



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NEWSPAPER

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Nov. 22, 1971

The top-50 agencies in radio-TV billings—a little the worse for wear
FCC cited for pro-GOP partisanship in stern rebuke from the bench
Tomorrow's TV today: The networks sew up their second seasons
Whitehead delivers cable to Pastore; now it's down to the fine print

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No communications gap here.

Will Rogers once said, "All I know is what I read in the papers." But that was before radio. Today, in Kalamazoo, the interested citizens who follow city hall can say that all they know they hear live from City Commission chambers. During the past twelve years the Fetzer station in Kalamazoo has carried City Commission meetings live on a regular basis. 109 hours of these on-the-spot broadcasts were provided last year. Getting the story straight from the government meeting eliminates any communications gap and keeps citizens informed about what's happening as it happens.



The Fetzer Stations

- | | | | | |
|--------------------------|------------------------------------|-----------------------------|--------------------------------|------------------------------|
| WKZO
Kalamazoo | WKZO-TV
Kalamazoo | KOLN-TV
Lincoln | KGIN-TV
Grand Island | WJEF
Grand Rapids |
| WWTV
Cadillac | WWUP-TV
Sault Ste. Marie | WJFM
Grand Rapids | WWTV-FM
Cadillac | WWAM
Cadillac |
| | | | | KMEG-TV
Sioux City |

Too many cooks were spoiling the picture.



So we set up our own kitchen.

Too often the lettuce was wilted or the roast was burned. So we decided to do our own work in our own kitchen. You see it above—42,500 square feet of dream facilities under one roof. And just wait till you sample what we're cooking up:

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NEW SERVICE: Our new computerized inventory control reports to you in 30 minutes or less on the availability of any NTA print you want. And you get next-day delivery on every order—whatever you are, wherever you are. We're 3 minutes from L.A. International now, and we're using all available

means of transporting and expediting to keep our service on a strict 24-hour basis.

NEW CHEF: Ken Harris, former Computel quality chief and a 20-year quality control veteran with Ziv and United Artists, now directs q.c. for NTA Film Services. He has set up exacting standards for print inspection, maintenance and shipping, and he heads a six-man staff of specialists to see that those standards are maintained.

NEW MENU: Scores of new color productions and never-before-on-TV features! *Names*—like Gregory Peck, Yul Brynner, Charlton Heston, Raquel Welch, Ava Gardner, Sandy Dennis, Laurence Harvey, Jack Palance, Orson Welles, Peter Sellers, Ringo Starr, Peter Ustinov, Jason Robards, and more. Watch for our upcoming ads. Better yet, call us today.

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Get to know the **NEW**

A large, stylized logo for NTA (National Telefilm Associates). The letters 'nta' are written in a bold, italicized, sans-serif font. The 'n' and 't' are connected at the top, and the 'a' has a distinctive shape. The logo is colored in a bright blue.

Loss of broadcast cigarette advertising combined with a general economic downturn results in more than a one-and-a-quarter million dollar drop in broadcast advertising billings. Survey of top-50 agencies is gloomy. See . . .

Cigarettes take their toll at agencies . . . 15

The Federal Trade Commission examination of modern advertising was much like March; it began with a roar but ended with a whisper. Wrap-up of hearings last week featured dispelling of myths, calls for cooperation. See . . .

A low-key finale to a long FTC hearing . . . 28

A midseason shuffle of prime-time programming at the three major networks is completed. CBS drops three new shows, ABC ends four series, suspends one, and gives additional half-hour to local affiliates. See . . .

Midseason changes completed . . . 32

House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) wants to get public-broadcasting financing show on the road. He has introduced a long-range funding bill, designed to please all parties. See . . .

Macdonald to the rescue . . . 38

Now that the cable impasse has been broken by the Whitehead compromise, OTP says it's determined to lead in planning long-range CATV policy. OTP's Clay T. Whitehead wants to avoid FCC policy-making-by default. See . . .

Back to the long view on cable . . . 40

The calm that followed formulation of the National Association of Broadcasters proposed license-renewal bill has been shattered by a state association's challenge. Texas broadcasters term it "weak and ineffectual." See . . .

NAB license-renewal bill is opposed . . . 47

Broadcasters' efforts to circumvent the executive branch to win exemption from wage/price controls have failed. The best chance, amendment to a Senate bill that would have excepted media, was defeated in committee. See . . .

The wage-price iceman has cometh . . . 48

Promotion people, who have a reputation for having more fun than blondes, were mostly straight-faced and hard at work last week at a BPA seminar. A gloomy economic outlook seemed to be the cause. See . . .

Hard times for the promotion men . . . 51

Political favoritism was charged to the FCC last week by an appeals court in Washington. Fairness between the major political parties was at issue, generating accusations of shoddiness. See . . .

Another put-down for the FCC . . . 54

An old fear that cable systems may be able to receive distant TV signals via satellite has sparked a new concern for the Association of Maximum Service Telecasters—space communications. See . . .

AMST develops new concern: satellites . . . 56

Departments

AT DEADLINE	6	PROMOTION	51
BROADCAST ADVERTISING	15	WEEK'S PROFILE	73
BROADCAST JOURNALISM	54		
CHANGING HANDS	43		
CLOSED CIRCUIT	5		
DATEBOOK	8		
EDITORIALS	74		
EQUIPMENT & ENGINEERING	56		
FATES & FORTUNES	62		
FOCUS ON FINANCE	58		
FOR THE RECORD	64		
INTERNATIONAL	53		
LEAD STORY	15		
THE MEDIA	38		
MONDAY MEMO	12		
OPEN MIKE	9		
PROGRAMING	32		



Broadcasting

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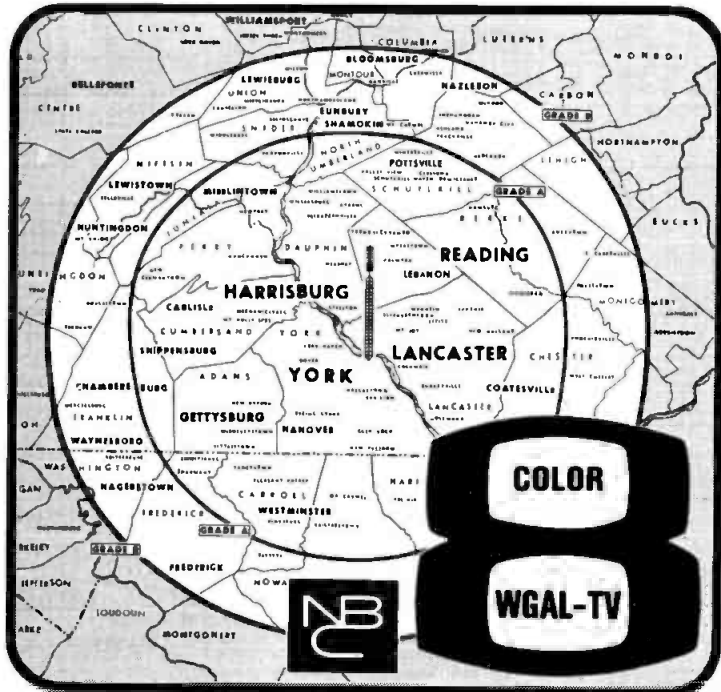
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WGAL-TV
community programming
runs the gamut
from A to Z



Z FOR ZOO—Jackie, the chimpanzee from the Catoctin Mountain Zoo, Thurmont, Maryland.

A FOR ARTS—Participants in the Red Lion, Pa., area Arts Festival demonstrate the making of belts.



The lively WGAL-TV mid-day show called "Noonday on Eight" ranges far and wide to serve the interests of its viewers of all ages as well as to mirror the diverse activities of the many communities it serves. Programming of this type is typical of WGAL-TV's continuing public affairs telecasts.

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Three big ones

FCC is cranking up for month of major activity. It starts tomorrow (Nov. 23) with meeting to decide what to do about cable-regulation compromise reached by broadcasters, CATV operators and copyright owners. Question is whether FCC will vote on principle of compromise as described in outline approved by industry association or defer vote until work is translated into language of FCC rules. So far Chairman Dean Burch, who had big hand in shaping it, is only member to endorse compromise.

On Dec. 7 commission is to meet on its proposals for revising license-renewal procedures. Dr. Barry Cole, FCC's consultant on renewal matters, is said to be recommending adoption of rules about as proposed. Still to be heard from are Broadcast Bureau and general counsel. Third big item on agenda is establishment of policy on domestic communications satellites. Staff is preparing summaries of eight applications for satellite service and of alternative recommendations on kind of policy to adopt—whether service should be open to competitors, as administration recommends, confined to single multipurpose carrier or created as hybrid of both.

Mystery commission

For reasons that aren't entirely clear, there's move on at United States Chamber of Commerce for establishment of national commission on telecommunications policy. Plan originated in chamber's communications committee, which has 29 members from carriers, manufacturers and communications users and five associated with broadcasting. Earl Hilburn, president of Western Union, is chairman.

At recent meeting committee members present voted 10-9 for resolution calling for creation of permanent commission composed equally of senators, representatives and presidential appointees. Later, in mail referendum, milder resolution calling for "nonpermanent" commission of unspecified composition was adopted with 25 favoring, 6 opposed and 2 abstaining. It won't be official chamber proposal unless board approves. Next board meeting is in February.

Loading up?

Final report on effects of TV violence on child viewers is being drafted by staff of National Institute of Mental Health

for delivery to Surgeon General Jesse L. Steinfeld at end of year. But deadline may not be met. Twelve-member advisory committee is yet to approve conclusions—which may turn out to be harsher in judgment of television than were some earlier findings of psychologists who worked on \$1-million study.

At meeting of American Psychological Association in Washington last September several presentations found no evidence of causal relationship between TV viewing and antisocial behavior, though it was said TV violence could intensify aggressiveness in some children (BROADCASTING, Sept. 13). Word now is that there's sentiment for stronger stuff in final report—but decision awaits another meeting of committee. When completed, report will be forwarded to Senator John O. Pastore (D-R.I.), chairman of Communications Subcommittee, who started whole thing and got federal financing.

X marks the tube

Ticklish decisions that public access can pose for cable operators are beginning to pop up in New York. One group producing for access, Experiments in Art and Technology (EAT), included taped episode called "John and Mimi's Book of Love," 55-minute demonstration of young couple in various sexual positions, in series it's doing for public channels of both Sterling Manhattan and Teleprompter. Both firms turned it down, but spokesmen for both cited incident as typical of kind of tight-wire cable operators may have to walk: pushed on one side to be more "liberal" and criticized if they aren't, but equally criticized by others if they are.

Sources at Sterling are not sure, however, that they would turn down artistically done program on sex, including positions, if it were educational in addition to being well done—and if their lawyers approved. "Book of Love" didn't meet either of first two of those requirements, in their opinion; one called it "just a pair of giggling teenagers." Each program submitted has to be judged individually, said another. Sterling access channel has carried half-hour program on trans-sexuals that included brief nude scene, but that program, they said, was primarily discussion of subject, clearly informational and well done. It was produced by Global Village and Sterling plans to repeat it—this time with advance program.

False pretense

Clearinghouse for Professional Responsibility, one of organizations under umbrella of consumer advocate, Ralph Nader, is asking postal authorities to help determine who is making unauthorized use of its name in questionnaire to television stations. Questionnaire asks stations whether they process their own film and, if so, what steps they take in disposing of chemicals used; obvious intent is to ascertain danger of water pollution from photographic waste. It was mailed to program directors—but not by Nader group.

So far, only this much is known: (1) Questionnaire (which contains Mr. Nader's name) and envelope (which does not) use Clearinghouse's name and Washington address, but were mailed on precanceled stamps from New Jersey. (2) Clearinghouse has nothing to do with pollution; its purpose is to increase activism and concern for high standards among professional people.

Best of both worlds

Ed Saxe, now president of CBS Television Services Division, will leave company early in 1972 for American-European communications consultancy—presumably mixed with skiing. Mr. Saxe joined CBS after World War II, became, successively, assistant to Frank White, Frank Stanton and Bill Paley, was later CBS controller, then TV network VP. As CTS president he took on CATV, film syndication and international broadcasting, all later spun off into Viacom International.

Saxe departure signals almost-end to an era. He is among last of CBS's 20th-floor team at 485 Madison Avenue, which included Joe Ream, Adrian Murphy, Nate Halpern, Guy della Cioppa and Larry Lohman—all long gone from company. Mr. Paley and Dr. Stanton, of course, still run present first team from 35th floor at 51 West 52d Street.

Sag in exports

Preliminary estimates by U.S. distributors of TV programing abroad indicate that overseas sales, rising steadily each year for past decade, have slumped by about 10% this year. Sales reached estimated \$99 million in 1970, but combination of sluggish economic conditions in many world markets and rise of "localism" in some nations contributed to reduction of approximately \$90 million in 1971.

OTP-CPB rift over bill widens

Macdonald funding measure added fuel to fire

Increasing tensions between Office of Telecommunications Policy and Corporation for Public Broadcasting over issue of CPB financing could result in administration abandoning efforts to draft financing bill.

This was view of administration spokesman who said charges that OTP's position on money bill is politically motivated are making it increasingly difficult for White House office to get agreement with CPB on legislation.

"If you can bring people together, fine," he said on Friday (Nov. 19). "But if you end up in a controversy in a political year, you haven't got a chance."

Threat that administration might not submit bill came as surprise, since President Nixon in his 1972 budget message committed himself to proposing legislation for long-term financing CPB. Thus it may have been designed to cool off critics, on theory that long-range financing bill that did not have administration backing would have hard time winning congressional approval.

Administration spokesman indicated White House would not object if Congress assumed full burden in matter of CPB financing legislation. "We'll submit our views," he said.

It was emergence of political ally of CPB in Congress last week that OTP appears to regard as heating up controversy. Representative Torbert H. Macdonald (D-Mass.), chairman of House Communications Subcommittee, submitted CPB bill (H.R. 11807) along lines CPB has recommended; at same time, he made speech on floor accusing OTP director Clay T. (Tom) Whitehead of injecting political considerations into public-broadcasting affairs (see page 38). CPB officials have talked to congressman about kind of legislation they feel Congress should adopt, but they deny having hand in drafting bill.

Macdonald speech was reminiscent in tone, at least, of memorandum that John Witherspoon, CPB's director of television activities, wrote public-broadcasting stations after Mr. Whitehead's speech last month to National Association of Educational Broadcasters (BROADCASTING, Nov. 8).

It was that speech thrust controversy between CPB and OTP into open. In attempting to explain OTP's position on money bill, Mr. Whitehead accused public broadcasters of developing "cen-

tralized national network" contrary to what he said was spirit and letter of CPB statute (BROADCASTING, Oct. 25).

OTP officials late last week were wondering what kind of reception they will get tomorrow, when they confer with Public Television Managers' Council—coordinating body that links boards of Public Broadcasting Service and educational television stations division of NAEB. Council members were scheduled to have met Sunday night (Nov. 21), to prepare response to Mr. Whitehead's NAEB speech.

OTP spokesman on Friday said Macdonald bill "is unacceptable to our way of thinking." He said it misses "key point" in failing to direct that station money it provides for be funneled directly to stations; OTP feels direct grants are essential if stations are to maintain necessary degree of independence.

Macdonald bill gives CPB control over distribution of station money—30% of total—but directs it to consult with stations in determining how distribution is to be made.

Once again, delays on political spending

House late last week put off until after Thanksgiving recess consideration of campaign-spending proposals.

House leaders agreed to have only general debate on measures—H.R. 11060 by Democrats Wayne Hays (Ohio) and Watkins Abbitt (Va.), H.R. 11231 by Torbert H. Macdonald (D-Mass.), and H.R. 11280 by Republicans Bill Frenzel (Minn.) and Clarence Brown (Ohio).

Recess runs from Friday afternoon (Nov. 19) until Nov. 29. But Representative Samuel Devine (R-Ohio) pointed out on floor Thursday (Nov. 18) that "I find less than 10% of the members are present on the floor," despite "great clamor for legislation of this nature."

Representatives Philip Crane (R-Ill.) and Mr. Hays, both of whom requested time-consuming quorum calls (there were total of six Thursday afternoon) sought postponement of any action until after recess, and Representative H. Allen Smith (R-Calif.) even suggested that House Administration and Commerce Committees get together next year "when we are not so rushed" to bring good legislation to floor.

According to House Speaker Carl Albert (D-Okla.), legislation will be one of first items on floor agenda when House returns from recess. Debate time on bills was used up last Thursday, paving way for amending process next week. Macdonald bill will be offered as Title I of Hays-Abbitt measure. Then Brown-Frenzel bill, identical to Senate-passed version, will be offered as substitute.

Meanwhile, federal funding of presidential campaigns has been provided by Senate amendment to administration's tax-cut bill. Republican efforts were unsuccessful late last week to knock out provision, introduced by Senator John O. Pastore (D-R.I.), that would set up fund in U.S. Treasury. Taxpayers would indicate on tax forms whether they wanted to provide public financing, and one dollar would go into fund for each box checked on return. Major party candidates would get 15 cents per eligible voter, or about \$20.4 million each. Minor party candidates would get lesser amounts, and if checkoff system did not provide enough to cover formula, candidates would get proportionate amounts of fund and be allowed to solicit contributions up to limit.

Under provision, candidates could opt to forego federal financing and rely on private funds.

As of late Friday (Nov. 19), Senate was still considering minor modifications of Pastore proposal and had not voted on over-all tax package. Bill will be considered in conference with House.

People in glass houses...

National Association of Broadcasters last week told FCC that commission's recent public notice warning licensees about availability of stations' public records demands more of stations than FCC demands of itself.

NAB noted that persons wishing to examine documents on file at FCC's reference room must first fill out form giving name, firm represented and city of residence. Commission's public notice bars licensees from making any such identification requirements of persons seeking to examine station files (BROADCASTING, Nov. 15). Since commission originally required stations to maintain public files to complement its own record-keeping, NAB said, "it would be reasonable . . . to expect the commission to require that each licensee adhere to the same procedure in dealing with the public . . ."

NAB requested that commission stay

public notice and amend rules so that stations can require identification of members of public before granting them access to files.

Several stations had earlier asked commission to do same, saying that public notice hampers licensees' security efforts (see page 50).

Beginning of Chapter 11

Hearing will be held before U.S. Referee in Bankruptcy Edward J. Ryan in New York Wednesday (Nov. 24) on petition filed by U.S. Media International for reorganization under Chapter 11 of Federal Bankruptcy Act (BROADCASTING, Oct. 15, et seq.).

Attorneys for U.S. Media are expected to present plan for paying off creditors, or to seek additional time for offering this proposal. U.S. Media has listed liabilities of \$8,095,215 and assets of \$4,158,159.

During hearing official creditors committee will be named. Robert P. Herzog, New York attorney, is counsel to that committee. U.S. Media has retained new counsel, Levin & Weintraub, New York.

Spokesmen for creditors said any who have not submitted claims should communicate with committee or Referee Ryan.

MNA's favor ABC again

ABC-TV for third time in current season led Nielsen multinetwork-area ratings, this time for week ended Nov. 14. Network also won four nights in week

and placed nine of top-20 shows. Prime-time averages: ABC 20.9, CBS 19.3 and NBC 18.7. CBS took two nights of week, Wednesday and Saturday and had eight shows in top 20; NBC won Thursday and had three shows in top 20.

How much the new shows

Price tags CBS-TV and NBC-TV have hung on new series coming into their schedules at midseason (see page 32) were beginning to circulate late last week. CBS reportedly is pegging its 30-second rates at about \$30,000 for *Sonny and Cher*, \$25,000 for *Don Rickles Show* and \$21,000 for *Me and the Chimp*. NBC's 30-second rate was said to be about \$30,000 for both *Emergency* and *Sanford and Son*. Sources at both networks indicated, however, that they were still trying to determine effect of government's price restrictions on all rates. ABC-TV sources said their new-program rates were still under careful study.

NBC shuffles Saturday

NBC-TV is juggling its Saturday-morning children's programming block effective Jan. 8, 1972, moving *Take a Giant Step* from 10:30-11:30 to 11-12, and shifting five other shows. At 8, *Doctor Doolittle* will continue to lead off programming block; it will be followed by *Deputy Dawg* at 8:30, *Woody Woodpecker* at 9, *Pink Panther* remaining at 9:30, *The Jetsons* at 10, *Barrier Reef* at 10:30, *Giant Step* at 11, *Mr. Wizard* staying at 12, and *The Bugaloos* at 12:30.

'Sesame Street' goes somewhere

New study of second year of *Sesame Street* shows support for first-year findings that program was effective in imparting basic facts and skills to children aged 3 to 5.

Educational Testing Service, Princeton, N.J., which conducted study for Children's Television Workshop, program's producer, made public second annual report on show Saturday (Nov. 20). It reported that children who watched most learned most; program was equally effective with black disadvantaged and white disadvantaged children, and among frequent viewers, disadvantaged children gained as much as advantaged one, supporting claims of show's producers.

Latest evaluation covered period between Nov. 9, 1970, and May 28, 1971, but included analysis of available first-year data by ETS. It showed that frequent viewers of first year of *Sesame Street* were better prepared for school than their classmates who had been infrequent viewers.

ETS said program was "far more ambitious" in both scope and complexity in second year, indicated by broadening of goals to 63 from 40 in first year. Study said "significant gains were found in naming geometric forms; function of body parts; roles of community members; matching by form; naming letters and numbers; letter sounds; recognizing numbers; counting; relation terms; classification and sorting.

Nader organization puts NARB to test

Ralph Nader group is putting advertising industry's self-regulation machinery to critical test. Consumer advocate Nader's Public Interest Research Group, Washington, has filed complaints against 10 advertisers, charging unfair or deceptive advertising, with National Advertising Review Board.

NARB, which formally organized and held its first meeting in New York late last week, "officially" forwarded complaints to National Advertising Division of Council of Better Business Bureaus, which under self-regulatory machinery, "evaluates, investigates and analyzes and holds initial negotiations" with advertisers regarding "truth or accuracy" of national advertising. If matter cannot be resolved at that level, complaints are moved up to NARB and if that body fails to resolve issue, complaint is to be "publicized" and results turned over to "proper government agency."

In letter to NARB, Mark Silbergeld,

former Federal Trade Commission lawyer and now Nader Raider, cited 10 advertisers. NARB said Friday (Nov. 19) it could not release copy of letter but, according to published reports, Mr. Silbergeld had mentioned advertisements for Sears, Roebuck batteries, Procter & Gamble's Bold detergent, Hershey Foods's Krackel candy bars, Humble Oil & Refining's Esso "HTA" gasoline additives, Colgate-Palmolive's Bright Side shampoo, American Dairy Association's TV commercial for milk, Luden's 5th Avenue candy bars, Miles Laboratories' Chocks children's vitamins and Mattel's Shopping Cheryl doll. Seven involved TV advertising.

It was reported that P&G had already contested Mr. Silbergeld's complaint against Bold detergent on basis of check of storyboards. Mr. Silbergeld, it was said, had complained TV commercial said that Bold was "so strong it makes things brighter"—and, asserted Mr. Silbergeld, "brighter than

what?" P&G said storyboard showed line to be: "Why settle for clean and white when Bold is so strong it makes things brighter?"

NARB, meantime, also disclosed that it had received "number" of other complaints since its creation in October, but had "resolved" them. It was not clear whether NARB would make public—at least for some time—exact number of complaints so disposed.

NARB also said at its meeting that it has "put top priority" on handling cases promptly and rapidly, and its 50 members elected steering committee that will develop standards and guidelines by which board will review and judge cases. Elected were: Sam Thurm, Lever vice president, F. Kent Mitchel, General Foods vice president and director of corporate marketing services, and Craig W. Moodie Jr., Armstrong Cork vice president, representing advertisers; Neal W. O'Connor, N. W. Ayer, president, representing ad agencies, and Harvard Business School professor Raymond A. Bauer, representing public.

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Datebook A calendar of important meetings and events in communications

This week

Nov. 22—Forum on "censorship in television," sponsored by *New York Chapter, National Academy of Television Arts and Sciences*. Panel includes Fred W. Friendly of Columbia University; Richard Jencks of CBS; Rev. Dr. Everett Parker of United Church of Christ's Office of Communications; Antonin Scalia of Office of Telecommunications Policy, and Richard Wiley of FCC. Hotel Pierre, New York.

Nov. 24—Private conference on cable regulation among heads of *National Association of Broadcasters, Association of Maximum Service Telecasters, National Cable Television Association*, at WDSU-TV New Orleans (see story, page 41).

December

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

Dec. 7—Reception in honor of executive committee of *National Association of Broadcasters Broadcasters Club*, Washington.

Dec. 9—Presentation of *Alfred I. duPont-Columbia University Awards in broadcast journalism*. Low Memorial library, Columbia University, New York.

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

Dec. 20—Deadline for filing comments in FCC inquiry into fairness doctrine, phases dealing with "the fairness doctrine generally" and fairness in relation to political broadcasts (phases II and V, respectively). Replies due Jan. 29 (Doc. 19260).

January 1972

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

Jan. 10—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." Reply comments due Feb. 10.

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

Jan. 16-18—Midwinter convention, *Idaho State Broadcasters Association*. Rodeway inn, Boise.

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."

Jan. 28-29—Mid-winter meeting, *California Broadcasters Association*. Gene Autry hotel, Palm Springs.

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.

Feb. 11-12—Annual convention, *New Mexico Broadcasters Association*. Hilton hotel, Albuquerque.

March 1972

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

March 6-10—Second international study sessions for videocassette and video-disk programs and equipment (VIDCA '72). Besides reviewing indus-

try's brief past—its fortes and foibles—the sessions will focus on technical problems, the copyright issue, videocassettes and the public, and videocassettes and their applications to training and to industry. Registration may be arranged by contacting VIDCA, Commissariat General, 42 Avenue Ste. Foy, 9-Neully, France. Fees are \$170 for individual participants and \$120 for members of companies reserving an office at the sessions. Palais des Festivals. Cannes, France.

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

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

March 23-25—International Symposium on Communication: Technology, Impact and Policy, sponsored by *University of Pennsylvania and Communications Workers of America*. Symposium is designed to explore developing frontiers of knowledge in every aspect of communications. Annenberg School of Communications, University of Pennsylvania, Philadelphia.

March 23-27—Annual meeting, *Association of Federal Communications Consulting Engineers*. Alvin H. Andrus, chairman, convention committee. Martinique Hilton hotel, Fort de France, Martinique, French West Indies.

April 1972

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

April 19-21—Region six conference, sponsored by *Institute of Electrical and Electronics Engineers*. Microelectronics systems and applications and general systems and applications will be treated. Hilton inn, San Diego.

April 19-25—*International Film, TV-Film and Documentary Market (MIFED)*, where feature, TV and documentary films are traded on a world-wide basis. Advanced bookings may be made before March 15. For information: MIFED, Largo Domodossola 1, 20145 Milan, Italy.

April 20-22—International symposium, "Broadcasting in Pacific Nations," at 22d annual *Broadcast Industry Conference*. San Francisco State College. Address for queries: Dr. Benjamin Draper, conference chairman, Broadcast Industry Conference, San Francisco State College, San Francisco 94132.

May 1972

May 18-19—Conference on "Electronics 1985" by *Electronic Industries Association* to explore economic, political and social environment and relationship to electronics industry. Donn L. Williams, North American Rockwell Corp., chairman of steering committee. Conrad Hilton hotel, Chicago.

June 1972

June 11-14—Sixth annual *Consumer Electronics Show*, sponsored by *Electronic Industries Association*. McCormick Place, Chicago.

June (dates to be announced)—Annual convention, *Florida Association of Broadcasters*. Walt Disney World, Bay Lake, Fla.

August 1972

Aug. 9-12—Annual convention, *Rocky Mountain Broadcasters Association*. Sun Valley, Idaho.

Major meeting dates in 1972

Feb. 8-11, 1972—Ninth conference, *National Association of Television Program Executives*, Fairmont hotel, San Francisco.

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.

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office.

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OpenMike

On the scene

EDITOR: Rewards rather than penalties play a heavy role in inspiring the human to produce beyond his natural instincts and tendencies. For the FCC to establish percentages as a criteria for judging useful or substantial or superior service is to insure mediocre practitioners among licensees. With rewards, it is possible that the licensees, being human, can be induced to perform both qualitatively and quantitatively.

A reward that might be considered is that when a licensee has demonstrated in succeeding renewals that he provides the right substance at the right time on the important issue or problem facing a community, he should deserve a lengthened period for his license. He should be given the freedom to determine where in the broadcast day the most effort in programing time and money should be expended without a concomitant recitation in defense of his judgment.

To aid the commission in pursuing this kind of benevolent mission, benevolent in terms of the public interest, should not the commission explore the possibility of examining through film, video tape, or audio tape the substance of the licensees under the most regulatory pressure, namely, those already articulated by the FCC as being VHF's stationed in the top-50 markets?

Since only a limited number of markets are really at the center of this debate, why cannot the commission explore the possibility of examining these markets on a personal basis, similar to the procedure long since recognized in the banking industry where the bank examiners appear unannounced for audit of the financial institutions under the jurisdiction of the federal reserve system?

To amplify the federal bank-examiner concept, why not take each commissioner and position him in somewhat the same manner as the federal reserve governor is positioned today. He therefore would have a geographic or if thought better, an economic or if thought better, a population jurisdiction in which the examiner would be responsive to him as the result of a nationwide policy.

In addition to the license-renewal reward, perhaps instead of penalizing profits by setting some arbitrary percentage to be dedicated to public affairs and news broadcasting, the licensee could be rewarded for performance in a reduction of his annual fee obligation—Eldon Campbell, *VP and general manager*, WFBM-AM-FM-TV Indianapolis.

Applause (cont'd)

EDITOR: I have been passing out complimentary remarks about the BROADCASTING article by Steve Millard on public broadcasting [Nov. 8] to everyone I meet. In my judgment, the article is the most perceptive and comprehensive evaluation published at any time since I became associated with this enterprise. In a thoroughly balanced fashion Mr. Millard talked to a myriad of people inside and outside the industry, researched a mountain of publications on the subject and wrote a definitive description of the problems and progress on the enterprise.

I was particularly pleased to learn that Congressman [Lionel] Van Deerlin (D-Calif.) placed the entire article in the *Congressional Record* of Nov. 10 for the ready reading of his legislative colleagues. Please accept my warmest commendation for a fine and timely piece of reporting.—John W. Macy Jr., *president*, Corporation for Public Broadcasting, Washington.

EDITOR: As the young people would say, you "tell it like it is." Congratulations on your special report.—Hartford N. Gunn Jr., *president*, Public Broadcasting Service, Washington.

EDITOR: That is just one hell of a fine piece of reporting on public television. By far the best thing that's been done on our terribly confusing business. As an old newspaperman myself, I can only say of your work, "Yippee." —David O. Ives, *president*, WGBH Educational Foundation, Boston.

EDITOR: Congratulations on "The story of public broadcasting." As a member of the CPB Advisory Committee of National Organizations, I am fairly familiar with the situation in public broadcasting, and Mr. Millard has identified the issues with great fairness and insight. The writing itself was a pleasure; it reminds me more of the *Saturday Review* than what I am accustomed to in the trade press.

I hope you are planning to make reprints available. Certainly my organization and many others will want additional copies.—William F. Fore, *executive director*, Broadcasting and Film Commission, National Council of the Churches of Christ, New York.

(Reprints are indeed available, at the following prices: 500 or more, 10 cents each; 100-500, 15 cents each; 1-100, 25 cents each.)



It's Saturday morning. And millions of kids are learning about the Opening of British Parliament, Foreign Aid the Election of a Teen-age Mayor, the Susan B. Anthony \$2 Bill, Radioactive Houses, the G.M. Safety Car, the Irish Republican Army and Prisoners of War.

Between all that
they also find time for laughter.



Try throwing the book of learning at active youngsters cold, and chances are they'll throw it right back. Especially on Saturday.

So we do it differently.

With "In the News," a series of miniature newsreels produced especially for children by CBS News, broadcast every Saturday morning.

"In the News" is designed to give young people the whys and wherefores of what's happening in the world. The range is practically limitless: everything from London Bridge's trip to Arizona to President Nixon's trip to Moscow.

But here's the catch. We don't force-feed "In the News" to children on a stern "eat-it-it's-good-for-you" basis. Instead we break it up into easily digested portions. Eight different "In the News" segments are mixed in with our highly popular Saturday morning

lineup of entertainment shows (it's what gets kids to watch in the first place).

The transition from entertainment to education is effortless. And each week millions of kids start learning before they've even had a chance to stop laughing.

We also take this unpedantic approach to learning in our other Saturday morning educational programming. In "You Are There," our youth-oriented re-creation of the CBS News classic, in which Walter Cronkite anchors "on-the-spot" coverage of historic events. And in "The CBS Children's Film Festival," the Peabody Award-winning showcase for children's films from all over the world.

Educating kids by entertaining them is part of our method, of course. You might say we're slipping one over on them while they *are* looking.

CBS 

Every Saturday on CBS: 8:00 am The Bus Bunny Show; 8:30 Scooby-Do, Where Are You?; 8:56 In the News; 9:00 The Harlem Globetrotters; 9:26 In the News; 9:30 Help! It's the Hair Bear Bunch!; 9:56 In the News; 10:00 Pebbles and Bam Bam; 10:26 In the News; 10:30 Archie's TV Funnies; 10:56 In the News; 11:00 Sabrina, the Teenage Witch; 11:26 In the News; 11:30 Josie and the Pussycats; 11:56 In the News; 12:00 Noon The Monkees; 12:26 In the News; 12:30 You Are There; 1:00 The CBS Children's Film Festival.

The unexploited billings in those supermarkets

Two hours of prime time one night recently and I saw three different supermarket commercials. The next morning, a half hour on the freeway and I heard four radio spots for three other food stores. Nothing particularly spectacular—it just reflects a departure from the customary heavy food-price advertising by supermarkets that dominate the Wednesday and Thursday newspapers.

The grocery chains are by no means abandoning the traditional print spreads. Television and radio are no places for two-for-twenty-nine-cents frozen peas and dollar-twenty-nine-a-pound sirloin. But the broadcast media are places for a softer sell with emphasis on quality and service.

Those commercials that I saw and heard point up one fact—there is an untapped market for broadcast in the retailer field. If you could look at the ad budgets of large retailers today, I would be willing to bet that radio and TV share in less than 20% of those budgets. And most of that 20% has probably come over the transom in the last five years as a result of young, aggressive retail managers. I'm not saying that the broadcasting industry hasn't worked for those dollars. It has. But mind you, those are new dollars, and very hard to come by.

How can stations get into those budgets?

Each of you has to prove his worth, has to show the retailer results. For years the food chains have had success stories with newspaper specials. Compare the similarity between today's food pages and those of 30 years ago. The layout is the same; only the pricing and packaging have changed.

Go for the obvious—learn about newspaper advertising. How much does an inch cost? Or a full page? What did a prospect spend last week? The week before? Estimate his budget and it will pay off. A radio-station manager recently boasted that he had finally sold a local department store on testing radio—\$2,000 in one week. But after analyzing the newspaper and Sunday supplements, it was found that \$2,000 was but a small fraction of the weekly budget.

Get some help to sell the retailer. If he doesn't already have one, an advertising agency—preferably one well versed in broadcast—is in order. If your

station and the agency are made from the same mold, your efforts will pay off. Point out the obvious; the station, not the advertiser, pays the agency.

If there isn't an agency involved, offer to help create effective commercials. Show him how you can save him production dollars. Don't forget you are competing in a way with newspapers. Take a look at the typesetting and plating that they would do for the client. Some television stations, in order to get a schedule, have even offered to absorb production costs into a package buy.

Offer the retailer an effective schedule. Don't let him buy too thin. One spot a day for the first week won't get anybody's doors knocked down. And yet don't get too greedy. If he hasn't been in broadcast, he's going to be very defensive and will want to go slowly. Remember, he's walking away from a winner. Show him that he won't become a loser.

Be aware that the retailer expects flexibility. He reacts quickly to sales figures because that's his business. He knows every day, sometimes every hour, what's happening. The cash register is telling him. Unless you are electronically automated you can offer him flexibility he could never get from newspapers. Not too long ago on a Saturday morning the meat packers went on strike against one of our clients in southern California. The news media picked it up and made it sound as if all would be fasting until the strike was over. No

qualification was made that our client's store managers were manning the packing plant. Within hours the store's commercials were tagged with announcements that all meat cases were fully stocked and that it was open for business.

Don't be afraid to use other media and, of course, all the merchandising you can muster to support your campaign efforts. Be prepared to repeat the commercials right to the customer's face.

After you've got the retailer hooked on using broadcast, let your imagination go. Show him ways to stretch his advertising dollar further. For example: would you consider finding a soap manufacturer to piggy-back his TV commercial with a supermarket commercial? Would you sell those two 30's at the price of a 60? The newspapers do even better and right now they have the business.

If you're in CATV you can really be innovative. For one thing, you're probably not yet dependent on advertising dollars. For another, you are economically portable; that is, you can move your half-inch or one-inch equipment on to location and with only a little effort right into the retailers outlets.

The big excitement in this industry comes when you do something innovative. A new product, a new client or a new marketing concept. Right now, there is a new advertiser spending a lot of money with someone else. And he's right around the corner. "May we help you, Mr. Retailer?"



David Watson has been on both the client and the agency sides of advertising. Today, as an account supervisor at Cooke & Levitt, he services Safeway Stores and Avis Rent-A-Car. A native New Yorker, Mr. Watson formerly represented Gulf Oil as a merchandising supervisor throughout the Northeast. He also served for a year as a product manager at Best Foods. For the five years prior to coming to California he was with Doyle Dane Bernbach as an account executive on American Airlines and Uniroyal.

CHARLOTTE IS *IN* MOTION



...AND YOU SEE IT ON WSOC TV. CHARLOTTE, NORTH CAROLINA WAS RANKED 39 THREE YEARS AGO AND LAST YEAR WAS 35 IN ADI MARKET SIZE. THIS YEAR WE'RE 33RD* AHEAD OF SAN DIEGO AND NEW ORLEANS** MOVE WITH US IN A MOVING SOUTH. PLACE YOUR SPOTS ON WSOC TV IN CHARLOTTE...A MARKET IN MOTION.

*ARB 1971-72 Exclusive Television Market Areas of Dominant Influence in the United States

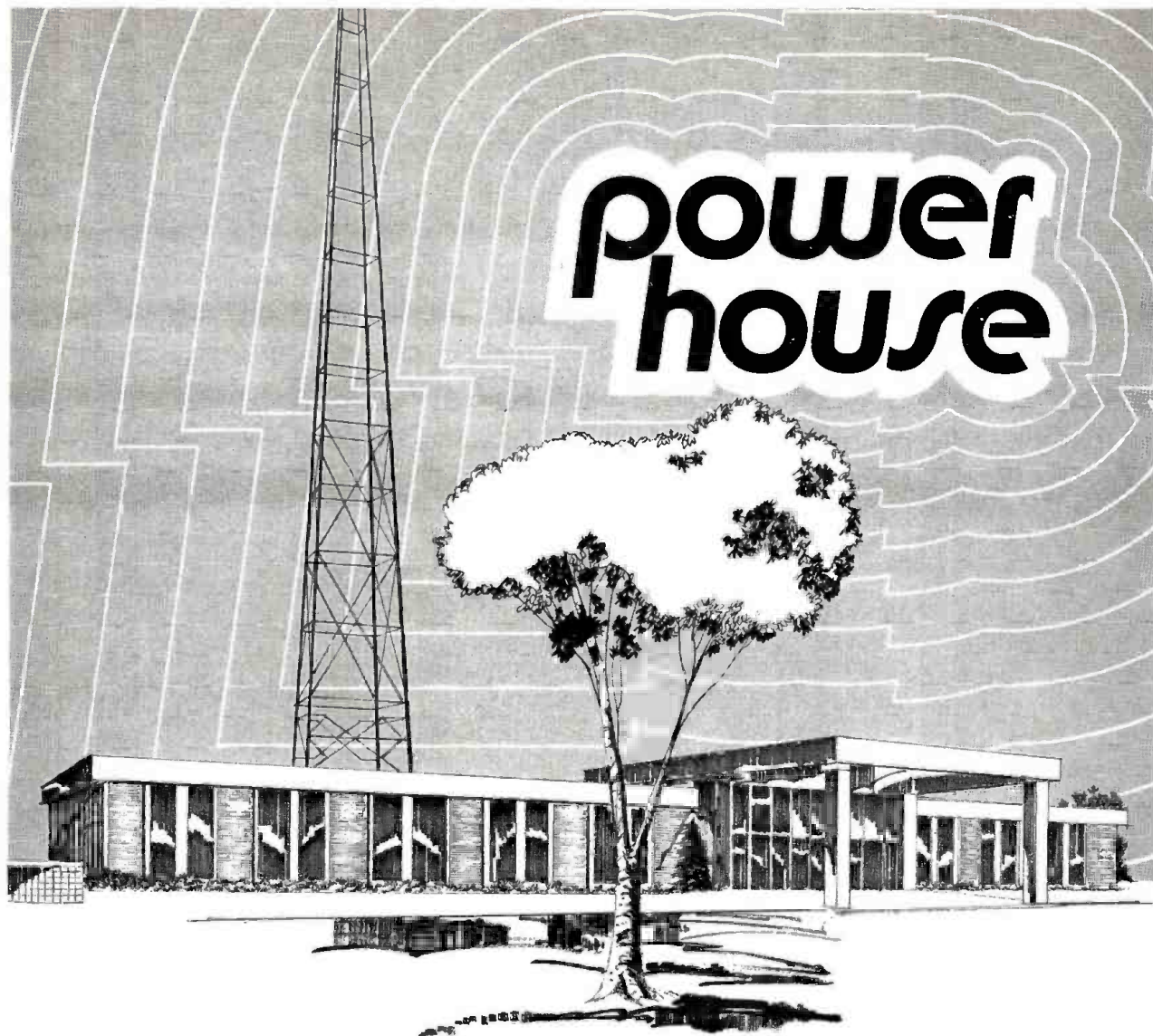
**Nielsen U S Television Ownership Estimates by State, County and Designated Market Area September 1971.

WSOC-TV **9** Charlotte

COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WIIC-TV, Pittsburgh.



Illustration: Climbing for altitude the jet liner depicts one of 177 flights made in and out of Charlotte daily.



New WSJV-TV Facilities Sell \$4 Billion Market.

It's another step by WSJV-TV to reach the fast-growing market of northern Indiana and southern Michigan with its estimated effective buying income of more than \$4 billion.

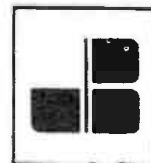
Last year we introduced Tower Power: a new tower 1,090 feet above average terrain, and a new transmitter with 4,160,000 watts ERP maximum directional.

Now these new facilities — housing the latest in color equipment, coupled with the rapid growth of ABC Network Service, bring it all together.

For South Bend-Elkhart, it's a beautiful new landmark. For the advertiser it's a powerful medium to reach his buyers. Call Blair today!



THE COMMUNICANA GROUP, JOHN F. DILLE, JR., PRESIDENT
 The Communicana Group also includes WMEE and WMEF (FM), Ft. Wayne,
 WTRC and WFIM (FM), Elkhart; and the *Elkhart Truth* (Daily).



BLAIR TELEVISION

Cigarettes take their toll at agencies

And the economy's no help either as broadcast billings at top-50 radio-TV firms fall off \$129.9 million in 1971

Broadcast billings of the leading 50 TV-radio agencies stumbled and fell right along with the general economy of 1971, but what really tripped them up was television. In BROADCASTING's annual compilation of domestic billings by these agencies, they were a total of \$143.4 million off last year's mark in TV billings, although radio billings for the top 50 were up \$13.5 million from 1970. Combined broadcast spending fell \$129.9 million:

But the handwriting was on the wall. After a nonstop upward climb in recent years in broadcast investments by these agencies, 1970 saw the climb come to an abrupt halt.

The comparisons of results in 1971 with those of 1970 and preceding years underscore the current difficulties of major agencies buffeted by a soft economy, by tighter advertising budgets, and by the loss of cigarette billings.

Earlier statistics had etched a pattern of ever accelerating TV-radio spending by the leading 50 agencies' clients. Broadcast investments were up \$137 million in 1968 over 1967, \$288 million higher in 1969 than in 1968, and despite the slow-down in 1970, up \$10 million that year compared with 1969.

Though deceleration had begun last year, TV billings were still up \$6 million in 1970, while radio billings rose only some \$4 million compared with the better gain of this year, indicating a channeling in 1971 of some hefty budgets from higher-priced TV to lower-priced radio.

The impact of cigarette broadcast-billings losses and cutbacks among blue-chip advertisers caused some upset both in rankings of the agencies and in traditional spending patterns.

William Esty Co., an R. J. Reynolds Industries agency, firm in the ninth ranking last year with \$124 million, thanks in part to Reynolds's hefty tobacco business, slipped to 12th with \$97 million in broadcast billings in 1971.

