug. 20.

▪ Pacific Southwest Airlines, San Diego-based parent of PSA Broadcasting, which recently acquired KBBI(FM) Los Angeles and KBBW(FM) San Diego, has filed with the Securities and Exchange Commission for registration of 750,000 shares of common stock. The stock, which is unissued but authorized, is expected to bring in about $9 million, which the company said will be used to retire an outstanding bank debt and for capital expenditures. For filing purposes, the SEC estimated the maximum offering price per share to be $33. E. F. Hutton & Co. will underwrite.

Company reports:

▪ John Blair & Co., New York, radio-TV station representative, reported a slight dip in revenue and a decrease in net earnings for the six months ended June 30. Francis Martin Jr., president, said the year-to-year earnings comparison in the second quarter was better than in the first, with radio continuing its strong showing and television sales improving over the first quarter. He said the performance of Blair's broadcasting representation division was significantly better in the second quarter.

Total commissions earned were slightly ahead of 1970.

For the six months ended June 30:

	1971	1970
Earned per share	$ 0.50	$ 0.69
Revenues	30,578,000	31,012,000
Net income	1,288,000	1,797,000
Shares outstanding	2,586,000	2,601,000

▪ Teleprompter Corp., New York, reported an approximate $5-million rise in revenues and $1-million gain in earnings for the first half of 1971. Revenues in the second quarter rose from $7,653,306 to $10,041,688 with per-share earnings increasing in the comparable period from 38 cents to 51 cents with net earnings up from $1,166,573 to $1,598,464.

For the six months ended June 30:

	1971	1970
Earned per share	$ 0.96	$ 0.68
Revenues	19,424,527	14,921,322
Net earnings	3,005,831	2,110,027
Shares outstanding	3,145,629	3,100,371

▪ Metro-Goldwyn-Mayer reported a significant gain in revenues and net income for the third quarter, ended June 5. James Aubrey Jr., president and chief executive officer, said MGM anticipated net income for this fiscal year "at or near the highest level obtained by MGM in the last 25 years." He attributed his optimism to good reception accorded motion pictures released this summer, continued earnings of MGM's television operation and the effect of economies made at MGM.

For the 40 weeks ended June 5:

	1971	1970
Earned per share	$ 0.97	$ 0.93
Revenues	131,044,000	128,154,000
Net income (loss)	13,549,000	(4,015,000)

▪ Fuqua Industries Inc., Atlanta-based

The Broadcasting Stock Index

A weekly summary of market activity in the shares of 111 companies associated with broadcasting.

	Stock symbol	Exchange	Closing Aug. 4	Closing July 28	Net change in week	1971 High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting									
ABC	ABC	N	41¼	40⅜	+ ⅞	48	25	7,089	$317,233
ASI Communications	ASIC	O	3⅝	3⅝	—	4⅛	2⅛	1,769	6,262
Capital Cities	CCB	N	42	43¼	− 1¼	48¾	29	6,236	300,887
CBS	CBS	N	43¾	45¼	− 1½	49⅝	30⅛	27,086	1,228,892
Cox	COX	N	27⅞	28¾	− ⅞	31	17¾	5,802	171,855
Gross Telecasting	GGG	A	13⅛	13⅜	− ¼	16	10⅝	800	10,000
LIN	LINB	O	13⅜	14¾	− 1⅜	15½	6¼	2,294	32,690
Mooney	MOON	O	7½	7¾	− ¼	7¾	4	250	1,500
Pacific & Southern	PSOU	O	12½	14	− 1½	17½	12½	1,637	24,555
Rahall Communications	RAHL	O	10	10	—	29	8⅝	1,037	11,407
Scripps-Howard	SCRP	O	21½	21½	—	25	18	2,589	60,842
Sonderling	SDB	A	24⅞	27¾	− 2⅞	34	24¼	997	28,664
Starr	SBG	M	18	19⅞	− 1⅞	17¾	8⅞	496	8,804
Taft	TFB	N	38	41½	− 3½	44⅞	23⅝	3,707	149,652
							Total	61,809	$2,353,243
Broadcasting with other major interests									
Avco	AV	N	12¾	12⅞	− ⅛	18	12⅛	11,470	$159,354
Bartell Media	BMC	A	4	4¾	− ¾	8	4¼	2,254	10,413
Boston Herald-Traveler	BHLD	O	25	22	+ 3	28	19	577	10,963
Chris-Craft	CCN	N	6⅛	6⅝	− ½	9⅞	6½	3,901	28,750
Combined Communications	CCOM	O	18½	20¼	− 1¾	20¾	10½	2,048	42,496
Cowles Communications	CWL	N	9½	10½	− 1	12⅞	8	3,969	41,675
Fuqua	FQA	N	20¾	23¼	− 2½	26½	13¼	6,700	163,279
Gannett	GCI	N	50⅞	49¾	+ 1⅛	52	32⅞	7,515	355,084
General Tire	GY	N	25⅛	25⅞	− ¾	27⅞	21⅛	18,713	507,497
Gray Communications		O	5⅝	5⅞	− ¼	8	6	475	2,969
ISC Industries	ISC	A	5⅛	5½	− ⅜	8	5⅜	1,959	10,775
Lamb Communications		O	2¼	2½	− ¼	2⅞	2⅛	475	1,188
Lee Enterprises	LNT	A	28	29¾	− 1¾	30¼	18¾	1,957	58,221
Liberty Corp.	LC	N	20½	23⅛	− 2⅝	24	17½	6,744	155,921
Meredith Corp.	MDP	N	23⅛	23½	− ⅜	29⅛	19¾	2,754	71,934
Metromedia	MET	N	25½	28	− 2½	30⅞	17⅜	5,756	166,924
Multimedia Inc.		O	31⅞	34½	− 2⅝	34¼	25	2,406	82,406
Outlet Co	OTU	N	17	18⅝	− 1⅝	22	14¼	1,332	25,148
Post Corp.	POST	O	15	—	—	14¼	9¼	734	10,093
Publishers Broadcasting Corp.*	PUBB	O	3	—	—	4⅞	1⅝	916	2,748
Reeves Telecom	RBT	A	2¼	2⅛	+ ⅛	3⅞	2	2,292	5,157
Ridder Publications	RIDD	O	22⅞	23⅝	− ¾	27⅛	18	8,236	197,664
Rollins	ROL	N	39⅝	41⅜	− 1¾	43½	25⅛	8,065	331,633
Rust Craft	RUS	A	38¼	40⅞	− 2⅝	48¼	28¾	1,159	50,706
Schering-Plough	PLO	N	80¼	82⅝	− 2⅜	87¼	60½	25,174	2,064,268
Storer	SBK	N	28⅜	30⅞	− 2½	33¾	19	4,223	131,420
Time Inc.	TL	N	49	49⅝	− ⅝	62¾	40⅝	7,257	380,049
Trans-National Communications		O	⅜	⅜	—	1¼	¼	1,000	620
Turner Communications		O	2⅜	2½	− ⅛	4	2	1,328	3,320
Wometco	WOM	N	19	19½	− ½	23⅞	17¾	6,037	122,249
							Total	147,426	$5,188,924
CATV									
American Electronic Labs.	AELBA	O	6¼	7⅜	− 1⅛	10	3	1,636	$11,648
American TV & Communications	AMTV	O	17½	19⅛	+ 1⅝	26⅝	17¾	2,042	43,638
Burnup & Sims	BSIM	O	21¾	23⅜	− 1⅝	37¾	20½	2,962	77,012
Cablecom-General	CCG	A	11¾	12	− ¼	17¾	11⅝	2,485	34,169
Cable Information Systems		O	3	2¾	+ ¼	4¾	2½	955	2,388
Citizens Financial Corp.	CPN	A	12⅞	14¼	− 1⅜	15¼	12¼	1,527	22,142
Columbia Cable	CCAB	O	12¼	13¼	− 1	15½	9⅞	900	12,150
Communications Properties	COMU	O	8⅞	9	− ⅛	10⅝	7¼	1,600	16,650
Cox Cable Communications	COXC	A	17½	17¾	− ¼	25¾	16½	3,551	69,671
Cypress Communications	CYPR	O	7⅞	9	− 1⅛	10¼	7	2,384	23,554
Entron	ENT	A	3¼	3⅝	− ⅜	7¾	3½	1,320	4,778
General Instrument Corp.	GRL	N	20	20½	− ½	29⅝	16½	6,368	138,504
Sterling Communications	STER	O	5⅛	5¼	− ⅛	6¾	3½	1,100	5,082
Tele-Communications	TCOM	O	18¼	20	− 1¾	20¼	12	2,856	55,692
Teleprompter	TP	A	67¾	69¼	− 1½	88½	56½	3,077	242,314
Television Communications	TVCM	O	7	8	− 1	10⅝	7	3,804	34,692
Viacom	VIA	N	12¾	12½	+ ¼	21	12½	3,760	54,971
Vikoa	VIK	A	6⅞	7⅛	− ¼	14¼	6½	2,339	18,431
							Total	44,866	$867,486

diversified company with broadcast and CATV interests, reported a sharp increase in earnings for the second-quarter and six-month periods.

For the six months ended June 30:

	1971	1970
Earned per share	$ 0.58	$ 0.35
Net sales	157,349,000	155,400,000
Net income	4,382,000	2,595,000

* Restated to include results of two acquisitions on a pooling of interests basis.

■ The Signal Companies Inc., Los Angeles, 49.9% owner of Golden West Broadcasters there, reported sales declines for the six months ended June 30. Income and per share earnings before extraordinary gains were also down for the period.

For the six months ended June 30:

	1971	1970
Earned per share	$ 0.58	$ 0.58
Revenues	666,680,000	749,638,000
Net income	12,613,000	12,530,000
Shares outstanding	21,780,000	21,621,000

Note: Included is extraordinary gain of $2,992,000 or 14 cents per share in 1971 and $1,589,000 or seven cents per share in 1970.

■ Storer Broadcasting Co., Miami Beach, reported an increase in revenues but a decline in earnings for the six months ended June 30. For the second quarter, Storer recorded earnings of $1,378,600 or 33 cents per share compared to $2,295,300 or 54 cents per share in 1970.

Storer said the principal factor affecting earnings was the increased losses of Storer's 86.1%-owned subsidiary, Northeast Airlines.

For the six months ended June 30:

	1971	1970
Earned per share	$ 0.53	$ 1.02
Revenues	31,588,000	30,989,000
Net income	2,184,900	4,569,600

	Stock symbol	Exchange	Closing Aug. 4	Closing July 28	Net change in week	1971 High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
Programing									
Columbia Pictures	CPS	N	10¼	10½	− ¼	17⅜	10¼	6,342	$69,001
Disney	DIS	N	99⅞	103¼	− 3⅜	128⅞	77	12,833	1,435,116
Filmways	FWY	A	5⅞	6	− ⅛	11⅞	5¾	1,754	11,840
Four Star International		O	1¼	1¼	—	1⅝	1	666	746
Gulf & Western	GW	N	24⅜	25¾	− 1⅜	31	19	14,964	411,510
Kinney National	KNS	N	31⅛	31½	− ⅜	39⅝	28¼	11,230	388,783
MCA	MCA	N	22¾	23½	− ¾	30	21⅜	8,165	194,980
MGM	MGM	N	20½	20⅜	+ ⅛	26⅞	15½	5,686	122,135
Music Makers	MUSC	O	2⅝	2¾	− ⅛	3⅜	2¼	589	1,696
National General	NGC	N	23⅝	25⅝	− 2	28½	15¾	4,977	126,266
Tele-Tape Productions		O	1½	1¼	+ ¼	2	1	2,183	2,445
Transamerica	TA	N	16⅜	16¾	− ⅜	19	15¼	63,641	1,101,257
20th Century Fox	TF	N	9⅝	10¾	− 1⅛	15⅞	8⅝	8,562	92,042
Walter Reade Organization	WALT	O	1⅞	1⅝	+ ¼	3⅝	1⅞	2,414	4,538
Wrather Corp.	WCO	A	6¾	7½	− ¾	8⅞	6¼	2,164	16,490
							Total	**146,570**	**$3,978,845**
Service									
John Blair	BJ	N	19¾	20	− ¼	24¾	16	2,584	$54,284
ComSat	CQ	N	58⅝	61½	− 2⅞	84½	49⅛	10,000	720,000
Creative Management	CMA	A	8½	9¾	− 1¼	17¾	8¼	1,050	11,550
Doyle Dane Bernbach	DOYL	O	21⅝	22⅞	− 1¼	26½	21	1,929	42,438
Elkins Institute	ELKN	O	8½	9¾	− 1¼	16⅜	8½	1,664	16,104
Foote, Cone & Belding	FCB	N	10⅞	11¾	− ⅞	13⅜	7⅜	2,196	27,999
Grey Advertising	GREY	O	12¼	13¾	− 1½	14½	9¼	1,209	18,582
Marvin Josephson Assoc.	MRVN	O	8½	7⅜	+ 1⅛	12	7⅜	902	7,108
LaRoche, McCaffrey & McCall		O	11	11	—	16½	9	585	5,265
Marketing Resources & Applications		O	6½	7½	− 1	18¼	2⅞	504	4,410
Movielab	MOV	A	1⅞	1⅞	—	4	1¾	1,407	2,983
MPO Videotronics	MPO	A	5¾	6	− ¼	6½	5	557	3,966
Nielsen	NIELA	O	40½	41⅞	− 1⅜	49¾	39¼	5,299	227,857
Ogilvy & Mather	OGIL	O	28¼	32⅛	− 3⅞	36	24	1,096	38,228
PKL Co.	PKL	A	4½	4	+ ½	6¼	3⅝	742	2,783
J. Walter Thompson	JWT	N	42	46¼	− 4¼	60	34½	2,721	140,458
Transmedia International		O	¼	⅛	+ ⅛	3¾	⅛	535	134
Wells, Rich, Greene	WRG	A	17¾	19⅞	− 2⅛	25⅞	15¼	1,601	31,500
							Total	**36,581**	**$1,357,629**
Manufacturing									
Admiral	ADL	N	14¼	16⅜	− 2⅛	21	8	5,183	$96,135
Ampex	APX	N	15⅛	16¾	− 1⅝	25⅜	15½	10,875	191,618
CCA Electronics	CCAE	O	3¾	4	− ¼	4¾	2¼	897	3,480
Collins Radio	CRI	N	13⅝	12⅝	+ 1	20⅞	11¾	2,968	37,842
Computer Equipment	CEC	A	4	4¼	− ¼	7¼	3⅞	2,434	10,345
Conrac	CAX	N	21	21¾	− ¾	29	15⅛	1,259	29,587
General Electric	GE	N	53⅞	53¾	+ ⅛	62⅞	52⅞	181,626	10,670,528
Harris-Intertype	HI	N	50¼	51	− ¾	69⅜	49½	6,333	373,647
Magnavox	MAG	N	43	47¼	− 4¼	53¾	37⅜	17,283	911,678
3M	MMM	N	112	114⅜	− 2⅜	123⅞	95⅛	56,099	6,689,806
Motorola	MOT	N	73	74⅞	− 1⅞	89¾	51½	13,370	1,029,490
RCA	RCA	N	30½	31⅛	− ⅝	40¾	26	74,437	2,539,790
Reeves Industries	RSC	A	4	4⅛	− ⅛	6⅜	2¾	3,456	12,968
Telemation	TIMT	O	6⅜	10⅜	− 4	13¾	8⅜	14,040	138,715
Westinghouse	WX	N	81⅝	84	− 2⅜	94⅝	65⅜	41,431	3,759,863
Zenith	ZE	N	43	44¾	− 1¾	54⅞	36⅜	19,021	917,763
							Total	**450,694**	**$27,786,902**
							Grand total	**887,046**	**$41,533,029**
Standard & Poor Industrial Average			**103.37**	**106.94**	**− 3.57**				

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

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

Bigger risks, bigger rewards

That's TV-station story in top markets as median figures for all come out

The typical, if mythical, TV station in the top-10 markets—lumping all the losers together with the winners—managed a profit of 13.6% of gross revenue in 1970 (before federal income tax). Excluding those stations that lost money in this group, the typical-mythical station made a profit of 36.06%.

These are two of a number of conclusions that can be drawn from an analysis of television stations by market groups made by the National Association of Broadcasters' Department of Broadcast Management, displayed in the eight tables that follow. The analysis covers 206 TV markets (based on American Research Bureau's areas of dominant influence), and includes returns from 350 TV stations that were used to establish median financial figures for TV on a nationwide basis and were issued by the NAB last June (BROADCASTING, June 14).

The detailed market studies show that in the top 10, broadcast revenues for the typical TV station amounted to $8,861,800, with time sales totaling $10,701,500, and profit before taxes of $1,211,400. But for the typical profitable TV station in those markets, revenues were $12,655,900, times sales $13,880,800 and profit $4,563,700.

In subsequent markets, however, the profit spread between all stations and profitable stations is not as great. The reason for this, according to NAB sources, is that there were many more losing UHF stations in the top-10 markets than in other markets.

The NAB report also provides a breakout of median TV station revenues, expenses and profits by revenue-markets, ranging from those where revenues were over $5 million to those where revenues were less than $500,000.

Market size 1 (ARB 1-10)

Revenue and expense items	ALL STATIONS Typical dollar figures	ALL STATIONS Typical percent figures	ALL STATIONS Middle 50% range	PROFIT-ONLY STATIONS Typical dollar figures	PROFIT-ONLY STATIONS Typical percent figures	PROFIT-ONLY STATIONS Middle 50% range
1. **Profit margin** [1]		13.67%	(68.78%)-36.28%		36.06%	17.13%-41.38%
2. **Total broadcast revenue** [2]	$ 8,861,800		$2,197,000-$13,670,000	$12,655,900		$ 9,448,500-$21,972,400
3. **Total time sales**	$10,701,500	100.0%	$2,691,700-$15,649,900	$13,880,800	100.0%	$10,833,900-$24,688,800
From:						
4. Networks	139,100	1.3	0- 1,624,200	1,221,500	8.8	122,400- 2,400,900
5. National and regional advertisers	8,197,400	76.6	1,383,300- 14,061,900	10,021,900	72.2	7,505,200- 17,063,600
6 Local advertisers	2,365,000	22.1	833,300- 3,463,100	2,637,400	19.0	1,922,600- 5,043,900
7. **Total broadcast expense**	$ 7,650,400	100.0%	$3,495,600-$ 9,848,000	$ 8,092,200	100.0%	$ 6,083,400-$14,435,100
From:						
8. Technical	1,101,700	14.4	454,100- 1,540,200	1,124,800	13.9	826,000- 1,881,300
9. Program	3,917,000	51.2	1,668,500- 5,739,000	4,046,100	50.0	3,135,700- 8,026,300
10. Selling [3]	933,300	12.2	464,700- 1,142,500	1,149,100	14.2	747,700- 1,941,900
11. General and administrative	1,698,400	22.2	810,500- 2,172,000	1,772,200	21.9	1,282,100- 2,989,500
Selected expense items						
12. Total salaries [4]	$ 2,340,900	100.0%	$1,137,500-$ 3,895,000	$ 2,867,600	100.0%	$ 2,340,900-$ 5,250,800
From:						
13. Technical	676,500	28.9	325,800- 1,043,800	851,700	29.7	681,100- 1,417,600
14. Program	1,088,500	46.5	398,700- 1,627,800	1,322,000	46.1	1,065,300- 2,696,100
15. Selling	316,000	13.5	217,200- 421,600	375,600	13.1	296,500- 501,300
16. General and administrative	259,900	11.1	168,000- 456,900	318,300	11.1	254,500- 567,000
17. **Depreciation and amortization**	$ 332,200		$ 200,800-$ 472,400	$ 365,000		$ 232,500-$ 493,200
18. **Film and tape expenses**	$ 1,011,230		$ 598,500-$ 1,944,700	$ 1,340,400		$ 788,500-$ 2,991,900
19. **Music license fees**	$ 157,700		$ 28,500-$ 314,600	$ 245,900		$ 163,900-$ 409,700
20. **Profit** (Before federal income tax)	$ 1,211,400		($1,098,700)-$ 5,079,500	$ 4,563,700		$ 1,869,900-$ 8,302,300

Market size 2 (ARB 11-25)

Revenue and expense items	ALL STATIONS Typical dollar figures	ALL STATIONS Typical percent figures	ALL STATIONS Middle 50% range	PROFIT-ONLY STATIONS Typical dollar figures	PROFIT-ONLY STATIONS Typical percent figures	PROFIT-ONLY STATIONS Middle 50% range
1. **Profit margin** [1]		35.58%	28.35%-42.20%		38.11%	31.30%-43.59%
2. **Total broadcast revenue** [2]	$5,750,100		$4,151,400-$7,196,200	$6,075,900		$4,999,300-$7,457,700
3. **Total time sales**	$6,639,100	100.0%	$5,042,900-$8,352,400	$6,969,100	100.0%	$5,902,300-$5,653,200
From:						
4. Networks	796,700	12.0	539,500- 857,600	836,300	12.0	688,900- 884,200
5. National and regional advertisers	3,903,800	58.8	2,907,400- 4,796,700	4,090,900	58.7	3,407,900- 5,165,000
6 Local advertisers	1,938,600	29.2	1,252,400- 2,480,400	2,041,900	29.3	1,558,900- 2,550,700
7. **Total broadcast expense**	$3,704,200	100.0%	$2,686,100-$4,197,000	$3,760,400	100.0%	$3,342,300-$4,200,100
From:						
8. Technical	485,200	13.1	341,000- 634,200	500,100	13.3	371,600- 657,900
9. Program	1,681,700	45.4	1,232,000- 1,853,700	1,714,800	45.6	1,342,500- 1,860,400
10. Selling [3]	426,000	11.5	264,200- 491,300	424,900	11.3	319,400- 560,600
11. General and administrative	1,111,300	30.0	825,100- 1,354,700	1,120,600	29.8	914,400- 1,405,600
Selected expense items						
12. Total salaries [4]	$1,478,300	100.0%	$ 977,000-$1,864,400	$1,536,800	100.0%	$1,245,200-$1,903,400
From:						
13. Technical	394,700	26.7	245,100- 514,200	414,900	27.0	282,100- 530,000
14. Program	620,900	42.0	429,300- 840,300	627,000	40.8	466,600- 876,500
15. Selling	208,400	14.1	149,700- 279,700	221,300	14.4	154,800- 288,900
16. General and administrative	254,300	17.2	136,200- 314,400	273,600	17.8	156,100- 335,500
17. **Depreciation and amortization**	$ 285,100		$ 201,700-$ 372,800	$ 286,200		$ 199,900-$ 386,700
18. **Film and tape expenses**	$ 428,800		$ 328,900-$ 628,600	$ 429,100		$ 310,300-$ 608,700
19. **Music license fees**	$ 142,200		$ 82,900-$ 166,300	$ 145,100		$ 109,700-$ 168,100
20. **Profit** (Before federal income tax)	$2,045,900		$1,498,500-$2,821,000	$2,315,500		$1,726,500-$3,074,500

