

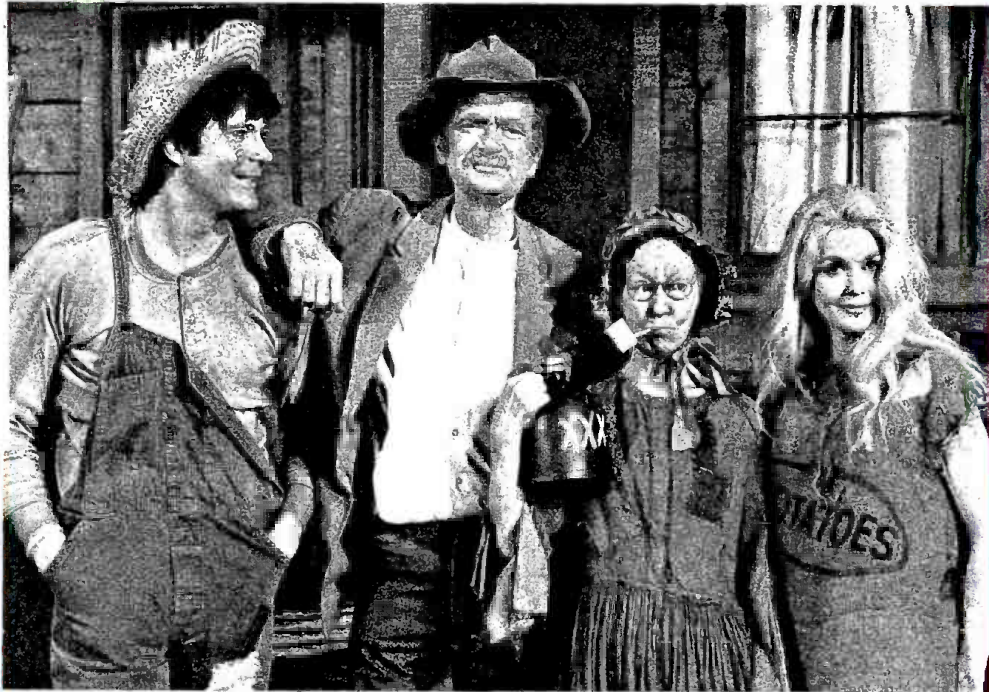
High marks for TV journalism at Miami convention
Cable vs. cable: At odds over hotel pay TV

Broadcasting Jul 17

The newsweekly of broadcasting and allied arts

Our 41st Year 1972

The Beverly Hillbillies are rich in friends and oil.



They will share their friends.

Call Viacom.

/73

36112LIBRAAB5134VAK<DEC/74
A U I T R R A R Y
U S A I R F O R C E
S E R I A L A C C S E C T I O N
M O N T G O M R Y A L 36112

Jan & June



"THE WOMAN'S JOURNAL"

June Thorne (left) and Janet Covington are a Channel Two team.

Together, they have developed the WMAR-TV weekly report, "The Woman's Journal." June is the moderator-hostess. Janet is the producer-director.

Together, they explore in depth the basic community problems of the Baltimore area, bringing to their task incisive understanding and knowledge of the city's life-style.

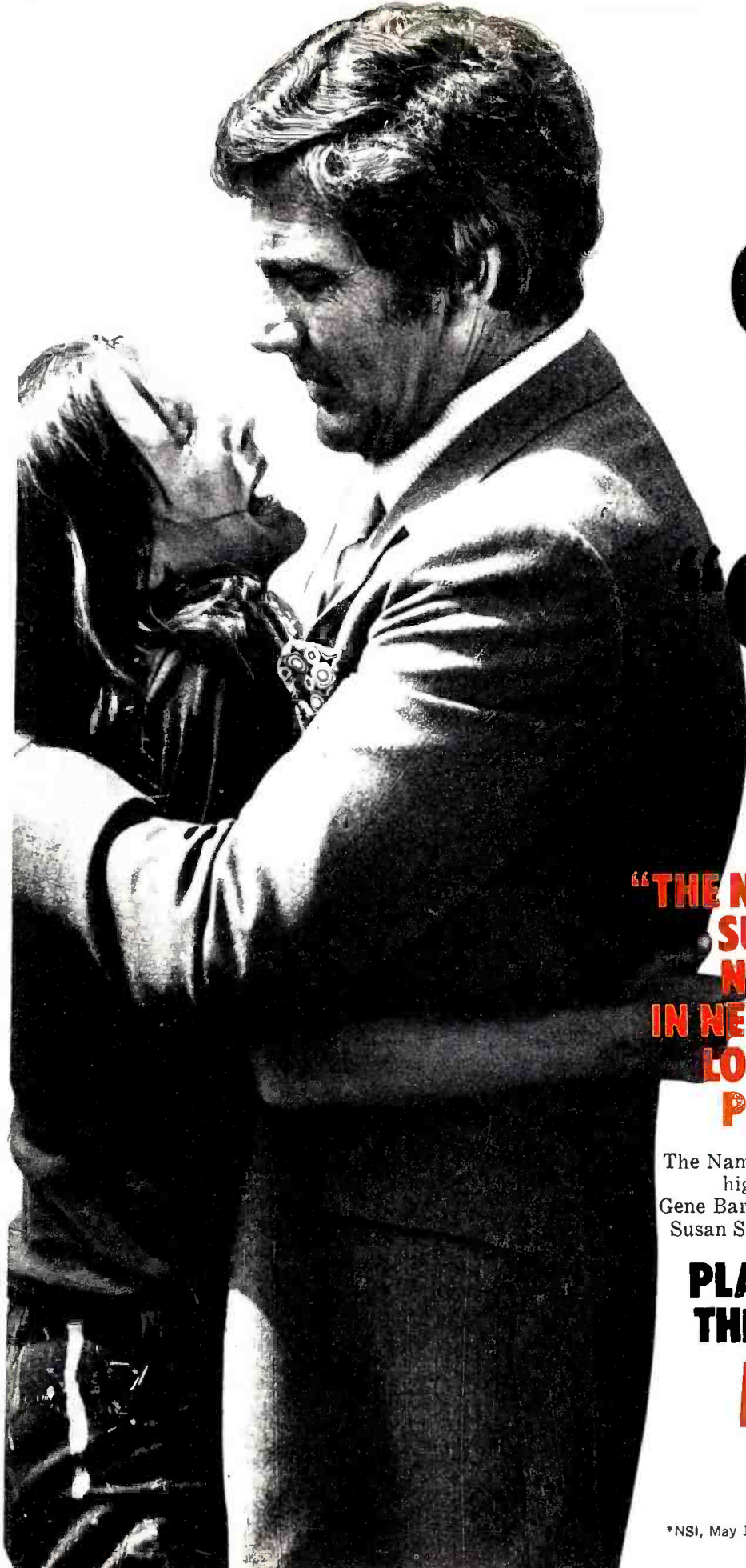
They have examined employment of minority women, bad nutrition in the ghetto, the NAACP Positive Action Program, Model Cities, the Peace Corps, Vista. Nor do they neglect the arts, government, voter registration. Their range and their reach depend solely upon their independent investigation of community needs.

"The Woman's Journal" was cited by the Baltimore City Fair, Inc., last Fall as the outstanding community service program in the local broadcasting field.

In Maryland Most People Watch

WMAR-TV 

TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION



CBS O&O's PLAY THE GAME" TO WIN!

**"THE NAME OF THE GAME"
SUNDAY NIGHT'S
NO. 1 LATE SHOW
IN NEW YORK, CHICAGO,
LOS ANGELES, AND
PHILADELPHIA!***

The Name of The Game. 76 feature-length, high-powered stories. In color. Gene Barry, Robert Stack, Tony Franciosa, Susan Saint James and guest stars galore.

**PLAY "THE NAME OF
THE GAME" TO WIN.**

MCA TV

*NSI, May 1972 (subject to survey limitations).



**SORRY...
NO USED
"PROGRAMASTER"
BACKGROUND
MUSIC UNITS
ARE AVAILABLE!**



Every Rowe CPC-60-1 Programaster we ever sold is still out working. People just never turn them in because they are so dependable... the most dependable Background Music System available. Another proof of its trouble-free performance is the fact that we simply never get complaint calls.

FOR ON LOCATION

These unique on-premise machines play 60 hours of background music without repetition. Then it automatically avoids repeating selections in the same sequence.

FOR CENTRAL STUDIO

You can program 3600 selections with the right type of music for the right time of day for your central studio customers.

Perfect as a source for multiplex and telephone line transmission.



Rowe international, inc.

A SUBSIDIARY OF TRIANGLE INDUSTRIES, INC.
75 TROY HILLS RD., WHIPPANY, N.J. 07981, TEL. (201) 887-0400, CABLE: ROVEND

Send coupon today for distributorship information.

CUSTOMUSIC®

Rowe International, Inc.
888 Providence Highway (Rear) Dept. B
Dedham, Massachusetts 02026

	Yes	No
Currently in Background Music Business?	<input type="checkbox"/>	<input type="checkbox"/>
Central Studio Operator?	<input type="checkbox"/>	<input type="checkbox"/>

of Accounts _____

Send information on: On premise Central Studio

Name _____

Company _____

Address _____

Broadcasting **Jul 17**

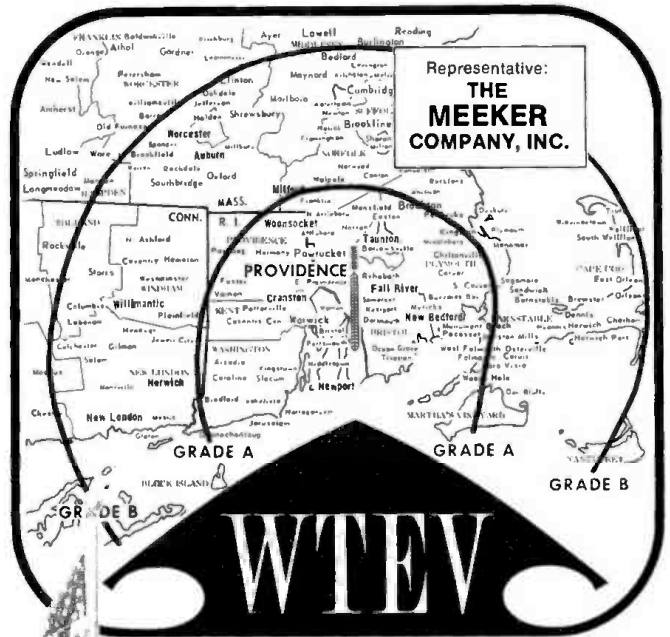
	CLOSED CIRCUIT	7
	AT DEADLINE	8
	DATEBOOK	10
	OPEN MIKE	11
	MONDAY MEMO	13
<hr/>		
No clouds over Miami Beach as television makes up for the political—if not the public—regard it lost in Chicago four years before. <i>Broadcasting's</i> own gavel-to-gavel coverage of the convention.	LEAD STORY	16
The bureaucrats battle over plan to concentrate FCC power.	MEDIA	26
CBS again reaches outside for a president, finds Arthur R. Taylor.		28
	CHANGING HANDS	30
Wiley tells Florida broadcasters WMAL decision is on the right track.		32
Feminine-product advertising is in the wings if not yet on the tube.	BROADCAST ADVERTISING	32
Metromedia up in arms over 'shortchanging' by ARB's Los Angeles ratings.		33
Drug advertising in line of fire at marijuana commission hearings.		34
Congressman Goldwater crusading again against prime-time access.	PROGRAMMING	38
Chapter 3 on Agnes: Fund-raising takes over from disaster coverage.	BROADCAST JOURNALISM	47
<hr/>		
Do hotel pay-TV systems fall under the FCC's rules? Sterling Manhattan thinks so, complains against Columbia's Telco operation on its turf in New York.	CABLE	48
Chairman Burch, who dissented on that satellite decision, tells why.	EQUIPMENT & ENGINEERING	50
There's a new game in town in Chicago radio, and the stakes are high.	MUSIC	51
Sammons Communications, No. 6 in cable, makes a public offering.	FINANCE	52
	FATES & FORTUNES	55
	FOR THE RECORD	57
On the way up in the FCC's, and his party's, esteem: John W. Pettit.	PROFILE	67
	EDITORIALS	68

WTEV community programming reflects the many faces of its audience

To enrich the widely different lives of its viewers, WTEV thoughtfully develops community programming to inform, entertain, stimulate and enlighten. Whatever the age, whatever the interest - WTEV meets the needs.

WTEV
 Providence—New Bedford—Fall River
 Rhode Island—Massachusetts
 Vance L. Eckersley, Sta. Mgr.
 Serving the Greater Providence Area

Channel
6
 abc



STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
 WTEV Providence, R. I./New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

Closed Circuit®

Running mates

Senator Thomas F. Eagleton (D-Mo.), nominated as Democrats' vice-presidential candidate, has just about same voting record on broadcast-related legislation as that of presidential candidate, Senator George McGovern (D-S.D.) ("Closed Circuit," June 12). Both voted for cigarette-advertising ban on radio and television, favored campaign-spending law that puts unique restrictions on TV and radio, sided with Senate majority favoring repeal of equal-time law's application to presidential and vice-presidential candidates in general elections (killed in House). On his own, Senator Eagleton voted for Senator Alan Cranston's (D-Calif.) amendment to Phase II bill that would have exempted media from economic controls; amendment was stricken in later Senate-House conference.

Hooks, line and ?

Colleagues and staffers as well as outsiders are watching moves of FCC's first black commissioner, Ben L. Hooks, for signs of his politics and predilections. He served notice in first public utterances following his swearing in July 5 that he would press vigorously for involvement of blacks in all phases of communications and to extent he has participated in FCC's affairs since, he has lived up to his own billing (BROADCASTING, July 10).

Judge Hooks is in big demand. He was in and out of FCC sessions last week to take calls and keep engagements. Last Thursday he addressed Denver cable association. Next week he's off to Lake Geneva, Wis., to address Wisconsin broadcasters. Colleagues say he's showing deep interest in renewals and programing matters. Big question: Is he aligning himself with Nicholas Johnson? Quick answer is he hasn't chosen sides but is being courted.

No child's play

Hard look at probable costs of proposals to "reform" children's television is provided in soon-to-be-released study by Dr. Alan Pearce, consultant to FCC on economics of children's programing. Here are some specifics from his 70-page report: Proposal by Action for Children's Television to require at least 14 hours per week of children's programing would mean additional annual expenditure of about \$2.5 million for CBS, \$4.3 million for NBC and \$5 million for ABC, based on present average costs of such programs, which are calculated at about \$11,000 "per half hour per showing"; it would also add to stations' budgets "with little chance to recoup programing expenses."

Dr. Pearce sees no way networks could

compensate for total loss of revenue in children's shows if commercials were forbidden, as ACT has proposed. He says foundation underwriting and institutional advertising would provide no help. He volunteers, however, that if commercials were reduced by 25%, viability of children's programing "looks secure"—although NBC would "barely break even."

Roots at the roots

National Cable Television Association is well along in organization of permanent political-contact network keyed to congressional districts. Here's how it works: In each district one cable operator is appointed as political coordinator. His job is to encourage politicians to make maximum use of cables during and between campaigns and to persuade cable systems to give politicians maximum exposure. Aim, of course, is to create ever-replenished reservoir of understanding and good will at seats of lawmaking.

Mechanical problem still stands in way of easy access to cables by politicians: There's no standardization in tape-playback equipment now in use, hence no one type of tape politicians can make for general distribution to cable systems. NCTA headquarters is assuming bigger role in attempts to arrive at compatible systems of recording and playback.

Call for help

There has been marked increase but still inadequate response by radio broadcasters to FCC invitation to speak up on hardships suffered from "over-regulation." Staff is beginning preparation of rule-making to alter, piecemeal, Part 73 of FCC rules to lighten broadcasters' technical load. Set-up in comments was reported last week by Commissioner Richard E. Wiley, in charge of "de-regulation," to cut away fat built up in radio rules over nearly five decades ("Closed Circuit," June 26). Proposed changes will be discussed with various broadcasters groups (National Association of Broadcasters, bar association and engineers) this fall.

Street fight

Hunting season is getting under way for both A. C. Nielsen Co. and American Research Bureau in lining up agency clients for their competitive local-market TV reports for next season. In only confirmed change thus far, Ogilvy & Mather sources say they have signed for Nielsen station index (NSI) service and will not renew ARB. And sources at Foote, Cone & Belding, which also has been ARB agency, say they're inclined toward NSI but haven't signed anything. But that's just for openers: Both ARB and Nielsen

officials say they've renewed number of existing clients already and have signed or are near signing new ones.

Out of sight

It hasn't been generally known, but Charles W. Colson, 40, White House aide whose name was tied to bugging incident at Democratic National Committee last month, has been involved in media assignments—but not since news of bugging broke. Guests didn't know it at time, but Mr. Colson was originally on list of key administration figures scheduled to attend meeting of President and ranking station executives June 22. He turned up missing. Though his former role was never clear, he was in attendance at each of private meetings President held with top network executives earlier in his term.

Going to the action

Although CBS Inc.'s new president, Arthur R. Taylor, isn't due to assume new post until Aug. 1 (see page 28), odds are he'll have his feet under Black Rock desk any day. Presumably 37-year-old executive believes future with broadcast entity having diversified ambitions is brighter than one with paper company that depends on print media for big part of its business.

Satellite special

Metromedia Television and Associated Television, London, reportedly plan to co-produce 90-minute documentary on drug problem to originate live from New York and London and be fed via satellite to each locale. Program will be carried live in both U.S. and Britain in mid-September, with Metromedia carrying it on its five owned TV stations and arranging for "network" to other stations here. David Frost will be featured in program.

Switch to U

Trend of recent years wherein pro clubs in major sports retain own broadcast rights, will be reversed in Atlanta. Baseball Braves, which designated own originating station, set up own regional network and handled sales to sponsors, has sold TV rights for five years to WTCCG-TV Atlanta, with ch. 17 outlet handling whole TV package. First change will be increase from 20 telecasts this year (on WSB-TV) to at least 50 in 1973. No change announced for radio, now originated by WSB(AM).

Another incursion of UHF into local-regional sports programing will be in Baltimore where ch. 45 WBFF-TV is getting preseason Baltimore Colts football TV rights. Number of games to be telecast will be decided after Colts complete ownership swap with Los Angeles Rams.

At Deadline

CBS brings games back to daytime

First since quiz-show scandals include revised 'Price is Right'

CBS-TV is scheduling three half-hour game shows in place of reruns of former nighttime hits in Monday-Friday daytime next fall, starting Sept. 4.

Donald F. Grant, vice president daytime programs, said shows are *The Joker's Wild* (10-10:30 a.m. NYT), *The New Price is Right* (10:30-11 a.m.) and *Gambit* (11-11:30 a.m.). Dropped from schedule will be reruns of *The Lucy Show* at 10 a.m. and *The Beverly Hillbillies* at 10:30 a.m. *Family Affair* reruns move from 11-11:30 a.m. to 4-4:30 p.m. on Sept. 4, displacing reruns of *My Three Sons*, whose final telecast will be Sept. 1.

New programs were described as combining entertainment and valuable prizes. CBS spokesman said network has not carried game shows with valuable prizes in more than decade, apparently because of environment created by TV quiz scandals.

United Church backs out of WBZ-TV protest

Office of Communications of United Church of Christ announced withdrawal of request that renewal of license of WBZ-TV Boston be held up pending investigation of charges of discrimination in employment. Withdrawal was made through amendment of petition that UCC office and allied groups had filed asking FCC to reconsider decision renewing licenses of 11 Massachusetts TV stations (BROADCASTING, June 26).

Office of communications and groups associated with it said, "Significant improvement in employment practices . . . justifies a full three-year renewal" for WBZ-TV. They said they also were relying on statements by Westinghouse Broadcasting Co., station's licensee, that further efforts toward fair employment will be made, particularly as to female officials and managers. But they "continue to urge that the investigation of employment practices include all Massachusetts TV stations."

Universal TV, BBC work together again

Universal Television and BBC have entered into agreement for co-production of 13-program historical drama titled *Fall of Eagles*, marking fourth project in which companies are involved.

Latest series will consist of 60-minute or 90-minute productions on three monarchs who dominated European political affairs from 1900 to 1918. Other joint

undertakings previously announced are two-hour made-for-television movie, *Don Quixote*, starring Rex Harrison; 15-part series *Colditz*, centering on castle that was turned into prisoner-of-war camp by Nazis in World War II; and 26 one-hour dramas based on Winston Churchill's four-volume "History of the English-Speaking Peoples."

Programing is aimed for prime-time showings on networks during 1973-74 season. Co-productions will be carried in England simultaneously with or before showings in U.S., with MCA TV handling distribution here.

Bias 'report' turns murky

Actual study yet to be seen; Mikelson resigns from board of sponsoring organization

Purported study in which American Institute for Political Communications claimed to find elements of bias in TV networks' evening newscasts (BROADCASTING, July 10) is becoming center of controversy including resignation, being announced today (July 17) of Sig Mikelson as member of AIPC board of directors.

Mr. Mikelson, former CBS News president, now vice president of Encyclopaedia Britannica Educational Corp., Chicago, said he had no knowledge of AIPC study or that one was being conducted until he received AIPC news release summarizing its findings—after story based on release appeared in July 9 *New York Times*. Since release was on AIPC letterhead that carried his name as a board member, he said, it "effectively committed me to endorsing a number of conclusions which are a complete surprise to me." Lacking further information as to "methods employed, the evidence developed or support for the conclusions," he said in letter of resignation, "I am obviously unable in any way to endorse the project or its findings." Mr. Mikelson also notified heads of three network news organizations of his position and resignation.

Another AIPC board member, Edward W. Barrett, former dean of Columbia University Graduate School of Journalism, now director of Communications Institute of Academy for Educational Development, New York, also issued statements saying he could "neither support nor refute" assertions made in AIPC release. He added that he had "asked that board members have prompt opportunity to review the data and that such opportunity be provided in advance of future releases involving charges of comparable character."

CBS News executives said they had asked AIPC officials early last week for

copy of report on which release was based and were told no formal report existed but that details would be made available by end of week. As of Friday (July 14) they said they had received none. They also said they had found apparent discrepancies in AIPC release itself.

Gist of release was that monitoring found certain items contained bias but that "the great bulk" did not.

Allott's prescription for bureaucracy pains

Senator Gordon Allott (R-Colo.) last Friday (July 14) outlined six-point program of "sensible regulatory policy" that he said could relieve broadcasters of much of pressures from federal bureaucracy.

Addressing summer meeting of Colorado Broadcasters Association in Snow Mass, senator maintained that media access is limited privilege rather than right, and that "this principle is not to be toyed with by a government bent on promoting this or that passing goal."

Second point was his contention that "mandatory counteradvertising is counterproductive." It is not government's duty to insure accuracy of every broadcast claim "and it certainly is not the obligation of broadcasters to give vent to every contrary opinion that a paid advertisement might generate," he said.

Broadcasters' First Amendment rights are "no less precious" than those of newspaper publishers, senator said, and in fact those of broadcasters are "more fragile" because they are "inextricably entwined with government decisions."

Campaign-spending law raises "grave First Amendment questions," he said, because it limits rights of anyone to spend money to disseminate his political views. And, he said, law is "grotesquely incongruous and unfair" because it sets limits on broadcasters that do not apply to print media. But he also reminded broadcasters that, although many members of Congress had misgivings about campaign-spending measure, they felt compelled to vote for it "in part because of pressure from the media . . . which was brutal in its treatment of all opposition."

Fifth point made by Senator Allott was that "it makes no sense to apply the same regulations to a small radio station and to a major television network." He pointed out that government has not applied same economic controls "to General Motors and the corner grocery store." So, "why is it that the government has so much difficulty behaving with equal good sense when it comes to broadcasting?" he asked.

Final item was Senator Allott's contention that government could take three steps to bring stability to broadcasting

industry: It should "lengthen the license-renewal period," it should "drop its policy of treating challenged licensees as guilty until proven innocent" and "the FCC should not be so confoundedly sensitive to the political agitations of various minorities."

He told broadcasters he intends to be guided by these principles in passing judgment on matters pertaining to broadcasting.

Good first-half fortune

Metromedia Inc., New York, reported record revenues and striking increase in net income for first six months of year ended July 2:

	1972	1971
Earned per share	\$ 0.72	\$ 0.47
Revenues	82,984,066	73,574,151
Net income	4,271,339	2,787,904

CBS puts its flag at top of convention ratings

CBS-TV claimed clear win in prime-time ratings in coverage of Democratic convention last week (see also page 22). Research memo sent Friday (July 14) to promotion managers of all CBS-TV affiliates said four-night averages in national Arbitron measurements for 7-11 p.m. NYT period showed CBS with 11.9 rating and 36 share, NBC with 11.0 and 33, ABC with 10.4 and 31. For 9:30-11 p.m. block when all three networks were covering convention, CBS claimed average of 13.8 rating and 40 share, as against 12.6 rating and 36 share for NBC and 8.5 rating and 24 share for ABC.

These figures, CBS researchers said, gave CBS rating advantage of 8% over NBC and 14% over ABC for 7-11 p.m. period and 10% over NBC and 62% over ABC for 9:30-11 period.

NBC, which had joined CBS in underwriting special Arbitron measurements, was looking for better showing in national Nielsen ratings, due out Aug. 4. NBC sources felt NBC's performance in overnight Niensens in Los Angeles market justified that optimism. CBS research memo, however, said telephone surveys of Arbitron type normally reflect standings shown by Nielsen. For 1968 Democratic convention coverage, memo said, Arbitron gave CBS 34%, NBC 39%, and ABC 27% and Niensens later gave CBS 36%, NBC 39%, and ABC 25%.

And far into the night

How much audience did George McGovern lose because his speech accepting Democratic presidential nomination got on TV about 3 a.m. NYT last Friday instead of in prime time? Some clues are provided by overnight Nielsen ratings in New York and Los Angeles—but only clues, and at first it was feared even those wouldn't be available because Nielsen computer in Chicago, which handles ratings from both markets, reportedly broke down about midnight Thursday night (July 13). But hand-tabulated ratings were delivered later, and NBC researchers produced these figures: In New

Saarinen dies. Aline Saarinen, NBC News correspondent since 1964, died Thursday night (July 13) in New York after long illness. She was 58. She entered television with appearance on NBC-TV's *Today* show in 1962, year after death of her husband, noted architect Eero Saarinen, whose designs included that of CBS's headquarters building in New York. Mrs. Saarinen had recently returned to New York from assignment in Paris for NBC News. Survivors include three sons.

To CPB board. Thomas B. Curtis, 61, lawyer and former Republican congressman from Missouri, was nominated Friday (July 14) by White House to serve on board of directors of Corporation for Public Broadcasting. He would succeed John Hay Whitney, who has resigned.

York, ratings of all three networks between 9:30 and 11 totaled about 20; between 3 and 3:30 a.m. they dropped to about seven. In Los Angeles, because of three-hour time difference, drop-off was much lighter, from about 23 to 21.

Researchers refused to try to translate findings into viewers, however, particularly in New York, because of inexperience with such questions as how many viewers normally watch, per set, at 3 o'clock in morning.

Vice President Mudd?

KLIF(AM) Dallas disk jockey was among also-rans in contest for Democratic vice-presidential nomination race at Democratic national convention in Miami Beach last week. Clay Smothers, black delegate for Alabama Governor George

Wallace, nominated himself. Another also-ran was CBS-TV's Roger Mudd, who worked as floor man during convention. He received two votes.

Disney dollars rise

Walt Disney Productions, Burbank, Calif., reported soaring revenues and net income for third quarter and for first nine months of current fiscal year, with unaudited net income up to \$24.7 million or \$1.79 per share for nine months as compared with \$16.4 million or \$1.26 per share last year. Revenues nearly doubled for nine months from \$118.4 million last year to \$220 million this year.

In the numbers

Statistical analysis of minority-employment records of Pennsylvania and Delaware stations indicates to Commissioner Nicholas Johnson that number of them may discriminate against minority groups in hiring and promotion practices.

Commissioner expresses that view in document in which he in effect asks commission to reconsider its position that statistics alone do not establish prima facie case of discrimination. Commission made that point in denying request by Office of Communication of United Church of Christ for investigation of employment practices of Massachusetts television stations.

Commissioner Johnson notes that courts have relied on statistics to establish prima facie case, and asks for discussion of issue at meeting this week. He said early decision is needed.

Analysis that triggered commissioner's request compares 1971 and 1972 minority-employment records of Pennsylvania and Delaware stations.

Hooks on station service

FCC Commissioner Benjamin Hooks has suggested that problems stations encounter in trying to serve needs of central city and surrounding suburbs could be solved if stations had smaller service areas. In that way, he says, one station could serve inner city; others, city suburbs. Commissioner Hooks made remarks on WMAL-AM-TV Washington, on Saturday (July 15).

Stations are entitled to "reasonable return on their investment" and to make enough money to be innovative and imaginative, he said. "But at the same time they must serve an area that is small enough that they can deal with the problems of that community."

Commissioner also continued to indicate he will seek to represent blacks in terms of employment in broadcasting and of programming directed at them. In discussing employment, he expressed concern about what he said was low level of grades of black employees at FCC as well as about blacks' role in public broadcasting; his reports indicate public broadcasting "may be even further behind than" commercial system in terms of minority employment.

Headliners

Arthur R. Taylor, executive VP, International Paper Co., New York, elected president of CBS Inc. (see page 28).



Mr. Burke

Daniel B. Burke, executive VP, Capital Cities Broadcasting Corp. and president of its publishing division, elected president and chief operating officer of Capital Cities, succeeding **Thomas S. Murphy**, who continues as chairman and chief executive officer. Mr. Burke, who joined company in 1961 as general manager of WTEN-TV Albany, N.Y., and later served as general manager of WJR-AM-FM Detroit before being named executive VP in 1967, will retain responsibilities as head of publishing division. Joseph P. Dougherty continues as president of broadcasting division, John Sias as president of Fairchild Publications division.



**NOW FROM
CCA!!**

Thanks to your support CCA is pleased to announce the purchase of the RF Department of Ampex. We trust you'll consider us for your UHF/VHF transmitters, antennas and line.

CCA RF INDUSTRIES, INC.
P. O. BOX 315
WESTFIELD, MASS. 01085

Books for Broadcasters

Audio Control Handbook

3rd Edition
by Robert S. Oringel



Now expanded and brought up to date, this standard text-handbook explains every phase of audio control in easy-to-understand, non-technical language.

171 pages, 145 photographs and diagrams, glossary, index. **\$10.00**

ORDER FROM

Broadcasting Book Division
1735 DeSales St., N.W.
Washington, D.C. 20036

Send me the books I've checked below. My payment for the full amount is enclosed.

110. Audio Control Handbook, \$10.00
 104. 1972 Broadcasting Yearbook, \$14.50

Name _____

Address _____

City _____ State _____ Zip _____

Datebook®

This week

July 13-18—Institute on telecommunications and public policy, sponsored by *Harvard Summer School*, in cooperation with *Center for Research in Computing Technology*. Speakers include: Peter Goldmark, Goldmark Communications; Ralph Lee Smith, Mitre Corp.; Les Brown, *Variety*; Richard Burghelm, Time-Life; Nathaniel Feldman, Rand Corp.; Theodore S. Ledbetter Jr., Urban Communications Group, and Sol Schildhouse, FCC, Cambridge, Mass.

July 16-18—Convention, *New York State Broadcasters Association*. Governor Nelson Rockefeller will speak at executive conference. Otesaga hotel, Cooperstown.

July 17-19—Hearing on drug advertising, *National Commission on Marijuana and Drug Abuse*. Among witnesses: Vincent T. Wasilewski, president, National Association of Broadcasters; Dean Burch, chairman, FCC; John Crichton, president, American Association of Advertising Agencies; Robert B. Keim, president, The Advertising Council; Carol Liebman, Action for Children's Television. Room 3302, New Senate Office building, Washington.

July 19-20—"Principles of Communication" seminar, sponsored by *Television Bureau of Advertising*. Seminar, limited to 30 participants, is conducted by William B. Colvin, TVB vice president. Fee is \$25. Nashville.

July 20—Oral argument on FCC's proposed rule relating to cable-television carriage of major sports events. FCC, Washington.

July 23-25—Summer convention, *South Carolina Broadcasters Association*. Mills Hyatt House, Charleston.

July 23-26—Annual meeting, *Association of Railroad Advertising Managers*. The Lodge, Vail, Colo.

Also in July

July 25—*Wavemaker luncheon* with Alfred R. Stern, president of Television Communications Corp. National Broadcasters Club, Washington.

July 25-28—Board of directors meeting, *National Cable Television Association*. Embassy Row hotel, Washington.

July 26-27—Management seminar and retail workshops, sponsored by *Television Bureau of Advertising*. Pick-Congress hotel, Chicago.

August

Aug. 7-8—Second organizing meeting of *independent VHF and UHF television stations*. Roger D. Rice, KTVU(TV) San Francisco-Oakland, is chairman of steering committee. Chase Park Plaza, St. Louis.

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

Aug. 10-11—Semiannual convention, *Arkansas Broadcasters Association*, Arlington hotel, Arlington.

Aug. 16-20—Convention, *National Association of Television and Radio Announcers*. Marriott hotel, Philadelphia.

Aug. 20-23—Fall conference, *American Marketing Association*. Rice hotel, Houston.

Aug. 21-24—*Republican national convention*. Miami Convention Center, Miami Beach.

Aug. 29-31—Workshop-seminar on lighting for TV, sponsored by *Kliegl Bros.* at University of Georgia TV studios, Athens. Fee is \$250. Contact: Wheeler Baird, Kliegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

September

Sept. 1—Deadline, *U.S. Television Commercials Festival*. Information: 4415 West Harrison Street, suite 230B, Hillside, Ill. 60162.

Sept. 7-9—Fall business meeting, *Florida Cable Television Association*. Fort Walton Beach.

Sept. 11-12—Eighth annual convention, *Nevada Broadcasters Association*. Hotel Tropicana, Las Vegas.

Sept. 13-15—Annual convention, *Michigan Association of Broadcasters*. Hidden Valley.

Sept. 19-21—*Video Expo III*, exhibit highlighting CATV, video cassettes and cartridges, pay TV, closed-circuit box office and film packages. Conference and workshops to be held. Commodore hotel, New York.

Sept. 22-22—Fall conference, *Oregon Association of Broadcasters*. Kah-nee-ta resort, Warm Springs.

Major meeting dates in 1972

Aug. 21-24—*Republican national convention*. Miami Convention Center, Miami Beach.

Sept. 25-28—Annual conference, *Institute of Broadcasting Financial Management*. Fairmont hotel, San Francisco.

Oct. 29 - Nov. 1—Annual convention, *National Association of Educational Broadcasters*. Hilton International, Las Vegas.

Nov. 12-16—Annual seminar, sponsored by *Broadcasters Promotion Association*. Statler Hilton hotel, Boston.

Nov. 14-18—Annual meeting, *Television Bureau of Advertising*. Waldorf-Astoria hotel, New York.

Nov. 15-18—*Sigma Delta Chi* national convention. Statler Hilton, Dallas.

Nov. 26-29—Annual meeting, *Association of National Advertisers*. Cerromar Beach hotel, Dorado Beach, Puerto Rico.

Nov. 28 - Dec. 1—Annual convention, *Radio-Television News Directors Association*. Nassau, Bahamas.

Sept. 24-26—Annual convention, *Nebraska Broadcasters Association*. Yancy hotel, Grand Island.

Sept. 25-28—Annual conference, *Institute of Broadcasting Financial Management*. Fairmont hotel, San Francisco.

October

Oct. 1-3—Meeting, *Pacific Northwest CATV Association*. Redpath hotel, Spokane, Wash.

Oct. 3-5—Fall convention, *Illinois Broadcasters Association*. Water Tower Hyatt House, Chicago.

Oct. 4-5—Combined fall convention, *Ohio Association of Broadcasters and Kentucky Broadcasters Association*. Carrousel inn, Cincinnati.

Oct. 8-9—Fall convention, *New Jersey Broadcasters Association*. Playboy hotel, Great Gorge, McAfee.

Oct. 9-11—28th annual *National Electronics Conference and Exhibition*. Communications equipment will be among items featured. Regency Hyatt-O'Hare, Chicago.

Oct. 11-14—Annual fall convention, *Tennessee Association of Broadcasters*. Ramada inn, Jackson.

Oct. 15-17—Third National Symposium on Children and Television, organized by *Action for Children's Television* and *Yale University Child Study Center and School of Art*. Theme will be programing and financing of children's television. Yale University, New Haven, Conn.

Oct. 15-18—Western region convention, *American Association of Advertising Agencies*. Arizona Biltmore hotel, Phoenix.

Oct. 19-20—*All Japan Radio and Television Commercial Council (AAC)* commercial festival. Top international commercials in five categories will be honored. Hibiyu hall, Tokyo.

Oct. 19-21—Annual fall meeting, *Missouri Broadcasters Association*. Plaza Inn, Kansas City.

Oct. 20-28—*International Film, TV Film and Documentary Market (MIFED)*. Advance bookings should be made prior to Sept. 25. MIFED, Largo Domodossola 1 20145 Milan, Italy.

Oct. 22-27—112th semiannual technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers*. Century Plaza hotel, Los Angeles.

Oct. 24-26—Workshop-seminar on lighting for TV, sponsored by *Kliegl Bros.* at KPRC-TV Houston. Fee is \$250. Contact: Wheeler Baird, Kliegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

Oct. 27-29—Fall convention, *Texas Association of Broadcasters*. Fairmont hotel, Dallas.

Oct. 29 - Nov. 1—Annual convention, *National Association of Educational Broadcasters*. Hilton International, Las Vegas.

Oct. 31—Fall conference, *National Association of Broadcasters*. Brown Palace hotel, Denver.

November

Nov. 1—Fall conference, *National Association of Broadcasters*. San Francisco.

Nov. 2—Fall conference, *National Association of Broadcasters*. Sands hotel, Las Vegas.

Open Mike®

Thanks

EDITOR: I just wanted to say thanks for the thorough and comprehensive article concerning the significant U.S. Court of Appeals decision in our [WMAL-TV] license renewal case as reported in the July 10 BROADCASTING.—*Richard S. Stakes, executive vice president, Washington Star Station Group, Washington.*

Challenge challenged

EDITOR: Re the story on the Philadelphia challenges in the July 10 issue: Apparently, Concerned Communicators did an inadequate job of analyzing the survey of the general public that Media Statistics did for Philadelphia broadcasters.

The story reports that the survey "allegedly relied only 13% on the city's blacks for an analysis of Philadelphia's most pressing problems." The correct fact is that 19.2% of the total interviews were with blacks.

The story implied that fundamental problems and needs were not obtained by the broadcasters. The apparent effort of Concerned Communicators was to highlight single responses (four mentioned and none correctly phrased).

On fundamental problems, the study revealed the main problem areas according to responses from 195 black interviews: crime, law enforcement, police, 120; drugs, alcohol, 66; housing, urban development, 54; gangs, riots, 4. This information is highlighted in the report. To overlook this and apparently misinterpret the results seems to be a very irresponsible approach for a challenger.—*George Arnold, director, market research, Media-stat, New York.*

(The BROADCASTING report accurately reflected statements made in petitions filed by Concerned Communicators at the FCC to oppose renewal of licenses of several Philadelphia stations.)

Equal-time equal time

EDITOR: I believe your arguments in the editorial "Is it public service?" (June 26) tend to obscure rather than reveal the issue you have raised. I agree that the access of private-interest groups—of which the broadcasting industry is one—to the airwaves is the issue, but I cannot agree with the grounds upon which you question the spots prepared by the Clergy and Laymen Concerned.

That the spots are "unreservedly emotional" is quite irrelevant—so are spots on behalf of Savings Bonds, the USO and muscular dystrophy. Broadcasters are well aware of the difficulty of exploring "murky intricacies" in 30 seconds.

The suggestion that the spots should be aired as paid advertising has one conspicuous weakness—the prowar voices, in the form of the President, receive more than adequate free access to the airwaves. The antiwar voices, representing

the interests of millions of citizens who are also co-owners of the airwaves, deserve the same consideration.—*Timothy Middleton, Southern Illinois University, Edwardsville.*

Pass the salt

EDITOR: President Nixon's summit with broadcasters (BROADCASTING, June 26) would be OK, were this not an election year. But where was he a year ago when groups were attacking license renewals and broadcast journalism was being questioned and denounced by Mr. Agnew? It seems to me this is another re-election idea of Mr. Nixon's. The promises to check out tax-free foundations that underwrite groups that challenge licensees seems to be election-year lip service. When an elected official will help a broadcaster in a nonelection year, then I may take his comments seriously. Until then I will take them with a grain of salt.—*Andy Boggs, broadcast-journalism student, Bowling Green State University, Ohio.*

Commercial claimants

EDITOR: In reply to "Rewriting history" ["Open Mike" July 3], you mention that WEAf(AM) (now WNBC) is credited with carrying the first commercially sponsored program on Sept. 7, 1922. This fact is true; however, your date is a little off. The commercial was carried on Aug. 28, 1922, at 5:15 p.m. I thought you would appreciate this trivia as the golden anniversary of commercial radio will be upon us shortly.—*Don Waterman, general sales manager, WNBC-AM-FM New York.*

EDITOR: WGaz's three-performer musical presentation may indeed have been the world's first "commercially sponsored" broadcast. But it appears the No. 1 honor for an honest-to-goodness commercial message still rests with the 800-word, five-minute (\$50) pitch for a housing development in Queens, N.Y., purchased from WEAf by the Griffin Radio Service on behalf of its client, the Queensboro Corp. Sandwiched between a soprano lilting "Carry Me Back to Ol' Virginny" and a studio pianist playing Paderewski, the copy was read by M. H. Blackwell, a Queensboro executive. If Mr. Blackwell is still around, perhaps WNBC might be interested in getting him to repeat that feat exactly 50 years later. The original script is still in the first drawer of their central files. A photograph [of that script] is reproduced in my book, "Television's Classic Commercials" (Hastings House, New York, 1971), which also reprints the full text of this earliest of "wild spots."—*Lincoln Diamant, president, Spots Alive Inc., New York.*

(The letters from Messrs. Waterman and Diamant refer to an earlier communication from WSBT(AM) South Bend, Ind., which unearthed evidence that its predecessor station, WGaz, carried a commercially sponsored program on July 3, 1922.)

M&H

We Moved . . .

We Moved . . .

We Moved . . .

Effective June 19, 1972, we have moved our offices to McLean, Virginia. We are just 25 minutes from Downtown Washington and about 20 minutes from either Dulles or National Airports.

Our new address is:

McHugh and Hoffman, Inc.
7900 Westpark Drive
McLean, Virginia 22101
Phone: (703) 790-5050

We hope this move will allow us the opportunity to see our clients and prospects more often, since all roads in broadcasting eventually lead to Washington.

Our services remain the same—good, sound, in-person depth research to find out how the audience feels about your station (and also about your competitors) and a full year's follow-up monitoring and continuing consultation to make it work. If you want to find out more, please call us for a no-obligation presentation.

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

Now you have a third choice when you go from color tape to film.

1 The low-priced system.
You call it "kinescope."
You like the price.
Not the quality.

2 The high-priced system.
You call it "expensive."
You like the quality.
Not the price.

3 Our new Teledyne system.
You'll call it perfect.

Teledyne at Mediatech is a brand new system that insures consistent broadcast quality transfers at the same cost as the low-priced system. Color

or black/white. 16 or 8 mm. From quad or helical tapes. Give us an opportunity to prove it. Send for our price list and further information.



824 Busse Highway/Park Ridge, Illinois 312/693-8366

Name _____

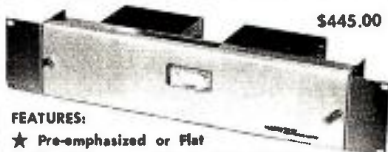
Address _____

City _____

State _____ Zip _____

Mediatech/824 Busse Highway/Park Ridge, Illinois 60068/312/693-8366

Marti Builds a Compressor/Limiter? Tell me more!



\$445.00

The CLA-40/A Compressor/Limiter, is perhaps the most versatile audio processing device to be found on the market today. Combining the functions of Limiting, Compression, Expansion and Automatic Gain Control, the CLA-40/A fills a variety of requirements, formerly accomplished by several different devices.

FEATURES:

- ★ Pre-emphasized or Flat Audio Response — AM or FM — Switchable
- ★ Adjustable Negative and Positive Peaks
- ★ Symmetrical or Asymmetrical Peak Limiting — Switchable
- ★ 40 DB Dynamic Range with Less than 1% Distortion
- ★ Compress/Limit, Compress Only, Compress/Limit Off, Switchable
- ★ Selectable Release

"THE MARTI CLA-40 RAISED MY ANTENNA CURRENT .3 AMP. AFTER INSTALLATION."

David Stultman

Technical Director, Radio Station WRR, Dallas, Texas

Compatible with either AM or FM broadcast application, it can be used in either mode of operation, simply by switch selection. For stereo application, two CLA-40/A Amplifiers are strapped together and checked out as a stereo device.

