

Big week for minorities in broadcasting:
Cox, ATC set precedent for cable access,
NAB forum signals widening interest in ownership

Broadcasting Dec 4

The newsweekly of broadcasting and allied arts

Our 42nd Year 1972

With business booming everywhere, how come your FM station can't make money?

And how come a few FM stations make a lot of money? There's only one answer.

You've got to sell the national advertiser. And you've got to sell him consistently. Month after month. Year after year.

The way Century Broadcasting does it. Fact: Last year 60% of all FM stations lost a total of \$10 million.

Fact: Last year, every Century station not only *made* money, but had the biggest year in its history.

We think we've proved that with the right people and the right methods the national advertiser can be sold. That's why we created Century National Sales.

So we can do in other markets what we've done in our own.

But we're not going to do it in the usual way of national sales organizations.

We're going to sell a lot of time for a few stations. Not little bits of time for a long list of stations.

That means there's a limit on the business we will handle. No more than twenty FM and five AM stations. But we'll handle those 25 stations in a way that's better for them and for us.

If you're interested in the national advertiser, we'd like to hear from you. We'll tell you frankly and quickly if we think we can help.

Call Allan Klamer at (212) 541-9688. Or, write Century National Sales, 65 West 54th Street, New York, New York 10019.

Century National Sales knows the way to the money.

We'll give you 75 good reasons why WSB Radio is No.1.



And Atlanta's biggest radio audience will give you a million more.



Source: April/May 1971, ARB Radio Report, audience estimates are subject to sampling and other errors. The original report may be reviewed for details on methodology.
NBC Affiliate. Represented by CBS Radio Spot Sales, A Communications Service of Cox Broadcasting Corporation, Cox Broadcasting Stations: WSB AM-FM-TV, Atlanta;
WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM, WAIA FM, Miami; WIIC-TV, Pittsburgh; KTVU, San Francisco-Oakland.

How does WDCA-TV deliver a super power UHF signal to Washington, D.C. viewers?

To bombard a 70-mile radius with total strength, Milton Grant, Vice President and General Manager, and Don Doughty, Director of Engineering, had to be innovators. And now WDCA-TV has the world's most powerful transmitter. A 220 kW Gates UHF television transmitter . . . super power with IF modulation . . . FCC type accepted. Today, WDCA-TV delivers a greater intensity of signal strength than any other TV station in the world, let alone in Washington, D.C.

HARRIS
GATES DIVISION
Quincy, Illinois 62301, U.S.A.



Don Doughty, Director of Engineering



Milton Grant, Vice President and General Manager

With the most powerful TV transmitter in the world, that's how. The Gates 220kW.

**Hit Your Market
Every Day
Of The Year
With One Shot
In The 1973
Broadcasting
Yearbook**

The most complete and most authoritative source of facts about the business of radio and television ever published.

The 38th annual edition of this respected broadcast encyclopedia—off the press, 25,000 copies strong, in January—will contain 650 pages, index-tabbed for instant reference.

So wide is its range of information that the 1973 *Broadcasting Yearbook* will actually combine 160 different and distinct directories within a single volume . . . 160 directories covering every possible background fact needed by people who work in the broadcasting business.

They find this invaluable sourcebook so essential that it stays on top of

their desks, ready for constant use. It leads an active, useful life for a full 12 months . . . until the next edition replaces it.

Your advertisement, strategically placed in the pages of the 1973 *Broadcasting Yearbook* keeps on making multiple impressions all year long—and makes them at the very times the people who buy are receptive to your story.

One display in *Broadcasting Yearbook* thus gives you the impact of a full year's campaign . . . continuous performance, maximum exposure . . . at minimum cost.

Reserve the best position in the directory section of your choice.

**160 Separate
Directories In A
Single Volume!**

No wonder *Broadcasting Yearbook* is the most reached-for reference work in the whole business of television and radio.

Arranged according to five major index-tabbed groups, here's the treasury of individual directories you'll find in the giant 1973 *Broadcasting Yearbook*—the one-book library of television and radio information.

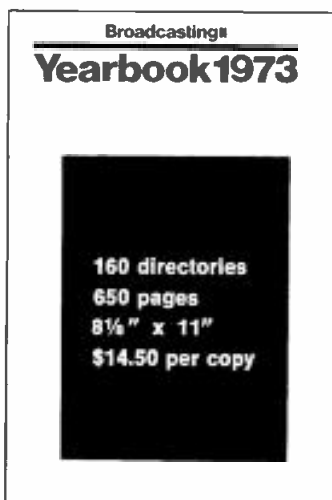
- A—The Facilities of Television
- TV Station Directory
- Call Letters
- Canadian TV Stations
- Channels
- Canadian Channels
- Allocations
- Experimental TV Stations
- Transfers of Ownership
- Newspaper Ownership
- TV Applications Pending
- Group Ownership
- International Broadcasting
- B—The Facilities of AM-FM Radio
- AM & FM Radio Directories
- Canadian AM & FM Stations
- AM Station Call Letters
- FM Commercial Call Letters
- FM Educational Call Letters
- AM Radio by Frequencies
- Canadian AM by Frequency
- FM, Frequencies, Channels
- Canadian FM by Frequency
- FM Assignments
- Caribbean, Mexican Stations
- College Stations
- C—Equipment and Products
- Product Guide
- Equipment Manufacturers
- FCC Rules & Regulations
- Station Application

- D—Radio and TV Program Producers and Distributors
- Radio Program Producers
- Television Program Producers
- Television Commercial Producers
- NAB Television Code
- NAB Radio Code
- Talent Agents and Managers
- Radio-TV News Services
- Radio Commercial Producers
- Business, Promotion
- Films
- Television Processing Labs
- Foreign Language Programs
- Negro Programming
- C&W Stations
- Major Awards & Citations
- E—Agencies, Reps, Networks, Brokers, Schools, Misc.
- Radio & TV Representatives
- Network Executives
- Regional Radio Networks
- Government Agencies
- Associations, Societies
- Unions, Labor Groups
- Attorneys in Radio-TV
- Consulting Engineers
- Schools
- Farm Directors
- Advertising Agencies
- Major Trends, Events

The 1973 Yearbook includes new population, marketing and audience data; Hotels and Motels used by Communications Groups, ARB Areas of Dominant Influence giving TV stations and affiliations, county ADI homes, ADI total homes, men, women, children; Markets in rank order by ADI households; Spot TV Cost summary and Spot Radio Budget Estimator affording quick calculations of rates for any time class, length of spot on frequency basis for top 10 markets, top 50; top 100.

Plus dimensions of broadcasting (broadcast time sales since 1935, extent of broadcast editorializing, program analysis data, recent books and reference works published).

Reserve space today. Call your nearest Broadcasting office:



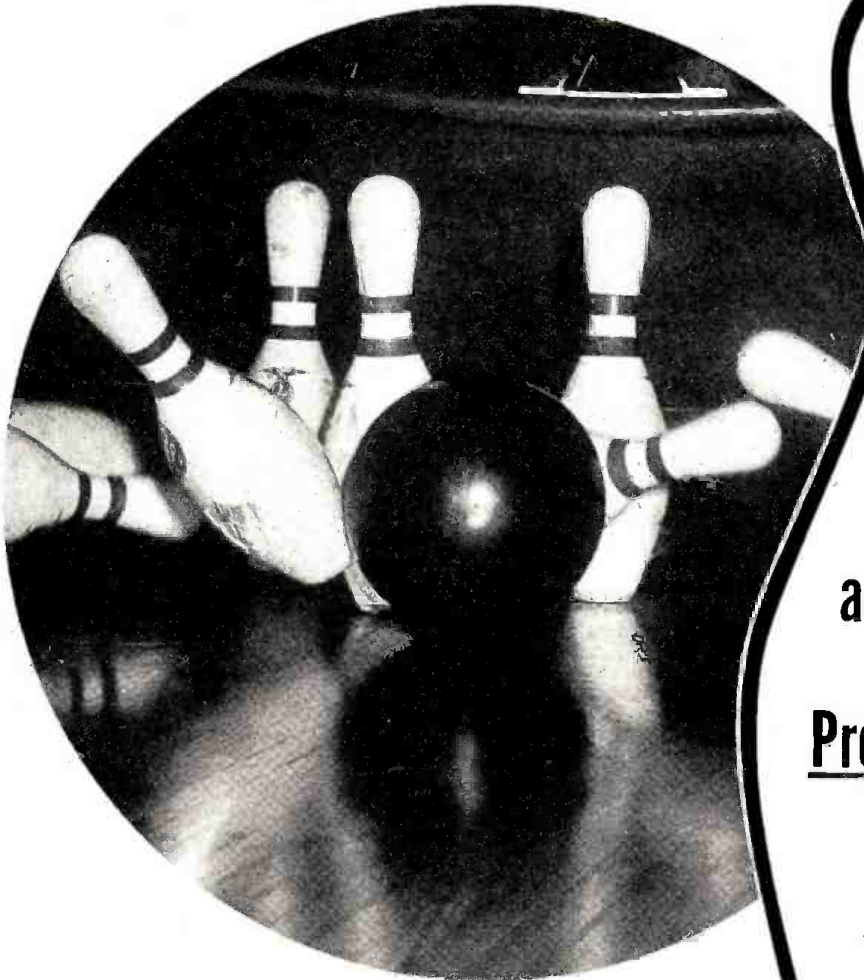
Washington Headquarters
Maury Long, John Andre
1735 DeSales St., N.W. 20036,
(202) 638-1022

Hollywood
Bill Merritt
1680 N. Vine St. 90028,
(213) 463-3148

New York
Bob Hutton, Eleanor
Manning, Stan Soifer
7 West 51st St. 10019,
(212) 757-3260

Broadcasting **Dec 4**

	CLOSED CIRCUIT	7
FCC creates EEO operations.	AT DEADLINE	8
	OPEN MIKE	10
	DATEBOOK	11
How changing audience attitudes did in the man from Glad.	MONDAY MEMO	16
Minority issues are in dramatic evidence on two coasts as merger-bound Cox and ATC yield to pressures for access channels, NAB seminar on ownership prospects draws overflow crowd.	LEAD STORY	18
FTC's David Dennison tells ANA that pressures on ads will not relent.	BROADCAST ADVERTISING	23
ABC's Elton Rule toes in for a fight against the split 30.		26
Mazda's going national in a big (television) way.		28
CBS, IBEW, AFTRA still on high center; strike goes on, talks go nowhere.	MEDIA	36
NAB enlisting a Committee of 1,000 to press for license-renewal bill.		38
	CHANGING HANDS	40
The OTP's Messrs. Whitehead and Goldberg, looking for 'voluntary' way out on reruns, think they have a helper in antitrust laws.	PROGRAMMING	42
It's a heavy week for broadcast journalism as: RTNDA convention hears Mickelson, Van Deerlin warn of government intimidation; Rockefeller calls for 'shield' legislation; a professor profiles the career field; NBC's <i>Today</i> brings together the critics and the criticized.	BROADCAST JOURNALISM	45
Newsmen are again wondering whether they belong in AFTRA.		47
Time-Life, Sterling urge FCC for five-year hold on antisiphoning rules.	CABLE	52
	EQUIPMENT & ENGINEERING	53
	FINANCE	54
	FATES & FORTUNES	57
	FOR THE RECORD	60
Willis Duff: in the vanguard of radio's second management generation.	PROFILE	69
	EDITORIALS	70



To be
a winner
in the
Providence
ADI
Buy
WTEV

Representative:
THE MEEKER COMPANY, INC.

WTEV

In this burgeoning area - PROVIDENCE, NEW BEDFORD, FALL RIVER and other important cities and communities - be sure to use the strong voice of WTEV to carry your sales message. Count on this station to reach and deliver an unusually responsive audience.

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel



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

Closed Circuit®

Mixed bag

U.S. broadcasters returning from State Department-sponsored mission to Japan to work out beginnings of program exchange say they were impressed by new technologies they saw in research labs of Japanese broadcast complex, NHK. One was portable color camera hooked to video-tape recorder and power supply—all weighing total of 12 pounds. NHK spokesman said labs were at work on still smaller model. Picture quality in demonstration was said to be good, though some Americans wondered whether it would hold up in low light.

Another NHK demonstration sent some U.S. travelers home with chills: transmission of three color-television programs on one television channel. Implication in this, of course, is theoretical increase in number of TV stations, including those in U.S., by magnitude of three. American group, under chairmanship of J. Leonard Reinsch, Cox Broadcasting, signed with Japanese counterparts for start of TV program exchange, to begin during next annual convention of National Association of Broadcasters in Washington next March.

Independent agency

Question of whether cable-television systems should be regulated as common carriers may provide point of conflict between FCC and high-level administration committee drafting cable policy recommendations for President. Committee, under chairmanship of Clay T. Whitehead, is completing work on its report, which is said to include recommendation that cable be put under common-carrier regulation (BROADCASTING, July 31).

If President Nixon accepts that recommendation and forwards legislation to Congress to implement it, FCC might well oppose it. Chairman Dean Burch is said to feel that imposing common-carrier status on cable now is surest way to block its growth, that entrepreneurs are unlikely to make required investment in cable systems if they are not to be allowed to exercise ingenuity in determining how they are used.

No shows

Though both sides have refused to detail demands exchanged in current TV commercial talent negotiations, it's known that advertiser-agency representatives regard "player responsibility" as major problem for resolution. That is question of how to avoid, minimize or provide some sort of recourse in situations in which, for instance, talent shows up late or not at all for filming or taping session or, worse yet, accepts commercial assignment without its being known—until perhaps thousands of dollars have been spent—that he is involved in conflict that

makes his services unusable. Joint negotiating committee for Association of National Advertisers and American Association of Advertising Agencies would like talent unions to discipline their members on responsibility question.

Screen Actors Guild, which is negotiating jointly with American Federation of Television and Radio Artists, has told its members it is seeking selective rather than across-board wage increases (BROADCASTING, Nov. 27). But among other demands, it's understood, SAG and AFTRA are seeking to have "wild spot" commercials (those placed station by station) treated as "program" (network) commercials, which would tend to increase payments generally. Negotiations on those and numerous other demands and counterdemands—this is first time ANA-AAA group has gone into negotiations with set of demands of its own—resumed last week. Contracts expired Nov. 15 but are being extended day-to-day subject to cancellation on 10 days' notice by either side.

Delayed launch

FCC is taking more time than expected to resolve domestic communications-satellite issue. But there seems little doubt that it will ultimately approve creation of Space Communications Corp., proposed joint venture of Communications Satellite Corp., Lockheed Aircraft Corp. and MCI Communications ("Closed Circuit," Nov. 27). In fact, after discussion of domestic-satellite matter in special commission meeting on Monday (Nov. 27), 6-to-1 vote in favor of joint venture was seen as likely (Commissioner Nicholas Johnson as probably lone dissenter). Only reason commission did not act Monday appears to have been that staff had not completed final draft of order for commission to adopt. That should be done in time for meeting now scheduled for Dec. 19.

On the cheap

News directors at some broadcast stations are getting second-class treatment from station management. At Radio Television News Directors Association annual meeting last week dozen delegates who were regarded as qualified prospects to run for board of directors had to decline. Their reason: station management wouldn't stand for distraction of association work and costs of attending meetings.

Phone talk

Broadcasters who would be affected differently by, and therefore are reacting differently to, AT&T's proposed new tariffs for television program-transmission rates may have chance to express views in person to FCC. Sources indicate commission is considering holding oral argument in January on question of whether

AT&T should be permitted to file new tariffs. Company requested permission in October, and filed back-up data three weeks ago (BROADCASTING, Nov. 20). Interested parties will file written comments later this month, and official indicated that commission would then consider whether to hold oral argument early in new year.

Unusual requirement that AT&T ask permission before seeking to file new tariffs, which lower rates for networks and raise them for occasional users, was imposed by commission because it has yet to conclude hearing on whether program-transmission tariffs AT&T filed in 1969 are proper.

Joint venture

Three station groups are putting up financing for three motion pictures, budgeted at \$1 million each, to be produced in next year by Bing Crosby Enterprises under supervision of Charles Pratt. Underwriters are Cox Broadcasting, of which Crosby is subsidiary, and Wometco Enterprises, Miami, diversified company in theaters, bottling and broadcasting, and Fuqua Industries, another diversified company headquartered in Atlanta. Cox's first two ventures in million-dollar movies were highly successful "Willard" and current release, "Ben."

Build-up

Code-evaluation committee of National Association of Broadcasters, which meets in Washington this week, anticipates report from special consultant Ralph H. Daniels, former CBS Television Stations Division president, that will stress two things among others: Code Authority activities are bound to increase; income must be boosted. One method Mr. Daniels is said to be considering is change in TV code subscriber fees from present highest published one-hour rate to more practical multiple of published one-minute rate. Feeling is that this would bring in substantially more money.

New role, old medium

Group of southern California broadcasters are attempting to put together what they think would be first coast-to-coast radiothon. It's to be on behalf of Leukemia Society of America and is being planned as 24-hour program beginning at 5 p.m. Saturday, Feb. 10. Projected program would be produced at Burbank (Calif.) Film Studios, used by Columbia Pictures and Warner Bros., with KFI-AM Los Angeles as originating station. Letters are to go out to radio stations all over country asking for participation. Dozen California stations already are committed to participate in some form. Also committed are Steve Allen, Robert Q. Lewis and Monty Hall, each to be host of three-hour segment of program.

At Deadline

In brief. One of longest license-renewal disputes (pending since December 1970) was resolved with grant to WCFL(AM) Chicago. Only 12 of 144 stations currently held up by petitions to deny had been deferred longer. ■ *FCC will hold oral argument on matters related to children's television programming on Jan. 8, 9 and, if necessary, 10, 1973, in commission's Washington offices. Interested parties should contact rules and standards division of Broadcast Bureau by Dec. 15.* ■ Clay T. Whitehead, director of Office of Telecommunications Policy, spoke out Friday (at conference of National Endowment for the Arts, in Washington) in behalf of regulatory policy that would open door to specialized programming for those willing to pay. He characterized such action as "demand-pull" technique, said it would provide public with diversity and creativity. ■ *FCC Commissioner Charlotte Reid told Gavln programming conference in San Francisco Friday she held "personal misgivings" about role of sex-oriented talk shows now in radio vogue. "I can understand the value of such programs," she said, "but the idea of publicly airing personal problems turns me off." But, as commissioner, she felt individual programs on individual stations are "matters best left to licensee discretion."* ■ Series of 12 one-hour documentaries, titled *An American Family*, will begin on Public Broadcasting Service-connected stations Jan. 11. Producers spent seven months filming life of real family in real situations. ■ *Broadcast Rating Council and research committee of National Association of Broadcasters have issued report warning against hyping during rating periods—too late, apparently, for KVII-TV Amarillo, Tex. Commission ordered short-term license renewal, \$1,500 fine against that station, charging ratings hyping as well as violations of sponsor-identification requirements.* ■ *FCC also ordered WLDB(AM) Atlantic City, N.J., off air, charging "marked disregard" for FCC filing procedures.* ■ *In what may set precedent, FCC affirmed order by its executive director saying KTTV(TV) Los Angeles will have to make its confidential financial records available for scrutiny by attorney for citizen groups challenging station's license renewal. They had claimed KTTV had not reinvested adequate amount of its profits in local programming, said they needed records to prove it. KTTV parent, Metromedia Inc., apparently opened door when it put station's finances at issue in reply to challenge.*

Internal, external EEO offices set up by FCC

Both will work closely with Hooks; one will watch over industries regulated by commission, one to be responsible for agency itself

FCC has established two equal-employment-opportunity offices within its table of organization—one to supervise commission's equal-employment rules for regulated industries, other to assure fair treatment of FCC's own employees. Commissioner Benjamin Hooks, who is EEO commissioner and who helped draft plans for two new offices, will play key role in relation to both.

EEO officer heading external program will be located in general counsel's office. He will be responsible for over-all review of commission's equal-employment programs and will coordinate with bureaus concerned with implementing programs—Broadcast, Common Carrier and Cable Television. Complete details remain to be worked out, but some officials say new office will take over EEO policing now done by renewal branch.

External EEO officer will also brief commission and EEO commissioner on status of agency's EEO programs, on policy issues as they arise, and provided liaison with Equal Employment Opportunity Commission, related federal, state and local agencies, and community groups and industry associations.

Internal EEO officer will be located in Office of Executive Director John Torbet and will report to Mr. Torbet as well as to Commissioner Hooks. New office will be responsible for reviewing and revising, as well as implementing, commission's affirmative action and equal-employment programs. Commission is expected to name Lee Hatcher, black attorney now in general counsel's office, to new post.

CTW wants to break into commercial network TV; seeks prime-time waiver

Children's Television Workshop has petitioned FCC for blanket waiver of prime-time access rule to do weekly 7:30 p.m. half-hour show with "family orientation" on unspecified commercial TV network.

CTW spokesman refused to disclose which network might be scheduling show, whose target date is Jan. 1, 1974, because "talks are still going on—nothing has been settled yet." Three networks all denied involvement in deal.

CTW said new show would be "very expensive"—\$3 million, according to petition—so that commercial-network back-

ing was sought. "The program will be geared to children aged 6 to 12 and will deal with children's emotions, their views of themselves and of others around them," said CTW spokesman. He added that he hoped part of FCC requirement, if waiver is granted, would be that no "hard-sell children's advertising be sought by network" but, instead, "institutional type sponsorship, in keeping with the serious intent of the show." Petition also says commercials would not interrupt program but would be clustered at beginning and at end.

WDSU-TV sale is OK'd

FCC has approved \$16-million sale of Royal Street Corp.'s wdsu-TV (ch. 6) New Orleans to Cosmos Broadcasting Corp., subsidiary of Liberty Corp., Columbia, S.C.

Acquisition of wdsu-TV brings to Cosmos its fourth VHF station. It also owns wis-TV Columbia, WSFA-TV Montgomery, Ala., and WTOL-TV Toledo, Ohio. Firm also has one radio station, wis(AM) Columbus. Charles A. Batson is president of Cosmos and Francis M. Hipp heads parent firm Liberty Corp., large real estate, insurance and investment corporation.

Royal Street is principally owned by Edgar Stern, its president, and his family. Company has announced intention to exit from broadcast industry and is selling its only other stations, wdsu-AM-FM New Orleans, to Covenant Broadcasting Corp. for \$1.5 million. A. Louis Read, president of wdsu stations, will remain at wdsu-TV under new ownership.

Klein has kind words for broadcast newsmen in Nassau appearance, urges them to defend rights, confidentiality

Herbert Klein, director of communications at White House, heaped compliments on broadcast newsmen at his first major appearance since elections. Flying to closing session of Radio Television News Directors Association in Nassau, Bahamas, Mr. Klein told some 500 newsmen: "Yours is the fastest-growing news entity in the world." As such, he said, newsmen must defend their rights and keep "confidentiality" at the source. He would not venture unqualified rights to broadcasters, but thought they should weigh carefully what cases go to court test—presumably alluding to ill-starred Red Lion case.

Saying broadcasters deserve same pro-

Blacks organize. Group of black broadcasters, representing both ownership and management, decided last week to form special association of black radio, TV and cable owners and managers. Initial core of 45 had attended National Association of Broadcasters minorities-ownership seminar last week in Washington (see page 19). H. Carl McCall, WLIB(AM) New York, was chosen temporary chairman and, with 10-man steering committee, will work up organization for presentation at second meeting to be held next month in Washington. Mr. McCall, who noted that there are 21 black-owned stations in country, emphasized that new organization is not planned as alternative to NAB, but "to enhance our participation in NAB." Among purposes, he said, are not only to trade experiences in programming, sales, and service to communities, but also to share experiences and skills with others seeking to become owners in radio, TV and cable.

tection as press, he urged leaders to meet with press and bar to examine First Amendment and Fifth and Sixth Amendments which protect right to fair trial. He urged re-examination of fairness doctrine and alluded to Chief Judge David Bazelon's turnabout (BROADCASTING, Nov. 13).

Describing news director as "heart and soul of broadcasting industry," he urged them, however, to learn to readily correct errors.

Mr. Klein ascribed Congressman Lionel Van Deerlin's charge that he was "menace" (see page 46) to "political campaigning." He predicted President will have more news conferences than in past—when he thinks them necessary—and said that there would be more two-way dialogues. He challenged charges that administration has sought to get anyone fired or to intimidate anyone.

Answering queries, he said he had no plans to leave job, but that "at some point" he would return to industry and that it could be broadcasting or back to newspaper. He formerly was editor of *San Diego Union*.

In windup sessions of Nassau meet RTNDA:

Presented Paul White Memorial Award to Senator Sam Ervin (D-N.C.) for his leadership in legislative efforts to protect broadcasters' sanctity among free media.

Honored ABC Sports for 1972 Olympics coverage, both of games and of Israeli kidnapping and assassination.

Presented plaque to Mitchell Wolfson, president of Wometco Enterprises Inc., in recognition of inaugurating first regular editorials on WTVJ(TV) Miami in 1957. Plaque was awarded to R. Peter Strauss, owner of WMCA(AM) New York, for pioneering editorializing on radio in 1954.

At closing business meeting Friday,

RTNDA referred to new board for action next year constitutional amendment that would allow news executives other than news directors into full membership. Approved by 51-to-42 vote was so-called "Koop amendment" allowing "supporting memberships" by networks and group owners, in face of opposition that this would constitute "subsidy." (See earlier RTNDA news in "Broadcast Journalism," page 45.)

Independent group to oversee news accuracy is in offing

Report of independent task force of Twentieth Century Fund late last week urged establishment of national council to promote accurate and fair reporting by the national print and electronic media. Task force sought to implement its report by naming working committee to draw up plans for organizing and funding council. Committee is headed by Roger Traynor, former chief justice of California supreme court, who also was chosen chairman of council. Fourteen other members of council will be drawn from journalism and public.

It is expected that council will begin operations early in 1973 with funding of about \$400,000 yearly coming from various foundations, including Twentieth Century Fund. Council's main function will be to investigate public complaints against national print and electronic media, including the national wire services, largest supplemental wire services, national newspaper chains, national weekly news magazines, broadcast networks and public TV and radio. Council also will report on complaints and initiate its own studies of infringement on right to report news.

Task force was headed by Lucy Wilson Benson, national president of the League of Women Voters, and C. Donald Peterson, associate justice of the Minnesota supreme court. Among its members were Richard Salant, president of CBS News; Hartford Gunn Jr., president of Public Broadcasting Service, and Stimson Bullitt of King Broadcasting, Seattle.

NBC issued statement last Friday (Dec. 1) opposing establishment of council. NBC said proposal would add another group to those already overseeing conduct of news organizations.

McElroy dies

Neil Hosler McElroy, 68, retired chairman of Procter & Gamble and one-time secretary of defense in Eisenhower administration, died Nov. 30 of cancer at Holmes hospital, Cincinnati. Mr. McElroy joined Procter & Gamble in 1925 in advertising, later added promotion to his duties, assuming charge of both departments in 1940, eight years before he was elected P&G president. Though never officially closely identified with radio soapers, Mr. McElroy was generally credited with being one of those execu-

tives most responsible for form (with which P&G became biggest sponsor in daytime radio from early 1930's into 1950's). He is survived by his wife, Mary Camilla Fry, two daughters and one son.

Headliners



Mr. Shaw

San Francisco, named president, GWB's radio division, with headquarters in Los Angeles. John T. Reynolds, VP and gen-

eral manager, KTLA(TV) Los Angeles, named president, GWB's television division, while retaining his title and responsibilities with TV station. Herbert S. Briggan, general sales manager, KSFO, appointed VP and general manager, succeeding Mr. West. Bruce Blevins, sales manager, KVI(AM) Seattle, succeeds Mr. Briggan as general sales manager, KSFO. George E. Lindman, general sales manager, KMPC(AM) Los Angeles, appointed VP and assistant general manager of station, while retaining his sales title and responsibilities. All appointments effective Jan. 1, 1973. GWB owns and operates KMPC, KTLA, KSFO, KVI and KEX(AM) Portland, Ore.



Mr. West



Mr. Reynolds

eral manager, KTLA(TV) Los Angeles, named president, GWB's television division, while retaining his title and responsibilities with TV station. Herbert S. Briggan, general sales manager, KSFO, appointed VP and general manager, succeeding Mr. West. Bruce Blevins, sales manager, KVI(AM) Seattle, succeeds Mr. Briggan as general sales manager, KSFO. George E. Lindman, general sales manager, KMPC(AM) Los Angeles, appointed VP and assistant general manager of station, while retaining his sales title and responsibilities. All appointments effective Jan. 1, 1973. GWB owns and operates KMPC, KTLA, KSFO, KVI and KEX(AM) Portland, Ore.



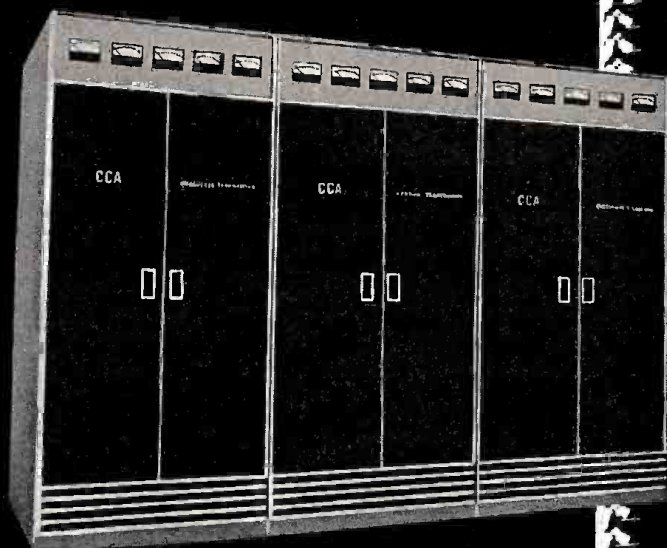
Mr. Clasen



Mr. Lotspeich

Earl A. Clasen, VP in charge of corporate marketing for Pillsbury Co., and Edgar Lotspeich, advertising VP for Procter & Gamble, elected chairman and vice chairman, respectively, of Association of National Advertisers (see page 26).

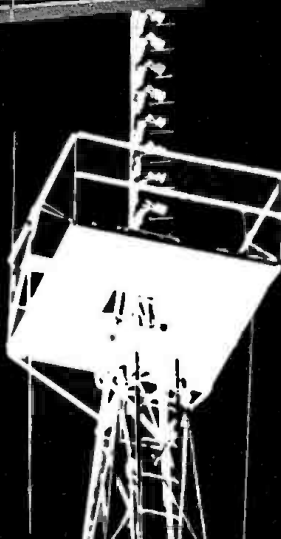
YOUR BEST COMBINATION FOR **TV** COVERAGE



CCA Electronics offers a complete line of UHF and VHF TV transmitters, from 100 watts to 55KW featuring IF modulation, solid state exciters and field proven, long life power tubes.

CCA offers VHF and UHF antennas in low, medium and high power versions with guaranteed performance to achieve coverage where required.

Patented design permits directing patterns without added cost. Field tested at our one mile long test site assures conformance with specifications.



CCA ELECTRONICS CORPORATION

GLOUCESTER CITY, NEW JERSEY 08030 • (609) 456-1716

Canadian subsidiary

CALDWELL A/V EQUIPMENT CO., LTD. Scarborough, Ontario

Open Mike®

Good question

EDITOR: It was my understanding that the limitations on broadcast expenditures in the new campaign-spending act were designed to lessen the amount of money that a candidate needed to raise for his election. Most of us in the industry felt that such a limitation would not solve that problem, that a candidate would raise as much money as he could and would spend as much as he raised. As a result, the money would merely be diverted from broadcasting to other media, principally direct mail, and to such activities as manning storefronts and door-to-door canvassing.

I think the most recent election proved our point. Candidates raised and spent more money than ever before, relatively little of which went into broadcast media. The only real solution to financing of campaigns is to limit the total amount a candidate can spend and let him decide how it should be spent. One wonders if Congress will now recognize the folly of its spending bill and substitute for it a bill that will truly get at the problem of limiting the amount that a candidate needs to raise.—*C. Wrede Petersmeyer, chairman and president, Corinthian Broadcasting Corp., New York.*

In good time

EDITOR: The purpose of this letter is to correct a false impression that your [Nov. 27] editorial, "Sanctimonious Smear," created. The FCC did *not* delegate to the United Church of Christ or any other organization "the right to synthesize the TV stations' employment reports into a general report on industry practices." The station reports are public information. We have no control over what any organization does with the figures.

The FCC is preparing its own statistical report on about 8,000 radio and TV stations, which it will release when completed.—*Alexander Korn, chief, research branch, Broadcast Bureau, FCC, Washington.*

(The editorial noted that the reports were public and hence accessible to the Office of Communication of the United Church of Christ. It also noted that it was the FCC's job "to do its own summary, without editorializing, and let that be the basic work for future reference." To Mr. Korn's assurance now that such a job is under way, BROADCASTING responds that the official summary—when ever it appears—will become available only after the church's distorted version has acquired acceptance as the first word on minority and female employment in television.)

Arm's length

EDITOR: There appears to be a misunderstanding regarding my relationship with Robert Choate. I refer to your Nov. 20 "Closed Circuit" saying that Mr. Choate is "attempting to recruit local activists—from list supplied by Dr. Everett Parker of Office of Communication of United Church of Christ, . . ." On Oct. 30 I

sent the following memorandum to broadcasting directors employed by various councils of churches:

"I want to let you know about my relationship to the Council on Children, Media and Merchandising. I have met Mr. Choate only once. At that time he mentioned his spots and asked me what ways might be available for distributing them. I have not seen the spots. However, I did tell Mr. Choate about the council broadcasters group and suggested that some of you after you have seen the spots might (or might not) want to help him in their distribution."

The list of names of council broadcasters is available to anyone who wants it from the Broadcasting and Film Commission of the National Council of Churches or from denomination communication agencies such as ours. Council broadcasters cannot by any stretch of definition be classified as activists.—*Everett C. Parker, director, Office of Communication, United Church of Christ, New York.*

Likes kids

EDITOR: Congratulations on the special section on children's television. It has a wealth of information on the subject [BROADCASTING, Nov. 20] which is extremely useful to programers, educators, parents, advertisers—in short, everyone.—*Bert R. Briller, executive editor, Television Information Office, New York.*

On giving and taking away

EDITOR: It struck me as a remarkable contrast in perspectives on reality to find these two subjects in the Nov. 13 issue of BROADCASTING: (1) an editorial on [judge] David L. Bazelon's apparent willingness to extend First Amendment protection to radio and television; (2) the publication of President Nixon's *de jure* announcement of his opposition to the

full freedom of the press in America [the President's statement that he opposed legislation protecting newsmen from divulging their sources]. We are told to eat cake, but denied the use of flour and water.—*Randall Keys, Van Nuys, Calif.*

Calling all historians

EDITOR: I would appreciate any information BROADCASTING readers could send me on the career of Quin Ryan, announcer for WGN(AM) Chicago, during the station's coverage of the so-called monkey trial of John T. Scopes in Dayton, Tenn. (July 1925).—*Donald C. Matthews, S.J., assistant professor, Department of Communications, Fordham University, Bronx, N.Y. 10458.*

The elderlies

EDITOR: After all the furor we caused with WSBT's claim to the first commercial broadcast over what was then WGAZ ("Open Mike," June 5 et seq), I am almost hesitant to enter the "first broadcast" sweepstakes again. Almost, but not quite:

With reference to Topeka's First United Methodist Church and its almost-40 years of broadcasting ("Open Mike," Nov. 20), the Central Evangelical United Brethren Church of South Bend (now the Central United Methodist Church) had its inaugural broadcast on WSBT Sunday, Nov. 9, 1931. Its *Sunday School of the Air* has been broadcast live each week since then.

And while we're about it, does any station have a program that has been on the air continuously under the same title at least once a week since before June 7, 1929? Especially one that still has the original host? That's the record Francis K. (Froncek) Czyzewski has amassed on WSBT with his *Polish Hour*.—*Justin Meacham, promotion manager, WSBT-AM-FM-TV South Bend, Ind.*

Datebook®

■ Indicates new or revised listing.

This week

Dec. 7—*Hollywood Radio & Television Society* luncheon meeting featuring panel of three network TV programing chiefs with 20th Century-Fox Television President William Self as moderator. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

Dec. 7—*National Association of FM Broadcasters'* East Coast seminar, New York Hilton.

Dec. 7-8—Winter meeting, *Arizona Broadcasters Association*. Mountain Shadows, Scottsdale.

Also in December

Dec. 12—Public demonstrations of *MCA Inc.'s* new color video-disk. Universal studios, Hollywood.

Dec. 13—*Association of National Advertisers'* workshop on new product marketing. Waldorf-Astoria hotel, New York.

January 1973

Jan. 9-12—Joint board meeting, *National Association*

of Broadcasters. Canyon hotel, Palm Springs, Calif.

Jan. 11—*Hollywood Radio & Television Society* luncheon meeting with FCC Chairman Dean Burch as guest speaker. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

Jan. 12-14—Annual midwinter conference, *Florida Association of Broadcasters*. Daytona Plaza hotel, Daytona.

Jan. 12-16—Consumer Electronics Show, sponsored by *Electronic Industries Association*. To be shown: TV, radio, phonograph, tape and audio equipment. Conrad Hilton hotel, Chicago.

■ Jan. 18-19—Annual winter meeting, *California Broadcasters Association*. El Mirador hotel, Palm Springs.

Jan. 25-27—Annual winter conference, *Alabama Broadcasters Association*. All American Inn, Auburn.

Jan. 28-29—Meeting, *Oklahoma Broadcasters Association*. Lincoln Plaza, Oklahoma City.

Jan. 28-31—Annual convention, *National Religious Broadcasters*. Washington Hilton, Washington.

Jan. 28-31—*American Advertising Federation* public affairs conference. Statler Hilton hotel, Washington.

Jan. 31—Deadline for entries in annual *Edwin H. Armstrong awards* for best FM programs broadcast in 1972. Awards will be presented at National Associa-

M&H

WHEN YOU SLIP, IT HURTS . . .

And when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It's so easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, your station is in trouble. When you finally know it, the reaction is often panicky, and the changes that are made accelerate the decline.

If you study your audience in-depth every year, you know just what's going on, and we harass you to make sure you don't get careless, that the corrective action you take will be productive.

For other clients who are second, third, or even fourth in their markets and heading for Number One, their ability to always move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for basic information helps immeasurably to keep decisions out of the personal opinion area.

It also helps that the big leader in town usually sleeps while he slips. It's unfortunately not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

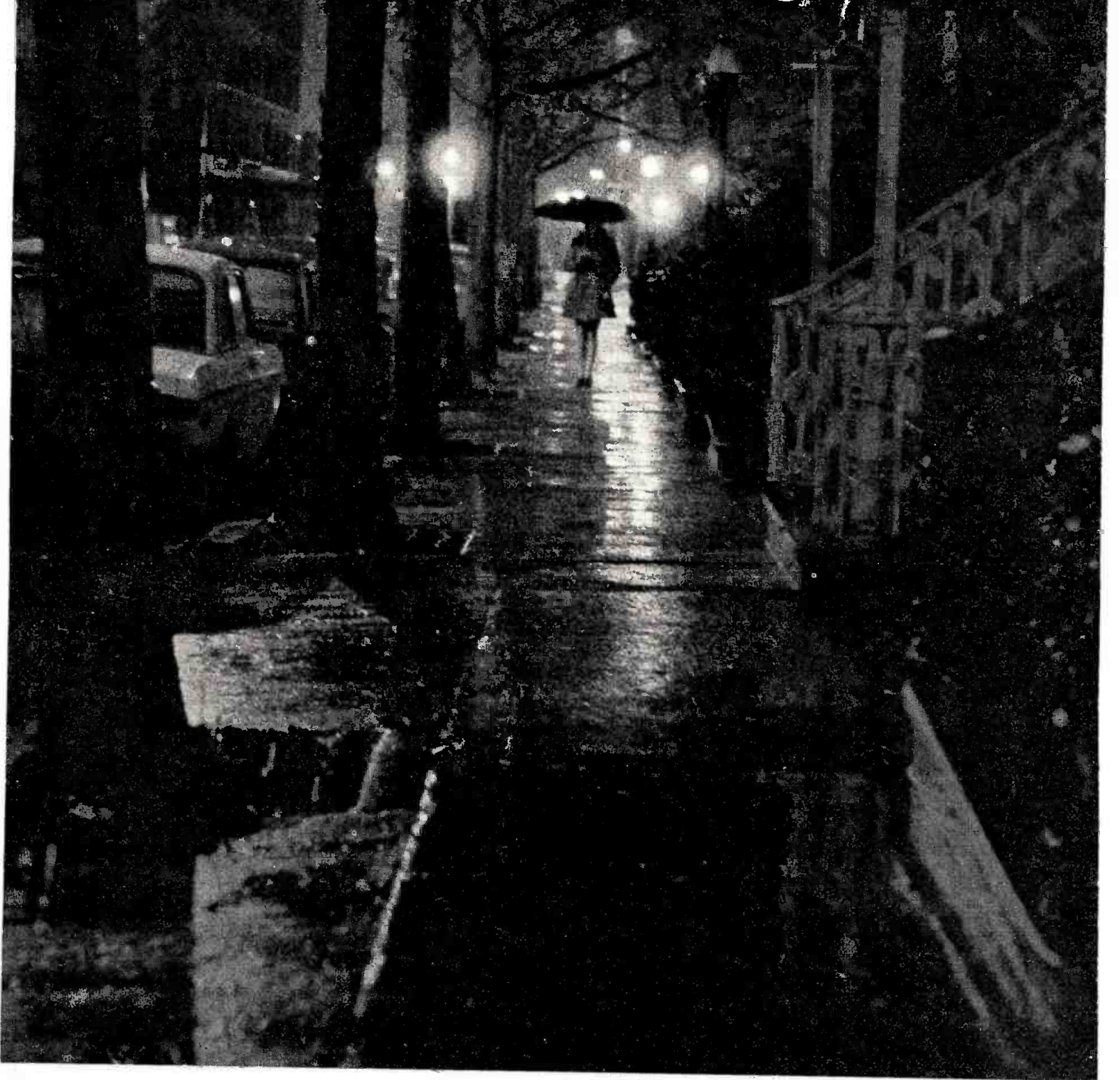
M&H

McHUGH AND HOFFMAN, INC.
Television & Advertising Consultants

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

**IN OUR CITIES, 1 PERSON IN 29
IS EITHER MURDERED,
MUGGED, ROBBED OR RAPED.**

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



The most up-to-date crime reports, recently released by the FBI, give the shocking facts: major crimes up 11% in the nation last year, with the odds of being a victim of a serious crime almost 2½ times greater than a decade ago.