Dancer-Fitzgerald-Sample, with an

These agencies led in these categories

In . . .	Agency	Billings
. . . Total broadcast billings	J. Walter Thompson	\$259.5 million
. . . Total television billings	J. Walter Thompson	\$231.7 million
. . . TV-network billings	J. Walter Thompson	\$166.7 million
. . . TV-spot billings	Dancer-Fitzgerald-Sample	\$77 million
. . . Total radio billings	J. Walter Thompson	\$27.8 million
. . . Radio network billings	Needham, Harper & Steers	\$4.3 million
. . . Radio spot billings	J. Walter Thompson	\$24.6 million
. . . Biggest broadcast gain	Needham, Harper & Steers	\$13.4 million

estimated \$77 million in spot television, was the leading agency in that category, displacing J. Walter Thompson (a cigarette agency) which had been in that position in recent years and by passing Ted Bates & Co., perennially a big spot-TV biller and also a cigarette agency.

Cutbacks in TV-radio billings affected almost half of the agencies; 24 reported decreases (18 in 1970), 21 showed increases (24 in 1970), one stayed the same. Four were new to the list.

JWT, which remained in the number-one spot with \$259.5 million, was down \$20.6 million; Ted Bates and Leo Burnett Co., in a tie for the second spot, were down substantially—all three had cigarette accounts in TV-radio a year ago. William Esty, BBDO and SSC&B, all of which showed billing decreases, also had cigarette broadcast accounts in 1970.

Returned to the top-50 list this year were Parkson Advertising and Bozell & Jacobs, while D'Arcy-MacManus-Intermarco, and Tinker Dodge & Delano, new to the list, represented agency mergers.

An alphabetical listing of the first 50 broadcast billing agencies follows (in most cases figures were obtained from the agencies themselves; in some others, estimates were compiled from best available source.

Carl Ally Inc. (49)

Combined TV-radio billings \$11 mil-

lion; \$10 million in TV (\$7 million in network, \$3 million in spot); \$1 million in radio (all in spot); TV-radio share of over-all billings: 38%.

Although Ally's share of broadcast billing was down three percentage points from last year, broadcast billing increased \$1.1 million for the period, all in TV. However, the division of billing was almost completely reversed with network TV figures gaining \$3.7 million and spot TV losing \$2.6 million. During the year Ally picked up some heavy broadcast clients with Pan American Airways heading the list (at the expense of Northeast Airlines) with \$13 million in billing (\$11 million in TV). Other new accounts include The Travelers Insurance, Pharmacrast (Sinarest, Allerest, Coldene and Ting) and Fiat U.S. Also on Ally's broadcast client roster: Hertz, Carter Wallace's Rise shaving products and CBS.

N. W. Ayer & Son (19)

Combined TV-radio billings \$55 million; \$47 million in television (\$26 million in network, \$21 million in spot); \$8 million in radio (\$1.5 million in network, \$6.5 million in spot); TV-radio share of over-all billing: 49%.

In 1970 Ayer had dropped \$6 million under 1969 but this year achieved a dramatic turnabout, adding \$7 million to its broadcast billing. (Broadcast share was up five percentage points.)

Radio benefited the most—up \$5 million, all but \$500,000 of this in spot.

Biggest spot-radio spenders were AT&T and its local operating companies, U.S. Army Recruiting Command (also network) and General Motors. Insurance Co. of North America also was in network.

Major TV clients: AT&T. Army Recruiting, Alberto-Culver, Dr. Scholl, DuPont, all in network and spot; Sealtest, Miller-Morton (pet care products), Scott Paper, Economics Laboratories, Gino's, all in spot.

Ted Bates & Co. (2)

Combined TV-radio billings \$184.5 million; \$171.4 million in television (\$104.6 million in network, \$66.8 million in spot); \$13.1 million in radio (\$2.8 million in network, \$10.3 million in spot); TV-radio share of over-all billings: 72.7%.

Bates, which traditionally billed heavily in broadcast for Brown & Williamson Tobacco, showed a drop in share and was \$11.6 million off its 1970 mark.

The decline was across-the-board in television, but radio billing improved by almost \$2 million, mostly in network. During the year, Bates added National Railroad Passenger Corp. and Upjohn to its accounts.

Heaviest buying through Ted Bates is for blue-chip Colgate-Palmolive (network TV—including full sponsorship also of the daytime *The Doctors* on NBC—spot TV and radio, both network and spot). Warner-Lambert, ITT, Continental Baking and Standard Brands are all in spot radio (Warner is in network as well). These clients, with the addition of Bristol-Myers, Mars, International Playtex, Pfizer and National Biscuit are in TV, network and spot. National Biscuit also is in network radio. Prudential has network-TV participations.

BBDO (4)

Combined TV-radio billings \$167.6 million; \$141.2 million in television (\$89.2 million in network, \$52 million in spot); \$26.4 million in radio (\$3.6 million in network, \$22.8 million in spot); TV-radio share of over-all billing: 62%.

Although the American Tobacco cigarette billing was out of broadcast at BBDO in 1971, the agency managed to be off but \$6.3 million. BBDO kept its broadcast share of total billing on an about even keel by acquiring several new accounts—Breck (Breck One shampoo), Faberge and Burlington Northern—to offset its loss of the New York State Department of Commerce, United Fruit and B. F. Goodrich accounts.

Other than the newly acquired clients, the major broadcast users include

Campbell Soup, Block Drug, Chevron Oil, Dow Chemical, Pepsi-Cola and its bottlers, F. & M. Schaefer Brewing, General Electric, DuPont and Scott Paper.

Benton & Bowles (6)

Combined TV-radio billings \$138.7 million: \$131.2 million in television (\$93.7 million in network, \$37.5 million in spot); \$7.5 million in radio (\$1.7 million in network, \$5.8 million in spot): TV-radio share of over-all billings: 85.7%.

Benton & Bowles' steady climb in broadcast billing (last year's figures showed a \$2 million rise) brought it beyond the \$11.7 million mark this year. A 2.7 percentage-point rise in broadcast share was also recorded. Television had the greatest share of the increase, registering a \$9.8 million rise, while radio advanced \$1.9 million. Two heavy broadcast accounts, Gillette and Yardley, were added during the year, and Sterling Drug resigned.

B&B numbers some of the heaviest broadcast spenders among its clients: Procter & Gamble, Texaco, Morton/Norwich, General Foods, S. C. Johnson, Vick Chemical and Hasbro.

Bozell & Jacobs (37)

Combined TV-radio billings \$20 million; \$15 million in television (\$2.5 million in network, \$12.5 million in spot); \$5 million in radio (\$500,000 in network, \$4.5 million in spot): TV-radio share of over-all billing: 37%.

Bozell & Jacobs' growth in spot marked its return this year to the top-50 list, paced by heavy spender Mutual of Omaha Insurance (*Wild Kingdom* on NBC-TV at the start of the year and in trade-out this fall). Other top broadcast accounts: Borden's Wyler Foods, Avro Finance, Stauffer Chemical, Fairmont Foods and Renfield Importers (Martini & Rossi vermouth). Still other radio-TV billing is provided by local and regional accounts.

Leo Burnett (2)

Combined TV-radio billings \$184.5 million; \$172.6 million in television (\$115.4 million in network, \$57.2 million in spot); \$11.9 million in radio (\$1.6 million in network, \$10.3 million in spot): TV-radio share of over-all billings: 69.3%

As with most major agencies with cigarette accounts, Burnett, which has Philip Morris as a client, was off this year from 1970. The Chicago-based agency's broadcast-billing drop was \$17.5 million; the broadcast share fell 5.8 percentage points.

Burnett also has non-cigarette billing in Personna, a division of Philip

Morris (share sponsorship with PM's Miller Brewing of U.S. Open Tennis championship matches on CBS). Its major broadcast clients include Procter & Gamble, Pillsbury, Schlitz, Nestle, Union Carbide, Pfizer, United Air Lines (also in sports sponsorship in network TV), Vick Chemical, all in network and spot TV and in spot radio. Vick is in network radio as well. Other accounts in spot and network TV include Star-Kist, Lewis-Howe, Mattel and Maytag.

During the year the agency lost Campbell Soup (Franco-American and Swanson Frozen Foods) and gained U.S. Postal Service.

Campbell-Ewald (23)

Combined TV-radio billings \$45 million; \$38 million in television (\$25.7 million in network, \$12.3 million in spot); \$7 million in radio (\$1.9 million in network, \$5.1 million in spot); TV-radio share of over-all billing: 36.9%.

The broadcast share of Campbell-Ewald's billing dipped 1.9 percentage points. In dollar volume, C-E was off \$4 million, mostly in spot (TV and radio).

Chevrolet was by far the most active account in the list of primary broadcast buyers. Others included Marathon Oil; General Motors' Delco. United Motors Service and GM Acceptance divisions; Admiral, North American Rockwell and National Steel.

All of these are in TV, and Chevrolet, Marathon, Admiral, UMS and National Steel—with the addition of Ex-Cell-O and Kelly Services—were chief radio users.

Campbell-Mithun (28)

Combined TV-radio billings \$31 million; \$21 million in TV (\$3 million in network, \$18 million in spot); \$10 million in radio (\$1 million in network, \$9 million in spot); TV-radio share of over-all billings: 41%.

Broadcast billings for the Minneapolis-based Campbell-Mithun were down \$2.2 million which reflects a three percentage-point drop in broadcast share of total billings. A \$3.1-million billings rise in radio was unable to offset a \$5.3-million dip in television.

Among new clients with broadcast plans: Armour & Co., Chicago-Northwestern Railway, Felco Division Land O'Lakes, Minnesota Fabrics, Northwestern Bell Telephone—Minnesota, SuperAmerica and Texas Dairy Queen. C-M's biggest broadcast client, General Mills, is a heavy spender in both network and spot TV and network and spot radio. Other broadcast accounts: Northwest Orient Airlines, Ac'cent International Division, Gold Seal Co., G. Heileman Brewing, International Dairy

Top-50 agencies and their 1971 radio-TV billings

(All dollar figures are in millions)

	Combined Broadcast Billings	Total TV	TV Network	TV Spot	Total Radio	Radio Network	Radio Spot	Broadcast Share of Agency's Total Billings	Broadcast Billings Change (\$) From 1970	Agency's Rank In 1970
1. J. Walter Thompson	\$259.5	\$231.7	\$166.7	\$ 65.0	\$ 27.8	\$ 3.2	\$ 24.6	57%	-20.6	1
2. Leo Burnett	184.5	172.6	115.4	57.2	11.9	1.6	10.3	69.3%	-17.5	2
2. Ted Bates & Co.	184.5	171.4	104.6	66.8	13.1	2.8	10.3	72.7%	-11.6	3
4. BBDO	167.6	141.2	89.2	52.0	26.4	3.6	22.8	62%	- 6.3	5
5. Young & Rubicam	161.5	139.1	93.1	46.0	22.4	1.9	20.5	55.8%	-27.1	4
6. Benton & Bowles	138.7	131.2	93.7	37.5	7.5	1.7	5.8	85.7%	+11.7	8
7. Dancer-Fitzgerald-Sample	135.0	130.0	55.0	75.0	5.0	1.0	4.0	80%	+ 5.0	7
8. McCann-Erickson	124.0	107.0	64.0	43.0	17.0	1.1	15.9	60%	+ 6.0	10
9. Doyle Dane Bernbach	116.0	103.0	64.6	38.4	13.0	0.5	12.5	53.8%	-22.8	6
10. Ogilvy & Mather	109.1	99.6	50.9	48.7	9.5	1.9	7.6	62.3%	- 7.3	11
11. Grey Advertising	105.0	92.0	51.0	41.0	13.0	3.0	10.0	57%	+ 3.0	13
12. William Esty	97.0	86.0	57.0	29.0	11.0	2.0	9.0	64%	-27.0	9
13. SSC&B	89.8	81.2	58.5	22.7	8.6	2.2	6.4	74.4%	- 5.3	14
14. D'Arcy-MacManus-Intermarco	85.0	65.0	34.0	31.0	20.0	3.5	16.5	38%	**	**
15. Needham, Harper & Steers	74.7	60.0	43.6	16.4	14.7	4.3	10.4	55.7%	+13.4	18
16. Foote, Cone & Belding	70.3	66.5	51.0	15.5	3.8	0.6	3.2	45%	-35.2	12
17. Wells, Rich, Greene	68.7	64.4	45.0	19.4	4.3	0.7	3.6	55%	- 0.3	16
18. Compton	67.2	64.8	44.5	20.3	2.4	—	2.4	86.5%	- 4.7	15
19. N. W. Ayer & Son	55.0	47.0	26.0	21.0	8.0	1.5	6.5	49%	+ 7.0	22
20. Lennen & Newell	52.0	41.0	23.0	18.0	18.0	—	11.0	50%	-13.0	17
21. Cunningham & Walsh	50.0	47.0	25.0	22.0	3.0	0.5	2.5	66.6%	+ 0.5	19
22. Kenyon & Eckhardt	49.0	40.0	22.0	18.0	9.0	3.5	5.5	45%	+ 3.0	23
23. Campbell-Ewald	45.0	38.0	25.7	12.3	7.0	1.9	5.1	36.9%	- 4.0	21
24. Norman, Craig & Kummel	44.7	41.1	25.5	15.6	3.6	1.0	2.6	65%	+ 0.3	24
25. Clinton E. Frank	40.0	34.0	12.0	22.0	6.0	—	6.0	50%	+ 8.0	29
26. Marschalk	39.0	36.5	22.0	14.5	2.5	—	2.5	67%	- 4.0	25
27. Erwin Wasey	35.0	33.0	10.0	23.0	2.0	—	2.0	80%	- 4.0	26
28. Campbell-Mithun	31.0	21.0	3.0	18.0	10.0	1.0	9.0	41%	- 2.2	28
29. Tatham-Laird & Kudner	28.6	27.6	16.8	10.8	1.0	0.1	0.9	55%	+ 1.5	31
30. Post-Keyes-Gardner	28.1	23.1	15.0	8.1	5.0	0.8	4.2	53%	- 2.58	30
31. Honig-Cooper & Harrington	25.0	20.0	9.5	10.5	5.0	—	5.0	70%	+ 6.0	36
32. Ketchum, MacLeod & Grove	24.3	19.9	11.7	8.2	4.4	—	4.4	25.3%	+ 2.5	—
33. Gardner Advertising	23.5	20.1	14.1	6.0	3.4	0.6	2.8	48%	- 3.2	33
34. Parkson Advertising Agency	21.25	21.0	20.5	0.5	0.25	—	0.25	85%	*	*
35. Arthur Meyerhoff Associates	20.9	16.2	1.6	14.6	4.7	0.9	3.8	86%	+ 0.7	34
36. LaRoche McCaffrey & McCall	20.8	20.0	15.0	5.0	0.8	—	0.8	40%	- 6.2	32
37. Bozell & Jacobs	20.0	15.0	2.5	12.5	5.0	0.5	4.5	37%	*	*
38. Edward H. Weiss & Co.	19.3	18.4	7.9	10.5	0.9	0.3	0.6	57%	+ 2.5	39
39. DKG	18.4	15.6	5.5	10.1	2.8	0.5	2.3	51%	+ 0.9	38
40. Clyne Maxon	17.4	16.4	8.3	8.1	1.0	—	1.0	60%	+ 1.3	42
41. Lois Holland Callaway	16.0	15.0	1.5	13.5	1.0	—	1.0	80%	- 3.0	37
42. W. B. Doner & Co.	15.6	11.6	1.0	10.6	4.0	0.1	3.9	56%	+ 3.6	48
43. Maslus, Wynne-Williams, Street & Finney	15.5	15.4	9.0	6.4	0.1	—	0.1	85%	- 0.93	41
44. Daniel & Charles	15.0	13.5	5.5	8.0	1.5	—	1.5	50%	+ 2.2	47
45. Warwick & Legler	13.9	12.2	11.0	1.2	1.7	0.3	1.4	32.7%	0	46
46. Henderson Advertising	13.5	12.8	5.0	7.8	0.7	—	0.7	75%	- 0.5	45
47. Richard K. Manoff	12.45	11.7	3.2	8.5	0.75	—	0.75	75%	- 2.55	43
48. Knox Reeves	11.2	10.7	3.2	7.5	0.5	—	0.5	76.5%	+ 1.2	49
49. Carl Ally	11.0	10.0	7.0	3.0	1.0	—	1.0	38%	+ 1.1	50
50. Tinker, Dodge & Delano	10.0	8.9	3.0	5.9	1.1	—	1.1	45%	*	*

* Not listed in 1970 top 50.

** Because of major merger in 1971, no comparable figure in 1970.

Queen, A. E. Staley Manufacturing Co.,
Top Value and The West Bend Co.

Clyne-Maxon (40)

Combined TV-radio billings \$17.4 million; \$16.4 million in television (\$8.3 million in network, \$8.1 million in spot); \$1 million in radio (all spot); TV-radio share of over-all billings: 60%.

Clyne-Maxon's broadcast billing edged upward, increasing \$1.3 million over 1970. Its broadcast share was about the same.

New accounts acquired included Heet lotion, Sinus headache formula, System hair spray, Denorex shampoo and Dots candy. Major broadcast clients are General Electric products (beauty products, food preparations and portable appliances, all in network and spot TV and

spot radio, and clocks in spot TV); Driscoll and Primatene Mists and Primatene tablets, Arthritis pain formula and Heet, all in network and spot TV also number among its accounts.

Compton Advertising (18)

Combined TV-radio billings \$67.2 million; \$64.8 million in television (\$44.5 million in network, \$20.3 million in

spot); \$2.4 million in radio (all spot); TV-radio share of over-all billings 66.5%.

Reflecting the unsettled year at most major advertising agencies, Compton's broadcast billings declined \$4.7 million as the TV-radio share of billings increased sharply. The drop was mostly at the expense of spot TV and network radio, with network TV actually showing a slight gain this year.

In the accounts gained-or-lost column, Compton added Alberto Culver, resigned Schick Safety Razor. Billing during 1971 included Alberto-Culver (network and spot TV).

Compton is a key Procter & Gamble agency, and in addition to that TV-heavy spender, broadcast clients included Consolidated Cigar, New York Life Insurance, Norcliff Laboratories, Norwich Pharmacal. U.S. Steel was an important spot-TV biller.

Cunningham & Walsh (21)

Combined TV-radio billings \$50 million; \$47 million in television (\$25 million in network, \$22 million in spot); \$3 million in radio (\$500,000 in network, \$2.5 million in spot); TV-radio share of over-all billings: 66.6%.

It was a near repeat performance in broadcast for Cunningham & Walsh this year, with share of over-all billing, slightly up and \$500,000 on the plus side in comparison with last year's levels.

Biggest broadcast accounts: Jergens, American Home Products, AT&T Yellow Pages, Anderson Clayton Foods, MEM, Joseph Schlitz (Old Milwaukee beer) and Procter & Gamble's Folger's coffee.

Dancer-Fitzgerald-Sample (7)

Combined TV-radio billings \$135 million; \$130 million in television (\$55 million in network, \$75 million in spot); \$5 million in radio (\$1 million in network, \$4 million in spot); TV-radio share of over-all billing: 80%.

D-F-S notched a \$5-million increase in broadcast billing this year, with this year's broadcast share even with last year's.

The substantial D-F-S broadcast activity was dampened somewhat with R. J. Reynolds Camel and Camel Filter no longer broadcast billers, but Reynolds has Winchester cigars newly on the air this year.

Its additional \$5 million this year was all in spot television. Some of it can be attributed to Hanes Hosiery, Coffee Promotion Committee, three new products from Schick, Riviana Food Products (Hebrew National Kosher Foods), Beechnut's Breath savers candy mints and additional Boise Cascade business, which came in over the year.

(Matson Navigation was resigned in 1971).

Also active in broadcast: BP Oil, Best Foods, other Boise Cascade products, General Mills, GM's Frigidaire, Glenbrook Laboratories, other Hanes products, Peter Paul and Procter & Gamble.

Daniel & Charles (44)

Combined TV-radio billings \$15 million: \$13.5 million in television (\$5.5 million in network, \$8 million in spot); \$1.5 million in radio (all spot); TV-radio share of over-all billings: 50%.

Daniel & Charles increased its TV billing and in the process both its broadcast share (by 10 percentage points) and its dollar volume in broadcast (up \$2.2 million). The agency picked up Maidenform and Bristol-Myers (Ban deodorant and Moisturelle). Ban and Moisturelle are in network and spot TV; Kayser-Roth (Supp-hose) in spot TV and radio and network TV; GAF in network and spot TV; Emerson TV in spot TV and Jean Nate (Lanvin-Charles of the Ritz) in spot TV and radio.

D'Arcy-MacManus-Intermarco (14)

Combined TV-radio billings \$85 million; \$65 million in television (\$34 million in network, \$31 million in spot); \$20 million in radio (\$3.5 million in network, \$16.5 million in spot); TV-radio share of over-all billing: 38%.

According to authorities of this agency, billing breakouts (as well as totals) cannot be brought into focus at this period of the year because of the D'Arcy advertising merger with MacManus, John & Adams (both agencies purchased shares in Intermarco N. V. European agency, forming D'Arcy-MacManus-Intermarco earlier in 1971).

From information and estimates available it is believed that agency billed roughly \$85 million in broadcast.

Among the major broadcast contributors: General Motors (Cadillac and Pontiac), Celanese, Colgate-Palmolive, Dow Chemical, General Mills, ITT, Serta Associates and Sterling Drug among packaged-goods accounts, all from the MacManus, John & Adams division; Anheuser-Busch, American Oil, General Tire and Rubber Co. and Gerber Products, among accounts from D'Arcy.

DKG Inc. (39)

Combined TV-radio billings \$18.4 million; \$15.6 million in television (\$5.5 million in network, \$10.1 million in spot); \$2.8 million in radio (\$500,000 in network, \$2.3 million in spot); TV-

radio share of over-all billing: 51%.

DKG, in its second year in the top-50 listing, had broadcast billing \$900,000 above 1970 levels. It acquired two new accounts: Corning Glass (in television) and Consolidated Cigar (in radio and TV). Other TV clients were American Enka, Getty Oil, Indian Head, Remington, Sauter Laboratories, West End Brewing. Getty, Remington and West End were also in radio.

W. B. Doner & Co. (42)

Combined TV-radio billings \$15.6 million: \$11.6 million in television (\$1 million in network, \$10.6 million in spot); \$4 million in radio (\$100,000 in network, \$3.9 million in spot); TV-radio share of over-all billings: 56%.

Doner, which in 1970 began rebuilding its broadcast business, showed a substantial rise in 1971—a three percentage-point increase in broadcast share and more than \$3 million in billing, mostly in spot television. Broadcast clients include National Brewing, Commercial Credit, Hygrade Food, Faygo Beverages, Tootsie Roll Products, Evening News Association, Allied Supermarkets and General Electric—and Dow Chemical, which with Calgon, were two accounts acquired this year.

Doyle Dane Bernbach (9)

Combined TV-radio billings \$116 million: \$103 million in television (\$64.6 million in network, \$38.4 million in spot); \$13 million in radio (\$500,000 in network, \$12.5 million in spot) TV-radio share of over-all billings: 53.8%.

With the absence of Alka-Seltzer billings in 1971 and subsequent changes in account make-up, Doyle Dane Bernbach saw its broadcast share drop 8.5 percentage points and accordingly was off almost \$23 million, nearly all of it in TV, where the Alka-Seltzer billing was heaviest.

Acquired during the year were Avianca Airlines, O. M. Scott & Sons, Korvettes, United Virginia Bankshares and Schick Safety Razors. Resigned was Gillette business. Among its basic broadcast accounts, Mobil, Burlington and Sara Lee were all in network and spot TV and radio; American Airlines, Polaroid and Volkswagen in network-spot TV and spot radio; Bristol-Myers in network and spot TV and Strohs in spot (radio and TV).

Erwin Wasey (27)

Combined TV-radio billings \$35 million; \$33 million in television (\$10 million in network, \$23 million in spot); \$2 million in radio (all spot); TV-radio share of over-all billing: 80%.

Erwin Wasey, an Interpublic agency,

was off an estimated \$4 million from its 1970 level in broadcast—the reduction follows the \$3-million dip in a similar 1970 vs. 1969 computation.

Carnation, Gallo, Purex and Gulf Oil's tires, batteries and household products contributed to Erwin Wasey's broadcast billing.

William Esty (12)

Combined TV-radio billings \$97 million: \$86 million in television (\$57 million in network, \$29 million in spot); \$11 million in radio (\$2 million in network, \$9 million in spot); TV-radio share of over-all billings: 64%.

The departure of cigarette billing in broadcast left its mark on William Esty's showing in 1971. Esty had handled substantial broadcasting billings for R. J. Reynolds cigarette brands. Radio-TV billing was off \$27 million, the share down nine percentage points.

Still in the shop was RJR Foods,

radio's share of over-all billings: 45%.

For an agency the size of FC&B, its drop in broadcast-billing share (off 12.5 percentage points) was substantial. The down trend also followed a \$10.7-million loss in broadcast, 1970 vs. 1969. Now but one year later, the more recent drop-off came to \$35.2 million, affecting all categories, spot and network, TV and radio.

An attrition of accounts, plus a tightening of budgets, that had set in during 1970 continued this year. Calo Pet Foods, Marathon Manufacturing, Profax, Texas Eastern Transmission and Shakey's Pizza Parlors left the agency during the year. The agency in comeback attempts picked up Alberto-Culver, Fuji Film, Lindsay International Mazda Motors of America (in TV on the West Coast), Prune Advisory Board and Western Electric.

Among its major broadcast accounts, Bristol-Myers is in network and spot in both radio and TV; Equitable Life As-

flecting Motorola's shift from spot into network. Broadcast accounts also included Toyota, Braniff, Bolens division of FMC Corp., Curtiss Candy of Standard Brands, Kraft Foods, Gillette Personal Car Division (Toni), Continental Oil, Reynolds Metals and Pacific Southwest Airlines (PSA).

Gardner Advertising (33)

Combined TV-radio billings \$23.5 million: \$20.1 million in television (\$14.1 million in network, \$6 million in spot); \$3.4 million in radio (\$600,000 in network, \$2.8 million in spot); TV-radio share of over-all billings: 48%.

St. Louis-based Gardner continued to show a decline in its broadcast share of billings, registering a 6.8-point loss. Accordingly, TV-radio billings are off \$3.2 million for the year.

Network-TV figures were up \$1.5 million over the period but not enough to offset a \$4.4-million loss in spot reve-

10-year track record of 1971's top 10 agencies

Radio-TV billings in millions. Figures in parentheses () indicate rank.

Agency	1971	1970	1969	1968	1967	1966	1965	1964	1963	1962
JWT	\$259.5 (1)	\$280.6 (1)	\$284.9 (1)	\$248.6 (1)	\$230 (1)	\$225 (1)	\$178 (1)	\$151 (1)	\$144 (1)	\$133 (1)
Burnett	184.5 (2)	202 (2)	202 (3)	182.8 (3)	*172.7 (2)	153.7 (4)	131.6 (5)	111.3 (5)	90.2 (7)	98.5 (5)
Bates	184.5 (2)	196.1 (3)	162.3 (5)	154.5 (5)	154.3 (4)	144 (5)	143 (3)	126.3 (3)	113.84(3)	115 (2)
BBOO	167.6 (4)	173.9 (5)	182.8 (4)	167 (4)	146.5 (5)	179 (2)	132.2 (4)	123.3 (3)	104.5 (4)	100 (4)
Y&R	161.5 (5)	188.6 (4)	211.5 (2)	195.2 (2)	166 (3)	162.8 (3)	146 (2)	128.8 (2)	127.1 (1)	115 (2)
B&B	138.7 (6)	127 (8)	125 (7)	104.25(11)	109 (10)	110 (9)	100 (8)	100 (6)	92 (6)	84 (6)
D-F-S	135.0 (7)	130 (7)	125 (7)	125 (6)	130 (6)	120 (6)	100 (8)	92 (8)	80 (9)	75 (7)
M-E	124.0 (8)	118 (10)	125 (7)	120 (7)	118.14(8)	120 (6)	107 (6)	93.2 (7)	94.5 (5)	66.3 (10)
DOB	116.0 (9)	138.8 (6)	112.9 (12)	108.3 (9)	102.8 (11)	97 (10)	59 (15)	32 (25)	21.4 (27)	16.3 (29)
O&M	109.1 (10)	116.4 (11)	85.6 (14)	79.0 (15)	71.9 (15)	59.9 (15)	44.2 (19)	41.7 (16)	24.7 (23)	23.7 (22)

Reynolds-owned, and billable in broadcast (Esty placed the products in network and spot television). The agency had begun acquiring several accounts in 1970 for future billing—Chesebrough-Ponds, National Biscuit (frozen food), both in network and spot TV and Union Carbide, in radio and TV, network and spot. Other major broadcast users: Colgate-Palmolive and American Home Products were in both TV and radio, network and spot; SAS (Scandinavian Airlines System) in spot radio; Interbank in network TV; Swift & Co. and Genesee Brewing in spot TV and spot radio; Noxell and Sun Oil in network-spot TV and spot radio; Hunt Wesson in network and spot TV.

Newly acquired accounts included Interbank, SAS and Colgate's Bright Side shampoo.

Foote, Cone & Belding (16)

Combined TV-radio billings \$70.3 million: \$66.5 million in television (\$51 million in network, \$15.5 million in spot); \$3.8 million in radio (\$600,000 in network, \$3.2 million in spot); TV-

surance is in network TV; S. A. Schonbrunn, Frito Lay, Sears Roebuck, Armour, S. C. Johnson, Dole Co. and Western States Bankcard Association are in network and spot-TV and spot-radio; Sunkist, Kraft Foods (*Music Hall* sponsor on NBC), Schick, Kimberly-Clark and Sunbeam are in network and spot TV, and Hallmark continued its *Hall of Fame* (NBC) sponsorship.

Clinton E. Frank (25)

Combined TV-radio billings \$40 million; \$34 million in television (\$12 million in network, \$22 million in spot); \$6 million in radio (all spot); TV-radio share of over-all billing: 50%.

Chicago-based Clinton E. Frank, now public and showing increased billings in its most recent financial statements, continued on the upswing in 1971 (up \$8 million in broadcast), in some measure helped by an acquisition earlier this year (Gross. Pera & Rockey, San Francisco).

The agency moved some \$7-million more billing into network TV last year compared with the previous year, re-

nue accounting for \$2.9-million loss in total TV billing. Radio figures were slightly down during the year (\$300,000) almost totally accountable in network radio.

Partially responsible for the loss in billings were the resignation of two broadcast accounts, Pet Inc. and Ralston-Purina Cat Dinners. New accounts gained: Zebco Division Brunswick Inc., Frost 880 (Brown Forman Distillers), Federal Land Bank, Reinholdt & Gardner, and St. Louis Chamber of Commerce.

Gardner has a long list of broadcast clients including: Anheuser Busch (Busch beer and Busch Gardens), with regional TV and network-radio sponsorship of the St. Louis Cardinals baseball team, radio sponsorship of the St. Louis Cardinals football team and regional network radio and spot-TV buys into Los Angeles Angels baseball team. Also, ITT Aetna, Sun Oil Co., Southwestern Bell Telephone Co. and Alitalia airlines, all in spot TV and spot radio; Ralston Purina (Dog/Cat Chow, Chuck Wagon, Cat Dinners, Puppy Chow) on network and spot-TV (Ralston's Dog Chow is

spot-TV sponsor of syndicated *That Good Ole Nashville Music*; Vanity Fair and A&P, both on spot-TV and radio; Rexall Drug, network and spot-TV; John Deere Co. (snow plows, lawn and garden tractors), network-TV/radio; and Brunswick's Kiekhaefer division (outboard motors, snowmobiles) on spot-TV/radio and network radio.

Grey Advertising (11)

Combined TV-radio billings \$105 million; \$92 million in television (\$51 million in network, \$41 million in spot); \$13 million in radio (\$3 million in network, \$10 million in spot); TV-radio share of over-all billings: 57%.

Grey was off three percentage points in its broadcast share, but volume picked up \$3 million over 1970, all of it in network television.

In a year when most agencies of Grey's size are off, the agency is bringing in an impressive billing level, unquestionably aided by its merger with Chicago-based North, which was in BROADCASTING's top-50 list last year. (It also would have performed stronger in broadcast were it not for the broadcast ban on cigarette advertising—it billed for Lorillard).

Major broadcast clients include Procter & Gamble, General Foods, Bristol-Myers, Block Drug, Ford Motor (had corporate and added compacts Pinto, Mustang and Maverick for which it will bill late this year), Canada Dry, Gillette, Howard Johnson, International Playtex, Mennen, Revlon, Century Insurance, some Whitehall products, Van Heusen, ITT Continental Baking (Morton Frozen Foods, Pearson Candy).

Henderson Advertising (46)

Combined TV-radio billings \$13.5 million; \$12.8 million in TV (\$5 million in network, \$7.8 million in spot); \$700,000 in radio (all in spot); TV-radio share of over-all billings: 75%.

The Greenville, S.C.-based agency this year dipped \$500,000 in broadcast billings, but managed to raise its broadcast share of total spending by five points. Radio loss accounted for \$300,000 of the decline. Television spending in network dropped \$4 million while spot spending increased \$3.8 million over the period.

Henderson added some heavy broadcast clients during the year—MacDonald's spending all of its monies in radio and TV; Blue Plate Foods, with 85% in broadcast and Simonize, 30% in radio and TV—but lost Stanback headache remedy, an account with 100% in broadcast, and Purity Baking, 60% in radio and TV.

Texize Chemicals remains the agency's largest spender with buys in both

Next two quarters off for spot—Torbet

Spot-radio business continues soft in the fourth quarter of 1971 and there is nothing in sight to indicate a revival by the end of the year, according to Alan Torbet Associates.

Additionally, the station representative said, hopes are dim for the first quarter of 1972, the expectation being that spot radio "will probably follow much the same pattern as 1971—weak billings due to weak sales in the fourth quarter, but good sales which will be stronger billings toward the end of the first quarter and into the second quarter."

The comment was contained in an advisory to its station clients observing "although we are showing billing increases for most of our stations this year, not all markets have fared evenly."

The rep said advertisers have tended to reduce market lists, concentrate more of their money in fewer markets and buy "shallower"—that is, they cut down on the number of stations they will buy in each market with the result that better-rated stations in the larger markets tend to get most of the increase.

Advertisers, the advisory said, "are generally reluctant to commit budgets right now. When they do, they're smaller and for shorter schedules than usual, with lots of pressure for lower rates." The rep also noted the preponderance of conflicting economic forecasts making it more difficult to obtain a reading on spot business for the next several months. Sales, not only for fourth quarter 1971 but for the third quarter as well, "have been very soft," the advisory commented.

network and spot-TV and sponsorship. Other broadcast accounts include: Simonize (network-TV participations, spot-radio); Jim Dandy, dog food, Pet Dairy, Citizens & Southern National Bank, Blue Plate Foods and MacDonalds, all in spot-TV and spot-radio and Kaiser Agricultural Chemical, in spot-TV.

Honig-Cooper & Harrington (31)

Combined TV-radio billings \$25 million; \$20 million in television (\$9.5 million in network, \$10.5 million in spot); \$5 million in radio (all in spot); TV-radio share of over-all billings: 70%.

Honig-Cooper & Harrington was up \$6 million over its 1970 figures, adding nine percentage points to its broadcast share. Most of the added billings went into television, which recorded a \$5-million rise.

The San Francisco-based agency's

broadcast clients include newest addition, The Bank of California, a spot-TV and radio spender; Clorox Co. (Liquid bleach, Clorox II, Formula 409 spray cleaner), network and spot-TV; California and Hawaii Sugar Co., spot TV/radio; Framers Insurance Co., spot TV/radio; Levi Straus & Co., network TV, spot radio; Nalley's Fine Foods, spot TV; United Vintners Inc. (Italian Swiss Colony Wine), network and spot TV, spot radio; Tanya Hawaii Corp., spot TV/radio; and Kal-Kan, dog food, network and spot TV, spot radio.

Kenyon & Eckhardt (22)

Combined TV-radio billings \$49 million; \$40 million in TV (\$22 million in network, \$18 million in spot); \$9 million in radio (\$3.5 million in network, \$5.5 million in spot); TV-radio share of over-all billings: 45%.

Although K&E's broadcast share dipped four percentage points this year, billings were up some \$3 million, all in spot-TV. Total radio billings remained level but experienced a slight shift, with network spending up \$500,000 and spot down by the same amount.

K&E's long list of broadcast clients includes Air France, Dunfey, Lincoln-Mercury Dealers Association, New England Merchants, and Helena Rubenstein, all in spot-TV/radio; American Kitchen, Fedders Corp., Libby and Morell, all in spot-TV; Armour-Dial, Brach and William Underwood, participations in network-TV and spot-TV; Autolite, Ford Motor Credit, Quaker State, in network and spot-radio; Lincoln-Mercury, and Pabst, participations in network-TV, spot-TV and network and spot-radio; Boston University, Richardson & Robins, San Francisco S&L, in spot-radio; Beecham Inc., participations in network-TV, spot-TV and spot-radio; and Shell Oil Co., participations in network-TV.

Ketchum, MacLeod & Grove (32)

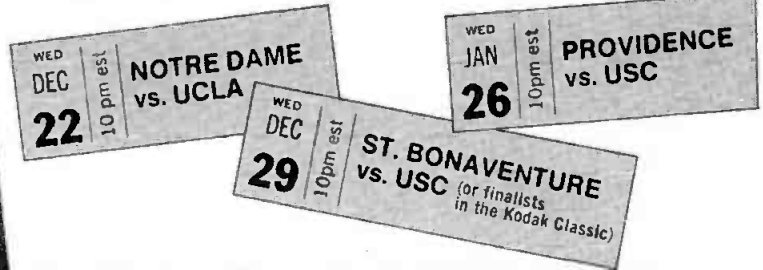
Combined TV-radio billings \$24.3 million; \$19.9 million in television (\$11.7 million in network, \$8.2 million in spot); \$4.4 million in radio (all spot); TV-radio share of over-all billings: 25.3%.

KM&G increased its broadcast share by 2.4 percentage points, coming in this year with an estimated increase of \$2.5 million. All of the gain was in network TV with some spot-TV billing shifting to network. Network TV was up \$3.5 million, spot TV off \$900,000. Radio spending remained about the same.

Broadcast accounts included Clorox, H. J. Heinz, Alcoa, Calgon, Pittsburgh National Bank, Stouffer frozen foods, Rubbermaid, Westinghouse Electric,

THE BEST OF COLLEGIATE BASKETBALL

This season, for the first time, the country's greatest collegiate super-stars will compete in a hand-picked lineup of regularly scheduled national TV basketball games. Peak period presentation, pitting the nation's outstanding teams, will produce split-second excitement and intense audience stimulation designed to maximize the size, dimension and media value of this superb, live, two hour, national television sports package. Three prime games are offered first . . .



Paced by the undisputed leaders in national college rankings, this live coverage of prime games, to be telecast throughout the first quarter of 1972, will attract millions of fans drawn to the action and high drama in these great match-ups between traditional and grudge rivals.

Representing the seventy markets already cleared coast-to-coast are these charter stations:

EASTERN

WNEW-TV, New York
 WPVI-TV, Philadelphia
 WBZ-TV, Boston
 WKBF-TV, Cleveland
 WTOP-TV, Washington, DC
 WPLG-TV, Miami
 WGR-TV, Buffalo
 WTNH-TV, New Haven
 WLCY-TV, Tampa/
 St. Petersburg
 WJAR-TV, Providence
 WTEN, Albany
 WNYS-TV, Syracuse

CENTRAL

WFLD-TV, Chicago
 WTCN-TV, Minneapolis
 WTTV, Indianapolis
 WVTM, Milwaukee
 KMBC-TV, Kansas City

WSIX-TV, Nashville
 WTVN-TV, Columbus
 WVUE-TV, New Orleans
 WLKY-TV, Louisville
 WQAD-TV, Moline
 WATE-TV, Knoxville
 WICS, Springfield

WESTERN

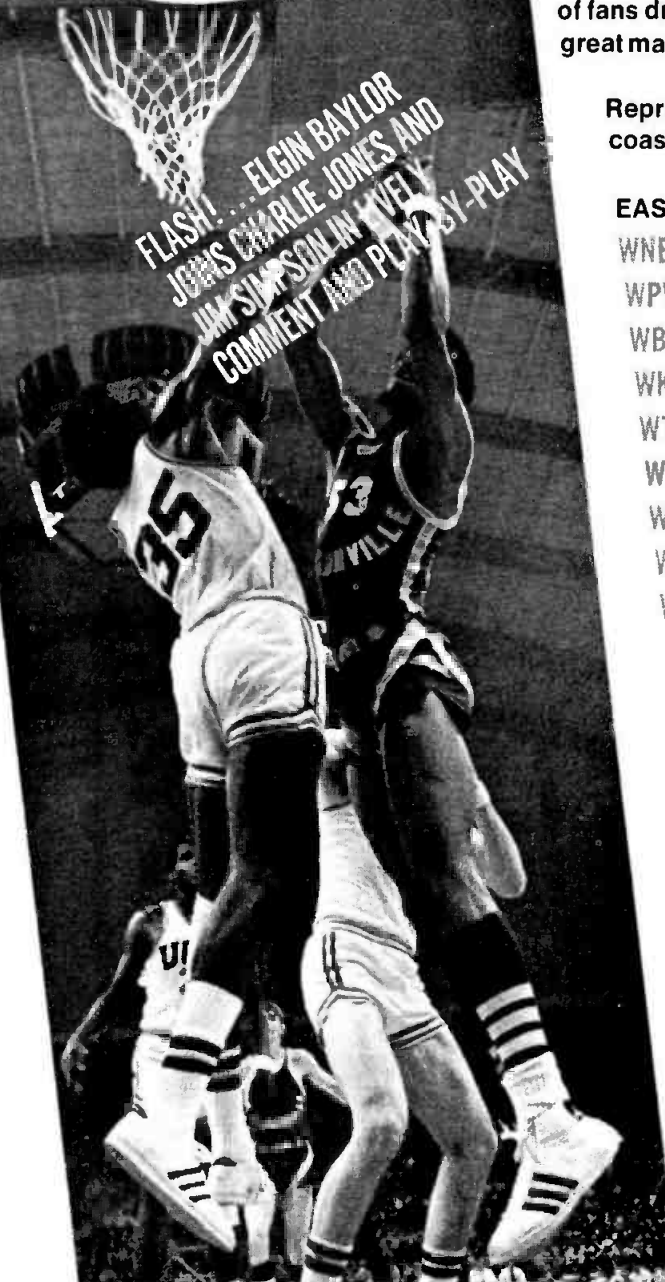
KTLA/KTTV, Los Angeles
 KTVU, San Francisco
 KTVT, Dallas-Fort Worth
 KTRK-TV, Houston
 KCRA-TV, Sacramento
 KPTV, Portland
 KCST-TV, San Diego
 KSAT-TV, San Antonio
 KUTV, Salt Lake City
 KGGM-TV, Albuquerque
 KORK-TV, Las Vegas
 KCRL-TV, Reno

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FLASH!...ELGIN BAYLOR
 JOHNS CHARLIE JONES AND
 JIM SIMPSON IN LIVE
 COMMENT AND PLAY-BY-PLAY

Air Jamaica, Johnson & Johnson and Olympia Beer.

New accounts this year included Gulf Totem Bags, handled through its Houston office and a broadcast user, and the Chesapeake & Potomac Telephone Co. Resigned was Evenflo products (a division of Pyramid International).

Knox Reeves Advertising (48)

Combined TV-radio billings \$11.2 million; \$10.7 million in TV (\$3.2 million in network, \$7.5 million in spot); \$500,000 in radio (all in spot); TV-radio share of over-all billings: 76.5%.

Minneapolis-based Knox Reeves not only managed to recover 1970 losses but boosted billings \$1.2 million and broadcast's share 5.5 points above last year's mark. Partially accountable for gain was the addition of several accounts during the year including: General Mills (Hamburger Helper), almost exclusively in TV, West Publishing Co., Brothen Meat Packing Co., Vertical Marketing Inc., Social Dynamics, and National Car Rental, Hydro Soil Division.

General Mills bought participations in network-TV, and was also in spot-TV, Grain Belt Breweries, spot-TV and spot-radio; Minnegasco and Farmers and Merchants Savings Bank, both in spot-TV.

LaRoche, McCaffrey & McCall (36)

Combined TV-radio billings \$20.8 million; \$20 million in television (\$15 million in network, \$5 million in spot); \$800,000 in radio (all spot); TV-radio share of over-all billings: 40%.

The broadcast share at LaRoche dropped substantially—10 percentage points—and billing accordingly was off \$6.2 million. Radio held at about the same level but TV was down \$6.4 million, almost all of it in network television.