Fully accessible controls, permit its use as a Compressor, Compressor/Limiter or as a "Straight Through" amplifier for Proof of Performance measurements.

MARTI Electronics, Inc.

BOX 661 • CLEBURNE, TX 76031 • A/C 817-645-4091

BROADCASTING PUBLICATIONS INC.

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

Broadcasting

The newsweekly of broadcasting and allied arts

TELEVISION®

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

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

EDITORIAL

Edwin H. James, *executive editor.*
Donald West, *managing editor.*
Rufus Crater (New York), *chief correspondent.*
Leonard Zeidenberg, *senior correspondent.*
J. Daniel Rudy, *assistant to the managing editor.*
Frederick M. Fitzgerald, Earl B. Abrams,
senior editors.
Steve Millard, *associate editor.*
Alan Steele Jarvis, *assistant editor.*
Sharibeth Mandel, Don Richard, *staff writers.*
Sandra Bartolina, John Enright,
editorial assistants.
Pamela Dutton, *secretary to the editor.*

SPECIAL PUBLICATIONS

Art King, *director;* Joseph A. Esser, *associate editor;* Jill Newman, *editorial assistant.*

ADVERTISING

Maury Long, *general manager.*
David N. Whitcombe, *director of marketing.*
John Andre, *Southern sales manager.*
Gerald Lichtman, *classified advertising.*
Doris Kelly, *secretary to the general manager.*

CIRCULATION

Bill Criger, *subscription manager.*
Julie Janoff, Kwentin Keenan, Patricia Johnson,
Jean Powers, Shirley Taylor.

PRODUCTION

Harry Stevens, *production manager.*
Bob Sandor, *production assistant.*

ADMINISTRATION

Irving C. Miller, *business manager.*
Dorothy Coll, Sheila Thacker.
Lucille DiMauro, *secretary to the publisher.*

BUREAUS

NEW YORK: 7 West 51st Street, 10019.
Phone: 212-757-3260.
Rufus Crater, *chief correspondent.*
David Berlyn, Rocco Famighetti, *senior editors.*
Lauralyn Bellamy, John M. Dempsey, Michael
Shain, *assistant editors.*

Robert L. Hutton, *sales manager;* Eleanor R.
Manning, *institutional sales manager;* Gregory
C. Masefield, *Eastern sales manager;* Susan
Hirata, Harriette Weinberg, *advertising
assistants.*

HOLLYWOOD: 1680 North Vine
Street, 90028. Phone: 213-463-3148.
Morris Gelman, *senior correspondent.*
Bill Merritt, *Western sales manager.*
Sandra Klausner, *assistant.*

TORONTO: John A. Porteous, *contributing
editor,* 3077 Universal Drive, Mississauga,
Ont., Canada. Phone: 416-625-4400.

LONDON: Dudley D. Carroll Jr., *advertising
sales representative,* c/o American Magazine
Group, 27 Maddox Street, London, W1.
Phone: 01-499-1661.

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



* Reg. U.S. Patent Office.
© 1972 by Broadcasting Publications Inc.

Monday Memo

A broadcast advertising commentary from Allen Rosenshine, vice president, BBDO, New York

Working within the system and making the system work for advertising

Government regulations concerning advertising propriety have been on the books for many years, and most agencies have used common sense in applying these regulations to creative product.

But only recently the pressures of public discussion have been brought to bear. These have, for the first time, begun to affect the creative department directly. Uncle Sam is now a creative supervisor.

The very first thing the creative troops have had to learn about the government is that the initials FTC do not stand for "freedom to communicate." On the contrary, they may come to stand for some rather severe restrictions on both what and how we communicate. Just how severe these restrictions will be has yet to be determined by Congress and the courts.

It is my personal view that these restrictions do not necessarily limit our ability to be creative in providing solutions to our clients' advertising problems.

It is practically axiomatic that advertising creativity must operate within restrictions. The real creative challenge in advertising is to develop impact within the framework of a pre-established set of ground rules.

Some creative people openly boast of the ability to make something out of nothing, to generate awareness of a brand without a purpose, to spend \$100,000 in production—money often spent only to camouflage the fact that the commercial produced really had nothing to say.

If we all begin to think of FTC as standing for "forget the camouflage" then maybe we can convert some of the negative legal restrictions to positive creative advantage. It is precisely the camouflage, the apparent lack of purpose, the miniscule-product-difference approach that the government is clamping down on.

If we can use the government as a stimulus to get this kind of nonsense out of the creative product, then perhaps the government and the advertising industry will have accomplished something meaningful.

Consider what is probably the most pervasive legal restriction the creative process faces—something the FTC calls the "net impression" of a commercial. Net impression has come to be understood as the perceived meaning of a commercial above and beyond what the audio and video may actually be presenting.

In the late sixties some creative people would have called that the "mood," the "character," the "feel," the "personality" of the product or commercial. The one thing they didn't call it was the "message," because that was the one thing



Allen G. Rosenshine was elected a vice president of BBDO, New York, in 1968 and named associate creative director in 1970. He joined the agency in 1965 as a copywriter, later became copy group head and copy supervisor. This "Monday Memo" is adapted from his talk entitled "Uncle Sam, creative supervisor," presented last month at the annual eastern conference of the American Association of Advertising Agencies.

they didn't worry too much about.

What the FTC is telling us is that the message is whatever the average consumer would tend to believe from a given commercial. Granted, that's a vague definition, but as experts in communication, we should be able to determine for ourselves what the "net impression" of any commercial we create really is. And that's the thing the FTC is telling us to do.

Too many clients simply don't understand why we should be so concerned with having air-tight documentation of potential selling concepts before we set to work developing advertising.

Research-and-development men often don't understand the difference between the data they have and the claim we'd like to make. So they tend to say, "Don't worry, we've got plenty of data and we'll give you a letter to get you off the hook." This totally misses the point of who's actually on the hook should a government challenge be issued.

When the news hits the papers, the public will know who the client is, but very few people will ever have heard of—or even cared about—the advertising agency involved. Every product marketed under the client name could become suspect. The agency may lose an account or two, but the client may lose the value of his name on his entire line of products. While we have gained quite a bit of client cooperation, more has to be done to make it clear that we're not out to protect our-

selves as much as we're out to protect the client.

Another typical marketing man remark goes something like, "Do the commercial now and you'll tone it down later if you have to." Here, too, some missionary work is necessary. Nothing is more destructive of the creative product than the bit-by-bit copy changes that eventually erode the concept, whittle away the guts of the commercial and leave you without your original selling idea, without the closely knit tie between concept and execution and without anything that can really move the consumer's brand decision in the client's direction. The commercial will wind up being legal all right. I can assure you, however, that the legality will go completely unnoticed by the consumer—and so will the commercial.

We must make it clear that it will be in the client's best interest to cooperate with the agency's legal department.

Let me assure you I do not advocate the violent overthrow of advertising. What I do advocate is that we make use of our opportunity to apply restrictions set by the FTC to make our creative thinking more relevant than before.

Another point I would make here is this: If we are going to react to the consumerist barrage being fired at us, if we are going to try to dispose of the public more favorably toward our clients, then let's fire back with some live ammunition.

It is really no different than advertising a product. We've got to develop more meaningful statements, more meaningful concepts for our corporate advertising as well as for our products.

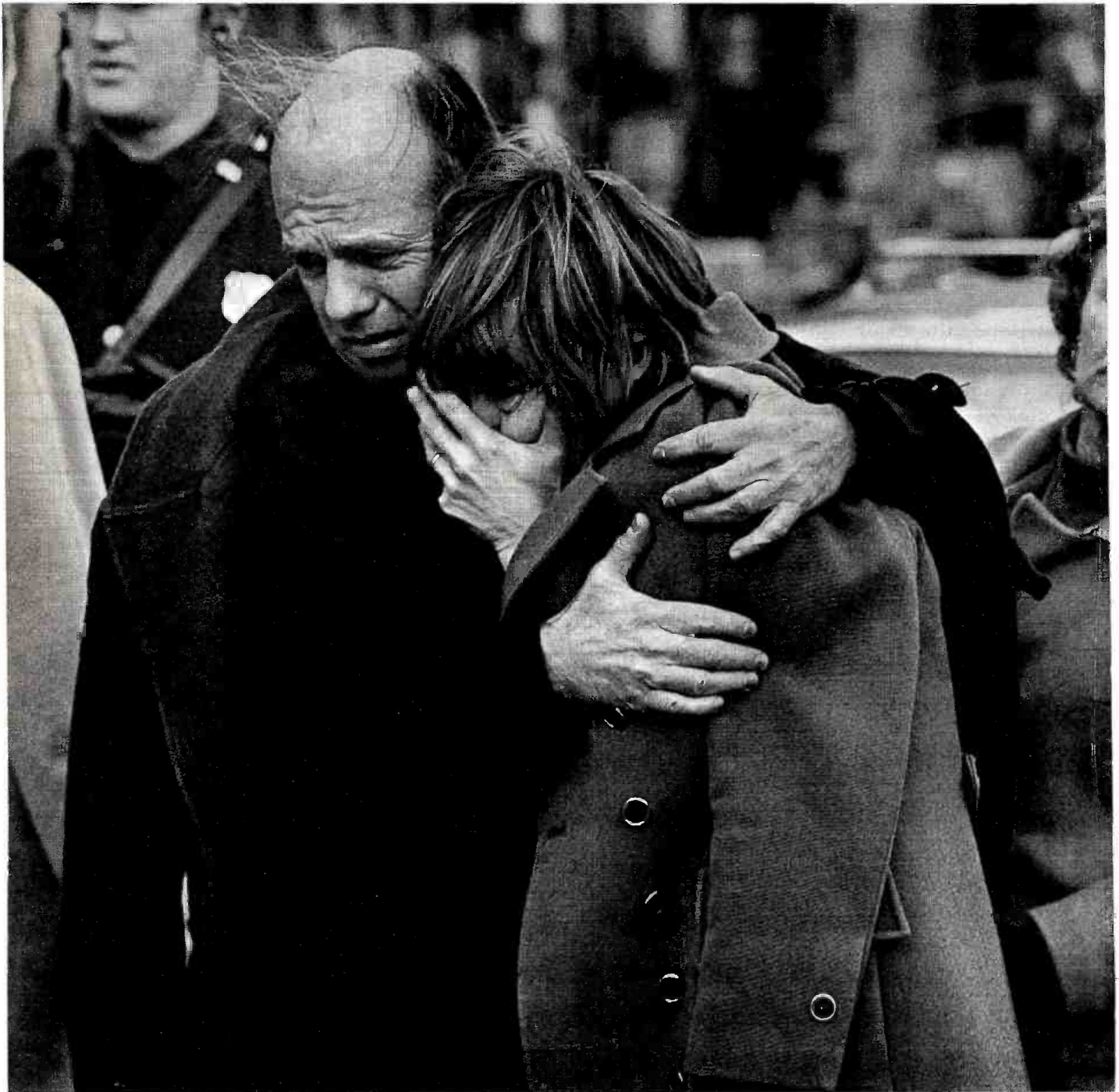
Maybe the legal restrictions have become so stringent we just can't do product demonstrations any more. I don't believe that. I believe we're tending to shy away from the legal problems rather than trying to meet them head on. If we look long enough and hard enough, we'll find something meaningful about the product that's worth saying and can be said legally. If we can't, we have the basis for recommending to the client that a product improvement is necessary.

Even if we can't make open-ended comparisons any more, that's not the end of advertising. Instead of muttering about what a bunch we have down in Washington and instead of letting our creative people crab about how they're being had by agency lawyers, I suggest we spend our time more productively by working out our own set of guidelines that would enable us to work within current, or projected, legal restrictions.

We can't count on the government to give us a standard set of rules and regulations, nor should we want them to. We can work it out for ourselves. We can analyze, react and anticipate, without giving up on what we think creative advertising should be able to accomplish.

**CARS AND THEIR DRIVERS
KILL MORE CHILDREN EVERY YEAR
THAN ALL ILLNESSES COMBINED.**

**Broadcasters are concerned
and are doing something about it.**



Not too long ago, it was disease — polio, diphtheria, measles, whooping cough — that was the chief killer of children.

No more. Modern medicine has all but wiped out these scourges. Today the motor vehicle and the driver reign supreme as the leading destroyers of children.

According to the National Safety Council, of the 54,800 traffic deaths in 1970*, 6,000 or 11% were children under 15! And 30% were youths between 15 and 24.

Not only do traffic accidents claim a disproportionate number of young lives, but they rank fourth overall—behind only heart disease, cancer and stroke—as a cause of *all* deaths.

Survival on our roads and highways is literally a life and death issue for every American. Which is why broadcasters spare no effort to keep the public from falling into apathy.

And why Storer-owned television and radio stations devote a large percentage of their programming and public service time to the struggle against slaughter on our highways.

WAGA-TV, Atlanta, backs stiff legislative package.

Georgia kills more people per vehicle mile than 36 other states in the nation. So WAGA-TV has joined with other safety-minded organizations in an all-out editorial campaign to help lower this figure.

At issue is a four-part legislative package including state funding for state-wide driver education, periodic license re-examination, a stiff habitual offender law, and minimum training and equipment standards for ambulance services. The goal—to push the package through the legislature for 1972.

Toledo's WSPD and WSPD-TV win top awards for highway safety editorials.

1971 marked the fifth year in a row WSPD television and radio won top prize (the Governor's Award) in Ohio's Department of Highway Safety annual media awards competition, and second place for overall safety programming.

In addition, the Storer-owned Toledo stations won awards of honor

for both editorials and programming from the Toledo-Lucas County Safety Council.

WGBS, Miami, attacks mini-bike as maxi-menace.

The recent rash of mini-bikes on public thoroughfares—mostly driven by youngsters—has prompted a strongly cautionary series of editorials.

WGBS warns parents and children that driving these bikes in public is not only dangerous to the children—and to other drivers—but strictly illegal.

WDEE, Detroit, portrays a "bad driver."

"Assignment: Detroit" is a weekly 90 minute public affairs program produced by the WDEE News Department. Traffic safety is a frequent subject on this show.

A striking recent show was "Portrait of a Bad Driver" in which a motor news editor and a safety engineer described typical behavior and attitudes of drivers who cause accidents.

Milwaukee's WITI-TV crusades for vehicle inspection and against jumbo trucks.

Although Wisconsin boasts "an unusually good" highway safety program, TV 6 sees two soft spots that need improvement.

One is lack of a proper vehicle inspection program, and the other is a move by truckers to permit 65-foot trucks to use the highways.

Regular editorials push the benefits of inspection and urge that the oversize truck controversy be put to public referendum.

Cleveland's WJW keeps an eye on traffic.

Monday through Friday, during morning and evening drive times, WJW Radio airs seven traffic reports a day from the Cleveland Police Department.

On long holiday weekends, WJW Traffic Central goes on the air at least once an hour, giving traffic conditions on all approaches to the city, as well as on major arteries of the state.

In Detroit, WJBK-TV focusses on accidents and survival.

TV 2 News Special Reports are a regular series of in-depth looks at prob-

lem areas in and around Detroit.

Recently a 4-part series, "The Accident," analyzed the many factors that can contribute to a fatal accident. Also detailed were the rising costs of auto insurance and repairs.

"Survival," another in the series, covered all the new and proposed safety devices—such as air bags—by which government and the auto industry hope to cut casualty rates.



Drinking and driving are analyzed on Cleveland's WJW-TV.

On a recent segment of "Cleveland Caucus," a discussion fixture of TV 8, the supervisor of the Ohio Highway Department's alcohol division showed how drinking affects the accident rates.

Particularly striking was the correlation of alcohol and fatalities in the 18-24 age group, where inexperienced drinking and inexperienced driving go together to push up the death rate.

Concerned stations—talking to concerned citizens.

Storer stations get involved in the vital affairs of the communities they serve. It's a matter of policy with us, and a matter of pride for the people who staff our stations.

That's why our stations often do as routine, things that community leaders consider rather special.

We look at it this way. The more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

*latest figures available.

Broadcasting that serves.

THE **STORER STATIONS**
STORER BROADCASTING COMPANY

WAGA-TV Atlanta / WSBK-TV Boston / WJW-TV Cleveland / WJBK-TV Detroit / WITI-TV Milwaukee / WSPD-TV Toledo / WJW Cleveland / WDEE Detroit / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo



More light, less heat, in wake of Miami Beach

Network coverage of Democratic convention meets the approval of both the newsmen and their subjects. Delegates, party officials—and even Harley Staggers—say that broadcasting did a good job

In Miami Beach last week the medium was not the message. Unlike Chicago four years ago, when the blood of demonstrators and newsmen ran together in the streets, and San Francisco eight years ago, when the hostility between network television newsmen and the managers of the GOP convention was palpable, broadcast newsmen last week managed to report the Democratic national convention in a way that appeared to satisfy them as well as those they were covering. The coverage was complete—with CBS and NBC hewing to the gavel-to-gavel tradition despite sessions of extraordinary length (ABC, after an all-night session on Sunday, reverted to more compact coverage, in accordance with its plans to present the convention in 90-minute bites), and done with the professionalism, skill and electronic wizardry that some \$20 million can buy.

But there was no news picture of a Mike Wallace being hustled off under arrest, or of a newsmen with a broken head interviewing a demonstrator in a similar condition, as was true of Chicago in 1968, or of a John Chancellor being carted off the floor, as was true of San Francisco in 1964, when the Republicans were nominating Barry Goldwater. The story was the convention, and, according to delegates and party officials, it was presented fairly, even sympathetically. The network newsmen insist that they did a good, professional job four years ago, and that the trauma caused by the bitter criticism that greeted their effort then—from party officials and members of Congress—had not caused them to change their approach in 1972. If there was any change it was in the story.

Harry Reasoner put it this way early Tuesday afternoon, rising from a few hours of sleep after his all-night stint anchoring ABC's coverage: "Television is not playing the same kind of role because the story is different. Here [the

story] is the new party rules that will probably nominate George McGovern, and the Daley debacle. In 1968, the story was in the streets."

In Miami Beach there were some demonstrations—by poor people's groups and hippie contingents—but nothing on the scale of those that distracted newsmen from coverage of the Chicago convention. Only ABC chose to provide film coverage of a milling crowd that tore down part of a chain-link fence surrounding the convention hall Monday night. The other networks merely mentioned it.

There was also that extraordinary confrontation between Senator McGovern and the crowd of young people cross-examining him on issues in the lobby of his hotel only hours before his scheduled nomination for the Presidency, covered live by CBS and NBC (the latter from a superior camera vantage). The story, in effect, had moved out of the convention center a few miles up the beach to the Doral hotel, and the two networks followed it. (ABC had not yet begun its convention coverage, which began every night at 9:30.)

At bottom, in the view of the network executives in charge of the news coverage—CBS's Bill Leonard, ABC's Elmer Lower and NBC's Reuven Frank—there was a change in atmosphere. The security imposed by a cautious party and a nervous secret service was tight, but never seemed to grate. Humor on the parts of news media, the convention officials and the city police remained good, almost determinedly so. The chain-link fence which Police Chief Rocky Pomerance had built around the convention center, and which had been draped in hibiscus at the suggestion of Mrs. Pomerance, was an apt metaphor for the security under which the news media operated.

Whereas four years ago the police, in the name of security and an electrician's strike, combined to frustrate the networks in their efforts to cover the convention and the disturbances as they would have liked, the Democrats and the Miami Beach police sought to reach accommodations with the broadcasters.

In a sense, it was a reflection of the party leadership's decision to accept change rather than rely on rigidity as a way to deal with internal dissent. Mr. Lower noted, as did others, that there were more blacks, young people, chicanos and women serving as delegates to the convention than ever before. In 1968, he said, those people were the types that were demonstrating in the streets. (He might have mentioned that Jerry Rubin and Abbie Hoffman were also in the hall, as correspondents, respectively, for

Mad magazine and *Popular Mechanics*.)

One DNC official who dealt with the networks on arrangements said an effort was made to avoid the hostility of 1968, when network newsmen talked of Chicago on the air as a "police state." "There is now a friendly relationship," the official said. "It's more pleasant. They tried harder and we tried harder. Everyone was battered and bruised in 1968."

The networks and 375 radio and television stations and news services moved in tons of equipment and more than 3,000 personnel—1,400 network and 1,800 nonnetwork—to provide the kind of eye-straining, mind-numbing coverage Americans since 1952 have come to regard as their due twice in a summer every four years. (There were also 160 broadcast newsmen from 35 foreign countries.)

The networks were permitted to staff the floor with four reporters and one cameraman each, supplemented by cameras in baskets hung around the wall. This was in effect a compromise; some party officials, with memories of Chicago still green, had wanted to bar the networks from the floor. But it was not the usual kind of compromise; it seemed to please both sides. Less pleased were the nonnetwork electronic journalists who had to share 100 passes, each good for only 30 minutes. (They had only 35 passes in 1968.) Station personnel were queuing up for up to 40 minutes to get them.

The network news chiefs, contacted when the convention was nearing its climax Wednesday, expressed pleasure not only with the manner in which their respective outfits were functioning, which was to be expected, but with the arrangements they had worked out with the party. Mr. Lower stated the now traditional dismay over the pace of the political convention: "This may be the new politics," he said, "but they haven't done anything to make the convention more interesting than before." But he was generous in his praise of the DNC and police officials with whom he had worked. Messrs. Frank and Leonard endorsed his sentiments, saying their teams could function pretty much as they wished.

Somewhat more surprising was that officials of a party still sensitive to matters of image—four years after the networks had presented its convention in counterpoint to violent street demonstrations—liked the coverage too. John Stewart, director of communications for the DNC, said that whereas the networks were "hostile" to the party in 1968, "this time around they are more sympathetic."

Delegates on the floor seemed to share that view. Four years ago many complained that the networks were distorting

the party's image. Last week the new delegates were relaxed and friendly in their assessment of the networks—although few had been able to leave the hall to see much of the television coverage. A Michigan delegate wearing Wallace buttons and a delegate from Washington State who was backing Senator Henry Jackson (D-Wash.) shared a common assessment of the networks: They do a good, reasonable job.

An endorsement of rather more significance to the networks came from Representative Harley Staggers (D-W. Va.), who was attending the convention as a delegate. The congressman, who has been sharply critical of network news coverage in the past, told a reporter on Tuesday: "The networks are doing a good job, much better than 1968."

But the highest praise came from a former colleague, Mike Dann, one-time senior vice president for programming at CBS-TV, now vice president at the Childrens Television Workshop and frequent critic (until last week) of commercial television. Mr. Dann for the past year has been an informal adviser to the DNC on television matters and took a 10-day leave of absence from the workshop to help the party coordinate television activities at the convention.

At midweek he said: "No political event has received more objective, detailed and thoughtful coverage. It's been the shining hour of the American networks." He said convention officials at a meeting in DNC Chairman Lawrence F. O'Brien's office at convention headquarters at the Fontainebleau on Wednesday morning agreed that the networks were doing a "highly professional job."

(But if the Democrats were pleased, the U.S. Chamber of Commerce was not. It issued a statement in Washington charging that its offers to explain the business viewpoint on matters affecting the economy had been spurned while home viewers were "repeatedly being informed of sideline activities, such as the yippies, abortionists, gay liberation and women's righters.")

Evidence of some viewer unhappiness with the coverage was available at the convention headquarters, where Mr. Stewart riffled through some 100 wires he said had been received objecting to the networks' cutting away from the podium to air analyses and floor interviews. Mr. Stewart said, however, that the wires, most of them from Southern Californians, seemed to be an organized campaign of protest.

And in contrast to the wires, some delegates attending their first convention—more than 80% of them were in that category—said they realized after a few hours in the convention hall what a liberating force television can be: it frees the viewers from the restrictions of time and space imposed on those whose only knowledge of convention events is what can be seen at the podium.

This impression was strengthened for those attending the convention because of the closed-circuit television with which the DNC linked 20,000 hotel rooms (see page 22). The closed-circuit system picked up only the network-pool trans-



McGovern confrontation photo by NBC News; all others CBS News

missions of events on the podium—no interviews, no analyses, no coverage of events elsewhere around the city that had a bearing on what was happening in the hall, not even any tote board to display the results of the roll-call votes. "You don't know what you're missing," the wife of one delegate said after watching the closed-circuit system for a while.

Viewers at home, for instance, did not have to wait more than a few minutes after Senator McGovern's first-ballot nomination to learn that Senator Edward Kennedy (D-Mass.) had firmly rejected the candidate's bid to be his running mate. But in dealing with events in "real time," as Mr. Lower put it, the networks were in constant danger of being used: for politicians with a cause to advance and delegates to persuade an interview with a floor reporter was an inviting prospect. When the credentials fight involving Mayor Daley was still in doubt, for instance, Representative Roman Pucinski (D-Ill.), a member of the Daley slate, told NBC's Catherine Mackin (who made a reputation as the first woman floor reporter for a commercial network) that Senator McGovern would not carry Illinois in November if the mayor were not seated. Later, after Mayor Daley lost

his fight and the senator won his, Daley supporters were telling reporters that the mayor was a "good Democrat" and would of course support the nominee. The viewer was left to choose his source to believe.

Most newsmen, print and electronic, found the convention an odd one to cover. There were no hurrahs and few old faces in evidence, no evocations of past Democratic glory. Instead there were a new breed of delegates, new rules designed to open up the party, and a new, uncharismatic candidate—whose very victory should help put to rest the notion that the tube can make the man.

Covering the convention consumed an enormous number of hours. CBS and NBC each presented some 10 hours of coverage beginning Monday night and ending at 5 a.m. Tuesday and 11 hours and 20 minutes beginning Tuesday night and ending Wednesday about 6:20. They were on about six hours Wednesday night, about eight hours Thursday.

(In the early morning hours of Wednesday those Americans who were still awake saw and heard delegates to a major political convention solemnly debate and finally reject planks dealing with sexuality and abortion. Mr. Frank on Thursday



Woman at work. Catherine Mackin, here interviewing Representative Robert F. Drinan (D-Mass.), was the first of her sex to be floor reporter for a commercial network at a major party political convention.

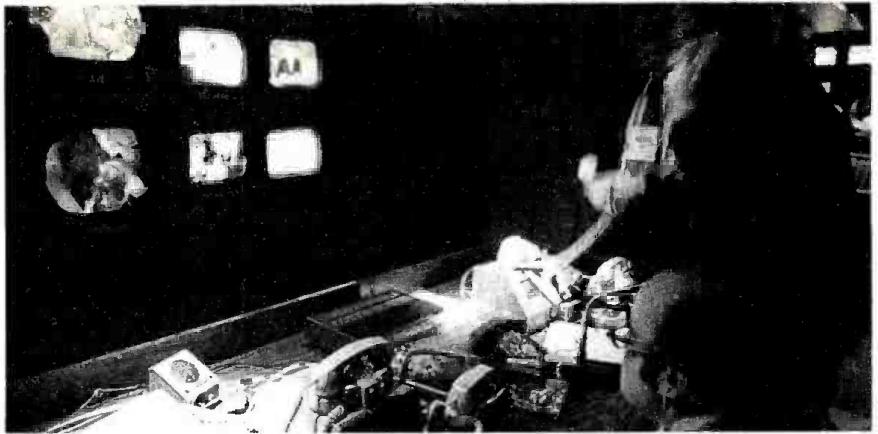
seemed still awed by that fact. He had made sure that NBC's interviews concerning the homosexual issue were presented early enough in the evening that many more could see them.)

ABC had to go beyond the 90-minute format it had intended to follow. On the first three nights the network began its coverage at 9:30, but was on until 4:45 a.m. Tuesday to cover the decisive credentials fights, until midnight on Tuesday to cover Governor George Wallace's appearance, and until 12:30 a.m. Wednesday to conclude the nomination story. The networks finished on Thursday shortly after 3 a.m. NYT.

The exhausting, even cruel schedule left some at the convention wondering whether the party should begin its sessions at a more sensible hour at future quadrennial gatherings. The purpose of the evening start is to catch the prime-time television audience, but the real business of the night last week was usually not reached until many viewers had gone to bed—or wished they had. (The Republicans, who will be in Miami Beach next month to nominate President Richard Nixon, will hold day and evening sessions and plan to wind up their affairs in three days.)

Besides the networks, broadcast groups provided their stations with national as well as locally oriented coverage. Westinghouse Broadcasting Co., with 60-odd reporters, technicians, back-up help and executives on hand, had the largest non-network broadcast organization at the convention.

The convention was also given what National Public Affairs Center for Television called its "alternate programing"



Control center. The blurred figure is Reuven Frank, president of NBC News, flanked by George Murray (seated), executive producer, and Richard Wald, executive vice president.



Pros out front and backstage. ABC anchormen Howard K. Smith and Harry Reasoner were more often in evidence than was support writer John Sumner.

treatment. Unable to mount anything like the commercial networks—its total budget for both conventions was \$275,000—NPACT concentrated on half-hour analysis programs on Monday and Tuesday and a full hour on Wednesday during the balloting on the presidential nomination. The programs featured NPACT correspondents Sander Vanocur and Robert MacNeil and floor reporters Elizabeth Drew ("Don't let NBC tell you they have the only woman floor reporter") and Peter Kaye.

With the Democrats now returned home from Miami Beach, newsmen were taking a long breath and a short rest before the Republican convention which begins in the same convention center on Aug. 21. By most estimates, it does not appear to have the ingredients for much drama. There is no doubt about the nominee, or that what he wants will be included in the platform. And the liveliest question—who will be the vice-presidential nominee—is expected to be answered well in advance. President Nixon has said he will make his wishes known.

But there is a danger of demonstrations and confrontations. The poor, the young and the radical who were very much in evidence last week, repeatedly advised their cohorts to save their strength for the Republicans. Of course demonstrators would still have to contend with Police Chief Pomerance and his hibiscus fence. But if push should come to shove, the professionalism of the broadcasters will face a tougher test than the Democrats feel it passed last week.

(BROADCASTING's convention report was filed from Miami Beach by senior correspondent Leonard Zeidenberg.)

The insiders' convention

Broadcasters had their own show in Miami. This is how it looked.

For the networks covering the Democratic National Convention last week, Miami Beach was a place not only of large expenditures and major efforts but small victories and long, long nights.

Especially long nights. And to the NBC team of floor reporters probably should go the "iron man" award—or "iron woman," in the case of Catherine Mackin. Except for brief rest periods off the floor Miss Mackin, Garrick Utley, Douglas Kiker and Tom Pettit were on duty through nights that ran about 10 hours on Monday and 11 on Tuesday. While CBS was on as long, its floor reporters—John Hart, Mike Wallace, Dan Rather and Roger Mudd—were relieved by a second team toward the end of those nights, Morton Dean, Charles Osgood, Bob Schieffer and Hal Walker. ABC's floor team of Frank Reynolds, Herb Kaplow, Bob Cark and Ted Koppel had only one night to contend with, on Monday. All of the networks' anchormen, of course—CBS's Walter Cronkite, NBC's John Chancellor and David Brinkley and ABC's Howard K. Smith and Harry Reasoner—stayed the course, as did NBC's Edwin Newman, who occupied a sort of sub-anchor post off the convention floor.

You let go with it.

There's one sure-fire method for putting pow into certain commercials. Animate them with color film. Because animation is one of the strongest attention-getting techniques you can use.

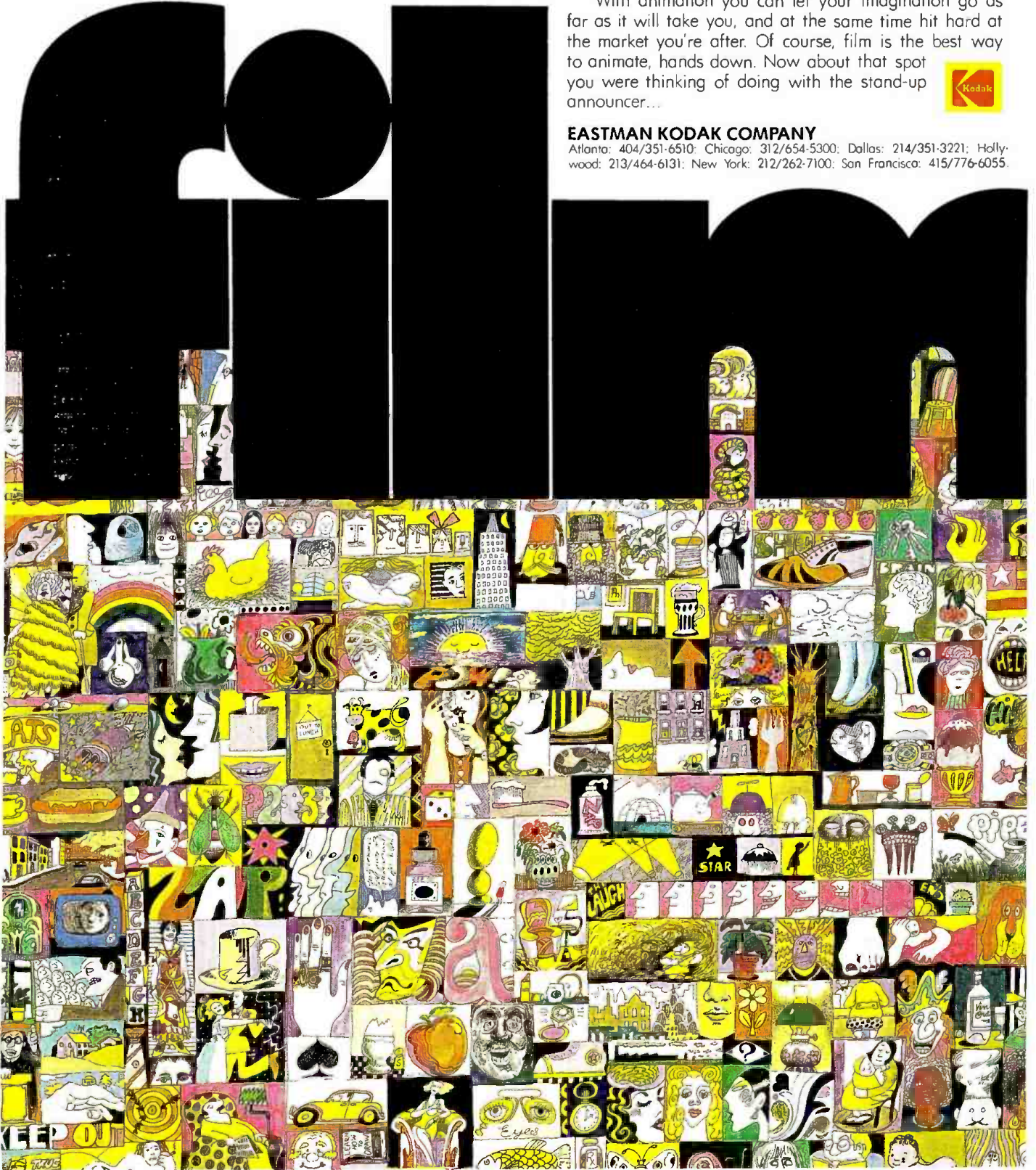
"But," you ask, "in these hard times of cost-conscious clients, isn't animation an expensive way to go?" The answer is "No!" Hard to believe, but an animated film spot costs less than an average spot using living, breathing people. That wasn't true a while back but it's true today.

With animation you can let your imagination go as far as it will take you, and at the same time hit hard at the market you're after. Of course, film is the best way to animate, hands down. Now about that spot you were thinking of doing with the stand-up announcer...



EASTMAN KODAK COMPANY

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



Books for Broadcasters

Broadcast Management

by Ward L. Quaal and Leo A. Martin

Explores, in detail, all management problems in American radio and television . . . including audience, radio and television programming, engineering and technical factors, national and local sales, profit management, personnel matters, and government regulations. 272 pages, charts, tables, notes, index **\$8.95**

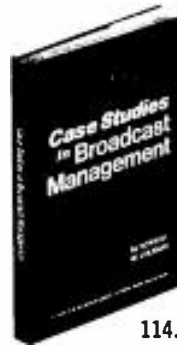


101.

Case Studies in Broadcast Management

by Howard W. Coleman

This helpful book gives solutions to such problems as—the radio audience: where is it and how to enlarge it... station revenue and economy... programming... sales and promotion policy in new UHF stations . . . late evening news-weather-sports programming . . . how to be independent in a four-station market. A must for all who aspire to—and hold—management positions. 95 pages, illustrated **\$4.95**

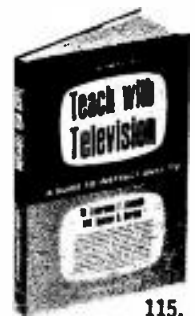


114.

Teach with Television A Guide to Instructional TV

2nd Edition by Lawrence F. Costello and George N. Gordon

This practical manual shows how to produce and use televised instruction most effectively on all educational levels from the elementary school through the university. It is about instructional television—how, when and where to use it. 192 pages, illustrated, glossary, index **\$5.95**



115.



Radio Broadcasting,

an Introduction to the Sound Medium edited by Robert L. Hilliard

An up-to-date, basic text on the principles and techniques of modern radio broadcasting. 102.

Five prominent educators, each with an extensive background in commercial and educational broadcasting, combine their talents to bring you a "how-to" course on 1) Management and programming . . . 2) Operating and studio facilities . . . 3) Producing and directing . . . 4) Writing . . . 5) Performing. 192 pages, 20 illustrations, sample scripts, notes, index **\$6.95**

Color Television

The Business of Colorcasting edited by Howard W. Coleman

A thoroughgoing and authoritative exploration of the components that make colorcasting a vital communications force. Covers the techniques of color television, producing for color TV, the color television audience, doing business in color and color TV systems. 288 pages, color illustrations, diagrams, charts **\$8.95**



111.

Writing for Television and Radio,

2nd Edition by Robert L. Hilliard

Used as a text in over 100 colleges and universities, this practical guide is valuable for home study. Covers commercials, public service announcements, news, features, sports, special events, documentaries, interviews, games and quiz programs, music and variety shows, women's and children's programs. With the addition of sample scripts, this workbook will aid you in developing your own technique and style. 320 pages, sample scripts and excerpts, index **\$7.95**



103.



The Technique of Documentary Film Production

Revised Edition by W. Hugh Baddeley

Now revised and updated throughout, this practical guidebook deals with all aspects of the production of the factual film. Covers the means and methods of producing documentaries step by step from the initial idea to the making of release prints and their distribution. 268 pages, 63 diagrams, glossary, index **\$10.00**

107.

The Technique of Television Production

Revised Edition by Gerald Millerson

Now revised and updated throughout, and with a new section on color television, this encyclopedic textbook on the basics of TV production consolidates its position as the standard in its field. 440 pages, profusely illustrated **\$13.50**



113.

ORDER FROM

Broadcasting Book Division
1735 DeSales St., N.W.
Washington, D. C. 20036

Send me the books I've checked below. My payment for the full amount is enclosed.

- 101. Broadcast Management, \$8.95
- 102. Radio Broadcasting, \$6.95
- 103. Writing for Television and Radio, \$7.95
- 104. 1972 Broadcasting Yearbook, \$14.50
- 107. The Technique of Documentary Film Production, \$10.00
- 111. Color Television, \$8.95
- 113. The Technique of Television Production, \$13.50
- 114. Case Studies in Broadcast Management, \$4.95
- 115. Teach with Television, \$5.95

Name _____

Address _____

City _____ State _____ Zip _____

Mr. Reasoner never left his seat throughout Monday night and is claiming the "iron butt" award.

The effort of all these individuals and the hundreds who backed them up was not only to do a good job but one demonstrably better than the competition. The drive to succeed produced some victory claims that seemed small in relation to all that effort. On Monday morning, for instance, when Senator Edmund Muskie (D-Me.) held a news conference, NBC representatives chortled when they saw on their monitor that CBS was sticking with its regular daytime fare. But when it turned out that Senator Muskie was not announcing his withdrawal from the race but merely calling on the contenders to resolve their differences over the credentials dispute, CBS's judgment did not look so bad.

Later that night, after Mr. Cronkite had erred in forecasting that McGovern forces would win the credentials fight to seat more women in the South Carolina delegation, ABC put out that piece of news on its internal news wire under the heading, "FYI . . . Uplift . . . from monitor."

And Reuven Frank, president of NBC News, left little doubt about what he thought of NBC's preparations for coverage as opposed to the competition. Talking to reporters who had just toured NBC's facilities, Mr. Frank said of the competition, "They're anal about these things," using the word in the Freudian sense of fussy. "They like everything neat and tidy, do everything by committees."

ABC's Elmer Lower and CBS's Bill Leonard raised their eyebrows when they heard about that remark and wondered what Mr. Frank knew about their organizations. Mr. Leonard went a step further: "If he means, are we better organized than they are, I'll say, 'Yes, miles away ahead, and not just at conventions.'"

CBS and ABC had executive producers in master control picking the pictures they wanted to transmit from a battery of monitors carrying pictures from cameras located in the hall and at various points around town. (Robert Wussler, CBS executive producer, also relied on earphones, each transmitting four audio signals.) But higher echelon news executives backed them up. Mr. Frank occupied the seat next to NBC's executive producer, George Murray, and both made the picture selections. Network President Julian Goodman occupied one of two booths behind them; two representatives of the sponsor, Gulf Oil, occupied the other. (But the sponsor's representatives had nothing to do with the picture selection, Mr. Murray stated. He said Gulf had sponsored convention coverage before and had "never caused any problems.")

Among the well staffed press-relation departments maintained by the networks at Miami Beach, the prize for vivid writing would probably go to CBS's. In describing the mobile homes that CBS, like the other networks and some of the stations, used to house facilities behind convention hall, one release began: "They sit in the hot sun, white and shimmering, row upon row, like a large urban mobile park without wheels."



They also served. These are three of the non-Big Three broadcast news activities at Miami Beach. At top: strategy session at the National Public Affairs Center for Television's convention "ready room," with (l to r) correspondents Sander Vanocur and Robert MacNeil; Bruce Cohn, executive producer, and Alvin Goldstein, producer. Bottom left: Westinghouse Broadcasting's radio headquarters, with (in booth) Tom Girard (l), convention coordinator, and Sid Davis, Washington bureau chief and convention anchorman. Bottom right: the Associated Press broadcast news center, with Jerry Trapp (l), news editor, and visiting firemen Tom O'Brien, ABC vice president for radio news, and J. W. Roberts (r), Washington bureau chief for McGraw-Hill Broadcasting.

Missionary work among the delegates

Broadcasting sends contact men to guard interests at Miami Beach

Like newsmen following the story, Washington experts in legislative contact followed the action at last week's Democratic convention in Miami Beach. It was all low key. They were in a sense showing the flag for the delegates, many of whom were members of Congress seen regularly back home. Both the National Association of Broadcasters and the National Cable Television Association had small delegations of their own at the Fontainebleau hotel, where convention headquarters were located.

In addition, each network Washington vice president was in evidence—NBC's Peter Kenney, who maintained a hospitality suite, CBS's Richard Jencks and ABC's Eugene Cowen.

The NAB contingent—composed of President Vincent T. Wasilewski; Executive Vice President Grover C. Cobb; Roy Elson, vice president for government relations, and William Habel, legislative counsel—was on hand in the event an effort was made to add any planks to the platform that might be inimical to broad-

casting. Specifically, they were concerned about planks promoting counteradvertising and/or public access to the airwaves. But no effort was made to add such planks; one on counteradvertising had been knocked out of the platform at committee hearings in Washington (BROADCASTING, July 3). In general, the NAB officials said they were "not trying to sell anything."

NCTA President David Foster was accompanied by Charles Lipsen, vice president for government relations; Tom Madden, a public-relations aide, and Martin Malarkey, who heads NCTA's Political Action Committee for Cable Television (PACCT). They had arrived several days ahead of the convention to help the Democrats put on their telethon. Mr. Lipsen, a former official of the Retail Clerks International Association, has a number of contacts among Democratic officials and had been asked to help find volunteers to man telephones. In the meantime, of course, the NCTA representatives took the opportunity to talk to congressmen and senators about matters of interest—like the cable TV industry copyright legislation and federal pre-emption of cable TV regulation. In addition, Mr. Madden operated a booth explaining cable and showing how it could be used by politicians (see page 49).

Gavel to gavel on hotel screens

Democrats at Miami Beach get unedited closed-circuit coverage of their own convention

Delegates to the Democratic national convention in Miami Beach last week were able to get complete and unedited coverage on their hotel-room television sets. The Democratic National Committee, in collaboration with Trans-World Communications, subsidiary of Columbia Pictures Industries Inc., provided closed-circuit coverage of the convention—gavel to gavel, speaker to speaker, word to word—to some 20,000 rooms in 25 hotels in Miami Beach as well as to rooms throughout the convention center.

The idea for the closed-circuit coverage germinated after the 1968 Chicago convention, when the television networks were criticized for cutting away too frequently from the speeches at the podium to pick up floor interviews or analyses by commentators—or the disturbances in the street. Trans-World had conferred with the Republican National Committee on providing the same kind of service at the Republican Convention next month in Miami Beach. But according to R. L. Herman, vice chairman of the arrangements committee, the RNC decided that the service would not be profitable for them.