Market size 3 (ARB 26-50)

	Revenue and expense items	ALL STATIONS Typical dollar figures	Typical percent figures	Middle 50% range	PROFIT-ONLY STATIONS Typical dollar figures	Typical percent figures	Middle 50% range
1.	**Profit margin** [1]		26.77%	14.03%-37.27%		29.99%	19.52%-37.75%
2.	**Total broadcast revenue** [2]	$2,869,700		$2,045,400-$4,073,900	$3,302,400		$2,286,000-$4,093,800
3.	**Total time sales**	$3,239,600	100.0%	$2,244,800-$4,632,700	$3,710,200	100.0%	$2,577,900-$4,759,900
	From:						
4.	Networks	460,000	14.2	332,500- 659,000	564,000	15.2	374,300- 717,800
5.	National and regional advertisers	1,668,400	51.5	1,037,400- 2,527,900	1,862,500	50.2	1,276,100- 2,608,100
6.	Local advertisers	1,111,200	34.3	672,100- 1,506,200	1,283,700	34.6	831,100- 1,511,300
7.	**Total broadcast expense**	$2,101,500	100.0%	$1,363,800-$2,812,800	$2,312,000	100.0%	$1,634,600-$2,827,600
	From:						
8.	Technical	285,800	13.6	199,900- 405,800	309,800	13.4	225,300- 406,500
9	Program	840,600	40.0	486,700- 1,181,000	961,800	41.6	631,000- 1,185,700
10.	Selling [3]	266,900	12.7	169,500- 310,200	293,600	12.7	216,500- 310,800
11.	General and administrative	708,200	33.7	428,800- 936,100	746,800	32.3	481,900- 940,400
	Selected expense items						
12.	Total salaries [4]	$ 796,400	100.0%	$ 605,900-$1,198,000	$ 869,300	100.0%	$ 668,400-$1,247,600
	From:						
13.	Technical	195,900	24.6	129,600- 309,600	224,300	25.8	154,500- 315,000
14.	Program	328,900	41.3	227,100- 515,300	352,000	40.5	265,900- 515,600
15.	Selling	141,800	17.8	94,200- 177,900	153,900	17.7	104,200- 178,600
16.	General and administrative	129,800	16.3	86,200- 192,400	139,100	16.0	101,600- 192,700
17.	**Depreciation and amortization**	$ 162,600		$ 115,000-$ 261,600	$ 164,100		$ 131,100-$ 248,400
18.	**Film and tape expenses**	$ 212,800		$ 124,300-$ 304,100	$ 215,700		$ 139,200-$ 308,900
19.	**Music license fees**	$ 65,900		$ 37,100-$ 99,900	$ 69,500		$ 43,500-$ 104,200
20.	**Profit** (Before federal income tax)	$ 768,200		$ 199,300-$1,437,800	$ 990,400		$ 440,700-$1,496,900

Market size 4 (ARB 51-75)

	Revenue and expense items	ALL STATIONS Typical dollar figures	Typical percent figures	Middle 50% range	PROFIT-ONLY STATIONS Typical dollar figures	Typical percent figures	Middle 50% range
1.	**Profit margin** [1]		15.27%	7.05%-29.16%		18.70	11.26%-31.39%
2.	**Total broadcast revenue** [2]	$2,074,700		$1,481,700-$2,478,500	$2,190,600		$1,718,600-$3,082,100
3.	**Total time sales**	$2,241,600	100.0%	$1,705,600-$2,804,300	$2,364,500	100.0%	$1,946,900-$3,347,400
	From:						
4.	Networks	461,800	20.8	340,400- 566,800	468,200	19.8	418,500- 582,400
5.	National and regional advertisers	993,000	44.3	735,800- 1,356,100	1,080,600	45.7	887,500- 1,422,600
6.	Local advertisers	786,800	35.1	593,200- 959,700	815,700	34.5	627,900- 984,600
7.	**Total broadcast expense**	$1,757,900	100.0%	$1,296,700-$2,054,000	$1,781,000	100.0%	$1,412,300-$2,158,600
	From:						
8.	Technical	265,400	15.1	183,300- 271,600	263,600	14.8	194,600- 296,200
9	Program	689,100	39.2	474,600- 785,900	708,800	39.8	515,000- 828,200
10.	Selling [3]	198,700	11.3	146,200- 245,000	197,700	11.1	161,100- 253,100
11.	General and administrative	604,700	34.4	435,500- 817,600	610,900	34.3	458,700- 838,000
	Selected expense items						
12.	Total salaries [4]	$ 677,800	100.0%	$ 523,100-$ 831,400	$ 705,800	100.0%	$ 547,500-$ 851,800
	From:						
13.	Technical	178,300	26.3	118,600- 208,800	181,400	25.7	135,800- 222,800
14.	Program	258,200	38.1	207,800- 353,900	273,900	38.8	222,900- 364,200
15.	Selling	122,700	18.1	92,600- 149,400	126,300	17.9	99,600- 149,500
16.	General and administrative	118,600	17.5	77,000- 131,800	124,200	17.6	86,600- 137,500
17.	**Depreciation and amortization**	$ 163,000		$ 123,000-$ 198,300	$ 163,400		$ 127,300-$ 189,400
18.	**Film and tape expenses**	$ 138,400		$ 110,000-$ 194,500	$ 153,700		$ 112,100-$ 216,600
19.	**Music license fees**	$ 51,600		$ 36,800-$ 70,400	$ 55,000		$ 41,800-$ 76,000
20.	**Profit** (Before federal income tax)	$ 316,800		$ 120,800-$ 677,400	$ 409,600		$ 186,300-$ 866,100

Market size 5 (ARB 76-100)

	Revenue and expense items	ALL STATIONS Typical dollar figures	Typical percent figures	Middle 50% range	PROFIT-ONLY STATIONS Typical dollar figures	Typical percent figures	Middle 50% range
1.	**Profit margin** [1]		10.88%	6.12%-27.14%		13.37%	8.87%-27.94%
2.	**Total broadcast revenue** [2]	$1,450,400	10.88%	$1,059,300-$1,763,700	$1,502,000	13.37%	$1,174,800-$1,845,000
3.	**Total time sales**	$1,602,500	100.0%	$1,186,900-$1,896,900	$1,622,200	100.0%	$1,297,300-$1,949,500
	From:						
4.	Networks	307,700	19.2	231,600- 412,400	309,900	19.1	245,500- 427,400
5.	National and regional advertisers	581,700	36.3	354,900- 697,700	622,900	38.4	426,400- 712,700
6.	Local advertisers	713,100	44.5	525,500- 835,900	689,400	42.5	529,100- 846,400
7.	**Total broadcast expense**	$1,292,600	100.0%	$ 942,700-$1,418,600	1,301,200	100.0%	$ 942,700-$1,406,800
	From:						
8.	Technical	202,900	15.7	132,600- 255,600	203,000	15.6	122,300- 238,400
9.	Program	470,500	36.4	357,600- 467,000	471,000	36.2	357,600- 483,200
10.	Selling [3]	162,900	12.6	115,900- 185,500	162,700	12.5	115,900- 197,000
11.	General and administrative	458,300	35.3	288,200- 645,600	464,500	35.7	287,700- 560,200
	Selected expense items						
12.	Total salaries [4]	$ 503,300	100.0%	$ 410,200-$ 597,900	$ 519,100	100.0%	$ 435,100-$ 609,700
	From:						
13.	Technical	115,200	22.9	79,100- 160,500	117,300	22.6	79,100- 179,000
14.	Program	209,900	41.7	156,200- 253,600	217,000	41.8	161,100- 254,700
15.	Selling	93,600	18.6	70,800- 119,500	96,000	18.5	70,800- 129,600
16.	General and administrative	84,600	16.8	60,200- 129,500	88,800	17.1	56,800- 135,300
17.	**Depreciation and amortization**	$ 116,300		$ 85,700-$ 197,100	$ 116,200		$ 85,700-$ 180,100
18.	**Film and tape expenses**	$ 73,500		$ 48,600-$ 97,700	$ 73,400		$ 46,900-$ 96,900
19.	**Music license fees**	$ 34,900		$ 25,600-$ 45,100	$ 36,800		$ 27,600-$ 46,800
20.	**Profit** (Before federal income tax)	$ 157,800		$ 54,500-$ 403,200	$ 200,800		$ 116,100-$ 470,000

Market size 6 (ARB 101-125)

Revenue and expense items	ALL STATIONS Typical dollar figures	Typical percent figures	Middle 50% range	PROFIT-ONLY STATIONS Typical dollar figures	Typical percent figures	Middle 50% range
1. **Profit margin** [1]		4.62%	(10.53%)-23.68%		17.53%	6.93%-26.67%
2. **Total broadcast revenue** [2]	$1,045,900		$ 744,000-$1,228,800	$1,136,000		$1,005,000-$1,513,100
3. **Total time sales**	$1,117,600	100.0%	$ 889,800-$1,320,500	$1,236,000	100.0%	$1,101,800-$1,625,600
From:						
4. Networks	251,500	22.5	158,400- 371,700	273,200	22.1	185,000- 423,600
5. National and regional advertisers	385,600	34.5	259,500- 528,700	464,700	37.6	308,700- 536,000
6. Local advertisers	480,500	43.0	338,000- 570,700	498,100	40.3	388,900- 648,300
7. **Total broadcast expense**	$ 997,600	100.0%	$ 771,200-$1,126,000	$ 936,900	100.0%	$ 842,000-$1,126,000
From:						
8. Technical	124,700	12.5	100,900- 147,700	114,300	12.2	103,200- 147,700
9. Program	335,200	33.6	242,900- 380,900	340,100	36.3	288,900- 406,100
10. Selling [3]	133,700	13.4	96,100- 154,400	125,500	13.4	105,700- 145,300
11. General and administrative	404,000	40.5	297,800- 450,300	357,000	38.1	299,800- 461,000
Selected expense items						
12. Total salaries [4]	$ 392,900	100.0%	$ 306,500-$ 477,700	$ 433,800	100.0%	$ 352,200-$ 486,700
From:						
13. Technical	77,400	19.7	56,400- 91,600	89,400	20.6	65,300- 101,800
14. Program	166,200	42.3	120,600- 201,400	187,000	43.1	144,800- 217,700
15. Selling	80,500	20.5	58,600- 105,900	82,400	19.0	67,300- 106,300
16. General and administrative	68,800	17.5	55,200- 88,800	75,000	17.3	56,800- 94,200
17. **Depreciation and amortization**	$ 109,900		$ 95,500-$ 171,400	$ 109,800		$ 95,500-$ 160,800
18. **Film and tape expenses**	$ 63,300		$ 41,000-$ 77,000	$ 65,100		$ 41,000-$ 73,300
19. **Music license fees**	$ 23,700		$ 14,000-$ 28,600	$ 25,100		$ 21,000-$ 35,700
20. **Profit** (Before federal income tax)	$ 48,300		$ (95,300)-$ 276,300	$ 199,100		$ 59,800-$ 327,300

Market size 7 (ARB 126-150)

Revenue and expense items	ALL STATIONS Typical dollar figures	Typical percent figures	Middle 50% range	PROFIT-ONLY STATIONS Typical dollar figures	Typical percent figures	Middle 50% range
1. **Profit margin** [1]		12.17%	2.74%-23.10%		16.85%	9.76%-23.66%
2. **Total broadcast revenue** [2]	$ 976,000		$ 784,700-$1,225,000	$1,064,500		$ 893,800-$1,326,100
3. **Total time sales**	$1,057,300	100.0%	$ 733,600-$1,302,900	$1,118,200	100.0%	$ 966,300-$1,395,800
From:						
4. Networks	233,600	22.1	163,500- 271,600	234,800	21.0	186,000- 301,700
5. National and regional advertisers	335,200	31.7	179,100- 430,800	372,400	33.3	296,900- 468,600
6. Local advertisers	488,500	46.2	337,500- 652,800	511,000	45.7	365,200- 712,100
7. **Total broadcast expense**	$ 857,200	100.0%	$ 675,000-$1,050,100	$ 885,100	100.0%	$ 675,000-$1,072,500
From:						
8. Technical	132,900	15.5	95,200- 167,700	134,500	15.2	95,200- 193,300
9. Program	285,400	33.3	202,000- 360,300	289,400	32.7	202,000- 370,500
10. Selling [3]	106,300	12.4	89,200- 140,400	109,800	12.4	89,200- 140,600
11. General and administrative	332,600	38.8	261,200- 440,500	351,400	39.7	261,200- 448,100
Selected expense items						
12. Total salaries [4]	$ 386,100	100.0%	$ 303,400-$ 427,700	$ 386,100	100.0%	$ 309,800-$ 456,300
From:						
13. Technical	93,400	24.2	60,800- 107,300	91,100	23.6	56,700- 109,900
14. Program	151,700	39.3	98,300- 178,800	151,000	39.1	102,300- 203,900
15. Selling	70,300	18.2	50,300- 88,000	70,300	18.2	51,900- 91,200
16. General and administrativa	70,700	18.3	50,200- 105,800	73,700	19.1	56,400- 107,500
17. **Depreciation and amortization**	$ 103,000		$ 64,200-$ 136,100	$ 103,000		$ 64,200-$ 136,100
18. **Film and tape expenses**	$ 50,700		$ 33,900-$ 65,800	$ 51,300		$ 35,600-$ 65,800
19. **Music license fees**	$ 20,000		$ 14,200-$ 28,800	$ 22,600		$ 15,200-$ 30,200
20. **Profit** (Before federal income tax)	$ 118,800		$ 14,700-$ 282,500	$ 179,400		$ 71,400-$ 287,000

Market size 8 (ARB 151 & over)

Revenue and expense items	ALL STATIONS Typical dollar figures	Typical percent figures	Middle 50% range	PROFIT-ONLY STATIONS Typical dollar figures	Typical percent figures	Middle 50% range
1. **Profit margin** [1]		12.11%	4.61%-23.09%		13.91%	9.13%-26.14%
2. **Total broadcast revenue** [2]	$ 654,100		$ 418,000-$ 865,300	$ 679,500		$ 437,700-$ 877,600
3. **Total time sales**	$ 865,200	100.0%	$ 433,100-$ 877,800	$ 714,600	100.0%	$ 465,900-$ 905,400
From:						
4. Networks	194,600	28.4	92,200- 291,400	223,700	31.3	106,000- 299,200
5. National and regional advertisers	219,300	32.0	116,600- 248,700	217,900	30.5	128,200- 257,400
6. Local advertisers	271,300	39.6	145,600- 465,000	273,000	38.2	175,200- 465,000
7. **Total broadcast expense**	$ 574,900	100.0%	$ 411,700-$ 732,100	$ 585,000	100.0%	$ 411,700-$ 734,000
From:						
8. Technical	100,000	17.4	69,700- 121,700	105,900	18.1	64,600- 121,900
9. Program	173,600	30.2	105,800- 238,300	167,900	28.7	105,800- 238,300
10. Selling [3]	57,500	10.0	35,700- 95,400	55,600	9.5	35,700- 97,800
11. General and administrative	243,800	42.4	152,600- 336,700	255,600	43.7	152,600- 348,400
Selected expense items						
12. Total salaries [4]	$ 232,000	100.0%	$ 180,700- 327,800	$ 244,300	100.0%	$ 184,100-$ 372,000
From:						
13. Technical	55,900	24.1	41,400- 78,300	57,100	23.4	41,400- 78,300
14. Program	88,400	38.1	59,000- 141,000	87,000	35.6	59,000- 141,000
15. Selling	39,700	17.1	25,200- 64,700	47,400	19.4	26,100- 67,500
16. General and administrative	48,000	20.7	30,100- 67,600	52,800	21.6	31,200- 81,100
17. **Depreciation and amortization**	$ 74,600		$ 44,000-$ 113,500	$ 74,500		$ 44,000-$ 113,500
18. **Film and tape expenses**	$ 16,000		$ 4,900-$ 27,000	$ 14,400		$ 4,900-$ 22,100
19. **Music license fees**	$ 15,000		$ 6,500-$ 20,900	$ 15,700		$ 9,600-$ 21,700
20. **Profit** (Before federal income tax)	$ 79,200		$ 26,000-$ 165,800	$ 94,500		$ 42,100-$ 183,500

[1] Derived from each station's gross profit divided by total revenue.
[2] Time sales plus incidental broadcast revenue minus agency and rep. commission and payments to networks for sale of time.
[3] Includes all promotion; excludes agency and rep. commission.
[4] Includes salaries, wages, and bonuses of officers and employees.

Other stars of Apollo: the cameras

Best-ever pictures are transmitted from moon by Westinghouse and RCA television equipment

"Extraordinary," "impressive," "outstanding," "awesome clarity," "unprecedented clarity." These are some of the descriptions used by newsmen to report the quality of pictures that came back from the moon as Colonels David R. Scott and James B. Irwin explored the Hadley-Apennine site last week.

The camera, built by RCA and mounted on the lunar rover—but controlled from earth—also provided for the first time an actual view of the Aug. 2 lunar launch of the Falcon and its two occupants on their way to rejoin Major Alfred M. Worden and the command ship that had been circling the moon. The docking maneuver on the return of the Falcon to the mother ship. Endeavor, was relayed to earth through a second color-TV camera, this one made by Westinghouse, that was inside the command ship. The Westinghouse camera, which had been used to transmit pictures of the astronauts en route to the moon, and also again last Thursday (Aug. 5) when Major Worden took his 20-minute "walk in space" to retrieve film from still and motion-picture cameras on the command module.

All networks were scheduled to cover live the splashdown in the Pacific last Saturday (Aug. 6).

Both cameras were to be used in an interesting conjunction early Friday afternoon during an eclipse of the moon when the earth was to come between the sun and the moon. At that time Mission Control in Houston was to fire up the RCA camera on the moon, while, at the same time, the astronauts were to point their Westinghouse camera toward the moon—getting two views of the same eclipse.

The lunar rover camera will continue to be used from time to time, officials at the National Aeronautics & Space Administration said, as long as the batteries last. The life of the batteries is unknown in the moon's atmosphere, which fluctuates to extremes during the lunar day and night.

A slight complication was discovered during the astronauts' three days on the moon: It was discovered that the tilting mechanism for the rover camera could not work to its full extent. Therefore, the plan to tilt the camera down, to expose the smallest surface to the sun during the heat of the moon-day sun, could not be utilized. Instead the camera was tilted downward part way and there is concern in Houston about how well the camera will withstand the thermal build-up inside during this period. On Thursday it was discovered that the tilting and panning mechanisms were faulty.

Both the RCA camera and the Westinghouse camera use the field sequential system, developed by Dr. Peter Goldmark and CBS back in the late 1940's, which at one point was adopted by the FCC as standard for color TV. Three years later, however, the commission reversed itself and adopted a compatible system largely developed by RCA.

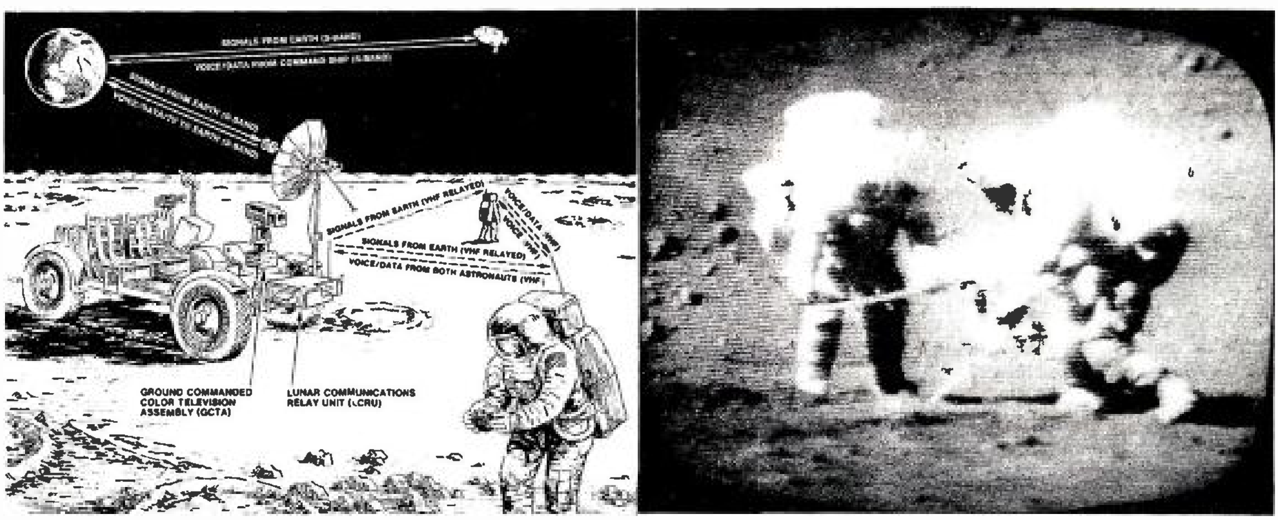
The RCA camera used the company's silicon intensifier target tube that is also burnproof. It is 16.5 inches long, with a 6:1 zoom lens and weighs 11 pounds, scans at 30 fields per second, providing 425 lines resolution on 4.5 mhz video bandwidth.

The Westinghouse camera is similar to the one used on the Apollo 12, 13 and 14 flights. It was built around Westinghouse's secondary electron conduction (SEC) tube, modified to make it burnproof. In the Apollo 12 lunar landing in 1969, the color TV camera was burned by intense rays when it was inadvertently pointed at the sun, resulting in only about 45 minutes of TV from the moon's surface.

The Westinghouse camera is 17 inches long, including 6:1 zoom lens, weighs 13 pounds, scans at 30 fields per second, providing 425 lines resolution on 4.5 mhz video bandwidth.

The color TV pictures from the moon were transmitted from a 38-inch, narrow-beam, umbrella-like antenna mounted on the lunar rover.

Both cameras have a wide range of light level pickup.



The Apollo 15 moon walk: the theory as envisioned in an artist's schematic; the practice as seen on the viewer's picture tube.

The Goldmark era to end at CBS Labs

Renville McMann on deck as change at the top is slated for December

Dr. Peter C. Goldmark, president and research director of CBS Laboratories, plans to retire in December, having rejected an opportunity to stay on as CBS's "chief scientist" under a contract reportedly offering him $750,000 over a 10-year period. He will be 65 years old, normal retirement age at CBS, on Dec. 2.