Biggest broadcast clients at LaRoche include Standard Oil of New Jersey (sponsor of Saturday and Sunday evening news on NBC-TV and cosponsor of *Meet the Press* on NBC); North American Philips, Chemical Bank of New York, British West Indies Airways and Hartford Insurance. The agency also works on a consulting, project basis with J. C. Penney retail chain.

Lennen & Newell (20)

Combined TV-radio billing \$52 million; \$41 million in television (\$23 million in network, \$18 million in spot); \$11 million in radio (all in spot); TV-radio share of over-all billings: 50%.

Lennen & Newell's radio-TV spend-

ing declined by \$13 million from last year's compilation, attributed primarily to the loss of cigarette broadcast billings of Lorillard's Newport and True brands.

During 1971, leading network-spot TV advertisers were Stokely-Van Camp, CPC Inc. and the Florida Citrus Commission. Spenders in spot broadcasting included Lorillard (non-cigarette products), McCormack Co. (spices), Holland House Division of National Distillers and Morrell (canned meat products).

Lois Holland Callaway (41)

Combined TV-radio billings \$16 million; \$15 million in television (\$1.5 million in network, \$13.5 million in spot); \$1 million in radio (all spot); TV-radio share of over-all billings: 80%.

This agency's broadcast billing decreased \$3 million, though radio-TV continued to represent the biggest share of its over-all activity.

Ovaltine and *McCalls* were two new accounts this year. The magazine is in broadcast but Lois Holland Callaway is not billing for Ovaltine in broadcast. Other broadcast accounts included Edwards & Hanley, Schick Electric, REA Express, Magnavox, Pontiac dealers of New York and New Jersey, Noxell, Restaurant Associates and Glenbrook Laboratories' Sterling Drug (Vanquish headache capsules).

Richard K. Manoff (47)

Combined TV-radio billings \$12.45 million; \$11.7 million in television (\$3.2 million in network, \$8.5 million in spot); \$750,000 in radio (all in spot); TV-radio share of over-all billings: 75%.

Manoff dropped over \$2.5 million in broadcast billings in 1971 but managed to keep its broadcast share of total billings even with last year. Bulk of the loss was attributed to spot TV with radio spending \$250,000 less than last year.

Broadcast weight at the agency was carried by Bumble Bee, Old London and Pantene (hair products) division of Hoffman LaRoche, and SCM, all in spot TV; Breakstone, Borden Foods, Howard Johnson's, all in spot TV and spot radio; Champale, Welch Foods, both in network and spot TV and spot radio; and New York City Off Track Betting Corp. in spot radio.

Marschalk (26)

Combined TV-radio billings \$39 million; \$36.5 million in television (\$22 million in network, \$14.5 million in spot); \$2.5 million in radio (all spot); TV-radio share of over-all billings: 67%.

Marschalk's broadcast billings were

off an estimated \$4 million from its 1970 level, most of the drop reflected in television.

Broadcast contributors at Marschalk continued to be Coca-Cola (Coca-Cola USA and Coca-Cola Foods Division), Heublein, Dutch Boy Paints, Standard Oil of Ohio, Ohio Bell Telephone and Jantzen, among others.

Masius, Wayne-Williams, Street & Finney (43)

Combined TV-radio billings \$15.5 million; \$15.4 million in television (\$9-million in network, \$6.4 million in spot); \$100,000 in radio (all in spot); TV-radio share of over-all billings: 85%.

According to agency estimates, broadcast billings were about even with 1970 figures. Television accounted for practically the total sum of broadcast share with network taking lead over spot expenditures.

Broadcast weight at the agency was supplied by Campana (Purex, Doans Pills), Chattem (Pamprim), Colgate-Palmolive, Combe, Mentholatum, Melitta and Heublein's Bristol Cream.

McCann-Erickson (8)

Combined TV-radio billings \$124 million; \$107 million television (\$64-million in network, \$43 million in spot); \$17 million in radio (\$1.1 million in network, \$15.9 million in spot); TV-radio share of over-all billings: 60%.

McCann-Erickson maintained a steady account structure and broadcast share in showing an estimated \$6-million increase this year in radio-TV billings.

The Interpublic agency's gain was put at about 5% across-the-board in radio and TV. The bulk of McCann's broadcast investments came from General Motors (Buick, Opel and GMC truck), Miller Brewing, Coca-Cola, Golden Grain Macaroni (Rice-A-Roni), Sautler Laboratories (Romilar), Humble Oil, National Biscuit, NCR, Swift & Co., U. S. Borax and Chemical, Westinghouse Electric and the Savings and Loan Foundation.

Arthur Meyerhoff Associates (35)

Combined TV-radio billings \$20.9 million; \$16.2 million in TV (\$1.6 million in network, \$14.6 million in spot); \$4.7 million in radio (\$0.9 million in network, \$3.8 million in spot); TV-radio share of over-all billings: 86%.

Rise of \$700,000 in broadcast billing was almost evenly divided between television and radio with TV accounting for \$400,000 of the increase. The Chicago-based agency's major accounts are Wrigley and American Home Prod-

ucts, Boyle Midway Division, both in spot and network-radio and with participations in network-TV.

Needham, Harper & Steers (15)

Combined TV-radio billings \$74.7 million; \$60 million in television (\$43.6 million in network, \$16.4 million in spot); \$14.7 million in radio (\$4.3 million in network, \$10.4 million in spot); TV-radio share of over-all billing: 55.7%.

NH&S showed an impressive gain in broadcast, upped its broadcast share by five percentage points and its billing by \$13.4 million. It was a year of changing accounts. Added were U.S. Postal Service, French Government Tourist Office, Textron's Homelite Division, Rawlings Sporting Goods, Campbell Soup's Franco-American Products, new S. C. Johnson & Son products plus its Sun Country air refreshener and Lexitron. Off the list were Gillette's Personal Care Division (Toni), Rainbow Crafts and Schick Safety Razor.

Clients in TV included Atlantic Richfield, Borden, Calgon, Campbell, GMI, Homelite, S. C. Johnson, Kraft, Xerox, Italian Line, Wynn Oil, C. F. Mueller, Morton Salt and Falstaff Brewing.

TV accounts also in radio were McDonald's restaurants, State Farm Insurance, Continental Airlines, Craig and U.S. Tobacco. Mallory Battery was in radio (network and spot).

Norman, Craig & Kummel (24)

Combined TV-radio billings \$44.7 million \$41.1 million in television (\$25.5 million in network, \$15.6 million in spot); \$3.6 million in radio (\$1 million in network, \$2.6 million in spot); TV-radio share of over-all billing: 65%.

NC&K improved its broadcast showing. It was up only \$300,000 but this was accomplished despite a sharp drop (5 points) in broadcast share.

In account shifts, the agency's performance held strong. Added were Fromage Bel, Dow Chemical (transportation chemicals), International Playtex (18-Hour girdle), Clairol (True Brunette and new products); Richardson-Merrill subsidiaries Olay, Raycemore (Demure) and Vick Chemical (new products) and Alberto-Culver (Born Free, Calm, VO-5 Hair Dressing/Conditioner). Maidenform was resigned during the year.

Among NC&K's big broadcast spenders, aside from the newly acquired accounts: Colgate-Palmolive, Shulton, Dow Chemical, Chesebrough-Ponds and Clairol.

Ogilvy & Mather (10)

Combined TV-radio billings \$109.1 mil-

lion; \$99.6 million in television (\$50.9 million in network, \$48.7 million in spot); \$9.5 million in radio (\$1.9 million in network, \$7.6 million in spot); TV-radio share of over-all billings: 62.3%.

Ogilvy & Mather showed a decline of \$7.3 million in billings and a 2.7-point drop in its broadcast share. But this comparison, 1971 vs. 1970, is not fully meaningful, in that (1) O&M acquired the Carson/Roberts agency (40th in the top-50 list last year) and (2) Ogilvy did not include for 1971 some \$21 million in TV buying for accounts on which it is not agency of record.

During the year, O&M added TV-user Campbell's Swanson line and Audio Magnetics. Dropped as O&M solidified

its merged operation: Drackett, French Tourist Office, Morgan Guaranty Trust, Zippo, California Computer products, Hunt Wesson Foods, Leisure Group and Purex.

Broadcast clients include General Foods, in radio-TV, network and spot; American Express, General Cigar, Hershey, Lever, Menley & James, Mercedes Benz, Nationwide, Shell. Campbell, Schwepps, Mattel, Lincoln-Mercury Dealers, Baskin-Robbins and Universal Tours.

Parkson Advertising (34)

Combined TV-radio billings \$21.25 million; \$21 million in TV (\$20.5 million in network, \$500,000 in spot); \$250,-

one moment please

people are talking about mort crim's one-minute radio commentaries

"It was sold the first day with the first visit to Security Bank and Trust Company."

Dave Welborne, President and General Manager
WYPR, Danville, Virginia

"It was sold on the first pitch. It was very easy to sell."

Terry Dorsey, General Manager
KNEZ, Lompoc, California

"This was the type program we'd been looking for and it was just what we needed to sell one of our largest savings and loan companies."

Don Westenbarger, Station Manager
WTCL, Warren Ohio

"I've been looking for something different to sponsor. This is it."

Bill Hayes, President, Bill Hayes Ford
KMIS, Portageville, Missouri

"An excellent commentary that sold itself on the first sales presentation."

Robert R. Scherer, Salesman
WHAS, Louisville, Kentucky

"Glad to have the opportunity to sponsor ONE MOMENT PLEASE."

Orval Stone, Sales Manager
Wenning Packing Company
New Salisbury, Indiana

"We like Mort Crim's positive approach. His commentaries are giving our major newscasts a good lift."

Gordon Sherman, President and General Manager
WAVS, Fort Lauderdale, Florida

"We were very impressed with the character and freshness of this type commentary by Mort Crim. Fresh, appealing, dynamic audience appeal . . ."

Thomas Spurlock
KTXJ, Jasper, Texas

"Mort Crim's commentaries are great! We sold the first advertiser we approached."

Douglas Squiers, Commercial Manager
WYYY, Kalamazoo, Michigan

For audition records and complete sales package, write or call today:

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Graphic Eleven
P. O. Box 1084
Louisville, Kentucky 40201
(502) 582-7368

Mort Crim's personal observations . . .
For the sponsor who wants program identity on a spot-budget.

000 in radio (all in spot); TV-radio share of over-all billings: 85%.

Parkson's client is J. B. Williams Co. and its placement in TV-radio was substantial in 1971, returning the agency to the top-50 list. Traditionally, J. B. Williams has bought into network television—all but \$1.25 million was in that medium. Products included Geritol, Somi-nex, Serutan, Femiron, Nikoban, Viva-rin, Proslim, Aqua Velva and Lectric Shave. All were in network sponsor-ships, including early evening news, with daytime and prime-TV participations.

Post-Keyes-Gardner (30)

Combined TV-radio billings \$28.1 mil-lion; \$23.1 million in television (\$15 million in network, \$8.1 million in spot); \$5 million in radio (\$800,000 in network, \$4.2 million in spot); TV-radio share of over-all billings: 53%.

PKG is off about \$2.5 million from its 1970 broadcast billings and its broadcast share of total billing is down six points. Brown & Williamson, Gen-eral Finance, Toni Co. and Florists Transworld Delivery were its major broadcast accounts. The cigarette ban in broadcast chopped B&W billing for cigarette brands Raleigh, Belair and Laredo Filter, though the agency con-tinued billing in network and spot tele-vision for various pipe tobacco brands. The agency has moved more billing in spot—both in radio and TV—lost Toni near the end of the year, but acquired Lennox Industries (heating and air con-ditioning) which is a TV user and IGA food stores. Also active was Dog 'n Suds, acquired in 1970, and whose billing is included this year.

SSC&B (13)

Combined TV-radio billings \$89.8 mil-lion; \$81.2 million in television (\$58.5 million in network, \$22.7 million in spot); \$8.6 million in radio (\$2.2 mil-lion in network, \$6.4 million in spot); TV-radio share of over-all billing: 74.4%.

The soft economy and loss of some cigarette broadcast billing (Pall Mall) figured in SSC&B's declines in share—3.7 points—and in billing—by \$5.3 million.

SSC&B moved in two new accounts—Sauter Laboratories' division of Hoff-man-LaRoche (Romilar) and First National City (Citicorp travelers checks).

Traditionally, SSC&B's active broad-cast clients have been Lever, Lipton, Carter-Wallace, Noxell's Cover Girl and Noxema cosmetics), Best Foods (Rit), H-O Oats, Bosco, Lehn & Fink's consumer products (including Lysol's line). It also has American Brands' di- vision, Sunshine Biscuits.

Tatham-Laird & Kudner (29)

Combined TV-radio billings \$28.6 mil-lion; \$27.6 million in television (\$16.8 million in network, \$10.8 million in spot); \$1 million in radio (\$100,000 in network, \$900,000 in spot); TV-radio share of over-all billings: 55%.

Chicago-based T-L & K recouped some of the \$9.8-million it lost last year, gaining \$1.5 million and going ahead five percentage points in broadcast share. Television billing advanced some \$2 million with 61% going into net-work, while radio billings dipped slight-ly.

Agency's broadcast client roster re-mained virtually the same as 1970—Procter & Gamble, Miles Laboratories, Kendall Co., Coca-Cola Foods, Abbott Laboratories, Buitoni Foods, Goodyear Tire & Rubber and Pan American Air-lines.

J. Walter Thompson Co. (1)

Combined TV-radio billings \$259.5 mil-lion; \$231.7 million in television (\$166.7 million in network, \$65 million in spot); \$27.8 million in radio (\$3.2 million in network, \$24.6 million in spot); TV-radio share of over-all billings: 57%.

J. Walter Thompson Co. continued in its position as the top broadcast agency in 1971, though it dropped slightly more than \$20 million in TV-radio billing. The loss of the Liggett & Myers cigarette broadcast billing, esti-mated in the \$20-million range, appears to be the principal factor in the decline.

More than 40 of JWT's accounts were active in broadcast in 1971. Lead-ing TV-radio advertisers included East-man Kodak Co., Ford Division of the Ford Motor Co., Kraft Foods, Miles Laboratories, Quaker Oats, Scott Paper Co., Standard Brands, Warner Lambert Pharmaceutical Co., Seven-Up Co., R. T. French and Sunbeam Appliances.

Thompson's business during the year was bolstered by new accounts or as-signments from Eastman Chemical, Gillette, Reynolds Metals, Service-America, Tassaway and Warner Lam-bert.

Tinker, Dodge & Delano (50)

Combined TV-radio billings \$10 mil-lion; \$8.9 million in television (\$3 mil-lion in network, \$5.9 million in spot); \$1.1 million in radio (all spot); TV-radio share of over-all billings: 45%.

This agency was created during the year by the merger of Dodge & Delano and Interpublic's Tinker-Pritchard-Wood Associates. Its broadcast billing reflects estimates made at that time (BROADCASTING, Sept. 13, Nov. 8). Radio-TV spending comes from a

client list that includes, among others, Armstrong Rubber, Borden, British Overseas Airways, Coca-Cola, Esso Chemical, Heublein, Shulton, Florida (state) Citrus and Warner-Lambert Pharmaceutical.

Warwick & Legler Inc. (45)

Combined TV-radio billings \$13.9 mil-lion; \$12.2 million in television (\$11 million in network, \$1.2 million in spot); \$1.7 million in radio (\$300,000 in network, \$1.4 million in spot); TV-radio share of over-all billings: 32.7%.

Despite a slight drop in percentage of broadcast billing, Warwick & Legler kept level with 1970 broadcast figures. Although total TV and radio figures re-mained the same, network and spot divisions were slightly reshuffled—net-work TV gained \$900,000 from spot and network radio lost \$800,000 to spot.

New accounts gained during the year were Piel Bros., with buys in spot-TV and spot-radio, and U.S. Tobacco Co., in participations in network-TV sports programing. Also, Timex Corp., net-work-TV participations and sponsor-ship of specials as well as network and spot-radio; Air Canada, spot-radio; Economic Laboratory Inc. (Dip-It, Electrasol), participations in network-TV, spot-TV/radio; Lehn & Fink, Stri-Dex, Medi-Quik) participations in net-work-TV, spot-TV, network and spot-radio; Plough Advertising Inc.: Feen-a-Mint (participations in network-TV), Artra and Sulfur-8 (spot-radio); and Selchow & Richter, spot-TV.

Edward H. Weiss & Co. (38)

Combined TV-radio billings \$19.3 mil-lion; \$18.4 million in television (\$7.9 million in network, \$10.5 million in spot); \$900,000 in radio (\$300,000 in network, \$600,000 in spot); TV-radio share of over-all billings: 57%.

Chicago-based Weiss acquired its biggest broadcast client this year, Al-berto-Culver, and moved \$2.5 million ahead of its 1970 total in broadcast bill-ing. Spot TV accounted for 57% of TV spending, gaining about \$3 million. Network-TV billing remained even. Radio spending dipped slightly.

Conflict with the A-C account caused the loss of Helene Curtis during the year, but the agency picked up Luzi-anne Coffee (William B. Reilly Co.) in spot-TV and radio and Jim Beam, liquors (print).

Other major accounts include: American National Bank, Kelvinator, Lipton (Wishbone Salad Dressing, Penn Dutch Noodle), all in spot-TV; Montgomery Ward Co., and National Can Corp., Pet Foods division, both in spot-TV/radio; Mobil Chemical, (Hefty

At KOVO/KFMC, Provo, should he listen to the AM or the FM in the PM and the AM?



Joe is all alone. But certainly not lonely.

His only dilemma. Should he listen to the swinging Top 40 sound of top-rated KOVO-AM? Or the bright contemporary Middle-Of-The Road sound of KFMC-FM?

You see, a powerful Schafer PC8000 Automation System simultaneously controls the separate programming of these two popular Utah radio stations. Up to a week in advance too, with additions, deletions and changes made in seconds merely by typing a few simple commands on the teletypewriter.

The system pays for itself by eliminating the need for several part time announcers. Yet the regular staff has far more time for selling, community affairs and more creative programming.

KOVO/KFMC is the world's first simultaneous automation system installation. However, the powerful 8000 computer is flawlessly controlling the programming at KWOW, WCKO, WZBN and WKZN as well.

By the way, Schafer now has verified encoded logging for cartridge and reel-to-reel. Call us. We care.

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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 defection 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

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Birmingham, Mich. 48011
Area Code 313
644-9200

bags in network and spot-TV and motor oil in spot-radio); Mogen David Wines, division of Coca-Cola, in network and spot-TV, spot-radio; Blue Cross-Blue Shield, Beverages International Inc. (Hires Root Beer, Orange Crush); and MacLaughlin's Manor House Coffee.

Wells, Rich, Greene (17)

Combined TV-radio billings \$68.7 million; \$64.4 million in television (\$45 million in network, \$19.4 million in spot); \$4.3 million in radio (\$700,000 in network, \$3.6 million); TV-radio share of over-all billings: 55%.

Wells, Rich, Greene's estimated billings are "around \$125 million in calendar 1971" (WRG is on a fiscal year), according to close financial associates of the agency. This fiscal set-up tends to obscure comparisons of WRG's status with other agencies.

The agency, however, reported that the share of total billing represented by broadcast has dropped considerably, an expected development because of a consolidation of new accounts plus some tightening of broadcast budgets.

But with its broadened base, WRG is estimated to have total radio-TV at about the same level as last year. The Alka-Seltzer acquisition from Doyle Dane Bernbach, on which WRG began billing earlier this year, should make

its weight felt in broadcast in 1972. Also acquired in 1971: Bic Pen (new product) and Bonanza International.

Miles Laboratories's Alka-Seltzer and American Motors are in network and spot, radio and TV; Procter & Gamble business is in network (includes *Jimmy Stewart Show* on NBC-TV) and in spot TV. Other broadcast clients: Menley & James, General Mills, Midas, TWA and Ralston-Purina.

Young & Rubican (5)

Combined TV-radio billings \$161.5 million: \$139.1 million in television (\$93.1 million in network, \$46 million in spot); \$22.4 million in radio (\$1.9 million in network, \$20.5 million in spot); TV-radio share of over-all billings: 55.8%.

Young & Rubican's broadcast expenditures slid by more than \$27 million, attributable in part to a drop in its broadcast share and also to the loss of several TV-radio advertising spenders, including Hunt-Wesson. Playtex and some portions of the Beech-Nut business.

The larger TV-radio clients at Y & R during 1970 included General Foods, Procter & Gamble, Chrysler Corp., Bristol-Myers, Johnson & Johnson, Eastern Airlines, Rheingold, American Home Products and Dr. Pepper.

Pleas for believable research

Professionals in the field see it as answer to advertising needs and consumer complaints

The role of research in helping advertising quiet the voices of its consumer critics was the dominant theme at the 17th annual conference of the Advertising Research Foundation in New York last week.

The more than 800 researchers on hand for the two-day session were repeatedly reminded that advertising is under severe attack in Washington and elsewhere and were told that they and their colleagues could help both sides—advertising and its critics—by elevating standards of research and insisting they be met.

"The answer to consumerism is not rejection, not acquiescence," the researchers were told by Sam Thurm, advertising vice president of Lever Bros. and ARF chairman, in a key speech Monday (Nov. 15). "The right answer, as it always has been, is to try to find out what consumers really want, and try to give it to them. What we need for that is better research."

Mr. Thurm proposed that ARF draw up plans to (1) set up and enforce standards "for consumer research used

as a basis for claims in advertising and for all research represented as conducted in the public interest," and (2) collect information dealing with "consumer behavior in response to advertising and marketing."

By reviewing and authenticating research used in advertising, he said, ARF could "help to protect consumers from misleading claims and perhaps help a little to improve advertising credibility." By amassing information on consumer behavior in response to advertising, he said, ARF could help regulatory agencies evaluate consumer studies presented to them, reinforcing the consumer view when it is based on sound research and protecting against "misrepresentation" when consumerists' claims are not soundly based.

Mr. Thurm also disclosed that the "open audit plan," initiated by ARF a year ago as a means for research companies to have their operations audited by ARF, now has 10 research services registered for audit. They were identified as Brand Rating Index, Burke Marketing Research's TV day-after recall,



We gave 'em seed money, and they grew us up a flourishing plant.

Buying other companies is one way for a business to expand—but “growing your own” has very special satisfactions.

That's why, when Everett Bryant and Jack Holt of Waynesboro, Virginia, came to us with an idea for their new business, we were glad to back them.

The idea? A remarkable new way to duplicate intricately-carved wood compo-

nents of furniture in flawless plastic reproductions. Looks just like the real thing—and much less expensive.

This product tied in beautifully with our interest in home furnishings—an interest stemming not only from our Green Stamps gift business, but also from the fact that our subsidiary companies include Bigelow Sanford Inc. (carpets), Lea Industries, American Drew, and Daystrom (residential furniture) and The Gunlocke

Company (office chairs and lounge furniture). So we invested the seed money to start Paragon Design, Inc.

In less than a year, it was flourishing in a 26,000 square-foot plant, with 50 employees.

Helping a new business get started is only one of the ways we like to encourage people. You'll be reading about some of the others in the months to come.

Sperry and Hutchinson 
The Encouragement Company



Marketing Information Service's consumer advertising audit and print-television pretest, Palshaw Measurement Inc.'s ad test and commercial test, the RADAR studies for the radio networks by BRI, Readex Inc.'s reader interest reports, W. R. Simmons' selective markets and the media reaching them, and Market Facts Inc.'s split-cable television testing service.

Alvin A. Achenbaum of J. Walter Thompson Co., chairman of the conference, also called upon researchers to help combat pressures from the consumer movement by taking steps to "make sure that business limits itself to relevant and objective market research" and to "improve the standards of research quality so that the evidence can withstand public scrutiny."

A more specific area of basic research in the marketing area was proposed by Dr. Seymour Banks of Leo Burnett Co.: "The process by which children acquire knowledge and attitudes toward the consumer role."

Dr. Banks said that "the relatively few studies of response to television commercials show an age-graded response so similar to those seen in children's cognitive and value development that we must conclude that the same processes of learning, maturation and reinforcement apply to all three." Up to age 4 or 5, he said, "children are open-minded and attracted to commercials and have as much interest in them as in programs." From that age on, they "start to apply judgment to commercials, both cognitively and esthetically, although their tests of 'reality' are their own," and by age 7 or 8 they "are quite aware of advertising and differentiate between programs and commercials and between products and commercial treatments or executions."

But, he wondered, to what extent do other factors help turn a child into a consumer? For instance: What influence do parents' own financial practices have, how do children learn about the purpose of advertising, from what sources do they acquire their knowledge about the attitudes toward money and its uses and what is the relationship between their attitudes toward money and their other personal characteristics such as aggression, conformity, IQ and moral character?

Among presentations Tuesday (Nov. 16) was a report on "Dollars and Sense of Pre-testing" by Harold Spielman of McCollum/Spielman/& Co., Port Washington, N.Y. Mr. Spielman did a little testing of his own. Ten minutes after showing six commercials to some 110 persons at the presentation, he put his company's AC-T (advertising control for television) technique to work and found that the average commercial was identified by 41% of the group.

A low-key finale to a long FTC hearing

Weil gives ANA-AAAA views on advertising myths; other witnesses urge more industry-FTC cooperation

The Federal Trade Commission's inquiry into modern advertising practices ended last Thursday (Nov. 18) after 15 days of hearings spread over a month. At the close, it appeared that the agency had collected more information than it can easily digest.

In fact, at the final presentation, by Gilbert H. Weil, New York attorney who represented the task force sponsored by the Association of National Advertisers and the Association of American Advertising Agencies, not a question was asked by the three members of the FTC present.

The hearings were concluded—although the record is being kept open for additional written comments for a short time—with an announcement by FTC Chairman Miles W. Kirkpatrick that the trade commission had hired Professor John Howard of Columbia University's Graduate School of Business to aid in analyzing the record.

Mr. Weil stressed one outstanding achievement: the beginning of a dialogue between the trade commission and the industry.

He noted, however, that one of the main concerns that seems to have come from the inquiry is that advertising can compel consumers to buy things they don't really want to buy. No matter how irrational, he said, the government should not intervene, where someone wants to make a purchase.

"As long as the consumer acts of his own free will," Mr. Weil said, "it is enough if the reasons for doing so are satisfactory to him."

The concern about more factual information in advertising has been evident, he said, but no one has suggested what kinds or how much of it there should be.

Interest in the residual effects of advertising has been highlighted during the hearings but, he noted research for determining this is not perfected.

Commenting on the subject of TV commercials and children, he noted that the findings of experts do not appear to substantiate "dire speculations."

Mr. Weil submitted a survey done for the joint ANA-4-A's task force by A. C. Nielsen Co., Chicago. The survey of more than 1,000 mothers of children between 2 and 20 showed that 80% of the mothers felt that TV has been good for their children; 6% said it was bad, and 14% had no opinion.

On TV commercials, the survey found that 27% of the mothers had only favorable comments: 22% made only unfavorable comments, and 34%

made both favorable and unfavorable comments. Seventeen percent had no opinion or could not answer.

George J. Abrams, New York advertising consultant, stressed that "someone more powerful than the FTC [the consumer] is already determining the truth of promises made in the advertising of a new product."

San Francisco ad man Maxwell Arnold recited the frenetic facts of life for advertising agency people—the "great game", he termed it—and suggested that no significant harm is imposed on consumers who may be persuaded to buy for irrelevant reasons.

Andrew Vladimir, Miami agency executive, was one of the few members of the industry who expressed doubt that self-regulation would work.

Representing the U.S. Chamber of Commerce, and calling attention to its statements on advertising and business-consumer codes, were Hubert M. Tibbetts, executive vice president of Thomas J. Lipton Inc., Englewood Cliffs, N.J., and Edward M. Haggarty, formerly senior vice president of Gray-North Advertising, Chicago.

The new woman, in the person of Miss Whitney Adams, representing National Organization for Women (NOW), derided advertising that plays on women's anxieties and fears that they will not achieve the traditional roles of womankind (wife, mother, homemaker). It is not only unfair, she said, it is deceptive because it implies that use of the product will aid a woman in realizing these goals.

The ethnic minority was represented by Domingo Nick Reyes, executive director of the National Mexican American Anti-Defamation Committee. He called on the FTC to create a fair advertising practices commission, with members from industry, government and minorities.

Stressing that advertising must be enjoyable to be effective, Dr. Ernest Dichter, president of the Institute for Motivational Research, Croton-on-the-Hudson, N.Y., foresaw the time when the home television set will project on a wall a three-sided view of the same image, because that is close to the actual way that people perceive the world.

But the most important element in protecting the public, he said, is to educate the consumer.

Charging that advertising pursues a course that is irresponsible and lacks social concern, was William G. Capitman, marketing researcher, Vineyard Haven, Mass.



Mr. Weil



Mr. Abrams



Mr. Arnold



Mr. Vladimir

Principal witnesses who testified before members of the Federal Trade Commission at the concluding day of its inquiry into modern advertising practices included, as shown above, Gilbert H. Weil, New York attorney, who summarized the 15 days of testimony for the Association of National Advertisers and the American Association of Advertising Agencies; George J. Abrams, New York advertising consultant; Maxwell Arnold, San Francisco advertising agency executive; Andrew Vladimir, Miami advertising agency executive; and two representatives of activist groups: Domingo Nick Reyes, of the National Mexican/American Anti-Defamation Committee, and Whitney Adams, representing the National Organization for Women. Also appearing were Hubert M. Tibbets of Thomas J. Lipton Inc., and Edward W. Haggerty representing the U.S. Chamber of Commerce; Dr. Ernest Dichter, president of the Institute for Motivational Research, and William G. Capitman, research consultant.



Mr. Reyes



Ms. Adams

The quest for more retailers' dollars

N.Y. workshop briefed on RAB, TVB thinking; Arrow's Hill describes his three-network coup

Bigger chunks of the co-op advertising dollar, still largely a newspaper preserve, were the goals of radio and television spokesmen—and representatives of other media—at a co-op advertising workshop conducted in New York last Wednesday and Thursday (Nov. 17-18) by the Association of National Advertisers.

Miles David, president of the Radio Advertising Bureau, announced a series of "on-going steps" he said RAB is taking to bring manufacturers, retailers and radio broadcasters closer together on co-op advertising and predicted that within a few years most manufacturers will be investing "a heavy part" of their co-op budgets in radio.

Thomas J. McGoldrick, director of retail sales for the Television Bureau of Advertising, said co-op advertising on television is increasing and some day will surpass newspapers. Manufacturers' national advertising budgets, he predicted, will diminish in favor of increasing co-op allocations.

What is at stake was defined by a newspaper representative, Jerome S. Tilis, director of retailer/vendor relations for The Bureau of Advertising, who estimated that manufacturers put \$1.7 billion of co-op money into newspapers last year and about \$500 million into other media, for a total of \$2.2 billion. His point, however, was that manufacturers had appropriated \$3.2 billion for co-op, so that one billion available dollars went unspent. Unused co-op money, he cautioned the manufacturers, represents unmade sales.

The broadcast media, especially TV, got a boost from George L. Hill, manager of retail marketing services for the Arrow Co., in a report on co-op tie-ins with Arrow's "lock-up" sponsorship of all three network late-night shows (Carson, Cavett, Griffin) on Oct. 28.

"We have been reasonably successful in the use of radio and TV co-op," he said, "but never so successful as we were on the night of Oct. 28."

Mr. Hill said Arrow always looks for

advertising that will permit maximum retail tie-on on a co-op basis and that in this case "the response was terrific." He said that "retailers in virtually all major markets bought thousands of the local spots available. Over 2,000 local minutes were added to the 4,800 national network minutes and the total came to 121 hours of commercial messages. That's the equivalent of four-and-a-half days of Arrow product blitz in just 90 minutes."

RAB President David said RAB will issue a compilation of some 600 co-op advertising plans of national and regional advertisers to radio stations to permit an accurate flow of co-op information between stations and manufacturers. He urged manufacturers to submit their co-op plans to Joyce Reed, RAB director of retail services, who appeared on the program with him.

Mr. David said RAB is also working with the Advertising Checking Bureau to develop a plan that would give radio a checking procedure comparable to

that now used by manufacturers in their newspaper co-op, and is working with ANA to devise a standardized affidavit form for radio station co-op billing.

TVB's Mr. McGoldrick told the group that as retail advertising on TV continues to grow, consumers are seeing more and more national brands advertised by local stores and that manufacturers will increasingly involve themselves in store advertising to insure commercial effectiveness, supplying stores with pretested commercials.

As time goes on, he said, "there will be less need for national advertising, to reach people all over, and a greater need for local advertising, to reach people at the point of purchase." As a result of that trend, and at the same time accelerating it, he said, the manufacturer "will increase television co-op," hastening the time when "co-op advertising in television will become a bigger investment in time and money than co-op advertising in newspapers."

Local ad measurement to include ARF in phone study

The American Association of Advertising Agencies has urged that a special telephone-coincidental measurement of TV audiences now being conducted "involve" the resources of the Advertising Research Foundation. The survey is being made coincident with and as an evaluation of current local-measurement sweeps.

In his request—made to the Television Bureau of Advertising—Jack Hill of Ogilvy & Mather, chairman of the AAAA special committee on media research, said ARF was "uniquely qualified" to participate because of its advisory and consulting services, and that while the study was already underway, the industry would still benefit by ARF involvement.

TVB's Harvey Spiegel, vice president, sales and marketing, said this fall's sweeps began "early" (on Oct. 28) and thus TVB and the National Association of Broadcasters, co-sponsors of the special study (BROADCASTING, Nov. 25, Oct. 25), had to act swiftly to get workers into the field following near-deadline approval of the project by the committee on local television-radio audience measurement (COLTRAM).

Mr. Spiegel also said that AAAA, ARF as well as individuals in the research area, had been invited to come to Westfield, N.J., to see the project in progress and offer recommendations, noting that the project "was open" to the industry. Statistical Research Inc., which is conducting the study, is based there. Accordingly, he said, several executives—including Mr. Hill—took part and offered recommendations which were adopted forthwith.

Now it comes out FTC was wrong

Year-old charge against Zerex commercials is withdrawn by commission

The Federal Trade Commission admitted last week that it was wrong last year in challenging the truth of duPont's Zerex antifreeze can-stabbing commercials that showed the product's antileak properties, but said the company had not warned users that the product, as formulated at an unidentified time in the past, might cause problems in cooling systems.

The FTC announcement, which included a revised complaint against Zerex, was hailed by duPont. A spokesman said that the trade commission "in effect concedes that present manufacturing and advertising practices for Zerex are completely acceptable." DuPont also questioned the fairness of the FTC in announcing the proposed complaint last year (BROADCASTING, Nov. 30, 1970), which called the demonstration false and deceptive.

DuPont said it intends to contest the new complaint, which alleges that the advertising for Zerex in the past did not note that its use could damage cooling systems. In addition, the FTC said in the new charges that duPont marketed the product without testing it to determine whether it would cause damage to automotive cooling systems under ordinary usage.

In dropping the earlier complaint, the FTC said that it had found that the can-stabbing demonstration was accurate and not deceptive. It also dropped from the complaint duPont's advertising agency, BBDO, New York. BBDO said it was pleased that the FTC had dropped the charges against the commercial because, according to Tom Dillon, BBDO president, the agency had taken "great care to make certain that the demonstration was true and accurate and fairly depicted the sealing action . . ."

Also stressed by the trade commission was the fact that it had dropped a re-

Whatever happened to...?

BROADCASTING's weekly summary of network television sales, compiled by Broadcast Advertisers Reports (BAR), has not appeared in recent weeks because uncertainty over the effects of the government's wage-price freeze has made it temporarily impossible to determine what prices will actually be paid. Publication of the tables will resume as soon as these questions have been clarified.

quirement that duPont affirmatively disclose in its advertising for Zerex that the product may cause damage to auto cooling systems. The FTC said it did so because it has insufficient evidence now that Zerex, as reformulated following initial marketing, is capable of inflicting such damage.

The duPont company has 30 days to file an answer to the new complaint.

Issue-oriented TV ads proposed for campaigners

The broadcasting industry was urged last week to set a five-minute minimum for political TV advertising messages and to insist that the content of the commercials concern itself with the candidate himself, his views on campaign issues and his suggested solutions.

This proposal was made by John E. O'Toole, president of Foote, Cone & Belding Communications Inc., in a talk to the San Francisco Advertising Club. He claimed that over the past 20 years the political use of television has "for the most part gone downhill," with the emphasis on the glamour of the candidates and the "hard sell" of nominees in expensive campaigns.

Mr. O'Toole suggested that the idea and terminology of political TV "spots" be abandoned, contending that 10-second, 30-second and even 60-second lengths are "inadequate and inappropriate for presenting a candidate to the voter."

Mr. O'Toole endorsed the policy of WGN Continental Broadcasting and of its president, Ward L. Quaal, of prohibiting a political message of less than five minutes on their stations.

"If, in an uncharacteristic display of responsibility, the broadcasting industry would follow Quaal's example and set a five-minute minimum on political messages, many of the abuses would automatically be eliminated," Mr. O'Toole maintained.

Mr. O'Toole said some advertising officials might question the "excitement" value of an issue-oriented message but he claimed it need not be dull. He showed a message his agency had created for Senator George McGovern (D-S.D.), and offered to make the same kind of political presentation, at cost, for any announced presidential candidate in either major party.

D.C. ad tax downed

The House has passed a bill to raise additional revenue for the District of Columbia, but rejected an amendment that would impose a 4% sales tax on advertising on Washington TV and radio stations and in all other media (BROADCASTING, Nov. 8).

The amendment was tacked onto the



The world you drive in has changed. So should auto insurance.

Auto insurance for the '70s should do these 6 things:

1. Protect more people, more ways.
2. Pay accident victims for their medical expenses and lost wages, regardless of fault.
3. Pay people more quickly for injury—through their own insurance companies—with less red tape and less expense.
4. Relieve court congestion and save money.
5. Continue to protect the individual's right to sue and obtain damages from a negligent driver.
6. Preserve every state's right to regulate insurance for its citizens.

Allstate is committed to this change. We are particularly dedicated to improving the way injured people are paid.

The job can be done. Illinois, for instance, has enacted a new auto insurance plan that follows these principles. Several other states are considering similar new legislation.

For more information on

these programs—and what your state can do—write for our new free booklet "Auto Insurance for the '70s" to Public Affairs Manager, Allstate Insurance Companies, Northbrook, Illinois 60062.



Allstate®

Let's make driving a good thing again.

bill (H.R. 11341) in the House District of Columbia Committee, but met stiff opposition on the floor Nov. 11.

Representative Thomas G. Abernethy (D-Miss.) said District officials indicated the tax would have raised \$2 million.

The over-all bill, approved by a vote of 248 to 50, now goes to the Senate Committee on the District of Columbia. But, a committee spokesman said the advertising tax amendment is not expected to be resurrected.

FCC opposed on plea to get Chevron case back

The FCC wants the U.S. Court of Appeals in Washington to remand a fairness-doctrine case involving commercials for Chevron F-310 gasoline. The commission had held that the doctrine did not apply to the commercials. But the two complainants in the case last week opposed the commission's request to take another look.

Alan F. Neckritz and Lawrence B. Ordower, not satisfied with the indication that the commission is changing its mind, are opposing the remand request because the commission has not stated its intention to reverse its earlier ruling

and to apply the fairness doctrine to the Chevron commercials.

The commercials promote Chevron F-310 as a partial solution to the air pollution problem—and are the subject of a Federal Trade Commission complaint. Mr. Neckritz and Mr. Ordower, who were then law school students, complained when five California stations refused to make time available for messages discussing the ads. They said the spots raised a controversial issue of public importance.

The commission rejected the complaint last May. But in August, the appeals court reversed an earlier commission ruling holding that the fairness doctrine did not apply to commercials for cars and leaded gasoline. It was in light of that opinion, the FCC argued, it wanted to review the Chevron decision.

RepAppointments

- KXTV(TV) Sacramento, Calif., and WISH-TV Indianapolis: Tele-Rep Inc., New York, effective Dec. 1.
- WRNO(FM) New Orleans: ABC-FM Spot Sales, New York.
- WOKW(AM) Brockton, Mass.: Grant Webb & Co., New York.

BusinessBriefly

▪ **Japan Air Lines**, through Ketchum, Macleod & Grove, both New York, is launching a four-month, \$500,000 spot radio and print campaign to promote its new "Executive Service" for businessmen. The service, jointly developed by KM&G and the airline, offers Japan-bound businessmen translation of business cards into Japanese, a guide to Tokyo night-life and complimentary copies of the *Japan Economic Journal*. Five 60-second radio spots will be aired in five cities in the U.S. and Canada: New York, Los Angeles, San Francisco, Chicago and Vancouver.

▪ **General Foods**, White Plains, N.Y., through Young & Rubicam, New York, has started a spot-TV and print campaign to introduce its new cheese-flavored Gainesburgers dog food. Areas being used include New York, New Jersey, Delaware, Washington, D.C., and parts of Pennsylvania, Connecticut, Maryland and Virginia. Also, GF's Post Division, through Benton & Bowles, New York, is launching a network and spot-TV campaign to promote its offer of recordings by the Sugar Bears, a new singing group, on each cereal box.

Programing

Midseason changes completed

CBS-TV replaces three shows, ABC-TV four; new time periods set for several survivors

Both of the other shoes were dropped last week as CBS-TV and ABC-TV announced their plans for midseason prime-time program changes. NBC-TV had disclosed its plans the week before (BROADCASTING, Nov. 15).

The new three-network line-up as it will appear in January, after all changes have been made, is shown on page 34.

CBS-TV is dropping three series—*Bearcats!* *Chicago Teddy Bears* and for the rest of this season while star Sandy Duncan recovers from an eye operation, *Funny Face*. The three new ones are *Sonny and Cher Comedy Hour* (starring the pop singers), which will go into the Monday 10-11 p.m. NYT period; *Me and the Chimp*, a situation comedy starring Ted Bessell on Thursdays at 8-8:30, and *Don Rickles Show*, also a situation comedy, on Fridays at 10:30-11.

CBS said the effective dates of its

changes, which also include new time periods for five continuing shows, would be announced shortly.

ABC-TV is dropping four shows—*Nanny and the Professor*, Shirley MacLaine in *Shirley's World*, Anthony Quinn in *Man and the City* and Bobby Sherman in *Getting Together*—and is suspending one, *Smith Family*, which it said would return later. It is introducing three one-hour entertainment series that it said would have "vastly differing scope," all effective the week of Jan. 10. Three continuing programs will get new time periods and *ABC Monday Night Movie* will again succeed *NFL Monday Night Football* at the end of the football season.

ABC said its three incoming series will be: *Show of the Week*—a mixture of variety-entertainment shows, both light and serious nonentertainment programs and "sports magazines of the

air" to be shown Mondays at 8-9 p.m.; *ABC Comedy Hour*, in which comedy-variety specials will alternate each week with "Kopy Kats," the latter featuring a leading comic impressionist, on Wednesdays at 8:30-9:30, and *The Sixth Sense*, dramas exploring extrasensory perception, on Saturdays at 10-11.

ABC-TV affiliates will get a new half-hour for local programing under the prime-time access rule when the new schedule goes into effect.

Required by the FCC to give up an "extra" half-hour to compensate for giving up none on Tuesday nights, ABC is currently returning 8:30-9 on Monday, preceding pro football on the network, but in January will program that period as part of *Show of the Week* and will give up 10:30-11 p.m. Wednesdays instead. CBS affiliates' access half-hour will not be changed.

Among the programs to be scheduled

on the new *Show of the Week*, ABC said, are "The Dream Factory," a nostalgic look at the motion-picture industry through the history of MGM; a musical on ice from Wembley, England; a Jean-Jacques Cousteau program filmed in Florida waters; a George Plimpton "Adventure in Africa," a study of earthquakes; a visit to the famed Budapest circus, and Danny Kaye in "The Emperor's New Clothes." There will also be essays featuring newsman Harry Reasoner, entertainment specials, magazine-style sports presentations and news documentaries.

Comedy-variety specials scheduled to alternate with "Kopy Kats" in *ABC Comedy Hour* were said to include two friars club "roasts", an Alan King Special, a Danny Thomas special and "Twentieth Century Follies."

When movies replace football on Monday nights, ABC said, several features will be presented in two parts in conjunction with *ABC Sunday Night Movies*.

Among films that will be shown are "In Harm's Way," "The Blue Max," "Ice Station Zebra," "Lord Jim" and "Where Eagles Dare." A special two-part showing of "Cleopatra" on Sunday and Monday is also scheduled.

The decision to suspend *Smith Family*, also effective in January, was attributed to the failure to find a place

for the half-hour Henry Fonda series in view of the introduction of three one-hour series. ABC said the show would "return to the air later in the season" but officials could not say exactly where or when. It is currently seen on Wednesday at 9-9:30 which becomes *Comedy Hour* time in January. In its realignment of continuing programs, ABC is moving *Bewitched* from Wednesdays to Saturdays at 8-8:30 *Courtship of Eddie's Father* from Wednesdays at 8:30-9 to Wednesdays at 9-9:30, and *The Persuaders* from Saturdays to Wednesdays at 9:30-10:30.