Coverage of the podium proceedings that was fed from the network pool camera was only one type of programming offered over the closed circuit last week. The other, transmitted daily from 7 a.m. until the convention opened in the evening, consisted of special convention reports provided by the networks, interviews and other features produced by staff volunteers as well as special convention announcements. Vincent R. Clephas, a communications consultant formerly associated with WMAL-TV Washington, was the DNC's executive producer.

The closed-circuit service paralleled an information service of a daily newspaper that the DNC published and delivered to every delegate in compliance with the party's new rules. The newspaper, *Democrats in Convention*, was printed by the *Miami Beach Sun Reporter*. The closed-circuit coverage was taped and, with the newspaper, will give the Democrats a permanent record of the convention.

The closed-circuit service was originally suggested by Trans-World as a money-making scheme, but it turned out to be largely a party service. Trans-World offered its "Televation" for some \$125,000, but the financially strapped party suggested that Trans-World recoup its cost through the sale of advertising—in which the party would share after the costs were covered. Alan Abner, director of Televation Services, said last week that advertising sales had not been enough to enable the company to reach the break-even point.

The Televation Services packages

consisted of a \$300,000 mobile plant that included six color cameras, remote units, and anchor studio, video-tape recording units for both one-inch and two-inch tape, film chains and slide projectors, videograph for announcements and bulletins, prompting device, special effects console and TV monitors. Trans-World over the past two years has produced similar services for a number of conventions. But its main network includes some 66 hotels and high-rise apartments in the Miami Beach area. Trans-World two weeks ago announced the start of a pay television system in five New York hotels (BROADCASTING, July 10). That system is the object of a complaint against unfair competition filed with the FCC last week by Sterling Manhattan Cable Television (see page 48).

Convention-night dial twisting

**CBS, with full coverage, takes
Monday; ABC, with two hours'
regular programing, takes Tuesday;
but in New York, with options open,
most viewers watch something else**

CBS-TV led in national prime-time ratings on the opening night of the Democratic national convention last Monday (July 10), but on Tuesday—normally ABC-TV's strongest night—entertainment programing up to 9:30 p.m. NYT provided a springboard that gave ABC a narrow lead for the entire 7-11 p.m. period. On Wednesday, the night Senator McGovern was nominated, NBC-TV edged into the lead.

For the 9:30-11 p.m. periods when all three networks were covering the convention, the rankings were CBS, NBC and ABC in that order on both Monday and Tuesday nights, but they were bunched more closely on Tuesday night and on Wednesday NBC moved ahead of CBS by a fraction of a point.

Special national Arbitron measurements for the 7-11 p.m. block—devoted to convention coverage on CBS and NBC, with ABC presenting regular programing until 9:30 and convention coverage thereafter—gave CBS the Monday-night lead with an average 12.3 rating and a 38% share of the three-network audience, followed by NBC with 10.4 and 32, and ABC with 9.8 and 30.

For the Monday 9:30-11 period of common coverage of the convention, CBS had a 13.4 rating and 40 share to NBC's 11.3 and 34, and ABC's 8.7 and 26.

For the Tuesday 7-11 period—in which ABC rescheduled its high-rated *Marcus Welby* to lead into its convention coverage at 9:30—ABC came out fractionally ahead with an average 11.7 rating and 35 share, followed by CBS with 11.5 and 34, and NBC with 10.6 and 31.

In the Tuesday 9:30-11 period of common coverage, CBS was first with a 12.8 rating and 37 share, NBC second with 12.2 rating and 36 share, ABC third with 9.1 rating and 27 share.

In the Wednesday 7-11 p.m. period,

NBC had a 12.5 rating and 36 share, followed by CBS with a 12.1 and 35 and ABC with a 9.8 and 29.

In the 9:30-11 period of common coverage Wednesday, NBC came up with a 14.8 rating and 39 share, CBS with a 14.7 and 39 and ABC with an 8.1 and 22.

NBC said that in winning Wednesday night it had attracted the largest audience of any network for any night of the convention up to that point and had also increased its audience for the third consecutive night. CBS claimed it was still ahead in averages for the three nights, with an 11.9 average rating to NBC's 11.1 and ABC's 10.4 for the three 7-11 periods and with 13.6 to NBC's 12.8 and ABC's 8.6 for the three 9:30-11 blocks.

The Arbitrons, conducted by the American Research Bureau and based on telephone interviewing, did not extend beyond 11 p.m. NYT into the wee hours of the Monday and Tuesday sessions. But overnight Nielsen ratings for the New York market on Monday night put NBC ahead from 11 p.m. to midnight with an 8.6 average rating (to 6.6 for CBS and 5.7 for ABC), showed CBS back in the lead from midnight to 2 a.m. with a 4.6 rating (4.1 for ABC, 2.0 for NBC) and put ABC on top from 2 a.m. to conclusion with a 1.7 average (CBS 1.5, NBC 0.5).

The New York Nielsen overnights put CBS ahead on Tuesday night during common coverage from 9:30 to 11 with a 5.7 average rating, followed by ABC with a 5.5 and NBC with a 4.4. From 11 p.m. to midnight, when ABC closed its convention coverage, NBC was ahead in New York with a 7.5 to CBS's 6.4 and ABC's 5.5. For the entire 9:30-midnight block, CBS had a 6.0, NBC a 5.6 and ABC a 5.5.

The New York overnights also showed that, as usually happens when the networks are concentrating on political conventions, large numbers of viewers looked for entertainment on nonnetwork stations. During Monday night's common coverage of the convention, for example, only 31% of the New York audience were watching the network outlets—69% were doing their viewing on other stations. And the program with the biggest audience in New York that night was the New York Mets-San Francisco Giants baseball game on WOR-TV, which at one point had 41% of the total TV audience and in no half-hour had less than 19%. Other programs which in their time periods had higher shares than any one of the three network outlets during convention coverage included WNEW-TV's regular 10 p.m. newscast, *Merv Griffin* on WNEW-TV, a movie on WPIX, and WPIX's 11 p.m. newscast.

CBS won Thursday. For the 7-11 period it had an 11.8 rating and 37 share, NBC a 10.5 and 32, ABC a 10.1 and 31. For 9:30-11 CBS had a 14.2 and 41, NBC a 12.2 and 35, ABC an 8.3 and 24.

Nielsen convention-week ratings are expected about Aug. 4.

NBC News researchers estimated meanwhile that 115 million persons watched some part of last week's proceedings on one or more of the networks.

**WJXT-TV. The conscience
of Jacksonville.**

**When almost one-million
citizens rely on you, you've
got to do your job right.
WJXT-TV delivers. With the
largest news staff of any
local station. With commentary,
editorials, analysis and
investigative reporting
that enlightens people and
illuminates events. That's the
kind of news Jacksonville wants.
That's the kind it gets
from WJXT-TV.**

**When you turn the page, you'll see how we try
to serve the people that live in our home.**

Would you do any less?



WJXT-TV is Jacksonville—its people, its problems, its personality. We're everywhere covering and uncovering the big news stories of our city, our state and even our country.

It was WJXT-TV that brought the early career of Judge G. Harold Carswell, a Supreme Court nominee, to the attention of the nation. The facts we unearthed were an important issue in later Senate confirmation hearings.

It was WJXT-TV that stood virtually alone against the vigorous opposition of Jacksonville pressure groups in support of a corporate profits tax. And because we believed in our position, we stuck to it—and the tax bill passed.

It was WJXT-TV that initiated a series of special news conferences for the entire state featuring Presidential candidates campaigning in the Florida primary. *Free* prime-time was given over for the purpose of enlightening our audience about the views and opinions, personalities and persuasions of these Presidential hopefuls. We also presented, on a state-wide network, the pros and cons on the Florida busing referendum with Governor Askew and Senator Gurney.

It was WJXT-TV that carried the banner of conservation a long time before ecology was a popular issue. In a series of hard-hitting reports, we showed Jacksonville how local industry was polluting the air and water around us. It wasn't a pretty story. But it had to be told.

It was WJXT-TV which recognized the plight of prisoners at the Florida State Prison at Raiford and told Florida about it. "Yesterday's Man," our documentary on Raiford, was honored by the Robert F. Kennedy Awards Committee for journalistic excellence. And for the second straight year the Florida Educational Association has presented us with their School Bell Award for editorial excellence.

It was WJXT-TV that went on a unique crusade to inform Jacksonville about its mounting drug problem. In a series of special programs presented within one week and telecast in varying time periods totalling over 18 hours, we presented drug information and news reports, editorials, feature length movies, and an evening-long rap session—all designed to create better understanding of the drug culture and its inherent dangers.

And it's WJXT-TV that continues to inform. We've established special state-wide news feeds. We're the station that state officials turn to when they want to talk to Florida. We're the station people watch for news.

We live in Jacksonville.

It's our home.

If you lived here would you do any less?

JACKSONVILLE FLORIDA
A Post-Newsweek Station

A bigger role for chairman is disputed at the FCC

Consolidation of management, now shared by all commissioners, is aim of controversial plan

For the first time in more than a decade, a concrete proposal has arisen to reorganize management functions at the FCC. And though the plan has yet to be unpinned from the drawing board it has already elicited mixed reviews from commissioners and highly placed staff members alike.

The plan, which is being prepared at the commission's request by the White House Office of Management and Budget, has been characterized as "an incongruous sort of monster" by one commission official, as "a streamlining effort, long called for" by another. The consensus of those who would be affected falls somewhere in between.

OMB's tentative proposal was submitted to the commission at a briefing session two weeks ago ("Closed Circuit," July 3). A final recommendation, which is subject to the commission's approval, will be handed down after OMB completes review of comments that have been submitted on the tentative findings by each bureau chief. That could be, according to one source, as early as this week.

Essentially, the plan calls for the reassignment to the chairman's office of routine administrative functions, including such management decisions as hiring and firing of top GS grades and agenda determinations. These responsibilities are now delegated to the commission en banc. The reasoning behind the change is that the commission on a whole is too busy to burden itself with such low-priority decisions. Rarely have issues of this degree of importance come to a vote. Freed of those functions, it is contended, the other six commissioners would be able to devote more time to external policy decisions.

According to one official, it is OMB's belief that such administrative decisions as "the hiring of a GS-14 are not proper utilizations of the commissioners' time" and that it would be more to their advantage to put these functions "down the laundry list."

It is this feeling that has provided the basis for dissent among at least some commissioners. "There's a certain amount of parochialism involved here," said one official. While the administrative functions might not be "sexy enough" to attract their attention, he said, some commissioners feel that the matter should not be taken out of their hands. "They feel that's their prerogative."

But there appears to be another consideration as well; some people at the commission think the suggested changes would place too much power in the hands of the chairman—or would at least give him the potential for asserting that power. Although it is understood that Chairman Dean Burch views the changes advanced by OMB as "relatively minor" (and most top-level staff members are in agreement that the increased responsibilities would not be "abused" by the present chairman), some staffers are less confident that a future occupant in the chairman's office would refrain from capitalizing on the power potential.

Some of the reforms called for in the OMB proposal are:

- Several commission offices, including the general counsel, secretary, hearing examiners, office of opinions and review, office of information and review board, would come directly under the jurisdiction of the chairman.

- The present position of executive director would be abolished. In its place would be a new office—termed the Office of General Manager—that would be responsible for the implementation of policy decisions handed down by the chairman and for the coordination and planning of such policies. (Speculation among many at the commission has to date been that Executive Director John Torbet would almost automatically be elevated to this post.)

- There would also be some reorganization at the bureau level. The principal change here would be the combination of the existing Safety and Special Services Bureau and the Field Engineering Bureau into a single unit, probably called the General Radio Services Bureau (possibly coming under the direction of the chief engineer). The Cable Television Bureau would be substantially enlarged in terms of both staff and budget allocation (which comes as no surprise to sources in that office and elsewhere, who

Homework. A special report on employment of blacks and women by Pennsylvania and Delaware radio and TV stations—prepared by the FCC staff at request of Commissioner Nicholas Johnson—shows the following: The two states' 129 commercial and non-commercial stations employ 4,049 people, 2,509 (61.97%) in the categories of officials, professionals or technicians. Of the total employes, 272 (6.72%) are black, 886 (21.88%) are women. Of the total officials, professionals or technicians, 117 (4.66%) are black, 128 (5.1%) are women.

Stations in those states are the latest targets of petitions to deny license renewals, and of competitive challenges to renewals. At the July 3 deadline, 12 of the former, two of the latter had been filed with the FCC (BROADCASTING, July 10). Most were from black groups, including one generalized complaint against 28 of Philadelphia's 36 stations, seeking to prevent "further continuing violations" of the FCC's equal-employment rules.

feel that such a reallocation of resources is inevitable in light of the booming prospects for cable development). The Broadcast and Common Carrier Bureaus would remain essentially unchanged.

- The general manager's office would be augmented by a new bureau encompassing such administrative offices as budget and data processing. This unit would reportedly be referred to as the Bureau of Management (or Support) Services.

All shades of opinion on the OMB plan were easy to find at the commission last week. On the positive side, many officials feel that the proposal signifies a move toward centralization of resources that is long overdue. In the words of one: "I think the times are passing the commission. We're now a pretty hefty bunch of guys with a pretty hefty cut of the budget; single-entry bookkeeping just isn't going to hack it any more." Another, who was generally less friendly toward the whole idea, conceded: "You may get a form of efficiency in having it all in one pile." And in contrast to those who expressed reservations about the power issue in the chairman's office, one well informed source claimed the question is not whether the chairman should run the commission but rather "how the chairman should run the commission." Downgrading the contentions of those opposed to the reassignment of administrative powers to the chairman, he added that the feeling in that office is that the issue of hiring and firing is "a yawn."

On the other hand, there was an ample amount of criticism on several aspects of the OMB plan—particularly on the marriage of safety and special services and field engineering. One official who would be affected directly by that plan noted that neither of the two bureaus "thinks this is such a hot idea." Another, who would not be affected, added: "I'm not persuaded that there's sufficient basis for implementing this recommendation." Most bureau chiefs have found reason to question this proposal. S&S chief James Barr and FEB chief Curtis Plummer both opposed it in their comments to OMB.

Principally, there are two major points of opposition to this plan. One is that a combination of the two bureaus would result in FEB diverting most of its resources to investigations on behalf of the safety and special functions, leaving less time for field work for other bureaus. One bureau chief said he found no major fault with the plan "as long as we can get the work we need from them [FEB]." The second criticism is more academic—the feeling that there is no more similarity between the work of the two bureaus than there is between, say, FEB and the Broadcast Bureau, and thus, the plan is arbitrary.

Another criticism is that OMB has inadequately defined the duties of the proposed general managers office as they would affect the bureaus. Commented one bureau chief: "We need to get this very clearly spelled out." Another concern is over who is going to fill that position. Although Mr. Torbet is viewed as a shoo-in (he states simply, "If they want me to



YOU SHOULD HEAR WHAT HE JUST TOLD GARY.

It wasn't a pretty story. Here's a young father stealing \$500 a day to support a heroin habit.

This was one tragedy among hundreds that went into Gary Park's award-winning series "Drug Scene." It shook up a lot of people and led to immediate improve-

ments in Bay Area drug treatment programs.

KTVU doesn't simply report the news. It often makes news too.

**THE
10 O'CLOCK
NEWS**



A Communications Service of
Cox Broadcasting Corporation

Represented by TeleRep

Cox Broadcasting Corporation stations:
WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton;
WSOC AM-FM-TV, Charlotte; WIOD AM, WAIA FM, Miami;
WIIIC-TV, Pittsburgh; KTVU, San Francisco-Oakland

2
KTVU

take the job, I'll take it"), some of the old-line managers at the commission are apprehensive.

The current OMB plan is the first reorganization effort at the FCC since the 1961 Landis Report under the Kennedy administration. That proposal, some foes of the current plan are quick to note, was voted down by Congress.

CBS pulls off second surprise in choosing new president

He's Arthur R. Taylor, just 37, a renaissance scholar turned financial specialist, who moves in July 31 from International Paper

Arthur R. Taylor, a 37-year-old financial expert unknown to broadcasting but with a reputation for aggressive and innovative approaches to management, was elected president of CBS Inc. last week, effective July 31.

The surprise announcement was made by Chairman William S. Paley and Vice Chairman Frank Stanton, for whom it was the second such announcement in less than a year. Mr. Taylor will succeed Charles T. Ireland Jr., who died of a heart attack on June 8 after eight months in office (BROADCASTING, June 12).

Mr. Taylor is currently with International Paper Co. as executive vice president, chief financial officer, member of the board and of its executive committee—a combination of posts and power to which he rose in less than two years after joining the company in 1970 as vice president, finance. Before that he had been with the First Boston Corp. in increasingly responsible posts for nine years.

Thus for the second time CBS management has gone outside its own executive suites to pick an heir-apparent to Dr. Stanton, and this time it picked not only an outsider but one younger than most of the in-house prospects who had been regarded as in the running for the job. Just barely turned 37—on July 6—Mr. Taylor is the same age as Dr. Stanton was on becoming president of CBS in 1946. (Mr. Ireland was 50 and senior vice president of International Telephone & Telegraph Corp. when tapped by CBS, at which time Dr. Stanton moved into the vice chairmanship to make room for him.)

Mr. Taylor acknowledged that he had no experience in broadcasting. But others noted that he had made a name for himself in financial circles without ever having taken a formal course in business or even in accounting. He became interested in finance—and was taken on by First Boston as a trainee in 1961—as the result of a master's thesis on "The Insull Empire" while studying American economic history at Brown University.

"For someone who had trouble adding together two columns of figures and coming up with the right answers," he was quoted in a recent issue of *Corporate Financing* magazine as saying, "I've taken an interesting route."

The route started in Rahway, N.J., where he was born July 6, 1935. He graduated from the local high school with honors and also with high marks as a debater and as a clarinetist and conductor of the symphony orchestra. Offered several university scholarships, he accepted one from Brown because, according to *Corporate Financing*, "It was perfect for me. It was not a terribly glossy school at the time and was a good place for a kid who had done well in a noncompetitive public high school." He majored in renaissance history and graduated magna cum laude and Phi Beta Kappa in 1957. By that time, to pay his nonscholarship expenses, he had worked in a variety of jobs from cheese cutter to hardware-store clerk, shirt salesman and night watchman.

At First Boston Corp., after a nine-month training program, he was put first into the underwriting department, then moved into the foreign department. In 1964 he was made an assistant vice president with special responsibility in the underwriting of foreign securities; in 1966, a vice president of the underwriting department; in 1968 coordinator of new

client development, and in 1969 a member of the board of directors, said to be one of the youngest in the firm's history. He was credited with key roles in major, usually complex financial dealings but left in 1970—some associates thought because there was little room left for further immediate advancement at First Boston—to accept the International Paper offer.

"I felt I needed to be repotted," Mr. Taylor was quoted. "Investment banking is really only skimming the surface. Here [at International Paper] I have to get down to the nitty-gritty. There is the challenge, and I like the job of motivating people—the cheer-leading part. I like that very much."

Mr. Taylor is described as a quick study, able to assimilate large amounts of material and get to the nub of it in short order. He also is said to be a compulsive worker, used to 18-hour days from which he relaxes, when he can, on his sailboat. At International Paper he has been credited with a far-reaching reorganization of the company's financial operations both organizationally and procedurally.

Critics are said to feel he is too aggressive and too ambitious, but friends translate the same qualities to mean he is an innovator determined to get the job done as quickly as possible. "Unorthodox" is a

Young man at the top: Arthur Robert Taylor



word frequently used to describe his approach to management and to problem-solving generally. Some say his approach is epitomized by a sign in his office that says: "We are not here to do what we have done before."

Despite his business preoccupations, Mr. Taylor is said to have maintained his links with the academic community. He is a trustee of Bucknell University. He also is a member of the Council on Foreign Relations, and some say he would like eventually to get into government.

He affirms that he has had "a lifetime interest in public affairs," but with no particular branch of government in mind although his interests would probably tend toward international monetary matters.

"One of the things that attracted me to CBS was its involvement with the governmental life of the nation," he says. "A socially responsible communications industry is one of the best defenses of our democracy."

Although the choice of Mr. Taylor rather than a CBS insider was almost certainly dictated by corporate desires to continue the CBS diversification program already under way, he in no way minimizes the importance of TV and radio in the company's affairs now or in the future. "Broadcasting has been at the heart of CBS," he says, "and although it no longer accounts for the preponderance of its business, broadcasting will be of central importance at CBS for a long time to come."

A number of people, including professional executive-search consultants, apparently had a hand in bringing him to CBS management's attention. Then he met with Dr. Stanton and, a couple of days later, had lunch with Chairman Paley. The talks, he says, got down to "definitive discussions" with Mr. Paley on Friday, July 7, at which time the chairman said he was prepared to recommend him to the CBS board's finance committee. Mr. Taylor met with the finance committee, headed by J. A. W. Iglehart, last Monday (July 10).

He obviously passed muster, and was elected by the full board on Wednesday. He wasn't in the room at the time, but he was on the premises. That evening he was guest at a reception given by Messrs. Paley and Stanton and attended by some 35 CBS officers and group and division presidents. He says he was favorably impressed by his soon-to-be associates. Those who were there say the impression was mutual.

Like his predecessor, Mr. Ireland, he has no contract. He says this was at his election. "I have a handshake with Bill Paley on our understanding and in my judgment that's better than a contract."

He isn't saying what he will be paid, except that it's "commensurate with the job." Presumably it's in the neighborhood of Mr. Ireland's remuneration. According to the latest CBS proxy statement, Mr. Ireland received in his first three months as president \$41,058 as salary, which on an annual basis would be \$164,232. Mr. Ireland also received \$35,000 in "additional compensation,"

which if paid quarterly, would amount to another \$140,000 a year, and also, according to the proxy statement, would have been eligible for \$34,547 a year upon retirement at age 65.

In view of Mr. Ireland's sudden death eight months after he became president, it is not surprising that CBS management, as Mr. Taylor puts it, "inquired into my physical condition." He says he's in good shape, tries to take "good care" of himself and feels that, at 37, he has plenty of stamina for the job.

As for those 18-hour work days he's said to be used to, he says he works them when necessary but not every day. Normally, he says, he gets to work about 7:30 a.m. and "stays as long as necessary," say to about 8:30 or 9 p.m.

Despite those hours, he does watch television, he says, especially the news.

"The reason I'm sleepy this morning," he said last Thursday, "is that I stayed up watching the convention last night—CBS, of course." He says he's an independent, politically, and he knows enough about at least one broadcasting problem to add that "of course we'll cover them both [political parties] fairly."

For the immediate future, at least, his assignment is on-the-job training at CBS starting July 31. There his abilities as a quick study, his capacity for long hours—and no doubt his feel for "the cheer-leading part" of motivating people—should come in handy.

The announcement didn't mention it, but the presumption is that if he makes good he will succeed eventually to the title of chief operating officer, which Dr. Stanton retained when he moved from president to vice chairman, or chief executive officer, held by Chairman Paley. Both Mr. Paley, who is 70, and Dr. Stanton, 64, have contracts providing for their retirements as senior executives on March 31, 1973. Whether either or both will actually retire then is subject to debate. Mr. Taylor would then still be 37.

He is married to the former Marion (Sandy) McFarland, and they live with their three children—Martha, 10; Anne, 8; and Sarah, 3—at Mountainside, N.J. The 3-year-old saw his picture on television with the report of his election. Apparently she had been watching convention coverage, too. "I voted for daddy," she exclaimed.

Macdonald wants help in appraising FCC

He asks comptroller general to come up with criteria judging work of agencies

Torbert H. Macdonald (D-Mass.), chairman of the House Subcommittee on Communications and Power, has asked the U.S. comptroller general to develop standards by which the performances of the FCC and Federal Power Commission may be measured.

Mr. Macdonald said he wanted the standards as an aid in legislative review of the agencies' functions. He addressed

his request to Comptroller General Elmer B. Staats.

Although the annual hearings that his subcommittee conducts to oversee the performance of the FCC and FPC are informative, the chairman wrote, "I am not certain that [they] go far enough in doing what the rules of the House require us to do, namely to analyze, appraise, and evaluate application, administration, and execution by these agencies of the laws for which they are responsible."

The congressman said he was particularly concerned with the performance record of the power commission.

Unless performance yardsticks are developed, he said, legislative review "may remain a matter of form rather than becoming a matter of substance."

Mr. Macdonald said he recognized that the criteria developed may apply to all agencies, and he proposed that the FPC and FCC be used as test cases.

PTV station manager wants ousters at the top

He says noncommercial system is unbalanced in public affairs, needs revisions Nixon proposes

Noncommercial broadcasting's maverick has struck again. John C. Schwarzwalder, executive vice president and general manager of KTCB-TV Minneapolis-St. Paul, has told other managers in a letter that every prominent national executive in the non-commercial system ought to resign, that the broadcasters ought to accept the Nixon administration's assessment of their operation and that noncommercial television ought to quit broadcasting "unbalanced" public-affairs programs.

Dr. Schwarzwalder said the President's veto of a bill to provide extended funding for the Corporation for Public Broadcasting let it be known that "a particular political philosophy cannot be shoved down the throats of the American people." The veto, he said, "may yet save educational broadcasting from killing itself by its wild, irresponsible plunges into unbalanced programming and factually questionable documentaries."

He said his colleagues should not allow their medium "to fail through the stupidity of a number of our PTV executives and a desire for power on the part of those who have cynically manipulated them."

He called for the prompt resignation of John W. Macy Jr., president of CPB; Hartford N. Gunn Jr., president of the Public Broadcasting Service; James Day, president of the Educational Broadcasting Corp., and Fred W. Friendly, consultant to the Ford Foundation.

Dr. Schwarzwalder has long been an outspoken critic of national public-affairs programs, deviation from "educational" programs, and the growth of a national system. Late last year, when it was rumored—without foundation—that a group of managers planned to recommend the dumping of all public-affairs

programs on PBS, Dr. Schwarzwalder told BROADCASTING: "I don't know of any such letter—but if it comes my way, I'll damned well be the first one to sign it."

Added pizzazz planned for NAB's fall conferences

Congressmen, sports personalities, special new sessions among ideas successfully pushed by committee

A National Association of Broadcasters study committee aims to stir up the usual run-of-the-mill NAB fall conferences, striving to increase attendance substantially. To that end it has recommended, and the association has bought, several ideas to upgrade the six one-day conferences that begin this year in Denver on Oct. 30.

Among the new items planned: having a key member of Congress address the luncheon at each conference city; having a sports personality talk during the program; holding separate early-bird (8 a.m.) meetings for TV and for radio prior to a joint morning session, and concluding the day with a "rap" session moderated by NAB President Vincent T. Wasilewski to be followed by a question-and-answer period with an FCC commissioner.

Key subjects during the conferences

are expected to be radio de-regulation, cable TV, license renewals and challenges, consumer legislation, counter-advertising and political broadcasting.

Each conference will be preceded by a radio management development seminar, sponsored by the NAB small-market radio committee, the afternoon before each of the conferences. The seminar is limited to 45, and requires a \$25 fee. Each conference begins the night before with a reception by the NAB.

Sherril Taylor, CBS Radio, who was chairman of the study committee, commented: "We believe this will be the most informative single day a broadcaster can spend away from his station."

Other fall conferences, cities and dates: Las Vegas, Nev., Nov. 2; Boston, Nov. 9; San Antonio, Tex., Nov. 14; St. Louis, Nov. 16, and Atlanta, Nov. 21.

Forum's survey to be questioned

FCC admits a new issue in contest with WPIX(TV)

Forum Communications Inc., competing applicant for New York channel 11, has failed in an effort to overturn an April ruling by the FCC's review board ordering that a community-needs ascertainment issue be added against Forum in its comparative hearing with WPIX(TV) New York.

The FCC last week upheld the review

board's decision admitting the issue of whether Forum's method of surveying community needs was deficient (BROADCASTING, April 10).

The review board action came at the request of WPIX and was handed down over the objection of both Forum and the commission's Broadcast Bureau, both of which claimed the WPIX request was filed too late.

The hearing ended last December but will now presumably be reopened.

Washington now a two-paper town

It's down to 'Star' and 'Post'—both in broadcast ownership

Washington lost one of its three daily newspapers last week when the 120-year-old *Washington Evening Star* acquired its afternoon rival, the 50-year-old *Washington Daily News*, from Scripps-Howard Newspapers. The move leaves the *Star* as the capital's only afternoon newspaper; the *Washington Post*, which acquired the rival *Times-Herald* in 1954, is the only morning newspaper in the capital.

The survivors have broadcast interests, including co-located radio and television stations—Evening Star Broadcasting Co. and Post-Newsweek Stations. The *News* was affiliated in ownership with Scripps-Howard Broadcasting Co.

The *Star* has a circulation of 302,682 daily and 316,596 Sunday. The *News*, with no Sunday edition, had over 200,000 daily. Both have lost money in the last few years.

Details of the merger, which did not include the *News* plant or production facilities, were not divulged. The *Star* is a family-owned newspaper.

The *Star* broadcast properties are WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C.

Changing Hands

Announced

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

▪ WRIB(AM) Providence, R.I.: 80% sold by Frances P. Perrault and others to Arthur Tacker and Gerson Askinas for \$248,000. Buyers each own 10% of station and will be acquiring 40% each. WRIB is a daytimer on 1220 khz with 1 kw.

▪ WACK(AM) Newark, N.Y.: Sold by Radio WACK Inc. to Robert James Pfunter for \$190,000. Mr. Pfunter is vice president and general manager of an automobile dealership in Wellsville, N.Y. WACK is a daytimer on 1420 khz with 500 w.

▪ KFIR(AM) Sweet Home, Ore.: Sold by Kenneth S. Groves and others to Delward L. Jenson and Richard E. Johnson for \$110,000. Mr. Jenson is with Addison-Wesley Publishing Co., Sunnyvale, Calif.

**FEATURED BY
AMERICA'S OUTSTANDING
MEDIA BROKER**

NORTHEAST

\$250,000

Daytimer in top 50 market with over 3 million in radio revenue. Station has substantial cash flow. Price is less than twice last year's billings. All cash for 100% or terms for controlling interest.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 333-9270

CHICAGO 60601
333 N. Michigan Ave.
(312) 348-8480

ATLANTA 30309
1655 Peachtree
Road, N.E.
(404) 873-5626

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

72-21

Mr. Johnson is professor at University of New Hampshire and has interest in a book publishing firm in Boston. KFIR is a daytimer on 1370 khz with 1 kw.

Approved

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

▪ WLYB(AM) Albany, Ga.: Sold by Lynne-Yvette Broadcasting Co. to Mr. and Mrs. James L. Wiggins and J. Wayne Stewart for \$150,000. Buyers have interest in WYNR-AM-FM Brunswick, Md. WLYB is on 1250 khz with 500 w day.

Black Atlanta AM initiates charity fund

WIGO(AM) will also kick in part of its profits in community effort

A special public fund to aid Atlanta's black community has been established by WIGO(AM), one of the city's three black-oriented radio stations.

The fund, Atlanta Black Charities, will be supported by donations from the public and contributions from business firms. WIGO will generate funds through sports and entertainment promotions and beginning next year will donate a percentage—yet undetermined—of its profits.

Each year 20% of the fund's money will go into scholarships in broadcast journalism, another 20% will go to the Atlanta University Center—an organization of the city's six black universities—and the remaining 60% will be distributed at the discretion of the directors.

The original incorporators and directors are: Joseph R. Fife, general manager of WIGO; Howard Jefferson, of Economic Opportunity Atlanta; Moses Norman, of the Atlanta public schools; Ocie Irons, principal of Smith high school; and Paul Brown, of the Atlanta Coca-Cola Bottling Co. All are drawn from WIGO's 22-member advisory board; all except Mr. Fife are black.

Wigo is licensed to group-owner Basic Communications Inc. The company, which also controls WWVA-AM-FM Wheeling, W. Va., and WYDE(AM) Birmingham, Ala., is to be merged into Columbia Pictures (BROADCASTING, Dec. 27, 1971-Jan. 3, 1972). However, WIGO is to be spun off with ownership retained by current Basic Communications stockholders. Emil Mogul is president of the company.

Point of order

Max M. Leon Inc., licensee of WDAS-AM-FM Philadelphia, last week was the first of the Pennsylvania broadcasters challenged with petitions to deny their license renewal to respond (BROADCASTING, July 10). The firm told the FCC that the petition filed against the black-oriented stations must be dismissed due to a violation of FCC filing procedures. WDAS-AM-FM were accused by Concerned Communicators of failing to meet the needs of Philadelphia's black community in the

area of programing and community-needs ascertainment. In its response last week, the Leon firm made no mention of those accusations, claiming that, as of July 7, two days after the Concerned Communicators petition was submitted to the commission, it had not been served with a copy of the petition. It noted that FCC procedural standards require that parties filing petitions to deny renewal must simultaneously serve the renewal applicants with a copy.

Pulse's fall surveys protested by daytimer

A complaint that has been raised since the first researcher began to check the habits of radio listeners has surfaced again—with a solution suggested by Laurence Roslow, The Pulse Inc.

The latest complaint, addressed to Pulse, came from Ansley D. Cohen Jr., WNCG(AM) and WKTU(FM) North Charleston, S.C. (WNCG is on 910 khz with 500 w days). He wrote to complain that Pulse's surveys in October-November were unfair to daytime radio stations since their operating hours are shorter than in the summertime.

Mr. Roslow told Mr. Cohen that if enough station subscribers to the Pulse survey supported the move, it would perform the research in the March-April spring months.

At present, Pulse surveys some markets in the spring and again in the fall. How-

ever, in many other markets, the survey takes place only in the fall, as requested by Pulse subscribers, it is understood.

This year Pulse is conducting a nationwide radio audience study, county-by-county. This, it is felt, may answer some of the complaints from daytimers.

Andrade arrested

Ray Andrade, leader of the chicano organization Justicia, last week was charged by Los Angeles police with possession of a destructive device. The felony charge was made in connection with a bomb explosion that injured him (BROADCASTING, July 10). Mr. Andrade was accused of detonating the bomb himself. Justicia stands for justice for chicanos in the motion picture and television industry. Mr. Andrade, as president of the organization, has negotiated grievances with network and station executives.

AMST on its charger

A proposal that channel 17 be used on a part-time basis for an offshore radio telecommunications service in the Gulf of Mexico area was opposed last week by the Association of Maximum Service Telecasters. The Offshore Telephone Co., in a rulemaking petition filed with the FCC early last month, proposed establishment of the service in the area south of Louisiana using the 488-494 mhz band on a shared basis with television broadcasting.

POSTSCRIPT:*

(REPRINT OF BROADCASTING, JULY 3, 1972)

▪ WNDB(AM) and WNDJ(FM), both Daytona Beach, Fla.: Sold by News-Journal Corp. to Quality Broadcasting Corp. for \$425,000. Herbert M. Davidson is president of News-Journal Corp., which publishes *Journal, News* and *News-Journal* in Daytona Beach. Quality Broadcasting is owned by Frederic M. Ayres Jr., Victor M. Knight and others. Messrs. Ayres and Knight have interests in WGGG(AM) Gainesville, Fla. WNDB is full time on 1150 khz with 1 kw. WNDJ is on 94.5 mhz with 54 kw and an antenna 330 feet above average terrain.

* Add:

Quality Broadcasting Corporation owns
WDBF — Del Ray Beach, Florida
WGGG — Gainesville, Florida

ALL NEGOTIATIONS WERE HANDLED BY
HAMILTON-LANDIS & ASSOCIATES, INC.

Hamilton-Landis & ASSOCIATES, INC.

WASHINGTON, D.C. 1100 Connecticut Ave., N.W. 20036 202/393-3456
CHICAGO 1429 Tribune Tower 60611 312/337-2754
DALLAS 1234 Fidelity Union Life Building 75201 214/748-0345
SAN FRANCISCO 111 Sutter Street 94104 415/392-5671

BROKERS OF RADIO, TV, CATV & NEWSPAPER PROPERTIES / APPRAISALS / FINANCING

Wiley likes WMAL decision

Commissioner says court has restored some order to license-renewal process

FCC Commissioner Richard Wiley has hailed the decision of the U.S. Court of Appeals in Washington upholding the license renewal of WMAL-TV Washington as a "reaffirmation of the commission's belief that responsible and diligent licensee effort is the industry's best safeguard at renewal time."

The WMAL decision, Commissioner Wiley indicated, goes a long way toward insuring that the commission's traditional policy of permitting broadcasters wide discretion in programming, community-needs ascertainment and equal employment (the principal points at issue in the WMAL case) will endure. The court upheld an FCC denial of a petition to deny the WMAL-TV renewal (BROADCASTING, July 10).

"I have always believed that electronic journalism will best serve the public interest when provided with a large dose of discretion"—both in renewal policy and day-to-day station operation—Mr. Wiley stated. The WMAL decision, he continued, "seems to lend credence to this abiding principle."

The commissioner addressed his remarks to a meeting of the Florida Association of Broadcasters last week in Orlando.

Mr. Wiley went a step further in declaring that the court's action was also "a beneficial decision for the American public. For it seems to me self-evident that an industry which is subjected to constant attack and continual instability

will inevitably lose the resources" to provide adequate service.

He said the court decision is in line with commission policy in each of the three areas put at issue by the group of blacks that challenged WMAL. The petitioners had claimed that WMAL-TV had failed to adequately ascertain the needs of its community because it surveyed the city of Washington proper (which is 70% black) and the predominantly white suburbs on an equal basis. The commission's position here has always been that the licensee must meet the needs of his entire service area—not just the city of license, Mr. Wiley said, and that position is now upheld by the court.

The WMAL petitioners had argued that the station's programming did not serve the needs of its minority viewers because it allegedly failed to provide offerings of interest to blacks proportionate to the percentage of blacks in its city of license. The commission, Mr. Wiley said, has consistently "refused to play a numbers game" by requiring such proportionate programming; it did so in WMAL and the court upheld that decision.

Third, the commissioner stated, the court "supported the commission's long-standing policy" that licensees need not hire minority group members in precise proportion to their number in the community.

"Broadcasting's all-important role in the fulfillment of the American dream can never be obtained by treating its viewers and listeners as individuals rather than as a community," Mr. Wiley maintained. "The problems of each of us should concern all of us, and the unique characteristic of 'broadcasting'—as opposed to 'narrowcasting'—is that this almost universal medium of communications may hopefully make brothers of us all."

Feminine product advertising: not yet straining at the gate

But it could be before long as NAB code authority works on guidelines to permit test of sanitary napkins, douches, other intimate items on TV

Advertisers of women's most intimate hygiene products don't seem to be battling the barriers to get their TV copy on the air, but the claim is thought to belie an eventual rush.

The products, such as sanitary napkins, tampons and douches, were given the green light for TV last month. That was when the TV board of the National Association of Broadcasters, by a one-vote margin, accepted on a one-year test basis a TV code review board recommendation that the TV Code Authority be authorized to determine what feminine hygiene products would be permitted to advertise on television.

Before then, all attempts to approve the TV advertising of personal feminine hygiene products had been rejected by the TV board.

As of last week only Scott's Confidets had submitted copy to the Code Authority. Scott already has had experience on TV; it reportedly spent \$781,000 in 1971 for spot advertising of Confidets on non-code TV stations. Similar products on noncode TV stations last year included Playtex's tampons, which spent \$372,500 on spot, and more recently, Tassaway, whose 1971 advertising expenditure (but nothing on TV) was \$621,600.

The lack of activity for these products preparing for TV was explained by Stockton Helffrich, director of the code authority, as a waiting period. The reason for this, he explained, is that a subcommittee of the TV code review board is to meet soon to establish guidelines for this type of advertising.

Mr. Helffrich also noted that the board had agreed that no such advertising was to be accepted until Nov. 1, in order to start everyone off at the same time.

The code review board's subcommittee is to meet in New York shortly to work up the new guidelines. These, it is said, will impose rigid restrictions on products: stringent substantiation of claims, strict standards of good taste, and strong consideration of audience composition in the scheduling of the advertising. These, it was pointed out, will be much more severe than the standards for radio copy that have been accepted for four years.

In radio these products may not make any comparative claims of superiority, may not use explicit physiological terms (like "vaginal").

The subcommittee that is to meet soon consists of Roger D. Rice, KTVU(TV) San



Because we like you. The Florida Association of Broadcasters, meeting in Orlando last week, presented a gold medal award posthumously to Walt Disney for his contributions to American entertainment through television, motion pictures, Disneyland and Disney World. Accepting the award for the Disney family was Mickey Mouse, the cartoon character Mr. Disney credited with making his ventures possible. The medal was presented by (l to r): James W. Wesley Jr., WIOD(AM) Miami, president-elect of FAB; General William E. Potter, vice president of Disney World, and Joseph E. Hosford, WCTV(TV) Tallahassee, Fla., president of FAB.

Francisco-Oakland; Alfred R. Schneider, ABC; Thomas J. Swafford, CBS, and Herminio Traviesas, NBC.

The advertising market potential for these products adds up to over \$37 million that was spent on feminine hygiene products over-all in six major media in 1971. But only \$14 million of that amount was spent on spot and network TV for products either not proscribed by the TV code or using noncode TV stations.

The \$37 million also included expenditures for contraceptive advertising, which is still prohibited by TV.

The six media were spot TV, network TV, network radio, magazines, newspaper supplements and outdoor. Newspaper figures were unavailable.

Of the almost \$14 million spent on TV, \$8.8 million went into spot and \$5.7 million into network. The biggest TV users were for the feminine hygiene spray deodorants—Alberto-Culver's FDS, \$1.5 million in spot and \$1.4 million in network; Warner-Lambert's Pristeen, \$1.2 million in spot and \$1.1 million in network; Johnson & Johnson's Naturally Feminine, \$1.3 million in spot and \$663,000 in network; Carter-Wallace's Easy Day, \$813,000 in spot and \$582,000 in network; Kotex's Kotique, \$2,600 in spot and \$832,000 in network. In addition there was Kotique multi-product advertising, \$14,200 in spot and \$118,500 in network, and various Johnson & Johnson Vespere products, \$368,000 in spot and \$945,000 in network.

The biggest advertisers who used no TV last year included Johnson & Johnson for its Meds Tampons, \$1,102,000, its Modess sanitary napkins, \$2,153,000 and for its Stayfree Mini-Pads, \$2,058,500 total, also all in magazines, assorted Kotex products other than those named above, \$3.1 million, also mostly in magazines.

Katz billing arm now separate firm

Called Media Payment Corp., its credit-payment service under Donnellon's direction

The Katz Agency is spinning off its radio and TV billing and collecting service into a separate company, Media Payment Corp. The subsidiary will handle station billing and collecting exclusively ("Closed Circuit," July 10).

According to the Katz announcement, the subsidiary will offer broadcasters a central credit and payment service, which in effect will act as a clearing-house for paperwork involved in spot radio and TV business.

Kenneth P. Donnellon, Katz corporate vice president and secretary, becomes president of the subsidiary, and Peter M. Kelly, Katz's assistant treasurer, will be Media Payment's treasurer. The company will employ 80 people and will eventually have offices in New York, independent of Katz (where it is now temporarily housed).

Mr. Donnellon said Media Payment

seeks as many "commitments" as possible from now till November "so that by Jan. 1, 1973, Media Payment will be officially operating and handling receivables." It will handle monies due stations and make the payments, "thus delivering the money faster than is now the practice," Mr. Donnellon indicated.

Katz President Tod Moore said the nature of the spot business and costs involved with it led to the Katz decision to form the new company. He estimated that costs in billing and collecting at Katz—which has always operated its own facility and which was computerized in 1967—jumped 370% since 1965. Such spot business factors as shorter flights, more complicated selling practices, slow pay and "far more credit uncertainties" contributed to the rise in costs, Mr. Moore said.

Katz historically has handled billing and collecting for stations it represents. Stations receive a check on a specified date each month for all national receivables and a pay statement detailing items covered. In the processing of station invoices, Katz audits the contracts and affidavits to "clean up" billing discrepancies. Stations are also provided credit information (both agencies and buying services are rated). All of these services, Katz said, will now be made available for a fee (based on a per-invoice cost on a monthly basis) to all broadcast stations via Media Payment Corp.

Mr. Donnellon said that the new company expected to "get stations their money due from national accounts faster, and at a cost which is less than a station would incur handling billing and collecting" on its own. Stations will be paid on the 10th of the month following the month in which billing was rendered (July billing rendered in August would be paid in full on Sept. 10).

He said that Media Payment could be expected to be the broadcasters' "most authoritative source of credit information. It will standardize accounting procedures making spot broadcasting less expensive for stations to sell and for agencies to buy."

Meanwhile, Katz has established an experimental computer terminal link between its New York office and Data Communications Corp. (BIAS) computer system in Memphis. BIAS is an on-line, real-time computer system providing instantaneous information for use by TV stations' traffic, sales and accounting departments. Katz's computer is used for contracting, billing and accounting for itself and client stations. For experimental purposes, the on-line link will include the availability information and account records of six TV stations that are Katz clients and that also are among 20 stations now subscribing to BIAS. Katz will use the terminal link as a method toward the reduction of national-spot discrepancies and paperwork. Stations are WMAR-TV Baltimore; KRNT-TV Des Moines, Iowa; WAVE-TV Louisville; WREC-TV Memphis; WWL-TV New Orleans and WESH-TV Orlando, Daytona Beach, Fla.