Estimates show that private individuals spend over \$2-billion a year on efforts to deter crime—on burglar alarms, locks, karate lessons and the like—a figure that exceeds by over \$½-billion the entire amount appropriated in the 1971 Federal Budget to reduce crime!

With crime so serious a fact of life for every man, woman, and child in the nation, the country's broadcasters—along with the other communications media—are making every effort to arouse the public and the authorities.

Storer-owned television and radio stations are in the forefront of this effort.

Detroit's WJBK-TV promotes better police-community relations.

WJBK-TV believes that mutual confidence between the public and the police is vital if crime is to be reduced. On Monday nights, from 9-10 PM, viewers are invited to "Buzz the Fuzz"! On hand are officials of the Police Department—including the Commissioner—to answer questions viewers phone in. The show is aired simultaneously over radio—on a competing station—the first time in Detroit history that competitive stations have joined forces in a community effort.



In Cleveland, WJW-TV explores crime prevention on many fronts.

TV8 airs a steady diet of hard-hitting specials and editorials on crime fighting. Outstanding recently were "The Cop"—a documentary that followed two officers through a normal day's work; "City Camera"—a panel show on violence in the schools, featuring the President of Cleveland's Public Schools; and "Cleveland Caucus"—a review of the pros and cons of gun control laws, and the organizations on each side of the issue.

Milwaukee's WITI-TV pushes unique volunteer counselling program for probationers.

How do you keep ex-convicts and first offenders on probation from "repeat-

ing"? TV6 aired a special on a unique program in which citizen volunteers are trained to become counsellors for probationers. They are assigned on a one-to-one basis, to help those on probation re-establish a life for themselves in society. Editorials urging participation in the program have received strong viewer support.

WSPD-TV took Toledo's crime fighting efforts to task.

The need for prison reform throughout Ohio, the inadequacies of the county jail in rehabilitating criminals, courtroom log jams, and the need for judicial reform to better fight crime—these are just a few of the key issues on which the Storer-owned station in Toledo continually focused programming and editorials.

To help balance the picture, they have also come out strongly in support of constitutional guarantees for policemen accused of wrongdoing. The public has voiced loud approval of the position that accused lawmen deserve the same protections criminals receive.

WJW-Radio urges Clevelanders to "Turn on a light—turn off a thief."

The Storer radio outlet in Cleveland mounted a month-long special campaign to discourage theft and burglary by urging home-owners and merchants to leave a light burning all night. Many participated in this program that not only deters crime, but makes the task of the police a little lighter.

Miami's WGBS-Radio turns a strong searchlight on fraud.

WGBS "Inquiry" program regularly spotlights issues of vital public concern. Three of last year's most revealing shows dealt with various forms of fraud that cost South Floridians millions each year.

Two officers from the Ft. Lauderdale police auto theft bureau discussed the critical rise in auto thefts, and examined possible measures to curb them.

Two local store detectives and a police detective assigned to the problem looked into the prevalence of shoplifting—a form of larceny that isn't always petty.

And the chief security officer of a major credit card company discussed some of the frauds that "charge cards" engender.

WSPD-Radio Toledo focusses on violence.

Editorially, WSPD has long campaigned for tougher laws against armed criminals. Station programming, too reflects the same concern with violence.

A recent special "The Cop: target of our times," looked into recurring shootings of police officers in our major cities. Psychiatrists, sociologists and law enforcement officers sought



an answer to this serious problem that is increasingly polarizing policemen away from the people they serve.

In Los Angeles, KGBS-Radio probes the reasons behind the crimes.

KGBS believes that understanding the reasons for crime—and the social forces that give rise to crime—may help in preventing it.

One recent show that literally searched the criminal mind told listeners how to avoid crime in the streets, and how to protect their homes while away—by anticipating known patterns of criminal behavior.

Subsequent programs examined the breakdown of communication between schools, teachers and students as a possible link to rising crime rates.

Concerned stations—talking to concerned citizens.

All 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.

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

tion of FM Broadcasters convention, March 22-25 in Washington. Entry forms may be obtained from Kenneth K. Goldstein, Room 510, Mudd building, Columbia University, New York.

February 1973

Feb. 1—Deadline for entries in 41st annual Sigma Delta Chi Distinguished Service Awards contest. Awards are offered for notable performance in print and broadcast journalism. Entry blanks may be obtained from Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

Feb. 2-3—25th annual radio-TV news seminar, Northwest Broadcast News Association. University of Minnesota School of Journalism & Mass Communication and Hotel Dyckman, Minneapolis.

Feb. 5-9—Annual engineering-management seminar sponsored by National Association of Broadcasters. Limited to 20. Contact: George W. Bartlett, VP for engineering, NAB, Purdue University, West Lafayette, Ind.

Feb. 8-9—Semiannual convention, Arkansas Broadcasters Association. Ramada Inn, North Little Rock.

Feb. 9-11—Annual convention of New Mexico Broadcasters Association. La Fonda, Santa Fe.

Feb. 11-14—Third annual seminar, International Tape Association. Tucson, Ariz.

Feb. 10-23—National Academy of Television Arts and Sciences, overseas tour to four African countries visiting television installations and cultural sites. Contact Orbital International Ltd., 20 East 46th Street, New York 10017.

Feb. 11-22—Legislative meeting, Texas Association of Broadcasters. Sheraton-Crest hotel, Austin.

Feb. 13—Hollywood Radio & Television Society luncheon meeting with Ms Magazine editor Gloria Steinem as guest speaker. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

Feb. 13-15—Winter meeting, South Carolina Broadcasters Association. Wade Hampton hotel, Columbia.

Feb. 13-16—Convention, National Association of Television Program Executives. Royal Sonesta hotel, New Orleans.

Feb. 14—Judging, 1972-73 Voice of Democracy Scholarship. Kansas City, Mo.

March 1973

March 9-11—Meeting, board of directors, American Women in Radio and Television. Hilton Palacio del Rio, San Antonio, Tex.

March 22-25—Annual convention, National Association of FM Broadcasters. Washington Hilton hotel, Washington.

March 25-28—Annual convention, National Association of Broadcasters. Sheraton Park and Shoreham hotels, Washington. (1974 convention will be March 17-20, Civic Center, Houston; 1975's April 6-9, Convention Center, Las Vegas, and 1976's March 28-31, Superdome, New Orleans.)

April 1973

April 1-3—Annual meeting, Southern Cable Television Association. Mobile municipal auditorium, Mobile, Ala.

May 1973

May 5—Annual Sigma Delta Chi Distinguished Service Awards Banquet. Omaha.

May 13-16—American Advertising Federation annual convention. Fairmont Roosevelt hotel, New Orleans.

May 16-20—22d annual national convention, American Women in Radio and Television. Americana Bal Harbour, Miami Beach.

May 18-19—Spring convention, Kentucky Broadcasters Association. Galt House, Louisville.

Major meeting dates in 1972-73

Feb. 13-16, 1973—Convention, National Association of Television Program Executives. Royal Sonesta Hotel, New Orleans.

March 22-25, 1973—Annual convention, National Association of FM Broadcasters. Washington Hilton hotel, Washington.

March 25-28, 1973—Annual convention, National Association of Broadcasters. Sheraton Park and Shoreham hotels, Washington.

May 13-16—Annual convention, American Advertising Federation. Fairmont-Roosevelt hotel, New Orleans.

May 16-20—Annual convention, American Women in Radio and Television. Americana Bar Harbour, Miami Beach.

Books

The Politics of Broadcast Regulation. Erwin G. Krasnow and Lawrence D. Longley, St. Martin's Press, New York. \$3.95, paperback; \$8.50, clothbound. As the title indicates this relatively short (148-page) book helps fill a significant gap in the literature of broadcast regulation. And while it contains no surprises for those who spend their working hours following the developments of broadcast regulation, it should prove useful to the college students of communications for whom it is aimed. For it makes clear that the FCC is but one party in the development of broadcast regulations—that it is buffeted by pressures from not only the industry and Congress, but also the White House and, now, citizen groups and the courts. To make their point, the authors—Mr. Krasnow is a communications lawyer in Washington and Mr. Longley is assistant professor of government at Lawrence University—have analyzed four major commission actions in terms of those pressures: the shift of FM from the 44 mhz range to the 98 mhz range in 1945; the development of the all-channel receiver bill of 1962 as a means of aiding UHF television; the "abortive" effort in 1963 to adopt the National Association of Broadcasters commercial limits as commission rules, and the establishment in 1970 of policy to aid license-renewal applicants who are faced with challenges by competing applicants—a policy subsequently overturned by the courts. There may be room for argument on some of the background detail—for instance, it could be argued that the commission did not lose in its effort to curb commercialization; that it has achieved its aim not by rule but by letters of inquiry to stations proposing to exceed standards suggested by the NAB code. But as former FCC Chairman Newton N. Minow says in a preface, the authors deserve commendation "for digging beneath the surface to give their readers an accurate understanding of how the regulation of broadcasting really works."

Frontiers of Advertising Theory and Research. Hugh W. Sargent, editor. Pacific Books, Palo Alto, Calif. \$7.50. These papers on advertising were originally delivered at a symposium honoring Dr. C. H. Sandage, who recently retired as professor and chairman of the department of advertising, University of Illinois. Among the 13 contributors are John Crichton, president of the American Association of Advertising Agencies; the late Sherwood Dodge, who was president of the Advertising Research Foundation; Dr. Peter Langhoff, former president of American Research Bureau, and William A. Marsteller, chief executive officer of Marsteller Inc., Marsteller Research and Burson-Marsteller Inc.

Designing and Maintaining the CATV and Small TV Studio. Kenneth Knecht. Tab Books, Blue Ridge Summit, Pa. \$12.95.

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, Don Richard, *assistant editors*.
Sandra Bartolina, Ann Cottrell, Carol Dana, Michael Kelly, *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*.
Laurie Endter, 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*; Stan Soifer, *music 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.

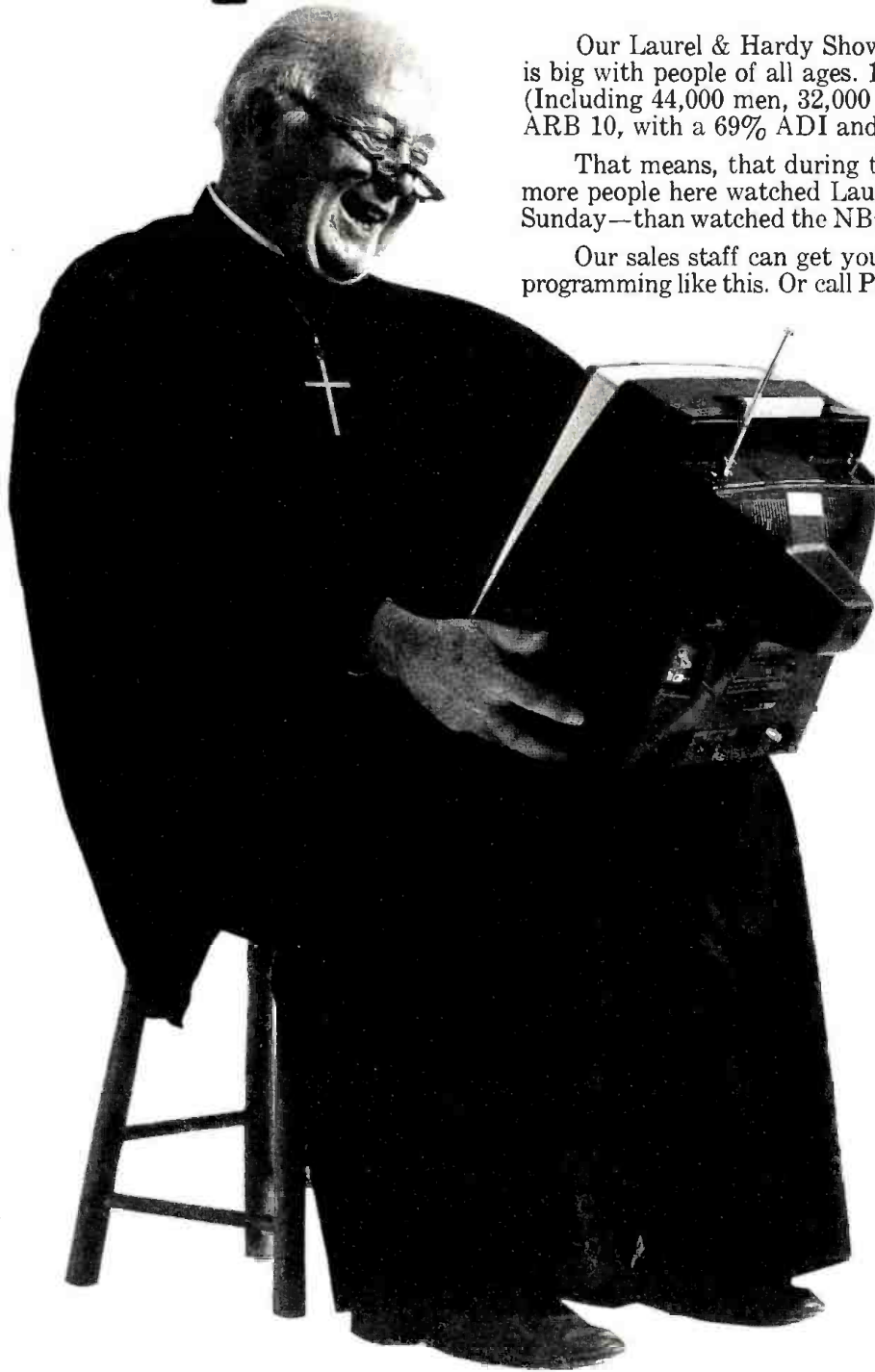
BROADCASTING* magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1953 and Television in 1961. Broadcasting-Telecasting* was introduced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



* Reg. U.S. Patent Office.

© 1972 by Broadcasting Publications Inc.

A Sunday morning show with prime-time ratings?



Our Laurel & Hardy Show (10-11 am, Sun) is big with people of all ages. 178,000 of them. (Including 44,000 men, 32,000 women.) Earning an ARB 10, with a 69% ADI and 74% Metro share.*

That means, that during this survey period, more people here watched Laurel & Hardy on Sunday—than watched the NBC Monday Night Movie!

Our sales staff can get you in on miracle-working programming like this. Or call Peters, Griffin, Woodward.

Our only problem is, our story sounds too good to be true.

**4 WCCO
TV**
Minneapolis Saint Paul

*May 72 ARB Audience ratings are estimates only, and subject to the limitations thereof.

Monday Memo

A broadcast-advertising commentary from Nelson Sykes, director of consumer-products advertising, Union Carbide, New York

The man from Glad: an idea whose time had gone

Who killed the man from Glad? "I did," said the product manager. "I did," said the ad manager. "I did," said the agency.

No. The consumer killed the man from Glad. The white-haired problem solver with the detached manner expired in his rocket ship last spring, the victim of American women's neo-realism movement.

Determined to perceive themselves, at least in their role of homemaker, as responsible and practical contributors, women rejected the concept of a female cretin with problems only a fantasy man could solve. The mythical man in white paled in the spotlight of personal recognition demanded by women in the seventies. Not all 70 million 18+ women in the U.S. felt this way, of course, but key segments of the total seemed to have outgrown or at least walked away from the man-from-Glad concept.

Television had been the primary medium for Glad since the brand's inception; until 1971 30-second Glad spots were piggy-backed with advertising for other Union Carbide products. Since then, Glad 30's have had their own network and spot schedules. Since TV had played a major part in the successful marketing of the Glad line of plastic wrapping materials and no media change was contemplated, the need to solve the man-from-Glad creative problem was an urgent one. Every show closes sooner or later and the man had been doing his thing for seven years.

Still, in the light of research, campaign wear-out appeared less significant than the dramatic changes taking place in the minds of women. From a number of sources came research that revealed some of these trends and changing life styles, making it possible to define the Glad target audience and segment it into sub-groups. Studies on basic national attitudinal and behavioral trends, women's activities, interests, opinions and demographic characteristics were quite revealing.

For example, among younger women (18-34) is a large group that is sympathetic to the youth culture. Recently married, they are active, industrious homemakers but have plenty of time for a life outside the home. Many have part-time or full-time jobs. They are healthy, capable, energetic and they like to try new products. They feel it is both acceptable and desirable to be a little different and they see their own needs and desires as different from others. Self-fulfillment and the sense of discovery are key characteristics of these young marrieds.

Another Glad target group is quite similar but somewhat older. Most of them



Nelson Sykes's first job in New York was as a copywriter in the advertising department in the consumer-products division of Union Carbide Corp. That was in 1948, a year after his graduation from Yale. In 1951, Mr. Sykes joined William Esty Co. (agency for Union Carbide) in public relations-account work and in 1960 founded his own public-relations firm, Nelson Sykes Associates, New York, whose clients included Union Carbide. He returned to the company to assume his present post in 1967.

live in the suburbs in homes where they plan to stay awhile. They are more than reasonably satisfied with the life they lead, centered as it is on the home and family. Gardening, sewing, decorating, and cooking are popular activities among these women. They are open minded and want to be thought of as contemporary. As a result, they too look forward to discovering something better in new ideas, new products.

Clubs, civic groups, volunteer work, golf and other sports are the hallmarks of a third segment. These over-50, urban-oriented women see home as a place to manage and entertain. And they like to be current and try new products.

These three groups are well aware of the idea of freedom for women. Not women's liberationists in all the various controversial ways this term has come to be understood, they see themselves as no less intelligent than men, performing actively and effectively but still being feminine.

Other groups important, but less so, to Glad are young mothers with few or no interests outside the home and an older group (over 50) whose lives are orbited around the kitchen. Both segments have little formal education, and a rather narrow approach to living. The escapist nature of the man from Glad's messages made a big hit with this group and probably still would, but these women are in the minority today.

In a 1971 24-hour recall test of a man-

from-Glad sandwich-bag commercial, a woman reported: "I think it's the one where the Glad man goes to the school and the boy asks about his sandwich. The Glad man gives him a plastic bag. I don't know what the commercial said, and I didn't learn anything. I was thinking I don't like this commercial. I think the man is ridiculous. My interest was not increased. I do buy them because I like them, not because of the commercial."

In the face of so much general and specific research, obviously a change in advertising strategy was in order. The problem-solution format, tried and true, had worked well. But new attitudes made unacceptable any problem that depended on a woman's being incapable of successfully packing sandwiches, saving leftovers or disposing of trash. Coming loud and clear through all of the various pieces of research was a keen interest on the part of target-audience women to make new product discoveries for themselves. This alone might seem rather bland, but if an adversary could be created the result should have an element of dramatic interest. The basic format evolved: consumer discovery of product, discover extolling product virtues to a doubting Thomas and finally persuading him that the product's performance justified the pleasure of discovery. Since Glad is a full line of plastic wrapping materials and not all products in the line are advertised all the time, an umbrella was needed to serve the same purpose as the man-from-Glad umbrella with full Glad line rub-off. Ultimately, "the Glad family" was created, complete with father, mother, son, daughter, grandmother and a couple next door. The father became the adversary, averse to any change, especially change that costs money. The discoverer's lines are single-mindedly on the product. Inevitably, Mr. Conservative is convinced that at least this specific change is for the better.

Most prospects for Glad purchases will identify with the self-reliant mother who has found a better way of doing things and expects an appreciative husband to share her satisfaction. But for doubting viewers, there is the adversary with whom to identify.

In a recall test recently of a new "Glad family" sandwich-bag commercial, one woman said: "This was a different commercial for Glad. They used to have the man from Glad. This lady is fixing lunch for her husband and he complains that she's wasting time packing and locking everything. She explains that the Glad bag locks the sandwich tight to keep it fresh. The sales point was that Glad bags keep food, especially sandwiches, fresher. I find many uses for them myself."

Right on target, and the proved recall score was as high as the man from Glad on his best day.



*...the most
respected call letters
in broadcasting*

WGN Continental Broadcasting Company

- **Chicago :** WGN Radio, WGN Television,
WGN Continental Productions Company,
WGN World Travel Services, Inc.
- **Duluth-Superior :** KDAL Radio and KDAL Television
- **Denver :** KWGN Television
- **Michigan and California :** WGN Electronic Systems Company
- **New York, Chicago, Los Angeles, San Francisco and Tokyo :**
WGN Continental Sales Company

Minorities pact clears way for merger of Cox, ATC

Promises of extensive assistance and employment opportunities elicit agreement from coalition not to challenge transfers—and mark a new means of access to other cables by other groups

For some time, minority-group spokesmen active in broadcasting have talked of cable television as their future area of operation. For them—and cable—the future is now.

A self-styled Third World Coalition of 16 groups in California has reached an agreement with American Television & Communications Corp. and Cox Cable Communications Inc. that does three things:

It removes a potential obstacle to the two companies' merger into the second largest cable-television firm in the country.

It constitutes what the groups call "the first major step in the creation of a California network of Third World cable-TV channels."

And it sets a precedent, and provides inspiration for, community groups elsewhere in the country looking for ways of gaining access to the mass media.

Under the agreement filed with the FCC last week, the 16 minority groups pledged to refrain from filing any objections to the proposed merger with any state or federal court or agency, including the FCC. The merger involves the transfer of commission licenses for community-antenna-relay and business-radio-service microwave stations.

In return, the company resulting from the merger—Cox American Communications Inc.—is committed to make channel space available to minority groups in California for \$1 a year per channel, "on an experimental basis"; to provide without cost the video equipment needed to operate the leased channels, and to help finance—provided other cable systems cooperate—a statewide production and training center, in San Francisco or Los Angeles, for the use of minority groups wishing to produce programming for cablecasting throughout California.

The new company is also committed to meet specific minority-employment goals in their national and California of-

fices, and to create new job positions for minorities and in communities with large minority populations.

J. Anthony Kline, one of the public-interest lawyers who represented the coalition, said the agreement with Cox and ATC is only the beginning. "The long-term objective is to establish a network of leased access channels throughout the state," he said. "We're going to the biggest MSO's [multiple-system operators] in the state—Teleprompter, Viacom, Western Communications Inc., among them—and ask them for the same kind of agreement we got from Cox and ATC." That agreement, he said, "has become the yardstick."

What's more, the agreement is certain to catch the eye of citizen groups around the country whose major target of operations has been broadcasting and that have filed well over 100 petitions seeking denial of renewal of radio and television stations they feel have not provided adequate service. Often, they have complained of a lack of access—the problem the agreement reached with Cox-American is designed to deal with. Minority-group spokesmen, such as William Wright, of Black Efforts for Soul in Television, have long urged blacks to become involved in and knowledgeable about cable television.

The coalition, in a pleading filed with the commission earlier last month, indicated a petition to deny the merger was being contemplated. It did not specify the grounds that would be cited, asserting only that a hearing might be necessary to determine whether the "over-all implications" of the merger would serve the public interest (BROADCASTING, Nov. 13).

But Mr. Kline expressed the view that agreements like that reached with Cox and ATC are in the self interest of the cable system, particularly at a time, such as the present, when competition for CATV franchises is intense. "Cable systems cannot expand into new communities if minority groups oppose their franchise applications," he said.

Furthermore, he said, a leased channel programed by a particular minority group can attract as subscribers members of that group who might otherwise have no reason for becoming customers. One example he cited was the Chinese in San Francisco's Chinatown, many of whom do not speak English and maintain a distinct culture. Thus, he said, the kind of agreement reached with Cox and ATC provides a means of self-expression for minority groups and a way of producing revenues for the cable system.

And Henry M. Harris, president of Cox Cable, indicated he shared that view. "If

the groups use the channels in a responsible manner, it can help them and us," he said. "A Spanish-language program prepared for that particular group will help sales among that minority." He also said that in making leased channels available to the coalition, Cox-American would be acting in accord with FCC rules. The rules require systems to make one public-access channel available, at no cost, on a first-come, first-served basis and, in addition, offer some channels for use on a lease basis—though not at a nominal price. Indeed, one commission staffer said the \$1 per year charge might cause some "raised eyebrows" on the part of commission officials concerned about whether other customers of a Cox-American system would be, in effect, subsidizing the coalition's operation of Cox-American channels.

The new company, which will be 30% owned by Cox Broadcasting (it now owns 56% of Cox Cable), will operate systems throughout the country with more than 525,000 subscribers. The agreement affects nine systems that are located in California, but is drawn in a way that limits its impact principally to four major ones—in San Diego (the largest in the country), Bakersfield, Santa Barbara and Porterville.

The agreement was negotiated over a three-week period. The principal negotiators were the presidents of the merging companies—Monroe F. Rifkin, of ATC, and Mr. Harris, of Cox Cable, and the coalition's bargaining representatives—Leonard Carter, executive director of the National Association for the Advancement of Colored People (western division); Huey P. Newton, of the Black Panther Party, and Jack Ybarra, of the Confederacion de la Raza Unida.

Besides Mr. Kline, the coalition was represented by a number of experienced public-interest lawyers—Albert Moreno, like Mr. Kline a member of Public Advocates Inc., of San Francisco; Albert Kramer, of the Citizens Communications Center, of Washington, and Geoffrey Cowan, formerly of Washington and now associated with the Communications Law Program of the University of California at Los Angeles law school. Mr. Kramer and Mr. Cowan have been active in communications matters for several years.

The organizations represented in the coalition are, besides the Black Panther Party, the NAACP and the Confederacion de la Raza Unida, the League of United Latin American Citizens, the Mexican-American Political Association, the Native American Affirmative Image Committee, the Union of Blacks in the Media, the United Filipino Association, Chicano

Federation (San Diego), the Chinese Media Committee of Chinese for Affirmative Action (San Francisco), the Community Service Organization (Bakersfield), the Euclid Foundation (Los Angeles), La Causa Publications Inc. (Santa Barbara), La Raza Unida Party (Southern Alameda chapter), the Sacramento Area Cable Television Organization, and Santa Cruz Community Service Television Project.

Under the agreement, all California cable systems owned by Cox-American that have channel capacity available will lease up to three channels—depending on demand—to minority groups active in the franchise area for \$1 per year. The agreement describes the leasing as an experiment that will run for an initial period of five years.

The \$1-per-year provision applies to new Cox-American systems, since none of those now owned by Cox Cable and ATC in the state has excess channel capacity. But a special provision is written for the systems in San Diego, Bakersfield, Santa Barbara and Porterville. Cox-American will lease up to six hours of closed-circuit channel time on those systems to minority groups in prime time, during those periods when a channel normally used for television signal relay is blacked out to comply with the commission's nonduplication rule. The charge would be 27 cents per year—a figure said to have been plucked out of the air.

To enable minority groups in those four communities to make use of the channels, Cox-American will make available in each of them "an equipment pool," including three Porta Paks (half-inch) video-tape camera and recorder units, two half-inch video-editing decks, six monitors, and one special-effects generator. The company will also establish "experimental pilot projects to train individuals and/or organizations" in those four communities in developing programs and using the equipment.

The provision under which Cox-American will assist in establishing and funding

a statewide, nonprofit minority production and training center in Los Angeles or San Francisco does not become effective unless the coalition is able to persuade other multiple system owners in the state to cooperate in the venture—specifically, enough other systems so that the total number of subscribers involved is at least 55% of all cable-television subscribers in California. There are now more than 900,000 CATV subscribers in the state; Cox-American will have about 120,000 of them.

The training center would be for the exclusive use of nonprofit minority groups or unaffiliated minority individuals, and would provide the necessary facilities and technical staff assistance "to produce high-quality programing on matters of interest to minorities in the state . . . for cablecasting on any CATV system or systems" in the state.

The training center is regarded by Mr. Kline as crucial to the development of the statewide "network" the coalition envisages. "We're under no illusions" about the problems involved in producing programing for the leased channels, he said. The groups, he said, are likely to be "intimidated" by the technology, and unable to produce 25 hours of programing per week—the minimum they would be expected to provide for the leased channels after the experiment has been under way for two years. The groups "need a center to train people and produce programing for use on a network of leased access channels."

The minority-employment provisions are designed to assure a steady increase in the number of minority employes by the new company. Fifteen percent of the new employes added to the staffs of the home offices in Denver (ATC's present headquarters) and Atlanta (Cox's) over the next four years are to be minority-group members. The reason for applying the goals to that portion of the home-office personnel employed as a result of expansion is to avoid forced firings and

forced replacement of skilled workers who leave with workers who are less skilled or unskilled.

The agreement also states that the minority-employment goal for the systems in San Diego, Santa Barbara, Bakersfield and Porterville will be 15%, expressed as a percentage of total employment at each of the systems, in three years. The same goal will apply in systems Cox-American acquires in the future in California communities where the minority population exceeds 15%.

Another provision obligates Cox-American to aid minority groups in the use of the channels on which its systems originate programing. It may choose either to hire a minority community-affairs coordinator on a system-by-system or statewide basis. In either case, the worker would be drawn from a minority group.

Sparks fly at seminar on minority ownership

NAB-backed renewal bills are attacked as discriminatory; there was, however, plenty of dialogue on the possibilities and difficulties of being a broadcast licensee

A black broadcaster sounded the first discordant note at the all-day seminar on minority ownership sponsored by the National Association of Broadcasters last Thursday (Nov. 30). H. Carl McCall of WLIB(AM) New York, termed as "racist" NAB-sponsored license-renewal legislation proposals.

"If this move is successful," he said, "it will close the door to minorities . . . Petitions to deny and competing applications must be available to minorities."

The opposition to the license-renewal



H. Carl McCall of WLIB(AM) New York touched a nerve when he told the NAB minority-ownership seminar that: "If successful, [the association's license-renewal-legislation campaign] will close the door to minorities and to ownership."



Phil Watson, general manager of Howard University's WHUR(FM) Washington, spoke about the rigors of programing a black-owned station that nevertheless has to follow FCC guidelines that call for service to all community elements.



Daniel del Solar of the Equal Opportunity Council of San Francisco was one of a half-dozen representatives of the Spanish-speaking community who participated in the NAB's minority-ownership seminar last Thursday (Nov. 30) in Washington.



Host and guests. Vincent T. Wasilewski, president of the National Association of Broadcasters (second from left), is shown with three of the guests at the NAB-sponsored minorities-ownership seminar held last Thursday (Nov. 30). Others are (l to r): B. Doyle Mitchell, Washington banker; Frank Hubert, WNPR(AM) Newark, N.J., and Al Gilmore, KOWH-AM-FM Omaha.

The organizer. Elbert Sampson, coordinator of public affairs, National Association of Broadcasters (r), who organized the minority-ownership seminar in Washington last Thursday (Nov. 30), is talking to Nira Long, equal opportunities director, Agency for International Development (l). In center is Benjamin O. Bolden, WOL(AM) and WMOD(FM) Washington.

proposals stirred vigorous and sometimes heated dialogue in the afternoon, with John Summers, general counsel of the NAB, as the target. The proposed legislation, many of the participants emphasized, would close the door to minorities. "It would stop us from making them nervous," Donna Merritt of the Washington Business Development Center charged. It is the only way to get stations "turned around," she said.

Mr. Summers emphasized that the proposed legislation would deal only with competing applicants by "fat cats who are willing to risk a few hundred thousand dollars on the chance to acquire a multimillion facility." And, he stressed, it would not prevent a hearing; it would only give a licensee a plus if he lived up to his promises. It would not stop petitions to deny, he emphasized.

But his protestations were received with skepticism.

During the course of the day, participants evidenced an interest in station ownership, but from time to time the question was raised of black participation in brokerage, the communications bar, the consulting engineering fraternity, research firms, even the NAB.

The meeting, initiated by Elbert Sampson, NAB's coordinator for public affairs, originally aimed at having 35-50 minority representatives in attendance. Last week's meeting, however, drew over 150, mostly blacks but including a half-dozen chicanos as well. Also present were a number of observers from various public-interest organizations.

At one point there were warnings from some of the participants that ownership was not the answer and might well be a mistake. It was noted that more and more radio and TV stations were becoming "salt-and-pepper" stations, serving all elements of the community and including on their staffs all elements of the service area.

Others, however, contested this idea; broadcasting, they insisted, must reflect

the diverse composition of a community and must be owned by the various components, as must newspapers and other media. This was espoused most vigorously by Carleton Goodlett Jr., San Francisco publisher (weekly *San Francisco Sun-Reporter* plus seven suburban weeklies) and national vice president of the National Newspaper Publishers Association.

The problems faced by a black-owned station were outlined by Phillip Watson, general manager of Washington's WHUR-FM, a commercial station owned by Howard University. Mr. Watson said that there are 24 radio stations in the greater Washington metropolitan area, yet the FCC still requires each station to serve all the elements of its market.

The group also heard FCC Commissioner Benjamin Hooks renew his pledge to try to open the doors for minority ownership and to work toward better and more balanced programming for blacks. He warned that the only way blacks are going to enter broadcast ownership is to become willing to finance their own moves into the field. How this can be done, he said, he does not know, but he noted banks and financial institutions are beginning to express willingness to take investments in black-owned radio. Perhaps, he said, blacks should consider jointly owning stations with whites.

The meeting, hailed as a "breakthrough" by many who attended, evidenced a strong intermingling of the pragmatic problems of ownership with the idealism of social issues. Many speakers reiterated again and again that the two cannot be separated in broadcasting. During the day-long session, the audience quizzed John Dimling, NAB research vice president, on the rating services and their alleged lack of input from blacks; asked why the NAB and other broadcasting institutions could not help in generating financial help for black ownership heard Neal Smith, Washington consulting engineer, express the possibility that the technical standards for AM and FM

radio could be changed and very likely might be some time in the future, resulting in additional frequencies and channels becoming available.

And one of the criteria for a grant, it was noted by several in the audience, might be a plus for blacks in competitive applications before the FCC.

BEST's Wright predicts opposition on renewals

It'll come from public-interest groups around the country, he warns D.C. chapter of AWRT

Broadcasters' thin hope that their quest for license-renewal legislation might get through Congress without strenuous opposition was shattered last week by William Wright of Black Efforts for Soul in Television (BEST).

Speaking at a seminar in Washington sponsored by the District of Columbia chapter of American Women in Radio and Television, Mr. Wright commented that the broadcasters' drive for legislation is not going to get by without strong opposition. There are public-interest groups in many states and, he said, "they are going to want to know how their senators and congressmen voted." All the groups have been alerted, he warned.

Mr. Wright pointedly directed his remarks at Mark Evans, Metromedia public affairs vice president who is chairman of the National Association of Broadcasters' task force on license renewal, and who was in the audience.

The AWRT seminar also heard Gladys Kessler of the National Organization for Women accuse broadcasters of "sophisticated" manipulation of the equal opportunity laws. "They are hiring black women for on-camera news work," she said, and in that way "killing two birds with one stone."

You get up and go with it.

Whether you're going around the world to shoot your next commercial or around the block, travel light. With film, the basic equipment you'll need probably weighs less than the luggage you'd take on a vacation for two.

Back home, you've still got it made because editing is a cinch. It doesn't require complicated electronic gear and you have time to put your spot together exactly the way you want it to be.

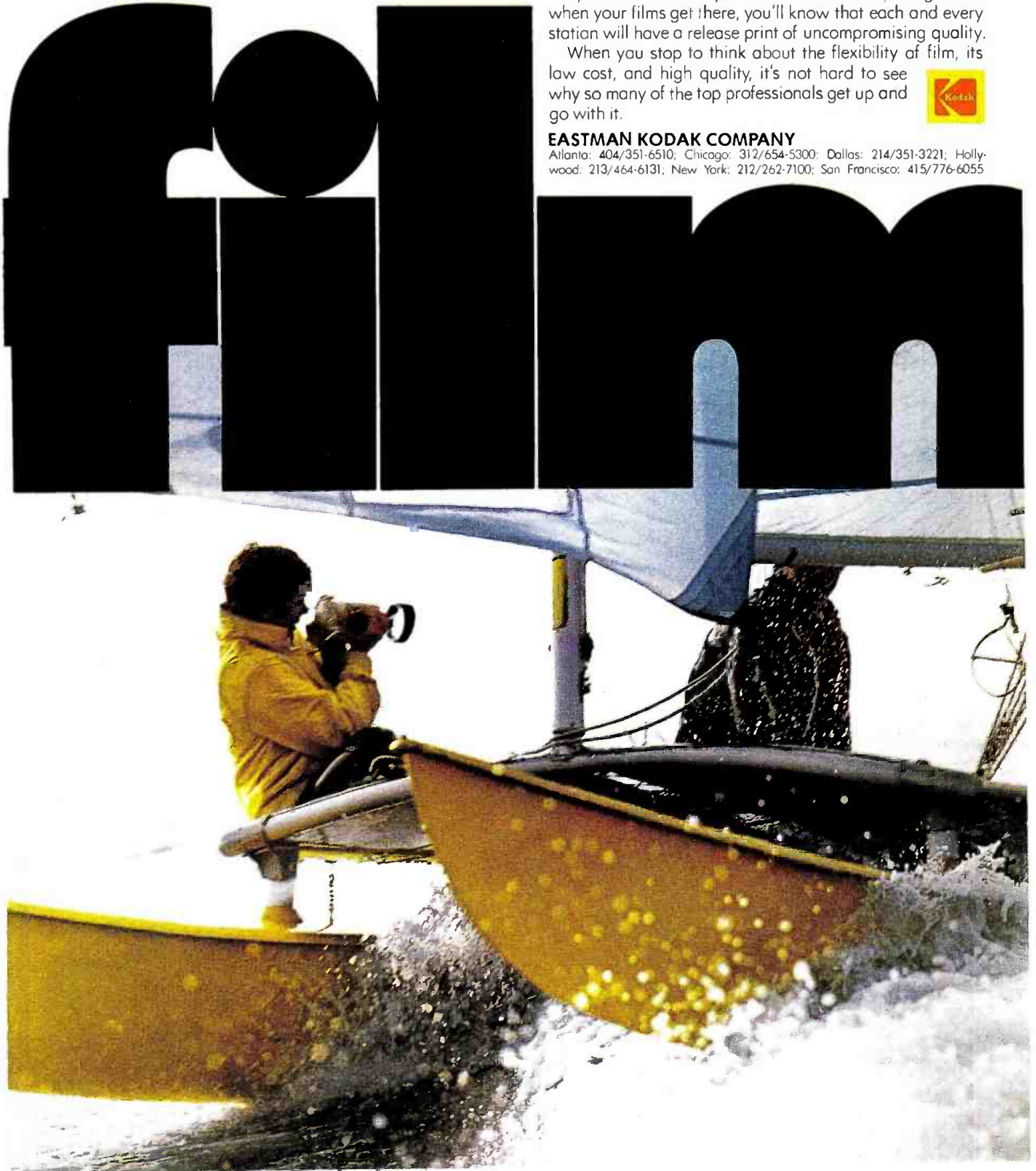
Syndication is a snap. You'll even save on postage. And when your films get there, you'll know that each and every station will have a release print of uncompromising quality.

When you stop to think about the flexibility of film, its low cost, and high quality, it's not hard to see why so many of the top professionals get up and go with it.



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.

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.

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**



102.

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.

The Lighter Side of Broadcasting A Collection of Sid Hix Cartoons



200.

You're a Good Man, Sid Hix

So good, in fact, that lots of your fans implored us to preserve your pixy genius for posterity.

So, in response to popular demand, and in the public interest, convenience and necessity, we've put your best efforts together between two hard covers. An excellent gift item.

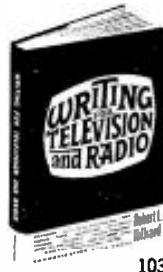
119 pages, 124 selected cartoons, **\$5.50** per copy.

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.

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.

The Technique of Documentary Film Production

Revised Edition by W. Hugh Baddeley



107.

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**

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
- 200. The Lighter Side of Broadcasting. A Collection of Sid Hix Cartoons, \$5.50

Name _____

Address _____

City _____

State _____

Zip _____

TV revealed as prime target of ad regulation

**Trade commissioner tells advertisers
TV is government's pressure point;
other speakers at annual meeting
see gains in consumer relations**

Members of the Association of National Advertisers went to Puerto Rico for their annual meeting last week, but the problems they faced there were the same they left at home—the doubts and complaints of consumerists, the attacks of critics, the prospect of ever-tightening governmental regulation.

If anyone doubted that television advertising was central to their problems the doubt was put to rest by Commissioner David Dennison Jr. of the Federal Trade Commission early in the sessions. Among other FTC concerns, he said, one that "will certainly receive the attention of regulators in the future" is "the overwhelming use and effect of television in advertising and the legal remedies which may result from the sheer power of this medium."

What Commissioner Dennison said, in effect, was that television may be too powerful and its effects too complex for use in advertising in some situations. It was not a new thought. As far back as 1965, Mr. Dennison noted, the Supreme Court ruled in the Colgate-Palmolive "sandpaper mock-up" case that "[if] it becomes impossible or impractical to show simulated demonstrations on television in a truthful manner, this indicates that television is not a medium that lends itself to this type of commercial, not that the commercial must survive at all costs."

Veteran FTC watchers noted that the commission had invoked this ruling, at least by implication, in several recent cases involving product demonstrations in TV commercials. But some also thought that merely by mentioning it—even in a speech limited to a review of existing policies—Commissioner Dennison had gone farther than most FTC speakers of late in marking the policy as one to watch in the future.

The two and one-half days of meetings, held Monday through Wednesday noon at the Cerromar Beach hotel at Puerto Rico's Dorado Beach with some 600 ANA members and guests attending, were not all dispiriting.