In the CBS changes, *My Three Sons* will move from Mondays at 10-10:30 to Thursdays at 8:30-9 preceding the new *Me and the Chimp*. *Arnie* goes from Mondays at 10:30-11 to Saturdays at 9:30-10; *O'Hara, U.S. Treasury* moves up a half-hour to Friday at 8-9 p.m.

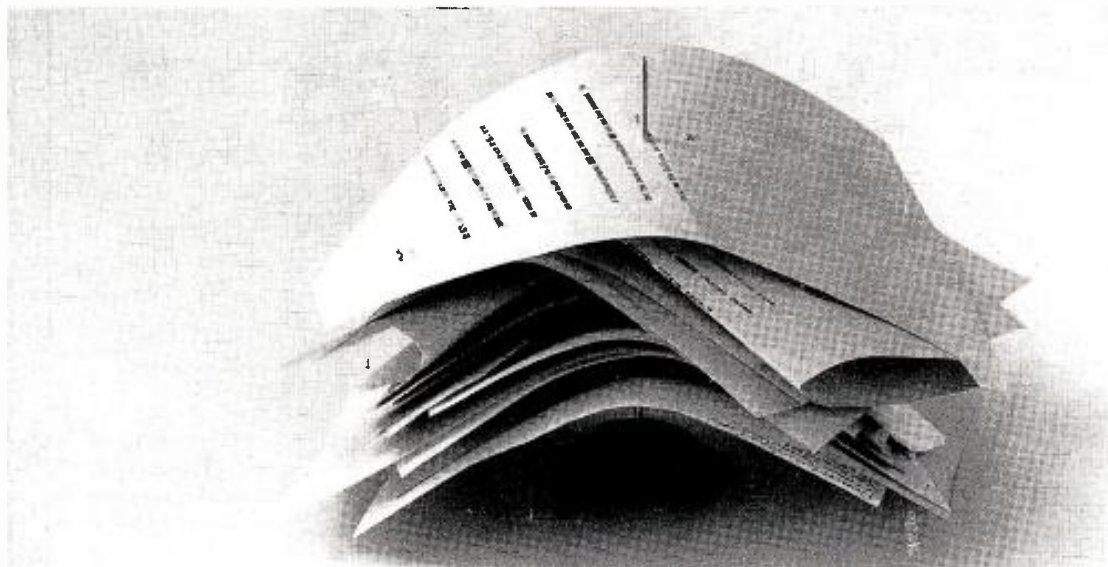
New Friday Night Movie also advances a half-hour to 9-10:30 and *Mary Tyler Moore Show* on Saturdays up an hour into the 8:30-9 spot now occupied by *Funny Face*.

The CBS changes were announced in San Juan, Puerto Rico, where board member of the CBS-TV Affiliates Association were meeting last week with network officials—and, coincidentally, were introduced to CBS Inc.'s new president, Charles T. Ireland Jr., by its

new vice chairman, Frank Stanton. CBS sources in New York said the only other news from the meeting, aside from general elation over CBS-TV's first-place position in the prime-time ratings and what that had done to affiliates' audience shares, was the board's election of Charles Brakefield of WREC-TV Memphis as chairman, succeeding Ves Box of KDFW-TV Dallas, now retired, and of Edwin Pfeiffer of WPRI-TV Providence, R.I., as secretary succeeding Mr. Brakefield.

The NBC-TV Affiliates board of delegates also was meeting last week, in Bermuda, and sent back some kind words after hearing reports from network officials. In an apparent allusion to NBC's second-place position in the prime-time ratings, the network congratulated management for "acting quickly and decisively" in making changes "to strengthen its audience position." The board's resolution also commended NBC for "dramatic improvement" and new leadership in daytime programming, for its children's and other programs now in development, its plans for extensive news and sports coverage and its "determined and creative approach" to problems imposed on broadcasters by the sagging general economy.

ABC-TV Affiliates board members were not meeting last week but are



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A look at the second season:

Sunday

	ABC	CBS	NBC
7:30	Local		Walt Disney
8:00		CBS Sunday Night Movie	
8:30	FBI		James Stewart Show
9:00			Bonanza
9:30	ABC Sunday Night Movie		
10:00			Bold Ones
10:30			

Monday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00			
8:30	Show of the Week	Gunsmoke	Laugh-in
9:00		Here's Lucy	NBC Monday Night at the Movies
9:30	ABC Monday Night Movie	Doris Day Show	
10:00			
10:30		Sonny & Cher	

Tuesday

	ABC	CBS	NBC
7:30			NBC Specials
8:00	Mod Squad	Glen Campbell Goodtime Hour	
8:30			
9:00	Movie of the Week	Hawaii Five-O	James Garner as Nichols
9:30			
10:00		Cannon	
10:30	Marcus Welby, M.D.	Local	Local

Wednesday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Courtship of Eddie's Father	Carol Burnett Show	Adam-12
8:30			
9:00	ABC Comedy Hour	Medical Center	NBC Mystery Movie
9:30			

9:30		cont'd	cont'd
10:00	The Persuaders		
10:30	Local	Mannix	Night Gallery

Thursday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00		Me and the Chimp	Flip Wilson
8:30	Alias Smith & Jones	My Three Sons	
9:00			
9:30	Longstreet	CBS Thursday Night Movie	Ironside
10:00			
10:30	Owen Marshall, Counselor-at-Law		Dean Martin

Friday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Brady Bunch	O'Hara, U. S. Treasury	Sanford & Son
8:30	Partridge Family		
9:00	Room 222	CBS Friday Night Movie	NBC Friday Night at the Movies
9:30	Odd Couple		
10:00			
10:30	Love American Style	Don Rickles Show	Local

Saturday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Bewitched	All in the Family	Emergency
8:30		Mary Tyler Moore	
9:00	Movie of the Weekend	Dick Van Dyke	NBC Saturday Night at the Movies
9:30		Arnie	
10:00			
10:30	The Sixth Sense	Mission: Impossible	

from page 33

scheduled to convene Nov. 29 for four days of conferences with ABC-TV officials, in Martinique, West Indies. In view of ABC-TV's ratings improvements this year, authorities expect the atmosphere to be far better than at last year's meeting, sometimes known as "the blood bath at St. Croix," when affiliates were in arms on a number of issues, especially ABC's decision to severely cut back network programming at midseason instead of waiting for the Oct. 1 effective date of FCC's prime-time access rule.

It's still CBS in ratings, but NBC gains

NBC-TV moved up to within one-half of a percentage point of CBS-TV in the ratings in the national Nielsens for the week Nov. 1-7: CBS had 20.3, NBC 19.8 and ABC 17.5.

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

CBS's *Funny Face* made the top 10. Other new shows in the top 40: CBS's *Dick Van Dyke* (13th), *NBC Mystery Movie* (23d), NBC's *Jimmy Stewart Show* (30th), NBC's *Night Gallery* (34th), NBC's *Nichols* (36th), NBC's *D. A.* (40th).

The top-10 list: NBC's *Flip Wilson*, CBS's *All in the Family*, NBC's Bob Hope special, ABC's *Marcus Welby*, CBS's *Mary Tyler Moore*, *Medical Center* and *Funny Face*, ABC's *FBI*, CBS's *Mission: Impossible* and *Carol Burnett*.

Fat Kids has the blues

Warren Duffy, formerly program director for progressive-rock station KMET-FM Los Angeles, and actress Kathryn Reynolds, have formed Fat Kids Inc., Los Angeles-based packaging, production and management firm. Initial plan is for the new company to produce a weekly three-hour blues show and to distribute it to radio stations in the U.S., Canada and England. The radio program will feature musician Jimmy Witherspoon as host and will be known as *The Jimmy Witherspoon Blues Show*. Distribution of the show is to begin in January.

The new firm also will manage Geronimo Black, a seven-man group that includes three of the original Mothers of Invention group. A recording contract is being negotiated on behalf of the Geronimo Black artists.

Mr. Duffy spent 14 years in programming at various TV and radio stations. Miss Reynolds has appeared in such TV shows as *Laugh-in*, *Hey, Landlord*, *I Dream of Jeannie* and *The Outcasts*. Fat Kids Inc. has opened offices at 355 South Bundy Drive, Los Angeles.

A serious note for Gavin conclave

Annual program bash hears Wells, Kramer; confers radio awards

The sixth annual Bill Gavin programing conference, held in New Orleans Nov. 12-14, carried on where its predecessors left off, but with a difference. Highlighted by a keynote address by former FCC Commissioner Robert Wells, and featuring panel discussions on public access with such participants as Albert Kramer of the Citizens Communications Center, the Gavin conference took a much more issue-oriented bent than in previous years.

"Management people as individuals are concerned with poverty and the environment, but I want to raise the point here that much can be done by radio in airing and possibly solving these problems," Mr. Gavin said. In an attempt to bring "more seriousness" to the conference, sessions on top-40 radio were eliminated and attendance was held to around 750—on purpose, he said. "I don't want this conference to be a head-hunting party for the record people."

Mr. Wells's speech, his first since leaving the commission, addressed a number of issues he had dealt with there: on de-regulation of radio ("It's like apples and oranges to mix radio and television together"); on the fairness doctrine ("Let's scrap [it] for a while and give that a try"); on licenses, ("There's no question . . . your licenses will be a bit more vulnerable to strike applications and protests from now on"); on personalized format radio, ("[According to the FCC] the ideal station in this country would carry 100% news and public affairs . . . we'd probably have the most bored bunch of educated people the world ever had"); on public access ("How could you be so lucky as to be in the broadcast business and have every person in your community be so knowledgeable, so educated, so well-informed that he knows better how to run your business than you do?")

In closing, Mr. Wells chided the broadcasters in his audience for "digging their own hole," referring to the "power to communicate" radio had acquired since its first days. Without that power, he suggested, broadcasters would not have to deal so often with public interest groups. "Think of the alternative," Mr. Wells said, "of going back to the days when no one cared what you did, because there were very few listeners."

Mr. Kramer, who drew most of the questions directed at the panel on public

access, tried to disabuse the broadcasters in the audience of the notion he regarded himself as serving the public interest while their lawyers were serving private interests. It is simply a matter of "different interests," he said. There are a number of interests that have not been heard before and that are now using the regulatory process to begot a hearing. And in the clash of interests, he said, something satisfactory can result.

Mr. Kramer also suggested that broadcasters were taking too grim, and routine, an approach to the problem of discharging their fairness doctrine obligations. Instead of presenting dry panel discussions, "like this one," he said, why

not present one side of an issue in a segment in a prime-time entertainment show?

In crowd-pleasing terms, the conference highlights were two presentations by Chuck Blore, of Chuck Blore Creative Services, Hollywood. The first dealt with PSA's—the public service announcements which permeate all broadcasters' schedules and which Mr. Blore finds, on the whole, notoriously dull. He encouraged programers to become more creative in this area, and offered several examples of his own—including one designed to replace Smokey the Bear in anti-forest-fire campaigns. The spot was accepted enthusiastically by the Gavin



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WKZO

CBS RADIO FOR KALAMAZOO
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Every picture tells a story ■ And this one came from within the walls of the Ohio State Penitentiary where the TV syndicated Phil Donahue Show was originated for one week (BROADCASTING, Nov. 8). Heavyweight champion Joe Frazier (l) joined Phil Donahue (r) that week, along with blues singer B. B. King.

audience, was rejected by the U.S. Forest Service.

Later, at the awards ceremonies which capped the conference, Mr. Blore scored again with recorded spots by Andy Williams, Jerry Reed, Three Dog Night and the Osmond Brothers spoofing their hits. Each was used to introduce award categories. The winners in each:

Top-40 radio—station manager: Dick Rosenfeld, KILT(AM) Houston; program director: Buzz Bennett, KCBQ(AM) San Diego; music director: Chuck Brinkman, KQV(AM) Pittsburgh; disk jockey: Larry Lujack, WLS(AM) Chicago.

Nonrock—station manager: Jim Hilliard, WIBC(AM) Indianapolis; program director: Chuck Southcott, KGIL(AM) San Fernando, Calif.; music director: Elma Greer, KSFO(AM) San Francisco; disk jockey: Jay P. McCarthy, WJR(AM) Detroit.

Country and western—station manager: Don Nelson, WIRE(AM) Indianapolis; program director: Bill Baily, KIKK(AM) Houston; music director: Ron Rice, KBOX(AM) Dallas; disk jockey: Arch Yancey, KIKK(AM) Houston.

Rhythm and blues—station manager: Wendell Cox, WCHD(FM) Detroit; program director: Jerry Boulding, WWRL(AM) New York; music director: Norma Pinnella, WWRL(AM) New York; disk jockey: Jerry Boulding, WWRL(AM) New York.

Progressive or free-form FM—station manager: Willis Duff, KSAN(FM) San Francisco; program director: Scott

Muni, WNEW-FM New York; music director: Chris Grey, WEBN-FM Cincinnati; disk jockey: Stephen Ponek, KSAN(FM) San Francisco.

Small-market radio—station manager: Jim Davenport, WFOM(AM) Marietta, Ga.; program director: Joe Sullivan, WMAK(AM) Nashville; music director: Eric Norgerg, KMBY(AM) Monterey, Calif.; disk jockey: Gary Burbank, WAKY(AM) Louisville, Ky.

Stations of the year—top 40: WFIL-AM Philadelphia; R&B: WWRL(AM) New York; rock: WDAS-FM Philadelphia; C&W: KFDI(AM) Wichita, Kan.; MOR: WCCO(AM) Minneapolis; over-all station of the year: WFIL(AM) Philadelphia.

A special citation was awarded to group station owner Gordon McLendon for his continued service to radio.

For the patriotic: 'Stand Up and Cheer'

In these times of protest and change, a new show—spelling out "what's right with America and Americans" through song—has appeared. *Stand Up and Cheer*, a nationally syndicated half-hour TV program, is the brainchild of musical conductor-arranger Johnny Mann and is currently in 72 markets.

Each week the show combines the talents of Mr. Mann, the Johnny Mann singers and assorted guest stars to recreate America's history in song. "We put these shows together," Mr. Mann said, "because frankly, we got just a

little tired of a lot of people kicking us and putting our country down. We know we're not perfect, but we just want people to remember that with all its imperfections, this is still the greatest country in the world."

While the intent of the program may be to put "rah-rah" back into music, and appeal to a more mature audience, it has not totally ignored the newer rock trends either. It has featured tributes to such groups as Blood, Sweat & Tears and Chicago in addition to its regular fare of performers which includes Patti Page, John Wayne and Jack Jones. However, while Mr. Mann and his singers suggest possible guest stars, Campbell-Ewald and its Chevrolet account, which in part sponsor the bartered program, reserve the right to final choice in keeping with viewer demand.

Stand Up and Cheer is produced by Coburt Productions and Johnny Mann Productions and is taped at KTLA(TV) Los Angeles. Thus far 16 segments have been completed and are being bicycled around the country.

SAG gets, pays out \$13 million in residuals

A new high of \$13,299,748 in residuals for domestic showings of TV programs was collected on behalf of Screen Actors Guild members and distributed by the union for the fiscal year ending Oct. 31, members attending the organization's annual membership meeting in Hollywood were told. The TV residuals were distributed via 97,857 separate checks, more individual payments than were ever distributed in one year before.

For the foreign use of American TV programs, SAG collected and distributed \$1,515,822 during the year, and for television exhibition of theatrical pictures in the same period, the guild distributed \$2,513,593. Totals of all categories of residuals during the year (exclusive of use payments on commercials which are paid directly to the actor) reached \$17,329,164 and since the first TV residuals were received in 1953, \$137,264,924 in 1,541,422 checks.

Since the advent of television, domestic residuals handled by SAG now total \$116,998,748.

The membership meeting also heard newly elected guild President John Gavin say he hopes to establish a residual policing system using electronic monitoring to insure proper payment for all television uses of commercials, TV episodes and feature films. Mr. Gavin also said that he will try to establish international alliances with sister unions so that the position SAG has acquired in cassette, cable-TV and pay-TV protection is not diluted by the "undercutting" of foreign unions.

Public television and what makes it go

Often the name of the game in public broadcasting is grants. Last week several underwritings of noncommercial television efforts were announced.

A grant of \$185,000 has been made to *Soul!*, a black entertainment series carried on 213 public TV stations, by Interdisciplinary Metropolitan Systems Inc., New York, a black consulting firm that deals in the area of social sciences.

The one-hour series is produced each week by the NET division of the Education Broadcasting Corp., which said last week the grant was "the first ever made by a black organization in support of a national television program."

The grant was made in partial support of *Soul!* which is in its third year as a national series. Twenty programs are scheduled for the 1971-72 season, with each segment budgeted at \$15,000 to \$20,000, according to an NET official.

And three grants totaling \$125,000 were announced by WNET-TV New York to support the public station's children's programming and specialized-news efforts.

The Kraftco Corp., New York, parent company of Kraft Foods, contributed \$75,000 for the presentation on Saturdays of five hours of *Sesame Street* and two-and-a-half hours of *The Electric Company*—repeats of shows carried during the week.

The Van Ameringen Foundation and the New York Foundation have made grants of \$25,000 each, stipulating that the money be used to hire specialized reporters in the areas of minority affairs and education for WNET's nightly half-hour news show, scheduled to go on the air in mid-January.

ProgramNotes

"Squares" in syndication ■ Rhodes Productions, Hollywood, a division of Taft Broadcasting Co., has been named to handle syndication for the version of *Hollywood Squares* game show that began on the NBC-owned television stations several weeks ago in the Friday, 7:30-8 p.m. slot. Series is produced by Heatter-Quigley Inc., a Filmways company.

What's happening ■ Poole Productions has placed into syndication a daily two-minute series of interesting and unusual things to do. *A Light Look Around* is designed as a news insert and is being sponsored nationally by the recreational vehicle division of Boise Cascade, Atlanta, manufacturers of camping equipment and trailers. The insert is being

used as part of Boise-Cascade's 1972 marketing campaign. Poole Productions is located at suite 11-A, Lawyers building, Greenville, S.C. 29601.

For the girls ■ CPM Programs Inc. will distribute to stations a half-hour daily television series, *What Every Woman Wants to Know*, starring Bess Myerson. The women's service show is being offered on behalf of E. I. duPont de Nemours & Co. on a trade-out basis in the top-70 markets, with air date set for January.

TV tribute to JFK ■ Embassy Pictures Television is offering to stations a full-length motion picture titled "John F. Kennedy: Years of Lightning, Days of Drums," produced by the United States Information Agency. It was originally made available for theatrical release by a special act of Congress. Initial TV sales have been made to KTLA(TV) Los Angeles; WKYC-TV Cleveland; WFLD-TV Chicago; KARK-TV Little Rock, Ark., and KBTW(TV) Denver.

One-minute radio ■ Beckwith Presentations Inc., New York, has announced an agreement with King Features Inc., New York, to distribute and produce a radio adaptation of two King Features columns, *Hints From Heloise* and *The Gossip Column*. Plans call for the delivery of 10 one-minute programs on each show per week to radio station clients.

Action with Music ■ National Copacetic Ltd., New York, reports it has acquired rights to characters in the Marvel Comic Book series and plans to produce a 65-episode, five-minute radio series. Stephen Lemberg, president of National Copacetic, has staged rock-music festivals throughout the U.S. and intends to use a contemporary musical score as the background for an action story in each segment.

Columbia Pictures evolves into video tape

Columbia Pictures Industries is expanding into video-tape distribution. It has signed to serve as exclusive U.S. distributor of video tape for the Fuji Photo Film Co. Ltd. of Tokyo and has set up a new division, ColTape, to handle the marketing of Fuji's video-tape products nationwide.

Jerome S. Hyams, senior executive vice president of Columbia, who announced the agreement jointly with Minoru Ohnishi, manager of the export sales division of Fuji Photo, said the move was "a natural involvement" in view of the widespread growth of the video-tape industry. He said the agreement would be "only the first step in Columbia's plans to expand our interests in the marketing of products in the communications field."

Network rejection a barter success?

The votes aren't in yet on whether what may be one of the season's biggest gambles with pay off or not: the attempt to put 26 first-run segments of *Hee Haw* on stations throughout the nation on an individual basis, without the benefit of a network line-up or a sponsor to finance the placement. How big a gamble is it? It's estimated that each weekly hour show costs \$125,000 to produce or \$3,250,000 to produce the 26 new shows for the 1971-72 season.

Footing the bill are five partners in Beverly Hills, Calif.-based Youngstreet Program Services Inc. The partners—Nick Vanoff, Frank Peppiatt, John Aylesworth, William Harbach and Alan Courtney—have not only financed the show; they are producing, promoting and selling it in syndication, all on their own.

The results of their efforts so far are statistically impressive, financially inconclusive.

As of Oct. 21, according to Youngstreet's accounting, 195 stations (some 55 carrying the show on the same day and time) have cleared time for the program, and make up the *Hee Haw* station lineup: 103 of them CBS-TV affiliates, 49 NBC-TV affiliates, 10 non-network affiliated stations. This lineup safely tops the 150 stations Youngstreet felt would be necessary to make the syndication project feasible. Once again, according to Youngstreet calculations, the lineup of stations assembled for the program covers 82% of the country.

The show went on the air Sept. 18 with one national sale. It was hardly enough. Youngstreet's contract with stations calls for the same production values and qualities for *Hee Haw* as it had on CBS-TV. It continues to originate from Nashville. It continues with the same cast. It continues to cost \$125,000 a week to produce. As the shows actually began to make it on the air, and with production values apparently intact, sales resistance softened somewhat. Now *Hee Haw* is three-quarters sold through the fourth quarter of 1971, half sold through the first quarter of next year. The advertisers are: the Procter & Gamble Co. through Compton Advertising; J. B. Williams Co. through Parkson Agency; Warner-Lambert Pharmaceutical Co. through J. Walter Thompson Co.; Dodge Division, Chrysler Motor Corp. through BBDO.

There is some evidence that stations, on their part, are having much greater success selling the show locally, with the Chevrolet Motor Division of General Motors Corp., for one, buying on a regional basis.

Macdonald to the rescue

He introduces public-broadcasting funding bill; CPB would be given all of the purse strings

House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.), obviously impatient with the administration's attitude toward public broadcasting, last week introduced a long-range financing bill designed to pass muster with that same administration—and with public broadcasters.

The Macdonald bill (H. R. 11807) is structurally similar to proposals discussed by the Office of Telecommunications Policy and the Corporation for Public Broadcasting, during their unsuccessful attempts to agree on funding legislation. However, there are significant differences; one, of particular importance to CPB, is the fact that the Macdonald bill would permit the corporation to administer all money, rather than establishing a formula to govern some distribution, as OTP had proposed ("Closed Circuit," Nov. 15).

In remarks accompanying his introduction of the bill early last week, Mr. Macdonald warned that "further delay [on long-range funding] will jeopardize the continuation and endanger the effectiveness of public broadcasting. Absent a financing plan for this purpose, we must face up to the fact that discontinuance of public broadcasting is a logical consequence."

The congressman blamed OTP and its director, Clay T. (Tom) Whitehead, for much of the uncertainty that now surrounds public broadcasting's future. He expressed particular dismay over Mr. Whitehead's remarks to the National Association of Educational Broadcasters convention in Miami Beach, where the OTP director—who was expected to talk about funding legislation—instead criticized what he regarded as excessive centralization within the noncommercial media (BROADCASTING, Oct. 25, et seq.).

"... This suggestion by an administration appointee that public broadcasting structure itself in his own image, illustrate[s] more clearly than ever the need for permanent insulation of the corporation from outside interference and control," Mr. Macdonald said.

"Public broadcasting," he added, "is being subjected to a new technique developed in Washington which can be

termed 'intimidation by raised eyebrow.' While the current administration certainly did not originate the technique, it has refined it to a real art. A well-placed phone call, a well-timed speech or a coincidental personal investigation can all apply that government pressure which we had hoped the media were protected from by virtue of the Constitution or an act of Congress."

For all his differences with the administration, however, Mr. Macdonald did introduce a bill that embodied important aspects of the proposals already discussed with public broadcasters by OTP. The Macdonald bill would establish a "Public Broadcasting Fund" in the Treasury, from which money would be drawn over the next five fiscal years. A significant portion of the money would be keyed to nonfederal contributions. All those proposals were also made during OTP's deliberations.

Where OTP had called for a direct distribution of money to local stations under a specific formula, however, the Macdonald bill would funnel all money to, leave the discretion with, CPB—subject to the stipulation that at least 30% of the corporation's money would have to go to stations. CPB has supported the idea of increased station support (only 18% of its money now goes for that purpose) but opposed the idea of a formula as too rigid.

There are also differences in the specific sums proposed. The Macdonald bill could provide amounts ranging from \$65 million in 1973 to \$160 million in fiscal 1977. However, public broadcasters could not receive the full amounts without vastly increasing their present level of nonfederal support during that time, because much of the money would be made available only on a matching basis. Under the bill, the Public Broadcasting Fund would provide directly to CPB a base amount of \$35 million in 1973, \$40 million in 1974, and \$50 million in each of the next three years. In addition, an amount equal to half of all nonfederal contributions to public broadcasting would be provided. The combined federal total could not exceed \$65 million in 1973, \$90 million in 1974, \$120 million in 1975, \$140

million in 1976, and \$160 million in 1977.

OTP proposed an annual appropriation of \$100 million for each of the same five years. Of that amount, CPB would have received \$35 million annually, plus half of an amount equal to one-third of all nonfederal funds (stations would receive the other half of such funds).

Since Mr. Macdonald was concerned with the issue of over-all long-range funding, his bill did not contain a provision pertaining to money for facilities grants. OTP has proposed five-year authority for equipment grants totaling from \$40 million to \$80 million a year.

It was indicated last week that hearings will be held early next year on the Macdonald bill. Hearings are also expected early next year on a less ambitious bill introduced in the Senate by Senators Warren Magnuson (D-Wash.) and John O. Pastore (D-R.I.). That measure—introduced to insure that public broadcasting will not be left in the lurch if the administration fails to produce a bill—would simply extend CPB authorization for one year, through the political realities. OTP declined immediate of fiscal 1973 (BROADCASTING, Nov. 15).

Public broadcasting representatives regarded the Macdonald bill as an effective balancing of their interests and date comment on the bill.

Gunn's lament

The future of public television is doubtful unless it receives support from the White House, the president of the Public Broadcasting Service said last week.

Speaking before a luncheon meeting of the Hollywood Radio and Television Society, Hartford N. Gunn Jr. pointed out that PBS's financial diet is basically inadequate and that unless things change, "the system certainly cannot grow, and may not even survive."

Mr. Gunn said he questions the sincerity of those critics—specifically including Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy—who contend that finances alone won't provide the basic solution to PBS's problems. He explained that about

15 cents per person per year is spent on public TV in the U.S. as compared to \$13.20 in Great Britain, \$6 to \$7 in Canada and \$5 in Sweden.

According to Mr. Gunn, the total national public-TV program production and distribution budget this year is about \$30 million. As he detailed it: The \$30 million is spent to produce about 30 hours of programing each week for PBS stations. This includes reruns. It works out to an average of a little less than \$20,000 per hour for production and distribution of public TV programs.

Is TV overestimated on election day?

Stanton says medium sells politicians no more than others

CBS Vice Chairman Frank Stanton last week defended television against critics who accuse the medium of favoring political candidates who can afford to command broadcast air time.

Dr. Stanton agreed at the outset of his delivery of the Edward L. Bernays lecture at Boston University Wednesday (Nov. 17) that broadcasting has played a contributory role in the "information revolution." He acknowledged that both radio and TV have brought knowledge of world events and political issues to large audiences.

"Yet some of our critics would have it that television is a bottleneck," Dr. Stanton said. What they are saying is that a candidate who can get on television the most often, with the most effective kind of advertising, will automatically win the election, regardless of whether he is really the best-qualified candidate. They are also saying that the determination of how often he gets on the air with his subject is how much time he can buy or command." He answered this charge by saying that "first, it ignores the pluralism of the media in this country." He said there are about 900 TV stations on the air, more than 4,300 AM and 2,700 FM stations; more than 9,000 magazines and 11,000 daily, weekly or semi-weekly newspapers. Most of these media voice editorial opinions, he said, and most permit advertising by political candidates.

"For the sake of the argument, however, let's suppose that television is a bottleneck," Dr. Stanton suggested. "Let's suppose that the candidate with the most money does pre-empt most of the time. Let's suppose that his backers do try to sell him to the public like so much toothpaste, on the simple assumption that voters flock to support the

most seductive smile seen most often on the picture tube. If all those things were true, then our national elections would surely turn into landslides."

But he noted two of the last three presidential elections have been notable for the closeness of the vote, with both Presidents Nixon and Kennedy's margin of victory in the popular vote less than 1%.

"Americans vote as they do for so many complex reasons that they have kept the art of politics a mystery to baffle not only candidates but also scholars who analyze public opinion," Dr. Stanton maintained.

He attacked what he called the "bottleneck-and-toothpaste" theory of politics on another count: "Far more time is devoted on television to news coverage of election campaigns than to political advertising."

In this connection, he said that some critics want to "brush aside" the journalistic function of reporting and analyzing political election news in favor of having every station freely available to prospective candidates for all the time they want to wage their campaigns.

Dr. Stanton called this approach indefensible in that the press cannot share its responsibility for news judgment and still fulfill its basic roles. But, beyond that, "there just isn't room" on television or in other media to provide unlimited access, he said.

"Prime time on television is between 7:30 and 11 p.m., a time span of three-and-a-half hours per night, or 1,470 minutes per week," Dr. Stanton continued. "If the 950 candidates for offices in New England in 1968 were given open access to every bit of this time from September to election day, wiping out any kind of prime-time programing except electioneering, depriving the audience of all prime-time entertainment or news or specials, not one candidate would have more than one-and-one-half minutes per week.

"We would have destroyed the entire prime-time schedule, driven the audience to distraction and accomplished nothing more than the creation of a modern tower of Babel . . . that is why every form of journalism rather than merely reporting in their entirety the utterances of candidates, is called upon to summarize, to select, to sample."

Consolidation

The Communications Department of the U.S. Catholic Conference has merged its film divisions and broadcasting divisions in New York into a single unit called the Division for Film and Broadcasting. Father Patrick Sullivan, S.J., has been named director of the new division. Robert B. Beusse is director of the Communications Department.

Delta is an air line run by professionals. Like Marilyn Curtis, reservationist. She knows everything about fares, ticketing, schedules. And she's anxious to be of service to you. Even when you call with a tough request. Which makes her a pretty special number.



Delta is ready when you are!

Back to the long view on cable

Latest from Whitehead: compromise, FCC rules are just way-stations on the road to new law

With the compromise over the FCC's proposed CATV rules now out of the way, Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, last week refocused attention on the administration's determination to take the lead in formulating fundamental, long-range CATV policy.

In letters to key members of Congress—Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, and Representative Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee, among them—and in a speech to the National Association of Broadcasters' regional conference in Dallas, Mr. Whitehead stressed the importance of Congress now addressing fundamental CATV policy issues, those dealing with broadband cable as a communications medium in its own right.

But he also noted that a high-level administration committee, which he serves as chairman, is also considering those issues. The committee, which was appointed by President Nixon last sum-

mer to make long-range policy recommendations, is expected to submit its report to the President before the end of the year, a report that is certain to include legislative proposals. Senator James B. Pearson (R-Kan.), a member of the Senate Communications Subcommittee, expects the administration to submit a set of proposals for CATV legislation "within a few weeks."

Mr. Whitehead stressed, too, the importance of avoiding the establishment of policy by the FCC by default. He favors the "immediate implementation of the [commission's] proposed rules in order to permit the growth of cable television," he said in his letters to the members of Congress. But, he added, his recommendation is based on the hope and expectation that Congress will deal with the fundamental cable-policy issues "before the economics of the industry and the character of the medium have become irreversibly set in the mold contemplated by the commission."

Indeed, Mr. Whitehead, who played the leading role in engineering the com-

promise among the broadcasters, CATV operators and copyright owners (BROADCASTING, Nov. 15) told his Dallas audience that the real significance of the settlement is that it avoids the danger of protracted battles in the courts and before Congress, and permits Congress to turn its attention to the basic issues involved.

He gave this explanation as to how the compromise was achieved in the face of predictions that the contending parties could never be brought into agreement on a package of CATV rules: "Broadcasters and copyright owners were ready for a settlement once it became apparent that cable's star at the FCC was on the ascendancy. Cable operators chose certainty and a quick end to the freeze rather than endless challenges to their right to exist."

Mr. Whitehead's letter to the members of Congress was in response to their request for his comments on the proposed CATV rules the commission submitted to the Senate and House Commerce Committees in a "letter of intent," in August (BROADCASTING, Aug. 9).

He said the proposals dealing with retransmission of broadcast signals—the number of distant signals a system may import, the definition of a local signal in terms of its reception in a market, and antileapfrogging restrictions—are clearly within the commission's authority to adopt. These proposals, which were modified in the compromise agreement, are intended to provide the cable industry with an opportunity for immediate growth while protecting the viability of the over-the-air television system, he said.

He added that the proposals enunciated for the first time in the compromise agreement that deal with CATV importation of distant radio signals and exclusivity protection for copyrighted television programs should also be adopted. He said the exclusivity and copyright provisions will protect existing television production companies and encourage new ones to enter the field. (In Dallas, he said copyright and programming were central to the compromise.)

But many of the other proposals the commission intends to translate into rules, Mr. Whitehead said in his letter to the members of Congress, "will shape the economic structure, and indeed the character, of the new medium." He referred specifically to such matters as federal pre-emption of state and local authority over CATV regulation, the extent of FCC supervision of programming, limitations on the number of channels, flexibility with respect to new services, and prescribed channel use.

These are the subject of his special committee's work, he said, "and will

Cable compromise draws first blood

Small-market broadcasters in West see themselves sold down the river

The first cry of anguish from broadcasters at the action of the board of the National Association of Broadcasters accepting the Whitehead compromise proposals on CATV two weeks ago (BROADCASTING, Nov. 15) came last week from Rocky Mountain broadcasters.

Robert E. Krueger, KTVB(TV) Boise, Idaho, president of the Rocky Mountain Broadcasters Association, said last week that the association feels "the small-market radio and TV broadcaster was sold down the river by the Whitehead CATV compromise."

Members of RMBA, he said, meeting in Denver on Nov. 16, felt strongly that the Whitehead cable proposals discriminate against broadcasters operating in lightly populated states. He noted that under the accepted CATV compromise, more TV signals may be imported into marginal markets than into New York.

RMBA members were also critical, Mr. Krueger said, of those who represented broadcasters in the negotiations "for failing to recognize the problems of those operating in other than the very largest markets." And, he added, "We are baffled also by the NAB failure to insure consideration of radio-signal importation limits, inasmuch as they are co-petitioners with us for [an FCC] rule-making for an outright ban or a carefully designed restriction of such importation."

And, he added, "The 35-mile protected zone is not appropriate in the Rocky Mountain West and other sparsely populated areas." In the Rocky Mountain region, he said, it is necessary to draw circulation from a vast land area in order to "bulk up" meaningful audiences.

Copies of the RMBA statement, Mr. Krueger said, will be sent to members of the FCC, Clay T. (Tom) Whitehead and others at the Office of Telecommunications Policy, and members of the Rocky Mountain states' congressional delegation. RMBA represents broadcasters in Montana, Idaho, Wyoming, and Utah. Earlier this year, the RMBA met with its congressional delegation in Washington, as well as with the FCC and OTP officials.

ultimately require careful congressional consideration."

Mr. Whitehead takes a narrower view of the commission's authority over cable than the agency has since 1966, when it first asserted jurisdiction over CATV. He said the Communications Act of 1934 "provides inadequate guidance for the regulation of broadband cable communications." The commission interprets the act as providing a sufficiently broad grant of power over wire and wireless communication to enable it to shape increasingly wide-ranging policy.

But Mr. Whitehead clearly regards the administration and Congress as better equipped than the commission to lay down such policy. He also says that the basic, long-range policy approach he advocates is less apt to result in government interference in a broadcaster's, or CATV system's, day-to-day operations, particularly as they relate to programming. He dealt with this issue in his speech in Dallas and again, a day later, in a speech at the University of Texas, in Austin.

Speaking in Dallas of the need to develop program sources, he asked: What incentives are to be used? "Will the availability of many channels simply illuminate scarcity of attractive programs or will it spur the development of programs of a kind not feasible today? These are the appropriate questions government can ask about programs—not how can we manipulate each station's or cable system's programming, but how can we encourage program diversity and choice so we won't have to manipulate content."

Speaking before an undergraduate communications class, in Austin, he put the matter more bluntly. "Because of its collegial structure and because of its judicial nature, the commission is simply not well structured for policy development," he said. "It tends to make policy the way the courts make policy—by retrospective case history, rather than conscious future planning." It was for this reason, he said, that President Nixon asked Congress to create OTP, to serve as a focus for executive policy development and as the President's principal adviser on telecommunications matters.

He also said that the courts and the commission have steadily increased the government's role in communications and that, "for some perverse reason, the First Amendment keeps getting bent into the awkward framework of the 1934 Communications Act, instead of the other way around."

He said the courts have granted the public "a rather dubious 'right to hear' which appears to hold that the electronic media, as 'instruments of the government,' are required to 'inform' us

on public issues of controversy and importance." And it is the government itself, he noted, that decides whether issues are controversial and important.

"There is an important difference between a 'right to be informed' and a right to a media structure which is conducive to freedom of press and speech," he said. "Freedom here must mean freedom both from private monopoly and from government censorship, implicit or explicit. The right of free speech and press is quite a different animal from a 'limited' right of access, selectively defined and enforced on a case-by-case basis by some federal agency. Yet, it is in the latter direction that we seem to be moving."

It is his expressed concern with government involvement in programming matters that in part underlies Mr. Whitehead's suggestions for revamping the regulatory structure within which broadcasters operate. He would repeal the fairness doctrine and replace it with a statutory right of paid access and a new renewal process in which a licensee would be judged on whether he had made good-faith effort to ascertain and serve local needs and interests. "There would be no place for government-conceived program categories, percentages and formats, or any value judgment on specific content" in the process he has in mind (BROADCASTING, Oct. 11).

Some loose ends still to be tied

Broadcasters, cablemen set meeting this week on bilateral negotiations

A compromise on cable-television regulation may have been signed by the directors of principal trade associations (BROADCASTING, Nov. 15). But it has yet to be sealed or delivered. A meeting of leaders in cable and broadcasting has been called for this week. The attempt will be to accommodate differences surviving from the compromise.

The meeting, to be held Wednesday (Nov. 24) in New Orleans, will bring together Vincent T. Wasilewski, president of the National Association of Broadcasting; A. Louis Read (WDSU-TV New Orleans), chairman of the NAB's television board; Jack Harris (KPRC-TV Houston), president of the Association of Maximum Service Telecasters; John Gwin (Cox Cable Communications), chairman of the National Cable Television Association, and Alfred R. Stern (Television Communications Corp.), a former NCTA chairman.

None of the principals was talking last week about the subjects of the new

negotiation, but points of difference among the three associations had already been identified in letters written to Clay T. Whitehead, director of the Office of Telecommunications Policy. The letters formally reported the reluctant acceptance of the Whitehead terms of compromise. Though none imposed conditions, all had reservations.

In his letter to Mr. Whitehead, Mr. Wasilewski listed five points that the broadcast association hoped might be reconsidered.

The NAB said that it hoped for an extension of preclearance protection for licensing of copyrighted programs. Under the Whitehead plan, a cable system in one of the top-50 markets would not be permitted to carry a new syndicated program for a 12-month period after its sale for the first time anywhere. This would permit TV stations in other top-50 markets also to buy the program before it was carried on cable systems in their markets.

The NAB wants the same protection extended to markets 51-100. A spokesman cited Richmond, Va., the 55th TV market, as an example of the claimed inequity of the Whitehead plan. If a package of feature films has been sold to a Washington TV station the ninth market, cable systems in the Richmond area could be showing those features from the Washington station before any of the Richmond stations had a chance to buy them.

The NAB also expressed discontent with the lack of exclusivity provisions in smaller markets, those under the top 100. As an example, KRDO-TV Pueblo-Colorado Springs is the ABC affiliate and carries the network's news at 6 p.m. Under the proposed compromise, a cable system in Pueblo-Colorado Springs area can carry the Denver ABC affiliate, KBTV-TV, which carries ABC news at 7 p.m. Thus, viewers in the Pueblo-Colorado Springs area would be under no compulsion to watch ABC news at 6 p.m.: they could elect to watch it at 7 p.m. from the Denver station.

The NAB also expressed dissatisfaction with the universal use of a 35-mile zone to define local network affiliates to be picked up by CATV. In sparsely populated areas, such as the Rocky Mountain states, said the NAB, the distance should be 55 or 60 miles.

NAB sources cited Ktwo-TV Casper, Wyo., as a station that could be damaged by the 35-mile rule. It is affiliated with all three networks. But a Casper cable system is importing all three network services, plus a commercial independent and noncommercial, educational outlet, from Denver, more than 35 miles away.

Stations in markets under the top 100, the NAB said, have no duplication protection against the cable car-

riage of network programs that they do not carry in prime time. In Boise, Idaho, for example, KBOI-TV on ch. 2 is primary CBS; KTVR(TV) on ch. 7 is NBC. Both carry ABC as secondary affiliations. In prime time both Boise stations are carrying their primary networks; the ABC programs generally are broadcast on a delayed basis. But a cable system in Boise could bring in ABC programs from a Denver station.

And, the NAB said, it hoped a more realistic definition of a radio market can be reached. This means, it was explained, that cable systems that carry radio, mostly FM at present, would be required to carry all local radio stations, both AM and FM. Under the proposed guidelines, a CATV system could, if it did not carry any radio signals from communities beyond the 35-mile protection zone, choose which or how many local radio stations it will carry.

The NAB letter to Mr. Whitehead also referred to the association's long campaign to get federal restrictions to prevent the siphoning off of programs from regular over-the-air TV to pay TV, either wire or broadcast. It also said it wants "sound" rules for CATV originations and sale of commercials. In the former, the association has taken the position that CATV system should not be obligated to originate; in the

latter, that cable systems should be prohibited from selling commercials.

And, finally it told Mr. Whitehead that it intends to continue to battle against proposals that broadcasters be inhibited from owning cable systems. None of the last three items are the subject of any provisions in the Whitehead, or the FCC, cable-TV proposals.

In its letter to Mr. Whitehead, the AMST raised only two questions about the CATV compromise.

It termed a "subsidy" the permission to be given cable-TV systems to import at least two distant signals into some markets. Philadelphia was cited last week by AMST sources as an example. In that market there are three VHF network-affiliated stations, and three independents, all UHF. Under the proposed rules, a Philadelphia cable system could import two outside signals. This, AMST sources said, subsidizes the CATV at the expense of the over-the-air service.

AMST also termed discriminatory and inadequate the treatment accorded smaller markets (those below the top 50) in the matter of exclusivity. One example was cited: under the Whitehead compromise, TV stations in the 51st to 100th markets have two years protection for syndicated series from the date of the first showing. But, according to AMST interpretation, the

Mike Douglas show already has been running two years, and therefore any TV station buying the program will be accorded no exclusivity.

Also, in the Whitehead proposals, exclusivity is denied to a TV station for any program that it does not carry in prime time where the cable-TV system does. Again using the Mike Douglas show as an example, AMST sources noted that generally that show is scheduled in other than prime time where the station is a network affiliate carrying network programs at those hours. In such a case, it was noted, the cable system would be permitted to carry that program from an outside independent station that happened to be carrying Mike Douglas in prime time.


To the NCTA, the best available blueprint for regulation of cable is still the FCC's letter of intent. The areas where cablemen think they had to "deal down" most drastically from that document are also the areas of their principal dissatisfaction with the compromise. And in each case, the real issue is distant signals.

In his letter to OTP Director Whitehead two weeks ago, NCTA Chairman Gwin identified the principal points with which the cable contingent is "not happy": leapfrogging and viewing standards in overlapping markets, exclusivity, and—more generally—the "attempt to detail legislative restrictions on an administrative agency's ability to deal with the changing field of cable television by limiting signal carriage" (BROADCASTING, Nov. 15).

Earlier this month, in a speech to the fall convention of the California Community Television Association, Mr. Gwin emphasized the interrelatedness of these issues. Distant signals, he said, are the single most important issue; the battles in the other areas "are just vehicles to erode our right to use distant signals"—that is, to "erode" the opportunities written into the letter of intent (BROADCASTING, Nov. 8).

The antileapfrogging regulation in the compromise, for example, dilutes the distant-signal provisions of the commission's letter. Under the FCC plan, systems in the top-100 markets would be able to import two distant signals, regardless of local availabilities. The compromise left that provision intact, but eliminated the "wild-card" provision under which cable systems could take one of the signals from any market, anywhere. If the signals are to be imported from the top-25 markets, the system would be limited to the two closest markets—with a few exceptions.