Katz Television represents a total of 70 stations.

ARB accused of short counts

Metromedia says L.A. diaries underestimate total audience and hurt independents most

Metromedia Television researchers last week released a study claiming that differences between the audience findings of the American Research Bureau's new diary service in Los Angeles and those reported by A. C. Nielsen Co.'s metered service in that market amount to about \$128,000 worth of rating points a week, or \$6.5 million a year ("Closed Circuit," July 10).

"Somebody's gotta be wrong," the report asserts, and then devotes some 12 pages to pinning the tail on ARB.

The research was conducted by Phillip Von Ladau, director of Metromedia Television research, on behalf of Metromedia's KTTV(TV) Los Angeles.

The report charges that, for a given week in May 1972, ARB reported 8.5-million fewer TV home impressions per day than Nielsen did—"the virtual equivalent of the combined household populations of New York and Los Angeles"—and, in addition, reported viewing levels so low that "close to 16% of all 5-11 p.m. programs would be totally eliminated from consideration by those agencies that have set an arbitrary rule of not buying any program rated under 5%."

The week studied was from Wednesday, May 3, through Tuesday, May 9, which Metromedia said was the first common week between ARB and Nielsen during the May cycle and, the report adds, "the only one so far that represented the promised 400 [sample] homes for ARB."

For that week, according to Metromedia, ARB reported 14,196 quarter-hour gross rating points to 15,986 reported by Nielsen, a difference of 1,790 for the week, which at an estimated market average of \$72 per GRP would represent \$128,000 a week, or more than \$6.5 million a year.

Theodore F. Shaker, president of ARB, reacted to the charges:

"Demand for television time in any market is not determined by ratings. If all ratings in the market double, the advertisers' dollars probably are not going to be increased one nickel.

"Advertisers allocate TV dollars to a market in a predetermined manner according to things like the product's sales level, the product's distribution, the product's competition and available dollars for advertising. Given an equal cost-per-thousand for every station in a market, a station's share of those advertisers' dollars is determined by that station's share of audience on whatever rating service that advertiser or agency uses as his measurement."

Metromedia's report cites comparisons between the two services as supporting the contention that "a diary operation will tend to err the greatest amount in the following directions [mostly] attrib-

utable to the unfortunate fact that people do not [make diary entries] coincidentally with their viewing, but by recall:

"1. Understate total activity, most particularly in the periods of lower usage. People forget to enter; forget they did view, and what.

"2. Understate the lower-rated programs on all stations. Again, forgetfulness.

"3. Overstate the highest rated programs—a converse function of delayed entry accompanied by a propensity to say, 'I usually watch that show, so I must have this week,' when actually Cousin Charley was over that night helping to brew beer in the cellar.

"4. Understate the viewing by children [because of] their inability to enter the data and the difficulty of an adult keeping full track of their viewing.

"5. Overstate the viewing levels of programs that skew older and conversely understate those shows with younger appeal—a function of a disproportionately heavy diary return by the older people that is not properly weighted out."

Among other contentions, the report cites figures to show that:

- Independent stations suffer "by far the greatest understatement in diaries" (ARB credited Los Angeles independents with 26% fewer gross rating points than Nielsen did, whereas for affiliates ARB's figures were within 2% of Nielsen's).

- Differences between the two services will be greater on weekdays.

- Eleven entertainment programs with "older" audiences got anywhere from 7% to 42% more audience under ARB than under Nielsen and that five top-rated programs got from 4% to 20% more from ARB than from Nielsen.

- Children's programs were credited with an average of 15% less audience by ARB than by Nielsen.

- Live late-night programs were credited with 27% to 69% less audience by ARB than Nielsen.

- Movies averaged 17% less audience in ARB reports than in Nielsen's.

The one who gets hurt most from understatements of usage, the report asserts, is the advertiser:

"First, the spring ARB levels reflect a better than 10% reduction in the overall GRP inventory from that shown by Nielsen's meters. If the client has set a GRP goal, the agency may pay less per unit but will have to pay more in total to meet the goal.

"Second, this may mean, because of [the market's] importance, a disproportionately heavy expenditure in L.A. to come up to par, at the expense of other markets.

"Third, the areas of greater understatement are among the least-expensive, the lower-rated programs and time periods and the independent stations in general. What is revealed by the May reports is a mere 4% reduction in ratings for programs averaging \$90-\$100 per rating point but a huge loss, in excess of 30%, in the number of \$50-\$60 points that are available.

"The net of that is pretty obvious. The pot has to be filled with a greater propor-

tion of the expensive commercials, so the cost goes up."

The study proposes that ARB discontinue the weekly reports until it has instituted all of the changes it has proposed for next winter, some of which, the report concludes, "may improve the situation." The report also recommends meter measurements not only in Los Angeles but also in New York—where ARB had a meter-type service until this past spring, when it introduced the stepped-up diary reports in both markets—and biweekly reports, "but on a basis that will produce reliable results," in "the next several markets."

Needed to attain "reliable results," the report asserts, are larger over-all samples, only such demographics as can be reliably reported" and viewing credit for all homes reached, not just those in ARB's area of dominant influence.

The report also recommends that both ARB and Nielsen solve "the disproportionate diary-return-rate problem"—Nielsen uses diaries for its demographics—by more sophisticated weighting procedures.

On the hour. Bulova Watch, whose time-keeping was a spot-radio feature in the thirties and forties, is keeping time on radio again, in New York. WQXR-AM-FM New York is carrying the brief announcement. "At the tone the time will be exactly -----, Bulova Accutron" every hour on the hour, with about 120 time announcements broadcast weekly. Arrangements, which included installation of special Accutron clocks in two studios, were handled through Doyle Dane Bernbach, New York, and are for 52 weeks. Arthur Schwartz, vice president, advertising and sales, Bulova, said the company was using radio as a means of providing accurate time checks for jewelers and Accutron owners in the greater metropolitan New York area. Pictured below are (l-r) Harry B. Henshel, president, and Arthur Schwartz, vice president for advertising, of Bulova Watch, and Robert L. Krieger, WQXR vice president for sales.



Computerized biller enlarges its base

Broadcast Data Base, New York, which is a computerized facility for matching agency spot schedules against station performance in order to produce pre-cleared invoices for payment, said last week it has added three of the biggest agencies as participants in its service.

Broadcast Data Base said Gray Adver-

tising, Compton Advertising and Foote, Cone & Belding have agreed to make their spot-TV schedules available to local stations through the BDB computerized system. J. Walter Thompson Co. had authorized participation earlier this summer (BROADCASTING, July 3), following approvals of Benton & Bowles in May and Young & Rubicam in February.

According to BDB, the system is now capable of matching an estimated \$300 million in national spot-TV buys against station performance.

As of last week, Broadcast Data Base, of which Edgar E. White Jr. is president, had five TV stations signed as clients. These—WPVI-TV Philadelphia; WCPO-TV Cincinnati; KYTV Springfield, Mo.; KCMO-TV Kansas City, Mo., and KUTV Salt Lake City—were the original five outlets which had tested the system along with Y&R in the fourth quarter of 1971. According to Mr. White, another 10 TV stations are now testing the system.

Drug advertising and drug abuse

Presidential commission sets out in three days of hearings to see if the two are related

A substantial chunk of the over \$100 million spent yearly on TV in advertising over-the-counter drugs could be jeopardized by the outcome of hearings to be held in Washington this week by the National Commission on Marijuana and Drug Abuse.

The hearings begin today (July 17) and run for three days. The commission seeks to determine whether there is a relationship between the promises of drug commercials on TV and radio and in other media, and the increasing drug-abuse problem in the United States.

Witnesses scheduled for the hearings include Vincent T. Wasilewski, president of the National Association of Broadcasters; John Crichton, president of the American Association of Advertising Agencies; Richard B. Keim, president of the Advertising Council, as well as government officials and drug-industry spokesmen.

The implication that drug advertisements—particularly those promoting stimulants, sedatives and sleeping pills which account for about a third of the total \$100 million spent in TV—lead to an acceptance of harder drugs has been raised more and more in recent years. Five years ago Senator Gaylord Nelson (D-Wis.) initiated an investigation of proprietary drugs that eventually turned to drug advertising on the air. That facet also played a part in hearings held by Senator Frank Moss (D-Utah), who was a principal instigator of the cigarette ban, and by Representative Paul G. Rogers (D-Fla.), who incidentally is a member of the drug commission, appointed by President Nixon in 1970.

Late last year, Senator Nelson quizzed the FCC on its responsibilities for drug advertising over broadcast stations. Chair-

BAR reports: television-network sales as of June 25

CBS \$307,817,400 (36.9%); NBC \$271,812,200 (32.6%); ABC \$254,511,300 (30.5%) *

Day parts	Total minutes week ended June 25	Total dollars week ended June 25	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	78	\$ 457,100	1,859	\$ 11,213,000	\$ 10,914,000
Monday-Friday 10 a.m.-6 p.m.	1,017	6,613,600	23,859	170,329,200	157,433,400
Saturday-Sunday Sign-on-6 p.m.	261	1,934,500	7,826	94,502,300	76,799,100
Monday-Saturday 6 p.m.-7:30 p.m.	94	1,472,600	2,310	43,361,100	36,212,000
Sunday 6 p.m.-7:30 p.m.	10	140,000	349	7,757,700	11,908,400
Monday-Sunday 7:30 p.m.-11 p.m.	391	15,620,800	9,876	461,174,000	447,700,700
Monday-Sunday 11 p.m.-Sign-off	154	1,732,400	3,604	45,803,600	31,899,700
Total	2,005	27,971,000	49,683	834,140,900	772,867,300

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

man Dean Burch placed responsibility on the Federal Trade Commission and the Food and Drug Administration. But Senator Nelson also heard FCC Commissioner Nicholas Johnson dissent. In fact, Mr. Johnson earlier this year advocated a complete ban on broadcast advertising of nonprescription drugs. Speaking to the National Coordinating Council on Drug Education, Mr. Johnson equated alcohol with vitamins, cigarettes with aspirin, and sedatives with stimulants. Even broadcasters' public-service announcements on drug abuse were termed suspect by Mr. Johnson, because, he said, they may well encourage the use of drugs by youths by calling attention to "a glamorized, illegal alternative to the alcohol guzzled by the adult world."

The industry's public-service announcements in support of drug education were noted in one respect last week by Charles T. Jones, director of the NAB's Radio Information Office.

Speaking to the Colorado Broadcasters Association, Mr. Jones reported that radio is broadcasting 12,000 drug-education or antidrug announcements and more than 200 programs on this subject daily. This adds up to \$31 million worth of time donated by radio broadcasters alone every year, he stressed.

The latest movement aiming at proscribing drug advertising on the airwaves began earlier this year when a number of state legislatures deliberated memorials to Congress seeking to accomplish this. Only New Mexico, however, has actually passed such a resolution.

Chairman of the drug commission is Raymond P. Shafer, former governor of Pennsylvania and presently chairman of the Teleprompter Corp. Among the commission's 12 other members are Representative Paul G. Rogers (D-Fla.) and Joan Ganz Cooney, president of the Children's Television Workshop, New York. Executive director of the commission is Michael R. Sonnenreich, former deputy chief counsel of the Bureau of Narcotics and Dangerous Drugs, U.S. Treasury. Deputy director is Dr. Louis P. Bozetti, former assistant chief of psychiatry, U.S.

Public Health Service hospital in San Francisco.

A year ago in March, the commission issued its marijuana report, recommending that private possession of the substance should not be a criminal offense. Objections to this view were voiced by many, including President Nixon.

Last May the commission released figures on the "recreational" use of drugs by adults (18 and over) and by the 12-17-year-olds that showed a disparity between the two groups.

In the nonprescription drug area, the survey showed that among adults, 3% had used stimulants, 1% tension relievers, and 1% pain-killers. But among teenagers, 7% had used stimulants, 5% tension relievers, and 4% pain-killers.

Price controls: rerun of Phase I

Broadcasters may raise rates on proof of audience increase

The federal Price Commission last week announced that broadcasters may raise advertising rates under the current Phase II of price controls—according to the same terms that were instituted last September under Phase I.

The new order, printed in the July 12 *Federal Register*, provides that broadcast advertising rates may be increased if audience size has increased. But it specifies there must be no increase in profit margin if rates are raised to cover increased costs.

And, the order continues, rate changes may be made only by those broadcasters who use "as a customary practice" the cost-per-thousand method of determining what they charge advertisers.

The key clause of the Price Commission order stresses that advertising charges determined on a cost-per-thousand basis will not be considered a violation of price controls "if audience size is consistently and appropriately applied from an independent audience survey, and if audi-

ence size is used for the purpose of increasing advertising fees, it is also used to lower fees or charges where warranted."

Due to be issued soon is a series of questions and answers that spell out in detail what broadcasters must show in order to meet these criteria. Normally, guidelines are issued in conjunction with the order, but these have been withheld to permit broadcaster spokesmen to seek clarification. This was done last Wednesday (June 12) when Louise Knight Clement, assistant general counsel of the National Association of Broadcasters, and William S. Reyner Jr., of the Hogan & Hartson Washington law firm, met with David Pitcher and Whit Biers of the Price Commission. Whether the Price Commission officials were impressed with the need for a liberal construction of the order or not remains to be seen. The guidelines are expected to be issued soon.

The latest Price Commission move affecting broadcasters came two months after the parent Cost of Living Council released from price and wage controls all firms that have fewer than 60 employees, at least half of them not unionized, and that take in less than \$50 million in revenues annually. The council's action applies to all components of parent firms, not to individual stations that are owned by larger entities. The NAB has asked the council to apply the criteria individually to each licensee. No action has yet been taken on this request.

NAB sources estimated then that these exemptions would apply to about half of all radio stations and to perhaps 10% to 15% of all TV stations.

Later in May, the NAB asked the Price Commission to exempt from price controls all TV and radio stations billing less than \$250,000 annually and to establish a "reasonable" formula for relating rates to audience size and/or costs for broadcasters in the larger markets.

The latest Price Commission action is considered a response to a request early this year by FCC Chairman Dean Burch, who suggested that broadcasters be permitted to raise their advertising rates if they can show audience increases due to changes in facilities or in programming. Last week's order, however, failed to incorporate these standards although some observers think they may be used in some manner in the forthcoming guidelines.

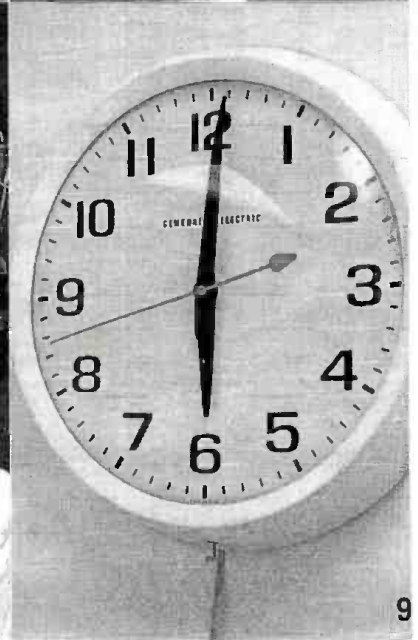
TV billings climb

They're up 9% for first half, and daily viewing is rising too, according to TVB figures

For the first six months of this year, advertiser investments in network TV rose 9% over the comparable 1971 period, and average daily viewing by households moved up to 6 hours 16 minutes, a new high for the January-June period.

The gains reported by the Television Bureau of Advertising: network-TV billings in the six-month period climbed from \$784 million in 1971 to \$854.7 million in 1972. In June, advertisers spent

THE MANY FACES OF



Music is our message.

And Community Affairs are our concern.

WABC News creates and produces more unique, in-depth public service programs than any other AM station in New York. (And news every hour, of course.)

Paul Ehrlich (1), Director of News & Public Affairs, runs our unmusic side with a strong sense of reality. "I shy away from people who are just good voices. I hire people who get out on the street. You can feel they've been there."

Among Paul's 20-man team:

The irrepressible Larry Bear (2). His "Conference Call" (3) is a unique panel-plus-phone-call show heard from 11 p.m. Sunday to 2 a.m. Monday.

Gus Engelman (4). His reporting on "The Shooting of Joe Columbo" (5) recently won a couple of our many awards.

Bob Capers (6), specialist in the campaigns and causes of such leaders as Shirley Chisholm (7), Herman Badillo and Eleanor Holmes Norton.

WABC MUSICRADIO 77



Bob Hardt (8). For three years running, his "Six O'Clock Report" (9) has won the New York State A. P. Broadcasters' Association News Award.

Morning news man John Meagher (10). He also runs "Report Card '72," a program devoted to educational issues and problems.

Joe Famm (11). He's the only full-time radio reporter covering City Hall (12). Because, as Paul Ehrlich puts it, "There's no substitute for being where 90% of New York's

political decisions are made."

Our public service shows don't just talk news, they make news. Each week, the action on Sunday's "Press Conference" makes headlines for Monday's newspapers.

"Music is WABC's main message," says Paul. "But one heck of a lot of New Yorkers don't listen to any other radio station. It's our job to keep them up-to-the-minute on the world around them."

WABC MUSICRADIO 77 abc

\$121 million in network TV, a 7.9% advance over the \$112.2 million registered in the comparable month in 1971.

The record viewing, based on A. C. Nielsen figures, represents a new peak in what has been a constant increase, from 6 hours 5 minutes in 1970 and 6 hours

12 minutes in 1971. Biggest gain this year in daily viewing occurred in June—5 hours 28 minutes, a 15-minute increase over the figure reported for June 1971.

All dayparts in June and over the six months showed an increase in advertiser spending on the networks.

Network television time and program billing estimates by day parts and by network (add \$000)

	June			January-June		
	1971	1972	% change	1971	1972	% change
Daytime	\$ 36,727.4	\$ 40,237.0	+ 9.6	\$ 248,809.9	\$ 283,056.3	+13.8
Monday-Friday	28,281.1	31,286.7	+10.6	172,010.8	188,554.0	+ 9.6
Saturday-Sunday	8,446.3	8,950.3	+ 6.0	76,799.1	94,502.3	+23.1
Nighttime	75,424.7	80,723.6	+ 7.0	535,214.5	571,675.1	+ 6.8
Total	\$112,152.1	\$120,960.6	+ 7.9	\$ 784,024.4	\$ 854,731.4	+ 9.0

	ABC	CBS	NBC	Total
*January	\$ 44,718.7	\$ 55,687.6	\$ 47,903.9	\$ 148,310.2
February	44,809.4	53,203.6	51,065.9	149,078.9
March	46,902.6	55,851.1	51,376.3	154,130.0
*April	45,970.6	53,140.1	46,418.1	145,528.8
*May	41,130.2	52,693.4	42,899.3	136,722.9
June	37,185.3	45,008.9	38,766.4	120,960.6
Year-to-Date	\$260,716.8	\$315,584.7	\$278,429.9	\$ 854,731.4

*Revised

Source: Broadcast Advertisers Reports (BAR), as released by Television Bureau of Advertising.

No trouble seen in SEC ad reports

Advertising circles unworried about obeying SEC requirement for disclosure of media costs

There appears to be little concern in the advertising community over the Securities and Exchange Commission action requiring publicly owned companies to disclose their total media advertising expenditures in financial statements filed with the SEC (BROADCASTING, June 26).

Under the SEC's newly adopted rules, publicly held firms must disclose these expenditures if advertising exceeds 1% of sales.

The American Association of Advertising Agencies noted that many companies would not be involved in the disclosure rule and said that the point the SEC was getting at, "and properly so," was the possible manipulation of stock by corporations by the use of various bookkeeping devices.

The Association of National Advertisers had opposed the provision when it was recommended a year ago on the grounds it would single out advertising costs—as opposed to total marketing costs—in an imprecise manner and could mislead the business community, including individual companies' competitors. ANA spokesmen said, however, that it was doubtful that companies would tend to reduce advertising expenditures below the 1% of sales level simply to avoid disclosure.

Advertising agency practitioners said the rule would have no effect on corporate spending. Said a board chairman of a leading ad agency: "I got a call something along this line today regarding the question of whether advertising budgets might be worked over to 'reduce' excess profits. But advertisers don't work that

way. If they make more, they'll advertise more. It's that simple. An SEC ruling asking for general statements shouldn't affect the marketing objectives of individual companies."

Cereal makers defend themselves

The four leading dry-cereal manufacturers last week denied charges of monopolizing the \$330 million ready-to-eat cereal market.

In replies filed with the Federal Trade Commission, which had issued the complaint earlier this year, the firms stressed that competition in the dry cereal market has been "vigorous, effective and substantial" (General Mills), and that the complaint is "impermissible under the established principle of law favoring a free competitive economy," and violates the due process clause and the ban on ex post facto laws (General Foods).

The other two companies are the Kellogg Co., and the Quaker Oats Co.

Included in the FTC complaint against the cereal makers was a charge that they have utilized false and misleading advertising to maintain a concentrated position in the market (BROADCASTING, Jan. 31).

Business Briefs

Rep appointments. KDTV(TV) Dallas-Fort Worth: H-R Television, New York. ■ WHCT-TV Hartford, Conn.: Eckles & Queen Inc., Boston. ■ KSL-AM-FM Salt Lake City: Avco Radio Television Sales, New York.

New rep. Michael Fulford, formerly with Katz Agency, New York, forms own radio representation firm, Michael Fulford Co. WKQW(AM) Spring Valley, N.Y., is first client. 200 East 42d Street, New York. (212) 682-4070.

Programing

Democrats happy with telethon

Party claims \$4.5 million pledged, more to come in, despite bumbblings in record-length broadcast

Picture transmissions were garbled, audio lines were crossed, film segments started late and ended early and celebrities didn't show. But despite myriad problems, the Democratic National Committee's 18½-hour telethon July 8-9 on ABC-TV raised \$4.5 million in phoned-in pledges, and the party expects that amount to top \$5 million with additional contributions in the mail that is still coming in.

Party Treasurer Robert Strauss said the DNC was "more than pleased" with the results. The funds, he said, would be distributed on a "pro-rated" basis to help erase the party's \$9.3 million debt from 1968. Deductions from the pie will include \$1.8 million for the telethon and promotion expenses, a certain percentage of pledges that will not materialize and the estimated 4% to 5% fees charged by four credit-card companies for handling some of the pledges.

A mailing list of a half million contributors was an "important" side benefit of the telethon, Mr. Strauss said.

ABC-TV said 182 affiliates carried the telecast with 97.2% coverage of U.S. TV homes. A group of ABC affiliates had been concerned that, since they would receive less revenues from the telethon than they would from pre-empted programs, the difference could be considered an illegal corporate contribution to the party. But the FCC, after checking with the Justice Department, told them just before the telecast that there would be no law violation as long as they made similar opportunities available to the opposing party (BROADCASTING, July 10). The Republicans, however, had earlier turned down ABC's offer to sell them equal time (BROADCASTING, June 26).

Prime-time access attacked again by Goldwater Jr.

He says rule is unqualified flop, urges FCC to abolish it

Representative Barry Goldwater Jr. (R-Calif.) last week urged the FCC to abolish the prime-time access rule, a device he said has inflicted damage upon broadcasters, crippled television and motion-picture production and failed in its purpose of promoting programing diversity.

In a letter to FCC Chairman Dean Burch last Tuesday (July 11), Mr. Goldwater said the rule, which prohibits top-50 market TV stations from taking more than three hours of network programing between 7 and 11 p.m., "should be reconsidered and hopefully abolished by the commission. I hope that you will call for

a hearing on the success of the ruling to date."

Mr. Goldwater contended that the commission "ignored" the following points when it promulgated the access rule:

▪ "Television is already diversified. For example, 34 different independent producers created 57 NBC specials during the season preceding the decision." (The rule was adopted in May 1970, and became effective Oct. 1, 1971.)

▪ Small stations cannot afford to finance new productions at the level the networks can.

▪ "Richer network stations will dominate the competition with independent stations for both new programming and a majority of the viewing public."

▪ To cut costs for the new market, producers will continue to film abroad, compounding the damage to the motion-picture/television industry.

▪ The news and community-affairs departments of local stations will continue to suffer most from the drop in station income.

▪ "Programming quality will necessarily suffer from the need to cut production costs to fit the new market."

Mr. Goldwater also called for revocation of the rule in a speech last Thursday (July 13) to the national convention of the American Federation of Radio and Television Artists in San Diego.

The congressman, whose district includes major studios that are suffering from the recession in film production,

told the AFTRA convention that the rule has "forced the cancellation of over 20 network-produced television shows in the half-hour time period between 7:30 and 8 p.m. As a result thousands have been put out of work in the Southern California television-motion picture industry."

Problems of covering off-on chess match

ABC's coverage of the world championship chess match between Bobby Fischer and Boris Spassky was jeopardized—as was the match itself—last week by Mr. Fischer's threat to leave the event unless all film and television equipment were removed from the exhibition hall at the match site at Reykjavik, Iceland.

Mr. Fischer forfeited the game last Thursday (July 13) by not showing up, but negotiations were under way to try to make the cameras less obtrusive and less disturbing to Mr. Fischer. ABC was to present highlights of the first match yesterday (July 16) at 5 p.m. NYT and was planning to continue coverage on the Saturday *Wide World of Sports* show until the match ends.

Public stations WNET-TV New York, WGBH(TV) Boston and WXXI(TV) Rochester, N.Y., using material fed over international telex lines by the AP and by the world chess network to a studio in Albany, N.Y., furnished move-by-move

recreations of the game last Tuesday (July 11), as did Teleprompter Corp.'s cable-TV system in Manhattan.

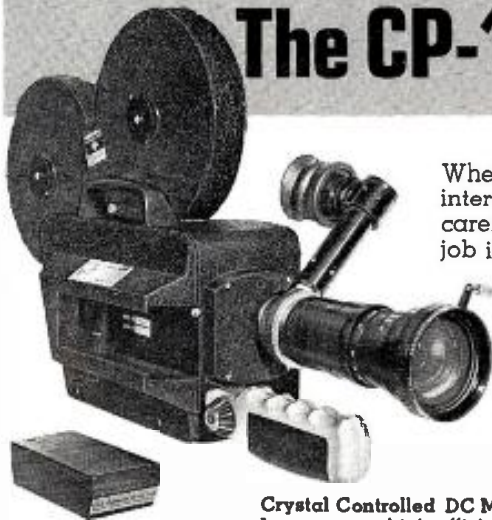
In WNET-TV's presentation chess expert Shelby Lyman graphically illustrated the players' moves on a huge chessboard designed for the TV cameras. Spokesmen at WNET said that the three stations are planning to cover each move of each game live in this fashion until Mr. Fischer wins by getting 12½ points (a win equals one point, a draw a half point) or Mr. Spassky, the defending champion, wins by getting 12. Theoretically, play could be stretched out for up to 14 weeks before either emerged the winner.

Teleprompter Manhattan is following a format similar to WNET's, with a large board for easy viewing and an international grand master, Arthur Bisguier, supplying a commentary on each move and on the over-all strategy of the players. Teleprompter, relying exclusively on the AP for its move-by-move summaries, also went on the air last Tuesday with the opening game at 1:00 p.m. NYT and will continue on Tuesday, Thursday and Sunday of each week until the event ends. Each Tuesday and Thursday at 7 p.m. Teleprompter will rebroadcast that day's game in its entirety.

Threatened legal action against WNET and Teleprompter by Chester Fox Inc. failed to materialize. Mr. Fox had purchased the rights to the event from the Icelandic Chess Federation, sold them to ABC, and then claimed that WNET's and

"On-the-spot" coverage for TV news and Documentary Film Makers.

The CP-16 16mm sound camera.



Crystal Controlled DC Motor
Incorporates high efficiency, low power use, high torque, solid state integrated circuitry and high accuracy.

Whether you're shooting a crowd scene, a person-to-person interview, fast moving action news while it's happening or a carefully planned assignment for television or documentary, your job is easier with the all-new CP-16 Single System/Double System Sound Camera. Made of lightweight magnesium (weighs only 9 lbs., including motor and battery). It combines maximum portability with comfortable hand-holding balance.



Built-In Lightweight Battery Operation
NiCad rechargeable battery, will run at least ten 400 foot magazines per charge. No heavy external power packs or entangling cables.

For more information write or phone:



THE CAMERA MART INC.
456 W. 55th ST., NEW YORK, N. Y. 10019 • (212) 757-6977
RENTALS ○ SALES ○ SERVICE

Who's really out there watching?

The answer to that question is worth millions.

Yet the figures on which broadcasters and advertisers are basing much of their investments simply aren't adequate.

Unbelievable as it sounds, last year approximately \$264 million in TV "spot" sales in the top 10 markets went totally unmeasured!

Of even more concern, those unmeasured millions are part of a fantastic selling combination representing 35% of all television homes.

40% of effective buying power.

1/3 of all auto sales.

Over 1/3 of all food, drug, and retail sales.

Yet up until now most of this great medium has been subjected only to periodic

sweeps in the same way as hundreds of smaller "spot" television markets.

Is it any wonder that the top 10 markets' share of national "spot" is down to 51.9% from 54.4% in 1967?

A good deal of what information we do get about the top ten markets comes from meters in New York and Los Angeles.

As you know, a meter on a TV set reports whether the set is on or off, and what channel it's tuned to.

It can't tell you how many people are watching, if any.

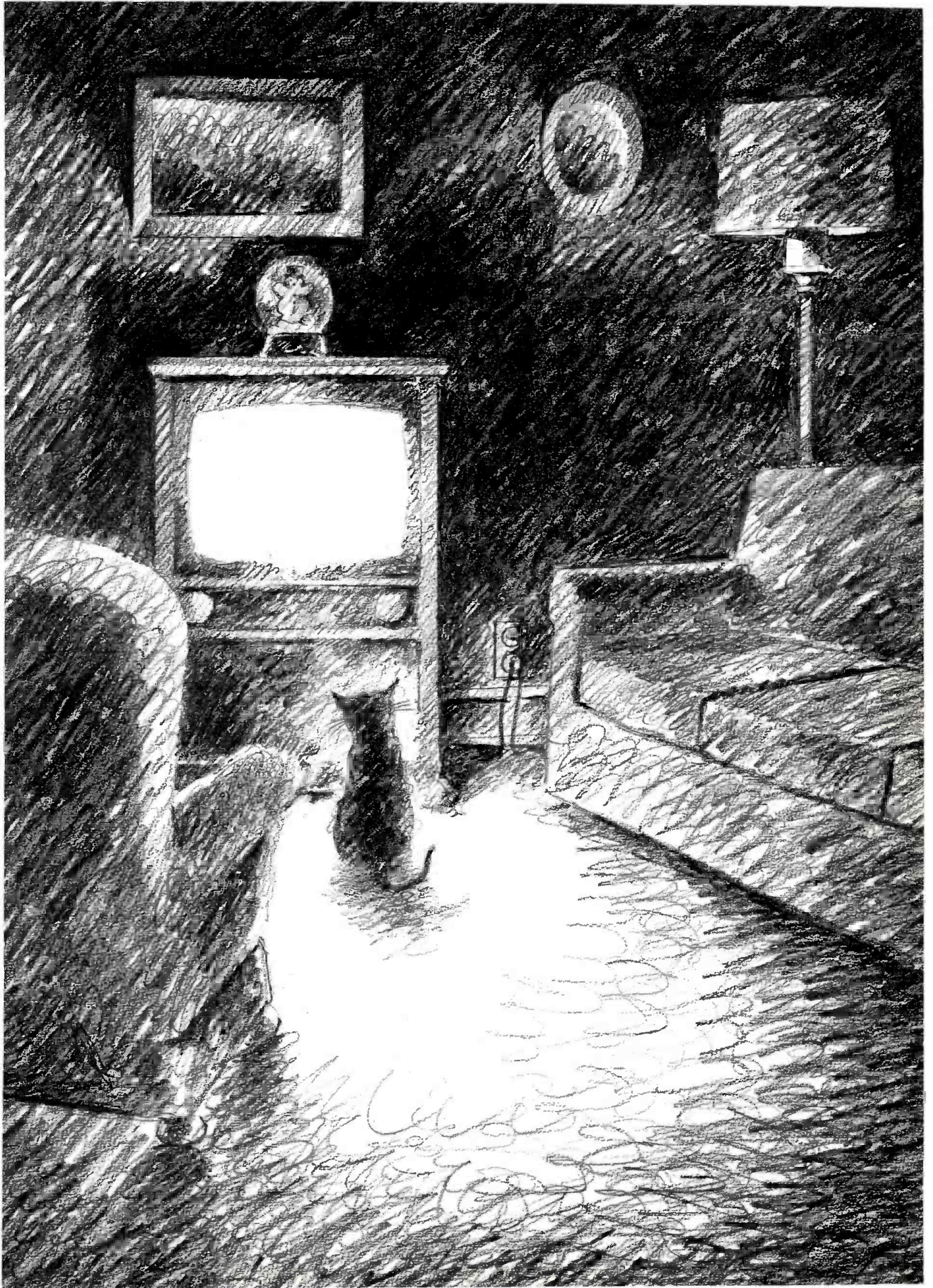
Even if you assume that there are people watching, a meter can't tell you what kind of people they are.

So you really don't know if your audience is made up of 3 yr. olds, 60 yr. olds, or somebody's cat.

Another thing: as long as



NEW YORK, LOS ANGELES,
CHICAGO, PHILADELPHIA,
BOSTON, SAN FRANCISCO,
DETROIT, CLEVELAND,
WASHINGTON, D.C.,
AND PITTSBURGH.



the meters remain in the same houses week after week, the sample you get remains the same.

And so does the margin of error.

The solution

First, we're going to stop calling these 10 great markets "spot television."

We're going to call them Major Market Television, because that's what they really are.

Second, we're going to measure them on a level equal to the needs of the advertisers and broadcasters who serve them.

That way we begin to change the paradoxical situation of today's advertiser, who will sign a network contract for 13, 26 or 39 weeks, but who balks at signing a "spot" contract for longer than 4 weeks.

We're putting both network and "spot" television on a comparable basis of measurement.

And we're going to call it Major Market Measurement.

Major Market Measurement will survey the top 10 markets as a unique and extremely valuable entity.

With the start of the new television season on Sept. 13, MMM will provide a larger sample, more relevant data, and information that is *no more than 17 days old*.

In 1973 New York, Los Angeles, and Chicago will have 48 reports, each based on an ADI sample quota of 400 different diaries weekly.

So that over a four-week period you're actually getting a sample of 1600 homes—19,200 homes over a full survey year.

Markets 4-10 will have 19 reports covering 38 weeks.

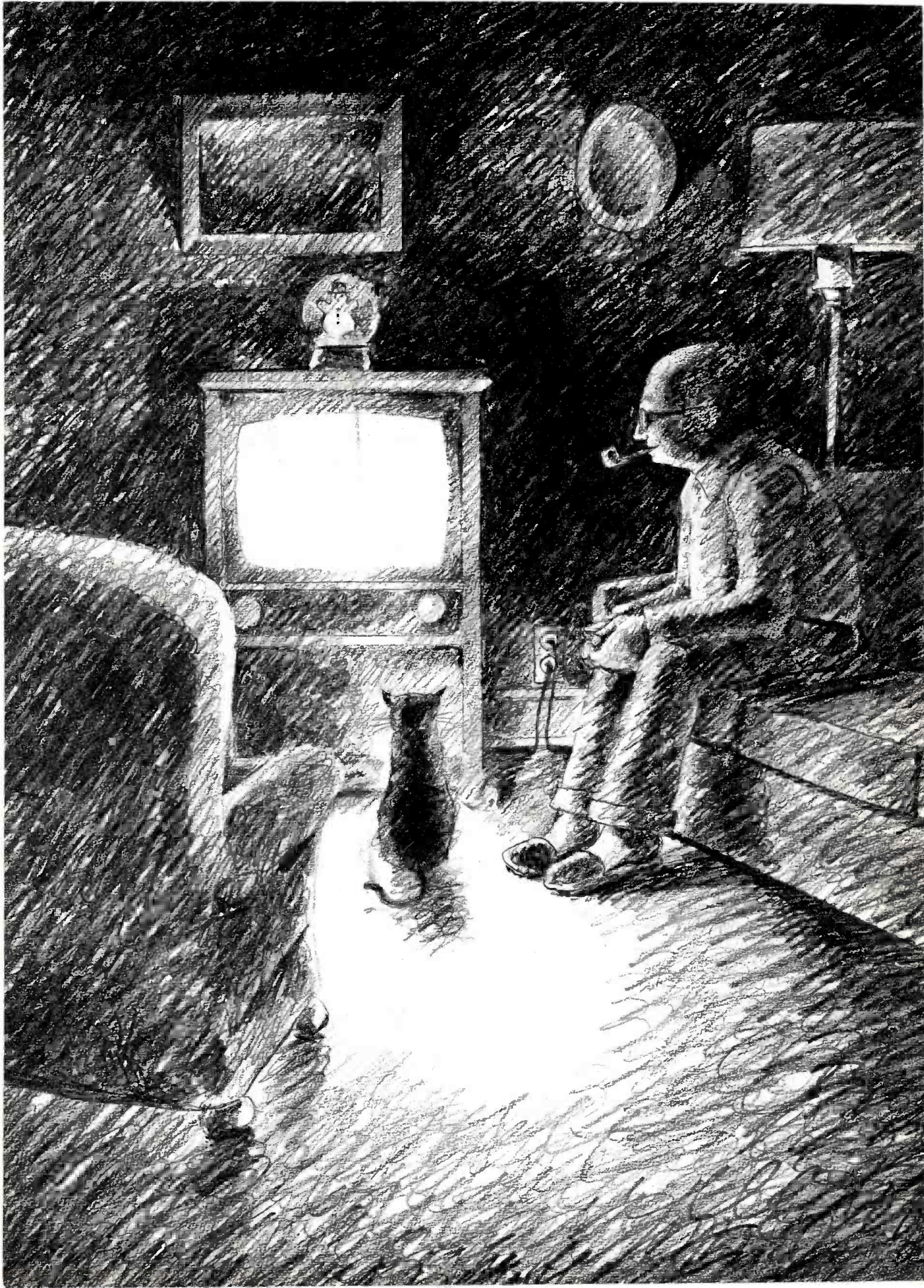
Overall, that's an average increase in sample size of 60%—126,400 different families keeping diaries.

When you get into those kinds of numbers, you're getting into numbers you can trust.

A few things MMM can do:

It can measure UHF viewing.

It can measure the impact of cable television.



It can provide ethnic community reports.

More important than anything else, MMM can give you the demographics. It can tell you what *kind* of people are really watching.

Magazines have had this sort of information for years and it's proved invaluable.

For instance, no one would think of buying Field & Stream to reach the same audience as Good Housekeeping.

But in "spot" television, the sophistication of research information has lagged behind the growth of the medium.

A "rating point" for Eyewitness News has meant the same thing as a "rating point" for I Dream of Jeannie.

We think that's bad business.

We think that time in Major Market Television should be bought and sold for what it's worth. What it's really worth.

Not just for what you can get for it.

For Major Market Television stations, MMM means an expanded sales potential over a longer, better-measured

period of time.

It means special consideration — not being lumped with the rest of "spot" TV. MMM's continual measurement will do away with the distortion of a station's real value.

For advertisers and agencies, MMM means complete target audience information.

Minimization of the effect of non-regular programming.

Complete description of seasonal variations.

And advertiser schedule evaluation "as telecast."

For stations, advertisers, and agencies alike MMM means an end to the rating "sweep" that's confined to a four-week period, a few times a year. It tells you who's watching, continually.

And for everyone it means a more businesslike approach to Major Market Television.

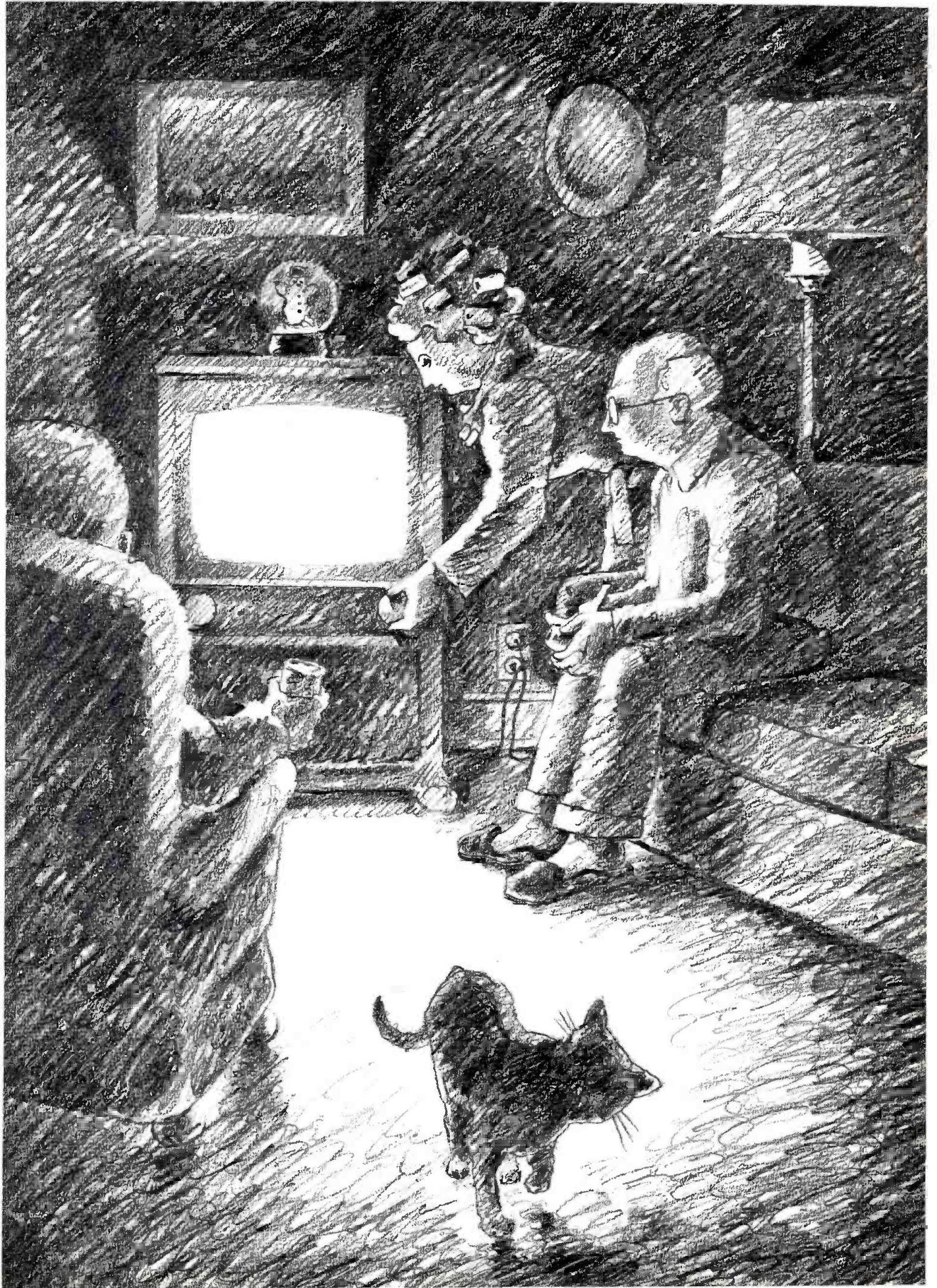
After all, this is a business we're in, isn't it?

The logo for American Research Bureau (ARB) consists of the letters 'ARB' in a bold, stylized, sans-serif font. The letters are thick and closely spaced, with a registered trademark symbol (®) to the right of the 'B'.

American Research Bureau
A SUBSIDIARY OF CONTROL DATA CORPORATION

OFFICES: ATLANTA (404) 892-7866, CHICAGO (312) 467-5750,
DALLAS (214) 748-5595, LOS ANGELES (213) 937-6420,
NEW YORK (212) 586-7733, SAN FRANCISCO (415) 391-1703,
WASHINGTON, D.C. (301) 937-3500

SOURCES: MAY 15, 1977; FCC FINANCIAL REPORTS 1967 AND 1970.
ALL ARB AUDIENCE REPORTS ARE ESTIMATES AND ARE SUBJECT TO LIMITATIONS AND POSSIBLE ERRORS.
A DESCRIPTION OF THE LIMITATIONS AND POSSIBLE ERRORS WILL BE FURNISHED UPON REQUEST.



Teleprompter's TV coverage was an infringement on his ABC deal.

According to Lou Baccardi, the managing editor of the Associated Press, Mr. Fox and the Icelandic Chess Federation have restricted AP's on-the-spot coverage to no more than five separate summary reports of each day's play, but Angela Solomon, PR director at WNET, says that AP stringers in Reykjavik's exhibition hall are able to flesh out these reports with more frequent accounts of the players' moves.