There were encouraging words for what the advertising business had done to police itself and for what television and radio broadcasters, individually and through the National Association of Broadcasters' Code Authority, had done to police themselves as well as their customers. There were reports of substantial progress—and plans for providing extensive additional assistance to consumers on the part of business—from the Council of Better Business Bureaus. There were other reports to show that, in fact, the

SUPERMAN

ANIMATION AND LIVE-ACTION



CDPYRIGHT ©1972 NATIONAL PERIODICAL PUBLICATIONS, INC.

SUPERMAN / BATMAN / AQUAMAN IN ANIMATION

On the CBS Television Network, over a period of four seasons, 69 episodes of super-hero animation dominated their time periods with impressive ratings. These exciting episodes include THE NEW ADVENTURES OF SUPERMAN (34 half-hours), AQUAMAN (18 half-hours) and THE NEW ADVENTURES OF BATMAN (17 half-hours). All 69 episodes were produced in color, and openings, closings and bridges are supplied for maximum flexibility.

SUPERMAN IN LIVE-ACTION

SUPERMAN—the greatest super-hero of them all—is available as a live-action series, consisting of 104 half-hours (52 in color). The "man of steel" is not only a very popular character, he's good for children. Since his first appearance in a comic strip in 1938, SUPERMAN has been impressing children with his unceasing battle against crime and intolerance, for truth and justice. George Reeves plays the mild-mannered newspaper reporter, Clark Kent, who quick-changes to SUPERMAN for his daring rescues.

NOW DISTRIBUTED WORLD-WIDE BY

Warner Bros. Television

a Warner Communications company



For the moment. Regulator and regulated, consumer activist and the advertising establishment were brought together at the Association of National Advertisers' annual meeting last week at Dorado Beach, Puerto Rico. In coffee-break scene at left, Commissioner David Dennison Jr. of the Federal Trade Commission, one of the featured speakers, is flanked by William Helmlich (I), ANA Wash-

ington vice president, and Willam Colihan Jr. of Criterion Advertising, New York, formerly Washington vice president of the American Association of Advertising Agencies. In picture at right, consumer activist James S. Turner (I), another featured speaker, generates more amusement with ANA President Peter Allport than consumerists often do in speaking to or of advertisers.

consumer "dominates" advertising, instead of the other way around, as is usually alleged by critics of advertising.

But it was all laced with warnings—from advertisers themselves as well as from others—that advertisers must do more to get their story, and the story of business generally and of the free-enterprise economy—across to the public. As the Rev. Arthur G. Gibson, chairman of the department of religious studies at St. Michael's College in Toronto, told them after reviewing a study he and three fellow theologians had made of truth in advertising, "advertise yourselves more effectively."

Edward P. Reavey Jr., vice president and general manager of the consumer products division of Motorola, put it more bluntly: "I truly believe we have been doing a deplorable job of explaining who, what and why we are." Mr. Reavey invited other advertisers to join Motorola in a project to "appropriately and effectively" inform and communicate with the public one segment at a time, starting with the nation's eight million college students. Among other approaches, he said, "we are also considering radio and television programs on consumerism and films to communicate business's role in consumerism."

Under Secretary of Commerce James T. Lynn, whose keynote speech was generally conciliatory, put it this way: "The challenge before you is great. The stakes are very high. I draw encouragement from the fact that you have the capacity to do the job. I look forward to your bringing your imagination and energies to bear to meet that challenge in service to yourselves and the whole country."

Mr. Lynn suggested that advertising will be increasingly judged—and "sentenced" and "regulated"—on how well it fulfills the two basic responsibilities of letting people know the availability of goods and services and of spurring competition.

At best, he added, "voluntary action and government regulation are not mutually exclusive alternatives. Most obvious-

ly, government will continue to have the obligation to set important minimum standards and will continue to exercise the responsibility of enforcing them."

Mr. Lynn and several other speakers were encouraged, they said, by the creation of the advertising business's self-regulatory National Advertising Review Board, the stepped-up activities of the Council of Better Business Bureaus and the work of the advertising and promotion sub-council of the National Business Council for Consumer Affairs, a presidential advisory group.

One speaker, Donald S. Perkins, chairman of Jewel Companies Inc. and co-chairman of the NBCCA, suggested that some of the sub-council's recommendations—that each company publicize the policies on which its advertising is based and also endorse the sub-council's September 1972 guidelines on advertising substantiation—be made conditions of membership in ANA.

Unless companies adopt and publicize explicit advertising standards voluntarily, Mr. Perkins said, "it will only be a matter of time before we will end up with a governmental standard that will apply equally to all and be perfect for none."

He also called upon advertisers to observe with equal vigilance the sub-council's August 1972 report on "violence and the media," which called upon advertisers and agencies "to establish individual policies designed to reduce further the use of violence as an attention-getting device in any and all contexts, whether it be an attempt to win attention for an advertisement or to win audience for a program."

Some of the most reassuring words that advertisers heard during the meeting came from Edgar H. Lotspeich, advertising vice president of Procter & Gamble, whose talk was based on a report prepared for the NBCCA. It undertook to show that "the service advertising performs for consumers is at least comparable in value to the service it performs for advertisers."

To those who contend the consumer is

exposed to too many advertising messages, Mr. Lotspeich's reply was that the consumer "notices what she wants to notice, and ignores, overlooks or forgets the rest." Many of those that she notices are screened out as being irrelevant to her immediate needs or inconsistent with her personal knowledge or attitudes, he said, and even those that lead her to buy an advertised product cannot lead her to re-buy if the product itself does not come up to her expectations.

Instead of being dominated by advertising, Mr. Lotspeich said, the consumer dominates the advertising:

"The consumer does what no advertiser can do for her: she limits the amount of information she receives and extracts what is potentially useful for her.

"The consumer does what no government agency can do for her: she checks the products against her wants, her purchasing power and her family needs and preferences.

"The consumer does what no retailer or manufacturer can do: in a very real sense, she governs the marketplace by her action of buying or not buying what she feels to be relevant to her family life. . . .

"The real role of advertising in the consumer's life thus emerges: Advertising tells the consumer what's available; offers a parade of suggestions on how she may spend her money, and gives her the freedom to accept or reject these options as she wishes."

Elton H. Rule, president of ABC Inc., called upon advertisers to block the splintering of TV commercial units into 15-second lengths (story page 26), and also urged advertisers and broadcasters together to "be ready to adapt when change is called for in the hope of achieving something better."

He said much change has already occurred for the better—in children's programming, in the specialization of radio programming, in the expansion of television themes, in the work of the National Advertising Review Board and of NAB codes.

Mr. Rule cited ABC's coverage of the

Eight major new products for radio broadcasters in 1972.

MW-50, 50 kW AM transmitter: We threw away the modulation transformer and reactor.



BC-1H, 1 kW AM transmitter: Solid-state oscillator and audio driver. 125% positive peak modulation capability.



FM-2.5H3, 2.5 kW FM transmitter: Only two tubes for great reliability. An outstanding solid-state TE-3 exciter.



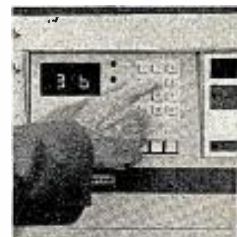
Studioette 80 audio console: 11 inputs into 4 mixing channels. Isolation transformers on all inputs and outputs.

Gatesway 80 audio console: 18 inputs into 8 monaural mixing channels; modular solid-state amplifiers, step-type attenuators.

Digital AM frequency monitor: Accurately measures carrier frequency of standard AM broadcast transmitters.



Touch control program automation: Advanced digital design. "Live" sound 24 hours a day.



Dualux 80 audio console: Dual programming; 18 inputs into 8 mixing channels.

Leadership means more new broadcast products to serve radio broadcasting.

HARRIS
GATES DIVISION
 Quincy, Illinois 62301, U.S.A.

Rule fears rash of short spots

ABC president says further fragmentizing will be self-defeating; in ANA talk he implies it's time to get code cracking on problem

A call for advertisers and broadcasters to unite against further reduction of TV commercial lengths was sounded last week by Elton H. Rule, president of ABC Inc., at the annual meeting of the Association of National Advertisers.

He saw the prospect of 15-second commercials, emerging now as multi-product messages within the 30-second length, as a threat to television advertising effectiveness and to viewer acceptance.

"Under the guise of integrated commercials," he said, "we face a situation where 15-second messages could become a fact of life, two within the 30-second unit, four within the minute.

"We feel that should this be allowed to happen, should further splintering of network time be permitted, the result would be to diminish impact to the point of diminishing return, and create a backlash of protest. We are strongly against this self-defeating concept. And we believe that the advertiser should join with us in our position."

Mr. Rule said ABC-TV had opposed

the 30-second unit of sale, an outgrowth of piggybacked 30's within the one-standard 60-second length, on grounds that it "would lead to clutter and inevitable viewer resistance," and had accepted it only for competitive reasons "after it became an industry practice." He urged advertisers not to push the splintering process further.

"Television has given commerce its most powerful sales tool," he said. "Do not blunt that tool through bad use. Do not sacrifice quality for quantity, especially at a time when the quality of commercials, and their credibility, has never been more in evidence."

He thought it "ironic" that current steps toward shorter commercial lengths came at a time when advertisers are becoming aware of a need to project "the total company image as an alert, socially aware organization," which can best be done, he said, through "association with programs of pride and purpose."

"Integration of the right program with the right advertiser should be the order of the day—not commercial fragments that further remove the advertiser from viewer association with the program he presents."

Mr. Rule named no names, but Alberto-Culver has been the most publicized user of integrated 30's—after their clearance as "integrated" by the National Association of Broadcasters Code Authority. Alberto-Culver is not an ANA member

and thus was not at last week's ANA convention.

A number of broadcasters have called for tightening of code restrictions to bar multiproduct 30's now cleared as integrated. Associates of Mr. Rule at the ANA session in Dorado Beach, Puerto Rico, did so by implication, at least. They said they did not know whether ABC-TV is currently carrying any of the controversial Alberto-Culver commercials but noted that, in any event, the messages have been cleared by the Code Authority and that any meaningful barrier to future use, so far as broadcaster action is concerned, would have to be erected through the code.

In that context Mr. Rule's call for advertisers to avoid the shorter lengths was construed also as a call for time to get the NAB's code machinery into operation.

Meanwhile, at a luncheon meeting of the American Women in Radio and Television in New York last week, Robert Buchanan, senior vice president in charge of media at J. Walter Thompson Co., voiced his opposition to 15-second commercial messages—or what he called "piggybacking within the framework of 30 seconds."

He said that sponsors were resorting to 15-second messages because "the proportion of advertising at the expense of programming has reached the limit, and there won't be any further increase in this proportion."

1972 Summer Olympics as an example of network and advertiser teamwork at its best. Huge audiences followed the coverage, he noted, and yet when tragedy occurred—the Arab guerrilla attack on Israeli athletes—"advertisers held back their commercials." And the commercials during "the happy hours" of the Olympic games put the emphasis on "conveying an image of involved, responsible businessmen."

FTC Commissioner Dennison's speech reviewed existing FTC policy and broke no new ground except to the extent that he outlined the FTC's proposed new guidelines on the use of endorsements and testimonials in advertising, which he said were being announced the same day in Washington (story page 27).

The guidelines evoked little immediate response from ANA members. The consensus seemed to be that, at first reading, they sounded "livable" and might be acceptable, but most experts did not want to be quoted pending further study because, as one put it, "these things sometimes have traps that you don't find the first time you go through them."

H. Bruce Palmer, president of the CBBB, made a bow to television and radio in a panel presentation on the council's activities and plans. He said that an unprecedented total of 3,500 radio stations—and some TV stations, whose number he expected to grow—were currently carrying CBBB's "tips to consumers."

He also hoped the CBBB would "use the electronic media more" in future ac-

tivities, although he said specific plans had not been developed.

Some plans that had been developed—promotion of CBBB objectives through Advertising Council campaigns in all media—were outlined by Roland P. Campbell of General Foods, a co-ordinator of the Ad Council's support of the bureaus. These included TV, radio and print messages, scheduled to break about the first of 1973, urging consumers to call their local Better Business Bureaus in advance for information on planned purchases and afterward if their purchases turned sour.

In Wednesday's final session the advertisers heard directly from a consumer activist, James S. Turner, head of a watchdog group known as Consumer Action for Improved Food and Drugs. The NARB, Better Business Bureau and other projects described at the meeting, he said, were not "consumer-protection programs" at all, but were really "business advancement programs," though he also found them "socially responsible" and "a great step forward." He also noted he was not advocating additional government regulation.

Gilbert H. Weil, New York attorney and ANA general counsel, closed the meeting with a review of the regulatory situation for advertisers after Victor P. Buell, associate professor of marketing at the University of Massachusetts, reported on a management study he had conducted for ANA among 20 large companies.

Mr. Buell said he found that most executives "do not feel that current regulations and public pressures have resulted in less creative advertising," though some do think it is harder now to develop effective advertising. He also said some companies have adopted standards stricter than those prescribed by government or advocated by some of advertising's more vocal critics and that, over-all, he was "impressed by the largely positive response [to public criticism and government regulation] by company and agency managements alike."

Clasen, Lotspeich take ANA top posts

Earl A. Clasen, vice president in charge of corporate marketing for Pillsbury Co., was elected chairman of the Association of National Advertisers last Monday (Nov. 27) during the ANA annual meeting at Cerromar Beach hotel, Dorado Beach, Puerto Rico. He succeeds Marvin H. Koslow, vice president, marketing services, Bristol-Myers, who remains on the ANA board.

Edgar H. Lotspeich, advertising vice president of Proctor & Gamble, was elected ANA vice chairman, and the following were elected directors: William M. Claggett, Ralston Purina Co.; Joseph W. Curran, RCA; Peter A. Dow, Chrysler Motors; Robert L. Ficks Jr., Ethan Allen Inc.; Malcolm A. McNiven, Coca-Cola Co.; James H. Pearce, Dow Chemical

Co., and George F. Tyrrell, Johnson & Johnson. They succeed seven board members whose terms expired. Eight others, in addition to retiring chairman Koslow, continue on the board.

Peter W. Allport was re-elected ANA president.

Public-interest group says TV-set commercials usually mislead

In report printed by Senator Moss it praises RCA, Sony claims but argues that most others have little informational value

Most advertising of TV sets "promises, misleads and tempts, but does not do much in the way of informing the public." That is the comment made in a report issued today (Dec. 4) by the Institute for Public Interest Representation, a public-interest law group at Georgetown University Law Center, Washington.

The institute, at the suggestion of the Federal Trade Commission, hired a Cornell University electronics specialist to review the documentation requested by and furnished to the Federal Trade Commission a year ago by TV manufacturers on specified advertising claims. This was done, the institute said, because the substantiation documents consisted of technical reports that were obviously over the heads of the average consumer and even of FTC staffers. Its findings were printed as a congressional document by Senator Frank E. Moss (D-Utah) chairman of the Senate Consumer Subcommittee.

The report covered 59 advertising claims for TV sets. Thirty-two were not adequately substantiated, the report said. More than half the manufacturers, it added, either omitted significant data or submitted irrelevant information on at least one claim. Eighteen of the claims were substantiated, the institute said, and four of these 18 (three by RCA and one by Sony) dealt with features that were unique to the set being advertised. Most of the other substantiated claims, the report stated, dealt with features that were not unique or were available on most comparable models.

And, it continued, most of the claims

What next? A progressive rock station in Sacramento, Calif., is broadcasting an advertising campaign for a brand of condoms. KZAP(FM) advertises "Zap" prophylactics (the station was chosen for the coincidence) on Fridays, Saturdays and Sundays. Theme of the campaign is "Zap the clap." A flight of 12 60-second spots (its being carried for the product, marketed by Namous Co., Berkeley, Calif. John Williams, KZAP's general manager, reports no adverse reaction. He says, in fact, that he gets requests to play the spots instead of music and receives calls from pharmacists asking how they can retail Zaps.

were misleading because they used marketing jargon or technical terms to imply uniqueness where none existed. Among the examples noted by the institute were claims for color fine tuning devices. These were most heavily emphasized but most exaggerated.

"Anyone who has yo-yoed from set to set adjusting away purple skin and green sky knows how frustrating color fine tuning can be," it said.

The institute praised RCA for instituting an advertising substantiation program of its own to insure that claims are clear.

Victor H. Kramer, director of the institute, said that it is his impression that there have been some changes for the better in post-1971 advertising.

The institute made two recommendations: It suggested that the FTC develop rules or guidelines for TV-set advertising and that it hire expert consultants before requesting future documentation from advertisers. Such experts could decide what specific information is needed to substantiate a claim and the FTC could then request the exact data required, it said.

The report was prepared by James M. Graham, a graduate fellow at the institute, and Edward P. Carroll, a senior law student at Georgetown. The electronics consultant for the project was George Peter, on the staff of Cornell's Center for Radio Physics and Space Research.

Major agency mergers officially completed

Stockholders of Gardner Advertising, New York, last week approved an agreement for Wells, Rich, Greene to acquire it in an exchange of stock valued at \$1.7 million (BROADCASTING, Sept. 4). That merger will create an agency billing at about a \$175-million rate annually, placing it about 15th in the U.S. among all agencies.

Earlier, almost six months after an agreement in principle was reached, the acquisition of Campbell-Ewald, Detroit, by the Interpublic Group of Companies, New York, was approved by stockholders of both companies.

Campbell-Ewald, which bills about \$122 million, is the fifth advertising agency in the Interpublic line-up and is second in size to McCann-Erickson, Interpublic's largest. Other agencies in the group are Marschalk; Erwin Wasey, and Tinker, Dodge & Delano.

The acquisition was based on a proposal of Interpublic to issue 495,355 shares of common stock in exchange for all the outstanding shares of Campbell-Ewald. The deal last May 31 had a market value of over \$15 million (BROADCASTING, June 5).

The boards of the two agencies approved the transaction in late August and the contracts were signed (BROADCASTING, Sept. 4). According to the initial announcements, Campbell-Ewald is to be operated as a separate company and under its own present management.

Guidelines proposed for testimonial ads

FTC suggests expertise in field as requisite for endorsements; little over-all change expected

Have you noticed more and more celebrities endorsing products on the air and in magazines recently? Sonny Jurgenson, Lee Trevino, Patricia O'Neal, Betty Grable? So has the Federal Trade Commission. Last week it proposed to do something about them, not radical, just guidelines with the asserted aim of avoiding misconceptions.

It issued a set of proposed guidelines for endorsement and testimonial advertising that would apply to all media. The proposals would require advertisers, among other things, to disclose financial payments for endorsements and to require a relationship between the expertise of the celebrity and a product he is extolling. But, it was explained, when the subject is just "I like the taste of . . ." or something like that, there would be no problem.

Comments on the series of six guidelines are asked by March 1, 1973.

Advertising spokesmen were not ready last week to comment specifically on the proposals but in general tabbed them as avowing principles already in existence in various advertising codes. There seemed to be a consensus that if the guidelines are made permanent, there will be no radical change in current advertising practices.

The proposed guides will not constitute rules, it was emphasized by Gerald J. Thain, assistant director of the FTC's Bureau of Consumer Protection. Mr. Thain said that violations would be litigated on a case-by-case basis.

Advertising using celebrities who endorse a product because they like its shape, or color or taste would not be considered violative, Mr. Thain said, since the public is aware that they are being paid.

The six guides relate that an endorser represented to have expertise in a field must, in truth, have such expertise; research or studies used to illustrate the benefits of a product must conform with what consumers are led to expect; any connection between the endorser and the seller of a product must be divulged and typical consumer endorsements based on experience with the product or service are valid if they are within the average and ordinary experience of consumers generally.

More stringent standards are suggested for endorsements by organizations or associations. The FTC said that such testimonials generally are taken more seriously by consumers as the judgment of a broader group than that of an individual, and that such endorsements are believed sometimes to imply that definite standards have been established and met.

The FTC also proposed that greater care be taken in using testimonials or endorsements in advertisements addressed to children. Practices that would not

BAR reports: television-network sales as of Nov. 12

CBS \$555,668,700 (36.4%); NBC \$500,485,100 (32.7%); ABC \$472,196,100 (30.9%)*

Day parts	Total minutes week ended Nov. 12	Total dollars week ended Nov. 12	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	111	\$ 652,100	3,422	\$ 20,427,400	\$ 20,417,400
Monday-Friday 10 a.m.-6 p.m.	1019	9,009,100	43,787	315,618,700	282,241,000
Saturday-Sunday Sign-on-6 p.m.	305	6,246,900	13,962	184,138,600	146,930,700
Monday-Saturday 6 p.m.-7:30 p.m.	101	2,635,300	4,240	78,865,600	65,625,400
Sunday 6 p.m.-7:30 p.m.	12	364,300	598	13,516,800	17,623,300
Monday-Sunday 7:30 p.m.-11 p.m.	395	22,979,700	17,847	826,520,600	787,691,200
Monday-Sunday 11 p.m.-Sign-off	172	3,438,700	6,809	89,262,200	63,465,000
Total	2,115	\$45,326,100	90,665	\$1,528,349,900	\$1,383,994,000

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

ordinarily be questioned in advertisements addressed to adults might be questioned in messages addressed to children, it said.

Carson blip denounced

Complaint to FCC charges NBC acted only to keep off P&G's toes

An audio deletion from Johnny Carson's monologue on the July 4 *Tonight* show has evoked a complaint that NBC-TV intentionally blipped the soundtrack to avoid offending one of its sponsors.

In a pleading filed with the FCC, NBC was accused of violating the First Amendment and the Communications Act by wilfully censoring part of a Carson anecdote about medical studies of potentially harmful lead in Procter & Gamble's Crest toothpaste. NBC is said to have deleted the word "Crest" from the July 4 monologue on two occasions because, in the network's opinion, use of the word could have had "very possibly defamatory" implications.

The complaint was filed by the National Citizens Committee for Broadcasting and two individuals, Daniel Edelman and Elizabeth Westen. Mr. Edelman is a researcher with the Stern Community Law firm, Washington, which submitted the complaint, and Ms. Westen is the wife of Tracy A. Westen, Stern director. They asked that the commission rule that NBC's action was in violation of the congressional statutes, that NBC be forced to "devote a reasonable amount of compensatory air time" to the issue of potentially hazardous lead content in toothpaste, and that broadcast licensees in general may not blip out portions of programs in order to protect a sponsor's product from criticism without knowing that the material in question is recklessly and libelously false.

The blipping followed findings last June by Chicago's Cook County hospital that both the toothpaste tube and the Crest product itself contain a level of

lead that could potentially endanger the health of persons. In response to an inquiry by Ms. Westen, Raymond F. Dewey, NBC's West Coast administrator for broadcast standards, stated that the deletion had been made on advice of counsel. However, the complainants subsequently said there is "no conceivable way" that NBC could have been held liable for Mr. Carson's remarks in light of the "hard facts" contained in the Cook county findings. They noted that Procter & Gamble is the largest single advertiser on television, last year spending nearly \$121 million in network time alone, and with more allocations going to Crest than any other product. Crest "is probably the single product account that television licensees and networks would be least anxious to offend," the complainants said.

Mazda goes national with pre-Christmas television flurry

\$2 million more than planned-for \$10 million will be spent this year introducing rotary engine import

Mazda, the Japanese auto import with the rotary engine, is well on its way to becoming one of the hottest television advertisers.

Only last spring, Mazda disclosed plans to increase the company's advertising in 1973 to about \$10 million, mostly in TV (BROADCASTING, April 3). Last week, C. R. (Dick) Brown, Mazda Motors of America general manager, who was in New York to launch Mazda's introduction in the East and Midwest, revised that figure: "It is now more than \$12 million that we will spend in the year."

Mazda's TV barrage started last Wednesday night (Nov. 29) in the East (New York, Washington, Philadelphia and Baltimore), out of Foote, Cone & Belding, New York, and in the Midwest

out of FCB, Chicago. Basically the same campaign will be used out of Chicago as in the East but the market list there comes to about 18. The East had about 40 dealers stocking the car for the Dec. 1 kick-off sale, the Midwest about 35 dealers. Mazda's big TV experience came in California where the import has been handled by FCB, Los Angeles.

The car was introduced into the U.S. in Seattle in June 1970, in Jacksonville, Fla., in August 1970, in Houston in April 1971, in Los Angeles in May 1971 and now in the other major markets on Dec. 1, 1972

According to estimates from FCB, New York, Mazda will invest more than \$2.5 million to introduce the car in the new markets. Over \$1.5 million alone will be in television. For the eight-week introduction, Mazda, said FCB authorities, is exceeding goals of 500 rating points in the first five days, though as the TV campaign wears on, particularly close to Christmas, points will be lowered to the range in between 200 and 300.

Hikes reported in TV usage by chain stores

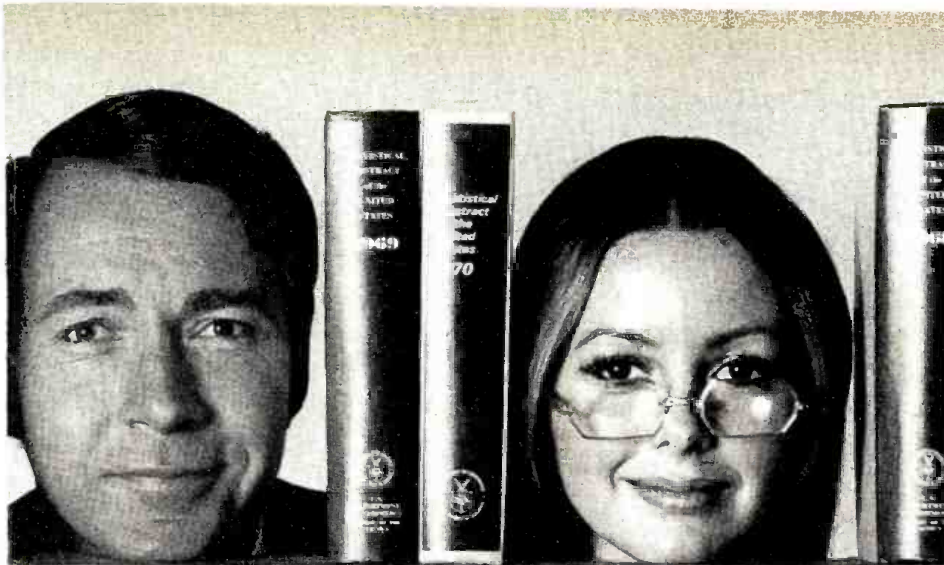
TVB-BAR figures show Belk is leading department-store user; K-Mart heads discounter category

A substantial increase in television activity of major department and discount stores has been reported by the Television Bureau of Advertising.

TVB said that on the basis of the number of commercials used weekly in the first half of the year, according to figures reported by Broadcast Advertisers Reports (BAR), department stores increased activity 24% and discounters 56%, compared with the like period last year.

Leader in the department-store category was Belk, which is in nine markets. Belk averaged 251 commercials weekly, up 25% over 1971. Jordan Marsh (six markets) with 155 commercials increased 36%. Other multimarket department stores' TV activity: Macy (six markets), 114 commercials, up 50%; Gimbel (six markets), 98, down 1%; and May Co. (four markets), 35, a 75% increase. Among single-market users, Rikes in Dayton, Ohio, one of the bigger advertisers, held to 75 announcements weekly; Block (Indianapolis), however, increased from eight to 74 messages weekly, a gain of 825%. Other big gainers below three markets: Shillito (Cincinnati/Louisville) to 60, a 185.7% gain; the Crescent (Spokane, Wash.) to 47, up 571.4%; C. R. Anthony (Oklahoma City/Tulsa), a 104.5% increase.

Highlights of the discounters' record: K-Mart (30 markets), 479 commercials, up 70%; Woolco (40 markets), 361 announcements, a 124% gain; Topps (11 markets), 203 messages, up 290%; Two Guys (three markets: New York, Philadelphia, Los Angeles), 47 commercials, a 135% increase, and Korvettes (seven markets), 32 messages for a gain of 68%.



PICK OUR BRAINS

They're the smartest on the West Coast. The best informed and the best equipped to evaluate your radio campaigns.

Market-Buy-Market, a service of Golden West Broadcasters, can measure the reach and frequency of your spot schedules, swiftly and reliably.

And we can do more than that.

If your target audience is women in \$10-thousand-plus households or men in \$15-thousand-plus families—or whatever—Market-Buy-Market can give you meaningful estimates of your campaign's ability to find the listeners most likely to respond to your message: the medium and heavy users in your product classification.

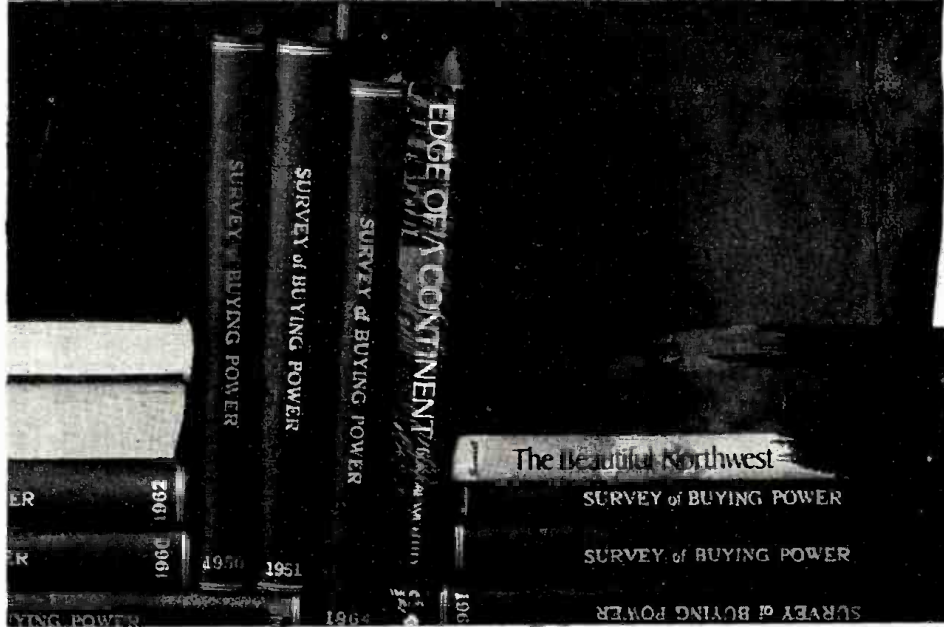
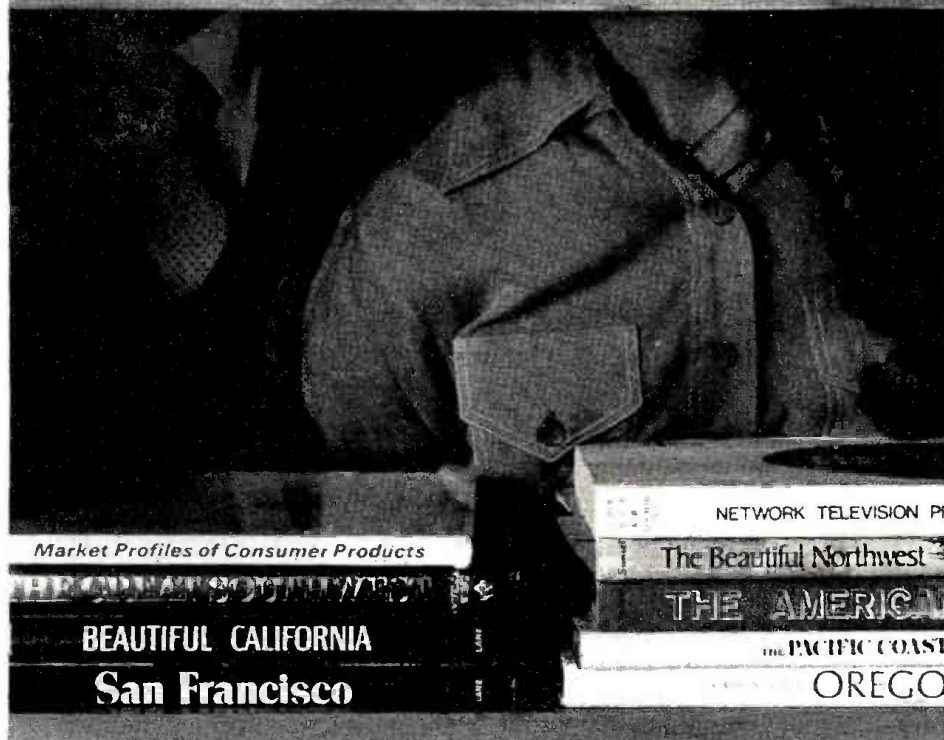
We can do this better than anyone else.

Only Market-Buy-Market has millions of units of computerized information covering Los Angeles, San Francisco, Portland and Seattle consumers exclusively. Other services use a national sample. But the Coast is different, younger and richer. A national base can be misleading.

What makes us so smart?

We use the best heads in our business. Our information on products and services is gathered by W. R. Simmons, specifically for Golden West Broadcasters. Our qualitative measurements of audiences are developed by Pulse, Inc. Quantitative estimates are determined by ARB and Pulse.

Two heads are better than one. To interpret the complexities of Coast radio, four are even better. Call the one that talks for us at 213-469-5341 or Major Market Radio, Inc.



MARKET-BUY-MARKET / RF

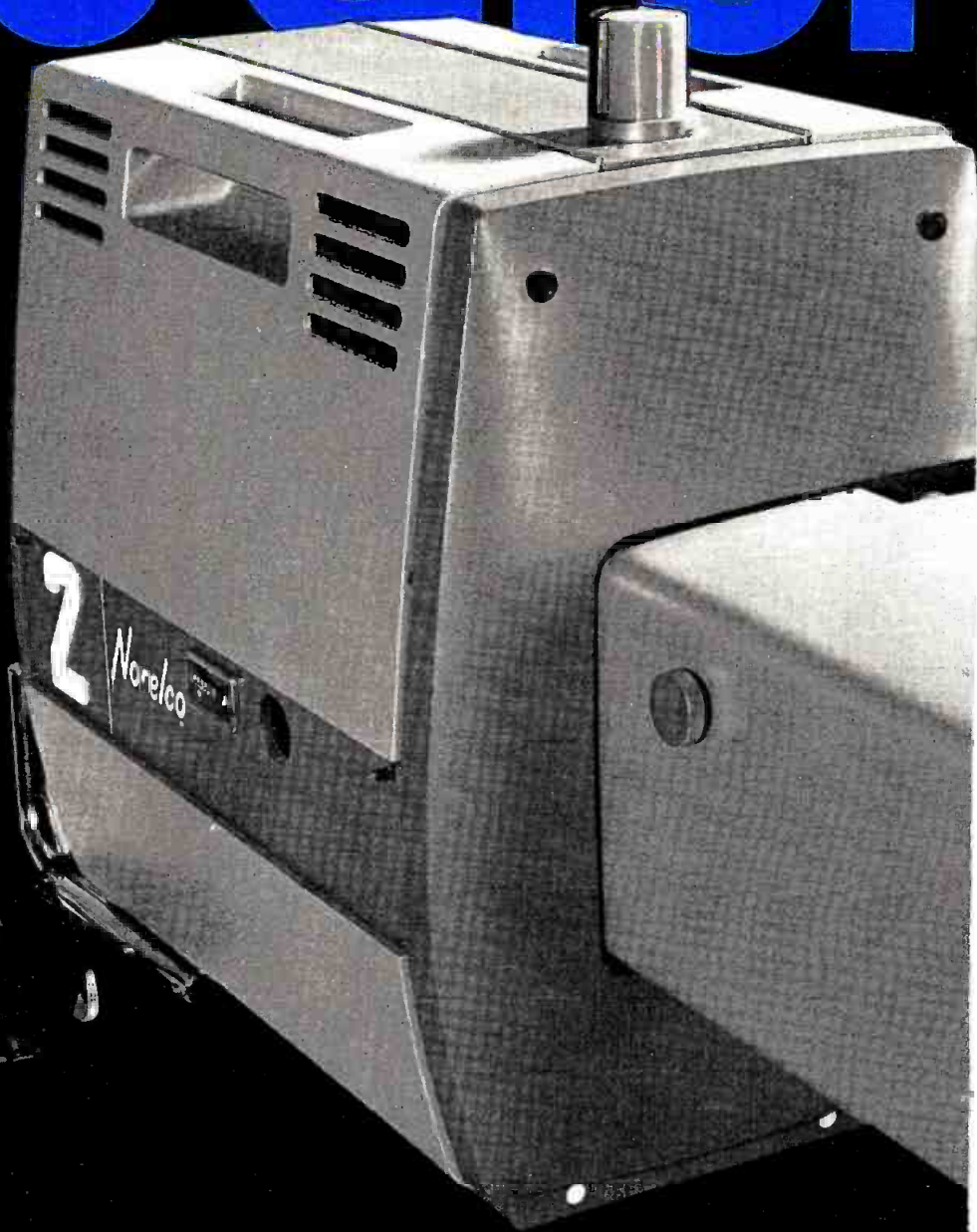
A service of Golden West Broadcasters
KMPC Los Angeles • KSFO San Francisco
KEX Portland • KVI Seattle-Tacoma

Norelco's New PC-72:

The Green

An innovative new 3-Plumbicon® color camera that eliminates

- Camera mismatch
- Cable mismatch
- Color mismatch



Color Gremlin Killer

The innovators at Norelco introduce today's most advanced color camera in its price range. Not an updated model. A new generation. It kills many stubborn problems that have tormented video production men for years. And its CLUE feature helps you get better performance from other cameras you already have.

With the latest solid state circuit technique and modular design, the PC-72 achieves new standards of stability, reliability, and ease of maintenance. Plus three major new standard features you can't find in other cameras.

CLUE for quick, precise set-up and camera matching. CLUE allows you to set up accurately and more easily without a waveform monitor. Using a black and white monitor, CLUE compares alternate scan lines from the red, green and blue signals. Peak white, black levels and gamma tracking in the color channels are quickly and accurately adjusted

for optimum color balance. CLUE allows the same reference to be used to match between cameras.

Presto, your cameras are set up and matched in a fraction of the usual time!

Precise compensation for standard cable, mini cable or any combination of both. Now ringing and smearing from cable mismatch disappear. It's as easy as dialing a phone. The PC-72 operates with up to 3,000 feet of standard cable or 2,000 feet of mini. Mix 'em up in the line if you like. Just dial the footage of each into the camera. Presto, perfect camera/cable compensation!

Pre-set pushbutton varichrome variable matrixing holds the color the sponsor wants on every shot. Varichrome gives independent remote control of hue and saturation settings for all primary and secondary colors. Without affecting grey scale. Once you've decided the settings you want to compensate for lighting from each camera angle, your final take is routine. Just push a button for each angle. Presto, the color you want in every shot!

Bias light—no lag at low light levels. Bias lighting, adjustable individually in Red, Green and Blue, virtually eliminates lag at low light levels.

And—scene contrast compression. A flick of a switch and scene contrast compression brings out detail lost in shadowed areas... without loss of highlights.

Take your last look at color gremlins... write now for complete information on the new-generation PC-72.

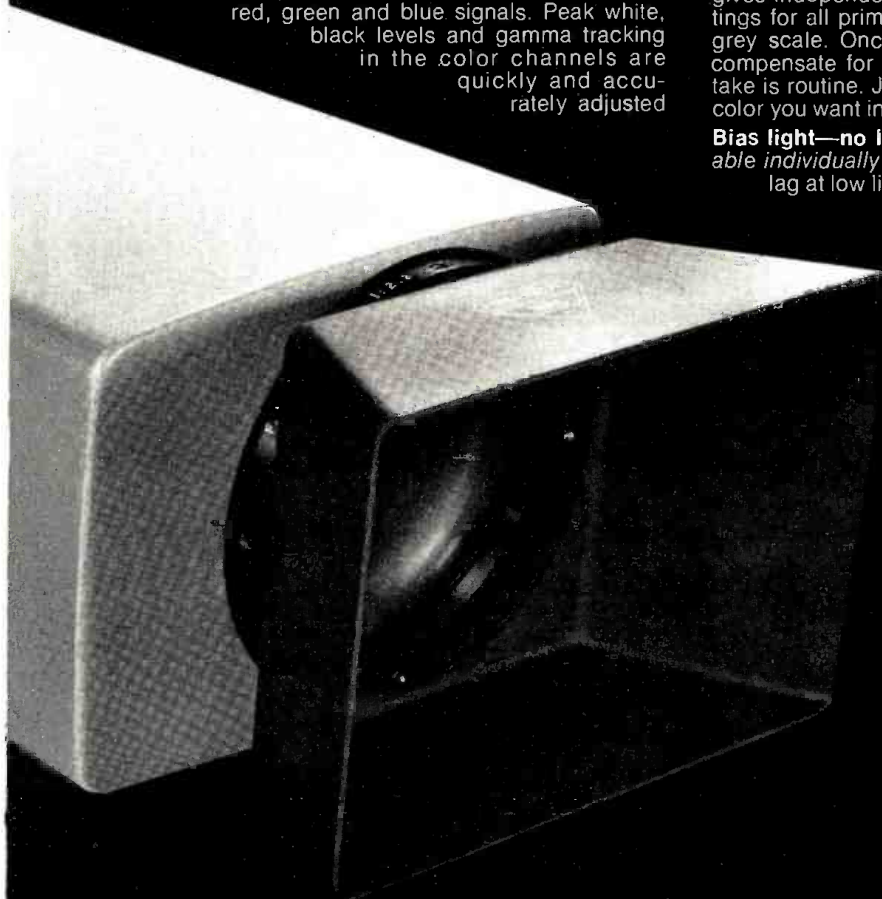
*Reg. TM N. V. Philips of Holland

Norelco

PHILIPS BROADCAST EQUIPMENT CORP.

A NORTH AMERICAN PHILIPS COMPANY

One Philips Parkway
Montvale, N.J. 07645 • 201/391-1000



Pet-food ads questioned

FTC asks 12 firms to substantiate claims made in copy

That gal who tells that guy that Alpo dog food constitutes "a complete and balanced diet . . . and is composed of meat and meat by-products only" has been asked to prove it.

Well not the gal in the TV ad exactly; Liggett & Myers Inc., New York, maker of Alpo, is one of 12 pet food firms that have been asked by the Federal Trade Commission to substantiate some of their advertising claims.