There had been reports that he might leave ("Closed Circuit," May 31). CBS confirmed them last week after newspaper accounts said he had turned down an offer of $75,000 a year for 10 years rather than be put into CBS's "limbo for retired executives."

In a seemingly related move, Renville H. McMann Jr., vice president and director of engineering for CBS Labs, was promoted to executive vice president, a new post, last week.

It was widely assumed that Mr. McMann is slated to move into the presidency following Dr. Goldmark's departure. This speculation drew additional support from confirmation, by CBS sources, that Dr. John W. Christensen, CBS Labs vice president and associate research director, also plans to retire at the end of this year, at age 55.

In a tribute to Dr. Goldmark, CBS President Frank Stanton said last week that his "devotion to science and to the application of science to products that bring enjoyment and enrichment of life has left an indelible impression on our times.

"The Lp record, field-sequential color television and the video cassette are only three of his many extraordinary contributions. His significant achievements have served education, government and business. CBS is very proud to have been able to provide the resources with which he has so successfully turned brilliant ideas into realities."

Dr. Stanton also said, without mentioning the terms of the offer, that "we regret that we were unable to persuade Dr. Goldmark to stay on at CBS as chief scientist."

In rejecting the offer, Dr. Goldmark kept himself free to take on assignments from others. What direction his new career might take was indicated last month in Washington (BROADCASTING, June 21).

A National Academy of Engineering panel, of which he was chairman, released a report on telecommunications and urban problems' recommending 18 programs utilizing wire transmission to ease the difficulties of urban living.

Among the suggestions were: two-way educational television, full-time monitoring of high crime districts, computer-linked call boxes at bus stops to provide schedule and route information, and automated parking lots for commuters.

Along with easing life for those residing within a city, Dr. Goldmark's committee recommended four basic communications networks that would, in the long run, reduce urban congestion by allowing business to be conducted from the home.

- A telephone system to transmit sound, pictures and written material.
- Expanded use of existing CATV systems for a wide range of communication between homes and offices.
- A two-way TV connection between large commercial enterprises and major public institutions.
- A sensing network for data collection on weather, traffic, pollution, power supplies.

How Dr. Goldmark might go about implementing these visions outside the CBS organization is not yet clear.

Mr. McMann, who will be 44 on Aug. 20, joined CBS Labs in 1955 after three years with NBC. He rose to director of engineering in 1960 and added a vice presidency in 1965. He is credited with major roles in such CBS Labs projects as the "starlight" TV camera for transmitting color pictures from inside the human body for medical use, the image enhancer and electronic color corrector for better TV-picture reproduction and the CBS Minicam Mark VI hand-held TV camera system. He also was a member of the team that developed electronic video recording (EVR). (See also "Week's Profile," BROADCASTING, May 24).

Nearly half of TV homes have color, NBC says

Color television set sales in the first six months of 1971 amounted to 2.8 million, an all-time first-half record, and raised the total number of color households in the U.S. to 29.7 million, according to estimates released by NBC ("Closed Circuit," July 26).

Allen R. Cooper, NBC vice president, planning, said that as of July 1, 48.2% of all TV homes were color-equipped, compared with 41.7% a year ago. He noted that the new total represents a net gain of 2.1-million color TV households since Jan. 1 of this year.

The company said the 700,000 difference between the number of sets sold (2.8 million) and the net gain in color TV households (2.1 million) is attributable to the growth in homes with two or more color receivers, non-home sets and replacements. As of July 1, 1970, there were 25.1-million color homes.

VHF facilities decision gives N.C. UHF a break

An FCC hearing examiner has recommended that a Charlotte, N.C., VHF station not be permitted to implement facilities changes that might "inhibit the growth" of UHF television in a neighboring market.

In his decision, announced July 30, Examiner James F. Tierney proposed that the application of WBTV(TV) (ch. 3) Charlotte, N.C., for permission to increase its antenna height by 714 feet and move its transmitter site, be denied.

The principal issue of the hearing on the WBTV proposal was whether an increase in the station's grade B contour, which would extend WBTV's coverage into the Greensboro-Winston Salem-High Point, N.C., market, would "impair the ability" of authorized or prospective UHF licensees in the area to "compete effectively, or would jeopardize . . . the continuation of existing UHF television service" there.

Ironically, the only active opposition to WBTV's application in the course of the hearing came from two VHF stations: WFMY-TV Greensboro (ch. 2) and WGHP-TV High Point (ch. 8). WUBC-(TV) (ch. 48) Greensboro and WCTU-TV (ch. 36) Charlotte formally objected to the application, but they did not take an active role in the proceeding.

Mr. Tierney said in his decision that "it is clearly discernible" that a grant of WBTV's application would have an adverse effect on financially troubled WUBC, since the facilities change would allow WBTV to encompass 68% of the independent UHF's coverage area. In addition, he said, "it is abundantly persuasive that a grant to WBTV will impair, if not totally frustrate, the development of allocated UHF channels in the Greensboro-Winston Salem-High Point market."

A decision in this case, the examiner said, rests on the choice "between encouraging [VHF] television stations to operate with maximum facilities and the policy of fostering the development of UHF broadcasting. Where substantial adverse impact has been shown, as in this case, the choice is imperative and must be in favor of protecting UHF growth and development."

The initial decision will become effective within 50 days unless it is appealed to the commission or the commission chooses to review it on its own accord. But WBTV announced last week that it would file an exception.

Senate's version of campaign reform

It repeals equal time, gives candidates lowest rates, contains 'access' sleeper; now its up to House

In a last-minute flurry of action before leaving on a month-long vacation, the Senate last week approved a compromise political-spending bill by an 88-to-2 vote.

The bill that finally emerged Thursday (Aug. 5) was a combination of the versions reported out of the Commerce and Rules Committees, with some amendment added, and is designed as a viable alternative to last year's campaign-reform measure, which the President vetoed. For broadcasters it presented a mixed bag.

Although the new bill repeals Section 315, the political-broadcasting law, in its application to candidates for all federal office—an action many broadcasters support—and eases the discriminatory ceilings on broadcast spending appearing in earlier versions, it contains untouched a provision giving all candidates access to radio and television. This provision, introduced in the Commerce Committee by Senator James B. Pearson (R-Kan.) when the bill was being drafted (BROADCASTING, April 26) empowers the FCC to impose sanctions on stations, including denial of license renewal, "for willful or repeated failure to allow reasonable access to or to permit purchase of reasonable amounts of time" by qualified candidates.

The media spending limit set in the bill, after compromise during floor debate, is 10 cents per eligible voter for all radio, television, newspaper, periodical or billboard advertising. The money cannot be concentrated in a single medium. No more than six cents per voter may be spent in either broadcast or the print-outdoor group, with the other four cents permissibly assigned to the other. The bill originally proposed limits of five cents per voter in broadcast and five in the other media, with no shifting of funds between the two.

The new bill prohibits all media from charging political candidates more than the lowest unit rate for time or space.

The vote on the over-all bill (S. 382) came only three days after the Senate began its deliberations last Monday (Aug. 2). Well over half of the 70-odd proposed amendments were never considered on the floor, and there was surprisingly little partisan debate on those that were.


Sen. Pastore


Sen. Prouty

A compromise version of the original S. 382, which was sponsored by Democrats John O. Pastore (R.I.), Howard W. Cannon (Nev.) and Mike Mansfield (Mont.), was approved by the Commerce Committee last April (BROADCASTING, April 26). It contained Senator Pearson's "reasonable access" provision and set separate ceilings of five cents per eligible voter on expenditures by federal-office candidates for broadcast (TV, radio and CATV) and nonbroadcast (newspapers, magazines and other periodicals and billboards). In addition, it contained the lowest-unit-rate provision, suspended Section 315 for presidential and vice-presidential candidates, limited contributions to $5,000 per individual and called for disclosure of campaign finances to the secretary of the Senate or the clerk of the House.

The Rules Committee, in its mark-up of the bill last June (BROADCASTING, June 7), inserted amendments to allow interchangeability within the spending limits and to extend Section 315 repeal to all federal-office candidates, provided they are given flexibility in choosing program formats. It eliminated the limit on contributions, changed the clearing house for financial reports to the General Accounting Office and inserted an amendment prohibiting certain federally regulated businesses from extending credit to candidates unless security is posted. The Pearson amendment was left intact.

The Rules Committee version went to the Senate, but a consent agreement reached late last month (BROADCASTING, July 26) permitted Senators Pastore, Mansfield, Cannon and Herman Talmadge (D-Ga.) to offer a substitute "amendment" for the entire bill. That turned out to be essentially the original Commerce Committee version of S. 382.

Here is a summary of the amending process that the bill underwent last week as Senate Republicans strove to bring the measure back in line with the Rules version:

- Amendment by Winston L. Prouty (R-Vt.) to repeal Section 315 for all federal-office candidates: Approved 71-21.
- Amendment by Charles McC. Mathias Jr. (R-Md.) limiting the amount a presidential candidate can spend to five cents for broadcast and five cents for nonbroadcast media, multiplied by the number of persons in the state in which he enters a primary (with no similar restrictions for the general election): Adopted by a voice vote.

▪ Amendment by Senators Prouty and Howard H. Baker Jr. (R-Tenn.) providing that 20% (or one cent) of the five-cent limit on either broadcast or nonbroadcast spending in primary and general elections can be transferred to the other category: Adopted by a voice vote. As originally offered, the amendment called for total interchangeability. Senator Pastore made it clear that he was opposed to this plan and Senator Marlow W. Cook (R-Ky.) suggested a 50% interchangeability. Senator Pastore said he would "go along" if it was made 20%.

▪ Amendment by Ted Stevens (R-Alaska) that, in the 45 days before a primary and the 60 days before a general election, broadcasters can charge candidates no more than their lowest unit rates "for the same class and amount of time for the same period" and print media can charge no more than the lowest unit rates "for the same class and amount of space and same frequency of use": Adopted by voice vote.

▪ Amendment by Senator Mathias and Lawton Chiles (D-Fla.) to limit individual contributions to $5,000: Defeated by voice vote.

▪ Amendment by Senators Mathias and Chiles limiting a candidate to spend no more than $50,000 of his own money to run for Presidency, $35,000 for the Senate and $25,000 for the House: Adopted by voice vote.

▪ Amendment by Vance Hartke (D-Ind.) to ban political commercials of less than one-minute duration on television: Tabled 74-17.

▪ Amendment by Senator Pearson to create a six-man Federal Elections Commission to serve as a depository for reports on campaign expenditures and receipts and make them available for public inspection: Adopted 89-2.

▪ Amendment by Hugh Scott (R-Pa.) to direct regulatory agencies to consider drafting regulations designed to correct the problem of unpaid political debts: Adopted by voice vote. Senator Pastore had objected to the original Scott amendment, placing a flat prohibition on certain federally regulated businesses extending credit to candidates unless security is posted.

There were no efforts to strike the "reasonable access" clause from S. 382.

Arizona Republican Paul Fannin and Barry Goldwater voted against the bill. Those not voting were Democrats Fred Harris (Okla.), Hartke, Adlai Stevenson III (Ill.) and Harrison Williams (N.J.), and Republicans Wallace Bennett (Utah), Roman Hruska (Neb.), Karl Mundt (S.D.), Pearson, Charles Percy (Ill.) and Prouty.

How does the Senate's bill square with what the Nixon administration thinks should be done in the area of campaign reform? At a news conference last Monday (Aug. 2) Clark MacGregor, counsel to the President for congressional relations, reiterated the administration's support for across-the-board repeal of Section 315, creation of an independent Federal Elections Commission and one over-all spending limit that a candidate can use as he sees fit.

"The administration believes that compartmentalized spending limitations are both illogical and unwise," he said. "The costs of using the various media, and the coverage and effectiveness of those media, vary widely throughout the United States."

Thus, the bill's spending limits could provide a reason for President Nixon to veto the measure—if it gets to his desk in that form.

But the immediate stumbling block may be the House, which has its own ideas on what constitutes comprehensive campaign-spending legislation. The principal bill pending there is H.R. 8628, backed by Representative Torbert H. Macdonald (D-Mass.) chairman of the Communications Subcommittee. The bill needs only the vote of the parent Commerce Committee to send it to the floor. Mr. Macdonald said the bill will come before the full committee when the House reconvenes, Sept. 8.

Principally, the measure repeals Section 315 only for presidential and vice-presidential candidates, limits to 10 cents per eligible voter the amount a federal-office seeker can spend in an election (with no more than half that amount to be spent in broadcast), and requires all media to charge candidates their lowest unit rates for such advertis-

The Radio Advertising Bureau practiced what it will preach at its fall clinics when RAB President Miles David served as consultant on radio matters at a meeting of the Lincoln-Mercury Dealers Association in New York. At the briefing (l-r): Leo Kelmenson, president of Kenyon & Eckhardt; Paul Tippett Jr., Lincoln-Mercury ad manager; Mr. David; David Gillespie, vice president, K&E Detroit.

RAB clinics to urge consultant-salemen

The advertiser wants more "bang" and deeper documentation for his ad dollar, says Miles David, president of Radio Advertising Bureau. Toward that end, he said last week, RAB's 18-city sales clinic tour in the fall will carry the theme, "The Consultant Sell."

Mr. David said RAB's effort will be made "to help salesmen become radio sales consultants, and is based on the idea that radio will continue to grow if its salesmen can offer more professional guidance to advertisers and agencies." For example, he said, a consultant technique could help provide ad solutions to slower retail sales.

The clinics, which begin Sept. 21 in Memphis (Sheraton-Peabody hotel) and conclude Oct. 21 in Cleveland (Hollenden House) and Houston (Shamrock Hilton), will be split by market size for large-market and small-market salesmen.

RAB executives conducting the clinics will include Robert H. Alter, executive vice president; Carlton F. Loucks, vice president-sales; Joe Vincent, national field manager, and Ralph Smith, Robert O. Weed and Peter L. Romanov, all regional managers.

Other clinics will be held Sept. 22 in Atlanta (Holiday Inn of Atlanta-Airport); Sept. 23 in Orlando (Hilton Inn West); Oct. 4 in Minneapolis (Sheraton Ritz); Oct. 6 in Chicago (Sheraton O'Hara Motor Hotel); Oct. 7 in Cincinnati (Carrousel Inn).

Also Oct. 8 in Greensboro, N.C. (Sheraton motor inn); Oct. 11 in Seattle (Hyatt House); Oct. 12, in San Francisco Hilton inn); Oct. 14 in Los Angeles (Wilshire Hyatt House); Oct. 18 in Boston (Statler Hilton) and in Denver (Sheraton inn-airport; Oct. 19 in Kansas City (Hilton inn) and in Philadelphia (Warwick); Oct. 20 in Oklahoma City (Howard Johnson Motor Inn) and in Washington (Hospitality House).

ing during the course of a campaign.

Mr. Macdonald said last week that he "strenuously" objects to the Senate's across-the-board repeal of Section 315. "It's incredible the Senate would be so self-destructive and turn over to the broadcasting industry, in fact to just abdicate, the choice of a candidate to the broadcaster who might be the predominant signal in an area," he said.

The networks had no official comment on the Senate's action. Some network sources indicated, however, they feel that the total repeal of Section 315 more than offsets the disadvantages they see in the limits on spending.

A spokesman for the National Association of Broadcasters said that the Senate bill is an improvement over last year's vetoed legislation, but it should contain one over-all spending ceiling to provide candidates with freedom of fund allocation. Another objectionable portion, he said, is the Pearson amendment on "reasonable access."

Major ad taboo ends in Canada

CRTC approves copy for presentation of contraceptive product

A Toronto radio station will soon be the first in Canada to broadcast commercial messages for men's contraceptives. CKEY(AM) announced last week that it had received the necessary clearance of the copy it had prepared for Julius Schmid of Canada—"with minor modifications"—by the Canadian Radio-Television Commission following a year and a half of negotiations.

In passage through CRTC channels, the major casualties in the three prepared spots were references to the product's ability to protect against venereal disease, and statements that implied, according to CRTC, professional endorsement, such as "well known to your doctor and druggist." CKEY's commercials, each 60 seconds long, stress the "reliability and proved quality" of three brands of Schmid contraceptives, Fourex, Rameses and Sheik. Listeners were also urged to request a free booklet, "Planning a Family." One spot, which deals solely with control of the population explosion, returned from the commission intact.

Firth & Bakowsky, the Schmid advertising agency, is working with the station to plan the schedule for the ads.

At the same time, another Toronto firm, Ortho Pharmaceutical Ltd., announced it had received CRTC permission to conduct a television advertising campaign for contraceptive devices.

The Canadian innovation, however, is expected to have little immediate impact south of the border. In the United States, Stockton Helffrich, director of the National Association of Broadcasters Television Code, said: "A television code-review board subcommittee is now considering changes in NAB guidelines for all intimate personal products, including contraceptives." He indicated, however, that there is no way to predict if easing of code restrictions will be forthcoming as a result of the Canadian influence. He expects the issue to be raised at both the Sept. 21 meeting of the radio code board and the Dec. 9-10 TV code board meeting.

Mr. Helffrich added that while broadcasters' attitudes continue to be conservative in relation to personal-product advertising, "tolerance appears to be broadening."

"The Canadian influence may have an effect on U.S. broadcast advertising in the long run," he added, "but I see no immediate change."

BAR reports: television-network sales as of July 18

CBS $314,883,400 (37%); NBC $293,977,900 (35%); ABC $233,394,200 (28%)*

Day parts	Total minutes week ended July 18	Total dollars week ended July 18	1971 total minutes	1971 total dollars	1970 total dollars
Monday-Friday Sign-on-10 a.m.	70	$ 404,500	2,079	$ 12,140,000	$ 12,591,700
Monday-Friday 10 a.m.-6 p.m.	844	5,127,500	25,300	173,247,000	190,650,000
Saturday-Sunday Sign-on-6 p.m.	234	1,489,500	7,777	81,511,400	84,630,400
Monday-Saturday 6 p.m.-7:30 p.m.	87	1,072,300	2,570	39,516,200	45,459,000
Sunday 6 p.m.-7:30 p.m.	12	161,200	457	12,379,300	16,854,000
Monday-Sunday 7:30 p.m.-11 p.m.	439	14,062,700	12,391	487,860,900	540,641,100
Monday-Sunday 11 p.m.-Sign-off	136	1,292,600	3,556	35,600,700	38,495,000
Total	**1,822**	**$23,610,300**	**54,130**	**$842,255,550**	**$929,321,200**

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

General Electric is preparing for the pre-holiday onslaught of toy commercials aimed at young viewers. Two new products from GE's youth electronics division, Tote-A-Tune, a portable electronic musical instrument, and Show 'n Tell, a phone viewer, will be featured in a network and spot-TV campaign. Grey Advertising, New York, prepared the spots, which will run on seven ABC-TV and four CBS-TV children's programs and in spot in 13 markets. The Tote-A-Tune spots, featuring a youngster playing the organ-like instrument, will run in 30- and 60-second lengths with the theme: "Is it really just a toy?" Show 'n Tell will also be featured in 30- and 60-second commercial, using the theme of "rainy day fun."

Gimbels drops club, puts on kid gloves

After 18 years on the New York home screen, Gimbels Department Store's advertising for its reupholstery departments in New York and Philadelphia has gone the way of the little girl opening the Castro Convertible sofa. Perhaps a bit wary of having "too much of a good thing," the franchise operation, owned by Trojan Reupholstering Co., will change advertising tactics.

Instead of banging the customer over the head, the lease department has decided to join the age of the "soft sell" and begin winning customers through a gentler approach. A spokesman for Telesales, Trojan's advertising and production agency, said that "to continue our old advertising tactics would have been repetitive and annoying. After 18 years New York housewives know our story and the hard sell is no longer needed or productive."

The two one- and two-minute black-and-white spots that proved so successful in the 1950's and 1960's featured a Gimbels factory worker reupholstering a sofa by hand, then showed a store sales representative visiting the home of a potential slipcover customer and presenting fabric samples.

The new 30-second color spot, one of which shows the normal wear and tear of a sofa in a humourous family situation and the other showing the wide variety of slip cover materials available at Gimbels displayed by a group of young girls in an open field, began running in New York and Philadelphia on July 19.

So far, Telesales advertising strategy seems to have proved correct. A spokesman said last week that the magnitude of customer response during the advertising period had increased approximately 20%.

Chiquita bananas to Y&R

United Brands Co., Boston, ended a 46-year association with BBDO, New York, on its Chiquita Brands subsidiary last week when it appointed Young & Rubicam, New York, as agency for Chiquita bananas and other fruit products. The account has been billing approximately $3 million, of which an estimated $2.6 million is in broacast. Harry J. McIntyre, vice president for marketing of Chiquita, said the corporation "periodically reviews its agency associations and a review indicated that a change was in the best interest of Chiquita." BBDO had handled the product line in the U.S. since 1925. Y&R is the agency for Chiquita in 11 European countries.

Programing

The FCC hangs up talk-show proposals

Commission deems them unnecessary after heavy negative reaction

Old FCC proposals *do* die—every now and then. The commission proved it last week by removing from the slate a set of proposed rules that would have required broadcasters to establish stricter controls over telephone-interview programs.

In a unanimous decision, the commission offered the simplest possible justification for abandoning the proposals: It found no need for them. There are apparently no widespread abuses that would require special controls over call-in programs, the commission said.

It also expressed reluctance "to lessen in any way the responsibility of licensees for determining what type of controls, if any, must be used to make their open-mike programs effective local forums for broadly based debate on public issues and to meet their fairness and personal-attack obligations. They are in the best position to make that judgment."

The rules were proposed last year and promptly drew irate objections from broadcasters around the country. Under the proposals, stations would have been required to record all such programs and make the recordings available to interested parties for 15 days. They would also have had to ascertain, in advance of broadcast, the name and address of each caller. (BROADCASTING, July 27, 1970, et seq.)

The commission said last week that of nearly 400 comments it had received during the proceeding, the only expressions of general support for the proposals came from the National Citizens Committee for Broadcasting, the Office of Communication of the United Church of Christ, the Anti-Defamation League of B'nai Brith, and 16 individuals. All others opposed the proposals wholly or in part; many suggested drastic changes if the rules were to be adopted at all.

While the commission left open the possibility of special action at some future date if "abuses" developed in this area, it now has "serious doubt that the proposed rules . . . even if practical or feasible, are needed or would constitute reasonable requirements for advancing the goals of the fairness doctrine or the requirements of the First Amendment."