A spokesman at WNET said the fact that coverage is limited to only three cities probably accounts for Mr. Fox's reluctance to bring the station into court for infringements of his rights. But the spokesman also said ABC was "not terribly pleased" with WNET's move-by-move coverage, and that if PBS decided to pick up the match and send it out over the entire network, ABC would probably seek legal redress.

'Geographic' series flunks prime-time test

FCC refuses Storer request for waiver of access rule, grants NBC-TV extra half-hour for All-Star game

A request by Storer Broadcasting that the off-network provisions of the FCC's prime-time access rule be waived to permit three of its stations to carry *National Geographic* programs was turned down by the FCC last week.

In another action, the commission granted NBC-TV a waiver of the prime-time access rule to carry the All-Star baseball game on July 25.

Storer acquired the right to present 25 programs of the syndicated *National Geographic* series (which was carried on CBS from 1965 to 1970) and asked the commission to waive the off-network provisions for its WAGA-TV Atlanta, WITI-TV Milwaukee and WJBK-TV Detroit.

The off-network provision, which becomes effective Oct. 1, prohibits stations from airing, in prime time, programs previously shown on a network within the past five years.

Storer said its request was similar to the commission's ruling, in February, on *Mutual of Omaha's Wild Kingdom*. Storer said it never acquired any interest in the *National Geographic* series, and contended the series is not the type of programing the access rule is concerned with since it does not fall into the category of programs in which the networks acquired nonnetwork interests. Storer said the series is educational and that a grant of its waiver request would foster greater diversity.

But the commission said there are "realistic limits" to the extent to which the rule can be waived, and that continuing waivers would significantly reduce the prime time for new, nonnetwork material. Waiver grants must be restricted to "the bare minimum," it said, and the fact that the series may have educational value cannot be made a controlling factor.

In granting NBC's waiver request, the commission said the network could require up to three and one-half hours of prime time for the All Star game, including a 30-minute pregame program beginning no earlier than 7:30 p.m. But the commission said that postgame coverage would not be exempt under the prime-time access rule.

Children's TV gets a research center

Harvard and CTW will sponsor unit in Cambridge for study and training opportunities

Creation of a Center for Research in Children's Television was announced last week by the Children's Television Workshop and Harvard University.

Joan Ganz Cooney, president of the workshop, and Dr. Gerald S. Lesser, Bigelow professor of education and human development of Harvard's Graduate School of Education, said the center will explore the effects of media on children and provide training opportunities for researchers and television producers.

The center will operate in conjunction with the university's Laboratory of Human Development within the Graduate School of Education at Cambridge, Mass. Plans call for a small, full-time staff of faculty, several graduate and undergraduate students and part-time research associates drawn from existing faculty members and from CTW's research and production staffs.

Dr. Lesser said research subjects will range from such practical questions as which types of materials appeal to children, hold their attention and teach them effectively, to more theoretical areas, such as ways in which sights and sound can be coordinated effectively to facilitate learning and the mechanism involved when youngsters model the behavior of televised characters.

The center will be supported by grants of \$80,000 from the U.S. Office of Education and \$72,000 from the John and Mary R. Markle Foundation, with the administrative assistance provided by CTW and Harvard.

No tax on TV films in Louisiana now

Broadcasters get exemptions that were earlier given to newsprint and theater movies

Louisiana broadcasters have won a two-year fight to get TV film rentals exempted from state use and sales taxes, with the signing of legislation last week by the governor.

The law (Bill No. 647) was passed unanimously by the Louisiana legislature late last month after state broadcasters mobilized to enact the legislation.

The move began in 1970 when the state collector of revenues began auditing TV stations with the aim of collecting the

taxes, estimated at \$55,000 annually, from all 21 Louisiana TV stations. Previous tax collectors had agreed to overlook these taxes, principally because the law exempted newsprint and theatrical film. A new collector, however, declined to follow this precedent. It was at that point that the state broadcasters' association initiated the move that culminated in enactment of the exemption.

The exemption for broadcasters followed the rationale that was used for exempted theatrical films—that they are intangible assets.

A lawsuit for the collection of back taxes is anticipated, however. The test case for the state's broadcasters concerns KATC(TV) Lafayette, La., which has been served with a \$5,000 bill for the past three years' taxes. The station has informed the revenue collector that it feels the tax is illegal and has refused to pay. The next move is up to state tax officials.

Viacom heats up

More than 12 series in the works as company builds apart from CBS

Viacom International Inc. is intensifying its program development activity in first-run syndication, with more than 12 properties in various stages of preparation.

Henry Gillespie, vice president, domestic syndication, Viacom Enterprises, said last week the development program is part of a planned effort by the company to build for a future with less dependence on programing acquired from CBS. In June 1971 CBS spun off its program distribution and cable television divisions, and Viacom International Inc. was formed as an independent company.

Mr. Gillespie revealed that definitely slated for the 1973-74 season are two half-hour series, *Swiss Family Robinson*, based on the classic family story, and *Mohawk*, revolving around the adventures of a white orphan adopted by an Indian tribe. Mr. Gillespie said the series will be aimed for prime-access time and will be offered to stations on advertiser syndication basis.

In addition, Viacom is involved in 10 other projects reaching into 1975 that include an educational children's series and programs that Mr. Gillespie described as mainly, "in the non-fiction area." He stressed that Viacom Enterprises would not actually produce any series but would be involved in development, financing, and distribution to stations.

"We are already moving away from the reliance on programing from CBS," he noted. "Last year at this time about 65% of our program distribution centered around product from CBS. As of now that figure is down to about 41%."

Mr. Gillespie added that Viacom shortly will invade a syndication bastion that is new for it: feature films. He pointed out for the past nine months, Elliott Abrams, vice president, feature films, has been acquiring motion pictures for Viacom and has assembled a group of about 60. Mr. Gillespie would not re-

veal titles at this time but said a package of approximately 25 would be released next month, and added: "I think the industry will be surprised at the caliber of some of the features."

Program Briefs

Old-time movies. Nostalgia TV Inc., Stamford, Conn., has been formed by Marvin Levine, formerly eastern sales manager of Winters-Rosen Distribution Corp., New York, to sell vintage features and other product to stations. He has acquired rights to 52 features of 1930's and 1940's, starring John Wayne, James Cagney, Rita Hayworth, Myrna Loy and Rex Harrison, which played as second bill in theaters, and is offering them to stations as 26 segments to be telecast as three-hour programs. *Big Oak Road, Stamford, Conn. 06903.*

New regular. Long-running NBC-TV *Bonanza* series, which lost regular cast member Dan Blocker through death, will add new regular cast member during 1972-73 season. Tim Matheson, who appeared in two NBC-TV *World Premiere* productions last season, will join *Bonanza* cast by fourth or fifth episode in coming season. He will portray Griff King, young man from prison.

Lady DJ. KMPC(AM) Los Angeles has hired its first female disk jockey. Kathy Gori, 22, who previously worked at KMPC's sister-station, KSFO(AM) San Francisco, has become nightly hostess of 1 to 6 a.m. show.

Broadcast Journalism

To the task of rebuilding

Agnes is gone, and broadcasters turn their efforts to aiding their communities; WBAL-TV sets a telethon to raise \$10 million

Tropical storm Agnes is now a page in the history books, but broadcasters are still trying to help repair the damage it did.

The most visible effort has come from Baltimore, where WBAL-TV is putting together a special broadcast to raise money for victims of the flooding in a five-state area. Comedian Bob Hope and numerous other celebrities will appear in a six- to seven-hour telethon, designed to help the American Red Cross pay more than \$10 million in assistance to victims in Maryland, Pennsylvania, New York, Virginia and West Virginia.

Among the more than 30 stars appearing with Mr. Hope will be Steve Allen, Jayne Meadows, George Jessel, Janet Leigh, George Maharis, Zsa Zsa Gabor, David Jansen, Fess Parker, Giselle MacKenzie, Jeannie C. Riley, Mike Douglas, Hank Williams Jr., The Staple Singers and Barry Sullivan.

Morton Lochman, one of Mr. Hope's producers, and Steve Schiffman, a producer with United Cerebral Palsy Asso-

ciations Inc., will put together a telecast from Baltimore's Morris A. Mechanic theater. A network of about 30 stations will be involved, with the Red Cross paying all line charges. The telecast will run July 22 from 7:30 p.m. until about 2 a.m.

Stations on the network as of late last week are WBAL-TV; WTTG(TV) Washington; WHP-TV Harrisburg, Pa.; WAVY-TV Norfolk, Va.; WPVI-TV Philadelphia; WTAE-TV Pittsburgh; WWBT-TV Richmond, Va.; WTRF-TV Wheeling, W. Va.; WHAG-TV Hagerstown, Md.; WBOC-TV Salisbury, Md.; WBRE-TV Wilkes-Barre, Pa.; WRoc-TV Rochester, N.Y.; WNEW-TV New York; WICU-TV Erie, Pa.; and WJAC-TV Johnstown, Pa.

(A Red Cross flood relief emergency advertising campaign produced by the J. Walter Thompson Co. is having strong results, Allan Gilles, Thompson vice president, reports. In addition to using print, JWT prepared and delivered 30-second TV and 30- and 60-second radio commercials to the networks in less than 72 hours. The networks then fed them to their stations and affiliates for re-taping. Within two weeks of first exposure, over \$6 million had been received by the Red Cross. Added prints are now being sent to CATV systems.)

Meanwhile in South Dakota, where unprecedented floods hit Rapid City last month, several stations have put together flood-relief drives that have raised impressive amounts of money.

The total at KSOO(AM) Sioux Falls now exceeds \$78,000, KCHF(AM) Sioux Falls collected several thousand dollars and several other stations have referred contributions to the Red Cross, the Chamber of Commerce or Rapid City itself.

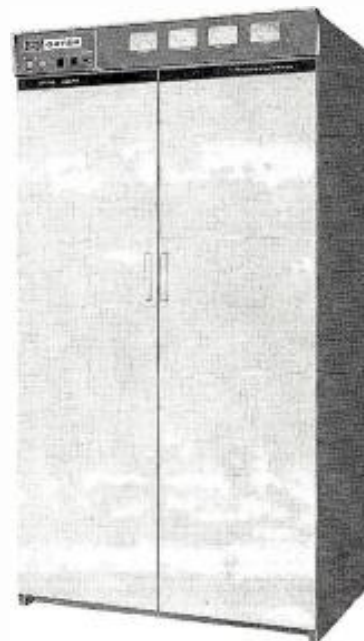
Stations outside the state also played a role. For example, KNCR(AM) Fortuna, Calif., raised over \$1,800 for Rapid City. General Manager Bill Roddy, noting that Fortuna was hard-hit by flooding several years ago, said the people of his area "could easily identify with the terror and hardships that must have faced the people of Rapid City." Another station that helped was KOA(AM) Denver, which raised nearly \$1,000.

And still more reports are coming in on the activities of stations during Agnes. One of the more interesting involves WCAU(AM) Philadelphia, which was not in a heavily flood-stricken area, but which provided extensive coverage for several days during the flood. In recognition of that service, the city council has written the FCC and Pennsylvania Governor Milton J. Shapp has expressed his praise in a letter to WCAU.

The station not only provided news of the flooding, it also served as a center for provision of supplies to stricken areas. The station broadcasts round-the-clock under all circumstances, but it dropped its regular news-and-talk format—as well as all commercials—for four days during the floods.

After receiving word on anticipated flood activity from the weather bureau, WCAU sent its reporters into key areas before the big rains hit. They were flooded in; with the help of ham operators and others, however, they got their stories

What FM transmitter power do you need?



Gates has the most complete line of FM transmitters in the industry. From 10 to 40,000 watts. All with a 100% solid-state exciter employing DCFM (direct carrier frequency modulation) and DAFC (digital automatic frequency control).

The TE-3 exciter is the heart of all H3 series transmitters—one tube (1kW), two tube (2, 3, 5 and 10kW), and three tube (20kW). All FCC-type accepted, ready for prompt shipment.

Tell us the power you need and ask for data on our FM antennas. Write Gates, 123 Hampshire St., Quincy, Illinois 62301, or phone (217) 222-8200 today.



GATES
A DIVISION OF HARRIS-INTERTYPE

out to Philadelphia. In addition the correspondents also helped provide flood relief. For example, when newsman Pete Silverman found in Wilkes-Barre that medical supplies were desperately needed, he got the word out to WCAU, which in turn cooperated with interested citizens and a nearby airfield in getting those supplies where they were needed. That dramatic chain of events was repeated time after time for almost a week.

Other stations reacted similarly. For example, WBRX(AM) Berwick, Pa. suspended regular broadcasts and commercials for over three days while participating in the flood network originating from WSCR(AM) Scranton, Pa. (BROADCASTING, July 3, 10). WBRE-FM Wilkes-Barre, which picked up the banner from its fallen AM companion, broadcast around the clock, dropping all records for three days, all commercials for eight.

Still another FM station reporting a prominent disaster role was WPGM Danville, Pa. General Manager Larry Souder—whose AM station also was knocked off the air—told BROADCASTING “we still can't get over the fact we did it with just FM. Every broadcaster interested in the development of FM would be pleased with Danville's accomplishment. FM can do the job if it has to.”

Mr. Souder reported later that a new AM transmitter had arrived and the station was back on the air. “WPGM is about the only thing on Danville's main street that is operating normally,” he said.

WPAZ(AM) Pottstown, Pa., was another station that canceled its regular programming. It started open-line telephone broadcasts, with WPAZ staffers manning the phones in shifts, and handled over 3,000 calls during 22 hours to keep people informed on evacuation notices, missing persons, clean-up operations and sources of help for victims of the flood.

Sanford loses at FCC

A request by North Carolina Governor Terry Sanford that NBC be compelled to allow him to appear on the July 9 edition of its *Meet the Press* program was denied by the FCC.

Mr. Sanford, a favorite son candidate for the Democratic presidential nomina-

tion from his state, asked that his name be included in a list of five other nomination contenders scheduled to appear on the July 9 program, arguing that the equal-time provisions of Section 315 of the Communications Act compelled such a ruling. NBC countered that *Meet the Press* is a bona fide news/interview program and is therefore exempt from the equal-time requirements.

The commission agreed with the network, pointing out that the program “is regularly scheduled and its content, format and participants are determined by NBC.” A subsequent appeal by the Sanford camp to the U.S. Court of Appeals was denied.

NPACT show gets hit with Section 396

AIM group charges Vietnam program was biased and in violation of the Public Broadcasting Act

The FCC has been asked to take action against the National Public Affairs Center for Television over an allegedly biased NPACT report on President Nixon's Vietnam policy.

Accuracy in Media Inc., in a letter to FCC Complaints and Compliance Division Chief William B. Ray, accused the PTC center of violating Section 396 of the Public Broadcasting Act through its April 26 program, *Special Report: The President and Vietnam*. Section 396 obligates noncommercial licensees to observe “strict adherence to objectivity and balance” in programs dealing with controversial issues.

Special Report was produced by NPACT and distributed by the Public Broadcasting Service. WETA-TV Washington, which has merged with NPACT, was the only licensee specifically named in the AIM complaint. The program consisted of a 16-minute speech by President Nixon on his Southeast Asia policy, followed by 44 minutes of commentary by four individuals, including NPACT correspondent Sander Vanocur, who served as moderator.

AIM charges that the commentary following the Nixon address was devoid of any statements in support of the ad-

ministration's position on the war. In fact, the group noted that Mr. Vanocur stated at the outset that although the NPACT staff had attempted to arrange a politically balanced panel, this was not possible due to the failure of a White House or congressional spokesman to come forward.

AIM told Mr. Ray that, in response to the communications with the PTV unit, NPACT's attorney replied that the Nixon address was intended to balance out the following commentary, that the program in question was not obligated to be balanced by the fairness doctrine, and that other NPACT programs on the subject had provided more equitable treatment. AIM said NPACT's response was unsatisfactory. The group asserted that the presence of the Nixon statement on the program was not sufficient to offset the opposition material.

AIM requested that NPACT be required to produce another program on the subject of administration Vietnam policy “that will rectify the lack of balance” in the April program.

Cable

Intra-cable fight erupts over hotel pay television

Sterling Manhattan challenges Columbia's closed-circuit start-up outside FCC's new regulations

A dispute has erupted between a New York cable-television system and a firm currently providing pay-cable service to five of the city's hotels. The New York cable wants the same federal regulations applied to the hotel system as have been applied to CATV.

The battle concerns a service initiated last month by Trans-World Communications, a subsidiary of Columbia Pictures Industries Inc., providing nonbroadcast transmissions of motion pictures to hotel guests on a fee basis.

A complaint was filed with the FCC on Monday (July 10) by Sterling Manhattan Cable Television Inc., one of the Manhattan borough's two franchised CATV operations, against the New York Telephone Co. (Telco), which is provided line service to the TWC operation. The complaint charges that Telco is in violation of the FCC's rules in failing to have obtained a certificate of compliance from the commission prior to the commencement of the service. It asks that the commission issue a show-cause order against Telco preparatory to issuance of an order instructing Telco to cease and desist from engaging in the TWC operation.

Barry Zorthian, board chairman of Sterling Communications Inc., New York, parent company of Sterling Manhattan, said the activities of Columbia, the hotels

Please send

Broadcasting

The newswEEKly of broadcasting and allied arts

Name _____ Position _____

Company _____

Business Address

Home Address

City _____ State _____ Zip _____

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

SUBSCRIBER SERVICE

1 year \$20

2 years \$37.50

3 years \$50

Canada Add \$4 Per Year

Foreign Add \$6 Per Year

1972-1973 CATV Sourcebook \$8.50 (If payment with order: \$7.50)

1972 Yearbook \$14.50 (If payment with order: \$13.)

Payment enclosed

Bill me

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

and the New York Telephone Co. violate not only the rules and regulations of the FCC but also provisions of the New York state CATV statute enacted in May of this year. The state requires cable-television companies to obtain municipal franchises prior to commencing operations.

Columbia Pictures Industries called Sterling's FCC filing "totally without merit." It replied that TWC "is not a CATV system; it does not take signals off the air," but "simply provides a closed-circuit transmission of motion pictures, which it originates, to hotel guests." Columbia contended that "transmissions of this type are not subject to FCC jurisdiction, as is well known to counsel in this field."

Columbia Pictures said it has instructed its lawyer to bring an immediate suit against Sterling in the Supreme Court of New York State, charging Sterling with "unlawfully interfering with our business and contractual relationship with our hotel customers, with unfair competition, with disparagement and trade libel and with malicious prosecution and abuse of process." Columbia said it will seek compensatory and punitive damages, as well as injunctive relief.

New York's other cable TV service, Teleprompter Manhattan CATV Corp., said it planned to support the Sterling complaint in a filing at the FCC. Sterling said the proceeding also has the support of Morris Tarshis, director of the city's Bureau of Franchises.

Of particular significance in last week's actions is the fact that the Sterling complaint and the threatened TWC countersuit could result in a ruling by the FCC or the state court, or both, giving a more concise definition of the difference between traditional CATV service and pay-cable operation—and a determination as to whether the FCC, or any other regulatory body, has the statutory right to assert jurisdiction over the latter medium. That question has become a subject of debate since the commission issued its cable TV regulatory package last February. But the Sterling complaint presented a legal argument along more established lines, contending that Telco violated the Communications Act by failing to obtain a certificate of compliance prior to the initiation of its service to TWC. The cable firm noted that common carriers must receive authorization from the FCC before commencing new services involving interstate commerce. Telco's failure to obtain such an authorization for its TWC service makes mandatory an FCC-enforced enjoinder of that service, Sterling argued.

The TWC service, which commenced operations on June 28, supplies pay-cable movies to television sets in 4,972 rooms in the five hotels (the Plaza, Sheraton, St. Regis-Sheraton, Marriott's Essex House and Loews City Squire Inn). TWC has also announced that it has contracted to provide identical service to eight more Loews hotels—six of them in New York—by February 1973, and that by the end of 1973 the operation will be expanded to include 160,000 rooms in 25 cities, with a guest-viewing potential of 39 million per year.

The TWC program material is fed from a central point (at Columbia's New York headquarters) via Telco lines to each hotel's master antenna, where it is distributed to the individual rooms. Guests using the service are assessed a service charge which is added to their hotel bills, according to the Sterling brief.

Sterling contends that the TWC system is in "direct competition" with itself, Teleprompter and New York broadcasters in that all those media can be viewed from the same location (Sterling noted that it currently serves the Plaza). It asserted that a failure on the part of the FCC to enjoin the TWC operation would be "grossly unfair" and would have a "serious adverse impact" on New York's cable and broadcast facilities.

In a related action last week, the steering committee of the FCC's Cable Television Federal State and Local Advisory Committee adopted a resolution stating that the issues raised in the Sterling complaint deserve the commission's "careful attention." The committee, which was formed last February when the commission adopted its cable rules to provide counsel on certain "hot issues" affecting the industry, took no position on the merits of the Sterling complaint. The matter was brought to the committee's attention in a letter sent two weeks ago by the New York Bureau of Franchises.

Washington center gets its biggest job yet

It's hired by Jacksonville to map city's cable alternatives

The Cable Television Information Center, Washington, is embarking on its first major project—a six-month, \$40,000 study of cable alternatives for Jacksonville, Fla.

Under plans announced last week, CTIC will attempt to identify for the city the demands that would be placed on a cable system there, map out alternative ways of meeting those demands and implementing a modern broadband communications system, and clarify the cable regulatory situation as it relates to Jacksonville.

The center's project director for the study will be Sheila A. Mahony, who used to serve with New York City's law department and worked on negotiations for the cable franchises that were awarded there two years ago.

CTIC was organized early this year, with \$3 million in grants from the Ford and Markle Foundations, as a part of the Urban Institute in Washington. Its function is to aid cities in making decisions about cable, by offering information and alternatives to city governments.

The center reports that it is in "contact" with over 250 cities, which may mean anything from a mailing-list relationship to a full-scale study like the Jacksonville one.

The local project director in Jacksonville will be William D. Moore, assistant counsel for the city.

Instant politicians

A small cable-television studio, set up for an exhibit at last week's Democratic National Convention, gave delegates an opportunity to make a short video tape, see themselves on cable, and—it was hoped—get a clearer idea of how cable might be useful in a political campaign.

Telemation Inc., Salt Lake City manufacturer, put together the exhibit as part of a media workshop at Miami Beach's Fontainebleau hotel. To make sure everyone got the political message, Telemation added a staff member from the National Cable Television Association to answer questions, stress cable's advantages and tell delegate after delegate that cable could offer low cost, high selectivity and local penetration to political candidates.

The cable studio at the exhibit was equipped with two cameras, a video-tape machine, two monitors and a control board. Visitors read a few paragraphs prepared by the Democratic National Committee, waited a few seconds, and viewed a replay of themselves.



Cable's standard bearer. David H. Foster (r), president of the National Cable Television Association, shows Dr. Francis Brush, an alternate delegate from Colorado, the cable exhibit at last week's Democratic National Convention in Miami Beach.

Sports on cable to be argued

FCC sets two days of talk on broadcast-type blackouts

Sports celebrities, lawyers and government and industry officials will offer presentations during two days of oral arguments scheduled by the FCC later this month on the question of future carriage by cable systems of sporting events.

The oral argument, set for July 20 and 21 at the commission's Washington headquarters, relates to a notice of proposed rulemaking adopted in February at the same time the commission implemented its CATV rules. The proposal would impose blackout restrictions on cable systems similar to those already affecting broadcasters in cable transmission of professional sports events.

Following are participants announced by the commission last week. Included are names of speakers, organization represented (if applicable) and the allotted

time for presentations. Participants are listed in order of appearance:

July 20, a.m.: Bowie Kuhn, commissioner of baseball; Walter Kennedy, commissioner of National Basketball Association; Pete Rozelle, commissioner of National Football League; Clarence Campbell, commissioner of National Hockey League (one hour, distributed among the four); Representatives Robert Mollohan (D-W.Va.), Fred Rooney (D-Pa.), Louis Wyman (R-N.H.) and Gus Yatron (D-Pa.)—all presented by William Dimmerling, president of Pennsylvania Cable Television Association, and Michael Close, mayor of Pottsville, Pa.—(one hour total); David Foster, president of National Cable Television Association (20 minutes); Michael S. Horne, Covington & Burling, representing Association of Maximum Service Telecasters (20 minutes); Philip Brown, Cox, Langford & Brown, representing National Collegiate Athletic Association and National Federation of State High School Associations (20 minutes).

July 20, p.m.: Alfred R. Stern, president and chairman of Television Communications Corp. (15 minutes); John Vanderstar, Covington & Burling, representing National Football League (15 minutes); William Kenny, executive director, New England Cable Television Association (five minutes); Don Shuler, president of Ohio Cable Television Association (five minutes); McLean A. Clark, secretary-treasurer of Montana Cable Television Association (five minutes); Derek White, president of Oregon Cable Communications Association (five minutes); J. B. Dyer, president of Pacific Northwest Cable Communications Association (five minutes); H. Clifton Kroon, president of Minnesota Cable Television Association (five minutes); Joe M. Petro, manager of Mississippi Transmission Co. (five minutes); ABC (15 minutes); Malarkey, Taylor & Associates (10 minutes); Cox Cable Communications Inc. (10 minutes); Robert M. Kaufman, Proskauer, Rose, Goetz & Mendelsohn, representing National Basketball Association (15 minutes); J. Orrin Marlowe, vice president of Spectrum Communications (five minutes); Cohn & Berfield, representing Danville Cablevision and Hampton Roads Cablevision (10 minutes); Howard Mondraker, Washington attorney for NBC (15 minutes); Bill Daniels, chairman and chief executive officer of Daniels Properties Inc. (10 minutes).

July 21, a.m.: Thomas Shack, Shack & Mendenhall, representing Cablecom General Inc. and nine other CATV operators (15 minutes); James F. Fitzpatrick, Arnold & Porter, representing commissioner of baseball (15 minutes); Channel 6 Inc. (KCEIN-TV) Temple-Waco, Tex. (five minutes); Thomas N. Frohock, McKenna, Wilkinson & Kittner, representing Forward Communications Corp. and five other broadcast licensees (10 minutes); William Karnes, president of Sammons Communications Inc. (10 minutes); Robert M. Rosencrans, president of Columbia Cable Systems Inc. (five minutes); Fred Weber, executive vice president of Rust Craft Broadcasting (10 minutes); Hogan & Hartson, representing Telecable Corp. and Continental CATV Inc. (10 minutes); Joseph DeFranco, counsel for CBS (15 minutes); John D. Matthews, Dow Lohnes & Albertson, representing Colony Communications Corp. and three other CATV firms (10 minutes); Philip R. Hochberg, Daly Joyce & Borsari, representing National Hockey League (15 minutes); Gene W. Schneider, president of LVO Cable Inc. (10 minutes); John Summers, counsel for National Association of Broadcasters (15 minutes); John P. Cole, Cole, Zylstra & Raywid, representing Teleprompter Corp., Twin Valley Trans-Video Inc. and VA Cablevision Inc. (10 minutes); James A. Simmonds, city attorney of Wausau, Wis. (10 minutes); Carmen DiLego, manager of Berkshire Telecable Corp. (five minutes).

I saw Mommy. A cable TV system in Saugus, Calif., last week provided early morning subscribers with an unexpected programing bonus. Viewers tuning in at 6 a.m. on July 8 for the time-weather-temperature check saw instead the head-to-foot unedited nude from *Playboy* magazine's July centerfold and a second, smaller nude from the same issue. The two photographs were shown on camera for more than an hour. According to the sheriff's station responsible for the southern California community, a small building owned by Cablevision of Saugus was broken into and two pages of *Playboy* were placed in front of a TV camera that automatically scans various measuring devices. The sheriff's office was called in to investigate when a number of complaints were received, reportedly including one from a woman who said her child had seen the nudes and had been boasting that her mommy was on TV.

Equipment & Engineering

For Burch, FCC policy on satellites is pie in sky

Chairman downgrades majority plan in dissent with Riley, Reid; says AT&T and Comsat should be given better breaks

FCC Chairman Dean Burch last week criticized FCC policy on domestic communications satellites as ignoring marketplace realities in the name of "a peculiar and novel form of competition."

In a statement dissenting to the satellite policy adopted by the commission last month, Chairman Burch said the majority's decision may "retard the evolution of satellite technology, not get it going, and it may thus withhold realistic benefits to the public."

The chairman and fellow Republicans Richard Wiley and Charlotte Reid constituted the minority in last month's satellite action, which advances what the four-member majority calls a limited open-entry form of satellite regulation (BROADCASTING, June 19). Commissioners Wiley and Reid joined the chairman in his statement last week.

Chairman Burch made clear that his principal dispute with the majority action was over restrictions placed on two of the eight present applicants for domestic systems, AT&T and the Communications Satellite Corp. AT&T was restricted within the continental U.S. to providing its regular telephone services and to servicing the Defense Department's AUTOVON private-line system. It was barred from providing private-line service within the contiguous 48 states. A joint AT&T-Comsat proposal by which Comsat would have constructed a system solely for AT&T use was also rejected, and Comsat was given the option of servicing all carriers—including AT&T—or all carriers except AT&T.

The chairman questioned whether any interest would benefit. "Although the thread runs through the majority document that its key findings have been made in the interest of 'competition,'" the chairman said, "somewhere along the line the overriding purpose of the competitive marketplace seems to have gotten lost; namely, benefit to the consumer in the form of better and/or cheaper goods and services than would otherwise be available."

Noting that the majority's rationale for placing the restrictions on AT&T was that the firm could possibly monopolize satellite communications since it already has a firm grasp on the terrestrial communications systems, Mr. Burch countered: "I find it an ironic twist indeed that 'success' is to be penalized rather than re-

warded and that economies of scale must be forsworn as inconsistent with a theoretical model of pure competition." An AT&T system, he contended, "is the only one that could conceivably achieve an immediate fill and thus conclusively demonstrate its economic viability."

Furthermore, he claimed, Comsat stands to be the "big loser." Comsat, he said is "the one applicant with genuine experience in space-segment management." By rejecting the AT&T-Comsat plan outright rather than attaching restrictions aimed at insuring free competition, he said, the commission has reduced Comsat's "effective choice" to one—to become a retail carrier. And even here, the chairman argued, it would be barred from owning any domestic satellite facilities at any overseas point served by INTELSAT facilities—which would leave it with "virtually unutilized 'white elephant' earth stations in Alaska, Hawaii and Puerto Rico. Some option."

(Comsat is expected to file a petition for reconsideration of the satellite action shortly. In filings last week, however, two other applicants, MCI Satellite Corp. and Western Union, asked the commission to disallow the Comsat filing.)

Chairman Burch suggested that a more realistic approach to the problem would be to permit the Comsat-AT&T alliance with the added condition that Comsat also be required to provide service for carriers unable to establish their own satellite systems. And, he continued, if Comsat elects not to proceed as a "carrier's carrier," it should be free to go the route of the end-to-end retailer.

"There is, in all candor, no ideal solution to the problem," Mr. Burch said. "Our job is to come up with the best alternative available—and I make no apologies for thus relying on marketplace realities in an effort to bring to the consuming public some immediate benefits of a new technology." In terms of the degree to which the public interest will be served by the manner that the majority dealt with these problems, Mr. Burch concluded, the commission "can and must do better" than it has.

UHF group tries for better gear

Kaiser takes its campaign for antenna improvements to manufacturers, servicemen

Kaiser Broadcasting, owner and operator of six UHF television stations, is intensifying a campaign to encourage the use of better-quality UHF antennas. It is taking its message to TV servicemen next month at the joint convention of the National Electronics Association and the National Alliance of Television & Electronic Servicemen's Association in New Orleans (Aug. 9-13).

During the Consumers Electronics Show in Chicago last month Kaiser officials met with representatives of major antenna manufacturers. Kaiser complained that many antennas sold to the public

are not equal across the whole UHF band (many assertedly dropping off drastically after channel 30), many continue to use unmatched twin-ribbon lead-ins, and many splitters (used to connect more than one set to the same antenna) and baluns (used to match signal levels to receivers) are of inferior quality.

Richard C. Block, vice president-general manager of the Kaiser broadcast group, told the antenna manufacturers that Kaiser will engage in a strong promotion campaign to get the public to buy better UHF antennas. Toward that end, he said, Kaiser is calling on manufacturers to provide true "all-channel" antennas, to use nothing but foam-filled lead-in wires and to eliminate completely flat twin-lead, and to upgrade all splitters and baluns. In return, Mr. Block promised that Kaiser will pursue a three-pronged promotion campaign: It will write an installation recommendation, without mentioning brand names, that manufacturers may use in displays and with their equipment; it will advertise and promote proper UHF antenna installation, and it will try to persuade wire manufacturers to cease making ribbon lead-ins.

Vikoa CATV, MATV line sold to Coral

Coral Communications Inc., a subsidiary of Coral Inc., Hoboken, N.J., has acquired the assets of Vikoa Inc.'s electronics division for approximately \$4.2 million.

George Green, senior vice president, Coral Inc., said last week the transaction was completed on June 30, at which time Coral paid \$2.5 million in cash. The balance will be paid to Vikoa by a seven-year, 6% subordinated note. He said the basic funding for Coral has been from the Chase Manhattan Bank, New York.

As part of the agreement, Coral obtained the right to use the name Vikoa, and accordingly has formed the Coral/Vikoa electronics division, which will continue to manufacture the Vikoa cable and master antenna television product lines.

Vikoa still owns cable-TV systems and Telaction Phone Corp., a leased telephone system.

Transmitter stays put

The FCC has turned down KJLH(FM) Compton, Calif., the only black-owned broadcast facility in Southern California, in the station's bid to have its transmitter relocated. The licensee had requested a move to Baldwin Hills, just inside the city limits of Los Angeles, to improve the station's reception by the one million blacks in the northwest area of Compton (BROADCASTING, Nov. 13, 1971). KJLH had said that the move would violate minimum-spacing requirements but contended no interference would occur to other stations and asked the FCC to allow tests to prove this point. The FCC said that the station had failed to disprove the possibility of interference and denied both requests.

In the wind in Windy City: a battle for ratings supremacy

Long dominant WLS faces challenge as stations there change hands, and former WLS man, John Rook, ends up at rival WCFL as programing consultant

WLS(AM) Chicago, long the favorite among the 18-to-34-year-old set in the number-three market, is going to have its hands full trying to keep its grip on Chicago's top-40 market.

The line-up of challengers to date include RKO General, Metromedia, and GCC Communications, which are seeking FM outlets in the Windy City, and WCFL(AM) which has obtained the services of WLS's former program director, John Rook. Not all the above mentioned may be around when the battle actually begins, but the sword-rattling has begun and first blood has been drawn. ABC-owned WLS has lost its highly rated morning man, Larry Lujack, to WCFL.

WLS wasted little time naming Charlie van Dyke, personality at KHJ(AM) Los Angeles, to fill the morning slot, but whether he will inherit Mr. Lujack's 11 share and the number-two spot, behind WGN's Wally Phillips, is a big question. Mr. Lujack is now doing the afternoon drive shift on WCFL.

A spokesman at RKO General said that the format of WKFM(FM), one-third of RKO's newest acquisitions (agreements to buy FM's in Detroit and Fort Lauderdale, Fla., were announced last month), will be similar to RKO's WOR-FM, New York, a tightly produced, controlled-playlist FM that has been growing in acceptability in New York for several years. But it will be at least a year, the source added, before RKO can take over.

Metromedia says it is not yet sure what format will be used on WDFH(FM), its newest outlet. Five of the six Metromedia FM's are presently on a progressive-rock format, though, and it seems likely that WDFH will go the same route.

GCC Communications, a subsidiary of General Cinema Corp., is having its problems right now in its attempt to buy WEFM(FM). A citizen group has filed a petition to deny the transfer of the station from Zenith Radio Corp., the present owner, to GCC because of GCC's avowed wish to change the present classical fare to "contemporary popular" music (BROADCASTING, July 3). And even if GCC does weather the storm, it will be some time before it can take the reins.

And then there's John Rook at WCFL. After a five-year stint at ABC's KQV(AM) Pittsburgh, Mr. Rook was brought to WLS in early 1967 as program director. His successor at KQV was Mike McCormick, who would succeed John Rook in 1970 at WLS as well. By mid-

1968 WLS's audience had risen to about 4.2-million listeners each week, according to Mr. Rook, and was number one across the board. But by the end of 1969, he was displeased with the amount of leeway afforded him in programming the station. "I couldn't make WLS as good as I knew it could be," he said. By February 1970, he had left Chicago for a new position as president of American Independent Radio, Bill Drake's and Gene Chenault's syndication firm. He spent only five months there. "It was really a salesman's job and I didn't want to be a salesman," he explained. Then, after a few months off, he went to work for Ken Draper - Chuck Blore programming consultants only to leave 18 months later saying, "the job just wasn't for me."

Free again, Mr. Rook was approached by Lew Witz, general manager of WCFL with an offer to counsel WCFL and hopefully to bring the station back into contention with WLS. Mr. Rook began work at WCFL on May 1 of this year.

"I didn't take the job because I wanted to go after WLS, God no," Mr. Rook said. "WCFL is a good facility in a market that had been very good to me. It can be the best station in town, I believe, and that's the reason I took it."

"My view of Chicago (with the new additions to the market)," he went on, "is that a radio station is a radio station, be it AM or FM. They all are competitors, and they all can take a portion of

Be the first in your neighborhood



BIG COUNTRY...

The CHRIS LANE-produced package that is the greatest country thing yet. Only Lane and Programming db could do it so well. Only you can have it in your market. This is your first chance. Don't blow it!

Write



PROGRAMMING SALES

6430 Sunset Blvd.
Hollywood, Calif.



John Rook, WCFL's programmer

your audience, and they all can play the same music. The answer is to have those ingredients, called talent, that reach out and grab the audience. Those people who say talent isn't magnetic any more are going to find themselves losing to the FM's." That view is not really revolutionary among programmers, he admits. But by making WCFL's presentation more talent-oriented, (he doesn't call air personalities "disk jockeys" but "entertainers") Mr. Rook feels he can climb in the market.

WLS's reaction to all the station shifting going on around town is short and sweet: "They're going to do their thing, we're going to do our thing, and we're going to beat hell out of them," Paul Abrahams, general manager of WLS, snapped. And that was all he would say.

But personal problems may force John Rook to cut back on the time he has been spending in Chicago (he lives in Los Angeles). He has not added any other stations to his consultancy and has had to spend three weeks out of every month in Chicago. Last week a California court instructed him that if he wished to retain custody of his recently adopted son (he is unmarried), he will have to spend more time in Los Angeles. He will keep his position at WCFL, Lew Witz said, but will have to cut back on the extent of his on-the-spot consulting. But, Mr. Witz added, he did not feel that it would really have that much of an effect on the changes Mr. Rook has been instituting. "He's got a jack line out in L.A., so he can hear the station, and we have telephones. I can't see how it's going to affect his work that much," Mr. Witz said. Art Roberts has been named temporary program director.

There are a lot of ifs surrounding the situation in Chicago at this point: Station sales have to be completed, transfer approved, staffs finalized. But it does seem clear that there is an abundance of companies who are going to go after the 18-to-34 market in that city. And with so many of them doing it at the same time things may soon get hot in Chicago.

U.S. radio syndication set by BBC and ASI

British series on the Beatles is first to be offered here

ASI Communications, owner of a station group and the McGavern-Guild PGW rep firm, has acquired the U.S. rights to the British Broadcasting Corp. production of *The Beatles Story*. The 13-program 55-minute show is currently running on a weekly basis on BBC Radio One and will end in mid-July. ASI hopes to place the program in U.S. syndication soon afterward.

ASI also acquired in the Beatles deal the New York affiliate of London Wave Length Co. London Wave Length Ltd. is a British talent agency and radio program producer and syndicator. London Wave Length Co. was created to market the show in the U.S.

The Beatles Story is the first syndication effort by ASI. The agreement with Wave Length Ltd. is reciprocal—ASI will offer the London firm any syndication packages that it develops in this country.

ASI is also looking into the possibility of developing other programs such as *The History of the Rolling Stones* and syndicating the BBC concert series, which is now running on 16 stations in this country.

Music Briefs

Grammies switches. Grammy Awards show, telecast past two years on ABC-TV, will be carried from Nashville, in 1973 on CBS-TV.

MGM relinquishing. Metro-Goldwyn-Mayer Inc., Culver City, Calif., is planning to sell its interests in Robbins Music Corp., Hollywood, and Affiliated Music Publishers Ltd., London, England. Company said select group "of potential, qualified buyers" will be sought out. Robbins is publisher of music in U.S. Affiliated publishes outside of U.S.

Finance

Sammons systems file to go public

It's last of cable's top 10 to emerge from private ownership

Sammons Communications Inc., owner of 48 cable systems with more than 180,000 subscribers, has filed with the Securities and Exchange Commission a registration statement for a proposed public offering of a million shares of common stock at a maximum offering of \$22 per share ("Closed Circuit," June 26).

Sammons, which previously had been the only privately held company among the top-10 multiple system owners, will continue to be controlled by the parent firm, Sammons Enterprises, which will

hold 78% of the stock after the offering.

In its statement, Sammons reported that its operating revenues have risen steadily from \$2,650,431 in 1967 to \$6,174,823 in 1971. Its net income applicable to common stock rose from \$185,535 in 1967 to \$507,211 in 1971. The company's subscriber total rose from 52,494 in 1967 to 173,300 in 1971.

Sammons said in its introductory statement that it has a net working capital deficit of \$929,369. It expects to spend \$4,400,000 over the next five years to comply with new FCC technical requirements. Total capitalization was listed as \$36,134,434.

A Sammons spokesman said proceeds from the offering "will be used primarily to retire bank indebtedness incurred in 1971 to finance the acquisition of 15 CATV systems." Since 1967 the company has acquired 31 systems for a total in the \$25-million range. Its largest acquisition during that time was the Harrisburg, Pa., system, which Sammons bought late in 1971 for \$7.2 million as part of its purchase of the Jerrold Corp. system. The system had 26,600 subscribers then, has about 30,000 now.

The company said its physical assets—towers, master antennas, specialized electronic equipment and other hardware—were worth \$24,782,721 as of December 1971.

Sammons Enterprises, the statement said, has from time to time "advanced funds . . . made substantial contributions to the capital of the company, and has assisted it in obtaining loans and in other ways. SEI cannot be expected to render such support to the company after the completion of this offering."

CBS finances on bright side

Increased revenues, profits turned in first half and second quarter

CBS Inc. reported substantial increases last week in sales and net profit for both the first six months of 1972 and the second quarter of the year.

Consolidated net income for the first half jumped approximately 41% to \$32.8 million on estimated net sales of \$642.6 million, up 12% from the 1971 comparable period.

For the second quarter, CBS estimated consolidated net income climbed to \$20.5 million, a 25% rise over last year, on net sales of \$285.8 million, up 11% over the corresponding period of 1971.

For the first six months ended June 30:

	1972	1971
Earned per share	\$ 1.13	\$ 0.78
Revenues	642,600,000	570,800,000
Net income	32,800,000	22,900,000

Taft Broadcasting Co., Cincinnati, has reported increases in revenues and earnings for the first quarter ended June 30. The company noted that improvement was due in part to strong performance of broadcast division.

	1972	1971
Earned per share	\$ 0.69	\$ 0.57
Revenues	16,309,430	12,675,624
Net income	2,670,472	2,140,349

Sterling Communications Inc., New York, which operates the cable-TV system for the lower half of Manhattan, reported another net loss for fiscal year ended March 31:

Earned per share	\$ (1.77)	\$ (1.44)
Revenues	4,030,646	2,792,513
Net income	(3,707,600)	(2,516,921)

A. C. Nielsen Co., Chicago, reported record revenues and net income for the nine months ended May 31:

Earned per share	\$ 1.35	\$ 1.15
Revenues	94,256,407	83,676,783
Net income	7,175,082	6,115,130

Columbia Cable Systems Inc. Westport, Conn., reported increased revenues and earnings for first six months of fiscal 1972, compared to same period last year. For six months ended March 31:

Earned per share	\$ 0.27	\$ 0.21
Revenues	2,419,000	1,973,000
Net income	282,000	216,000

Ampex Corp., Redwood City, Calif., con-

firming earlier projection of deficit of more than \$89 million for fiscal 1972 (BROADCASTING, March 20), reported loss of some \$89.7 million for year ended April 29:

Earned per share	\$ (8.24)	\$ (1.10)
Revenues	283,924,000	290,862,000
Net income	(89,660,000)	(12,005,000)

Metro-Goldwyn-Mayer Inc., Culver City, Calif., reported income before extraordinary items for first 40 weeks of current fiscal year increased 15%. Film production firm also reported 49% increase in net operating income for third quarter, its seventh consecutive profitable quarter. For 40 weeks ended June 3:

Earned per share	\$ 1.06	\$ 0.91
Revenues	117,559,000	121,723,000
Net income	6,256,000	5,411,000

Notes: 1972 earnings do not include extraordinary gain of 1,842,000, or 31 cents per share, compared to extraordinary gain of 333,000, or six cents per share in 1971. Revenues of record and tape operations that were sold as of Sept. 1, 1971, are excluded from revenues above.

