



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

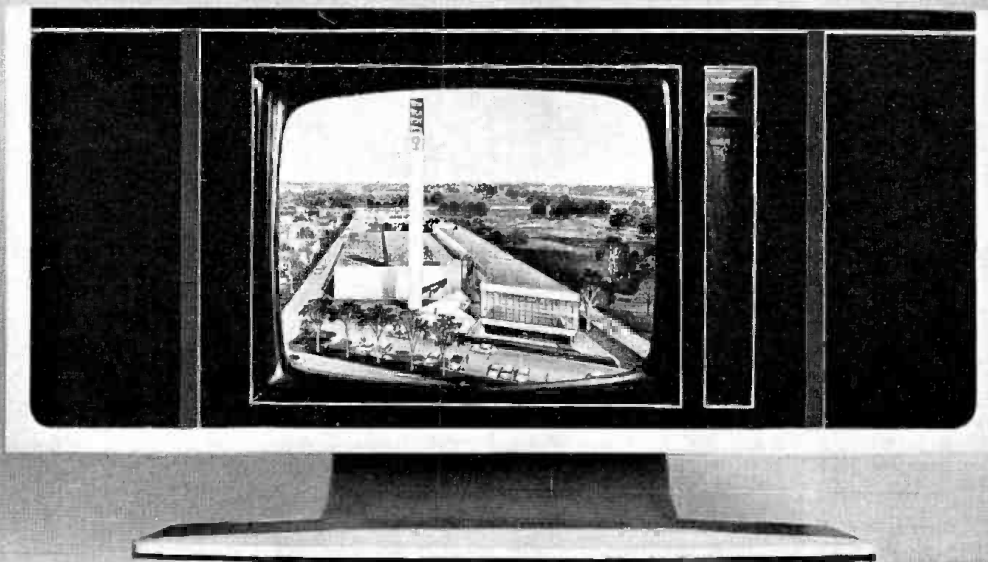
Nov. 8, 1971

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Whitehead's new initiative on cable puts the ball in NCTA's court
Decision time for the TV networks: What goes, what stays for 1972
Simmering probe ready to boil: Children's advertising next for FTC
Special report: Four years later with growing, pained public broadcasting

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KPRC BROADCASTING

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Office of Telecommunications Policy Director Clay T. (Tom) Whitehead is again seeking to break the impasse over the FCC's proposed cable TV rules. He tossed the ball back into the NCTA court for a last-chance compromise. See . . .

Heat's on cable for compromise . . . 16

New prime-time programming on the three major networks has been less than an unqualified success this year. At midseason, network economic realities are forcing a new look at the faltering fare. See . . .

That midseason moment of truth . . . 19

After a week of in-depth analysis of the commercial production process and the impact of the finished product, the FTC turns its spotlight on the currently hot topic of children and television advertising. See . . .

Next at FTC: children and commercials . . . 24

A unique communications medium is put into perspective four years into its modern history. The new life, good times and hard knocks experienced by public broadcasting in its fledgling efforts are examined. See . . .

The story of public broadcasting . . . 30

The National Association of Broadcasters has formulated proposed legislation to combat unlimited challenges to licensees at renewal time. The draft bill, in essence, is the FCC's 1970 renewal policy statement. See . . .

Favoring performance over promise . . . 37

The question of who should bear the expenses of challenges by citizen groups is under consideration by the U.S. Court of Appeals in Washington. Citizen groups want it to be the licensee challenged. See . . .

Criteria for reimbursing the piper? . . . 40

Renewal applications of 17 California stations are being challenged by black, oriental and chicano groups. Three others are negotiating with challengers. It is expected to light fire under FCC revision of renewal policy. See . . .

Catchword in Calif. renewals: minorities . . . 42

Applying the fairness doctrine to television news was hotly debated last week on the public television network series, *The Advocates*. Author of 'The News Twisters,' Edith Efron, argued for, while Theodore Pierson was opposed. See . . .

Equal time for fairness on 'The Advocates' . . . 45

Consumerism, cable television and syndication will highlight the upcoming Broadcasters Promotion Association seminar in Seattle. President Nixon's communications director, Herb Klein, will keynote the meeting. See . . .

Mixed bag for BPA . . . 47

The FCC denied last week, for the first time in its history, the renewal application of a television station on grounds of violation of technical rules. Commission cites a decade-long series of violations. See . . .

It was a bad day at Black Hills . . . 48

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Broadcasting

Nov. 8, 1971; Vol. 81, No. 19
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, \$14.50 a copy; CATV SOURCEBOOK annually, \$8.50 a copy.
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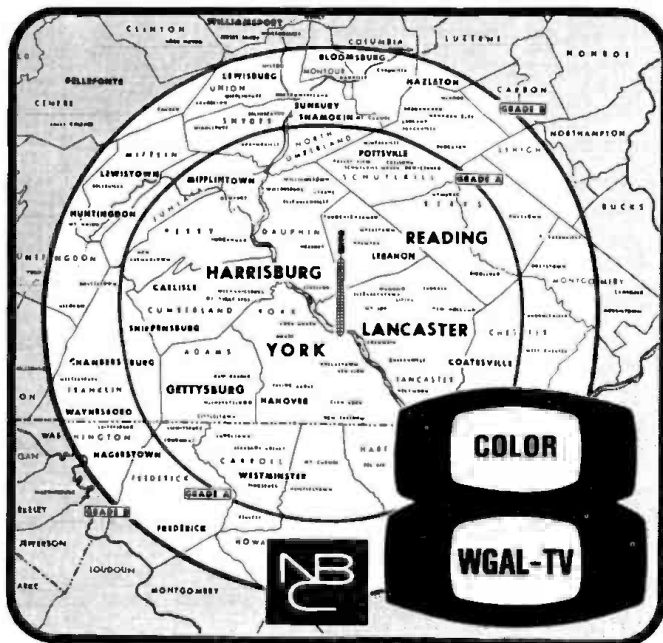
Demonstration by volunteer members of the Manheim Township, Pa., Ambulance Association.



York, Pa., Archers recently returned from competition in York, England.



Bethel No. 8 Drill Team, Job's Daughters, Millersville, Pennsylvania.



The fast-moving daily, half-hour show, "Noonday on Eight," places strong accent on public service. Its resourceful programming and reporting produces features which uniquely match widely varied community needs. This daily presentation is one of the continuing segments of WGAL-TV public affairs telecasting.

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Cable trouble

Before cabinet-level committee report on cable television is submitted to President Nixon about two weeks hence, there's one policy difference to be settled: whether CATV should be licensed, entailing legislation. Clay T. Whitehead, director of Telecommunications Policy and chairman of group, favors non-licensing plan that would deal Congress out, except for approval of copyright procedures that would be agreed to in advance by various parties (see page 16). But others, more media oriented, insist CATV should be regulated under same ground rules governing broadcast media, of which, they contend, CATV is part.

Intensive campaign of CATV interests to get approval of FCC letter of intent is reaching White House as well as Congress. One White House observer said it was evident that campaign to expedite approval of original FCC regulatory plan was prefabricated because substance of some 75 to 100 letters received as of last week contained same misspelling: Cable operators called themselves "puxplexed."

Schildhouse next?

Now that Robert V. Cahill, administrative assistant to FCC Chairman Dean Burch, has resigned to enter private law practice in Washington (BROADCASTING, Nov. 1) are other executive staff resignations likely? Insiders predict Sol Schildhouse, chief of CATV Bureau, will leave by year end, to join Mr. Cahill. It is presumed he desires to button up CATV regulation along lines of compromise he was advocating last week (see page 16) before he takes leave of his present job.

Switch

In reversal of recent roles, A. C. Nielsen Co. is in trouble with local TV broadcasters and American Research Bureau apparently is not. When first Nielsen local-market reports for October arrived late last week, station reps and broadcasters set up immediate howl that important information had been dropped. Biggest complaint was that Monday-Friday averages by half-hour, which formerly extended from sign-on to 7:30 NYT and from 11 p.m. to sign-off, now stop at 3:30. Thus only by laborious calculations in other sections of report could they ascertain average homes and shares for, say, 6 p.m. news—or for any other local program after 3:30. Reps also protest they were not

told change was coming, so had no chance to oppose it—which they immediately started to do. Nielsen authorities say cut-off was "oversight" that "will be corrected," as early as November reports if possible.

ARB, frequently under fire in recent years, owes its unaccustomed place outside of target area to number of factors. Most recent is viewing levels in ARB October reports that appeared last week. Broadcasters have long contended ARB viewing estimates are much too low. In those received last week, figures were consistently and often dramatically up from October 1970. ARB authorities said analysis of first 20 reports showed that, on 9 a.m.-to-midnight basis, homes-using-TV levels were up by average of 10%. Broadcast sources offered some individual market examples: Also on 9 a.m.-midnight basis, Pittsburgh was said to be up 16% in homes viewing, 25% in people viewing; Chicago, up 9% and 12% respectively; San Francisco up 8% and 12%; Los Angeles up 3% and 5%, Philadelphia up 25% and 37% and Boston up 20% and 26%. In addition, reports for last of 33 October markets are due out by today (Nov. 15), ahead of usual delivery dates, thereby removing another frequent source of complaint.

Rilly big shew

Sullivan Productions, New York, headed by Ed Sullivan, is reported to have completed pilot of new half-hour country-music and pop series, *The Lynn Anderson Show*, starring country artists. Series is being produced in Nashville in association with Show Biz Inc. of that city, which will handle syndication for start on stations early next year. Since demise of *Ed Sullivan Show* on CBS-TV at end of 1970-71 season, production company has concentrated on producing series of six one-hour specials for CBS-TV and developing various syndicated and network properties.

Hang-up

McGraw-Hill Inc. is facing more complicated task in clearing away citizen-group opposition to its purchase of five Time Inc. TV stations than was faced by Capital Cities Broadcasting Corp. when it bought three Triangle Publications television properties. Chicano groups are said to be concerned primarily about regulatory issues raised in petition to FCC to deny sales—alleged concentration of control of media and conflict of interest, among them.

Capcities negotiated its way out of trouble with elaborate commitment that included promise to devote \$1 million to local minority-interest programming at three stations over three-year period (BROADCASTING, March 1). And McGraw-Hill within last two weeks has submitted proposal to groups in five cities reportedly containing jobs-and-programming commitment. But there is no response to question as to how regulatory issues might be resolved. As result, there is some doubt groups will accept proposals.

Expert on the bench

Interesting sidelight to recent court cases involving Teleprompter Corp., New York, largest cable-TV system: Judge Constance Baker Motley of U.S. Southern District Court in New York sat on Board of Estimate of New York City Council (as borough president of Manhattan) in December 1965 when Teleprompter's original application for two-year franchise in New York was unanimously approved. Later appointed to federal court, Mrs. Motley was judge in both recent cases involving Teleprompter: CBS's civil suit against the cable-TV company for alleged copyright infringement (her decision is expected some time after Nov. 15) and criminal trial in which jury convicted Teleprompter Chairman Irving B. Kahn of conspiracy, bribery and perjury, and Teleprompter of conspiracy and bribery (BROADCASTING, Oct. 25).

Writing the score

Although specifics remain to be worked out, All-Industry Radio Music License Committee plans to seek both lower rate and new form of rate calculation in upcoming negotiations with American Society of Composers, Authors and Publishers. Under current licenses, which expire next Feb. 29, radio stations pay 2% of time sales (after specified deductions), plus sustaining fee, for their use of ASCAP music. New rate they will seek has not been decided, but it's almost certain to represent substantial reduction since Broadcast Music Inc.'s rate is 1.5% (with no sustaining fee) and broadcasters insist they use much more BMI music than ASCAP music. Committee also wants stairstep formula under which stations would pay at one rate on sales up to some specified base and at lower rate on sales above that, a la TV stations' current ASCAP contract.

Armistice Day on cable November 11?

Parties under Thursday deadline to go, no go on Whitehead plan

Crunch on cable-television regulation was set for this week in round of emergency preparations taken last Friday. At prodding of Clay T. Whitehead, director of Office of Telecommunications Policy, who is mediating new attempt at compromise (see page 16), broadcasters and cable operators called special meetings to take action no later than Thursday night, Nov. 11, deadline Mr. Whitehead imposed.

National Association of Broadcasters summoned its radio and television boards to Royal Orleans hotel, New Orleans, on Wednesday morning, Nov. 10. Earlier, National Cable Television Association had called its board to Washington meeting at same time. Still another board—that of Association of Maximum Service Telecasters—is to meet in Atlanta on morning of Mr. Whitehead's deadline. Purpose of all three meetings is to take position on compromise regulation submitted by Mr. Whitehead (see text, page 16). Word given to all parties was that terms were nonnegotiable. "We take it or leave it," one broadcast representative said. He added, however, that there was no prohibition against later bilateral adjustments of specific features of proposed plan if broadcasters and cable operators could agree on them.

Reaction was mixed late Friday after all three disputants—copyright owners, cable operators and broadcasters—had been presented with Whitehead plan. Though no broadcast leaders would comment publicly, it was understood that some felt compromise was possible. One highly placed broadcast official gave it "better than a 50-50 chance."

Broadcast representatives were last to meet with Mr. Whitehead. On Friday morning three-man committee that had negotiated earlier with FCC Chairman Dean Burch on stiffer set of cable proposals were given new plan at meeting in Mr. Whitehead's office. Attending were Vincent T. Wasilewski, NAB president; A. Louis Read (WDSU-TV New Orleans), chairman of NAB television board, and Jack Harris (KPRC-TV Houston), president of Association of Maximum Service Telecasters. Cable and copyright officials had met with Mr. Whitehead earlier in week.

Reaction among cable interests was also mixed, but less concealed. Attempt at compromise was dominant subject at convention of California Com-

Freeze in the thaw?

Although parties to dispute over FCC's proposed rules have not yet analyzed compromise plan in detail, some CATV sources see at least one new element as possible sticking point, from their point of view—provision in proposed copyright legislation dealing with compulsory licenses. Section says such licenses would be granted for all local signals and in addition for distant ones "authorized under the FCC's initial package and those grandfathered when the initial package goes into effect." In view of CATV industry sources, this would effectively freeze number of distant signals systems could carry.

munity Television Association convention that happened to be going on at time. Some cable operators took hard line.

Leon Papernow, executive vice president of Cypress Communications Corp., Los Angeles, urged convention to "push the panic button" and mount "massive demonstration" in Washington. There were those who urged more moderate course. Bruce Lovett, chairman of NCTA legislative-action committee, urged resistance, but not of type Mr. Papernow proposed. Mr. Lovett said concessions were being forced upon cable industry for lack of political muscle.

Robert V. Cahill, who recently resigned as administrative assistant to FCC Chairman Burch to enter private law practice, urged California convention to accept compromise, for which he said Mr. Burch "is struggling mightily." Mr. Cahill told cable operators new plan was not ideal for CATV but was "the only ball game in town."

Spokesman for Office of Telecommunications Policy said last Friday that Mr. Whitehead had asked for report from various parties by Thursday in hope he could in turn report on Friday to Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee. Senator Pastore has asked for White House comments on FCC's intended regulation. It is in Senator Pastore's subcommittee that dispute will land if compromise is rejected.

Spokesman said OTP was "optimistic" about prospects of agreement.

Pressure in print

Group of state cable associations, led by Ohio group, were placing "letter to President Nixon" in major newspapers late last week, calling for implementation of FCC's letter of intent without further delay. Letter appeared in *New York Times*, *Washington Post* and *Wall Street Journal*; listed sponsors were associations in Ohio, New England, New Jersey, Illinois-Indiana, North Carolina, Florida and Louisiana, as well as presidents of Pennsylvania, Michigan and Tennessee groups.

Who's afraid of intimidation?

Democratic National Chairman Lawrence F. O'Brien has accused Nixon administration of using broadcast and print media as "whipping boy" to explain away administration's "division, discord and ineptness."

In speech prepared for delivery Sunday (Nov. 7) in Newport, R.I., before Society of New England Editors, Mr. O'Brien said administration is trying to eliminate bad news about itself by attacking and intimidating media.

Scare tactics used, he said, include directing FCC to obtain from networks transcripts of commentaries on presidential speech about Vietnam; recommending (through Office of Telecommunications Policy Director Clay T. Whitehead) abolition of FCC's fairness doctrine, and trying to subpoena film clips of CBS-TV's program dealing with Black Panthers.

And, he added, "while clubbing the media with one hand, this administration is doing everything in its power to change the face of the news in hopes the press will swallow it as prescribed."

Mr. O'Brien accused administration of trying to subvert letter and spirit of First Amendment. He referred to report issued last September by American Civil Liberties Union which said there is subtle tendency for press to engage in self-censorship in effort to avoid criticism (BROADCASTING, Oct. 4).

Big question, little answer

Federal Trade Commissioner Mary Gardiner Jones zeroed in Friday (Nov. 5) on one of predominant themes of that agency's current hearings on modern advertising practices: Do present-day techniques, aimed at emotions of consumer, exploit him?

She put questions along those lines to Dr. Bruce John Morrison, experimental psychologist of Miami Univer-

sity, Oxford, Ohio. Dr. Morrison, whose principal testimony dealt with use of sexual themes in advertising, said he couldn't answer Miss Jones because not enough tests have been undertaken.

Dr. Morrison vigorously questioned validity of much research done by advertisers and agencies; they are done under supervision of clinical psychologists, he declared, who are not trained for purpose. This is field for experimental psychologists, he said. (See story page 24.)

CPB volleys back at Whitehead

Corporation for Public Broadcasting, responding to administration's assault on growth pattern of noncommercial media, says legislative goals set by Public Broadcasting Act are being realized even though "the government has never delivered on its promise of financing."

In document mailed to stations Friday (Nov. 5), CPB took issue with conclusions of Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy, who in speech last month to National Association of Educational Broadcasters convention charged public broadcasting with betraying goals set forth in Carnegie Commission report and Public Broadcasting Act (BROADCASTING, Oct. 25).

CPB said Mr. Whitehead misunderstood structure and purposes of Public Broadcasting Service and National Public Affairs Center for Television; mistakenly charged that public broadcasters are "hooked on the ratings" and program for elite, and took "cheap shots" at Ford Foundation. Moreover, CPB said, he wrongly implied "that the corporation should be carrying out all the principles and mandates of the Public Broadcasting Act and the Carnegie Commission even while appropriations are at half their proper level and even though the act and the commission report by no means agree on all points."

It was noted that commission report proposed vastly greater funding than CPB has so far acquired, even though it directed attention only to TV. Public Broadcasting Act broadened mandate to include radio, added instructional responsibilities, and rejected Carnegie idea that Department of Health, Education and Welfare should provide general station support.

CPB enclosed chart showing how Carnegie proposals had been altered by law and implemented by CPB. But, it added, "the real question is not how to respond to Mr. Whitehead" but how to obtain permanent financing. And although OTP director said "in straightforward political language" that administration would reject permanent financ-

ing until public broadcasting conforms to its expectations, CPB said, public broadcasters must not yield. To do so, it said, would be conclusive evidence that "we can be had."

Another figure in public broadcasting who made his case late last week was Jim Karayn, vice president and general manager of National Public Affairs Center for Television. In information sent to stations and in letter to Mr. Whitehead himself, Mr. Karayn said administration and some in press have leaped to erroneous conclusion that NPACT will do nightly news show (it will be weekly); that it will compete with networks, and that it will be public broadcasting's only source of public-affairs material. NPACT, he told stations, will "widen your choice of national public-affairs programs" rather than result in centralization or in replacement of existing programs.

Damned spot out

Despite off-year nature of last Tuesday's (Nov. 2) elections, FCC was, as usual, forum for complaints arising from alleged violations in connection with campaign spots. Most conspicuous so far was filed by Buffalo Mayor Frank Sedita against four of that city's TV stations.

Mr. Sedita demanded removal by WGR-TV, WBEN-TV, WKBW-TV and WUTY-TV of commercial played by opponent Edward Regan. Spot reportedly showed Sedita campaign poster on vacant building with obscene word scrawled under Mr. Sedita's name. Incumbent called commercial "heinous affront to public decency" and "vicious slander."

All four stations removed spot from air immediately, saying questioned segment appeared only momentarily and was so well camouflaged that they had missed it in pre-screening.

Mr. Sedita lost election by 70,000 votes.

Blair profits sag

John Blair & Co. last week reported net earnings for first nine months of 1971 decreased 32% while revenues dipped 2% from the corresponding 1970 period. Firm said similar declines appeared in the third quarter. Drop in that quarter was attributed to broadcasting-representative and graphics divisions. It was said decline in rep earning was due to 8% decrease in commissions, caused by reduced advertising expenditures. Blair's sales in the 1971 nine-month period amounted to \$36,369,000 and commissions earned totaled \$10,454,000 compared to \$36,503,000 and \$10,912,00 in 1970.

For nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.70	\$ 1.02
Revenues	46,980,000	47,731,000
Net earnings	1,805,000	2,648,000

It's week seven, it's CBS in front

CBS-TV was back in ratings lead—at least in Nielsen multinetwide-area reports—as of Friday (Nov. 5). In MNA for week ended Oct. 31, seventh in new season, CBS was at 19.4, ABC at 18.8 and NBC at 18.1. (For latest fast Nielsen report, see page 20.)

But CBS cornered only one night of week, Saturday, while ABC took Monday, Tuesday and Sunday, and NBC landed Wednesday, Thursday and Friday.

Among new entries, "Columbo" segment of *NBC Mystery Movie* trilogy scored fifth; CBS's *Cannon* was 12th; ABC's *Longstreet* was 14th; CBS's *Funny Face* was 16th; CBS's *Dick Van Dyke* was 21st; NBC's *Night Gallery* took 24th position; ABC's *Owen Marshall* had 31st spot and CBS's *Cade's County* was 34th.

Also in MNA's: ABC's *Monday Night Football* scored 18th in tie with ABC's *Movie of the Week*; CBS's new movie slot on Sunday rated 15th and ABC's new *Movie of the Weekend* 36th. ABC's *Sunday Movie* was tops in feature films, scoring eighth.

Top-10 list had what are now familiar show title and rankings: *Marcus Welby* (ABC), *Flip Wilson* (NBC), *All in the Family* (CBS), *Mannix* (CBS), *Mystery Movie* (NBC), *FBI* (ABC) and *Disney World Special* (NBC) in tie; *ABC Sunday Movie*, *Hawaii Five-O* (CBS) and *Laugh-In* (NBC).

One if by day

NBC research reports that for first time since 1962, NBC-TV was leading daytime network 10 a.m.-4:30 p.m. during week of Oct. 18-22 ("Closed Circuit," Oct. 11). NBC said national television index ratings for period show network averaged 7.4 rating, edging out CBS-TV, perennial daytime leader, which posted 7.2 rating, and ABC-TV, at 6.6.

Shake-up at Filmways

Richard L. Bloch, West Coast real-estate developer and president of Phoenix Suns professional basketball team, has been elected chairman and chief executive of Filmways Inc., New York. He succeeds Martin Ransohoff, who steps down to post of president in move that company says will allow Mr. Ransohoff to concentrate on motion-picture and television production. Mr. Ransohoff's downward move to president put Richard St. Johns out of that slot and into that of executive vice president, post held by Alfred di Scipio, who resigned. Filmways has been plagued financially by losses in recent quarters and has been closing unsuccessful operations.

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Datebook © A calendar of important meetings and events in communications

This week

Nov. 8—New deadline for filing reply comments in FCC rulemaking proceeding on regulating a new restricted radiation device which produces an RF carrier modulated by a TV signal (Doc. 19281).

Nov. 9—*American Advertising Federation Public Policy Forum*. AAF President Howard Bell and Executive Vice President Joe Gittlitz will appear in discussion of major issues facing advertising industry. Century Plaza hotel, Los Angeles.

Nov. 9-12—*Federal Trade Commission* hearings on advertising continue. Subject of this three-day segment is children's advertising. Among those appearing will be Evelyn Sarson, Action for Children's Television. Room 532, FTC building, Washington.

Nov. 9-10—Eastern marketing conference, sponsored by *Grocery Manufacturers of America*. Educational and socio-economic trends, their implications and role that have given rise to "new consumer" will be treated. Speakers will include: Daniel P. Moynihan, former special adviser to President Nixon; former Representative Richard L. Ottinger; Clarence G. Adamy, president of National Association of Food Chains; Terrance Hanold, commissioner of Food and Drug Administration; Gerald E. Peck, executive VP, National American Wholesale Grocers Association; Esther Peterson, consumer adviser, Giant Food chain, and John Phillips, president of RJR Foods. Waldorf-Astoria hotel, New York.

Nov. 10—Wavemaker luncheon with Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy. Broadcasters Club, Washington.

Nov. 11—12th annual distinguished awards banquet of University of Southern California School of Journalism. CBS among those to be honored.

Nov. 10-13—62d anniversary convention, *Sigma Delta Chi*. Statler Hilton, Washington.

Nov. 11-12—Regional meeting, *National Association of Broadcasters*. Sands hotel, Las Vegas.

Nov. 11-14—Sixth annual *Radio Program Conference*. Roosevelt hotel, New Orleans. FCC Commissioner Robert Wells will deliver opening address on Nov. 12.

Nov. 12-14—Meeting, board of directors, *American Women in Radio and Television*. Stardust hotel, Las Vegas.

Nov. 14-17—Seminar, sponsored by *Broadcasters Promotion Association*. Membership meeting on Nov. 16. Washington Plaza hotel, Seattle.

Nov. 14-15—Regional meeting, *National Association of Broadcasters*. Brown Palace hotel, Denver.

Also in November

Nov. 15-16—Annual conference, *Advertising Research Foundation*. New York Hilton, New York.

Nov. 16-17—Regional meeting, *National Association of Broadcasters*. Fairmont hotel, Dallas. Clay T. (Tom) Whitehead, director, Office of Telecommunications Policy, will speak.

Nov. 17—Freedom of expression discussion sponsored by school of communication, *Boston University*. Featured speaker will be Dr. Frank Stanton, president of CBS, who will discuss freedom of expression in broadcast field. Law school auditorium, BU, Boston.

Nov. 18—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Waldorf-Astoria, New York.

Nov. 18—Annual Southeastern Radio Day, sponsored by *Georgia Association of Broadcasters*. Featured speakers will be Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., chairman of board, National Association of Broadcasters; William B. Ray, FCC; John Summers, NAB. Regency Hyatt house, Atlanta.

Nov. 19—*Pulse Man of the Year* award to be presented to Thomas B. Adams at luncheon meeting of Detroit Adcraft. Statler Hilton, Detroit.

Nov. 19—Presentation of TV Pioneer Award, "Golden Mike," to Steve Allen at luncheon meeting of *Pacific Pioneer Broadcasters*. Sportsmen's lodge, North Hollywood, Calif.

Nov. 19—FM Day, sponsored by *Georgia Association of Broadcasters*. Regency Hyatt House, Atlanta.

Nov. 24—Deadline for filing comments on FCC's inquiry into fairness doctrine, phase regarding "access generally to the broadcast media for the discussion of public issues."

Nov. 30-Dec. 2—Seminar on lighting, sponsored

by *Professional Education Division of Kliegel Bros.*, Long Island City, N.Y., designed to cover aiming and focusing lights, controlling light intensity, and applications of lighting to various program needs. Cost per participant is \$250 and registration is limited to 25 students. Other seminars are anticipated. Details from Kliegel Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101. Initial seminar will be conducted at KATV(TV) Little Rock, Ark.

December

Dec. 3—Fall meeting, *Arizona Association of Broadcasters*, Mountain Shadows, Scottsdale.

Dec. 9-10—Winter meeting, TV Code Review Board of *National Association of Broadcasters*. Arizona Biltmore hotel, Phoenix.

Dec. 10—Deadline for entries, *International Broadcasting Awards*. Awards to be made March 21, 1972, in Los Angeles.

Dec. 10—New deadline for filing comments in FCC inquiry into handling of public issues under fairness doctrine, phase regarding "access generally to the broadcast media for the discussion of public issues" (Doc. 19260).

Dec. 15—Christmas Benefit, sponsored by *International Radio and Television Society*. Waldorf-Astoria, New York.

January 1972

Jan. 7-9—Midwinter conference, *Florida Association of Broadcasters*. Silver Springs Shores, Fla.

Jan. 14-16—Meeting, board of trustees, *Educational Foundation of American Women in Radio and Television*. Holiday Inn, Hollywood.

Jan. 17-21—Winter meeting, TV and radio boards and joint board, *National Association of Broadcasters*. Marco Beach hotel, Marco Island, Fla.

Jan. 23-26, 1972—*National Religious Broadcasters* 29th annual convention. Washington Hilton hotel, Washington.

Jan. 24—Deadline for filing comments in FCC's inquiry into fairness doctrine, phase regarding "application of the fairness doctrine to political broadcasts."

February 1972

Feb. 8-11—Ninth conference, *National Association of Television Program Executives* exploring FCC's prime-time access rule effects, barter, first-run syndication, minority programming, children's shows, ratings, next season's programs and local innovations. Fairmont hotel, San Francisco.

March 1972

March 3-5—Meeting, board of directors, *American Women in Radio and Television*. Americana Bal Harbour, Miami Beach.

March 21—*International Broadcasting Awards*, Century Plaza Hotel, Los Angeles.

March 9-10—Spring convention, *Arkansas Broadcasters Association*. Sheraton hotel, Little Rock.

April 1972

April 9-12—Annual convention of *National Association of Broadcasters*. Conrad Hilton hotel, Chicago.

April 15-18—Convention, *Southern Cable Television Association*. Location to be announced, Myrtle Beach, S.C.

Major meeting dates in '71 and '72

Nov. 9-11—Annual convention, *Television Bureau of Advertising*. Continental Plaza hotel, Chicago.

Nov. 14-17—Seminar, sponsored by *Broadcasters Promotion Association*. Membership meeting on Nov. 16. Washington Plaza hotel, Seattle.

April 9-12, 1972—Annual convention, *National Association of Broadcasters*. Conrad Hilton hotel, Chicago.

May 4-7, 1972—Annual convention, *American Women in Radio and Television*. Stardust hotel, Las Vegas.

"THE NEW ZOO REVUE"

**THE FIRST CHILDREN'S
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ENTERTAINMENT IN A
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Yen for yesteryear (cont'd)

EDITOR: I have just finished reading the 40th anniversary issue and needless to say I enjoyed it immensely. I offer my heartiest congratulations and once again say that I believe yours is by far the best trade magazine I have ever read.—*R. M. Fairbanks, president, Fairbanks Broadcasting Co., Indianapolis.*

EDITOR: You have been great for the industry for all 40 years.—*Thomas S. Murphy, chairman and president, Capital Cities Broadcasting Corp., New York.*

EDITOR: Congratulations on your great 40th anniversary issue. We read and relished every article.—*Robert Ferguson, WTRF-TV Wheeling, W. Va.*

EDITOR: My heartiest congratulations to you and yours on this big [40th] anniversary for BROADCASTING. I have relied on you for 35 years myself and have always regarded BROADCASTING as one of the monuments of the industry. May you and the magazine you founded have many more years of health and prosperity.—*Elliott M. Sanger, New York.*

EDITOR: I, like many in our industry, have developed the "must-read-BROADCASTING-on-Monday-habit" over many years. Then came your 40th anniversary issue of Oct. 18! Truly an enjoyable and delightful reading experience. The nostalgia was marvelous minus syrupy sentiment. The personal reflections of industry leaders provided a warm and human touch which exemplifies BROADCASTING's people-to-people orientation. Congratulations on providing this high caliber of journalism to the trustees of the "Fifth Estate" during these past 40 years.—*Andrew C. Erish, director of advertising and promotion, ABC Radio Stations, New York.*

Noteworthy nuance

EDITOR: An article in BROADCASTING [Nov. 1] dealing with a challenge by a number of Denver citizen groups and individuals to KBTR(AM)'s proposed transfer and abandonment of its all-news format, characterized those groups as "under the sponsorship of Media Access Project, Washington. . . ." This is inaccurate. At the request of public groups and individuals, like the Denver petitioners, Media Access Project will provide legal representation before regulatory agencies and the courts. However, Media Access Project "sponsors" no litigation or public organizations to engage in litigation.—*Thomas R. Asher, execu-*

tive director, Media Access Project, Washington.

(Mr. Asher describes the Media Access Project as a "one-man public-interest law firm," much in the vein of the Stern Community Law Firm and Citizens Communications Center. In fact, he shares office space and "some expenses" with the latter, describing himself as a "sub-tenant" of Albert H. Kramer, Citizens' director. Mr. Asher organized the project last August and has since filed comments in the first phase of the FCC's inquiry into the fairness doctrine. He is also, independently, providing counsel for Business Executives Move for Peace, proponents of a controversial fairness case that now seems destined for the Supreme Court. The project will not dedicate itself solely to public-sector involvement in broadcast matters. Mr. Asher says; it also will deal with the access issue as it applies to all communications media. It is, for instance, currently providing legal counsel for an abortion referral service seeking to place ads on busses.)

Nixon scores again

EDITOR: The second smartest thing President Nixon ever did was to appoint Clay T. Whitehead as director of the Office of Telecommunications Policy. Let us praise the Lord!—*Frank E. Pellegrin, WROL(AM) Knoxville, Tenn., WFGA-TV Jacksonville, Fla.*

(Readers who are curious about the first smart thing Mr. Nixon did will have to contact Mr. Pellegrin.)

Wrong pew

EDITOR: In your Oct. 25 story "Debating Advertising and Children's TV," Ron Powers is identified as the TV critic for the *Chicago Tribune*. Mr. Powers is a fine reporter, a writer of unusual competence, a gifted wit, a prince of a fellow and the TV critic for the *Chicago Sun-Times*. There are a good many prime-evening times when I wish Mr. Powers were the *Tribune* critic, but wishing doesn't make it so.—*Clarence Petersen, TV critic, The Chicago Tribune.*

Wrong town

EDITOR: As much as we would like to have him join us in Los Angeles, James A. Brown Jr. will continue to operate out of San Francisco and not from Golden West Broadcasters' Los Angeles headquarters, as your recently published note on his new position states.—*John Asher, Golden West Broadcasters, Los Angeles.*

(Mr. Brown has been named VP for new business development for Golden West.)

Worth repeating

EDITOR: I read with interest Don Cunningham's "Monday Memo" in the Oct. 25 issue. May we have permission to reprint the article and distribute it to advertising people in our area?—*Bill Logan, promotion director, WAVE-AM-TV Louisville, Ky.*

(Permission granted.)

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

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OTR NEWS!

26 Half-hours in color

THIS IS ONLY PART OF THE STORY:

STATION	MARKET	REPRESENTATIVE	NETWORK AFFILIATION	ON THE AIR
WCBS-TV	New York, N.Y.	CBS Television Stations National Sales	CBS	Yes
KNXT	Los Angeles, Calif.	CBS Television Stations National Sales	CBS	Yes
WBBM-TV	Chicago, Ill.	CBS Television Stations National Sales	CBS	Yes
WCAU-TV	Philadelphia, Pa.	CBS Television Stations National Sales	CBS	Yes
WWJ-TV	Detroit, Mich.	Peters, Griffin, Woodward, Inc.	NBC	Yes
WCVB-TV	Boston, Mass.	Harrington, Righter & Parsons, Inc.		*
WJW-TV	Cleveland, Ohio	Storer Television Sales, Inc.	CBS	Yes
WMAL-TV	Washington, D.C.	Edward Petry & Co., Inc.	ABC	*
KDKA-TV	Pittsburgh, Pa.	Television Advertising Representatives, Inc.	CBS	*
KMOX-TV	St. Louis, Mo.	CBS Television Stations National Sales	CBS	Yes
KSTP-TV	Minneapolis-St. Paul, Minn.	Edward Petry & Co., Inc.	CBS	Yes
WBAL-TV	Baltimore, Md.	TeleRep	NBC	Yes
WLWI-TV	Indianapolis, Ind.	Avco Television Sales	ABC	Yes
WHNB-TV	Hartford, Conn.	Adam Young, Inc.	NBC	Yes
KIRO-TV	Seattle, Wash.	Peters, Griffin, Woodward, Inc.	CBS	Yes
WCKT	Miami, Florida	Harrington, Righter & Parsons, Inc.	NBC	Yes
KCMO-TV	Kansas City, Mo.	Blair Television	CBS	*
KGW-TV	Portland, Ore.	Blair Television	NBC	Yes
WTEV	Providence, R.I.	The Meeker Company	ABC	Yes
WHEN-TV	Syracuse, N.Y.	Katz Television	CBS	*
WHAS-TV	Louisville, Ky.	Harrington, Righter & Parsons, Inc.	CBS	Yes
WAVY-TV	Norfolk, Va.	Blair Television	NBC	*
KTAR-TV	Phoenix, Arizona	Avery-Knodel, Inc.	NBC	Yes
WLOS-TV	Greenville/Asheville, N.C.	Peters, Griffin, Woodward, Inc.	ABC	Yes
KARD-TV	Wichita, Kansas	TeleRep	NBC	Yes
KUTV	Salt Lake City, Utah	RKO Television Representatives, Inc.	NBC	Yes
WDAU-TV	Wilkes Barre-Scranton, Pa.	H-R Television, Inc.	CBS	Yes
WNEM-TV	Saginaw, Mich.	Katz Television	NBC	*
WOW-TV	Omaha, Neb.	Katz Television	CBS	*
WDBJ-TV	Roanoke, Va.	Peters, Griffin, Woodward, Inc.	CBS	*
WCSH-TV	Portland, Me.	Katz Television	NBC	Yes
KHQ-TV	Spokane, Wash.	Katz Television	NBC	*
WAAY-TV	Huntsville, Ala.	Adam Young, Inc.	NBC	*
WCAX-TV	Burlington, Vt.	Avery-Knodel, Inc.	CBS	*
KMEG-TV	Sioux City, Iowa	Avery-Knodel, Inc.	CBS	Yes
WLBZ-TV	Bangor, Me.	Katz Television	NBC	Yes
KLAS-TV	Las Vegas, Nev.	Edward Petry & Co., Inc.	CBS	Yes
KBLU-TV	Yuma, Ariz.	Avery-Knodel, Inc.	NBC	*

*—Scheduled for January start

ASK YOUR REP!



New technology for an 'old' problem

Every so often new terminology enters the vernacular of broadcasting—usually the result of either new problems or new opportunities. This year the phrase is "slow pay"—"slow payers" being advertising agencies that do not pay bills from television stations as fast as those stations would like them to.

In this case the problem itself is not a new one—it's that the media are becoming more vocal about it. The noise level surrounding slow pay has increased to the point where publicity is being released listing agencies which are major offenders, and some stations are threatening to tack interest onto overdue bills.

If the sound and the fury would decrease a few decibels, maybe the solution would be more evident. Anyone with even a moderate knowledge of spot-television buying-and-selling operations knows that difficulties in bill paying are an outgrowth of the inherent complexity of the spot-TV business—particularly as it relates to the communication and paperwork process among buyer, seller and station.

And in recent years, that complexity has helped spawn the development of outside buying services, electronic monitoring systems and firms specializing in computerized post-buying analysis, as well as the development of standardized availability forms, contracts, invoices and billing cycles.

But from our point of view at Benton & Bowles, the single, most effective tool in gaining control of spot television—from buying to bill paying—has been the development of mechanized data processing to the point where it helps buyer and seller alike. Several years ago, we determined that a key factor in maintaining control of spot-TV operations must be a sophisticated and flexible on-line computer system. And this system should be backed up with a long-range program of systems development that would mechanize all aspects of spot TV that, in fact, are mechanically oriented while providing more time and tools for the buyer to use in making effective purchases.

With all this in mind, the "console spot buying system" and a three-phase systems-development program were set up. CSBS was so named because the instrument of communication with the computer is a remote keyboard console

equipped with a cathode-tube readback screen.