Visual ID's rule relaxed

Television stations are no longer required to give both visual and aural identifications at the beginning and end of each broadcast day. The FCC, on July 28, amended its rules to delete the visual identification requirement, noting that stations are already obligated to make aural identifications each hour. The visual identification requirement was initially imposed for sign-on and sign-off in order to aid the commission in its enforcement activities. However, the agency said that the two visual identifications had not appreciably made a significant contribution to this enforcement program.

The power to turn children off and on

That's what TV has, according to researchers on federal project

The behavior of preschool children changed for the worse when they were shown violent television programs, and changed for the better when they were exposed to "socially constructive" ones, according to a study conducted at Pennsylvania State University.

The researchers found that a group of youngsters exposed over a four-week period to 12 programs classified as "aggressive"—including *Superman* and *Batman*—displayed increased physical or verbal aggression, or both. A second group, exposed to "pro-social" programs such as *Misterogers' Neighborhood*, were said to have improved their "pro-social self-controlling behaviors"—that is, their observance of rules, tolerance of delays and persistence at tasks. They were also said to become more cooperative and better able to express their feelings. A third group, shown programs regarded as "neutral" in effect, exhibited reactions falling well between the extremes.

The project, one of a series sponsored by the National Institute of Mental Health, was conducted by Dr. Aletha Stein and Dr. Lynette Friedrich, both assistant professors of human development at Penn State. A third colleague, Dr. Fred W. Vondracek, assisted with part of the project.

The results of the study, Dr. Stein said, "are consistent with the oft-expressed views of television critics: There are behavioral effects associated with viewing violence. Such viewing has an effect not only on aggressive behavior but on other aspects of behavior such as self-control."

It was added, however, that "positive implications also need to be drawn to support the belief that television has a useful role to play in the social development of children. Programs which stress themes of cooperation, persistence in the face of difficulty, tolerance of frustration and delay, and verbalization of feelings can be understood by very small children and may alter their behavior."

Group W previews fall shows

Group W is halfway through a six-city tour previewing its fall programing. An estimated 1,700 persons (mostly advertisers, advertising agency personnel and station reps) attended showings in New York (Aug. 3), Chicago (July 29) and Boston (July 27). The New York presentation drew an audience of 1,000 and Chicago and Boston, each about 350. The tour continues this week in Los Angeles (Aug. 10), Philadelphia (Aug. 12) and Pittsburgh (Aug. 16). Segments of Group W's new half-hour programs—*The David Frost Revue, Norman Corwin Presents, Tom Smothers Organic Prime Time Space Ride, The Street People, Electric Impressions* and *Doctor in the House*—are being shown.

Realigned line-up for 'Nightly News'

NBC News formally announced changes in assignment last week for David Brinkley and John Chancellor, effective Aug. 16, signaling the end of its 15-year practice of using anchor teams on NBC-TV's main evening newscast (BROADCASTING, July 26).

Reuven Frank, NBC News president, said John Chancellor will become the weekday anchorman on *NBC Nightly News* (Mon.-Sun., 6:30-7 P.M.) and will serve as principal reporter of the programs. Since last summer, anchormen on the program have been Mr. Brinkley in Washington, Frank McGee in New York and Mr. Chancellor alternating between the two cities.

Mr. Brinkley will begin a series of personal reports of and about the news under the general title of "David Brinkley's Journal" for presentation on *NBC Nightly News* five times a week, according to Mr. Frank.

As previously announced, Mr. McGee will become host of NBC News' *Today* show, which begins on Oct. 12.

NBC News correspondent Garrick Utley has been named weekend anchorman on *NBC Saturday Night News* and *NBC Sunday Night News*, which are the counterparts to the *NBC Nightly News*. Mr. Utley also serves as host on the once-a-month *Chronology* program, which succeeds *First Tuesday* on NBC-TV on Oct. 22 in a Friday evening period.

Figures from the A. C. Nielsen Co. indicate that the main CBS-TV evening newscast featuring Walter Cronkite has outrated both NBC-TV and ABC-TV this past year. From December 1970 through June 1971, according to Nielsen, 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. In the two-week period ended July 11, the CBS-TV news program averaged a 10.7 rating (29% share), compared to a 9.9 (27% share) for NBC-TV, and a 6.5 (19% share) for ABC-TV.

High-level fill-ins

Jeff Fisher, newsman for WERE(AM) Cleveland, is leaving his five-minute business news program in the hands of experts during his vacation. Beginning today (Aug. 9), and continuing through this week and the week of Aug. 23-27, 11 business leaders will substitute for Mr. Fisher on the program, *Executive Report*.

That the guest "hosts" are leaders in their field seems indisputable: All are president or chief executive officer of their respective firms, and seven of the 11 companies represented appear on *Fortune* magazine's list of the top-500 U.S. firms. Among the participants are Bill Boyer, president of Republic Steel Corp.; Otes Bennett Jr., president and chief executive officer of North American Coal Corp., and George Dively, chairman of the board of Harris-Intertype Corp., parent of Gates Radio Co.

The special format is an extension of one of Mr. Fisher's regular features. Each day, he tapes an interview with a business authority for presentation on the program.

FCC has last words on drug lyrics

Request for reclarification of April 16 statement turned down by commission

The FCC last week said it will go no further in clarifying the language of its controversial March 5 notice on licensee responsibility in the airing of drug lyrics. In an action last Wednesday (Aug. 4) the commission dismissed a petition filed jointly last May by several parties for reconsideration of the commission's April 16 order—which was itself an attempt to resolve several ambiguities in the earlier notice (BROADCASTING, May 24).

The petitioners—which included the National Coordinating Council on Drug Abuse Information and Education; two college radio stations (Yale University's WYBC-FM and the University of the Pacific's KUOP-FM); Steve Leon, former program director of WDAS-FM Philadelphia who was fired for reasons that have been attributed to the FCC notice, and a number of individual citizens—had claimed that there were inconsistencies between the March 5 notice and the April 16 "clarification" order.

In its March notice, the commission called attention to various complaints it had received regarding the broadcast of certain records that allegedly promote the use of illegal drugs. While it did not ban the playing of these records, the commission reminded licensees that they are responsible for what they put on the air. The notice evoked much anxiety from broadcasters and record-industry executives. Consequently, the commission issued its clarifying statement, in which it said it had never intended to bar the playing of the records in question, that the decision to broadcast such material is the licensee's, and that the prescreening of records is not required.

In its order last week, the agency said that the April opinion stood as its "definitive statement." It said that its policy on drug lyrics has already been made amply clear and that it could see no reason to delve further into the definition.

And in response to a request from the Yale station for a declarative statement regarding the legality of a WYBC-FM programing proposal, the commission said it was "loath to embark upon individual rulings for individual licensees concerning their proposed handling of specific types of programing upon the basis of general policy statements not fleshed out by the licensee's actual operation."

Commissioner Nicholas Johnson, who was the lone dissenter in the two previous actions, cast the only negative vote last week (Commissioner Robert Bartley abstained from voting).

Hard times hit Philadelphia PTV

Lack of money has forced a Philadelphia noncommercial television station to eliminate all locally originated programing. WHYY-TV, channel 12, has given termination notice to all producers, directors, artists, production assistants at its Philadelphia studios.

Warren A. Kraetzer, general manager, attributes a severe decline in projected 1971 income to increased costs, less funding from school districts for educational programing service, and reductions in city and state appropriations. "In addition," he said, "other expected income for program projects has failed to materialize and most recent presentations to major public television funding agencies have been unsuccessful."

"The tragic irony of this situation is that our local programing is the prime casualty," he added. Programs affected by the cutback are *Black Perspective on the News*, a weekly show seen regionally on the Eastern Educational network, *TV Garden Club* and *Under Billy Penn's Hat*. Future plans for locally-originated series and specials have been shelved. However, the station will continue to broadcast two nightly newscasts and a weekly public affairs series produced at the facility's Wilmington, Del., studios.

O&M gazes into '71 fall-season future

Program predictions plotted by the broadcast department of Ogilvy & Mather, New York, for the fall 1971 network schedule place four new series —NBC-TV's James Garner as *Nichols* and *The James Stewart Show* and CBS-TV's *O'Hara, Treasury Agent* and the *Dick Van Dyke Show*—in the projected top-25 listing by total audience delivered.

Ogilvy's fall predictions, made available to BROADCASTING last week, were prepared by Howard Eaton, senior vice president and broadcast director; Art Topol, vice president and associate director of broadcast, and John Brooks, broadcast supervisor. In the 1971-72 schedule, 24 series are new, 17 are returning in new time periods and 25 are returning in the same time periods.

The compilation lists CBS with 11 programs in the predicted top 25, followed by NBC with nine and ABC with five. CBS was judged the "winner" on Monday, Wednesday, Friday and Saturday; NBC on Thursday and Sunday and ABC on Tuesday. On an over-all total audience average basis, NBC and CBS were tied with 19.3 and ABC had 17.8.

The top-rated series for the fourth quarter, according to O & M's projections will be *Flip Wilson* (NBC), followed by *Gunsmoke* (CBS); *Marcus Welby* (ABC); *Medical Center* (CBS) and *Bonanza* (NBC). These series also ranked in that order, in Ogilvy's study, on the basis of top programs reaching adults 18 years old and over.

"The important considerations to advertisers are not the over-all average of a network or the nights they win or, in some instances, even top ratings by audience," Mr. Topol observed. "These are only guidelines. For specific advertisers, the important yardstick is the audience rating by demographic breakdown—adults, men, women, young women (18-34), young men (18-34), adults over 50 and children (2 to 11)."

Ogilvy & Mather's top-25 list ranked by household audience:

1. *Flip Wilson* (NBC)
2. *Gunsmoke* (CBS)
3. *Marcus Welby* (ABC)
4. *Medical Center* (CBS)
5. *Bonanza* (NBC)
6. *Disney* (NBC)
7. *Hawaii Five-O* (CBS)
8. *Lucy* (CBS)
9. *James Garner* (NBC)
10. *James Stewart* (NBC)
11. *Doris Day* (CBS)
12. *The FBI* (ABC)
13. *The Movie of the Week* (ABC)
14. *Laugh-In* (NBC)
15. *Mod Squad* (ABC)
16. *O'Hara, Treasury Agent* (CBS)
17. *Mannix* (CBS)
18. *The Sunday Night Movie* (ABC)
19. *Dick Van Dyke* (CBS)
20. *My Three Sons* (CBS)
21. *Ironside* (NBC)
22. *Mary Tyler Moore* (CBS)
23. *The Saturday Night Movie* (NBC)
24. *Monday Night at the Movies* (NBC)
25. *Carol Burnett* (CBS)

TV stays flexible to fit the Apollo 15 occasion

Television networks recognized the drama—and the exceptional quality of the TV pictures (see page 27)—in the three rides on the moon by U.S. astronauts and acted quickly to expand their planned coverage of the 12-day Apollo mission that was to end last Saturday (Aug. 7) from 60 to 75 hours.

An ABC News spokesman said approximately four hours were added to ABC-TV's original schedule, bringing its total coverage to 17 hours. CBS-TV's lunar coverage was bolstered by 10 hours for a total of 27 hours. NBC-TV exceeded its planned coverage of 30 hours by slightly more than an hour.

The extensive moon-excursion presentations charted by television and radio networks and stations (BROADCASTING, Aug. 2) were proceeding without mishap at midweek. And the audience watched. NBC research estimated that more than 100-million viewers across the country watched some part of the three motorized rides by astronauts David Scott and Jim Irwin on July 31 and Aug. 1 and Aug. 2. The New York Nielsen overnights for the Aug. 1, 6:30 a.m.-3 p.m. period, when the TV networks provided common coverage, showed NBC-TV with a rating of 5.7 (28 share); CBS-TV, 4.8 (23 share) and ABC-TV, 1.5 (7 share).

The Apollo 15 coverage sponsors were General Foods, 3 M Co. and Bristol-Myers on ABC-TV; General Foods and Western Electric on CBS-TV, and Gulf Oil Corp. on NBC-TV.

Network news moves on fast boat for China

Network news officials are pursuing plans to cover President Nixon's forthcoming visit to Mainland China while pressing requests in Peking for establishment of news bureaus there.

NBC News has already disclosed plans for a program series, *Journeying for Peace*, with Edwin Newman as principal correspondent and editor and George Murray as executive producer and in charge of a news staff including 100 reporters, film and sound crews and technicians. NBC has now designated a special unit that will work out details for portable ground-station facilities for originating satellite transmissions. Reuven Frank, NBC News president, has offered Peking technical equipment necessary for a ground station that could handle satellite transmissions for NBC and other networks as well.

ABC and CBS News authorities said last week they are continually renewing requests for permanent news quarters, and, in any event, intend to be prepared fully to cover the President's trip. A CBS spokesman said "pooled arrangements are being discussed, but have not yet been set up." NBC News's Reuven Frank said John Rich, who was the TV newsman among a U.S. group covering an American table tennis tour last April, and when China permits a news office would head NBC's Peking bureau—if China permits one there.

UPI's newest for cable: high-speed newswire

UPI will produce a 100-word-a-minute newswire exclusively for cable-television systems, starting in September. The news service will be marketed to cable systems by Television Presentations Inc., a subsidiary of Sterling Communications Inc., operator of 14 cable systems in New York.

Mims Thomason, UPI president, said last week that 10-minute news packages, 24 hours a day, seven days a week, will be supplied to subscribers for use on news or informational cable channels. For easier reading, the script will be run at a 67% increase over present speed and will be set at 32 characters per line instead of the conventional 42.

Charles F. Dolan, chairman of Sterling Communications, said the cable newswire was developed jointly by Television Presentations and UPI. He said the service can be modified or expanded as viewers' informational needs change.

Staggers stands up for Staggers

Representative Harley O. Staggers (D-W. Va.) in a speech last week spoke against the decline of moral values in the U.S. and in the process took a critical sideswipe at television and the news media.

The forum for his fire-and-brimstone talk was a luncheon last Monday (Aug. 2) sponsored by Accuracy in Media Inc., a nonprofit citizen organization in Washington that seeks to promote accuracy in news reporting and commentary. The session was attended by about 60 people, including citizens, AIM officials and members of the news media.

Mr. Staggers opened his brief address by saying that "we seem to have gotten away" from the fundamental principles of honesty, integrity and truth, upon which the nation was based. The courts, he said, are more interested in giving the guilty a chance to go free and "the Supreme Court is responsible for much of it."

"It is your job" to change this situation, he said, and the news media should also be concerned about it. He warned that "if this nation goes down, you will go down with it."

Mr. Staggers, chairman of the House Commerce Committee and its Investigations Subcommittee, credited the news media for doing a "generally great job," pointing out that television has served to raise the educational level of the nation. He added, however, that there has also been much inaccuracy in television, and charged that some TV programing teaches Americans the ways of violence and crime.

Pointing out that the Investigations Subcommittee was responsible for ferretting out the quiz-show and payola scandals of the late 1950's and early 1960's, he reiterated the reasons why he favored issuing a contempt-of-Congress citation against CBS and its president, Frank Stanton, over outtakes from *The Selling of the Pentagon* television documentary (BROADCASTING, July 19).

The committee needed the outtakes, he said, to determine how CBS had altered the program and to find out what other "mistakes" had been made in its preparation. And, he pointed out, there was sworn testimony that portions of the program had been rearranged and transposed. He denied, however, that the controversy over the outtakes had anything to do with the First Amendment rights of broadcasters.

He said that "99% of the men in Congress are honest and are trying to do a good job. But there are those who say they are crooks and are trying to make it appear that way." He praised AIM for supporting him on the *Selling* controversy. AIM has written CBS requesting the outtakes, but has received no reply.

In answer to a question, Mr. Staggers said the FCC and the National Association of Broadcasters "keep an eye on broadcasters, but it [the industry] is so vast that it seems they don't do the job sometimes." A self-policing organization would be preferable to government legislation to curb abuses, he said.

Francis G. Wilson, professor of political science emeritus of the University of Illinois, is president of AIM. At the meeting he announced the appointment of a national advisory board for the organization. The board members include former Secretary of State Dean Acheson; Elbridge Dubrow, former U.S. ambassador to Vietnam; New York attorney Morris L. Ernst; Eugene Lyons, author and former senior editor of *Readers Digest*, and Edgar Ansell Mowrer, author and columnist.

Winters/Rosen Productions accomplished a promotion coup of some magnitude in Washington last week, attracting a number of celebrities to screenings of its new Story Theatre *series. At one hosted by* WMAL-TV *Washington were (l to r): Mr. and Mrs. Chuck Robb (she the former Lynda Byrd Johnson); Burt Rosen; Arch Knowlton, vice president of media services, General Foods (a client of* Story Theatre *on* WMAL-TV *and in a number of the 44 markets in which the series is now sold); Mike Moore, vice president-media and programing services, Benton & Bowles, New York, and Brad Marks, executive vice president of Winters/Rosen. Among those present for one of two congressional screenings: FCC Commissioner-Designate Charlotte Reid.*

'Selling' echoes in CBS News' ears

Hill staff member in L.A. said to be interrogating employes on news practices

A staff member of the House Investigations Subcommittee, which initiated the inquiry of CBS's *The Selling of the Pentagon* documentary, has been in Los Angeles interviewing CBS News employes about network news practices, it was learned last week.

According to Daniel Manelli, acting chief counsel of the subcommittee, James Broder of the subcommittee staff was in Los Angeles on other business when he received word that certain CBS News employes wanted to talk to him.

John Harris, West Coast bureau manager of CBS News, Los Angeles, said he understood Mr. Broder had talked to at least three cameramen, soundmen and film editors there on July 31 and Aug. 1 about various CBS News documentaries, including *Selling* and programs on an Idaho forest fire, the burning by U.S. Marines of a Vietnamese village and the uncompleted documentary on an aborted invasion of Haiti.

"He apparently wanted to know whether these people felt there were instances in covering stories — whether there was any staging of events," Mr. Harris said. "He also seemed to be interested in knowing whether film editors slant things," he added.

Mr. Harris said that he called Mr. Broder and offered to talk to him, but the subcommittee staffer said he did not have time.

Spokesmen for ABC News in Los Angeles and NBC News in Burbank, Calif., said that, to their knowledge, Mr. Broder had not talked with any of the staff of their network news operations.

Some of the CBS News employes with whom Mr. Broder allegedly talked refused comment. Others could not be reached.

Mr. Broder is due back in Washington this week. Mr. Manelli declined to speculate on what, if any, action the subcommittee would take.

Is Nixon the one target for journalists?

The credibility gap between most members of the press, especially television journalists, and insiders in the Nixon administration is unabashedly described by H. R. Haldeman, assistant to the President, in a story in the Aug. 24 issue of *Look* magazine.

Mr. Haldeman, who acts as the unofficial chief of White House staff, is quoted as saying that the President "doesn't watch television" except for occasional sports and has no wire-service printer in his office. Mr. Nixon depends on news summaries prepared by his staff.

"They're so wrong most of the time," Mr. Haldeman is quoted as saying of newsmen. "Today's analysis of today's news can be very wrong, especially when they're under the pressure of getting a show together night after night."

Some newspaper cartoonists, Mr. Haldeman says, live on "brutality for the sake of brutality." The *Washington Post's* Herblock and *Los Angeles Times'* Paul Conrad "wouldn't exist" in Mr. Haldeman's quoted view, if they were denied their "nasty cartoons" of President Nixon.

Mr. Nixon, among recent Presidents, has a "greater number of the press interested in his un-success," Mr. Haldeman is quoted as saying. "The great bulk of the working press are Democrats, so there's a party difference to begin with . . . Nixon's been written off a number of times and has refused to go away. That leaves those who wrote him off in an awkward position."

ChangingFormats

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

KFYE(FM) Fresno, Calif. — Stereo Broadcasting Corp. alters station's format from easy listening music to top-40 programing. Station operates on 93.7 mhz with 68 kw and an antenna 1,950 feet above average terrain.

WLBC-FM Muncie, Ind.—Tri City Radio Corp. announces change of station's existing format from up-tempo middle of the road to progressive rock, effective June 26. WLBC-FM operates on 104.1 mhz with 9.3 kw and an antenna 235 feet above average terrain.

WELW(AM) Willoughby, Ohio—Radio 1330 Inc. modifies station's format from top-40 and contemporary music to country and western, Nashville sound. WELW operates on 1330 khz with 500 w day directional.

KRAV(FM) Tulsa, Okla.—KFMJ Inc. has changed station's format from 100% religious and gospel to adult popular music with minimum talk programing. Music will be blend of old favorites, movie melodies and Broadway music. KRAV(FM) broadcasts on 96.5 mhz with 100 kw and an antenna 683 feet above average terrain.

WAID(FM) Memphis—Sonderling Broadcasting Corp. modifies station's format from religious and gospel programing to middle of the road. Station operates on 104.5 mhz with 100 kw day and 24 kw night and an antenna 191 feet above average terrain.

Fates&Fortunes ®

Media

Lew Van Nostrand, VP and general manager, WMT-AM-FM-TV Cedar Rapids, Iowa, elected president, Iowa Broadcasters Association. **Don Uker,** manager, KDSN-AM-FM Denison, Iowa, elected VP. **William F. Turner,** executive VP and general manager, KCAU-TV Sioux City, Iowa, elected treasurer. **Jack Shelley,** professor of journalism and mass communications, Iowa State University, Ames, continues as executive secretary.

Porter F. Hulett, business manager, Roy H. Park Broadcasting of Roanoke, licensee of WSLS-AM-FM-TV Roanoke, Va., named to post of station's VP.

Henry C. Goldman, general manager, WZIP-AM-FM Cincinnati, appointed assistant to Berk Fraser, VP for operations of Basic Communications, group owner, Birmingham, Ala. Mr. Goldman's duties will involve Basic Communications' WYDE(AM) there, but will also touch on company's other interests, among them WIGO(AM) Atlanta, and WWVA-AM-FM Wheeling, W. Va.

Joseph A. Ryan, director of public affairs, president's office, University of Massachusetts, Amherst, named assistant VP and director of community services, Boston Broadcasters Inc., permittee of WCUB-TV Boston, winner of FCC contest for channel 5, Boston, now occupied by WHDH-TV.

Merritt E. Willey, VP, D'Arcy-MacManus-Intermarco, MJA Division, Los Angeles, joins Lotus Theater Corp., there as VP, public affairs, marketing, research for radio division. Lotus owns and operates KWKW(AM) Los Angeles, KOXR(AM) Oxnard-Ventura, both California, KENO(AM) Las Vegas, KONE(AM) Reno, both Nevada.

Bernard W. Schnapp, business manager, KPIX(TV) San Francisco, named to newly created position of business manager of KSFO(AM) and the Golden

West Network also San Francisco.