The order, issued Nov. 24, applies also

to Allied Mills Inc., Chicago (Wayne dog food); Campbell Soup Co., Camden, N.J. (Champion Valley Farms Recipe dog food); Carnation Co., Los Angeles (Friskies); General Foods Corp., White Plains, N.Y. (Gainesburgers, Gravy Train, Top Choice); Hartz Mountain Products, New York (Hartz Once-a-Month Wormer); H. J. Heinz Co., Pittsburgh (Nine Lives); Thomas J. Lipton Inc., Englewood Cliffs, N.J. (Tabby Canned); Mars Inc., McLean, Va. (Kal Kan); Nabisco Inc., New York (Milk-Bone); Quaker Oats Co., Chicago (Ken-L Ration); Ralston Purina Co., St. Louis (Chuck Wagon, Purina, Tender Vittles, Variety Menu).

Pet food advertising in broadcasting amounted to almost \$71.75 million in

1971—with \$37.8 million in network TV; \$32.45 million in spot TV, and \$1.4 million in spot radio. For the first nine months of this year, TV billings were \$48.7 million (with \$29.1 million network, and \$19.6 million spot).

The pet food documentation order is the 10th in the trade agency's substantiation program that began in mid-1971.

KPLR-TV rejection backed

FCC Complaints and Compliance Division Chief William B. Ray has dismissed a complaint against KPLR-TV St. Louis by a group attempting to place "silent majority" spots on the station.

The Citizens Council of America had complained that KPLR-TV had rejected its request to buy time for a message advocating such things as private schools, local law enforcement, states rights and "racial integrity." KPLR-TV said it has a standing policy against selling time to private interests for public-issue spots.

Mr. Ray told the group that the commission's policy on paid access differs from the equal-time provisions of Section 315 and personal-attack rules under the fairness doctrine—both of which require licensees to make time available to proponents of views contrary to those already aired, if those views had not already been covered by the station. Time allocations in situations such as this one, Mr. Ray said, are matters of licensee discretion.

Maybe the best buy in this whole book.

Get the 1½ Billion-dollar Northern Michigan market through WWTV/WWUP-TV.

Here's what you get:*

- The richest A.D.I. in the state
- \$8,231 C.S.I. per household
- A huge 25 county area plus seven neighboring counties where we are the dominant CBS station
- \$1,364,117,000 consumer spendable income

Maybe somewhere there's a buy like this, but not at our rates. Call Avery-Knodel today.

Here's how we deliver it:

60% of the total prime-time share in a 3-station market!**

This includes a 50% share A.D.I. prime-time homes *plus* the fact that 16% of WWTV's total homes come from adjacent Southern ADI markets. You get 76% share of the early news — 70% share of the late news!

*Source SRDS and ARB

**Source: ARB Nov. 1971

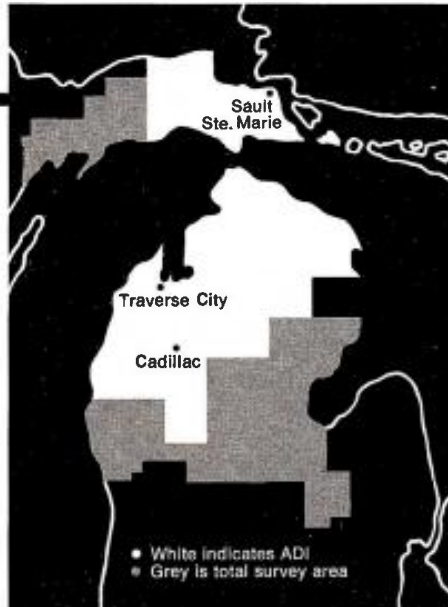


The Folger Nations
 RADIO
 WREB - NEW HAMPSHIRE
 WVEP - CONN. BUREAU
 WJHM - VIRG. BUREAU BALTIMORE
 WJMM - WASH. DC. BUREAU
 TELEVISION
 WREB-TV - NEW HAMPSHIRE
 WVEP-TV - CONN. BUREAU
 WJHM-TV - VIRG. BUREAU
 WJMM-TV - WASH. DC. BUREAU

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

Avery-Knodel, Inc., Exclusive National Representatives



Business Briefs

Chevrolet back at NBC. Chevrolet division of General Motors, Detroit, is returning to NBC-TV in January. Chevrolet had moved its sponsorship from *Bonanza* and *The Wednesday Mystery Movie* on NBC to major participations this season in *The Men* (Thursday, 9-10 p.m. NYT) on ABC-TV. Advertiser moves back to NBC in January, budgeting approximately \$6 million for nine-month sponsorship of *Sunday Mystery Movie* (8:30-10 p.m.) on basis of half-hour weekly. Campbell-Ewald, Detroit, is Chevrolet's agency.

Orange burst. Sunkist Growers Inc., Los Angeles, through Los Angeles office of Foote, Cone & Belding, plans heavy campaign in 1973 on network TV for fresh oranges product. Key to campaign will be 13-week CBS-TV network prime-time package beginning Jan. 1. Prime-time buy will be complemented with ABC-TV daytime and ABC-TV and CBS-TV Saturday-morning buys. There also will be spot TV on daytime, early and late fringe programming in southern California for six months beginning in January; spot TV in Cincinnati, Dallas and Philadelphia from January through May, and further spot TV buys in 21 Canadian markets for 26 weeks beginning Jan. 15.

Rep appointment. WWWE(AM) Cleveland (formerly WKYC): CBS Radio Spot Sales, New York.

Remote broadcasts, simplified.



The Bell System's new Voice Connecting Arrangement, known as a Voice Coupler, may not be the only way to send a remote broadcast back to the studio, but it is by far the simplest.

Take that high school game everyone's interested in:

When your announcer arrives, the broadcast equipment is plugged into a Voice Coupler provided by the local Bell Company.

Then all that is necessary is to establish the call to the studio and begin the play-by-play.

It's all very quick and easy, and it's remarkably inexpensive.

Your local Bell System Communications Consultant can give you the details. So why not call before your next remote broadcast? AT&T and your local Bell Company.



How Tele-Poll helped George Allen pick a quarterback



There were arguments in Washington, D.C.

Some stated adamantly that Redskins coach George Allen should stick with Billy Kilmer as his starting quarterback.

Others argued, just as vociferously, that he should go back to the old master, Sonny Jurgensen.

But which quarterback did most of the Redskins fans want to see playing?

Channel 5 (WTTG-TV) went after the answer. Using the Tele-Poll™ survey, they went into the Washington, D.C. area with the question.

The answer came back the following day.

Jurgensen.

The Redskins won their next ball game with him. And the one after that.

(And if he hadn't popped an Achilles tendon against the Giants, he'd probably still be in there.)

Of course George Allen is a mighty shrewd coach, and he just might have gone with Sonny anyway.

But it certainly was a comfort to him in his hour of decision to know he had all of those fans on his side.

Channel 5 got something out of it too—a great publicity-generating story for its 10 o'clock news show.

Your community, like Washington, D.C., probably has a hot, recurring or lingering issue that hasn't been resolved.

Tele-Poll can guarantee you answers on issues overnight, in time for specific telecasts or radio programs.

Your station can program a segment of a show around Tele-Poll, as WTTG-TV did.

Tele-Poll surveys provide a fast, economical method for gauging public attitudes and for attracting attention to your station.

So, if you'd like to find out what your marketplace is thinking, on any subject from quarterbacks to backlash, get in touch with Marie Larman, Tele-Poll, 4320 Ammendale Road, Beltsville, Md. 20705, (301) 937-8000 or toll free (800) 638-0859.

Other offices: New York (212) 586-7733; Chicago (312) 467-5750; Atlanta (404) 892-7866; Los Angeles (213) 937-6420; San Francisco (415) 391-1702; Dallas (214) 748-5595.

Tele-Poll

4320 Ammendale Road
Beltsville, Maryland 20705

A Division of American Research Bureau
New York Chicago Atlanta Los Angeles San Francisco Dallas

Networks had another good month in October

\$206.5 million billings almost matches record September

Advertiser investments in network television totaled \$206.6 million in October, a 15.4% increase over the comparable 1971 period. The October billings maintain the year's high level—investments in

September scored an 18.1% gain, the largest recorded for any single month since August 1969 (BROADCASTING, Oct. 30).

Weekday daytime billing, according to Television Bureau of Information which issued the report based on data compiled by Broadcast Advertisers Reports, was up 15.9%, nighttime 15.8% and weekend daytime 11.3%. For the 10 months, investments were 11.2% over the same period a year ago.

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

	October			January-October		
	1971	1972	% change	1971	1972	% change
Daytime	\$ 65,896.7	\$ 75,631.1	+14.8	\$ 422,947.9	\$ 492,343.0	+16.4
Mon.-Fri.	36,390.1	42,784.0	+15.9	286,848.4	320,492.6	+11.7
Sat.-Sun.	29,506.6	32,847.1	+11.3	136,099.5	171,850.4	+26.3
Nighttime	113,093.4	130,946.0	+15.8	881,663.1	958,844.0	+ 8.8
Total	\$178,990.1	\$206,577.1	+15.4	\$1,304,611.0	\$1,451,187.0	+11.2
		ABC		CBS	NBC	Total
January		\$ 45,062.5		\$ 55,687.6	\$ 47,903.9	\$ 148,654.0
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		45,998.6		53,140.1	46,418.1	145,556.8
May		41,130.2		52,696.6	42,899.3	136,726.1
June		37,185.3		45,030.7	38,785.2	121,001.2
July		34,760.9		40,925.8	36,828.7	112,515.4
August		38,068.5		41,539.5	37,087.4	116,695.4
September		56,475.6		52,875.6	50,900.9	160,252.1
October		59,444.6		74,573.4	72,559.1	206,577.1
Year-to-Date		\$449,838.2		\$525,524.0	\$475,824.8	\$1,451,187.0

*Revised.

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

The CBS strike: AFTRA stymied by court; IBEW talks stalled

State appeals body to rule on injunction barring performer's union from honoring technicians' picket lines; meanwhile all networks are again negotiating a new AFTRA contract

The appellate division of the New York State Supreme Court continued at least until today (Dec. 4) an injunction forbidding the American Federation of Television and Radio Artists from directing its members at CBS, including newsmen, to honor the picket lines of the striking International Brotherhood of Electrical Workers.

AFTRA had appealed the preliminary injunction issued by the state supreme court, and last Tuesday (Nov. 28) the appellate division ruled at a hearing that the order be continued. It directed CBS to file a brief by last Friday (Dec. 1) and AFTRA to submit a rebuttal by today. The five-man court will consider the case today.

CBS obtained the injunction after AFTRA had ordered its members not to cross the IBEW picket lines on Nov. 21. AFTRA filed its appeal the next day.

The strike by IBEW completed its fourth week last Friday (Dec. 1), with no apparent settlement in sight. A spokesman for the federal mediation and conciliation service said he has been in touch with both sides and added he would suggest a meeting "when the time is opportune." No sessions were held as of late last week.

The principal issue in the dispute, according to both management and the union, is the question of jurisdiction over new technological devices emerging in television (BROADCASTING, Nov. 6 et seq.) CBS has maintained on-air operations without interruption, using management personnel to substitute for the striking technicians.

In a related development, all networks resumed negotiations with AFTRA for a new contract to replace one that expired last Nov. 15. AFTRA interrupted its negotiations earlier last month when the IBEW walkout at CBS began. An AFTRA spokesman said that the union is seeking an increase in wages and fringe benefits, including portability of pension rights for members who move from one broadcast company to another, and a boost in contributions to pension and welfare funds.

Negotiations resumed last Tuesday (Nov. 28) after recess for Thanksgiving holiday between advertisers and agencies and AFTRA and the Screen Actors Guild on a new pact covering television and radio commercials. SAG and AFTRA



\$1,895

... for LPB's S-15, 8-Channel, Dual-Output Mono Signature Line Audio Console with 19 inputs. In addition to moderate price and excellent performance, the S-15 features:

- Step attenuator mixers.
- Plug-in fiberglass printed circuits.
- Telephone type switches.
- Individual plug-in program, 12-watt monitor, cue and headphone amplifiers.
- Remote line talkback.
- Input transformers.

There are many other plus features you'd expect to find in only higher priced units. LPB also offers the S-14, 5-Channel, Dual-Output Console, with 15 inputs, at only \$1195. Other LPB consoles from \$325.

LPB offers a complete line of broadcast audio equipment. Call or write us for all your audio needs, from tape recorders to frequency and modulation monitors.



LPB Inc.
520 Lincoln Highway, Frazer, Pa. 19355 (215) 644-1123
In Canada: P. O. Box 669, Orleans, Ontario (613) 824-3232

have been negotiating jointly in the commercials area since 1960.

The negotiations with AFTRA assumed heightened interest at all networks because of a burgeoning movement at CBS where on-the-air newsmen are considering possible alternatives to membership in AFTRA (see page 47).

NAEB's five-year plan for public broadcasting

Funding proposal advanced by Holms would put local stations in control of most money, authority

The television division of the National Association of Educational Broadcasters has come up with a five-year funding plan that would vest most money and authority in the hands of local stations.

Presley D. Holmes, director of NAEB's educational television stations division, has proposed to public television's task force on long-range financing that basic funding for public broadcasting's "next growth period" be divided into three parts:

- A "basic support fund" for the Corporation for Public Broadcasting, providing an approximate total of \$100 million with a maximum of \$30 million in any one year. That guaranteed total would allow CPB flexibility in management and planning, the report says.

- A "station operational support fund," based on federal matching of the non-federal funds in the system.

- A "station facilities support fund," to expand the Educational Broadcasting Facilities program now being carried out by the U.S. Office of Education. The ETS proposal calls for no less than \$200,000 per licensee over the next five years—or between \$32 million and \$42 million annually.

Half of the station operational support fund would be distributed to the stations for local budgetary control and one half reserved for national program acquisition and delivery. The latter half would be allocated to a "program bank," administered by CPB as authorized by stations.

The entire proposal is similar to one advanced by Hartford N. Gunn Jr., president of the Public Broadcasting Service (BROADCASTING, Oct. 9). Both call for increased funding, with the primary power and responsibility vested in local stations. There are important differences, however: The ETS plan does not envision a "station cooperative" as the Gunn plan did, and does not categorize program bank funds as part of a local station's budget. Moreover, the ETS plan would guarantee the continuation of some national services at minimum levels, to assure long-term planning.

The proposal would grant only limited specific programming power to CPB. It would stipulate that the corporation could "question [and] cite imbalances," but "could not require any subtractions" from the schedule, though it "certainly could and should make additions."

Donrey competitor says it didn't apply squeeze

Attorney denies abuse of process, sees no wrong in private talks

An allegation that Las Vegas Valley Broadcasting Co., which seeks the facilities held by the Donrey Media Group's KORK-TV (ch. 3) Las Vegas, willfully abused administrative processes by petitioning against the sale of Donrey's KFSATV Fort Smith, Ark. (BROADCASTING, Nov. 13), has been denied by Valley attorney Gerald S. Rourke.

Mr. Rourke stated that he was "ap-

palled" by the tactics of KORK-TV attorney Edgar F. Czarra Jr. in asking the FCC to add an abuse-of-process issue against Valley in the channel-3 proceeding because of a "confidential conversation" between the two lawyers. He referred to Mr. Czarra's statement—in an affidavit attached to the Donrey brief requesting the added issue—that Valley would oppose applications by Don W. Reynolds, owner of KORK-TV, for disposition of other broadcast properties as long as Donrey continues to litigate for channel 3.

"I have not considered these conversations [with Mr. Czarra] to be part of the public 'combat' between the parties," but rather as "confidential and off-the-

**Radio 1
does more than call.
We echo.**

Radio 1 is new. And we have some new approaches to selling time. We think a rep shouldn't give up after a few calls. He should keep going back. Extra effort brings good repercussions.

We've proved it in Atlanta, Cincinnati, Denver, Portland, New York and L.A. And we'll soon be proving it in Charlotte and Jacksonville. By persistently contacting all people involved in media buys and researching unique demographics.

All that takes time and people. Radio 1 has both. And that's why we can get completely involved with our stations, their clients and their competition.

If you're interested in a rep who repeats his calls to bring in the business, call Lou Faust, our president. He'll have some interesting feedback.

**radio 1
representatives**

437 Madison Avenue / New York, New York 10022 / (212) 421-3500
NEW YORK / CHICAGO / DETROIT / LOS ANGELES / SAN FRANCISCO

We mean business.

record discussions between counsel aimed at resolving the case on terms satisfactory to both parties," Mr. Rourke said in an affidavit included in a Valley pleading in opposition to the Donrey request.

"What I did say," Mr. Rourke contended, "was that Valley intended to oppose the sale of KFSA-TV and Mr. Reynolds' other stations because of the character issues pending against him in the Las Vegas case, and because my understanding of the governing law in the area was that a licensee could not sell his broadcast properties for a profit while such serious issues were outstanding against him." The "serious issues" referred to by Mr. Rourke were questions added against Donrey in the channel-3 hearing as to whether the firm is qualified to be a licensee in light of findings that KORK-TV and other Donrey stations had illegally "clipped" portions of network programs and substituted local advertising—while representing to the network that the shows had run in full. FCC investigations uncovered such practices at KORK-TV, KFSA-TV (which was fined \$10,000 for the incident) and KOLQ-TV Reno.

File searchers at FCC may remain anonymous

NAB told that such disclosures might hobble citizen-group activity

A request by the National Association of Broadcasters that the FCC divulge to broadcast licensees the identities of persons examining their stations' records at the commission's Washington offices has been denied.

In a letter to John Summers, NAB's general counsel, FCC Executive Director John A. Torbet said the request must be turned down because in some instances such disclosure "could lead to an unwarranted invasion of personal privacy." Mr. Torbet noted that a provision of the Freedom of Information Act exempts from the public-disclosure requirements material "which would constitute a clearly unwarranted invasion of privacy."

In making the request two months ago (BROADCASTING, Oct. 9), Mr. Summers claimed that disclosure would foster dialogue between the station and citizen groups contemplating a license-renewal challenge. The NAB request was objected to by the Rev. Dr. Everett C. Parker, director of the Office of Communication of the United Church of Christ, who said that disclosure could enable the licensee to thwart an anticipated challenge (BROADCASTING, Oct. 23).

Responding to both contentions, Mr. Torbet stated that while stations would normally use this privilege to foster dialogue, there remains a possibility that the information "could be used to intimidate persons inspecting station files thus placing a restraint on this form of citizen participation." Mr. Torbet emphasized that he was not suggesting that licensees would take such actions, but he felt "the possibility for abuse" warrants a denial of the NAB request.

NAB presses drive for renewal relief

Broadcasters recruited to orient legislators on radio-TV's plight; Evans revitalizes liaison committee

The National Association of Broadcasters and broadcasters are getting ready for what many believe is the most important battle of their lives: the fight for license-renewal legislation that hopefully will lessen in some measure the heat of petitions to deny and competing applications.

The NAB leaders are mobilizing 1,000 broadcasters to proselytize their congressmen and senators on the need for a license-renewal law that will alleviate the hectoring of which many broadcasters have been the target in recent years.

They are also seeking to persuade Democratic leaders in the House and Senate to sponsor license-renewal bills.

During the last Congress, license-renewal bills were introduced mostly by Republicans. The two most often cited by broadcasters as what they wished were H.R. 12018, by Representative James T. Broyhill (R-N.C.) and S. 3300, by Senator Robert P. Griffin (R-Mich.).

All the bills must be reintroduced in the new 93d Congress or new ones submitted. Broadcast sources hope that among the new bills may be some from leading Democratic members.

NAB leaders say they have assurances from senior House Commerce Committee members that there will be hearings on license-renewal bills early in the new Congress. This is taken to mean about March.

These and other matters relating to the license-renewal campaign were the subject of a one-day meeting in Washington last week of the NAB's task force on license renewal. The group discussed plans for timing and strategy.

It also revitalized the NAB's legislative liaison committee that was established more than two years ago. The new liaison committee will consist of "captains" in each of the 50 states, with each congressman assigned to one or two broadcasters who live in his district and who have good relations with him.

Also planned at last week's meeting were participation in the license-renewal battle by state broadcaster associations, a national public-relations campaign, and a program to enlist support of community leaders for broadcasters' viewpoint.

One move already under way is liaison enlistment of broadcasters in districts where new congressmen have been elected. These broadcasters have been asked to supply NAB government-relations executives with all the information they have on the personalities and attitudes of the new congressmen.

Even as this information is being relayed to NAB leaders, action to present broadcasting's views on license-renewal legislation is going forward. One such move took place last Friday (Dec. 1) in Dixon, Tenn., when 20 state broadcasters met with newly elected Representative Robert Beard (R-Tenn.).

This month, as another example of this activity, Iowa broadcasters have scheduled three meetings in as many sections of the state to express their views to both new and incumbent congressmen and senators.

Mark Evans, Metromedia public affairs vice president in Washington, is chairman of the NAB's license-renewal task force. Other members who were present at the meeting last week were Richard Barron, WSJS-AM-FM-TV Winston-Salem, N.C.; Cliff M. Kirtland Jr., Cox Broadcasting, Atlanta; Donald E. McClintock, KFBB-TV Great Falls, Mont.; Ancil H. Payne, King Broadcasting, Seattle; David G. Scribner, Doubleday Broadcasting, Dallas, and Robert E. Thomas, WJAG-AM-FM Norfolk, Neb.

NBC defends policies in female rights

It files massive argument against women's-group attacks on its Washington TV license

Three months ago 10 Washington feminist groups utilized 675 pages of legal pleadings to argue that NBC's television outlet in that city should have its license-renewal application denied by the FCC. NBC was little less verbose last week in explaining why it shouldn't.

In opposing the petition to deny the renewal of WRC-TV, filed Aug. 31 by four local chapters of the National Organization for Women and six affiliated groups (BROADCASTING, Sept. 4), NBC claimed (in a legal brief 156 pages in length with twice that many pages of appendices) that the station's ascertainment efforts have been "outstanding," its programming concerning the women's rights movement has complied fully with the fairness doctrine, and its record of employing women is "among the best in the broadcasting industry."

In community-needs ascertainment, NBC claimed, it surveyed more women than men. Over a six-month period, the network said, it personally interviewed 406 individuals and participated in a pool of Washington broadcasters that queried an additional 173 leaders. Those efforts, it said, surpassed those of any other station in the city and, of even greater importance, were "far more extensive" than called for in the FCC's own primer on the subject.

Although NOW seems to be of the opinion that no problems facing the Washington area are of greater magnitude than those espoused by the feminist movement, NBC said, no more than 2% of those interviewed by any Washington station mentioned women's rights as a significant community problem—putting that category in the same classification as "discrimination against youth because of long hair," "government not helping the farmer" and "mothers of small children should not work."

In response to NOW's allegations of employment discrimination, NBC noted that its affirmative-action program has been approved by the District of Colum-

Unperfidious

Some things we all rely on. The journalist on his typewriter. The public on their journalists.

In recognition of outstanding medical journalism bringing the public a better understanding of health and medicine

**The American Medical Association announces
The 1972 Medical Journalism Awards Competition**

Awards of \$1,000 in each of five categories will be presented to the entries selected by the Medical Journalism Awards Committee. The categories of competition are:

Magazines Radio Television
Newspapers Editorial

The deadline for all entries is February 1, 1973.

For complete information on rules and submission of entries please write to:

Medical Journalism Awards Committee
American Medical Association
535 North Dearborn, Chicago 60610



bia's Office of Human Rights and further asserted that, based on the statistics included in the NOW petition, the percentage of women employed in supervisory capacities at WRC-TV ranks above that of a "large majority" of the other stations in the top-25 markets. Nevertheless, it continued, the statistical approach through which NOW attempted to prove discrimination is invalid since such a method has already been rejected by the FCC and the U.S., Court of Appeals. That finding was made in connection with the renewal case of another Washington station, WMAL-TV, NBC noted.

Wisconsin U goes dark

KFIZ-TV, a ch. 34 independent in Fond du Lac, Wis., suspended operation last week. A spokesman for the licensee, RK Communications, said that continued operation of the station became "financially impractical" earlier this year when two commonly owned properties, KFIZ(AM) and the *Fond du Lac Reporter*, were sold. Additionally, the spokesman said, KFIZ-TV lost a contract for broadcast of daytime educational programming when a state-owned station went on the air last fall in Green Bay, Wis. The station's market area covered 11 counties in east central Wisconsin, and its signal was carried on cable systems in Marinette-Menominee and in Mauston, both Wisconsin.

WEFM sale opponents assume classical stance

FCC asked to reserve Zenith FM's channel for present format only

Opponents of the \$1.1-million sale of Zenith Radio Corp.'s WEFM(FM) Chicago last week asked the FCC to order that the station's frequency be indefinitely reserved for a broadcast service programming classical music, the present WEFM-format. In addition, the group asked the commission to force Zenith to give it access on WEFM for "reasonable" periods of time to state its position on the format dispute.

The request came in a "complaint" submitted to the commission by the Citizens Committee to Save WEFM Inc., a nonprofit group of WEFM listeners that five months ago petitioned the FCC to deny the station's sale to GCC Communications, an Atlanta-based group broadcaster (BROADCASTING, July 3). The group's concern is over GCC's proposal to replace WEFM's classical-music format with "contemporary popular" music. It contended that Zenith, GCC and Alexander Tanger, president of the buying firm, are "acting in concert" to abandon the present WEFM format prior to Dec. 1, 1973, when the station's license expires. This alleged conspiracy, it claimed, is in violation of the Communications

Act in that Zenith, when it applied for license renewal in 1970, represented that the station would be operated for the full three years with classical programming.

Zenith has operated the station since 1940.

Hearing set for WLBB and new AM applicant

The FCC has set for comparative hearing the renewal application of WLBB-(AM) Carrollton, Ga., and an application of Radio Carrollton for a new AM there. WLBB operates on 1100 khz with 1 kw daytime and Radio Carrollton proposes operation on 1330 khz with 500 w daytime.

Although the facilities are not the same, the commission said a hearing is necessary "to permit an orderly resolution of questions presented" because a petition to deny Radio Carrollton's application by WLBB had raised factual disputes which "inextricably connect the two applications."

Changing Hands

Announced

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

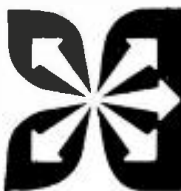
▪ KPPC-AM-FM Pasadena, Calif., and KMPX(FM) San Francisco: Sold by The National Science Network Inc., New York, to Burbank Broadcasting Co., Burbank, Calif., for \$2.2 million, on the condition that Burbank divest itself of KPPC before completion of deal. Burbank Broadcasting, partnership of 14 southern California businessmen, earlier in the year acquired KBBQ(AM) Burbank (subsequently changing call letters to KROQ) also for \$2.2 million (BROADCASTING, July 24). KPPC-FM is on 106.7 mhz with 25.5 kw and an antenna height of 660 ft. KMPX(FM) is on 106.9 mhz with 80 kw and antenna height of 1,250 ft. KPPC is on 1240 khz with 100 w during specified hours. Broker: Hogan-Feldmann, Burbank.

▪ KMPL-AM-FM Sikeston, Mo.: Sold by William S. Sikes to John C. David for \$270,000. Mr. David is a businessman in Winona, Minn. KMPL(AM) is on 1520 khz with 5 kw day and 500 w night. KMPL-FM operates on 97.7 mhz with 3 kw and an antenna height of 205 feet. Broker: Hamilton-Landis.

▪ KJFJ(AM) Webster City, Iowa: Sold by Nachusa Corp. to Govich Broadcasting Co. for \$170,000. Glen Olson is president of the buying firm. He has an interest in KBAB(AM) Indianola, Iowa, but is reportedly severing his relationship with that station. KJFJ operates on 1570 khz with 250 w daytime. Broker: Blackburn & Co.

Approved

The following transfers of station ownership were approved by the FCC last week



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

CARIBBEAN AM

\$550,000

*Profitable full timer. Only AM
station serving population of 75,000.*

Price is less than twice gross.

Terms available.

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) 346-6460

ATLANTA 30309
1655 Peachtree
Road, N.E.
(404) 873-5826

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

72-59

(for other FCC activities see "For the Record," page 60):

▪ **KBEA(AM)** Mission, Kan., and **KBEY-FM** Kansas City, Mo.: Sold by Intermedia Inc., a division of ISC Industries, to Robert P. Ingram (for **KBEA**) and Mark Wodlinger (for **KBEY-FM**) for a total purchase price of \$950,000. Intermedia, which is relinquishing its broadcast interests, is also the licensee of **KQTV-TV** St. Joseph, Mo., **KGRV(FM)** St. Louis and **KLYX(FM)** Clear Lake City (Houston), Tex. Sales of those stations are pending at the FCC. Mr. Wodlinger is former president of Intermedia, which will be liquidated following divestiture of the three remaining stations. Mr. Ingram is a Kansas City businessman with no other broadcast interests. **KBEA** operates on 1480 khz with 1 kw day and 500 w night. **KBEY-FM** operates on 104.3 mhz with 100 kw and an antenna 450 feet above average terrain.

Cable

▪ **Port Huron, Mich.**, and surrounding communities: System sold by Port Huron TV Cable Co. to Covenant Cable Inc., wholly owned subsidiary of Broad Street Communications, New Haven, Conn., for in excess of \$3 million (see page 53).

Pappas keeps KMPH

A citizens group challenge against a Tulare, Calif., UHF—based on the station's refusal to give the group a substantial voice in hiring and programing decisions—has been turned down by the FCC.

The commission granted a license to Pappas Television Inc. to cover a construction permit for **KMPH** (ch. 26). The Organization for Utilizing and Reforming Television (**OUR-TV**) had filed a challenge at the commission in November 1971 (**BROADCASTING**, Nov. 29, 1971) after Pappas would not sign an agreement with **OUR-TV** to give the group the exclusive right to hire and fire minority employes, and that would require the station to present an **OUR-TV**-controlled, but **KMPH**-financed, program for minorities.

The commission ruled that **OUR-TV** had not raised an issue that **KMPH** had disserved minorities. The FCC said that the dispute "resolves around **OUR-TV**'s concept of a station's obligation to the community and how that obligation is to be met."

Kings Garden loses again

The FCC last week reaffirmed an earlier decision that **Kings Garden Inc.**, a religious-oriented licensee, had violated the commission's equal-employment rules by denying a position to an announcer who refused to testify to his Christian faith.

Kings Garden, operator of **KGDN(AM)**-**KBIQ(FM)** Edmonds, Wash., had responded to the FCC's decree last May (**BROADCASTING**, May 8) that it is entitled under the Civil Rights Act of 1972 to discriminate on religious grounds. The

Civil Rights Act exempts religious organizations from religious-discrimination prohibitions for clerical and secular employment positions.

But in its ruling last week, the commission held that the act is "not part of our enabling statutes" and that its equal-employment rules are more stringent than those of the congressional act. In setting its own nondiscrimination standards, the FCC said, "we have considered factors other than the Civil Rights Act."

The commission noted that **Kings Garden** has filed a rulemaking petition seeking to align FCC employment policies with those of the Civil Rights Act. That filing, the FCC said, would be dealt with at a later date.

UNESCO adopts satellite restriction

U.S. restates opposition on grounds proviso could invite censorship

A draft declaration on guidelines for international satellite broadcasting, including the U.S.-opposed recommendation that prior agreement between transmitting and receiving countries be required, has been approved by the general conference of UNESCO at Paris headquarters.

The approval had been expected in view

of prior passage by the UNESCO Commission on Communications (**BROADCASTING**, Nov. 6, et seq.). The general conference vote was 55 to 7, with 22 abstentions. William Jones, chief U.S. delegate to UNESCO, reiterated that prior-agreement provisions "could be invoked to support a doctrine of prior censorship which we cannot accept."

The 11-article declaration is similar to, but stronger than, a United Nations draft in which the UN General Assembly authorized the UN Committee on Peaceful Uses of Outer Space, which meets next June, to draft principles governing international satellite broadcasting (**BROADCASTING**, Nov. 13). The UNESCO declaration specifically calls for prior agreements between sender and receiver countries, while the UN resolution calls for "mutual respect for sovereignty, noninterference in domestic affairs, equality, cooperation and mutual benefit." The UNESCO declaration is not binding on governments, whereas a UN convention would be.

The importance attached to the inclusion of Article 9 (prior agreements) by less-developed countries fearful of cultural domination by large powers was expressed by the UNESCO delegates from Brazil, Peru and France. France, in urging adoption of the declaration, called upon the organization to defend the interests of those affected by "the technology gap."

MIDWEST

Fulltimer in the Midwest, with 180,000 population. Attractive real estate is included. Station grossing \$470,000 this year. Attractive cash flow. Price: \$1,200,000 with terms to well qualified prospects.

Contact Richard A. Shaheen in our Chicago office.

Hamilton-Landis & Associates
INC.
America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1100 Connecticut Ave., N.W., 20036 (202) 393-3456
CHICAGO: 1429 Tribune Tower, 60611 (312) 337-2754
DALLAS: 1511 Bryan Street, 75201 (214) 748-0345
SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties



Good show. The ABC-TV affiliates association honored their network last week in Puerto Rico with presentation of a plaque and sculpture for coverage of the Munich Olympic games. Robert K. King (l) of Capital Cities Broadcasting, chairman of the affiliates board, presented the awards to Leonard Goldenson (c), chairman, and Elton Rule (seated), president, of the parent ABC Inc.

British broadcasting at half-century mark

Gala anniversary celebration to end with rites in Abbey

A month-long celebration of the 50th anniversary of the British Broadcasting Corp. ended Nov. 29 with the unveiling of a plaque in Westminster Abbey in memory of BBC's first director-general, Sir John Reith.

The first regular radio broadcast was heard by Britons on Nov. 14, 1922. It was a news program from 2LO in the Strand, London, and it was the initial entry of the newly formed British Broadcasting Co. which, five years later, became the British Broadcasting Corp.

Since that first radio broadcast, BBC has expanded into four radio and two TV services (both in color) that cover the British Isles with national as well as regional and local transmissions. All are financed from a TV-set license of \$14 for black-and-white and \$29 for color.

BBC's overseas radio broadcasting during World War II won plaudits from listeners throughout the free world and in occupied Europe. It was BBC's *London Calling*, with its telegraphic "victory" signature that kept up the spirits of conquered Europeans.

The BBC golden anniversary actually began Sept. 13 with the issuance of a package of special postage stamps. Celebrations picked up during October and hit a high spot Nov. 3 with an anniversary banquet in Guildhall, London. This was followed Nov. 14 by an anniversary concert by the BBC Symphony from Royal Albert Hall in London, simulcast live on both radio and TV. Four "BBC-50" exhibitions opened early in November; the first one, in London on Nov. 1, was opened by Queen Elizabeth and Prince Philip.

Programming

OTP's Goldberg sees antitrust as possible curb on reruns

He laments networks' lock on prime time, but says FCC's access rule is no solution; he and Whitehead confer with ABC, CBS, NBC heads

Henry Goldberg, the acting general counsel for the Office of Telecommunications Policy, said last week that "government antitrust action may be a route" to the "curtailment of the significant increase in reruns" on all three TV networks.

"Reruns are symptomatic of the networks' control over the prime-time schedules," he continued, speaking extemporaneously on the second day of a panel discussion, held last Monday and Tuesday (Nov. 27-28), sponsored by the New York chapter of the National Academy of Television Arts and Sciences.

"This three-network control," he went on, "has resulted in a bottleneck in the supply of programming available for broadcast. We've seen a cutback on original programming and an increase in the number of movie nights, plus more and more overseas production."

On the subject of the prime-time access rule, Mr. Goldberg said: "The FCC should take a very close look at the rule. I have my doubts about whether independent production has flourished as a result of the rule. But the worst feature of it has been these waivers, where you have a network or a station or a supplier getting a government agency involved in the business of making subjective judgments on the merits of a show and the content of a given program. The FCC shouldn't be asked to determine on a station-by-station basis which shows should be telecast at what hours. To me this process raises substantial First Amendment questions."

Mr. Goldberg said the employment situation in television "looks bleak in the short run. But on a long-range basis, the unions can look to the new technologies—to video cassettes, to pay TV, to the large numbers of new channels that will be opened by cable TV. Creative people must be put to work to fill the demands of these new sources."

Other participants on the panel were Giraud Chester, an executive vice president at Goodson-Todman; John Hall, an international representative of the International Alliance of Theatrical Stage Employees; John H. Mitchell, president of Screen Gems; Sanford I. Wolff, national executive secretary of the American Federation of Television and Radio Artists, and Alan R. Morris, vice president of legal, financial and production administration, for ABC Entertainment. Louis Nizer, the attorney and author, moderated the discussion.

While Mr. Goldberg feels antitrust action may be necessary, the presidentially directed efforts of OTP to bring about a reduction in the number of reruns continues to center on the hope the networks will agree to a voluntary solution.

OTP Director Clay T. Whitehead, along with Mr. Goldberg and Bruce Owens, the OTP's chief economist, were reported to have met with the presidents of the television networks—James Duffy, of ABC; Robert Wood, of CBS, and Don Durgin, of NBC, in New York, on Nov. 22, to discuss the possibility of such a resolution.

A spokesman for OTP said the government officials received "a mixed reception, with different viewpoints being expressed by different people." The spokesman did not elaborate. But he said that Mr. Whitehead expects to see the network heads again, though he did not know when. OTP hopes to complete its work on the project and make a recommendation to the President in "the next couple of weeks," the spokesman added.

As preliminaries to the meetings in New York, Mr. Goldberg and Mr. Owens have had numerous sessions with television craft unions (who were among the first to press for a reduction in the number of reruns in prime time), lower-level network officials and advertisers. In addition, OTP has contracted for a number of independent economic studies of the rerun question.

Universal has heavy schedule for ABC-TV

Video-tape production package will include five 90-minute dramas

Universal Television, in what amounts to an unprecedented investment in video-tape production for network television's major supplier of film product, will produce a minimum of five 90-minute videotaped original dramas and adapted plays for ABC-TV.

Plans call for the taped productions to be presented some time after Jan. 1 but in the 1972-73 season on *ABC Wide World of Entertainment*, the network's new late-night television series scheduled to start Jan. 8 and to include shows starring Jack Paar and Dick Cavett along with blocks of comedy, drama and variety in the 11:30 p.m.-1 a.m. nightly time slots.

The five Universal TV productions are to be presented on consecutive evenings and will serve as pilots for what is tentatively being called the "Late Night Theater" segments of *ABC Wide World of Entertainment*. Creative people involved in the Universal TV productions include Roger O. Hirshon, who is writing an original mystery; Tad Mosel, adapting the play "Rope"; Robert Crean, writing an original story; Phil Reisman Jr., reworking the Robert Louis Stevenson short story, "The Suicide Club", and George Bellak, also writing an original story.

Barbara Schultz, best known for her work on the *CBS Playhouse*, is executive producer for Universal TV, with Frank Price, the production company's senior vice president, supervising the project.



Be first to know what they watched last night.

You'll be the first to know in the morning what the viewers watched last night with an ARB Overnight Telephone Coincidental survey.

Whether it's a special, a premiere or a new time period, audience response is measured and reported for next day analysis.

You select the time frame. You define the survey area. Confidential reports are delivered by telephone the next working day after the survey.

When you need current information for important decisions, talk it over with your ARB representative. Or call the ARB Overnight Telephone Coincidental Department toll free. 800-638-0859

Or call your ARB representative:
New York (212) 586-7733, Chicago (312) 467-5750, Los Angeles (213) 937-6420, Atlanta (404) 892-7866, San Francisco (415) 391-1702, Dallas (214) 748-5595.

ARB

Information for Decisions

CPM Programs spreads its wings

Former NC&K subsidiary has now expanded from barter shows only to wider variety of programming

CPM Programs, New York, has eight new shows either in development or about to break. And, say its principals, the new activity is something of a breakthrough for a company formed originally to develop a limited number of advertiser-created shows.

Among the programs in development is CPM's first direct offering to stations—an atypical move for a company whose programming is virtually all for advertisers who barter the shows.

The direct-sale show is *Jerry Visits* . . . Though not a new series (KNXT[TV] Los Angeles produced the show as a prime-time access vehicle for several other CBS-owned stations), *Jerry Visits*, with Jerry Dunphy, will now be offered for sale to stations by CPM Programs as a half hour once-a-week entry.

Other programs planned or about to break:

▪ *Black Omnibus*, a weekly one-hour entertainment show and co-venture with Qualis Productions. CPM will syndicate the show and expects to have 75 stations by Jan. 14. James Earl Jones, motion picture, stage and TV star, is the series host. Four advertisers reportedly have been contracted. Each will have one-minute commercial time in the show, the station has the other four minutes.

▪ *Kid Talk*, available for use in January. It was on CBS-TV but CPM is now handling the show which is on a reciprocal trade basis (Block Drug, through SSC&B).

Other new projects:

Bill Russell Show, half-hour weekly for advertiser sale, which may go on by April 1973, is basically a sports show for prime-time access slot.

Treasure, a half-hour weekly, is set for September 1973, and is also for advertiser sale as a co-venture with Heathertel Productions; *Virginia Graham Show*, talk series as weekday half-hour strip and based on Miss Graham's *Girl Talk* format, is tentatively set for April 1973.

Mystery City is a half-hour weekly children's show and would be advertiser-syndicated (by Bell & Howell) and is set tentatively for September 1973.

Phantasmagoria, is a half-hour weekly advertiser-syndicated children's series, also by Heathertel, and another children's show, *Doors*, which is a half-hour weekly via Science House and also is tentatively set for September.

CPM was initially formed by Norman, Craig & Kummel, New York agency, in 1970 to handle its activity in advertiser shows, principally Colgate-Palmolive and its *The All-American College Show*, starring Arthur Godfrey. Later CPM was spun off and, according to one of its principals, Mitchell (Mickey) Johnson, "we set our sights on a number of prospects. Now, two years later, our business



Over the fence. In a segment of the *Black Omnibus* show, James Earl Jones (1), program's host, confers with actress-dancer Paula Kelly.

is 90% non-NCK." CPM's clients include Dupont, Philip Morris, General Motors, Anheuser Busch, Consolidated Cigar, Mercury Marine and Champion Spark Plugs, and a number of top agencies, including D'Arcy-MacManus, Leo Burnett, Gardner, SSC&B, J. Walter Thompson Co.