At present CSBS is fulfilling all of the goals that we initially established, and it has become an effective tool for the buyer. In brief, it works like this:

- The buyer enters spots available and their costs into the system.

- The computer calculates audience based on ratings data bank and automatically adjusts levels for the season, calculates demographic efficiencies and provides a report showing the efficiency rank of each spot among the total.

- The buyer uses the ranking report in negotiating his final purchase. He then recalls appropriate spots, amending data as necessary, e.g., costs, and enters them into the system.

- Within 24 hours, the computer returns print-out of what was purchased, with all necessary summary data while retaining purchase data in the memory bank for later reconciliation with billing.

While the above is an oversimplification of the process, it nonetheless points up the speed and efficiency of the system. CSBS is also flexible enough to accommodate schedule changes, post evaluations as later audience data becomes available, and special reports related to the analysis of each schedule. In short, it has allowed us to gain control of those aspects of spot television that are within our capability to control and it has paved the way for future applications—film trafficking, talent payment, etc.

From the station's point of view, CSBS allows us to process billings faster and more accurately than ever before—resulting in more prompt bill payment.

We are still confronted with the problem of stations running advertising on a basis other than what was ordered, and even when there is early determination of this the response time of the station and its representative in reconciling these problems often leaves something to be desired.

In our judgment, much of the complexity inherent in spot television could be alleviated by applying the same type of systems approach. Benton & Bowles believes there are phases of station and representative operations that are basically mechanical and have nothing to do with the use of experienced, professional judgment or salesmanship. What is required is to identify these operations and develop up-to-date systems for handling them. These systems must at the same time be consistent from station to station and from representative to representative. As it was in our own case, the goal should be to simplify and streamline the overburdening paperwork process that is so much at the heart of the slow-pay problem so that paperwork does not get in the way of effective advertising placement. But the solution is not a one-way street. The same type of effort is required at the station and representative level.

We think it is appropriate for stations and their representatives to spend less time with punitive thinking—like lists of slow-pay offenders and interest penalties—and more time with positive thinking in the areas of streamlined, efficient and timely systems of communication. In our judgment, that would be one very large step toward eliminating "slow pay" from the industry lexicon.



George Simko has devoted 18 years to advertising, seven and a half of them with Kenyon & Eckhardt and the balance with Benton & Bowles. He joined Benton & Bowles in 1960 as a media buyer and progressed to assistant media director, vice president and group head, vice president and manager of the media department, and this September he was named senior vice president and director of media management. He is a panel member of the Advanced Media Concepts Seminar conducted by the International Radio and Television Society.

**Our News team
will show you New York
like you've never
seen it before.**

Nobody gets into New York like...

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WPIX-TV

Left to right foreground: Phyllis Haynes, Solon Gray, Doug Ramsey, Tim Ryan. Left to right second row: Roy Whitfield, Don Ellison, Sam Salzarulo, Martin Bookspan. Background: Marc Howard, Paul Bloom, Ross Yockey, Sal Orso, Bob Sarro, Jeffrey Lyons, Anne Kaestner, Dr. Fred Hess, Jack Flaherty, Jim Manzione, Nat Buchman, Frank Casey, Ray Quinlan, Jim Malone, Danny Van Sand.

Heat's on cables for compromise

Whitehead, resuming mediation with Burch's assent, meets all three disputants — with CATV in the middle

The pressure has been building for weeks. The time for decision has arrived. And it is the 25-member board of the National Cable Television Association that is being looked to—by the administration and by members of Congress—to break the impasse over the FCC's proposed CATV rules.

Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, on Tuesday (Nov. 2) handed John Gwin, NCTA board chairman, a proposed compromise that has been endorsed by FCC Chairman Dean Burch. To Mr. Gwin, it was "not all beauty," but he circulated it among his board members and will discuss it with them in a special meeting in Washington on Wednesday.

It is on the reaction of the NCTA board that the fate of this third effort at compromise—Mr. Whitehead tried once before, as did Mr. Burch—hangs, according to OTP officials. Mr. Whitehead met on Monday with representatives of the copyright owners and on Friday with spokesmen for the broadcasters. But it is the NCTA that OTP is concerned about. "If cable doesn't buy the plan," an official said, "there is no point in going forward."

The proposed compromise would:

- Leave the commission's distant-

signal proposals untouched but would tame the "wild-card" provision, under which CATV systems could import a signal from any market, by adding an antileapfrogging regulation.

- Provide exclusivity protection for nonnetwork programming in markets 1-100, though more in the top-50 markets, and reduce from same-day to simultaneous the time of exclusivity protection given network programs.

- Raise the standard for determining whether an out-of-market independent station is local.

- Pave the way for congressional action on copyright legislation by committing the parties to the dispute to support of separate copyright legislation. The proposal outlined would establish copyright liability for all CATV except existing systems with fewer than 3,500 subscribers and would grant compulsory licenses for local and distant signals authorized under the commission's initial package.

- Afford radio a measure of protection; a CATV system that imported a distant radio signal would, on request, be required to carry the signals of all local AM or FM stations.

- Grandfather existing systems as to present rules regarding signal carriage. Generally, this would permit systems to

expand currently offered service through their franchised areas.

NCTA officials have yet to comment on the proposal in any detail. But Mr. Gwin last week said "there are some things in the proposed agreement we have to take a long look at." And in an appearance on Thursday at the fall convention of the California Community Television Association, in Coronado, he seemed pessimistic about the chances for compromise. He said he was uncertain as to the outcome of the "battle."

But he made it clear that, in his view, the broadcasters were adamant on four points—the number of distant signals cable operators could import, restrictions on leapfrogging, stringent regulations on service from overlapping markets, and insistence on exclusivity protection. These are among the points the National Association of Broadcasters, in a letter to Chairman Burch last month, said are essential to any compromise (BROADCASTING, Oct. 25). Mr. Gwin warned that "it will be impossible for cable to grow" if the cable industry gives too much on those four points. Distant signals, he said were the single most important issue; the others "are just vehicles to erode our right to use distant signals."

The proposed compromise would not

Here is the text of the "proposed compromise" offered last week by Clay T. Whitehead, director of the Office of Telecommunications Policy, to representatives of copyright owners, CATV operators and broadcasters:

Local signals:

Local signals defined as proposed by the FCC, except that the significant viewing standard to be applied to "out-of-market" independent stations in overlapping market situations would be a viewing hour share of at least 2% and a net weekly circulation of at least 5%.

Distant signals:

No change from what the FCC has proposed.

Exclusivity for nonnetwork programming (against distant signals only):

A series shall be treated as a unit for all ex-

clusivity purposes.

The burden will be upon the copyright owner or upon the broadcaster to notify cable systems of the right to protection in these circumstances.

A. Markets 1-50. A 12-month pre-sale period running from the date when a program in syndication is first sold any place in the U.S., plus run-of-contract exclusivity where exclusivity is written into the contract between the station and the program supplier (existing contracts will be presumed to be exclusive).

B. Markets 51-100. For syndicated programming which has had no previous nonnetwork broadcast showing in the market, the following contractual exclusivity will be allowed: (1) For off-network series, commencing with first showing until first run completed, but no longer than one year. (2) For first-run syndicated series, commencing with first showing and for two years thereafter.

(3) For feature films and first-run, non-series syndicated programs, commencing with availability date and for two years thereafter. (4) For other

programming, commencing with purchase and until day after first run, but no longer than one year. Provided, however, that no exclusivity protection would be afforded against a program imported by a cable system during prime time unless the local station is running or will run that program during prime time. Existing contracts will be presumed to be exclusive. No pre-clearance in these markets.

C. Smaller Markets. No change in the FCC proposals.

Exclusivity for network programming:

The same-day exclusivity now provided for network programming would be reduced to simultaneous exclusivity (with special relief for time-zone problems) to be provided in all markets.

Leapfrogging:

A. For each of the first two signals imported, no restriction on point of origin, except that if it is taken from the top-25 markets it must be from one of the two closest such markets. When-

reduce the number of distant signals CATV systems could import. But it does favor broadcasters, to a degree, at least, on the other points Mr. Gwin says most concern them.

CATV systems, under the compromise, would still be entitled—indeed required—to provide minimum service of three network and three independent signals in the top-50 markets; three network and two independent signals in markets 51-100, and three network and one independent signals in the smallest markets. A system would import distant signals if it could not fill out its minimum quota with local stations.

Out-of-market network stations would still be considered local if they had a 3% share of audience and a net weekly circulation of 25%. Independents, however, would have to do a little better under the compromise plan than under the commission proposal to be considered local—2% share of audience and 5% net weekly circulation, instead of 1% and 5%.

In addition, systems in the top-100 markets would still be able to import two distant signals, regardless of local availabilities, as under the commission's plan. However, where the commission would have permitted the system to import one of the signals from any market, the compromise does not allow that freedom if the signals are to be imported from the top-25 markets. The system would be limited to the two closest such markets. However, a system would not be required, as under the commission's plan, to select a UHF signal as one of its two bonus picks. And the wild-card spirit, at least, would survive in an exception: When a system blacked out programming from a distant, top-25 market station it normally carries, it could substitute any distant signal without restriction.

The exclusivity provision would be expected to impede CATV growth in the major markets, since it would prohibit cable systems from carrying any syndicated material for one year after its first appearance in any market and

Principal players in the latest go at cable



Schildhause



Gwin



Burch



Whitehead



Harris



Wasilewski



Read

then for the life of the contract under which it is sold to a local station. In markets 51-100, various nonnetwork material would be protected for varying lengths of time, up to two years.

Whatever the virtues of the plan, it is clear that NCTA is under considerable pressure to accept it. For a collapse of the talks would shift the locus of the controversy to Congress, particularly, the Senate, an event that officials in Congress and the White House have been trying to avoid since July, when Mr. Whitehead made his initial effort to bring the contending parties into agreement (BROADCASTING, July 26).

CATV is a highly charged political issue in Congress, where both the NAB and the NCTA have been vigorously lining up support for their respective sides. Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, who has asked OTP for its comments on the

commission's proposed rules, is said to have been inundated recently with mail from senators urging on him the position of one side or the other. And it would be in that atmosphere that he would be expected to hold hearings if the talks fail.

Indeed, various sources say that Mr. Whitehead might make hearings virtually unavoidable, if the compromise effort fails, by writing a letter sharply critical of the commission plan. (He is scheduled to deliver his views on the commission's plan by next week.)

This would probably not be difficult for him, since he is said to feel the commission should not in any case proceed without policy guidance from Congress. He is chairman of a high-level administration committee that is preparing policy recommendations—presumably including legislative proposals—for President Nixon.

If an agreement is reached, however,

ever a CATV system must black out programming from a distant top-25 market station whose signal it normally carries, it may substitute any distant signal without restriction.

B. For the third signal, the UHF priority, as set forth in the FCC's letter of Aug. 5, 1971, p.16.

Copyright legislation:

A. All parties would agree to support separate CATV copyright legislation as described below, and to seek its early passage.

B. Liability to copyright, including the obligation to respect valid exclusivity agreements, will be established for all CATV carriage of all radio and television broadcast signals except carriage by independently owned systems now in existence with fewer than 3,500 subscribers. As against distant signals importable under the FCC's initial package, no greater exclusivity may be contracted for than the commission may allow.

C. Compulsory licenses would be granted for all local signals as defined by the FCC, and additionally for those distant signals defined and

authorized under the FCC's initial package and those signals grandfathered when the initial package goes into effect. The FCC would retain the power to authorize additional distant signals for CATV carriage; there would, however, be no compulsory license granted with respect to such signals, nor would the FCC be able to limit the scope of exclusivity agreements as applied to such signals beyond the limits applicable to over-the-air showings.

D. Unless a schedule of fees covering the compulsory licenses or some other payment mechanism can be agreed upon between the copyright owners and the CATV owners in time for inclusion in the new copyright statute, the legislation would simply provide for compulsory arbitration failing private agreement on copyright fees.

E. Broadcasters, as well as copyright owners, would have the right to enforce exclusivity rules through court actions for injunction and monetary relief.

Radio carriage:

When a CATV system carries a signal from an AM or FM radio station licensed to a community beyond a 35-mile radius of the system, it must, on request, carry the signals of all local AM or FM stations, respectively.

Grandfathering:

The new requirements as to signals which may be carried are applicable only to new systems. Existing CATV systems are "grandfathered." They can thus freely expand currently offered service throughout their presently franchised areas with one exception: In the top-100 markets, if the system expands beyond discrete areas specified in FCC orders (e.g., the San Diego situation), operations in the new portions must comply with the new requirements.

Grandfathering exempts from future obligation to respect copyright exclusivity agreements, but does not exempt from future liability for copyright payments.

he would not be expected to torpedo it—although he would probably make no secret of his feelings as to where policy should be set.

The possibility that the failure of the Whitehead mission could result in Senate hearings has been pointed out to Mr. Gwin as a reason for accepting the compromise. For hearings could, as one Hill source put it last week, “muddy the waters” and possibly result in a delay in the adoption of the commission’s rules. The commission’s present timetable calls for a completion of the rulemaking proceeding by March 1. And it is the broadcasters who would be expected to benefit most from delay.

In addition, Mr. Whitehead is understood to have made it clear to Mr. Gwin that the compromise agreement has “wide support” within government—including Congress and FCC Chairman Burch. And Mr. Burch has been the cable industry’s brightest hope in Washington.

What may be another element in the pressure being applied to NCTA is the circulation being given views attributed to Mr. Whitehead by those around him. Mr. Whitehead, normally low key in his approach, is said to feel that the proposed compromise is not only “fair and equitable” but that “if cable turns

it down, it would be a flagrant disregard for public policy and a demonstration of greed.”

“The same goes for broadcasters,” a source said. But OTP officials appear confident that broadcasters will accept the proposal if NCTA does. And this is based on more than the view that the proposal meets some of their objections. It is assumed that broadcasters would not deliberately frustrate an important government official who has initiated a movement to restructure—in a manner many find generally appealing—the regulation of broadcasting.

Mr. Whitehead met Friday with Vincent Wasilewski, president of NAB; A. Louis Read (WDSU-TV New Orleans), chairman of NAB’s television board, and Jack Harris (KPRC-TV Houston), chairman of an NAB committee that had attempted to negotiate with CATV and copyright interests. They had met with Mr. Burch in his effort last month to bring the sides together—and earlier with Mr. Whitehead in his first effort.

In spite of the pressure, Mr. Gwin last week was talking bravely. “We’re not about to crack under pressure,” he said. “We’ve had our backs to the wall in the past, and come out in style.”

He said that the commission’s letter of intent represents NCTA’s position,

as it has since August. He also indicated what might be NCTA’s reason for hope it could withstand the pressure, if it decides on that course. Mr. Burch, he noted, “is not opposed to agreement, but he never said that, in the absence of an agreement, he would not go ahead with the commission’s plans.”

The effort at persuading NCTA to accept the Whitehead compromise was even being made last week at Coronado. Sol Schildhouse, chief of the FCC Cable TV Bureau and regarded by cable operators generally as sympathetic to their cause, made a direct and strong appeal for compromise.

He acknowledged that “it’s no secret that we’re dealing down in our negotiations.” But he said acceptance of compromise would establish a firm and secure starting place for cable. “Stability is essential,” he said.

The uncertainties generated by the negotiations in Washington dominated every discussion at the convention of the largest state CATV association. And Henry R. Goldstein, president of the association, captured that mood in his keynote address, at the ornate Del Coronado hotel, across the bay from San Diego. The cable industry, he said, is on the brink—but on the brink of what, he confessed, he did not know.

Multiple owners, take heart

Whitehead says in interview he feels a corner on the market is impossible in broadcasting

Clay T. (Tom) Whitehead, the director of the Office of Telecommunications Policy, has given broadcasters—multiple owners, anyway—another reason for supporting the proposal he has advanced in broad outline for restructuring the regulation of broadcasting (BROADCASTING, Oct. 11)—and, politically speaking, for supporting his formula for cable (see above). If the proposal were adopted, he says, he could see the commission’s multiple-ownership rules suffering the same fate he has in mind for the fairness doctrine—extinction.

Mr. Whitehead, in an interview with WTVJ(TV) Miami that will be broadcast in four segments this weekend (Nov. 13-14), said that if the government measured broadcasters’ service against a standard of responsiveness to local needs and interests, it would make no difference “almost how many” stations a broadcaster owns—as long as he did not have a nationwide monopoly.

Mr. Whitehead has proposed eliminating the fairness doctrine and replacing it with a statutory right of paid access and with a new license-renewal process in which a licensee would be judged on the basis of whether he had

made a good-faith effort to ascertain and serve local needs and interests; the FCC, insofar as it sets national standards, would be removed from programming. He would also extend the license period beyond three years and afford broadcasters protection against competing applications at license-renewal time. An additional proposal calls for the experimental de-regulation of radio.

All of these elements, he said in the interview, are interrelated—a statement that may trouble some broadcasters who like only parts of the package. “You can’t give on one unless you take something on the other,” he said. “The whole system has to work right.”

He offered the comment in stating he would not have supported the Pastore bill, which his proposal for protecting renewal applicants against challenges resembles. The bill introduced in the last session of Congress by Senator John O. Pastore (D-R.I.) would have prevented the commission from accepting an application for an occupied channel until the incumbent had been found unqualified to be a licensee.

Mr. Whitehead said the bill was defective in that it “addressed only the

license-renewal standards and didn’t address them in the context of all these other problems.”

Mr. Whitehead put his views on the multiple-ownership question in relation to his proposal this way: “Look, there are some 600 or more television stations in this country. One company owning 20 of them is hardly going to have a corner on the market.

“If in each of the 20 cities, he’s doing an outstanding job finding out what the people want and meeting those needs, meeting those interests—then I’d be happier with that guy than with a local businessman who doesn’t care too much . . .” The limit is now seven.

Mr. Whitehead also indicated he shares the commission’s view as to the proper federal agency to be concerned with the regulation of advertising. In response to a question about advertising in children’s programming, Mr. Whitehead suggested he would not like to see the commission holding up license renewals because of advertising in children’s programming. By and large, he would prefer to have the Federal Trade Commission, “which is concerned with children’s advertising generally, look into that kind of problem.” The commission two weeks ago, in a series of rulings, said it would continue to defer to the FTC on deceptive advertising (BROADCASTING, Nov. 1). The Whitehead interview was recorded on Oct. 29.

That midseason moment of truth

With no new show a hit, salvage operations get under way at the television networks

If the TV networks had unlimited budgets, fewer commitments and surplus replacements, they could easily discard a dozen or more of this season's new shows and move ahead with added strength at midseason.

Network economics require, however, "the playing of the game," as one advertising-agency executive described last week the current exercise of all three networks in rejuvenging, revamping or repairing prime-time schedules as each approaches the second lap of the 1971-72 season.

As of last week, the networks appeared to be far from dumping wholesale the "dozen or more" shows commonly identified as faltering. Efforts were being made to salvage as many of the troubled new series as possible. And while most decisions had yet to be made, there were the following developments:

- ABC will drop the Shirley MacLaine show (*Shirley's World*, Wednesday, 9:30-10 p.m.). Reportedly the network has ordered an end to production of episodes beyond the 17th. CBS is expected to dump *Bearcats!* (Thursday, 8-9), though a report of a production halt could not be confirmed, and *Chicago Teddy Bears* (Friday, 8-8:30). Weakest shows on NBC: *The Funny Side* (Tuesday, 9:30-10:30), *Partners* (Saturday, 8-8:30) and *The Good Life* (Saturday, 8:30-9).

- There is not one sure-fire hit in the crop of new series. But there are many misses, of which some will survive only because of other considerations.

At NBC, it was speculated that several shows may be moved around on the schedule in advance of midseason in an effort to pick up immediate ratings strength. (NBC is second to CBS in average ratings up through the sixth week of the season, and is being crowded by ABC, which is only a few tenths of a point behind.)

Among the replacement shows most commonly mentioned:

ABC: It is committed to a one-hour variety show that will star British comedian Marty Feldman. The program will be produced by Sir Lew Grade's Associated Television. Another show is a Screen Gems half-hour comedy

with Paul Lynde in the leading role.

CBS: A one-hour comedy-variety, *Sonny and Cher* (summer series that played Sunday, 8:30-9:30 and pulled good ratings), is a possibility for Tuesday, 7:30-8:30, where it would bump *Glen Campbell* into another night. Two half-hour comedies, one with Don Rickles, the other entitled *The Chimp and I*, are on hand.

NBC: It has *Sanford and Son* (half-hour comedy, with all-black cast and a U.S. version of the British *Steptoe and Son*); *Cutter* (a black detective in action-adventure show, 90-minute pilot for the one-hour series already filmed in Chicago); a Herb Brodtkin-20th Century Fox *Lights Out*, one-hour mystery drama, a pilot taped in Brooklyn; *WOW*,

one-hour comedy-variety, and the one-hour *Banyon* (which almost started in the 1971-72 season).

There is general agreement among agency executives and network spokesmen on new shows that have made the grade, those that have missed and those that are in between.

On the plus side:

ABC—*Longstreet* and *Owen Marshall: Counselor at Law* on Thursday and the new *Movie of the Weekend* on Saturday.

CBS—*Cade's County* (Glenn Ford) on Sunday, which "rides on the Sunday night movie on CBS"; *Cannon* on Tuesday ("it would do even better if it did not compete against ABC's *Marcus Welby*"); *O'Hara U.S. Treasury*, and



Bearcats!



Shirley's World



Chicago Teddy Bears

The Fast Niensens:

ABC-TV won the Fast Nielsen report covering the sixth week (Oct. 18-24) of the new season.

It was ABC's first national win in the fourth quarter since the fall of 1966, and according to the network "a clear indication of the competitive strength the network has developed over the past two seasons." ABC also won the MNA's (multinetwork-area report) for that week (BROADCASTING, Nov. 1).

In the Fast Nielsen averages, ABC had 20.1, CBS 19.4 and NBC 17.9. The tandem programming by ABC of *Marcus Welby* with the new *Owen Marshall:*

Counselor at Law that week, in which the story was begun on the former and concluded on the latter, placed those shows in the second and third ranking following NBC's *Flip Wilson*. Accounting in part for the ABC showing was CBS's news programming that occupied all of prime time on Thursday, Oct. 21 (see page 22).

In nights of the week, NBC took Thursday, with ABC winning Tuesday, Friday and Sunday and CBS, Monday, Wednesday and Saturday.

Also in the top-10 were CBS's *Gunsmoke*, ABC's new *Longstreet*, CBS's *Here's Lucy*, ABC's *Sunday Movie*, CBS's *Mannix* tied with NBC's *Snoopy*

at the *Ice Follies* and CBS's *Medical Center* tied with ABC's *Movie of the Week*.

Other programs in the top 40: *Nichols* on NBC, *Dick Van Dyke* on CBS, *Funny Face* on CBS, *NBC Mystery Movie*, *Cannon* on CBS, *O'Hara, U.S. Treasury* on CBS, and *Jimmy Stewart* on NBC. CBS's *Sunday Night Movie* (Part I, "The Battle of the Bulge") was 39th in the list.

CBS's news programming on Oct. 21 rated in the bottom 10 in the Fast Nielsen report. Its *60 Minutes* scored slightly above, but the two-hour *CBS Reports* was behind ABC's *The Man and the City* and *Shirley's World*.

The New CBS Friday Night Movie on Friday, and *Funny Face* and *Dick Van Dyke* on Saturday. Sandy Duncan, star of *Funny Face*, underwent eye surgery last week, injecting an element of uncertainty over what otherwise had been a shoo-in. The show had proved itself in the ratings, helped in part by the star's fresh-to-TV personality and in part by the audience lead-in of *All in the Family*, which precedes it.

NBC—*Mystery Movie* ("because it has the magic word, movie, in the title") and *Night Gallery* (an "in-between, 30-share Rod Serling *Twilight Zone*") on Wednesday; *Nichols* (also "in-between" and surviving mostly because of the *Flip Wilson* lead-in) on Thursday; *The D.A.* (rated both plus and minus; one description was a "workmanlike show to fill the time") on Friday.

Described as failures or uncertainties were:

ABC—*Shirley's World* and *The Man and the City* on Wednesday. *Shirley* has been canceled. *City* (Anthony Quinn) has a firmer commitment from ABC and is believed salvageable if the network could increase hypo audience sampling). *Getting Together* (Bobby Sherman) on Saturday is considered doomed. *The Persuaders* on Saturday will be retained because of a commitment.

CBS—*Bearcats!* on Thursday and *Chicago Teddy Bears* on Friday are out.

NBC—*Jimmy Stewart* on Sunday is weak, but it is a Proctor & Gamble series and tied in for one season (through summer repeats). *Sarge* is a disappointment and up against ABC's tough Tuesday-night scheduling and CBS's *Hawaii Five-O*. *The Funny Side* on Tuesday and *The Partners* and *The Good Life*, both Saturday, are questionable.

ABC is expected on Mondays to program a movie starting at 9 after the football season and may place a mixture of entertainment and news specials at 8-9. This would move *Nanny and the*

Professor (now at 8) to another night, while the 8:30-9 slot, now station time, would be returned on another night, perhaps at 10:30. *Bewitched* in the 8-8:30 lead-off period on ABC's Wednesday schedule is considered weak, but the network is committed to the *Screen Gems* show and may move it to another night.

CBS is said to be considering a move of *My Three Sons* from Monday (10-10:30) to Saturday at 8:30 to replace *Funny Face* should that show be forced off the schedule at midseason.

Defunct lawyer shows honored by regional ACLU

Six courtroom TV series and particular programs from courtroom series, all no longer in production—one out of production for more than a decade—have been singled out by the American Civil Liberties Union of Southern California for outstanding contributions "to keeping the Bill of Rights alive in the hearts and minds of Americans."

The six TV shows are: CBS-TV's *The Defenders*, out of production since 1965; NBC-TV's *The Law and Mr. Jones*, out of production since 1963; ABC-TV's *Judd for the Defense*, out of production since 1969; NBC-TV's *Justice Series*, out of production since 1960; "The Senator" segment of NBC-TV's *The Bold Ones* series, last seen in March; and "The Invasion of Kevin Ireland" episode of the "Lawyers" segment of *The Bold Ones*, presented last September.

The stars and producers of these programs will be honored by the ACLU on the evening of Dec. 11 at a dinner celebration in Los Angeles of the 180th anniversary of the signing of the Bill of Rights. In announcing the honorees, the ACLU expressed the hope "that giving recognition to these rare and outstanding series . . . will encourage net-

works and members of the industry to do much more such programming."

Macdonald will look into pay-TV siphoning

The inroads of closed-circuit TV into sports programming that in the past has been the preserve of over-the-air television will be explored at hearings planned for next year by House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.).

A spokesman for Mr. Macdonald said the congressman may propose legislation in the second session of the 92d Congress to prohibit such siphoning by CCTV and possibly cable television. The legislation may also prohibit like acquisition of motion pictures he added.

Two similar proposals have been referred to the Macdonald subcommittee. One bill (H.R. 6718), introduced by Representative Les Aspin (D-Wis.) and 33 co-sponsors, would prohibit the showing of championship fights, the Super Bowl, World Series games and other major sports events on closed-circuit TV. It would place CCTV under the jurisdiction of the FCC's Broadcast Bureau and require promoters to accept the highest bid by a TV network or station for the broadcast rights to the event. Another proposal (H.R. 6992) by Representative Charles W. Sandman Jr. (R-N.J.) would require promoters of championship sports events to obtain a permit from the FCC before holding the events. The permits would be issued only after a showing that the electronic media have had a chance to bid competitively for the broadcast rights and that the highest bid or bids in each medium have been accepted. Both bills were introduced following the Joe Frazier-Muhammad Ali heavyweight fight last March, shown exclusively on closed-circuit (BROADCASTING, March 15, et seq.).

It puts the best signal out there because we put only the best in here.

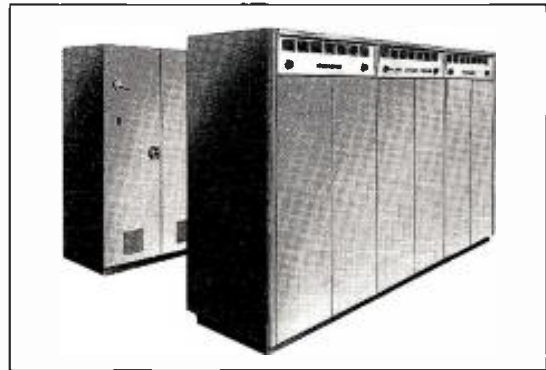
Introducing the most advanced VHF transmitter ever made. It's RCA's new 50kW TT-50FH. And it puts out the best color-television signal in the business.

Why? For one thing, the TT-50FH gives you solid state diode modulation at carrier frequency and our sideband shaping takes place at the output, so you get greater assurance of spectral purity than you do from any other transmitter.

Also, the TT-50FH has only two tuned visual amplifier stages, so it's easy to maintain. The fewer stages you have, the fewer adjustments you have to make, and there's less chance for trouble.

The design is reliability itself. The circuits are all solid state up to the IFA. There are only three tubes in each transmitter. Only two tube types. And the control logic is solid state. That's more solid state than any other transmitter.

If you're planning unattended operation, the TT-50FH is designed for it, with provisions for automatic logging and remote control. It's the only highband VHF transmitter specifically designed as a twin system, which fulfills the FCC's requirements for remote operation



with once-a-week inspection.

It all adds up to superior performance. The TT-50FH performance specs are 100 percent better than the previous generation transmitter.

We've been the leader in TV transmitters since television began. Now we have something new for you. The most advanced transmitter on the market. Ready for remote control. The most reliable design. The best performance. The best signal. All the best.

The TT-50FH. By RCA.

RCA



Old guard carries SAG elections

Insurgents defeated in first real challenge to nominating committee

In what was the first contested election in the 38-year history of the AFL-CIO Screen Actors Guild, actor John Gavin, well-known for his performances in motion pictures and television, was elected by a large margin to a one-year term as president of the 20,000-member national union. Mr. Gavin, the candidate of SAG's nominating committee, defeated character actor Bert Freed by a vote of 6,407 to 3,237. Mr. Freed had unexpectedly challenged Mr. Gavin's candidacy and entered his own slate of candidates for lesser offices in the union as well. The entire insurgent slate of 20 candidates was defeated.

Mr. Gavin succeeds Charlton Heston, who served for six one-year terms as president of SAG but was not a candidate for re-election. Mr. Heston supported the nominating committee's candidates.

The election contest was a bitter one that on occasion descended to name-calling. Mr. Freed and actor Donald Sutherland, who ran for first vice president, made it a contest by entering their names after SAG's nominating committee announced its slate of approved candidates. The insurgents charged that SAG leadership had turned the guild into a "sweetheart union," implying that the union was working in collusion with management.

Union membership across the country voted by mail ballot. Votes were counted by the certified public accounting firm of Lybrand, Ross Brothers & Montgomery in Hollywood on Nov. 1. Winning candidates for national offices and board of directors, all backed by the guild's nominating committee, and the votes they received were, in addition to Mr. Gavin and Mr. Freed:

Ed Platt, 6,156, over Donald Sutherland, 3,474, for first vice president; Robert Lansing, 6,436, over Frank Maxwell, 3,176, for second vice president; Robert Easton, 5,058, over Barry Sullivan, 4,515, for third vice president; Joyce Gordon, 5,903, over John A. Randolph, 3,687, for fourth vice president; Kathleen Freeman, 6,179, over Beah Richards, 3,442, for recording secretary; Gilbert Perkins, 6,262, over Don Knight, 3,271, for treasurer.

Newly elected officers and directors were scheduled to be installed at a national board meeting at guild headquarters in Hollywood on Nov. 5.

Elected to three-year terms on the

guild's board of directors were: Frank Aletter, Whit Bissell, Ann Doran, Joe Flynn, Ena Hartman, Rodolfo Hoyos, Victor Jory, Jack Gruschen, Monte Markham, Mercedes McCambridge, Ed Nelson, Walter Pidgeon, William Reynolds and Ray Teal. Elected for one-year board terms were Fritz Feld and Dennis Weaver.

In a separate election in the New York branch of the guild, Ralph Bell, Leon Janney, Bob Kaliban, Laurence Luckinbill, Pat Mahen, Joe Silver and Karl Weber were elected to the national board of directors. In San Francisco, Johnny Weissmuller Jr. was elected to the national board. In Chicago, Paul Barnes and Norman Barry were elected to similar positions.

CBS's all-news night: a told-you-so disaster

Why did CBS-TV devote the entire evening of Oct. 21 to news and public-affairs programming when it had to know its ratings would be depressed, not only for that evening but for the entire week?

Robert D. Wood, CBS-TV president, said last week that the question really involved only one hour, 8-9 p.m. EDT, and whether to program it with entertainment or public affairs, because the network was already committed to pull the *Thursday Night Movie* and carry news 9-11 p.m. once a month.

In view of critics' frequent contention that there isn't enough public-affairs programming, he said, "we thought it would be an interesting experiment, though dangerous probably, to see what happens when a whole evening goes to public affairs." The network thought it had a good program line-up for such an experiment, so it put in *60 Minutes*, which normally will be seen on Sundays, and documentaries on Picasso and on West Coast Mexican-Americans. The rating results became clear when the Nielsen 70-market report appeared (BROADCASTING, Nov. 1) and again when Nielsen's Fast National came out last Monday (see page 20): CBS dropped from first to second place in the weekly reports for the first time this season.

Mr. Wood put it this way: "We wanted to see what audiences will do and we found out. They defect to entertainment in droves. Absolute disaster."

Is CBS-TV likely to try the experiment again any time soon? Mr. Wood had his doubts.

Rhodes to L.A.

Rhodes Productions, syndication and distribution division of Taft Broadcasting Co., has moved from New York City to Los Angeles. Facilities for video tape and film screening as well as office

space for sales research and promotion personnel have been leased at 6535 Wilshire Boulevard. According to Jack Rhodes, head of the company, the move is for "closer contact with the major production sources of syndicated programming."

Rhodes Productions handles product produced by Hanna-Barbera Productions, another Taft subsidiary. Rhodes also provides sales and distribution services for other independent producers of TV programming.

Changing Formats

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

KOSY(AM) Texarkana, Ark.—Gateway Broadcasting announced that station has discontinued its middle-of-the-road format in favor of contemporary programming. Station operates on 790 khz with 1 kw day and 500 w night and a night-time directional antenna.

WEDR(FM) Miami—WEDR Inc. announced that station has switched from top-40 format with limited amounts of underground programming to predominantly black-oriented programming. Station broadcasts on 99.1 mhz with 18 kw and an antenna 175 feet above average terrain.

WRIE(AM) Erie, Pa.—Radio Erie Inc. announced that station has increased total broadcast week from 123½ hours to 181½ hours. Station broadcasts on 1330 khz with 5 kw and a directional antenna with patterns varying in daytime and night-time hours.

WIBF(FM) Jenkintown, Pa.—Fox Broadcasting has augmented station's foreign-language programming. It has added nearly 16 hours of Italian and Spanish shows to its schedule. Station broadcasts on 103.9 mhz with 180 w and an antenna 1000 feet above average terrain.

▪ WBCM(AM) Bay City, Mich.—Michigan Broadcasting announced that station's middle-of-the-road format has been changed to top-40 programming. WBCM operates on 1440 khz with 1 kw day and 500 w night.

WCUE-FM Akron, Ohio.—WCUE Radio has modified station's format from up-tempo middle-of-the-road to more contemporary music. WCUE-FM will simulcast WCUE(AM) for 75 hours of its 164 hour broadcast week. WCUE-FM operates on 96.5 mhz with 50 kw and an antenna 105 feet above average terrain.

▪ WIZO-FM Franklin, Tenn.—Harpeth Valley Broadcasters announced station has ceased simulcasting AM, except for special hour-long program and news segments. FM has also increased its

broadcast week by six hours and modifies its music format to include contemporary popular music while reducing talk and commercials. WIZO-FM is on 100.1 mhz with 2.5 kw and an antenna 320 feet above average terrain.

AFM local acquits officers

The president and the treasurer of the 16,500-member Los Angeles local of the American Federation of Musicians last week were cleared of charges of malfeasance in office after a marathon mass membership meeting of the union in the Hollywood Palladium. Keith B. Williams, president of the AFL-CIO Musicians Local 47, and Sid Weiss, Local 47 treasurer, were found not guilty of various acts of misconduct ranging from spending union money without proper approval of the board of directors to "paying off" supporters of their candidacy by giving out jobs in the union organization.

At a night-long meeting of the union that started on Nov. 1, 537 members voted to clear Mr. Williams, while 352 members voted against him. The vote supporting Mr. Weiss was 592 to 329. It would have taken a two-thirds majority of voting members to remove Mr. Williams and Mr. Weiss from their offices held since January.

The how-much of baseball

Major-league baseball club owners have agreed to release details of their contract with NBC-TV to the Baseball Players Association, it was learned last week. Club owners will reveal the figures within the next two weeks, according to Marvin Miller, director of the association, but it has not been decided whether they will be made public, he said. The players' organization had filed an unfair labor practice charge against the club owners with the National Labor Relations Board under a law stating that an employer must supply information on a subject where collective bargaining takes place. The players pension plan is related to the amount of revenue received through the network contract and therefore is relevant to bargaining, said the association. Those charges against the owners have now been dropped.

ABC's Cavett coup

ABC-TV has renewed *The Dick Cavett Show* through 1972, it was announced last week.

The late-night series (11:30 p.m.-1 a.m.)—whose future had recently been in question—began on ABC-TV in December 1969.

ABC-TV said the Fast Nielsen report for the week ended Oct. 24 showed the program receiving a 4.2 rating, said to be an increase of 35% in the number of homes tuning in since September.

ProgramNotes

Democratic diagnosis ■ NBC-TV will telecast an NBC News in-depth study of the Democratic party on Nov. 21 (5:30-6 p.m.). Titled *The Loyal Opposition: A Democratic Reformation*, the program will examine the efforts being made for party reform and for streamlining and improving convention structure and procedure. NBC News correspondent Bill Monroe will be anchorman.

Betting on betting ■ WOR-TV New York will telecast a half-hour program, Monday through Saturday, 11-11:30 p.m., of racing from the Monticello, N.Y., race track. Rights to the live and taped telecasts, beginning Dec. 15 and continuing through Jan. 8, 1972, were acquired by the New York City Off-Track Betting Corp., which believes the approach will stimulate betting at its offices. The station reported there is "considerable sponsor interest."

Roundball round-up ■ Live telecasts of *The Best of Collegiate Basketball* have been contracted by 50 stations, with an expected 100 by the kick-off game—Dec. 22 (UCLA vs. Notre Dame). The new collegiate package is being produced by Coliseum Sports and distributed by Showcorporation, both New York. Jim Simpson, Charlie Jones and Dick Enberg will share announcing chores for the games, scheduled to run through March. Sponsorship has not been announced.

'Donahue' goes to jail for week of programs

Avco Broadcasting's *Phil Donahue Show* will originate this week from inside the walls of the Ohio State Penitentiary in Columbus. An Avco spokesman said the company feels it will be the first time a live television show, aside from news, has been conducted from within a penal institution.

The show will follow its usual format, with the inmates becoming the "studio" audience. Phone lines will be set up for viewers to call in, and the inmates will be free to question and comment.

Guests for the week-long program innovation include heavyweight boxing champion Joe Frazier, singer John Hartford, blues singer B. B. King, attorney F. Lee Bailey, Congressman John Conyers (D-Mich.), Louis Wolfson, a millionaire who was imprisoned for nine months after conviction of selling unregistered stock, and Bennett Cooper, commissioner of the Ohio Division of Corrections.

The syndicated show is seen in 44 cities.

M&H

SOUL SEARCHING

There's a lot of talk about it. How many of us do it?