Kansas State Network Inc. reported increased revenues and net income for first nine month of fiscal year. KSN stations are KARD(TV) and KARD(FM) Wichita, KCKT(TV) Great Bend, KGLD(TV) Garden City and KMOC-TV Oberlin, all Kansas. For nine months ended May 31:

Earned per share	\$ 0.42	\$ 0.42
Revenues	5,947,863	4,968,653
Net income	705,242	625,343

All off. Creative Management Associates Inc., New York, has announced the termination of negotiations for the acquisition of Management Television Systems Inc., New York, closed-circuit TV company. Creative Management, a publicly held talent agency, had agreed in principle to buy MTS, headed by former FCC Chairman E. William Henry, for 145,000 shares of its stock having a value of about \$2 million (BROADCASTING, June 26). No reason was given for the negotiation halt.

Broadcasting Stock Index

Weekly market summary of 119 stocks allied with broadcasting

Stock symbol	Exch.	Closing July 12	Closing July 5	Net change in week	% change in week	1972 High	1972 Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting									
ABC	ABC	N 76	75 3/8	+ 5/8	+ .82	78	51 1/4	7,146	543,096
ASI COMMUNICATIONS	ASIC	O 2 1/8	2 1/8			5	2	1,815	3,856
CAPITAL CITIES	CCB	N 58 3/4	60	- 1 1/4	- 2.08	64 1/4	48	6,446	378,702
CBS	CBS	N 54 1/8	54	+ 1/8	+ .23	57 7/8	45 1/2	28,096	1,520,696
COX	COX	N 43 1/2	41 7/8	+ 1 5/8	+ 3.88	49 3/4	36 1/4	5,827	253,474
FEDERATED MEDIA	F	O 4 1/8	3 1/8	+ 1	+ 32.00	4 1/8	2 7/8	820	3,382
GROSS TELECASTING	GGG	A 17 1/4	18 1/8	- 7/8	- 4.82	23 7/8	12 1/4	800	13,800
LIN	LINB	O 13 1/2	14 3/8	- 7/8	- 6.08	22 3/8	13 1/2	2,296	30,996
MOONEY	MOON	O 11 5/8	11 1/2	+ 1/8	+ 1.08	11 5/8	4	250	2,906
PACIFIC & SOUTHERN	PSOU	O	13 1/2			18 1/4	10 3/8	1,929	26,041
RAHAL COMMUNICATIONS	RAHL	O 17 1/4	19 1/4	- 2	- 10.38	29	8	1,037	17,888
SCRIPPS-HOWARD	SCRIP	O 21 1/4	20 3/4	+ 1/2	+ 2.40	27	18	2,589	55,016
STARR	SBG	M 25	23 1/2	+ 1 1/2	+ 6.38	28 1/4	15 1/2	1,182	29,550
TAFT	TFB	N 49 3/8	48 1/4	+ 1 1/8	+ 2.33	57 1/4	41 3/4	3,845	189,846
TOTAL								64,078	3,069,249
Broadcasting with other major interests									
ADAMS-RUSSELL	AAR	A 5	4 3/4	+ 1/4	+ 5.26	8 3/4	4 1/2	1,250	6,250
AVCO	AV	N 15 1/4	16	- 3/4	- 4.68	20 7/8	13 7/8	11,489	175,207
BARTELL MEDIA	BMC	A 4 1/2	4 3/8	+ 1/8	+ 2.85	7 1/8	4 1/8	2,257	10,156
BOSTON HERALD-TRAVELER	BHLO	O 15	14 1/2	+ 1/2	+ 3.44	30	11	589	8,835
CHRIS-CRAFT	CCN	N 6 5/8	6 3/4	- 1/8	- 1.85	8 3/4	5 5/8	3,980	26,367
COMBINED COMMUNICATIONS	CCA	A 31 1/4	31 3/4	- 1/2	- 1.57	42 1/2	29 5/8	3,148	98,375
COWLES COMMUNICATIONS	CWL	N 11 1/4	11 1/8	+ 1/8	+ 1.12	12 1/2	9 1/2	3,969	44,651
DUN & BRADSTREET	ONB	N 76	75	+ 1	+ 1.33	80 1/4	63	1,287	97,812
FUQUA	FOA	N 22 5/8	23 3/4	- 1 1/8	- 4.73	27 7/8	20 7/8	8,120	183,715
GABLE INDUSTRIES	GBI	N 24 7/8	25 1/2	- 5/8	- 2.45	32 1/4	23 1/2	1,872	46,566
GENERAL TIRE & RUBBER	GY	N 27 3/8	26 3/8	+ 1	+ 3.79	32 5/8	24 5/8	19,483	533,347
GLOBETROTTER COMMUNICATION INC	GLBTA	O 13	13 3/4	- 3/4	- 5.45	20 1/2	9 1/4	2,820	36,660
ISC INDUSTRIES	ISC	A 7 7/8	7 3/4	+ 1/8	+ 1.61	9 1/8	6	1,646	12,962
KANSAS STATE NETWORK	KSN	O 7 1/2	7 5/8	- 1/8	- 1.63	7 7/8	6 1/2	1,621	12,157
KINGSTIP INC.	KTPP	O	14 3/4			22	14 1/2	1,154	17,021
LAMB COMMUNICATIONS	L	O	3 3/4			4 7/8	2	475	1,781
LEE ENTERPRISES	LNT	A 28 1/4	27 1/2	+ 3/4	+ 2.72	30	17 1/2	3,289	92,914
LIBERTY CORP.	LC	N 20	19 1/4	+ 3/4	+ 3.89	21 5/8	17 1/2	6,753	135,060
MCGRAW HILL	MHP	N 16 3/8	17 1/8	- 3/4	- 4.37	20 7/8	16 1/8	23,327	381,979
MEREDITH CORP.	MDP	N 19 3/8	19 3/4	- 3/8	- 1.89	30 3/4	19	2,772	53,707
METROMEDIA	MET	N 33 1/2	33 5/8	- 1/8	- .37	39	27 1/4	5,956	199,526
MULTIMEDIA INC.	M	O 40 1/4	40	+ 1/4	+ .62	44	14	2,408	96,922
OUTLET CO.	OTU	N 13 3/8	13 5/8	- 1/4	- 1.83	19 3/8	13 3/8	1,335	17,855
POST CORP.	POST	O 24 3/4	23 3/4	+ 1	+ 4.21	30	9	942	23,314
PUBLISHERS BROADCASTING CORP.	PUBB	O 3 5/8	3 3/4	- 1/8	- 3.33	4 7/8	1 5/8	919	3,331
REEVES TELECOM	R8T	A 3 1/8	3 3/8	- 1/4	- 7.40	4 1/4	2 3/8	2,292	7,162
RIDDER PUBLICATIONS	RPI	N 30	30 1/8	- 1/8	- .41	34 1/2	26	8,324	249,720
ROLLINS	ROL	N 42 3/8	40 1/2	+ 1 7/8	+ 4.62	43 1/4	33	12,131	514,051
RUST CRAFT	RUS	A 34 3/8	34 3/8			36 3/4	24	2,318	79,681
SCHERING-PLOUGH	SGP	N 118 5/8	118 1/2	+ 1/8	+ .10	120 3/4	82 5/8	25,471	3,021,497
SONDERLING	SOB	A 14 1/8	13 1/2	+ 5/8	+ 4.62	30 3/4	13 3/8	1,005	14,195
STORER	SBK	N 44	43 3/4	+ 1/4	+ .57	47 1/2	31	4,223	185,812
TURNER COMMUNICATIONS	T	O 6	6			7	2	1,328	7,968
WASHINGTON POST CO.	WPO	A 33 3/4	32 3/4	+ 1	+ 3.05	35 1/2	23 1/2	4,789	161,628
WOMETCO	WOM	N 23 5/8	23 1/4	+ 3/8	+ 1.61	25 7/8	18 1/2	5,789	136,765
TOTAL								180,531	6,694,949

	Stock symbol	Exch.	Closing July 12	Closing July 5	Net change in week	% change in week	1972		Approx. shares out (000)	Total market capitalization (000)	
							High	Low			
Cable											
AMECO	ACO	O	2 3/4	2 3/4			12 3/4	1 1/2	1,200	3,300	
AMERICAN ELECTRONIC LABS	AELBA	D	5 3/4	5 3/8	+ 3/8	+ 6.97	9 3/4	3	1,670	9,602	
AMERICAN TV & COMMUNICATIONS	AMTV	O	42	42 3/8	- 3/8	- .88	43 1/2	17 1/4	2,462	103,404	
BURNUP & SIMS	BSIM	O	22 7/8	22 1/2	+ 3/8	+ 1.66	22 7/8	6 3/4	6,572	150,334	
CABLECOM-GENERAL	CCG	A	12 3/4	13 3/8	- 5/8	- 4.67	18 1/4	12 1/2	2,395	30,536	
CABLE INFORMATION SYSTEMS	CIS	O	3	3 1/4	- 1/4	- 7.69	4 3/4	1 3/4	955	2,865	
CITIZENS FINANCIAL CORP.	CPN	A	11	11 1/2	- 1/2	- 4.34	15 1/4	10 1/4	2,355	25,905	
COLUMBIA CABLE	CCAB	O		20 1/4			29	17 1/4	900	18,225	
COMMUNICATIONS PROPERTIES	COMU	D	12 1/4	13 5/8	- 1 3/8	- 10.09	27 3/8	11 1/8	1,917	23,483	
COX CABLE COMMUNICATIONS	CXC	A	31 3/8	31 7/8	- 1/2	- 1.56	34 5/8	23 1/4	3,555	111,538	
CYPRESS COMMUNICATIONS	CYPR	O	20 1/2	22 5/8	- 2 1/8	- 9.39	23	7	2,707	55,493	
ENTRON	ENT	A	4 1/2	4 5/8	- 1/8	- 2.70	9 1/4	3 5/8	1,320	5,940	
GENERAL INSTRUMENT CORP.	GRI	N	29 1/4	30 1/4	- 1	- 3.30	31 1/2	20 3/4	6,501	190,154	
LVD CABLE INC.	LVOC	D	13 7/8	13	+ 7/8	+ 6.73	16 1/2	6 3/4	1,466	20,340	
STERLING COMMUNICATIONS	STER	D	5 3/8	5 3/8			7 3/4	3 1/2	2,162	11,620	
TELE-COMMUNICATIONS	TCOM	O	27 1/2	28 1/2	- 1	- 3.50	30 3/8	15 1/2	3,856	106,040	
TELEPROMPTER	TP	A	38	42	- 4	- 9.52	43 3/8	28 1/8	13,472	511,936	
TIME INC.	TL	N	46 1/8	48	- 1 7/8	- 3.90	64 3/4	46 1/8	7,278	335,697	
VIACOM	VIA	N	18 3/4	20 1/2	- 1 3/4	- 8.53	28 1/2	15 1/2	3,771	70,706	
VIKOA	VIK	A	10 7/8	11 7/8	- 1	- 8.42	19 3/4	8	2,344	25,491	
Programming									TOTAL	68,858	1,812,609
COLUMBIA PICTURES	CPS	N	11 7/8	13 1/8	- 1 1/4	- 9.52	14 7/8	9 1/8	6,342	75,311	
DISNEY	DIS	N	185 7/8	190	- 4 1/8	- 2.17	196	132 3/4	13,223	2,457,825	
FILMWAYS	FWY	A	6 3/8	6 3/8			8	4 7/8	1,849	11,787	
GULF & WESTERN	GW	N	34 1/4	37	- 2 3/4	- 7.43	44 3/4	28	15,816	541,698	
MCA	MCA	N	26 1/2	27 1/4	- 3/4	- 2.75	35 7/8	25 5/8	8,182	216,823	
MGM	MGM	N	17 1/2	17 3/8	+ 1/8	+ .71	21 1/2	16 3/4	5,895	103,162	
MUSIC MAKERS	MUSC	O	2 1/4	2 1/4		.00	3 3/4	1 1/8	534	1,201	
TELE-TAPE PRODUCTIONS	OT	O		1 3/4	+ 1/4	+ 14.28	2 7/8	1	2,190	4,380	
TRANSAMERICA	TA	N	17 1/4	18 1/2	- 1 1/4	- 6.75	23 1/2	17 1/4	64,571	1,113,849	
20TH CENTURY-FDX	TF	N	9 1/2	10	- 1/2	- 5.00	17	9 1/2	8,562	81,339	
WALTER READE ORGANIZATION	WALT	O	1 3/4	1 3/4			4 1/8	1 3/8	2,414	4,224	
WARNER COMMUNICATIONS INC.	WCI	N	45 1/4	48 1/4	- 3	- 6.21	50 1/4	31 1/4	16,221	734,000	
WRATHER CORP.	WCO	A	13 1/4	14 1/2	- 1 1/4	- 8.62	17 7/8	9 7/8	2,164	28,673	
Service									TOTAL	147,963	5,374,272
JOHN BLAIR	BJ	N	19	19 7/8	- 7/8	- 4.40	22 3/8	16 3/4	2,600	49,400	
COMSAT	CQ	N	52 3/8	54 1/2	- 2 1/8	- 3.89	75 3/8	52	10,000	523,750	
CREATIVE MANAGEMENT	CMA	A	12 1/4	13	- 3/4	- 5.76	15 1/2	9 3/8	1,056	12,936	
DOYLE DANE BERNBACH	DOYL	O	31 1/2	32 1/2	- 1	- 3.07	34 3/4	24	1,872	58,968	
ELKINS INSTITUTE	ELKN	O	3 1/2	3 1/2			16 3/8	2 3/4	1,664	5,824	
FOOTE, CONE & BELDING	FCB	N	13 1/8	13 1/2	- 3/8	- 2.77	14	10 5/8	2,176	28,560	
GREY ADVERTISING	GREY	O	16 5/8	16 5/8		.00	18	9 1/4	1,209	20,099	
INTERPUBLIC GROUP	IPG	N	34 5/8	33 3/8	+ 1 1/4	+ 3.74	35	22 3/4	2,239	77,525	
MARVIN JOSEPHSON ASSOCS.	MRVN	D	15	14 3/4	+ 1/4	+ 1.69	17 3/4	5 7/8	825	12,375	
MCCAFFREY & MCCALL	MC	O	14	13 3/4	+ 1/4	+ 1.81	16 1/2	7	585	8,190	
MOVIELAB	MOV	A	2 1/8	2 1/8			3 1/8	1 5/8	1,407	2,989	
MPO VIDEOTRONICS	MPD	A	4 1/4	4 1/4			7 1/8	4	547	2,324	
NEEDHAM, HARPER & STEERS, INC.	NDHMA	D	34 1/8	30 5/8	+ 3 1/2	+ 11.42	34 1/8	21 1/2	911	31,087	
A. C. NIELSEN	NIELB	O	54 7/8	52 1/2	+ 2 3/8	+ 4.52	54 7/8	37 5/8	5,299	290,782	
OGILVY & MATHER	OGIL	D	48 1/2	43 1/4	+ 5 1/4	+ 12.13	48 1/2	16	1,716	83,226	
PKL CO.	PKL	D	1 5/8	1 5/8			9 1/2	1 5/8	778	1,264	
J. WALTER THOMPSON	JWT	N	40 1/8	40 1/4	- 1/8	- .31	49 1/4	40	2,711	108,778	
WELLS, RICH, GREENE	WRG	N	21 3/8	22 1/4	- 7/8	- 3.93	27 7/8	19 5/8	1,618	34,584	
Manufacturing									TOTAL	39,213	1,352,661
ADMIRAL	ADL	N	19	19 5/8	- 5/8	- 3.18	27	17 1/8	5,163	98,097	
AMPEX	APX	N	7 1/8	7 1/4	- 1/8	- 1.72	15 1/8	7	10,875	77,484	
CARTRIDGE TELEVISION INC.	CTV	O	24	26 1/4	- 2 1/4	- 8.57	43 1/2	16 1/2	7,557	181,368	
CCA ELECTRONICS	CCAE	O	4 3/8	4 1/2	- 1/8	- 2.77	6 1/4	2 1/4	881	3,854	
COLLINS RADIO	CRI	N	14 1/4	14 1/4			19 7/8	13 1/4	2,968	42,294	
COMPUTER EQUIPMENT	CEC	A	3	3 1/8	- 1/8	- 4.00	4 5/8	3	2,421	7,263	
CONRAC	CAX	N	31 1/2	31 1/2			39 3/8	27 1/8	1,259	39,658	
GENERAL ELECTRIC	GE	N	64 7/8	66 5/8	- 1 3/4	- 2.62	70 7/8	58 1/4	182,123	11,815,229	
HARRIS-INTERTYPE	HI	N	52	54 1/8	- 2 1/8	- 3.92	59	48 1/4	6,365	330,980	
MAGNAVOX	MAG	N	30 1/8	32 3/4	- 2 5/8	- 8.01	52 1/4	30 1/8	17,476	526,464	
3M	MMM	N	79	79 5/8	- 5/8	- .78	83 3/8	74 1/4	112,600	8,895,400	
MOTOROLA	MOT	N	115 3/4	120	- 4 1/4	- 3.54	122 3/4	80	13,522	1,565,171	
OAK INDUSTRIES	OEN	N	13 3/4	14 3/8	- 5/8	- 4.34	17 1/2	9 5/8	1,638	22,522	
RCA	RCA	N	33 3/8	34 1/8	- 3/4	- 2.19	45	32 3/4	74,352	2,481,498	
RSC INDUSTRIES	RSC	A	2 3/4	2 7/8	- 1/8	- 4.34	4 3/8	2 3/4	3,458	9,509	
TEKTRONIX	TEK	N	57 1/2	58 1/4	- 3/4	- 1.28	60 7/8	32 3/4	8,128	467,360	
TELEVISION	TMT	O		7			13 3/4	6	1,050	7,350	
WESTINGHOUSE	WX	N	49 3/8	50 3/4	- 1 3/8	- 2.70	54 7/8	43	86,927	4,292,020	
ZENITH	ZE	N	43 3/4	42 7/8	+ 7/8	+ 2.04	50 1/2	41 3/8	19,031	832,606	
GRAND TOTAL									557,794	31,696,127	
GRAND TOTAL									1,058,437	49,999,867	

Standard & Poor's Industrial Average

119.57

120.27

-.70

A-American Stock Exchange
M-Midwest Stock Exchange

N-New York Stock Exchange
O-Over the counter (bid price shown)

A blank in closing price columns indicates no trading in stock.

Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

Fates & Fortunes®

Broadcast Advertising

Thomas L. Griffin, VP, account supervisor, named senior VP, management supervisor, Benton & Bowles, New York.

Kenneth W. Cook, corporate media director, Cargill, Wilson & Acree, and media director of agency's Atlanta office, named VP/corporate media director. **Mark Doyle**, VP, creative director, agency's Charlotte office, appointed to similar post in Atlanta.

Martin Stevens, VP, arts and graphics, Revlon's Creative Workshop, New York, joins SSC&B there as VP and executive art director.

Harry Kinzie, VP, Knox Reeves Advertising, Minneapolis, named senior VP. **Howard Englander**, associate creative director, named VP.

George H. Weber, chairman, Cole & Weber Inc., Seattle, retires, continuing as consultant. **John L. Sugg**, president of C&W, elected chairman. **Lee Jacobi**, executive VP and general manager of Seattle office, elected president. **Harold C. Dixon**, executive VP and creative director, named chairman of executive committee.

John C. Ryan, account supervisor, J. Walter Thompson, Detroit, joins Leo Burnett, Detroit, as VP and account supervisor.

Julia Varga, manager, Arbitron division, American Research Bureau, New York, appointed research director of audience development, Katz Television there. **Don McCarty**, assistant general sales manager, Katz Radio, New York, appointed manager, sales development; **Geoff Hall**, New York sales manager, and **Jack Marino**, manager of Philadelphia office, named managers of Katz Western and Eastern divisions, respectively, both with offices in New York. **Bill McHale**, assistant to New York manager, appointed manager, Philadelphia office, and **Ken Swetz**, assistant New York sales manager, succeeds Mr. Hall as New York sales manager.

Richard W. Borel, special assignments, finance, John Blair & Co., New York, appointed to newly created position of manager, planning and development.

John Cundiff, with WJIM-TV Lansing, Mich., joins WILX-TV there, as general sales manager.

Lou Sweeney, VP in charge of sales, KMEX-TV Los Angeles, appointed to similar position with KFTV(TV) Hanford, Calif., scheduled to begin broadcasting in August. Both stations are owned by Spanish International Network.

Dick Wexo, with WTVJ(TV) Miami, appointed local sales manager.

Ed Hawkins, with KTLA(TV) Los Angeles,

appointed to newly created position of Western sales manager, with responsibility for sales on West Coast and in Pacific Northwest.

Stephen H. Soule, with KGMC(AM) Englewood, Colo. (Denver), appointed sales manager.

Petersen Marzoni Jr., VP, National Analysis Inc., Philadelphia, joins D'Arcy-MacManus Advertising, St. Louis, as director of advanced behavioral studies and research methods, newly created position.

Michael Murphy, national sales manager, KSO(AM) Des Moines, Iowa, joins Blair Television, St. Louis office, as account executive.

Clark L. Robinson, VP and co-creative director, Friedlich, Fearon & Strohmeier, New York agency, named senior VP and creative director.

Michael E. Keen, creative director, Gordon Associates Advertising Inc., West Palm Beach, Fla., named VP.

James A. Baar, president, International Marketing Communications Consultants Inc., a General Electric subsidiary, joins Lewis & Gilman Inc., Philadelphia-based agency, as VP and director of public relations.

Lou Selener, director of sales and special projects, Teletape Corp., New York, named director of commercial sales for television commercials production division, King Features Syndicate, New York.

Joy Sullivan, manager, traffic department, WCAU-TV Philadelphia, appointed sales traffic manager. She is succeeded by **Pat DiLauro**, commercial scheduling clerk.

Media



Mr. Villanueva

Danny Villanueva, VP and general manager, KMEX-TV Los Angeles, adds same duties at KFTV(TV) Hanford, Calif., Spanish-language station scheduled to go on air in August. Mr. Villanueva will continue his responsibilities with KMEX-TV. Both stations are owned by Spanish International Network. Mr. Villanueva also appointed general manager of SIN-West, newly created regional network of Spanish-language TV stations in California.

John Tyler, managing partner, KVII-TV Amarillo, Tex., appointed general manager, WQXI-TV Atlanta. Mr. Tyler intends to sell his 10% interest in KVII-TV. He is

succeeded there by **James McCormack**, business manager.

Robert Bell, VP, Globetrotter Communications Inc., Chicago, named director of broadcasting. GCI owns WIXY(AM)-WDOK(FM) Cleveland and WVON(AM) Chicago.

Bill Ward, operations director, KLAC(AM) Los Angeles, named VP and general manager.

Howard Duncan, general manager, WYTV(TV) Youngstown, Ohio, joins Number One Radio, licensee of KBUZ-AM-FM Phoenix and KAIR(AM) Tucson, Ariz., as executive VP.

Robert A. Benyi, accounting services manager, WWJ-AM-FM-TV Detroit, appointed business manager.

Thomas F. Muessig, former executive VP, Kansas Jaycees, joins KPTS(TV) Hutchinson, Kan., as director of development.

Louis S. Nemecek, assistant manager, WTAW(AM) College Station, Tex., joins KRRV(AM) Sherman, Tex., as VP and general manager.

Kent Slocum, program director, WSPD(AM) Toledo, Ohio, appointed general manager.

Richard W. Bell, design director, KNXT(TV) Los Angeles, appointed to newly created position of director, design, promotion and information services.

Vicky Cunningham, director of publicity, Fillmore Corp., San Francisco, appointed director of promotion and advertising, KSAN(FM) there.

Brian Eagle, with Office of Telecommunications Policy, Washington, appointed executive assistant to OTP Director Clay Whitehead.

David Horowitz, ABC publicist, New York, appointed manager of industry and audience relations.

Programming

David B. Williams, formerly manager of publicity, Viacom International Inc., New York, appointed director of advertising and promotion, ABC Films there.

Jerry Franken, account executive, McFadden, Strauss & Irwin Inc., Los Angeles, entertainment-industry public-relations firm, named VP in charge of TV syndication publicity and promotion. **Skip Heinecke**, account executive, named VP for TV coordination. **Jack Mullen**, VP, named senior VP. **Cliff Dektar**, VP and TV coordinator, named VP for all TV operations.

Leonard J. Charney, attorney with Educational Broadcasting Corp., New York, joins Metromedia Inc. as assistant gen-

eral counsel assigned to Metromedia Producers Corp., New York.

Barry Sand and **Bob Carmen**, associate producers of now defunct *David Frost Show*, appointed producer and creative consultant, respectively, of *The Mike Douglas Show*, Philadelphia. Both are Group W productions.

Charles F. Engel, program executive, Universal Television, named VP with responsibility for production supervision of all Universal TV-produced *Movie of the Week* projects for ABC-TV.

Ron Beardmore, production director, WYTV(TV) Youngstown, Ohio, appointed program director.

Bernard Zisman, executive VP, Park Electrochemical, Great Neck, N.Y., appointed VP, corporate development, Teletronics International, New York, videotape production, editing and duplicating firm. He will be responsible for corporate planning, mergers and acquisitions.

Martin J. Clancy, Washington producer, National Educational Television, joins National Public Affairs Center for Television, Washington, as executive producer for special programming.

Margaret Batsford, senior research analyst, Group W Productions, New York, appointed director of media research, Independent Television Corp., there.

Hal Parets, former producer of nationally syndicated *Joe Pyne Show* and *Al Capp Show*, joins KTLA(TV) Los Angeles as producer of special projects.

James M. Hall, secretary of human relations for state of California, joins MCA Inc., North Hollywood, as management and financial-affairs executive.

Broadcast Journalism

Tom Siler, anchorman, KTHV(TV) Little Rock, Ark., joins KFSA-TV Fort Smith, Ark., as news director. Both are Donrey Media Group stations.

Charles Baireuther, investigative reporter, WJXT(TV) Jacksonville, Fla., joins WPTV(TV) West Palm Beach, Fla., as assignment editor.

John M. Day Jr., VP, director of public affairs, former WHDH-TV Boston, joins Wm. Underwood Co., Watertown, Mass., food-canning firm, in newly created position of director of communications.

Clay Dillon, radio news director, WHAT(AM) Philadelphia and newscaster, WWDB(FM) there, joins WCAU-FM Philadelphia as director of news and public affairs.

Roger Lewis Miliano, news director, KXOA(FM) Sacramento, Calif., joins WGAR(AM) Cleveland, as newscaster/editor.

Bob Inman, anchorman, WBTV(TV) Charlotte, N.C., appointed assistant news and information manager.

John Connors, former sportscaster, KLZ-TV Denver, joins KBT(TV) Denver as sports reporter, weekend news.

Carol Saynisch, anchorwoman, WTOL-TV Toledo, Ohio, joins Widerschein-Strandberg and Associates there as director,

To the rescue. National Association of FM Broadcasters has appointed a small-markets committee to intensify association efforts to provide greater assistance to small-market FM stations. "Major-market FM stations are generally doing very well," John Richer, president of NAFMB said, "but the smaller FM markets still have problems . . ." Members of the committee: Thomas R. Holter, WLVE(FM) Baraboo-Madison, Wis.; Don J. Belliacqua, KERI(FM) Bellingham, Wash., and William J. Ryan, WNFMB(FM) Naples, Fla.

public relations and advertising, and WLQR-FM Toledo as anchorwoman, morning news.

Al McCoy, director, sports broadcasting, KXIV(TV) Phoenix, joins KTAR-AM-FM-TV Phoenix as sportscaster for Phoenix Suns professional basketball games.

Lee Loring, UPI bureau chief, Augusta, Me., joins Maine Public Broadcasting Network, Orono, on news and public-affairs staff. **David Platt**, producer, news and public affairs at network, appointed executive producer/public affairs. Mr. Platt succeeds **Dan Everett**, appointed director of community services.

Joseph P. Bradis, regional membership executive for AP in Pennsylvania, Maryland and Denver, appointed broadcast executive, coordinating and directing AP's broadcast membership activities in Eastern states. Succeeding him is **George Otwell**, who has been regional membership executive for broadcast in Pennsylvania, Maryland and Delaware. Succeeding Mr. Otwell is **Nancy Shipley**, broadcast supervisor for AP in Nashville. **Anthony Rizzo**, administrative assistant in AP's purchasing division in New York, named regional membership executive, broadcast, for New Mexico, Colorado and Wyoming, succeeding **William Greer**, who moves to same position with responsibility for northern California, northern Nevada and Arizona. He succeeds **Robert R. Hull**, appointed regional executive, broadcast, for southern California and southern Nevada.

Cable

Michael J. McCrudden III, executive assistant to Clay T. Whitehead, director of Office of Telecommunications Policy, Washington, joins American Television & Communications Corp., Denver, as director of market development.

Cort Wilson, engineering consultant, named assistant director of engineering, National Cable Television Association, Washington.

Music

Paul Bernard, with broadcast-relations division, Broadcast Music Inc., New York, appointed to new post of director of broadcaster relations. **Salvatore Fernandes**, formerly credit manager, appointed operations manager, broadcast-relations division.

George W. Cherault Jr., assistant to gen-

eral manager and promotion manager WSLs-AM-FM Roanoke, Va., named field representative, SESAC Inc., New York. He will represent SESAC in Arkansas, Louisiana, Mississippi, Tennessee, Kentucky, Alabama and West Virginia.

Judy Helm, with WDAI(FM) Chicago, appointed music director.

Norman Ober, director of press and public information, CBS Electronic Video Recording division, appointed director, press and public information, Polygram Corp., New York, holding company for various record-manufacturing and music-publishing firms.

Equipment & Engineering

George M. Miesenhelder, manager, management products, General Electric nuclear energy division, San Jose, Calif., joins Ampex Corp., Redwood City, Calif., as VP, finance.

Walter J. Sonnevile, manager, marketing analysis, CATV division, Oak Industries Inc., Crystal Lake, Ill., appointed director, planning and development. **Eugene C. Walding**, engineering manager, appointed director, engineering.

Jere P. Smith, with Florida sales divisions, Hewlett Packard Inc., Honeywell Inc., and Rogers Corp., joins C-COR Electronics Inc., State College, Pa., as Southeastern sales manager, cable-TV products.

C. David Batalsky, trade-show manager, Jerrold Electronics Corp., Philadelphia, appointed manager, marketing communications.

Tom Monahan, chief engineer, WYDD(FM) and WKPA(AM) New Kensington, Pa., joins WJAS-AM-FM Pittsburgh, as manager, technical operations.

Allied Fields

Justus S. Templeton III, account executive, RKO Radio Representatives, joins American Research Bureau as account executive, broadcaster services, Chicago.

Robert A. Skitol, assistant to Robert Pitofsky, director, Federal Trade Commission's Bureau of Consumer Protection, resigns end of August to join Washington law firm of Wald, Harkrader & Ross.

Francis L. Horn, associate, Washington communications law firm of Wilkinson, Cragun & Barker, named partner.

Robert Brooks, associate professor, University of Texas at Austin, appointed acting chairman, department of radio-television-film.

Deaths

Brandon de Wilde, 30, stage, movie and TV actor, died in Denver July 6 of injuries suffered in a traffic accident. Mr. de Wilde starred in the 1953-54 series *Jamie* on ABC-TV.

Fred Wittner, 63, president of Fred Wittner Co., New York advertising agency, died July 6 at New Rochelle, N.Y. hospital. He started his agency which specialized in industrial accounts, in 1939. He is survived by his wife, Miriam, a son and a daughter.

For the Record[®]

As compiled by BROADCASTING, July 4 through July 11, 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 authorization. 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. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations

Rulemaking actions

- Melbourne, Fla.—FCC substituted TV ch. 56 for ch. 31 at Melbourne, Fla., in FCC report and order amending TV table of assignments. Action effective Aug. 14, terminated rulemaking proceeding adopted April 5 (Doc. 19487). Action June 28.
- Acting Chief, Broadcast Bureau, on request of Camellia City Telecasters Inc., extended through July 19, time to file comments and through July 31, time to file reply comments in matter of amendment of table of assignments (Vallejo-Fairfield and Sacramento, both California) (Doc. 19511). Action July 6.
- FCC proposed amendment of TV table of assignments with substitution of ch. 38 for ch. 66 at Terre Haute, Ind., based on amended petition of Alpha Broadcasting Corp., holder of CP for ch. 66 at Terre Haute (granted Dec. 28, 1971). Action July 6.
- Keyser, W. Va.—FCC proposed amendment of TV table of assignments by assigning ch. 48 to Keyser, and reserving it for educational use. Rulemaking was requested by West Virginia Board of Regents. Action July 6.

Call letter action

- Alpha Broadcasting Corp., Terre Haute, Ind.—Seeks WJIL-TV.

Existing TV stations

Final actions

- KECC-TV El Centro, Calif.—FCC granted request by KECC Television Corp. (KECC-TV El Centro), to operate unattended station KGT-65, single-hop TV studio-to-trans. link (TV STL.). Action July 6.
- WFTV(TV) Hanford, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 28. Action June 28.
- KWGN-TV Denver—FCC denied petition by Colorado Committee on Mass Media and Spanish Surnamed Inc., requesting reversal of order of Aug. 4, 1971, which application of WGN of Colorado Inc. for renewal of license for KWGN-TV was granted for regular three-year period.
- WECT(TV) Wilmington, N.C.—Broadcast Bureau granted mod. of license covering change of name to Atlantic Telecasting Corp. Action June 30.
- WHIO-TV Dayton, Ohio—Broadcast Bureau granted CP to install alt. main trans. and make changes in ant. system. Action June 30.
- WTCI(TV) Chattanooga—Broadcast Bureau permitted remote control from 4411 Amnicola Highway, Chattanooga. Action June 28.
- KUTV(TV) Salt Lake City—FCC authorized station to present up to three and one-half hours of NBC network programing during prime time, 7 to 11 p.m. Mountain Time, on July 8 and July 29. Action June 28.

Actions on motions

- Hearing Examiner Frederick W. Denniston in Dubuque, Iowa (Dubuque Communications Corp. [KDUB-TV]), TV proceeding, denied motion by Dubuque Communications Corp. seeking permission to submit request for admission of facts to Broadcast Bureau (Doc. 19339). Action June 29.
- Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, on examiner's own motion

continued to Aug. 1 hearing now scheduled for July 31 in Daytona Beach, to be specified by subsequent order (Docs. 19168-70). Action June 29.

Other action

- WBTW(TV) Florence, S.C.—Review board members Donald J. Berkemeyer and Dee W. Pincock granted application of Daily Telegraph Printing Co. for CP to increase ant. height and move trans. site of WBTW (CBS) ch. 13, Florence, with board member Sylvia D. Kessler dissenting with statement (Doc. 18650). Action July 5.

New AM stations

Final action

- Stamford, Conn.—FCC deferred action on application of Radio Stamford Inc., for new AM on 1400 khz, 250 w, 1 kw-LS, U, Stamford, facilities of WSTC, pending final determination of WSTC revocation proceeding (Doc. 19043). Action June 28.

Actions on motions

- Chief Office of Opinions and Review in Sanford, Pine Castle-Sky Lake and Titusville, all Florida (Blue Ridge Broadcasting Co., et al.), AM proceeding, dismissed as moot petition by WRMF Inc., for reconsideration of order of commission designating application of S & S Broadcasting Co. for hearing and dismissal of S & S Broadcasting's application (Docs. 19431-3). Action June 28.
- Hearing Examiner Jay A. Kyle in Laurel, Ellenville, Bay Saint Louis, Gulfport and McComb, all Mississippi (Southland Inc., et al.), FM and AM proceeding, on request of Gulf Broadcasting Co., scheduled further hearing conference for July 18 (Docs. 19415-6, 19465-7). Action June 27.

Other action

- Review board in West Jefferson and Blowing Rock, both North Carolina, AM proceeding, scheduled oral argument for July 26 before panel of review board, on initial decision, exceptions and briefs, in proceeding on applications of Childress Broadcasting Corp. of West Jefferson, for change in facilities of WKSK there from 1600 khz to 580 khz, and Mountain Broadcasting Corp., for new AM on 580 khz at Blowing Rock (Docs. 19015-6). Action July 5.

Call letter applications

- Radioak Inc., Oak Ridge, Tenn.—Seeks WOKI.
- Stanley M. Boyd, Pulaski, Va.—Seeks WBLB.

Existing AM stations

Final actions

- KTKT Tucson, Ariz.—Broadcast Bureau granted CP to make change in daytime radiation pattern. Action June 30.
- KJLH Compton, Calif.—FCC denied application by John Lamar Hill for CP to move trans. of KJLH Compton, to site within city of Los Angeles adjacent to Compton. KJLH operates on 162.3 mhz, ch. 272 with 3 kw. Action July 6.
- KAAT Denver—Broadcast Bureau granted mod.

of CP to change ant. trans. site to approximately two miles west of Gann, Colo., and adjacent to Aurora Filtration Plant, near Gann.; change main cation by Morris Broadcasting Co. (WDAT) for operation. Action July 6.

- WRUF Gainesville, Fla.—Broadcast Bureau granted license covering use of main trans. as alt.-main trans day and alt.-main trans. night. Action June 29.
- WDAT Ormond Beach, Fla.—FCC accepted application by Morris Broadcasting Co. WDAT Ormond Beach for nighttime operation. Action July 6.
- WIRL Peoria, Ill.—Broadcast Bureau granted mod. of license covering move of main studio location to Grosenbach Hill Road, two miles east of Peoria corporate limits (outside city limits). Action June 29.
- KCKN-AM-FM Kansas City, Kan.—Broadcast Bureau granted mod. of licenses to change licensee name to Dena Pictures Inc. and Alexander Broadcasting Co. joint venture dba Kaye-Smith Enterprises. Action June 29.
- KMRC Morgan City, La.—Broadcast Bureau granted CP to change ant.-trans. site to State Highway 70, 2.8 miles northeast of city limits, Morgan City. Action June 30.
- WHMC Gaitthersburg, Md.—FCC denied petitions by Nick J. Chaconas (WHMC) asking reconsideration of FCC decision denying license renewal for WHMC and requesting reopening of record and oral argument. Action June 28.
- WUBE-AM-FM Cincinnati—Broadcast Bureau granted mod. of licenses to change licensee name to Dena Pictures Inc. and Alexander Broadcasting Co., joint venture dba Kaye-Smith Enterprises. Action June 29.
- WMOA Marietta, Ohio—Broadcast Bureau granted CP to install new alt. main trans. Action June 30.

■ KURY Brookings, Ore.—Broadcast Bureau granted CP to change ant., trans. and studio location to one-half mile north of Brookings city limits, Brookings. Action June 30.

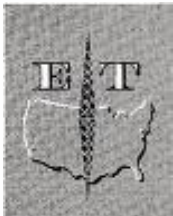
- KWVR Enterprise, Ore.—Broadcast Bureau granted mod. of license covering change of specified hours to exclude Sunday operation. Action June 29.
- KXL-AM-FM Portland, Ore.—Broadcast Bureau granted mod. of licenses to change licensee name to Dena Pictures Inc. and Alexander Broadcasting Co., a joint venture dba Kaye-Smith Enterprises. Action June 29.

■ KJR, KISW(FM) Seattle—Broadcast Bureau granted mod. of licenses to change name of licensee to Dena Pictures Inc. and Alexander Broadcasting Co., a joint venture dba Kaye-Smith Enterprises. Action June 29.

■ KJRB Spokane, Wash.—Broadcast Bureau granted mod. of license to change name to Dena Pictures Inc. and Alexander Broadcasting Co., joint venture dba Kaye-Smith Enterprises. Action June 29.

Actions on motions

- Hearing Examiner Basil P. Cooper in New York and Minneapolis (City of New York Municipal Broadcasting System [WNYC] and Midwest Radio-Television Inc. [WCCO]) AM proceeding, granted request by Midwest Radio-Television and set certain procedural dates (Docs. 11227, 17588, 19403). Action June 28.



EDWIN TORNBERG & COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242

West Coast—P.O. Box 218, Carmel Valley, California 93924
408-375-3164

Summary of broadcasting

Compiled by FCC June 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,351	4	17	4,367	55	4,422 ¹
Commercial FM	2,302	1	49	2,352 ²	116	2,468
Commercial TV-VHF	504	1	6	511 ³	13	524 ²
Commercial TV-UHF	184	0	6	190 ³	60	250 ³
Total commercial TV	687	2	12	701	73	774
Educational FM	504	1	17	521	78	599
Educational TV-VHF	86	3	2	89	2	91
Educational TV-UHF	119	0	6	125	11	136
Total educational TV	203	3	10	214	13	227

* 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.

■ Hearing Examiner Basil P. Cooper in New York, and Minneapolis (City of New York Municipal Broadcast System [WNYC] and Midwest Radio-Television Inc. [WCCO]) AM proceeding denied petition by Central Florida Enterprises Inc. for leave to intervene (Docs. 11227, 17588, 19403). Action July 5.

■ Hearing Examiner Frederick W. Denniston in Shreveport, Vivian and Bossier city, all Louisiana (James E. Reese, et al.) AM proceeding, set certain procedural dates and scheduled hearing for Sept. 6 (Docs. 19507-09) Action July 6.

■ Hearing Examiner Chester F. Naumowicz Jr. in matter of Star Stations of Indiana Inc.—for renewal of license of WIFE-AM-FM Indianapolis, et al., FM and AM proceeding, scheduled further conference for July 7 (Docs. 18122-25). Action July 6.

Fine

■ WAIL Baton Rouge—FCC notified WAIL Inc. (WAIL Baton Rouge), that it has incurred apparent liability in amount of \$1,000 for willful or repeated violation of terms of its station license and rules by operating with full daytime power of 1 kw before sunrise. WAIL is authorized to operate with 500 w from 6 a.m. local time to sunrise. Action July 6.

Call letter applications

- KBBQ Burbank, Calif.—Seeks KROQ.
- KJEM Oklahoma City—Seeks KLEC.

New FM stations

Applications

■ *Carrollton, Ga.—West Georgia College. West Georgia Broadcasting Committee. Broadcast Bureau granted 89.3 mhz, 10 w. kw. Ant. height above average terrain 78½ ft. P.O. address West Georgia College, Carrollton 30117. Estimated construction cost \$5,466.98; first-year operating cost \$7,266.98; revenue none. Principals: Charles L. Faires, R. O. Coffeen, et al. Mr. Faires is chairman, Broadcasting Committee. Mr. Coffeen is representative of educational affairs. Action June 21.

■ *Paul Smiths, N.Y.—Paul Smith's College of Arts and Sciences. Broadcast Bureau granted 89.1 mhz, 10 w. kw. Ant. height above average terrain 203 ft. P.O. address Paul Smiths 12970. Estimated construction cost \$4,073; first-year operating cost \$2,000; revenue none. Principals: Chester L. Buxton, Paul Cantwell, et al. Mr. Buxton is college president. Mr. Cantwell is college treasurer. Action June 27.

■ *California, Pa.—Student Activities Association of California State College. Broadcast Bureau granted 91.7 mhz, 11.9 w. Ant. height above average terrain not applicable. P.O. address Student Activities Association of California State College, 428 Hickory Street, California 15419. Estimated construction cost \$7,475; first-year operating cost \$8,000; revenue none. Principals: George Roadman, Charles A. Schuler, et al. Mr. Roadman is college president. Mr. Schuler is professor and faculty sponsor. Action June 22.

■ *Houston, Texas—Southern University. Broadcast Bureau granted 90.9 mhz, 10 w. Ant. height above average terrain not applicable. P.O. address Texas Southern University, 3201 Wheeler Avenue, Building 15, Humanities Building, Houston 77004. Estimated construction cost \$8,505.90; first-year operating cost \$1,200; revenue none. Principals: Dr. G. M. Sawyer, M. K. Bergeron, et al. Dr. Sawyer is president of university. Mr. Bergeron is business manager and dean of faculties. Action June 23.

Final actions

■ Mobile, Ala.—Initial decision released May 18 proposing grant of application of Trio Broadcasters Inc. for CP for new FM to operate on ch. 225 in Mobile, became effective July 7, 1972 in accordance with rules (Doc. 19228). Action July 10.

■ Anderson, Ind.—Initial decision released May 18, proposing grant of application of Eastern Broadcasting Corp. for new FM to operate on 97.9 mhz at Anderson and dismissal of competing application of Broadcasting Inc. of Anderson, became effective July 7, in accordance with rules (Docs. 19018-9). Action July 10.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Lorain, Ohio (Lake Erie Broadcasting Co. and Lorain Community Broadcasting Co.), FM proceeding, rejected material distributed by Lorain Community Broadcasting Co. and closed record (Docs. 19213-4). Action June 28.

■ Hearing Examiner Millard F. French in Clovis, N.M., Amarillo, Lubbock and Plainview, all Texas (North Texas Enterprises, Inc., et al.). AM proceeding, dismissed as moot joint motion to dismiss application filed by North Texas Enterprises Inc. and Panhandle Broadcasting Inc.; granted motion by Friend Radio Inc. and dismissed its application with prejudice (Docs. 19453-56). Action June 30.