All-American College Show ran in late-afternoon and early-fringe periods, a half-hour weekly in about 65 markets over a three-year period, and *Movie Game*, a daytime strip, was in some 100 markets. Both were Colgate-Palmolive shows. *Movie Game* is in 35 markets now. A third colage show, *Dinah's Place* with Dinah Shore, is on weekday mornings for a half hour (now sold to the network and produced by Henry Jaffee for NBC), now in its third year and a rare example of a barter show on network TV.

Patton, NBC in Nielsens. Though ABC-TV's Sunday movie, "Patton," was tops in the ratings for the week ended Nov. 19, the 10th week of the 1972-73 season, NBC-TV edged past the other networks to lead in the week as well as in the cumulative ratings for the season to date. The national Nielsen averages for the seven nights gave NBC 21.2 and CBS 20.1—and by NBC and CBS figuring, ABC had 19.5, but by ABC's accounting it had 19.7. In the cumulative ratings for the 10-week period ABC and NBC agreed that NBC led with 20.0—CBS calculated the average at 19.9—CBS had a 19.5 or a 19.4, depending on which network averaged its figures, and ABC an 18.4 or 18.6.

NBC took three nights (Monday, Thursday and Saturday), CBS and ABC two each (Wednesday and Friday for CBS and Tuesday and Sunday for ABC) in the Nov. 19 period.

Following are the national rankings for the week ended Nov. 19, with ratings for the top-15 shows:

(1) ABC Sunday Movie (ABC) 38.5; (2) All In Family (CBS) 31.5; (3) NBC Saturday Movie (NBC) 28.9; (4) Walt Disney (NBC) and Tuesday Movie (ABC) both 27.2; (6) Maude (CBS) 27.1; (7) Marcus Welby (ABC) 26.8; (8) NBC Monday Night Movie (NBC) 25.9; (9) Sanford & Son (NBC) 25.7; (10) Hawaii Five-O (CBS) 25.1; (11) Adam-12 (NBC) 25.0; (12) FBI (ABC) 24.9; (13) Gunsmoke (CBS) 24.2; (14) Flip Wilson (NBC) 23.7; (15) NBC Wednesday Mystery Movie (NBC) 23.5.

(16) Ironside (NBC) and Bridget Loves Bernie (CBS); (18) Cannon (CBS) and CBS Thursday Movie (CBS); (20) CBS Friday Night Movie (CBS); (21) Here's Lucy (CBS); (22) Medical Center (CBS); (23) Mary Tyler Moore (CBS); (24) Carol Burnett (CBS); (25) Partridge Family (ABC); (26) NBC Sunday Mystery Movie (NBC); (27) Waltons (CBS); (28) Bob Newhart (CBS); (29) Doris Day (CBS); (30) Rowan & Martin (NBC).

Do-it-yourself programing, research the tack at KRLA

KRLA(AM), a rock music station in the Los Angeles bedroom community of Pasadena that long has challenged the rating services for not accurately reflecting listening habits and demographics, is attempting to determine this information on its own. The station, programed over the years for young adults but charged by competitors with appealing primarily to "bubble-gum" listeners, has switched to a virtually all-request format via the installation of a metered code-a-phone system. Each disk jockey on the station is supplied with his own telephone number, which is promoted on air twice each hour.

"In theory, each jock asks his particular audience to tell him what they want to hear," explains Harold F. Mathews, station vice president and manager. "He asks what specific thing they want to hear—not merely that they want to hear more Rolling Stones, but, which cut of the Rolling Stones they want to hear." Listeners also are asked to identify themselves by name, age and community of residence. The taped voices of respondents are played on the air between every two records programed. "It's as old as 'I want to do something for Rosie down in Alabama and Harry is having a birthday in Texas,'" acknowledges Mr. Mathews.

The station does vary from the all-request format somewhat in that new records are still screened by the music director and management and selections are programed in three-week cycles interspersed on a daily basis with the request music. "If there are no responses on the code-a-phone we take those new records off the air," says Mr. Mathews. But, he adds, "the most important reason we're doing this is to find out who is out there and who is listening and how old they are. The rating services skim through this bit so much and I couldn't rely on them."

(31) Temperatures Rising (ABC); (32) ABC NFL Football (ABC); (33) Odd Couple (ABC); (34) Room 222 (ABC); (35) Rookies (ABC); (36) Sandy Duncan (CBS); (37) Mod Squad (ABC); (38) M*A*S*H (CBS); (39) CBS Tuesday Night Movie (CBS); (40) Love American Style (ABC); (41) Bonanza (NBC); Brady Bunch (ABC) and Sonny & Cher Comedy Hour (CBS); (44) Search (NBC); (45) Bill Cosby (CBS).

(46) Mission: Impossible (CBS); (47) Hallmark Hall of Fame (NBC); (48) Alan King Special (ABC); (49) Burt Bacharach Special (ABC); (50) Bold Ones (NBC); (51) Undersea World of Jacques Cousteau (ABC); (52) NCAA Football #2 (ABC); (53) Anna & the King (CBS); (54) America (NBC); (55) Mannix (CBS); (56) Men (ABC); (57) Dick Van Dyke (CBS); (58) Banyon (NBC) and Night Gallery (NBC); (60) Owen Marshall (ABC).

Changing Formats

▪ WHBL-FM Sheboygan, Wis., which simulcasts WHBL(AM)'s MOR format daily from 7 a.m. to 2:30 p.m., will begin separate programming today (Dec. 4), extending its "beautiful music" format from 8 a.m. to 11 p.m. Under the revised format, the stations will simulcast only on Sunday mornings.

▪ WMPA(AM) Aberdeen, Miss., initiated a "contemporary MOR" format Nov. 1 to replace its popular-country programming.

▪ WMAQ-FM Chicago has adopted a stereo rock format aimed at the 18-34 age group to replace its popular-country programming. According to Program Director Lee Davis, the revised format features a "low-key" presentation of nonmusic elements, longer segments of uninterrupted music, and an increase in programming hours from 127 to 164 hours a week. The change was effective Oct. 27.

Alice Cooper outrates Cavett in late night

Rock show may get permanent berth; viewers protest WKRC-TV cutoff

ABC-TV's *In Concert* rock show starring Alice Cooper and Curtis Mayfield, which replaced *The Dick Cavett Show* on ABC-TV on Friday, Nov. 24, from 11:30 to 1 a.m. NYT, "looks promising" for a regular run as one of the network's late-night variety spots in 1973, an ABC-

TV spokesman said last week. This optimism was based on the New York and Los Angeles overnight Nielsen ratings for that date, which showed a 40% or so improvement in ratings over what Mr. Cavett's show normally gets.

And after Lawrence H. Rogers II, president of Taft Broadcasting, ordered the show off Taft's WKRC-TV Cincinnati 15 minutes into the concert, viewers bombarded the stations with over a thousand letters of protest. There were also "three solid days of phone calls—we had to put an extra girl on the switchboard just to handle the calls," Ro Grignon, general manager of WKRC-TV, said last week. So the station planned to put the concert back on the air last Saturday (Dec. 2), "although we edited out some of the parts we still considered objectionable," Mr. Grignon said.

No ratings landslide. NBC-TV and CBS-TV were tied in election-night (Nov. 7) coverage in the national Nielsens for the period of 7 p.m.-1:30 a.m. NYT. The two networks had a 14.1 rating for the hours of common coverage. ABC-TV was third with 9.3. Earlier ratings data gave CBS the edge (by three-tenths of a rating point) in the 7-11 p.m. NYT portion of election-night coverage, and NBC the win based on the 70-market multinet area (MNA) report spanning the longer, 7 p.m.-1 a.m. period (BROADCASTING, Nov. 27).

Broadcast Journalism

News directors seek larger role in the company of journalists

Mickelson, keynoter, sees threats to independence of broadcast news; board votes to enlarge membership

With a record registration of 400 delegates and an over-all attendance of some 800, the Radio Television News Directors Association convened in Nassau, Bahamas, last week, bent upon beefing up its activities for the advancement of broadcast journalism and to assume new leadership in the all-media struggle against government incursions.

Opening of membership to larger broadcast entities on a "supporting" basis but without voting privileges was approved by the RTNDA board at an all-day meeting last Tuesday (Nov. 28) and was slated for ratification by the full membership Thursday. Ted Koop, director of RTNDA's Washington office, who proposed the new category, predicted it would raise at least \$20,000 in new revenue—more than enough to underwrite Washington operations. A healthy finan-

automatic

VTR editing system

a precision tool for creative people



Only the Central Dynamics PEC-102 offers all this:

- Computer control
- CRT readout with mimic display
- SMPTE time code
- Video production interface for complete effects control
- 600 scene mass storage file (optional)



CENTRAL DYNAMICS LTD

CANADA-147 HYMUS BLVD., MONTREAL 730, QUE.
U.S.A.-290 LIVINGSTON ST., NORTHVALE, N.J. 07647

cial report for 1972 was submitted (BROADCASTING, Nov. 27).

The board also decreed that no official events at future conventions would be sponsored by nonbroadcaster or non-cablevision organizations. This policy grew out of refusal of some broadcast groups to allow staff members to attend underwritten functions (BROADCASTING, Nov. 6).

The board also approved retention of the Washington law firm of Pierson, Ball & Dowd, which has been representing the organization at no fee.

Sig Mickelson, professor of journalism at Northwestern University and former head of CBS News, foresaw a danger of corruption of broadcasting into common-carrier status. In a keynote address, Mr. Mickelson said his fears had been set off by a remark attributed to President Nixon in a meeting last month with families of prisoners of the Vietnam war. The President, said Mr. Mickelson, had complained that opinion leaders had disassociated themselves from his war policy and had spoken of a "necessity to stand by the President."

Carried to its logical conclusion, the Nixon argument would assign the press a common-carrier role, said Mr. Mickelson. "Like at the factory or the grain elevator or the stockyards, seal the door and deliver it to the consignee untouched by human hands."

On the brighter side, Mr. Mickelson saw technological developments presenting broadcast journalists with unprecedented opportunities.

"We are in the midst of an incredible communications technology revolution," he said. "Within 20 years we have seen the introduction of video-tape technology, high-quality magnetic-stripe sound on film, international satellite communication, instant-replay techniques, portable film and tape equipment, efficiently packaged, high-capacity switching gear which simplifies a problem of television pickup from almost any major point in the U.S. or in the world and the development of high-speed jet aircraft with which to move film or tape. We may be on the threshold of a cable revolution which can have a profound impact on news broadcasting as we know it. . . ."

"The technology in itself is not important," Mr. Mickelson said. "What is important is the fact that the tools are becoming available to do a better job, and doing a better job is one of the most effective defenses against attacks on your freedom."

RTNDA members who are impatient with and resentful of the FCC's fairness doctrine were advised to seek only its reform, not its repeal. FCC Commissioner Richard E. Wiley, who is in charge of the commission's inquiry into the doctrine, said that "a public access system" might be the alternative forced on broadcasting—by the commission, Congress or the courts—"to insure the public's right to know," if the doctrine is abolished. He noted that Judge David Bazelon, in his dissenting opinion in the *wxur* case, last month, in which he expressed criticism of the doctrine, suggested that a

The new command. Charles Harrison, manager of news for WGN Continental Broadcasting, Chicago, will succeed Chet Casselman, KSFO(AM) San Francisco, as RTNDA president. Travis Linn, executive news director of WFAA-TV Dallas, was elected vice president and president-elect at RTNDA's business meeting Thursday (Nov. 30). He defeated Boz Johnson, WSAV-TV Huntington-Charleston, by a vote of 77 to 70. It is expected that Mr. Johnson, the incumbent treasurer, will continue on the executive "escalator." Elected as directors, to two-year terms, were Dick Gottschald of WDIO-TV Duluth, Minn., and Curtis Beckman of WCCO(AM) Minneapolis. Elected to one-year terms were Dave Kelly of WMAL-TV Washington and Larry Maisel of WDBJ-TV Roanoke, Va.

Talk about happy talk. Does "humanizing" the news help or hinder professional broadcast journalism? That subject, one of general industry debate, was addressed specifically in Nassau last week at an RTNDA debate between Philip McHugh, TV advertising consultant from McLean, Va. (McHugh & Hoffman), and Dr. David LeRoy, director of the Communications Research Center, Florida State University. Mr. McHugh took the affirmative, saying the "happy talk" label commonly applied to this news-presentation technique was a "bad name," and that humanizing the news means simply to present it as human beings talking to other human beings. "It involves empathy and understanding the emotions of your audience," he said, adding that Walter Cronkite (of CBS), who disparages the concept, displayed humanizing when he wept on camera at news of President Kennedy's death. Dr. LeRoy labeled happy-talk newsmen as "Charlie Chuckles" and "Nancy Yuk-Yuks," and said the trend led to "emphasizing ratings, chasing sexy demographics" and the establishment of "one cliché after another."

public-access policy might be the proper alternative (BROADCASTING, Nov. 13).

Commissioner Wiley said that his own "tentative conclusion" is that the fairness doctrine should be retained to insure the public is not left uninformed on controversial issues of public importance. But he said it should be cast in a form that is understandable to broadcast journalists, and interpreted in such a manner that they do not feel inhibited by "undue second-guessing" from Washington.

Commissioner Wiley also tended to confirm earlier reports that the commission will revisit the one aspect of the inquiry on fairness that has already been concluded—that relating to political broadcasting ("Closed Circuit," Nov. 27). He said the commission "may" examine the question again as a result of the experience gained in the recent election—particularly in light of the problems generated by campaigns for and against

various ballot issues across the country.

John H. Shaffer, administrator of the Federal Aviation Administration, urged newsmen to cooperate in coping with the hijacking problem. He did not criticize broadcasters for their effort to cover the news in a highly competitive area and he recognized that news is perishable, but he asked newsmen not to give prospective hijackers road maps on how to take over and emulate others.

R. Peter Straus, president of WMCA(AM) New York, who followed in the footsteps of his late father in espousing editorializing on the air, disclosed to a session of the National Broadcast Editorial Conference, which held its meeting in conjunction with RTNDA, that he planned a new venture in station editorializing. Beginning after the first of the year, the all-talk station will inaugurate a program with the working title, *Editor on the Air*. He said the station would state its tentative editorial view and ask for reactions.

"Maybe we'll accept some amendments of the text; maybe we'll change our viewpoints 180 degrees. And maybe we won't budge. But we will have consulted the community as never before. It may turn out to be a lousy program, but we think it's worth a try in light of the fundamental precept that you can't go wrong as long as you are pushing to broaden and extend freedom of speech in our country."

Van Deerlin warns newsmen will feel even more pressure

Californian says meddling with media won't be restricted to one party

The ranking majority member of the House Communications Subcommittee predicted last week that government attempts to interfere with freedom of the press will increase during the second Nixon administration until one side yields.

"Make no mistake about it; something's got to give," said Representative Lionel Van Deerlin (D-Calif.) in addressing a joint meeting of the Radio Television News Directors Association and the National Broadcast Editorial Conference in Nassau, Bahamas, last Thursday.

Mr. Van Deerlin, a former radio and TV newsmen, said that broadcast news operations are particularly vulnerable to government interference because stations are licensed by the government. "No newsmen should be complacent," he said. "Once government gets its nose in the television newsroom, all other news media will be in danger too."

The congressman said he would like to pin the blame for harassment of journalists on the Republican administration. But "unfortunately, the temptation to meddle with the media seems just as strong in Congress as in the White House. And Democrats are prominent among the culprits."

He urged support for newsmen's-

privilege legislation to prevent federal officials from forcing reporters to disclose confidential information and sources.

Without legislative or other relief, he said, the press "faces four more rough years in our nation's capital. Your enemies in Congress and the executive branch smell blood, and they're determined."

Mr. Van Deerlin ticked off a sequence of events in the last two years to demonstrate his concern, among them the "well-orchestrated executive branch assault on broadcast news and editorializing followed by the 'instant analysis' of Herb Klein [director of communications for the administration], Patrick Buchanan [the presidential assistant charged with monitoring media] and Frank Shakespeare [director of the U.S. Information Agency]. He also noted "eagerness" in the Justice Department to subpoena reporters' notes and by the courts to require revelation of newsmen's sources, as well as the flap over *Selling of the Pentagon* and the effort to cite CBS's Frank Stanton for contempt. (In that connection, mentioning an assertion by House Commerce Committee Chairman Harley Staggers that First Amendment rights do not apply to broadcasting, Mr. Van Deerlin said he didn't want to criticize his chairman but "If they do not apply, we might all as well pack up and go home.") Commenting on the Minshall bill, which would "unblinkingly ask us to legislate 'truth' on the air," Mr. Van Deerlin said a majority of the Commerce Committee might now support such legislation.

Mr. Van Deerlin also noted that "the attack on public broadcasting comes from both ends of Pennsylvania Avenue," and cautioned the commercial sector that "this is your fight, too. The enemies of broadcasting were taking it out against one entity they had a crack at."

The editorialists' own

National Broadcast Editorial Assn. organized; Rash first president

The National Broadcast Editorial Association came into being at Nassau, Bahamas, last week, formalizing the previously organized National Broadcast Editorial Conference, which has met in conjunction with RTNDA. Bryson Rash, editorial director of WRC-TV Washington, becomes the first president of the association, whose membership includes "persons actively involved in the formulation and presentation of broadcast editorials."

Peter Kohler of WCBS-TV New York was elected vice president, and Fred Dressler of KBTW(TV) Denver secretary-treasurer. Named to the board for two-year terms were: Wes Bowen, KSL-TV Salt Lake City; Charles Murdock, WLW-(AM) Cincinnati; R. Peter Straus, WMCA-(AM) New York; Gene Webster, KABC-(AM) Los Angeles, and Bob Schulman, WHAS(AM) Louisville. Elected for one-year terms were Peggy Cooper, WLS(AM) Chicago; Richard Hughes, WPXI(TV) New York; James Johnson, KHOL-TV Kearney, Neb.; Ted Powers, WDBJ-TV Roanoke, Va., and Lee Rashall, KGO(AM) San Francisco.

Profile of a news director

RTNDA hears about its typical member: He's young, college-educated and worried about the usual administrative problems

The average TV or radio news director is a college-educated male in his 20's or 30's who has been in his present job for about three years and who is concerned about stretching his news budget and maintaining a qualified staff.

That is part of a profile that emerged from a research report presented last week at the annual convention of the Radio Television News Directors Association by Vernon A. Stone, associate professor at the University of Wisconsin's school of journalism and mass communication.

The report, "Radio and Television News Directors and Operations: An RTNDA Survey," was commissioned and financed in part by RTNDA and written by Mr. Stone. It was based on 752 responses to a questionnaire sent to TV, radio and combined TV-radio news organizations.

Following are some of the report's highlights:

- On age: 51% of radio, 26% of TV and 32% of radio-TV news directors are 30 and under; 29% of radio, 41% of TV and 35% of radio-TV are 31-40.

- On length in their present jobs: 29% of radio, 22% of TV and 15% of radio-TV news directors reported one year or less; 46% of radio, 53% of TV and 48% of radio-TV news directors said two to five years. For each type of operation the average news director has been in management about two years longer than on his present job.

- On whence they came: 40% of radio, 42% of TV and 34% of radio-TV news directors came to their present jobs from a station in another city; 23%, 27% and 39%, respectively, were promoted from within the station; 25%, 18% and 18%, respectively, came from outside the broadcast media.

- On education: 38% of radio, 59% of TV and 52% of radio-TV news chiefs are college graduates; 44%, 36% and 39%, respectively, have had some college. Journalism was the college major for 18% of the radio, 22% of TV and 32% of the radio-TV news directors. Majoring in radio-TV or communications were 22% of the radio, 18% of the TV and 12% of the radio-TV news directors.

- The radio news director is three times as likely as the one in TV to be doing staff announcing or other station jobs outside the newsroom.

- The median weekly salary for radio news directors was \$150, compared to \$253 for TV and \$256 for radio-TV operations.

- Three-fourths of the radio news staffs consisted of three or fewer full-time employees; TV and radio-TV news organizations tended to have 10 or more employees.

- Almost four-fifths (79%) of the radio, 37% of the TV and 48% of the radio-TV news operations had no minorities on their staffs.

- Only 4% of the radio news directors were women; none of the TV news directors was female; less than 2% of the radio-TV news directors were women. But half of the TV and joint TV-radio newsrooms employ women fulltime. For radio the figure is 15%.

- Budgetary matters are a major problem for 38% of the radio, 48% of the TV and 46% of the radio-TV news directors. Maintaining a qualified staff came in second with 30%, 32% and 27%, respectively.

Mr. Stone said several analyses of the survey data will be included in a more comprehensive report—probably in the form of a publication. He is also working on two other studies for RTNDA. One will focus on radio news-gathering practices and problems; the other will more thoroughly examine the problems of newsroom management.

Out of step with AFTRA, newsmen talk of going own way

Journalists say their needs and those of others in entertainment union are basically incompatible, would prefer either separate or lone hand in dealing with broadcast management

The stayed-but-not-forgotten order by the American Federation of Television and Radio Artists requiring its members to honor IBEW picket lines at CBS has had a backlash effect among the newsmen who are an important minority in AFTRA's ranks. It has rekindled among some of them an interest to strike out on their own, unionized or not.

Groups of CBS News correspondents, led by Walter Cronkite, have held caucuses in New York in which correspondents agreed that AFTRA's main concern is with the predominant segment of its membership, including actors, singers, announcers and other entertainers, and that the union does not satisfactorily represent the professional and economic interests of the on-air reporter. Many of them told BROADCASTING that AFTRA has evinced scant concern with journalism as a profession and with the responsibilities of newsmen in providing a free flow of information to the public. They stressed, too, that the overwhelming number of on-air newsmen are covered by individual contracts with the networks, and AFTRA codes apply only to a minimal group.

AFTRA's credentials for representing on-air newsmen were questioned sharply more than five years ago when a contingent of NBC correspondents, led by Chet Huntley, remained on the job despite an AFTRA strike at the networks (BROADCASTING, April 3, 1967). Mr. Huntley and Frank McGee remained on the air

from the outset of the strike on March 29 of that year. They were soon joined by correspondents Morgan Beatty and Ray Scherer.

Mr. Cronkite said that discussion of leaving AFTRA is "nothing new," but that there "seems to be more intent at this point to pursue possibilities." He noted that areas under exploration are the formation of a separate unit within AFTRA; a separate union or, simply, disaffiliation.

Another proposal made at a CBS News meeting in New York was for a questionnaire that would obtain the opinion of CBS on-air newsmen in other cities. Mr. Cronkite said that the New York group "is too small to consider doing anything" by itself, and that he has had "informal talks" with correspondents at other networks. "There seems to be more interest now in trying to get something done," he said.

Mr. Cronkite was asked if he would respect a picket line if directed by AFTRA and replied that "my position is the same as it was two weeks ago—I would respect the picket line."

CBS News correspondents Mitchell Krauss, Douglas Edwards and Mort Dean were in agreement that AFTRA did not represent their interests. They favored continuing discussion to arrive at a suitable alternative. Both Mr. Dean and Mr. Krauss mentioned there may be some problem in handling the transfer of AFTRA health, welfare and pension benefits in the event of a disaffiliation or the establishment of a separate union or

other bargaining unit. Mr. Douglas, a 30-year veteran of CBS News, remarked that many long-time employees of the network are beset by a problem of "split allegiance." They feel they should have loyalty to their union and at the same time they appreciate the rewards accruing from an association with CBS, which, he said, pays well and has "excellent" benefits, including pension and medical-hospitalization prerequisites. "In a sense," he observed, "we might be called 'company men.'"

Interest in the issue among newsmen at other networks—although less urgent in nature—was evident. Howard K. Smith, co-anchorman of the *ABC Evening News*, said that "newsmen should have their own union," independent of AFTRA. "I like the people in AFTRA," he said, "but I'm afraid our interests as newsmen are not the same as those of, say, chorus boys or engineers." Mr. Smith added that he had been enrolled as a member of AFTRA "without my say-so—I wasn't even asked" when he signed his contract with ABC. "There are no advantages for me to being a member of AFTRA, and no network correspondent that I know of gets substantial benefits from belonging to the union."

But Greg Jackson, an ABC News correspondent, disagreed. "ABC doesn't provide any pension plan, and nothing in the way of health, accident or insurance benefits," he said. "If it weren't for AFTRA, we'd be out of luck in all these

areas. I'm not in favor of forming a separate union because there are only about 150 news correspondents on all three networks—we'd have hardly any bargaining muscle. I think newsmen should begin working within AFTRA on matters like getting substantial severance pay if we're fired."

Pat Collins, a newswoman at WNBC-TV New York, is convinced, however, that "no union of newsmen will ever be strong because you're dealing with a bunch of separate egos. Each newsmen bargains for his own separate contract with a network or station, and when you're pulling in 25 grand a year and you've got that summer house and the cabin cruiser you're not going to stick your neck out for a fellow union member, no matter how serious his grievance may be."

Bacon, eggs and freedom of the press

'Today' has two days of panel talks on the news media

The balance of opinions in last week's *Today* shows on Monday and Tuesday was obvious: Herb Klein, White House director of communications, and Roger Cramton, an assistant U.S. attorney general, on one side; Peter Bridge, a reporter jailed for refusing to divulge unpublished information to a grand jury, and George Reedy, former news secretary to President Johnson and now dean of the College of Journalism at Marquette University on the other. The subject of the two special programs was freedom of the press. Frank McGee of *Today* was the moderator.

Coming under review by the panelists were such ongoing issues as fairness, outtakes, newsmen's privilege, attacks on news media by the government, and resistance to such attacks.

Mr. Reedy said he thought the networks changed as a result of Vice President Agnew's frontal attack three years ago on the news media. He said: "I do have a kind of an uneasy feeling that some of the networks did cave in a little bit to that particular type of bullying . . . That's one of the reasons why I said that resistance seems to me to be decreasing."

At the same time, Mr. Klein said the administration had no intention of filing an antitrust suit against broadcasters because of news bias. Mr. Klein was responding to a question posed by Mr. McGee as to the intent of an expression by a presidential assistant Patrick Buchanan, that such an action be filed. Mr. Klein said this would not be a policy of the administration and that he not only thought it impossible, but said, "I'd be opposed to it."

In stressing the declining "resistance" by broadcasters, Mr. Reedy said that the "instant commentary objection," initially mentioned by Mr. Agnew, while "rather trivial," was still "better than piano music,

Related matter. CBS News on-air correspondents' growing disaffection with membership in the American Federation of Television and Radio Artists focuses attention on TV commentator William F. Buckley Jr.'s suit against AFTRA. Mr. Buckley filed suit last year in the U.S. Southern District Court of New York challenging the constitutionality of a requirement that he join and pay dues to AFTRA in order to appear on his syndicated *Firing Line* and other programs. A decision on the case, in which Mr. Buckley is supported by the National Right to Work Legal Defense Foundation, has not been handed down as yet.

The foundation claimed a "legal victory" last June when AFTRA said in an affidavit attached to a cross motion for summary judgment filed with the court that "any employee cannot be compelled to become a member of the union, to obey any union regulations or be subject to any union disciplinary proceedings." The affidavit said "he must only pay the initiation fees and dues." Sanford Wolff, national executive secretary of AFTRA, denied at the time that the union had "backed down" on any point. He said the cross motion "merely was a restatement of our position on membership," consistent with the laws governing labor unions.

Mr. Buckley was reported to be en route to a speaking engagement outside of New York and could not be reached for comment.





Tape Cartridge Racks

- Free standing
- Table top
- Wall mounting

Enjoy real fingertip convenience with these Spotmaster tape cartridge racks. Three styles, holding up to 200 cartridges, meet every need. RM-100 wood rack stores 100 cartridges in minimum space, for wall or table top mounting, \$47.50. LS-100 lazy susan rack holds 100 cartridges on table top rotating stand, \$79.50. RS-200 revolving rack is on casters for floor storage and mobility, accepts 200 cartridges, \$145.50. RS-25 rack sections, used in rotating racks, hold 25 cartridges, may be wall mounted individually; rugged steel construction, \$13.00.

Order direct or write for details.

BROADCAST ELECTRONICS, INC.
A Filmways Company
8810 Brookville Rd., Silver Spring, Md. 20910



News was the news. Participating in last week's "freedom of the press" panel on NBC's Today were (l to r) Roger Cramton, assistant attorney general; Peter Bridge, New Jersey reporter jailed for refusing to divulge news sources; Herbert Klein, communications director for Mr. Nixon; George Reedy, former news secretary to President Johnson, and NBC's Frank McGee.

and you've got two or three minutes at the end of the speech to make a break" but that two of the networks have since dropped the form. He said that while these commentaries added little to the program, the decision to drop them by the networks indicated to Mr. Reedy that "there should have been a little more spine" on the part of the networks.

Mr. Klein said proposals made for counteracts constitute a potential economic threat to the broadcast industry. He said the thought "these [proposals] get at the economic heart of the thing, which is really a serious threat, because a healthy broadcast industry and healthy publications in this field are essential to a free press."

At one point, Mr. Klein also said: "Now no one has threatened a [station] license in the administration. I think there are some threats to licenses, which the President himself recognizes. He's in favor of more license stability, for example." The comment came in connection with a discussion over intimidation of newsmen, publishers or broadcasters.

Of outtakes, Mr. Reedy said that turning material over to police eventually would mean for the reporter that if he "shows up with a camera at any kind of a demonstration or meeting, he's going to get knocked in the head right on the spot."

Mr. Klein said he believed that news media might be in more trouble when an outtake issue gets before Congress because of possible action—"more regulation instead of less." He said that he thought the media's greatest protection was public opinion.

In one key segment of the panel discussion, coming late in the show's second morning, Mr. McGee brought up the issue of fairness, suggesting the Constitution requires a free press, not a fair press, and that broadcast media were subject "to attempts to legislate fairness."

Mr. Cramton said he did not believe fairness could be legislated and was "very worried" about FCC's attempts in this area. He said: "The First Amendment and a free press mean that the media

must be free to express a view even though it occasionally may be a partisan one. We ought to rely on the responsibility of the newsmen and of the judgment of an informed public and not upon some bland or pre-imposed rules that you have devote 10 minutes to a spokesman on one side and 10 minutes to a spokesman on the other. That just won't work or will lead to a blandness in what the media actually say rather than something that's hard-hitting and makes a point effectively."

In speaking of his own case in which he was subpoenaed before the grand jury, Mr. Bridge said the prosecutor "sought to harness whatever knowledge or expertise I had in Newark city hall for the purposes of dignifying an investigation that never actually took place. In effect . . . using me as their investigative arm."

TV talk host joins newsmen in hot water

Chattanooga refuses to tell name of grand jury member who phoned in comment on 'whitewash' of ex-judge

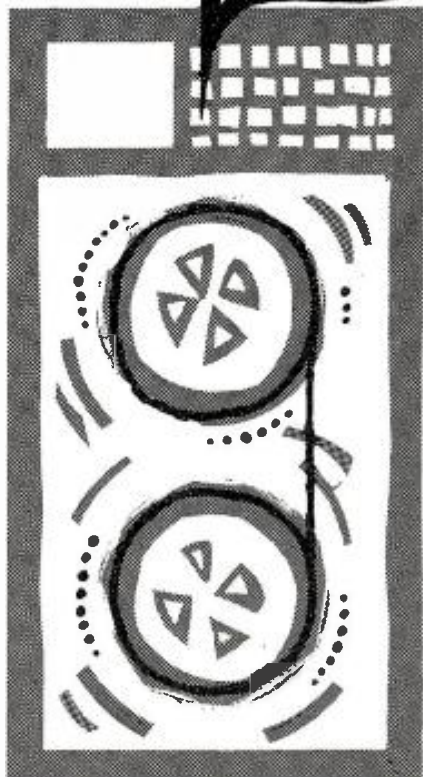
The co-host of a morning talk show on WDEF-TV Chattanooga, has become the latest newsmen to face the threat of jail for refusal to divulge a news source.

And the case of Harry Thornton is peculiarly a broadcast case. The "source" he is protecting is not someone who provided him information for a story—but the owner of the voice that was heard on the call-in portion of Mr. Thornton's *The Morning Show*, on Nov. 22.

The caller identified himself only a member of the grand jury, and said the jury had "whitewashed" a case involving a former city judge.

Mr. Thornton, who says he knew the caller's name from previous conversations, was taken before the grand jury on Tuesday (Nov. 28), and directed to reveal the caller's identity. Mr. Thornton refused, and was immediately taken before Judge Tillman Grant, of the Hannibal county criminal court. Again, Mr.

**YOUR MISSION,
SHOULD YOU DECIDE
TO ACCEPT IT, IS
TO CALL THE
PARAMOUNT
TELEVISION SALES
OFFICE NEAREST
YOU FOR THE
FACTS ON
TELEVISION'S
UNEQUALLED
SYNDICATED HOUR.**



MISSION IMPOSSIBLE

HOLLYWOOD	(213) 463-0100
NEW YORK	(212) 333-4890
CHICAGO	(312) 372-0638
ST. LOUIS	(314) 997-5666
ATLANTA	(404) 971-0266

**PARAMOUNT
TELEVISION SALES, INC.**



Thornton refused to name the grand juror.

"I did not relay anything," Mr. Thornton said, in response to a request for the name of the jury member whose voice was relayed to the audience. "He called me and spoke directly to the audience on the air. He made the statement that investigation of former Judge Dennie Harris was whitewashed."

Judge Grant then directed Mr. Thornton to appear before him again, on Dec. 5, to show cause why he should not be held in contempt for failing to disclose the juror's name.

"There's no way I'll talk," Mr. Thornton told BROADCASTING last week. "I'll go to jail first." Divulging the juror's name "would be a blow to the concept of freedom of speech and press," he said. "I'd be letting the man down, and I won't do that."

The case is beginning to attract national attention, as did those involving Peter Bridge, the New Jersey reporter who spent time in jail to protect a source, and Los Angeles newsman William Farr, who is in jail now for the same reason. CBS-TV, with which WDEF-TV is affiliated, has indicated an interest in being on hand when Mr. Thornton appears for his show-cause hearing.

Locally, the competing WRCB-TV editorialized in support of Mr. Thornton's position. And the WDEF-TV vice president and general manager issued a statement supporting Mr. Thornton's "right to stand by his convictions as a professional broadcaster in refusing to surrender the name of his news source to the grand jury."

While Mr. Thornton was having his confrontation with the grand jury and Judge Grant, the board of directors of the American Society of Newspaper Editors, meeting in Albany, N.Y., was going on record as favoring a federal law to protect newsmen who want to protect the confidentiality of their sources.

"The First Amendment right of the public to be kept informed has been eroded by recent court decisions," the ASNE board said. Accordingly, it urged Congress "to restore this right by enacting legislation to grant unqualified protection to the press in the gathering and processing of news for public dissemination."

The board's statement also called on editors and publishers "to support their reporters and take the brunt of the attack on themselves in every way possible as this fight for the public's constitutional rights is continued."

Rockefeller supports newsmen's privilege

He says other states should adopt protection like New York's

Serious investigative reporting by the news media "will simply dry up" if reporters "ever lose the right to protect the confidentiality of their sources," Governor Nelson A. Rockefeller of New York warned last week.

"The kind of resourceful, probing journalism that first exposed most of the

serious scandals, corruption and injustices in our nation's history would simply disappear," he said. Governor Rockefeller, speaking Wednesday night (Nov. 29) in Syracuse, N.Y., at a dinner honoring Stephen Rogers, publisher of the *Syracuse Herald-Journal* and *Post-Standard* (WSYR-AM-FM-TV), said that "I would far prefer a society where a free press occasionally upsets a public official to a society where public officials could ever upset freedom of the press."

He recalled that "in 1970 I supported and signed a strict freedom of information bill for New York," which "protects journalists and newscasters from charges of contempt for refusing to disclose information or their news sources in the course of their work." He said 17 other states have similar laws, though "none stronger than New York's," and added: "All 50 states should have similar guarantees."

Quantifying network news

MIT group has raw data on election coverage and seeks funds to feed facts to computer

For all the disputes over network television news—who said what, who twisted what, who did how much of what—it is often maddeningly difficult to make sound judgments about so ephemeral a medium. With that in mind, researchers at the Massachusetts Institute of Technology are planning to enlist the aid of computers.

The Network News Study Group, composed of two faculty members and a group of 15 students, has already conducted video-tape monitoring of the network news broadcasts during the seven weeks before election day. The next phase is to implement a computer-aided system that can answer some basic questions about the broadcasts: how much time each candidate and his supporters received, which issues were covered, which appearances were covered and how.

The possible variations are almost endless. "Suppose you want to know how often each network referred to the Watergate 'caper,' the Watergate 'affair,' or the Watergate 'scandal'—each of which conveys something quite different," says Edwin Diamond, journalist and MIT lecturer who is helping to guide the study group. "The computer can tell you."

Mr. Diamond, a former *Newsweek* editor who also serves as a "media critic" for WTOP-AM-TV Washington, is conducting the research along with Dr. Ithiel de Sola Pool, a political scientist who has worked extensively in communication research. They, and the group of students, have already culled what Mr. Diamond calls some "quick and dirty" preliminary findings, based on impressions and calculations from their monitoring. Some of these will be presented in a forthcoming issue of the *Columbia Journalism Review*.

They found, for example, that CBS devoted the most time to detailed coverage of the elections, to the Watergate case, and to the controversy over U.S.

wheat sales to the Soviet Union. On the day that presidential adviser Henry Kissinger held his celebrated "peace is at hand" news conference, it was NBC that went farthest in coverage. The other two networks spent 15 minutes on the announcement, its effect on the campaign and the reaction to it; NBC devoted its entire newscast to the subject, with the single exception of the nightly Dow Jones averages. Generally, the preliminary finding is that there was "great diversity" in the content and style of network presentations.

More detailed compilation and analysis of figures such as these will be conducted when "phase two" of the research gets under way. So far, however, the computer project is without funds. The MIT researchers conducted the first part of their work under a \$5,000 grant from the John and Mary R. Markle Foundation. They will need about \$15,000 for the next part, and are now looking to Markle and other sources. (One reason for release of some preliminary findings, Mr. Diamond acknowledged, was to stir interest in the project—and, perhaps, to aid in the search for a grant.) Assuming that the funds will be forthcoming soon, the computer project would be undertaken for the balance of this academic year.

Reporter Farr back in jail

First Amendment test seen in case involving disclosure of news source

Los Angeles Times reporter William T. Farr, who has refused to disclose the source of a story he wrote concerning the Charles Manson murder trial, last week was sent back to jail for an indefinite stay on a contempt-of-court charge. It was the second time in recent weeks that Mr. Farr has been jailed in a case that has attracted nationwide attention.

Los Angeles Superior Court Judge Charles Older originally imposed the contempt sentence on Mr. Farr after the trial of Manson for the murder of actress Sharon Tate and others in 1970. The reporter, then working for the *Los Angeles Herald-Examiner*, was found in contempt of court for refusing to tell Judge Older the source of this information for a story he wrote that murders of other movie stars were planned. However, Mr. Farr did indicate that two of the six attorneys in the case were his source.

All of the participants in the murder trial were under a gag order imposed by Judge Older. Each of the attorneys—three for the prosecution and three for the defense—has sworn under oath before Judge Older that he did not release Manson-case information to the reporter in violation of the gag order.

Mr. Farr was first imprisoned on Nov. 16, but spent only a few hours in Los Angeles county jail before being freed by the state court of appeal on a writ of habeas corpus. The same court subsequently denied the petition and ordered him back to jail.

Broadcasting has designs on 1973. They'll become apparent 51 times that year—beginning, we believe conspicuously, with the January 1 issue.* It will publish under the banner

Perspective 73

and will feature among its contents:

The broadcast fallout from consumerism—How important advertisers and their agencies have been affected by and are responding to a new lifestyle in audience and regulatory attitudes.

Heat on the broadcast press—An analysis of the tensions between the radio-TV journalist, the government and a growing body of organized criticism. It will include "as-they-see-it" points of view from protagonists on all sides.

The new media—State of the art, and prospects for the future, on both the hardware and the software fronts of such developing electronic media as MDS, LDS and video-cassettes.

Cable TV: The second generation—State of an expanding industry that is still undefined but mustering its strengths for what it hopes will be a quantum leap toward 1980. Including *Broadcasting's* latest accounting of the first-50 MSO's, a track on the trend toward consolidation and the burgeoning movement toward programming-for-pay.

Every night at the movies—The motion picture is far and away the dominant art-and-money form in television. A special report will measure the magic from "Casablanca" to "Love Story."

Biography of a boom—An economic analysis of 1972, the year that's shaping up as broadcasting's biggest.

That's not all, but it will give you some idea of why we think. . . .

You belong in Broadcasting Jan 1

January 1 is but the first of the "special" dates you'll want to remember in Broadcasting's 1973. Already scheduled:

January 22—A special report on top 40 radio.

February 5—What you'll want to watch for at the NATPE—a pre-convention preview.

March 19—The NAB pre-convention issue.

March 26—The NAB convention issue.

April 2—The NAB post-convention issue.

* Which will be seen by the more than 120,000 influentials who read *Broadcasting* regularly. For more details and advertising opportunities available, call your nearest *Broadcasting* representative. Closing date: December 18.

Washington, D.C.
Maury Long, John Andre
1735 DeSales St., N.W. 20036
202-638-1022

New York, N.Y.
Bob Hutton, Eleanor Manning, Stan Soifer
7 West 51st Street, 10019
212-757-3260

Hollywood
Bill Merritt
1680 N. Vine Street, 90028
213-463-3148

Broadcasting
The newsweekly of broadcasting and allied arts

Antisiphoning 'moratorium' sought for cable

Time-Life and Sterling urge FCC to suspend rules for five years so CATV can explore pay cable

When the FCC collected comments a month ago on the subject of how—and if—the commission's antisiphoning rules should be applied to pay cablecasting (BROADCASTING, Nov. 6), the response was nearly as predictable as the tides: Broadcasters argued that any attempt to make their audiences pay for programs they can view free of charge would be an inexcusable degradation of the public interest, and cable operators contended that their industry can achieve its full economic potential only through the initiation of pay transmissions.