Grahame Richards, operations manager, KFAC-AM-FM Los Angeles, appointed VP and general manager.

Everett L. Martin, general manager, WLVA Inc., licensee of WLVA-AM-TV Lynchburg, Va., elected assistant secretary-treasurer of licensee.

Philip L. Zimmerman, former media director for Edward H. Weiss & Co., Chicago, has formed Philip L. Zimmerman & Associates, consulting firm specializing in media planning and network and spot buying for agencies and advertisers. Address is: 410 North Michigan Avenue, Chicago 60611.

Lewis P. Birchfield, director of public affairs, Mullins Broadcasting, group owner and licensee of KBTR(AM)-KBTV(TV) Denver and KARK-AM-FM-TV Little Rock, Ark., (all of which are being sold) appointed general manager of KBTR.

J. Lee Morris, general sales manager and head of sales, WSB-AM-FM Atlanta, appointed to additional responsibilities as assistant general manager.

Don W. Bonestell, with WXYZ-AM-FM Detroit, appointed general manager, KTRM-AM-FM Beaumont, Tex.

John D. DeGroot, with WPAG-AM-FM Ann Arbor, Mich., joins WATT(AM) Cadillac, Mich., as station manager.

Reg Streeter, general manager KCCN(AM) Honolulu, appointed to similar post with KUDI(AM) Great Falls, Mont.

Robert Lewis, manager, Dallas-Atlanta offices, RKO Television and Radio Representatives, joins KAUM(FM) Houston, as station manager.

Robert W. Thomas, general manager, WEKT(AM) Hammondsport, N.Y., appointed general manager, KWMU(FM) St. Louis.

Bill Jenkins, general manager, WWOL-AM-FM Buffalo, N.Y., joins WUBE(AM)-WCXL(FM) Cincinnati, as station manager.

Mr. Crater

Mr. Gelman

Mr. Zeidenberg

Mr. Berlyn

Rufus Crater, editorial director of BROADCASTING, headquartered in New York, has been named chief correspondent for the magazine. He will continue to be responsible for New York bureau operations. His beat, however, will be nationwide. **Morris Gelman,** who has been BROADCASTING's senior editor on the West Coast, becomes senior correspondent in New York, with primary reporting responsibility in the areas of programing and finance. He will be assisted in the first of those beats by Steve Glassman, staff writer, Hollywood. **Leonard Zeidenberg,** senior editor, becomes senior correspondent in Washington, with primary reporting responsibility for broadcast regulation as it is executed in Washington and the courts and the impact of that regulation on broadcasting operations nationwide. **David Berlyn,** senior editor in New York, has been appointed departmental editor for "Broadcast Advertising." He will be assisted in that area by Helen Manasian, staff writer, New York. All appointments are effective today (Aug. 9).

Broadcast advertising

George J. Poris, VP for advertising, Revlon Inc., cosmetics manufacturer, New York, joins SSC&B there, as senior VP and creative director.

Bob Welsh, VP and management supervisor, Los Angeles office, Clinton E. Frank, named senior VP and manager of that branch. He is succeeded by **Robert Stephens,** VP for operations. **John Stirling,** VP-secretary-treasurer, Gross, Pera & Rockey, division of CEF San Francisco, appointed treasurer with responsibility over both San Francisco and Los Angeles offices. **Robert Bertalot,** assistant treasurer of Frank West Coast, appointed controller. **Ron Mitchell,** account executive, GP&R, appointed senior account executive. **Ed Walthers,** VP and account supervisor, GP&R, assigned expanded account duties in Los Angeles office.

Joseph J. Sullivan, Jr., with CBS-TV network sales, New York, appointed director of daytime sales. He succeeds **Thomas F. Leahy** who became VP for sales, CBS-TV Station Division (BROADCASTING, July 26).

Mr. Sullivan

Michael Kammerer Jr., account supervisor, Benton & Bowles, New York, elected to position of VP at agency.

Roger Butler, Peter Hochstein, Jay Schulberg, Bob Spero and **Pieter Verbeck,** all copy group heads, Ogilvy & Mather, New York, elected agency VP's.

Richard F. Creighton, VP and director of marketing, Lloyd H. Hall Co., New York-based market research firm, joins Norman, Craig & Kummel, there, as VP and director of research.

D. Switzer McCrary, president, and **James E. Powell,** VP, McCrary-Powell Advertising, Dallas, named board chairman and president, respectively.

Thomas C. Marks, manager, San Francisco office, H-R/Stone Radio Representatives, elected VP.

Mary Ann Walker, director, The Film Company, Culver, Ind. agency and PR firm, named VP and firm's controller.

George J. Abrams, president, Cole Fischer Rogow, New York-based agency, leaves to open George J. Abrams & Associates, agency there, in conjunction with Kameny Associates, local marketing conglomerate.

R. Kent Replogle, sales manager, WTTG(TV) Washington, named VP and general sales manager. He is succeeded by **Glenn T. Potter,** with sales staff.

Alan Levenstein, Howie Stabin and **Bill Suchmann,** VP's and group heads, Kenyon & Eckhardt, New York, all appointed associate creative directors.

Norm Olson, media supervisor, Carson/Roberts, Los Angeles, division of Ogilvy & Mather, New York, appointed media director.

Charles Bieber, media planning supervisor, Young & Rubicam, New York, joins Bozell & Jacobs, agency there, as director of media.

John L. Lamson, media supervisor, Rumrill-Hoyt Inc., agency, New York, appointed to newly created position of associate media director.

Taylor G. White, copy supervisor, Lois Holland Callaway, agency, New York, joins Warwick & Legler, there, as creative supervisor.

Ivan B. Rich, assistant promotion director, WXYZ-TV Detroit, appointed director of advertising and promotion.

Donald Meineke, local sales manager, WLWD(TV) Dayton, Ohio, appointed general sales manager.

Hi Bramham, national sales manager,

WSM-TV Nashville, retires after 21 years in that position.

Steve Condos, traffic manager, KTTV-(TV) Los Angeles, appointed commercial operations manager.

Raymond D. Griffiths Western regional director, CBS-EVR, joins National Cinema Systems, Los Angeles-based film cassette distributor, as national sales director.

Walter Hart, station specialist, Metro TV Sales Red Group, New York, appointed national sales manager of Metromedia's KTTV(TV) Los Angeles.

Clair K. Bellows, with sales staff, KDNL-TV St. Louis, appointed local sales manager.

Richard C. Meeker, with sales staff, KNXT(TV) Los Angeles, joins KJEO-(TV) Fresno, Calif., as sales manager.

Don Palmer, national sales manager, KFI(AM) Los Angeles, joins the station as director, advertising and public relations. He succeeds **Carolyn James,** appointed director, public service.

John Waugaman, Midwest sales manager Radio Advertising Representatives Inc., station representative, Chicago, appointed general sales manager, KFWB-(AM) Los Angeles. He is succeeded at RAR, Chicago, by **Craig Bachman,** of RAR, New York.

Dante Longo, with sales staff, KFRE-TV Fresno, Calif., joins KARM-AM-FM there as sales manager.

Barbara Wagstaff, with the sales staff of KFOX-AM-FM Long Beach-Los Angeles, joins KREL(AM) Corona, Calif., as general sales manager.

Ron Dayle, local sales manager, WWOC-(AM) Norfolk, Va., appointed general sales manager.

Harry Dennis, general manager, Telerama, Cleveland-based CATV firm, joins WCLV(FM) Cleveland, as general sales manager.

Programing

Matthew J. Culligan, management consultant, New York, named president and chief executive of Teletape Productions, program producer, there.

Sam Silberman, VP in charge of production, Small World Enterprises, and producer-director *Misterogers' Neighborhood*, produced at WQED(TV) Pittsburgh for Public Broadcasting Service, rejoins noncommercials WQED(TV) and WQEX(TV) Pittsburgh, as director of programing.

Jerry Lawton, producer-director, news features and information programing department, CTV, Toronto, appointed assistant director, programs. **Larry Hertzog,** assistant to director of news, features and information programing, appointed assistant director, administration.

Roy Dunphy, production manager, WLBZ-TV Bangor, Me., appointed production supervisor, WGAN-TV Portland, Me.

W. S. Morgan, VP, Noe Enterprises, licensee, KNOE-TV Monroe, La., appointed assistant general manager of station.

James W. Ramsburg, creative director, KLAC(AM)-KMET(FM) Los Angeles, joins KSTP(AM) Minneapolis, as programing manager.

Dean Tyler, with programing department, WIP(AM) Philadelphia, appointed program director.

Gary Gerlich, president of his own postproduction firm, Hollywood, joins Metromedia Producers Corp. there as post production supervisor.

Mike Harvey, program director, WFUN-(AM) South Miami, Fla., joins WPIX-FM New York, in similar capacity.

Return of the executive

Leonard H. Goldenson, president of ABC, returned to his office in New York on Monday (Aug. 2) following a period of recuperation. He had suffered a mild heart attack May 29 and was discharged from Columbia Presbyterian hospital in New York on July 8.

News

C. Robert Ray, general manager, WBBB-AM-FM Burlington, N.C., elected president, North Carolina Associated Press Broadcasters Association. **Don Smith,** general manager, WZOO(AM) Asheboro, elected VP.

Wayne Long, news director, WQSN(AM) Charleston, S.C., elected president, South Carolina Associated Press Broadcasters Association. **George Allgood,** news director, WGOG(AM) Walhalla, elected VP.

Bill Diehl, writer, news correspondent and producer, WNEW-AM-FM New York, joins ABC's American Entertainment Radio Network there as radio news correspondent.

Christopher Glenn, reporter-producer-writer, CBS News, New York, appointed narrator and reporter for *In the News*, CBS News series of broadcasts for children.

Ian Westergren, news editor for Scandinavia and manager of Sweden bureau, UPI, appointed regional executive of UPI's Scandinavia operations.

Norman E. Woodruff, editor-newsman, KCBS(AM) San Francisco, appointed news director.

Jim Branch, freelance news and commercial announcer, joins WRFM(FM) New York, as news director.

Mardee McKinlay, assistant director of public affairs, Mullins Broadcasting, group owner of KBTR(AM)-KBTV(TV) Denver and KARK-AM-FM-TV Little Rock, Ark., appointed director of public affairs.

Lu Stevens, with WUAB(TV) Lorain, Ohio, joins WKYC-TV Cleveland, NBC-owned station, as NBC News commentator.

William J. McCloskey, correspondent, Metromedia Radio News, Washington, joins WTTG(TV) there as writer-editor. WTTG is Metromedia station.

Evelyn Fierro and **Tritia Toyota,** both with news staff of KNX(AM) Los Angeles, appointed consumer reporter and "action reporter" writers-broadcasters respectively.

Tony La Monica, assistant news director, KIMN(AM) Denver, joins KRAK(AM) Sacramento, in similar capacity.

Adam C. Powell III, assistant to news director, WCBS-TV New York, joins WRVR(FM) there as newscaster.

Tony Meeker, with operations and engineering staff, WRVR(FM) New York, joins WADB(FM) Point Pleasant, N.J., as newsman and announcer.

Ray McMackin, sports reporter, KDKA-TV Pittsburgh, joins KING-TV Seattle, as sports director.

Joe Pellegrino, sports director, KGO-TV San Francisco, joins WPVI-TV Philadelphia in similar capacity.

Keith Jackson, sportscaster, ABC-TV, joins the network-owned KABC-AM-FM Los Angeles as sports director.

Promotion

Pete Rodriguez, senior public-relations counselor, Los Angeles model cities program, joins KABC-TV there as director, community affairs.

Tony G. Habeeb, executive director, publicity and promotion, Metromedia Producers Corp., Hollywood, named VP in charge of advertising and publicity for production division.

Equipment & engineering

Berend Van Benthem, manager, CBS Laboratories, division of CBS, Stamford, Conn., appointed manager of video products marketing.

Herman R. Henken, manager of advertising and sales promotion, RCA Communications Systems Division, Camden, N.J., appointed manager for commercial marketing services for division which manufactures radio and TV broadcast equipment.

Henry Niederkofler, chief engineer, WCUE-AM-FM Cuyahoga and Akron, both Ohio, named VP in charge of engineering operations.

H. Allan Kelly, manager of Eastern sales office, Essex Communications & CATV Division, Essex International, broadcast and CATV equipment manufacturer, Fort Wayne, Ind., appointed division sales manager.

Jack G. Handley, chief engineer, KCRC-AM-FM Enid, Okla., joins noncommercial KWMU(FM) St. Louis, associated with University of Missouri there, as chief engineer.

C. Russell Dupree, manager of EVR film activities, CBS Laboratories, Rockleigh, N.J., appointed director of film operations, CBS Electronic Video Recording Division there. Mr. Dupree is responsible for film printing and processing, sound transfer and cassette loading operations.

Allied fields

Fran Harris, special features coordinator, WWJ-AM-FM-TV Detroit, elected president, Theta Sigma Phi, journalism and communications association.

Gene Wike, anchorman, KING-TV Seattle, joins University of Washington as assistant professor of radio and TV journalism.

Deaths

E. Barrett Prettyman, 79, former chief judge of U.S. Court of Appeals for District of Columbia, died Aug. 4 in Washington. Judge Prettyman, who served on appeals court for 16 years until he retired in 1961, wrote number of decisions affecting broadcasting, among them requirement that FCC set out proper findings and reasons for its conclusions in comparative hearings during TV cases in 1950's; premise that court must not substitute its judgment for FCC's; and, earlier, requiring FCC to provide hearings when one radio station claimed interference within its protected contours from new station. He was known also as father of Administrative Conference of U.S. that deals with administrative law. He is survived by his wife Lucy, one daughter and one son.

Emil Bill, 80, retired veteran air personality with WMBD(AM) Peoria, Ill., died at Methodist hospital there on July 28 after brief illness. Mr. Bill joined WMBD in 1935 and was farm editor until his retirement two years ago. He is survived by his wife, Mary, and one stepdaughter.

Gene Wang, 57, radio and TV writer-producer, died July 7 of cancer in Los Angeles. He was associated with *The Trials of O'Brian, Perry Mason* and *Philip Marlow* series. He is survived by one son.

William M. Lesher, 54, lawyer with FCC, Washington, died July 16 at Circle Terrace hospital, Alexandria, Va., after brief illness. He is survived by his wife, Mildred, and one daughter.

Clair D. Roskam, 44, TV producer and writer for audiovisual department of Universal Education Corp., died at his summer home in Skowhegan, Me., July 23 of cancer. Mr. Roskan became freelance film and TV writer and producer in New York in 1954. From 1958 to 1963 he was writer and producer for *Camera 3*, CBS program. He is survived by his wife, Ann, and one son.

ForTheRecord ®

As compiled by BROADCASTING, July 27 through Aug. 3 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—direction antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Final action

■ FCC granted applications of The Ohio Educational Network Commission for CP's for noncommercial educational television stations on ch. 45, Alliance, ch. 57, Lima, and ch. 44, Cambridge, all Ohio. Action July 28.

Actions on motions

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co., et al.), TV proceeding, granted request by Orange Empire Broadcasting Co. and set certain procedural dates; hearing set for Sept. 14 remains unchanged (Docs. 18295, 18297-8, 18300). Action July 23.

■ Chief, Office of Opinions and Review in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, granted request by Civic Communications Corp. and extended through Aug. 3, time to file oppositions to application for review of review board's memorandum opinion and order by Lamar (Docs. 18845-49). Action July 23.

■ Chief, Office of Opinions and Review in Los Angeles (Los Angeles Unified School District and Viewer Sponsored Television Foundation), TV proceding, granted petition by Los Angles Unified School District, and extended time to file reply pleadings to oppositions through Aug. 6 (Docs. 19100-101). Action July 21.

Call letter applications

■ Grand Valley State College, Grand Rapids, Mich.—Requests WGVC(TV).

■ South Texas Educational Board Council, Corpus Christi, Tex.—Requests KEDT(TV).

Existing TV stations

Final actions

■ WALA-TV Mobile, Ala.—Broadcast Bureau granted CP to install alt. main vis. amplifier. Action July 23.

■ KFPW-TV Fort Smith, Ark.—FCC granted application of KFPW Broadcasting for program test authority for station. Action July 27.

■ KHJ-TV Los Angeles—FCC set for oral argument proceeding involving license renewal application of RKO General Inc., for KHJ-TV Los Angeles, and competing application of Fidelity Television Inc., for CP for same facility at Norwalk, Calif., on exceptions to hearing examiner's initial decision. Examiner recommended grant of Fidelity's application (Docs. 16679-80). Action July 29.

■ WJKS-TV Jacksonville, Fla.—Broadcast Bureau granted license covering changes. Action July 23.

■ WCIX-TV Miami—Broadcast Bureau granted license covering permit for new station; redescribe trans. location as 17107 SW 248 Street, Princeton, Fla. Action July 22.

■ WLTV(TV) Miami—Broadcast Bureau granted CP to change trans. Action July 23.

■ WRAU-TV Peoria, Ill. — Broadcast Bureau granted CP to change ERP to 813 kw vis., 81.3 kw aur.; change trans.; remote control permitted. Action July 26.

■ *WMAB(TV) State College, Miss.—Broadcast Bureau granted license covering station.

■ WLWC(TV) Columbus, Ohio—Broadcast Bu-

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.

reau granted CP to install precise frequency control equipment. Action July 23.

■ KOTI(TV) Klamath Falls, Ore.—Broadcast Bureau granted CP to make changes in trans. equipment. Action July 23.

■ KOIN-TV Portland, Ore.—Broadcast Bureau granted CP to change ant. Action July 26.

■ WWIC(TV) Charleston, S.C.—Broadcast Bureau granted CP to make changes in trans. equipment. Action July 23.

Initial decision

■ Hearing Examiner James F. Tierney in Charlotte, N.C., proposed denial of application by Jefferson Standard Broadcasting Co., licensee of WBTV(TV) Charlotte, to increase its ant. height from 1,086 ft. to 1,800 ft., and move its trans. site from point 15 miles west of Charlotte to new location 28 miles north of city (Doc. 18880). Ann. July 30.

Rulemaking action

■ FCC amended rules (station identification requirements), to delete requirement that TV stations make both visual and aural identification at beginning and ending of each broadcast day. Action becomes effective Aug. 6. Action July 28.

Call letter actions

■ KHAR-TV Anchorage—Granted KIMO(TV).

■ WKSH(TV) Kenosha, Wis.—Granted WKRL-(TV).

Designated for hearing

■ KFPW-TV Fort Smith and KAIT-TV Jonesboro, both Arkansas—FCC set for hearing application of George T. Hernreich for license for KFPW-TV, and renewal of license of KAIT-TV. Action July 27.

New AM stations

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Las Cruces, N.M. (Marvin C. Hanz), AM proceeding, denied request by Las Cruces Broadcasting Co. to reopen record (Doc. 18714). Action July 21.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Community Radio System and Morris's Inc.), AM proceeding, received in evidence Community Radio System's exhibit 7 and 8, and closed record (Docs. 17722 and 18395). Action July 27.

■ Hearing Examiner Millard F. French in Bay St. Louis, Miss. (Bay Broadcasting Corp.), AM proceeding, granted petition by applicant for leave to amend its application to conform with requirements of commission's recently promulgated primer (Doc. 18413). Action July 23.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, et al.), AM proceeding, granted petitions by applicants for leave to amend their applications relating to material dealing with ascertainment of community needs and programs designed to meet such needs; and by separate action, granted petition by James River Broadcasting Corp. for leave to amend its application to show acquisition by William E. Benns, III, Robert A. Benns and Michael J. Benns, of minority interests in WFLI Inc., licensee of WFLI(AM) Lookout Mountain, Tenn. (Docs. 17605-6, 18375). Action July 23.

■ Hearing Examiner Chester F. Naumowicz Jr. in Boynton Beach, Fla. (North American Broadcasting Co., Inc. and Boynton Beach Community Service Inc.), AM proceeding, scheduled further conference for Aug. 26 (Docs. 18310, 12). Action July 21.

■ Hearing Examiner James F. Tierney in Guayama and Yabucoa, both Puerto Rico (Fidelity Broadcasting Corp., et al.), AM proceeding, set certain procedural dates and scheduled hearing for Nov. 9 (Docs. 19055-7). Action July 21.

Other actions

■ Review board in Brush, Colo., AM proceeding, in response to petition by Brocade Broadcasting Co., enlarged issues in proceeding involving mutually exclusive applications of Pettit Broadcasting Co., A.V. Bamford, and Brocade Broadcasting Co., for CP's for new AM at Brush, Colorado Springs, and Boulder, all Colorado, respectively (Docs. 19157-9). Action July 27.

■ Review board in Waseca, Minn., granted application of Edwin B. and Richard H. Darby (The Waseca-Owatonna Broadcasting Co.) for new daytime AM to operate on 1170 khz with 1 kw power, at Waseca (Doc. 18078). Ann. July 12.

■ Review Board in Bayamon, Puerto Rico, AM proceeding, accepted amendment to application by Augustine L. Cavallaro Jr., for CP for new AM to operate on 1030 khz, 10 kw, DA-1, U, specifying San Juan, Puerto Rico, as station location (Doc. 16891). Action July 23.

Initial decision

■ Hearing Examiner Ernest Nash in Broadway-Timberville, Va., proposed grant of application of Massanutten Broadcasting Co., for new daytime AM to operate at Broadway-Timberville, and dismissal of application by Charlottesville-Albemarle Broadcasters Inc. for new AM at Charlottesville, Va. Ann. July 28.

Call letter application

■ Iron County Broadcasting Co., Ironton, Mo.—Requests KPIA.

Call letter action

■ Hagadone Capital Corp., Honolulu—Granted KISA.

Existing AM stations

Final actions

■ KXO El Centro, Calif.—Broadcast Bureau granted CP to increase D power to 1 kw; change trans. site to 4th Street., 0.3 miles south of Ross Avenue, near El Centro; change studio location to 1671 West Main Street, near El Centro; remote control permitted; condition. Action July 28.

■ KTHO South Lake Tahoe, Calif.—FCC affirmed grant of CP to Emerald Broadcasting Co., to change operation of KTHO from D only to fulltime, and petition of KOWL Inc., licensee of KOWL, South Lake Tahoe, for rehearing denied. Action July 28.

■ WRGA Rome, Ga.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action July 22.

■ KXIC Iowa City—Broadcast Bureau granted license covering aux. trans. for aux. station. Action July 28.

■ KJIN Houma, La.—Broadcast Bureau permitted remote control. Action July 26.

■ KLCL-AM-FM Lake Charles, La.—Broadcast Bureau granted mod. of license covering change in corporate name to KLCL Radio Inc. Action July 22.