Soul searching is what happens when we try to figure out the ratings. Why are we No. 1 in our market, or as the case may be, sometimes No. 3 or 4?

Soul searching is the business of M & H, and we search out the heart, soul, affection and deflection of audiences toward stations. *The audience knows why it likes your station and why it doesn't*, person by person, program by program. Since the viewers and listeners spend far more time with the stations than anyone in management, they are amazingly honest and articulate about what they like or dislike. Ratings only tell you how you make out with these audiences, not WHY.

We find out why through the use of the social scientist and in-home, in-person interviewing. But we do a lot more during the course of the year—we work for you. We make specific recommendations for change, monitoring you and your competitors on a regular basis. We make sure that constructive change occurs to get things going in the right direction—and keep it that way. We literally harass you into improving.

There is a lot more to it though, and it doesn't fit in an ad. Give us a call for a presentation, with absolutely no obligation on your part.

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011

Area Code 313
644-9200

Next at FTC: children and commercials

That currently hot topic comes onto hearing agenda today after hearing last week dissects the commercial per se

The Federal Trade Commission, which has been looking into the scope and impact of contemporary advertising practices for the last three weeks (BROADCASTING, Oct. 25 et seq.), opens up today with what many feel is bound to be its most controversial segment: children and advertising.

The hearings on this section of the inquiry, with TV seen as the primary medium, start with professional psychologists and medical doctors, but also includes a covey of critics of children's advertising (BROADCASTING, Nov. 1).

Meanwhile, the FTC last week heard about the uses of fantasy and humor in commercial TV advertising. Eugene Case of Case & Krone, New York, presented two fantasy-humorous TV commercials to mark his principal point: That if the advertiser were to be required to validate each claim made in those commercials, it would destroy this type of advertising.

Mr. Case's testimony engendered questions from FTC Commissioner Mary Gardiner Jones, the principal one being whether the public receives the commercial exactly as the advertiser's creator intended.

Mr. Case explained that pre-broadcast tests are made on occasion and that generally the audience's reaction is exactly what the creators intended.

Radio's stimulation to a listener's

imagination was stressed by Julian Cohen of No Soap Radio Ltd., New York-based audio production firm.

He played several commercials for Volvo automobile to demonstrate the difference between having an announcer simply read the commercial copy, and the full-blown advertisement, with sound effects and dialogue. This is a much more effective way of capturing the listeners attention, Mr. Cohen said.

Earlier in the week, FTC members heard from Norman E. (Pete) Cash of the Television Bureau of Advertising; and on radio from Miles David of the Radio Advertising Bureau.

The FTC hearings last week also heard two casting experts tell about the role of models in both TV and radio. They were Walter B. Booth of Campbell-Ewald Co., Detroit, and Maureen Scott, New York casting agent.

Casting presents no problem, Mr. Booth said; the creator's idea for the commercial dictates the type of model required. Market demographics also indicate the type of persons selected to appear, he said.

Mr. Cash gave the FTC members a rundown on TV's dimensions, noting that more than half of TV homes now have at least one color set.

Average yearly watching now is more than six hours a day, Mr. Cash said. He also stressed that 2-to-5-year-olds spend

20 hours weekly watching TV, but only half of that time is spent on daytime programs. This means, he said, that children of that age group spend the other half of their time watching TV during the evening and night hours.

TV, he emphasized, is "planned" viewing. He also noted that advertisers sometime find that their commercials do not always register as they are supposed to with consumers. In one test, undertaken by TVB, Mr. Cash said that a commercial for a Cleveland department store was tested on a group of Philadelphia housewives, with two sets of audio—one the regular audio, the other a new, fact-crammed presentation. That information-type commercial raised the respondents' esteem for the store, Mr. Cash noted, but the desire to shop in that store slipped noticeably.

In another test, Mr. Cash reported that TV commercials were found to be below the medium on believability and honesty. Part of this view, Mr. Cash said, "may be due to the high score TV advertising earns for its creativity—the creativeness of TV commercials may lead people to feel they aren't as honest or believable [as other types of advertising]."

In discussing commercial sponsorship of public-service announcements, a trend that Mr. Cash has been promoting heavily in appearances throughout the



Two panels of experts discussed two topics for the Federal Trade Commission last week. One, above left, was on the role of advertising, and included as members (l to r) Colston Warne, Consumers Union; Professor Raymond A. Bauer, Harvard Business School; Samuel Thurm, Lever Bros., and Professor William G. Shepherd, University of Michigan. Also on that panel, but absent when this picture was taken,

was John O'Toole of Foote, Cone & Belding, New York.

The other panel, above right, was on the media mix, and had as its members (l to r) Miles David, Radio Advertising Bureau; Norman E. (Pete) Cash, Television Bureau of Advertising; Stephen E. Kelly, Magazine Publishers of America; Robert Delay and John Jay Daly, Direct Mail Advertisers Association.

country, he stressed that when a corporation official promises to clean up water pollution attributable to his company, he is making a commitment to 10-million people.

The pervasiveness of radio, and its lower cost and higher imagination quotient was the theme of Mr. David's presentation.

The RAB president emphasized that radio stations are programed to specialized audiences and that well over 90% of all people listen weekly, and about 75% in a single day.

Radio, he stressed, is first in news events, and also in service (traffic reports, weather, warnings of natural disasters, etc.). In more than 500 cities and towns, he said, where there are radio stations, there are no daily newspapers.

In other presentations during the week, the FTC heard Professor Raymond A. Bauer of the Harvard Business School state unequivocally that price competition plays a relatively small part in the market place; heard John O'Toole, president of Foote, Cone & Belding, explain that the concept of information in advertising has a variable meaning to different people.

The only criticism of the week came from Colston Warne of Consumers Union. He declared that a lot of today's advertising "fails to inform, fails to be rational, fails to be responsible." Mr. Warne said his quarrel is with that segment of advertising "that distorts the information function."

Stephen E. Kelly of Magazine Publishers of America warned that regulation of advertising beyond that of fraud and deception could result in the destruction of advertising. He noted that although magazine revenues have increased since 1955, from \$657 million then to almost \$1.2 billion in 1970, its share of advertising dollars with TV has steadily decreased, from 48% in 1955 to 31% in 1970.

Robert Delay of the Direct Mail Advertisers Association discussed the dimensions of direct-mail advertising. He told the FTC commissioners that his organization had instituted a practice of intervening on a consumer's behalf when there is some problem with making a purchase through direct mail solicitation. He also noted that a consumer may now have his name added or deleted from mailing lists.

Agency Appointments

▪ American Photograph Corp. has appointed as its agency Kane, Light, Gladney Inc., New York, to conduct a major move into key-city radio, TV and Sunday-newspaper supplements. The family and business photographic portrait company, with studios in more

than 350 American department stores, has budgeted \$750,000 for advertising and sales promotion each year.

▪ Cook Industries Inc., Memphis, has chosen Doyle Dane Bernbach, Los Angeles, to handle \$1-million account of its Terminex division. Terminex, manufacturer of termite and pest-control products, has been a substantial broadcast user. Former agency was Freberg and Thyme Inc., Los Angeles.

▪ The Bic Pen Corp., has named N. W. Ayer & Son and Wells, Rich, Greene, both New York, to handle respectively its current line of ball point pens (billing an estimated \$3.7 million in TV) and new felt-tipped pen, scheduled for introduction in 1972. Clifford A. Botway, same city, which has brought television time for Bic, will continue its assignment for Ayer. Former agency was Kurtz Kambanis Symon, New York.

▪ John Rockwell & Associates Inc., New York, has picked up an estimated \$5 million in billings from the Baumritter Corp., New York, furniture manufacturer. Rockwell will handle local advertising for Baumritter's Ethan Allen retail dealer organization of more than 200 showcase stores. Advertising had been handled separately by each of the dealers. Radio and television spots were being prepared for distribution to the dealers.

▪ Castrol Oils (automotive lubricants), Hackensack, N.J., has appointed Smith/Greenland, New York, as its advertising agency. The budget will run over \$1 million in 1972.

▪ Dancer-Fitzgerald-Sample, New York, has been appointed to handle the advertising campaign for Hanes brand hosiery, Winston-Salem, N.C. DFS currently is responsible for L'eggs Products, unit of Hanes Hosiery, and a portion of the advertising for Hanes Knitwear, a division of Hanes Corp. Current billings for the account average \$1.5 million annually.

Commercial cutback

WPHL-TV Philadelphia will limit the number of commercials on its afternoon block of children's programming to no more than 12 minutes per hour, effective Jan. 1, 1972. In announcing the new standards, Frank Minner, WPHL-TV president, said the station has been cognizant of the "growing interest" by government and private groups in children's TV programming and added that "we are attempting to be responsive to the views voiced by these groups and especially the views that have been espoused by the chairman of the FCC." The TV code of the National Association of Broadcasters restricts nonprogram material in nonprime-time periods to 16 minutes per hour.

TVB agenda puts accent on selling

General Mills's Gail Smith General Foods's Mitchel among speakers in Chicago

Close to 200 TV broadcasters are expected in Chicago this week for the Television Bureau of Advertising's 17th annual meeting, to start Tuesday evening (Nov. 9) and continue through Thursday luncheon with a program geared to boosting sales.

The meeting, at the Continental Plaza hotel, will open with a reception and dinner featuring the keynote address by TVB President Norman E. Cash and a speech on advertisers' use of local public-affairs programs by F. Kent Mitchel of General Foods, who will accept a TVB award for his company's public-affairs program sponsorships.

Wednesday morning the members will hear a report on economic and population trends by James Landon of Cox Broadcasting. There also will be a run-down on spot, network and local business by a panel of specialists in those areas, and briefings on subjects as diverse as TVB's 1972 sales clinics (by James Mathis of WFBM-TV Indianapolis and William Colvin of TVB), making sure on-air copy is right (by William H. Ewen of the National Advertising Review Board) and "The Detroit Picture" (by Gail Smith of General Motors).

Theodore Sorenson, attorney and former special counsel to President Kennedy, will address the Wednesday luncheon on "How Telecasters and Government Can Live Better Together." Then the members will hear reports on new promotional and public-service campaigns and be given tips by Jerry Smith of Jerry Smith Studio, Milwaukee, on how to create good local commercials inexpensively.

Wednesday's business activities will wind up with a closed session for officers' reports and election of board members.

The final day's sessions will open with a breakfast presentation of findings from a new TVB-sponsored research study of "The Working Woman." Then a panel of retail advertising specialists will deal with the question of "How Clients Can Make Better Local Commercials," and Ernest W. Jennes, Washington attorney, will address problems to be faced in government and business relationships.

The nine award winners from 279 entries in TVB's fourth annual local commercials competition will be announced at the luncheon Thursday.

Listerine bad-mouthed by the FTC

Commission cites cold-preventive claims of mouthwash in complaint proposal charging false advertising

Listerine used to be touted as the answer to bad breath, but more recently it has been advertised as good for colds and sore throats. That's where the Federal Trade Commission decided to step in.

The FTC announced last week that it proposed to issue a complaint against the Warner-Lambert Pharmaceutical Co., Morris Plains, N.J., charging that that firm's Listerine mouthwash will not, as allegedly advertised, cure or prevent colds or sore throats or cause them to be less severe than they otherwise might be.

The complaint was termed "absolutely without foundation" by a spokesman for Warner-Lambert immediately after the FTC announcement. The pharmaceutical firm said that "extensive" scientific data, which has been supplied to the FTC for more than two years, fully supports Listerine's advertising.

The company noted that a similar complaint involving Listerine was issued by the FTC in 1940, but was dismissed in 1944 without action. Robert Pitofsky, director of the agency's Bureau of Consumer Protection, in a news conference announcing the complaint, commented that new evidence has come to light about the causes and prevention of colds and that the law has been changed regarding the adequacy of scientific substantiation.

Mr. Pitofsky also noted that the 80-year-old Listerine was not required to be found effective by the Food & Drug Administration because the 1963 law making this finding mandatory did not apply to drug products on the market before 1938. The fact that the FDA had not questioned the efficacy of Listerine was stressed by the company in its rebuttal statement.

Among the examples cited by the FTC in its proposed complaint were two TV story boards for Listerine spots, placed by J. Walter Thompson, the company's agency, which, contrary to other recent FTC complaints, was not mentioned in the Listerine case. Also cited by the FTC were claims made on package labels and in print advertisements.

The FTC said it would ask for an order prohibiting these alleged misrepresentations, and would also ask that the company be required to carry for one year at least 25% of advertising for the product disclosing that the trade agency had alleged that the previous advertising was false. Two FTC commissioners dissented from this prospective provision, as they have in other cases

previously; they are Commissioners Paul Rand Dixon and Everette MacIntyre.

The FTC said that the company has 30 days to settle the case; otherwise a formal complaint will be issued and set for hearing before an FTC examiner.

Listerine was said to be the pre-eminent product in the mouthwash field; its \$200 million in sales last year represents 48% of the market. Its nearest competitor, it was noted, is Lavioris, only \$14 million in sales.

Last year Listerine spent \$8,785,800 in network TV, and \$3,634,100 in spot TV; for the first six months of this year, the figures are \$3,717,900 for network, and \$1,739,000 for spot TV, according to the Television Bureau of Advertising.

Old king coal was a fairness complaint

It has often been said in the past that in West Virginia, coal is king. But with the advent of environmental concern coupled with a history of mine catastrophes and growing assertions of coal-mine health hazards, West Virginia has in recent years been host to a number of groups seeking to topple the coal dynasty. Four of these organizations last week asked the FCC to rule that the state itself, through its sponsored radio network, should be required to afford them time to respond to claims made by the coal industry's institutional advertising—claims they contend fall far short of the truth.

The petitioners voiced their fairness complaint against the state-owned University Broadcast Service, which is known as Mountaineer Sports Network. The network, run by the University of West Virginia at Morgantown, feeds university football and basketball games to a statewide network of some 25 stations. Named as a co-defendant was WHAR(AM) Morgantown, which initiates the feeds.

The subject of the complaint are spots run as part of the network package placed by the West Virginia Coal Association. The association has for several years purchased 50% of the participating time in the network's advertising, or 25% of the total advertising time of the broadcasts. The general theme suggests that coal, West Virginia, safety and the environment, are inseparable.

The petitioners—West Virginia Black Lung Association, Association of Disabled Miners and Widows, Citizens to Abolish Strip Mining, and Mountain-

eers to Save West Virginia—told the FCC that they had been refused free time by university officials to offer rebuttal to the WVCA spots over the network and had instead been notified of the "possibility" of placing rebuttal announcements late in the basketball season. The university claimed that commercial time in the network package was limited. It also affixed a cost in the area of \$15,000 for the spots, which the petitioners claimed was far beyond their economic means.

The petitioners' formal complaint to the commission was prepared by the Appalachian Research and Defense Fund Inc., a Charleston, W. Va.-based public-interest law firm largely funded by federal antipoverty allocations. John L. Boettner, an ARDF attorney representing the petitioners, based the major part of his legal argument on the commission's Friends of the Earth decision last May, in which the agency, while denying the petitioner's fairness complaint against commercials for high-performance automobiles and leaded gasoline, pointed out: "If an announcement sponsored by a coal mining company asserted that strip mining had no harmful ecological results, the sponsor would be engaging directly in a debate on a controversial issue and fairness violations would ensue."

North to Alaska: General Tire on location

The search for a more authentic testing ground for its line of snow tires led the General Tire Corp., Akron, Ohio, to send its advertising agency (D'Arcy, McManus, Intermarco) and production firm (Lee Lacy) to Alaska's White Out Glacier. There, the firm's "Belted Gripper" and "Winter Cleat" tires were put through the rigors of finding the legendary "abominable snowman."

The test resulted in General's current spot-TV campaign, the biggest in its history. The concentrated push, running during November, is backed by more than half of General's \$750,000 ad budget. The announcements, 30 and 60 seconds, began Monday, Nov. 1, in 21 markets. They will run in states that are in or north of the U.S. snowbelt, according to an agency spokesman.

The two commercials were created to work within the same scheduled program, usually in early or late-night news broadcasts. The first commercial (60 seconds) will appear at the beginning of a program, with the second (30 seconds) designed to refine and pick up the theme of the first, aired at the end of the show. The theme of the commercials is, "Only a brute of a tire could bring man face-to-face with the brute of the mountains."

ALTO FONIC presents---

TWO smashing profit makers!

#1 COUNTRY WEEKEND

- #1 COUNTRY WEEKEND program will . . . help put your local advertising hand-in-hand with the nation's TOP country recording artists . . . and help sell your SPONSOR'S PRODUCT.
- BILLBOARD'S 25 YEAR CHART OF #1 HITS
 - 36 hours of programming
 - Updating 3 times per year
 - Mono or Stereo
 - Jingle package
 - Ad mats available
- Unlimited play for one whole year
 - Hosted by LARRY SCOTT . . . also available without voice
 - Promos by leading personalities
 - Marketing aids via cassette

QUAD STEREO PROGRAMING . . . the NOW sound lets you come alive with the newest listening experience. IT'S DIFFERENT! Different in all the ways that make your broadcast program more enjoyable to your listeners and more profitable to your sponsors. Join the march to be first in your market area with QUAD STEREO. No new equipment required. Your present station can broadcast QUAD STEREO from our package. We call it . . .

QUAD STEREO PROGRAMING

- DOUBLE EXPOSURE
- 4 channel programing encoded to 2 channel broadcast compatibility
 - 5 hours of new programming per week
 - Market exclusivity in your area • Top name guest artists
 - No new or extra equipment
 - Top radio personality hosting
 - Produced musical Opens and Closes
 - Ad mats available

HEAR THEM FREE . . .

You can hear one or both programs on our demo tape . . . FREE!
Write or Call DON W. CLARK or JERRY BASSETT collect at
(213) 466-9261 for one of the most exciting merchandising packages in the history of AM and FM Broadcasting!

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Nixon sets up own ad shop

Peter Dailey to head special Washington agency for '72 campaign

Some time late this month, Peter H. Dailey, a successful young advertising man from the West Coast, will arrive in Washington, settle into quarters at 1701 Pennsylvania Avenue, and begin building an advertising agency from scratch. He will have only one client, and the business is doomed to fold with-

in a year. But he should find the work interesting.

Mr. Dailey, president of Dailey and Associates, of Los Angeles, was picked by Nixon political aides to build and operate an agency dedicated exclusively to the re-election campaign of President Nixon.

He will hire the creative specialists, timebuyers, planners, and technicians he needs. He will also conceive the advertising campaigns and implement them.

The idea is not unprecedented in politics. Some senators have established agencies to promote their campaigns, but probably no one has established

such a specialized agency on the order the President's aides have in mind for what is being called the Nixon Agency.

The Nixon-Agnew ticket spent \$12.6 million on radio and television and \$1.2 million on newspaper ads; in 1968. The amount Mr. Nixon's team spends in 1972 will be governed by whatever political-spending bill, if any, emerges from Congress. But it is not likely to be less than was spent in 1968.

Initially, at least, Mr. Dailey will work closely with the Committee for the Re-Election of the President, a private group composed principally of former White House assistants. Later, when a campaign manager is named—it is expected to be the present attorney general, John Mitchell—Mr. Dailey will work under him.

Committee sources dismissed as nonsense one report that the in-house agency was being established to save the 15% commission normally paid advertising agencies. "We'll be paying that out in salaries and other expenses," one staffer said. He doubted whether more than 1% would ultimately be saved.

The principal reason for establishing the agency, he said, is that it provides the campaign managers with a more efficient and effective way of handling the advertising. The campaign officials have more direct control over an in-house agency and more direct communication with it than they would with a conventional shop.

Rules also approved the procedure by which Republicans Clarence J. Brown (Ohio) and Bill Frenzel (Minn.) may offer their own bill in the form of a substitute. The measure (H.R. 11280) is identical to the version passed by the Senate last August (BROADCASTING, Aug. 9).



The WJEF Countrywise buyers ...they know what they want and can afford it!

Today's WJEF Countrywise buyers are very particular families.

Typically, they're under thirty, own their own homes, have two cars and three children. If they live in Kent County they have a family income of about \$10,117. Ottawa County families have an average income of \$9,193. They're solid citizens with buying power to get what they want. And they learn about products from WJEF.

WJEF-ers may be bankers, businessmen or farmers. But more likely, they're among the 70 thousand or so working in the area's 880 manufacturing plants—part of an expanding economy already accounting for \$902,087,000 in retail sales. Their particular like is WJEF. If you'd like these particular people, contact Avery-Knodel. They'll give you some wise advice on our Countrywise buyers.



The Folger Stations
 RADIO
 WJEF GRAND RAPIDS-MITCHELL CENTER
 WJEF GRAND RAPIDS
 WJEF GRAND RAPIDS-PALMADOC
 WJEF GRAND RAPIDS
 TELEVISION
 WJEF-TV GRAND RAPIDS-PALMADOC
 WJEF-TV GRAND RAPIDS-CITY
 WJEF-TV GRAND RAPIDS-CITY
 WJEF-TV GRAND RAPIDS-CITY
 WJEF-TV GRAND RAPIDS-CITY
 WJEF-TV GRAND RAPIDS-CITY

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY
 Avery-Knodel, Inc., Exclusive National Representatives

Political advertising set for floor action

The House Rules Committee, after a second hearing on political-spending legislation (BROADCASTING, Nov. 1), last week finally released the two bills within its grasp and cleared the way for their consideration on the floor—probably this week.

The bills being sent to the floor are the Administration Committee's H.R. 11060 and the Commerce Committee's H.R. 8628. Rules has granted them an open rule, which provides that any portion of the bills will be open for amendment. Debate is limited to one hour on each of the measures.

The main vehicle for floor debate is to be the Administration Committee's bill. But it has been ruled that the Commerce Committee bill will be eligible to be combined with that measure on the floor by adding it as Title I.

FOE asks for funds from advertising

Friends of the Earth is appealing to the advertising industry for funds and creative services to be used by FOE to produce television commercials which will emphasize the environmental pollution caused by internal combustion engines.

An appeal was made in an ad appearing in the Nov. 1 issue of *Advertising Age*. The headline over the ad reads: "We need every adman we can help keep alive," and a coupon for a contribution is attached at the bottom.

"Advertising people, like all other living beings, are susceptible to the ravages of pollution," the advertisement begins. "The only difference is, advertising people can do more about it than most creatures. By eloquently protesting. And by educating the unconcerned to the cause for concern." The ad concludes: "We'll use your money to put the power of advertising together with the influence of Friends of the Earth."

Gary A. Soucie, former executive director of FOE, now a member of the organization's board of directors said FOE's goal is to raise about \$250,000 in cash and contributed services but "probably we will have to settle for less." FOE would like to have about "a dozen TV commercials produced" to alert the public to the environmental problems created by automobiles and gasoline, he said. FOE also plans to produce radio commercials, though the main emphasis will be on TV.

"The FOE commercials will be offered to television stations as public-service announcements to aid the stations in discharging the responsibilities, obligations and policies affecting the environment," Mr. Soucie said.

Friends of the Earth had filed with the FCC in March 1970 a fairness-doctrine complaint against WNBC-TV New York for carrying commercials promoting the sale of automobiles and gasoline. The FCC dismissed the complaint, but a petition to the U.S. Court of Appeals in Washington resulted last August in a decision that such advertising does raise a fairness-doctrine issue. The court remanded the matter to the FCC for further review under the fairness doctrine.

Kaiser counsels candidates

Kaiser Broadcasting Corp. is offering instruction in the use of television to political candidates at all levels at all-day workshops in six cities in 1972.

The free-of-charge workshop to be conducted for Kaiser by Roger Ailes Associates, New York, will include Mr. Ailes who is a special consultant to the White House on television projects and

T. M. Cormaney, a vice president of the Ailes organization. Serving as hosts for the session will be the Kaiser-owned TV station in each city: WKBS-TV Philadelphia; WKBG-TV Boston; WKBD-TV Detroit; WKBF-TV Cleveland; KBSC-TV Los Angeles, and KBHK-TV San Francisco. The workshops will be held between Feb. 1 and June 30, 1972. Also invited to attend are candidates' campaign managers and their agency account supervisors.

D.C. stations face 4% ad-tax threat

TV and radio stations in Washington are in for a tax bite on their advertising if an amendment remains in a District of Columbia revenue bill.

The measure (H.R. 11341) has been reported out of the House Committee on the District of Columbia, and according to a committee spokesman, it should reach the floor this week.

An amendment adopted in committee would impose a 4% sales tax on advertising in all media, including TV, radio, motion pictures, newspapers, billboards, magazines and periodicals.

The National Association of Broadcasters has written state associations urging them to ask their congressmen to have the tax provision stricken from the bill.

Meanwhile, Senate District of Columbia Committee Chairman Thomas F. Eagleton (D-Mo.), has tentatively scheduled a hearing for Nov. 16 on the Senate's D.C. revenue bill. But, a hearing on the measure—which does not contain a sales tax on advertising—must wait for passage of a House bill. A spokesman said that the senator has in the past staunchly opposed advertising taxes.

Free-time appeal loses

A 20-year-old college student, who is candidate for San Francisco's board of supervisors, has lost a fight for free television time that he had taken to federal district court.

Michael Kim Wong said he lacked funds to buy time but that he was entitled to free exposure on the basis of constitutional guarantees of due process and equal protection of law. He sought an injunction that, in effect, would have required KRON-TV, KPX-TV and KGO-TV to grant him free time.

However, Judge George Harris, who had granted a temporary injunction, refused to grant a permanent injunction after argument in his court. He said the injunction is designed to maintain the status quo but that the injunction being sought by Mr. Wong would only serve to upset the situation in which

the candidates are treated equally.

The stations had argued that Section 315 of the Communications Act bars them from giving free time to one candidate while requiring others to pay.

Interpublic's fourth officially in business

Tinker, Dodge & Delano, which expects to bill at the yearly rate of \$22 million with about \$10 million in broadcast, has started operating as a fourth agency in the Interpublic Group.

The new shop merges the former Dodge & Delano and Interpublic's Tinker-Pritchard Wood Associates (BROADCASTING, Sept. 13). Interpublic also includes McCann-Erickson, The Marschalk Company and Erwin Wasey.

Interpublic said that Bruce M. Dodge is Tinker, Dodge & Delano's chairman; Lester A. Delano, president; M. Carl Johnson Jr., chairman of the executive committee, and J. Desmond Slattery, vice chairman. Clients include Armstrong Rubber, Borden, British Overseas Airways, Coca-Cola, Connecticut Mutual Life Insurance, Esso Chemical, Jones & Laughlin Steel, Heublein, Shulton, Florida (State) citrus and Warner-Lambert Pharmaceutical.

Outdoor group finds outdoor outdoes TV

Results of a test said to show outdoor advertising out-performing spot TV in sales effectiveness were released last week by the Institute of Outdoor Advertising.

The institute declined to identify the advertiser participating in the test, other than to say that the product involved was a heavily advertised ready-to-eat cereal, but other sources identified it as General Foods, the same advertiser that participated in the widely publicized test of magazines versus TV in association with *Life*, *Look* and *Reader's Digest* more than a year ago.

The outdoor test was conducted for nine months (January through September 1970) in two markets—Tulsa, Okla., and Green Bay, Wis.—where outdoor was substituted for spot TV in support of the cereal's basic network-TV advertising. For comparison two control markets—Oklahoma City and Madison, Wis.—continued the brand's normal all-TV media plan.

The institute reported that the cereal's share of market gained an advantage in the markets where outdoor was used—nearly a share point in Tulsa, about two-tenths of a point in Green Bay. Institute officials estimated that, nationally, a share point in the dry-cereal field is worth about \$10 million.

The story of public broadcasting

A perspective on the new life, good times and hard knocks that come with the territory of a unique communications medium

FOUR YEARS into its modern history, public broadcasting has come up against the facts of life. Hard.

The new medium—and a new medium it indeed is—was assigned the destiny of becoming a powerful source of alternative programming, something never before attempted on a major scale in this country, and put under a spotlight of attention and prestige appropriate to that role. It assumed the mantle with many of its leading players acting, speaking and presumably thinking they could somehow please everybody—as though the very name “public” and an obvious attempt to do something worthwhile and different in broadcasting would be enough to induce a warm glow in the nation’s collective soul.

Their reward—and the medium’s—has been the discovery that it doesn’t work that way. If public broadcasting draws large audiences, it is attacked for seeking the masses; if it programs for small, select groups, it is damned as an insufferable snob. If it tackles a tough issue, it is trendy, left-wing, unrepresentative and misusing the taxpayers’ money; if it presents fine drama and stimulating discussion, it is aloof and uninvolved. If it moves toward centralization, the specter of autocracy is raised; if it does not, there is the accusation that it is frittering away its public money without seizing the chance to make an impact on the national consciousness. Anything it does, in any realm, is sure to be attacked by someone as contrary to the spirit of the Carnegie Commission report or the Public Broadcasting Act—both of which mean many different things to many different people. Meanwhile, the struggle for federal funding limps along; federal appropriations increase, but freedom from annual accounting does not.

In television and radio, there is no way to be both a Good Guy and a tough, visible force. Whether or not all of public broadcasting’s leaders have recognized that truth, the choice has been made. Public broadcasting—identity crisis, critics and all—has crashed upon the American scene as a major force in television and radio. It has produced and distributed programs that matter, both for their quality and for their influence, while simultaneously attempting to carve out a structure unlike any other in world broadcasting. Now it is learning to live on a height that is also a precipice.

“We’re pioneering in an institutional sense,” says Ward Chamberlin, executive vice president of New York’s Educational Broadcasting Corp. “There’s never been even a remote analogy.” That is undeniable: There is no precedent for the structure of the Corporation for Public Broadcasting, or for the Public Broadcasting Service with its production centers and its federated elements. But institutional innovation is a means, not an end. “You can’t just let the general idea of ‘public broadcasting’ or ‘educational broadcasting’ lie there,” says Robert Larson, general manager of WGBH-TV Boston. “You have to make it work.”

The real story of the medium in 1971 is not the occasional wrath it generates at one end or another of the political spectrum, but what public broadcasters themselves are doing to “make it work”—to evolve their unique system

into an effective program vehicle. The noncommercial medium is not torn to shreds by strife, as some reports might indicate, or whipped into submission by external pressures, as others suggest. There is even—surprisingly enough—something approaching a broad consensus within the medium on what its components ought to be doing and where they ought to be headed. There are, however, honest disagreements among practitioners, and the resolution of these basic issues is the key to the medium’s present and immediate future.

These exchanges are typical.

“There should be a direct line in terms of program contact between the various centers that make up the production centers and the stations themselves,” says Alvin H. Perlmutter, executive producer of *The Great American Dream Machine*.

“In the long run,” says James Day, president of the Educational Broadcasting Corp., “television programs require that one person lay his talents on the line.”

“There are people in the system who think the Public Broadcasting Service is supposed to be a mail drop for producers’ programs,” says PBS President Hartford Gunn. “But somebody’s got to make choices. Somebody’s got to say: ‘This goes, and that doesn’t go.’”

That is one kind of debate: argument over program control, over centralization, whether it should exist and what form it should take.

“Is it you [station managers] or PBS who has been taking the networks’ approach and measuring your success in rating points and audience?” asks Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, as prelude to an accusation. “You check the Harris poll and ARB survey and point to increases in viewership. Once you’re in the rating game, you want to win. You become a supplement to the commercial networks and do *their* things a bit better in order to attract the audience that wants more quality in program content.”

“It doesn’t do any good to be different,” says EBC’s Ward Chamberlin, “if you don’t get a substantial number of people looking in. And being so goddam deadly serious in programming isn’t going to do it.”

David Ives, president of WGBH-TV responds with one word when asked how he would react if that station suddenly found itself ranked second in its market: “Yippeeeee!”

That is another kind of debate: What audience should public broadcasting seek, and what specific programming mission should it set for itself in contrast or complement to the commercial networks?

“We’re running on a budget of \$600,000, yet we need everything a commercial station needs,” says Charles Vaughan, president and general manager of WCET(TV) Cincinnati. “You say, ‘Well, what about the sales staff?’ We have a development division for precisely the same purpose. Sooner or later, we have to drive home the fact that it takes every bit as much money and talent to operate a noncommercial station successfully as it does to operate a commercial one.”

“We have three legislative charges,” notes John Wither-

that PBS might compensate its stations for carrying programs as a means of encouraging greater carriage, a broadcaster such as Robert Ellis—director of broadcasting and general manager for Arizona State University's noncommercial KAET-TV Phoenix—will reply. "I'm already compensated. Where else can a local station get programs like *Sesame Street*?"

The real dispute is between PBS and NET. PBS is the incumbent, the national network that must select and distribute programs to a nationwide group of stations. NET is the displaced king; once the pre-eminent leader in providing national programs for educational television and still the principal source of prime-time evening programming, it is no longer the heart of the national system. It is one of several production centers that supply programs for national distribution.

There are two lines of dispute—one largely fading from view, the other very much alive. The first has already been mentioned: NET felt, as an experienced source of programming, that it should be both a center of production and a source of distribution—a national center of expertise. It has not been permitted to assume that role, and although EBC President James Day still makes the argument academically, he no longer presses it as an important live issue. The more important question is whether NET, or any other production center, should enjoy a direct line of access to the stations. It

decisions of its managers about what programs it will run, what times it will run them, and what programs will be transmitted in the first place, because the members have a large voice in managing the network, and because there is no economic penalty for anything.

What about radio? The answer is that National Public Radio, the newest noncommercial organization, is more like PBS than unlike it. Both are membership organizations managed by the members; both draw from local sources in their programming. There are two basic differences. The first is that NPR produces a 90-minute daily newsmagazine program, *All Things Considered* (for which some of the material is drawn from local stations), and is planning two other programs of its own; PBS itself produces nothing. The second involves the method of getting local programs. PBS draws from local stations, particularly the specified production centers, which get their national programming funds principally and directly from CPB. National Public Radio gets its basic funding from CPB, then contracts out with local stations for the specific programs to be carried on the network. The results, in terms of centralization, are not that much different; both are far more decentralized than any commercial counterpart.

At one point, it was proposed that PBS manage the radio interconnection as well as the television one, but the differ-

A short course in public broadcasting

There are 212 operating noncommercial television stations, 515 noncommercial radio stations in the U.S. Of the TV stations, 62 are licensed to universities, 59 to nonprofit community corporations, 68 to state or municipal authorities, 23 to school systems; 134 licensees operate the total 212. Existing TV stations reach 74% of the population; radio stations 75%. An estimated 39 million viewers watch public television at least once a week. The medium draws a viewing average of 1.9 hours daily. In

fiscal 1970, the most recent year for which comprehensive figures are available, the total dollars coming to stations from all sources was \$103,640,692. Of that amount, \$30 million came from state governments or boards of education, another \$20 million from local sources including schools and various boards of education; state universities and colleges provided \$10 million; intra-industry (including CPB) provided \$8 million; the federal government \$5 million; national foundations (primarily Ford) \$8.5 million; subscribers, individuals and industry \$8.8 million; no other single category accounted for

more than 4% of the total. The Public Broadcasting Service receives \$7 million annually and National Public Radio slightly more than \$3 million, both principally from CPB. The average budget for a noncommercial television station is \$650,000. The system now depends on seven geographically spread production centers for the bulk of "national" program material (although 22 individual stations contributed programs last season): WNET(TV) New York (with NET); WGBH-TV Boston, WETA-TV Washington, WQED(TV) Pittsburgh, WTTW(TV) Chicago, KQED(TV) San Francisco and KCET(TV) Los Angeles.

is the view of Jim Day and the people who work for him that it should—that, once a program has been produced and cleared by management, it should be fed through PBS without interference, leaving the individual stations to decide whether or not they will run it. The opposing position, as laid out by PBS's Hartford Gunn, goes this way:

"I certainly agree that the final decision rests with the stations, as to whether or not they should run it. But there are very real problems; a number of our stations, probably 20 or 30 stations on the average, cannot see a preview prior to broadcast, because they get the signal off air by their relay system. It's a technical problem. In effect, there are a number of stations that are not directly interconnected at the time we can preview programs . . . and so they have to look to PBS to provide them with some guidance.

"The second reason is that it's purely one of our mandates from our own board of directors, the majority of whom are station managers." At one of their board meetings, the managers adopted this position: "Adherence to standards of fairness, objectivity and balance must be a joint process by the producing agencies such as NET and PBS, with the former having the initial responsibility, and PBS having final responsibility for the program service."

That is the essence of the difference between PBS and a commercial network. The former is far more subject to the

ences between the two media led to the scuttling of that idea. As NPR President Quayle puts it, "Radio is much more a series and a process than a group of neatly packaged programs. You can't operate it on television principles."

There is one problem that both networks, all stations and everyone else in public broadcasting share, and they will confront it as long as any funding system other than an impersonal mechanism exists. One top broadcaster expressed it this way. "When there's a crisis in the system, like the *Dream Machine* dispute, people outside the system don't think that Hartford Gunn did that or the PBS board did that. People think: John Macy did that." Another leader in the system says, "John Macy has the most thankless, grueling job in the United States, bar none. Hartford Gunn isn't too far behind, but Hartford can please some of the people some of the time. John can't please *anybody*."

That is both a slight exaggeration and an excellent point. Hartford Gunn and Don Quayle, for all their assorted problems, are providing a free service, under guidelines established through a painfully democratic process that directly involves the stations themselves. John Macy and CPB are (1) providing money, of which there is never enough to satisfy everybody, and (2) involved in

granting funds for programing, which immediately raises the specter of benevolent despotism. Let one person say, "even the production centers are onto the fact that they're being told what to produce," and all the denials in the world never seem to obliterate the stigma.

The problem is not simply one of influence, but of the appearance of influence, and it does not begin and end with CPB, which is acutely conscious of its own delicate situation. It is axiomatic that strings are attached to money, no matter who gives it away. CPB does not "tell" people what to produce, but it consults with every production center about program plans before awarding money. It has to; the corporation can't spin a roulette wheel or pick a figure out of a hat. But, having talked about programing, it has by definition placed itself in the business of setting priorities.

So it is with the Ford Foundation, which has always had a thorough centralist bias that only added to some local managers' distaste for anything associated with New York. So it is also with school boards, which by definition are first of all in the business of instruction, or with state governments, which are generally rather conservative funding sources. (At times in the history of the medium, idealistic station staffs have collided with station managers who answered to more conservative boards of directors and funding sources; it is said that Boston, New York, Los Angeles and Pittsburgh have at one time or another seen such upheaval, unseating boards or unseating station managers.) About the only no-strings-attached funding to be obtained comes from station "auctions" (a popular public fund-raising device), which exist more to keep stations alive than to help them grow rich and prosperous.

However, CPB's money is relatively free of ideological strings, simply because the corporation operates under those specific legislative mandates. There are certain things it must do and must not do under the law. Those requirements make CPB different from any broadcast organization anywhere on the globe. It was established by the government, but it is an independent, private corporation that draws funds from both federal and non-federal sources. It was to pave the way for interconnection, but not to operate the network. It was to encourage the diversity of program sources and increase support to local stations, but it was not to engage in any programing ventures of its own.

The corporation has what initially appears to be a lot of money to distribute. After struggling into existence in 1967 with slightly more than \$2 million in grants from private sources, it reached the \$40-million mark in this fiscal year. Nearly all of that amount goes back out. (The largest single chunk of that amount goes to PBS—\$9 million.) The more revealing figures, however, are yielded in a breakdown by station of the approximately \$7.5 million CPB is doling out in general station support—aside from the national program production. Spread that across the spectrum of public broadcasting, and nobody gets too much. A typical example is WKNO-TV Memphis, which operates on a budget of \$450,000, and which received \$22,500 in general support money from CPB—5% of its total operating costs. Across the board, CPB contributes only about 18% of its total funds to general support for stations. The pressure is on to raise that figure dramatically.