Now the commission has been asked to put the whole matter on the shelf for half a decade and witness how pay cable can work in an atmosphere free of government intervention. Specifically, the agency was requested to implement a five-year "moratorium" on its antisiphoning rules as they apply to the new medium, during which time CATV systems would be free to negotiate, transmit and charge for any programs they can acquire—the under-

lying theory being that if pay cable cannot make it in such a laissez-faire climate, maybe it cannot make it at all; but it would be both arbitrary and unfair to force prefabricated regulations on an essentially untested service.

The proposal was outlined in a pleading filed jointly at the FCC last week by Time-Life Cable Communications Inc. and Sterling Communications Inc. The two firms requested that (1) the commission suspend the antisiphoning rules for a five-year period; that (2) it announce that the rules will be made applicable to CATV at the end of that period; that (3) after the first three years, it reopen the inquiry, at which time interested parties may argue for the retention, alteration or deletion of the rules, and that (4) it state that in the interim period, cable systems may proceed to acquire pay-cable experience under their own devices with the understanding that any programing practices initiated during that period that are in conflict with the rules may be precluded after the test period has expired.

As presently written, the antisiphoning rules prohibit subscription operations—both on cable and over the air—from presenting feature films that are between two and 10 years old (showings of films older than 10 years are permitted once a week), sports events that have been regularly televised live two years prior to the date of subscription transmission (a proposal to extend this limitation to five years is pending), and any series that are interconnected. In addition, cable systems are precluded from devoting more than 90% of their programing to sports and feature films.

Sterling and Time-Life argued last week that a temporary relaxation of the restrictions would enable cable operators to determine two important characteristics of the pay-cable medium: the types of programs that are marketable under such a system and the additional subscriber penetration that pay can foster. But of equal importance, the two firms asserted, a moratorium would give both sides of the pay-cable controversy an opportunity to determine the validity of their speculations (and apprehensions) about the medium in a real-life situation.

Although the current inability of most cable systems to carry on subscription operations would, at first, necessitate systems to use certain programs not generally regarded as "box-office"—namely, those prohibited from showing by the antisiphoning rules—the primary effort of pay-cable, they said, would be to accumulate as many current features as possible and to increase the availability of those offerings as expertise in the field increases. However, the two firms contended, since relatively sparse pay-cable activity can be anticipated over the next five years, "no significant amount of siphoning could possibly result." Furthermore, they claimed, since it has been estimated that CATV systems cannot break even until they achieve 30.2% penetration of their markets—a difficult goal to realize in five years—"it is impossible to perceive" how cable would be in a financial position to outbid commercial TV

for programing during the test period. However, they continued, at the end of that period, the cable industry should have discovered a viable means of carrying on pay operations, and the need for exhibiting mass-audience programs such as those found on commercial TV would be alleviated.

New York sets up state commission for cable TV

Jan. 1 start will signal end of 19-month freeze on new systems

The New York State Legislature has voted to create an independent commission to deal with cable television. Most states give jurisdiction over cable to their public-service commissions. Legislators and cable operators from California have already visited Albany to study the New York plan. The commission is scheduled to go into effect Jan. 1.

Topping the new commission's agenda will be about 200 applications for cable-TV franchises. The commission will draw up guidelines for issuing tickets of compliance to franchises. However, municipalities will still award the franchises and set rates. The moratorium on new cable systems in New York State that began in June 1971 will be lifted when the commission takes effect.

Mentioned as candidates for the commission are State Assemblyman Robert F. Kelly, sponsor of the bill creating the commission; State Assemblyman Eli Wager; James A. Farley Jr., son of the former postmaster general; Jerry Danzig, special assistant to Governor Nelson Rockefeller and his chief television and radio adviser, and Edward J. Wegman, an industrial-film producer from Buffalo.

New York has 130 cable systems. The new commission will be preparing rules and procedures that will promote regional systems that can interconnect, with the eventual goal of state-wide hook-up capability. The legislature has approved an initial outlay of \$350,000 for the commission. However, the fiscal budget is expected to be higher, since funds will be derived from a 1% levy on the gross income of cable-TV systems.

Consultants working with the governor's temporary task force on cable TV are: Gary L. Christensen, attorney with the Washington law firm of Hogan & Hartson; Archer Taylor, engineering consultant and attorney with the Washington cable consulting-brokerage firm of Malarkey, Taylor & Associates; and Lawrence Walz, manager of NBC cable systems. The task force is preparing the agenda for the commission.

Commerce cites shortage of cable technicians

The cable television industry will need up to 50,000 new technicians and engineers in the next five years, according to

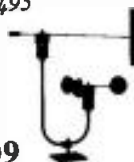
Digital Air Temperature



- Indoor and Outdoor Sensors
- Solid Walnut Console
- Gold Anodized Panel
- Multi-Sensor Selector
- Remote to Any Distance
- 1/2" Sperry 7-Segment Display

Special Price* **\$297** Send for
Specification Sheet
Money Back Guarantee
Offer Limited *Standard List Price
\$495

**Texas
Electronics, Inc.
P. O. Box 7225F
Dallas, Texas 75209**



a study prepared for the U.S. Department of Commerce.

The department's office of telecommunications said in its report that "authorities in the industry believe there is a serious shortage of trained and qualified engineers and technicians" in cable. It says that "many more openings are anticipated, particularly in the top 100 markets where CATV has yet to arrive."

The study recommends prompt implementation of joint government-industry plans for training and retraining engineers and technicians for employment.

The report's predictions are based on an analysis of a manpower requirement survey distributed by the National Cable Television Association in cooperation with the Commerce Department, the Institute of Electrical and Electronics Engineers, the American Institute of Aeronautics and Astronautics, the National Society of Professional Engineers and the Electronic Industries Association.

Covenant gets Mich. systems

Covenant Cable Inc., subsidiary of Broad Street Communications Corp., New Haven, Conn., has agreed to buy Port Huron (Mich.) Cable TV Co. Inc. for \$3 million. Richard Geismar, chairman of Broad Street, and John Wismer, president of Port Huron Cable, said last week agreement is contingent upon approval of local and federal agencies. Port Huron Cable owns systems in Port Huron, Marysville, Burchville and Fort Gratiot, all in Michigan, with a total of 9,000 subscribers. Covenant has systems in Millville, N.J., and Greensburg, Pa., with a total of about 15,000 subscribers.

Cable Briefs

Facts on file ■ Cable Television Information Center, Washington, is offering new CATV publications service. It's principally intended for local government officials who must make decisions about cable, but is available to everyone. Service provides continually updated, loose-leaf style reports on such subjects as economics and technology of CATV, regulation and franchising. One general report also describes, in outline form, recommended series of procedures for arriving at decisions about cable. First eight booklets are available now; others—perhaps 25 or 30—will be produced over next two years. Cost for complete service is \$25. *Cable Television Information Center, 2100 M Street, N.W., Washington 20037.*

New multichannel system. MSI Television, Salt Lake City, has introduced Multi-channel Datacasting System, wherein up to three different color channels of television information are produced from single character generator chassis. Company claims cost of sharing basic generator circuitry, power supply and chassis is lower for each additional CATV channel than cost of separate self-contained information systems. Typical Multichannel system would offer teletype news, stock quotations, and local messages.

Equipment & Engineering

HTN seeks microwave system for pay TV

It asks FCC's permission to build \$3-million relay in the West as step toward nationwide network

Home Theater Network, formed last spring in Los Angeles as a pay-TV system (BROADCASTING, May 22), has filed with the FCC for a microwave transmitting system to serve an area from Los Angeles southeast through Arizona, New Mexico and Texas, and north to Denver.

According to Richard Lubic, HTN's president, the application asks for three video channels to carry a variety of pay-television programming, including current motion pictures, sporting events that are blacked out on commercial television, educational programs and various selective live events. The proposed system is projected to be only the first leg in a nationwide microwave relay network for the transmission of pay-TV programming.

Mr. Lubic revealed that plans call for this initial link to consist of 40 relay stations to be constructed at an estimated cost of \$3 million. Facilities for the microwave system are to be provided by Western Tele-Communications Inc., Denver-based private microwave system operator.

HTN already has agreements in principle with such cable-TV operators as Cablecom-General Inc., Denver, to provide pay programs (BROADCASTING, July 24). Among the financial backers of HTN are financier J. Paul Getty and his son Ronald, a film producer.

TV, FM set sales up; AM, auto radios down

The sale of color TV sets to dealers for the first 10 months of this year rose by 23.9% compared to the same period last year while monochrome TV set sales rose by 9%, according to figures announced by the Electronic Industries Association.

In the radio field, sales of home AM

sets in the same period slumped by 12.3% and automobile sales fell by 3.8%. FM radio set sales, however, rose by 18.7%.

Meanwhile, EIA also reported that TV imports for the nine months ended Sept. 30 was 4,800,181, an increase of 32.3%, with color imports 931,783, up 8.4% and black and white imports 3,867,287, up 39.7%. Home radio imports for the nine-month period was 28,274,276, up 36.4% while auto imports, 2,052,190, were down 9.3%.

On the other hand, exports of U.S.-made color TV sets of 94,574, were up by 114%; but exports of monochrome sets, 51,429, fell by 4.3%. In radio, auto exports of 396,461 rose by 13.2%; home radio exports of 159,329 fell by 10.9%.

Sales of domestic-made TV and radio sets for the 10 months:

Television			
	1972	1971	
Color	5,845,260	4,716,225	
Black-and-white	4,243,423	3,892,452	
Total	10,088,683	8,608,677	
Radio			
AM	3,421,142	3,902,130	
FM	3,594,790	3,028,923	
Auto	8,273,374	8,603,567	
Total	15,289,306	15,534,620	

Technical Briefs

New firm. Irving S. Rosner, president of Rosner Television Systems Inc., New York, engineering and consulting firm, and William J. Lamb, former president of Sterling Manhattan Cable Television and before that senior vice president and general manager of noncommercial WNET-TV Newark, N.J., have formed Rosner Lamb Inc., communications consulting and engineering firm to serve TV stations, CATV systems and business and government organizations using electronic and audio-visual equipment. *250 West 57th Street, New York 10019. (212) 246-3967.*

Drop-counted tape. Memorex Corp. has introduced "Master Grade" premium quality video tape that is previewed at factory and supplied with individual test chart showing exact dropout count and location as well as with data on audio stability. New tape, suitable for mastering, has low dropout rate, firm says, averaging less than four per minute with maximum of eight in any minute segment. It is also certified free of dropout bursts and, firm

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

445 PARK AVENUE

NEW YORK, N. Y. 10022

(212) 355-0405

claims, has signal-to-noise ratio of 50 db with virtually no audio variation. *San Tomas at Central Expressway, Santa Clara, Calif. 95052.*

Three-D TV. Nuoptix Associates has announced grant of patent covering three-dimensional TV process, utilizing color receivers. Three-D material is transferred to regular video tape by special process, making it possible to broadcast without modification of station equipment. Viewers see 3-D color program wearing special glasses; otherwise they see black and white on both color receivers or monochrome sets. *619 Hampshire Road, Westlake Village, Calif. 91361.*

Remote control. Moseley Associates Inc. has introduced TRC-15A radio re-

mote control system. Unit features 15 metering channels and 30 individual control functions. Company says reliability of unit is increased by replacing customary mechanical stepper switch with individual relays. TRC-15AW is for operation over single telephone line; TRC-15AR is for wireless operation. *Santa Barbara Research Park, 111 Castillian Drive, Goleta, Calif. 93017.*

Canada's Vikoa renamed. Vikoa of Canada, newly named CommPlex Electronics Ltd., has reorganized its operations under David A. Sheffer, general manager. Company will continue sales and engineering services to Canadian CATV industry. Main office is at 5215 de la Savane, Montreal.

Finance

Disney bonuses. Walt Disney Productions, Burbank, Calif., which last month reported record revenues and earnings for fiscal 1972 (BROADCASTING, Nov. 27), declared 100% stock dividend and raised its quarterly dividend to six cents per share from five cents. Stock dividend, equivalent to two-for-one stock split, is effective Jan. 15, 1973, payable to shareholders of record Dec. 6. Quarterly dividend will be paid Jan. 1, 1973, also to holders of record Dec. 6. Stock split is third for Disney in last five years, with last effective Feb. 4, 1971.

More capital. Viacom International Inc., New York, has completed \$30-million, 20-year loan agreement with group of major institutional lenders, including Massachusetts Mutual Life Insurance Co., MassMutual Corporate Investors Inc., Mutual Life Insurance Co. of New York and The Travelers Insurance Co. Viacom will use \$12.5 million of proceeds to repay all short-term borrowing and remainder for cable-TV acquisitions and development of new properties.

Starr Broadcasting Group Inc., New Orleans, reported record revenues and big jump in earnings for first quarter of fiscal 1973.

For three months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.40	\$ 0.18
Revenues	4,833,694	1,768,630
Net income	434,836	87,232

Comcast Corp., Bala Cynwyd, Pa., which operates cable-TV systems in Pennsylvania, Mississippi and Tennessee, reported record revenues and net income for first three quarters of 1972. For nine months ended Sept. 30:

	1972	1972
Earned per share	\$ 0.17	\$ 0.08
Revenues	4,105,792	2,675,009
Net income	236,747	82,932

Filmways Inc., Los Angeles, reported continuing net losses and decrease in revenues for fiscal year ended Aug. 31:

	1972	1971
Revenues	\$54,186,000	\$59,758,000
Net income (loss)	(2,875,000)	(1,995,000)

Note: Included are extraordinary charges of \$401,000 for 1972 and \$165,000 for preceding year.

Burnup & Sims Inc., West Palm Beach, Fla., telecommunications and utility-service company, reported increases in earning and revenues for six months ended Oct. 31:

	1972	1971
Earned per share	\$ 0.27	\$ 0.17
Revenues	40,472,400	26,497,600
Net income	2,194,100	1,169,400
Shares outstanding	8,086,922	7,067,562

A.C. Nielsen Co., Chicago, reported record sales and earnings for fiscal year ended Aug. 31:

	1972	1971
Earned per share	\$ 1.85	\$ 1.60
Revenues	127,731,345	113,446,441
Net income	9,810,653	8,497,758

This announcement appears as a matter of record.

\$30,000,000

Viacom International Inc.

\$15,000,000

Senior Notes

due November 1, 1992

\$15,000,000

Convertible Subordinated Notes

due November 1, 1992

The undersigned assisted in the direct placement of these Notes with institutional investors.

LEHMAN BROTHERS

• Incorporated

NEW YORK CHICAGO DALLAS HOUSTON LONDON
LOS ANGELES PARIS SAN FRANCISCO WASHINGTON, D. C.

November, 1972.

crease of 20% over same period in '71. For three quarters ended Sept. 30:

	1972		1971	
earnings per share	\$	1.82	\$	1.52
revenues		229,125,000		224,548,000
net income		14,980,000		12,427,000

even sag. In an otherwise average week for the 137 companies on *Broadcasting's* stock index, seven companies were at their work mark for the year. ASI Communications was at 1 1/8, as it had been the preceding week; Federated Media dropped 1/2 point

to its low of 2; Cowles Communications dropped 1/2 to its low of 9 1/8; Kansas State Network was again at 5 1/8; MPO Videoelectronics remained at 3 1/2; Elkins Institute dropped 1/8 of a point to its low of 1 1/4; and Computer Equipment remained at its low of 2 1/2.

Significant gains among the 136 broadcast-related companies on the index included Media General Inc., up four points to 35 1/2; Comsat, up 3 1/2 to 65 1/8; ABC, up 2 1/2 to 74 1/8; and Westinghouse, up 2 1/2 to 45 1/4.

Weekly market summary of 137 stocks allied with broadcasting

Closing Nov. 29	Closing Nov. 27	Net change in week	% change in week	High	Low	1972	Approx. shares out (000)	Total market capitali- zation (000)
74 5/8	72 1/4	+ 2 3/8	+ 3.28	81 1/2	51 1/4		8,418	628,193
1 1/8	1 1/8		.00	5	1 1/8		1,815	2,041
57 1/4	57	+ 1/4	.43	64 1/4	48		6,496	371,896
51 3/4	51 3/4		.00	63	45 1/2		28,096	1,453,968
37 1/2	37 7/8	- 2 3/8	- 5.95	51	36 1/4		5,838	218,925
2	2 1/2	- 1/2	- 20.00	4 1/8	2		820	1,640
17 1/8	17 5/8	- 1/2	- 2.83	23 7/8	12 1/4		800	13,700
10 3/4	11 3/4	- 1	- 8.51	22 3/8	10 3/4		2,341	25,165
9	9 1/4	- 1/4	- 2.70	11 5/8	4		250	2,250
7 1/2	7 1/2		.00	18 1/4	6 1/2		2,010	15,075
16 1/2	14 1/4	+ 2 1/4	+ 15.78	29	8		1,037	17,110
22 1/2	22 1/2		.00	27	18		2,589	58,252
24 1/2	26 1/2	- 2	- 7.54	30 1/2	15 1/2		1,042	25,529
42 1/4	42 3/4	- 1/2	- 1.16	49 3/8	31		4,223	178,421
56 3/4	57 1/4	- 1/2	- .87	59 1/4	41 3/4		4,064	230,632
						TOTAL	69,839	3,242,797
5 3/4	5	+ 3/4	+ 15.00	8 3/4	4 1/2		1,250	7,187
16 1/4	17	- 3/4	- 4.41	20 7/8	13 7/8		11,497	186,826
3	3 1/8	- 1/8	- 4.00	7 1/8	2 3/4		2,257	6,771
6 1/8	6 1/4	- 1/8	- 2.00	8 3/4	4 5/8		4,007	24,542
37	36 1/2	+ 1/2	+ 1.36	42 1/2	28 1/2		3,405	125,985
9 1/8	9 5/8	- 1/2	- 5.19	13 1/8	9 1/8		3,969	36,217
75 1/2	77 1/2	- 2	- 2.58	81 3/8	63		12,982	980,141
9 3/4	10	- 1/4	- 2.50	14 1/4	9		4,562	44,479
21 5/8	21 1/2	+ 1/8	+ .58	27 7/8	15 5/8		9,587	207,318
26 1/4	26 1/8	+ 1/8	+ .47	32 1/4	23		2,551	66,963
29 1/2	29 3/4	- 1/4	- .84	32 5/8	24 5/8		19,483	574,748
9	7 1/2	+ 1 1/2	+ 20.00	20 1/2	7 1/2		2,843	25,587
10 3/4	10 3/4		.00	14	6 1/2		475	5,106
26 3/8	25	+ 1 3/8	+ 5.50	33 1/4	21		4,321	113,966
7 1/2	7	+ 1/2	+ 7.14	9 1/8	6		1,655	12,412
6 5/8	6 1/8	+ 1/2	+ 8.16	9 5/8	5 1/2		26,948	178,530
5 3/4	5 3/4		.00	7 7/8	5 3/4		1,621	9,320
13 1/2	11 5/8	+ 1 7/8	+ 16.12	16 1/8	10 7/8		1,154	15,579
2 3/4	3	- 1/4	- 8.33	4 7/8	2		475	1,306
23	25	- 2	- 8.00	30	17 1/2		3,357	77,211
23 1/8	23	+ 1/8	+ .54	24 1/4	17 1/2		6,753	156,163
14 5/8	14 3/8	+ 1/4	+ 1.73	20 7/8	13 1/4		23,327	341,157
35 1/2	31 1/2	+ 4	+ 12.69	49 3/8	27 7/8		3,434	121,907
20	20 3/8	- 3/8	- 1.84	30 3/4	18 1/2		2,820	56,400
32 7/8	34	- 1 1/8	- 3.30	39	27 1/4		5,959	195,902
44	44		.00	45	14		2,408	105,952
14 5/8	15	- 3/8	- 2.50	19 3/8	13		1,336	19,539
23 1/8	22 1/2	+ 5/8	+ 2.77	37 1/2	18 1/4		3,771	87,204
17 1/2	18 1/2	- 1	- 5.40	30	9		942	16,485
1 7/8	2	- 1/8	- 6.25	4 7/8	1 5/8		919	1,723
3	2 3/4	+ 1/4	+ 9.09	4 1/4	2 3/8		2,292	6,876
28	27	+ 1	+ 3.70	34 1/2	21 7/8		8,327	233,156
38 5/8	38 5/8		.00	43 1/4	33		12,146	469,139
30 1/2	31	- 1/2	- 1.61	39 3/8	24		2,318	70,699
22 1/2	23 7/8	- 1 3/8	- 5.75	34 3/4	18 3/4		1,958	44,055
127 7/8	129 3/4	- 1 7/8	- 1.44	136 3/4	82 5/8		25,471	3,257,104
14	13 3/4	+ 1/4	+ 1.81	30 3/4	11		1,005	14,070
27 1/2	53 1/4	- 25 3/4	- 48.35	27 7/8	25 3/4		30,790	846,725
5 3/8	5 3/8		.00	7	2		1,328	7,138
35 3/8	34	+ 1 3/8	+ 4.04	37 1/4	23 1/2		4,818	170,436
	14		.00	30	11		589	8,246
18 7/8	19 3/4	- 7/8	- 4.43	25 7/8	18 1/2		6,001	113,268
						TOTAL	267,111	9,043,538
2 3/4	2 3/4		.00	12 3/4	1 1/2		1,200	3,300
4	4		.00	9 3/4	3		1,726	6,904
43 5/8	45 1/2	- 1 7/8	- 4.12	47 1/4	17 1/4		2,488	108,539
23 5/8	22 1/2	+ 1 1/8	+ 5.00	24	6 3/4		7,510	177,423
9 5/8	10	- 3/8	- 3.75	18 1/4	8 5/8		2,472	23,793
10 1/4	9 1/4	+ 1	+ 10.81	15 1/4	9 1/4		1,233	12,638

Stock symbol	Exch.	Closing Nov. 29	Closing Nov. 21	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)	
CABLE INFORMATION SYSTEMS*	D	2 1/4	2 1/4		.00	4 3/4	1 3/4	955	2,148	
CITIZENS FINANCIAL CORP.	CPN	A 8 1/4	8 1/4		.00	15 1/4	7 1/2	2,416	19,932	
COLUMBIA CABLE	CCAB	O 17 1/4	18	- 3/4	- 4.16	21 3/4	16 3/8	900	15,525	
COMCAST CORP.	O	4 7/8	5	- 1/8	- 2.50	7	4 1/8	1,280	6,240	
COMMUNICATIONS PROPERTIES	COMU	O 9 1/2	9 5/8	- 1/8	- 1.29	27 3/8	8 3/8	1,917	18,211	
COX CABLE COMMUNICATIONS	CXC	A 37	37		.00	41 3/4	23 1/4	3,556	131,572	
CYPRESS COMMUNICATIONS*	CYPR	O 17 7/8	19 7/8	- 2	- 10.06	23	7	2,732	48,834	
ENTRON	ENT	A 3 1/8	3 3/8	- 1/4	- 7.40	9 1/4	3	1,358	4,243	
GENERAL INSTRUMENT CORP.	GRL	N 24 3/4	25 5/8	- 7/8	- 3.41	32 7/8	20 3/4	6,501	160,899	
LVO CABLE INC.	LVOC	O 10	10 1/2	- 1/2	- 4.76	16 1/2	6 3/4	1,466	14,660	
SCIENTIFIC-ATLANTA INC.	SFA	A 15 1/4	13 1/4	+ 2	+ 15.09	15 3/8	8 1/8	914	13,938	
STERLING COMMUNICATIONS	STER	O 4 1/4	4 3/8	- 1/8	- 2.85	7 3/4	3 1/2	2,162	9,188	
TELE-COMMUNICATIONS	TCDM	O 22	24 1/2	- 2 1/2	- 10.20	35 1/4	15 1/2	3,822	84,084	
TELEPROMPTER	TP	A 34 1/8	33 3/4	+ 3/8	+ 1.11	44 1/2	28 1/8	16,381	559,001	
TIME INC.	TL	N 49	50	- 1	- 2.00	64 3/4	44 5/8	7,284	356,916	
TUCOM	TUCM	O 10	11 1/4	- 1 1/4	- 11.11	11 1/4	7	596	5,960	
UA CABLEVISION INC.	UACV	O 15 1/2	17	- 1 1/2	- 8.82	24	13	750	11,625	
VIACOM	VIA	N 19	19 1/8	- 1/8	- .65	28 1/2	15 1/2	3,931	74,689	
VIKAD	VIK	A 9 1/4	9	+ 1/4	+ 2.77	19 3/4	8	2,333	21,580	
Programming								TOTAL	77,883	1,891,842
COLUMBIA PICTURES	CPS	N 10 1/8	11 1/4	- 1 1/8	- 10.00	14 7/8	9 1/8	6,342	64,212	
DISNEY	DIS	N 196 1/4	193 1/4	+ 3	+ 1.55	201 3/4	132 3/4	13,802	2,708,642	
FILMWAYS	FWY	A 3 7/8	3 7/8		.00	8	3 5/8	1,868	7,238	
GULF & WESTERN	GW	N 37 1/4	37 1/4		.00	44 3/4	28	15,816	589,146	
MCA	MCA	N 29	28 7/8	+ 1/8	+ .43	35 7/8	23 1/8	8,182	237,278	
MGM	MGM	N 24 1/8	25 1/2	- 1 3/8	- 5.39	27 1/2	16 3/4	5,900	142,337	
MUSIC MAKERS	MUSC	O 2 3/8	2	+ 3/8	+ 18.75	3 3/4	1 1/8	534	1,268	
TELE-TAPE PRODUCTIONS*	O	1 1/2	1 1/2		.00	2 7/8	1	2,190	3,285	
TELETRONICS INTERNATIONAL*	O	10 1/2	11 1/2	- 1	- 8.69	18 1/2	6 1/4	724	7,602	
TRANSAMERICA	TA	N 19 3/4	19 1/2	+ 1/4	+ 1.28	23 1/2	16 1/4	67,413	1,331,406	
20TH CENTURY-FIIX	TF	N 10 1/2	11	- 1/2	- 4.54	17	8 5/8	8,562	89,901	
WALTER READE ORGANIZATION	WALT	O 1 5/8	1 5/8		.00	4 1/8	1 1/4	2,203	3,579	
WARNER COMMUNICATIONS INC.	WCI	N 37	39	- 2	- 5.12	50 1/4	31 1/4	18,883	698,671	
WRATHER CORP.	WCU	A 8 3/8	8 1/4	+ 1/8	+ 1.51	17 7/8	7 1/8	2,164	18,123	
Service								TOTAL	154,583	5,902,688
JOHN BLAIR	RJ	N 13 1/2	13 1/2		.00	22 3/8	11	2,606	35,181	
COMSAT	CO	N 65 1/8	61 1/2	+ 3 5/8	+ 5.89	75 3/8	52	10,000	651,250	
CREATIVE MANAGEMENT	CMA	A 9 1/2	9 3/4	- 1/4	- 2.56	15 1/2	8 1/2	975	9,262	
DOYLE DAME BERNBACH	DOYL	O 25 1/4	24 1/2	+ 3/4	+ 3.06	34 3/4	21 1/2	1,945	49,111	
ELKINS INSTITUTE	ELKN	O 1 1/4	1 7/8	- 5/8	- 33.33	16 3/8	1 1/4	1,664	2,080	
FOOTE, CONE & BELDING	FCB	N 12 7/8	12	+ 7/8	+ 7.29	14	10 5/8	2,152	27,707	
GREY ADVERTISING	GREY	O 17	16	+ 1	+ 6.25	18 1/8	9 1/4	1,200	20,400	
INTERPUBLIC GROUP	IPG	N 26 1/8	26	+ 1/8	+ .48	36 1/8	22 3/4	2,130	55,646	
MARVIN JOSEPHSON ASSOCS.	MRVN	O 14 3/4	14 1/4	+ 1/2	+ 3.50	17 3/4	5 7/8	825	12,168	
MCCAFFREY & MCCALL*	O	10 1/4	10 1/2	- 1/4	- 2.38	16 1/2	7	585	5,996	
MCI COMMUNICATIONS	MCIC	O 9 1/4	6 5/8	+ 2 5/8	+ 39.62	12 3/4	6 5/8	11,257	104,127	
MOVIELAR	MOV	A 1 7/8	1 7/8		.00	3 1/8	1 3/8	1,407	2,638	
MPO VIDEOTRONICS	MPO	A 3 1/2	3 1/2		.00	7 1/8	3 1/2	547	1,914	
NEEDHAM, HARPER & STEERS INC.*	NDHMA	O 25 3/4	24 3/4	+ 1	+ 4.04	34 1/8	21 1/2	911	23,458	
A. C. NIELSEN	NIEL	O 58 7/8	59	- 1/8	- .21	62 1/8	37 5/8	5,299	311,978	
OGILVY & MATHER	OGIL	O 34	35	- 1	- 2.85	48 1/2	16	1,716	58,344	
PKL CO.*	PKL	O 2 3/8	2 1/4	+ 1/8	+ 5.55	9 1/2	3/4	778	1,847	
J. WALTER THOMPSON	JWT	N 28	26 1/8	+ 1 7/8	+ 7.17	49 1/4	23	2,694	75,432	
UNIVERSAL COMMUNICATIONS INC.*	O	13	14	- 1	- 7.14	17	4	715	9,295	
WELLS, RICH, GREENE	WRG	N 18 3/8	18 3/4	- 3/8	- 2.00	27 7/8	16 3/4	1,635	30,043	
Manufacturing								TOTAL	51,041	1,487,877
ADMIRAL	ADL	N 17 1/2	17 5/8	- 1/8	- .70	27	13 5/8	5,813	101,727	
AMPEX	APX	N 7	7 1/8	- 1/8	- 1.75	15 1/8	5	10,875	76,125	
CARTRIDGE TELEVISION INC.	O	18	20 1/4	- 2 1/4	- 11.11	43 1/2	16 1/2	2,083	37,494	
CCA ELECTRONICS	CCAE	O 3 1/8	3 1/8		.00	6 1/4	2 1/4	881	2,753	
GILLINS RADIO	CRI	N 18 3/4	19	- 1/4	- 1.31	19 7/8	13 1/4	2,968	55,650	
COMPUTER EQUIPMENT	CEC	A 7 1/2	2 1/2		.00	4 5/8	2 1/2	2,421	6,052	
CONRAC	CAX	N 30 1/2	32 1/2	- 2	- 6.15	39 3/8	24	1,261	38,460	
GENERAL ELECTRIC	GE	N 67 3/4	67 1/8	+ 5/8	+ .93	70 7/8	58 1/4	182,123	12,338,833	
HARRIS-INTERTYPE	HI	N 47 1/2	48	- 1/2	- 1.04	59	45 1/2	6,358	302,005	
MAGNAVOX	MAG	N 27 5/8	28	- 3/8	- 1.33	52 1/4	25 5/8	17,685	488,548	
3M	MMM	N 84 1/8	83 1/4	+ 7/8	+ 1.05	87 1/8	74 1/4	112,867	9,494,936	
MOTOROLA	MOT	N 121 1/8	121	+ 1/8	+ .10	129 7/8	80	13,609	1,648,390	
OAK INDUSTRIES	OEN	N 19	19 5/8	- 5/8	- 3.18	21 3/4	9 5/8	1,638	31,172	
RCA	RCA	N 37 7/8	38 1/4	- 3/8	- .98	45	32 1/8	74,432	2,819,112	
RSC INDUSTRIES	RSC	A 2 1/8	2	+ 1/8	+ 6.25	4 3/8	1 5/8	3,458	7,348	
SONY CORP.	SNE	N 46 7/8	47	- 1/8	- .26	48 3/8	21 1/4	53,000	2,484,375	
TECHNICAL OPERATIONS, INC.	TO	A 10 1/8	9 5/8	+ 1/2	+ 5.19	17 7/8	9	1,386	14,033	
TEKTRONIX	TEK	N 47 1/2	46 7/8	+ 5/8	+ 1.33	65 1/2	32 3/4	8,157	387,457	
TELEFONIA	TIAT	O 4 5/8	4 5/8		.00	13 3/4	4 1/4	1,050	4,856	
WESTINGHOUSE	WX	N 45 1/4	42 3/4	+ 2 1/2	+ 5.84	54 7/8	38 3/8	88,235	3,492,633	
ZENITH	ZE	N 50 7/8	49 3/4	+ 1 1/8	+ 2.26	51	39 3/4	19,040	968,660	
								TOTAL	609,340	35,300,569
								GRAPHIC TOTAL	1,229,747	56,869,311

Standard & Poor's Industrial Average

129.78

129.49

-1.29

A-American Stock Exchange
M-Midwest Stock Exchange
*Closing prices are for Tuesday

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

John Bluth, account executive, Chevrolet broadcast, Campbell-Ewald, Detroit, elected VP and director of merchandising, Chevrolet account.

Alan Breward, VP and account supervisor, Ted Bates, New York, joins Dancer-Fitzgerald-Sample there in similar capacity.

Hank Barber, account supervisor, Ted Bates, New York, elected VP. **Terry Falgatore**, VP and director of automated systems and procedures for media department, Bates-New York, appointed VP-director of EDP operations.

John B. Anderson, VP, sales and services, Eastern Air Lines, New York, named executive VP-marketing, American Airlines, New York. He succeeds **Walter J. Rauscher**, who resigned in October.

Jean Spencer, account manager, Doyle Dane Bernbach, New York, joins Burlington House Draperies, division of Burlington Industries, New York, as director of advertising and sales promotion.

Edward F. Brennan, brand manager, California Canners and Growers, San Francisco, named director of brand marketing. **James T. Evans**, brand manager, appointed group brand manager, and **James F. Chakedis**, marketing planner, appointed brand manager.

Robert B. Harris, account supervisor, Colle and McVoy Advertising Agency, Minneapolis, appointed corporate director of advertising, Sigma Marketing Systems, Rockville Centre, N. Y.

William C. Strong, account executive, Television Advertising Representatives, Chicago, joins KPDX(TV) San Francisco as sales manager. He succeeds **Doug Clark**, who joins TVAR as sales manager, Los Angeles office.

Bruce K. Lumpkin, with WBFF(TV) Baltimore, appointed national sales manager.

James E. Stenger, regional sales manager, KGSC-TV San Jose, Calif., appointed general sales manager.

Norman R. Cissna, general sales manager, WTNH-TV Hartford, Conn., joins WSYR-AM-FM-TV Syracuse, N.Y., in similar capacity.

Wesley J. Maser, regional sales manager, KOLN-TV Liconln, Neb., and KGIN-TV Grand Island, Neb., appointed general sales manager. He succeeds the late **M. Duane Holman** (BROADCASTING, Nov. 20).

Jack Mitchell, Northwest sales manager, Lotus Theater Corp., owner of six radio stations in California, Nevada and Arizona, appointed national sales manager. Mr. Mitchell, who was based in San Francisco, moves to corporate headquarters in Los Angeles.

Larry Marshall, with KKUZ(AM) Burlington, Iowa, appointed regional sales manager.

Ron Werth, manager of research, television stations division, NBC, New York, named director of corporate research and program development, Avco Radio Television Sales, New York. He succeeds **Diane Sass**, who joins Kaiser Broadcasting, New York, as VP.

Robert C. Connelly, with WCHS-TV Charleston, W.Va., joins WEAV-AM-FM Plattsburgh, N.Y., as sales manager in charge of sales development.

Jeffrey S. Herscovitz, assistant media supervisor, Needham, Harper & Steers, Chicago, appointed media supervisor.

Jon H. Stittle, media supervisor, Young & Rubicam, Detroit, joins Grey Advertising there as associate media director on Ford division account.

Terry Grimme, associate media director, W. B. Doner & Co., Detroit, appointed media director.

Robert E. Weekes, VP-account management, J. Walter Thompson, New York, joins F. William Free & Co., New York, as management supervisor and director of marketing services.

Chuck Wyman, senior producer, Grey Advertising, New York, joins Kenyon & Eckhardt there as senior executive producer.

Richard M. Simmons, with Van Sant-Dugdale, Baltimore agency, joins Aitkin-Kynett Co., Philadelphia, as radio and TV producer.

Stan Vogin, Philadelphia office manager, H-R Stone Radio, joins Metro Radio Sales as manager, Philadelphia office.

Clinton L. Whittemore, sales manager, H-R Stone Radio Sales, St. Louis, joins E.M. Reilly and Associates, St. Louis agency, as account executive on Colonel Sanders Kentucky Fried Chicken account.

Kenneth W. Cook, VP and corporate media director, Cargill, Wilson & Acree, Charlotte, N.C., office, named manager, CWA's Birmingham, Ala., office.

Saul Sofer, creative director, Kameny Associates, New York, joins Barnett, Zlotnick, New York, as VP-copy chief. **Pat Agers**, manager of broadcast and print traffic, BZ, appointed media director. **Sandra Duvall**, production manager, Fawcett World Library, New York, joins BZ in similar capacity.

Allan B. Zukerman, executive VP and creative director, Ruben, Montgomery & Associates, Indianapolis advertising, marketing, and PR firm, assumes added post, director, account services. **James E. Morey**, print-broadcast supervisor, appointed creative director. **C. Thomas Robb**, copywriter, appointed copy chief. **Lorene M. Shunk**, professional home economist, joins RM&A as director, consumer services.

Thomas J. Beauvais, office manager, Petry Radio Sales, Detroit, elected VP.

Double duty. Mark Evans, vice president for public affairs, Metromedia, Washington, has been named vice chairman of the committee for the second inauguration of President Nixon on Jan. 20. As vice chairman of the committee, Mr. Evans will be in charge of the inaugural balls, the inaugural concert and the Vice President's reception.

Oscar Silver, with WFBL(AM) Syracuse, N.Y.; **Ted Tsuris**, field representative, Arco Co., Syracuse; and **John MacBeth**, graduate of Columbia Business School; join **Richard K. Manoff** Advertising, New York, as account executives.

Marvin Schragger, manager of accounts receivable, credit and collections, CBS-TV Stations division, joins **John Blair & Co.**, New York, as credit manager, broadcast division.

Joan Plagens, senior project supervisor, Falstaff Brewing Corp., St. Louis, joins D'Arcy-MacManus & Masius there as research account executive.

Al Abrams, formerly writer-producer, Guggenheim Productions, Washington, joins **West & Brady Inc.**, Washington advertising and PR firm, in similar capacity.

Media

Robert C. Sorensen, president, the Sorensen Group Inc., New York, marketing, acquisitions and public affairs consultants, joins **Warner Communications Inc.**, New York, as VP-marketing and research. **James L. Abernathy**, associate director of investor relations, CBS, appointed VP-investor relations, WCI.



Mr. Huey

Ward L. Huey Jr., general sales manager, WFAA-TV Dallas-Fort Worth, appointed station manager.

Jay B. Sondheim, station manager, KBSC-TV Corona - Los Angeles, joins KBHK-TV San Francisco as general manager. He succeeds **Carlo Anneke**, who resigns. Mr. Anneke was

also VP, Kaiser Broadcasting Corp., Oakland, Calif., which owns both stations.

Philip Kriegler, manager, special projects, West Coast, ABC, appointed to new post, director of special projects, ABC, responsible for development of all areas of publicity and public relations not directly related to print media for all divisions of corporation.

Michael Healy, with WLPL(FM) Baltimore, joins **Mutual Radio Networks**, Washington, as manager, network clearance.

William Palmer, chief financial officer, EVR Partnership, London, appointed to new position, CBS associate director of finance, Europe, with his office continuing in London.

James Dullaghan, unit manager, NBC, New York, appointed manager, unit managers.

Robert R. O'Brien Jr., with WDSU-AM-FM New Orleans, joins WIXO(FM) there as VP-general manager.

Ron Burgess, sales manager, WRKT(AM) Cocoa Beach, Fla., appointed station manager, WRKT and WKPE-FM Cocoa Beach. Flagler Broadcasting Co. is owner of stations.

James Edwin Smith, president, Big Country Broadcasting Corp., Burlington, Iowa, appointed general district manager, KKUZ(AM) Burlington and KWRT(AM) Boonville, Mo. BCBC is owner of stations.

Bill Sikes, VP and program manager, group owner Kansas State Network, Wichita, appointed assistant general manager of television.

Stephen E. Millard, associate editor, BROADCASTING, appointed director of information services, National Association of Educational Broadcasters, Washington. He succeeds **Edward J. Pfister**, appointed to newly created position coordinating activities of local stations' board chairmen.

Ivan B. Rich, director, advertising and press information, WXYZ-TV Detroit, joins WTTG(TV) Washington, as director, information services.

M. Thomas Milbourn, public information officer, Air Force, Dayton Ohio, and former reporter, WMTV(TV) Madison, Wis., returns to WMTV as director, advertising, promotion and public affairs.

Brad Johnson, program director, WLOL(AM) Minneapolis, appointed to newly created post, public relations and promotion manager.

Programing

J. Raymond Bell, VP and Washington representative of Columbia Pictures Industries Inc., to resign Jan. 1 to join Washington offices of California-based law firm of Wyman, Bautzer, Rothman & Kuchel. Mr. Bell has been with Columbia and predecessor companies since 1949. Before that he was newspaperman, practicing attorney, publicist for Loew's eastern theaters and executive of Capital Airlines. He was Air Force Association's 1972 "Man of the Year," won American Legion's 1971 "Good Guy" public-service award and in March this year received U.S. Air Force's Exceptional Service Award.

Pierre A. Watkins, VP-special projects, Winters/Rosen Distribution Corp. New York, appointed to newly created position, VP-marketing and administration.

Leonard E. Hammer, executive, VP, Seven Arts Broadcasting, subsidiary of Warner Brothers Seven Arts, Burbank, Calif., joins W/R as VP-syndication sales.

Joseph M. Taritero, director, children's programs, West Coast, ABC-TV, Los Angeles, appointed to newly created position of director, children's programs, West Coast, NBC-TV, Los Angeles.

C of C appointees. New members of the communications committee of the Chamber of Commerce of the United States include Grover C. Cobb, National Association of Broadcasters; Eugene S. Cowen, ABC; David H. Foster, National Cable Television Association, and John H. Crichton, American Association of Advertising Agencies.