■ WHMC Gaithersburg, Md.—FCC denied motion by Nick J. Chaconas to remove for inspection original copy of receipt filed with commission on June 29, as attachment to erratum to Broadcast Bureau's opposition to Mr. Chaconas' petition for reconsideration of commission's decision, released March 29, denying his renewal application for WHMC (Doc. 18391). Action July 28.

■ WHLW Lakewood, N.J.—FCC dismissed objection by Mid-State Broadcasting Co., licensee, to construction of co-channel WBRW Somerville, N.J., alleging lack of candor and engineering deficiencies in original CP application filed by Somerset Valley Broadcasting Co. Action July 28.

■ WVOS Liberty, N.Y.—Broadcast Bureau permitted remote control. Action July 19.

■ WOBL Oberlin, Ohio — Broadcast Bureau granted mod. of CP to change ant.-trans. and main studio location to on U.S. 20, 0.32 mile east of 0-58, 0.8 mile south of Oberlin, change trans.; granted mod. of CP to extend completion date to Jan. 22, 1972. Action July 23.

■ WAZL Hazleton, Pa. — Broadcast Bureau granted license covering use of former main trans. as alt.-main only. Action July 22.

■ WCSV Crossville, Tenn.—Broadcast Bureau permitted remote control. Action July 26.

■ WIZO Franklin, Tenn.—Broadcast Bureau granted license covering changes. Action July 22.

Actions on motions

■ Hearing Examiner Millard F. French in Green Bay, Wis. (Frank M. Cowles), AM proceeding, granted petition by Broadcast Bureau and extended to Sept. 10, time to file proposed findings of fact and conclusions of law, and to Sept. 24, time to file reply findings (Doc. 18790). Action July 23.

■ Hearing Examiner Arthur A. Gladstone in Ashtabula, Ohio (Radio Enterprises of Ohio Inc. [WREO]), ordered hearing to be held in Cleveland, at time and place specified in notice of place of hearing released July 27, due to unavailability of suitable facilities for hearing in Ashtabula (Doc. 19207). Action July 27.

■ Chief Hearing Examiner Arthur A. Gladstone in Wharton, Tex. (Wharton Communications Inc. [KANI]), designated Hearing Examiner Ernest Nash to serve as presiding officer and scheduled prehearing conference for Sept. 9, 9 a.m., and hearing for Oct. 14, 10 a.m. (Doc. 19288). Action July 26.

■ Hearing Examiner David I. Kraushaar in Jackson, Ala. (Radio Jackson Inc. and Vogel-Ellington Corp. [WHOD]), AM proceeding, granted petition by Vogel-Ellington Corp. for leave to amend its application to reflect current broadcast holdings of William R. Vogel, one of its principals; and dismissed as moot Broadcast Bureau's request for extension of time (Doc. 18896-7). Action July 23.

■ Hearing Examiner Jay A. Kyle in El Cajon, Calif. (Metro Communications Inc. [KDEO]), AM proceeding, on request of Broadcast Bureau, ordered applicant to file notice of appearance within 30 days, indicating its intention to prosecute its application, and rescheduled prehearing conference for Sept. 8, 9 a.m. (Doc. 18879). Action July 27.

■ Acting Chief Hearing Examiner Forest L. McClenning in Perry, Fla. (WPRY Radio Broadcasters Inc. [WPRY]), granted petition by WPRY Radio Broadcasters Inc., extended to July 26 time to file proposed findings of fact and conclusions and to Aug. 11, time to file replies (Doc. 18885). Action July 20.

■ Hearing Examiner Ernest Nash in Huntsville, Ala., and Warner Robins, Ga. (Garrett Broadcasting Service [WEUP] and WRBN Inc. [WRBN]), AM proceding, on basis of understandings reached at prehearing conference, set certain procedural date and ordered hearing scheduled for Aug. 25 postponed to Nov. 9 (Docs. 19258-9). Action July 28.

■ Hearing Examiner Chester F. Naumowicz Jr. in Gulfport, Miss. (Charles W. Dowdy [WROA]), AM proceeding, identified material attached to letter of July 20 from counsel for Charles W. Dowdy, as WROA exhibit; received exhibit into evidence and closed record; set procedural date (Doc. 18941). Action July 21.

Fines

■ WTOR Torrington, Conn.—FCC ordered Torrington Broadcasting Co., licensee, to forfeit $700

for repeated violation of rules by failing to make equipment performance measurements as required, and repeated violation of terms of station license by failing to take daily antenna base current readings. Action July 28.

■ WIYN Rome, Ga.—FCC notified WIYN Radio Inc., licensee, that it incurred apparent liability for forfeiture in amount of $1,000 for willfully or repeatedly failing to observe provisions of rules (personal attack). Action July 28.

Call letter applications

■ WNLC New London, Conn.—Seeks CP to make changes in D radiation pattern. Ann. July 30.

■ KHAI Honolulu—Seeks CP to change frequency to 1080 khz. Ann. July 30.

■ WTOW Towson, Md.—Seeks CP to change to nondirectional ant. Ann. July 30.

Call letter actions

■ KEZU Rapid City, S.D.—Granted KKLS.

■ WKBH La Crosse, Wis.—Granted WIZM.

Designated for hearing

■ WKWF Key West, Fla.—FCC set for hearing application of John M. Spottswood for renewal of license for WKWF, on issues to determine whether his carriage of WKWF on Cable-Vision Inc., and refusal to afford equivalent carriage to competing stations WKIZ(AM) and WFYN-FM are an unfair method of competition, and whether a grant of the WKWF application for renewal would serve public interest, convenience, and necessity. Action July 23.

New FM stations

Final actions

■ Alfred, N.Y.—Alfred University. Broadcast Bureau granted 89.7 mhz, 10 w. Ant. height above average terrain 54 ft. P.O. address Campus Center, Alfred 14802. Estimated construction cost $4,300; first-year operating cost $700; revenue none. Principals: Julian H. Allen, trustee, et al. Action July 26.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, on request by First Security and Exchange Co., extended to Aug. 4, time to file replies to proposed findings (Docs. 18664, 18666). Action July 23.

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, set certain procedural dates; scheduled hearing for Oct. 19 (Docs. 19018-9). Action July 21.

■ Hearing Examiner Chester F. Naumowicz Jr. in Macon, Ga. (Middle Georgia Broadcasting Co.), FM proceeding, ordered conference for Aug. 26, 9:30 a.m., in view of order of review board, released July 26 (Doc. 18279). Action July 28.

■ Hearing Examiner James F. Tierney in Sun City, Ariz. (Alvin L. Korngold and Sun City Broadcasting Corp.), FM proceeding, granted petition by Sun City Broadcasting Corp. and extended to Aug. 17, time to file response to motion to dismiss by Alvin L. Korngold (Docs. 19087-8). Action July 23.

■ Chief, Office of Opinions and Review in Leisure City and Goulds, both Florida (Resort Broadcasting Co. and Fine Arts Broadcasting Co.), FM proceeding, granted request by Fine Arts Broadcasting Co. and extended through July 30, time to file opposition to application for review (Docs. 18956, 18958). Action July 28.

■ Chief, Office of Opinions and Review in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, granted request by Broadcasting Inc. of Anderson, and extended through Aug. 9, time to file application for review of review board's memorandum opinion and order (Docs. 19018-9). Action July 23.

Other actions

■ Review board in Big Bear Lake and Banning, both California, FM proceeding, dismissed petition, by Mountain Broadcasting Co., to enlarge issues to include inquiry into qualifications of Stolte Inc., in hearing for CP for new FM (Docs. 18967-8). Action July 27.

Initial decision

■ Review board in Williamson, W. Va., FM proceeding, granted request by Harvit Broadcasting Corp. for further extension of time to July 29 to file reply to responsive pleadings to its petition to enlarge issues (Docs. 18456-7). Action July 29.

Call letter actions

■ Teletronics Inc., Waycrosse, Ga.—Granted WACL-FM.

■ Monticello Broadcasting Co., Monticello, Ill. —Granted WVLJ(FM).

■ KHUB Inc., Fremont, Neb.—Granted KHUB-FM.

■ WSOQ Inc., North Syracuse, N.Y.—Granted WSOQ-FM.

■ *Board of Education of Union Free School, Ossining, N.Y.—Granted WOSS(FM).

Existing FM stations

Final actions

■ KSTN-FM Stockton, Calif.—Broadcast Bureau granted mod. of SCA to make changes in programing. Action July 22.

■ WGMW(FM) Riviera Beach, Fla.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 300 ft. Action July 22.

■ KID-FM Idaho Falls, Idaho—Broadcast Bureau granted CP to change ant. support structure; ant. height 1500 ft. Action July 22.

■ WMAQ-FM Chicago—Broadcast Bureau granted license covering changes; ERP 6 kw; ant. height 1170 ft. Action July 22.

■ KFAB-FM Omaha—Broadcast Bureau granted CP to install new trans. and ant.; ERP 115 kw; ant. height 500 ft.; remote control permitted. Action July 22.

Action on motion

■ Chief, Office of Opinions and Review in Hartford and Berlin, Conn. (WHCN-FM and Communicom Media), FM proceeding, granted request by WHCN-FM and extended through Aug. 2, time to file application for review (Docs. 18805-6). Action July 28.

Call letter applications

■ KTBT(FM) Garden Grove, Calif.—Requests KORJ(FM).

■ KGMB(FM) Honolulu—Requests KAKU(FM).

■ WJMR-FM New Orleans—Requests WEZB-(FM).

■ WDSK-FM Cleveland, Miss.—Requests WKLT-(FM).

■ KBYE-FM Oklahoma City—Requests KFJL-(FM).

Call letter actions

■ WLOP-FM Jesup, Ga.—Granted WIFO-FM.

■ KRMD-FM Shreveport, La.—Granted KJKL-(FM).

■ KFFM(FM) Rapid City, S.D.—Granted KKLS-FM.

Renewal of licenses, all stations

■ WORD Spantanburg, S.C.—Broadcast Bureau granted renewal of license. Action July 26.

Other actions, all services

■ Washington—Stern Community Law Firm, National Citizens Committee for Broadcasting and Citizens Communications Center. Seek amendment of rules to permit public inspection of all FCC Form 324 "Annual Financial Statements of Networks and Licensees of Broadcast Stations." Ann. July 30.

■ FCC affirmed rule designed to make television network programs more readily available to unaffiliated stations in three-station markets, with modifications to take into account certain geographical and market situations (Doc. 18927). Action July 28.

Translator actions

■ Chief Hearing Examiner Arthur A. Gladstone in South Lake Tahoe, Calif. (TV Pix Inc. [K71BF, K78BL, K75BJ, and K73BD]), designated Hearing Examiner Basil P. Cooper to serve as presiding officer and scheduled prehearing conference for Aug. 31, and hearing for Sept. 28 (Docs. 19284-7). Action July 16.

■ K81BL Alamosa, Leadville and Salida, all Colorado—FCC granted increase in power. Action July 28.

■ K13ED Clearwater River, Idaho—Broadcast Bureau granted mod. of license to change primary TV station of VHF translator to KXLY-TV Spokane, Wash. Action July 23.

■ K12DN Beatty, Nev.—Broadcast Bureau granted CP to change frequency from ch. 12 to ch. 8, and to make changes in ant. system of VHF translator (changed to K08HD). Action July 26.

■ Beatty, Nev.—Beatty television maintenance district. Broadcast Bureau granted CP's for new VHF translators to serve (1) Oasis Valley, Nev., operating on ch. 6 by rebroadcasting programs of KLAS-TV Las Vegas; (2) Oasis Valley, operating on ch. 10 by rebroadcasting programs of KORK-TV Las Vegas; and (3) Beatty operating on ch. 10 by rebroadcasting programs of KLAS-TV Las Vegas. Action July 26.

■ K04GR Dorens, Culp Creek and Disston, all Oregon—Broadcast Bureau granted license covering new VHF translator station. Action July 23.

■ Hill City, S.D.—Hill City Translator Club. Broadcast Bureau granted CP for new VHF translator station to serve Hill City, operating on ch. 13 by rebroadcasting programing of KRSD-TV Rapid City. Action July 22.

Modification of CP's, all stations

■ KISR(FM) Fort Smith, Ark.—Broadcast Bureau granted mod. of CP to change trans. and studio location to 605 North Greenwood, Fort Smith; change trans.; change ant.; make changes in ant.; system; ERP 61 kw; ant. height 19 ft.; on 93.7 mhz. Action July 28.

■ K02GG and K04GM, both Rifle, Colorado—Broadcast Bureau granted mod. of CP's to extend completion dates to Jan. 27, 1972, for VHF translator station. Action July 27.

■ *WSND-FM Notre Dame, Ind.—Broadcast Bureau granted mod. of CP to change trans. install new ant.; ERP 3.4 kw; ant. height 360 ft.; remote control permitted. Action July 22.

■ W07BD Syracuse-Dewitt section, New York—Broadcast Bureau granted mod. of CP for VHF translator station to extend completion date to Jan. 27, 1972. Action July 27.

(Continued on page 48)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Deadline for copy: Must be received by Monday for publication next Monday.

Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—$2.00 minimum.

Situations Wanted 25¢ per word—$2.00 minimum.

All other classifications 35¢ per word—$4.00 minimum.

Add $1.00 for Box Number and reply service, per issue.

Display ads. Situations Wanted (Personal ads)—$25.00 per inch. All others—$40.00 per inch. 5" or over billed at run-of-book rate.—**Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity** advertising require display space. Agency commission only on display space.

Applicants: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. **Forward remittance separately.** All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Radio Help Wanted

Management

Wanted immediately—mature announcer ready for managerial administrative responsibility handling small staff. FM operation. Heart of vacationland-Maine. Box G-171, 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, programing, engineering. Beautiful opportunity for right person. Black, other minority group or women applicants welcomed. Send resume, references and current picture. Box G-266, 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. Opening now in two-station New York state market. Sales ability and programing knowhow vital. Send full background information including dollars earned and dollars wanted. Opportunity for stock purchase or stock option. Will expand to other markets with right man. Box H-147, BROADCASTING.

Manager immediately. New small AM-FM station near Richmond and Washington. Heavy sales experience. Beautiful country, near college, on river. $200 week plus percentage profits. Part ownership if wanted. Telephone or write George Clanton, owner, (703) 443-2711, Tappahannock, Virginia.

Sales

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.

Where will you be 3 years from now? We are looking for a young, experienced time salesman who wants to sell his way to top management in our young, successful company in less than 3 years. We are fulltime, #1 Pulse, network, Michigan, paid insurance, good list, room at the top. Please send complete resume with first letter. We need you as soon as possible. Box H-36, BROADCASTING.

#1 station in market 60 miles from New York City wants experienced sales manager to direct 3 man local sales staff and handle rep/agency business. Should have proven sales record in a competitive market and be strong in "creative" sales. Salary open—excellent growth potential—benfits. Send detailed resume to Box H-75, BROADCASTING.

Radio sales for Houston with track record. Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box H-87, BROADCASTING.

Salesman. $500 reward for information leading to apprehension and development of successful salesman. Candidate must have minimum of 3 years on-the-street radio time selling and be able to document sales progress. Person accepted will, in addition, be processed through most successful radio sales training program in industry and will earn in excess of $20,000 first year. Candidate may turn self in and collect reward if other qualifications are met. E.O.E. Women welcome. Box H-109, BROADCASTING.

Excellent opportunity. Permanent position as selling sales manager for Suburban New Jersey station. Send complete resume and salary requirements to Box H-132, BROADCASTING.

Sales opening in New England. Group operator expanding with need for aggressive young salesman with experience at small operation with desire to move to medium size market and more opportunity. Draw against 20%, selling dominant, long-established area station. Right man will earn $10,000 first year and go from there. We're moving fast and need one more good man to move with us. Box H-145, BROADCASTING.

Sales continued

Sharp salesman for aggressive major market AM. Must have proven track record and enjoy selling promotions. Prove yourself and become sales manager within six months. Resume, sales figures in first letter to Box H-148, BROADCASTING.

Harrisburg Pennsylvania has a new radio station. The sound of radio K B was heard on June 1st and the response has been tremendous. We are expanding our sales staff and are searching for an experienced account executive. If you have reached your earning potential and are presently dissatisfied and desire a step up to a new and exciting medium market station, write or call J. Albert Dame, General Manager, Radio K B, 31 N. 2nd Street, Harrisburg, Pennsylvania, 717-233-6571.

Oklahoma. August opening for announcing (MOR) salesman with some experience in news. Terrific opportunity for right man with at least one year commercial experience. Contact Stan Savran, P.D., KLAW-FM, Lawton.

Florida coastal station offers tremendous opportunity for advancement. Delightful living to person with proven sales list. Salary, commission and a car expense. Send needed guarantee complete resume of jobs since school listing sales by years to Hudson Millar, WIRA-WOVV, Ft. Pierce, Florida, Airmedia Stations. Equal opportunity employer.

Needed immediately . . . 2 experienced salesmen, who know their business well. We need salesmen who can break open Rockford's fantastic sales potential. Call WRVI Radio. . . . (815) 964-5545.

Announcers

EFFECTIVE with the September 6, 1971 issue

Box Number & Reply Service will carry a $1.00 charge.

See Classified heading above.

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.

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.

Upstate New York MOR station in top 50 market seeks heads-up announcer with tight board ability, good commercial delivery and willingness to take direction. Excellent opportunity—especially for talented broadcast newcomer—in key air slot with growing operation! Box H-18, BROADCASTING.

No blue smoke. Just a good job with a five station northwest chain that's still growing. You must be a good mid-morning man, able to handle the engineering and do production. Market of 100,000. State of Washington. Send tape, resume and recent picture. Immediate reply necessary. Box H-104, BROADCASTING.

Immediate opening for afternoon drive shift. Hudson Valley, New York State. Must be experienced. Send tape and resume to Box H-126, BROADCASTING.

Top money . . . for top jock . . . must be strong in production 1st phone . . . #1 station in S.E. . . . If you're good send tape & resume at once. . . . Box H-130, BROADCASTING.

We are looking for a creative production/personality combination for outstanding Michigan MOR station. Ability to produce "award winning" spots and audience grabbing air-shift essential. Pros only. Excellent salary, benefits and working conditions. Tape and resume to Box H-134, BROADCASTING.

Announcers continued

3rd phone announcer to do news and board shift. Good voice and delivery. High power FM northeast. Send tape and resume to Box H-142, BROADCASTING.

Experienced announcer with first class license for western Pennsylvania MOR. Above average pay. Send resume and recent 7½ ips tape. Box H-143, BROADCASTING.

Top 40 operations, medium markets. Group operator in Northeast-New England has opportunities for 1 Program Director (work shift too), 2 jocks, 2 newsmen—all openings available to best qualified; anxious to have black, Spanish-speaking, other minority group applicants. Apply only if you have cheerful personality, contemporary voice, type pro sound, 3rd class endorsement, sincere community public service interest, production creativity, strong teamwork attitude. Send resume, non-returnable tape, minimum salary requirements, character references to Box H-144, BROADCASTING.

Announcer-boardman (3rd class endorsed) to work 10 p.m.-6 a.m. Monday through Friday, $100 per week. Deep voice necessary but most commercials on cart, beautiful music stereo FM, New England near Boston. Send non-returnable tape, resume, character references (will be checked carefully) Box H-152, BROADCASTING.

50-50 announcing, copy and production. Must be alive, type well, turn out good creative copy. Third ticket, O.K. Submit complete work resume, KONG, Box 3329, Visalia, California.

Announcer with copy and production ability needed by sharp, progressive small market station. Music director's job open to right man. Prefer small market applicant. Good advancement and salary guaranteed for top man. Send tape and resume to Bill Martin, WABO, P.O. Box 507, Waynesboro, Mississippi.

Announcer-D.J.: Non-screamer, pop-contemporary format. Evening shift. At least one year's experience, basic sports knowledge. Start $110, more after prove worth it; plus generous fringe benefits. Send air-check (we'll return), complete background. No phone calls. WFVA AM/FM, Fredericksburg, Virginia. Equal opportunity employer.

Morning personality wanted for leading Florida coastal station. Must be able to retain number one position, ages 35 and up with MOR. Format. Must be strong on news and production as well as record show. No floaters. Prefer family man seeking permanent position, in delightful area in which to live. Opportunity for advancement. Shift 6-9 AM and 11-1:30 PM, Mon. thru Sat. Balance of hours on production. Send tape and resume to Hudson Millar, WIRA, Ft. Pierce, Florida, an Airmedia Station. Equal opportunity employer.

Florida coastal station wants announcer, who is strong on production and technically minded. Prefer 1st class license, but not essential. Delightful place to live. Opportunity for advancement. Send resume, tape and salary needs to Hudson Millar, WIRA, Ft. Pierce, an Airmedia station and equal opportunity employer.

Wanted—Contemporary disc jockey for #1 Oklahoma City Contemporary station. Must have good credit and good references. Send tape and resume to WKY, Oklahoma City.

We need experienced young jock for MOR to pop sound. Should have good voice, strong on imaginative production. Good station, pleasant university town. WSPT, Stevens Point, Wisconsin 54481.

Wanted—experienced C&W morning man 6 to 8 AM —10 AM to 1 PM—active small market station. Some production. Send: Tape, resume, references and earnings to: T. R. Silverman, WSVS, 800 Melody Lane, Crewe, Va. 23930.

Wanted, announcer with first phone who wants a start in radio. Write Box 1168, Radford, Va. 24141.

Massachusetts station in city of 20,000 in need of mature morning announcer. Individual would also serve as program director. Play-by-play helpful, but not necessary. Call manager 617-632-1340. No collect calls.

Help Wanted

Announcers continued

Need an experienced, versatile, mature newsman to take charge of news operation in AM-FM small market station. We have the tools—stringers throughout our area, correspondents in the state capital, a variety of tape recorders, monitors, ABC information net, UPI wire, NOAA weather wire—what is needed can be gotten. Our newsman must be able to deliver the news as well as write it. We'll pay well for a good man, hopefully one who likes small town life. Send resume and recent .7½ ips

Technical

News and technical help wanted! Are you an engineer who can properly maintain equipment on 1 KW AM but would like to do something more? Then we have the job for you. It's a combo news director and engineer for a medium market in West Texas. It will be lots of work, but offers excellent potential for the right person. Box H-4, BROADCASTING.

Senior applications engineer: Requires program management capability with experience in design and installation of television studios and remote vehicles. Must have in-depth knowledge of color television cameras, telecine systems, tape recorders, and auxiliary equipment. Send resume in confidence to Box H-50, BROADCASTING.