CPB's John Witherspoon, who recently talked with nearly all of the nation's public television managers in a series of meetings, says there is hardly any point in constructing a hierarchy of concerns at the local level: Money overshadows everything else. There is no need to invoke the Carnegie Commission; it is simply that the people need money, they know where to find it, and they want more.

In fiscal 1970, the most recent year for which comprehensive figures are available, the largest single source of funding for local stations in the system was state govern-

ments, which pumped in over \$19 million. Behind them were local schools and boards of education (\$17.5 million), state boards of education (\$10.7 million), and, in fourth place, "intra-industry sources"—principally CPB—which contributed \$8.2 million.

The Ford Foundation, which over a 15-year period has poured over \$200 million into the noncommercial media, is also the principal reason that NET exists at all. Even today with CPB a going concern, Ford is the largest contributor to the New York production center: its \$6 million still surpasses the \$4 million delivered by CPB—and the latter figure represents CPB's largest single contribution to any station or national production center.

The other principal source of funding is the Office of Education, which in this fiscal year has \$13 million in federal money to distribute in the form of facilities grants. OE also contributes \$7 million to the Children's Television Workshop, and is looking around for other instructional projects to fund.

There are assorted other sources of income: underwriting by private corporations, auctions, subscriptions from listeners and viewers—none of which can do more than help keep individual stations afloat while they await the big national paymasters.

Until the arrive, public broadcasting will have to cope with image-killers like the recent flap over a segment of *The Great American Dream Machine*. NET came up with a 12-minute piece in which the FBI was accused of encouraging or actually instigating violence within radical organizations. To simplify a long and already told story, PBS suspended broadcast of the segment, contending that it was insufficiently documented and too brief to carry such sensitive charges. NET, of course, stood by the piece and maintained that PBS had no business making editorial decisions. Ultimately, the network ran a two-hour discussion of the entire incident, during which the original piece and a later, revised version were shown.

The problem was that, while PBS and NET were agonizing over the film, FBI Director J. Edgar Hoover wrote a letter to NET. Based upon his understanding of the piece, Mr. Hoover said, it was "totally inaccurate." (Mysteriously, Mr. Hoover wrote the letter on stationary marked "Department of Justice," to inform NET that he had "referred the matter to the Justice Department." "Maybe Mr. Hoover has taken to talking to himself," Hartford Gunn mused at a PBS business meeting.) Since the suspension—it was not an outright cancellation—followed close behind receipt of the letter, there was an immediate suspicion that someone had been intimidated. As it happened, the matter had been a source of internal dispute for days before that letter was received, and Mr. Gunn was still insisting, two days after the event, that he had not even seen the letter. Apparently, nobody involved heard anything from John Macy, who is understandably wary of appearing to have any connection with such a dispute. Before the *Dream Machine* dispute was anything else, it was one of those internal disagreements that are the stuff of public broadcasting's existence. Nevertheless, the widespread suspicion persists, and will continue to persist at least until permanent financing is produced.

The most widely discussed proposal toward that end is still the Carnegie Commission's plan for an excise tax on the sale of television sets. But, as John Macy points out, "this isn't exactly the ideal time to talk about adding a new excise tax, with the government repealing excise taxes." The interim proposals that have been kicked around by OTP provide for much more money than the medium now receives, but they are not a permanent, insulated approach. The administration, which at the NAEB convention measured public broadcasting by the standards of the

spoon, director of television activities for the Corporation for Public Broadcasting, "diversifying and expanding national production, interconnection, and expansion of stations. There is no predetermined order of importance there—but two of the three are off/on. Either you're going to have a PBS, or you're not. Either you're just going to add a little bit of programming to NET [National Educational Television], or you're going to diversify. We've made headway in those areas, and our principal commitment now is to raise the level of support for local stations."

That, of course, has to do with the oldest and still strongest debate: money—where it is to come from, how it is to be used. It is less a debate than a continuing process of communication; Charlie Vaughan and John Witherspoon are certainly not in constant disagreement the way that, say, Hartford Gunn and Jim Day are. Everyone agrees that the time has come to pump money into the stations; the questions now are when it will happen and what the mechanism will be. But the questions remain.

Thus the basic issues—structure, audience, money. They cannot be neatly separated; there is, for example, no sensible way to part the question of how money is to be used from the problem of structure. But they are the problems that must be faced—by people inside the medium, not outside. They are the issues that underlie a lot of sloganeering about "the fourth network," "the Eastern elite" and the "bedrock of localism."

The existence of these problems in their present forms is itself evidence of public broadcasting's new influence. Without the presence of a going network, feeding national programs of some substance, there would be no debate over the possible dangers of centralization. Without programs that draw, not just the elite that once kept "educational" television alive, but a consistently larger and more diverse audience, there would be no debate over the merits or demerits of going after the "masses." And although there have been money problems ever since there was educational broadcasting, they now attract national attention and acquire a sense of urgency because of the widespread perception that something of special, major significance is being *done* with the money.

To identify these as the principal problems is automatically to eliminate two others: programming and politics. If there is a "programming" problem, it is a function of these more fundamental issues: The character of programming on public stations is determined by the structures through which it passes, the audiences for which the media are reaching and the money available for programs. (It is also determined by the presence of creative talent, which is not so much a problem to be solved as a gift to be nurtured.)

As for politics, it is not an "issue" to which someone in public broadcasting might say Yes or No. It is the very fabric of the business. And to understand that point, it is necessary to distinguish the internal and external "politics" of public broadcasting.

Of all the words that have been said about internal politicking in public television, few have been very specific, and most have been worded as if to throw a cloak of intrigue over the subject. In reality, politics is public broadcasting's substitute for the marketplace. There is no impersonal economic process in public television, nothing that even pretends to be an Invisible Hand. All the hands are giving or reaching for available money of one kind or another, and all are quite visible and personal. In the absence of commercial economic mechanisms, there are only two possible paths for public broadcasting: autocracy, in which centralized controllers dole the funds and dictate the programming; or something resembling democracy, in which the various factions seek their share of money and influence. Public broadcasting—the statements of administration spokesmen to the contrary notwithstanding—is still far

closer to the democratic model than to the autocratic one.

External politics—the relationship of public broadcasting to Congress and the executive branch—is a different story altogether: It is the long-range attempt of public broadcasters to use politics to transcend politics. By obtaining through the government, some day in the probably distant future, a means of permanent financing, public broadcasters hope to insulate themselves once and for all from the vagaries of political life. At this stage in public broadcasting's history, internal politics is (up to a point) a sign of health; external politics is the mark of a job unfinished.

Most of the attention goes to external politics, usually on the assumption that every unkind murmur from a government official sends public broadcasting into frenzied terror. The reality is somewhat different: that the medium is still struggling to find the combination of money, target audience and workable structure that will permit it to function as an independent system.

OTP Director Whitehead had his finger on a portion of that struggle when he spoke to the National Association of Educational Broadcasters' convention last month (BROADCASTING, Oct. 25). He charged public television, in particular, with becoming a "centralized national network" and with adopting the commercial networks' concern for "rating points and audience." There are station people who would agree with that analysis to some extent, but its significance to them pales by comparison with what he left out: There was not a specific word in his speech about a funding bill, long-range or otherwise. The message was unmistakable, although Mr. Whitehead never made it explicit: If you expect a satisfactory funding bill from this administration, *watch it*.

Does this mean that public broadcasters will now stumble all over themselves in an effort to get the money they need so desperately? "Look at it this way," responds a CPB spokesman. "Suppose we said: 'Let's do it. Let's pattern ourselves along these lines, because we, by God, need the money.' Then what happens? Then you get another administration in office—Ed Muskie, John Lindsay, whoever—and that administration says: 'Hey, guys, we want it done *another* way.' Once you get started along that road, you become like a ping-pong ball, and there's just no end to it."

This does not mean that public broadcasting's leaders belong on the pages of "Profiles in Courage," nor does it mean that there have been no instances of apparent buckling under political pressure. It does mean that there is a set of serious, sometimes undramatic core issues that *must* be resolved if public television is to flourish, and that these issues exist independently of whatever political winds may be blowing.

The noncommercial media have traveled a long road to confront problems and opportunities of such magnitude.

Remember educational television? Before there was public television, there was educational television—impoverished, noble and often deadly dull. It was heavily tied, formally and in spirit, to educational institutions and/or an intellectual elite. The results were sometimes an intriguing contrast to commercial fare, often a numbing series of pedantic duds, and always cursed with negligible audiences.

Whatever else it was or was not, however, educational television was at least a potential alternative to the commercial networks. The existence of that alternative and the efforts of NAEB contributed to the creation of the Carnegie Commission on Educational Television. Arthur L. Singer Jr., who was instrumental in establishing the Carnegie Commission, recalls conditions of that time. "Irresistibly one could see, in prime-time television, a vacuum that commercial TV was not designed to fill, and had moreover no desire to fill, and in educational television an instrument that could be shaped to fill that vacuum."

In a sense, the Carnegie Commission report was an at-

tempt to help "educational" broadcasting overcome its own past. The local stations were licensed almost exclusively to educational institutions, state school systems or school boards, and their purposes were correspondingly educational in nature: to expand or enrich the classroom experience. (Many of the stations had stumbled into areas other than instructional programing almost by inadvertence, when the Ford Foundation—the earliest and best friend the educational system ever had—began diverting some of its money out of instructional programing and into more general material.) More important, their presentation smacked of the classroom rather than the broadcast media: The "performers" were usually print-oriented educators with little feel for the special possibilities of television and radio. One fair measure of public broadcasting's development is the considerable distance between Miss Pringle's second-grade reading class and *The Electric Company*, which serves the same purpose in an incredibly different way.

The commission felt it necessary to note this problem. "Education is not always somber or laborious," it said. "It is co-extensive with the full range of human experience and includes joy and gaiety as well as hard intellectual endeavor." And, of course, it was the Carnegie Commission that rejected the very name "educational broadcasting" as too suggestive of classrooms and other things not likely to compete successfully with *Bonanza*—or, for that matter, with *My Mother, the Car*. It divided the field into "instructional" programing, which is what the name says it is, and "public" broadcasting, which is everything else.

But the point to remember about the Carnegie Commission is that it was not striving only for a stronger system founded upon the "bedrock of localism," although it went to great lengths to drive that point home. It was not simply proposing the replacement of poor local stations with rich local stations. The central conclusion of the commission, which is not exactly buried in its report (the statement turns up in the first sentence), is this: "A well-financed and well-directed system, substantially larger and far more pervasive and effective than that which now exists in the United States, must be brought into being if the full needs of the American public are to be served." Whatever else the Carnegie report may have been—and it was something a little different to almost everyone who read it—the report was first of all a conclusion that the system it christened "public" broadcasting should become a high-powered enterprise of national significance, and that the first requirement in reaching that goal was to develop at least some national leadership.

The Carnegie Commission made its report public and disappeared into the sunset, but its recommendations (expanded to include radio) were central to the Public Broadcasting Act of 1967, which marks the beginning of the medium's modern history. As CPB's Mr. Witherspoon noted earlier, two of the three legislative directions to the corporation were national and go, no go in significance: It was to provide interconnection and to develop outlets for national programing. A third and equal responsibility, but only one of three, was to increase the support given to local stations.

CPB was created by law late in 1967, but did not acquire a chairman (Frank Pace, a former secretary of the army and business executive, now head of the International Executive Service Corps) and a board of directors until early in 1968 and did not find a president until February of 1969 (John W. Macy Jr., who had been chairman of the Civil Service Commission for eight years under Presidents Kennedy and Johnson). Shortly thereafter, CPB announced its plan to establish a Public Broadcasting Service to manage the interconnection. That service did not become operational until 18 months later, in October of 1970. The establishment of production centers became a reality with the launching of PBS. National Public Radio, a noncommercial radio inter-

connection service—which, unlike PBS, produces some of its own programs—came into being in May 1971.

As it crossed each major divide, public broadcasting came face to face with its own diversity; many of the fiercely independent local operators, expressed reservations about the effect these new organizations might have on "local autonomy." When CPB was first formed, there were rumblings from the ranks about the dangers of centralized control by an "Eastern establishment." These gradually subsided, and the debates became centered on specific policies rather than on the institution itself. Then PBS came along, and the old feelings were expressed again. "We are really concerned with the erosion in local production and control," one said. "We must watch that centralization of control in Washington doesn't happen," said another. That was the majority view at the time (BROADCASTING, April 14, 1969).

Time altered these difficulties, although it never erased them. The fundamental disagreements no longer involve the finding of goblins at the national level, but rather the search for a balance that will make the system work—of locating the right mix of central and federated control, determining the appropriate audience, and obtaining enough no-strings-attached funding.

The debate over centralization has centered on the creation and operation of the two networks, PBS and National Public Radio.

When the Public Broadcasting Service was created, the question was not whether interconnection should exist, but what form it should take. National Educational Television, which for years had been the principal supplier of programs, argued that it should continue to serve as a principal production center while at the same time exercising control over the distribution of programs, but the idea at the time was that such a division of functions would create a hopeless conflict of interest.

The decisive fact was that NET was not a membership-governed organization. For years, it had been the almost exclusive supplier of whatever national programing public television had commanded. At the same time, it had been the source of enormous discontent among station people in public broadcasting, both because it was an Eastern-oriented, liberal outlet and because stations had felt no voice in the programing process. Donald Quayle, now president of National Public Radio and previously a consultant to CPB while PBS was being formed, says: "If NET had been a membership organization, there might never have been a PBS. That's all speculation, but it's possible."

That was a large part of why PBS came into being. It was not just that public television people wanted a strong interconnection service; they wanted a service they could reasonably expect to control. They got it.

As it was created and now exists, PBS is unlike any other national broadcasting network. It is far more federated, far more loosely organized. The programs it distributes are produced by the major centers and funneled through the network, but the final responsibility for clearance and scheduling still rests with the local stations. To facilitate that process, PBS is organized so as to permit screening of programs by local stations before they go on the air.

Most important, the governing body of PBS is a board of directors that is dominated by station types. The network's policy is made by that organization. And no other network president but PBS's Hartford N. Gunn Jr. would be likely to tell a business meeting: "Do not entrust more power to [the network] than is absolutely necessary."

So where is the tension between PBS and its affiliates? It does not come principally from the medium and smaller-sized stations; they control the board, and whatever specific disagreements they may have, they generally like the idea of PBS as it now exists. When confronted with the notion

Carnegie Commission report, still is not ready to implement the funding recommendations that were central to that report. And public broadcasting is still dangling from all those strings.

The one structurally independent programming organization associated with public broadcasting is the Children's Television Workshop, producer of *Sesame Street* and *The Electric Company*. CTW is sometimes listed as an "eighth production center," but is actually a nonprofit corporation with no ties to anybody except in the area of funding (CPB, the U.S. Office of Education and the Ford Foundation contribute much of its money). If the entire noncommercial broadcasting establishment were to go up in flames tomorrow morning, CTW is the one organization that might survive the wreckage. It is distributing foreign-language children's programs, conducting research into further programming, looking into the future-film market, and exploring the possibility of gaining control of cable franchises in major cities.

But if CTW never made another contribution to public broadcasting, it would be remembered as the organization

Small audiences mean small impact; larger ones mean visibility and a large political problem.

That such a problem may already have arrived is demonstrated by the Nixon administration's displeasure over the formation of a news and public affairs center in Washington, the National Public Affairs Center for Television—the medium's first attempt to mount "major news coverage," although its approach to news is expected to differ from that of the commercial networks.

Moreover, the nature of public television has led it to adopt a special measuring stick. What public television uses to gauge its success is not standard ratings (which would still be an embarrassment, comparatively speaking), but the number of people who watch public television at least once a week. At last count, the number had reached 39 million, although the average weekly viewing time was only 1.9 hours. In part, this reflects a conviction that any system as varied as public television can succeed only by drawing different sets of people to different kinds of programs. Devoted, all-evening viewers are generally regarded as both unobtainable and probably undesirable. "The [traditional] assumption," says WGBH's David Ives, "is that the ideal

Names behind the initials

CPB: *Corporation for Public Broadcasting, nonprofit body established by Congress in 1967 to promote and finance development of noncommercial television and radio. Provides grants for programming but produces none of its own. Funds come from both government and private sources. Headed by Frank Pace, John Macy.*

CTW: *Children's Television Workshop. Independent, nonprofit corporation with no formal ties to other organizations in public broadcasting. Noted for productions *Sesame Street* and, most recently, *The Electric Company*. Headed by Joan Ganz Cooney.*

FF: *Ford Foundation. The largest non-government source of public television financing, and the organization most responsible for the medium's support in pre-CPB times. Ford has invested over \$200 million since 1953, now puts about*

\$12.8 million into it each year. Headed by McGeorge Bundy, with public broadcasting activities under the charge of Fred Friendly.

NAEB: *National Association of Educational Broadcasters. The trade association of noncommercial television and radio, funded by its members. Headed by William G. Harley.*

NET: *National Educational Television. Formerly basic source of national programming for public television and manager of distribution for system. Now one of seven regional production centers, but still largest and by far best-funded in system. Organizationally merged in 1960 with noncommercial WNET(TV) New York to form Educational Broadcasting Corp. (EBC).*

NPACT: *National Public Affairs Center for Television Organized in 1971 to provide public affairs service. Center for much of recent criticism due to hiring of liberal ex-network commen-*

tators Sander Vanocur and Robert MacNeil. Headed by James Karayn.
NPR: *National Public Radio. The companion "network" for radio. Unlike PBS, it produces programs on its own as well as managing interconnection. Like PBS, board is drawn principally from station management, funding comes primarily from CPB.*

OE: *U.S. Office of Education. Administers Educational Broadcasting Facilities Act, which since 1962 has provided federal money to noncommercial stations for upgrading physical plants. Also provides funds to CTW for *Sesame Street* and *The Electric Company*. Headed by Sidney P. Marland.*
PBS: *The Public Broadcasting Service, public television's "network." Selects, schedules and promotes programs to be distributed nationally. Produces none of its own. Reports to board drawn from public television management. Headed by Hartford Gunn Jr.*

that brought the first flood of audience and recognition to public television. It was not just that the medium suddenly acquired a devoted band of 4-year-old viewers (and a devoted group of adults who thrilled to the Cookie Monster on the sly); there was also, as CTW President Joan Ganz Cooney remembers it, "a flood of grateful letters from parents, many of whom sent in a lot of money" and many of whom gained a new perception of the fare on their educational channel. (In the spring of 1970, after *Sesame Street* had made its big splash, spokesmen for the noncommercial media went to Capitol Hill for their annual hat-in-hand ritual, and sold the program's virtues so often and so hard that House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.)—a strong advocate of long-range funding—finally threw up his hands in despair and groaned: "One program does not a network make. . . . I'm tired of hearing about *Sesame Street*.")

That one children's program brought public television's audience problem into sharp focus, because nothing else on the schedule has yet matched its impact. And the programs that have have only made the dilemma more apparent.

person is someone who has his television set on 18 hours a day. We don't buy that."

In order to draw such an audience, however, public television needs to overcome such mundane problems as accumulated habit—people still think of the commercial networks as "television"—and its own image. The approach has been to mount a vigorous promotional campaign, stretching all the way to the commercial networks, and to place a lot of emphasis on polish. Absolutely everybody in public broadcasting comments on the latter point—the quest for smoothness of production is at opposite poles from the old the-word's-the-thing approach.

There is, in fact, no evidence at all to support the popular conclusion that people in public television associate virtue with small audiences. The trick is to win those audiences without sacrificing the commitment to a distinctive and varied breed of programming. Perhaps the best illustration of how complicated that quest can be is the success of *The Six Wives of Henry VIII*—on CBS. The program not only won critical acclaim; it cleaned up in the summer ratings in a way that was impressive even by commercial standards,

and dwarfed any audience ever attracted by public television. Yet the program itself was just the kind normally associated with public television. Quite apart from the question of quality or singularity, there is a conditioning problem to be overcome, and the solution may take years.

The ultimate answer, if there is one, may be provided as much by technology as by programming. When NAEB President William G. Harley proposed earlier this year that public broadcasting stations begin planning to become "telecommunications centers," employing all available means of distribution, he was not speaking entirely without precedent, nor was he merely marching along with fashionable discussions about tomorrow's hardware. He was articulating what may be a key to the effective survival of local public television. If the real mission of public stations is programming, and if the costs of being a station operator cut too deeply into the quality of that programming, then station operators will ultimately have to concentrate their energies on being programmers and leave management of the technology to others. That is an extreme version of the case, but not an unthinkable one.

The recognition of this problem is not confined to station operators and their representatives. It is also expressed by people like Lloyd Morrisett, president of the John and Mary R. Markle Foundation. That organization, which until recently poured all its resources into medical causes, has shifted entirely into communications, and now distributes about \$2 million to communications research, Action for Children's Television and, most recently, into programming: a series of media criticism, *Behind the Lines*, on New York's WNET(TV). Its principal interest, however, is in cable television, which Mr. Morrisett sees as the key to public television's future. "I don't see much prospect of long-term insulated federal financing," he says. That to him makes cable all the more important, as a bridge between public programming and the audience. "The public broadcaster," Mr. Morrisett says, "simply doesn't need to operate a facility."

It cannot be said that cable and other developing technologies are perceived by station people as part of their immediate future. In other quarters, however, there is almost a sense of urgency about the subject. Michael Dann, who left CBS last year as chief of television programming to become vice president and assistant to the president of Children's Television Workshop, speaks as if the question were beyond debate. "Obviously," he says, "from 1978 to 1983 we will move into a wired society, with a corresponding fragmentation of the audience"—which can only benefit public broadcasting. Then, with a glance downtown toward the CBS building, he reads signs in the present:

"When CBS moves its base from the 60-second to the 30-second spot; when there is no regular documentary series in prime time; when the basic profits are from daytime programming; when you're almost *glad* that the FCC saved your skins by cutting back a half-hour of prime time; when there's not a single new live variety show; when William S. Paley, perhaps the most professional broadcaster in the history of broadcasting, picks a new president with no broadcast background—then you can be certain that these changes are already under way."

Not everyone is as certain as Mr. Dann, but there is widespread agreement with his general scenario, and growing realization of its implications for public broadcasting. In the meantime, the medium waves its flag and shouts its name in an attempt to change the viewing pattern of 20 years.

The managerial task here is the toughest I've ever faced," says EBC's Ward Chamberlin, whose background includes private business. "We're technically in a noncommercial

business—but it's commercial in every way except the sources of funds. You're in a business that devours money, where cost control is terribly difficult—and without the ruthlessness that's inherent in the commercial system."

That kind of talk is heard more and more frequently as public broadcasting grows away from its origins and assumes new forms. The attempt to program conspicuously and well for different audiences, to evolve a complicated system into something both workable and democratic, and to amass enough money to do anything at all, does indeed have more in common with big business than might be suspected. Less and less audible are the voices of people like Vernon Bronson, winner of this year's NAEB Distinguished Service Award and an instructional pioneer with 30 years of experience, who two years ago told this magazine. "We spent a decade getting the educational community together for ETV channels. And we got them for education—not social causes or culture." Today, the more widely accepted notion is that instructional programming (funded principally by educational organizations) can co-exist quite legitimately with a far wider range of programming (funded principally by national organizations).

There are other broad areas of agreement. It is generally conceded that anything so big and increasingly powerful must stay democratic or die. There is recognition that more national money must be funneled to the stations. There is virtually unanimous agreement that the quest for larger audiences—not as large as the commercial networks, but larger than public broadcasting is accustomed to—is legitimate and necessary, so long as that growth is coupled with both diversity and the exercise of independent standards. The differences involve the precise balances to be struck in each area.

But what about "localism"? What about that element in the Carnegie report, so important to many station people and so prominent in the Whitehead speech to NAEB? The answer depends on your use of the word. "Localism" may mean: Give the stations a hefty cut of available funds, don't tell them what to do, increase their options, and give them a powerful voice in whatever national organizations may be developed. In this sense, "localism" is the opposite of centralization, and is a part of the blueprint for American public broadcasting.

There is another use of the word, however, and it is more dangerous. There are times when the call for localism, whether it comes from inside or outside the media, sounds dismayingly like an attempt to keep the idea of national service at arm's length. When Tom Whitehead called PBS an emergent "centralized, national network," he used the words almost as synonyms. Nobody has taken exception to the idea.

They are not the same thing at all, and must not be confused. Centralization is a way of operating, a structure; it was clearly unacceptable to those who framed public broadcasting's charter. National service, on the other hand, defines a kind of reach and impact; it is absolutely fundamental to the goals those who initiated this new medium hoped it would reach.

Whether or not the present configuration of public broadcasting happens to align in all respects with the Carnegie report may not be the most important of all criteria. Whether that configuration points the medium toward its assigned role is critical.

Public broadcasting will not suffer in the long run because its critics shoot from more than one direction, or because one administration is made nervous by Sander Vanocur. It will betray the dream only if it forgets one inescapable mandate: that it make a difference.

(This special report on public broadcasting was written by Steve Millard, associate editor, Washington.)

Favoring performance over promise

That's principle of license-renewal bill
drafted by NAB in image of FCC's '70 policy

Leaders of the National Association of Broadcasters last week carved out the legislation they think is needed to overcome the threat of unlimited challenges to broadcast license renewals—and in essence it is the FCC's 1970 renewal policy statement.

The draft legislation, which NAB officials hope will be introduced in Congress soon (but they were unable last week to identify a Hill sponsor) would require the FCC in any hearing to grant renewal of a license if the licensee proved that its programming had been "attuned to meeting the needs and interests of its area" and that its operation showed no serious deficiencies.

The prospective bill, as approved by the NAB's executive committee last week, also contained another modification of the Communications Act: extending license terms from the present three years to five. Licenses in non-broadcast services are for five years, NAB officials noted.

Vincent T. Wasilewski, NAB president, said that the renewal criteria proposed in the draft were similar to those originally advanced by FCC Chairman Dean Burch two years ago. (The extension of license terms was not in the chairman's recommendations.)

Mr. Burch made his proposals during Senate hearings on a bill submitted by Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee. The Pastore bill would have permitted the FCC to accept competitive applications for an occupied broadcast facility only if the incumbent operator had first been disqualified.

The FCC chairman suggested a less protective procedure in which new applicants could get a comparative hearing but incumbents would be favored if they showed a record of "substantial service" to their communities. The Burch proposal became the core of the policy later adopted by the FCC (BROADCASTING, Jan. 19, 1970).

The policy statement was outlawed last June by a decision of the U.S. Court of Appeals.

Mr. Wasilewski said he had talked with Mr. Burch about the proposed legislation and that he thought Mr.

Burch "empathizes". He noted that the commission is conducting its own study of proposed changes in renewal procedures.

A number of bills are already pending in Congress, including a revival of the Pastore bill submitted in the House by Representative James T. Broyhill (D-N.C.).

Mr. Wasilewski and other NAB executives, emphasized that if they could have their way they would opt for the stronger protection of the Broyhill bill (H.R. 539). But, Mr. Wasilewski observed, the more moderate NAB bill is more likely to attract support.

In preparing the draft, NAB officials have consulted officials in the Congress, FCC and executive department.

Mr. Wasilewski, in a statement issued after the executive committee meeting, termed the proposed bill "strong, positive and reasonable."

He said the bill is intended to return the license-renewal situation to the standards that prevailed before the FCC, in early 1969, voted to take Boston channel 5 from WHDH-TV and give it to a competitive applicant on grounds of media diversification and integration of ownership and management. That decision, which was regarded as a declaration of open season on all li-

Service counts

Here is how the NAB's draft legislation would amend the Communications Act:

"In the first sentence of Section 307(d) change 'three years' to five years and add the following proviso to the second sentence of Section 307(d): 'provided further that in any hearing for the frequency or channel of an applicant for renewal of a broadcast license, the applicant for renewal of license shall be awarded the grant if such applicant shows that its program service during the preceding license term has been attuned to meeting the needs and interests of its area and the operation of the station has not been characterized by serious deficiencies, and shall be awarded a substantial demerit if it does not make such a showing.'"

censes with multimedia ties and widely held stock, was what the FCC attempted to correct with its 1970 statement.

Mr. Wasilewski said the NAB's bill was expected to gain wide support. "We urge all broadcasters to get behind it."

Now that a legislative draft has been prepared, the special task force set up by the NAB to seek corrective legislation is expected to intensify its work. Task force chairman Mark Evans, of Metromedia, is now appearing at a series of chamber-of-commerce gatherings to explain the broadcasters' need for relief.

Mr. Wasilewski said the NAB hoped to have the bill enacted in toto. He said, however, that if something had to give, the NAB would prefer adoption of the license-renewal provisions at the sacrifice of license-term extension.

He noted also that the phraseology of the proposed bill would apply to hearings on rival applications for existing facilities and to hearings held in response to petitions to deny filed by disgruntled viewers and listeners who themselves are not seeking the facility but whose complaints ask for a hearing.

FCC wants FM's on more time

The FCC has proposed an FM rule change that would provide for licensing all FM stations for unlimited time operation and require them to maintain a minimum operating schedule of eight hours daily and four hours nightly.

Presently, FM stations must broadcast at least 36 hours weekly between 6 a.m. and midnight, and not less than five hours daily, except Sunday. The new rule would require at least eight hours between 6 a.m. and 6 p.m., and at least four hours between 6 p.m. and midnight, except Sunday. All times are local.

The commission pointed out that in spite of increasing economic viability of FM outlets, a "number of stations are operating at or near the minimum level permitted under the rule." The commission added that when "there are needs for more aural service in many places, this appears hardly consistent with the public interest."

Misunderstanding of rules is no excuse—FCC

A potential competing applicant for the channel occupied by KWAB-TV (ch. 4) Big Springs, Tex., has been thwarted by the FCC before it really got started. The commission announced last week that the application of Pictronics Inc. for a new television station on channel 4 in Big Springs is unacceptable for filing because it had been submitted five days past the cut-off date for filing mutually exclusive applications.

Pictronics's application was tendered for filing at the commission on July 6. The company later requested a waiver of the FCC rules pertaining to cut-off dates for competing applicants, claiming that its local-programing proposal was superior to that of the incumbent licensee, Grayson Enterprises Inc. The cut-off rule specifies that competing applications must be filed no later than 30 days prior to the expiration date of the incumbent station's license, which in the case of KWAB-TV was Aug. 1.

In requesting the waiver, Pictronics contended that its delay in filing was due to a misunderstanding of the commission's rules in this area. Grayson countered that Pictronics had shown no plausible reason for its misunderstanding,

nor had it shown any justification for the waiver.

The commission noted that Grayson had made an over-the-air announcement on KWAB-TV as early as April 25 concerning the filing of its renewal application, as is required by the commission's rules. It filed the application on May 3. Pictronics's alleged misunderstanding of FCC filing procedures, the commission said, "cannot be considered a circumstance beyond the control of the applicant and is not sufficient reason" for waiver of the rules. Nor can Pictronics's contention that its programing proposal surpasses the incumbent's justify a waiver, since compliance with the cut-off rule "would not present a hardship," the commission said.

Cooke keeps pushing on Kahn ouster

A show-cause order returnable tomorrow (Nov. 9) in the U.S. Southern District Court in New York calls on the Teleprompter Corp., New York, to explain why its chairman, Irving B. Kahn, should not be ousted from his post and why a scheduled meeting for election of company directors on Nov. 24 should not be adjourned.

The show-cause order was obtained

by attorneys for Jack Kent Cooke, West Coast industrialist and Teleprompter's single largest stockholder. Mr. Cooke resigned from the company's board last summer after Mr. Kahn initially agreed in principle to leave Teleprompter and subsequently was elected to remain as chief executive officer. Mr. Cooke is seeking to have Mr. Kahn removed from his position and to postpone the Nov. 24 meeting pending determination of the validity of an agreement which Mr. Kahn claims enables him to vote the Teleprompter stock owned by Mr. Cooke.

Mr. Cooke contends that the agreement is invalid because of Mr. Kahn's recent conviction for bribery, conspiracy and perjury in connection with the award of a cable-TV franchise in Johnstown, Pa., to Teleprompter in 1966 (BROADCASTING, Oct. 25).

Teleprompter's board of directors voted unanimously at a special meeting on Oct. 29 to make no management changes at present and to proceed with a scheduled election of directors on Nov. 24. The board said it was "convinced there is good reason to hope for the ultimate vindication of Mr. Kahn and the corporation" in the Johnstown case.



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71-46

Changing Hands

Announced

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

▪ **WTVB(AM)-WANG(FM)** Coldwater, Mich.: Sold by Harold W. Shepard and Harry Wilber to Tri State Broadcasting Co. for \$260,000. Paul R. Ruse is the president and majority stockholder of Tri State. He was formerly general manager of **KOEL(AM)** Oelwein, Iowa. **WTVB** operates full time on 1590 khz with 5 kw day and 1 kw night. **WANG** is on 98.5 mhz with 50 kw and an antenna 180 feet above average terrain. Broker: Hamilton-Landis & Associates.

Approved

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

▪ **KHAK-AM-FM** Cedar Rapids, Iowa: Sold by Nat Agruss and others to group owner Communications Properties Inc. for \$200,000, including a seven-year covenant not to compete within a 100-mile radius of Cedar Rapids. Communications Properties owns **KATE(AM)** Albert Lea, Minn.; **KFGO(AM)** Fargo, N.D.; **WDBC(AM)** Escanaba, Mich., and

torted the news and has not served the community satisfactorily.

Former Mayor Robert F. Wagner submitted an affidavit saying he had "a particularly high regard for the news, local election and public-affairs programming of WPIX." Under cross-examination, he was asked if New York was adequately served when only 11 blacks and three Puerto Ricans appeared on programs on local issues (excluding newscasts) from 1966 to 1969.

"As of now, today, that could be criticized," Mr. Wagner replied. "Such programs and discussions of minority problems are generally more prevalent today than during the 1966-69 period."

Among the political leaders who submitted affidavits and appeared to testify in support of WPIX's news and public service efforts were Louis J. Lefkowitz, New York State attorney general; Abraham D. Beame, city controller; Mario Procaccino, former controller; Bertram Gelfand, city councilman and Vincent Impellitteri, former mayor.

Theodore W. Kheel, labor mediator, testified to numerous appearances he had made on WPIX to discuss various community issues 1966-69. Dr. Robert Baird, director of the Haven Clinic in Harlem for narcotics addicts, cited coverage given by station to the narcotics problem. John J. DeLury, head of the Uniformed Sanitation Men's Association, lauded WPIX's news coverage of the union's nine-day strike in 1968.

State Supreme Court Justice Francis S. Smith testified that in 1953 WPIX was the only station to allow him, then an assistant district attorney in Queens, to present his views on juvenile delinquency. He also recalled WPIX support of campaigns against drug addiction and consumer frauds.

Sell-off of Jerrold CATV's is finalized

General Instrument Corp. has announced that the sale of nine of 10 cable-TV system groups owned by its Jerrold Corp. subsidiary was consummated last Tuesday (Nov. 2) and that sale of the 10th was expected in time to permit closing before the end of the year. Sammons Enterprises, Dallas, bought all 10 systems for \$30 million in cash (BROADCASTING, Oct. 18).

Moses Shapiro, chairman of General Instrument, said the transaction puts Jerrold, largest manufacturer of CATV equipment and constructor of CATV systems, "in a unique position to finance the expansion that will be required for the substantial systems-building program throughout the nation which is expected to take place under the anticipated new FCC regulations."

Hope from the Hill on renewal relief

Texas congressman says protection can be had, but others see hard going

Representative James Collins (R-Tex.) believes Congress can be counted on to enact legislation on license renewals along lines of the Broyhill bill (H.R. 539) if broadcasters can muster about 150 members of the House to become co-sponsors of the measure.

He told the Texas Broadcasters Association convention in San Antonio Oct. 31 that he believed a majority of both the House Communications Subcommittee and the full Commerce Committee would favor legislative relief. He is a member of both panels.

The bill he advocated was introduced by Representative James T. Broyhill (R-N.C.) and would amend the Communications Act to prohibit the FCC from accepting competing applications for occupied facilities unless it had first found, in a hearing, that the incumbent was disqualified.

But the Texas congressman's optimism was not shared by other speakers at the two-day session, highlighted by the appearance at the closing banquet session Nov. 1 of former President and Mrs. Lyndon B. Johnson to honor the president of the Johnson family-owned Texas Broadcasting Corp., Jesse C. Kellam, selected as the Texas pioneer broadcaster of the year.

Jack Harris, president of KPRC-AM-TV Houston and of the Association of Maximum Service Telecasters; former FCC Commissioner Lee Loevinger, Wendell Mayes Jr., KNOW(AM) Austin, vice chairman of the radio board of the National Association of Broadcasters, and Sol Taishoff, editor of BROADCASTING, told the Texans that favorable action on the Broyhill bill, introduced last Janu-

ary, or on any meaningful substitute measure would not come easily. They cited the inevitable opposition of so-called "public interest" and citizen groups.

Asked about "antibroadcasting bias in Congress," Representative Collins, a former insurance-company chief executive, said that station operators are in no disfavor but that the networks "have the lowest rating—next to the bankers." He told the station delegates that the networks seem "to work at developing the worst image they ever had," but that "you fellows have a good image."

On motion of Vann Kennedy, KSIX(AM) and KZTV(TV) Corpus Christi, the TBA voted unanimously to endorse the Broyhill bill and to notify the NAB and all state associations of its action.

Representative Collins gave the Broyhill bill first priority. CATV, he said, needs a "legislative yardstick." He also saw a need to prevent charitable foundations from underwriting news programs on "government-subsidized stations." He characterized these programs "as the most slanted news on the air."

Mr. Harris, fresh from a meeting of the board of directors of AMST, spoke of "the threat of unbridled development of CATV." Describing the outlook as "bleak," he said that broadcasters have very few friends in Congress they can count on and that in the months or years ahead pay-TV, tied into domestic-satellite relays into the home, is likely if the present trend continues. Local origination on CATV will be at commercial rates competitive with radio rather than TV. He foresaw high-school sports as prime origination features and said that although the quality will be poor, it nonetheless will be acceptable as was in early live local TV sports coverage.

Both radio and television broadcasters reacted bitterly to what they interpreted as more than veiled threats from Juan Rocha Jr., legal counsel for the Bilingual Bi-Cultural Commission on Mass Media, of San Antonio.

Labeling his address "Brown Power—

**Why buy us
in Jacksonville?
It's as simple as ABC!**

WJKS-TV17 ABC

Now," he said broadcasters would save money if they settled with minority groups on programming and hiring, rather than face challenges based on examination of the files and ascertainment of community needs. While he disclaimed any intention of "threatening licensees," he readily admitted that strong measures are taken to "get your attention," and that FCC decisions, implemented by court decisions, make this legal. He said his group and others, with "help" from the United Church of Christ, the Albert Kramer and other Washington "public-interest" law firms, are opening new fronts on license renewals in California, Arizona and New Mexico in the names of citizen groups.

Several broadcasters, who had been in negotiation with minority groups, challenged Mr. Rocha's analysis and recommendations. He insisted he and his co-workers were simply exercising their rights under the laws, as inter-



Former President and Mrs. Lyndon B. Johnson made it a double surprise for J. C. Kellam (l), president of Johnson-owned Texas Broadcasting Co., last Monday (Nov. 1). Mr. Kellam received Texas Pioneer Broadcaster of the Year award at banquet of Texas Broadcasters Association in San Antonio. Mr. Johnson, there for ceremonies, said: "If I had a son, Jesse Kellam is the kind of man I'd like him to grow up to be."

preted by the FCC and the courts. But most of those present regarded his

itches as out-and-out threats of reprisal if "settlements" were not made.

Catchword in California renewals: minorities

Blacks, Orientals and chicanos pile up 18 petitions to deny; it just might get the FCC moving on reforms

For months, citizen groups in California, following the path taken before them by groups all over the country, had been talking to local broadcasters, pointing out areas of their service the groups found unsatisfactory. Last week, on Nov. 1, the deadline for formally notifying the FCC of their continuing dissatisfaction, through petitions to deny license-renewal applications, had passed.