Earl D. Hilburn, Western Union Telegraph Co., was reappointed chairman of the committee. Among others reappointed: Lionel F. Baxter, Storer Broadcasting Co.; Alan S. Donahoe, Media General; Mark Evans, Metromedia; Robert D. Lillen, J. Walter Thompson; Bruce E. Lovett, American Television and Communications Inc.; Leonard Spinrad, CBS; Gerald D. Thornton, Meredith, and Fred C. Walker, Henderson Advertising. Executive for the communications committee is Robert M. Hawk, formerly staff executive for the transportation committee.



Mr. Anderson

Harold E. Anderson, VP, NBC International Enterprises since 1968, has resigned to form own company, Anderson International Enterprises Inc., Greenwich, Conn., which will be involved in selling TV programs overseas and in providing management assistance to developing TV systems abroad. No successor to Mr. Anderson has been named.

Fred Baum, director of advertising, publicity and exploitation, Warner Bros. Television, Burbank, Calif., joins Viacom Enterprises, Los Angeles, division of Viacom International Inc., as program development executive.

Charles R. Reeves, producer, special events broadcasts, CBS Radio News, appointed executive producer, special events.

Art Freeman, assistant program manager for WKBF-TV Cleveland, joins KBNK-TV San Francisco as production manager. Both stations are owned by Kaiser Broadcasting Corp., Oakland, Calif.

Kenneth R. Hodges, with WGEM-TV Quincy, Ill., appointed operations manager, KKUZ(AM) Burlington, Iowa, and named VP, Big Country Broadcasting Corp.

Richard Billings, with WGEM-TV, appointed operations manager, KWRT(AM) Boonville, Mo., and secretary-treasurer, Big Country Broadcasting Corp. BCBC is owner of KKUZ and KWRT.

Matthew Faison, producer-director, Iowa Educational Broadcasting Network, joins noncommercial WPSX-TV Clearfield, Pa., as executive producer, general education production unit. **Gary Purdue**, producer/director, university division of instructional services, Pennsylvania State University, University Park, joins WPSX-TV as producer/director in instructional production unit. WPSX-TV is the unit of continuing education at Penn State.

Broadcast Journalism



Mr. Sauter

Sid Friedman, news operations supervisor.

Tyler Tucker, investigative reporter, WFTV(TV) Orlando, Fla., assumes additional post, assignment editor. **Don Smith**, reporter, WFTV, appointed weekend anchorman, news.



Mr. Pendergast

Theresa Brown, consumer reporter, KYW-TV Philadelphia, appointed reporter, WPXI-TV New York.

William Stewart, reporter and newscaster, WCAU-TV Philadelphia, joins WCCO-TV Minneapolis-St. Paul as reporter and on-air newscaster.

Dale Greer, newscaster, WAVE-TV Louisville, Ky., appointed co-anchorman, early and late evening newscasts.

Cable



Mr. Schonewolf

J. Wallace Anderson, manager, Teleprompter's CATV system, Jamestown, N.Y., elected president, New York State Cable TV Association.

Perry L. Schwartz, owner and operator, Monmouth Communications Systems, Monmouth, N.J., CATV engineering consulting service, appointed director of engineering, Television Communications Corp.'s Gridtronics subsidiary, New York, which is developing system to deliver movies and special programs to cable subscribers.

Lynn I. Decker, engineering and development director, Suburban Cablevision Inc., Whippany, N.J., named VP-engineering and development. SC operates nine CATV systems on East Coast.

Radio • Television • Cable • Public Relations/Contacts

Public Relations/Contacts is a regular feature of BROADCASTING, the newsweekly of broadcasting and allied arts, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page.

free film

Telegenic Films

Free Loan
1973 CATALOG AVAILABLE
NOW TO TV STATIONS
Call or Write
Association—Sterling Films
866 Third Ave., N.Y. 10022
(212) 752-4431

OUTSTANDING FREE SERIES PROGRAMMING FROM MODERN TV.

Sports. Travel. Adventure. Home-making. Farming.
Call or write—MODERN TV, 2323 New Hyde Park Road, New Hyde Park, N.Y. 11040. (516) 437-6300.

Free loan films on a variety of educational, sports, and auto industry-related subjects. Many suitable for public service programming. 16mm. Color. Write for catalog. General Motors Film Library, 1-101 General Motors Bldg., Detroit, Mich. 48202.

humor

PROFESSIONAL COMEDY MATERIAL A "FUN-MASTER" SERVICE!

"THE COMEDIAN" the monthly of the STARS for over 30 years! \$45 yr.—2/\$8—3 for \$11.50.
35 FUN-MASTER gag files \$45
Anniversary Issue \$30
remit to BILLY GLASON
200 W. 54th St., New York, N.Y. 10019

legal

BROADCASTING AND THE LAW

A publication for the entire station staff. Keeps you advised of FCC rule changes, court decisions, and Congressional actions affecting you . . . in a unique way. For further information and a sample copy write:

BROADCASTING AND THE LAW
Box 8357A
Knoxville, Tennessee 37916

public service

PAT COLLINS & JACK LA LANNE CO-HOST HEALTH'S-a-POPPIN'

A unique and exciting discussion! Hear what authorities have to say about food, sex, prevent-a-care, hypnosis, schizophrenia, etc., etc. 1 hour—16 MM—color and sound.

WRITE TO:

AMERICAN PHYSICAL FITNESS
RESEARCH INSTITUTE
P.O. Box 49024
Los Angeles, Calif. 90049

radio drama



Now available for local purchase.
CHARLES MICHELSON, INC.
45 West 45th St., New York 10036 • (212) PL 7-0695



THE BEST IN RADIO MYSTERY!

Gene V. Kellenberger
KLD Productions, Inc.
615 MNB Bldg.
Cedar Rapids, Iowa 52401
(319) 364-5182

THE OTHER WISE MAN

narrated by Richard Thorne.
A PRESTIGE CHRISTMAS PROGRAM.
43 Min. Available Stereo or Mono.
Market exclusive—\$20.00 to \$75.00.
Gene V. Kellenberger, President
KLD PRODUCTIONS, Inc.
615 Merchants National Bank Building
Cedar Rapids, Iowa 52401. (319) 364-5182



LUM and ABNER

NOW ON 85 STATIONS
ACROSS THE NATION
Lum & Abner Distributors
P. O. BOX 1483
LITTLE ROCK, ARK. 72203
Phone (501) 376-9292

radio consultant

RATINGS DOWN? LOOK UP . . .



Professional programming consultation that EVERY radio station can afford. For information call or write DICK STARR, 4925 S.W. 93rd Court, Miami, Fla. 33165. (305) 279-3673.

recording services

Attention medium and small radio stations: great straight and character voices for your special commercials, promos and IDs. \$2 per spot, 30 sec. and under; \$3 per spot, over 30 sec. Send copy to Narrative Recordings, Box 393, Champaign, Ill. 61820.

timing instruments

KEEP TIME

Radio and TV people—get the most of every minute you pay for—the last split-second with the MINERVA STOPWATCH designed for radio and TV use! Call

M. DUCOMMUN COMPANY
580 Fifth Ave., New York 10036
PLaza 7-2540

To: BROADCASTING 7 W. 51st Street
New York, N.Y. 10019
(212) 757-3260

Please insert the following copy for us beginning next month on the Public Relations/Contacts page and invoice at the 1x, 6x, 12x rate.

Name _____

Company _____

Address _____

Equipment & Engineering



Mr. Hittinger

William C. Hittinger, VP and general manager, RCA Solid State Electronics, named executive VP, RCA Consumer and Solid State Electronics, effective Wednesday (Dec. 6). As head of Consumer Electronics, he succeeds **Barton Kreuzer**, who continues as RCA executive VP and moves to corporate headquarters in New York until his retirement in early 1974.

Martin Enghauser, radio network engineering supervisor, NBC, New York, appointed manager, radio division engineering, NBC there.

Joseph E. Bluth, founder, president and chief operating officer, Vidtronic Co., Hollywood, video-tape facility, resigns. **Harold Goldman**, chairman and chief executive officer, temporarily assumes presidency.

Richard M. Porter, marketing manager, hospital equipment division, Market Forge Co., Everett, Mass., named advertising specialist, electronic component group, GTE Sylvania Inc., Waltham, Mass.

Nathan W. Aram, VP and chief engineer, Zenith Radio Corp., Chicago, elected VP, consumer affairs; **Jerry K. Pearlman**, controller, elected VP, and **Joseph P. Fiore**, general manager, TV picture tube operations, elected VP, component operations. **Philip J. Wood**, VP-customer relations, Zenith sales division, named VP and general manager, H. R. Basford Co., Zenith distribution subsidiary, San Francisco.

Gerald Citron, with North American Philips Corp., New York, appointed director of marketing, VCR products, Philips Broadcast Equipment Corp., Montvale, N.J., subsidiary of NACP. Mr. Citron will direct marketing activities of Norelco video-cassette recorder.

Gerald Feutz, production manager, Sparta Electronics Corp., Sacramento, Calif., joins KGMS(AM)-KSEFM(FM) Sacramento as chief engineer. He succeeds the late **Richard Hinz** (BROADCASTING, Nov. 6).

Paul A. Bock, chief engineer, noncommercial WTTW(TV) and WXXW(TV) Chicago, joins noncommercial WGVC-TV Grand Valley State College, Allendale, Mich., as chief engineer.

Allied Fields

Robert J. Rawson, who retired from FCC as deputy chief, Broadcast Bureau, on

June 30, has gone into private communications law practice in Washington. He is counsel to Fletcher, Heald, Rowell, Kenehan & Hildreth.

Deaths

Roger Lowell Putnam, 78, chairman and former president, Springfield Television Broadcasting Corp., Springfield, Mass., died Nov. 24 at Mercy hospital in Springfield. Springfield Broadcasting is owner of WWLP(TV) Springfield, WKEF(TV) Dayton, Ohio, and WRLP(TV) Greenfield, Mass. He is survived by his wife, Caroline, three daughters and three sons, including William L., president, Springfield TV Broadcasting Corp.

Wendell Smith, 58, sportscaster for WGN-TV Chicago, died Nov. 26 of cancer. Mr. Smith was sports editor and city editor of the *Pittsburgh Courier* in the 1940's and writer of sports column for *Chicago Sun-Times* since 1969.

Herbert Aller, 66, retired Hollywood entertainment-industry labor leader, died Nov. 22 in Los Angeles of stroke. Mr. Aller was business agent of International Alliance of Theatrical Stage Employees Photographers' Local 659 for 35 years until his retirement in 1968. He is survived by his wife, Rose, and a daughter.

For the Record®

As compiled by BROADCASTING Nov. 21 through Nov. 28, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations

Action on motion

■ Administrative Law Judge Jay A. Kyle in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding, granted petition by Birmingham Television Corp. for leave to amend application to reflect existence of agreement for sale of WBMG(TV) Birmingham to Park Broadcasting Inc. (Docs. 15461, 16760-1, 16758). Action Nov. 20.

Other action

■ Review board in Texarkana, Tex., TV proceeding, on request of Tex-Ark TV Co., applicant for extension of time to complete construction of KTXK-TV Texarkana, amended order to specify that oral

argument will be held before it on Dec. 5 instead of Nov. 28 (Doc. 19612). Action Nov. 21.

Call letter application

■ Video Empresas del Oeste Inc., Aguadilla, Puerto Rico—Seeks WVEO(TV).

Existing TV stations

Final actions

■ KMPH(TV) Tulare, Calif.—FCC granted application of Pappas Television Inc. for license. Objections filed by Organization for Utilizing and Reforming Television were denied. Action Nov. 22.

■ *WTVS(TV) Detroit—Broadcast Bureau granted request to operate trans. by remote control from 7441 Second Boulevard, Detroit. Action Nov. 20.

■ KAUS-TV Austin, Minn.—FCC denied application of Minnesota-Iowa Television Co., licensee, for refund of filing and grant fees. Action Nov. 22.

■ KNDO(TV) Yakima, Wash.—Broadcast Bureau granted request to operate trans. by remote control from 1608 South 24th Avenue, Yakima. Action Nov. 20.

Actions on motions

■ Administrative Law Judge Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, on request of Broadcast Bureau, rescheduled hearing from Nov. 16 to Jan. 22, 1973 (Docs. 18906-7). Action Nov. 15.

■ Chief Administrative Law Judge Arthur A. Gladstone in Largo, Fla. (WLCY-TV Inc. [WLCY-TV]), TV proceeding, designated Administrative Law Judge Byron E. Harrison to serve as presiding judge; scheduled prehearing conference for Dec. 12 and hearing for Jan. 23, 1973 (Doc. 19627). Action Nov. 13.

Other action

■ Review board in Dubuque, Iowa, denied appeal by Dubuque Communications Corp. from administrative law judge's order which denied motion for admission of facts or production of documents in proceeding involving Dubuque's application for

EDWIN TORNBURG & 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



Network affiliations

ABC

■ **Formula:** In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ **KBOI-TV Boise, Idaho** (Boise Valley Broadcasters Inc.)—Amendment to agreement dated Sept. 4, 1970, extending agreement to Oct. 15, 1974.

■ **WCCB-TV Charlotte, N.C.** (Mecklenburg Television Broadcasters Inc.)—Amendment to agreement dated Sept. 15, 1970, extending agreement to Oct. 1, 1974.

■ **KRGV-TV Weslaco, Tex.** (Mobile Video Tapes Inc.)—Amendment to agreement dated Nov. 2, 1970, extending agreement to Oct. 1, 1974.

NBC

■ **Formula:** NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ **KTAR-TV Phoenix** (KTAR Broadcasting Co.)—Amendment to agreement, changing network rate to \$655, effective Jan. 1, 1973.

■ **KREX-TV Grand Junction, Colo.** (XYZ Television Inc.)—Amendment to agreement, changing network rate to \$300, effective Jan. 1, 1973.

■ **KIFI-TV Idaho Falls, Idaho** (Post Co.)—Amendment to agreement, changing network rate to \$327, effective Jan. 1, 1973.

■ **WOC-TV Davenport, Iowa** (WOC Broadcasting Co.)—Amendment to agreement, changing network rate to \$1,029, effective Jan. 1, 1973.

■ **KALB-TV Alexandria, La.** (Lanford Telecasting Co.)—Amendment to agreement, changing network rate to \$398, effective Jan. 1, 1973.

■ **WBZ-TV Boston** (Westinghouse Broadcasting Co.)—Amendment to agreement, changing network rate to \$3,226, effective Jan. 1, 1973.

■ **KCMT-TV Alexandria, Minn.** (Central Minnesota Television Co.)—Amendment to agreement, changing network rate to \$435, effective Jan. 1, 1973.

■ **KROC-TV Rochester, Minn.** (Southern Minnesota Broadcasting Co.)—Amendment to agreement, changing network rate to \$421, effective Jan. 1, 1973.

■ **KTVQ-TV Billings, Mont.** (Montana Network)—Amendment to agreement, changing network rate to \$350, effective Jan. 1, 1973.

■ **KMOT-TV Minot, N.D.** (Meyer Broadcasting Co.)—Amendment to agreement, changing network rate to \$117, effective Jan. 1, 1973.

■ **KGW-TV Portland, Ore.** (King Broadcasting Co.)—Amendment to agreement, changing network rate to \$1,146, effective Jan. 1, 1973.

■ **WIS-TV Columbia, S.C.** (Cosmos Broadcasting Corp.)—Amendment to agreement, changing network rate to \$842, effective Jan. 1, 1973.

■ **KGNC-TV Amarillo, Tex.** (Stauffer Publications Inc.)—Amendment to agreement, changing network rate to \$421, effective Jan. 1, 1973.

■ **KTRE-TV Lufkin, Tex.** (Forest Capital Communications Corp.)—Amendment to agreement, changing network rate to \$212, effective Jan. 1, 1973.

■ **KCEN-TV Temple-Waco, Tex.** (Channel 6 Inc.)—Amendment to agreement, changing network rate to \$491, effective Jan. 1, 1973.

■ **KLTV-TV Tyler, Tex.** (Channel Seven Inc.)—Amendment to agreement, changing network rate to \$378, effective Jan. 1, 1973.

■ **WSAZ-TV Huntington, W. Va.** (Lee Enterprises Inc.)—Amendment to agreement, changing network rate to \$1,590, effective Jan. 1, 1973.

New AM stations

Actions on motions

■ **Chief, Office of Opinions and Review, in Iowa City** (Burns, Rieke and Voss Associates, Braverman Broadcasting Co.), AM proceeding, granted request by Braverman and extended through Dec. 11 time to file response to petition for reconsideration and

Summary of broadcasting

Compiled by FCC Oct. 30, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,358	5	13	4,376	51	4,427 ¹
Commercial FM	2,331	1	54	2,386	117	2,503
Commercial TV-VHF	504	1	6	511 ³	11	523 ²
Commercial TV-UHF	185	0	8	193 ³	49	253 ³
Total commercial TV	689	1	14	704	60	778
Educational FM	520	0	24	544	72	616
Educational TV-VHF	86	0	5	91	1	92
Educational TV-UHF	120	0	9	129	7	137
Total educational TV	206	0	14	220	8	229

* 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.

petition for leave to amend filed by Burns, Rieke and Voss (Docs. 19596-7). Action Nov. 16.

■ **Administrative Law Judge Frederick W. Denniston** in Iowa City (Burns, Rieke and Voss Associates, Braverman Broadcasting Co.), AM proceeding, granted petition of Johnson County Broadcasting Corp., licensee of KXIC-AM-FM Iowa City, and made it party to proceeding (Docs. 19596-7). Action Nov. 20.

■ **Chief Administrative Law Judge Arthur A. Gladstone** in Salem and Derry, both New Hampshire (Salem Broadcasting Co., et al.), AM proceeding, in absence of presiding judge, granted motion by Broadcast Bureau, and extended to Nov. 27 time to file comments to Salem Broadcasting's supplement to petition for leave to file amendment (Docs. 19434-6). Action Nov. 20.

■ **Administrative Law Judge Jay A. Kyle** in Pineville, La., and Dermott, Ark. (Robert Cowan Wagner, Southeast Arkansas Radio Inc.), AM proceeding, granted motion by Wagner for leave to amend application to show change in address of personal residence. (Docs. 19473-4). Action Nov. 20.

■ **Administrative Law Judge Jay A. Kyle** in Springfield, Mo. (Queen City Broadcasting Co.), AM proceeding, reopened record for purpose of reinstating order of Oct. 31 by judge granting petition for leave to amend; accepted amendment, and received exhibit in evidence; closed record (Doc. 19480). Action Nov. 20.

Other actions

■ **Review board** in Salem and Derry, both New Hampshire, AM proceeding, in proceeding on mutually exclusive applications of Salem Broadcasting Co. and New Hampshire Broadcasting Corp. for new AM on 1110 khz at Salem, and Spacetown Broadcasting Corp. for facilities at Derry, enlarged issues to include prohibited overlap issues against Salem and New Hampshire; site availability and financial issues against Salem; and financial and real party-in-interest issues against New Hampshire (Docs. 19434-6). Action Nov. 20.

■ **Review board** in West Hazelton, Pa., AM proceeding, granted Broadcasters 7 Inc. extension of time through Dec. 4 to file exceptions and brief to initial decision released Sept. 6, which proposed denial of Broadcasters 7 application for new daytime AM in West Hazelton (Doc. 18491). Action Nov. 17.

Existing AM stations

Application

■ **WHIO Dayton, Ohio**—Seeks CP to specify MEOV's on nighttime DA pattern. Ann. Nov. 22.

Final actions

■ **KPAS Banning, Calif.**—FCC dismissed application of Fred P. D'Angelo (Banning Broadcasting Co.) for renewal of license of KPAS. FCC declared outstanding station authorization forfeited and call letters deleted. Action Nov. 22.

■ **WMRE Monroe, Ga.**—FCC denied petition by Henry P. Austin Jr. for termination of hearing on license renewal application of WMRE, grant of license renewal and approval of assignment of license to three Monroe residents (Doc. 19011). Action Nov. 22.

■ **WSBC Chicago**—Broadcast Bureau granted CP to remove series limiting resistor in tower to increase radiation level. Action Nov. 20.

■ **KOLS(AM)-KKMA(FM)** Pryor, Okla.—FCC denied application by Lakes Area Broadcasting Co., licensee, for mitigation or remission of \$2,000 forfeiture imposed in order released Aug. 30 for violation of several of rules, including failure to give proper station identification. Action Nov. 22.

■ **WFLI Lookout Mountain, Tenn.**—Broadcast Bureau granted request for waiver of rules to identify as Lookout Mountain-Chattanooga. Action Nov. 9.

■ **WOHN Herndon, Va.**—Broadcast Bureau granted CP to change MEOV's of DA pattern. Action Nov. 20.

■ **KGDN(AM)-KBIQ-FM Edmonds, Wash.**—FCC affirmed FCC ruling that King's Garden Inc. violated equal employment opportunities requirements in hiring practices. Licensee was ordered to submit within 20 days statements as to future hiring practices, and policy with respect to making time available for presentation of other religious views. Action Nov. 22.

Actions on motions

■ **Administrative Law Judge Millard F. French** in Nashua, N.H. (Eastminster Broadcasting Corp.), in matter of renewal of licenses of WOTW-AM-FM, on judge's own motion, scheduled conference for Nov. 21 (Docs. 19564-5). Action Nov. 20.

■ **Chief Administrative Law Judge Arthur A. Gladstone** in Arvada, Colo. (Media Enterprises Inc. [KQXII]), AM proceeding, designated Administrative Law Judge James F. Tierney to serve as presiding judge; scheduled prehearing conference on Dec. 20, and hearing for Feb. 5, 1973 (Doc. 19635). Action Nov. 20.

■ **Chief Administrative Law Judge Arthur A. Gladstone** in Carrollton, Ga. (Radio Carrollton, Faulkner Radio Inc. [WLBB]), AM proceeding, designated Administrative Law Judge David I. Kraushaar to serve as presiding judge, scheduled prehearing conference for Dec. 21, and hearing for Feb. 5, 1973, in Atlanta (Docs. 19636-7). Action Nov. 20.

Other actions

■ **Review board** in Huntsville, Ala., AM proceeding, granted application of WRBN Inc. (WRBN Warner Robins, Ga., 1600 khz, 1 kw-D) to change facilities to 500 w., 1 kw-LS, with DA-N, U. Mutually exclusive application of Garrett Broadcasting Service (WEUP Huntsville, 1600 khz, 5 kw-D) for 500 w., 5 kw-LS, with DA-N, U, was denied (Docs. 19258-9). Action Nov. 21.

■ **Review board** in Mobile, Ala., AM proceeding, reopened record and enlarged issues in proceeding involving mutually exclusive applications of Azalea Corp., People's Progressive Radio Inc. and Mobile Broadcast Service Inc. for authority to construct new AM on 960 khz, 1 kw-D at Mobile, and of WGOK Inc. for mod. of facilities of WGOK Mobile (Docs. 17555-8). Action Nov. 21.

■ **KTW-AM-FM Seattle**—FCC deferred action on applications for assignment of licenses from Walter E. Webster Jr., receiver, to Sterling Theatres Co., pending decision by U.S. court of appeals for ninth circuit on appeal by Nordawn Inc., former licensee of stations, challenging authority of receiver. Action Nov. 22.

Fines

■ **WENZ Highland Springs, Va.**—FCC ordered Baron Radio Inc., licensee, to forfeit \$1,000 for violation of rules requiring that public inspection file be kept at station's main studio and ownership report be kept up to date. Action Nov. 22.

■ **WBTH Williamson, W. Va.**—FCC ordered Harvit Broadcasting Corp., licensee, to forfeit \$2,000 for repeated failure to observe terms of license and violation of rules by operating station with unauthorized power prior to local sunrise and after local sunset. Action Nov. 22.

Call letter applications

■ **KHFH Sierra Vista, Ariz.**—Seeks KPAT.

■ **WOXF Oxford, N.C.**—Seeks WCBP.

(Continued)

(Continued)

■ KBBC Centerville, Utah—Seeks KLAT.

Call letter action

■ WPBC Richfield, Minn.—Granted WYOO.

New FM stations

Applications

■ *Lake Forest, Ill.—Lake Forest College. Seeks 88.9 mhz, TPO 10 w. HAAT 86 ft. P.O. Address Sheridan Road, Lake Forest 60045. Estimated construction cost \$3,918; first-year operating cost \$3,000; revenue none. Principals: John S. Munshower, business manager of college, et al. Ann. Nov. 20.

■ Leland, Miss.—William D. Jackson, Stanley S. Sherman and Fred L. Moysse, dba Interchange Communications. Seeks 94.3 mhz, 3 kw. HAAT 172.8 ft. P.O. address 315 North Orange Street, Greenville, Miss. 38701. Estimated construction cost \$36,594; first-year operating cost \$23,880; revenue \$60,000. Principals: William D. Jackson (50%), Stanley S. Sherman (45%), et al. Mr. Jackson is announcer at WESY(AM) Leland and WJPR(AM) Greenville. Mr. Sherman is office manager of department store in Greenville, and has restaurant interests there. Ann. Nov. 9.

■ *Cincinnati—Great Oaks Joint Vocational School District. Seeks 88.3 mhz, 175 w. HAAT 102 ft. P.O. address 3245 East Kemper Road, Cincinnati 45241. Estimated construction cost \$155,856; first-year operating cost \$15,000; revenue none. Principals: Ted Gabe, president of district, et al. Ann. Nov. 9.

■ *Dallas—Public Television Foundation for North Texas. Seeks 90.1 mhz, 100 kw. HAAT 1,258 ft. P.O. Address 3000 Harry Hines Boulevard, Dallas 75201. Estimated construction cost \$129,922; first-year operating cost \$64,000; revenue none. Principals: Daniel T. Owen, project director, et al. Ann. Nov. 20.

■ El Paso, Tex.—KHEY Inc. Seeks 96.3 mhz, 62.3 kw. HAAT 255 ft. P.O. address 2419 North Piedras Street. El Paso 79930. Estimated construction cost \$59,955; first-year operating cost \$48,000; revenue \$50,000. Principals: Jim R. Phillips (60%), Charles B. Jordan Jr. (25%), et al. Mr. Phillips is general manager and owns 51% of KHEY(AM) El Paso. He also has minority interest in KPUR(AM) Amarillo, Tex. Mr. Jordan is president and manager and owns 33 1/3% of KPUR. He also has minority interest in KHEY. Ann. Nov. 22.

■ Logan, Utah—Bridgerland Broadcasting Inc. Seeks 94.5 mhz, 25 kw. HAAT minus 626 ft. P.O. Address 666 North Main Street, Logan 84321. Estimated construction cost \$19,300; first-year operating cost \$38,300; revenue \$18,250. Principals: S. F. Jacobsen (39%), Jeffery B. Jacobsen and Aaron V. Farr (each 27.5%), et al. Mr. S. Jacobsen has real estate interests in Logan. Mr. J. Jacobsen, formerly announcer at KVNU(AM) Logan, is also in real estate. Mr. Farr is engineer at KUSU-FM Logan. Ann. Nov. 9.

Final actions

■ *Montgomery, Ala.—Huntingdon College. Broadcast Bureau granted 90.7 mhz, 10 w. HAAT 100 ft. P.O. address 1500 East Fairview Avenue, Montgomery 36106. Estimated construction cost \$100; first-year operating cost \$1,000; revenue none. Principals: Allen K. Jackson, president of college, et al. Action Nov. 17.

■ *Gorham, Me.—University of Maine at Portland/Gorham. Broadcast Bureau granted 91.1 mhz, TPO 10 w. HAAT not applicable. P.O. address Central Dining Facility, Gorham Campus, Gorham 04038. Estimated construction cost \$8,220; first-year operating cost \$2,000; revenue none. Principals: Harry W. Gordon, treasurer of college, et al. Action Nov. 7.

■ Central City, Pa.—Benjamin F. Thomas and Barry F. Thomas, dba Central Broadcasting Co. Broadcast Bureau granted 101.7 mhz, 500 w. HAAT 651 ft. P.O. Address Box 10, Greencastle, Pa. 17225. Estimated construction cost \$37,800; first-year operating cost \$43,264; revenue \$36,000. Principals: Benjamin F. Thomas (90%) and Barry F. Thomas (10%). Benjamin Thomas, father of Barry Thomas, owns 95% of WKSL(FM) Greenvale, Pa. He also has various mobile home interests in area. Ann. Nov. 6.

■ Oakridge, Tenn.—Oak Ridge FM Inc. Broadcast Bureau granted 100.3 mhz, 100 kw. HAAT 2,000 ft. P.O. address 83 Reservoir Road, Box 87, Norris, Tenn. 37828. Estimated construction cost \$65,301; first-year operating cost \$33,865; revenue \$48,000. Principals: Creed A. Daniel (75%), John W. Pirkle (25%). Mr. Daniel is secretary and 75% owner of Radioak Inc. in Oak Ridge. He is also attorney. Mr. Pirkle is president and 25% owner of Radioak Inc., AM permittee. He is also program director of WROL(AM) Knoxville, Tenn. Action Nov. 15.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Sioux City, Iowa (G and G Broadcasting Inc., John L. Breese, Jim and Tom Hassenger Broadcasting Co.), FM proceeding, designated Ad-

ministrative Law Judge Herbert Sharfman to serve as presiding judge, scheduled prehearing conference for Dec. 21, and hearing for Feb. 5, 1973 (Docs. 18632-4). Action Nov. 20.

■ Administrative Law Judge David I. Kraushaar in Galion, Ohio (Tuscarawas Broadcasting Co. and Radio Galion Inc.), FM proceeding, granted request by Radio Galion Inc., and extended deadline for filing pleadings until Nov. 30 (Docs. 19461-2). Action Nov. 16.

■ Administrative Law Judge David I. Kaushaar in Carlisle, Pa. (WIOO Inc., et al.), FM proceeding, denied petition by Cumberland Broadcasting Co. for leave to amend application (Docs. 19468-9, 19471). Action Nov. 20.

■ Administrative Law Judge James F. Tierney in Sun City, Ariz. (Alvin L. Korngold and Sun City Broadcasting Corp.), FM proceeding, granted motion by chief, Broadcast Bureau, and extended from Nov. 17 to Dec. 1 time for filing proposed findings of fact and conclusions of law, and from Dec. 1 to Dec. 11 date for filing reply findings and conclusions (Docs. 19087-8). Action Nov. 16.

■ Administrative Law Judge James F. Tierney in Burney, Calif. (Ulysses Sherman Bartmess), FM proceeding, granted motion by chief, Broadcast Bureau; dismissed, with prejudice application of Mr. Bartmess; terminated proceeding (Doc. 19034). Action Nov. 16.

■ Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), noncommercial FM proceeding, ordered further hearing conference to commence on Dec. 1 (Doc. 18634). Action Nov. 16.

Other actions

■ Review board in Wilmington, Ohio, FM proceeding, granted motion by Broadcast Bureau for extension of time through Nov. 30 to file reply to 5 KW's exceptions to initial decision released Oct. 4, proposing grant of application of Clinton County Broadcasting Corp. for new FM on ch. 272 at Wilmington, and denial of competing application of 5 KW Inc. for same facilities (Docs. 19218-9). Action Nov. 17.

■ Review board in Carlisle, Pa., FM proceeding, granted motion by Cumberland Broadcasting Co. for extension of time through Nov. 22 to file responsive pleadings to further petition by WIOO Inc. to enlarge issues. Proceeding involves competing applications of WIOO Inc., Hilton, McGowan & Hilton, and Cumberland Broadcasting Co. for ch. 228 facilities (Docs. 19468, 19469, 19471). Action Nov. 17.

Rulemaking action

■ Pittsfield, Mass.—FCC amended FM table of assignments to assign ch. 240A to Pittsfield (Doc. 19584). Amendment becomes effective Jan. 8, 1973. Action Nov. 22.

Call letter applications

■ Huachuca Broadcasting Co., Sierra Vista, Ariz.—Seeks KSAV(FM).

■ New Wave Corp., Columbia, Mo.—Seeks *KOPN-FM.

Call letter actions

■ Troy Radio Inc., Troy, Ala.—Granted WTUB(FM).

■ River Delta Unified School District, Rio Vista, Calif.—Granted *KRVH(FM).

■ Elberton Broadcasting Co., Elberton, Ga.—Granted WSGC-FM.

■ Barbourville Community Broadcasting Co., Barbourville, Ky.—Granted WYWY-FM.

■ Itasca Broadcasting Co., Grand Rapids, Minn.—Granted KOZY-FM.

■ Greece Central School District Number 1, Greece, N.Y.—Granted *WGMG(FM).

■ Trustees of Dickinson College, Carlisle, Pa.—Granted *WDCV-FM.

Existing FM stations

Final actions

■ WBOS(FM) Brookline, Mass.—Broadcast Bureau granted request for waiver of rules to identify as Brookline-Boston. Action Nov. 17.

■ WKBI-FM Ridgway, Pa.—Broadcast Bureau granted request for waiver of rules to identify as Ridgway-Johnsonburg, Pa. Action Nov. 9.

■ KRLY(FM) Houston—Broadcast Bureau granted CP to change TPO, ERP 97 kw; HAAT 790 ft.; remote control permitted from main studio at 3935 Westheimer, Suite 94, Houston. Action Nov. 15.

■ *WRST-FM Oshkosh, Wis.—Broadcast Bureau granted CP to change frequency to 90.3 mhz; change trans. location, studio location and remote control to 926 Woodland Avenue, Oshkosh; install new trans.; install new ant.; make changes in

ant. system (increase height); change TPO; ERP 960 w.; HAAT 125 ft.; remote control permitted. Action Nov. 14.

Action on motion

■ Chief Administrative Law Judge Arthur A. Gladstone in Tulsa, Okla. (Turnpike Broadcasting Corp. [assignor] and KMOD Broadcasting Corp. [assignee]), in matter of assignment of license of KMOD(FM), designated Administrative Law Judge Jay A. Kyle to serve as presiding judge; schedule prehearing conference for Dec. 20, and hearing for Feb. 6, 1973 (Doc. 19631). Action Nov. 20.

Call letter applications

■ WGR-FM Buffalo, N.Y.—Seeks WGRQ(FM).

■ WVWB-FM Bridgeton, N.C.—Seeks WSFL(FM).

■ WCWA-FM Toledo, Ohio—Seeks WIOT(FM).

■ WBAP-FM Fort Worth—Seeks KSCS(FM).

Call letter actions

■ KNNU(FM) Tulare, Calif.—Granted KWSM(FM).

■ WPBC-FM Richfield, Minn.—Granted WRAH(FM).

■ WMTN-FM Morristown, Tenn.—Granted WAZI(FM).

Renewal of licenses, all stations

■ Miles City, Mont.—FCC granted applications by Harscope Broadcasting Corp. (KULR-TV Billings, Mont.) for renewal of license of TV translator K06FE Miles City, and Montana Network (KOOK-TV Billings) for renewal of license of TV translator K10GF Miles City. Renewals were made subject to condition that upon request of Custer Broadcasting Corp., licensee of KYUS-TV Miles City, they shall not duplicate simultaneously or on same day, program broadcast by KYUS-TV. Action Nov. 22.

■ WGR-AM-TV Buffalo, N.Y.—FCC granted applications of Taft Broadcasting Co. for renewal of licenses. Petition by National Association of Broadcast Employees and Technicians, AFL-CIO, to deny renewals was denied. Action Nov. 22.

■ New York—FCC granted applications for renewal of license of temporary 1,000-w. UHF translators W53AA, W73AP, W57AB, W66AA, W75AM, W79AW, W64AA and W71AK. Renewals are subject to conditions that they stop operation upon commencement of operation of land mobile radio stations on frequencies with which they might conflict, and commission may, with 60 days' written notice, cancel license without further proceedings. Action Nov. 22.

■ KSAT-TV San Antonio, Tex.—FCC granted application of Outlet Co. for renewal of license. Informal objection by Bilingual Bicultural Coalition on Mass Media was denied because it raised no substantial or material questions of fact which warrant denial of KSAT-TV's license. Action Nov. 22.

Modification of CP

■ *WGVC-TV Grand Rapids, Mich.—FCC granted request by Grand Valley State College for mod. or deletion of condition on station's CP prohibiting participation in control, management or operation by any member of Grand Valley's board of control who is officer, director or stockholder of corporation which owns WZZM-TV Grand Rapids. Action Nov. 22.

Translators

Applications

■ FCC accepted for filing applications of KIRO Inc. for FM translators on ch. 276, 103.1 mhz; TPO 10 w. (primary station KIRO-FM Seattle) in Renton; Edmonds, Richmond Beach; Bremerton; Shelton; Seattle (west shore line) and Point Pulley; Puyallup; Everett, and Olympia, all Washington. Ann. Nov. 24.

■ FCC accepted for filing application by North American Communications Corp. for VHF translator on ch. 10, 192-198 mhz (primary TV station KXJB-TV Valley City, N.D.) in Thief River Falls, Minn. Ann. Nov. 24.

Actions

■ K27AB Preston, Idaho—Broadcast Bureau granted license covering CP for new FM translator. Action Nov. 20.

■ Plentywood, Mont., Plentywood Translator Corp.—Broadcast Bureau granted CP for new VHF translator to serve Plentywood on ch. 13 by rebroadcasting programs of CKCK-TV, ch. 2, Regina, Canada. Action Nov. 17.

■ West Glacier, Mont., Desert Mountain TV Association—Broadcast Bureau granted CP for new VHF

Professional Cards

<p>JANSKY & BAILEY Atlantic Research Corporation Shirley Hwy. at Edsall Rd. Alexandria, Va. 22314 (703) 354-2400 <i>Member AFCEE</i></p>	<p>—Established 1926— PAUL GODLEY CO. CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 <i>Member AFCEE</i></p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 <i>Member AFCEE</i></p>	<p>COHEN & DIPPPELL CONSULTING ENGINEERS Formerly GEO. C. DAVIS 527 Munsey Bldg. (202) 783-0111 Washington, D. C. 20004 <i>Member AFCEE</i></p>
<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 <i>Member AFCEE</i></p>	<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 2922 Telear Ct. (703) 560-6800 Falls Church, Va. 22042 <i>Member AFCEE</i></p>	<p>LOHNES & CULVER Consulting Engineers 1242 Munsey Building Washington, D. C. 20004 (202) 347-8215 <i>Member AFCEE</i></p>	<p>ROBERT E. L. KENNEDY 1302 18th St., N.W., 785-2200 WASHINGTON, D.C. 20036 <i>Member AFCEE</i></p>
<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 <i>Member AFCEE</i></p>	<p>SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 <i>Member AFCEE</i></p>	<p>STEEL, ANDRUS & ADAIR CONSULTING ENGINEERS 2029 K Street N.W. Washington, D. C. 20006 (202) 223-4664 (301) 827-8725 <i>Member AFCEE</i></p>	<p>HAMMETT & EDISON CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 <i>Member AFCEE</i></p>
<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p>JULES COHEN & ASSOCIATES Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D. C. 20036 <i>Member AFCEE</i></p>	<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 <i>Member AFCEE</i></p>	<p>VIR N. JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 DENVER, COLORADO <i>Member AFCEE</i></p>
<p>E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p>ROSNER TELEVISION SYSTEMS ENGINEERS—CONTRACTORS 29 South Mall Plainview, N.Y. 11803 (516) 694-1903</p>	<p>JOHN H. MULLANEY CONSULTING RADIO ENGINEER 9616 Pinkney Court Potomac, Maryland 20854 (301) 299-8272 <i>Member AFCEE</i></p>	<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 632-2821</p>

Service Directory

<p>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</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>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.</p>	<p><i>contact</i> BROADCASTING MAGAZINE 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>
---	--	---	---

translator to serve Lake McDonald, West Glacier and Coram, all Montana, on ch. 5 by rebroadcasting programs of KCFW-TV, ch. 9, Kalispell, Mont. Action Nov. 17.

■ **Park Headquarters, Tex.**—Trans-Pecos Translators Inc.—Broadcast Bureau granted CP's for three new VHF translators to serve Big Bend Basin, Tex., on ch. 2 by rebroadcasting programs of KMOM-TV, ch. 9, Monahans, Tex.; on ch. 11 by rebroadcasting programs of KOSA-TV, ch. 7, Odessa, Tex.; on ch. 13, by rebroadcasting programs of WOAI-TV, ch. 4, San Antonio, Tex.; granted CP's for three new VHF translators to serve Big Ben National Park Headquarters on ch. 5 by rebroadcasting programs of KOSA-TV, ch. 7, Odessa; on ch. 8 by rebroadcasting programs of KOAI-TV, ch. 4, San Antonio; on ch. 10, by rebroadcasting programs of KMOM-TV, ch. 9, Monahans. Action Nov. 14.

■ **K285AB Price, Utah**—Broadcast Bureau granted license covering CP for new FM translator. Action Nov. 20.

■ **K221AA Richfield, Utah**—Broadcast Bureau granted license covering CP authorizing changes for FM translator; change call letters to K296AC. Action Nov. 20.

Ownership changes

Applications

■ **KFMI(FM) Eureka, Calif.**—Seeks transfer of control of Danmour Broadcasting Corp. from Seymour Sohn, Daniel T. Alvy and Ted Alvy (as group, 100% before, none after) to Eureka Broadcasting Co. (none before, 100% after). Consideration: assumption of liabilities not exceeding \$26,000. Eureka Broadcasting, licensee of KINS(AM) Eureka, was licensee of KFMI until earlier this year. Principals: Wendall Adams, president, et al. Mr. Adams is general manager of KINS. Ann. Nov. 16.

■ **KOME(FM) San Jose, Calif.**—Seeks transfer of control of Audio House Inc. from Contemporary Communications Inc. (100% before, none after) to Progressive Communication Corp. (none before, 100% after). Principals: Richard Ullman (31%), Michael A. Wiener (23%), et al. Mr. Ullman is stock broker in New York. Mr. Wiener is business manager of KLAC(AM) Los Angeles. Ann. Nov. 22.