Qualified, experienced chief engineer with good background in both transmitter and sound maintenance wanted by New England medium market station. Compensation in the $10,000 area. Work nights and moonlight days for extra income. This is a permanent position. Station has modern equipment. Include full background and references in first letter. Box H-85, BROADCASTING.

Chief engineer—for high powered, major market midwestern FM stereo. Must have transmitter and production experience with first class license. Full department responsibilities, and FCC requirements. Company plans expansion and responsibilities will increase. Salary open. Send resume, photo and references to Box H-107, BROADCASTING.

Assistant chief. East. Excellent opportunity for advancement. No announcing, sales, etc.; just engineering. Excellent pay, benefits and living conditions. E.O.E. Women applicants welcome. Send resume, reference and current picture to Box H-110, BROADCASTING.

Chief engineer wanted for commercial-power listener-sponsored FM station. Little money, much fulfillment. L. K. Bolef, KDNA Radio, 4285 Olive St., St. Louis, Mo. 63108.

CE-announcer. Growing, professionally managed Class 4. Neat, conscientious engineering counts here. KRAL, Rawlins, Wyoming, 307/324-2711. Mr. Wills.

Technical supervisor needed for midwest 50KW. Should have experience in studio, transmitter and directional antenna maintenance. Send qualifications to 929, Fort Wayne, Indiana 46802 and equal opportunity employer.

News

Newsman. 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.

Wanted—experienced reporter for strong news operation in central New York. Contact Charles Chatfield, WHCU, Ithaca, New York.

Florida coastal broadcaster wants experienced copy writer. Must be strong on imagination and ideas. Delightful place to live. Opportunity for advancement. Send resume, samples of copy and salary needs to Hudson Millar, WIRA, Ft. Pierce, an Airmedia station and equal opportunity employer.

Need an experienced, versatile, mature newsman to take charge of news operation in AM-FM small market station. We have the tools—stringers throughout our area, correspondents in the state capital, a variety of tape recorders, monitors, ABC information net, UPI wire, NOAA weather wire—what is needed can be gotten. Our newsman must be able to deliver the news as well as write it. We'll pay well for a good man, hopefully one who likes small town life. Send resume and recent 7½ ips tape. WVSC, Box 231, Somerset, Pa. 15501.

Programing, Production, Others

Established musical commercial production house now building sales forces. Representatives wanted in all local markets. Territories wide open. Real opportunity for high $ commissions. Full or part-time. Send brief resume to Box H-123, BROADCASTING.

Wanted: Radio-Television teacher for midwest community college. 3 years professional experience necessary. B.S. degree preferred. Box H-146, BROADCASTING. Vincennes University, Vincennes, Indiana 47591.

Programing, Production, Others continued

Music director, New England stereo FM near Boston. To select schedule and correlate beautiful standards and appropriate contemporaries. Start at $100 weekly, possibly add duties in second market next year. Ability to program a beautiful, relaxing, cheerful sound on pioneer, wide area facility. Unique position for someone with good character, excellent references, typing skill and musical education and taste. Write Box H-153, BROADCASTING.

Wanted—Production Manager with 3rd phone; write copy, produce spots. Good voice a must. WWTO, Peoria, Illinois, 309-674-2000.

A Ph.D. in mass communications or related discipline. Must have background in broadcasting. Will teach production and performance oriented courses as well as upper division courses in a six-man department. Salary range $10,000-$12,500. University of Detroit, Phone (313) 342-1000 Ext. 473 or 474. Adrian L. Headley, Chairman.

Situations Wanted

Management

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.

Married, late twenties. Background in management, news, programing and production. Want $200 per week. Last move. Box H-79, BROADCASTING.

Hard working capable manager. Strong in sales—programing—administration. Family, eighteen years experience. Currently employed Maryland. Box H-80, BROADCASTING.

Manager/sales manager: Small medium market AM/FM station. Thoroughly experienced local, retail and regional sales and station operation. Highest industry references. Box H-82, BROADCASTING.

Major market staffer looking for small/medium market needing operations director/program director. Well rounded, married, with 1st. Strong production. Box H-83, BROADCASTING.

Former public television director of programing and college communications administrator seeking commercial radio management position. Thirty. Experience: sales/development, promotion, production, programing and personnel. Desire competitive situation in or near 50,000 or larger market. Small single station operation with some ownership also very desirable. For resume write Box H-98, BROADCASTING.

Strong personal salesman, young, experienced in general management, sales management, programing, engineering and station construction, currently employed, seek management challenge in Southeast. Box H-108, BROADCASTING.

Interested in self motivator who can motivate others? Success is time, time is money, I can offer both. . . . Box H-117, BROADCASTING.

Productive sales minded general manager with thorough knowledge of all phases of radio operations available. In depth experience to program your station to Number One in ratings and sales. Presently employed as sales manager by outstanding 50,000 watt southern giant. Impressive sales and managerial track record by return mail. Major 50 markets only. Prefer top 40 or progressive rock FM format. Be first. . . . see me first. Box H-131, BROADCASTING.

FM specialist. FM can and does make money, given proper facilities and dynamic leadership. If you have the determination to make it pay, contact this former major market, major group vice president and general manager. 615-297-2919.

Gen. mgr./sales mgr.-consultant. Proven track record. 49-strong programer. Creative selling-excellent references-relocate anywhere in Florida. Call 305-933-9109 or write Ray Norman, 300 N/W 57th St., Ft. Lauderdale.

Sales

Salesman—management potential. Single, sober, first phone. Box H-136, BROADCASTING.

20 years experience selling to radio/TV stations—promotions, jingles, shows, contests, etc. Box H-141, BROADCASTING.

Prefer small or medium market—12 years "professional" radio experience, all phases—sales/station management-experienced in sales, packaging, promotion, etc. Contact Mr. James Kanelos, 1035 S. 4th St., Chambersburg, Pa. 17201—(717) 264-2413.

Sales continued

Sales leading to management. Small, medium market. M.A. mass media. Young, energetic, and progressive. Call 816-747-8283. Will re-locate almost anywhere.

Announcers

First ticket, 2 years, tight pro sound, young and dynamic, MOR. C&W or contemporary. Box G-239, BROADCASTING.

Graduate top NYC broadcasting school. Tight board. Authoritative news. Sales oriented. Third endorsed. Dependable. Box G-272, BROADCASTING.

Michigan . . . DJ, copy, production. Experienced, 3rd, good voiced . . . 1-313-881-9348. Box H-26, BROADCASTING.

Announcer with first phone, one ratings, ambition, family, looking for position with good medium or major market station. Will travel. Box H-28, BROADCASTING.

Announcer, 1st class, draft exempt, single, 6 months experience, rock jock with all the basics, tight board; seeking personality or M-M-M shift in small-medium market. Box H-43, BROADCASTING.

Multi-talented announcer—contemporary jock, news, production, play-by-play, radio and T.V. Now in top 40 market mid-day. College grad., 26, married, military complete. Box H-53, BROADCASTING.

East coast single, sales-announcer, some experience preferred, cooperative, hardworking young man, pleasant working conditions. Box H-59, BROADCASTING.

Female, experienced, production superb, versatile, excellent voice, northeast preferred. Box H-78, BROADCASTING.

Disc jockey/sportscaster, two years experience, third endorsed, available immediately. Box H-81, BROADCASTING.

Somewhere in this column is the rock/MOR jock you're looking for. Try me! Eight years in small market, smooth metro sound, production proven. First phone, adaptable to your sound. Looking for a medium market with pro at the helm, lovable staff. Take me home for your market. Mom will love you for it. Tape and reps on request. $160 weekly. Box H-86, BROADCASTING.

Ask my boss . . . don't take my word for it. He'll tell you what I've done for him and what I could do for you. Just let me be a talker, not a screamer. 2 yr. exp. assistant program director, third. Box H-99, BROADCASTING.

Presently employed, 27, single, 5 years experience medium markets, armed forces radio, 3 years college, 1st phone. Want up-tempo MOR or rock . . . no screamers. $200 minimum. Box H-105, BROADCASTING.

Versatile top 40 DJ announcer—good production—solid performer—professionally trained and 18 months experience. All offers considered. Call collect (212) 332-5385 evenings. Box H-111, BROADCASTING.

I have: third endorsed, college diploma, broadcast school, thorough knowledge-contemporary and MOR, writing ability, dedication. I need: job at your station at your price. Box H-112, BROADCASTING.

Mature, experienced pro., first phone, available immed. news, sports, talk shows, C&W, MOR. Box H-115, BROADCASTING.

Mature radio man, 15 years experience, 1st phone. Want 5 day week or evening shift: Prefer small operation in midwest or south, near larger city. Dependable, cooperative, congenial. Smith, Box H-118, BROADCASTING.

Announcer seeks position in small or medium market. Two years college, two years experience in news, jock work, copywriting and production. Also some play-by-play. Box H-119, BROADCASTING.

1st phone rock jock, strong on production. 4 years experience, speech course, master's degree. Box H-127, BROADCASTING.

Sports announcer looking for job doing football, basketball, and baseball. Nine years' experience. Box H-129, BROADCASTING.

3rd endorsed D.J. for uptempo, contemporary, rock or progressive . . . noteworthy news . . . solid sales . . . sparring sports . . . productive production . . . let's harmonize. Box H-138, BROADCASTING.

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.

Announcers continued

Professional D.J.—Music Director. First phone; no maintenance. Experienced, reliable, dedicated and hard worker. Desire medium market top 40 or contemporary station position. Presently employed. Contact: Henry Kastell, P.O. Box 337, Cumberland, Md. 21502. Phone: (301) 722-2415.

First phone announcer—24—married—1 child. Two years experience, military TV and radio. One year professional training. Will relocate. Paul Griffin, 7600 North Bosworth, Chicago, Illinois 60626.

First phone experienced PD-MD (714) 232-7205—2059 Albatross, San Diego, Calif.

I.B.A. graduate, third-endorsed, some experience, tight-board; married, draft-exempt. Sincerely wants to begin career in radio near the Pittsburgh, Pa. area. Contact Don Drew, 172 Ulysses St., Pittsburgh, Pa. 15211.

Experienced newsman . . . football PBP—married, 34, reliable—prefer southeast or southwest. Call 606-743-4949.

June Broadcast grad. career Academy, Wash., D.C. Carl W. Yoder. Will relocate. Contact 717-898-7393 Manheim, Pa. 17545.

Interested managers looking for young D.J. age 22, single, third class endorsed license, 2 years experience. Did variety of jobs related to broadcasting. Dennis McCubbin, 2005 Wash. Ave., La Grande, Oregon 97850.

What some people will do for experience, I worked two summers unsalaried. Now I am looking for a good job as an announcer. Douglas Galliher, 3907 Angol Place, Jacksonville, Florida 32210, 904-771-7386.

Top 40 jock, 3 years experience. Available after Sept. 15. Single. Military complete. 3rd endorsed. Phone 215-368-1292.

Texas and surrounding areas. 3rd endorsed; 21; single; draft exempt; no experience; professionally trained Junior college graduate available immediately. Willing to relocate. Warren Kitts, 3952 W. Alabama, #1A, Houston, Texas 77027, 713-621-2698.

DJ-PD with first ticket and 10 plus years experience seeks happy home. 312-227-5523 evenings.

Situations Wanted Technical

Exp. Engr. radio director FM, stereo, TV. Will consider all offers, incl. Cable TV. Box H-25, BROADCASTING.

Experienced 1st, 49, many years broadcast, audio, and commercial sound background, a love for my work and potentially for your organization. An older man with a young but not completely foolish heart. If you are business but also people, I would like that. Resume available to any large or small organization. Box H-76, BROADCASTING.

Chief, 25 years first phone, D.A. exp. can announce. Box H-116, BROADCASTING.

AM, FM chief engineer 12 years experience. Schaffer automation. Ohio, Michigan. Box H-121, BROADCASTING.

Chief engineer desires move up. Experienced in AM, FM, directions, CATV, local origination TV, microwave. Young with family. Request resume. Box H-124, BROADCASTING.

1st phone, 9 years experience. Age 33. Family man. Prefer Carolinas, South. Available immediately. Box H-139, BROADCASTING.

Attention stations! Currently working as summer-relief technician. Will be available for permanent employment beginning September 27th. Call or write: Charles Rohr, 1022 Taylor, Topeka, Kansas 66612. Phone 913-232-2765.

First phone for transmitter watch and maintenance, 19, draft-free, single. Radio experience in other than broadcasting. A.A.S. in electronics. Will relocate. Charles Creager, Jr., 535 West Cecil Street, Winchester, Virginia 22601. 703-662-4646.

Detroit area. 21 year old, 3 years college, first phone, draft exempt, dependable. Engineer or cameraman. Jim 549-1231.

News

News—announcer, creative job area news. Box H-60, BROADCASTING.

Newsman—professional—14 years experience—excellent reader-writer—money talks but security and long term benefits more important. Box H-61, BROADCASTING.

Young aggressive, and experienced electronic journalist wants to move up. Box H-63, BROADCASTING.

News continued

Experienced radio-TV newsman wants midwest medium market combine where ego placation takes back seat to team work. Box H-90, BROADCASTING.

News director in top twelve market. Realignment of programing makes present job, untenable. Superb on-air style as well as deep knowledge of broadcasting news. Finest references including present general manager. Box H-92, BROADCASTING.

Talk-show host, news, sports, variety. More than 20 yrs. experience. Available almost immediately. Above average talent seeking living wage. Presently employed major market. Also play-by-play and records. Box H-102, BROADCASTING.

. . . **News** or P.D., creative, dedicated, professional. 6 years radio, I year TV news. Box H-103, BROADCASTING.

Overseas, long or short term, 7 year radio newsman, single, responsible, college graduate, veteran, references, currently employed. Box H-114, BROADCASTING.

Network news bureau production assistant for two years eagerly seeks reporting position in or near large city. Audition with self-written stories and commentaries available. BSJ. Call Cheri Moore (202) 223-3490 or Box H-149, BROADCASTING.

Programing, Production, Others

Contemporary programer seeks competitive large secondary or small major market. Documented track record, checkable references. Box G-217, BROADCASTING.

Creative production man with strong film seeks challenging position as Prod.-Dir., Associates, etc. Degreed. Currently employed in top 60, will relocate. Box H-84, BROADCASTING.

Major market jock/MD wants program director position. Seeking progressive station with challenge, responsibility, stability. Administrative experience, first phone, excellent references. Box H-88, BROADCASTING.

Major market P.D. ready to leave the rat race. 8 years broadcast experience. 4 years TV. Professional magician. Write newspaper column. 25 . . . single . . . interested in permanent arrangement. Box H-101, BROADCASTING.

Television Help Wanted

Technical

Video engineer wanted for large CATV local origination department. Reply Box H-137, BROADCASTING.

Florida station needs experienced engineer. WEAT-TV 305-965-5500.

Wanted: chief engineer for UHF station in New England. Need man with general experience. Responsible position with group station. Telephone Mr. Nixon: 603-448-4550.

Wanted: Helical Scan VTR specialist. Should be experienced in Ampex and IVC machines. Good salary, stock options and other benefits in addition to fine Florida weather. We are not looking for a beginner, but someone that can trouble-shoot helical scan VTR's and color cameras. Send resume to: Videx, Incorporated, P.O. Box 15385, Orlando, Florida 32808, Attention: James D. Ivey.

News

Professional sportscaster—sports director for major market V. Successful applicant must have big league play-by-play experience and desire to do complete job for station on and off the air. Box H-57, BROADCASTING.

If you have the ability to make weather both entertaining and informative at a top 100 market TV station, send audio or video tape with salary requirements to Box H-95, BROADCASTING.

Wanted 2 young and experienced news documentary writers-producers for expanding department at WCCO TV. Send resume to Public Affairs, WCCO TV, Minneapolis, Minn. 55402. An Equal Opportunity Employer.

Experienced broadcast reporter for general TV news. Reporting, writing, interviewing, some on air. Immediate opening for expanded operation at WOKR-TV, Rochester, N.Y. Network affiliate. Salary open. Call Mr. Laws or Miss Davis collect—716-334-8700 Monday-Friday 9 A.M.-6 P.M.

We are dedicated to giving our viewers the nation's best TV weather service. We are looking for an experienced, personable weathercaster who can match our dedication. Send resume and airtape to Program Director, WSM-TV, Box 100, Nashville, Tenn. 37202.

Programing, Production, Others

Immediate—producer wanted. ITV—public school teaching and open circuit production experience credit. Full color PTV station. Salary $12,000-14,000 —negotiable (equal opportunity employer). Submit full resume: Division ITV, Owings Mills, Maryland.

Television Situations Wanted Management

Advertising manager for New York network owned TV station wants to relocate. Broad spectrum experience: print, on-air sales promotion. Young family man still happily employed but fed up with fun city. Box H-89, BROADCASTING.

TV operations manager seeking new challenging position. 15 years experience in TV. All phases of production & directing. Available immediately. Box H-125, BROADCASTING.

Young, ambitious—seeks CATV management opportunity. MA degree. Call 816-747-8283. Will relocate almost anywhere.

Announcers

Professional, versatile announcer/personality desires affiliation within top 10 markets. Presently within top 15. Box H-2, BROADCASTING.

Technical

Stamp Collectors! My resume will come from abroad with a foreign stamp attached. To obtain one, you should be interested in a maintenance supervisor with 13 years TV broadcasting experience. Resume available now, I'm available January 1972. Require challenging position, any location. Contact Box H-77, BROADCASTING.

Assistant chief or Xmtr supervisor; eighteen years experience, installation, operation, maintenance, microwave; advanced engineering training, north central states only. Box H-120, BROADCASTING.

News

Anchorman, reporter. Currently anchoring prime time cast in top 15 market. Would like to relocate for fall. Box G-213, BROADCASTING.

Looking for a sportscaster. Look at me. I have the experience. You decide if I'm for you. Midwest/South/East. Box H-140, BROADCASTING.

Network TV news bureau production assistant for two years eagerly seeks reporting or production position in or near large city. Audition with self-written stories and commentaries available. BSJ. Call Cheri Moore, (202) 223-3490 or Box H-150, BROADCASTING.

Programing, Production, Others

Let's make a deal! 5 directors, 3 announcers, 4 talent/hosts, 1 cinematographer, 2 promotion directors, 4 copywriters, 3 audio specialists, 1 production manager; all packaged as 5 guys and a 37-24-36. A complete tv production team. Box H-94, BROADCASTING.

Former public television director of programing and college communications administrator seeking management, programing, production position—commercial or non-commercial. Thirty. Experience: Sales/development, promotion, production, programing, personnel and training. For resume Box H-97, BROADCASTING.

Recent MA with TV training seeks start in production field. Box H-106, BROADCASTING.

Hardworking BA in communications searching for challenging position in production. Trained extensively in writing, performing, visual creation, set design, audio tape editing, lighting all types of programing—news, interviews, children's shows, commercials, documentaries, general entertainment. Inquire Box H-122, BROADCASTING.

Producer-director, available immediately. 7 years experience all phases. Will re-locate. Salary open. Box H-133, 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.

Exciter and turntables needed for new educational radio station. Box H-40, BROADCASTING.

Wanted: Used Eastman 275 Film projector in good condition. Write or phone chief engineer, KOAT-TV, Box 4156, Albuquerque, N.M. 87106. Phone 505-247-0101.

Need about 1000 ft. good used 6⅛ inch 50 ohm rigid coax. Box H-113, BROADCASTING.

Wanted To Buy Equipment

continued

Used 250—500—1,000 watt AM transmitter. Good condition. Box H-128, BROADCASTING.

3-Ampex video recorders Mo. 1500, 3-Ampex video recorders Mo. 660, 3-IVC color video recorders Mo. 800, 1-IVC color video recorders Mo. 820, 50-4½ hour reels of 2" low band video tape, 100 —one hour reels of 1" IVC tape color make offer phone 907-747-3244.

For Sale Equipment

Heliax-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

For sale, extremely reasonable, 200 foot insulated, lighted Truscon tower now in use. Available August 1971. Box E-287, BROADCASTING.

1 Jampro 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 carosel—one stereo cartridge recorder—two rack cabinets. Excellent condition. Used very little. Priced right. Box G-261, BROADCASTING.

For Sale Equipment—4 Norelco PC-60 studio color camera systems with Angenieux 10 x 18 J11 lens, 50' TV-33 camera cable, control console, waveform monitor, picture monitor, and encoder. Price $19,-950 each. Box H-37, BROADCASTING.

3—RCA TK41 color camera chains, precision yokes, solid state power supply, etc. Box H-62, BROADCASTING.

Channel 17 RCA TFU-30-J television antenna. Good condition. Call or write: Ross Kauffman, Director of Engineering, WPHL-TV, Inc., 1529 Walnut Street, Philadelphia, Pa. 19103, Phone: (215) 665-8770.

Raytheon KTR 1000R microwave systems $975, HP524D counters $350, HP205AG $250, Staddart NM208-30-52 $950. More EEB, Box 1123, Springfield Va. 22151, 703-273-3818.

Ampex 3200 dubbing system, master and six slaves. Stereo-mono. mint condition. Contact Chief Engineer, WAMU-FM, 202-686-2690.

Capstan idlers for Amoex 300, 350. 440 series, self aligning with replaceable ball bearings. $22.50 net. VIF International, Box 1555, Mtn. View, Cal. 94040. (408) 739-9740.

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! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, and more! Write: Command, Box 26348, San Francisco 94126.

Spots recorded send copy free sample. Box H-11, BROADCASTING.

Get it on! Full-length comedy commercials. Fifteen, $5.00. Communicaster Productions, Box 220, Lethbridge, Alberta, Canada.

Interested in Christian format for your station? We can help you! Call Dr. Crews, Christian Radio Consultant, 912-432-6436 or write Box 942, Albany, Ga. 31702.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

Instructions

continued

First class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. ELKINS INSTITUTE**** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-568-1110.

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.

Instructions

continued

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.

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.

Why pay more? 1st phone in 5 weeks. Guaranteed results! Tuition $250.00, Room $9.00 weekly. Next class August 22nd. Academy of Radio and Television, 1120 State Street, Bettendorf, Iowa. 319-355-1165.

First class F.C.C. license in 5 weeks. Classes begin every third Monday. Complete course. Ticket is guaranteed. Total tuition $300.00. Write United Broadcasting College, 3217 Atlantic Blvd., Jacksonville, Fla. 32207.

Help Wanted Management

PROMOTION MANAGER

Number one man for VHF TV station in Eastern United States. Group owned. Send resume and salary requirements to

BOX H-68, BROADCASTING

An Equal Opportunity Employer M/F

SALES TRAFFIC MANAGER

- Solid opportunity for experienced TV Sales Traffic Manager to join a network-owned station in New York City.
- Please send confidential resumé, including salary requirements to:

BOX H-96 BROADCASTING

An equal opportunity employer m/f

Announcers

MORNING MAN

Major market power station in southwest has opening for creative morning personality. Should be young, aggressive, entertaining, and able to handle contemporary format operation. Send tape and brief resume. All replies strictly confidential. All tapes returned.