By the close of business at the commission on that day, this was the box score on the California renewals: Eighteen petitions to deny had been filed against the renewal applications of 17 stations, including nine television outlets and two AM-FM combinations. Only Texas tops California in the number of renewal applications challenged—18. But groups in California are continuing to negotiate with three stations under extensions of the filing deadline to which the stations agreed.

One likely result of the California petitions will be to increase the commission's determination to modify the renewal process to accommodate the growing interest on the part of citizen groups in participating in license-renewal proceedings. Before the California deluge hit, renewal applications of some 70 stations were already on the commission's deferred list as a result of petitions to deny—some dating back to February 1970. (About 10 other applications were granted after petitions were withdrawn or dismissed.) The commission is con-

sidering revising its procedures in a way designed to encourage citizen groups and stations to resolve their differences without jamming its machinery with petitions to deny. Staff recommendations are expected to be presented to the commission next month.

The latest petitions, plans for most of which became known two weeks ago (BROADCASTING, Nov. 1), generally follow the pattern established elsewhere: They allege a failure to ascertain and meet community needs, particularly the needs of minority groups, and discrimination in employment.

But there were some new developments:

- The petitions filed by the Committee for Open Media, based in San Jose, and accusing KPIX-TV and KRON-TV, both San Francisco, of violating the First Amendment by failing to provide an adequate forum for the discussion of public issues. (The KRON-TV petition also raises the question of whether that station, whose 1968 renewal application is still in hearing status as a result of an earlier petition to deny, can be held accountable for its performance over the last three years.)

- And the petition of the Committee for Children's Television charging KPIX-TV with failure to ascertain and serve the needs of one quarter of its potential audience—children under 14 years of age.

In all, Westinghouse Broadcasting

Co., faces four petitions to deny KPIX-TV's renewal application. One more conventional petition was filed in behalf of three individuals—Marcus Garvey Wilcher, Ray Rivera and Jimmie Wong—who are said to be "black, brown and yellow" community leaders, and whose names appear in other petitions as representatives of various organizations. It accuses KPIX-TV of failing to adequately ascertain and serve the needs and problems of the Bay Area's "substantial minority population".

Some or all of the petitioners were also involved in three other petitions—those aimed at ABC's KGO-TV, NBC's KNBR-AM-FM and RKO General Broadcasting's KFRC(AM) and KFMS(FM), all San Francisco. All three involved allegations of failure to ascertain and meet needs of minority groups, and failure to maintain nondiscriminatory employment practices.

The fourth petition directed against KPIX-TV is also aimed at KGO-TV and KRON-TV. It was filed by Alan F. Neckritz, of Oakland, who was one of the complainants in the fairness-doctrine case involving commercials for Chevron F-310 gasoline. The commission rejected the complaint, but Mr. Neckritz has appealed to the U.S. Court of Appeals in Washington, and he is using the complaint as the basis for his petition against the three stations. He says that, in carrying the commercials, the stations failed to discharge their obliga-

WDBQ(AM) Dubuque, Iowa. Hart N. Cardozo Jr. is majority owner of the company. KHAK(AM) operates daytime only on 1360 khz with 1 kw. KHAK-FM is on 98.1 mhz with 4.19 kw and an antenna 240 feet above average terrain.

Cable television

▪ Cypress Communication Corp., Los Angeles-based multiple-CATV owner, has acquired Canterbury Cablevision Corp., Columbus, Ohio. Terms of the acquisition were not disclosed. Canterbury Cablevision reportedly holds pole attachment agreements and has started construction in an area encompassing some 80,000 homes in the greater city limits of Columbus, the city of Upper Arlington, and portions of Franklin county, all Ohio. Cypress estimates that there are about 200,000 homes in the total area covered by Canterbury's franchise. As of last month, Cypress was serving more than 150,000 primary subscribers and almost 40,000 secondary subscribers. The company claims a total of 470,000 potential subscribers.

▪ Teleservice Corp. of America, Tyler, Tex., has acquired DeRidder Cable Television Inc., operator of a cable system at DeRidder, La., from Leghorn Corp. for an undisclosed amount. The system has 1,200 subscribers. Teleservice operates systems at Natchitoches and Winnfield, both Louisiana. Broker: Hamilton-Landis & Associates.

▪ Franklin Cable TV Inc. has sold its system at Farmington, Me., to Skowhegan Cable TV Inc., Skowhegan, Me., for an undisclosed amount. The system presently has 500 subscribers. Skowhegan also operates systems in Madison, Anson and Skowhegan, all Maine. John J. Pineau is the president of the firm. He and his brother, Gerald, also own WPNO(AM) Auburn, Me., and WGHM-AM-FM Skowhegan. Broker: Blackburn & Co.

For sure, something happened at KPPC-FM

Amid charges and countercharges, KPPC-FM Pasadena, Calif., one of the leading so-called underground or progressive rock stations in the country—a free-form station—has terminated the employment of the bulk of its creative and sales staff. The exact number of employees fired is itself a subject of controversy.

Doug Cox, general manager of KPPC-FM, claims the station employed 22 people and that a total of 13 were dismissed. Spokesmen for staff members who were fired say that 27 people in all were let go, including program director Les Carter, all disk jockeys and on-air personalities, and sales personnel. They

also say that "the firings, apparently, were based on nothing more than a personal vendetta between the staff and the station manager."

Mr. Cox, who also is general manager of progressive-rock station KMPX-FM San Francisco, (both KPPC-FM and KMPX are owned and operated by National Science Network, New York), said the dismissed staff members had endangered the license of the station, with "more than one or two" of them making regular log infractions. "We're changing the face of the station completely to a much more positive approach toward broadcasting which was impossible as long as those people were aboard," he explained. The firings came on Oct. 24.

Patterson sentenced for IRS violations

California broadcaster Norwood J. Patterson has been sentenced to 10 months imprisonment and fined a total of \$7,984 for failing to collect, account for and pay to the Internal Revenue Service federal income and social security taxes withheld from the employees of KBIF(AM) Visalia and KICU-TV Fresno, both California. Mr. Patterson owned both stations at the time of the viola-

tions and continues in that capacity.

Mr. Patterson, who also owns KTW-(AM) Seattle, was convicted of 16 counts of tax violations by a federal jury in San Francisco last Aug. 27 (BROADCASTING, Sept. 6). He could have received a sentence of one year in prison and a fine of \$5,000 for each of the counts.

In response to Mr. Patterson's statement that he is presently liquidating his assets in order to pay back taxes, Judge Lloyd L. Burke of the U.S. District Court in San Francisco remarked that if the defendant had paid the taxes initially he would not have had the assets to liquidate. As president of KBIF Inc. and Sierra Broadcasting Co., licensees of KBIF and KICU-TV, respectively, Mr. Patterson was required under federal law to set aside funds withheld from employees' salaries in a special trust fund for IRS. The court ruled that this was not done, and that the two companies' failure to deposit funds in the name of IRS dates back to 1965.

In addition to the fines, Mr. Patterson was directed to pay IRS civil taxes and penalties in excess of \$100,000.

It was reported last week that KTW has been placed in receivership. The FCC has held up action against the stations pending outcome of the court case.



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Criteria for reimbursing the piper?

That's frequently asked in appeals court argument on paying costs of citizen groups who drop challenges

The U.S. Court of Appeals in Washington, which in recent years has issued rulings promoting citizen participation in broadcast license-renewal proceedings, last week heard oral argument on a suit designed to open up a source of financing for such participation—the renewal applicants themselves.

At issue was the appeal of the Office of Communication of the United Church of Christ against the FCC decision—on a 4-to-3 vote—refusing to approve an agreement under which KTAL-TV Texarkana, Tex., would reimburse UCC \$15,137 for the legal and technical assistance it gave a number of black groups. The groups had petitioned the commission to deny the station's renewal application, then withdrew the petition after the station had agreed to adopt a number of changes in its programming and employment practices (BROADCASTING, June 16, 1969).

The commission counsel, Joseph Marino, told the appeals court that the FCC was concerned about the potential for abuse of a policy of approving financial settlements which might attract opportunists more interested in private gain than the public interest. The FCC also felt such settlements are not essential to citizen participation in renewal proceedings. Nothing in the Communication Act requires reimbursement, he said.

However, Mr. Marino appeared to be on the defensive. Not only was he outnumbered, with three parties urging the court to overturn the commission's decision barring reimbursement, but one of the parties was the U.S. government, in the person of Justice Department attorney Robert Nicholson. It was a rare case of the Justice Department, normally the counsel for government agencies in court matters, arguing against the

position of one of its federal clients.

Furthermore, although the questions judges ask of attorneys during an argument are not always a good index as to how they will ultimately decide a case, the three-judge panel hearing the KTAL-TV case—Chief Judge David Bazelon, Judge John Danaher and Judge Spottswood W. Robinson III—seemed interested in help in deciding how the commission was to be overturned, not whether. "How can we direct the commission to allow" stations to make reimbursements? Judge Bazelon asked at one point. Should the court establish a standard? Judge Robinson wanted to know. Judge Danaher appeared principally concerned with where the line between permissible and impermissible reimbursements was to be drawn.

As the Justice Department did in its brief in the case (BROADCASTING, April 12), Mr. Nicholson argued that the commission had erred in basing its decision on whether reimbursement agreements were "necessary" to advance the public interest. He said the commission should have considered the question of whether such agreement would advance public-interest goals by facilitating the filing of petitions to deny and encouraging settlements of renewal-proceeding disputes.

Mr. Nicholson noted that twice in recent years the appeals court had "emphasized the importance of public intervention in renewal cases." He referred to the court's decisions, in 1966 and 1969, overturning commission actions renewing the license of WLBT(TV) Jackson, Miss., whose renewal had been challenged by a group of citizens aided by United Church of Christ.

Albert H. Kramer, of the Citizens Communications Center, who repre-

sented the church in court, said the commission's decision was "discriminatory"; the agency allows applicants involved in comparative hearings to buy off competing applicants by reimbursing them for out-of-pocket expenses incurred in prosecuting their applications in return for their withdrawal from the contest.

The commission, Mr. Kramer said, should apply the same test to reimbursement agreements involving citizen-group challenges to renewal applicants as it does those involving comparative hearings: whether they serve the public interest. He urged the court to direct the commission to determine whether the KTAL-TV financial settlement does that and, if it does, to approve it.

The Friends of the Earth, an environmentalist group that has entered the case as a friend of the court, argued that it will be severely handicapped in promoting its goals through license-renewal challenges if it is denied the opportunity of reimbursement. FOE says it has \$20,000 for litigation in its budget.

(Mr. Kramer made a similar argument for the church, contending its "limited" funds prevent it from responding to all the requests for aid it receives from citizen groups concerned about local broadcast service. The church is conducting its broadcast-related operations under a \$100,000 Ford Foundation grant.

Charles Halpern, of the Center for Law and Social Policy, who represented FOE, urged the court either to make a determination of the case on the basis of the record before it, or to send it back to the commission along with "guidelines as to the nexus" between effective citizen participation and reimbursement of costs and attorney fees "in meritorious" license challenges.

"Citizen participation is going to be possible in the long run," he told the court, "only if recovery of attorney fees in appropriate cases is allowed."

City officials speak up for WPIX programing

Numerous present and past New York City officials and community leaders last week praised the news coverage and the public-service programing of WPIX(TV) New York.

The endorsements were given in resumed hearings on the station's application for license renewal, conducted by the FCC's Broadcast Bureau at the Association of the Bar in New York. The hearings have been held for more than a year in both New York and Washington, with testimony coming from witnesses for the station and for competing Forum Communications Inc., New York, which alleges WPIX has dis-

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tions, as stated in a 1961 commission policy statement, "to protect the public from false, misleading or deceptive advertising . . ."

A petition to deny the renewal application of the fourth VHF station in the San Francisco Bay area—KTVU(TV) Oakland—was filed two weeks ago by the California La Raza Media Coalition along with 17 other Spanish-surnamed groups (BROADCASTING, Nov. 1). It accuses the station of discriminating in programing and employment against the Spanish-surnamed Americans in the Bay Area.

Two other San Francisco stations whose renewals were challenged are KEST(AM) and KOFY(AM). KEST, which weathered a protest last year when it changed its format from black oriented to middle of the road, is accused in the petition filed by the Joint Action and Strategy Commission of the Northern California Council of Churches, of failing to justify its format change, of ignoring programing proposals made in 1968 and of not proposing programing for the new license period that responds to the needs and interests of minority groups. Discrimination in employment is also charged. The KOFY application was challenged by the La Raza groups, which allege that the station—the only 100% Spanish outlet in the area—"has kept the La Raza community in a virtual information and news blackout."

Elsewhere in the state, petitions were filed against KJTV(TV) and KWAC(AM), both Bakersfield, by, respectively, Kern Council for Civic Unity and by the Community Service Organization and the United Farm Workers Organizing Committee, which is headed by Cesar Chavez; KOGO-TV San Diego, by the Chicano Federation of San Diego County, and KCOP-TV and KGFJ(AM), both Los Angeles, by the Council on Radio and Television.

In every case, the station whose renewal is being challenged is accused of failure to determine the needs of minority groups or to program to meet them, and of failure to provide equal employment opportunities. KWAC, which directs 97% of its programing to Mexican-Americans, for instance, is said to have conferred with only seven Mexican-American "leaders" and an unspecified number of individuals "affluent enough to have telephones from among that audience," in making its community-needs survey. In all, the station is said to have checked 43 "representative" individuals.

CORT, in addition, accused KGFJ, a black-oriented station, of failing to protect its audience against misleading and unethical advertising, and of overcommercialization. It also sought to make an issue of the "quality" of KCOP-TV's programing; CORT said that it was "ex-

tremely poor" and that most of the station's entertainment fare "is standard pap."

Not all of the petitions to deny were filed by community groups. Gill Industries, licensee of KNTV(TV) San Jose, petitioned the commission to deny the renewal applications of KSBW-TV Salinas and KSBY-TV San Luis Obispo. Gill Industries charges that Central California Communications Corp. has attempted to conceal from the commission KSBY-TV's status as a satellite of KWBY-TV.

Gill Industries' concern involves competitive considerations. It says that KSBY-TV's alleged satellite status gives KSBW-TV, whose service area overlaps KNTV's, an advantage in ratings, since San Luis Obispo county is included in the Salinas-Monterey ADI, and permits Central California to charge combination rates.

Most of the citizen groups' petitions were signed by local counsel. But some of the groups received outside assistance from the Citizens Communications Center of Washington and the Office of Communication of the United Church of Christ. The CCC was listed either as counsel or as of counsel on two of the KPX-TV petitions (filed in behalf of the Committee on Children's Television and the Wilcher-Rivera-Wong group), and on the KCOP-TV, KEST, KFRC-KFMS, KNBR-AM-FM and KGJ-TV petitions. Earle K. Moore, the New York attorney retained by the United Church of Christ, is aiding the petitioners who have filed against KWAC, KJTV and KOGO-TV.

U. of San Francisco seeks KALW frequency

The University of San Francisco has reportedly been interested in obtaining a noncommercial FM station for several years. But with no frequencies open in the immediate Bay Area and no desire on the part of present licensees to share their facilities, the school has decided

to take the most drastic available measure to fulfill its goal. It has filed with the FCC a competing application for the frequency occupied by the San Francisco school system's noncommercial KALW(FM).

According to George M. Malti, the university's attorney, USF had approached the San Francisco Unified School District with a proposal whereby KALW would be run under a dual-license system. Under the plan, the school district would operate the station during the day with its present programing, which is predominantly of an instructional nature for the benefit of students in the city's public schools. USF, a Jesuit institution, would take over programing functions in the evening with a more diversified public-broadcast schedule. The school district rejected the proposed plan.

USF's program proposal for the station on 91.7 mhz calls for three basic schedules. The station would program instructional and "open mike"-type fare during the day, public-affairs programing in the early evening and music, news and information geared toward young adults, particularly USF students, in the late evening.

The school estimates that it will cost only \$4,825 to put the new facility on the air. It plans to use the existing studios of its campus-limited, carrier current station, KUSF(AM), for the new operation.

Mr. Malti contends that the facilities of KALW are not being used sufficiently by the school district and that its predominantly instructional programing does not provide adequate public radio service to the various segments of the city's residents.

There are two other noncommercial FM outlets currently on the air in San Francisco: KCMA(FM), which is owned by Simpson Bible College, and the Bay Area Educational TV Corp.'s KQED-FM. In addition, Poor People's Radio Inc. has been granted a CP to build a new noncommercial facility.

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Renewals clouded by bribe charges

Five TV's set for hearing on allegations of affiliation pay-offs

The alleged acceptance by ABC-TV employes of bribes in connection with awards of network affiliations has prompted the FCC to designate for hearing the license revocation of one television station, the license renewal of another and the initial licenses of three new facilities.

Named in the commission's action are WMUR(TV) Manchester, N.H. (which faces revocation action), and WMET(TV) Baltimore, and new stations KECC-TV El Centro, Calif., KDUB-TV Dubuque, Iowa, and WJZY-TV Jacksonville, Ill. WMUR and WMET are controlled by group broadcaster Richard Eaton, whose United Broadcasting Co. is also the permittee for KECC-TV. Mr. Eaton's WFAN-TV and WOOK(AM), both Washington, are currently involved in a renewal hearing in which the licensee is charged with deceptive advertising.

All five designation orders came as a result of the commission's investigation into the question of alleged bribery in connection with ABC-TV affiliation agreements. The investigation was initiated in March 1970, after ABC accused Thomas G. Sullivan, a network employe, of accepting bribes to promote an ABC-TV affiliation for WKTR-TV Dayton, Ohio (BROADCASTING, March 2, 1970). The order became known two weeks ago ("Closed Circuit," Nov. 1).

The hearing order for the Eaton stations was based on evidence arising in the Dayton investigation that Mr. Eaton had entered into a "consultancy agreement" with Carmine Patti, an ABC representative.

The commission also added an issue in the WFAN-TV and WOOK hearing stipulating that if those applications are

eventually granted, final action would be withheld until the disposition of the bribery issue in the new hearing, the outcome of which would be a determining factor in the final outcome of the WOOK-WFAN case.

In the case of WDUB-TV, the commission said that a hearing is necessary in light of evidence unearthed in the same investigation concerning payments made to an undisclosed ABC employe by Gerald Green, president of Dubuque Communications Corp., the KDUB-TV permittee, and general manager of the station. The commission said the hearing will examine all the facts and circumstances surrounding Mr. Green's alleged pay out, noting that any such payment to obtain a network affiliation raises a question as to the party's qualifications as a licensee.

Substantial question also arises, the commission said, regarding the qualifications of Look Television Corp., permittee of WJZY-TV, to obtain a license in light of an alleged payment made by Look President Keith Moyer to a representative of ABC, whose name was also undisclosed.

More newspapers bought by Gannett

Group broadcaster and publisher Gannett Co., Rochester, N.Y., announced last week its acquisition of the six newspapers of Honolulu Star-Bulletin Inc. in a stock-exchange deal valued at \$34 million.

The transaction was facilitated through an exchange of 619,918 shares of Gannett common stock, which is traded on the New York Stock Exchange, for 900,000 shares of Honolulu Star-Bulletin stock. The \$34-million figure was compounded to reflect the \$55 NYSE closing price for Gannett stock as of Friday, Oct. 29.

The papers included in the H S-B package are: *The Honolulu Star-Bulletin*, an evening daily, and the Sunday *Star Bulletin and Advertiser*, which is

published jointly with the separately-owned *Honolulu Advertiser*; *The Huntington (W. Va.) Herald-Dispatch and Advertiser*; *Dickinson (N.D.) Press*, and the *Pacific Daily News and Dateline*, both of which are published on Guam. Gannett has also acquired the Star-Bulletin Printing Co.

Gannett's broadcast group includes WHEC-AM-FM-TV Rochester and WINR-AM-TV Binghamton, both New York; WDAN-AM-FM Danville, Ill., and WEZY-AM-FM Cocoa, Fla.

Radio de-regulation: NAB likes the idea

And it tells Whitehead so; but it wants larger test than the one he suggested

A delegation of members of the National Association of Broadcasters' hierarchy last week told Clay T. Whitehead, director of the Office of Telecommunications Policy, that they were fully behind his idea to test out radio de-regulation, but expressed the view that the pilot project should encompass a large geographical area that contains all types of markets, rather than the one or two major markets that Mr. Whitehead has suggested.

NAB sources indicated that the organization's suggestion of a larger regional test area has the approval of FCC Chairman Dean Burch.

It was Mr. Whitehead who enunciated the idea of radio de-regulation by the FCC in a speech to the International Radio and Television Society in New York last month (BROADCASTING, Oct. 11). In that speech, Mr. Whitehead also suggested that the present fairness policy be dropped, but that the right of access be legislated by Congress. He also proposed in the same speech that the current FCC license-renewal processes be changed to get the government out of programming.

Visiting Mr. Whitehead were Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., who is chairman of the NAB board; Andrew M. Ockershausen, Evening Star Stations, Washington, who is chairman of the NAB's radio board; Vincent T. Wasilewski, president, and James Hulbert, executive vice president for public relations, both of the NAB staff.

Following the visit with Mr. Whitehead, the group, minus Mr. Wasilewski, paid what was described as a courtesy call on new FCC Commissioner Charlotte Reid, where again, it is understood, the principal topic was radio de-regulation. Mr. Chapin reported that although no commitment was made by Commis-

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sioner Reid, he felt her reaction was "positive."

Also present at the meeting with Mr. Whitehead was Henry Goldberg, an OTP attorney.

Holding a mirror up to the networks

'Feedback' programs want people to look more closely at the media

"Feedback is a method of controlling a system by re-inserting into it the results of its past performance. If the information proceeding backwards from the performance is able to change the method and general pattern of performance, we have a process which may well be called 'learning.'"

Norbert Wiener, known as the father of automation, said that. A group in New York known as the Network Project has taken that concept and applied it to research into the infrastructures and effects of network television

that they have been conducting over the last 11 months.

On the basis of their research, they presented last week the first in a series of programs entitled *Feedback*, that will "investigate network broadcasting and . . . get people [to] think about the system of communications and how it effects their lives." The series is presented by WBAI(FM) New York.

There are six full-time members in the project, which works out of Earl Hall Center at Columbia University. The group has no official affiliation with the university and all members are volunteers.

"We started out very fresh and naive about network telecommunications," Greg Knox, a member of the project, said in describing the beginnings of the group. They have, over the past months, enlisted the aid of hundreds of people both inside and outside the networks to help in their research.

Feedback utilizes a fast-paced, montage-type format, splicing together interview material, quotations from late historians and critics, and opinion. Drum rhythms, music and the liberal use of

reverberation and repetition all heighten the effects of the commentary and add continuity. Bruce Salloway of the WBAI staff is the producer.

Last week's pilot program dealt broadly with the subject of television as a medium, contending that "the communications media, ironically, have failed to communicate." Future programs will focus on the economics of broadcasting, the Corporation for Public Broadcasting, programing (both journalistic and nonjournalistic), censorship and regulation, and the alternatives to network television, both technical (cable, laser transmission, etc.) and structural.

"We want simply to raise these issues in the community. We don't exist to impose a single alternative on people—there can be alternatives, plural," Mr. Knox explained.

Network Project is funded solely by personal contributions. Much of the money, according to Mr. Knox, comes from several network employees. And he said the project is now in the process of formulating a proposal in order to seek funds from the CBS Foundation.

Broadcast Journalism

Equal time for fairness on 'The Advocates'

The issue of exempting television news from the fairness doctrine was debated vigorously last week on *The Advocates*, a one-hour weekly series presented on public television stations.

Leading off the argument for that exemption was W. Theodore Pierson, a Washington communications attorney, who said that fairness's effect has been "to gradually diminish the quantity and quality of the product that journalists could give to the television viewers if permitted." He elaborated, saying that over the years interpretations of the doctrine by the FCC and by the courts have tended to persuade broadcasters to "stay away from programs that . . . are highly controversial."

Under questioning by the advocate for the opposing view, Mr. Pierson agreed that broadcast journalists have their biases as have other people. But he added it is their professional responsibility to try to eliminate them.

Edith Efron, author of the recently published book, "The News Twisters," which attributed a liberal left-wing orientation to network newscasts during 1968 pre-election coverage, supported the continuance of the fairness doctrine under present conditions. She added that

the "ideal solution" would be to "blow the government out of television altogether," but said that could not happen until CATV and pay TV emerged as viable media. For the time being, she said, the fairness doctrine is "the only hedge" against the "basically monopolistic situation that exists."

Siding with Mr. Pierson were Frederick Wiseman, a TV-documentary producer, and Jeffrey St. John, newspaper columnist and radio-TV news commentator. Mr. Wiseman voiced the view that television does not become involved in coverage of controversial issues in the

community because of the fairness doctrine and an exemption could lead to more searching out by reporters of significant developments. Mr. St. John made the point that the fairness doctrine represents a threat to freedom of the press, "particularly if the government is empowered to intimidate those who are the transmission belt for ideas, whether we agree or disagree with those ideas."

Buttressing Miss Efron's argument were Arthur Alpert, news director of WVRV-FM New York and a former TV news producer, and Paul Weaver, pro-

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fessor of government at Harvard University. Mr. Alpert said the fairness doctrine is needed "as long as the television system is a monopoly" in order to provide access to the medium by persons with differing views. Professor Weaver pointed out that the U.S. Supreme Court recently held that the fairness doctrine does not contradict the First Amendment rights of free speech. He added it does not restrict the TV networks from disseminating their views, as long as they also give access the views of those who disagree.

Judge keeps Attica closed to newsmen

CBS newsman Robert Schakne is one of six journalists whose request for immediate access to inmates at the Attica (N.Y.) Correctional Facility has been denied by a federal court.

In a decision issued in Buffalo, N.Y., Oct. 28, Federal District Judge John T. Curtin refused to order the facility to permit newsmen to interview Attica prisoners. The newsman said they had been denied access to the prison since the uprising at the prison was crushed Sept. 13. They contended the ban on interviews violated their First Amendment rights of press freedom.

The decision affected only part of a

suit brought by the newsmen last March, seeking freer access to state-prison inmates. Judge Curtin directed lawyers for the newsmen to inform him by next Friday (Nov. 12) whether they want to present further evidence relating to the over-all suit.

Tying the campus to the newsroom

Emerson College sets conference to bring together all factions of journalism

Emerson College, Boston, which specializes in communication arts and sciences, is planning a conference that its officials hope will be followed by other ventures involving colleges, universities and broadcasters in cooperative efforts to improve broadcasting, particularly broadcast journalism.

Richard Chapin, president of Emerson College, announced the school's plans and called for closer cooperation between education and broadcasting in a speech sharply critical of broadcast news coverage as "shallow and unbalanced," but at the same time mindful that "improvement cannot be accomplished by scolding and bullying, or attempting to render [television] impotent by politicizing it."

Dr. Chapin said television has become increasingly reluctant to present in-depth studies of controversial subjects, it tends too often to select news stories on the basis of their sensationalism, and it depends on pictures to tell the stories.

Emerson's current plan is "a hard-hitting, no-holds-barred conference" on "Television: The Confrontation Medium," with leaders of communications, government, education and the public presenting and defending their positions and proposing solutions.

But cooperation between broadcasters and educators can and should take many forms, he said, including research conducted within the institutions on questions important to—if not critical of—the future of broadcasting; sabbatical exchanges in which broadcast newsmen would spend time in colleges and faculty members would serve on news staffs, and broadcasters' use of faculty members to help develop ideas in programming and other areas.

Dr. Chapin said Emerson's "confrontation" conference would be held "within the next few months" and that plans were being developed by a steering committee consisting of Daniel Lounsbury, TV producer and member of the Emerson faculty; Seymour Siegel, former director of communications of

New York's Municipal Broadcasting System, who is a visiting lecturer at Emerson, and Norman Gladney of Kane Light Gladney, New York advertising agency, who is a member of the Emerson parent's council.

Mr. Chapin spoke at an Oct. 26 dinner for men and women whom Emerson has honored in the past for their contributions to the college.

Same as ever: Agnew on the news

It has been almost two years since Vice President Spiro T. Agnew first created an uproar by publicly charging the media—broadcast and print—with bias. And in that time, he has found no reason to change his views on that score.

The Vice President, during an interview last week with Mutual Broadcasting System's Steve McCormick, was asked whether he thought anything had changed since his Des Moines, Iowa, speech (BROADCASTING, Nov. 17, 1969).

"Not with respect to the national media's continued lack of balance," he said. "I think that the Efron book ['The News Twisters,' By Edith Efron, which accuses the network news operations of a liberal bias (BROADCASTING, Sept. 2)] is entirely correct."

He said there is more public skepticism "about what the pundits may reflect when they get together to discuss the problems of the world." But, he added, "I don't think they themselves have seen the light toward true objectivity because they continue to accuse me of intimidation whereas all I'm doing is saying that they themselves are exercising too much censorship in their selectivity of the people who prepare the opinions."

SDX on its way to Washington


More than 1,000 journalists are expected to converge on Washington this week for the annual national convention of Sigma Delta Chi, beginning Wednesday (Nov. 10).

The professional journalistic society will hear from such diverse speakers as Secretary of State William P. Rogers, Reuven Frank, president of NBC News, and Dick West, United Press International columnist. In addition, Max Frankel, *New York Times* Washington bureau chief, will address the convention along with Allen H. Neuharth, president of Gannett Co., and Representative Morris K. Udall (D-Ariz.).

"Covering the White House" will be the topic of a Thursday afternoon panel which will feature Dan Rather, CBS; Helen Thomas, UPI, and Hugh Sidey,

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300	5 1/2 min. (207')	2.90
300	8 1/2 min. (320')	3.70
300	10 1/2 min. (394')	3.90
300	empty cart.	1.60
600	16 min. (600')	6.25
600	empty cart.	2.80
1200	31 min. (1163')	10.45

Also: DL cartridges (for Spotmaster delay machines), bulk tape, tape-lags and other accessories.

ANY ASSORTMENT—NO MINIMUM ORDER

BROADCAST ELECTRONICS, INC.
A Filmways Company
8510 Brookville Rd., Silver Spring, Md. 20910

Time-Life. Representing the White House will be Ronald Ziegler, presidential press secretary.

Friday morning news coverage in Washington will be discussed by syndicated columnist James J. Kilpatrick, Bill Lawrence of ABC News, *Chicago Daily News* Washington bureau chief

Peter Lisagor and Sally Quinn of the *Washington Post*.

An afternoon session on Friday will center on "Image Makers '72." Roger Ailes, political campaign consultant; Bob Squier, TV consultant to Sen. Edmund Muskie (D-Mc.), and Frank Mankiewicz, Sen. George McGovern's

(D-S.D.) press consultant, will discuss the 1972 campaign.

Theodore F. Koop, retiring CBS vice president in Washington, is general chairman of the convention, which is expected to draw representatives from each of the more than 200 SDX chapters around the world.

Promotion

Mixed bag for BPA

Consumers, syndication, cable, trade press and Herb Klein at seminar

Consumerism will share top billing with other industry-oriented topics at this year's seminar of the Broadcasters Promotion Association to be held Nov. 14-17 in Seattle.

The BPA agenda, announced last week, also includes explorations of syndication and cable television, a keynote address by Herb Klein, the President's director of communications, and several workshop sessions.

A consumerism panel opens the formal agenda Nov. 15 at the Washington Plaza hotel, and features Howard Bell, president of the American Advertising Federation; Michael Pertschuk, chief counsel, Senate Commerce Committee, and Harrison Wellford, an associate of Ralph Nader. Andrew Erish, of ABC-owned radio stations, is producing this session.

An "idea exchange" panel follows with Howard Wry, WHNB-TV Hartford, Conn.; Kirt Harriss, KPRC-TV Houston; Bill Camfield, KTVT(TV) Dallas; Amos Eastridge, KMTV(TV) Omaha; Barbara Wighan, WFAA-TV Dallas; Fred Bergendorff, KNX-AM-FM Los Angeles; Alex Dusek, WBZ-TV Boston; E. Boyd Seghers Jr., WGN(AM) Chicago; Casey Cohlma, KDFW-TV Dallas; K. C. Strange, WFBM(AM) Indianapolis; Dr. John Thayer, Peters, Griffin, Woodward, New York, and Chuck Hertley, WCCO(AM) Minneapolis. Phil Wygant, WBAP-TV Fort Worth, is producing the session.

Mr. Klein's luncheon speech will be followed by afternoon workshops on radio, CATV and "How to Use the Trade Press Effectively."

The session on syndication will be held Tuesday. Panelists: Jack Barry (*Juvenile Jury*), Pat Pantonini (*Mike Douglas Show*), Isobel Silden (*Lassie*) and Lou Tondl (*Wild Kingdom*). Joe

Costantino, AVCO Broadcasting, is the session's producer.

A "Crystal Ball: Forecasts for the Future" panel, which is set for the afternoon of Nov. 16 following the awards luncheon, includes science-fiction Author Alan Nourse; Charles Warner, vice president and general manager, CBS Radio Spot Sales, and Les Brown of *Variety*.

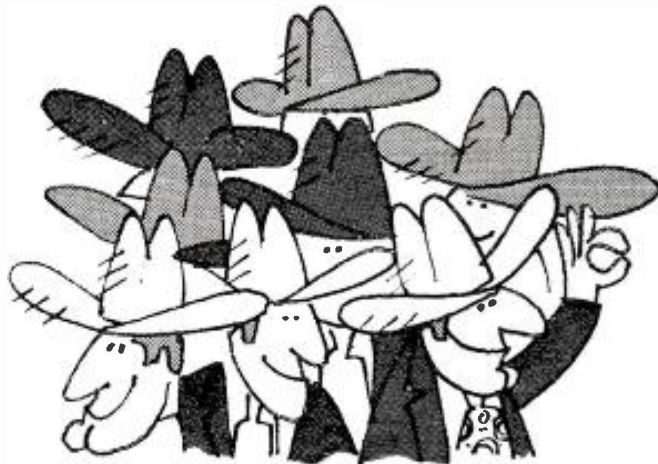
A community-awareness and public-affairs session featuring the "Up with People" singing group and a multimedia presentation, entitled "Jantzen Fashions of '72," close the seminar Wednesday morning.

A new entry to this year's seminar is a "Public-Service Announcement Production" session, under the direction

of Marge Injasoulian, KOOL-AM-TV Phoenix, at which on-air promotion will be produced on behalf of the broadcasting industry for station use.

At least four station-rep meetings for promotion managers are planned for Nov. 13, just before the seminar opens: H-R Representatives; Peters, Griffin, Woodward; the Katz Agency, and Harrington, Righter & Parsons. Moderators of panel discussions designated by each of the reps for their client-station promotion managers: Bob Zauner, sales promotion director, H-R; Ken Mills, director, research-promotion, Katz; Lon King, vice president, creative services, PGW, and Sally Beauchamp, promotion director, HR&P.

BPA Workshop participants include



Look for the good guys in the white hats.

Hamilton-Landis will be at the NAB in Denver. Ride on over and say hello to George Moore, Don Reeves and Dick Shaheen.

HAMILTON-LANDIS

AND ASSOCIATES, INC. THE MEDIA BROKERS

Brokers of Newspaper, Radio, CATV & TV Properties

Washington/Dallas/San Francisco/Chicago

Eddie Allgood, WDVA(AM) Danville, Va., and Mr. Warner (CBS Radio Spot Sales) on radio; G. L. Davenport, Cox Cable, and Jack Gilbert, WJIC-TV Pittsburgh, on CATV, and Morris Gelman, BROADCASTING; Lee Kerry, *Mac*; Sol Paul, *Television/Radio Age*; Les Brown, and Kathryn Sederberg, *Advertising Age*, on the use of the trade press.

BPA officials reported advance registration of 246, which, they said, is running about equal to that of last year.

PromotionNotes

According to Ad Council * "God is hope. God is now," is the theme of a new Advertising Council campaign for

Religion in American Life. Radio and television stations throughout the U.S. are being asked to donate time for the campaign set to start today (Nov. 1). Radio spots will run in 30- and 60-second lengths and TV announcements will use 10-, 30-, and 60-second spots. The RIAL campaign is the first under its new volunteer agency, Lieberman-Harrison Inc., New York.

Rocks of peace * KVI(AM) Seattle has introduced a plan to construct what the station hopes will become known as an international peace monument in the state of Washington. The plan calls for each of 154 countries of the world to contribute a 10-pound rock. The rocks will be used to construct the monument. Each will bear a brass plaque identifying the country of its origin. Construc-

tion and dedication of the monument is scheduled for next spring. Kvi is asking listeners to suggest an appropriate construction site. The 10 most likely suggestions will be put to vote, with residents of Washington state eligible to cast ballots.

To see them ski * Chirug & Cairns Inc., New York, has created a series of 30- and 60-second radio and TV spots for the U.S. ski team. "Japan won't come cheap" is the theme of public-service broadcast and print campaign, which asks listeners and viewers to help fund the team's visit to Sapporo, Japan, for the 1972 Winter Olympic Games beginning in February. The spots are currently being distributed to radio and TV networks and 200 TV and 300 radio stations across the country.

Equipment&Engineering

It was a bad day at Black Hills

Technical violations over decade move FCC to deny renewals to TV and satellite

The FCC, as it said in its decision last week, is "reluctant" to deny renewal of a broadcast license simply because of violations of its technical rules. But, given sufficient cause, it will. And, to the Heart of the Black Hills Stations, it did.

For 10 years Black Hills's KRSD-TV (ch. 7) Rapid City, S.D., and its satellite, KDSJ-TV (ch. 5) Lead, operated so out of phase with rule requirements for satisfactory operation that the public in those cities was deprived of the service for which the stations were licensed, the commission said, in a decision supervised by Commissioner Robert T. Bartley.

As a result: "We are virtually compelled to the conclusion that renewal [of the station's licenses] is neither justified nor warranted in the public interest."

Some radio stations have been denied renewal of license over the years solely for technical-rule violations, but not a television station, until last week, commission officials said. Indeed, until WHDH Inc. lost its license to operate on channel 5 Boston to Boston Broadcasters Inc., in a comparative hearing decided in January 1969, not a single television station had been denied renewal.

The commission's decision overrode

an initial decision of Hearing Examiner Thomas H. Donahue, who, following a hearing on issues as to whether the licensee's operation had been so "negligent, careless or inept" as to indicate it cannot be relied on to discharge its obligations, had recommended one-year license renewal for each license.

The commission, however, said it had concluded that the licensee—owned by Eli and Harry Daniels—is not technically qualified to retain its authorizations, even for a short term. "We are of the opinion that the examiner failed to give sufficient weight to this serious and adverse impact which the licensee's violations had on its obligations to render a satisfactory service to the public."

Mr. Donahue found that the hearing had delineated areas where corrections in the stations' operations were required and that the licensee be given ample time to make them. Yet, the commission said, its inspectors in 1969 found the stations still guilty of violations that had been uncovered in 1966 and 1967.

One or both stations were found to have been guilty of—among other things—emission of spurious signals, operation below authorized power, and serious deficiencies in the quality of picture transmission. The commission said the deficiencies had the cumulative effect of depriving viewers in Rapid City and Lead of a picture of usable quality "since at least 1965."

It noted that in 1966 it was "compelled" to waive its CATV carriage and nonduplication rules for the Rapid City CATV system because KRSD-TV's signal was so poor "it was not usable by the CATV system." The waiver, which was to remain in force only until the station

provided a signal of acceptable quality, is still in effect.