For an indication of what that change can mean, cable representatives point to the Providence, R.I., market. The two closest markets among the top-25 are Boston and Hartford, Conn.—



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which, between them, have only three independent commercial stations from which a cable system could select its ration of two. Everything else would be removed from consideration, including the next closest market—New York, which alone would add four candidates.

Also affecting the cable operator's pool of choices is the standard for determining whether an out-of-market independent station is "local." Under the letter of intent, such a station would be considered local if it drew 1% of the audience and 5% net weekly circulation; the compromise raised the standard to 2% and 5%.

Cable spokesmen note that in the Pennsylvania market of Harrisburg-Lebanon-York-Lancaster, for example, the commission's viewing standard would permit four independents to be considered local: WTTG(TV) Washington and WPHL(TV), WKBS(TV) and WTAF(TV), all Philadelphia. Under the harsher standard in the compromise, only WPHL(TV) would be considered local; any of the others would have to count against the system's quota of distant signals if carried.

Or, to take a larger market: In Philadelphia-Burlington, N.J., two New York independents could be carried as local under the commission's standard—WNEW(TV) and WPIX(TV). Both would be wiped off the list under the compromise.

As for exclusivity, again the issue for cable operators is the extent to which they can import signals into larger markets. In a market like Charlotte, N.C. (number 42)—an admittedly extreme example—the effect could be almost to eliminate from consideration a station such as WTCG(TV) Atlanta; according to NCTA calculation, that station would be lost to a Charlotte system for about 90% of the Monday-through-Saturday broadcast day, solely because of the stringent exclusivity requirements in the top-50 markets. The FCC's letter of intent proposed no exclusivity restrictions at all.

Church of Christ advises on cable

Immediate citizen-group involvement in the franchising of cable-television systems was urged last week by the Office of Communications of the United Church of Christ.

The church agency, which has played a leading role in challenging broadcast licenses, has published a manual, "A Short Course in Cable," to alert community organizations "to the dangers of cable-TV franchises without proper measures to protect the public."

The Reverend Dr. Everett C. Parker, director of the office, said single copies of the manual are available to concerned

citizens, community groups, libraries, schools and public officials. Among the recommendations in the manual: Have an independent, watchdog agency make sure that the cable operator keeps his promises for facilities and programming; have the city forego some possible franchise revenue but insist on having the less affluent residential sections wired; have the operator provide studios, staff and mobile equipment for programming on the public channels.

Changing Hands

Announced

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

- KTYM-FM Inglewood, Calif.: Sold by Trans America Broadcasting Co. to Avant Garde Enterprises Inc., Los Angeles, for \$325,000. Trans America will retain KTYM(AM). Albert J. Williams, president of Trans America, owns 90% of KAIL-TV Fresno, Calif. Clarence Avant is president of Avant Garde. Mr. Avant is associated with Sussex Records, Los Angeles. KTYM-FM operates on 103.9 mhz with 1.6 kw. Broker: Wilt Gunzendorfer & Associates, Los Angeles.

- KNIM(AM) and construction permit

for KNIM-FM, both Maryville, Mo.: Sold by Roger Moyer to George E. Powers for \$125,000. Mr. Powers owns KGMT-(AM) Fairbury and KAMI(AM) Cozad, both Nebraska. KNIM(AM) is a day-timer on 1580 khz with 250 w. The CP for KNIM-FM authorizes 95.3 mhz with 3 kw. Broker: Ralph E. Meador, Lexington, Mo.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 64).

- WLAK(AM) Lakeland, Fla.: Sold by Roland B. and Doris B. Potter to Hugh E. Holder for \$510,000. Mr. Holder owns WYNA(AM) Raleigh, N.C. WLAK operates full time on 1340 khz with 5 kw day and 1 kw night.

- WMRP-AM-FM Flint, Mich.: Sold by Methodist-Radio Parish Inc. to John W. Nogaj, Bernard C. Noroko, William J. Bishop and L. James Hicks for \$365,000. Sellers said they were compelled to dispose of the station because the Detroit Conference of the United Methodist Church would no longer subsidize its operation. Mr. Nogaj was formerly a co-manager of WOX(AM) Bay City, Mich. Messrs. Noroko and Bishop both have interests in Burger King fast-food franchises in Grand Rapids, Mich., and Columbus, Ohio, as well as clothing

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stores in Flint. Mr. Hicks is an attorney. WMRP(AM) is a daytimer on 1570 khz with 1 kw. WMRP-FM operates on 105.3 mhz with 3 kw and an antenna 300 feet above average terrain.

▪ KDES-AM-FM Palm Springs, Calif.: Sold by Bank of America National Trust and Savings Association, as executor for the estate of the late George E. Cameron Jr., to Joseph L., Rene V. and Joseph V. Tourtelot for \$275,000. Mr. Cameron's estate also includes KBBQ(AM) Burbank, Calif., which is not included in the sale. Joseph L. Tourtelot is president and majority owner of Fred Tourtelot Co., Chicago electrical firm. Mrs. Tourtelot is a housewife. Joseph V. Tourtelot is a salesman with KVOD(AM) Denver. KDES operates full time on 920 khz with 5 kw day and 500 w. night. KDES-FM is on 104.1 mhz with 20 kw and an antenna 640 feet above average terrain.

▪ KYET(AM) Payette, Idaho: Sold by Richard L. Swan to Harry Theodore Davidson Jr., Christine H. Davidson, Don Garland Hopson and Julie Ann Hopson for \$110,000. Mr. Davidson is an engineer and salesman for KYET. Mrs. Davidson is a student. Mr. Hopson has most recently been a teacher and salesman and was formerly an employe of KCBQ-TV Lubbock, Tex. Mrs. Hopson is also a student. KYET is on 1450 khz with 250 w.

▪ KDAZ(AM) Albuquerque, N.M.: Sold by John B. Walton Jr. to Belarmino R. Gonzales, George A. Gonzales, Carlos K. Espinosa and Carlos L. Jaramillo for \$107,000. Mr. Walton owns KDJW-AM-FM Amarillo, Tex.; KAVE-TV Carlsbad, N.M.; KBUY-AM-FM Fort Worth and KERP-AM-TV El Paso. He has majority interest in KIKX(AM) Tucson, Ariz., and minority interest in KIDD(AM) Monterey, Calif. B. Gonzales owns KAFE(AM) Santa Fe, N.M., and an IBM school there. G. Gonzales is general manager of KDLE(AM) Espanola, N.M., and is mayor of Santa Fe. Mr. Espinosa owns an auto dealership in Espanola. Mr.

Jaramillo is director of Alcoholic Beverage Control, a Santa Fe licensing unit. KLAZ operates on 730 khz with 1 kw.

FCC upheld on Viacom

Stay order dissolved and commission approval affirmed by appeals court

A U.S. Court of Appeals has dispersed a cloud that, since June, has been hanging over the trading in shares of Viacom International Inc., the offshoot of CBS Inc. The court, in San Francisco, dissolved its stay barring the spinoff and affirmed the FCC order approving it—five months after it occurred.

The court, which acted on an appeal brought by three minority stockholders in a San Francisco CATV system formerly owned 81% by CBS—and now by Viacom—said the commission had given “careful, thorough, indeed meticulous consideration to all [of the plaintiffs] claims” and that its “opinion and order are reasonable and supported by substantial evidence.”

Counsel for Marino L. Iacopi, Louis Benedetti and Frank Verducci Jr. had gone into court on the day commission approval of the spinoff was announced (June 4) seeking a stay. The request was granted—but not before CBS had effected the spinoff through a distribution of its Viacom stock to its stockholders, on the basis of one share of Viacom for each seven shares of CBS (BROADCASTING, June 7).

CBS devised the spinoff as a means of bringing itself into compliance with commission rules barring networks from owning cable systems or program-syndication operations. The court's order puts at rest questions as to how the spinoff could be reversed.

The Iacopi group's efforts to block

the spinoff is an outgrowth of the anti-trust suit they have filed against CBS in federal district court in San Francisco. They accuse CBS of gaining control of the cable system, Television Signal Corp., from them by fraud, as well as of securities and antitrust-law violations. They are seeking more than \$67 million in damages as well as a permanent injunction barring the spinoff. A request for a preliminary stay was denied by the district court last December (BROADCASTING, Dec. 28, 1970).

The Iacopi group and seven program producers and syndicators, who also have an antitrust suit pending against CBS, managed to delay the spinoff for five months. It was to have become effective on Dec. 31, 1970, but the commission, acting on petitions by the two groups, barred the stock distribution and asked CBS for additional information concerning its Viacom plans. The two petitions contended that the spinoff would not bring CBS into compliance with the CATV-ownership and program-syndication rules since Viacom would not be truly independent.

CBS responded by providing the requested information and making changes in Viacom's structure designed to provide greater assurance of independence.

And the commission, in approving the spinoff, conditioned its action on yet another change—CBS directors and officers, broadcast-group division presidents and those persons holding 1% or more of CBS common stock were directed to dispose of their Viacom holdings within two years.

The court found that the commission had made a reasonable interpretation of its regulations in holding that the order would end common control of CBS and Viacom. It also rejected the plaintiffs' contentions that the commission should have required CBS nonbroadcast—as well as broadcast—group officers to dispose of their Viacom stock (“we do not sit to amend minor details of commission orders”) and that the commission failed to consider the anticompetitive effects of allowing Viacom to operate both CATV and syndication companies (the court agreed with the commission that the issue was one of broad applicability, going well beyond the challenged spinoff).

The court was very dubious even as to the Iacopi group's right to challenge the spinoff. They said they had been “injured financially, but the court said that assertion was based on speculation and conjecture. It also said the plaintiffs' interest was peripheral at best and that they were not seeking to pursue the public's interest but their own private interest. The court said it was passing over the question of standing without resolving it, to avoid the possibility of protracted litigation.

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A maiden denial petition

ACT is one of four groups challenging the renewal of KTTV(TV) Los Angeles

Action for Children's Television has testified before congressional committees and the Federal Trade Commission, and petitioned the FCC in its efforts for children's television, but up to now, ACT has not been involved in one bureaucratic action: a license-renewal denial petition. Last week it became involved when it enlisted as an active participant in what has become the 21st challenge against the renewal of a California broadcast station to hit the FCC in two weeks.

ACT was one of four citizen groups that jointly petitioned the commission to deny renewal for Metromedia's KTTV(TV) Los Angeles. The other three parties were the National Association for Better Broadcasting, the Mexican-American Political Association, and the Fair Housing Council of San Fernando Valley.

The petitioners summarized their reasons for the challenge as KTTV's "consistent disregard for the intelligence and needs of the station's viewing audience in every phase of the station's operations." Within the bulky petition and the large quantity of supporting data they simultaneously filed, the petitioners documented alleged deficiencies in virtually every aspect of KTTV's affairs. But the essence of their attack clearly rested with the station's programming, which NABB had extensively analyzed in the past few months, they said.

KTTV's children's programming efforts, specifically, are "characterized chiefly by noise, violence, ugliness and destruction," they charged. While the petitioners were referring directly to the cartoons the station airs (which, they said, comprise 62% of KTTV's children's fare), they stipulated that nonanimated offerings are beset with the same shortcomings. They claimed that the station's cartoons, many of which they said were over 30 years old and had been seen in the area at least 50 times, reflect "totalitarianism in their portrayal of society as dependent for existence on superheroes and their identification of power and might."

KTTV's news programming, they claimed, is not adequate to fit the needs of the community—"no matter how informative and well organized." The station's practice of concentrating most news in the late evening hours, the petitioners charged, "suggests a policy of giving priority to economic expediency"

over audience needs. They further charged that the content of the station's newscasts is biased, referring specifically to the regular editorial-type remarks of commentator George Putnam, which they described as "arch-conservative, right wing and unbalanced." Additionally, they noted that KTTV has proposed to cut back its news programming by 45 minutes per week for the forthcoming license period. In fact, they said, the station is seeking to reduce all nonentertainment programming by almost 50% and to increase its entertainment offerings from an "already excessive" 86.3% to 93.7%.

The petitioners also attacked the station for cutting down public-affairs programming from 9.9% in 1968 to the current level of 2.4% (it has told the FCC that it will increase public-affairs programming to 3.7%). Locally-originated offerings have also substantially declined from the 1968 level, they charged, and during the past year, KTTV has not aired a single program aimed specifically to the problems of minority groups. The station's programming in general, they complained, consists of "old and stale" movies and syndicated shows.

They also claimed that KTTV has been deficient in its efforts to promote minority employment at the station, charging that there are no minority-group members filling the 15 managerial spots and only six out of 80 employees working as technicians. At the same time, however, 23 of the station's 63 clerks and office workers fall into the minority category, they said.

The postman's bringing reporting forms to CATV

The FCC last week initiated what will be an annual exercise in keeping itself up to date on the scope, size and trends of the CATV industry. It mailed out program- and ownership-reporting forms to some 4,000 systems. And by the end of December or early January, it expects to mail out forms on which the systems will report their financial data.

The commission last month concluded a three-year rulemaking by adopting rules requiring systems to file the forms. Information sought will deal with the previous calendar year, but systems that began operating before Dec. 1, 1971, will be allowed to file on a fiscal year basis. The programming on which information is requested in the forms mailed last week is that to be offered between Dec. 1 and Dec. 7.

The commission is attempting something new in the way of its forms. It is attaching address labels on each form that will include not only the name and location of each system but a number for it as well. All material associated

with the system will be placed in the commission's files under the number—just as material on broadcast stations is filed according to their call letters. The system is designed to provide faster retrieval of information.

IRTS luncheon pits Jencks and Johnson

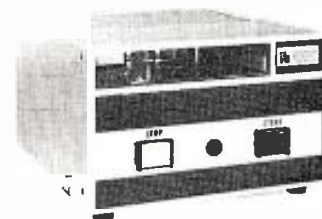
Visitors from Washington share a platform but not a philosophy

International Radio and Television Society's newsmaker luncheon was enlivened last Thursday (Nov. 18) by sharp clashes of opinion and salty comments by CBS Washington Vice President Richard W. Jencks and FCC Commissioner Nicholas Johnson.

Mr. Jencks and Mr. Johnson responded to questions from the audience in New York in a wide-ranging discussion, not always restricted to the questions asked. Subjects embraced the FCC prime-access rule, the compromise plan for cable television, public-affairs programming and alleged government attempts to influence public television.

Mr. Jencks expressed the view that

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At last Thursday's luncheon (l-r): Mr. Jencks; Elie Abel, dean of the Graduate School of Journalism, Columbia University, who moderated the session, and Commissioner Johnson.

the FCC prime-access rule has not worked, pointing out it has not provided the diversity of programming and production sources sought by the commission. Mr. Johnson countered that the TV networks consistently had opposed the regulation ("You would have thought we were proposing the overthrow of the republic") and said the reason the rule has worked slowly to date is that network re-runs were permitted this season.

In reply to a question claiming the Nixon administration has sought to apply pressure to news coverage by public television, Mr. Johnson said "the administration would like to have it run as a propaganda arm of the government." Mr. Jencks ventured that public television, which is supported in part by taxes, is more vulnerable to governmental pressures, but added pointedly that Mr. Johnson doesn't seem to evince as much concern over government intrusion on the rights of commercial broadcasting.

To a question on directions the stations would take on public-service programming if there were no pressures from the FCC, Mr. Jencks replied:

"That's an 'iffy' question. A great many station managers I know would do a lot, but they always must consider the

commission's role in program control and the fairness doctrine. These factors tend to make some local programs bland, in contrast with network documentaries."

Mr. Johnson commented: "I don't think it makes any difference. After all, the industry created the FCC to keep out the competition. Broadcasters should do more worthwhile programs. You'll have more fun and you'll live and sleep better."

At one point, Mr. Jencks remarked: "I don't disagree with most of Mr. Johnson's theories; only with his facts."

NAB, AMST oppose dwindling exclusivity

The National Association of Broadcasters and the Association of Maximum Service Telecasters last week attacked the FCC's proposal to extend an exception now afforded CATV systems from the exclusivity rules for network programming to syndicated shows released on a same-day basis.

The commission's proposal would allow cable systems to carry same-day syndicated fare broadcast on a lower priority TV station during prime time as long as the higher priority station

airs the show in nonprime-time hours.

NAB argued that while no one is harmed by the current exception, which applies only to network prime-time programming broadcast by the local station in nonprime time, the current proposal would do great harm to the local TV outlet. It pointed out that while the local station is paid by the network for carrying its programming, the station itself pays for syndicated shows. To force these stations to relinquish exclusivity rights would be "to play havoc with the whole [syndication] process," NAB said.

MST argued that the commission's proposal is out of line with the recently completed CATV compromise, which provides for much broader exclusivity rights.

Help and comfort where it counts

The National Association of Broadcasters' draft legislation to give deserving licensees an edge in hearings on renewals was endorsed last week by Senator James B. Pearson (R-Kan.), a member of the Communications Subcommittee.

The legislation would extend license terms from the present three years to five and would give an incumbent assurance of renewal on a showing of service "attuned . . . to the needs and interests" of its area and in the absence of "serious deficiencies" (BROADCASTING, Nov. 8).

Senator Pearson said that under the present regulatory system "even the most able, community-oriented broadcaster lacks assurance that his license will be secure." He made his offer of support in a speech prepared for delivery last Monday (Nov. 15) at a fall conference of the NAB in Denver. The senator was unable to attend.

Howard U. taking over Post-Newsweek gift FM

Post-Newsweek Stations Inc. will formally presents its WTOP-FM Washington to Howard University in ceremonies scheduled for today (Nov. 22) on the university's campus.

Speakers at the luncheon will be FCC Chairman Dean Burch; Katharine Graham, president of The Washington Post Co., parent of Post-Newsweek, and James E. Cheek, president of Howard.

Donation of the station to Howard was announced last year (BROADCASTING, Dec. 14, 1970) and approved by the FCC last month. The station, valued at over \$750,000, will be operated as a commercial station and serve as a broadcast training and communications research laboratory in the university's new school of communications.

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Texans want bigger locks on licenses

At first demanding protection against hearings, they settle for new twist in NAB renewal draft

The proposed license-renewal bill that the National Association of Broadcasters laboriously put together earlier this month (BROADCASTING, Nov. 8) is due for some word tinkering.

The prospective revision came about when Thomas S. Whitehead Jr., KWHI-AM-FM Benham, Tex., president of the Texas Association of Broadcasters, confronted the NAB as the association's Dallas regional meeting last week with a TAB board resolution that opposed the NAB bill—terming it “weak and ineffectual.”

Following a vigorous discussion on the floor of the regional meeting (the first time incidentally that the subject had received such attention during all the NAB regional meetings) and heavy consultations with NAB officials, the Texas board agreed to withdraw that resolution and substitute a less defiant one.

The TAB board, which earlier in the day refused to withdraw its resolution, took its more reasonable stance following a one-hour meeting with Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, who was the special luncheon speaker at the NAB meeting (see page 40). There is no kinship, as far as they could determine, between the two Mr. Whiteheads.

The new TAB board resolution called on the NAB to redraft the wording of the proposed legislation to take into account the views of other broadcasters.

The basic conflict started between the NAB recommendation which would accept the principle of a hearing for challengers at renewal time and the TAB original position that a broadcaster should receive a renewal unless he is found ineligible by the FCC—at which point new applications would be accepted.

Earlier this month the TAB membership in San Antonio voted unanimously to support H.R. 539, submitted to the House by Representative James T. Broyhill (D-N.C.). The Broyhill bill would do just what TAB recommended. It is patterned after the 1969 bill proposed by Senator John O. Pastore (D-R.I.), the chairman of the Senate Communications Subcommittee.

The Pastore bill, however, was never enacted because the FCC early in 1970 issued a statement on license renewals that favored incumbents if they showed a record of “substantial service” to their communities. It also provided, however, that a new applicant had the right to a hearing. The FCC policy was outlawed

last June by the U.S. Court of Appeals in Washington.

The legislative draft that NAB officials feel has the best chance of being enacted by Congress is premised on a hearing for challengers, but specifies that the incumbent shall receive a renewal if he can show that his program service has been “attuned to meeting the needs and interests of its areas.”

The Texas attitude revised is that the phrase should be changed, or at least qualified, to require renewal if a broadcaster has made a “good faith effort” to live up to his promises.

Support for the Texas position was expressed during the NAB regional meeting by broadcasters from Arkansas and Oklahoma.

One section of the NAB's proposed bill that has the support of all broadcasters calls for a Communications Act amendment that would provide for five-year licenses, instead of the current three years.

Revision of the language is expected to be undertaken by NAB officials in conjunction with the executive committee of the association plus members of the special task force on license renewals that is headed by Mark Evans, Metromedia vice president. Mr. Evans has participated prominently in the last few association regional meetings as well as in meetings with state associations.

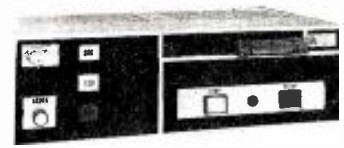
The executive committee is scheduled to meet Dec. 8 in Washington.

NAB sources still hope that they can have the bill introduced into Congress before adjournment this year. But, it is stressed, there is no belief that Congress will act on it this session: all feel that serious consideration will come in 1972 when the 92d Congress resumes for its second session.

NAB executives claims that there is no problem getting a member of Congress to introduce the bill: they indicated that they hope to have someone of prominence sponsor the legislation, probably a House member.

As interest on the precise wording of the suggested legislation heightened, NAB government relations executives were stressing that the intent of the proposed bill's meaning will be evident in a hearing record, as well as the legislative history that accompanies whatever legislation Congress adopts. These, it was noted, are given strong weight by the FCC in establishing regulations, as well as by the courts in interpreting the thrust of the legislation.

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And it looks as if he's here to stay a while as an effort to exempt media from guidelines fails

Initial efforts have failed to win exemption for the broadcasting industry from Phase II of President Nixon's economic stability program.

Defeat of the exemption came last week not in the Cost of Living Council or Price Commission, but in Congress. The Senate Banking Committee rejected by an eight-to-five vote an amendment to draft legislation now being considered to extend and broaden the President's power to control the economy.

The amendment, proposed by Senator Alan Cranston (D-Calif.), would have exempted radio, television, newspapers, magazines, book publishers and the motion-picture industry from both wage and price controls. The committee did exempt from control the wages of workers who earn less than the federal poverty level of about \$3,900 for a family of four.

On the one side, the Nixon administration strongly opposed Senator Cranston's amendment, arguing that exemption for one major industry would cause others to seek similar relief.

On the other side, the amendment reportedly was strongly supported by the combined forces of the Magazine Publishers Association, National Newspaper Association, and the Association of American Publishers. The National Association of Broadcasters sent a telegram to Committee Chairman John J. Sparkman (D-Ala.) urging adoption of the exemption amendment.

Senator Sparkman is one of two committee members who abstained from voting to avoid possible conflict of interest. His wife is part owner of WAVU (AM) Albertville, Ala. The other is Senator Robert Taft Jr. (R-Ohio) who, as of earlier this year (BROADCASTING,

May 24), owned or was co-trustee of some 450,000 shares in Taft Broadcasting Co., licensee of six TV's, four AM's and five FM's.

The NAB telegram cited the precedents established during World War II and the Korean Conflict by the Defense Production Act that exempted news media from economic controls by government. In addition, NAB said, "Broadcasting is unique because of the finite limit on advertising carried per hour. Broadcasters rely on providing greater services to the public and consequently wider audiences to establish rates, rather than upon general economic factors."

The telegram was sent shortly before the committee voted down the amendment last Tuesday (Nov. 16). Senator Cranston's staff reported that the amendment would again be offered by the legislator when the proposed legislation—which would extend the President's economic control authority for 18 months beyond its April expiration date—reaches the floor of the Senate for debate. It is not known when that will be.

In the meantime, NAB is considering following the only apparent alternative to legislative relief from economic restraints—exemption for broadcasters by the Price Commission.

An association spokesman said NAB would prefer to have the "force of law" behind any exemption for broadcasters, to preclude "changes of mind" by the Price Commission should it exempt the industry. Early in October, the NAB went on record in support of exemption for news media when it sent a letter to Undersecretary of Commerce James T. Lynn. The American Newspaper Publishers Association had requested Commerce to exempt the media and NAB

"joined with ANPA" to urge the waiver.

Commerce, in turn, referred the request to the Senate committee which then defeated the amendment that would have brought about the exemption.

In essence, what Phase II of Mr. Nixon's program does is continue the restrictions on the economy that were in effect during the freeze, with increases in wages and prices allowed when the Wage Board or Price Commission promulgates rules. The overall goal of the administration is to reduce the inflationary rise in the economy to from 2% to 3% a year. The Price Commission said this can be accomplished by limiting price increases to an average of 2.5% throughout the economy. The Pay Board said wage increases would have to be limited to a 5.5% rise on an average throughout the economy.

The basic Price Commission policy is that prices will not be allowed to increase unless the firm or individual can demonstrate that increases in cost, in force on or after Nov. 14 when Phase II began, justify raising charges. Productivity gains will be considered by the commission in deciding whether a price increase is justified, and if so, how much.

Price increases will not be granted to any individual or firm to provide retroactive relief from the impact of the 90-day wage/price freeze, the commission said. In fact, the commission's first official action on price increases was to deny a Connecticut electric utility's request for exception to Phase II because the increase was desired to relieve the burden of costs accrued during the freeze period.

Early last week the commission issued regulations regarding which firms would be required to notify the commission in advance of raising prices. Shortly thereafter, another bulletin indicated that typographical errors omitted certain pertinent provisions regarding prenotification. The corrected version was expected late last week.

Meanwhile, spokesmen for the three major networks indicated that each is waiting for specific regulations pertaining to broadcast media before attempting to establish post-freeze policies.

ABC: We're a seasonal business and we need definitive answers from the Price Commission on seasonality before we can evaluate the effects of Phase II.

CBS: We're looking into all phases of Phase II right now, but we have no answers yet. No one has.

NBC: We're still working on policy pertaining to Phase I. It will be weeks before we get to Phase II.

A New York communications lawyer said he saw no particular effect on the broadcasting industry. He added that

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the broadcast media are in the same position as other industries, and will be until rulings directly addressed to broadcasting are made.

Resistance forms against challenges

California stations see legal, factual flaws in attacks on renewals

Two weeks ago the FCC received some 20 petitions to deny the license-renewal applications of 17 California stations, making that state second only to Texas in the total number of stations challenged (BROADCASTING, Nov. 8). With the passing of the initial shock, the challenged broadcasters have begun to resist. In filings with the FCC last week the broadcasters made it clear that they are ready for a fight.

Three licensees representing four stations told the commission at the outset that the challenges filed against them are not only unwarranted but possibly illegal. Filing separate opposition briefs, ABC (for KGO-TV) and Chronicle Broadcasting Co. (for KRON-TV) complained that Alan F. Neckritz had been out of order in filing against the San Francisco stations because his petition centered on an issue that they asserted the FCC has already disposed of. (Mr. Neckritz also challenged KPX-TV San Francisco, which has not yet responded; that station is faced with three other petitions to deny.)

ABC and Chronicle were referring to the commission's action last May denying a fairness complaint by Mr. Neckritz and Lawrence B. Ordower concerning commercials for Chevron F-310 gasoline. Mr. Neckritz cited that complaint as the principal issue of his petition against KRON-TV, KGO-TV and KPX-TV. The two companies said that although that FCC decision is pending court review and the commission has asked the court to remand the case for further consideration in light of the Court of Appeals' Friends of the Earth decision, the commission's original reasoning in its May action still applied—that the policy questions raised in the Chevron complaint should be dealt with through rulemaking rather than on an individual basis.

A similar argument was made by Central California Communications Corp. in opposition to the petition to deny filed against its KSBW-TV Salinas and KSBY-TV San Luis Obispo, by KNTV-TV San Jose. KNTV's licensee had complained of the anticompetitive nature of the overlapping of KSBW-TV and KSBY-TV, its semisatellite. But that issue,

Central contended, has already been passed on and rejected by the commission. It pointed out that the commission last June had denied KNTV's request that Central be forced to sell or discontinue operation of KSBY-TV. The challenger's petition to deny, Central charged, reflects a "complete lack of merit and false and erroneous allegations."

Two other licensees said in opposition briefs that their challengers had made accusations that were false, premature and unjustified. Time-Life Broadcast contended that the Chicano Federation of San Diego County Inc.'s petition against KOGO-TV San Diego comprised allegations of a general nature that appear to have been "hastily" compiled.

"The opinions of seven persons, expressed in the most general terms conceivable and utterly devoid of specific factual content," Time said, provide no evidence in support of the chicano charge that KOGO-TV had failed to maintain "close" ties with the chicano community.

KOFY(AM) San Mateo maintained that its challenger, California La Raza Media Coalition, has not explained why the public-affairs programming cited in the composite week of the station's renewal application is inadequate. Nevertheless, it emphasized that the composite week, which is set up by the FCC, was not representative of KOFY's average weekly efforts in this area.

KOFY pointed out that only 29 public-service announcements were aired in the seven-day period designated in its renewal application, but the number of PSA's the station runs in an average calendar week far exceeds that number. In a three-week period last July, for example, KOFY programed 345, 252 and 234 public-service spots, respectively, the station said.

Bringing blue sky down to earth

Limited two-way cable communication may be a reality in American homes within five years, according to a new Rand Corp. study.

Dr. Walter S. Baer, a Rand consultant, says that in the next five years cable subscribers will have access to simple response mechanisms that will enable them to vote in an opinion poll, bid in a televised auction sale or order an advertised product on the spot.

However, he says, more sophisticated services may be at least a decade away. "The promise of two-way services on cable has at times been oversold," Dr. Baer contends. "Although most proposed new services are technically feasible, many will not be economically feasible for at least a decade."

Amplifying the point, he says: "Pro-

viding two-way *capacity* . . . is very different from providing two-way *services*. The latter requires a considerable investment in equipment at a central facility and at each subscriber's location."

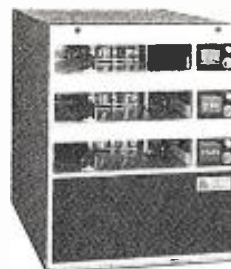
Meeting the FCC's proposed requirement of two-way transmission capacity in larger markets would add between 15% and 30% to the capital cost of a one-way cable system, he said.

He terms the FCC's proposal "an important first step," and says "the wisest policy today would be to let two-way cable services develop in the marketplace under the FCC's proposals." Even without those proposed rules, according to Dr. Baer, "it is likely that most cable operators in larger markets will install two-way facilities, anyway, in their own commercial self-interest."

A mix of services supported by users in homes, businesses, schools and government agencies "appears to be a better strategy for the cable operator than supplying a single service alone," Dr. Baer says, because the larger-scale users would be more willing to pay the additional costs for more sophisticated services.

The Rand study was prepared under a grant from the John and Mary R. Markle Foundation.

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Some ground rules for government

Administration conference to mull open proceedings, more public participation

The proceedings of the Administrative Conference of the United States, dealing as they generally do with recommendations for improving the efficiency or fairness of administrative proceedings, normally stimulate passions, if any, only among bureaucrats and professors of administrative law.

But two items of the agency for the conference's sixth plenary session, scheduled for Dec. 6-7, will be of interest to broadcasters—one appealing to them as journalists, the other concerning them as licensees.

The first, the product of a committee on information, education and reports, constitutes a recommendation that administrative agencies encourage generally the radio and television coverage of their proceedings, particularly those dealing with broad social and economic issues. Most agencies now feel inhibited by the canon of legal ethics which forbids the broadcast of judicial proceedings.

The second proposed recommendation, drafted by a committee headed by Max Paglin of the FCC, offers guidance on providing for public participation in agency proceedings. One particularly controversial aspect of the proposal—it is opposed by the 10-man council that directs the conference—calls on agencies to pay fees and costs of those representing the public, if their participation has aided the agencies in successfully resolving the issues, or to seek legislative sanction for making such payments, if necessary. The FCC does not have authority now to make such payments.

The recommendations of the 85 agency representatives, law professors and private individuals who make up the administrative conference are not binding. However, because of the prestige of the conference, they are accorded some weight.

Springer won't seek re-election in 1972

Representative William L. Springer (R-Ill.), the 62-year-old ranking minority member of the House Commerce Committee, has announced that he will not run for re-election next year.

In a statement dictated to his district office in Champaign on Nov. 13, Mr. Springer said that "I have realized for some time that I cannot continue to

work the 10-to-14-hour day on a regular basis. No one can do an efficient job in Congress who is not willing and able to accept that fact."

Mr. Springer said he had held off the announcement until the congressional reapportionment problem was resolved. Now that the Supreme Court has refused to accept an appeal of an apportionment plan for Illinois, he said, "legal counsel . . . has advised me that for all practical purposes the matter is settled." He noted that, on the basis of the 1968 election, the new district will have a Republican majority of 43,000.

Mr. Springer, now serving his 11th consecutive term as representative from the 22d district, is a former state's attorney and a county judge of Champaign county. He has been on Commerce since 1953.

Next in line as ranking minority member, and ex-officio member of all Commerce subcommittees, is 55-year-old Samuel L. Devine of Ohio. Mr. Devine was elected to Congress in 1958 and has served on Commerce since 1959. He served three terms in the Ohio legislature and is a lawyer and former special agent for the Federal Bureau of Investigation.

Nameless file-checkers: security risks?

The FCC's warning that licensees cannot require citizens wishing to examine stations' records to identify themselves has been challenged by 24 stations.

The commission's notice, issued two weeks ago (BROADCASTING, Nov. 15) pointed out that there is no provision in its rules that establishes an identification criterion and told broadcasters to revise any conflicting policies.

Opposition to this ruling came in two separate petitions for reconsideration, one filed jointly by 23 stations, the other by WAPA-TV San Juan, Puerto Rico. Both asked for an immediate stay of the FCC's notice and for the adoption of a rule amendment stipulating that licensees may require identification before they open their files to members of the public.

Both petitions pointed out that it is "human nature" to ask the identity of stranger entering one's place of business. Anonymity, they asserted, leads to distrust, as is indicated by the evident social scorn for anonymous phone callers and letter writers who are "too cowardly" to disclose their identity.

But even more important, they said, is fact that the FCC's position might be damaging to stations' security precautions. WAPA-TV in particular pointed out that it has been compelled to erect a restraining fence around its studios and post armed guards at the station in the wake of several bomb threats.

Shaker picks up a tattered flag

The state of the industry, not ARB, he says, caused drop in spot activity

Last week was a time for Theodore F. Shaker, new president of the American Research Bureau, to come to the aid of his beleaguered company. In his initial speech as ARB's chief spokesman, Mr. Shaker, addressing the Broadcast Advertising Club of Chicago, attempted to hurl back some serious charges that have been troubling ARB.

Countering a claim that ARB had cost the spot-television industry as much as a quarter of a million dollars annually as a result of faulty research methods, Mr. Shaker contended that "no information company could deprive the medium it measures—the medium that supports it—of \$250 million." He cited four tangible responses that ARB has made to its critics: changed diaries; changed audience composition editing; removed product-usage measurements, and changed management.

But some broadcasters, he pointed out, "still are not satisfied." Yet ARB never has been "advertiser/agency-oriented or station-oriented, one to the exclusion of the other," Mr. Shaker said. He promised that ARB is "going to give the broadcaster more values, more reason to sell his medium," while continuing "to provide advertisers and agencies with reasons why radio and television are effective communications and sales tools."

Mr. Shaker cited a combination of events within the past two years that made the "historical difference in viewing levels between ARB and NTI network television significant."

These included: a slowdown in spot-TV growth, a tightening of the economy, increased research costs due to inflation, advertiser involvement in accountability and proof of performance, the new approach to buying spot TV instituted by independent buying services, and loss of cigarette advertising.

"Local television," he said, "had never encountered so intense and competitive an environment." According to his analysis, spot TV always got its "fair" share of the advertiser's dollars in the past, once the networks' time was sold out. But suddenly networks weren't selling out any more. Network prices collapsed, and spot-TV prices followed.

"Perhaps for the first time," Mr. Shaker suggested, "someone looked at network television and spot television and saw that they were one medium."

It was at this point in time, he feels,

that the local and network-viewing-level differences, which have always existed as a result of the meter vs. diary systems of measurements, became "significant."

Now, he said, some 20 months after the "clamor for truth about how many homes are viewing and the frantic response to it," the industry is no closer to resolution of the basic problem

WCBD's new call

Effective Nov. 8, WUSN-TV Charleston, S.C. changed its call letters to WCBD-

(TV). Concurrent with this was the channel-2 station's affiliation with ABC-TV. It will be represented nationally by Edward Petry & Co., New York. WCBD is a State Telecasting station.

MediaNotes

Moving on ■ KCET(TV) Los Angeles, noncommercial station broadcasting since it went on the air in 1964 from leased quarters at 1313 North Vine Street in Hollywood has moved to what

was formerly the Allied Artists and Monogram Pictures movie lot at 4400 Sunset Drive, Los Angeles. FCC Commissioner H. Rex Lee was the principal speaker Nov. 18 at dedication ceremonies of the station's new property, which has been refurbished for KCET's use.

New affiliate ■ Effective Jan. 3, 1972, KCKC(AM) San Bernardino, Calif., will become an affiliate of CBS Radio. The station, which has a modern country-music format, operates with 5 kw day and 500 w night on 1350 khz.

Promotion

Hard times for the promotion men

BPA in Seattle makes up in hard work what was lacking in numbers, but signs of the economy were there also

Who said promotion people have more fun? You couldn't prove it last week in Seattle where the Broadcasters Promotion Association held its annual seminar (Nov. 14-17). The nation's depressed economy hung over this convention as would a shroud. "At one time during the year," said outgoing BPA President A. Richard Robertson, "I thought the convention would have to be held in a board room." The theme of the seminar, "Communication: One to One," threatened to become prophetic—one speaker talking to one attendee.

As it turned out, the convention was held and there were about 250 people attending. Still, attendance was down nearly 100 people from last year's convention in Houston and those that came to Seattle seemed to represent the survival of the fittest. At times, overhearing talk in the hotel corridors or over cocktails or at luncheon tables, it was possible to believe that this was a reunion of the class of 1929. Much of the talk was about the economy and of the terrible year that had passed and of what an effort it took to convince the general manager to approve the trip. "I had to prove to my manager," said one Midwest promotion man, "that my expenses for this convention could pay out in the new ideas and contacts I picked up."

As if to justify their coming, this year's BPA conventioners seemed to be an impressively professional, hard-working, serious-minded group of men and women. There were cocktail parties and hospitality suites and the traditional dress-up banquet with the rousing

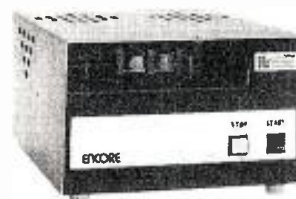
"Up with People" musical group of 100 boys and girls served up for trimmings, but these came only after the diligently attended panel and workshop sessions where articulate, well-thought-out questions were frequently asked and note-taking was assiduously pursued.

Where the economic attrition was most noticeable was among the network and group-station representation at this convention. Where in the past these larger promotion operations sent a phalanx of hard-charging, aggressive troops, last week in Seattle they were represented by a few hardy veterans—virtually all chiefs. Oddly, also in attendance at this convention, was a cadre of young promotion people representing smaller station operations, seemingly especially eager to listen and learn. Dave Guthrie, promotion manager and public-affairs director for WFBC-TV Greenville, S.C., appeared to be typical of this group, in attendance at most meetings, telling of what his station does, picking up hints from other stations' people. Raymond M. Barp, director, advertising and promotion and sales development, KTVB(TV) Boise, Idaho, was another of the several bright, young faces that added a hopeful complexion, at least, to what easily must have been the most troubled year in BPA's recent times.

The troubles included the usual industry organization problems: complaints that television people and television affairs dominate the organization; the heavy majority of newly elected officers and directors are essentially television people; membership is slipping

(off 31 total members since last year); more money is needed (*Big Ideas*, the organization's quarterly, may become a semiannual publication as a way of

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(L-r) Maury Midlo, WDSU-TV New Orleans, new secretary of the Broadcasters Promotion Association; Babs Pitt, CFCF-TV Montreal, new treasurer; Calo Mahlock, president elect, and K. C. Strange, new vice president. For other new officers elected at BPA's annual seminar, see page 63.



Opening panel at 16th annual BPA seminar in Seattle gets underway with discussion of rise of consumerism: (l to r) Michael Perischuk, chief counsel of the Senate Commerce Committee; Harrison Wellford, one of the five original members of consumer advocate Ralph Nader's team of investigators; Howard Bell, president, American Advertising Federation.

cutting expenses), and the membership has to give of its time more generously. But beyond these intramural affairs, the BPA seemed to be weighed down with an overlay of much heavier things.

"This has been the most difficult year I've ever seen in our industry," observed incoming President E. Boyd Seghers Jr., manager, sales promotion and research, WGN Continental Broadcasting, Chicago. "Our organization definitely reflected the unrest and dissatisfaction."

Most of the panel sessions involved BPA members in problems of greater scope than the nitty gritty of station operations and exposed them to ideas not immediately associated with how to influence people and promote a dollar.

John Richardson Jr., assistant secretary of state for educational and cultural affairs, set the tone with his keynote address. He said that communicators—broadcasters and advertisers, political leaders and bureaucrats included—share responsibility for disseminating "too much communication of too much information . . . too fast." More specifically communicators share the "heavy responsibility" for stimulating unrealistic expectations of people and

as a result causing "excesses of frustration and anger." Mr. Richardson said that the growing numbers of communicators "multiplied exponentially by the explosion of the mass media," has given rise to "disillusion, distrust and even despair" as a result of communicators allowing themselves first to be susceptible to "too many rosy dreams," and afterwards to "too many alleged disasters." The "unarguable" result, he contended, is that "citizens have less faith and confidence in their traditional institutions than at any time since such matters could be objectively tested."

Mr. Richardson, who was a last-minute substitute speaker for White House Director of Communications Herb Klein, wanted the promotion people to know that "what we say and how we say it can have tremendous effect" on the realities of the world.

The opening session of the seminar concerned itself with the consumerism movement and confronted broadcasters with two more somewhat critics of their industry. Michael Pertschuk, chief counsel, Senate Commerce Committee, explained that consumerism begins with a loss of faith in what advertising is saying and doing. He seemed convinced

that the public's questioning of advertising messages and techniques is going to get a lot more probing in the future. Harrison Wellford, one of the five original members of Ralph Nader's consumer advocates ("we're not raiders," he wanted his audience to know, but instead "studious, cautious salvagers of the capitalistic system"), argued for the consumer's right to know about all the risks involved in a product when the absolute safety of the product was questionable.

In the other corner of this panel discussion was Howard Bell, president of the American Advertising Federation, who listed what he personally thinks are 10 common misconceptions about the consumer movement: That consumerism is new; well-organized; is working on behalf of business to protect the consumer; is a fad that will soon pass; is antibusiness for anticonsumer; has helped public confidence; has not generated increased government control of business; that business should become part of the consumer movement. Mr. Bell indicated that advertising has to be more responsive to the world in which it functions and more aware of the social implications of its messages.

A highlight of the several workshop sessions held at the BPA seminar was the actual live production of a series of special promotional announcements to be used on behalf of the television industry. This session saw the production of 30-second promotional announcements based on the theme: "What has television done for you? Keep watching, it'll come to you." Television actors Arthur Hill and David Hartman participated in the production of the spots, with KING-TV Seattle providing the equipment and technical personnel. Promotion managers were encouraged to produce similar spots for local use, tailoring them to specific needs.

What was the net result of the four days in Seattle after the tables were cleared and the suitcases packed? President Seghers surveyed the scene and was satisfied with what had been accomplished. He's looking forward to "reconstitution in 1972," a time for BPA members "to take another look at ourselves," for the organization "to solidify our procedures," for it "to grow in stature, importance, service," to increase in membership, and to establish better communications within their ranks to reach out and establish closer liaison with all other broadcasting associations, beginning with emphasis on state groups and the National Association of Broadcasters. Above all, Mr. Seghers voiced a personal plea that could almost have been the one-line sum-up of the 1971 BPA seminar: "God willing, 1972 will be a better year for each of us personally and for the industry."

Wait until next year

It was not a good year for the membership rolls in the Broadcasters Promotion Association. In what may be another indicator of the depressed economy throughout the industry, BPA lost 16 voting members and 31 total members since last year's convention in Houston. The breakdown of BPA's membership as of last week in Seattle:

- Voting members—416
- Affiliate members—22
- Associate members—45
- Honorary members—17
- Total membership—500

But promotion men must be a rare breed of optimist—the organization was able to announce dates and sites

for the next five years, or through the 21st annual seminar in 1976. The schedule: Nov. 12-16, 1972, Boston; Nov. 11-14, 1973, Cleveland; Oct. 27-30, 1974, Atlanta; Nov. 16-19, 1975, Denver; Oct. 24-27, 1976, Washington.