■ Hearing Examiner David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al.), FM proceeding, on examiner's own motion, rescheduled hearing for Oct. 10, and set certain procedural dates (Docs. 19468-9, 19471). Action June 26.

■ Hearing Examiner David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al.), FM proceeding, granted petition by Hilton, McGowan and Hilton for leave to amend its application solely as to financial matters and denied petition as to other matters (Docs. 19468-69, 19471). Action June 29.

■ Hearing Examiner Herbert Sharman in Southern Pines, N.C. (William R. Gaston and The Sandhill Community Broadcasters Inc.), FM proceeding, canceled hearing now scheduled for July 24 and scheduled further prehearing conference for July 10 (Docs. 19349-50). Action June 29.

Other actions

■ Review board in Portland, Ind., FM proceeding, scheduled oral argument for July 25, before panel of review board, on initial decision, exceptions and briefs, in proceeding on applications of Glenn West and Soundvision Broadcasting Inc., for new FM facilities on ch. 265A, Portland, Ind. Action July 5.

■ Review board in Laurel and Ellisville, both Mississippi, FM proceeding, granted request by Southland Inc., applicant for FM ch. 272A, Laurel, for extension of time through July 10, to reply to opposition of South Jones Broadcasting Inc., competing applicant for facilities at Ellisville, Miss. Action July 5.

Rulemaking actions

■ Pocomoke City, Md.—FCC proposed amendment of FM table of assignments to substitute ch. 273B for ch. 221A at Pocomoke City, which could be used at Princess Anne, Md. Proposed amendment was in response to petition by Maranatha Inc., requesting assignment of ch. 273 at Princess Anne. Action July 6.

■ FCC proposed amendment of FM table of assignments by assignment of ch. 249A at Winchendon, Mass., substitution of ch. 287 for ch. 261A at Plymouth, N.H., ch. 269A for ch. 285A at Newport, N.H., and ch. 294 for ch. 286 at Showhegan, Me. Action July 6.

■ FCC amended FM table of assignments with assignment of ch. 272A at Soddy-Daisy, Tenn. (RM-1810). Action terminated rulemaking proceeding (Doc. 19483) adopted March 23 on petition by Robert A. Mayer (WPJD Daisy). Action July 6.

Call letter application

■ Franklin & Marshall College, Lancaster, Pa.—Seeks *WFNM(FM).

Call letter actions

- Broadcasters Inc., Milford, Del.—Granted WAFL(FM).
- Ricks College Corp., Rexburg, Idaho—Granted *KRIC(FM).
- Isanti Broadcasting Co., Cambridge, Minn.—Seeks KABG(FM).
- Runnymede Inc., Newark, Ohio—Granted WNKO(FM).

Existing FM stations

Final actions

■ WALJ(FM) Naples, Fla.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action June 30.

■ KCIL(FM) Houma, La.—Broadcast Bureau granted CP to change trans. location to Lamar Street, near Highway 90 South, Houma; install new trans. and ant.; make change in ant. system; ERP 3 kw; ant. height 300 ft.; remote control permitted. Action June 30.

■ WBRU(FM) Providence, R.I.—Broadcast Bureau granted CP to change trans. location to Brown University Sciences Library, Thayer and Waterman Streets, Providence; install new trans. and ant.; make changes in ant. system; ERP 50 kw; ant. height 220 ft.; remote control permitted; conditions. Action June 29.

■ WFLA(FM) Lacrosse, Wis.—Broadcast Bureau granted mod. of SCA to make changes in programming to conduct background music service and storecasting service on multiplex basis using sub-carrier freq. of 67 khz; superaudible receiver control tones may be used. Action June 29.

Call letter application

■ WBRD-FM Bradenton, Fla.—Seeks WDUV(FM).

Call letter actions

- WSEO-FM Kalamazoo, Mich.—Granted WQLR(FM).
- WKIX-FM Raleigh, N.C.—Granted WYYD(FM).

Renewal of licenses, all stations

■ Broadcast Bureau, granted renewal of licenses for following stations and co-pending auxiliaries and SCA when appropriate: WL1B New York. Action June 23. KBND Bend, Ore.; WCOP Boston; WCTO(FM) Smithtown, N.Y.; WDLV-AM-FM Vineland, N.J.; WEAV-FM Plattsburgh, WELM Elmira, WGNV Newburg, WINR Binghamton, *WMHT(TV) Schenectady, all New York; WMVB-AM-FM Millville, N.J.; WNLC New London, Conn.; *WNPE-TV Watertown *WNPI-TV Norwood, both New York; WPST-FM Trenton, N.J.; WQBK(TV) Rensselaer, N.Y.; WRDI Hammonont, N.J.; *WSKG(TV) Binghamton, WSOQ North Syracuse, both New York; WXTV(TV) Paterson, N.J.; *WXXI(TV) Rochester, N.Y. Action June 27.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries and SCA when appropriate: KRMG Tulsa, Okla.; WHAZ Troy, N.Y.; WRUF Gainesville, Fla.; WSBK-TV Boston; WWOL-AM-FM Buffalo, N.Y. Action June 27.

Other actions, all services

■ Chief, Broadcast Bureau, on request of Friends of Earth, extended through July 26 time for filing comments and through Aug. 10, time for filing reply comments in matter of amendment of commission's sponsorship identification rules (Doc. 19513). Action June 28.

■ Acting Chief, Broadcast Bureau on request of Lakes Region Broadcasting Corp., extended through July 21, time to reply and through Aug. 2, time to file reply comments in matter of amendment of FM table of assignments (Winchendon, Mass.) (Doc. 19512). Action June 29.

■ Acting Chief, Broadcast Bureau on requests of Black Efforts for Soul in Television and Office of Communication of United Church of Christ, extended through September 11, time in which to file comments and through Oct. 1, time to file reply comments in matter of reimbursement for legitimate and prudent expenses of public interest group for consultancy to broadcaster in certain instances (Doc. 19518). Action July 6.

■ FCC ruled that TV stations affiliated with NBC may present Saturday afternoon baseball games, starting no later than approximately 4 p.m. EDT, without any of time counting toward three hours of network material allowed by the prime time access rule. FCC also permitted for one time only, presentation of major league All-Star baseball game on July 25, including pre-game coverage starting

Professional Cards

JANSKY & BAILEY

Atlantic Research Corporation
Shirley Hwy. at Edsall Rd.
Alexandria, Va. 22314
(703) 354-2400
Member AFCEE

—Established 1926—

PAUL GODLEY CO. CONSULTING ENGINEERS

Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCEE

EDWARD F. LORENTZ & ASSOCIATES

Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCEE

COHEN & DIPPILL

CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
527 Munsey Bldg.
(202) 783-0111
Washington, D. C. 20004
Member AFCEE

A. D. Ring & Associates CONSULTING RADIO ENGINEERS

1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCEE

GAUTNEY & JONES

CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFCEE

LOHNES & CULVER

Consulting Engineers
1242 Munsey Building
Washington, D. C. 20004
(202) 347-8215
Member AFCEE

ROBERT L. KENNEDY

1302 18th St., N.W., 785-2200
WASHINGTON, D.C. 20036
Member AFCEE

A. EARL CULLUM, JR. CONSULTING ENGINEERS

INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCEE

SILLIMAN, MOFFET & KOWALSKI

711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCEE

STEEL, ANDRUS & ADAIR CONSULTING ENGINEERS

2029 K Street N.W.
Washington, D. C. 20006
(202) 223-4664
(301) 827-8725
Member AFCEE

HAMMETT & EDISON CONSULTING ENGINEERS

Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCEE

JOHN B. HEFFELFINGER

9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES

Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFCEE

CARL E. SMITH CONSULTING RADIO ENGINEERS

8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCEE

VIR N. JAMES CONSULTING RADIO ENGINEERS

Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member AFCEE

E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT

Box 220
Coldwater, Michigan—49036
Phone: 517—278-6733

ROSNER TELEVISION SYSTEMS

ENGINEERS—CONTRACTORS
29 South Hall
Plainview, N.Y. 11803
(516) 694-1903

JOHN H. MULLANEY CONSULTING RADIO ENGINEER

9616 Pinkney Court
Potomac, Maryland 20854
(301) 299-8272
Member AFCEE

MERL SAXON CONSULTING RADIO ENGINEER

622 Hoskins Street
Lufkin, Texas 75901
634-9558 632-2821

Service Directory

COMMERCIAL RADIO MONITORING CO.

PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE

SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

SPOT YOUR FIRM'S NAME HERE

To Be Seen by 120,000* Readers—
among them, the decision making sta-
tion owners and managers, chief engi-
neers and technicians—applicants for
am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

contact

BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

no earlier than 7:30 p.m. EDT but not including any post-game material. Action July 6.

■ FCC granted request by Time-Life Films for waiver of off-network restrictions of prime-time access rule for its six-program series *Six Wives of Henry VIII*. Action June 28.

Modification of CP's, all stations

■ KIAK Fairbanks, Alaska—FCC granted mod. of CP for extension of completion date to Jan. 13, 1973. Action June 30.

■ Yuma, Ariz.—Broadcast Bureau granted mod. of CP to change trans. and ant. and change trans. line. Action June 30.

■ Long Beach, Calif.—Broadcast Bureau granted mod. of CP for new non-commercial educational FM to extend time to Dec. 22. Action June 30.

■ KTVU(TV) Oakland, Calif.—Broadcast Bureau granted mod. of CP to make changes in trans. equipment and ant. system. Action June 28.

■ WGUN Atlanta—Broadcast Bureau granted mod. of CP to extend date of completion to Nov. 30, for changes, main, and alt. aux. Action June 29.

■ KKEA(FM) Hilo, Hawaii—Broadcast Bureau granted mod. of CP to extend time to Dec. 30. Action June 30.

■ KKA1(FM) Kailua, Hawaii—Broadcast Bureau granted mod. of CP to extend time to Dec. 30. Action June 30.

■ WCCM-FM Lawrence, Mass.—Broadcast Bureau granted mod. of CP for extension of time to Dec. 10. Action June 30.

■ KEZZ(FM) Aitkin, Minn.—Broadcast Bureau granted mod. of CP for extension of time to Dec. 13. Action June 30.

■ WTKO Ithaca, N.Y.—Broadcast Bureau granted mod. of CP for extension of completion date to Sept. 3, for changes. Action June 29.

■ WFFV(FM) Front Royal, Va.—Broadcast Bureau granted mod. of CP to extend time of completion to Dec. 1, for new station.

Ownership changes

Applications

■ WPBC-AM-FM Richfield, Minn.—Seeks assignment of license from People's Broadcasting Co. to Fairchild WPBC Inc. for \$1.5 million. Sellers: William V. Stewart, president, et al. Buyers: Fairchild Industries Inc. (100%) Directors of Fairchild: John F. Dealy, Joseph H. Dugan, et al. Mr. Dealy is vice president of Fairchild Industries Inc. He is also vice president of Fairchild KLIF Inc. Mr. Dugan is treasurer of Fairchild Industries. He is also treasurer of Fairchild Industries Subsidiaries. Ann. July 3.

■ WACK(AM) Newark, N.Y.—Seeks assignment of license from Radio W.A.C.K. Inc. to Pembroke Pines Inc. for \$190,000. Sellers: Joseph Sova, president, et al. Buyer: Robert James Pfuntner (100%). Mr. Pfuntner is vice president and general manager of automobile agency in Wellsville, N.Y. Ann. July 3.

■ KFIR(AM) Sweet Home, Ore.—Broadcast Bureau granted assignment of license from Santiam Broadcasting Inc. to KFIR Inc. for \$110,000. Sellers: Kenneth S. Groves, president, et al. Buyers: Delward L. Jensen (51%) and Richard E. Johnson (49%). Mr. Jensen is in charge of editorial department for high school mathematics of Addison-Wesley Publishing Co. Sunnyvale, Calif. Mr. Johnson is professor at University of New Hampshire. He is also director and 25% owner of Prindle, Weber and Schmidt Inc., book publishers in Boston. Action June 22.

■ WRIB(AM) Providence, R.I.—Seeks assignment of license R. I. Broadcasting Co. to WRIB Inc. for \$248,000. Seller: Frances P. Perreault, president. Buyers: Arthur Tacker (50%) and Gerson Askinas (50%). Mr. Tacker has 10% interest in WRIB. Mr. Askinas has 10% interest in WRIB. He is also sole owner of automobile agency in Agawam, Mass. Ann. July 3.

Actions

■ KNEI-AM-FM Waukon, Iowa—Broadcast Bureau granted assignment of license from Ralph M. Sweeney (100%) to David H. Hogendoorn (100%) for \$154,500. Mr. Hogendoorn is manager of KNEI. Action June 22.

■ WBDN(AM) Escanaba, Mich.—Granted assignment of license from Frank J. Russell to Escanaba Broadcasting Co. for \$65,000. Seller: Frank J. Russell (100%). Buyers: Dean W. Manley (33 1/3%), Donald A. Curran (33 1/3%) and Eugene Smitneck (33 1/3%). Mr. Manley is transmitter supervisor of WJMN-TV Escanaba. Mr. Curran is engineer and newsman for WJMN-TV. Mr. Smitneck is self-employed in musical promotions in Escanaba. Action June 27.

■ KTVW(TV) Tacoma, Wash.—Broadcast Bureau granted transfer of control of WTVW Inc. from estate of J. Elroy McCaw and Marion O. McCaw (100% before, none after) executrix to Blaidon Mutual Investors Corp. Consideration: \$863,407. Principals in Blaidon Mutual: Donald Wolfstone (80%), et al. Mr. Wolfstone is 85% owner of Wolfstone Investment & Real Estate in Seattle. He is also sole owner of Wolfstone Investment Co. in Seattle. Blaidon Entertainment Management Co. in Seattle and 80% owner of Shopping Guide in Seattle. Action June 21.

Cable

Final actions

■ Arizona Cable TV Inc., Casa Grande, Ariz. CATV Bureau withdrew, upon request, pursuant to rules, application for certificate of compliance filed May 22, by CATV system. Action July 5.

■ Central Arizona Television Inc., Tempe, Ariz. CATV Bureau, denied request filed June 12, on behalf of Meredith Corp. for extension of time to file opposition to application for certificate of compliance filed by referenced CATV system. Action July 3.

■ Meadville, Pa.—FCC denied petition by Meadville Master Antenna Inc. (MMA) Meadville, Pa., CATV system, asking reconsideration of FCC order for hearing on MMA's request for waiver of program exclusivity rule for WICU-TV ch. 12, Erie, Pa. (Doc. 19479). Action June 28.

■ FCC dismissed as moot petitions filed by eight CATV operators requesting waivers from provisions of CATV rules which were in effect prior to March 31, and terminated proceedings. Following proceedings were affected: Delaware County Cable Television Co., Upper Darby township, Pa. (Docs. 18140-45, 18147-66, 18227-28, 18432); Clear Vision TV Co. of Bessemer, Bessemer, Ala. (Doc. 18064); Telvue Cable Alabama Inc., Birmingham, Ala. (Doc. 18065); Jefferson Cablevision Corp., Homewood, Ala. (Doc. 18066); Multi-Channel Cable Co., Paducah, Ky. (Doc. 18139); Top Vision Cable Co., Owensboro, Ky. (Doc. 18378); Loran Cable TV Inc., Lorain, Ohio (Doc. 17358); Telerama Inc., Cleveland Heights, Ohio (Doc. 17359). Action July 6.

Action on motion

■ Hearing Examiner Frederick W. Denniston in Fresno, Madera, and Clovis, all California (Fresno Cable TV Co.) CATV proceeding, on motion of hearing examiner scheduled prehearing conference for July 31 (Docs. 18130-32). June 30.

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced July 7 (statutes in parentheses are TV signals proposed for carriage):

■ Valley Cablevision Corp., suburban areas immediately surrounding communities of Elkhart and Goshen, both Elkhart county, Ind. (WNDU-TV, WSBT-TV and WSJV-TV, all South Bend, Ind.; WGN-TV, WFLD-TV, WTTW(TV) and WCUI-TV, all Chicago).

■ Valley Cablevision Corp., community of Plymouth, Marshall county, both Indiana (WNDU-TV, WSBT-TV and WSJV-TV, all South Bend, Ind.; WTTW(TV) WGN-TV, WFLD-TV, WCUI-TV and WSNS-TV, all Chicago).

■ American Television Communications Corp., Kissimmee, Fla. (WEDU(TV) Tampa, WFTT(TV) Gainesville, WSWB-TV Orlando, WCIX-TV and WLTW(TV) Miami, all Florida).

■ Chariton Cable Inc., city of Chariton, Iowa (KWVL-TV Waterloo, KCRG-TV and WMT-TV, both Cedar Rapids, both Iowa).

■ Telecable of Bloomington-Normal Corp., Bloomington and Normal, both Illinois (for certification of existing operations and for WGN-TV and WFLD-TV, both Chicago; WTVP-TV Peoria, both Illinois).

■ Video International Inc., unincorporated areas of Leon county, adjacent to Tallahassee, both Florida (WCTV(TV) and WFSU-TV, both Tallahassee, Fla.; WALB-TV Albany, Ga.; WJHG-TV Panama City, Fla.; WABW-TV Pelham, Ga.; WDHN(TV) Dothan, Ala.).

■ Teleprompter New Jersey Cable Network Inc., Trenton and Hamilton township, both New Jersey (WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX(TV) and WNET(TV), all New York, WNJU-TV Linden-Newark, N.J.).

■ General CATV Inc., Riverside, N.J. (WPIX(TV) and WNEU-TV, both New York; KYW-TV, WCAU-TV, WFIL-TV, WKBS-TV, WPHL-TV and WTAJ-TV, all Philadelphia; WHYY-TV Wilmington, Del.).

■ Sjoberg's Cable TV, Thief River Falls, Minn. (WTCN-TV Minneapolis).

■ Sammons Communications Inc., city of Covington, city of Clifton Forge, town of Iron Gate, all Virginia (WSWP-TV Grandview, W. Va.).

■ Sammons Communications Inc., Petersburg, Colonial Heights and Ettrick, all Virginia (WTTG-TV) and WDCA-TV, both Washington).

■ Sammons Communications Inc., dba Turlock Cablevision, Turlock and unincorporated area 7, Stanislaus county, both California (KTXL(TV), KCRA-TV, KXTV(TV), KOVR(TV) and KVIE-TV), all Sacramento, KSBW-TV Salinas, WNTV-TV San Jose, KLOC-TV Modesto, KMST(TV) Monterey, KFRE-TV Fresno, KBHK-TV San Francisco, KTVU(TV) Oakland, all California).

■ Cablevision of Augusta Inc., Augusta and Richmond county, both Georgia (WTCG(TV) Atlanta).

■ Sammons Communications Inc., dba Perfect TV, Inc., West Fairview, New Cumberland, Middle-town, Middle Paxton, Dauphe, Lower Swatara, Lemoyne, Marysville, Camp Hill, Hampden, Highspire, Harrisburg, Royaltown, East Pennsboro, Steelton, Swatara, Wormleysburg, West Hanover, Susquehanna, Penbrook, Paxtang and Lower Paxton, all Pennsylvania (WPIX(TV) and WOR-TV, both New York).

■ General Electric Cablevision Corp., Peoria Heights, Ill. (WRAU-TV, WMBD-TV, WEEK-TV and WTVP(TV), all Peoria; WGN-TV and WFLD-TV, both Chicago, WILL-TV Champaign-Urbana, all Illinois).

■ Cox Cablevision Corp., dba Pennwire Television Co., Lewistown, Burnham, Juniata Terrace, Derry and Granville, all Pennsylvania (WNEW-TV, WOR-TV and WPIX(TV) all New York).

■ St. Johnsbury Community TV Corp., St. Johnsbury, Concord, St. Johnsbury Center, Lyndon, Lyndonville, Passumpsic, Waterford, Kirby and Barnett, all Vermont (WSBK-TV Boston).

■ Austin Cablevision, Austin, Minn. (KROC-TV Rochester, KAUS-TV and KAVI(TV), both Austin, both Minnesota; KGLO-TV Mason City, Iowa; KTCA-TV and KTCI-TV, both St. Paul, WTCN-TV Minneapolis).

■ Missouri Valley TV Co., Chamberlain, S.D. (WTCN-TV Minneapolis; KTSD(TV) Pierre and KPLO-TV Reliance, both South Dakota).

■ Dillon Cable TV Inc., Dillon, Mont. (KWGN-TV Denver).

■ Televents of San Joaquin Valley Inc., Los Banos, Calif. (KTVU(TV) Oakland, KQED(TV) and KBHK-TV, both San Francisco, KSBW-TV Salinas, KNTV(TV) and KGSC-TV, both San Jose, KLOC-TV Modesto, KMJ-TV, KFSN-TV, KJEO(TV) and KAIL(TV), both Fresno, KTXL(TV) Sacramento, KMST(TV) Monterey, all California).

■ Lorain Cable TV Inc., Lorain, Ohio (WKBD-TV Detroit; CKLW-TV Windsor, Ont.; WKYC-TV, WEWS(TV), WJW-TV, WVIZ-TV and WKBF-TV, all Cleveland, WUAB(TV) Lorain, WAKR-TV Akron, all Ohio).

■ KOTA Cable TV Co., Brookings, S.D. (for certification of existing operations and for KMSP-TV and WCCO-TV, both Minneapolis).

■ Coffeyville Cable TV Inc., Coffeyville, Kan. (KBMA-TV Kansas City, Mo.; KTWU(TV) Topeka, Kan.).

■ Port Arthur Cablevision Inc., Port Arthur, Tex. (KATC(TV) and KLFY-TV, Lafayette, La. and (KATC(TV) and KLFY-TV, both Lafayette, La., and KTRK-TV Houston).

■ Saratoga Cable TV Co., Saratoga Springs, N.Y. WAST(TV) WTEN(TV) and WMHT(TV) all Albany, WRGB(TV) Schenectady, WOR-TV and WPIX(TV) both New York, all New York; WSBK-TV Boston).

■ Community Television of Raytown Inc., Raytown, Mo. (KGN-TV Chicago, KPLR-TV St. Louis).

■ General Electric Cablevision Corp., Bartonville, Ill. (WRAU-TV, WMBD-TV, WEEK-TV and WTVP(TV) all Peoria; WGN-TV and WFLD-TV both Chicago, WILL-TV Urbana, all Illinois).

■ Community Cablevision Corp., Bryan and College Station, both Texas (KPRC-TV Houston).

■ Theta Cable of California, Ontario, Upland, unincorporated areas of San Bernardino county, and Montclair, all California (KNXT(TV), KNBC-TV, KTLA(TV), KABC-TV, KHJ-TV, KTTV-TV, KCOPT(TV), KWHY-TV, KCET(TV) and KMEX-TV, all Los Angeles, KHOF-TV and KVCR-TV, both San Bernardino, KLXA-TV, Fontana, KBSC-TV Corona, all California).

■ General Electric Cablevision Corp., Anderson, Ind. (WLWI(TV), WISH-TV WFBM-TV, WURD-TV and WFYI(TV) all Indianapolis; WTTV-TV Bloomington, WLBC-TV Muncie, all Indiana; WFLD-TV Chicago).

■ Douglas Television Co., Douglas, Ariz. (KTLA-TV), KTTV(TV), both Los Angeles; KZAZ(TV) Tucson, Ariz.).

■ Theta Cable of California, El Sungundo, Calif. (KNXT(TV), KNBC(TV), KTLA(TV), KABC-TV, KHJ-TV, KTTV(TV), KCOB(TV), KWHY-TV, KCET(TV), KMEX(TV), all Los Angeles, KHOF-TV San Bernardino, KLXA-TV Fontana, KBSC-TV Corona, KTVU(TV) Oakland, KBHK-TV San Francisco, all California).

■ Community Communications Co., dba Alamosa Cable TV, Monte Vista and Leadville, both Colorado; Ogallala, Neb.; Alamosa and Fort Morgan, both Colorado, (KCOP[TV], KHJ-TV, KTLA[TV] and KTTV[TV], all Los Angeles).

■ Riverside Cable TV Inc., city of Riverside, Calif., Multi-Pix Inc., dba Kimball Cable TV, Kimball, Community Telecommunications Inc., dba Sidney Cable TV Co., Sidney, both Nebraska, Community Communications Co., dba Salida Cable TV, Salida, Colo. (KNXT[TV], KNBC[TV], KTLA[TV], KABC-TV, KMEX-TV, KHJ-TV, KTTV[TV], KCOP[TV], KWHY-TV and KCET[TV]), all Los Angeles, KHOF-TV and KVCR-TV, both San Bernardino. KLXA-TV Fontana, KBSC-TV Corona, KCST[TV] and KPBS-TV, both San Diego, XENT-

TV Tijuana-San Diego, KTVU[TV] San Francisco, all California).

■ Tavares, Fla.—Lake County Cablevision Inc. has applied to city council for franchise.

■ Urbana, Ill.—Omga Communications Inc. of Indianapolis has applied to city council for franchise.

■ Hazlewood, Mo.—Multiple-CATV-owner Communications Properties Inc. has applied to city council for franchise.

■ Cohoes, N.Y.—Northeastern Telecable Inc. has applied to city council for franchise.

■ Coplay, Pa.—D. J. Cable Co. was granted franchise by Coplay borough council.

Classified Advertising

Payable in advance. Check or money order only.

Copy: Deadline is Monday, for the following Monday's issue. Copy must be submitted by letter or wire; no telephoned copy accepted.

Replies should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

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

Rates, classified listings ads:

- Help Wanted, 30¢ per word—\$2.00 minimum.
- Situations Wanted, 25¢ per word—\$2.00 minimum.
- All other classifications 35¢ per word—\$4.00 minimum.
- Add \$1.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All others \$40.00 per inch.
- 5" or over billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

RADIO

Help Wanted Management

Looking for independence, permanence and unlimited opportunity for personal earnings? Community Club Awards (CCA) has opening for Mid-Western sales manager. Full time, five day a week travel. Previous CCA sales experience advantage, but not required. Must be self starter with ability to address large groups of women; ability to sell station management and motivate station sales staff. Apply in writing, including recent snapshot. Personal interview successful applicants. Opening immediate. CCA, Inc., P.O. Box 151, Westport, Conn. 06880.

Sales

If you're a good radio salesman—desire to locate in a medium size three station market—sell for a station with more than 50% share of prime time audience—like the midwest region of the country—want an income limited only by your ability to sell—write Box G-31, BROADCASTING.

Can you sell Modern Country in stereo in the Midwest with a Pulse rating of number two in a 150,000 market size? Write and produce your own commercials and make money. Write Box G-32, BROADCASTING.

Account executive with confidence and ambition will appreciate the AM-FM Stereo opportunity in Iowa. Box G-96, BROADCASTING.

Wanted: A combination salesman-announcer. Opening in late August. Will consider applicant with limited experience. SW Missouri location. Successful applicant will earn in excess of \$125 per week. Reply Box G-106, BROADCASTING.

Are you the #2 salesman where you are now? Small market FM near Washington, D.C. is looking for top performer to become our #1 salesman. Long hours, much work. If you want to grow, this is the one. References required. Box G-139, BROADCASTING.

Salesman for AM/stereo FM in Virginia college town. Draw against commission. Gas furnished. Hospitalization, paid vacation, excellent working conditions in ideal location. Reply to Box G-170, BROADCASTING.

Sales Continued

Ideal place for salesman to move up to bigger market or big city salesman to move his family to a beautiful vacationland where there are no big city problems. Contact Charlie Persons, Station KVBR, Brainerd, Minnesota 56401.

Sales Manager. Successful new FM station. Sussex County, New Jersey, in heart of Playboy/Great Grove recreational area. Jay Edwards, WSUS, 201-827-2525.

Learn a new, powerful sales concept. Continuous sales training. Midwest background only. Written resume only. Dale Low, KLS/KSMN, Mason City, Iowa 50401.

California—Medium market station—top rated with adult's needs. Salesman to take over current account list. Applicant must be ready to step into sales manager's job shortly. KRSA, Box 2138, Salinas, Calif. 93901.

Central Florida. Full-time MOR station, owned by major group, has opening for a quality-oriented salesman with the ambition and drive it takes to make it to the top. For a confidential discussion of your abilities and the opportunity available, contact Jerry Norman, Vice-Pres. Gen'l Mgr., WBJW, 222 Hazard St., Orlando, Florida. 305-425-6631.

Immediate opening for professional sales-announcer. Must be good at both. \$9-12,000. Don Curtis, 919-276-2911. WEWO-WSTS, Laurinburg, North Carolina.

Outstanding opportunity for aggressive sales pro at solid Midwest group operation. Winning combination of exclusive-in-the-market formats: contemporary AM, beautiful music stereo FM. Unusually attractive opening for a creative, mature, dedicated radio sales person who believes in service. Excellent growth potential with progressive group. Contact Wayne Blackmon, WIBM, Box 1450, Jackson, Michigan 49203.

Experienced Midwest salesman—North Central Ohio's top rated FM Stereo station has an immediate opening. Must have a good track record in FM or AM time sales. Guarantee and excellent commission schedule, fringes. Send resume, photo and summary of sales record to: WYNO, 2900 Park Avenue West, Mansfield, Ohio 44906. All inquiries confidential.

Announcers

Midwest. We have an opening for Program Director/Progressive station, small market. Looking for a man who can organize, supervise, good on-air and production. We're strong on public affairs, local and area news, sports, farm. MOR. Experience required. Good wages, if you can qualify. Send tape, resume to Box G-104, BROADCASTING.

Experienced morning personality for leading progressive medium market contemporary in beautiful southeast. Great place for insecure talent to find himself. All details to Box G-126, BROADCASTING.

Experienced music director—air personality—production man. Great opportunity for personal growth for real talent. Beautiful medium market contemporary. All details to Box G-127, BROADCASTING.

Warm, modern country jock for a medium market, southern coast for afternoon drive. Must be stable, mature, and sober. Starting salary—\$600. Excellent opportunity for advancement. Send tape and complete resume first time. Box G-148, BROADCASTING.

Combo-announcer, salesman. East Coast single market. Box G-165, BROADCASTING.

Eastern 5000 watt daytimer urgently needs morning wake-up personality . . . capable communicator will work hard for five-figure salary plus fringe benefits . . . rush tape and resume to Box G-184, BROADCASTING. Equal Opportunity Employer.

Announcers Continued

Anchorage, Alaska. Professional announcer needed. No beginners! Good music format. 5 day week. Starting salary \$875. Send tape, resume to Ken Flynn, KHAR AM/FM, 3900 Seward Hwy., Anchorage, Alaska 99503.

Need jock from tri-state area who is wizzard in production room. Capable of putting some color on the air. Excellent money. Send resume, tape, letter first time to: WAHT, P.O. Box 15, Lebanon, Penn.

Virginia station needs experienced announcer with or without first phone. Position is permanent with all company benefits. Forward tape and resume to J. William Poole, Station Manager, WFSL, Box 597, Fredericksburg, Virginia 22401.

Need modern country jock with now sound for top rated station on Florida Gulf Coast. Good pay for right man. If you've got your read on straight I want to talk to you. Send resume and tape first time: WNVY, P.O. Box 8098, Pensacola, Florida 32505.

MOR station adding experienced announcer/production. Tape, resume to KTCH Wayne, Nebr. 68787.

Morning Man for Happy MOR Fun Show. Some production. Must have good voice and desire for permanent home in nation's finest climate. Solid station, latest equipment, congenial staff. Many fringe benefits and chance for advancement. Living is great in Southern California's fastest growing area. Call now. Lyle Richardson, 714-757-1320, KUDE, Oceanside, Calif.

Announcer MOR type who understands one to one concept to work in framework of beautiful music format. Superior production ability a must high base with extras. Needed Sept. 4. Send tape, picture, resume to PD, WATI, Indianapolis 46217.

Announcer, experienced or recent college grad. Partially automated, MOR, some talk. Send resume, tape, picture to WFLR, Box 22, Penn Yan, NY 14527.

Beautiful New Hampshire is calling a young, aggressive broadcaster. We are a personality-rocker with an eye toward public service with an opportunity for a responsible communicator. You'll work hard and find the atmosphere conducive to creativity. Call 603-352-6113. WKBK, Keene. Only commercially experienced applicants considered.

Fine opportunity for announcer-salesman-1st to earn much above average wages. Good base plus. Could become assistant manager. 314-586-8577. Also interested in announcer-salesman 3rd.

Technical

Chief engineer for long established Great Lakes area 5000 watt directional AM and 3 KW FM. Excellent permanent position either for man with chief experience or qualified staff man wanting to move up to chief position. Box F-145, BROADCASTING.

Group needs stable, intelligent First Ticket man to train for top-level job with radio, TV, CATV chain. Send resume, references, picture to Box F-162, BROADCASTING.

Unusual opportunity with stable company. FM-MX-Directional. Ability to manage own department and effectively supervise and utilize others. Busy but interesting challenge. No board shift. We want someone on his way up to greater opportunities. We have that opportunity. Complete information and salary requirements first letter please. Box G-13, BROADCASTING.

Chief engineer. Directional. To \$18,000 for right person. Send resume, references and recent photograph to Box G-65, BROADCASTING.

A fine AM-FM operation in Missouri has an immediate opening for chief engineer. 3 years experience required. Excellent opportunity and pay. Box G-67, BROADCASTING.

Technical Continued

Chief Engineer of non-directional radio station in Omaha, Nebraska. Salary commensurate with ability. Box G-74, BROADCASTING.

First phone—experienced—for AM directional and FM Stereo shift plus maintenance schedule—permanent position for the right person. Equal employment opportunity in Southern New England medium market. Resume and references to Box G-109, BROADCASTING.

Atlanta. Young working engineer heavy experience in automation, FM antenna systems especially Collins transmitters. Box G-141, BROADCASTING.

Chief engineer—Directional. Send resume, references, picture and salary requirements to WEAM, Arlington, Virginia.

Engineer, qualified, complete UHF operation. KBSA, Box 286, La Canada, Calif. 91011.

Chief engineer for 500w daytime AM and 50kw stereo FM automated. Pleasant working conditions, insurance, paid vacation. Write stating salary requirements, experience, etc., to Don Bentley, WBCI, P.O. Box 180, Williamsburg, Virginia 23185. An EOE.

Engineer-announcer for new directional station. Must be good at both. Don Curtis, 919-276-2911. WEWO-WSTS, Laurinburg, N.C.

Chief operator for 5kw 2 tower DA-1 and 50kw FM. New England. All new XMTX facilities. Require directional and solid state experience. Contact Douglas Aiken, Technical Director, 1-603-669-1250.

Chief engineer . . . good first-phone technician . . . experienced in directionals . . . 5000 watt AM . . . 50,000 watt FM remote control . . . FM automation . . . heavy maintenance all types electronic equipment . . . five-figure salary plus fringe benefits . . . equal opportunity employer . . . Contact Sam Youse, WGSA, WIOV, Ephrate, Penna.

News

Somewhere just there is a dedicated young man who will take the job of news director in our young news department. He will work and sweat and work some more and take pride in watching it become the very best. He is not a prima donna who is unwilling to take direction. He does believe that an excellent news department is the frosting on the cake. So do I. If you eat, breathe and sleep news get me a resume, tape and recent pic (if available) in the mail now. Starting salary 150-165. Gas and complete ins. plan furnished. Gulf coast mod country. Equal Opportunity Employer. Box F-10, BROADCASTING.

Immediate opening for a good news man. Must gather, write, and deliver with authority in this market of 100,000. Write Box G-85, BROADCASTING.

News Director . . . Good opportunity in pleasant Northern university community. Must be able to run tight department, have voice and ability to cover "inside and outside". Pay equals ability. All replies must include tape and resume in the first reply. Box G-147, BROADCASTING.

Sophisticated radio-TV news service urgently requires energetic, experienced newsmen, able to write and deliver with authority. Seek dedication. College preferred. Begin immediately. Call Mr. Blomgren, 217-525-2251.

Programing, Production, Others

Midwest. We have an opening for Program Director/Progressive station, small market. Looking for a man who can organize, supervise, good on-air and production. We're strong on public affairs, local and area news, sports, farm. MOR. Experience required. Good wages, if you can qualify. Send tape, resume to Box G-105, BROADCASTING.

Beautiful music programmer. We want the best. Send taped sample, resume, etc. Box G-146, BROADCASTING.

Production Manager to pull afternoon shift and do commercial production in mornings. Six day week with overtime and salary open for fully experienced (at least 5 years on-air) man with outstanding voice, warm house-wife personality and clean record which will be thoroughly checked. Long established New England contemporary MOR regional facility. Send tape, resume and salary requirements to Box G-185, BROADCASTING.

Promotion director. Wanted a creative individual to originate or research ideas for broadcast promotions. You will be responsible for developing the idea into a complete "packaged promotion" including collateral material, prizes, etc. and assist in selling them to stations on a barter basis. Salary based on results, so if you are not good don't apply. Unlimited potential. Send detailed resume to: International Promotional Consultants, Inc., 915 Sunrise Boulevard, Fort Lauderdale, Florida 33311.

Programing, Production, Other

Continued

The BIG APE in Jacksonville has been ripped off again by the Big City, this time—Detroit. We now have an opening for an off-the-air production director. Please send tape, resume to Jay Thomas, Program Director, Box 486, Orange Park, Florida 32073.

Program director who wants to bring family up in beautiful Tennessee vacationland where there are no big city problems. Must have five or more years in radio and be willing to accept responsibility for station sound. Aggressive successful station. Send air check only. Robert McKay, Box 113, Columbia, Tenn. 38401.

MOR Program Director (with talk show experience). This is not an "ivory-tower" job. You will earn your money but will also become a key man in New Hampshire's No. 1—most respected adult station. You must know contemporary MOR music, get the job done without ego-trips, gain the respect of a highly competent staff and pull a shift with warmth and wit. Send tape and resume to B. Mack, Gen. Mgr., WGIR/WGIR-FM, P.O. Box 487, Manchester, N.H. 03105. Equal Opportunity Employer.

Situations Wanted, Management

Operations Manager/Program Director: 9 years radio experience with BA in Broadcasting. Presently major market assistant manager. Experienced in rock; C&W; contemporary. Looking for opportunity to grow with stable organization. Box G-100, BROADCASTING.

Where's the medium market owner-operator who wants to loaf? I'll sell, program, and manage now; buy later. Box G-113, BROADCASTING.

General manager. Top sales producer. Self generating. Will lead and motivate staff. 18 years broadcasting, age 35. Excellent references. Currently employed. Box G-125, BROADCASTING.

Radio-TV manager with outstanding record. 1966 to present, Radio-TV consultant abroad for U.S. firm establishing and developing commercial radio-TV. 1958-1966 successful station manager major group owners in medium to small markets Eastern states. Strong on supervision, creating and producing sales, and maximizing net profits. Age 45, B.A., married, children. Available August 1-15. Box G-142, BROADCASTING.

Family man 38, seeks small market management or sales management. 20 years experience all phases. Write or call collect: 507-775-2249. Box G-143, BROADCASTING.

Seek Charlotte area. Currently director manager, successful 15 years oriented sales, sales/management, management. Sober, professional, cost conscious, excellent administrator. Best references. Outstanding performance. Box G-152, BROADCASTING.

FM expenses draining AM profits? Management team will program and sell your FM into black ink. Work on location. Fee scaled to market. Box G-162, BROADCASTING.

Management. Former AFRTS station manager, PD seeks like position in the West. Small market acceptable. Not floater; looking for permanent job. Reply Box G-163, BROADCASTING.

GM for CW station available. Put my experience in programing, sales, and management to work for you. Need \$15,000—plus. Box G-164, BROADCASTING.

Somewhere in broadcasting there is a progressive, forward-minded owner who is looking for a reliable, loyal, stable, eager manager who can handle all phases of the business and give you more effort for your money than you've ever seen before! I mean business! 40 years old; family man; 22 years experience, of which 10 was in major market. Heavy national sales experience; best references. Seeking medium or major market opportunity with station or group that offers a future. I am exceptional! Box G-167, BROADCASTING.

Sales

Experienced sales manager, salesman and play-by-play man—looking for position in South. Aggressive with proven track record in small, medium and large markets. Good organization and promo experience. Need five figure income with possibility of more. Send inquiries to Box G-122, BROADCASTING.

Southeast—Sales manager-announcer sportscaster 18 years experience—10 with present employer. Prefer small market part ownership opportunity. Excellent background. Box G-136, BROADCASTING.

Account Executive. Exceptional candidate. A top sales producer. Over 400 sales orders per year for the past eight years. Strong new accounts—new business abilities. Seeking advancement opportunity in sales, sales promotion, or management. Will relocate. Attractive income imperative. Box 37, New Britain, Conn. 06050.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Box E-304, BROADCASTING.

Combo, announcer, engineer, copy, production. Equal versatility all phases. Prefer small or medium market away from the rat race. 10 years experience. Available August 1st. Minimum \$150. Box G-51, BROADCASTING.

Experienced dj/weatherman/critic/writer wishes challenging association with human, expansive organization. Reply Box G-95, BROADCASTING.

Have talent that needs more professional direction. Cannot learn anything more at present position. Would fit perfectly into medium market rocker. Experienced, knowledgeable and good. Box G-107, BROADCASTING.

College student third endorsed desires announcer position with hard rock FM or top 40 station. No experience but I learn fast. Will relocate anywhere. Box G-108, BROADCASTING.

Nightman . . . Seventeen years professional background. Finest references. Strong on news. Veteran with college. Third ticket. Open to any type check. Box G-110, BROADCASTING.

I'll work hard . . . to be the best . . . on your station. Young, intelligent, energetic, "cookin' jock" . . . more than a record player . . . I put on a show. Experienced PD, ND, sports play-by-play (eleven), and more! Box G-111, BROADCASTING.

First phone. Quote—"Voice excellent, network quality." Now working full and part time jobs. Both network, in mid-sized market. Overall experience 8 months. Engineer for third station. Prefer Penna., New Jersey, Delaware. Box G-131, BROADCASTING.

Experienced announcer-salesman wants to settle in Michigan. Box G-132, BROADCASTING.

One of America's most unique personalities available in the fall currently top-rated latest A.R.B. Drive time top ten market. Box G-144, BROADCASTING.

Young ambitious dj, newsmen. Tight board, 3rd phone. Creative, aggressive salesman. Heavy tape available. Box G-149, BROADCASTING.

Hardworking, bright, flexible young man with degree in broadcasting, eager to work. Will go anywhere. Contact Box G-154, BROADCASTING.

Hire, beginner with promise—ME!!! First, rock preferred, broadcast grad, relocate. Gary 301-464-2074. Box G-155, BROADCASTING.

DJ experienced in news, weather, sports. Basso profundo voice. West or Southwest location. Available immediately. CW or MOR. Box G-158, BROADCASTING.

DJ, third phone, looking for first break into broadcasting. Tight board, good news, commercials, ready now. Box G-171, BROADCASTING.

Experienced announcer-newsmen. Prefer news. B.A. in History, Government, English. Draft exempt, married, solid, first phone, six years experience including two clear channels, FM, TV, booth, and several network news shots. Any area considered, but please state salary range. Box G-176, BROADCASTING.

Top 40 jock. Experienced. First phone. Super-good. In present slot 2 years. Ready for move up. Box G-180, BROADCASTING.

Attention program directors anywhere! Seeking employment in broadcasting; will be discharged from Service Sept. 22. Non-commercial experience, college & AFRTS-Thailand. Hold FCC 3rd class license with endorsement. For audition tape write: J. L. Thompson, 3103 E. Harry, Wichita, Kansas 67211.

Local Radio: 15 years various formats. 1st phone. Good news delivery. Professional writing ability. Light maintenance. Could learn Chief's duties and complete maintenance. Mature, dependable. Consider any area. Moderate salary. Box 293, W. Terre Haute, Indiana.

Announcer with first, desires position, in medium Midwest market. MOR or country format. 6 1/2 years experience, married. Call Craig, 906-786-5551.

DJ Tight board, personality, charm, wit, plus voice. MOR, top 40 with production. Ready to move. Ira 212-626-7749, 3173 44th St., Astoria, N.Y.

Young C&W jock, versatile. Career academy grad., 3rd phone. Seeks employment in Southeast. Contact Dick Brooks, Church St., Bulls Gap, Tenn. 37711. Phone 615-235-7843.

Announcers Continued

1st phone. 3 yrs. MOR copywriting, production, talk shows, underground. Good references. Let's go. Lee Hazelle, 3440 Jordan Rd., Oakland, Calif. 94602.

1st phone, up tempo MOR, progressive CW, excellent personality. Bill Homer, 1007 Third St., Imperial Beach, Calif. 92032.

First phone, Brown grad, AA Degree Mass Communications, 2 1/2 exp., cable and radio. Will consider any offer. Available now. Bob Krebs, Jackson, Minnesota 56143. 506-847-3471.

Yes! Columbia School of Broadcasting graduate, 3rd endorsed, will relocate, dj hopes. Freddie Downs, 1327 Kiowa St., Leavenworth, Kansas 66048. Phone 1-913-682-4961.