Viewers, too, helped influence the commission's decision. The commission noted that in 1967, 2,000 viewers in Rapid City (out of a population of 43,836 and a net weekly circulation of 23,000) signed a petition urging the commission and NBC, with which KRSD-TV is affiliated, to attempt to improve service. Two years later, the commission noted, an FCC inspector found the station's picture unsuitable for broadcast.

In concluding that renewal of the station's licenses was neither justified nor warranted the commission said it agreed with the position taken by its Broadcast Bureau, in opposing the examiner's recommendation for one-year renewals:

"The number, nature and extent of the violations reflected in the record of this proceeding represent perhaps the most flagrant dereliction of a licensee's responsibility in the operation of its television stations that has yet to come before the commission."

The commission authorized the licensee to continue operating until 12:01 a.m., Dec. 31, 1971, in order to wind up its affairs. However, if the licensee seeks rehearing or judicial review, it will be authorized to operate until 30 days after final disposition of the appeal.

The commission vote was 5-to-0, Commissioners Robert E. Lee and Charlotte Reid did not participate.

IVC sells well at NAEB

International Video Corp., broadcast equipment-maker based in Sunnyvale, Calif., reported orders in excess of \$1.1 million written during the week of the

National Association of Educational Broadcasters convention and the National Industrial Television Association meeting, both Oct. 18-22 in Miami Beach. According to IVC, the largest single order placed with the company was for \$281,000 from the New York Institute of Technology, Old Westbury, N.Y., for a complete color studio. It also was announced that orders for IVC-960 broadcast recorders received during the week totaled \$141,000 and included four broadcast installations.

International Video Corp. manufactures and markets color-TV cameras, systems, and video-type recorders for broadcast and closed-circuit use in international as well as domestic markets.

Ampex consolidates video operations

Ampex Corp. has combined its Video Products division and its Videofile Information Systems division to form a new division to be known as the Video Systems division. The new operation will be based in Redwood City, Calif., headquarters for the parent company. Charles A. Steinberg, vice president-general manager of Videofile will direct the operations of the new division. Video Products, based in Redwood City, manufactures equipment for television broadcasting and production. Videofile, which was based in Sunny-

vale, Calif., produces information storage and retrieval systems via video recording and computer technologies.

According to Ampex, the two existing divisions have been consolidated "for more efficient management of Ampex resources in the video field." Immediately prior to the consolidation there had not been a vice president-general manager in charge of Ampex's Video Products division. Recently Laurence Weiland, who had been vice president-general manager of the division, moved into a marketing position as vice president of Audio-Video Marketing. Thomas E. Davis, group vice president for Ampex, had been acting general manager of Video Products.

FocusOnFinance[®]

TV sales at Fox jump \$10 million

Twentieth Century-Fox Corp. reported a net profit of almost \$10 million in the first nine months of 1971, compared to a net loss of more than \$21 million in the comparable period of 1970.

The turnabout for Fox was achieved through a substantial reduction in the amortization of its feature-film costs and through extraordinary gains in the 1971 period totaling more than \$5 million. Income from the sale of motion pictures to television jumped to almost \$13.5 million during the first three quarters of 1971 from almost \$3.2 million last year. Income from series produced for TV dropped to less than \$20 million from \$27 million in 1970.

For the nine months ended Sept. 25:

	1971	1970
Earned (loss) per share \$	1.15	(2.49)
Income	131,774,000	150,845,000
Net earnings	9,885,000	(21,303,000)

Triangle-Poole deal boosts Capcities earnings

Capital Cities Broadcasting Corp., New York-based group station owner, last week reported quadrupled earnings for the first nine months—largely due to accounting procedures involving the sale of Capcities's former WSAZ-TV Huntington, W. Va., and WTEN(TV) Albany, N.Y., to Poole Broadcasting. Capcities, in April, sold those stations to comply with multiple-ownership rules when it at the same time purchased Triangle Broadcasting-owned WFIL-AM-FM-TV Philadelphia, WNHC-AM-FM-TV New Haven, Conn.; KFRE-AM-FM-TV Fresno, Calif., and Triangle's program-syndication (BROADCASTING, May 3).

Capcities noted that the extraordinary

items tied to the gain in 1971 on the sale of the two TV's and to costs in 1970 relating to a discontinuance of printing operations less a gain on the disposal of properties, accounted for the jump in income. Consolidated net income in the nine-month period in 1970 had been \$7.9 million from which an extraordinary item of \$6.2 million was deducted while a gain of more than \$17.8 million was added to consolidated net income of \$8.6 million in the comparable period in 1971.

The station owner also reported that in third-quarter 1971 it had a 9% rise in consolidated net income and a 17% increase in revenues (from \$644,000 to \$2.6 million in consolidated net income and from \$20.2 million to \$23.7 million in revenues). The company said the third-quarter 17% rise in revenues, in what is normally a slow-sales quarter, could be attributed principally to its Triangle purchase. For the nine months ended Sept. 30:

	1971	1970
Earned per share \$	3.54	0.85
Revenues	68,759,000	64,407,000
Net income	26,485,000	6,266,000

Company Reports

■ LIN Broadcasting Corp., New York-based group broadcaster, reported last week increased revenues for both the third quarter and the first nine months of 1971. Operating profits of broadcast properties, exclusive of WFIL(AM) Philadelphia, which LIN acquired on April 28, rose 24%, as compared to the similar period a year ago.

For the nine months ended Sept. 30:

	1971	1970
Earned per share \$	0.16	0.36
Revenues	13,958,396*	10,537,142
Net income	377,393**	805,846**

*Includes WFIL(AM) from April 28.

**Net, after loss from disposition of music division of \$2,200,000 and recovery of federal tax of \$1,233,200 in 1971 and after recovery of federal tax of \$406,146 in 1970.

■ Media General Inc., Richmond, Va., newspaper publisher and broadcast-station owner, last week reported increased net income on decreased revenues for both the third quarter and the first nine months of 1971, as compared to the similar periods a year ago. The company attributed the decline in revenues for the first nine months in part to

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NEW YORK, N. Y.

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a strike at its *Evening News* in Newark, N.J., which began on May 27 and, as of last week, was still continuing.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 1.36	\$ 1.26
Revenues	89,281,980	93,937,814
Net income	4,879,293	4,326,457
Shares outstanding	3,590,718	3,410,978

■ The Interpublic Group of Companies, New York, advertising complex including McCann-Erickson, Marschalk, Erwin Wasey and Tinker and Dodge & Delano agencies, reported increased billings and substantially improved profits for the nine months ended Sept. 30:

	1971	1970
Per-share earnings*	\$ 1.03	\$ 0.04
Billings	523,901,000	510,462,000
Net profit	2,087,000	109,000
Shares outstanding	1,944,035	1,700,408

*Assumes full conversion of convertible debentures.

■ Combined Communications Corp., Phoenix, with interest in radio and TV station operation and outdoor advertising, reported sharply increased gross and profits for the nine-month period.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.69	\$ 0.44
Revenues	23,387,985	17,378,387
Net income	1,515,947	857,719
Shares outstanding	2,206,475	1,945,929

Notes: Per-share earnings for 1971 include 11 cents from \$251,058 in special tax credit carry-forwards. Per-share earnings for 1970 include 4 cents from \$82,200 in special tax credit.

■ The Signal Companies Inc., Los An-

geles, which owns about 50% of group-station owner Golden West Broadcasters, reported third-quarter net income increased 20% before extraordinary items, in spite of a 13% decrease in sales. Net income for the nine-month period, however, showed a sharp decline.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.89	\$ 1.12
Revenues	970,285,000	1,100,078,000
Net income	19,408,000	24,313,000
Shares outstanding	21,785,000	21,704,000

Note: Net income after extraordinary gain of \$2.21 million or 10 cents a share in 1971 vs. extraordinary gain of \$7.06 million or 33 cents a share in 1970.

■ Pacific Southwest Airlines, San Diego, regional airline carrier with interests in radio-station operation, reported solid increases in revenues and earnings for the first nine months of the calendar year.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 1.20	\$ 1.11
Revenues	76,686,000	70,724,000
Net income	3,935,000	3,569,000
Shares outstanding	3,513,000	3,437,000

■ Teleprompter Corp., New York, reported last week that net income increased by 39.6% and revenues by 24.5% in the first nine months of the year, ended Sept. 30:

	1971	1970
Earned per share	\$ 1.55	\$ 1.12
Revenues	30,111,047	24,191,264
Net earnings	4,880,670	3,496,131

■ Metro-Goldwyn-Mayer Inc., Culver City, Calif., reported its best earnings performance in 25 years for the fiscal year ended Aug. 31. Net income, which included an extraordinary gain of \$8.5 million from sales of studio property and theaters, increased \$14.8 million over net income for the previous fiscal year which included an extraordinary gain of \$9.8 million. The turn-around in operating profitability was achieved despite a drop in profits from television programs, music recording and publishing, and miscellaneous income. Income from television program was down to \$1,246,000 from \$1,715,000. Feature-film production and distribution largely accounted for MGM's profitability this year. For the year ending Aug. 31:

	1971	1970
Earned per share	\$ 2.76	\$.27
Revenues	169,408,000	170,726,000
Net earnings	16,358,000	1,573,000

Notes: In fiscal 1970 there was an extraordinary gain of \$9,801,000 or \$1.67 a share. In fiscal 1971 there was an extraordinary gain of \$8,523,000 or \$1.44 a share.

■ The Outlet Co., Providence, R.I., whose interests include ownership of radio and TV stations, has reported an increase in revenues and a decline in earnings for the first six months ended July 31:

	1971	1970
Earned per share	\$ 0.22	\$ 0.36
Revenues	32,278,045	29,717,916
Net income	353,412	541,435

The Broadcasting Stock Index

A weekly summary of market activity in the shares of 114 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Nov. 3	Closing Oct. 27	Net change In week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting										
ABC	ABC	N	43%	42%	+ 1%	48	25	7,089	\$303,055	
ASI Communications	ASIC	O	2 1/2	2%	- 1/8	4 1/2	2 1/2	1,789	6,709	
Capital Cities	CCB	N	43%	46%	- 3	49%	29	6,236	293,092	
CBS	CBS	N	44%	42%	+ 2	49%	30%	27,210	1,244,858	
Cox	COX	N	31%	32%	- 3/4	36 1/2	17%	5,802	173,306	
Gross Telecasting	GGG	A	12%	12%	-	18	10%	800	11,296	
LIN	LINB	O	11%	11%	- 1/8	15 1/2	6 1/2	2,294	32,690	
Mooney	MOON	O	8 1/2	8 1/2	- 1/4	9 1/2	4	250	2,313	
Pacific & Southern	PSOU	O	8%	10%	- 1 1/2	17 1/2	10%	1,637	20,872	
Rahall Communications	RAHL	O	8%	9%	- 1	29	8%	1,037	10,889	
Scripps-Howard	SCRIP	O	28 1/2	21%	+ 6 1/2	25	18	2,589	58,890	
Sonderling	SDB	A	20	20 1/2	- 1/2	34	19 1/2	997	24,177	
Starr	SBG	M	18	18	-	20 1/2	8%	496	9,672	
Taft	TFB	N	36%	36	+ 3/4	44%	23%	3,707	147,798	
								Total	61,933	\$2,339,822
Broadcasting with other major interests										
Avco	AV	N	14 1/2	14	+ 1/2	18%	12 1/2	11,475	\$176,371	
Bartell Media	BMC	A	3%	4	- 1/8	8	3%	2,254	9,580	
Boston Herald-Traveler	BHLD	O	21	21	-	28	19	577	15,579	
Chris-Craft	CCN	N	6%	6%	- 1/8	12	5 1/2	3,901	22,431	
Combined Communications	CCOM	O	20 1/2	23 1/2	- 3	24 1/2	10 1/2	2,131	39,424	
Cowles Communications	CWL	N	11%	12	- 3/4	13 1/2	8	3,969	45,644	
Fuqua	FOA	N	18%	18%	- 1/2	26 1/2	13 1/2	6,700	182,475	
Gable Industries	GBI	N	21	21 1/2	- 1/2	24%	9 1/2	1,667	34,590	
Gannett	GCI	N	55%	54%	+ 3/4	60	32%	7,519	403,169	
General Tire	GY	N	23%	24	- 1/8	28 1/2	21 1/2	18,713	502,818	
Gray Communications		O	6%	6%	-	8	5%	475	2,670	
ISC Industries	ISC	A	5 1/2	6	- 1/8	8	4 1/2	1,959	11,499	
Lamb Communications		O	2	2 1/2	- 1/4	2%	2	475	1,069	
Lee Enterprises	LNT	A	17	17	-	20	17%	1,957	54,052	
Liberty Corp.	LC	N	17%	17%	+ 1/2	24	17 1/2	6,744	151,740	
Meredith Corp.	MDP	N	23	23%	- 3/4	29 1/2	19%	2,754	68,850	
Metromedia	MET	N	25%	25%	-	30%	17%	5,758	163,298	
Multimedia Inc.		O	33	34 1/2	- 1 1/4	34%	25	2,406	79,398	
Outlet Co	OTU	N	15%	14 1/2	+ 1	22	13 1/2	1,332	23,470	
Post Corp.	POST	O	15%	15 1/2	+ 1/2	16%	9 1/2	734	10,643	
Publishers Broadcasting Corp.	PUBB	O	2 1/2	3	- 3/4	4%	1%	916	2,977	
Reeves Telecom	RBT	A	2 1/2	2	+ 1/8	3%	2	2,292	5,730	
Ridder	RIDD	O	26	26	-	28%	23 1/2	8,236	213,065	
Rollins	ROL	N	40 1/2	39%	+ 3/4	43 1/2	25%	8,065	306,470	
Rust Craft	RUS	A	40	40%	- 3/4	48%	28%	1,159	47,519	
Schering-Plough	PLO	N	80	78 1/2	+ 1 1/2	87%	80 1/2	25,174	2,089,442	

Continued on page 52

65%

*We've come upon the fact that total U.S. viewing of local TV news is 65% greater than that of network news.

That may not surprise you, but it did us. We always thought—as we think most people did—that it was the other way around . . . that a majority of news viewing was of the Cronkites, Chancellors, Reasoner-Smiths, et al.

We're checking out that statistic and other news about news to report further in . . .

Above and Beyond in Local TV Journalism

A Broadcasting Special Report, November 29

As readers—and advertisers—know well, Broadcasting is not in the habit of writing its stories before it does its research.

But we can tell you that Broadcasting will report on what stations are doing "above and beyond" what everyone *thinks* they're doing. In other words, we'll report on what TV stations are doing over and above—within and outside—the daily diets of hour or half-hour local news broadcasts.

This special report will be the ideal medium for every television station that wants to tell its own unique news story.

And to augment its own regular coverage Broadcasting will distribute the November 29 issue with its special report on Local TV Journalism to all members of the United States Senate, the House of Representatives, the commissioners and important staff members of the FCC, all state governors and key advertising and marketing executives.

Your advertising message is invited. Closing date: November 22. For more details and opportunities available, contact your nearest Broadcasting representative.

Washington, D.C.

Maury Long
1735 DeSales St., N.W., 20036
202-638-1022

Hollywood, California

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

New York, N.Y.

Bob Hutton, Greg Masefield,
Eleanor Manning
7 West 51st Street, 10019
212-757-3260

Barrington, Illinois

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

Broadcasting®

	Stock symbol	Ex-change	Closing Nov. 3	Closing Oct. 27	Net change in week	1971		Approx. shares out (000)	Total market capitalization (000)
						High	Low		
Storer	SBK	N	24 3/4	26 1/2	- 1 3/4	33 3/4	19	4,223	124,030
Time Inc.	TL	N	54 1/4	55	- 3/4	62 3/4	40 3/4	7,257	377,364
Trans-National Communications		O	3 3/4	3 3/4	—	1 1/4	3/4	1,000	370
Turner Communications		O	2 3/4	2 3/4	- 1/4	4	2	1,328	4,143
Wometco	WOM	N	16 3/4	16 3/4	+ 1/4	23 3/4	16 3/4	6,037	120,740
								Total	149,185
									\$5,270,620
CATV									
Ameco	ACO	O	1 3/4	2 1/4	- 3/4	12 3/4	1 3/4	1,200	\$30,000
American Electronic Labs.	AELBA	O	5 3/4	6 1/4	- 3/4	10	3	1,636	11,043
American TV & Communications	AMTV	O	19 3/4	19	+ 3/4	26 3/4	19 3/4	2,042	41,861
Burnup & Sims	BSIM	O	22 1/4	22 1/4	—	37 3/4	20 1/2	2,962	80,715
Cablecom-General	CCG	A	10 3/4	11 3/4	- 1	17 3/4	9 3/4	2,485	30,739
Cable Information Systems		O	1 3/4	2	- 1/4	4 3/4	1 3/4	955	2,626
Citizens Financial Corp.	CPN	A	12	13 3/4	- 1 1/2	15 1/2	11 3/4	1,590	21,863
Columbia Cable	CCAB	O	11 1/4	11 1/4	- 3/4	15 1/2	9 3/4	900	9,675
Communications Properties	COMU	O	7 3/4	9 3/4	- 2 1/2	11 1/2	7 3/4	1,800	14,850
Cox Cable Communications	CXC	A	17 1/4	17 1/4	- 3/4	25 3/4	16 1/2	3,552	62,586
Cypress Communications	CYPR	O	8 3/4	8 3/4	- 1/4	10 1/4	7	2,384	19,954
Entron	ENT	A	2 3/4	3	- 1/4	7 3/4	2 3/4	1,320	4,950
General Instrument Corp.	GRL	N	16 1/4	17	- 3/4	29 3/4	15 1/4	6,368	145,636
LVO Cable Inc.	LVO	O	9	—	—	10 1/2	7	1,466	13,194
Sterling Communications	STER	O	4 1/2	5 1/4	+ 1 1/2	6 3/4	3 3/4	1,100	6,182
Tele-Communications	TCOM	O	17 1/4	18 1/4	- 1 1/2	22 3/4	12	2,856	54,264
Teleprompter	TP	A	78 1/2	70 3/4	+ 7 3/4	95	56 1/2	3,077	255,391
Television Communications	TVCM	O	5 3/4	8 3/4	- 3/4	10 3/4	5 3/4	3,804	29,481
Viacom	VIA	N	12 3/4	12 3/4	—	21	12 1/4	3,760	59,220
Vikoa	VIK	A	5 1/2	6 1/4	- 3/4	14 1/4	5 1/4	2,339	15,204
								Total	46,130
									\$96,240
Programming									
Columbia Pictures	CPS	N	8 3/4	9 3/4	- 1/4	17	8 3/4	6,342	\$63,420
Disney	DIS	N	106 1/4	107	- 3/4	128 3/4	77	12,854	1,511,887
Filmways	FWY	A	5 1/2	5	+ 1/2	11 3/4	4 3/4	1,829	11,431
Four Star International		O	1 3/4	1 3/4	—	1 3/4	1	668	1,166
Gulf & Western	GW	N	25 1/4	26	- 1 3/4	31	19	14,964	433,956
Kinney Services	KNS	N	30 3/4	29 3/4	+ 1	39 3/4	28 3/4	11,230	383,168
MCA	MCA	N	22 3/4	23 1/4	- 3/4	30	21 3/4	8,185	198,001
MGM	MGM	N	20	17	+ 3	26 3/4	15 1/2	5,886	119,898
Music Makers	MUSC	O	1 3/4	1 3/4	—	3 3/4	1 1/4	589	1,543
Tele-Tape Productions		O	1 3/4	1 3/4	- 1/4	2 3/4	1	2,183	4,912
Transamerica	TA	N	17	16 3/4	+ 3/4	20 1/2	15 1/4	63,841	1,188,719
20th Century Fox	TF	N	8 3/4	8 3/4	+ 1/2	15 3/4	7 3/4	8,562	84,507
Walter Reade Organization	WALT	O	1 3/4	2	- 1/4	5 3/4	1 3/4	2,414	3,911
Wrather Corp.	WCO	A	6	6	—	8 3/4	5 3/4	2,164	16,230
								Total	146,686
									\$4,203,165
Service									
John Blair	BJ	N	15 1/4	15 1/2	- 3/4	24 3/4	14 3/4	2,584	\$50,388
ComSat	CQ	N	53	54 1/2	- 1 1/2	84 1/2	49 3/4	10,000	651,200
Creative Management	CMA	A	8 1/2	9	- 1/2	17 3/4	7 3/4	1,050	10,500
Doyle Dane Bernbach	DOYL	O	21 1/4	22 3/4	- 1 1/4	26 3/4	21	1,929	38,098
Elkins Institute	ELKN	O	6 3/4	8	- 1 1/4	16 3/4	8	1,664	16,008
Foote, Cone & Belding	FCB	N	10 3/4	9 3/4	+ 1/2	13 3/4	7 3/4	2,196	28,548
Grey Advertising	GREY	O	13 3/4	15	- 1 3/4	16 3/4	9 3/4	1,209	20,251
Interpublic Group	IPG	N	22	22	—	27 1/2	21 1/2	1,673	43,498
Marvin Josephson Assoc.	MRVN	O	7 3/4	6 3/4	+ 1/2	12	6 3/4	902	7,442
LaRoche, McCaffrey & McCall		O	—	12	—	16 3/4	9	585	6,435
Marketing Resources & Applications		O	8 3/4	7 3/4	—	18 1/4	2 3/4	504	4,914
MovieLab	MOV	A	1 3/4	2 3/4	- 1/4	4	1 3/4	1,407	2,983
MPO Videotronics	MPO	A	3 3/4	4 3/4	- 1/4	8 3/4	3 3/4	557	3,130
Nielsen	NIELA	O	37 3/4	39 1/4	- 1 3/4	49 3/4	39 1/4	5,299	229,182
Ogilvy & Mather	OGIL	O	31 1/4	33 1/2	- 2 1/4	36 1/4	24	1,096	37,264
PKL Co.	PKL	A	8 3/4	8 3/4	- 1/4	10 3/4	3 3/4	742	6,678
J. Walter Thompson	JWT	N	38 1/4	40 3/4	- 2 1/2	60	34 1/2	2,721	1,143
Transmedia International		O	1 1/4	3 3/4	- 1 3/4	3 3/4	3 3/4	535	134
Wells, Rich, Greene	WRG	N	19	18 3/4	+ 3/4	25 3/4	15 1/4	1,601	34,213
								Total	38,254
									\$1,192,009
Manufacturing									
Admiral	ADL	N	17	15 3/4	+ 1 1/4	21	6	5,163	\$98,097
Ampex	APX	N	14 3/4	14	+ 3/4	25 3/4	13 1/2	10,873	171,250
CCA Electronics	CCAE	O	4 3/4	5 3/4	- 1/4	5 3/4	2 1/4	897	3,588
Collins Radio	CRI	N	11 3/4	10 3/4	+ 1 3/4	20 3/4	11	2,968	40,424
Computer Equipment	CEC	A	3	3	—	7 1/4	10 1/4	2,434	9,736
Conrac	CAX	N	21	20 3/4	+ 3/4	29	15 3/4	1,259	29,423
General Electric	GE	N	58 3/4	57 3/4	+ 1 1/4	85 3/4	52 3/4	181,626	11,215,406
Harris-Intertype	HI	N	53 3/4	50 3/4	+ 3 3/4	69 3/4	49 3/4	6,333	378,397
Magnavox	MAG	N	47 1/4	49 3/4	- 1 3/4	55	37 3/4	17,283	933,282
3M	MMM	N	127 3/4	120 3/4	+ 3 3/4	126 3/4	95 3/4	56,186	6,847,388
Motorola	MOT	N	77 3/4	74 3/4	+ 3 1/2	89 3/4	51 1/2	13,370	1,166,532
RCA	RCA	N	33 1/4	32 3/4	+ 3/4	40 3/4	26	74,437	2,679,732
Reeves Industries	RSC	A	2 3/4	2 3/4	—	6 3/4	2 3/4	3,458	12,968
Telemation	TIMT	O	7 1/4	7 1/4	—	13 3/4	7 1/4	14,040	135,065
Westinghouse	WX	N	88	83 1/2	+ 4 1/2	97 3/4	65 3/4	41,555	3,854,226
Zenith	ZE	N	43 3/4	42	+ 1 3/4	54 3/4	36 3/4	19,022	977,160
								Total	450,904
									\$28,552,674
								Grand Total	893,072
									\$42,454,330
Standard & Poor Industrial Average			109.15	110.24	- 1.09				
A-American Stock Exchange									
M-Midwest Stock Exchange									
N-New York Stock Exchange									
O-Over-the-counter (bid price shown)									
Shares outstanding and capitalization as of Aug. 25. Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.									

Broadcast Advertising

Daniel R. Makowski, senior VP and director of client services and business development, Klau-Van Pietersom-Dunlap, Milwaukee, elected executive VP and chief operating officer. **G. Edward Heinecke**, group VP, and **Tom A. Kallas**, director of agency's marketing and advertising research operation, elected to board of directors.



Mr. Anderson

Norman R. Anderson, president, Al-lent, Anerson, Niefeld & Paley, Chicago-based agency, appointed director of advertising, Pearl Brewing, San Antonio, Tex. Mr. Anderson will be responsible for Pearl Beer, Country Club Malt Liquor and Judson Candies as well as Pearl's Royal Crown Cola franchises in Dallas, Houston and San Antonio.

Vincent J. Schifano, art director, Lennen & Newell, New York, named VP and art group head.

Gene Lothery, with sales staff, New York office, CBS Television Stations National Sales, moves to CBS-owned KMOX-TV St. Louis, as station's Eastern sales manager, newly created position.

Ken Tremayne, senior account executive, Clinton E. Frank/West Coast, Los Angeles, named VP and director of presentations, department responsible for creating and presenting reviews of current advertising as well as submitting budget proposals.

Arthur A. Silver, VP and associate creative director, Clinton E. Frank, Chicago, joins Dailey & Associates, San Francisco, as VP and creative director.

David E. Murphy, account executive in New York office of CBS Television Stations National Sales, named to newly-created position of Eastern sales manager for CBS-owned KNXT(TV) Los Angeles, making his headquarters in New York.

Robert E. Richer, VP and general manager, Quality Media, station representative, New York, recently closed by parent Kaiser Broadcasting in move to concentrate on TV, appointed to newly created position of VP in charge of radio, Adam Young Radio, station representative there. **Rick Kapnick**, with

Quality Media, joins Adam Young Radio, as radio manager for firm's Chicago office.

Dale Ziegler, creative director, House of Windsor, Yoe, Pa., subsidiary of United States Tobacco Co., Greenwich, Conn., appointed advertising manager of parent firm.

J. Winston Ball Jr., formerly with advertising and PR staff of Dallas Chamber of Commerce, opens his own agency, Ball Advertising, there.

Rose Carpinelli, senior media buyer, U.S. Media International, New York, joins Media Partners, there, in same capacity.

The Media

Martyn S. Weinberg, accounting supervisor, KBHK-TV San Francisco, appointed assistant controller for Kaiser Broadcasting, station's licensee. **Robert D. Johnson**, business manager of Kaiser's WKBG-TV Boston, appointed business manager of KBHK-TV. **James M. Lawless**, accounting supervisor, WKBS-TV Burlington, N.J.-Philadelphia, also Kaiser station, appointed business manager of station.

Albert B. Pellegrino, VP and general manager, WKCI(FM) Hamden, Conn., named VP of licensee, Kops-Monahan Communications, New Haven, Conn., group owner.

Frank M. Drendel, VP and chief operating officer, Continental Transmission, CATV subsidiary of Continental Telephone Co., St. Louis, joins Cypress Communications, Los Angeles, as VP with responsibilities for system operations, research and development.

Robert M. Chandler, VP in charge of national sales, Lake Huron Broadcasting Corp., Saginaw, Mich., named VP and general manager of firm's KENR(AM) Houston.

Merritt Wiley, VP, corporate public affairs, marketing and research for Lotus

Walsh back into law practice

Francis Walsh, who left the FCC last July after a year's service as Broadcast Bureau chief, joined the San Francisco law firm of Farrand, Malti & Spillane last Monday (Nov. 1). The firm will be renamed Farrand, Malti, Spillane & Walsh. Mr. Walsh was dean of law at the University of San Francisco before appointment to FCC staff.

Theater Corp., Hollywood, licensee of KWKW(AM) Pasadena, Calif., appointed VP and general manager of station.

Phil Costin, with sales staff, WIOD-AM-FM Miami, appointed local sales manager for AM station.

Eugene J. Dowie, general manager, outdoor advertising division of Stoner System, diversified firm with broadcast interests, Des Moines, Iowa, named executive VP and chief operating officer, assuming control of firm's broadcast, outdoor advertising and continuing education divisions. Stoner stations include: KSO(AM)-KFMG(FM) Des Moines and WGNT(AM) Huntington, W. Va.

Elaine C. Berger, with WDAS-AM-FM Philadelphia, appointed controller of stations.

Jerrel Shepherd, owner and general manager, KWIX(AM) Moberly, Mo., elected president, Missouri Broadcasters Association. Other newly elected officers include: **Gordon French**, general manager, KMOX-TV St. Louis, VP; **Lou Shelburne**, general manager, KTGR-AM-FM Columbia, elected secretary-treasurer. Elected to board are: Mr. French and **Ellis Shook**, general manager, KMBC-TV Kansas City, both incumbents; Mr. Shelburne, and **Don Moeller**, general manager, KYTV(TV) Springfield.

Charles R. Simms, WDXI(AM) Jackson, Tenn., elected president, Tennessee Association of Broadcasters. Other newly installed officers include: **Hugh E. Trotter**, WSEV-AM-FM Sevierville, elected VP for east Tennessee; **Tommy King**, WSM-TV Nashville, elected VP for middle Tennessee; **Lee Hanson**, WDIA(AM) Memphis, elected VP for west Tennessee, and **Frank Cupples**, WTJS-AM-FM Jackson, elected association secretary-treasurer.

Tom Whitehead Jr., with KWHI-AM-FM Brenham, Tex., elected president, Texas Association of Broadcasters. **Jim Scott**, KNUZ(AM) Houston, elected VP. **Jim Terrell**, KTVT(TV) Fort Worth, elected secretary-treasurer. Other appointments include: **Bonner McLane**, Austin agency head, re-elected executive VP and **Marie Venable**, elected executive secretary. Directors elected for three-year terms include: **Dean Borba**, KHOU-TV Houston; **Denson Walker**, WFAA-AM-FM-TV Dallas; **Bill Fox**, KRBC-AM-TV Abilene, and **Mel Gilbert**, KSNY(AM) Snyder.

Robert L. Harper, WCPS-AM-FM Tarboro, N.C., elected president, North

Carolina Association of Broadcasters. **Doyle Thompson**, WFMY-TV Greensboro, elected VP for TV and **Robert Mendelson**, WJNC(AM) Jacksonville, elected VP for radio. Newly elected board members include: **Dick Paul**, WITN-TV Washington; Mr. Thompson, **Allen Askins**, WHCC(AM) Waynesville; **Robert Smith**, WNOS-AM-FM High Point, and **Joe Warner**, WCEC(AM) Rocky Mount.

Robert R. Michael, VP and general manager, WTBY(AM) Waterbury, Conn., joins WGVA(AM) Geneva, N.Y., as general manager.

James B. Macris, with sales staff, wvor(FM) Rochester, N.Y., appointed station manager, WFLY(FM) Syracuse, N.Y. Both are Functional Broadcasting stations.

Charles Jenkins, acting general manager, wxvw(AM) Jeffersonville, Ind., appointed general manager.

Programing

Derk Zimmerman, program manager, WKBG-TV Boston, appointed to newly created position of director of children's programing of parent group owner, Kaiser Broadcasting. He will continue his responsibilities as WKBG-TV program manager.



Mr. Zimmerman

Steven L. Vagnino, writer-producer, Gardner Advertising, St. Louis, and concurrently radio-TV director, George/Savan Advertising there, opens his own commercial production firm, Television Corporation of America there.

Ron Riley, program director, WPDQ(AM) Jacksonville, Fla., joins WCAO(AM) Baltimore in similar capacity.

Therese A. Carusi, supervisor of research, Southwest division, HR Television, New York station representatives, joins Group W Productions, New York, as research analyst.

Tom Grasso, radio-TV producer for Enyart & Rose Advertising, Los Angeles, appointed director of sales for The Film Factory, Hollywood-based production company.

Peter Strand, senior producer, non-commercial WTTW(TV) Chicago, joins WSNS(TV) there as director of production.

Ralph Blank, program director, WIND(AM) Chicago, moves to WCFL(AM) there as operations manager.

David B. Liroff, with faculty, Ohio University's school of radio-TV, Athens,

Nobel to CBS Labs's Gabor



Mr. Gabor

technique whose future application may extend to television and motion pictures. Dr. Gabor, 71, is also professor emeritus of applied electronic physics at Imperial College of Science and Technology in London and divides his time evenly between Europe and U.S.

He became associated with CBS Labs as consultant in 1960, became staff scientist in 1967. Patents he has received and assigned to CBS cover, among others, techniques for panoramic holography, sonography (underwater holography), portrait holograms and projection of three-dimensional motion pictures in theaters without need for special glasses. At CBS Labs he has worked with one of his one-time freshman research assistants at University of Vienna, Peter C. Goldmark, who retires at end of this year as CBS Labs president.

Ohio, appointed public TV program director, noncommercial WOUB-TV there, university-licensed station.

Stephen Fredericks, feature reporter and commentator, KIIS(AM) Los Angeles, opens radio programing and consulting firm, Stephen R. Fredericks Productions there.

Doug O'Brien, formerly program director, WELX(AM)-WHBM(FM) Xenia, Ohio, joins WOBL(AM) Oberlin, Ohio, in similar capacity.

Jim Fitzpatrick, with production staff, WBBM-AM-FM-TV Chicago, joins WNCR(FM) Cleveland as production director.

Billy Bass, program director, WNCR(FM) Cleveland, appointed to similar position at WMMS(FM) there.

Broadcast Journalism

John Gibbs, supervisor of news operations, WMAQ-TV Chicago, appointed manager of news operations. He is succeeded by **Esther Berry**, editor, NBC News, Chicago.

Michael Ludlum, senior producer in charge of special investigative and feature unit and producer of *Report on the Drug Scene* series, WCBS(AM) New York, appointed assistant director of

news operations and programs at station.

Mark Pierce, with news staff, WWLP-TV Springfield, Mass., joins WKEF-TV Dayton, Ohio, as news director.

Stephen Schiff, with Cleveland bureau, NBC News, joins WDSU-TV New Orleans as reporter and anchorman.

Robert Cohen, with WSAV-TV Savannah, Ga., joins WSB-TV Atlanta as investigative reporter. **Walt Elder**, with news staff, WQXI-AM-FM Atlanta, joins WSB-TV news staff.

Robert G. Blow, president, WJAK(AM) Jackson, Tenn., elected president, Tennessee Associated Press Broadcasters.

George Skinner, with WCKT(TV) Miami, appointed managing editor, WJBK-TV Detroit.

R. D. Sahl, with news staff, KBTR(AM) Denver, appointed news director.

Phil Morgan, with KFJZ(AM) Fort Worth, joins KXOL(AM) there as news director and newscaster.

Ginny R. Wiltse, reporter, WLW(AM)-WLWT(TV) Cincinnati, joins news staff WTIC-AM-FM Hartford, Conn.

Stephanie Colbert, with engineering department, WRC-AM-FM Washington, appointed community affairs administrator.

Inez Pedroza, news reporter with KRLA(AM) Pasadena, Calif., appointed hostess of KNBC(TV) Los Angeles public affairs program.

Loretta Bacon, in business outside broadcasting in Minneapolis, joins WSFA-TV Montgomery, Ala., as public affairs director.

Promotion

Merl Moore, with Gross, Pera & Rockey, San Francisco, division of Clinton E. Frank/West Coast, moves to Frank's Los Angeles office as director of PR. **Thomas C. Brown**, with GPR, San Francisco, appointed office's director of PR.

Kristine Oddsen, promotion assistant, WMAL-AM-FM Washington, joins WRC-AM-FM there as advertising and promotion manager.

Robert W. Donaghey, assistant to business manager, Needham, Harper & Steers, New York, joins WPIX(TV) there as PR manager.

Equipment & Engineering

John P. Taylor, VP for commercial marketing programs, RCA Communications System division, Camden, N.J., retires to open his own marketing consulting firm, Haddonfield, N.J. He will continue as consultant to RCA in addition to work in broadcasting, cable, communications and electronics. Ad-

dress: 711 E. Greenman Road, Haddonfield, N.J. 08033.

Bryan Hickox, director of sales training for Ampex Corp., Redwood City, Calif., named president of Image Transform Inc., Hollywood, new TV-motion picture service company using video tape-to-film transfer techniques.

S. E. (Sam) Baker, sales representative, Whitney Blake, broadcast and CATV equipment manufacturer, New Haven, Conn., joins Superior Continental's Communication Apparatus Corp., equipment manufacturer, Hickory, N.C., as regional sales representative for Virginia, West Virginia, North Carolina and South Carolina.

Allied Fields

John H. Bone, VP and general manager, Metromedia Inc., Washington, joins Hamilton-Landis Associates, media broker, Chicago, as VP with responsibility for Midwest region.

Deaths

Ben H. Potter, 74, president of Rock Island Broadcasting, died Nov. 3 at St. Anthony's hospital, Rock Island, Ill., of heart attack. Mr. Potter was member of *Rock Island Argus* newspaper publish-

ing family, which owns controlling interest in WHBF-AM-TV Rock Island and KBUN(AM) Bemidji, Minn. At the time of his death, Mr. Potter was also president of Rock River Cablevision, Sterling, Ill. He is survived by his wife, Irene, and one daughter.

Don Searle, 72, formerly VP and general manager of ABC network's western division and owner and manager



Mr. Searle
1955 PHOTO

of radio stations for more than 40 years, died Oct. 29 in Monterey, Calif., of heart ailment. Mr. Searle began his broadcasting career by building and managing KOIL(AM) Council Bluffs, Iowa (now in Omaha). He took charge of ABC's western division, operating out of Hollywood, in 1942, remaining until 1947. Mr. Searle later was VP and general manager of KOA(AM) Denver and helped put KOA-TV on air. He subsequently owned KMMJ(AM) Grand Island, Neb., and KXXX(AM) Colby, Kan., selling them in 1969 when he retired from broadcasting. Mr. Searle is survived by his wife, Dottie; one son, Don Jr., sales promotion manager for

KTLA(TV) Los Angeles; and one daughter.

Richard L. Evans, 65, program commentator of so-called "Spoken Word" of weekly Salt Lake Tabernacle Choir radio broadcasts since 1930, died Nov. 1 in Salt Lake City of neurological complications from pneumonia. Mr. Evans, elder in ruling body of the Church of Jesus Christ of Latter-Day Saints, began his broadcasting career at KSL(AM) Salt Lake City as staff announcer. Mr. Evans became associated with Salt Lake Tabernacle Choir year after group began its weekly nationwide radio broadcasts and continued as program's commentator until his death. Mr. Evans was also director of KSL and Bonneville International Corp., station group owner, which itself is owned by church. He is survived by his wife, Alice, and four sons.

Cassius M. Keller, 66, news editor and writer for Voice of America, Washington, since 1961, died at his home Oct. 31 of heart attack. In 1960 he had served as press assistant to former Senator Kenneth Keating (R-N.Y.). From 1945 to 1960 he was with WRC-AM-FM-TV Washington. Mr. Keller is survived by his wife, Helen, and two sons.