PromotionNotes

Giant line-up ▪ When disk jockey Jim Lange left KSFO(AM) San Francisco for a vacation, the station felt it needed a giant to replace him. Actually KSFO went out and got five giants—San Francisco Giants, that is. Pinch-hitting for morning man Lange from 6 to 10 a.m., one ballplayer each morning, were catcher Russ Gibson, third baseman

Alan Gallagher, first baseman Willie McCovey, and pitchers Jerry Johnson and Gaylord Perry. The radio studio where the ballplayers broadcast was transformed into a reasonable facsimile of a ballpark, with seat cushions, hot dog vendors, peanuts and programs. A special press section was set up inside the studio to enable local sportswriters to cover the broadcasts.

Agency for WSBK-TV ▪ Hill, Holliday, Connors, Cosmopules, Inc., Boston, has been appointed agency for WSBK-TV that city. The agency will begin work on the channel 38 advertising in January, according to William J. Flynn, vice president and general manager of the station.

International

So we think that we've got problems

Government concern over and/or intervention into broadcast affairs, a matter that concerns American broadcasters every day, is no stranger in other parts of the world, too. New evidence of that fact has emerged in two corners of the world.

In Peru, a revolutionary military regime announced a virtual takeover of that country's broadcast industry, and imposed a telecommunications edict which would give the state 51% ownership of all commercial television stations and 25% of all radio outlets.

The stations are to be placed in "worker communities" in which employees would participate in management functions as well as receiving one-quarter of all profits. A further requirement holds that station owners must be Peruvian-born and that no single person or concern may own more than one radio and television station in each of the country's 23 states.

Some 7,000 miles away, in Pretoria, South Africa, the government of that country—notorious for the way it segregates the people within its borders and the way it holds itself aloof from most of the western world—indicated that television would not soon find a place among that nation's communications media, probably not before 1975. Neither the incumbent administration nor the opposition is eager for television to arrive there, although for different reasons.

South Africa's postmaster general announced the government's intention to place telephone development ahead of television's advent in that nation's priorities, and indicated a reluctance to

have a largely English-speaking medium imposed on a state which prides itself on its Afrikaaner language and the traditions that go with it. There is already a substantial English-language press in South Africa, generally regarded as hostile to the administration and its policy of apartheid. (A companion fear is that the nation's dominant black population might be exposed to new ideas through the medium, which may explain the government's plans—should television eventually be allowed—to require that all sets be of a 26-inch, color, \$1,000 design.) The opposition party's reluctance toward television reportedly springs from its fear that such an eventual system would be state-owned and thus a propaganda voice for the incumbent administration.

Pacific countries to talk broadcasting

Three hundred delegates from 56 Pacific-basin countries will attend an international broadcasting symposium next spring at San Francisco State College.

The seminar, "Broadcasting in Pacific Nations," will be held at the 22nd annual Broadcast Industry Conference April 20-22.

San Francisco State designed the meeting to bring together professional broadcast executives of various nationalities and cultures for in-depth discussions of common problems. Representatives of the Soviet Union and the Peoples Republic of China have been invited to address the symposium on the role of the media in their countries.

Participants in the conference will include men and women in commercial, educational, and academic media as well as those in allied fields of media pro-

duction, advertising and equipment.

A "Pacific Broadcasting Factbook," to be published after the conference, will contain details of TV and radio broadcasting operations in each of the 56 countries. Dr. Benjamin Draper, chairman of the conference, has been compiling the factbook for the past two years.

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Another put-down for the FCC

Appellate court sees party politics as influence in gift of time to GOP to rebut 'Loyal Opposition'

An FCC effort to deal with a politically supercharged issue of fairness between the Republican and Democratic national parties has had disastrous results for the commission. Not only did the U.S. Court of Appeals in Washington last week overturn the commission's decision, but it also accused the agency of shoddy decision making and arbitrariness—and suggested that the commission had gone out of its way to favor "the President's party."

At issue was the commission's decision last year that a 25-minute appearance by Democratic National Committee Chairman Lawrence F. O'Brien on CBS-TV, on July 27, 1970, obligated CBS to make comparable time available to the Republican National Committee (BROADCASTING, Aug. 17, 1970).

But CBS, which along with DNC appealed the commission's decision, had given the time to the Democrats for what was to have been the first of a series of *Loyal Opposition* programs designed to balance the network exposure being given President Nixon.

And the three-judge appeals panel, in a decision written by Judge J. Skelly Wright, said the commission's decision was the equivalent of affording "the President's party 'two bites of the apple'—with twice the opportunity to influence public opinion as its critics. Such a result," Judge Wright added, "strikes at the heart of representative democracy and imperils the very traditions upon which this nation is founded." The opinion was joined in by Judge Spottswood W. Robinson III.

Judge Edward A. Tamm, in a concurring decision, put it even more strongly. The commission's failure "to reach any coherent approach," he said, leads to the conclusion that, by giving the Republican party those two bites of the apple for every one given the Democrats, "the commission has taken a political role of interference contrary to all of the teachings of administrative decision making."

The commission's decision on the O'Brien telecast was one of five dealing with fairness-doctrine complaints—all involving the issue of the Indochina war—that were announced in one order. In one of the other principal decisions, the

commission had ruled that, in view of a series of five presidential speeches on the Indochina war in a five-month period, the networks must make prime time available to spokesmen for those opposing the President's view on that issue.

The commission then was composed of four Democrats and three Republicans. (The political weight is now reversed.) Dean Burch, then as now chairman of the commission, is a former chairman of the Republican Na-

Judge Tamm:

"This failure to reach any coherent approach and the constant shifting of stance by the commission leads me, although hesitantly, to conclude that by giving one political party two bites of the proverbial apple for every one granted to the opposing political party the commission has taken a political role."

tional Committee. Only two commissioners—Democrats Robert T. Bartley and H. Rex Lee—dissented. But three others, Chairman Burch, Robert E. Lee, a Republican, and Nicholas Johnson, a Democrat, issued separate concurring opinions.

The commission upheld the RNC complaint against CBS on the ground that, although the President's recent speeches had been concerned primarily with the Indochina war, Mr. O'Brien had attacked the administration on that and six other issues. Accordingly, the commission said, although the *Loyal Opposition* series was a good idea, the first program did not fulfill CBS's intention. The commission said CBS should have directed Mr. O'Brien to confine himself to the Indochina issue. CBS had expressly avoided specifying issues or format in making time available to the DNC, and it argued that all of the is-

ues discussed by Mr. O'Brien had been addressed previously in network appearances by the President or his spokesmen.

The court was persuaded by that argument. Judge Wright made it clear that the commission should have considered more than specific presidential speeches in determining whether a political opponent had been "responsive." He said there was no reason not to have considered all of the President's speeches, as well as the content of his broadcast news conferences—even the broadcast appearances of those administration officials who speak for him.

And although the opinion can be read as encouraging broadcasters to present spokesmen for those who oppose views expressed on the air by the President, it also appears to reduce the control they have over those replies. Judge Wright said that a serious First Amendment issue is raised when a broadcaster specifies the issues to be discussed in granting time to a political spokesman. The public is best equipped to choose between competing political philosophies, he said, "when there is robust debate among the people directly involved—the spokesmen themselves—not where the operators of a federally licensed facility must circumscribe that debate as a condition precedent to airing it at all."

Judge Wright was particularly critical of the commission for failing to deal with a key argument raised by CBS in seeking reconsideration—a precedent CBS said the commission had established two years earlier in a matter involving Representative Wendell Hays (R-Ohio). CBS had given him time to respond to President Johnson's State of the Union address—and then was upheld by the commission in rejecting a Democratic spokesman's demand for an opportunity to reply to the congressman.

Judge Wright said the commission's failure to address that issue was "an excusable departure from the essential requirement of reasoned decision making," and added: "The commission's handling of this case did not mark its finest hour. Put to the test under pressure it waffled. Unable to articulate the reasons for overruling or distinguishing

Hays, the commission effectively ignored its own obvious precedent.”

Judge Wright and Judge Tamm also faulted the commission for shifting its defense throughout the various stages of the proceeding. Its initial decision held that since Mr. O'Brien's broadcast was “unresponsive,” it fell within the ambit of the so-called Zapple ruling—a reference to a letter to Senate Communications Subcommittee aide Nicholas Zapple which held that broadcasters must afford political parties equal treatment. In denying CBS's petition for reconsideration, the commission cited the network's failure to specify which issues Mr. O'Brien might raise during the broadcast. And in the brief it filed with the court in opposing CBS's appeal, Judge Tamm noted, the commission said the network's error was in granting time to the DNC for any purpose without supervision.

Nor was the commission through changing its mind even then, both judges pointed out. “In a gallant, yet misguided, effort to ‘save’ the commission's ruling,” Judge Wright said, the commission counsel, during the court argument, sought to persuade the court that the RNC's reply rights derived from CBS's alleged failure “to dictate to DNC the precise issues to be discussed, without regard to the actual content of the broadcast.” He said that the commission's lawyer, Daniel Ohlbaum, deputy general counsel, was “apparently inspired by a belated recognition of the pervasive irrationality of the commission's treatment of the ‘responsiveness’ issue.” (The court added a footnote to make clear that its references to Mr. Ohlbaum's efforts were not intended as a reflection on him; it said Mr. Ohlbaum “is well and favorably known to the court.”)

A right of reply for the RNC, Judge Wright said, should be granted only after an exhaustive examination of relevant facts. But the commission, in an apparent effort to circumvent its decision in the Hays case, he said, had dealt “with these facts in a notably shoddy fashion, arbitrarily ignoring many critical aspects of the factual setting in which this controversy arose.”

Judge Tamm put his view of the commission's performance this way: “I feel constrained to sound a trumpet in warning against such attempts by administrative agencies to play fast and loose with their opponents and the court. This court will not be made a party to the type of sham proceeding the FCC has attempted to create by its inconsistent changes in position.”

Two more politically touchy fairness cases are now pending before the appeals court, one brought by the DNC, the other by the RNC. The Democrats are asking the court to overturn a com-

Judge Wright:

“In granting [the Republican National Committee] a right to reply to the *Loyal Opposition* telecast, the commission shunned all reliance on the traditional balancing principles of the fairness doctrine . . . The commission's handling of this case does not mark its finest hour. Put to the test . . . it waffled.”

mission ruling rejecting their complaint against the networks for refusing them time to respond to broadcasts in which President Nixon either delivered a speech or was the subject of an interview. The Republicans are fighting an order upholding ABC in its refusal to grant them time to respond to five Democratic spokesmen who had been allowed to reply to a speech by the President.

The commission rejected both complaints in August in an order in which it talked of the “impracticable quagmire” it would be entering in attempting to evaluate the extent of “partisan” material in a particular broadcast (BROADCASTING, Aug. 23).

A principal issue in the appeals is the DNC contention—which had been rejected by the commission—that the fairness doctrine should be expanded to assure the party out of power with a right of reply whenever the President appears on radio or television. The RNC, the commission and each of the networks, in briefs filed with the court last week, attacked the proposal as inconsistent with the doctrine. RNC said the proposed rule would confer on the DNC the role of opposition spokesman, regardless of whether it “is the or even an appropriate spokesman” on a particular issue.

Freedom of press: an affirmation

Report recommends safeguards against government interference

An independent task force created by the Twentieth Century Fund last week called for strict protections against government interference with the journalistic community.

Titled “Press Freedom under Pres-

sure,” the report condemned the use of journalists as sources of evidence in government investigations and called for legal enactment of “newsman's privilege.”

The 11-member task force of specialists in law and journalism, which was brought together last February by the Twentieth Century Fund, made recommendations in five specific areas pinpointed by the panel as sources of growing friction between the government and the press: government attempts to investigate broadcasting; subpoenas of newsmen; official harassment of the underground press; attempted prior restraint of publication, and policemen posing as reporters.

The task force's recommendations for new safeguards defined the press to include periodicals, the broadcast media, underground and collegiate press, newsletters and news services, as well as daily newspapers and wire services. It also included editors, producers and news supervisors in addition to reporters.

With respect to broadcast journalism and the recent controversy over the CBS News documentary, *The Selling of the Pentagon*, the panel expressed the view that government should not attempt to obtain unpublished material from the media. Because of the complexity of the licensing question in TV-radio, the task force said, it was recommending that a group of experts undertake a careful study of these problems.

On the subpoena issue, the panel said a reporter should have a broad privilege to withhold the identity of sources as well as information that might damage confidential relationships, including notes, tapes and films.

A majority of the panel held that under no circumstances should government pre-censor any publication or broadcast. Two members dissented from this opinion, one claiming there are a few instances where legal protection is needed and the other taking exception in instances where there is no element of confidentiality involved.

The panel also said that the underground press should be granted the same First Amendment guarantees of freedom applying to the established press, saying “all actions by public officials that discriminate against the underground press . . . should be vigorously opposed by all the press.”

During a news conference in New York following release of the report, panel members said the purpose of their study was not “to take on” the Nixon administration. They added they did not believe there was a plot on the part of the administration to restrain the press.

The panel, however, cited certain factors contributing to the rise in tensions between the government and the press: discontent over the Vietnam War, the

increasing divisiveness of society in general in addition to the traditional adversary roles of the press and government.

The task force chairman was Judge Robert Williamson, former chief justice of the Supreme Judicial Court of Maine. Members were Mike Wallace, CBS News; Jack Bass, *Charlotte Observer*; Ralph de Toledano, columnist; Bert H. Early, American Bar Association; Tom Forcade, Underground Press Syndicate; Norman Isaacs, Columbia Graduate School of Journalism; L. F. Palmer Jr., columnist; George E. Reedy, author and press secretary to former President Lyn-

don B. Johnson; Roger Rook, district attorney, Clackamas county, Ore., and Howard B. Woods, *St. Louis Sentinel*. Fred P. Graham, Supreme Court correspondent for the *New York Times*, drew up the report.

Hartke and TV cameras too much for Cotton

Senator Norris Cotton (R-N.H.) last week barred TV coverage of a Commerce subcommittee hearing to prevent Secretary of Transportation John Volpe from being "kicked around and insult-

ed" by Senator Vance Hartke (D-Ind.).

Secretary Volpe was testifying Tuesday (Nov. 16) before Senator Hartke's Subcommittee on Surface Transportation. Under Commerce Committee rules, both the committee chairman and Senator Cotton, ranking minority member, must agree to televised hearings.

Senator Cotton said he objected to the TV coverage because he understood Senator Hartke was going to give Secretary Volpe "a real going over."

"I don't propose to see a cabinet officer . . . brought up here and kicked around and insulted before television," Senator Cotton said.

Equipment&Engineering

AMST develops new concern: satellites

Group takes up cause against possible spectrum loss, 'direct-to-home' broadcasting, cable linkages

The Association of Maximum Service Telecasters has taken on a new worry—space communications. And part of its interest in satellites stems from an old fear: that cable-TV systems may be able to pick up TV programs from satellites and distribute them to subscribers. To AMST, it's distant-station importation in spades.

AMST's board formally accepted the new responsibility at its meeting last month in Nassau, following a presentation by A. James Ebel, KOLN-TV Lincoln, Neb., who was a delegate to the international conference on space telecommunications in Geneva last summer (BROADCASTING, July 26).

Mr. Ebel is a member of the joint network-affiliates group that has been watching satellite communications.

One of its major goals is to make sure that the FCC does not prevent TV stations or groups of TV stations from building and operating their own earth station if TV network programs begin to be distributed from a domestic-satellite system. In fact, one of the group of applications pending before the FCC in its domestic-satellite case is for a \$209,000 jointly-owned earth station in Phoenix, sponsored by KOOL-TV (CBS), KTVK(TV) (ABC) and KTAR-TV (NBC).

The AMST's increased concern with space communications reflects actions taken at the Geneva conference that permit, under certain conditions, the use of space communications satellites for direct broadcasting to home and to community TV receivers, in the 620-790 mhz band using frequency-modula-

tion video signals. These frequencies are within the UHF television band in the U.S. that runs from 470 mhz to 890 mhz.

And also worrisome to AMST was the agreement in Geneva to permit satellites to broadcast educational and public-affairs programs direct to earth, principally to community TV receivers, in the 2500-2690 mhz band. There is general agreement, however, that direct-to-home broadcasting in the 620-790 mhz band would not be feasible in the foreseeable future, since a completely new receiver would be required to accommodate the FM video transmissions. Present U.S. TV standards require AM video, with FM aural.

But transmissions to so-called community TV receivers in that band, as well as the educational broadcasts to community receivers in the 2500 mhz band could be a problem for broadcasters, according to AMST sources. Either of these two services, it is noted, would be capable of being received by a CATV system that could distribute them to its customers over its cable.

Looming heavily in the eyes of AMST and many broadcasters is the forthcoming Applied Technology Satellite (ATS-F) experiment scheduled to be launched in mid-1973 by the National Aeronautics and Space Administration. Among the experiments to be conducted with this satellite is a series of TV programs to be beamed to low-cost TV receivers at educational institutions in the Rocky Mountain area and Alaska. The ATS-F is scheduled to be moved over to India in 1974 for a

full-scale satellite educational TV service to village and community TV receivers in that nation.

A preliminary plan for the Rocky Mountain experiment calls for the installation of 500 receivers in schools, public broadcast stations, and even cable-TV systems. But, it was noted by the Federation of Rocky Mountain States, the organization planning the tests there, anyone willing to spend up to \$200 for a special antenna for the space frequencies could receive these transmissions (BROADCASTING, Sept. 27).

Mr. Ebel in his report to the AMST board emphasized that broadcasts in both the Geneva-approved bands do not respect national boundaries, since the satellite beams cover large areas. Also, he commented, in the 2500-2690 mhz band, receivers would cost about \$2,000-to-\$3,000, well within the financial capability of CATV systems. The eight or nine channels of educational programs for this service in the U.S., he said, if received by a CATV system would mean direct-to-home broadcasting "through the back door."

And, he added, "The recent trends in public broadcasting toward the presentation of entertainment programs could give us some cause for concern."

"In any event," he concluded, "this new satellite system will be government-sponsored broadcasting directed to educational institutions but also available to all CATV homes. This could be a 'BBC of the United States.'"

Mr. Ebel also noted that the conference agreed with the U.S. proposal establishing 7 ghz as a new band for down

links, considered useful in establishing a domestic-satellite system. At present 6 ghz is used for up-link transmissions and 4 ghz for down-link. Also established for distribution space services were bands in the 11-14 ghz region but these are not considered useful at present for wide-area systems.

The newly vigorous interest was shown last week when AMST filed comments with the FCC objecting to proposals submitted by American Telephone & Telegraph Co. and General Electric that recommended that the U.S. include the use of 400 mhz in its proposed agenda for the 1974 World Administrative Radio Conference on maritime communications.

This frequency area, AMST told the FCC, is now used for television (the UHF band, 470-890 mhz) and "represents a severe threat" to established allocations and public policy.

Is there more space in the UHF band?

The FCC's Office of the Chief Engineer has released a study examining the possibilities of eliminating so-called UHF taboos and the restrictive effects they have on the use of the electromagnetic spectrum. Using the New York area for the groundwork because of heavy spectrum congestion in that area, the study concludes that a number of channels could be made available in New York for television assignments or other services if removal of the taboos is technically and economically feasible. It did not determine such feasibility pending further studies.

The five taboos examined—picture, sound, oscillator, IF and IM—were programmed into the FCC's Univac III computer in all possible combinations, to gain insight into their restrictiveness.

AML in upper Manhattan

Teleprompter Corp. has installed the first amplitude modulated link (AML) short-haul microwave transmitter, authorized by the FCC to operate in the 12 ghz frequency band. The AML transmitter—planned for the Teleprompter cable-TV franchise in upper Manhattan—can transmit 14 video channels, 23 FM channels and a pilot tone channel. Sub-distribution points on the East Side and West Side already are operating.

Hubert Schlafly, president of Teleprompter, said AML provides "an improved multichannel cable signal, a more reliable and lower cost method of overcoming obstacles in cities and replacing long trunk lines [10-20 miles] separating small communities in rural

areas." The AML systems are manufactured by Theta-Com, a company formed by Teleprompter and Hughes Aircraft Co.

CBS Labs recruits laser for color film copies

An electronic system that uses laser beams to make color film copies of higher quality and at lower costs than conventional kinescopes has been developed by CBS Laboratories and the CBS-TV network, a CBS Labs official reported last week.

Renville H. McMann Jr., executive vice president of CBS Labs, told a Society of Information Display meeting in New York that the laser recorder is being tested by CBS-TV, that several Hollywood production companies have expressed interest and that the U.S. government—one of the world's largest film producers—also is considering the system.

CBS Labs said the system, which modulates three separate laser beams (red, green, blue) to transfer the colors of each TV signal to standard color film, is expected to provide "huge savings" for the TV and motion-picture industries in the production of film copies for multiple showings. Copies produced in laboratory experiments were said to show a resolution comparable to the original, without the off-color variations that sometimes mark conventional kinescopes of programs and commercials.

No bears in market for TV and radio sets

Sales of TV and radio sets by distributors to dealers were up in all categories for the first 10 months of this year, the Electronic Industries Association reported last week.

Color-TV sales were running 25.3% ahead of the same period last year, while black-and-white TV was up 7.7%. Total television sales were up 16.6%.

Total radio sales for the January-to-October period registered a 17.9% gain, with automobile sets up 25.9%, and FM sets up 22.6%. AM home radio sales, however, barely nudged into the plus column, with a 0.7% gain for the 10 months.

For the period ending Oct. 31:

	1971	1970
Television		
Color	4,716,225	3,764,583
Black and white	3,892,452	3,615,830
Total	8,608,677	7,380,413
Radio		
AM home	3,902,130	3,876,411
FM home	3,028,923	2,470,136
Auto	8,603,567	6,832,423
Total	15,534,620	13,178,970

Technical Topics

Expansion ■ International Video Corp., maker of color television cameras and video tape recorders for broadcast as well as other applications, has started construction of a 47,000-square-foot production facility adjacent to its headquarters building in Sunnyvale, Calif. Engineering, research and development, training, marketing, and administrative operations will remain in the company's headquarters building.

Cable alarm ■ Holmes Protection Inc., New York, reports it has developed a new alarm system that will make use of two-way communication on cable television lines. The company said the system offers to cable operators "the first practical opportunity to provide protection, security and other monitoring services to their clients."

Joining Hands ■ Teletronics International, New York, and the Garden State Division of the Novo Corp., New York, have formed a new company called The Joint Venture. The new organization is designed to serve advertisers and their agencies in film and tape through the video laboratory facilities of Teletronics and the print procurement and distribution capabilities of Garden State.



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Networks get satellite offer

MCI-Lockheed proposes TV service at fraction of present phone rates

MCI-Lockheed Satellite Corp., one of the eight applicants seeking to establish a domestic satellite-communications system, is scheduled to tell the TV networks today (Nov. 22) that it is willing to supply a special TV service for \$28,370,000 a year. This is less than half the estimated \$70 million annually that the networks pay AT&T for "lines" to affiliates.

The MCI-Lockheed offer is in response to an April request by the three TV networks to all eight of the applicants that filed applications with the

FCC seeking authority to build and operate domestic-satellite systems (BROADCASTING, May 17, et seq.). The networks asked for proposals that would provide nine channels on a permanent basis and access to two additional channels on an occasional basis. They also said that in the fall they would need five additional channels for Saturday afternoon football games and another 11 channels for Sunday afternoon football games. The networks, in addition, requested that prospective carriers let them know their proposals by today (Nov. 22).

The networks have filed no application for their own satellite distribution system, although they commissioned an engineering study that indicated it would cost \$55 million yearly to operate their own system.

MCI said it could furnish the required services from its proposed two satellites, each with 48 transponders (channels) that would work with 155

earth stations, of which 29 would be capable of both transmitting and receiving. It also said that the system would provide two distribution centers, one in New York and one in Los Angeles.

For switching—an important element in network interconnections—MCI-Lockheed said that each of the two distribution control centers would be equipped with two computers capable of handling all switching requirements. Each network, it noted, would have its own computer console for direct access to the computers.

Although other prospective domestic-satellite carriers are filing responses with the networks, AT&T has declined to bid on the service. It feels, a source said, that its existing application provides for the type of service required by the networks. The other six applicants that are answering the networks' request declined last week to make their proposals public.

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CATV agreement prompts marginal market moves

Broadcast and cable-TV stock prices moved in mixed patterns in the first few days following acceptance of the White House compromise plan for cable TV (BROADCASTING, Nov. 15), with fluctuations marginal in most cases.

In a sampling of about 20 issues, only Teleprompter Corp., the nation's biggest CATV operator, showed a substantial change. Its price jumped 3 $\frac{3}{8}$ points on Friday (Nov. 12), the day after the deal was announced, and by last Tuesday night (Nov. 16) had tacked on another 2 $\frac{1}{2}$ to close at 81 $\frac{1}{4}$.

Among broadcast stocks, ABC went into last Wednesday's trading a fraction above its pre-deal price at 44; Capital

Cities was off a fraction at 42; CBS was up 2 $\frac{3}{4}$ at 44; Cox Broadcasting was ahead by a fraction at 32 $\frac{1}{4}$; Pacific & Southern was off half a point at 8 $\frac{3}{4}$; Scripps-Howard was up a fraction at 20 $\frac{3}{4}$; Sonderling was ahead by better than a point at 19, and Taft was fractionally down at 34.

Among cable stocks, gainers as of last Tuesday's closing included, in addition to Teleprompter, Cox Cable, which at 18 $\frac{1}{4}$ was almost two points ahead of its pre-deal level; Cablecom General, at 11 $\frac{1}{4}$ up one point; Burnup & Sims, ahead fractionally at 24 $\frac{3}{4}$, and Viacom International, also ahead fractionally at 11 $\frac{3}{8}$. Among those that had declined, but all by less than a point, were General Instrument, parent of Jerrold Corp., at 15 $\frac{1}{4}$; Tele-Communications at 16 $\frac{3}{8}$ and Television Communications at 8 $\frac{1}{2}$.

Aubrey's take: \$208,000

James T. Aubrey Jr., president and chief executive officer of Metro-Goldwyn-Mayer Inc. was listed in proxy statement accompanying notice of annual meeting as the highest-paid company official in 1970, with aggregate remuneration of \$208,000.

Other top salaried executives cited were Douglas Netter, executive vice president, with 1970 total income of \$115,058, and Benjamin Melniker, vice president, \$114,400.

MGM's annual meeting will be held at the Veterans Memorial Auditorium in Culver City, Calif., on Dec. 8 at 10 a.m. The main business at the meeting will be consideration and ratification of an agreement calling for the purchase by MGM of the stock of T. L. Corp., a company owning land and hotel properties in Las Vegas.

Looking ahead

Cable-TV operator Cypress Communications Corp., Los Angeles, has completed a \$8.5-million term-loan agreement to be used for future company expansion and to restructure existing debt. Estimate is that \$4 million of the loan will be available as useable working capital for system construction and future acquisitions. First National Bank of Chicago is the lead bank in the transaction, with the Bank of New York also involved. The loan is for a 17-year period at a rate of one-half percent over the prime rate.

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to Broadcasters and the Broadcasting Industry*

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September trading by the insiders

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

- ABC—S. H. Clark purchased 4,500 shares, giving him 9,300. E. H. Erlick bought 3,125, giving him 4,024. D. J. Fulton made initial purchase of 200 shares. Firm's stock-investment plan, through administrators, purchased total of 5,200 and sold 786 during month, leaving balance of 33,499.
- American Electronic Labs—M. Nussbaum sold 1,000 shares, leaving 12,852.
- Burnup & Sims—C. W. Cox, through Walston & Co. trading account, bought 26,595 shares and sold 27,519, leaving balance of 358 shares short in trading account. Mr. Cox owns 226 shares personally.
- Capital Cities Broadcasting—J. P. Arcara sold 2,000 shares, leaving 2,000. J. P. Dougherty sold 5,000, leaving 28,890. J. B. Fairchild sold total of 1,400, leaving 16,632 personally and 11,000 as custodian. J. H. Miller Jr. made initial purchase of 200 shares. (All preceding transactions pertain to class A common stock.) J. B. Fairchild, as custodian, sold 5,000 shares of 50-cent cumulative preferred stock, leaving him 11,206 shares as custodian and 19,835 shares personally.
- Citizens Financial—W. Ashman bought 500 shares, giving him 1,500.
- Cohu Electronics—CEI Associates purchased total of 65,000 shares, giving it total of 237,630.
- Communications Properties—J. R. Crosby bought total of 7,000 shares, giving him total of 180,780. He holds 200 shares in name of children. R. W. Hughes bought 6,000, giving him 40,963. Mr. Hughes also bought \$5,000 worth of convertible subordinate debentures, giving him \$36,400 worth of such stock.
- Cowles Communications—V. C. Myers sold 3,000 shares, leaving 15,062. T. R. Shepard Jr. sold total of 7,000, leaving him 3,670. His family, through Mr. Shepard, sold total of 6,000, leaving 3,428.
- Cox Broadcasting—F. Gather sold 1,000 shares, leaving 13,046.
- Creative Management—D. Begelman sold 3,000 shares, leaving 110,982. B. A. Shepherd sold 1,000, leaving 19,804.
- Walt Disney Productions—D. B. Tatum sold 1,300 shares, leaving 2,016. F. Waldheim bought 1,000, giving him 3,540.
- Fuqua Industries Inc.—N. Strawbridge sold 1,000 shares, leaving 66,538.
- Gable Industries—E. G. Nicholson purchased 4,132 shares, giving him 4,232 (acquired in merger).
- Gannett Co.—P. Miller purchased 4,000 shares and subsequently sold 60, leaving him balance of 65,020.
- General Electric—R. H. Beaton sold 1,588 shares, leaving 1,450 personally and 232 through savings plan. E. H. Malone sold 1,666, leaving none. E. L. Sterle bought 186, giving him 1,418 personally, 146 through savings plan and 3,054 through deferred compensation. L. E. Weingert sold 1,482, leaving him 2,200 personally and 328 through savings plan.
- General Instrument Corp.—H. Hersch sold total of 1,000 shares, leaving him 122,565.
- General Tire & Rubber—W. J. Gurtner bought 1,530 shares, giving him 2,996 personally and one through incentive plan. S. Salem bought total of 9,552, giving him 21,560 personally, 54 in wife's name and 2,193 through incentive plan.
- Grey Advertising—K. P. Fischer sold 2,500 shares, leaving 7,980.
- Gulf & Western Industries—W. M. Flatley sold 2,000 stock warrants, leaving 4,375 shares of such stock.
- Interpublic Group—R. L. Elliot sold total of 1,300 shares, leaving 19,850. P. Foley bought 100, giving him 144.

- Lamb Communications—E. H. Lamb purchased 300 shares of class A common, giving him 2,075 shares of such stock personally and 2,101,407 shares through Lamb Enterprises. P. H. Lamb (indirect owner through Lamb Enterprises) purchased 200 shares of same, giving him 1,200 (both transactions were late announcements).
- Lee Enterprises—A. Magnisson bought 100 shares, giving him 1,500 personally and 1,650 through wife.
- LIN Broadcasting—T. I. Unterberg, through Tower Co. trading account, bought 5,800 shares and subsequently sold total of 5,744, leaving balance of 856 in account. Mr. Unterberg owns 7,102 shares personally, 100 through family, 100 through partnership.
- Magnavox Co.—J. F. Fedderson sold 5,000 shares, leaving 94,365. W. O. Menge bought 200 through wife, increasing holdings in wife's name to 400. He holds 1,800 personally.
- 3M Co.—R. W. Mueller sold 539 shares, leaving 24,399 personally and 1,035 through wife. R. W. Westbee sold 1,000, leaving 2,241.
- Mooney Broadcasting—F. H. Marsh sold 3,000 shares, leaving 7,000. J. Bailey sold 1,000, leaving 9,000. (Both were late announcements.)
- A. C. Nielsen—A. C. Nielsen Jr. sold 2,200 shares of class A common, leaving him 1,125 such shares personally; he sold 25,130 shares of same through trusts, leaving 41,197 in trust, and he also sold 1,190 of same through family, leaving 130 trading account, purchased 3,956 shares and sold such shares in family's name.
- Post Corp.—J. V. Loewi, through Loewi & Co. trading account, purchased 3,956 shares and sold 5,993, leaving account 812 shares short (late announcement). He holds 600 shares personally. E. Reed bought 3,000, giving him 3,600.
- Publishers Broadcasting—C. W. Lockyer bought 2,400 shares, giving him 25,206.
- Rahall Communications—N. J. Rahall bought 400 shares, giving him 600.
- RCA—M. B. Sereteau sold total of 6,000 shares, leaving 1,471,703. He also holds 4,000 in wife's name and 65,536 through trusts.
- Rollins Inc.—J. W. Rollins sold total of 13,000

shares, leaving 66,510. He holds 6,394 in name of children and 3,150 in wife's name.

- Schering-Plough—R. J. Bennett sold 500 shares, leaving 2,433.
- Taft Broadcasting—E. C. D'Angelo Jr., jointly with wife, sold 1,500 shares, leaving 1,300 in joint account. He holds 1,698 personally and 25 as custodian. R. C. Wachs sold total of 1,300, leaving 4,595 personally and 15,408 through wife.
- Teleprompter—J. J. Merkle sold total of 1,000 shares, leaving 1,100. L. Tow bought 800, giving him 5,000.
- Time Inc.—O. Fuerbringer sold 100 shares, leaving 15,765 personally and 125 through daughter. R. A. Graves liquidated holdings by selling 1,000. H. Luce III, through trusts, sold 150, leaving 286,407 in trust and 112,400 personally.
- Twentieth Century Fox—S. L. Hough sold 1,000 shares, leaving 4,704. W. E. Self bought 500, giving him 1,044.
- Wells Rich Greene—R. E. Freedman made initial purchase of 750 shares. R. Reitzfeld sold 500, leaving 5,000.
- Westinghouse—D. C. Burnham sold total of 6,000 shares, leaving 17,404. T. P. Jones bought 700, giving him 4,598. T. H. Kenton Jr. sold 400, leaving 100. R. E. Kirby sold 8,000, leaving 9,369. D. H. McGannon bought 3,000, giving him 13,190 personally and 99 through investment plan. C. P. Myers bought 700, giving him 2,497. R. J. Sargent bought 2,850, giving him 5,849 personally and 63 through investment plan. L. W. Yochum bought 2,500, giving him 3,292.

Financial Notes

- Grey Advertising, New York, has declared a quarterly dividend of 12½ cents per share, payable Dec. 15 to shareholders of record Dec. 1.
- Walt Disney Productions, Burbank, Calif., has declared a quarterly cash dividend of five cents per share and a

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

November 8, 1971

190,000 Shares

Post Corporation

Common Stock

(\$1 Par Value)

Price \$16.00 Per Share

Copies of the Prospectus may be obtained in any State from only such of the undersigned as may legally offer these Securities in compliance with the securities laws of such State.

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BACON, WHIPPLE & CO.

A. G. BECKER & CO.
Incorporated

G. H. WALKER & CO.
Incorporated

2% stock dividend, both payable Jan. 1, 1972, to shareholders of record Dec. 1.

▪ Capital Cities Broadcasting Corp., New York, has reported it has reached an agreement in principle to purchase the publishing rights to *American Metal Market*, daily newspaper of metal industry, and to *Metal Center News*, monthly meal service-center magazine. Terms were not disclosed.

A maybe new date for Teleprompter meeting

Teleprompter Corp. has moved its resumed annual meeting from Nov. 24 to Nov. 30 to give stockholders more time to consider the reduction of management nominees from 12 to 11.

The postponement by the Teleprompter board followed the resignation of Irving B. Kahn as chairman (BROADCASTING, Nov. 8). Mr. Kahn was convicted of perjury, bribery and conspiracy charges last month in the award of a Johnstown, Pa., cable franchise.

The new date, however is doubtful—Jack Kent Cooke, Teleprompter's largest stockholder, has petitioned the U.S. Southern District Court in New York, for a 60-day delay beyond Nov. 24 in order to assemble a director's slate in

opposition to management's. The court reserved decision after a hearing last Wednesday (Nov. 17).

Mr. Cooke has filed a 14-B form with the Securities and Exchange Commission, indicating he would seek to elect directors on the Teleprompter board. He said later his slate would include E. William Henry, former FCC chairman, and Charles Luckman, president of Ogden Development Corp., and Michael Roth, New York attorney.

Company Reports

▪ Sonderling Broadcasting Corp., New York, group broadcaster, has reported an increase in revenues and a slight dip in net income for the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 1.22	\$ 1.29
Revenues	17,633,000	17,324,000
Net income	1,222,000	1,297,000

▪ MCA Inc., Los Angeles-based film and TV producer and distributor, reported net income was up \$45,000 over last year for the first nine months of calendar 1971.

	1971	1970
Earned per share	\$ 1.22	\$ 1.21
Revenues	224,548,000	226,705,000
Net earnings	9,952,000	9,907,000
Shares outstanding	8,176,634	8,170,996

▪ Gross Telecasting Inc., Lansing,

Mich., group station owner, reported last week a rise in both revenues and net income for the nine months ended Sept. 30:

	1971	1970*
Earned per share	\$ 0.85	\$ 0.74
Revenues	3,601,665	3,405,359
Net income	688,066	598,918

* 1970 figures re-stated to reflect year-end adjustments.

▪ Vikoa Inc., Hoboken, N.J., CATV equipment manufacturer, reported a drop in revenues and a net loss for nine months ended Sept. 30:

	1971	1970
Earned per share (loss)	\$ (1.14)	\$ (0.82)
Revenues	9,881,000	10,536,000
Net income (loss)	(2,656,000)	(1,886,000)

▪ Ogilvy & Mather International, New York, reported an 8.6% gain in net income for the nine months ended Sept. 30:

	1971	1970
Earned per share*	\$ 1.53	\$ 1.50
Billings	211,400,000	194,500,000
Net income	1,792,722**	1,650,914***

*Based on common shares and common shares equivalents.

**Gains on foreign currency revaluations have been deferred because of current uncertain conditions.

***Restated to include equity income.

▪ Pacific & Southern Broadcasting Co., New York-based group owner, reported last week increased revenues but decreased net income for the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.37	\$ 0.55
Revenues	12,679,996	9,937,768
Net income	609,216	894,082

Broadcasting Stock Index

A weekly summary of market activity in the shares of 113 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Nov. 17	Closing Nov. 10	Net change in week	1971		Approx. shares out (000)	Total market capitalization (000)	
						High	Low			
Broadcasting										
ABC	ABC	N	44½	43¾	+ ¾	48	25	7,095	\$311,258	
ASI Communications	ASIC	O	2½	2¼	- ¼	4½	2½	1,789	4,473	
Capital Cities	CCB	N	40	42½	- 2½	49¾	29	6,236	272,014	
CBS	CBS	N	45½	43	+ 2½	49¾	30½	27,210	1,217,648	
Cox	COX	N	32¼	31½	+ ¾	36¼	17¾	5,802	184,910	
Gross Telecasting	GGG	A	11¾	12¾	- ¾	16	10½	800	102,000	
LIN	LINB	O	11¾	11¾	—	15½	6¼	2,294	26,955	
Mooney	MOON	O	7¾	8½	- 1½	9¼	4	250	2,313	
Pacific & Southern	PSOU	O	8¾	10	- 1¼	17½	8¾	1,930	17,119	
Rahall Communications	RAHL	O	9½	8¾	+ ¾	29	8¾	1,037	9,074	
Scripps-Howard	SCRH	O	20½	21	- ½	25	18	2,589	73,787	
Sonderling	SDB	A	19¾	18¼	+ 1½	34	17	997	19,940	
Starr	SBG	M	18¼	19	- ¾	20½	8¾	496	8,928	
Tatt	TFB	N	34¼	35¼	- 1	44¾	23¾	3,707	134,824	
								Total	62,232	\$2,385,240
Broadcasting with other major interests										
Avco	AV	N	13¾	14	- ¼	18¾	12¾	11,476	\$ 16,640	
Bartell Media	BMC	A	3¾	3¾	- ½	8	3¾	2,254	8,723	
Boston Herald-Traveler	BHLD	O	21	21	—	28	19	577	12,117	
Chris-Craft	CCN	N	6¼	6	+ ¼	9¾	5½	3,901	26,332	
Combined Communications	CCOM	O	20¼	20½	- ¼	24¼	10½	2,206	45,223	
Cowles Communications	CWL	N	10½	10¾	- ½	13½	8	3,969	44,651	
Fuqua	FOA	N	17¾	18¼	- ¾	26½	13¼	7,524	138,216	
Gable Industries	GBI	N	20¾	21¼	- ½	24¾	9½	1,667	35,007	
Gannett	GCI	N	52½	57¼	- 4¾	60	32¾	7,519	415,425	
General Tire	GY	N	23¼	22½	+ ¾	28¼	21¼	18,713	446,769	
Gray Communications	O	O	6¾	6¾	—	8	5¼	475	3,206	
ISC Industries	ISC	A	5¾	5½	- ¾	8	4¾	2,114	12,409	
Lamb Communications	O	O	2¾	2	+ ¾	2¾	2	475	950	
Lee Enterprises	LNT	A	16¼	16¾	—	20	16¾	2,936	49,912	
Liberty Corp.	LC	N	17¾	16¾	+ ¾	24	16¾	6,744	119,706	
Meredith Corp.	MDP	N	22	22½	- ½	29½	19¾	2,772	63,756	
Metromedia	MET	N	25¼	25¾	- ¾	30¾	17¾	5,764	146,233	
Multimedia Inc.	O	O	32¾	33	- ¾	34¾	25	2,407	79,431	
Outlet Co.	OTU	N	15	15¼	- ¼	22	13½	1,334	20,344	
Post Corp.	POST	O	17¾	16	+ 1¾	16¼	9¼	734	11,561	
Publishers Broadcasting Corp.	PUBB	O	2¼	2¼	- ½	4¾	1¾	916	2,061	
Reeves Telecom	RBT	A	2¼	2¼	—	3¾	2	2,292	4,859	
Rollins	ROL	N	43¾	41	+ 2¾	43½	25¼	8,065	326,633	
Rust Craft	RUS	A	↑ 20¾	40¾	—	48¼	28¾	23,184	92,720	
Schering-Plough	PLO	N	80¾	80½	- ½	87¾	60½	50,348	2,013,920	

	Stock symbol	Ex-change	Closing Nov. 17	Closing Nov. 10	Net change in week	High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
Storer	SBK	N	23½	24½	- 1%	33¼	19	4,223	104,519
Time Inc.	TL	N	54¼	55	- ¼	62¼	40%	7,258	393,747
Trans-National Communications	O		¼	¾	- ½	1¼	¼	1,000	370
Turner Communications	O		2%	2%	+ ½	4	2	1,328	3,479
Wometco	WOM	N	17	17½	- ½	23%	16%	6,037	101,844
Total								178,492	\$4,740,783

CATV

Ameco	ACO	O	2½	1½	+ ¾	12¼	1½	1,200	\$ 1,944
American Electronic Labs	AELBA	O	5%	5½	- ¾	10	3	1,668	8,957
American TV & Communications	AMTV	O	19%	19½	+ ¾	26%	19½	2,184	43,134
Burnup & Sims	BSIM	O	24%	25%	- ¾	37¼	20½	3,061	68,107
Cablecom-General	CCG	A	11%	10%	+ ¾	17%	9%	2,485	27,012
Cable Information Systems	O		1%	1%	- ¼	4%	1%	955	1,671
Citizens Financial Corp.	CPN	A	12%	12	+ ¾	15½	11%	1,590	19,080
Columbia Cable	CCAB	O	10%	10%	+ ½	15½	9%	900	10,008
Communications Properties	COMU	O	9%	9%	- ½	11½	7%	1,906	14,097
Cox Cable Communications	CXC	A	18%	17%	+ 1	25%	15%	335	60,827
Cypress Communications	CYPR	O	7%	7%	- ½	10%	7	2,384	19,358
Entron	ENT	A	2%	2%	- ¼	7%	2%	1,320	3,630
General Instrument Corp.	GRL	N	15%	15½	- ¼	29%	15%	6,370	13,194
LVO Cable Inc.	LVOC	O	8%	8%	- ½	10½	7	1,466	13,194
Sterling Communications	STER	O	4	4%	- ¾	8%	3½	1,100	4,950
Tele-Communications	TCOM	O	16%	17½	- ¾	22¼	12	2,856	49,266
Teleprompter	TP	A	82½	75¼	+ 6%	95	56½	3,077	241,545
Television Communications	TVCM	O	8½	8%	- ¾	10%	5%	3,804	22,329
Viacom	VIA	N	11%	12	- ¾	21	11	3,791	48,790
Vikoa	VIK	A	5%	5	+ ½	14%	4%	2,344	12,892
Total								48,014	\$684,925

Programing

Columbia Pictures	CPS	N	8¼	8¼	- ½	17%	8%	6,342	\$ 56,254
Disney	DIS	N	106½	102½	+ 4%	128%	77	12,854	71,364,066
Filmways	FWY	A	4%	4%	- ¾	11%	4%	1,829	10,080
Four Star International	O		1	1%	- ¼	1%	1	666	746
Gulf & Western	GW	N	23	24%	- 1¼	31	19	15,010	377,051
Kinney Services	KNS	N	27½	28	- ½	39%	25%	12,718	383,006
MCA	MCA	N	18%	21%	- 3	30	18	8,165	186,734
MGM	MGM	N	17%	18	- ½	26%	15%	5,886	117,720
Music Makers	MUSC	O	1%	1½	- ½	3%	1¼	589	954
Tele-Tape Productions	O		1%	1%	+ ¾	2%	1	2,183	3,536
Transamerica	TA	N	16	16%	- ¾	20½	15%	63,481	1,079,177
20th Century Fox	TF	N	8½	7%	+ ¾	15%	7%	8,562	73,804
Walter Reade Organization	WALT	O	1%	2	- ½	5%	1%	2,414	4,225
Wrather Corp.	WCO	A	5%	5%	- ¼	8%	5%	2,164	12,984
Total								142,861	\$73,660,257

Service

John Blair	BJ	N	14%	15	- ¾	24%	14%	258	\$ 39,115
ComSat	CQ	N	54%	53	+ 1¼	84½	49%	10,000	53,000
Creative Management	CMA	A	8½	8%	+ ¾	17%	7%	969	8,237
Doyle Dane Bernbach	DOYL	O	21½	22	- ½	26½	21	1,934	59,954
Elkins Institute	ELKN	O	6%	7	- ¾	16%	8	1,664	40,846
Footo, Cone & Belding	FCB	N	8%	8%	- ¼	13%	7%	2,196	11,232
Grey Advertising	GREY	O	12	14	- 2	16%	9%	1,209	22,773
Interpublic Group	IPG	N	18%	21¼	- 2½	27½	18½	1,673	36,806
Marvin Josephson Assoc.	MRVN	O	5%	5%	+ ¼	12	6%	902	6,422
LaRoche, McCaffrey & McCall	O		11½	12	- ½	16½	9	585	16,467
Marketing Resources & Applications	O		7%	8½	- 1	18%	2%	504	4,158
Movielab	MOV	A	1%	1%	- ¼	4	1¼	1,407	2,631
MPO Videotronics	MPO	A	3%	3%	- ½	8½	3½	557	2,156
Nielsen	NIELA	O	38%	39	- ¼	49%	39%	5,299	200,673
Ogilvy & Mather	OGIL	O	32¼	33¼	- 1	36%	24	1,096	34,250
PKL Co.	PKL	A	7%	8%	- ½	10%	3%	778	6,706
J. Walter Thompson	JWT	N	37¼	36%	+ 1	60	34½	2,720	104,040
Transmedia International	O		½	-	-	3%	½	535	267
Wells, Rich, Greene	WRG	N	17%	-*	-*	25%	15%	414	7,866
Total								37,029	\$657,599

Manufacturing

Admiral	ADL	N	15%	15%	- ¼	21	8	5,183	\$ 87,771
Ampex	APX	N	14%	13%	+ 1	25%	13%	10,873	161,682
CCA Electronics	CCAE	O	4%	5	- ¼	5%	2%	897	4,368
Collins Radio	CRI	N	10½	10%	+ ½	20%	10%	2,968	34,874
Computer Equipment	CEC	A	2%	2%	- ¼	7%	2%	2,434	7,302
Conrac	CAX	N	20%	20%	+ ¼	29	15%	1,259	26,439
General Electric	GE	N	57%	57%	- ¼	85%	52%	181,626	10,846,916
Harris-Intertype	HI	N	49%	50%	- 1%	69%	47%	6,344	341,751
Magnavox	MAG	N	42½	44%	- 1%	55	37%	17,283	816,622
3M	MMM	N	123½	122¼	+ ¾	126%	95%	56,186	7,142,364
Motorola	MOT	N	73	75%	- 2%	89%	51½	13,370	1,039,518
RCA	RCA	N	32%	32%	+ ¾	40%	26	74,437	2,475,030
Reeves Industries	RSC	A	2%	2%	- ½	6%	2%	7,794	22,369
Telemation	TIMT	O	7	7%	- ¼	13%	7%	14,040	101,790
Westinghouse	WX	N	86½	86	+ ½	97%	65%	41,555	3,656,840
Zenith	ZE	N	40	42	- 2	54%	36%	19,025	822,831
Total								455,254	\$27,988,467

Grand Total 923,882 \$109,516,261

Standard & Poor Industrial Average

102.26 102.85 - .59

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 Nov. 3.
Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fanner & Smith Inc., Washington.
* Prices not available.
† Two-for-one stock split.