Small town radio. 15 years various formats. 1st phone. Prefer short air shift, production duties and assist with maintenance. Good news delivery, friendly informal air personality. Mature, dependable, congenial. Available immediately. Smith, Box 293, West Terre Haute, Indiana 47885.

Gospel & country western. 3rd endorsed, some exp. Good voice. Mature. Frank Saffell, 410 Ewing St., Hot Springs, Ark. 501-624-2838.

Part-time job wanted by former jock in Mid-South. 901-365-8149. 3488 Mobile Drive, Memphis, Tennessee.

Announcer-MOR, top 40, progressive. Immediate availability. Prefer NJ, NY, Pa. Gary Maciver, 485 Valley Street, Maplewood, NJ 07040. 201-763-1957.

Technical

Chief engineer. 17 years AM-FM-DA. Presently located in midwest. Box G-123, BROADCASTING.

First phone operator desires maintenance experience, Southeast. Box G-151, BROADCASTING.

I am looking for a permanent position as chief engineer. In radio since '59. Experienced in all phases of radio. Prefer Iowa. Box G-156, BROADCASTING.

Large market chief. Proven track record of boosting loudness and signal penetration. AM-FM directionals, proofs, construction. Age 27, married, BS. Currently employed NE at 12K salary. Box G-183, BROADCASTING.

First phone, C.E. 15 years. Audio proofs, AM/FM. No announcing, no directionals. Anthony Ostopoff, 703-962-3795, Box 114, Covington, Va. 24426.

News

Local news specialist seeks small or suburban market. 913-543-5868 or Box G-112, BROADCASTING.

American journalist . . . experienced . . . dependable . . . professional . . . currently employed by major American radio-TV network as resident correspondent in Europe . . . seeks challenging position in the United States. Write Box G-117, BROADCASTING.

Young newsman, currently working part-time on major market FM, looking for full-time position in small or medium market. College graduate with Journalistic and Political Science background. Third ticket. Limited sales experience. Box G-118, BROADCASTING.

Interested in a newsman? I'm interested in a good challenging position. Five years experience, now seeking medium to major market. Box G-121, BROADCASTING.

Why "Breast-Feed" two strangers? Get professional team for upcoming basketball and football. You get experience, knowledge, knowhow for reasonable prices; We get exposure. Box G-130, BROADCASTING.

Competent sportscaster, 23, with major college play-by-play experience seeking employment. Box G-138, BROADCASTING.

Three years experience in major university sports including hockey. Sportcasts, interviews, pre-game/post-game shows and sports director. If you have the opening, I have the ability to make your sports program top-notch. Box G-169, BROADCASTING.

Sports-sales, experienced, employed, 26, excellent voice and style, seeking major college or network play-by-play or sports. Sales combo, best references in industry. Tapes available on request. Box G-173, BROADCASTING.

Experienced sports director all play-by-play, news, disc jockey call (516) (MA 1-3583).

Newscaster—18 years radio-TV news, production, interview experience. Strong voice, authoritative delivery-inside/outside ability. Keith Bryden, 5750 Amaya Drive, La Mesa, Calif.

Free-lance newsman will cover your state's delegations to Democratic and Republican Conventions. Contact Dick Leone, 1-305-751-9629.

News Continued

Sportscasting or newscasting. Want to get started in either field. Attended Don Martin School. 6 years journalism experience. 3rd phone. For tape contact Steve Andrews, 528 N. Pauline #5, Anaheim, Calif. 92801.

Field reporter—Serious minded, well versed, experienced, professional, versatile, good writer. Have covered everything from general municipal events to national stories such as the "Harrisburg 7" Trial. Will consider anything from general street reporting, human interest, to state capital assignment. Late 20's, single, college educated with political science major. Will relocate. Prefer East, but will consider all offers. Write 162 Hillside Circle, Villanova, Pa. 19085 or 215-AU 8-7023.

Programing, Production, Others

Do you need a country (mod) P.D.? I have 8 hard years experience w/3rd. I enjoy people. Don't believe in scare tactics. Versed w/mod sound, local news-PBP sports, production, copy and remotes w/market analysis. I want my jocks ex-rockers under 33. A full time news hound that's a digger, and fresh jingles. Send: air checks of your best and worst, and a list of your references complete with your last P.D.'s telephone number. Box G-24, BROADCASTING.

Ace copywriter, ace production, ace jock; tired of being ace in hole. Heavy experience. Radio, TV or agency. Box G-114, BROADCASTING.

Want a production manager—not just a production man? Currently in half-mil market. Rock or contemporary. Agency level type. Box G-124, BROADCASTING.

Seasoned CW programmer, if numbers mean dollars, I'll get results, major only, replies confidential. Box G-137, BROADCASTING.

San Francisco P.D.—creative, practical programmer—careful researcher—excellent administrator—extensive experience in all phases of programing and operations—seeking new, challenging opportunity. Box G-161, BROADCASTING.

Bright gal in charge of community involvement for large top 10 market station, including research, special projects. Seeking challenge, growth with community minded radio or TV operation. Box G-168, BROADCASTING.

PD, medium market, prefer Midwest. Presently PD for major market rocker changing formats. References. Box G-182, BROADCASTING.

Black P. D. Looking. 919-483-6530.

TELEVISION

Help Wanted Sales

Southwest VHF, one station market needs self-starter with experience. Salary and commission. Active list. Many dollars to be made. Great outdoor recreation area. Don't hesitate—send complete resume now. Equal opportunity employer. Box G-60, BROADCASTING.

Pro—retail salesman wanted by group-owned, North Central, middle market, net-affiliate. Good list, plus fine future for TVB trained, experienced producer. Resume and picture to Box G-88, BROADCASTING.

Technical

Maintenance engineer for Midwest UHF. Must have experience in VTR, color cameras and UHF transmitter. Must state salary requirements first letter. Box F-211, BROADCASTING.

Enjoy the best weather in U.S.—Atlanta. Require TV engineer, good maintenance background. 1st class FCC license required. Send resume to Chief Engineer, 1018 West Peachtree St., N.W., Atlanta, Ga. 30309.

Major SW color production facility . . . VHF, AM, Medical TV/Film . . . expanding production-engineering staff. PBS, NPR station affiliates. Broadcast engineer: experienced VTR, camera operation/maintenance. CCTV Engineer: operate, maintain Medical Center color equipment. Minimum five years experience CCTV, CATV or broadcasting. Resumes with inquiries: Director, Radio-TV Bureau, University of Arizona 85721. Equal Opportunity Employer.

The Grass Valley Group, Inc., is seeking a television systems design engineer. Applicants should be thoroughly familiar with video and audio systems. Manufacturing experience desirable but not mandatory. BSEE or equivalent experience required. The Grass Valley Group is located in the Sierra Nevada mountains of Northern California, away from smog, traffic, and large city problems. Send a personally written resume to Merv Graham, Chief Systems Engineer, PO Box 1114, Grass Valley, California 95945.

News

Major market VHF Network affiliated station in Midwest needs program talent as Editor-in-Chief. Applicants must have background that emphasizes news. Our station is fully dedicated to NEWS and thus we have the finest facilities available. Send resume and audition tape to Box G-159, BROADCASTING.

Midwest station in top 20 market is looking for news talent to co-anchor prime time newscasts. Previous experience must confirm a team man with personality and a total commitment to news. Resume accompanied with VTR to Box G-160, BROADCASTING.

News director production manager for exciting top 20 network stations. Going for number 1. Box G-179, BROADCASTING.

Programing, Production, Others

Operations-Traffic. If you are a traffic manager or #2 person and you are looking for the big step up, this is the ad you answer. Top-10 independent needs a sales-oriented person with drive and ambition enough to carry them to the top. Money, security, opportunity are no problem to the right person. EOE. All replies acknowledged and confidential. Reply to Box G-129, BROADCASTING.

Major SW color production facility . . . VHF, AM, Medical TV/Film . . . expanding production-engineering staff. PBS, NPR station affiliates. Producer-Director: production/writing background required. Film Producer: TV/Film writing background required. Both faculty/staff status (1/4 time teaching). Producer-Writer: minimum two-year medical production background. Film Assistant: minimum one-year 16mm medical production background. Minimum BA faculty. Spanish bilingual desirable PTV/ITV. Resumes with inquiries: Director, Radio-TV Bureau, University of Arizona 85721. Equal Opportunity Employer.

Situations Wanted, Management

Post Grad, thirty-one, married, ten years TV production and program experience, good references, seeks TV management position. Box G-86, BROADCASTING.

Billing or collection problems? Positive results. Accountant, early thirties, four years with network affiliate in top ten market. Sales oriented. Box G-97, BROADCASTING.

Program Director. Professional broadcaster, with A.B. degree and national awards for programing excellence, seeks position as program director. Twelve years experience in all phases of radio-television: programing, production, news and public affairs, promotion, personnel, license renewal. Currently Assistant Program Director at nationally respected VHF network affiliate in top twenty market. Would consider position of Public Affairs Director or Executive Producer. All replies considered and answered in confidence. Box G-140, BROADCASTING.

Sales

Seek Charlotte area. Currently successful, 15 years, mostly sales, sales/management. Professional TVB Trained. Excellent sales record and references. Box G-153, BROADCASTING.

Announcers

Black MOR personality for 2 1/2 years in Northeast seeks move to TV. Will consider any position anywhere. Box G-115, BROADCASTING.

Network announcer/air personality desires position with promotion minded major market radio or television station. Excellent references education and experience. Need greater challenge. Box G-120, BROADCASTING.

College grad, with FM and closed circuit experience. Good sports background. Married, no children, will relocate. Box G-150, BROADCASTING.

Original programs NYC TV. Own radio program. 3rd endorsed. Announce, sell, production. Relocate. 609-924-6156.

Technical

1st ticket; 29; 2 years experience in switching, film slide projection, xmr operator with network affiliate and maintenance. Seeks quality station. Box F-205, BROADCASTING.

Experienced reliable first phone operator, Southeast. Box G-91, BROADCASTING.

TV, switcher, director, first, BA, editing, announcer. 315-478-8896. Box G-94, BROADCASTING.

NET News engineer is ready for technical director or supervisor in smaller market. Box G-145, BROADCASTING.

Technical Continued

Experienced production engineer—excellent references—first phone—will relocate. Lee Erickson, 1011 N. Lincoln St., Burbank, California 91506 or 714-327-4646.

Engineer; 1st phone, BSEE, resume and references on request. John Peterson, Box 161, Shell Lake, Wisconsin 54871.

Engineer age 32, 5 years experience, mostly TV, wants transmitter watch. Prefer live at transmitter site. Consider all locations. H. W. Bohannon, 1600 E. Avalon Ave., Lot A11, Tuscumbia, Alabama 35674.

News

17 years Broadcasting, B.A. Degree Radio-TV-Film, age 34. Just completed 4 years as News Director of medium California, large group ownership TV station . . . No. 1 rated in all news blocks. Desire a permanent move to a larger market as reporter, anchorman, or part of news management team. Will consider anywhere . . . prefer warm climate. I'll do your job. Box G-70, BROADCASTING.

First job. B.A. in Broadcasting plus vocational training in broadcasting. Have concentrated on combining newscasting interests with a broad liberal arts background. I offer professionalism, imagination, and as many hours of hard work as you need. Box G-81, BROADCASTING.

Award winning, veteran professional TV and radio sports and newscaster, with national contacts from competitive and coaching background, currently and successfully employed in general management and sales, wishes to return to (1) straight sportscasting including play-by-play, (2) sports and news, guaranteeing a highly dignified image in voice, presentation, and photographs that sells. The best in references. Write Box G-83, BROADCASTING.

Sportscaster—currently employed in radio news and television sports seeks fulltime sports position. Experienced play-by-play, baseball, football, basketball, and golf. Box G-119, BROADCASTING.

Mature broadcast journalist with BS degree. Currently in medium market. 13 years experience in news and sports. Box G-128, BROADCASTING.

Female network news production assistant, Statehouse writer seeks reporting position. Degree. Relocate. Box G-133, BROADCASTING.

Newscaster—18 years radio-TV news, production, interview experience. Strong voice, authoritative delivery—inside/outside ability. Good on-camera appearance. Keith Bryden, 714-461-4596.

(Waiting for your call) 13 years TV-Radio news-sports director. More than ready to move up to major-medium market for opportunity to mold talents. Navy vet, degree. Consider any open door for \$850M plus. Prefer West Coast. VTR, tape and personal interview upon request. Norm Howard, 805-489-2847, 440 Beech St., Arroyo Grande, Calif. 93420.

Professional Meteorologist. 25 years experience with 3 years plus in television. AMS Television Broadcasting Seal of Approval. Bill Zelfiff, 1131 Broadway, Dunedin, Florida 33528.

TV Newsmen. 12 years experience. Worked up from reporter to news director. Four years at major market station as news director. Strong on-air personality. Good administrator. Art Johnson, 5669 62nd Way North, St. Petersburg, Fla. 813-544-8157.

Programing, Production, Others

Experienced Black radio personality seeks employment as children's show host or work in ETV. Has a list of unusual vocal characters, excellent for cartoon voice overs. Box G-116, BROADCASTING.

WANTED TO BUY EQUIPMENT

Q-TV Duo-Crawl horizontal and vertical operation or equivalent. Box G-172, BROADCASTING.

Used broadcasting equipment needed immediately. Cash paid. Box G-73, BROADCASTING.

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

20-80 watt FM mono transmitter for community station. Willing to discuss any and all. Peter Coffee, 13 Evelyn Road, Port Washington, N.Y. 11050. 516-883-9196.

Used Equipment—Cartridge machine, consoles, tape decks, etc. No transmitters. Tell us what you have for sale. Communication Medias, Box 2292, Bethlehem 18001. 215-691-3111.

FOR SALE EQUIPMENT

Heliast-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

IGM 500 system. Excellent condition. Includes random select and Instacart. Change of plans necessitates automation sale. WQBK, 518-462-5555. Box 1300, Albany, N.Y. 12201.

Surplus 1,187' TV tower and/or RCA TF12AM antenna, located 6 miles NW Crescent, Oklahoma. Contact Chief Engineer, KOCO-TV, POB 33225, Oklahoma City, 73132. (405) 848-3311.

6 1/2" Andrews Rigid T/L 775' type 82503, 75 OHM 3 yrs. old, hangers, elbows, gas stop, misc. parts. Excellent condition. P.O. Box 188, Menomonee Falls, Wisconsin.

Patch panels-CoAxial, (2), 3 1/8" 50 ohm, 10 X 10 plus dummy load connection. Dielectric Communications Type 3233P. Unused. Complete specs available. Original cost about \$7000 each. S-W Elec., Box 23872, Oakland, California 94623, Telephone (415) 832-3527.

1,000 Watt UHF translator, Ampex with modularized power supply (with Bogner Antenna). Channel 36 in, Channel 79 out, KGSC-TV, San Jose, California PH. 408-298-6679.

Fidelipac, Spolmaster, Revox, Gately, Electro-voice, Beyer, QRK, Spectraonic and a variety of selected used equipment. Communication Medias, Box 2292, Bethlehem, Pa. 18001. 215-691-3111.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

Mono Automation unit built by Aitken. Includes 4 Ampex 450 playback decks and Ampex Record playback Deck Series 8000. Torke Program Selector 6500. Hewlett-Packard Mono FM Frequency and Modulation Monitor. 300. Contact George Melin, KLIZ Radio, Brainerd, Minnesota. 218-829-2853.

1 Rotheron 1KW Transmitter in good condition, ready for use. Call or write KLUF Radio, Box 1866, Lufkin, Texas 75901. Phone 713-634-7773.

FM Transmitter: Collins 10KW power amplifier in excellent condition, \$4,500. Also available, Gates 250 watt driver, fair condition, \$250. Chuck Spencer, C.E., KRFM, Box 1009B, Phoenix, Ariz. 85016.

UHF translator, EMCEE Model U-HTU-100-D. Less than four years old, no longer needed because of parent station power increase. Input on channel 50, output 100 watts on channel 72. Can be returned. Mint condition. Harry Garba, WCAE-TV, St. John, Indiana 46373. 219-365-5150.

McMartin TBM-3500 Modulation Monitor and T8N-3000 Frequency Monitor. Both in excellent condition. Contact WMOA-FM, Marietta, Ohio. 614-373-1490.

Plate Transformers for Gates BC-1F and RCA BT-1M AM transmitters. One each available. Write: Commercial Radio, Box 176, Springfield, Vt. 05156.

Raytheon transmitter parts for RA-250, RA-1000A and RA-5A AM transmitters. Raytheon transformer repair service available. Write for prices and information. CA Service, Springfield, Vt. 05156.

Video tape recorders, RCA TR4 and TR3, wired for color playback and editing, presently in service. Call Philadelphia 215-543-3548.

Trade in McMartin B-802 Stereo console in very good cond. Also field test 8-802 in fair cond., both with full guarantee and S-1 or S-2 options available—Used Equip. Dept., McMartin Industries, 605 N 13th St., Omaha, Nebraska 68102. 402-342-2753.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models available from VIF International. Box 1555, Min. View, Calif. 94040. (408) 739-9740.

Sale—closeout. 3 RCA TK41 studio color cameras with lenses, tripods, fearless heads, 300' cable each, package \$6,600 or \$2,650 each. Bell & Howell Jan projector mag/opt on base, \$850. EMI 4 1/2" 8&W studio camera lenses and cables, \$1,500. Marconi Mark IV 4 1/2" 8&W studio camera lenses, tripod dolly, cable, \$2,500. RCA TK21B 8&W film Vidicon camera, \$600. All FOB, Las Vegas. Contact Frank Anderson, 702-870-2020, or John Erlinger, 213-652-8100.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

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.

Miscellaneous Continued

"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.

How much is a job worth . . . ? For a complete, updated listing of all known radio openings in the U.S., rush \$10 to: Franklin-Madison Assoc., Box 8027, Akron, Ohio 44320.

Do PD's ignore your tapes . . . Friends say you've got that major market sound, but the big ones won't listen? Find out what mistakes you're making by sending us your tapes and resume. Our professional consultants have heard the best . . . and the worst, and know what it takes to make or break it. Send tape and ten dollars—Broadcast Media Consultants, Box 187, Bradley, Illinois 60915. Attention Walter Kaiz.

Station problems? Sales, programing, management. Experienced consultant. Graduate degree. Write in confidence for information. Melear & Associates, Box 52495, Atlanta 30305.

30 reels vintage Negro newsreel film. 35mm sound, first \$500 takes all 30 reels. Box 9530, St. Louis, Mo. 63161.

INSTRUCTION

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 Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in Chicago***, 3443 N. Central.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A Bth Ave. S.

Elkins in El Paso*, 6801 Viscount.

Elkins in Seattle**, 4011 Aurora Ave., N.

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 date Oct. 4. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or 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, Rt. 2, Box 448, Calera, Alabama 35040.

INSTRUCTION Continued

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 phone in 6 weeks. Money back guarantee. Cost \$370. Announcer/disc-jockey training classes start every month. Graduates Nationwide. National Institute of Communications, 11516 Oxnard St., North Hollywood, Calif. 91606. (213) 980-5212

Think about it. We cost less but take more time to prepare you for a first phone. 10 weeks \$355. It's the best way. State approved. Omega Services, 333 East Ontario, Chicago, Illinois 60611. 649-0927.

Earn Electronics Degree mainly by correspondence. F.C.C. license preparation included (optional). Accredited, Accrediting Commission NHSC. G.I. Bill approved. Free brochure. Write: Registrar, Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

On the air announcer training at R.E.I. features individual, realistic preparation for your Radio/TV career. R.E.I.'s engineering course features intensive training for the FCC First Phone Complete either course in just five (5) weeks! Call 1-800-237-2251 toll free for brochure. Write: R.E.I., 1336 Main Street, Sarasota, Florida 33577.

Increase Sales! If you spend fifty dollars worth of time chasing thirty dollar sponsors, you're losing money. Learn how to plan your day to get the big accounts. The Willing Dynamic Power Sales Seminar is designed for account executives in small and medium markets who want to learn how to sell Radio Advertising effectively. Most often what is needed is a basic change of approach to selling. If you feel that you are ready for an important change in your life; if you want to experience the delight of becoming a top-notch money-earning Radio Advertising Salesman, let me help you. If yours is a radio station in a cluster of small or medium market stations simply do this: Organize a group of salesmen who would like to attend my Seminar. A minimum of ten and a maximum of fifteen salesmen would be just fine. The Willing Sales Seminar will then come to your market and conduct a Dynamic Power three day Seminar. This process of my traveling to you saves you time and travel expense. The organizer of the Seminar attends the Seminar without cost to him. My fee is just one hundred Dollars per salesman plus my actual out-of-pocket travel and lodging and cost of room where Seminar will be given. When several stations share the cost of my expense it is infinitely less expensive than sending salesmen long distances to seminars where they not only have to pay for their individual travel, etc., but also take more time off the street. I guarantee your fee back if you don't like my feedback. Si Willing is the author of the best selling book, "How To Sell Radio Advertising." Contact Si Willing, Radio KMAR, Winnsboro, Louisiana 71295 or call 318-435-5644.

Need 1st phone fast. Then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next intensive Theory Course will begin July 31, 1972. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

RADIO

Help Wanted

BEAUTIFUL

We want the best Beautiful Music Programmer in the U.S.A. Please submit taped music sample, resume, etc.

Box G-146, Broadcasting

Help Wanted Continued

KLZ-DENVER

A Group One Station—Needs Strong Afternoon Traffic Personality

Contact—Russ Knight
KLZ Radio Station
123 Speer Blvd.
Denver, Colorado 80217
An Equal Opportunity Employer

Help Wanted Sales

SALES MANAGER AM-FM-TV

Must be creative, proven producer and willing to work hard.

100% incentive compensation.

Small overseas market. Send resume to:

**Pacific Broadcasting Corp.
Box 4288, Burlingame, Calif. 94010**

Programing, Production, Others

Production Director

Major market 50KW radio. Great opportunity to grow in major station group for the right creative producer. Send sample tapes and resume.

**Box G-157, Broadcasting
Equal Opportunity Employer (M/F)**

Situations Wanted

ARIZONA'S TOP RATED TALK SHOW HOST

(Award winning salesman and adv. copywriter, too)

Experienced—both radio and TV. Station in process of being sold. Call Earl Baldwin, 602-264-2515.

Situations Wanted Management

ATLANTA

Sales, Programing, Engineering. Experienced in all three. Management background. 12 years in radio, some TV. Major market. Graduate degree. Family situation forces move to Atlanta. You will not be disappointed with my credentials.

P.O. Box 52495, Atlanta, Ga. 30305

Situations Wanted News

SPORTSCASTER

Employed, 26, seeks new challenge in PBP. Major college or network sports. I'll not only announce a great game, I'll sell it as well. Best references in industry—they're worth a look alone. Tapes on request.

Box G-174, BROADCASTING

Situations Wanted Programing, Production, Others

TOP VOICE BY MAIL

Experienced pro with nearly ten years at major stations in major markets will tape up to ten minutes of copy (any number of pieces) for \$20. Any style for any format—friendly MOR, hip rock, beautiful music, etc. Free samples.

Box G-134, Broadcasting

500 MILE RACE DOUBLE HEADER SCHAEFER 500—PENNSY 500 Saturday/Sunday—July 29/30

Join Coast to Coast Radio Network:
Associated Sports Ent./Empire Radio Prod.
509 E. 24th St., Brooklyn, N.Y. 11210
212-859-9370 201-828-5884

TELEVISION

Help Wanted Management

DIRECTOR OF MARKETING

Unusual opportunity with broadcasting company for television station salesman interested in corporate sales planning. Candidates should possess M.B.A. degree or have equivalent educational background. Minimum of three years station sales experience. Top salary and excellent incentive arrangement. Call Ron Curtis at 312-693-6171 for a confidential discussion regarding this position.

Help Wanted News

METEOROLOGIST

WTLV
TeLeVision 12
of Jacksonville,
Florida,

is interested in receiving application for a well qualified meteorologist with T.V. experience. Send resume, picture and video tape, if available. Great opportunity in a dynamic Florida city now the 61st U.S. market. Contact:

**Mr. Gert Schmidt, President
WTLV
P.O. Box 1212
Jacksonville, Florida 32201**

Situations Wanted Technical

PROFESSIONAL BROADCASTER

Over sixteen years of dependable hands-on experience in technical operations, maintenance, supervision, construction and administration. Prefer West Coast or Southwest station with heavy responsibilities and solid future. All reasonable engineering offers considered and answered promptly.

Box G-161, Broadcasting

Situations Wanted News

OUTSTANDING NEWS DIRECTOR

Documented track record in building top ratings. Employed pro who knows what's happening in TV news and how to apply it to your station.

Box G-166, Broadcasting

SPORTSCASTER

Major market pro with considerable PBP experience now available. I'm looking for a station that desires its sports director to come up with hard stories that fit in with a fast pace newscast but still remain personable. Scoops, commentary, PBP, tight film work, long hours and dedicated work all part of my package. Money not the key factor. It's your atmosphere.

Box G-178, Broadcasting

For Sale—Equipment

Used AM/FM Transmitters

CCA has obtained following in trade: If dissatisfied full credit will be given against purchase of new CCA transmitters.

1 KW AM—Continental 314D—\$2500; Gates BC1T—\$2500; BC1F—\$1900; Vanguard—\$1800.

5 KW AM—Collins 21E—\$8000; Gates BC-5B—\$7500.

10 KW AM—Gates BC-10P—\$10,000.

FM Exciter—Moseley LPE-10—\$1000; CCA FM-10D (mono)—\$1200; Gate FM-10B—\$350.

FM-1 KW—ITA FM-1000B—\$2000; Gates FM-1B—\$2500; CCA FM-1000D—\$5500.

FM-3 KW—GE-BT-3A—\$1000; CCA-3000DS—\$8500; Raytheon Amp—\$350.

FM-5 KW—Gates FM-5B—\$7500; RCA-BTF-5B—\$3000; Gates FM 5G—\$7000; ITA 5000B—(with stereo Gen)—\$7000; CCA-5000 DS + Gen—\$10,500.

FM-10 KW—RCA BTF10D—\$10,000; Bauer—\$8800; GE BF-10A—\$1000; Collins 734 with S. G.—\$3500.

FM-20 KW—Gates FM-20B—\$11,000; RCA BTF-20C—\$12,000; CCA-FM-20000DS—\$17,500.

Also available used monitors, studio equipment. Contact Bob Sidwell at—

CCA Electronics Corporation
716 Jersey Avenue
Gloucester City, N.J. 08030
609-456-1718

Miscellaneous

TV/Radio Broadcasters

Want to improve your rating points? We provide animated television commercials for your station on a barter basis.

BATACH SYNDICATIONS, INC.
Box 98810 Seattle, Wa. 98188
Call collect (206) 878-8900

OKLAHOMA FOOTBALL

Now available in your market, high-scoring, exciting Oklahoma vs. Nebraska, Colorado, Texas, etc. Complete schedule or special package of 6 top games.

Contact: Kenny Belford, Mgr.
Oklahoma News Network
1800 West Main St.
Oklahoma City, Okla. 73101
405-235-1671

YOUR ANNOUNCERS ARE PROBABLY GREAT

But, variety being the spice of sponsors, you might like a change of voice occasionally. Network quality, warm, professional voice will voice your spots to provide that variety. Any spot \$15.00. Any format \$25.00. 10% cash discount. First spot introductory price \$5.00. Satisfaction guaranteed or money refunded. Send copy and instructions to RICK O'SHEA PRODUCTIONS, BOX 290, LAS VEGAS, NEVADA, 89101. Ask for free Las Vegas show info and reservations.

Business Opportunities

FOR SALE

Internationally known radio syndication service. Reputation and acceptance so high that most billing is assured for years ahead. Couple who can write good radio copy can take salaries totaling 20 to 30 thousand. Grossing 40 thousand plus. Concentrated one year selling push can double billing. Asking 80 thousand. Terms.

Write Box G-177, BROADCASTING

**THIS SPACE
DOES IT**

If you need help, the right job—or for any needs related to broadcasting—place your ad here. You belong in

Broadcasting

The newswave of broadcasting and allied arts
1735 DeSales St., N.W.
Washington, D.C. 20036

Employment Service

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Instruction

BROADCAST SALES SCHOOL

Five of Southeast's most successful broadcasters conduct classes lasting one week beginning every first and third Monday. Classes limited to 20. For small to medium markets only . . . we teach any one who wants to learn how to sell radio.

Call (404) 377-1000 or write
Box 1483, Atlanta 30303

**WANTED TO BUY
Stations**

STATION WANTED

AM daytime or AM/FM in small or medium market North Carolina, South Carolina, or Georgia. We presently operate an AM/FM and are looking for our second station; low down payment and terms.

Box G-135, Broadcasting

WANTED TO BUY Stations

Corporation interested in acquiring AM or FM properties in Southeast or Southwest. All replies confidential.

Box G-175, BROADCASTING

RADIO STATION FOR SALE

\$250,000 annual cash flow. Prefer exchange of stock in substantial listed company, but will accept cash, but not on terms. Reply to Phillip Gainsley, Atty., 815 Farmers & Mechanics Bank Building, Minneapolis, Minnesota 55402.

Gulf	Small	Daytime	\$350M	Terms	Fla.	Small	Profitable	\$200M	Terms
SE	Medium	Daytime	125M	29%	NE	Small	AM & FM	145M	Nego
MW	Metro	Profitable	550M	Nego	MO.	Small	Daytime	110M	SOLD
Texas	Metro	FM	65M	Cash	East	Metro	AM & FM	565M	Nego
NE	Suburban	AM & FM	390M	29%	MW	Major	Fulltime	630M	Cash

 **CHAPMAN ASSOCIATES®**
business brokerage service

• ATLANTA • CHICAGO • DETROIT • ELMIRA, NEW YORK •
Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

FOR SALE Stations

STATIONS FOR SALE

1. ARIZONA. Priced at one and one-quarter gross. Profitable. \$100,000. \$25,000 down.
2. ROCKY MOUNTAIN. Exclusive. Full time. Profitable. \$230,000. Terms.
3. SOUTHEAST. Exclusive AM-FM. Illness forces sale. \$135,000. Terms.

**Jack L. Stoll
and ASSOCIATES**

6430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213-464-7279

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.

(212) 265-3430

CENTRAL TEXAS: Small market FM. Cable connection. Possibilities. \$45,000. Terms.

SOUTHWEST: Dominant AM/FM in medium market. Profitable. \$410,000. Terms.

MIDWEST: Small market VHF-TV. Good cash flow. Super-equipped. \$1.5 million. Terms.

 **SOVRAN**
INCORPORATED
BROKERS & CONSULTANTS

2110 MERCANTILE BANK BLDG.
DALLAS, TEXAS 75201 (214) 651-8088

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
213/277-1587 202/223-1553

Profile

A true party man in the FCC office of general counsel

In case anyone is wondering what has happened to those bright, clean-cut young types who did well at law school while remaining clean-cut looking, and then did not go to work for Ralph Nader, he can find part of his answer at the FCC. Some of them wind up as general counsel there. First, it was Richard E. Wiley, now a member of the commission. Now it is John W. Pettit.

As with Mr. Wiley, the 37-year-old Mr. Pettit has followed the path that high-school yearbook editors used to have in mind when they tagged a graduate "most likely to succeed": Duke, '57; Georgetown Law School, '60; six months with the Justice Department's antitrust division (in connection with the department's honors program for law school graduates who finished in the top 10% of their class); then the U.S. Air Force, in the judge advocate general's corps, discharged as captain; and a connection with a prestigious Washington law firm with ties to the upper echelons of the Republican party—two of the partners had been White House aides under President Eisenhower—and a partnership four years later.

Like Mr. Wiley, also, service in the Nixon campaign in 1968 was what led eventually to the general counsel's job. Mr. Pettit had been a regional field director (the six border states were his responsibility) for Citizens for Nixon-Agnew, helping to implement a number of campaign programs and serving as liaison between the national headquarters and the Nixon campaign organizations in the six states. He and Mr. Wiley met during the campaign, and resumed their acquaintanceship after Mr. Wiley went to Washington as FCC general counsel. Not surprisingly, Mr. Pettit was one of those Mr. Wiley recommended as his successor.

Thus far in his six months as general counsel, Mr. Pettit, a resourceful man who manages to be amiable and hard-driving at the same time, has done nothing to indicate that, so far as regulatory matters are concerned, his background is deceptive. For by instinct and by training as a lawyer who has dealt with government agencies (though not with the FCC particularly), Mr. Pettit is one of those who believe in less rather than more government regulation. Of course, no one would admit to preferring more regulation than is necessary, but there are those who have a constitutional bias against regulation and those who do not. Mr. Pettit appears to be one of the former. As for broadcasting specifically, he feels licensees will not do the best job if the government "overintrudes" into



John Whitney Pettit—general counsel, FCC; b. March 20, 1935, Washington; BA, political science, Duke University, 1957; JD, Georgetown University Law School, 1960; Department of Justice honors program, 1960; U.S. Air Force, 1960-1963; lawyer with Hamel, Park, McCabe & Saunders, Washington, 1963-1972 (partner in 1967); Educational Communication Association, 1969-72 (chairman, 1970-72); regional field director, Citizens for Nixon-Agnew, 1968; m. Anne McCullough, July 9, 1960; children—John, 9, Jennifer, 4; hobbies—tennis, golf, reading.

their businesses.

And there are many areas in which he makes his views heard. For as general counsel he sits near the center of things. All legal questions and many policy matters flow through his office. In addition, he serves on special committees—Commissioner Wiley's units on the fairness doctrine and on radio "re-regulation," among them. This means a great deal of work; he seldom leaves the office before 7 p.m., then not without a heavy load of work for the hours after dinner. But it also means a potential for affecting policy.

He is, for instance, into the proposed report and order containing rules governing license-renewal procedures. And he has reservations about it. Its aim of increasing the dialogue between stations and their publics is fine, he feels. But what about the annual program-reporting requirements? He sees them as providing ammunition for those wishing to file petitions to deny. And to him, such petitions do not represent "a positive good." "It's like saying the only time broadcasters do a good job is when they have a gun pointed at their head."

He is also sensitive to the fact that broadcasting "is uniquely affected by the

First Amendment." And his sympathy in fairness-doctrine and equal-time cases seems to lie with the broadcasters, on the ground that they would be less likely to do an effective news job if they felt the hot breath of the government on their necks. Mr. Pettit's Republican ideology and his legal and social instincts seem to collide in that area, however. Asked if, like many Republicans, he feels that network newsmen have shown an anti-Nixon bias, he swallows hard and says, yes, he does. But he adds that while "no one should be immune to criticism, the FCC should not be in the position of regulating news content. Whether a news story is slanted is hard to determine. Saying I don't like what is shown on the news is not saying I would like the FCC to fix it up."

Beyond the opportunity he has to comment on a broad range of policy issues, Mr. Pettit can help to affect the agency's performance through the selection of new agency lawyers. In a sense, Mr. Wiley had been a pioneer in what had been a liberal Democratic preserve, the commission's general counsel's office. In the last couple of years, the liberalism has been diluted with the infusion of more conservative blood (though not completely; Mr. Pettit, a "great believer" in the commercial system of broadcasting, blanches when recalling that one of the old hands in his shop has asked: "Why must the country have a commercial broadcasting system?")

And Mr. Pettit is continuing the transformation. He says he is trying to bring in more "centrist, objective lawyers."

However, those who have seen Mr. Pettit in action say he is not rigid or inflexible. He is said to encourage lawyers on his staff whose views differ from his to express their positions and to prepare memoranda on them. He followed that practice while the special fairness-doctrine committee was thrashing out its position on the political broadcast aspects of the doctrine.

Mr. Pettit entered government service last January, not with the feeling that this was where he intends to spend a large part of his life. He does not seem interested, as Mr. Wiley did, in becoming a commissioner or even in moving to some other spot in government. The general counsel has been described by an associate as "a loyal party man who feels every member of the party owes it two or three years."

His intention to slip back eventually into the thick-carpeted world of private practice is not related solely to money (although the \$36,000 he is earning amounts to a substantial pay cut); he simply likes the life. "There's so much freedom. You're not beholden to any one client. You're your own boss. You see rewards flowing from your work."

Editorials

Return to reason

At the instigation of Senator Richard Schweiker (R-Pa.), the Senate Armed Services Committee has taken a step toward reasonableness in the treatment of radio and television as instruments of advertising for military recruitment. As reported here a week ago, the committee unanimously approved a Schweiker amendment permitting the recruiters to put their advertising appropriations in any medium of their choice. That is a considerable improvement over a stipulation attached to the current budget by a Senate-House conference committee expressly excluding the use of radio or TV.

It isn't the money that is of primary importance in this situation. About \$26 million in recruitment advertising is at stake; even if broadcasting got it all, the total would be of little consequence to the over-all P & L statement. But the growing practice of discrimination against radio and television is very much at stake. It is a practice that was applied in massive dosage by the law excluding cigarette advertising from the air but leaving it unrestricted in all other media. It is a practice that has been applied in countless lesser instances of legislation and regulation in recent years.

The Schweiker amendment, which is part of the Senate's military procurement bill, will reach the floor soon. If it survives that test, it will eventually be considered with the House version of the bill, which contains no such provision. At both stages it deserves all the support that broadcasters can give it.

Testimonial

This issue carries our third account of the service—always indispensable, often heroic, sometimes bordering on the incredible—that broadcasters rendered their communities during and following tropical storm Agnes. Such a story is easy to underplay, hard to overplay, impossible to tell in full. Its full impact is measured best by those who were served by it—as the thousands of testimonials now flowing to broadcasters from mayors, chiefs of police, disaster officials and everyday citizens attest.

To those not directly affected, as simple a statement as one in our July 10 issue that "many [stations] stayed on the air for days at a stretch" falls short of conveying the high drama and professionalism that marked those long and difficult hours. You had to be there. As chapter three bears further witness, broadcasters were.

By their fruits . . .

Politics isn't your business or ours, but the manner in which politics affects your business and ours is of deep concern in this election year of agonizing changes.

The soothsayers blundered in projecting the convention events in Miami Beach last week. Senator George McGovern, regarded as a weak candidate in the pre-convention sweepstakes, surprised even his own party as a strategist. The GOP advisedly isn't taking him lightly.

Consider this: Would you vote for Senator Frank Moss, the Utah Democrat, for President? Where broadcasters and advertisers and all media are concerned, a frightening parallel exists. Senator McGovern has voted with Senator Moss on just about every advertising reform the latter has fostered, beginning with the ban on cigarette advertising which threw broadcasters for a \$230-million loss while fattening up newspaper and magazine competitors. But even the print media find little solace in the McGovern advocacy of almost everything Senator Moss and Ralph Nader have espoused in the consumer and truth-in-

advertising crusades, while ostensibly giving lip service to the free-enterprise system.

Consider the kind of people Senator McGovern would appoint, not only to his cabinet, but to the independent agencies. Would Nicholas Johnson, whose term expires next June 30, become FCC chairman? Now the senior Democrat, in his six years on the FCC he has originated or plugged for every repression calculated to do broadcasters in. Is he the McGovern type?

Or take the Federal Trade Commission. If the incumbent chairman, Miles W. Kirkpatrick, a glaring mistake among Nixon appointments, were continued in office, he would appear to fit the McGovern mold.

Essential to a presidential election is the party platform, customarily providing something for everybody. The Democrats got around to their catechism last week with language less blatant than that which their candidate had espoused in his senatorial role. A more conservative manifesto is expected to emerge next month when the Republicans convene at the same Miami Beach site.

GOP nominee-apparent Nixon's four-year record as President is an open book. In recent months he has demonstrated sympathetic awareness of the broadcasters' problems. This despite snide and even sinister attacks by GOP leaders upon the principal broadcast media in their antagonism toward broadcast journalism.

Democrat nominee McGovern has his Senate record, his campaign utterances and his modified platform to stand on. As he goes, so the Democratic party is likely to go in November elections, including House and Senate, which his party now controls.

The broadcaster, the advertiser and the advertising agency—and all media—have a bigger stake in the 1972 elections than ever before. What's involved is not a partisan matter. It's a whole new way of economic and social life.



Drawn for BROADCASTING by Sidney Harris
"We have a car commercial, followed by the antigasoline commercial, then there's the anticough-medicine commercial, the antibeer commercial . . ."

Panic stops, potholes, even a crash landing didn't fool the air bag.

The air bag works. But only when it's needed.



Car approaches barrier at 17-mph. (Man wearing lap belt only.)



Air bag cushions man, prevents injury 4/100ths of a second after impact.

Air bag deflates within 1/2 second. Passenger uninjured.



Air bags are people-protectors that automatically inflate, cushion you and deflate—all in half a second. And only in a serious crash.

Not a bump.



Crash landing does not inflate air bag.

To help convince you air bags are reliable and can't be fooled, we had Dynamic Science, an independent test facility, test some of our air bag equipped fleet cars in Arizona.

Results: just as expected. The air bag worked, and worked only when it was supposed to: no accidental inflation.

That's because the special air bag sensing device is designed to inflate the bag only in a frontal crash severe enough to cause serious injury.

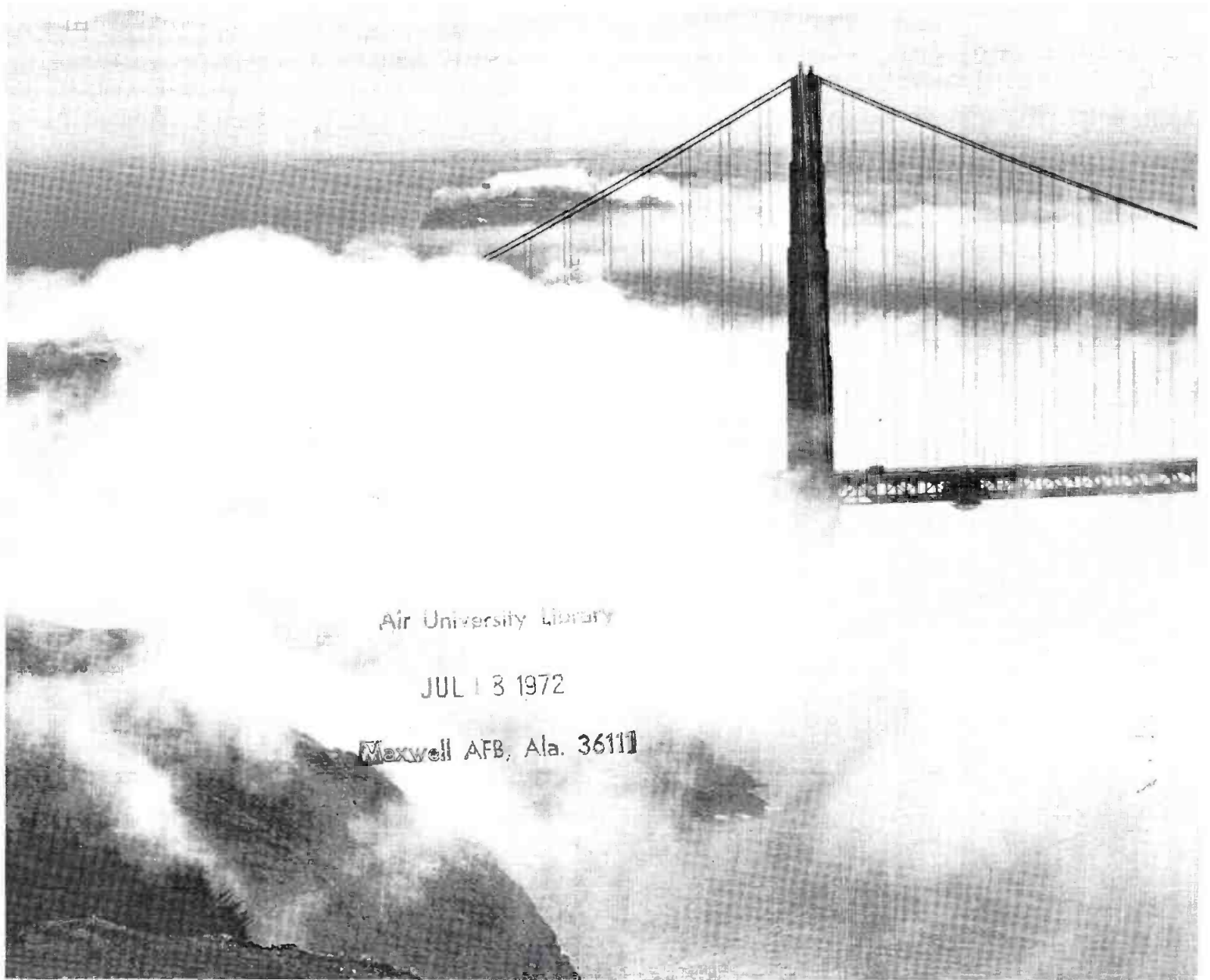
Safety experts say air bags could save thousands of lives a year. And prevent hundreds of thousands of injuries.

Let's get air bags into cars.
Let's do it now.

Allstate®

Let's make driving a good thing again.

If you lived in San Francisco . . .



Air University Library

JUL 13 1972

Maxwell AFB, Ala. 36111

. . . you'd be sold on KRON-TV