ForTheRecord®

As compiled by BROADCASTING, Oct. 26 through Nov. 2 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—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

Application

■ Charlottesville, Va. Virginia Broadcasting Corp.—Seeks UHF ch. 29 (560-566 mhz); ERP 438 kw vis., 87.6 kw aur. Ant. height above average terrain 1,196 ft.; ant. height above ground 305 ft. P.O. address: c/o Robert W. Stroh, 223 East Main Street, Charlottesville 22902. Estimated construction cost \$150,000; first-year operating cost \$465,000; revenue \$175,000. Geographic coordinates 37° 59' 00" north lat.; 78° 28' 54" west long. Type trans. RCA TTU 30A. Type ant. RCA TFO 30J DA. Legal counsel Arnold & Porter, Washington; consulting engineer Harold Wright, vice president. Principals: Robert Stroh, president (21%), et al. Mr. Stroh is 65.5% owner of WELK(AM) Charlottesville. He also has interest in movie theater there. He also is stockholder and director of First Virginia Bank, Charlottesville, and has interest in real estate firm there. Ann. Oct. 28.

■ Alpena, Mich. Thunder Bay Broadcasting Corp.—Seeks VHF ch. 11 (198-204 mhz); ERP 316 kw vis., 32.8 kw aur. Ant. height above average terrain 483 ft. P.O. address c/o Thomas Scanlan, 8107 Braeburn, North Drive, Indianapolis 46219. Geographic coordinates 45° 03' 40" north lat., 83° 43' 05" west long. Type trans. GE TT 36A; type ant. GE TY-28F. Legal counsel, none. Con-

sulting engineer, applicant. Principals: Thomas Scanlan, president (33 1/3%); Thomas A. Scanlan Jr. (17.3%); Charles L. Petch (10%); Robert G. Boynton (6.68 1/3%), et al. Thomas A. Scanlan is chief of instruction, radio and television department, Department of Defense Information School, Indianapolis. Mr. Scanlan Jr., his father, is retired executive. Mr. Petch has several business interests in Alpena. Mr. Boynton is executive vice president, First Federal Savings and Loan, Alpena. Ann. Oct. 5.

Existing TV stations

Final actions

■ KBSA(TV) Guasti, Calif.—Broadcast Bureau

granted mod. of CP to extend completion date to Jan. 5, 1972. Action Oct. 5.

■ KMUV-TV Sacramento, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to April 8, 1972. Action Oct. 8.

■ KPIX(TV) San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to April 5, 1972. Action Oct. 5.

■ WBRZ(TV) Baton Rouge—Broadcast Bureau granted CP to install former main trans. as aux. trans. at main trans. location. Action Oct. 21.

■ KRTV(TV) Great Falls, Mont.—Broadcast Bureau granted CP to change ERP to vis. 87.1 kw, aur. 17.4 kw; trans. and studio location to U.S. Hwy. #87, 2 miles north of Missouri River, Great

	<p>EDWIN TORNBERG & COMPANY, INC.</p> <p>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p>New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242 West Coast—P.O. Box 218, Carmel Valley, California 93924 408-375-3164</p>
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Falls; type trans.; make changes in ant. structure; ant. height 590 ft. Action Oct. 8.

■ **WCTI-TV** New Bern, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 5, 1972. Action Oct. 5.

■ **WUNL-TV** Winston-Salem, N.C.—Broadcast Bureau granted CP to replace expired permit for new noncommercial educational TV station. Action Oct. 21.

■ ***KTSD-TV** Pierre, S.D.—Broadcast Bureau granted license covering new noncommercial educational television station. Action Oct. 5.

■ **WRIP-TV** Chattanooga — Broadcast Bureau granted mod. of CP to extend completion date to April 5, 1972. Action Oct. 5.

■ **WTOP-TV** Washington—FCC denied complaint filed by Consumers Assn. of D.C., charging that CBS and its affiliated station, WTOP-TV, have failed to protect public from false, misleading or deceptive advertising. Action Oct. 26.

Other action

■ Review board in Tampa, Fla. denied application of Hillsborough Broadcasting Co. Inc., permittee of HTSS-TV (ch. 28) Tampa for extension of time to complete construction of station. CP and call letters have been cancelled (Doc. 19305). Action Oct. 26.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co. et al.), TV proceeding, granted petition by Jackson Television Inc. for leave to amend its application to reflect resignation of its treasurer Robert P. Guyton and election of B. B. McClendon Jr. as new treasurer (Docs. 18845-9). Action Oct. 26.

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV], Hampton Roads Television Corp.) TV proceeding, granted request by Hampton Roads Television Corp. and ordered that it may file appeal from hearing examiner's ruling issued Sept. 27 (Docs. 18791-2). Action Oct. 22.

■ Hearing Examiner Chester F. Naumowicz, Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV], et al.), TV proceeding, granted motion to produce documents by Central Florida Enterprises Inc. to extent that Cowles will respond to Central requests within 14 days of delivery date of deposition session, or Nov. 19, whichever is sooner; that Cowles will produce transmission logs of certain WESH aux. trans.; WESH programs logs for dates on which it is to receive aux. trans. logs; viewer mail and editorial mail files; and Community Affairs Program Reports (Docs. 19168-70). Action Oct. 21.

Network affiliations

ABC

■ **Formula:** In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ **KOVR(TV)** Stockton, Calif. (McClatchy Newspapers). Contract dated June 21 replaces one dated March 18, 1969; effective date July 2 to Jan. 2, 1973. First call right. Programs delivered to station. Network rate: \$1,125 and \$1,175 after Jan. 1, 1972; compensation paid at 30% prime time.

CBS

■ **Formula:** Same as ABC.

■ **WTVM(TV)** Columbus, Ga. (Martin Theaters of Georgia Inc.). Contract dated Sept. 8, effective Sept. 6 to Sept. 1, 1972. Terms call for delivery of certain CBS programing to station from time to time by mutual consent. Network rate: \$850; compensation paid at 30% prime time.

■ **WREC-TV** Memphis (New York Times Broadcasting Service Inc.). Agreement dated Oct. 15, 1971 and effective that day, acknowledged that WREC-TV affiliation between CBS-TV and Cowles Communications Inc., former licensee, has been transferred unconditionally to New York Times Co.

New AM stations

Application

■ **Waseca, Minn.** The Waseca-Owatonna Broadcasting Co.—Seeks mod. of CP to change ant.-trans. location to three miles south of U.S. Hwy. #14 on County Road approximately two miles

south of Meriden, Waseca, and make changes in ant. system. Ann. Oct. 15.

Initial decision

■ **Pikesville, Tenn.**—FCC gave notice that initial decision proposing grant of application of Pikeville Broadcasting Co. for CP for new AM to operate on 1110 khz. with 250 w power at Pikeville, became effective Oct. 20 under rules (Doc. 19146). Ann. Oct. 21.

Action on motion

■ Hearing Examiner James F. Tierney in Guyama and Yubucoa, both Puerto Rico (Fidelity Broadcasting Corp. et al.), AM proceeding, by separate actions granted petition by Lucas Tomas Muniz for leave to amend application to reflect results of studies conducted under requirements of community ascertainment primer; ordered hearing scheduled for Nov. 9, postponed without date (Docs. 19055-7). Action Oct. 22.

Existing AM stations

Applications

■ **WTRU** Muskegon, Mich.—Seeks CP to make changes in N pattern of MEOV's. Ann. Oct. 26.

■ **WCBT** Roanoke Rapids, N.C.—Seeks CP to change trans. site to Birdsong Street and Roanoke Avenue, Roanoke Rapids, and make changes in ant. system. Ann. Oct. 26.

■ **WBAC** Cleveland, Tenn.—Seeks CP to change ant.-trans. site to 450 ft. due northeast of Arnold Street, Cleveland, and make changes in ant. system. Ann. Oct. 26.

■ **WROL** Knoxville, Tenn.—Seeks CP to change ant.-trans. site to near Middlebrook Pike, five miles west of main post office, Knoxville, and make changes in ant. system. Ann. Oct. 26.

■ **WDUZ** Green Bay, Wis.—Seeks CP to remove portion of presently existing ant. resistor in order to increase radiation. Ann. Oct. 26.

Final actions

■ **KSDO** San Diego, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to April 14, 1972. Action Oct. 8.

■ **KDKO** Littleton, Colo.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 25, 1972. Action Oct. 8.

■ **WTIC** Hartford, Conn.—Broadcast Bureau granted license covering use of former main trans. as alt.-main trans. only. Action Oct. 27.

■ **WSTU** Stuart, Fla.—Broadcast Bureau granted license covering use of former main trans. as aux.-D, alt.-main-N trans. only. Action Oct. 27.

■ **WGUN** Atlanta — Broadcast Bureau granted mod. of CP to extend completion dates to March 1, 1972. Action Oct. 8.

■ **KHAI** Honolulu—FCC granted application by Griffith Broadcasting of Hawaii Inc. for change in frequency from 1090 to 1080 khz. Action Oct. 28.

■ **WRTL** Rantoul, Ill.—Broadcast Bureau granted CP to increase tower height of #2 tower to 300 ft. to accommodate FM ant. Action Oct. 21.

■ **KWKY** Des Moines, Iowa—Broadcast Bureau granted license covering aux. trans. Action Oct. 27.

■ **KIKS** Sulphur, La.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 15, 1972. Action Oct. 8.

■ **WITL** Lansing, Mich.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 12. Action Oct. 8.

■ **KXLW** Clayton, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 1, 1972. Action Oct. 8.

■ **KRVN** Lexington, Neb.—Broadcast Bureau granted mod. of CP to extend completion date to April 25, 1972. Action Oct. 8.

■ **WKNE** Keene, N.H.—Broadcast Bureau granted CP to specify MEOV's on directional pattern. Action Oct. 2.

■ **WEGG** Rose Hill, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 19, 1972. Action Oct. 21.

■ **WOH1(AM)** and **WRTS(FM)**, both East Liverpool, Ohio—Broadcast Bureau granted renewal of licenses. Action Oct. 20.

■ **KDOV** Medford, Ore. and **KCNO** Alturas, Calif.—FCC scheduled oral argument for Dec. 13 in proceeding involving renewal application of Medford Broadcasters Inc. for KDOV (Doc. 18351), renewal application of R. W. Hansen for KCNO (Doc. 18350), and application for transfer of control of Medford Broadcasters from Ralph Silkwood and K. C. Laurance to W. H. Hansen (Doc. 18349). Action Oct. 28.

■ **KVOZ** Laredo, Tex.—Broadcast Bureau granted mod. of CP to install new 300-ft. tower with FM

side mounted at top; redescribe studio and trans. location as U.S. Hwy. #83 and Marion Street. Action Oct. 21.

Initial decisions

■ **WRMF** Titusville, Fla.—FCC gave notice that initial decision issued Aug. 31 proposing grant of application of WRMF Inc to change facilities of WRMF Titusville, from 1,050 khz, 500 w, non-directional ant., daytime, to 1,050 khz, 10,000 w power, daytime D, and 5,000 w N directional, became effective Oct. 20, under rules (Doc. 19022). Ann. Oct. 21.

■ **WROA** Gulfport, Miss.—FCC gave notice that initial decision issued Aug. 31 proposing grant of application of Charles W. Dowdy to change facilities of WROA Gulfport from 1,390 khz, 1 kw power, D only to 5 kw power unlimited time, using different DA D and N became effective Oct. 20 under rules (Doc. 18941). Ann. Oct. 21.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Sumiton, Ala. (Sumiton Broadcasting Co. Inc.), AM proceeding, granted motion by Hudson Millar Jr. and James Jerdan Bullard (interventors) and ordered transcript corrected accordingly (Doc. 18204). Action Oct. 22.

■ Chief Hearing Examiner Arthur A. Gladstone in Calhoun, Ga. (John C. Roach), AM proceeding, on request of applicant ordered place of hearing changed from Washington to Calhoun on date to be determined by the presiding officer (Doc. 17695). Oct. 26.

■ Acting Chief Hearing Examiner Jay A. Kyle in Key West, Fla. (John M. Spottswood), for renewal of license of WKWF, granted request by Florida Keys Broadcasting Corp. and ordered that time for answering interrogatories served by John M. Spottswood on Roth E. Hook shall be on or before Nov. 4, in lieu of Oct. 21 (Doc. 19290). Action Oct. 22.

■ Hearing Examiner Ernest Nash in Mt. Pleasant, Iowa (Pleasant Broadcasting Co.), AM proceeding et al., ordered record closed; date for filing findings of fact and conclusions be on or before Dec. 9, and reply findings on or before Dec. 23 (Docs. 18594-6). Action Oct. 26.

■ Chief, Office of Opinions and Review, in Key West, Fla. (John M. Spottswood), for renewal of license of WKWF, granted motion by applicant and extended through Oct. 27, time to file reply to broadcast bureau's opposition to petition for reconsideration and opposition of Florida Keys Broadcasting Corp. (Doc. 19290). Action Oct. 26.

Fines

■ **WYGO-AM-FM** Corbin, Ky.—FCC denied application by James C. Vernon for mitigation or remission of \$1,500 forfeiture imposed on stations. Action Oct. 28.

■ **KMLB-AM-FM** Monroe, La.—FCC ruled that KMLB Inc., licensee, his incurred apparent liability in amount of \$700 for willful or repeated violation of terms of station authorization by failing to make and record field intensity measurements each week at monitoring points of directional array, during weeks of Jan. 3, 10, 17, 31, Feb. 7, 14, and March 7, and for violation of rules by failing to make weekly entries in maintenance log of notations indicating readings of tower base current ammeters and associated remote ammeters throughout Jan., Feb. and March. Action Oct. 28.

■ **KPOS** Post, Tex.—FCC ruled that Post Broadcasting Co., licensee, must forfeit \$200 for willful or repeated violations of rules by failing to make equipment performance measurements at least once each calendar year. Action Oct. 28.

New FM stations

Final actions

■ **El Dorado, Kan.** Meosho County Broadcasting Inc.—Broadcast Bureau granted 99.3 mhz, 3 kw. Ant. height above average terrain 135 ft. P.O. address 226 West Central, El Dorado 67042. Estimated construction cost \$20,298; first-year operating cost \$26,598; revenue \$9,500. Principals: Dale W. McCoy Jr., president, et al. Principals own KBTO(AM) El Dorado. Action Oct. 5.

■ **Cadiz, Ky.** Barkley Lake Broadcasting Co.—Broadcast Bureau granted 106.3 mhz, 3 kw. Ant. height above average terrain 220 ft. P.O. address Will Jackson Road, Cadiz 42211. Estimated construction cost \$21,502; first-year operating cost \$27,462; revenue \$12,000. Principals: John S. Woodruff, president et al. Principals own WKDZ-(AM) Cadiz. Action Oct. 5.

■ **Hartford, Ky.** Hayward F. Spinks—Broadcast Bureau granted 106.3 mhz, 3 kw. Ant. height above average terrain 280 ft. P.O. address Wards Lane, P.O. Box 160, Hartford 42347. Estimated construction cost \$24,637; first-year operating cost

(Continued on page 63)

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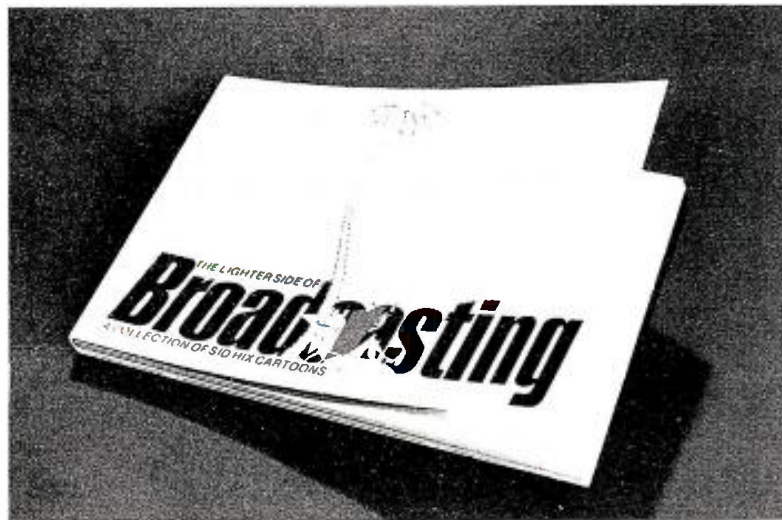
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Radio Help Wanted Management

Manager/sales. Expanding group has excellent opportunity in a beautiful modern Rocky Mountain city. The station is a fulltime contemporary and requires a total pro in sales and administration. Must possess a real talent for creative selling in a competitive market. The producer who assumes this assignment will thoroughly enjoy the climate, the community and the recreational opportunities (skiing, snowmobiling, fishing, camping, etc.). If you have the aforementioned prerequisites and share our philosophy, "win today, tomorrow is too late," it'll be a pleasure to hear from you. Good salary plus attractive override waiting for our man. Equal opportunity employer. Box L-25, BROADCASTING.

SW full-time modern country facility seeking heavy-weight self-starter with proven track record. Management excellent future possibility. Include all particulars. To Box L-67, BROADCASTING.

Sales

Wanted: Salesman-announcer. Small mid-west market. Lots of potential. Excellent opportunity. Box L-61, BROADCASTING.

We have the know-how and enthusiasm. If you have the ambition and good track record, let us show you how you could earn \$12,000 the first year. Midwest. Rush resume and photo. Box L-107, BROADCASTING.

Sales manager wanted, Florida fulltime AM east coast operation. Good adult rock sound but need strong man to spearhead sales and be number one biller. Send resume past success stories, minimum salary and incentive plan and your strongest sales pitch to Box L-109, BROADCASTING.

Florida east coast AM adult rock needs sales pro who can make money for himself and us in fast growing metro area. Sell yourself with recommendations, past billing figures, etc. Box L-117, BROADCASTING.

Salesman wanted with the area's fastest growing radio station. Contact General Manager. WCCC-AM-FM, Hartford, Conn.

Salesman for south Florida, modern-rock progressive AM—expanding Palm Beach County. Unique format requiring a sincere, stable producer who wants clean ocean air combined with a strong list, weekly draw against 20% of net collections. Write Roby Yonge, WQXT Radio, 3000 South Ocean Blvd., Palm Beach, Florida. Equal opportunity employer.

Salesman who wants to grow in growing market. Salary plus commission. Send resume to Sam Everette, WTQX, Selma, Ala.

Announcers

Talk man—one of nation's leading all-talk-news stations in major market has opening for experienced talk-man—conservative. Some news. Top salary and potential. Send resume, air check and photo to Box J-174, BROADCASTING.

50,000 watt northeast contemporary is looking for a new idea for 9 to Noon. If you have it, send tape, resume and picture. No beginners, just a mature seasoned pro. All references will be checked. Box L-63, BROADCASTING.

Staffing new 50,000 watt FM in suburban NY. Greater N.Y. coverage. Excellent opportunities in all new facility. Many fringes, pension plan. Send resume, tape to Box L-81, BROADCASTING.

Leading mid-Atlantic beautiful music station looking for bright, personable announcer. Need polished professional for very important shift. Tape, resume to Box L-86, BROADCASTING. An EOE employer.

1st phone announcer for up-tempo MOR in N.C. Stability and good working conditions. Salary commensurate with ability and experience. Send immediate reply and audition tape to Box L-100, BROADCASTING.

Top five market. Progressive station seeks fresh, professional and production talent. Box L-114, BROADCASTING.

Announcers continued

Are you ready for New York? Then come serve the 2½ million suburban people the New York stations miss. We want a mature, intelligent, professional, a communicator; bright, concerned with the world around him; a man with good ideas and production capabilities to grab and serve an adult audience. The country's best suburban station wants someone to become a part of this prosperous area. Send resume, tape, salary requirements to Box L-113, BROADCASTING.

Minnesota medium metro market, modern country format station looking for D.J. with 3rd to join growing operation. Send tape, resume to Program Director, KAOH, Duluth 55802.

Experienced dj/pd. C&W, permanent. 3rd phone. Also need two salesmen or combination. Wes Nine-mire, KCAN, P.O. Box 956, Canyon, Texas 79015. 806-655-2589.

Wanted now—morning drive jock with ticket for country station. Must be strong on production. Send tape and resume at once to Jack Pride, KTRM, Beaumont, Texas 77706.

MOR contemporary going 24 hrs. if you're right man with 1st phone to pull 12 to 6 A.M. Good salary, excellent benefits. Send tape, resume, Billy Powell, WFBC, Box 788, Greenville, S.C. 29602

Experienced man for morning show, progressive rock station. Need not be doing prog. rock now, but must know music. Tape, resume to Jack Ambrozic, WNCR, Statler Hilton Hotel, Cleveland, Ohio 44101.

Help. I need a morning man, morning man. A talent that can talk, get involved with the community, and be #1 in the 45th market. For such a man we offer excellent benefits, excellent living conditions and a realistic salary. If you are a dedicated broadcaster, have a good set of pipes, and intelligence, send tapes and resume to Jay Clark, P.D., WTRY, 92 Fourth St., Troy, N.Y. 12180. We are an equal opportunity employer. Sorry, no tapes returned.

You could be WVOJ's PM drive man if you're country pro with bright pace and a voice. Send tape and facts to Box 37150, Jacksonville, Fla. 32205.

Nome, Alaska 10 KW. Need 1 experienced announcer and 1 newsman to replace volunteers finishing their yearly tour of duty in Alaska's newest educational radio venture. Men with ideals. Audience 95% English speaking Eskimos in 100 remote villages. All new Collins equipment. Non-salaried positions. Travel and all living expenses paid. Minimum of one year service. Must have voice, delivery, personality and great interest in helping others. Must have excellent work character references. Send "on-air" tape (both news and DJ) resume, and photo. Contact Fr. Jim Poole, S.J., Box 101, Nome, Alaska 99762. Prefer 1st class license. 3rd class with broadcast endorsement required. All varieties of popular music format with educational spot-type fill. Broadcast 7 AM to 11PM. One hour of religious programming a day. Station sponsored by Catholic Bishop of Northern Alaska.

Technical

Chief engineer—maintenance of AM/FM stereo stations . . . all new equipment. Will consider combo announcer or sales. Send resume, references and salary requirements. Box L-8, BROADCASTING.

Chief engineer. \$16,000. Directional. Must be hard worker and able to direct men. Prefer stable family man. An equal opportunity employer. Send resume, references and latest picture to Box L-69, BROADCASTING.

Chief engineer—DA. experience for group broadcaster in major market. New station added to group in mid-south. Salary open. Equal opportunity employer. Box L-89, BROADCASTING.

Leading 5 KW (directional night) has opening for alert young transmitter engineer. Should have fundamental knowledge transmitter operation and maintenance and capability to learn and advance to chief transmitter engineer under guidance our technical director. Profit sharing and other benefits. Private apartment available if desired. WSAV Radio and Television, Savannah, Ga.

Technical continued

2-way technician. Opportunity for man with one full year FM servicing experience & management potential. 24 year Motorola SS and RCC, clean air and four seasons. Oihal Vrana, 316-262-2646, 1020 East English, Wichita, Kansas 67211.

News

Newsman for aggressive, youth oriented news operation. Strong journalism background essential. College degree preferred. Top 20 market, southwest, major group owner. Send resume, tape to Box L-110, BROADCASTING.

A major network owned station in a top ten market is looking for a top contemporary newsman. We're looking for more than a voice. You've got to show us creative talent on and off the air. An equal opportunity employer. Box L-119, BROADCASTING.

50,000 watt KOB in Albuquerque needs top-notch newsman immediately. Must have strong air voice and writing ability. Tape, resume, and references first correspondence, please. Don Madsen, 505-247-9888.

Immediate opening in news dept. of Des Moines rocker. Good pay, profit sharing, paid insurance. Ability to dig for local actualities a must. Send tape, resume, photo and salary required to Perry St. John, KSO.

Major midwest market, talk and news station, seeking experienced, all-around newsman who can read, write, edit, report, use some judgment. Tapes, pictures, resumes to Paul Burke, News Director, WAVI-WDAO, Dayton, Ohio, No phone calls.

Programing, Production, Others

Wanted Black program director, must be thoroughly experienced in the new sound of Black radio. Also must be able to handle a 3 to 4 hour show. Forward tape, resume, recent photo and salary requirements. Box L-58, BROADCASTING.

Program director and morning man who is qualified to write copy and direct announcing staff. Must be strong morning man on top-40 radio who can pull high ratings. If interested send resume with picture and tape to Box L-115, BROADCASTING.

Metro N.Y.C.—10,000 watt seeks experienced first phone personality, heavy on production. Immediate opening. Send tape and resume to Kevin Koughan, Radio station WRAN, Millbrook Ave., Dover, New Jersey.

First phone P.D. with experience in top-40 format. Position available immediately. Write Box 3845, Cocoa, Florida with resume, tape and salary requirements.

Situation Wanted, Management

Female manager with first. Know and enjoy radio. Long hours and hard work no obstacle. Prefer small-medium market in southeast. Box L-26, BROADCASTING.

Presently station, sales manager, unusually strong sales; 25 years experience all phases, earning \$20,000, will consider managerial change with complete responsibility. Box L-62, BROADCASTING.

Sales oriented broadcaster now managing successful AM-FM operation \$500,000 range. Major market group experience. Format specialist. Seeks medium plus market to expand. Let's talk at \$22M+. Box L-76, BROADCASTING.

Experienced manager/salesman available. 39, married, family. Prefer small to medium market. Looking for final move. Box L-85, BROADCASTING.

General manager: 16 years top management of broadcast companies—familiar with all facets of broadcast operations. Specialist in sales and profits. Top references. Box L-106, BROADCASTING.

Sales

Young, degree, married, draft free, light experience. Seeking sales position after 1st of year. Box L-38, BROADCASTING.

Situations Wanted

Sales continued

Want to live and work in small market south or southeast. Experienced sales, P.D., announcing, management or combination. Prefer MOR. Box L-53, BROADCASTING.

32, married, four years top fifty market, 100K billing. Use Pulse, BRL, hold 3rd ticket, radio sales seven years. Sales management in two small markets. Box L-98, BROADCASTING.

8 years broadcasting experience in small and medium market management and sales. Desires position around the first of the year. Call 513-275-6787 or mail inquiry to 4511 Blueberry Ave., Dayton, Ohio.

Announcers

Exceptional potential, good references with 3rd endorsed. Dedicated with solid music background encompassing T40 and progressive rock. Resume, etc. Box K-145, BROADCASTING.

Announcer/D.J., dedicated, responsible. Third endorsed. Available now. Box K-252, BROADCASTING.

Experienced announcer, can handle interviews and production. Looking for a progressive format. Box L-16, BROADCASTING.

Nine months experience announcer, news director, desires new location. Box L-19, BROADCASTING.

Rape . . . thanks for your attention . . . loose board . . . 4th phone . . . can't talk. Really looking for break into the biz, E.B.I. grad, 1st . . . small town to live and work in . . . no premedonna . . . good hard worker and witty. Find out. Box L-59, BROADCASTING.

3 years experience, 3rd endorsed, mature, 28, single, dependable. Presently in New England but willing to move, prefer MOR operation. Box L-66, BROADCASTING.

Humorous personality and program director. Contemporary-up MOR. 10 years experience, family man. Box L-70, BROADCASTING.

I'm sick of: bubblegum; screaming; antique equipment; poverty pay; president dick. Is there an FM underground with the guts to hire an honest broadcaster? First phone. Box L-73, BROADCASTING.

Mexican American, vet, 1st phone, broadcast school graduate, seven months radio experience rock, willing to relocate. (714) 295-2229. Box L-77, BROADCASTING.

1st phone, 26, 3 years college, 2 years in radio. Experience in top 40, contemporary MOR, news, and talk. I'm not ready for the Geritol generation, and impending format change to Guy Lombardo music necessitates move. Military service complete. Southwest area preferred. Box L-78, BROADCASTING.

Black, college graduate . . . dj/news/sales . . . desires job . . . in North Carolina . . . or . . . Virginia . . . third endorsed. . . . Box L-79, BROADCASTING.

Morning drive, able communicator in 1 million market ready to meet your major market standards with the professionalism I have applied to my present job. Box L-82, BROADCASTING.

Three years experience, third, some college, theatre background. Box L-87, BROADCASTING.

D.J. announcer—soul N.Y. trained good voice. Excellent production. Will relocate. Box L-91, BROADCASTING.

Menu: appetizer—college radio major—entree—18 years top ratings in top markets in radio and TV, program director, disc jockey, newsman, play-by-play, sales, production. Dessert—first phone. Box L-94, BROADCASTING.

Experienced professional. Rock or MOR. Desire immediate move. Box L-95, BROADCASTING.

Florida stations are you 2nd or 3rd in your market? I'd like to work for you. I offer eight years experience, maturity with enthusiasm. first phone. Box L-96, BROADCASTING.

Mature, experienced, first phone announcer looking for new challenge in northeast. Box L-97, BROADCASTING.

Radio school graduate (mid-western, Chicago) tight board—3rd phone endorsed—all formats, and TV training tapes. Box L-102, BROADCASTING.

First phone announcer. Rock or MOR, or any other format. Available immediately. Box L-103, BROADCASTING.

First phone, veteran, married, experienced, tight. Seeking progressive rock or top forty with potential for moving up. Box L-111, BROADCASTING.

Announcers continued

DJ, tight board, good news, commercials, 3rd phone. Box L-116, BROADCASTING.

Enterprising man needs work. Have good knowledge of and feel for current music scene, as well as fair background in classical music. Am improving in writing copy. Will relocate anywhere for a start. Robert Fowler, 1462 Gary St., Selma, Calif. 93662.

Young announcer, 22, single, draft exempt. Only six months experience, but ambitious. 3rd class. Major university graduate. Bob Nadler, 511 Margarette St., Lake Mills, Wis. 414-648-2541.

Old smoothie on music, pleasant dignity on phone gab, news. No jabberwocky. Markle, 1920 Ruddell 243, Denton, Tex. 76201. Tel 817-385-7275.

Jackie soul—formerly. WWRL N.Y.—WTLC Indianapolis. (212) 427-3086.

Good voice for good music. 3rd phone. 1 1/2 years experience, 2 1/2 years college, broadcast school grad. Age 24. Married. Veteran. Call 516-585-8563.

Bachelors and Masters degrees—three years newspaper writer—European correspondent Stars & Stripes—two years TV cameraman and writer—vet—married. Teacher three years—wish radio or TV news, talk show, or DJ position. Third phone endorsed—Elkins graduate—good voice. Phone 612-721-7864 or write Norman Rockwell, 2802 East 55th Street, Minneapolis, Minn.

Young, announcer seeking employment. 3rd endorsed, unmarried, draft exempt, broadcast school graduate, some work experience. Jazz, MOR, sports, some play-by-play. Need a break. Salary secondary! Prefer northeast. Phone: (401) 944-2296.

First, nine years radio. Disc jockey, production engineer, control board operator with union station. No maintenance. Don Heumann, 1813 Yale Avenue, Metairie, Louisiana 70003.

Announcer/dj, 1 1/2 years experience, 3rd phone. Robert Erschen, 313 Bryant St., Dubuque, Iowa 52001 (319) 582-0870.

1st phone, D.J., news, production, broadcast school grad, limited experience. Relocate. Bob Romanski, 165 Calla Ave., Imperial Beach, Calif. Phone (714) 424-5557.

Experienced first phone announcer. Some sales, mature voice, dependable. Desire south or midwest area. Bill Hannen, Prior Lake, Minnesota 55372, 612-447-2835.

Experienced jock looking for progressive formatted FM. 313-663-3743. Robert Young, 725 W. Huron; Ann Arbor, Michigan 48103.

Experienced good voice with 1st seeks position with station in Phila., Baltimore area. PD. experience, jazz oriented preferred. Mike Volgus, 514 Bingaman St., Reading, Pa. 19602.

1st phone, contemporary jock, news background, strong on production. Business Master's degree. Jeff Portnoy, 14 Eisenhower Dr., Yonkers, N.Y. 914-WO 1-8559.

Needed—announce. position in progressive rock or jazz format. Music director, production manager, chief announcer background. Gene Rusco, 118 Highland, Ames, Iowa 50010.

Available immediately. Dedicated, young, married, first phone with small and some medium market experience. Good production. No maintenance. Locate Ohio or adjacent states. Small to medium market only. Minimum \$125. Prefer immediate serious interview. Randy Swingle, 614-596-5093, McArthur, Ohio 45651.

First phone, 26, personality DJ with desire, copy and news experience. Try me, you'll like me! Box 94, Route 3, Fort Atkinson, Wisc. 53538.

Technical

Have 1st phone, Black, seek studio and/or transmitter work. Short on experience but long on ability. Desire equal opportunity employer. Box K-242, BROADCASTING.

First phone: AM-TV, strong on engineering. Box L-12, BROADCASTING.

Over 10 years experience . . . 1st phone . . . married . . . age 45 . . . now located in Iowa . . . prefer small friendly community. Box L-84, BROADCASTING.

Experienced, responsible engineer, first phone, wishing to relocate. Box L-93, BROADCASTING.

First phone, experienced AM transmitter and studio maintenance, including directionals. Updated education. Midwest preferred, permanent 513-821-3374. Box L-101, BROADCASTING.

Technical continued

Twelve years engineer-announcer, small and large markets. Prefer small. West only. References. 1421 South Evanston, Tulsa, Oklahoma 74104. 918-932-4083.

News

Electronic journalist for hire: 22, BS, 1-Y, dedicated. Box L-46, BROADCASTING.

Talk-man, sports, play-by-play, news, variety. Fully experienced. Major markets and personal interview preferred. Presently employed. Available soonest. Box L-49, BROADCASTING.

Newsman, 29, 3 yrs. AFRTS, college. Good writing, creative production. Limited experience but uncommon willingness to work and learn. Will relocate anywhere. Allen Turney, 4815 N. College Ave., Indianapolis, Ind. 46205 (317) 283-7466.

Experienced local government/political reporter, able to buttonhole politicians for more than just cliché answers. BA journalism, worked in Milwaukee. Professional journalist, not a broadcasting school wonder, Brian Cislak, 1671 N. Prospect #605, Milwaukee, Wisc. 53202 (414) 276-2004 collect.

Dynamic duo . . . Mr. Inside and Mr. Outside. Either title fits either man. Top promoters and professional broadcaster. We fill the bill. Only hitch we move together. Proven track record proven sales ability. If your station isn't feeling well, we're the medicine you need. Prefer upper midwest but will look at all offers. Call evenings 612-781-2360 or 319-785-6268.

Experienced newsman available in southwest . . . actualities . . . interviews . . . sports P/B . . . call 505-334-2688.

Programing, Production, Others

Contemporary personality, 2 years experience—all phases, including studio maintenance, no floater, classified 4-A, married, 23, first phone, wants Rocky Mountains region. Box L-32, BROADCASTING.

Operations manager with NYC station seeks position in radio/television programing or production in same market. Versatile, responsible. Box L-71, BROADCASTING.

Black P.D. available (515) 243-6873. Ask for his majesty.

Television

Help Wanted

Sales

Major market aggressive local sales manager. Must have recent local experience. Strong retail. Salary open. Box K-168, BROADCASTING.

Television sales service/traffic director needed in midwest top 15 market. Able to supervise all phases of sales service, traffic and continuity. Send resume to Box L-75, BROADCASTING. An equal opportunity employer.

Are you a proven producer stuck behind somebody? Now open, general sales manager position. Network affiliate. Top 50 market. Send resume and snapshot. Box L-88, BROADCASTING.

Announcers

Major league play-by-play baseball announcer. Only experienced big league professional should reply. Howard Reser, WTCN-TV, 2925 Dean Blvd., Minneapolis, Mn 55416.

Technical

TV engineer, major midwest university needs engineer with 5 years experience, to work with TR-70's, TK-44's, as well as helical VTR's and CCTV equipment. Starting salary, \$12,000, 28 days vacation, excellent hours. Send resume to Box K-180, BROADCASTING.

Chief Engineer, University FM upper south going 50,000 watts, January. First phone, all maintenance, some administrative duties. Minimum board work desirable. Good pay, benefits. November 1. Box L-65, BROADCASTING.

Wanted: Aggressive engineer with ambition and knowledge for AM-TV operation in southwest. Individual now probably a second man wanting opportunity to prove self. This is your chance to be chief, if you have what it takes. Wire or call General Manager, KRGV-TV, Westlaco, Texas, 512-968-3131.

News

Medium market VHF station is looking for experienced news anchor man for nightly newscast. Applicant must also be willing to do outside assignments in addition to anchor duties. Excellent working conditions and very attractive starting salary. Submit complete resume and photo to Box K-161, BROADCASTING.

Programing, Production, Others

Producer director—top station in large southeast market offers advancement for young, energetic, personable director ready to move up. Minimum three years experience in all phases of production required. Send resume immediately. Box L-72, BROADCASTING.

Television programing—experienced man for CATV. Job involves administration, detail, sales, hours. Excellent potential. N.Y.C. location. Box L-99, BROADCASTING.

Television Situations Wanted

Management

General Manager. Profit minded, fully experienced all phases. Area not important, growth potential is. All inquiries answered and held in confidence. Write Box L-105, BROADCASTING.

Successful broadcaster with years experience management, sales, production and talent wants to become part of dynamic cablecasting industry! Presently employed and successfully operating TV station. Box L-108, BROADCASTING.

Sales

Salesman billing 1/4 million in local sales desires mgr. or sales mgr. position. 12 years same station. Small market TV. Age 37, family. Will work. Box L-2, BROADCASTING.

Technical

Progressive chief engineer with major market experience seeks new challenge. Box L-80, BROADCASTING.

First phone engineer. Looking for a job in TV; audio or video. Available immediately. Box L-104, BROADCASTING.

Well qualified chief engineer B.S.E.E. with electronic elective. Put 19 years of solid engineering to work for you. Construction, troubleshooting, maintenance, supervision. UHF, VHF, AM, FM. Call 616-964-6619.

News

News photographer . . . not just a newsman who happens to shoot movies. Wide experience in single and double system sound, editing, processing. Draft exempt, available. Reply to Box K-237, BROADCASTING.

Experienced, educated, employed, 32, seeking new challenge. Box L-9, BROADCASTING.

Energetic, pleasant young reporter seeks challenge, heavy work load. Recent political science graduate. Experience in every phase of journalism. Top references. Call Greg Brumley (314) 334-6120.

Programing, Production, Others

Television time buyer and producer. Have produced over 30 television commercials during the last three years. Heavy experience in mail order. Very diversified. Box L-1, BROADCASTING.

Program/operations mgr.—currently major market. 12 years experience includes major market net affil. plus 3 independents. FCC, film buying, traffic systems, sales/production coordination, policy. Available for immed. interview. Reply to Box L-17, BROADCASTING.

Young producer-director seeks position with independent TV station to develop innovative and graphic techniques of videotape production towards creation of exciting and imaginative local programing. Contact Box L-74, BROADCASTING.

Assistant promotion manager ready to move up. 9 years experience with p.r., research, audience and sales promotion. Will relocate, available on short notice. Resume, excellent samples available. Box L-83, BROADCASTING.

Cameraman-newsreel & TV documentary network staff & major market. Experience own equipment. Willing to travel or relocate. Salary negotiable. Resume on request. Box L-90, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted To Buy Equipment

continued

Wanted—RCA model 630-TS television receiver. Does not have to operate, but cabinet and external controls must be intact. State condition. Box K-140, BROADCASTING.

Used 250, 500, or 1 kw transmitters. Must be in operating condition. Box L-30, BROADCASTING.

Wanted immediately, one good used 250-watt AM transmitter or operable 1,000/500/250-watt transmitter. Unit must be licensable. Call chief engineer collect at WMOA Radio, Marietta, Ohio. (614) 373-1490.

FM exciter needed for new educational station. 412-745-6479.

For Sale Equipment

Heliox-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.

Television Transmitter—Ampex UHF TA15-BT bought new and used for tests only. Modify to your channel and higher power or for standby. With color and in perfect condition. Newsvision Company, 1016 Broad St., Bridgeport, Conn. 06603 or call evenings 203-378-9242.