Broadcast Advertising

Roy Grace and **Bert Steinhauer**, VP's and art group supervisors, and **John Leonard**, VP and management supervisor, **Doyle Dane Bernbach**, New York, named senior VP's.

James A. Rubins, coordinator of research, information center and advanced methods group functions, **N. W. Ayer & Son**, New York, elected VP.

Robert F. Adams, veteran broadcast station executive and former station manager, **WBKB-TV** Chicago (now **WLS-TV**), appointed consultant and special assistant to president of Advertising Contractors Inc., New York, which specializes in purchase of broadcast advertising on cash and/or trade basis.

Tom Davies, advertising and promotion manager, **WSBK-TV** Boston, joins Environmental Graphics Group agency, Cambridge, Mass., as creative director and account executive.

Norris Reichel, general sales manager, **WNEM-TV** Bay City-Saginaw-Flint, Mich., moves to **KPHO-TV** Phoenix

IRTS to honor Goodman

NBC President **Julian Goodman** was designated last week as the recipient of the 1972 Gold Medal of the International Radio and Television Society. He will receive the award, presented for "achievement in or contribution to" broadcasting, at the IRTS 32d anniversary banquet on March 9 at the Waldorf-Astoria in New York.

in similar capacity. Both are Meredith Broadcasting stations.

George L. Babick, with **Edward Petry Co.**, New York, joins **WUTV(TV)** Buffalo, N.Y., as general sales manager.

Lewis W. Shollenberger, director, office of public information of Small Business Administration, Washington, elected VP and director of Washington office of The Advertising Council. Mr. Shollenberger had been president and chief correspondent of Washington Broadcast News Services Inc. there.

Hal Feldman, local sales manager, **WSNS(TV)** Chicago, appointed general sales manager.

Earl W. McNulty, producer and account supervisor, **Young & Rubicam**, New York, joins **Hume-Smith-Mickelberry Advertising**, Miami, as radio-TV director.

John J. Nagle, local sales manager, **KWGN-TV** Denver, appointed general sales manager.

William C. Walker, with sales staff, **KIXI-AM-FM** Seattle, appointed local sales manager.

William W. Wilson Jr., manager of special services division, **Young & Rubicam**, Chicago, joins **Chicago Advertising Club** as executive director.

Andy Rage, chief of advertising copy, **WICC(AM)** Bridgeport, Conn., appointed advertising manager and head of production.

The Media

Bruce C. Mayer, general manager, **KWGN-TV** Denver, elected VP and board member of **WGN** of Colorado, station's licensee. **E. LeRoy Olliger**, program manager and promotion manager, **KWGN-TV**, elected VP and appointed assistant to Mr. Mayer. **Donald Raydon**, chief engineer, **KWGN-TV**, also elected VP. Messrs. Olliger and Raydon were elected to board of licensee in 1969.

Barry Zorthian, president of **Time-Life Broadcast Inc.**, has taken on additional responsibilities as chairman and chief executive officer of **Sterling Communications Inc.**, in which **Time-Life** has substantial minority ownership.



Mr. Zorthian

Paul R. Abrams, general sales manager, **ABC's WABC(AM)** New York, named VP and general manager of **ABC-owned WLS(AM)** Chicago. He succeeds **Gene Taylor**, who leaves after 11 years with station to become general manager of **Globe-Trotters Communications Inc.'s WIXY(AM)** and **WDOK(FM)** Cleveland. FCC has approved



Mr. Abrams



Mr. Taylor

Globetrotters' acquisition of stations from **Westchester Corp.** **Globetrotters Communications**, which owns **Harlem Globetrotters** basketball team, also owns **WVON(AM)** Cicero, Ill., and is expected to expand further in broadcast ownership.

John M. Haberman, executive VP and general manager, **WESH-TV** Daytona Beach-Orlando, Fla., elected president of licensee, **Cowles Florida Broadcasting**.

Abe Voron, newly appointed executive director of **National Association of FM Broadcasters**, New York, will also assume responsibilities previously handled by director of development, **Fred Allen**, who resigns. Mr. Allen's future plans have not been announced.

Marilyn Walsh, assistant treasurer, director of tax section, **CBS Inc.**, New York, elected officer of **CBS** in position of director of taxes.

Edwin G. Richter Jr., president, **KAIR(AM)** Tucson, Ariz., and **KBUZ-AM-FM**

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107

Phoenix, and VP-director of R. C. Crisler, Cincinnati-based media brokers, elected to board of Adams-Russell, diversified firm with broadcast interests, Waltham, Mass. Adams-Russell's subsidiary, Aurovideo Inc., acquired WYTV-TV Youngstown, Ohio, last year.

William T. Heaton, general sales manager, WLOD(AM) Pompano Beach, Fla., named VP of licensee, Sunrise Broadcasting Corp.

Van Hobbs, director of advertising, Beatrice Foods, Roanoke, Va., appointed manager, WLVA(AM) Lynchburg, Va.

M. Thomas Wilson Jr., former VP, First National Bank of Boston, elected board chairman and chief financial officer, AmVideo Corp., there. AmVideo operates CATV systems in Maryland, Massachusetts and New Jersey.

James L. Grant, engineering manager, WHAG-TV Hagerstown (Halfway), Md., appointed assistant manager of station.

Richard L. Hill Jr., VP and general manager, WNRS(AM)-WNRZ(FM) Ann Arbor, Mich., joins WQWQ(FM) Muskegon, Mich., as general manager.

George Gilbert Jr., with sales staff, KQV(AM) Pittsburgh, appointed research director.

Programing



Mr. Harris

Weston J. Harris, station manager, WNBC-TV New York, named to newly created position of VP-programs, NBC-TV Stations Division. Mr. Harris will be responsible for all group programing projects involving NBC-TV stations: WNBC-TV; WRC-TV Washington; WMAQ-TV Chicago; WKYC-TV Cleveland and KNBC(TV) Los Angeles.

Christopher Duffy, director of advertising, promotion and press information, WLS-TV Chicago, joins KMOX-TV St. Louis in newly created position of director of broadcast. He will be responsible for all broadcast activity, including programing, production, operation as well as areas of advertising and promotion.

David Kenin, corporate planner, CBS, New York, joins WCBS-TV there as supervisor of program production.

Vic Scaggs, program manager, WIIC-TV Pittsburgh, moves to KTVI(TV) St. Louis in similar position.

Bill Farr, VP of Columbia Records, New York, elected president of Country Music Association, Nashville; **Hubert Long**, Hubert Long International, Nash-

New BPA slate

E. Boyd Seghers Jr., manager, sales promotion and research, WGN Continental Broadcasting Co., Chicago, elected president of Broadcasters Promotion Association at group's 16th annual seminar (see page 51). Mr. Seghers, who will serve one-year term, succeeds **A. Richard Robertson**, promotion manager, KRON-TV San Francisco. President-elect for next year is **Calo O. Mahlock**, program and promotion manager, WKJG-TV Fort Wayne, Ind.

Other new BPA officers: VP, **K. C. Strange**, director of promotion, WFBM-AM-FM-TV Indianapolis; secretary, **Maury A. Midlo**, director of promotion and merchandising, WDSU-TV New Orleans; treasurer, **L. C. (Babs) Pitt**, director of advertising, promotion and public relations, CFCF-TV Montreal.

New BPA directors elected to three-year board terms: **Lynne Grasz**, promotion director, KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska; **Lou King**, VP, director of creative services, PGW Inc., New York; **Stanley M. Pederson**, advertising and promotion manager, WMAL-TV Washington, and **Rod Werner**, advertising and promotion manager, WJW-TV Cleveland. **Marge Injasoulian**, director, promotion-publicity, KOOL-AM-FM-TV Phoenix, elected to fill one-year board term vacated by L. C. Pitt, newly elected treasurer.

ville, elected board chairman; **Joe Talbot**, president, Precision Record Pressing, Nashville, elected executive VP, and **Cliffie Stone**, president, Central Songs, Los Angeles office, elected first VP.

Charles N. Moyer, former general manager, WRAP(AM) Norfolk, Va., joins WAVY-TV Portsmouth-Norfolk-Newport News, Va., as program director.

James Hampton, production manager for WLS(AM) Chicago, joins Programing db, Hollywood-based radio syndicator and production company, as creative director.

Rusty Gold, VP and general manager, Showcase Productions of Texas, Dallas, joins TM Productions there as director of commercial services, newly created department. TM's new department will provide commercial production facilities for radio stations and advertising agencies.

Dean Pollard, with news staff, WREC-TV Memphis, appointed production manager, WREC-AM-FM there.

Barbara Eldridge, program coordinator, XEMO(AM) Tijuana, Mex.-KLRO(FM) San Diego, appointed operations manager of stations.

Peter J. Larkin, with WAYE(AM) Balti-

more, joins WKTK(FM) there as program director.

Herb McFarland, program director, KLEF(FM) Houston, joins WQWQ(FM) Muskegon, Mich., in similar capacity.

Bruce Freel, president of General Television of Michigan Inc., Detroit, named president of National Cablecasting Services Inc., Tawas, Mich., which offers programing to cable-TV operations in northern Michigan. **William W. Jacquish**, director of research for University of Detroit, named VP and general manager of Eduvision division of National Cablecasting Services.

Broadcast Journalism

Tina Press, former news editor, KCBS(AM) San Francisco, joins WCBS(AM) New York, as manager of news operations.

Thomas Becherer, news manager, KMOX-TV St. Louis, joins WJZ-TV Baltimore as news director.

Charles M. Duncan, with news staff, KAKE-TV Wichita, Kan., appointed news director.

Marya McLaughlin, general assignment reporter, CBS News, Washington bureau, appointed news correspondent.

Bud Gindhart, with news staff, KOOL-AM-FM-TV Phoenix, joins KOAI(TV) Flagstaff, Ariz., as news director.

Walter C. Rodgers, chief congressional correspondent, Metromedia Radio News, Washington, joins news staff, WTTG(TV) there as reporter.

Jim Kirk, with news staff, KSTP(AM) Minneapolis-St. Paul, appointed assignment editor.

Bob Dudley, one of six original members of AP broadcast news team, created in 1940, is retiring in December after 37 years with AP. After broadcast wire commenced operations in March 1941, he opened broadcast bureau in Kansas City, subsequently transferred to other divisions and has been on AP general desk since 1946.

Jack Fitzgerald, director of operations, ABC Sports, New York, appointed director of administration.

Irene E. Shadoan, night broadcast editor, Associated Press, Dallas, moves to Dover, Del., as AP correspondent.

Hillary H. Hampson, news editor, WBBM-AM-FM Chicago, appointed to similar position, WMAQ-AM-FM there.

Paul Henderson, general assignment reporter, WKBN-AM-FM Youngstown, Ohio, appointed minority affairs coordinator.

Mike Shannon, formerly with St. Louis Cardinals baseball club, joins KMOX-AM-FM there as co-announcer of Cardinals games for 1972 season. Mr. Shan-

non will do color and commentary, while Jack Buck will continue with play-by-play.

Edward Lee, formerly in off-Broadway theatrical productions, appointed public service director, KPLX(FM) San Jose, Calif.

Bill Winchell, news director, WROK-AM-FM Rockford, Ill., appointed to similar position with WQWQ(FM) Muskegon, PR at group's radio and TV stations.

Equipment & Engineering

Henry R. Owen, director of engineering, Eastern Educational Television Network, Boston, joins WJBK-TV Southfield, Mich., as chief engineer.

Ernie Dachel, chief engineer, KWAL(AM) Wallace, Idaho, joins WOBL(AM) Oberlin, Ohio, in similar capacity.

B. W. Hughes Jr., sales manager, Spencer Kennedy Laboratories, Winchester, Mass., appointed manager of market development, Systems Wire and Cable, Phoenix. Both firms specialize in cable equipment.

Allied Fields

Dennis B. Kane, freelance TV producer-director and acting chief of Na-

tional Geographic Society's Television Service, Washington appointed chief. He succeeds **Robert C. Doyle**, first chief of service which began in 1962, who becomes executive VP, Gordon A. Friesen International, hospital consultants, Washington. National Geographic Television Service produces hour-long specials seen on CBS-TV.

Tony Brown, executive producer and host of NET's *Black Journal* series and president, National Association of Black Media Producers, appointed dean of newly established school of communications at Howard University, Washington.

Promotion

Doni Scott, director of publicity for KHJ-TV Los Angeles, named to similar position with KABC(AM) Los Angeles.

Richard Payne, assistant promotion manager, WSB-AM-FM Atlanta, appointed promotion manager.

Gus Bailey Jr., director of broadcast administration, WCPO-TV Cincinnati, appointed director of information services.

Lawrence D. Shackelford, audience promotion coordinator, WKBS-TV Philadelphia, appointed director of information services.

International

Mel Cooper, general manager, CKNW(AM) New Westminster, B.C., elected chairman, Association of Independent Metropolitan Stations. **M. E. Fidler**, VP and general manager, WPOP(AM) Hartford, Conn., elected association's vice chairman.

David Davidson, president, National Press Club of Canada, appointed to post of director of communications, Progressive Conservative Party of Canada, Ottawa.

Deaths

Cleo M. Trammell, 70, wife of Niles Trammell, one-time president of NBC and principal in WCKT(TV) Miami under its former owners, died Nov. 14 at Miami Heart Institute following brief illness. She is survived by her husband and one nephew, William N. Cothran, KTLA(TV) Los Angeles executive.

A. Richard Kaplan, 35, director of research and sales promotion for CBS TV Stations National Sales, New York, died Nov. 7 of cancer. He was with D'Arcy Advertising and Dancer-Fitzgerald-Sample before joining CBS TV stations national sales in 1963.

ForTheRecord®

As compiled by BROADCASTING, Nov. 9, through Nov. 16 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

Final actions

■ Syracuse, N.Y.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Nov. 5.

■ Fajardo, P.R.—Review board granted motion by WSTE-TV Inc. to correct transcript of oral argument held Sept. 9 in proceeding involving WSTE-TV's applications for extension of time to construct WSTE(TV), ch. 13 Fajardo, and for mod. of its CP (Docs. 18048-9). Action Nov. 11.

Existing TV stations

Final actions

■ KGMB-TV Honolulu and KPUA-TV Hilo, both Hawaii—FCC ruled, in response to request from Pacific Broadcasting Co., licensee, asking for declaratory ruling on its plan to provide free time in place of any sales of time to candidates for certain political races in 1972, that proposal does not fully conform with requirement of Section 315 of Communications Act that "licensee shall have no power of censorship over the material broadcast." Action Oct. 28.

■ Charlotte, N.C.—FCC granted request by Southern Broadcasting Co. for extension of time to Nov. 15, to file responsive pleadings to exceptions and supporting brief filed by Jefferson Standard Broadcasting Co. (WBTV), Charlotte, N.C., has been granted by the review board (Doc. 18880). Action Nov. 11.

■ WKEF(TV) Dayton, Ohio—Broadcast Bureau granted mod. of permit to change ERP to 759 kw vis., 75.9 kw aur.; change type trans. and ant.; make changes in ant. system; ant. height 1170 ft. Action Nov. 3.


■ KUTV(TV) Salt Lake City—Broadcast Bureau granted CP to change type trans. Action Nov. 3.

■ WTAR-TV Norfolk, Va.—FCC denied request by Hampton Roads Television Corp. for clarification or reconsideration of commission action released Aug. 20, which amended order designating for hearing application of WTAR Radio-TV Corp. for renewal of license for WTAR-TV and competing Hampton Roads application for new station on same channel in Norfolk (Docs. 18791-2). Action Nov. 10.

Actions on motions

■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co. Inc.), TV proceeding, granted petition by Southern Broadcasting Co. for leave to amend its application to show certain programing changes; hearing examiner will consider extent of its use on comparative phase of proceeding at comparative hearing sessions (Docs. 18906-7). Action Nov. 5.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Co. Inc. [WFAN-TV] et al.), TV proceeding, on hearing examiner's

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own motion admitted into evidence Washington Community Broadcasting Company exhibits 87 and 88; and closed record (Docs. 19559, 18561-3). Action Nov. 4.

■ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] et al.), TV proceeding, granted motion by Central Florida Enterprises Inc. and ordered that Central shall not be required to respond to Cowles Florida Broadcasting Inc. interrogatories of Sept. 30, provided, that in event Central fails to submit financial amendment on or before Nov. 15, foregoing order shall be void and Cowles interrogatories shall be responded to on or before Nov. 22, and further provided that, in event Central timely files its prospective petition for leave to amend, Cowles may file new financial interrogatories within 21 days of release of the examiner's disposition of Central's amendment; and dismissed as moot motion to compel answers to interrogatories filed by Cowles; and by separate action, ordered further conference to convene on Nov. 5 (Docs. 19168-70). Action Oct. 27.

Designated for hearing

■ FCC designated for hearing license-revocation action against United Television Co. of New Hampshire for WMUR(TV) Manchester, N.H.; renewal applications of United Television Co. of Eastern Maryland for WMET(TV) Baltimore, and Look Television Corp. for WJYY-TV Jacksonville, Ill., and license applications of KECC Television Corp. for new television stations KECC-TV El Centro, Calif., and Dubuque Communications Corp. for KDUB-TV Dubuque, Iowa. Action Oct. 28.

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.

■ WTOK-TV Knoxville, Tenn. (South Central Broadcasting Corp.) Agreement dated July 9 effective July 2 through April 2, 1973 to replace agreement dated March 11, 1969. First call right. Programs delivered to station. Station rate \$281. Compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ WHMA-TV Anniston, Ala. (Anniston Broadcasting Co.) Agreement dated Aug. 15, effective Aug. 15 through Aug. 14, 1973. First call right. Programs delivered to station. Network rate \$190. Compensation paid at 32% prime time.

■ WWNY-TV Carthage-Watertown, N.Y. (The Brockway Co.) Agreement dated Aug. 12, effective Aug. 1 through July 31, 1973. First call right. Programs delivered to station. Network rate \$435. Compensation paid 32% prime time.

New AM stations

Final action

■ Mobile, Ala.—FCC review board granted motion by Mobile Broadcast Service Inc., for extension of time through Nov. 19 to file comments on tendered amendment filed by Azalea Corp. (Docs. 17555-8). Action Nov. 8.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Free-land and West Hazleton, both Pennsylvania (Summit Broadcasting, et al.), AM proceeding, approved joint petition for merger agreement filed by applicants; granted petition for dismissal of applications of CBM Inc. and Summit Broadcasting; granted petition for acceptance of amendment to Broadcasters 7 Inc.'s application and retained Broadcasters 7's application in hearing status (Docs. 18489-91). Action Nov. 2.

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Assoc. Inc.), AM proceeding, granted motion by Home Service Broadcasting Corp., and extended time in which to file proposed findings to Nov. 18, and reply findings to Dec. 10 (Docs. 18640-1). Action Nov. 9.

Initial decision

■ Hearing Examiner Chester F. Naumowicz proposed in initial decision application of Rock City Broadcasting Inc., for new D-AM to operate on 1190 khz, with 10 kw power, DA, at Chattanooga (Doc. 18501). Action Nov. 9.

Summary of broadcasting

Compiled by FCC Nov. 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,337	3	11	4,351	60	4,411 ¹
Commercial FM	2,246	1	39	2,286 ²	119	2,405
Commercial TV-VHF	501	2	7	511 ³	15	526 ²
Commercial TV-UHF	175	0	13	188 ³	79	265 ³
Total commercial TV	676	2	20	699	94	791
Educational FM	462	1	13	476	72	548
Educational TV-VHF	85	3	3	88	3	91
Educational TV-UHF	110	0	7	117	14	131
Total educational TV	195	3	10	205	17	222

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes 15 educational stations.

³ Indicates four educational stations on nonreserved channels.

⁴ Includes 4 educational stations on non-reserved channels.

Call letter applications

■ Radio Seward Inc., Seward, Alaska—Requests WRXA.

■ Naseeb S. Tweel, Milton, W. Va.—Requests WNST.

Call letter action

■ Jack R. McVeigh, El Paso—Granted KAMA.

Existing AM stations

Applications

■ WBAR(AM) Bartow, Fla.—Seeks assignment of license from Radio Station WBAR Inc. to Polk County Broadcasters Inc. for \$72,500. Sellers: James E. Yarbrough, president, et al. Buyers: Michael R. Freeland, president (25%). James Ronald Lane (25%), secretary-treasurer, James Kolb Miles, member board of directors (25%) and Richard Albright, vice-president (25%). Mr. Freeland is 100% owner of Camden Broadcasting Co. Inc., WFWI, Camden, Tenn., and Flora Broadcasting Co., WNOI-FM Flora, Ill. He is also 62½% of Carroll Broadcasting Corp., WKTA McKenzie, Tenn. Mr. Miles is salesman for WJZM(AM) Clarksville, Tenn. Mr. Lane is employed at WFWL Camden, Tenn. Mr. Albright is salesman for WJZM Clarksville, Tenn. Ann. Nov. 12.

■ WDAT(AM) Ormond, Fla.—Seeks transfer of control of Morris Broadcasting Co. Inc. from Beryl Weiner, president (75% before, none after) to William P. Hunter, vice president-manager (none before, 75% after). Consideration: \$125,000. Principal: William P. Hunter. Mr. Hunter is vice-president and general manager of WDAT(AM) Ormond Beach. Ann. Nov. 12.

■ WEMJ(AM) Laconia, N.H.—Seeks assignment of license from Belknap Broadcasting Corp. to WEMJ Broadcasting Inc. for \$135,000. Sellers: Albert L. Auclair, president, and Gary Howard, general manager, et al. Buyers: O. E. Lussier Jr., president and treasurer (36.72%), Gerald P. Plano, vice-president and assistant treasurer (24.50%) and Velma Smith Plano (24.50%), et al. Mr. Lussier is president and has 72% interest in Creative Concepts Inc., a land development firm in Meredith, N.H. and he has 40% interest in Northern Realty Trust. Laconia, N.H. Mr. Plano is producer for RCA Soecial Products, New York. Mrs. Plano is owner of Velma Smith Agency, insurance and real estate firm in Franklin, N.H. and is employed by Vermont Agency of Development and Community Affairs. Ann. Nov. 2.

■ WPVA(AM) Colonial Heights-Petersburg, Va.—Seeks assignment of license from Smiles of Virginia Inc. to Sterling Broadcasting Corp. for \$275,000. Seller: Norman J. Suttles, secretary, et al. Buyers: Sterling C. Livingston, president (80%), Irvine B. Hill (10%) and George A. Crump (10%). Mr. Livingston has worked in all phases of radio station in summer 1966 and received his B.E. in 1970. Mr. Hill is vice president and general manager of WCMS(AM) Norfolk, Va. Mr. Crump has been president, director and major stockholder of WCMS Radio Inc., Norfolk. Ann. Nov. 12.

Final actions

■ KSUN Bisbee, Ariz.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Nov. 4.

■ WCTW New Castle, Ind.—Broadcast Bureau granted CP to replace expired permit. Action Nov. 5.

■ WAKY Louisville, Ky.—Broadcast Bureau

granted CP to increase height of vertical radiator and correct geographical coordinates. Action Nov. 5.

■ WTHU Thurmont, Md.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Nov. 4.

■ KDRG Deer Lodge, Mont.—Broadcast Bureau granted CP to replace expired permit for changes; granted renewal of license. Action Oct. 29.

■ WROA-AM-FM Gulfport, Miss.—Broadcast Bureau granted assignment of licenses and CP to Gulf Coast Broadcasting Co. Inc. Action Nov. 21.

■ WLSE Wallace, N.C.—Broadcast Bureau granted mod. of permit for extension of completion date to May 16, 1972. Action Nov. 6.

■ WKVM(AM-FM) San Juan, P.R.—Broadcast Bureau granted mod. of permits for extension of completion dates to May 1, 1972. Action Nov. 5.

■ WWGM Nashville—Broadcast Bureau granted CP to install new trans. for aux. use. Action Nov. 3.

■ KCLK Clarkston, Wash.—Broadcast Bureau granted CP to change ant. trans. location to southeast corner of 5th Avenue and 19th Street, southwest of Clarkston. Action Nov. 5.

■ WSLW White Sulphur Springs, W. Va.—Broadcast Bureau granted license covering new standard station.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Inkster, Mich. (Bell Broadcasting Co. [WCHB]), AM proceeding, ordered that Bell Broadcasting Co. shall make available to Booth American Co. for its inspection and copying at Booth's expense, at either Inkster, or Washington, at Bell's option, commencing on Nov. 10, documents relating to operation of directional ant. systems of WCHB from Jan. 1, 1968 to present and correspondence between WCHB and its consulting engineer and commission from Jan. 1, 1968 to present, and further ordered that reply filed by Booth is stricken (Doc. 19238). Action Nov. 5.

■ Hearing Examiner Ernest Nash in Huntsville, Ala. and Warner Robins, Ga. (Garrett Broadcasting Service [WEUP] and WRBN Inc. [WRBN]), AM proceeding, granted petition by WRBN Inc. for leave to amend its application to submit current balance sheet and modified financial proposal (Docs. 19258-9).

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX] and Forum Communications Inc.) TV proceeding, granted petition by Forum Communications Inc. for leave to file substitute amendment to reflect financial changes and accepted amendment (Docs. 18711-2). Action Nov. 8.

Initial decision

■ Hearing Examiner Millard F. French proposed in initial decision revocation of license of William C. Viereck, Lemon Grove, Calif., for Citizens Radio Station KCL-8231 (Doc. 19155). Action Nov. 4.

Fines

■ KJLT North Platte, Neb.—Broadcast Bureau fined \$25, for willful or repeated violation of rules by failing to file application for renewal of license within time specified. Action Nov. 3.

■ KRFS Superior, Neb.—Broadcast Bureau fined \$100, for willful or repeated violation of rules by failing to file application for renewal of license within time specified. Action Nov. 3.

■ KGYN Guymon, Okla.—Broadcast Bureau fined

\$25 for willful or repeated violation of rules by failing to file application for renewal of license within time specified. Action Nov. 3.

■ KJEM Oklahoma City—Broadcast Bureau fined \$200 for willful or repeated violation of rules by failing to file application for renewal of license within time specified. Action Nov. 3.

Rulemaking action

■ Jacksonville, N.C.—FCC proposed amendment of FM table of assignments to add ch. 253C as third FM assignment at Jacksonville. Action Oct. 14.

Call letter applications

■ KCAC, Prairie Avenue Gospel Center, Phoenix—Requests KHCS.

■ KBTR, Mission Denver Co., Denver—Requests KERE.

■ WLAK, Hugh Holder Enterprises Inc., Lakeland, Fla.—Requests WQPD.

■ WCAS, Kaiser-Globe Broadcasting Co., Cambridge, Mass.—Requests WJIB.

■ WERX, Stuart P. Noordyk, Wyoming, Mich.—Requests WYGR.

■ WHEC, Sande Broadcasting Co., Rochester, N.Y.—Requests WAXI.

■ KFLD, Radio Nine Inc., Floydada, Tex.—Requests KFLP.

Call letter actions

■ KOAG, Charles R. Scott, Arroyo Grande, Calif.—Granted KFYV.

■ KWIN, C&W Broadcasters Inc., Ashland, Ore.—Granted KCMX.

New FM stations

Final actions

■ Sacramento, Calif.—FCC waived mileage spacing requirements of rules, and application of Inter-cast Inc. for new FM station to operate on ch. 293 (106.5 mhz) at Sacramento, has been accepted for filing. Action Nov. 10.

■ Oregon, Ill.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Nov. 5.

Actions on motions

■ Chief, Broadcast Bureau, on request of Hubbard Broadcasting Inc., extended through Nov. 15, time to file reply comments in matter of amendment of table of assignments, FM stations. (Modesto, Turlock, and Patterson, all California; Albuquerque, N.M.; Centerville, Iowa, and Millford, Del.) (Doc. 19297). Action Oct. 27.

■ Chief, Broadcast Bureau, on request of Thomas E. Webb, extended through Dec. 10, time to file comments and through Dec. 22, time to file reply comments in matter of amendment, table of assignments, FM stations. (Hilton Head Island, S.C.; Onawa, Iowa; Emmett, Idaho; Clinton, Miss.; Wanchese, N.C.; Kewaunee, Wis.; Sullivan, Ill.) (Doc. 19315). Action Oct. 27.

■ Chief, Broadcast Bureau, in Jacksonville, Fla., granted request by Mel-Lin Inc. and extended through Nov. 9, time to file comments and through Nov. 19, time to file reply comments in matter of amendment, table of assignments, FM stations (Doc. 19316). Action Nov. 2.

■ Hearing Examiner Forest L. McClenning in Sarasota, Fla. (Christian Fellowship Mission Inc.), FM proceeding, reopened record, granted petition by applicant for leave to amend its application, pursuant to statement transcript, and again closed record (Doc. 18971). Action Nov. 8.

■ Hearing Examiner Forest L. McClenning in Sarasota, Fla. (Christian Fellowship Mission Inc.), FM proceeding, granted petition by Christian Fellowship Mission Inc. for leave to amend its application to show additional contacts made in its community survey of needs and admitted into evidence applicant's exhibits 17 and 18; and record is closed; set certain procedural dates (Doc. 18971). Action Nov. 4.

■ Hearing Examiner James F. Tierney in Searcy, Ark. (Horne Industries Inc. and Tellum Broadcasting Co. of Searcy Inc.), FM proceeding, granted motion by Tellum for leave to amend its application to reflect corrected information concerning ant. heights; and by separate action on motion of Horne Industries Inc. changed nunc pro tunc, to Nov. 9, date for exchange of exhibits among parties (Docs. 18989-90). Action Nov. 3.

■ Hearing Examiner James F. Tierney in Lorain, Ohio (Lake Erie Broadcasting Co. et al.), FM proceeding, granted motion by Lake Erie Broadcasting Co. for leave to amend its application to reflect information and data responsive to primer on ascertainment of community problems (Docs. 19213-5). Action Nov. 5.

■ Hearing Examiner James F. Tierney in Lorain, Ohio (Lake Erie Broadcasting Co. et al.), FM proceeding, granted petition by Vocom Industries Inc. for withdrawal of application, and dismissed with prejudice application of Vocom Industries Inc. (Docs. 19213-4-5). Action Nov. 9.

Initial decision

■ Hearing Examiner Jay A. Kyle in Leisure City, Fla., in nan initial decision proposed grant of application of Resort Broadcasting Co. Inc. for new class A FM station to operate on 98.3 mhz (Docs. 18956, 18958). Action Nov. 1.

Other actions

■ Review board in Birmingham, Ala., granted petition by First Security and Exchange Co. for extension of time through Nov. 19, to file exceptions to initial decision in Birmingham FM, ch. (99.5 mhz) proceeding (Docs. 18664, 18666). Action Nov. 8.

■ Review board in Williamson and Matewan, both W. Va., granted petition by Three States Broadcasting Co., for extension of time through Nov. 19, to file responsive pleadings to petition to enlarge inquiry and change issues filed by Harvit Broadcasting Corp. (Docs. 18456-7). Action Nov. 10.

■ Review board in Wilmington, Ohio, granted motion by Clinton County Broadcasting Corp. for extension of time through Nov. 19, to file responsive pleadings to further petition to enlarge issues filed by 5 KW Inc. (Docs. 19218-9).

Rulemaking actions

■ FCC amended FM tables of assignments, to change assignments at Centerville, Iowa, by substituting ch. 254 for ch. 237A, enabling Class C station to provide first FM service to large area, and substituting ch. 249A for ch. 240A at Millford, Del. (Doc. 19297). Action Nov. 10.

■ FCC adopted amendments to FM table of assignments affecting four communities in Me., and one each in N.H. and Vermont. (Doc. 19116). Action Nov. 10.

■ FCC amended rules, FM table of assignments to add first channel assignments to following ten communities: Muskegon Heights, Mich.; Newark, Ohio; Shreveport, La.; Bonita Springs, Fla.; Santa Paula, Calif.; Crown Point, Ind.; Red Bank City, Tenn.; North Myrtle Beach, S.C.; Security and Vail, both Colorado (Doc. 19160). Action Nov. 3.

Call letter applications

■ Hayward S. Spinks, Hartford, Ky.—Requests WLLS-FM.

■ J. T. Parker Broadcasting Corp., Richmond, Ky.—Requests WCBR-FM.

■ Nicholls State University, Thibodaux, La.—Requests *KVFG(FM).

■ University of Maine, Farmington, Me.—Requests *WUMF-FM.

■ Park College, Parkville, Mo.—Requests *KGSP-(FM).

■ Dana College, Blair, Neb.—Requests *KDCV-FM.

■ Linfield College, McMinnville, Ore.—Requests *KSLC(FM).

■ Bernarr MacFadden Foundation, Lebanon, Tenn.—Requests *WLCH(FM).

Call letter actions

■ D. A. Plank, Arcata, Calif.—Granted KXGO-(FM).

■ Lafayette School Corp., Lafayette, Ind.—Granted *WJJB(FM).

■ Leighton Enterprises Inc., Independence, Iowa—Granted KOUR-FM.

■ Wayne State College, Wayne, Neb.—Granted *KWSC(FM).

■ Louisiana Broadcasting Service, Oakdale, La.—Granted KCWR(FM).

Designated for hearing

■ Picayune, Miss.—FCC designated for hearing mutually exclusive applications of Tung Broadcasting Co. and Andreas Calandria, for CP's for new FM's to operate on 106.3 mhz, at Picayune.

Existing FM stations

Final actions

■ *WVPE(FM) Elkhart, Ind.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Nov. 5.

■ KOZN-FM San Diego—Broadcast Bureau granted assignment of license and SCA to Sherwood R. Gordon. Action Oct. 29.

■ *KPBS-FM San Diego—Broadcast Bureau granted mod. of permits to change trans. and ant.; ant. height 1,820 ft., and extend time to make changes to Feb. 1, 1972. Action Nov. 4.

■ KRDO-FM Colorado Springs—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Nov. 5.

■ WSUB-FM Groton, Conn.—Broadcast Bureau granted mod. of permit to change trans. and ant. Action Nov. 4.

■ WSB Atlanta—Broadcast Bureau granted license covering use of new trans. as alternate-main trans. Action Nov. 4.

■ WZOT(FM) Rockmart, Ga.—Broadcast Bureau granted mod. of permits to change trans. and ant.; and extend completion date to May 1, 1972. Action Nov. 5.

■ WSMJ(FM) Greenfield, Ind.—Broadcast Bureau granted mod. of SCA to add audio switching of receivers. Action Nov. 5.

■ KCKN Kansas City, Kan.—Broadcast Bureau granted mod. of permit to extend time to make changes to Dec. 1. Action Nov. 4.

■ WDSC(FM) Portland, Me.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Nov. 5.

■ *KCCM-FM Moorhead, Minn.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Nov. 5.

■ WKVO-FM Havelock, N.C.—Broadcast Bureau granted mod. of permit to change trans. and ant.; make changes in ant. system; ERP 3 kw; ant. height 180 ft.; remote control permitted. Action Nov. 4.

■ WZID(FM) Manchester, N.H.—Broadcast Bureau granted mod. of SCA to make changes in equipment and programing. Action Nov. 5.

■ WPBF(FM) Middletown, Ohio—Broadcast Bureau granted mod. of SCA to add audio switching of receivers. Action Nov. 5.

■ WTPM(FM) Aguadilla, P.R.—Broadcast Bureau granted CP to install new trans.; ERP 18 kw. Action Nov. 10.

■ KWYR-FM Winner, S.D.—Broadcast Bureau granted mod. of permit to make changes in transmission line. Action Nov. 3.

■ *WRVU(FM) Nashville—Broadcast Bureau granted mod. of permit to change trans.-studio location to 1313-21st Avenue, South (corner of Dixie Place), Nashville; change ant.; make changes in ant. system. Action Nov. 3.

■ KDNT-FM Denton, Tex.—Broadcast Bureau granted CP to install new trans.; ERP 100 kw horiz., 44 kw vert.; ant. height 265 ft.; remote control permitted. Action Nov. 10.

■ KBUC-FM San Antonio, Tex.—FCC dissolved order staying effectiveness of review board decision released July 22, 1971, granting application by Turner Broadcasting Corp. to change facilities and location of KBUC-FM (Doc. 18239). Action Nov. 10.

■ KOXT(FM) San Antonio, Tex.—Broadcast Bureau granted CP to install new aux. trans. and ant. at main trans. location; ERP 55 kw; ant. height 360 ft. for aux. purposes only. Action Nov. 3.

■ KTOD-FM Sinton, Tex.—Broadcast Bureau granted CP to change trans. location to 3.2 miles SSW of Taft, near Taft, Tex.; install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 360 ft.; remote control permitted. Action Nov. 4.

■ WJMA-FM Orange, Va.—Broadcast Bureau granted mod. of CP to change type trans. and ant. Action Nov. 9.

■ WTOP-FM Washington—Broadcast Bureau granted mod. of permit for extension of time to make changes to May 12, 1972. Action Nov. 6.

■ WLVE(FM) Baraboo, Wis.—Broadcast Bureau granted mod. of SCA to make changes in equipment and programing. Action Nov. 5.

Actions on motions

■ Hearing Examiner Jay A. Kyle in Mobile, Ala. (WABB Inc. and Trio Broadcasters Inc.), FM proceeding, scheduled further hearing conference for Nov. 12, 9 a.m. (Docs. 19226, 19228). Action Nov. 8.

■ Hearing Examiner Basil P. Cooper in Fort Smith, Ark. (KFPW Broadcasting Co.), FM proceeding, received in evidence KFPW-FM Exhibit No. 8 and affidavits of Jack Freeze, general manager of proposed station; closed record; and ordered proposed findings of fact and conclusions of law be filed on or before Dec. 3 (Doc. 18241). Action Nov. 8.

Fines

■ WWBA-FM St. Petersburg, Fla.—FCC notified WWBA Inc. that it has incurred apparent liability for forfeiture in the amount of \$750 for willful or repeated violation of Communications Act of 1934, as amended, and of rules by failing

(Continued on page 72)

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Radio Help Wanted

Management

Brand new stereo FM seeks GM—owner investor for competitive but extremely healthy Albany-Schenectady-Troy, N.Y. market (one of nation's top 50). Prefer someone presently employed in Albany-Schenectady-Troy in sales and/or sales management. Our man is ready to sit on board of directors as owner. Send complete resume to Box L-140, BROADCASTING. All inquiries confidential.

Manager who can and will sell for Christian AM-FM in large Virginia market. \$200 week, percentage profits, car. E.O.E. Box L-175, BROADCASTING.

Business opportunity for an energetic young salesman who knows he can profitably manage and operate a small market radio station in a tough competitive market. You have \$10,000 to invest and are willing and able to work out the remaining \$60,000 in order to own 100% of a full time station presently billing \$6,000 per month. Send resume to Box L-222, BROADCASTING.

Sales

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.

Aggressive, on-the-street salesman for beautiful lucrative major market. Much money to be made and golden opportunity for rapid advancement into management. Resume, photo and earning figures in first letter, please. Box L-164, BROADCASTING.

Sales manager, group broadcaster—Has immediate opening in sales management. The person filling this position must have a proven track record and be able to train and supervise the sales staff under his direction. Sales management experience is desired. The man who fills this position will have a stable employment record and the potential to move into a station manager position. Send resume, including salary history to Box L-184, BROADCASTING.

You are a terrific radio man . . . presently selling and servicing accounts and earning a good living, but . . . you would rather be working for yourself. You know you could cut it if only given the opportunity. You have \$10,000 to invest and will work out the remaining \$60,000 for 100% of a full timer in southern Rockies. Send resume to Box L-223, BROADCASTING.

WRWC-FM Rockford's only 24 hour station needs experienced radio sales representative. Send resume to Reinhard Metzger, P.O. Box 83, Rockton, Illinois 61072 or call 815-624-7227. No collect calls please.

Announcers

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.

Top five market. Progressive station seeks fresh, professional and production talent. Box L-114, BROADCASTING.

Needed—top jock-production combo for progressive medium market contemporary in beautiful southeast. Personality, dependability and talent a must. Send tape, resume and salary to Box L-173, BROADCASTING.

Opportunity for chief engineer/air man that cares about showcase facility: southern California growth environment that can't be beat: Adult contemporary fulltime AM network affiliate with future. Send resume, tape to Box L-198, BROADCASTING.