BOX H-93, BROADCASTING

AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted Technical

FIELD SERVICE ENGINEER

QUINCY, ILLINOIS

We have an immediate opening in our Radio Service Department for a Field Service Engineer. You'll be responsible for handling customer technical problems by telephone, correspondence, and field service trips. We require 2-5 years technical broadcast station experience, and formal electronics schooling.

MERCHANDISING ASSISTANT

NEW YORK CITY

Our New York City Service Center requires an individual who will be responsible for handling Broadcast Equipment, sales support, in-house customer contact, stocking and maintenance of warehouse, plus shipping of equipment. Requires technical knowledge of Broadcast Equipment.

Both positions carry full company benefits and salaries commensurate with experience and responsibilities. Send resume to OR CALL in confidence:

Robert T. Fluent • Assistant Personnel Manager • (217) 222-8200

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY
A Division of Harris-Intertype Corporation
123 Hampshire St., Quincy, Illinois 62301
An Equal Opportunity Employer (m/f)

Programing, Production, Others

"RESIDENT GENIUS NEEDED"

We're looking for a production wizard who can apply his considerable creative production skills to personality DJ shows, program specials, station promotions and local commercials.

The position exists in New York City with one of the industry's most respected radio groups.

If you can generate real excitement on tape, contribute ideas and make other peoples' ideas come alive, send resume, salary requirements and relevant samples. An Equal Opportunity Employer.

BOX H-74, BROADCASTING

Situations Wanted

Management

TO: RADIO STATION OWNER OR MANAGER

Key personnel successful operation in million-plus market want more progressive mgmt. Offer that, we'll make you money in any mkt. Group represents all phases of station operation. Write: Red, 4329 E. 56th Place, Tulsa, Okla. 74135.

Announcers

LOOK MAGAZINE . . . THE N.Y. TIMES . . . & other telling the world New York is the only major market in the country without a country station. It's got to happen soon. When it does, I want to be a part of it. Now modern country-med. market & topping the rockers. I want to come back home and help prove country can WORK IN THE Big Apple.

BOX H-151, BROADCASTING

Television Help Wanted

Technical

DIRECTOR OF ENGINEERING

Major N.E. market.
Degree preferred. $25,000.

Call Ron Curtis — Nationwide
Broadcast Personnel Consultants
312-337-5318. No Fee.

Television Help Wanted

Management

WANTED: Vice President for TV-Radio Syndie Sales

Every week Show Biz produced programs are seen and heard on hundreds of TV and Radio Stations throughout the world. Now as we continue to expand Show Biz (a Holiday Inns subsidiary) is creating a new executive position—Vice President in charge of syndication sales. If you are quietly confident, imbued with drive and enthusiasm, have a happy personality and a basic instinct for selling, you are our man. The opportunity here is virtually unlimited with a good starting salary. Plus a bonus arrangement that can quickly double your present income. When you write please give all details of background, education, family information, etc. Send a snapshot if you have one. No phone calls, please.

REG DUNLAP
Executive Vice President
SHOW BIZ, INC.
P.O. Box 12594
Nashville, Tenn. 37212

Television

Situations Wanted Management

TV GENERAL MANAGER

Compare my resume and proven track record with others which you may be considering, too, impeccable references. Let us have a confidential discussion of your management needs.

BOX H-91, BROADCASTING

Employment Service

527 Madison Ave., New York, N.Y. 10022

BP

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Miscellaneous

HOW MANY MILLIONAIRES ARE THERE IN THE UNITED STATES?

. . . and how many NEW millionaires join the ranks every year? How did they acquire their wealth? The number and the reasons may astonish you! This amazing story is revealed in a valuable new booklet, "NEW ROADS TO WEALTH AND OPPORTUNITY." Even more exciting are the factual details about a specific business opportunity that is nothing short of a gold mine. Why? Because, as an associate of the organization providing the opportunity, you help others to succeed. For your free copy of "New Roads to Wealth and Opportunity," phone, wire, or write immediately to:

B.R.O.K. *INTERNATIONAL*
Box 22125 • Denver, Colorado 80222 • (303) 757-5500

Wanted To Buy Stations

NEW ENGLAND

Experienced Broadcasters want to purchase AM or AM-FM in small or medium market.

CALL JOSEPH STEINBERG
(212) 437-7122 or
BOX H-100, BROADCASTING

FLORIDA

Professional group of broadcasters seek Florida AM and/or FM facility. All markets, all situations considered. All replies strictly confidential. Write:

Box 9600, Alexandria, Va. 22304

Television Help Wanted—Sales

ACCOUNT EXECUTIVE

We are top rated network affiliate in a beautiful part of California, and have an immediate opening for a young Account Executive who will work on a guarantee against commissions. Our company is very successful and has been under the same ownership for over 15 years. Our market is in the bottom 50; however, our staff consists of a group of highly professional and experienced television people. The young man we are looking for must have television sales experience; he must be neat appearing; articulate about our industry, and, above all, he must be a "mover". He will be replacing a young man who has been with us for over 2 years, and who, through our help, is joining a major station in the top 10 markets. If you are interested, Air Mail a complete Resume and References plus minimum guarantee to

BOX H-135, BROADCASTING

An Equal Opportunity Employer

For Sale Stations

FOR SALE

Daytime 1KW station in single station market in Eastern Washington State. Presently absentee operated and showing slight profit. Good potential. Full price $50,000.00 including real estate. 29% down.

BOX H-20, BROADCASTING

AM-FM single station market, Ohio. Gross, $125,000 annually. Price, $250,000. Terms available to qualified buyer. Only station in the county.

BOX H-47, BROADCASTING

STATIONS FOR SALE

1. SOUTHWEST. Daytime AM and FM serving university town. Excellent cash flow. Sale includes real estate. $100,000 down, term payoff.
2. WEST SOUTH CENTRAL. Well established full time operation. Gross billings and cash flow show steady increase. $550,000. Terms.

Jack L. Stoll and ASSOCIATES

6430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213—464-7279

GREAT SOUTHWEST AM

Exclusive fulltimer in small college city away from smog and worry. Good cash flow with excellent potential. Only $50,000 down on full price of $215,000 and good terms on balance. Valuable real estate included.

BOX H-56, BROADCASTING

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067	Wash., D.C. 20006
1801 Ave. of the Stars	1725 Eye St., N.W.
Century City, Suite 501	Suite 714
213/277-1567	202/223-1553

FOR SALE

WXXY FM CP Montour Falls, Elmira, N.Y. Suburb WGMF AM Watkins Glen, N.Y. . . . New Equipment—Real Estate—Profitable.

$182,500.00 29% Down

Contact Guy Erway—607-535-2779

For Sale Stations continued

Large CATV system available, attractive multiple of gross.

Hawaii Broadcast property

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

S.C.	small	daytime	$125M	29%	West	small	profitable	$140M	$30M
East	small	profitable	225M	29%	MW	small	daytime	225M	29%
Wash.	medium	daytime	97.5M	$25M	East	single	profitable	550M	29%
NE	medium	AM + FM	265M	$100M	South	medium	AM + FM	335M	29%
Texas	metro	FM	65M	cash	Mass.	metro	daytime	525M	29%
Correction listing	from Aug. 2 issue	. . . . .			East	medium	daytime	170M	nego

CHAPMAN ASSOCIATES
media brokerage service®

ATLANTA • CHICAGO • DALLAS • DETROIT • NEW YORK • SAN DIEGO
Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

(Continued from page 42)

■ *Syracuse, N.Y.—Educational Television Council of Central New York Inc. Broadcast Bureau granted mod. of CP for FM to change trans.; ant.; ERP 18.5 kw; ant. height 740 ft.; remote control permitted from 512 Old Liverpool Road, Liverpool, N.Y. Action July 28.

■ *WAFR(FM) Durham, N.C.—Broadcast Bureau granted mod. of CP to change trans. location to 336½ East Pettigrew Street., second floor, Durham; change trans. and ant.; make changes in ant. system; ERP 3 kw; ant. height 150 ft.; remote control permitted. Action July 22.

■ KKLS-FM Rapid City, S.D.—Broadcast Bureau granted mod. of CP to change studio location to 2040 West Main St., Rapid City; operate by remote control from proposed studio site; change trans.; change ant.; make changes in ant. system; change TOP; ERP 60 kw; ant. height 360 ft. Action July 26.

■ K08DP, K10EB and K12DH, all Millard county, Utah—Broadcast Bureau granted mod. of CP's for VHF translator stations to extend completion dates to Jan. 27, 1972. Action July 27.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for the following stations: KAMB(FM) Merced, Calif., to Oct. 15; KAPX(FM) San Clemente, Calif., to Oct. 30; KNBA(AM) Vallejo, Calif., to Sept. 15; KPUR-(AM) Amarillo, Tex., to Nov. 1; KYND(FM) Pasadena, Tex., to Dec. 31; WTAE(AM) Pittsburgh, to Jan. 23, 1972; KJAM-FM Madison, S.D., to Oct. 15.

Ownership changes

Actions

■ KLCL-AM-FM Lake Charles, La.—Seeks transfer of control of KPLC Radio Inc. from Harry W. Chesley Jr., Ray Eder and Mary Ann Stein et al. (jointly 100% before, none after) to Perry Broadcasting Co. (none before, 100% after). Consideration: $247,000. Principals of Perry Broadcasting: Perry S. Samuels, president (50%), Mark S. Kesterson (11.5%) et al. Mr. Samuels is vice president of Avco Broadcasting Corp. Mr. Kesterson owns insurance agency. Action July 6.

■ WOBL(AM) Oberlin, Ohio—Broadcast Bureau granted transfer of control of permittee corp. (WOBL Radio Inc.) from Joseph P. Riccardi (100% before, none after) to Harry Wilber (none before, 100% after) for sum not to exceed $26,000. Mr. Wilber is vice president of Bernard Howard & Co.. Chicago, Broadcasting rep firm, and has 50% interest in WTVB(AM) and WANG-FM, both Coldwater, Mich. Action July 16.

■ KTSL(AM) Burnet, Tex.—Broadcast Bureau granted assignment of license from Hill County Broadcasting Corp. to Highland Lakes Broadcasting Co. for $81,500. Sellers: David Rutledge, president, et al. Buyers: Jon B. McDuff (40%), James L. Luther (40%), William G. Anthony (10%) and Myrl E. McDonald (10%). Mr. McDuff is president, director and minority stockholder in Mid-Texas Communications Systems Inc., land-line telephone service company. He is also former mayor of Burnet. Mr. Luther is vice president and minority stockholder of Mid-Texas. Mr. Anthony has 20% interest in Longhorn Caverns Inc., tourist attraction, and is executive assistant to Messrs. McDuff and Luther. Mr. McDonald is entertainer and is manager of KTSL. Action July 9.

CATV

Final actions

■ WHW-63 Waldron, Ark.—Cable Television Bureau granted CP for new community antenna relay station to bring KARK-TV Little Rock. Ark. to CATV at Waldron. Action July 2.

■ WGI-25 Monterey, Calif.—Cable Television Bureau granted CP for new community relay studio to head link station to be used with CATV in Monterey. Action July 2.

■ WGI-21 Venice, Fla.—Cable Television Bureau granted CP for new community antenna relay studio to head-end link station to be used with CATV in Venice. Action July 8.

■ WGI-23 Sullivan and Bloomfield, both Indiana—Cable Television Bureau granted CP for new community antenna relay studio to head-end link station to be used with CATV in Linton, Sullivan and Bloomfield. Action July 8.

■ WDM-28 Mayfield, Ky.—Cable Television Bureau granted license covering permit for new community antenna relay station. Action July 8.

■ WDF-32 Murray, Ky.—Cable Television Bureau granted license covering permit for new community antenna relay station. Action July 8.

■ Miller and Pierre, both South Dakota—TV Signal Co. of Aberdeen. Cable Television Bureau dismissed CP for a new community antenna relay station to bring WTCN-TV Minneapolis to CATV systems at Miller and Pierre. Action July 22.

Get Mr. Maneloveg's name right—he'll be around a while

Herbert D. Maneloveg was working contentedly as president of SFM Media Corp., New York, a leading media-buying service, when he ran into Carl Spielvogel, executive vice president and general manager of McCann-Erickson, on the train from Westchester county to Manhattan last spring.

Mr. Spielvogel, a long-time friend, asked if he could recommend a *special* person to fill a new post to be created at McCann. After Mr. Spielvogel had described the position, Mr. Maneloveg replied: "There's only one person that can fill that job. But I'm sorry, I'm not available."

It turned out that he was. Mr. Maneloveg agreed to join M-E last April as executive vice president and director of media services, with responsibility for media planning, research and buying in New York and all regional offices, as well as supervision over TV programing. In addition, he became a board member of McCann and of the Communications Counselors Network Inc., the independent media-buying service of the Interpublic Group of Companies, of which M-E is the largest operating company.

Mr. Maneloveg's (pronounced man'-luv-egg, not man-oh-loh'-vegg, as he was introduced at a recent advertising conference) one-year term at SFM was not typical of his job tenures: he was with BBDO from 1954 to 1970, climbing up the executive ladder to vice president and director of media and a member of the board of directors. "I enjoyed SFM thoroughly and I found it to be an entirely professional organization," he remarked. "But I could not resist the financial inducement and the challenge posed by my various responsibilities here at McCann. I think outside media services, operated by agency-trained specialists, have a place in our business, but I am also a firm believer in the full-service agency."

Mr. Maneloveg is a tall, trimly built man who stays in shape by golfing and by jogging a few times a week at noon in a mid-Manhattan health club ("it also gets me away from those long lunches," he observed). He is an incisive speaker and writer and has been represented often on the speakers' programs at conventions and seminars and in the pages of various advertising and marketing publications.

"People who don't know Herb may consider him stand-offish at first," a former colleague confided. "But when you get to know him, you find out he's a warm, gracious person. He may not appear to be a dynamo, but actually he's a hard-driving person who can be firm and tough when the situation requires it. He's not a screamer, but he's very effective."

As a youngster growing up in Aliquippa, Pa. (outside Pittsburgh), his ambition was to be a journalist. Mr. Maneloveg completed his undergraduate work at the University of Pittsburgh in 1948 and, still imbued with the spirit of "The Front Page," enrolled at Columbia University's Graduate School of Journalism that fall. To support himself in New York, he took a job in the research department of WOR(AM) there. "But I never finished my master's at Columbia because I couldn't attend full-time," he explains.

Week's Profile

Herbert Donald Maneloveg—executive VP and director of media services, McCann-Erickson, New York; b. Jan. 25, 1925, Aliquippa, Pa.; served in U.S. Army, 1943-1945; B.A., English, University of Pittsburgh, 1948; attended Columbia Graduate School of Journalism, New York, 1948-49; researcher WOR(AM) New York, 1948-50; researcher, Parade *magazine, 1950-52; media buyer, 1952-54; media supervisor, BBDO, 1954-1959; promoted to associate media director, 1959; media director, 1960 and VP and media director, 1960-1970; president SFM Media Service Corp., New York, 1970-71; present appointment April 1971; m. Gloria Golden of Brookline, Mass., 1955; children—Susan, 15; Thomas, 13; Harriet, 5; hobbies —golf, photography, travel.*

"Besides, I was fascinated with research and broadcasting."

He rounded out his research background with a two-year stint at *Parade* magazine in 1950-52 ("I quit because they wouldn't give me a $5 raise," he volunteers). He stumbled accidentally into media when Benton & Bowles, which had hired him as an advertising researcher in 1952, decided on a budget cut for that department on the day he showed up for work. He accepted an offer to join the media department as a buyer.

Two years later Mr. Maneloveg joined BBDO for what proved to be a 16-year tenure, progressing from media supervisor to associate media director, media director and vice president. During those years, he earned a reputation that placed him in the forefront of media specialists.

From his vantage point of three months at McCann, Mr. Maneloveg views his main role as one of building a concept of "money management" in the media sector. He describes this approach as one that will "maximize the work of media dollars and keep the bottom line always in mind."

Mr. Maneloveg says that added emphasis will be placed on the negotiation aspect of media buying, a skill he undoubtedly refined while at SFM, and on patterns of purchasing media that may veer away from the traditional.

"Over the past 10 years, media has tended to play it safe, by buying a bit of this medium and that and by scattering our risks over a number of television series, for example," he says. "In many instances, the best approach could be to bunch your media dollars in one medium or aim your advertising at a smaller portion of the market."

To facilitate the negotiation of media purchases, Mr. Maneloveg intends to overhaul the present structure at McCann, which is built around buying for specific accounts. He will introduce a system of over-all buying operations, with personnel negotiating and buying for all accounts in certain regions.

"The buyer will become a specialist in the region," Mr. Maneloveg pointed out. "He'll know the stations; he'll know the reps, and he'll know the buying opportunities that come up suddenly."

Mr. Maneloveg usually arrives at his office by 8 a.m. and remains until about 6:30 p.m., supervising a staff of 140 in New York and eight regional offices. He confesses that he doesn't have much time to devote to his family or to outside activities. He is a keen student of politics but has no inclination to run for office.

"I don't want to run for president, he said playfully. "Not even for president of McCann-Erickson." But then, he wasn't available last spring either.

Editorials

Bummer from the bench

If the role of radio and television is to correspond to the design that came last week from the U.S. Court of Appeals in Washington, the elaborate broadcasting system of this country will perform no higher service than that of a bicycle and a Western Union messenger. The gloomy details appear elsewhere in this issue. In summary, it may be said that Judge J. Skelly Wright's decision, shared by one colleague and disputed by the other on the three-member court, would corrupt a vital communications force into a passive conduit for paid propaganda.

Judge Wright has decided that the broadcaster violates the First Amendment if he rejects, as a class, all advertising that takes a point of view on controversial issues. Not only that, the justice has decreed that the broadcaster is all but powerless to reject individual advertisements, however objectionable their content. He concedes that the broadcaster may exercise some control over the quantity and placement of editorial advertising, but he qualifies even that concession by assigning to the FCC the responsibility to regulate both.

And how does the broadcaster find himself proscribed by the First Amendment—which was written to proscribe actions by the government? Why, because he is more closely regulated by the government than most other "private" enterprises, according to Judge Wright, and therefore, by inference, subject to the same restraints that are imposed on government.

But there was more. The judge cited with approval a Supreme Court decision endorsing the right of a union to picket a shopping center. Judge Wright read that to mean that the First Amendment protection of free speech moved from public streets downtown to a privately owned shopping center in the suburbs. And he went on from there. "The soap-box orator and the leafleter are becoming almost obsolescent," he wrote; "their Saturday-afternoon audiences have increasingly moved indoors—in front of their television sets."

Captive of government? Custodian of the national soap box? Are these the ultimate roles broadcasting is to play after establishing itself as a primary instrument of journalism?

In a couple of asides Judge Wright acknowledged the journalistic mission and said it would be unaffected by his ruling on advertising. But he also closed his opinion with the observation that the fairness doctrine would, of course, come into play if persons without funds wanted time to argue with positions taken in the paid messages he has said broadcasters must accept. For those persons, broadcasters would have to supply free time.

If this decision were to stand, no broadcaster would escape hopeless enfeeblement. Those who wish to survive as doers instead of carriers will vigorously support the absolutely essential appeals.

From all sides

The campaign-reform bill passed by the Senate last week is not without redeeming features, but it contains enough defects to merit energetic missionary work to prevent its adoption in the same form by the House.

Its two most publicized provisions—repeal of the equal-time law in its application to candidates for all federal offices, a lessening of the discrimination among media in the placement of ceilings on spending—were improvements over earlier versions, though in the best of all worlds both could be better yet. Section 315, the equal-time law, ought to be repealed in its entirety. If ceilings are to be imposed on campaign spending, they ought to be applied to all expenses, not merely to those in a few advertising media.

As the scene of action shifts to the House, broadcasters must intensify their efforts to achieve both of those ideals. Even if compromise is eventually necessary, it ought to be negotiated from a forward position instead of a defensive one. But apart from the fights on those fronts, broadcasters must unite in unyielding opposition to one section of the Senate bill that emerged from the Senate.

That section, to which nobody in the Senate paid much attention last week, would empower the FCC to impose sanctions against any broadcaster for "willful or repeated failure" to provide access to political candidates. With that kind of language in the law, broadcasters would be still a longer step along the road away from journalism and toward the common carrier.

Fleeting fame

What a difference a decade makes.

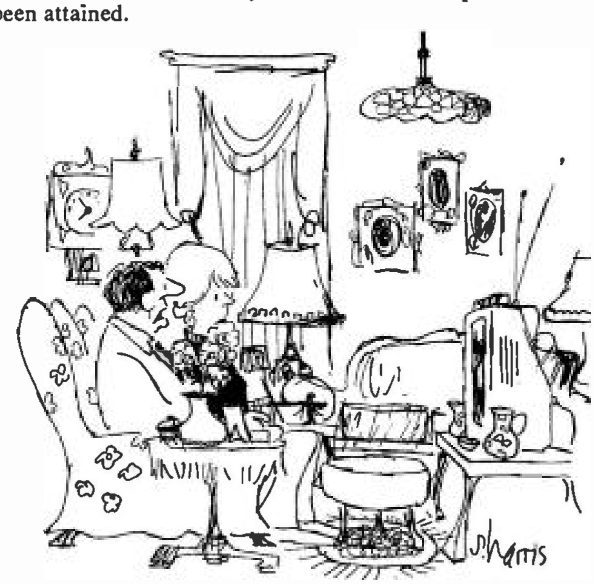
Ten years ago the first U.S. flight in space—suborbital—was just about the biggest story of the century. Two years ago for the first time in all history man set foot on the moon, as the largest worldwide broadcast audience ever recorded sat transfixed.

As this was written, Apollo 15 was in the final phase of what already had become the most successful scientific mission ever undertaken, with all key stages, including the first lift-off of a manned spacecraft from the moon, in full view of television audiences.

By unanimous judgment, the transmissions from the moon were marvels of clarity.

While the full story isn't ready, it is evident that these remarkable feats were being accepted largely as routine. The networks were there, sparing nothing. But what so far had been a sensational scientific mission appeared to have difficulty in becoming the headline story of the week.

In space there evidently is no encore after perfection has been attained.



Drawn for Broadcasting by Sidney Harris

"I miss the clutter."

Location photograph courtesy KTTV Metromedia Television/Channel 11, Los Angeles.