1 1/2" 50 OHM Gas Filled Line. Complete w/"N" connectors; equipped for pressurization Brand New, Phelps Dodge #STA 158-50 One length @ 1000 ft. one length @ 400 ft. \$1.60 per foot for all. Action Electric Sales 312-235-2830. Need Coax, bare copper, power cable?

Moseley SCG-4, SCA generator. 67kc. New, never used. Best offer. KNXR, Rochester, Minn. 507-288-7700.

Used RCA color equipment consisting of (2) RCA TX-1-D colorplexer (1) Burst Flag Gen. M140202 (1) RCA Tube type color bar gen. (1) RCA WP15 Power Supply. Will sell as package \$500 or make offer. Tom Werner, Chief Engineer, KVVU, 1800 Boulder Hwy., Henderson, Nevada 89015—702/565-9755.

RCA TT 50AH television transmitter. Available 2nd quarter 1972. Consists of RCA monitors and transmitter control console. Eighteen years old, operating on Ch. 13. Well maintained, clean inside and out, excellent condition. Aural and visual final completely overhauled six months ago. Excellent standby transmitter. Contact Walton M. Roy, Chief Engineer, WHBQ-TV, Box 11407, Memphis, Tennessee 38111. Tel. 901-323-7661.

Ideal translator pre-amplifier—CADCO's patented All American Sports Amplifier has ultra low noise, high gain and high rejection of adjacent channels. New amplified bandpass filter concept. Available kit (\$49.95) or wired and tested (\$109.50). Write for free data sheet. CADCO SYSTEMS, Box 18904, Oklahoma City, Oklahoma 73118.

Circa 1947 Western Electric 506-B-2 ten kilowatt transmitter plus spare parts inventory; just retired from daily use. Best offer over \$500. Can be bought complete with RCA BTE-10-B stereo exciter (not available separately) at best offer over \$1,250. Box L-64, BROADCASTING.

WSJM equipment for sale. 3—TEAC A-4000SU 4 track automatic reversing. Good condition. \$160.00 ea. 1—Collins copy R-150 Record Unit working cond. \$45.00. 1—Tape-O-Matic 728 Recorder, good condition. \$50.00. 1—Herald 3-channel Mixer good cond. \$20.00. 1—Ampex 450 playdeck w/amplifiers \$150.00 1—Magnecord Control Panel. Pt-6V. \$50.00. 2—Invicta 701 recorders. \$50.00. 7—Collins FM antenna rings. \$200.00 or best offer. 1—Gates MO-2890 AM frequency monitor. \$250.00 Note: Equipment may be held for sale by phone call but sale must be confirmed in writing by purchasing agent. WSJM, Inc., 414 State St., St. Joseph, Michigan. Tel.: (616) 983-3992.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer, Box 8057, Pensacola, Florida 32505.

For sale, Towers, AM, FM, and Cable T.V. United States Tower and Construction, 249 Barlow Lane, Petersburg, Virginia.

RCA rigid transmission line. 24 lengths, 20 feet long, plus hangers and misc. hardware. Make offer. Robert A. Jones, Consulting Engineer, 72 S. La Grange Rd., La Grange, Illinois 60525.

2 Satchell-Carlson color monitors \$350.00 ea. 1 Tektronix RM 15 Oscilloscope \$350.00 ea. 2 IVC model 800 Video-Tape recorders \$2500.00 ea. 1 RCA 23" Receiver Monitor. \$275.00 ea. 1 Conrac VHF Tuner \$350.00 ea. 2 Conrac 8" transistorized B/W Monitors \$275.00 ea. 20 Rolls Memorex CHROMA 4B 1" Video Tape \$8.00 per roll. 2 Navy Surplus 21" B/W monitors \$15.00 ea. Ricketts Enterprises International, 1674 Broadway, New York, New York 10019.

FOR SALE Equipment

continued

The University of California offers for sale to the highest bidder 2 only Ampex VR 1100 videotape recorders with mark ten heads, one playback only. Accessories: Electronic editor, vertical lock boards, processing amplifier, Mincom dropout compensator, Smith tape splicer. Minimum acceptable bid for lot \$20,000. Sealed bids must be submitted to University of California, Purchasing Department, Santa Barbara, California 93106 no later than 2:30 P.M. December 17, 1971. For bid forms, please contact above address or call A/C 805-961-2588.

Ampex AG350-4-1/2" w/Sel sync—good condition—received minimal use in an 8-track studio—ideal for Commercial Production. In console. Asking \$4500. Continental Recordings, Inc. (617) 879-2430.

Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International, Box 1555, Mtn. View, Calif. 94040. 408-739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

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, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Notice! Adirondack Park Museum and Hall of Fame. Potential 200,000 visitors annually at \$2.00. Needs promoter. Lease. Sell. Winter address Box 787, Clearwater, Florida.

Still number one with custom promos, drop-ins, jingles and more for stations and d.j.'s. Exclusive "talking moog" promos \$10.00 each. Free samples and literature. Mother Cleo Productions, Box 521, Newberry, S.C. 29108.

Pop charts. Our books are being used continuously by deejays at most of the country's leading stations. You won't believe what we have done to the charts! For information write: Convex Industries, Dept. 10, 4720 Cheyenne, Boulder, Colorado 80303.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas***, 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in San Francisco***, 160 S. Van Ness.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in Chicago***, 3443 N. Central.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in El Paso*, 6801 Viscount.

Instructions continued

Elkins in Seattle**, 4011 Aurora Ave., N.
 Elkins in Milwaukee, 611 N. Mayfair Rd.
 Elkins in Colorado Springs*, 323 South Nevada Ave.

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 Jan. 5, April 12. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

Zero to first phone in 5 weeks. R.E.I.'s classes begin Nov. 15, Jan. 3 and Feb. 7. Tuition \$395.00. Rooms \$15-\$20 p/r week, call toll free: 1-800-237-2251 for more information or write: R.E.I., 1336 Main Street, Sarasota, Florida 33577. V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. Call Joe Shields (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

R.E.I., 625 E. Colorado St., Glendale, Calif. 91205. Call toll free, 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. New classes start every Monday. 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, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st class in 6 weeks. Money back guarantee. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606. (213) 980-5212.

To a first class FCC License in only 4 weeks—\$285./or/ become a radio/TV broadcaster in 6 months. Easy terms, no interest, results guaranteed, lifetime job-placement, individual training, actual equipment. Call or write for a free brochure today; Nashville Broadcasting & Electronics Training Center/101-D Harris St., Madison, Tennessee 37115 (1-615-865-8891). Next Class Begins on Nov. 8th.

FCC license—taped instruction complete with FCC reprints. Elements I & II only \$12.50. Spectra, Box 356, State College, Pa. 16801.

Radio Help Wanted

TECHNICAL

field service engineers

We have immediate openings in the Field Service Department of our leading commercial broadcast equipment manufacturing company for Service Engineers. You will be responsible for handling customer technical problems involving field service trips and telephone/correspondence contacts. We require 3-5 years technical broadcast station experience (radio or TV) and formal electronics schooling. Extensive travel is required.

Salary is fully commensurate with background and responsibilities plus a full range of benefits including relocation expenses.

For further information, send your resume, in confidence to or CALL: Robert T. Fluent, Assistant Personnel Manager. (212) 222-8200



GATES RADIO COMPANY
 A Division of Harris-Intertype Corporation
 123 Hampshire St., Quincy, Illinois 62301
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Management

**WCCK FM, ERIE, PA.
 50KW Top 40**

Seeks a station mgr. This is a career opportunity for a man very strong in sales who wants to manage. Successful applicant is probably a young salesman and impatient. We are a young and growing station and offer security, excellent salary, paid insurance and positive opportunity for advancement. WCCK is brilliantly programmed and in just 6 months has become a top station in an aggressive radio market. Send reply:

Executive Vice Pres.,
 P.O. Box 584,
 Charleroi, Pa. 15022

Announcers

TALKMASTER

Experienced in 2-way and 3-way telephone talk, news and interviews. Can become powerful voice in large midwest market. Send tape of talk show, and news, along with resume to

BOX L-112, BROADCASTING

Situations Wanted

Sales

Outstanding radio and TV personality in L.A. wants to relocate in major market in east. Powerful on-air salesman.

BOX L-118, BROADCASTING

Television Help Wanted

Management

TV EXECUTIVE

Rapidly expanding executive "search" firm needs television executive to contact major broadcast companies for recruiting assignments and find qualified management personnel to fill these openings. Interesting position with considerable corporate involvement. \$35,000 to \$50,000 earning potential, depending on ability. Limited travel. Contact

Ron Curtis, Nationwide Broadcast Services
 645 North Michigan Avenue
 Chicago, Ill. 60611
 Phone: (312) 337-5318

Technical

TV TECHNICIAN—MALE OR FEMALE

Network owned VHF in top 10 midwest market seeking guy or gal with first class license. Experienced preferred, but a good technical background might do it. Immediate opening. Equal opportunity employer. Rush resume.

BOX L-60, BROADCASTING

Programing, Production, Others

TV FILM SALESMAN

To represent major independent film owner/distributor with substantial feature film library. Large midwest territory with numerous first run availabilities. Prefer experienced TV film salesman but will consider film buying or programing experience. Large earnings potential from generous commission basis.

BOX L-68, BROADCASTING

TELEVISION

Situations Wanted

Announcers

PHILADELPHIA—MOR—PERSONALITY

Seeking opportunity, challenge, money. Need freedom to be creative, clever and amusing. Exp. in TV as well; TV weather/booth strong personality not time and temp man. Now employed, good refs. Request personal interview. East coast majors only. Min. base pay \$350.00 wkly. Available soon.

Vandergriff, 19 Garden Circle N.
 West Chester, Pa. 19380

News

I WANT TO BE YOUR NEW DIRECTOR . . .

Former NBC News Correspondent almost 20 yrs. broadcast experience but still a young 36. Anchor work okay, also adept at public affairs talk programs. Prefer East Coast but all replies considered on confidential basis. Personal interview must.

BOX L-92, BROADCASTING

Programing, Production, Others

21 YEARS EXPERIENCE RADIO-TV

All phases—from announcer in small market to headquarters staff with large group operator. Specializing in programing and operations with emphasis on practical, commercial methods of applying all license obligations to day to day output. Top references—phone 215-644-1283 or write

BOX L-7, BROADCASTING

Miscellaneous

BOOKS: TV—RADIO—FILM

New, current, out-of-print and foreign books and periodicals—every aspect of broadcasting: history, technique, biography, criticism, programing, commercials. Station managers: we specialize in servicing station reference libraries. Send for catalog.

Bookford's, P.O. Box 177, Peter Stuyvesant Station
 New York, New York 10009

Wanted To Buy Stations

Responsible, experienced group wants to purchase several AM radio stations in the midwest. Small to medium markets desired. All inquiries acknowledged and all information held in confidence.

BOX L-13, BROADCASTING

California-born and raised, David G. Scribner has earned the reputation of being a high-roller, Texas-style. It is not too surprising that he could be tagged with such a title—in the four-year span from 1959 to 1963, he oversaw the acquisition of several broadcast properties for the Trigg-Vaughn group of stations, and in the process spent nearly \$5 million.

And if the old line about having to spend money to make money needed proving, Mr. Scribner could provide that. He purchased a radio property that was auctioned off in court—KITE-AM San Antonio, Tex.—for \$635,000. That particular investment is now returning, says Mr. Scribner, nearly \$1 million in billings every year. And he bought KHOW-AM Denver for \$585,000 and that sum looks small compared to the just-under \$2 million that station is now billing annually.

Then when the Trigg-Vaughn group went to Doubleday Broadcasting, which Dave Scribner is now president of, the price tag was equally as impressive: over \$12 million in cash.

And Dave Scribner was once described by Cecil Trigg as just a country boy. "He's very capable and very knowledgeable," Mr. Trigg now says. "I pushed him and gave him a lot of responsibility early and he didn't disappoint me. He's one of these guys who thinks he's smart and knows it—and I have to agree with him."

Mr. Scribner is also a very impressive-looking gentleman and should be included on someone's ten-best-dressed list. He is tall—the type that stands above, rather than out of a crowd—and is graying. He is not the flashy dresser, but is contemporary in the styles he chooses and wears current fashions well. When he speaks, a deep voice reminds one of the early announcers Gordon McLendon used on his rock-and-roll stations.

His beginnings in the business were not quite as auspicious as his present. After a course at a Los Angeles radio school, the Oakland, Calif., native was ready for his first job at a station in Pampa, Tex. This was followed by, as he says, "a succession of jobs at small stations." But they weren't small jobs at those small stations and eventually he became general manager of Cecil Trigg's KOSA-AM (now KOZA) Odessa, Tex. As an indication of his faith in this young man, who would one day head one of the larger independent station groups. Mr. Trigg gave Mr. Scribner ownership in KOSA.

Today he's involved in trying to upgrade the market size of the stations owned by Doubleday. Its largest property is in Denver. However, Mr. Scribner is currently negotiating for a station in a larger Southern city. "We're looking

Doubleday's builder of station groups: David Scribner

in the top 25 but under the top seven," Mr. Scribner says. "And our guide for market size, by the way, is the FCC list of dollars available in a market." By that standard, Denver falls into the top 20 but would be outside based on population figures.

His other guide, after purchasing a property, is the number of stations against which he really has to compete. "In Denver, as far as we're concerned, there are only five stations, not 19," he says, "while in Phoenix, it's a three-

station market to us. We only have to outdo either four or two others in those markets in order for us to be the best." And he believes in the autonomous managerial system for Doubleday's stations. He seeks the best qualified men, depending on the market, and then leaves them alone. In Denver, the general manager has a sales background; in Phoenix the primary consideration in choosing a GM was programing knowledge. And once in the organization, a good man tends to stay on.

Today Doubleday Broadcasting is five AM's, three FM's, two VHF stations and one UHF property, the latter likely to become profitable in fiscal 1973, which begins in May 1972. That station, KDTV-TV, is in Dallas, where the VHF competition is not slight.

Looking to the future, Mr. Scribner wants to get Doubleday once again into cable television—it formerly owned 25% of the Odessa cable system—because he believes CATV will answer the access questions broadcasters now cannot.

It's often assumed that businessmen who claim to have an all-consuming desire to work really say that out of self-defense. Not so with Dave Scribner. He really means it. "I have no desire to travel or start any big do-it-yourself project," he says, "and if I had a month off I'd go look for stations."

Married to a Californian and the father of three children, he says he plays a little golf "just to unwind"—shooting in the mid-80's. He says he knows a lot of people but considers himself a loner.

For reasons that become apparent after the first meeting, Dave Scribner is a highly intellectual and knowledgeable businessman, a trait Cecil Trigg recognized almost immediately. Yet he says he was a problem student in high school and he never attended college. He did attend Boyden Prep, a military school that prepares young men for either West Point or Annapolis and he is a member of the advisory council to the department of mass media at Texas Tech University.

In attempting to boil down the character of Dave Scribner, what remains at the heart is verbalized by Jack Feldmann, of Hogan-Feldmann, this way: "Dave is certainly a man of his word, the essence of integrity and very much a gentleman."

But respect for Mr. Scribner goes beyond his immediate working associates: Last week the National Association of Broadcasters named him as the ninth member of its task force on license renewals. That task force was organized last September and is headed by Mark Evans, vice president for public affairs of Metromedia Inc. (BROADCASTING, Sept. 6 et seq.).

Week's Profile



David Gordon Scribner—president Doubleday Broadcasting Co., Dallas (licensee, KDTV-TV) Dallas; KROD-AM-TV El Paso; KOSA-TV Odessa; KITE-AM San Antonio-Terrell Hills, all Texas; KDEF-AM-FM Albuquerque, N.M.; KHOW-AM-FM Denver and KRIZ-AM Phoenix); b. May 15, 1926, Oakland, Calif.; U.S. Army Air Corps., 1944-46; various positions with several stations in Texas, 1947-50; salesman, KGNC-AM Amarillo, Tex., 1950-52; sales manager, KGNC-AM 1952-56; general manager, KJIM-AM Ft. Worth, 1956-57; general manager and part owner, KOSA-AM Odessa, 1957-59; VP, radio, Trigg-Vaughn Stations 1959-67 and general manager, KITE, 1963-69; named president, Doubleday Broadcasting, June 1, 1969; m. Marion Meldonna Dunn, Jan. 25, 1948; children—Ronald C., 22, Laurie K., 19, Leslie Anne, 17.

Scene of the crime

More than 100 members of the Texas Broadcasters Association, meeting in San Antonio last Monday, witnessed an amazing performance by Juan Rocha Jr., a lawyer who has represented chicano groups in protests against the license renewals of several Texas stations. Mr. Rocha laid it on the line in a speech entitled "Brown Power—Now." The power was now on his side, he made it clear. Broadcasters would find it easier to "negotiate" than to resist petitions to deny renewals of their licenses.

Mr. Rocha kept disavowing an intimation of threat, but he also kept repeating that "violations" could be found in the public records of any licensee if the searcher only knew what to look for. The courts, he also pointed out, had told the FCC to pay attention if "a single citizen" protests.

It wasn't easy for the Texas broadcasters to sit still while Mr. Rocha told them how to run the businesses they used to think they knew how to run. Yet while the Texans were being given the uncomfortable facts of modern life under federal regulation, a whole new batch of petitions to deny were being filed against the license renewals of California stations. There had been negotiations in that state. Clearly "negotiation" is not the word for what Mr. Rocha and his counterparts have in mind. "Capitulation" would be more definitive.

But Mr. Rocha is not to be discounted. The power is indeed inclining toward his side. Right now some 90 licenses are in suspension, as a story elsewhere in this issue recounts. It is costing each suspended licensee a fortune in legal fees to defend against attackers and their lawyers who may represent only microscopic fractions of a station's audience but who are supported by foundation grants. With those examples at hand, other broadcasters are susceptible to the "negotiation" that Mr. Rocha has suggested.

That kind of negotiation must lead to the Balkanization of programming. If that is what the government wants, the FCC, courts and Congress need only to let things go on as they are going.

The real thing

The mood of conventions is often better judged on corridor and locker-room conversations than on the oratory that emanates from the podium. At the Association of National Advertisers' annual meeting Oct. 27-30, however, members and speakers seemed remarkably in tune.

Both in and out of the meeting rooms the mood was one of serious recognition that advertising faces many critical problems, particularly in the regulatory area, and that all of those in the business had better bestir themselves, and fast. Very little time was wasted on self-pity. The overwhelmingly apparent belief was that no matter how much they may have done in the past to improve advertising's quality, content and public image, they must now do much more, acting not only through their new self-regulatory arm, the National Advertising Review Board, but also in as many other ways as they can devise.

It would be going too far, of course, to say that the audience was in tune with Miles F. Kirkpatrick, chairman of the Federal Trade Commission, when he told them that the pro-advertising presentations in the FTC's current hearings contained "applesauce." The term caused evident distress. But otherwise his speech was a generally moderate one, devoted largely to explaining why the FTC's new advertising-claims

substantiation program was preferable to the Senate's "Truth in Advertising" bill (S. 1461), a position with which advertisers could agree, if only ruefully.

ANA officials did not think they had changed any FTC minds with the information they and other advertising leaders had marshalled and presented, but they did think—and hope—that they had successfully challenged if not changed some FTC ways of thinking. Even that would be a help. Apart from that, however, if the mood they displayed at their convention is maintained and promptly and thoroughly implemented, it can produce long-term benefits even though there may be little hope left for fast, fast relief.

High time

When a man of the stature and affluence of Gordon Gray, who has served his country and his native state with great distinction, decides to sell his television station in Winston-Salem, N.C., because of family ownership of a cable system in the same market, it tells both an eloquent and a disturbing story. Harold Essex, long-time president and operating head of the Grays' Triangle Broadcasting Co., described it as an "involuntary divestiture" (BROADCASTING, Nov. 1).

It is because of a 1970 rule adopted by the FCC that Mr. Gray is leaving television broadcasting. The rule prohibits acquisitions of crossownerships of cable systems and television stations in the same markets. It requires divestitures of such crossownerships by 1973. Triangle simply opted to divest ahead of deadline.

The \$7.5 million that is to be yielded by the sale is insignificant for Mr. Gray, whose wealth comes from the R. J. Reynolds tobacco family. A higher price might have been obtained for a channel-12 facility with an NBC-TV affiliation in a market of that rank. Messrs. Gray and Essex wanted the station to be put in operating, rather than speculative, hands: hence the sale to the respected Multimedia group headed by Kelly Sisk and Wilson Wearn.

What the WSJS-TV sale underscores is that it's time the FCC turned back from its present course toward fragmentation of crossownerships, which the records show to include some of the best-operated and most public-spirited stations across the country.



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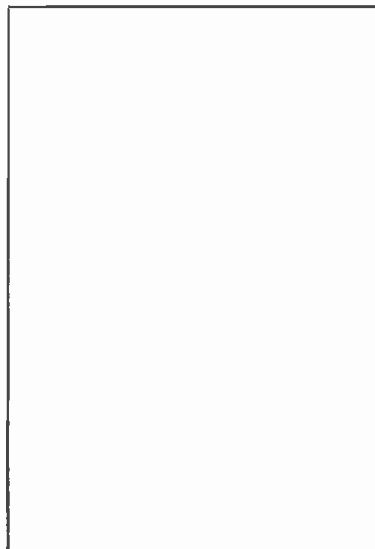
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(Continued from page 56)

\$29,837; revenue \$12,000. Principals: Hayward Spinks, sole owner. Mr. Spinks owns WLLS(AM) Hartford. Action Oct. 6.

■ Luverne, Minn. Siouland Broadcasting Inc.—Broadcast Bureau granted 100.9 mhz 3 kw. Ant. height above average terrain 240 ft. P.O. address Old Highway 16 East Luverne 56156. Estimated construction cost \$27,785; first-year operating cost \$31,785; revenue \$24,000. Principals: Paul C. Hedburg, et al. Principals own KQAD(AM) Luverne. Action Oct. 5.

■ *Sioux Falls, S.D. The Augustana College Association—Broadcast Bureau granted 89.1 mhz, 10 w. Ant. height above average terrain 112.5 ft. P.O. address 29th and Summit Avenue, Sioux Falls 57102. Estimated construction cost \$13,553; first-year operating cost \$5,000; revenue none. Principals: Dr. Charles R. Balcer, et al. Action Oct. 6.

■ Vernon, Tex. KVWC Inc.—Broadcast Bureau granted 102.3 mhz, 6.5 kw. Ant. height above average terrain 340 ft. P.O. address c/o KVWC (AM) Vernon 76384. Estimated construction cost \$10,750; first-year operating cost \$22,750; revenue \$15,000. Principals: Joe Garrison, president, et al. Principals own WVWC(AM) Vernon. Action Oct. 5.

■ *Seattle. University of Washington—Broadcast Bureau granted 90.5 mhz, 10 w. Ant. height above average terrain 156 ft. P.O. address Administration Building, University of Washington, Seattle 98105. Estimated construction cost \$3,500; first-year operating cost \$1,000; revenue none. Principals: E. M. Conrad, vice president for business and finance, et al. Action Oct. 5.

■ Battle Creek, Mich.—FCC denied application by WVOC Inc. for review of Review Board action refusing request for additional issues against competing applicant for new FM at Battle Creek (Docs. 19272-3). Action Oct. 28.

Initial decisions

■ Hearing Examiner Ernest Nash in initial decision proposed grant of application of JACO Inc. for new Class C FM to operate at Wichita, Kan. (Doc. 18515). Action Oct. 26.

■ Omaha—FCC gives notice that initial decision proposing grant of application of Pier San of Nebraska Inc. for CP for new Class C FM to be operated at Omaha, became effective Oct. 20, under rules (Doc. 19021). Ann. Oct. 21.

Existing FM stations

Final actions

■ KAMS(FM) Mammoth Spring, Ark.—Broadcast Bureau granted CP to replace expired permit. Action Oct. 8.

■ WDIZ(FM) Orlando, Fla.—Broadcast Bureau granted license covering CP for changes; ERP 100 kw; ant. height 840 ft. Action Oct. 8.

■ WJA-70 Savannah, Ga.—Broadcast Bureau granted CP for new aural STL to be used with WZAT(FM) Savannah. Action Oct. 5.

■ WNOI(FM) Flora, Ill.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 300 ft. Action Oct. 8.

■ *KSJN-FM Minneapolis-St. Paul—FCC granted request by Minnesota Educational Radio Inc., licensee, for authority to operate from temporary site for 18-month period with effective radiated power of 100 kw. Action Oct. 28.

■ WJAG-FM Norfolk, Neb.—Broadcast Bureau granted license covering new FM; ERP 43 kw; ant. height 520 ft. Action Oct. .

■ *KIOS-FM Omaha—Broadcast Bureau granted license covering new noncommercial educational FM. Action Oct. 8.

■ KSVP-FM Artesia, N.M.—Broadcast Bureau granted mod. of SCA to make changes in equipment and programing purposes. Action Oct. 8.

■ Carson City, Nev.—Broadcast Bureau granted license covering new aural STL. Action Oct. 8.

■ *WVHC(FM) Hempstead, N.Y.—Broadcast Bureau granted CP to change trans. location to Hofstra University library, 1000 Fulton Avenue, Hempstead; install new ant.; make changes in ant. system; ERP 540 w (h), 100 w (v); ant. height 165 ft.; remote control permitted from 400 B Mason Hall, Hofstra University. Action Oct. 26.

Initial decision

■ WPOA-FM Albany, N.Y.—FCC gives notice that initial decision proposing grant of application of WPOW Inc. for new FM to operate at Albany, became effective Oct. 20, under rules (Doc. 18212). Ann. Oct. 21.

Actions on motions

■ Hearing Examiner Isadore A. Honig in Stamford, Conn. (Western Connecticut Broadcasting Co.), proceeding on revocation of licenses of

WSTC-AM-FM, on examiner's own motion moved place of hearing from Stamford to Washington (Doc. 19043). Action Oct. 26.

■ Hearing Examiner Jay A. Kyle in Mobile, Ala. (WABB Inc., Trio Broadcasters Inc.), FM proceeding, granted petition by WABB Inc. and ordered date for exchange of written affirmative cases of parties shall be on or before Feb. 2, 1972, ordered date for notification of witnesses desired for cross-examination shall be Feb. 16, 1972 in lieu of Nov. 16; ordered hearing to convene on Feb. 23, 1972, instead of Nov. 23 (Docs. 19226, 19228). Action Oct. 22.

■ Hearing Examiner Ernest Nash in Ardmore, Okla. (Douglas C. Dillard, Arburckle Broadcasters Inc.), FM proceeding, scheduled further prehearing conference for Nov. 3, in lieu of Oct. 19 (Docs. 19198-9). Oct. 26.

■ Hearing Examiner James F. Tierney in Lorain, Ohio (Lake Erie Broadcasting Co. et al.), FM proceeding, ordered hearing scheduled for Nov. 15, postponed without date (Docs. 19213-5). Action Oct. 22.

■ Chief, Office of Opinions and Review, in San Francisco (Chronicle Broadcasting Co.), for renewal of licenses of KRON-FM and KRON-TV, granted motion by Albert Kihn and Blanche Streeter and extended through Oct. 15 time to file an opposition to Chronicle Broadcasting's renewal of motion to disqualify commissioner Nicholas Johnson (Doc. 18500). Action Oct. 12.

Other actions, all services

■ Broadcast Bureau granted licenses covering changes for following stations: KNBA(AM) Vallejo, Calif., trans.; KDZA(AM) Pueblo, Colo., main trans.; WSPB(AM) Sarasota, Fla., main and aux.; WCYN(AM) Cynthia, Ky., trans.; WVIM(AM) Vicksburg, Miss., trans.; WJHL-TV Johnson City, Tenn., trans. Action Oct. 27.

■ Chief, Broadcast Bureau, granted request of National Association of Broadcasters and extended through Dec. 15 time to file comments and through Jan. 14, 1972, time to file reply comments in matter of amendment of rules to permit inclusion of coded information in aural transmissions of radio and TV stations for purpose of program identification; and possible regulations of parties preparing or furnishing coded material for broadcast (Doc. 18877). Action Oct. 28.

Translator actions

■ Whittier, Alaska—Broadcast Bureau granted CP for new VHF translator to serve Whittier by rebroadcasting programs of KENI-TV Anchorage. Action Oct. 20.

■ Whitesburg, Ky.—Broadcast Bureau granted CP for new VHF translator to serve Cowan Creek, Owen Fork, Eolia and Owen Fork rural area, all Kentucky, operating by rebroadcasting programs of WKHA-TV Hazard, Ky. Action Oct. 21.

■ Ennis, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Watkins, McAllister, Ennis and rural area southeast of Ennis, all Montana, by rebroadcasting programs of KTVM Butte, Mont. Action Oct. 8.

■ K07EB Pinos Altos, Fierro, Hanover, Santa Rita, Arenas, Arenas Valley, Hurley, Silver City and north suburban area of Silver City, all New Mexico—Broadcast Bureau granted CP to make changes in ant. systems of VHF translators. Action Oct. 21.

■ K02ES, K11DU, Pinos Altos, Ft. Byard, Santa Rita, Arenas, Hurley and Silver City, all New Mexico—Broadcast Bureau granted CPs to make changes in ant. systems of VHF translator. Action Oct. 21.

■ Cherry Valley N.Y.—Broadcast Bureau granted CP for new UHF translator to serve Cherry Valley by rebroadcasting programs of WHMT(TV) Schenectady. WCNY-TV Syracuse, both New York; WNBT(TV) Newark, N.J. Action Oct. 7.

■ Milford, N.Y.—Broadcast Bureau granted CP for new UHF translator to serve Milford, Coopers-town and Portlandville, all New York, by rebroadcasting programs of WHMT(TV) Schenectady, WCNY-TV Syracuse, both New York; WNBT(TV) Newark, N.J. Action Oct. 7.

■ Springfield, N.Y.—Broadcast Bureau granted CP for new UHF translator to serve Springfield Center, East Springfield and Springfield, all New York, by rebroadcasting programs of WHMT(TV) Schenectady, WCNY-TV Syracuse, both New York; WNBT(TV) Newark, N.J. Action Oct. 7.

■ Sprout Brook, N.Y.—Broadcast Bureau granted CP for new VHF translator to serve Sprout Brook by rebroadcasting programs of WHMT(TV) Schenectady, WCNY-TV Syracuse, both New York; WNBT(TV) Newark, N.J. Action Oct. 7.

■ Starkville, N.Y.—Broadcast Bureau granted CP for new VHF translator to serve Salt Springsville, N.Y., by rebroadcasting programs of WHMT(TV) Schenectady, WCNY-TV Syracuse, both New York; WNBT(TV) Newark, N.J. Action Oct. 7.

■ Worcester, N.Y.—Broadcast Bureau granted CP for new UHF translator to serve Worcester, Schenectady and East Worcester, all New York, by rebroadcasting programs of WHMT(TV) Schenectady. WCNY-TV Syracuse, both New York; WNBT(TV) Newark, N.J. Action Oct. 7.

■ K74BH, K72BO Paradise Valley, Golconda, Winnemucca, all Nevada—Broadcast Bureau granted CPs to change trans. of UHF translators. Action Oct. 20.

■ K70EY Winnemucca, Nev.—Broadcast Bureau granted CP to change trans. of UHF translator. Action Oct. 30.

■ W05AE Sylva, N.C.—Broadcast Bureau granted CP to include Cullowhee and Dillsboro, both North Carolina, in principal community move trans. location .1 mile from present site and make changes in ant. system of VHF translator. Action Oct. 21.

■ Wasco, Ore.—Broadcast Bureau granted CP for new UHF translator to serve Wasco by rebroadcasting programs of KPTV(TV) Portland, Ore. Action Oct. 7.

■ W10AN Aguadilla, P.R.—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to April 22, 1972. Action Oct. 21.

■ Elon, Va.—Broadcast Bureau granted CP for new UHF translator to serve Amherst, Va., by rebroadcasting programs of WBRA-TV Roanoke, Va. Action Oct. 21.

■ K06BD Nile Valley, Wash.—Broadcast Bureau granted CP to add amplifier to present trans. and increase output power of VHF translator. Action Oct. 21.

■ Hearing Examiner Basil P. Cooper in South Lake Tahoe, Calif. (TV Pix Inc.), for renewal of licenses of UHF TV Translator Stations, granted motion by applicant and dismissed with prejudice applications for renewal of license of UHF TV Translator Stations K71BF (Doc. 19284), K78BL (Doc. 19285), K75BJ (Doc. 19286), and K73BD (Doc. 19287); ordered that TV Pix Inc. is authorized to continue operation of translators through Dec. 1, after which it will cease operating stations and tender licenses for cancellation (Docs. 19284-7). Action Oct. 21.

Ownership changes

Applications

■ KOCN(FM) Pacific Grove, Calif.—Seeks transfer of control from Lawrence Gahagan and Darryl Allen Sragow et al. (440 shares before, none after) to John H. and Frances K. Tobin (none before, 440 shares after). Consideration: \$22,000. John Tobin is president and sole owner of both Fordel Group Inc. and Fordel Films Inc. He is also president and director of Swift Motion Picture Laboratories Inc., 1079 Nelson Realty Corp. and Tobin International Productions Inc. Frances Tobin is secretary-treasurer of Fordel Group Inc. She is also director of Tobin International Productions Inc. Ann. Oct. 26.

■ KGUD-AM-FM Santa Barbara, Calif.—Seeks assignment of license from KGUD Inc. to Salomar Corp. for \$310,000. Seller: Dee Cee Productions Inc., which is wholly owned by Richard W. Clark. Buyers: Harold S. Greenberg, president (9.3%), Ronald H. Usem (70.1%), et al. Mr. Greenberg was formerly vice president and general manager of KDWB(AM) Minneapolis-St. Paul. Mr. Usem is director and legal adviser to Minneapolis antique, optical and investment companies. Ann. Oct. 21. (Corrects identification of Mr. Greenberg in report in BROADCASTING, Nov. 1).

■ WOLI(AM) Ottawa, Ill.—Seeks assignment of license from Wayne Hess, receiver to Van Schoick Enterprises Inc., for \$7,000. Seller: Wayne J. Hess. Buyer: George Van Schoick (100%). Mr. Van Schoick is owner of Aamco Transmission of Ottawa, Ill., franchised nationwide transmission service dealer, and is also engineer for Union Carbide Corp. Ann. Oct. 26.

■ KJCE(FM) Festus, Mo.—Seeks transfer of control from G. J. (John) and John W. Waller, et al. (100% before, none after) to Harold L. Wright and James W. Higgins (none before, each 50% after). Consideration: \$325,000. Mr. Wright is majority owner of Daily News-Democrat Inc., Festus. Mr. Higgins is officer and director of nine land development companies in Mo. Ann. Oct. 26.

■ WLIB(AM) New York—Seeks assignment of license from New Broadcasting Co. Inc. to Inner City Broadcasting Corp. Inc. for \$1,900,000. Sellers: Harry Novak, president, et al. Buyers: Clarence Jones, chairman of board (12%), Percy Sutton (27.5%), et al. Mr. Jones is editor and publisher of *Amsterdam News*, weekly New York newspaper. Mr. Sutton is president of New York borough of Manhattan. Ann. Oct. 26.

■ WLSL-AM-FM Roanoke, Va.—Seeks assignment of license from Roy H. Park Broadcasting of Roanoke, Va., to Bass Brothers Telecasters Inc. for \$1,350,000. Seller: Roy H. Park. He is president and director of Roy H. Park Broadcasting of the Midwest Inc. and of Tennessee Inc.,

license of WDEF-AM-FM Chattanooga; WEBC(AM) Duluth, Minn.; WNAX(AM) Yankton, S.D.; KRSI-AM-FM St. Louis Park, Minn. Buyers: Perry R. Bass, et al. Buyers own KAUZ-TV Wichita Falls, Tex.; KCST(TV) San Diego, and 48.42% of KFDA-TV Amarillo, Tex., and same percentage of KFDO-TV Sayre, Okla., and KFEW-TV Clovis, N.M. Ann. Oct. 26.

Actions

■ WUWU(AM) Gainesville, Fla.—Broadcast Bureau granted assignment of license from WUWU Radio Inc. to Oliva Broadcasting Co. for \$235,000. Sellers: Leon E. Mims, president, and Tina Combs. Buyers: George Oliva Jr., president-treasurer, and Gertrude P. Oliva, vice president-secretary (each 50%). Mr. and Mrs. Oliva own WSIZ(AM) Ocala, Fla.; WPAX(AM) Thomasville, Ga., and WIPC(AM) Lake Wales, Fla. Mr. Oliva also owns General Pictures Corp., Cleveland, a motion picture, sound recording and strip film production house. Action Oct. 14.

■ WSIZ(AM) Ocala, Fla.—Broadcast Bureau granted assignment of license from Sizzland Broadcasting Co. to Oliva Broadcasting Co. for \$122,000. Seller: C. C. Wade, sole owner. Buyers: George Oliva Jr., president-treasurer, and Gertrude P. Oliva, vice president-secretary. Mr. and Mrs. Oliva own WUWU(AM) Gainesville, Fla.; WPAX(AM) Thomasville, Ga., and WIPC(AM) Lake Wales, Fla. Mr. Oliva also owns General Pictures Corp., Cleveland, a motion picture, sound recording and strip film production house. Action Oct. 14.

■ WSHY-AM-FM Shelbyville, Ill.—Broadcast Bureau granted relinquishment of positive control of permittee Shelbyville Broadcasting Co. by Donald Cuts through sale of stock. Principals: Donald Cuts (63.5% before, 47.5% after), William Beach (36.5% before, 27.5% after), Vincent and Leonard Weishaar (each none before, 12.5% after). Consideration: \$25,000. Action Oct. 12.

■ WIGG(AM) Wiggins, Miss.—Broadcast Bureau granted assignment of license from Stone County Broadcasters Inc. to Cinclo Inc. for \$50,000. Sellers: Charles Mathis, president. Buyers: James Ernest Clinton, president (95%) and Ernest W. Clinton, vice president (5%). Messrs. Clinton own WMLC(AM) Monticello, Miss. Action Oct. 19.

■ WOHI(AM) and WRTS(FM), both East Liverpool, Ohio—Broadcast Bureau granted transfer of control of Constrander Corp. from Joseph D. Coons, president (51.62% before, none after) to Frank J. Mangano (48.38% before, 100% after). Consideration: \$290,493. Principal: Mr. Mangano has interests in automobile dealership, finance company, real estate firm and wood products manufacturing concern, all in Newell, W. Va. He also has interests in finance company and freight company in East Liverpool. Action Oct. 20.

CATV

Final actions

■ Columbus, Mont.—FCC waived leapfrogging restrictions of rules as proposed in Doc. 18397 and authorized Columbus Cable TV Co. to carry *KUED(TV) Salt Lake City on its CATV system at Columbus. Action Oct. 28.

■ Silver City and Tyrone, both New Mexico—FCC granted petition by Antennavision of Silver City, CATV operator at Silver City and Tyrone, for waiver of hearing requirements of rules. Antennavision has been authorized to carry distant signal *KAET(TV) Phoenix. Action Nov. 1.

■ Wilmington, Ohio. Clinton County Cable Corp.—Cable Television Bureau granted petition for rule waiver filed July 15 requesting carriage of *WSOU-TV Columbus, *WMUB-TV Oxford, *WCET(TV) Cincinnati, all Ohio, and *WCVN(TV) Covington, Ky. Action Oct. 4.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Nov. 2. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Los Angeles—Multiple-CATV owner Cypress Communications Corp. has agreed to acquire 80% interest in Canterbury Cablevision Corp., Columbus, Ohio. Terms were not disclosed. Canterbury holds CATV franchises in Columbus and surrounding areas.

■ Palm Beach, Fla.—Multiple-CATV owner Tele-union council. Estimated completion date is summer of 1972.

■ Niles, Ohio—Mahoning Valley Cablevision has city council.



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