Wanted: Professional talk-jock combination. We're in beautiful midwest university city of 180,000. Send current air-check and details. Box L-229, BROADCASTING.

Good music voice. Strong on production and copy writing. Contact Henry Boggan, P. D, WBG Radio, Greensboro (919) 288-4131.

Announcers continued

Experienced first phone for 10 KW MOR in Michigan's upper peninsula. Many benefits with growing company. Send tape, resume and requirements immediately to Howie Karl, WDBC, Escanaba, Mich.

Wanted—versatile radio man for MOR up-tempo daytime in beautiful upstate New York State . . . 6 day, 40 hour week. Call Ron Shapeley—P. D. WDOS—607/432-1500.

Needed by December 1. Imaginative announcer-program director. Need progressive man in 20's willing to make good for progressive contemporary ABC network station. Send tape, resume and recent photo, or call "Shain" at WKXC, 426 Chestnut Street, Berea, Ky. 40403 (606) 986-9321.

2 announcers wanted. 1 for AM top 40. 1 for FM night progressive. Top rated AM/FM in Kentucky's 3rd market. Background a must. Copy writing/production required. No beginners! Send tape, resume, and salary requirements in first letter. Hurry! Tad Murray, O.D., WSAC AM/FM, Box 70, Fort Knox, Kentucky 40121.

WTON, Staunton, Virginia—in beautiful Shenandoah Valley—has opening for qualified announcer; MOR, new studios, best of equipment. Phone at your expense (703) 886-6666, Charles P. Blackley, licensee.

Nome, Alaska 10 KW. Need 1 experienced announcer and 1 newsmen 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. \$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.

Radio Studio Engineer—1st class, board operation, studio and remote recording, maintenance, no air work. Midwest University station. Send resume to Box L-217, BROADCASTING.

Staff technician Eastern major market group owned 50 kw station considering applications for staff technician. Candidate should have considerable technical expertise in audio, high power transmitter, remote control and directional antenna systems. Some academic or industrial design background in electrical engineering preferred. Box L-221, BROADCASTING.

News

Newsmen for growing group station. Immediate opening. Must be aggressive, digger, actualities a must. Journalism background desired. Solid Central Pennsylvania AM/FM station. References, tape, resume, first letter. Box L-172, BROADCASTING.

Fast growing adult network small market Central Florida station expanding news operation. Seeks newsmen ready for ND position. Gather, interview, write and air with talent and integrity. Complete background, references, tape, photo and salary first letter. Box L-187, BROADCASTING.

Wanted: Hard working, first phone newsmen who knows how to dig and deliver. Great opportunity for young man willing to really get his feet wet. Call 703-368-3108 or send tape, resume and salary to Box L-196, BROADCASTING.

5000 watt AM station in "Big Snow Country" looking for news director. If you like to write and read news, ski, snowmobile, hunt, fish and breathe fresh air, this job is for you. Contact Bob Knutson, WJMS, Ironwood, Michigan.

News continued

Medium sized New England news-oriented AM-FM; experienced professional newsmen, good voice, ability to dig and edit. Possibility of daily opinion show and documentaries. Resume, references, salary requirements, non-returnable air check, documentary excerpts to Box L-233, BROADCASTING. Equal opportunity employer.

Programing, Production, Others

Black programed fulltime station in important southern market needs program director. Top salary, great working conditions. Full authority for right man. Must be tops on the air production and a leader. Send tape and resume to Box L-149, BROADCASTING.

Commercial production supervisor for Great Lakes equal opportunity employer. Record radio spots, TV audio. Announcing ability helpful, but production sense most important. Exceptional benefits. Send samples and resume . . . will return promptly. Box L-185, BROADCASTING.

Immediate opening for full time creative copy and production man. Work with professional rock staff. Send resume and examples of your work to program director, KSO, Des Moines.

Situations Wanted

Management

Corporate or medium/major market management wanted. Currently successful general manager, seven years top management experience, 34, promotion and sales pro, excellent community involvement. Excellent references. Box K-197, BROADCASTING.

Renaissance man. Engineer, programmer, sales. Ready for management. Box L-123, BROADCASTING.

If you're interested in a better station with more income, through a proven, positive approach next year, let's talk. Box L-147, BROADCASTING.

General manager—radio. 13 years radio experience. Progress: announcer—production manager—program manager (from 250 to 50,000 watts, respectively). Small to corporate level business management. Employed, valid reason to seek new employment. This is one of those quiet opportunities to get a very good radio manager. Box L-183, BROADCASTING.

Attention! Small/medium markets! Hard-working manager/salesman looking for permanent home. Excellent character. Excellent references. Box L-195, BROADCASTING.

Experienced, selling broadcaster. Now GM & VP in multi-station market. Desire small market as selling manager. Missouri and surrounding states. Box L-199, BROADCASTING.

Sales oriented broadcaster now managing successful AM-FM operation \$500,000 range. Major market group experience. Format specialist. Seeks medium + market to expand. Let's talk at \$22M +. Box L-201, BROADCASTING.

General manager and former owner wants to manage with option to buy southeast coast radio station. Confidential. Box L-219, BROADCASTING.

Sales professional with managerial background. 35, top references. Would like the opportunity to apply for your open position. Southwest, preferably New Mexico. R. Stephens (512) 696-0890.

Sales

First phone, sales, production, number one air personality. Nine years of communicating with humor, wit, and maturity. Three years with present employer. Want to advance, can't here. Box L-137, BROADCASTING.

Professional broadcaster. Twenty years. Sales, programming, administration. Can do it all well, including on air. Prefer Connecticut. Ready right now. Box L-203, BROADCASTING.

Young, aggressive, married man with related sales and management background, seeking permanent sales position in small or medium Florida market. Box L-225, BROADCASTING.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Box L-116, BROADCASTING.

Oldies—could your station use a DJ specializing in oldies (without the ordinary mindless type)? Imaginative, enthusiastic 1971 Ivy League grad, four years announcing for college AM/FM station and very knowledgeable about this music. Adept at soul, C&W and news as well. Willing to travel. For tapes, etc., write Box L-121, BROADCASTING.

Large market needing superjock. College grad, 1st ticket, programming experience, currently doing PM drive in medium market and cleaning up. Communication is my bag, progressive top 40 is where I do it best. Box L-139, BROADCASTING.

Mature, versatile announcer/newsman seeking light music format. Graduate top NYC broadcasting school, tight board, commercial copy writing, 3rd endorsed. Box L-169, BROADCASTING.

Black announcer, strong mid-morning personality who really knows how to communicate with the ladies, so if that's a weak slot at your station; lets get together, 3rd. Box L-174, BROADCASTING.

Experienced DJ progressive rock, Top 40. MOR. Creative production. Versatile. Tight board. 3rd endorsed. Box L-189, BROADCASTING.

First phone. 29. 2 years experience as P.D. of C/W worker. Desires Western States. \$155 week minimum. MOR or C/W. Box L-191, BROADCASTING.

Solid pre-18 years NYC commercial-sports announcer. Will sell, write, do news. Give you major league air personality. Seeking smaller station (prefer 100 mi NYC). Impressive background. Salary commensurate with station. Box L-192, BROADCASTING.

Announcer-engineer. 14 years exp. all phases broadcast operations. Warm, believable, personality. Maintenance, repair, proofs . . . 5 years chief engineer. 602-846-6541. Box L-193, BROADCASTING.

23-yr.-old jock, 3rd endorsed. 3½ years experience major/medium markets wants friendly operation. Presently employed. Have done rock, contemporary, country, MOR. Prefer west or southwest, but will consider anywhere. Box L-200, BROADCASTING.

1st phone dj desires top 40/oldies. Metro plus TV exp. 4 yrs. exp. plus college. Box L-202, BROADCASTING.

Attention Pueblo, Colorado area—beginner, 3rd endorsed—married, family, 28 yrs. old seeking permanent relocation in your area. Box L-207, BROADCASTING.

Relaxed personality, MOR format. Mature, deep voiced, strong on news, spots, film narration. Reliable. Box L-208, BROADCASTING.

1st phone beginner, seeks dj position, no maintenance. Box L-210, BROADCASTING.

1st phone announcer. Talented beginner who can talk and read looking for a start. Available now and willing to travel. Box L-213, BROADCASTING.

Announcer. 3rd phone broadcasting school grad with talent and potential, will consider any location. Can start working for you December 1. Box L-214, BROADCASTING.

Announcer-newsman college grad, 3rd endorsed, professionally trained, married. Prefer N.Y., N.J., Conn., Pa. Box L-215, BROADCASTING.

Experienced jock looking for progressive formatted FM. 313-663-3743. Robert Young, 725 W. Huron, Ann Arbor, Michigan 48103.

Young pro—available immediately. Little experience. Good voice and delivery, 3rd phone, strong on news and great on top 40. Relocation no problem. I'm young, aggressive and ready to give you 100%. Let's talk about it. Call or write Tony Venturoli, 106 Ladner Avenue, Buffalo, New York 14220. 716-822-4720.

Announcer, DJ, newscaster. College grad, and writing skills. Recent broadcast training, previous experience ABC-TV research sales. Strong music and programming 3rd endorsed. J. Cohen, 345 E. 78 St. 5-A, New York, N.Y. 10021.

Want to improve the sound of your station? For a sample of my sound call me now. Bill Smith, (516) 731-6168.

Young, ambitious veteran. 3rd endorsed, ready for DJ, news or play-by-play. Will relocate immediately. Barry Jerson, 74 Periwinkle Road, Levittown, New York 11756. 516-735-8709.

DJ/announcer former Michigan resident returning home in January. Would like work in the state. Experienced in television and radio. Production, news and programming. Call Tom Stephens, AC 217-732-3516.

Announcers continued

Weekends needed . . . New Jersey, southeastern New York, eastern Pennsylvania area. Some top forty and progressive rock experience, but will consider anything. Would welcome opportunity to talk to you. Salary not important. RPO 6121, New Brunswick, New Jersey 08903.

I know there is a small to medium market station somewhere that needs a Contemp or Top-40 personality named Walter Hawn. If not, I'll change my name. 1162 Leisher Rd., Cheyenne, Wyoming 82001, (307) 634-4985.

6 years experience. 3rd phone. \$400/month. P.O. Box 314, Spanish Fork, Utah 84660.

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.

Announcer of the old school, with first phone, seeks good music station away from the snow country. Call 814-445-7419.

1st phone, DJ, news, production. Limited experience. Broadcast school grad. Relocate. Bob Romanski, 165 Calla Ave., Imperial Beach, Calif. New phone (714) 423-3981.

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 and 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.

Technical

1st phone . . . age 46 . . . family . . . 12 years experience. Iowa or surrounding states. Box L-170, BROADCASTING.

Tucson, Arizona area. Transmitter engineer or chief. Over 20 yrs. experience. 14 yrs. chief. AM-FM-DA. Box L-177, BROADCASTING.

Contemporary chief. Heavy experience all phases. AM, FM, stereo, directionals, audio and RF proofs, construction, audio specialist. Want to get involved with successful medium-major market operation. Presently employed. Available at your convenience. College, 6 years experience. Box L-188, BROADCASTING.

Engineer-announcer. 14 years exp. all phases broadcast operations. Maintenance, repair, proofs. Warm, believable, personality. 5 years chief engineer. 602-846-6541. Box L-194, BROADCASTING.

Wanted: Courageous chief engineer willing to hire beauty, brains and a 1st class license. Female technician available now; solid production and maintenance potential. Box L-231, BROADCASTING.

Eng./ann. exp. all powers AM-FM-Dir. degree. Mature. Florida only. Box L-235, BROADCASTING.

Chief engineer desires position in North Central states. Family man, can announce. R.R. #2, Lebanon, Indiana.

News

Newsman wishes to return to board shift, with sports. Five years experience. Box L-132, BROADCASTING.

Outstanding young sportscaster and play-by-play man, recent college grad with tape to show, looking for position with a radio or TV station in New York vicinity, but will hear all offers. Box L-133, BROADCASTING.

News—college grad, 3rd endorsed, authoritative, professionally trained, married. Prefer N.Y., N.J., Conn., Pa. Box L-216, BROADCASTING.

News and public affairs pro, six years experience. Available and affordable. Box L-218, BROADCASTING.

Seek top 50 market MOR morning show . . . also play-by-play and TV sports capabilities. Box L-226, BROADCASTING.

Experienced, talented, energetic newsman wants to relocate in major market. Excellent voice delivery, and writing-editing ability. Box L-230, BROADCASTING.

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.

News continued

Young, unimpaired newsman, four years experience medium market radio-TV seeks elevation. Call 319-355-0797.

Available immediately in southwest or California . . . experienced announcer-newsman—actualities—sports PBR . . . call 505-334-2688.

Sports reporting is vital in all news operations. Play-by-play is one of my specialties, besides straight reporting, interview, and commentary. A northwestern University graduate, I'm qualified to help out in any phase of the news operation, from writing to announcing. Ready to relocate anywhere. Write Chris Needham, 8617 E. Mackenzie, Scottsdale, Arizona 85251.

Aggressive pro . . . 4 years experience in writing, reporting and airing news . . . mobile reports, documentaries and interview programs. B.S., FCC cert, family. Phone 518-472-9718.

Programming, Production, Others

Major market air personality desires program director's position. 13 years experience. Will consider medium or small market if right conditions can be met. Resume & references available. Box L-145, BROADCASTING.

If you have an MOR or easy listening opening in Ohio, Western Indiana, or southern Michigan for an experienced copywriter-announcer, I am interested. I have first phone (no maintenance), prefer morning show, experienced in all phases but sales and play-by-play. Have air check and production tape. If you're interested, write Box L-154, BROADCASTING.

Medium and large stations: with ten years experience, I'm ready to help make you number one top forty. Box L-176, BROADCASTING.

Black jock now working in New York City seeking program/music director. Box L-212, BROADCASTING.

Sales, production oriented OM/PD. Top track record; top ratings. Adult MOR. Let's talk. Box L-227, BROADCASTING.

Black P.D. available (515) 243-6873. Ask for his majesty.

Small market P.D. seeks move to medium market or similar position in small market. Steve Sherry, 109 N. Kingston Ave., Rockwood, Tenn. (615) 354-0831.

Beginner needing break into business, professional training, married, mature, third endorsed. Dennis Hargrave, 15 Traverse Road, Apartment 5, Newport News, Virginia 23606. (703) 595-5306.

Application for good position in return for appreciation of talent. Four years experience including PD and MD. Looking for strong stable position. Extra hard worker. Detail oriented with references. Serious broadcasters only. Contemporary—CW—or rock. After 6:00 p.m. phone 618-997-2753. Available immediately.

Television

Help Wanted Sales

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.

Technical

CATV—Director of Engineering. To supervise operation of a two-way, 26 channel system in major television market. Salary in high teens or low 20's, depending on experience and capability. Reply to Box L-190, BROADCASTING.

News

Major market group station is looking for bright, ambitious, experienced news producers and producer-directors. Please send resume to Box L-125, BROADCASTING.

Journalist. TV experience and proven proficiency. Should be able to dig, write and air. 16mm experience helpful. Smaller market with heavy news emphasis. Send resume, VTR or SOF to KAIT-TV, P.O. Box 790, Jonesboro, Arkansas 72401.

Why can't we find young, experienced newswomen? Send VTR and resume to Mark Pierce, News Director, WKEF-TV, Dayton, Ohio. Now!

Programming, Production, Others

Major market group station is looking for bright, ambitious experienced talk-show producer/director. Please send resume to Box L-209, BROADCASTING.

TELEVISION—Help Wanted

Programing, Production, Others

Continued

Art director. Group owned "V" is looking for graphic designer to head department. Must be experienced in all areas of TV graphics, print and collateral material and be able to present views/ideas in client conferences. Leadership qualities a must. Send resume and salary history. Box L-228, BROADCASTING.

Television Situations Wanted

Technical

Progressive chief engineer with major market experience seeks new challenge. Box L-80, BROADCASTING.

Video tape engineer—familiar with Ampex VTR, Electronic editing and maintenance—production company located in New York. Box L-180, BROADCASTING.

Experienced studio engineer with network O&O plus others. Returned to college, now graduating. Ready, able, professional, age 24 (517) 353-4274, have license, will travel. Box L-205, BROADCASTING.

First phone twenty-five years, former AM chief, five years UHF TV, five years navy electronics, three years test equipment repair, five years closed circuit signals in TV factory production. Desire Kentucky, Indiana area. Box L-237, BROADCASTING.

News

Topnotch female newscaster, producer, reporter seeks new opportunity. Presently employed in medium market. Two-plus years experience. Masters degree. Box L-146, BROADCASTING.

Experienced, cost-conscious, innovative news director-anchorman. Medium, small markets. Box L-155, BROADCASTING.

Experienced television-radio sportscaster large or medium market. Box L-206, BROADCASTING.

Programing, Production, Others

Producer/director at medium market affiliate seeks change. Box L-153, BROADCASTING.

Operations/program director. Efficiency increases profits. If you want an operation manager with proven initiative and imagination here, put my 16 years in VHF/UHF-TV to work for you. Cost-budget conscious, all phases operations, experience includes involvement in putting 3 new stations on air. Box L-178, BROADCASTING.

Two (Snap), two (snap), two professional broadcasters instead of one. One is experienced in traffic and production. You can have us at your station—it's as easy as taking candy from a baby . . . no, as easy as taking breathmints from a baby—try us both. (Married couple—resumes on request.) Box L-182, BROADCASTING.

Wanted: California TV/or top 30 TV markets. Qualifications? Sports director, 12 years radio-TV, degree, play-by-play. Experience as program director, news director and weatherman also. Objective? To learn from a well-organized efficiently run station. All inquiries will be answered. Write Box L-220, 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.

Used 250w or 1kw xmtr. Prefer mono. Bowab, WKXI, Jackson 39212. 601-372-9594.

Wanted: Locke 25086 or equivalent base insulator for 190 foot Truscon self-supporting tower. Contact E. Cummings, WLTD, 2100 Lee Street, Evanston, Illinois 60202, 312-475-1590.

For Sale Equipment

Heliast-xyroflex. 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.

FOR SALE Equipment continued

1 $\frac{1}{2}$ "-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?

A steal. Quitting audio production. \$30,000 worth of gear ready to go, \$13,450. Will send list. Call WPI (316) 265-2684 or 2308 E. Central, Wichita, Kansas 67214.

Cartridge tape equipment—Reconditioned, guaranteed. Autodyne, Box 1004, Rockville, Maryland 20850 (301) 762-7626.

One Mobile Unit 27' x 12', two Mark 10 Visual Cameras, Dynair VS 121B Switcher, Sparta A-15 Audio Console. Unit is Tractor Trailer and air conditioned. For more information write Box L-197, BROADCASTING.

Excellent used Schafer Model 800 stereo automation system complete. 9 Ampex AG440 tape decks, two spotters, one backfill, one Criterion playback for I.D.s Information. Box L-234, BROADCASTING.

Good used Collins 212 M-1 broadcast console, used for 2 $\frac{1}{2}$ years. Contact Gayle Lee, KBIX Radio, P.O. Box 1608, Muskogee, Oklahoma.

Transmission line—700 feet of Communication Products Co. 1 $\frac{1}{2}$ " rigid coaxial line, 50 ohm impedance. Must be sold immediately. Make offer to Glenn D. Gillett, 6644 Holland Street, McLean, Va. 22101. 703-356-5544.

Never been driven! . . . Brand-new (unused) 30kw Ch. 19 General Electric television transmitter 4T57A1. Call Jim Parker (513) 772-1441 and grab this rare opportunity to buy a great piece of gear—still in the box!

CBS Volumax and Audimax, like new. 504-523-6854. Gary Weber.

Ampex spare parts, technical support, updating kits, for discontinued professional audio models, available from VIF International, Box 1555, Min. 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.

Proven, popular, stimulating author-interview radio program. Well known, articulate guests. New 27 minute tape (3 breaks included) furnished on 7" high quality reel, weekly. Price: \$20. Box L-126, BROADCASTING.

Bob Raleigh's weekly comedy service. Free sample. Box 684, Galax, Virginia 24333. Now in our third year.

Announcer, technicians: up your income and prestige; information \$2.00. Sceptre, 4812 Imperial Terrace, Louisville, Kentucky 40216.

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.

Instructions continued

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.

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 Jan. 3, Feb. 7, and Mar. 13. Tuition \$395.00. Rooms \$15-20 per week, call toll free: 1-800-237-2251 for more information or write: R.E.I., 1336 Main Street, Sarasota, Florida 33577. V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. Call Joe Shields (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

R.E.I., 625 E. Colorado St., Glendale, Calif. 91205. Call toll free, 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. 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.

RADIO

Help Wanted

Announcers

HOT NIGHT JOCK WANTED

Top rated station in America's Valley of the Sun. If you are good we'll pay top money for this market. Rush tape and resume or call. Work with the best pros in the business.

Contact: Gary Stevens, General Manager, or Larry McKaye, Operations Mgr.

KRIZ Radio
Phoenix, Arizona 85009
802-258-8717
A Doubleday Station

Equal opportunity employer

Programing, Production, Others

37 YEARS EXPERIENCE
 57 year old Radio-TV producer seeks retirement desk position in warm dry climate after Jan. 1. Prefer program, traffic, public service or assistant business manager. Last 19 years in Educational PR. Resume available.
**Jack Day, 8523-A Chestnut Oak Road
 Baltimore, Maryland 21234
 (301) 668-9506 (after 5:00 pm-EST.)**

Television Help Wanted

Announcers

ON CAMERA ANNOUNCER
 Experienced man to handle on camera and booth assignments for a heavy production oriented, group-owned, CBS affiliate. Send demo tape and resume to Ben Hevel, Asst. General Manager.
**WCPO/TV
 500 Central Avenue
 Cincinnati, Ohio 45202**

Technical

FIELD SERVICE ENGINEERS

Ampex has immediate openings in the Northeastern United States for qualified field service engineers. Experience in servicing broadcast quality VTR's and television broadcast cameras is required. Positions involve some travel.

Please send your resume in confidence to Al Slater, 75 Commerce Way, Hackensack, New Jersey 07601, or call (210) 489-7400. An Equal Opportunity Employer M/F.

AMPEX

DIRECTOR OF ENGINEERING—TV
 Nationwide group needs a Director of Engineering for one of its northeastern seaboard major-market VHF-TV facilities. Resume must include experience, past earnings history, and expected salary.
BOX L-204, BROADCASTING
 An Equal Opportunity Employer M/F

Programing, Production, Others

CATV CHIEF OPERATING EXECUTIVE

Top 15 National MSO soon to go public needs an aggressive cost conscious executive experienced in all phases of CATV to head an expanding CATV operation to be headquartered on the West Coast.

All inquiries are confidential.

BOX L-179, BROADCASTING

TELEVISION

Situations Wanted News

RADIO MAN SEEKS TELEVISION NEWS
 Three years announcing and managerial experience with progressive rock major market (ratings). Married, twenty-five, honors B.S. (Mas. Communications, Wisconsin.) Available now for television news or rock station management. (Sorry, no VTR available.) References and tape upon request to serious offers. Reply to:
BOX L-171, BROADCASTING

Instructions

BROADCASTING SCHOOL GRADS SEMI PROS
 Tapes returned or ignored? Send us 15 minute sample for thorough, constructive critique with suggestions by highly qualified pros. Prompt, confidential replies by letter. Tapes returned. Enclose \$10.00 M.O. to
**ENTREMTONT PRODUCTIONS
 P.O. Box 1657, Hartford, Conn. 06101**

Employment Services

ON AIR TALENT

The AMPS agency and the HOLLYWOOD AUDITION SHOWCASE has combined to offer an effective and inexpensive EMPLOYMENT SERVICE for you. Scheduled audition tapes are now being heard by Program Directors throughout the U.S. via phone by direct connection to telephone lines which insure good quality. This is accomplished with only ONE TAPE sent to H.A.S. No schedule will be sent to your present employer.

RATES
 Two hour exposure (1 day) \$20 Ten hour exposure (5 days) \$45

Send for fact sheet and sample schedule (without cost) or ... for IMMEDIATE SCHEDULING send tape, resume, and money order to:

**JIM HOLT
 Hollywood Audition Showcase
 6777 Hollywood Blvd.
 Hollywood, Calif. 90028
 Tel.: (213) HO 9-3721**

Miscellaneous

CONSULT

A Former Owner-Operator of multiple stations in markets of various sizes available. If proven accomplishment can assist you in growth or negotiation. Call 703-437-6620 or write: BOX L-232, BROADCASTING, in complete confidence.

HOW TO SELECT SALESMEN WHO CAN SELL

Send \$6.50 to Creative Sales Services, 108 St. Johns Road, Baltimore, Maryland 21210.

—MONEY RETURNED IF NOT SATISFIED—

MUSIC SERVICE/ PROGRAM CONSULTATION

Music tapes designed for fully automated and semi-automated stations. Production service, voicing ID's, image spots, intro's, etc., available with network calibre talent. Contact the "Better Music" specialists today...

**Wally Nelskog & Associates, Inc.
 1200 Stewart Street
 Seattle, Washington 98101
 206-623-5934**

*** HEY!**

Broadcast Pro-File has researched radio station histories in many U.S. markets. Airdate, ownership, location, power, etc. Send for FREE catalogue listing profiled stations and ordering details. All 40 year-or-older stations included.

**BROADCAST PRO-FILE, P.O. Box 982
 Hollywood, Calif. 90028**

Wanted To Buy Stations

Qualified buyers seek metro AM or FM station in South or Southwest. Please forward pertinent facts with your response. Reply will be kept confidential.

BOX L-186, BROADCASTING

FOR SALE Stations

Texas	small	AM & FM	100M	cash	N.Y.	small	profitable	420M	29%
SE	med.	daytime	135M	29%	East	med	fulltime	240M	cash
NE	med.	daytime	170M	nego	MW	med	AM & FM	275M	29%
SE	med.	AM & FM	335M	29%	SW	metro	FM	65M	cash
MW	sub.	FM	440M	nego	MW	metro	FM	150M	29%

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 Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

For Sale Stations

AM STATION

in major market in upstate New York. \$275,000 cash or \$375,000 with 29% down. Excellent opportunity for owner-operator.

BOX L-181, BROADCASTING

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.

EAST COAST WEST COAST
(212) 265-3430 (213) 677-0055

1000 watts—Day time—AM Radio Station in Pennsylvania. Cash only. Principals. No Brokers.

BOX L-211, BROADCASTING

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20006
1801 Ave. of the Stars 1725 Eye St., N.W.
Century City, Suite 501 Suite 714
213/277-1567 202/223-1553

SACRIFICE

\$70,000 buys full time AM grossing over \$70,000 annually past 3 years. Price includes everything, well equipped, nice building, 9 acres. Principals only write:

BOX L-224, BROADCASTING

MID ATLANTIC:

Profitable daytime AM/FM combination covering a total market of 100,000 population. Price of \$300,000 on terms is less than 2 X gross revenues; includes real estate. Principals only.

BOX L-236, BROADCASTING

STATIONS FOR SALE

1. **SOUTHWEST.** University town. AM-FM. \$325,000. Terms.
2. **PACIFIC NORTHWEST.** Absentee owned. Gross \$100,000. \$50,000 down.
3. **SOUTHWEST.** Daytimer. Excellent frequency. Priced at 1/2 gross at \$125,000. Terms.
4. **NORTHWEST.** Diversified market. Profitable, well established daytime facility. Price \$140,000. Terms.

Jack L. Stoll
and ASSOCIATES
6430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213—484-7279

(Continued from page 66)

to have licensed operator on duty, by operating station with improperly functioning remote control equipment and by omitting operator's signature on operating logs. Action Nov. 10.

■ **KNDR(FM) Chickasha, Okla.**—Broadcast Bureau fined \$25 for willful or repeated violation of rules by failing to file application for renewal of license within time specified. Action Nov. 3.

■ **KJEM-FM Oklahoma City**—Broadcast Bureau fined \$200 for willful or repeated violation of rules by failing to file application for renewal of license within time specified. Action Nov. 3.

■ **KXLS(FM) Oklahoma City**—Broadcast Bureau fined \$200 for willful or repeated violation of rules by failing to file application for renewal of license within time specified. Action Nov. 3.

■ **KNFB(FM) Nowata, Okla.**—Broadcast Bureau fined \$200 for willful or repeated violation of rules by failing to file application for renewal of license within time specified. Action Nov. 3.

■ **KMOD(FM) Tulsa, Okla.**—Broadcast Bureau fined \$100 for willful or repeated violation of rules by failing to file application for renewal of license within time specified. Action Nov. 3.

Call letter applications

■ **KXXX(FM), KCVR Radio, Lodi, Calif.**—Requests KWIN(FM).

■ **KPLX(FM), KPLX Inc., San Jose, Calif.**—Requests KPSJ(FM).

■ **WLNA-FM, Highland Broadcasting Corp., Peekskill, N.Y.**—Requests WHUD(FM).

Call letter actions

■ **KFH-FM, The Radio Station KFH Co., Wichita, Kan.**—Granted KBRA(FM).

■ **WJIB(FM), Kaiser-Globe Broadcasting Corp., Boston**—Granted WJIB-FM.

■ **KCWM(FM), KXOL Inc., Fort Worth**—Granted KXOL-FM.

■ **KQMU(FM), Communications Investment Corp., Salt Lake City**—Granted KALL-FM.

Renewal of licenses, all stations

■ **KRSD-TV Rapid City and KDSI-TV Lead, both South Dakota**—FCC denied applications by The Heart of the Black Hills Stations (Eli and Harry Daniels) for renewal of licenses in decision prepared under supervision of Commissioner, Robert T. Bartley (Docs. 18358-9). Action Oct. 20.

Translator actions

■ **KCG-40, KCG-42, KHE-71 Presque Isle, Me.**—Broadcast Bureau granted mod. of license covering change in trans. Action Nov. 10.

■ **Lakeview, Ore.**—Broadcast Bureau granted CP for new VHF translator to serve Lakeview, operating on ch. 12 by rebroadcasting programs of KMED-TV Medford, Ore.

■ **Belle Fourche and Spearfish, both South Dakota**—FCC granted applications by state board of directors for education television of S.D. for UHF and VHF translators. Applications are for CP's for new 100-watt UHF translator to serve Belle Fourche by rebroadcasting *KBHE-TV Rapid City, S.D., and new one-watt VHF TV translator to serve Spearfish by rebroadcasting station KBHE-TV. Action Nov. 10.

■ **K03DI, K07JO Chelan Butte, Wash.**—Broadcast Bureau granted licenses covering new VHF translator stations. Action Nov. 8.

■ **Odessa, Wash.**—Broadcast Bureau granted CP for new UHF translator station to serve Odessa, operating on ch. 64 by rebroadcasting programs of KSPS-TV Spokane, Wash. Action Nov. 3.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following FM broadcast stations: **KCRI Helena, Ark.**, to April 9, 1972; **WSET Nashville**, to April 4, 1972; **WCFR-FM Springfield, Vt.**, to Feb. 4, 1972. Actions Nov. 10.

■ ***KUNF(FM) La Canada, Calif.**—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on ch. 202 (88.3 mhz) for aux. purposes. Action Nov. 10.

■ **WDDD(FM) Marion, Ill.**—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at old main trans. location to be operated on ch. 296 (107.1 mhz) for aux. purposes only. Action Nov. 10.

■ **KOUR-FM Independence, Iowa**—Broadcast Bureau granted mod. of CP to specify type ant.; make changes in transmission line. Action Nov. 10.

■ **WBET-FM Brockton, Mass.**—Broadcast Bureau granted mod. of CP to install new ant. Action Nov. 10.

■ ***WCBN-FM Ann Arbor, Mich.**—Broadcast Bureau granted mod. of CP to change ant. Action Nov. 10.

■ **WMNI-FM Columbus, Ohio**—Broadcast Bureau granted mod. of CP to make changes in ant. system; change type ant.; ERP 50 kw; ant. height 500 ft.; remote control permitted. Action Nov. 10.

■ **WEEC(FM) Springfield, Ohio**—Broadcast Bureau granted CP to install new trans. and ant.; ERP 77 kw; ant. height 280 ft.; remote control permitted. Action Nov. 10.

■ **KGTV-FM Georgetown, Tex.**—Broadcast Bureau granted mod. of CP to change ant.; ant. height 295 ft. Action Nov. 10.

CATV

Final actions

■ **WIS-TV Columbia, S.C.**—FCC authorized CSRA Cablevision Inc. to carry distant signal of WIS-TV Columbia on its CATV system at North Augusta and Belvedere, both South Carolina. Action Nov. 10.

■ **Beloit, Wis.**—FCC dismissed petition by Gilmore Broadcasting Corp. for issuance of order to show cause against Beloit Community Television Services Inc., operator of cable TV system at Beloit. Action Nov. 10.

Action on motion

■ **Hearing Examiner Ernest Nash in Allentown and Bethlehem, both Pennsylvania (Service Electric Cable TV Inc.), CATV proceeding, on request of Service Electric scheduled prehearing conference for Nov. 12 (Doc. 19321).** Action Nov. 4.

Other action

■ **Cable Television Bureau, in response to request by Association of Maximum Service Telecasters Inc., extended time from Nov. 8 to Nov. 15 to file comments, and from Nov. 18 to Nov. 23 for replies, on proposed rule amendment that would extend nonprime-time exception of CATV network program exclusivity rule to include nationally-syndicated programs (Doc. 19320).** Action Nov. 8.

Ownership changes

Application

■ **WRIO-FM Cape May, N.J.**—Seeks assignment of license from WRIO Broadcasters Inc. to Cape Christian Broadcasters Inc. for \$68,000. Sellers: Owen W. Hand, president, et al. Buyers: William C. Lamon Sr. (11.11%), William W. Dickinson (11.11%) and Larry Christy (11.11%), et al. Mr. Lamon is 51% owner and president of Lamon Furniture Inc., Cape May. Mr. Dickinson is 50% owner of Briarwood Trailer Park, Cape May. Mr. Christy is employed by National Washington Insurance Co., Pleasantville, N.J. Ann. Nov. 12.

Action

■ **WLEA(AM) Hornell, N.Y.**—Broadcast Bureau granted assignment of license from Hornell Broadcasting Corp. to Patricus Enterprises Inc. for \$80,000. Sellers: Charles Henderson, president, et al. Mr. Henderson is assemblyman, state of New York. Buyer: Kevin P. Doran, president (100%). Mr. Doran was formerly teacher in Hornell public school system. He was also formerly employed as news director at WWHG-AM-FM Hornell. Action Oct. 29.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Nov. 16. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ **North Orlando, Fla.**—Multiple-CATV owner American Television & Communications Corp. has been awarded franchise.

■ **Palm Beach, Fla.**—Multiple-CATV owner Teleprompter Cable-TV has been granted franchise by town council. Estimated completion is summer of 1972.

■ **Niles, Ohio**—Mahonig Valley Cablevision has been granted 20-year non-exclusive franchise by city council.

■ **Green Tree, Pa.**—Multiple-CATV owner Center Video Corp. has been granted 10-year contract by borough council. Contract is still being negotiated.

The first thing to remember about the new president of the Radio Television News Directors Association is to call him Chet. Only publications with a hangup about full disclosures of names need to know that his father, born in the month of January, the birthstone of which is garnet, named him Garnet Elmer Casselman Jr. Somewhere there had to be a nickname to rescue him from such suffering. When Garnet Elmer was in high school a common rejoinder to almost any statement was: "You know it." Young Garnet, who fancied himself a quipster, modified this to: "You guessed her, Chester." Hence the nickname Chet, which has proved more durable than the eminently perishable coinage.

There was also a time when Chet Casselman maybe felt a little self-conscious about his job as a radio newsman. When he started, some 20 years ago, the newsman was the fellow who gave the disk jockey time to go to the men's room or find his lunch bucket. The news director was the one who got five dollars more a week than the newsman got, recognition of his responsibility in having to decide who was going to be doing what. The news director, of course, also was charged with ordering the paper and typewriter ribbons.

It was to change this situation around that the Radio Television News Directors Association (then called National Association of Radio News Directors) was organized in 1945. There was need to improve the status of the broadcast newsman, to improve broadcast news.

A couple of months ago in Boston, where RTNDA was holding its annual international conference, Chet Casselman was chosen to lead the way until next year (when a new president will take office the week of Nov. 27-Dec. 3). But it is no longer 1945, and the newsman isn't desperate for more prominence. Indeed, the broadcast newsman has become an antigure, a target of discontent and dissatisfaction, a symbol for anger and wrath. It's no longer RTNDA's primary purpose to build image and improve craft. Now it must fight the battle of the subpoena and face up to the consequences that accrue these days to those who report the news as they see it happening.

With such problems, who needs to be involved? Chet Casselman does, apparently. He's worked for the job for 11 years—ever since joining RTNDA in 1960.

Now that he has climbed the mountain and reached the top office, Chet Casselman has other mountains to climb. He doesn't want RTNDA to be an elite, limited organization. It's in danger of such categorization with only

The all-news man: RTNDA president Chet Casselman

900 to 1,000 members. With some 7,000 broadcast properties all over the U.S. it's just not healthy, Mr. Casselman is convinced, to have fewer than 1,000 broadcast news directors in RTNDA. He's out to gain much more grass-roots strength, has backed moves to readjust membership dues and to open the doors to cable-TV's news directors. Chet Casselman also intends to see that RTNDA gets more deeply involved in establishing communications, not only with Congress and the

Week's Profile



Garnet Elmer (Chet) Casselman Jr., news and public-affairs director, KSFO(AM) San Francisco; president, Radio Television News Directors Association; b. Oct. 19, 1925, Fresno, Calif.; Fullerton College, Fullerton, Calif., September-December 1943; U.S. Army, discharged as sergeant, 1943-46; Fullerton College, 1946-47; Pasadena Institute for Radio, Pasadena, Calif., 1947-48; staff announcer, news reporter, KERN(AM) Bakersfield, Calif., 1948-53; news editor, KMJ(AM) Fresno, 1953-57; general-assignment reporter, ultimately assistant news editor, KMPC(AM) Los Angeles, 1957-60; news director, KSFO(AM) San Francisco, 1960-present; public-affairs director, KSFO, 1962-present; m. Mona Counts of La Habra, Calif., Jan. 29, 1949; children—Garnet E. (Cass) III, 19; Jere, 16.

FCC, but with the business community, law-enforcement agencies and the bench and bar.

It's all very ambitious and only a man who is secure in his salaried, everyday job, who has the backing of understanding, appreciative bosses, can devote the necessary time to even contemplate such goals. Up at 3:15 in the morning, he drives the 22 minutes it takes to get from his suburban home just north of the Golden Gate bridge to his KSFO office in the lower lobby of the splendid Fairmont hotel on Nob Hill, arriving for work about 4:45. On the way in he monitors other stations on his car radio and is in touch with his news desk via the vehicle's 11-channel radio-telephone. Before going on the air he reads the local newspapers, checks the wires, scans the overnight scripts, generally bringing himself up to date on all that has gone on since he went to bed the night before, usually at 9:30 or 10. After his air work, Chet Casselman does his administering and community-relations work and speechmaking. "If you get two people together I'll deliver your principal address," he promises. "If you get three people together I'll be very happy to provide you with a keynote address."

Tall, lean Chet Casselman (as a youth, standing 6 feet 2 inches tall and weighing a mere 129 pounds, he was known as "skinny Chet"), is rarer than rare: not only a native-born Californian, but one who has never worked anywhere else. Actually he has had only two employers—McClatchy Broadcasting, for whom he worked in Bakersfield and Fresno; and Golden West Broadcasters, operator of KMPC(AM) Los Angeles, where he spent three years, as well as KSFO. Chet Casselman had his heart and mind set on radio broadcasting ever since as a child of 9 or 10, nailing an old tomato-soup can on the end of a broom stick, jamming it into a stand to serve as a microphone. he did radio broadcasts for his family.

But the play acting has long since ended for old skinny Chet. There are dead serious things looming ahead.

"To me," he says, "the biggest struggle right now is in the area of credibility. More and more people—not just in government, people on the street, people everywhere—have the feeling that people like Vice President Agnew are right. We must make credibility instead of a taunt, a battle cry somehow woven into the thread of our crest. I'd like to see people adopt the viewpoint that if you hear it on the radio or see it on television, that's really what's happening, what's going on."

Rubbing it in

A lot of magazines have been making a lot of noise lately about big gains in advertising this year. Some publishers have been quoted as saying they're beginning to see "television money" coming in. Talk like that is particularly galling to television broadcasters who by and large have had to scrounge for business. It's all the more galling because, as we shall see, it is owed to a freak of political action.

Figures compiled by Publishers Information Bureau show that for the first nine months of 1971, magazine revenues were indeed up—from \$847.7 million a year ago to almost \$884.8 million this year, a gain of \$37.1 million or about 4%. But as Harvey Spiegel, vice president of the Television Bureau of Advertising, told the TVB board the other day in Chicago, the same PIB figures show that magazine revenues from cigarette advertising during the same period increased by more than \$44 million, from \$39.6 million in the first nine months of 1970, when they represented 4.7% of magazine revenues, to \$84 million in the same period this year, when they accounted for 9.5% of revenues.

Without the windfall they collected when cigarette advertising was kicked off the air, magazines as a whole would be down this year like practically everybody else.

National television spending by noncigarette advertisers, on the other hand, looks likely to hold about even with 1970 levels, which is nothing to be ashamed of in the current economy and, as the PIB figures make clear, a better performance than magazines can claim. This information may not ease the pinch that broadcasters are feeling, but it should enable them to look at those magazine boasts from a better perspective.

As for all those members of Congress who voted to banish cigarette advertising from the air, this news should be galling in another way. Cigarette consumption keeps increasing. Cigarette advertising is lively and extensive. None of the good that was predicted to come from the broadcasting ban has materialized.

The legislators who went for this act owe broadcasters a \$240-million-a-year reimbursement.

Raw deal

It was just a year ago, with winter coming on and advertising of automotive antifreezes entering its critical season, that the Federal Trade Commission chose to issue a complaint against du Pont's Zerex. In an announcement orchestrated for maximum attention, the FTC charged that Zerex could damage cooling systems and that its television commercials falsified the product's sealing qualities.

The announcement was made in a news conference called by Robert Pitofsky, director of the FTC's Bureau of Consumer Protection, whose title itself guarantees him an audience in the Nader age. The ever-vigilant Mr. Pitofsky asserted that du Pont had been derelict in omitting from its advertising a warning that Zerex could be harmful to cars and that commercials demonstrating the self-sealing of punctures in a Zerex can were "invalid." The charges were given widespread play in all news media.

Last week the FTC revisited the subject of Zerex and its television advertising. In a routine news release it announced that it had issued a complaint charging that du Pont had "in the past" marketed Zerex "knowing or with reason to know" that it could damage cooling systems.

In a second paragraph, where it was bound to get sec-

ondary notice, the release said the FTC had dropped its charge of a year earlier. Why had the commission changed its mind? In the words of its own announcement last week, "the demonstration was accurate" and the FTC has "insufficient evidence" that Zerex is harmful.

Where does this leave Zerex?

Convinced of the quality of its product and honesty of its advertising, du Pont continued to use the can-stabbing theme in its commercials. The theme is among the most effective on the air and has no doubt sold a lot of Zerex. But there is no way to measure how much more might have been sold if the FTC had not deliberately generated all that anti-Zerex publicity.

If the FTC had a true aversion to the techniques and consequences of deceptive advertising, it would have acted differently last week. Instead of slipping a distorted news release into the torrent of paper issuing from government, it would have put the director of the Bureau of Consumer Protection on display again, this time to explain the injustice of his original performance.

That, of course, is too honest a shuffle to expect, the way decks are stacked these days in Washington. What is needed now is a Bureau of Advertiser Protection.

Rule of unreason

Once again the FCC has been subjected to harsh judgment by the U.S. Court of Appeals in Washington. This time the commission is accused of twisting the law and its rules to accommodate a politically motivated decision on fairness.

Maybe so, but what can the court expect? As we have said before, fairness is in the eye of the beholder. A decision in the field is merely a coincidence of prejudices.


The decision that the court reversed last week was one of several reached during August 1970. In that collection the commission ruled that broadcasters should sell time for political fund raising but may decline to sell time for political comment. Proceeding, it said that if the President makes one speech on Indochina, nobody is entitled to time to reply, but if he appears five times, networks must make time available for statements of contrasting views. On the other hand, the FCC said in the case reversed last week, a 25-minute broadcast by the chairman of the Democratic National Committee speaking in opposition to policies enunciated by President Nixon on the air entitles Republicans to time to reply to the Democrat who was replying to the Republican President. But why go on?

Fairness rulings can only get more tangled and ridiculous, the more of them are made. The solution is to expunge the doctrine from the law and the FCC rules.



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— Arthur M. Dorfner, Pres., WDHO-TV, Toledo, Ohio

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— Jess Mooney, TV Acct. Exec., Savannah, Ga.

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