■ **WPOP(AM) Hartford, Conn.**—Seeks transfer of control of WPOP Inc. from Thomas L. Kemper, Elizabeth L. Levin, Joseph C. Amatore, et al. (as group, 100% before, none after) to Greater Connecticut Broadcasting Inc. (none before, 100% after). Consideration: \$1,492,948. Principal: Anthony Productions Inc. (100%). Anthony Productions Inc. is television program production firm which produces *Merv Griffin Show* and is 100%-owned by Merv Griffin. Among Mr. Griffin's interests are January Enterprises Inc., television production and music publishing firm, Griffin Records Inc., record production company, and Merivann Enterprises Inc., entertainer-management firm, all in New York. Mr. Griffin owns WWO(AM)-WIOF(FM) Waterbury, Conn., WENE(AM)-WMRV(FM) Endicott and WGRF(FM) Pleasantville (under construction), both New York, WBAX(AM) Wilkes-Barre, Pa., and WMID(AM) Atlantic City, N.J. He proposes to sell WWO contingent upon grant of WPOP application (see below). Ann. Nov. 16.

■ **WWCO(AM) Waterbury, Conn.**—Seeks assignment of license from January Enterprises Inc. to Winnepeg Corp. for \$405,000. Sellers: Merv Griffin (100%). Buyers: Peter M. Marcus (52%), et al. Mr. Marcus, formerly promotional manager of KTKI(AM) Tucson, Ariz., has restaurant interests in New Jersey. Ann. Nov. 16.

■ **KLSU(AM) White Castle, La.**—Seeks assignment of license from Shedd-Agard Broadcasting Inc. to Ibberville Broadcasting Co. for assumption of liabilities amounting to approximately \$65,000. Buyers: C. Allen Elggren and Allen Elggren. C. Allen Elggren is lawyer in Salt Lake City. He has various real estate interests in area. Allen Elggren owns 25% of Tranco Inc., transfer agency in Salt Lake City. Ann. Nov. 16.

■ **WVIM(AM) Vicksburg, Miss.**—Seeks assignment of license from Radio Mississippi Inc. to Radio Vicksburg Inc. for \$100,000. Sellers: Charles W. Dowdy, president, et al. Mr. Dowdy owns WROA-AM-FM Gulfport, Miss. Buyer: J. W. Furr (100%). Mr. Furr owns WMPA(AM) Aberdeen and WMBC(AM) Columbus, both Mississippi. He is majority stockholder of WFOR-AM-FM Hattiesburg, Miss., and WMBC-FM Columbus. Ann. Nov. 22.

■ **KMPL-AM-FM Sikeston, Mo.**—Seeks assignment of license from Semo Broadcasting Corp. to Delta Radio Corp. for \$270,000. Sellers: H. G. Sharp Jr., treasurer, et al. Buyers: John C. David (52%) and John E. David (48%). John C. David formerly was station manager of KINK(FM) Portland, Ore. John E. David is vice president and general manager of Fiberte Corp., plastics firm in Winona, Minn. Ann. Nov. 16.

■ **KILO(AM) Grand Forks, N.D.**—Seeks assignment of license from KILO Inc. to Red River Valley Broadcasting Co. for \$270,000. Sellers: Carl Bloomquist, vice president, et al. Mr. Bloomquist owns WEVE(AM) Eveleth, Minn., and has cable television interests in area. Buyers: Thomas E. Ingstad

(75%), Robert E. Ingstad Sr. (24%), et al. Robert Ingstad has majority interests in following stations: KBMW(AM)-KKWB(FM) Breckenridge, KWAD(AM)-KKWS(FM) Wadena, both Minnesota, KOVC(AM) Valley City, N.D., and KGFX(AM)-KKLS(FM) Rapid City, S.D. Thomas Ingstad is general manager of KWAD. Ann. Nov. 16.

■ **WEST-AM-FM Easton, Pa.**—Seeks assignment of license from Associated Broadcasters Inc. to Naugatuck Valley Service Inc. for \$760,000. Sellers: Clair R. McCollough, vice president, et al. Buyers: Frank G. Stisser (75%), Wallace J. Borke (10%) and Roy M. Schwartz (15%). Mr. Stisser is partner in real estate firm in Riverside, Conn. He also is majority stockholder in broadcast and marketing research firm in Norwalk, Conn. Mr. Borke is partner in law firm of Borden & Ball, New York. Mr. Schwartz owns 50% of Mediamax, advertising services, and Roy Barry Programs, TV production firm, both in New York. Naugatuck Valley is licensee of WOWW(AM) Naugatuck, Conn. Ann. Nov. 16.

■ **KOCA(AM) Kilgore, Tex.**—Seeks transfer of control of Radio Kilgore Inc. from A. Glenn Morton Jr. and William G. Morton (together 100% before, none after) to Ewing Adams, Douglas B. Humble, William Y. Rice and Gillett Sheppard (as group, none before, 100% after). Consideration: \$122,849. Principals: Messrs. Adams, Sheppard and Rice are partners in real estate development in Longview, Tex. Messrs. Adams and Sheppard are lawyers in law firm, Adams & Sheppard, Longview. Mr. Humble owns and operates flight training and service company in Texas. Ann. Nov. 16.

■ **KFIZ(AM) Fond du Lac, Wis.**—Seeks transfer of control of KFIZ Broadcasting Co. from RK Communications Inc. (100% before, none after) to Public Service Broadcasters Inc. (none before, 100% after). Principals: Donald G. Jones, president (22.5%), et al. Public Service Broadcasters is licensee of WCIW(AM)-WMDH(FM) New Castle, Ind., and WTJM-AM-FM Taylorville, WZOE(AM) Princeton and WVLN(AM)-WSEI(FM) Olney, all Illinois. Ann. Nov. 22.

Actions

■ **WSYL(AM) Sylvania, Ga.**—Broadcast Bureau granted transfer of control of Sylvania Broadcasting System Inc. from Perry Brannen Sr. and Hoke S. Brannen, co-executors of estate of William B. Brannen (100% before, none after) to Shirley Scott Mahaffey (none before, 100% after). Consideration: \$100,000. Principal: Mrs. Mahaffey is general manager of WSYL. Action Nov. 15.

■ **WRVI(FM) Winnebago, Ill.**—Broadcast Bureau granted assignment of license from WRVI Family Radio Inc. to Heart O'Wisconsin Broadcasters Inc. for \$125,000 (less assumption of liabilities). Sellers: Charles P. Rowland, president, et al. Buyers: William R. Walker, president (49%), Philip Fisher (25%), et al. Messrs. Walker and Fisher have interests in WOSH-AM-FM Oshkosh and WISM-FM Madison, both Wisconsin, and WSJM-AM-FM St. Joseph and WITL-AM-FM Lansing, both Michigan. Mr. Walker also owns 37% of WBEV-AM-FM Beaver Dam, Wis. Heart O'Wisconsin is licensee of WISM(AM) Madison. Action Nov. 15.

■ **WFMS(FM) Indianapolis**—Broadcast Bureau granted assignment of license from partnership of Martin R. Williams Sr., Elizabeth J. Williams, Martin R. Williams Jr. and Etta Clare Williams to Radio Indianapolis Inc. for \$605,000. Buyers: Susquehanna Broadcasting Co. (90%), Louis J. Appell Jr. (5%), et al. Mr. Appell is president and director of Susquehanna Broadcasting, which owns WSBA-AM-FM-TV York, WQBA(AM) Miami and WKIS(AM) Orlando, Fla., and has a majority interest in WHLO(AM) Akron, WLQR(FM) Toledo, WHLQ(FM) Canton, WLQA(FM) Cincinnati, all Ohio, and WGBB(AM) Freeport, N.Y., WARM(AM) Scranton, Pa. and WICE(AM) Providence, R.I. Action Nov. 14.

■ **KBEA(AM) Mission, Kan. and KBey-FM Kansas City, Mo.**—FCC granted assignment of license from Intermedia Inc. to KBEA Broadcasting Co. for \$950,000. Sellers: Intermedia Inc. is wholly owned subsidiary of ISC Industries Inc., publicly held company. Intermedia Inc. has also applied to divest itself of KQTV(TV) St. Joseph, Mo., KLYX(FM) Clear Lake City, Tex., and KGRV-FM St. Louis. Buyer: Robert P. Ingram (100%). Mr. Ingram is president and publisher of Dow Research Inc., publisher of Dow Digest. He also has extensive real estate interests in Kansas City. Under agreement, Mr. Ingram will sell KBey-FM to KBEY Inc., newly-formed company owned by Mark L. Wodlinger, president of Intermedia Inc. Action Nov. 22.

■ **WBKH(AM) Hattiesburg, Miss.**—Broadcast Bureau granted acquisition of positive control of Deep South Radio Inc. by B. L. Blackledge Jr. (50% before, 67% after) from James E. Swan (26% before, none after). Consideration: \$33,750. Action Nov. 7.

■ **WSPV(AM) West Warwick, R.I.**—Broadcast Bureau granted assignment of license from RSPV Inc. to Consolidated Communications Inc. for \$295,000. Sellers: Ernest Tannen, president, et al. Mr. Tannen owns WEEZ(AM) Chester, Pa. He also owns 90% of WDMV(AM) Pocomoke City, Md., and WHEX(AM) Columbia, Pa., and 50% of WYRE(AM)

Annapolis, Md. Buyers: Harold E. Carpenter, president (64%), et al. Mr. Carpenter is vice president and general manager of WNBH-AM-FM New Bedford, Mass. Action Nov. 15.

■ **KVII-TV Amarillo, Tex.**—Broadcast Bureau granted assignment of license from partnership of Stanley Marsh III, Tom F. Marsh, Michael Marsh, John S. Tyler and Estelle Marsh Watlington dba Marsh Media Ltd. to partnership of Stanley Marsh III, Tom F. Marsh, Michael Marsh and Estelle Marsh Watlington dba Marsh Media Ltd. for \$60,000. Mr. Tyler, general manager of KVII, is resigning; other partners are assuming his share. Action Nov. 8.

■ **WRDN(AM) Durand, Wis.**—Broadcast Bureau granted assignment of license and CP for new FM from Melvin Pulley to Steven Noetzel, Leroy Achter, Russell Kent and R. H. Darby dba WOJO Broadcasting Co. for \$100,000. Buyers: Messrs. Noetzel, Achter, Kent and Darby (each 25%). Mr. Noetzel is announcer, Mr. Kent is station manager and Mr. Achter is program director of KOWQ(AM) Waseca, Minn. Mr. Darby is lawyer in Winona, Wis., and has apartment construction and rental interests there. Action Nov. 9.

Cable

Final actions

■ **Cable TV Bureau granted following operators of cable television systems certificates of compliance:** Nantucket Cablevision Corp., Nantucket, Mass.; Brookhaven Cablevision Co., Brookhaven, Miss.; Henderson All Channel Cablevision Inc., Henderson, Ky.; Lebanon CATV Inc., Lebanon, Ind.; Hope Community TV, Hope, Ark.; Badger CATV, Ladysmith, Wis.; Hyper-Video Inc., Selma, Smithfield, Clayton, Fuquay Varina, Apex and Hillsborough, all North Carolina. Actions Nov. 17. Owensboro-On-the-Air Inc., Owensboro, Ky.; Tri-County Cable Inc., Semour, Ind. Actions Nov. 20. Total TV Inc., Hartford, Wis.; GTE Communications, Charleston, Ill.; American Television and Communications Corp., Kissimmee, Fla.; Teletron Cable TV, Stettin, Wis. Actions Nov. 21.

■ **Cable TV Bureau granted following operators of cable television system certificates of compliance:** Bewick Community TV Services Inc., Rockton, Ill.; Lewistown Cable TV, Lewistown, Mont.; B & B Cablevision Inc., borough of Quakertown, borough of Richlandtown and township of Milford, all Pennsylvania; Atlantic Cablevision Systems Inc., Atlantic, Iowa; Pampa Cable TV Inc., Pampa, Tex.; Rust Craft Cable Communications Inc., Middletown, city of Fairfield, city of Hamilton and city of Franklin, all Ohio; Buckeye Cablevision Inc., Perrysburg, Ohio; Arizona Cable TV Inc., Heber, Ariz. Actions Nov. 21.

■ **Cable TV Bureau granted following operators of cable television systems certificates of compliance:** Cypress Valley Cable Television Service Inc., Marshall, Tex.; Champlain Cablevision Inc., village of Lake George and town of Lake George, both New York; Arizona Cable TV Inc., Lake Havasu City, Ariz.; LVO Cable of Northern Illinois, Algonquin, Crystal Lake, West Dundee, Lake in the Hills, East Dundee, Cary, Fox River Grove and Carpentersville, all Illinois; Hobbs Cablevision Inc., Hobbs, N. M.; GRC Cablevision Inc., Clark county, Ind. (except areas in around New Otto, Bethlehem and Solon, all Indiana). Actions Nov. 24.

■ **FCC, in response to petitions by KLIX Corp. (KMVT(TV) Twin Falls, Idaho), Duhamel Broadcasting Enterprises (KDUH-TV Hay Springs, Neb.), and Pikes Peak Broadcasting Co. (KRDO-TV Colorado Springs, Colo.) for declaratory rulings and special relief, directed Idaho Video Inc., Magic Valley Cable Vision Inc., See-More Cable Inc. and Pueblo TV Power Inc., operators of cable TV systems in Idaho, Nebraska and Colorado, to comply within 10 days with mountain standard time zone same-day network program exclusivity requirements of rules. Action Nov. 22.**

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Nov. 28. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ **Baltimore county, Md.**—Following firms have applied for franchise: Free State Communications Services Inc., 80%-owned by Teleprompter Corp.; Community Cablevision Systems of Maryland Inc.; Balco Communications Systems Inc., 80%-owned by Sammons Communications Inc.; County Cablevision Inc., affiliate of American Television & Communications Corp.; Old Line Communications Inc., and Calvert Telecommunications Corp.

■ **Howard county, Md.**—Sammons Communications Inc. has applied for franchise.

■ **Westminster, Md.**—Russell H. Morgan and Associates has applied to city council for franchise.

Classified Advertising

RADIO

Help Wanted Management

All around professional General Manager with top sales experience needed for growing Northeast station with terrific potential. Primary service area over 1 million. Excellent salary plus incentives can mean big money. Stock options for right man. Rush resume to Box L-129, BROADCASTING.

Sales

Small market chain has opening for salesman with sales management or management potential. Send complete resume with first reply to Box M-4, BROADCASTING.

Western New York middle market station looking for aggressive salesman, with two years experience, to take over established AM and FM account list. Should earn \$11-12,000 first year. Send resume to Box M-8, BROADCASTING. Only experienced salesmen need apply.

Solid opportunity if you know sales and are willing to work. You can be a part of a very capable staff in one of New Mexico's best markets. Contact Jack Chapman, KGAK, Gallup, New Mexico. 505-863-4444.

Denver, Colorado. No. 1 account list. Salary + Commission, expenses and great company benefits awaits Creative, Hard Hitting Gunner with proven track record. Able to handle solid but conservative agencies. Ready to make a name for himself. Need marketing and ideas man for \$18,000-\$20,000 first year bounty. Prefer man 25-35, compatible with Big Rock format. For personal and confidential interview send resume to or call Philip Jay Le Noble, Sales Manager KTLK, 1165 Delaware, Denver, Colorado 80204. (303) 222-4811.

How would you like to live in California's beautiful Napa Valley? Rated by Family Circle magazine as one of the nation's ten most desirable communities to live. KVON, the valley's only radio station, is seeking an experienced regional sales manager to cover San Francisco and local accounts. Whether you are an old pro looking for a wonderful place to spend your last ten years in radio . . . or a young aggressive man wanting that good opportunity in a booming area . . . this is it! Send resume to KVON, Box 480, Napa, Calif. 94558.

Kewanee, Illinois, seeking young aggressive experienced salesman. Send resume, salary requirements, references to George Walker, WKEL, Kewanee, Illinois 61443.

Top salesman with sales manager-manager potential—preferably sales manager with proven record—wanted by 5 KW fulltime AM station in medium Southern market in fast growing area. No. 1 in 4-station market with 37% of audience. Need resume—education, complete broadcast experience including specific evidence of previous sales success. Can earn in excess of \$12,000 initially. Box 361, Ardmore, Pa. 19003.

Announcers

Pennsylvania sports minded radio station wants an announcer who lives and loves sports, with basketball and football play-by-play experience, who is also able to provide a good dj performance on afternoon record show and do daily sports show with interviews. Send experience record, references, tape, salary requirements immediately to Box L-168, BROADCASTING.

Morning man for modern Golden MOR Midwest 5KW daytimer in good sized market. Prefer those over 25 to relate to music. Cooperative but inventive temperament. Stable. Good income. Send tape & resume to Box L-237, BROADCASTING.

Wanted an announcer that is a winner in production, news and air work. 1st ticket helpful. Box M-13, BROADCASTING.

Announcers: Two openings soon at medium market Top 40 station in South. Experienced and good on production. Send resume, photo, and tape to Box M-15, BROADCASTING.

10 KW Modern Country daytimer, with full-time FM, in Capital City needs good morning man capable of handling programming, production and air shift. Top salary for right man. All new studios. Excellent city for family. Experience men only. Send resume, photo and air check. Mr. Anderson, KBMR, Box 1233, Bismarck, N.D. 58501. 701-255-1234.

Opening for night time announcer. Must be experienced and preferably with some news background. Salary open KWHW Radio, Altus, Okla. Contact George Wilburn, Manager.

Wanted: Good beginner announcer. Send tape and resume to KSTV, Box 102, Stephenville, Texas. Telephone 817-968-2141.

Announcers Continued

No. 1 station in 5 station market needs to hire one announcer dj. Our format is C & W. We specialize in local news coverage. The man we will hire must have third class ticket with endorsement, must be sober, honest, dependable and have a desire to make money. Duties will consist of dj work, covering local news stories and will be given chance to sell and will be paid commission above salary for sales. Forty hour work week. If this opportunity interests you contact J. C. Johnson, President, WJEM Radio, Valdosta, Georgia.

This may be the break you are waiting for. Just show above average potential. Submit resume and tape to General Manager, WTWA, Box 591, Thomson, Ga.

Suburban Philadelphia station. Big voices with big intelligence. If you are on the way up, mail tape and resume to MEDIAmerica, 9414 Crosby Rd., Silver Spring, Md. 20910.

Announcer who can communicate is wanted. Contact 617-632-1340. Ask for a real pro, our PD Ken Ash.

Technical

AM/FM Stereo combination Midwest needs chief engineer. Good salary and working conditions. Box L-84, BROADCASTING.

Chief Engineer for Southwest Virginia AM-FM-Stereo, SCA, automation, Background Music. Must be strong on maintenance. No announcing. Start \$150. Send complete resume in first letter. Box L-195, BROADCASTING.

Chief engineer with directional experience. The station is located in a Southeast suburban market and the position pays up to \$18,200 for a person with good technical experience and emotional stability. There is no real hurry but if you are interested, please send a resume, references and picture to Box M-19, BROADCASTING.

Immediate opening for AM-FM Chief Engineer. Some board work. KCOB, Newton, Iowa. 515-792-5262.

Needed immediately. Qualified, first ticket maintenance engineer for AM-Stereo operation in major market. Good salary, excellent working conditions and modern equipment. Send resume and picture to Ron Taylor, WAVI-WDAO, Dayton, Ohio or call 513-224-1137.

Programing, Production, Others

Copywriter/production. Wisconsin Contemporary station in 50,000 market needs super-creative copywriter/production person. Copy must sell! Send resume to Box L-221, BROADCASTING.

Program Director start date January 1, 1973, Buffalo, N.Y. WWOL Radio AM and FM needs a professional Program Director. Experienced in writing, production, and knowledge of FCC rules, must be able to motivate people. A great opportunity for the right person. Send tape and resume to Mr. Jack B. Ludescher, General Manager.

Situations Wanted, Management

General Manager: Experienced all aspects of station operation, technical, programming, sales, FCC, etc. Prefer medium market. Box L-149, BROADCASTING.

10 Year. Fut First. All facets. Want back into management. Family. Small-medium market. Call Bob 315-782-5786. Box L-187, BROADCASTING.

Young family man seeks GM or SM at small-medium station. Prefer part ownership. Experienced all facets. Box M-3, BROADCASTING.

General Manager, over 15 years experience all phases of broadcasting, will put your station in black, no gimmick or expenditures, just know-how and hard work, interested in small market on West Coast, also in ownership. Box M-32, BROADCASTING.

Announcers

7 years experience, 28, married. Unique communicator seeking MOR or Good Music. Perfect for Mid-day. Outstanding music knowledge, creative production, leadership qualities. Sincere, community minded, excellent references. Box L-126, BROADCASTING.

Professionally trained announcer will go anywhere, do anything for minimum salary to gain experience. Hard worker, likeable. Box L-205, BROADCASTING.

DJ, tight board, good news, commercials, ready now. Box L-244, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box M-1, BROADCASTING.

Announcers Continued

Personality and drive to be #1 is what I offer you. Talented versatile new and different Top 40 dj with solid gold specialty. 3rd class. Can relocate anywhere anytime. Box M-6, BROADCASTING.

Too much, too soon. From beginner to manager in one year. Currently desk jockey, wants back on-the-air, MOR or Mod Country. Prefer 100 miles of Omaha. Money not important. Reply Box M-9, BROADCASTING.

Professionally trained. Will go anywhere. Do anything for minimum salary to gain experience. Hard worker, friendly. Box M-17, BROADCASTING.

Am ready! 3rd endorsed, good airtape, enthusiastic worker, contact Robert 806-372-9234. Prefer small market, Box M-20, BROADCASTING.

Presently employed jock wants back into Progressive format. 23, single, Bachelors in Broadcasting, good voice, strong production, knows music. New ideas for Liberal FM or AM Rocker. Looking upward. Box M-21, BROADCASTING.

Dependable, hard working announcer. New England area. Seven years experience. First phone. Employed. Seeking opportunity. Good references. Box M-25, BROADCASTING.

Black jock seeks Rock Show. Has 3rd. Will travel. Or, as page. Honest, reliable, dependable. Box M-33, BROADCASTING.

I've done music, continuity, production, and air work. Aggressive, ready to move up, any shift, draft exempt, 3rd ticket. Call Michael, 616-422-1364.

Good Morning! "The Rise and Shine, Get Up and Go, Wake up Show" can be yours for only \$135 a week to start. Previous experience in small market of 10,000. Third endorsed, tight board. I want a competitive market Contemporary or Top 40, in the East, Southeast, or Florida only. Guaranteed to destroy your competitor's ratings! Write: Occupant, 75 Randolph Ave., Buffalo, NY 14211.

1st, experienced, strong production, John Sullivan, 3327 Freeman St., San Diego, Calif. 92106.

Peanuts! Month's work, pay peanuts, literally! Three years college radio, third endorsed. In the shell, jock, MD, APD, news, production, writer. College broadcasting graduate, May, 1973. Will relocate. John Rabick, Elliott Hall, Box 38, Muncie, Ind. 47306.

Announcer 3rd New Yorker, great sportscaster, newscaster, copywriter. College grad, young, experienced. Mike, 63 Tilrose Ave., Malverne, NY. 212-RE 2-3665.

They used to call me the original Duke of Farmingdale, but for your format I'm just plain Bill Duke; Top 40 Soul jock, willing to relocate, free full time after 2/1/73; James Duke, 816 East 229 St., Bronx, NY 10466.

Professionally trained, experienced limited, middle age, hard worker, will relocate. Looking for a permanent job. 3rd endorsement. Give me that first break. Fred Brown, 733 Chandler Dr., Dayton, Ohio 45426.

I want that break! 3rd endorsed, 23, single. Will send tape and resume upon request. J. Robert Apple, 1312 Hillsdale Dr., Monroeville, Pa. 15146. 412-372-8322.

Experienced announcer for medium market Contemporary or MOR. Call Nell Rogers. 412-837-9414 or write 315 W. Third, Greenburg, Pa. Available immediately.

First phone. One year experience. Quality production. Top 40 or MOR. Means business and wants to grow. Call Todd. 815-844-3015.

TNT with a long fuse means morning eye-opener. Snap, crackle and pop is more than just cold cereal. #1 in Stamford, New Haven and suburban New York; management experience. Paul Kellogg. 914-358-3029.

Music Director with first ticket, who knows music and does sales work, wants to move up. Helped build and operate Top 40 student FM in St. Paul. Worked part time at number one Country in Minneapolis. Currently doing mid-morning progressive MOR. Rick Burnett, c/o Lake Hayward Motel, Room 3, Hayward, Wisc. 54843. 715-634-4836, 12:30 P.M. to 5:00 P.M.

Technical

20 years aggressive Chief Engineer, construction-installation, good administrator, complete operation AM, FM-SCA, Stereo automation. Relocate anywhere, references. Box M-14, BROADCASTING.

How important is a well maintained radio station? If you say very—contact me—professional chief. Box M-22, BROADCASTING.

Chief directional or non directional. 30 years experience. Own tools and proof gear. Currently employed. Marlin Moss, 1121 SW 2nd Ave., Ocala, Fla., 914-622-7773 after 6 PM.

News

Experienced news director. Degree in Journalism. Dedicated, professional delivery, leadership qualities. TV news/newspaper experience. Original writing style. Box L-133, BROADCASTING.

Award winning 10 year News Director, Program Director, Operations Manager, talk show host, music personality. Currently working close to New York City. Wants the Boston, Providence market. Play-by-play all sports, college and high school level. I've got the talent if you've got the scratch. Box L-193, BROADCASTING.

Sportscaster play-by-play, sports reporting and features. Also very strong in news. Have done dj work. Will accept a good combo job, but desires straight sportswork. Box L-206, BROADCASTING.

Hard working young play-by-play man with three years experience in football, basketball, baseball seeks move up from small market. Box L-235, BROADCASTING.

Male/Female professional broadcasting team. Young, with Network and local experience in major market. Desire work in news/public affairs. Management and talent capabilities. Experienced in radio, willing to change to TV. Eager, enthusiastic, educated. Box M-2, BROADCASTING.

Full time sports and newswriter with major events to his credit excels at play-by-play and does AM drive time sports in New York area part time. Would like a full time radio job. Reply. Box M-10, BROADCASTING.

As sports director of small market television station, I have become proficient in on-the-air reporting, film production, and interviewing. I also have extensive radio play-by-play experience. A Northwestern University graduate, I'm looking for step upward to combine TV and possible radio play-by-play work. Box M-11, BROADCASTING.

Radio news writer, editor, reporter with eleven years experience, last five with present station, looking for fresh air. Solid professional ability and attitude. AS degree, early 30's. Box M-28, BROADCASTING.

Soon-to-be-married newspaper reporter, and English teacher for 7 years, desires position in radio or TV newsroom, part-time or full-time, in Waterbury-New Haven-Hartford, Connecticut area. Age, 28. Third endorsed. Broadcasting school graduate. Write Box M-31, BROADCASTING.

Help—Need a break anywhere inside/outside news, third phone, 2 years college radio. 1-313-534-0251.

Programing, Production, Others

Fully qualified program director small or medium markets. Box G-279, BROADCASTING.

Program Manager: Excellent track record. Looking for medium to large market station in trouble. Reasonable autonomy required. Box L-150, BROADCASTING.

Good professional voice, 20 years broadcasting radio and television. Also experienced in editing and splicing audio tape working for commercial recording studio. Box L-214, BROADCASTING.

TELEVISION

Help Wanted Management

Commercial Manager with sales know-how and administrative ability. VHF in Southwest market. Box L-217, BROADCASTING.

Technical

Well qualified engineer trainee with first phone. Texas VHF. Box L-219, BROADCASTING.

Opportunity for qualified, reliable assistant chief engineer. Southwest VHF. Box L-220, BROADCASTING.

Leading Eastern VHF station seeks experienced maintenance/construction technical personnel. Top union rates. Equal Opportunity Employer. Send interest and resume to Box L-229, BROADCASTING.

Gravco Sales, Inc., a subsidiary of the Grass Valley Group, Inc., needs a regional salesman for the Northeast area. A strong technical background in broadcasting is essential. Please send a resume to Robert E. Lynch, Gravco Sales, Inc., Station Plaza East, Great Neck, NY 11021.

Technical Continued

Tired of snowstorms? Come to sunny Atlanta, Ga. Looking for qualified maintenance and operating engineers also transmitter engineer. Contact Chief Engineer, WTCG-TV, Atlanta, Ga. 404-873-2242.

News

Night editor/producer with keen news judgment, creative production skills to run night operation of highly professional news department. Top 60's market. Box L-155, BROADCASTING.

Newsman-photographer with proven ability for top news station in South Texas. Box L-218, BROADCASTING.

Announcer/weatherman—Ohio CBS affiliate. Group owned. Announce three weekdays and perform weather forecast on weekend news programs. Experience necessary. Send resume, salary requirements and VTR (or picture if VTR unavailable) to Box M-24, BROADCASTING. An Equal Opportunity Employer.

Utility newsman needed for Florida NBC affiliate. Send tape, resume, references and salary requirements to Box M-34, BROADCASTING.

Florida TV station expanding news staff. Need investigative reporter; on-air field reporters; photographers; photographers with reporting background and news producers. ALL MUST have journalism degrees or comparable experience. Experienced only need apply. Equal Opportunity Employer. Box M-36, BROADCASTING.

Have opening on news staff of top rated NBC station in Central California. Some field work some anchor. If interested, I need a resume, salary requirements and either VTR or SOF. Send material to Lloyd Chapel, Personnel Director, Central Calif. Communications Corp., Box 1651, Salinas, Calif. 93901.

Programing, Production, Others

KOOL Radio-Television, Phoenix, Arizona has two positions open. 1) Promotion assistant, 2) Staff Artist. Send resume, samples and pix of yourself to Marge Injasoulin, KOOL, 511 West Adams, Phoenix, Arizona 85003.

Producer-Director. Excellent professional opportunity at full color public television station operated by West Virginia University. Work in broadcast and CCTV studios with opportunities in motion picture projects. Bachelor's Degree. One to two years of related work experience. Starting salary \$9,708 annually. Excellent benefits. Apply by resume to: E. J. Podeszwa, Personnel Office, West Virginia University, Morgantown, West Virginia 26506. An Equal Opportunity Employer.

Situations Wanted, Management

Broadcast Executive with strong management background in TV, Cable TV, radio. Sales-profit oriented. Position in management or sales management. Excellent references. Currently employed in East. Strong financially. Box M-5, BROADCASTING.

Sales

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate. Buy in. Box 683, Tyler, Texas 75701. 214-592-6280.

Technical

CE, BSEE, asst. eng. mgr. trans. supvsr. radio and/or TV. Twenty years experience. Box M-12, BROADCASTING.

Engineering manager: 22 years experience, 18 years management, but still young enough to perform. Experience, TV, FM, AM directional, construction, operations, union negotiations, management oriented. Seeking permanence with a future. Box M-26, BROADCASTING.

News

Anchorman, reporter currently employed top 15 market station. More than 10 years experience all phases of news. Would like to join news oriented station. Box L-211, BROADCASTING.

Male/Female professional broadcasting team. Young, with Network and local experience in major market. Desire work in news/public affairs. Management and talent capabilities. Experienced in radio, willing to change to TV. Eager, enthusiastic, educated. Box M-2, BROADCASTING.

Credentials: 2½ years commercial radio, State House reporting, college television, currently News Director of one of nation's outstanding college news departments, excellent references, knows sports. Ready mid-December. Tape, photo, resume. Box M-30, BROADCASTING.

News Continued

Reporter anchor. Experience as political correspondent, street reporter, anchorman-producer. Can shoot, edit film, write. Love the business, hard worker. Young, innovative. Call 314-334-6120.

Programing, Production, Others

Television or CATV production manager. Experienced all phases of production in major city. Seeking smaller community environment. Box K-185, BROADCASTING.

Young director with major market experience in all production functions seeks medium market position. Late shift preferred. Box L-202, BROADCASTING.

Production Manager. Shirt sleeve executive thoroughly experienced in production/administration, seeks position with progressive station. Will relocate for right opportunity. Box M-7, BROADCASTING.

Young writer/producer in Chicago, MA in Television, Russian and history background, experience at network O & O station. Seeks producing/writing position. References and proven ability. Will relocate. For resume and reply write Box M-35, BROADCASTING.

CABLE

Help Wanted Sales

Sales manager to manage expanding Cable TV sales department. Excellent opportunity. An Equal Opportunity Employer. Reply Box L-225, BROADCASTING.

WANTED TO BUY EQUIPMENT

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.

Equipment wanted. We are moving into Christian television. If you are disposing of any color TV equipment we need it. We would ask you to consider a tax receipt for donating the equipment to a tax exempt Christian organization. CCI, Box 33, Norfolk, Va. 23501. 703-623-6262.

Need Marconi camera chains blk and white Mark IV or V. Need lenses Taylor Hobson Variol V or III. Reply E. Panos, 2334 Lawrence Ave., Chicago, Ill. 60625. 312-784-500. 2-6 P.M.

FOR SALE EQUIPMENT

One (1) AMPEX 3200 Tape Duplicator System—including one master and two (2) slaves with Mono—and Stacked Stereo Heads. Just three (3) months old, with a full year guarantee. Price \$8,000. For more information call collect Broadcast Automation Associates, 563-3166 or 563-3167, at 3101 North Federal Hwy., Ft. Lauderdale, Fla.

One (1) GATES BC-1-J AM 1 kilowatt Transmitter in excellent condition. Price \$3,500, with a full year guarantee. For more information call collect Broadcast Automation Assoc., 563-3166 or 563-3167, at 3101 N. Fed. Hwy., Ft. Lauderdale, Fla.

One (1) ATC 55 unit Mono—in mint condition, \$1,500. One (1) COLLINS 900 C-2 Stereo Modulation Monitor, \$1,500. Two (2) AMPEX 440B Mono Record Playback machines priced at \$1,650. One (1) SCHAFER 800 Automation System complete. All of which carries a one year guarantee. Call collect Broadcast Automation Associates, 563-3166 or 563-3167, at 3101 N. Federal Hwy., in Ft. Lauderdale, Fla.

Carousels. Like new. Completely rebuilt, tested and guaranteed. Limited supply. \$995. Autodyne, Box 1004, Rockville, Md. 20850. Phone: 301-762-7626.

Mint Cond.—Ampex AG-600, full track, mono, rack mount, manual, all connecting cables included, \$490. Rolat Co., Box 1682, Athens, Ga. 30601.

Three M67 Channel Mixers with power packs. Empire Sports. 514-932-1711.

Broadcast Crystals: New or repairs for Gates, RCA, Bliley, W.E. and JK oven holders. AM frequency monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eidson Electronic Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

1 RCA TTU12A transmitter. On Channel 33 but can be retuned for other frequencies. Including: 1 TTU 1B Driver; 2 12 KW power amplifiers with power supply; 1 filterplexer; 1 heat exchanger with spare water coil; 1 set of spare cavities for all stages; 1 set of miscellaneous parts and tubes. This transmitter is currently in operation and will be available in January, 1973. 600 ft. 6½" EIA bolt flange type transmission line. Used and in good condition. Contact A. W. Taylor, WYTV, Inc., Youngstown, Ohio. 216-783-2930.

For Sale Equipment

Continued

Heliac-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists Sierra Western Electric, Box 23872, Oakland, Calif. 94623.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer, Box 8507, Pensacola, Florida 32305.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,*** 2727 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 351B Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

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 January 3, April 11, 1973. Reservations required. William B. Oden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

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 Phonel 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.

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.

F.C.C. TYPE exams guaranteed to prepare you for F.C.C. 3rd. \$(10.00 with broadcast endorsement) 2nd. \$(12.00), and 1st. \$(16.00), phone exams; complete package, \$25. Research Company, Dept. B, 1630 Woodfern Dr., Homewood, Alabama 35209.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

ARE YOU interested in a professional announcing career in radio? Enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, N.M. Three months training on 2 commercial radio stations . . . KSVP AM/KSVP FM stereo gives you 3 months actual commercial announcing experience that really counts when you apply for your first job. Third class radio-telephone license with broadcast endorsement training included. Room and board available and placement assistance. Small classes. Bonded! Certified by the New Mexico State Board of Education. Approved for veterans! Classes year around beginning Jan. 1st, April 1st, June 1st, Sept. 1st. Enroll now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, NM. 88210. Phone 505-746-2751 for reservation!

Instruction Continued

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.

COMEDY MATERIAL

30 Minute pop-in tape! Hundreds comedy one liners, includes Sexy Gal. \$10. Tapes, 975 South Tuttle, Sarasota, Fla. 33579.

One Liners: Sample only \$1. Sunshine Comedy Service (Room 23), Box 4636, Jax., Fla. 32201.

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, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"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.

For Rent: 1 Spotmaster record unit and 1 Spotmaster record/playback unit. Factory reconditioned. \$25 per month. Address inquiries to: Channing Leasing Co., Inc., Box 447, Natick, Mass. 01760. 617-655-5360.

Why didn't you get that last job??? Was it your air check? Capital Communications Company, a major market consultancy, will fully critique your air check and tell you what a PD won't bother to. Send your aircheck w/\$10 to Capital Communications Company, Suite 516-E, 7315 Wisconsin Ave., Washington, D.C. 20014—It's your future.

RADIO

Help Wanted Management

SELLING MANAGER

For full-time non-directional AM in town of 25,000. Well established, beautifully equipped, well-financed, profitable, 30-year-old station in Mid-Atlantic area needs experienced radioman who can lead, sell and manage.

Box M-18, Broadcasting
Equal Opportunity Employer

TELEVISION Help Wanted News

TELEVISION NEWS DIRECTOR

News Director for major Midwest market television network affiliated station. We have a most challenging opportunity for a dedicated, aggressive, mature newsman. Full responsibility for News Department. Requirements include leadership ability, responsible news judgment, strongly motivated. Minimum five years experience in broadcast journalism. Resume and references desired. Send to:

Box L-152, Broadcasting

AN EQUAL OPPORTUNITY EMPLOYER

MAXIMUM AD EXPOSURE
AT MINIMUM COST

YOU BELONG IN

Broadcasting

The newsworld of broadcasting and allied arts

1735 DeSales St., N.W.
Washington, D.C. 20036

Help Wanted Announcers

JOCK

WE'RE LOOKING FOR AN R&B, SOUL, JOCK WHO WANTS TO BE A BIG FISH IN A BIG OCEAN. RUSH TAPE & RESUME TODAY!

Box M-23, Broadcasting
An Equal Opportunity Employer

Help Wanted Programing, Production, Others

WNOE

GOLDEN OLDIE FORMAT
PROGRAM DIRECTOR

If you're MOR experienced, creative, well-versed in production and preferably can do a sparkling air show, you might well be the leader for our successful, fast rising format. Send resume and tape to James A. Noe, Jr., President, WNOE, 529 Bienville, New Orleans, La. 70130.

TELEVISION

Help Wanted Management

RAYMAR ASSOCIATES, INC.

Television Sales-Traffic-
Operations Station Management

We are serving radio and television stations in 30 markets, offering consulting services and systems packages for improving revenue and reducing staff.

We are seeking men or women with supervisory experience in television sales, operations, or in small market station management, who are willing to travel at least 50% of each month and have no marital ties.

Current openings include area managerships in Eastern, Southern, and Midwestern USA. Also a Marketing Director for a new international division to serve Australia and USA possessions. Profit sharing plan offers earnings greater than in major market television. Interviews to be held in Boston, Chicago, Atlanta and San Francisco.

Mail resume to: Raymar Associates, Inc., 14 Christian Court, Belmont, Calif. 94002. (415) 592-2112.

Situations Wanted

Programing, Production, Others

PROGRAM DIRECTOR NOW IN A TOP 4 MARKET LOOKING FOR GROUP OR INDIVIDUAL STATIONS TO CONSULT. Honest, organized approach to communication problems - The Market, The Format, Format - Sales - Compatability, Realistic Community Involvement. Perhaps we can explore the possibilities together.

Box M-29, Broadcasting

CCTV ENGINEER

Large Chicago-based corporation has urgent need for a chief engineer for CCTV Teleproduction Department. Successful candidate will have approximately five years solid servicing experience with broadcast VTR's and RCA TK-43 cameras. Unusually fine working environment, outstanding benefits package, healthy starting salary. Age is no barrier. This position will be available shortly after January 1.

Send résumé in complete confidence to:

Box M-27, Broadcasting

Miscellaneous

GUESS WHO'S COMING BAWK?

To find out, call, write or wire

CHICKENMAN CENTRAL

The Chicago Radio Syndicate, Inc.
25 East Chestnut Street
Chicago, Illinois 60611
(312) 944-7724

COMEDY FROM GOLDEN DAYS OF RADIO
Nostalgia is sweeping the country and so are our 5-minute daily programs featuring the great comedians of Radio's Golden Age. W.C. Fields, Cantor, Allen, Amos & Andy, Abbott & Costello and 47 others. Two commercial positions. Easy to sell—reasonable rates. Phone (703) 342-2170 and listen to audition tape. Have your tape recorder ready when you call and make your dub while listening. Hayden Huddleston Productions, 305 Shenandoah Bldg., Roanoke, Virginia 24011.

"CORNPONE"

100 different radio features—10 to 20 seconds each. Done in good taste to bring chuckles. Fits any type format on stations across the country. Terrific drop-ins. Supplied on 7" reel of tape. Its all yours 'for keeps' for only \$25.00. Money-back guarantee. Send check to Hayden Huddleston Productions, Inc., 305 Shenandoah Bldg., Roanoke, Virginia 24011.

**National
Radio
Research**

SPECIALIZING IN HONEST
RADIO AUDIENCE MEASUREMENTS
AT SENSIBLE PRICES. (FROM \$299)

P. O. BOX 1071
CASA GRANDE, ARIZONA 85222
602- 836-2792 COLLECT

WANTED TO BUY—Stations

AM or FM

Interested in purchasing radio station AM or FM, in a top 100 market. Can and will pay cash. No broker involved.

Box L-145, BROADCASTING

\$\$ CASH FOR YOUR UNSOLD TIME \$\$

Our professional broadcast salesmen sell community service campaigns for your station by long-line telephone. AM—FM—TV—Cable. Any size, anywhere! We've been doing it for years for a LOWER COMMISSION than our competition. We even have pros to write the copy! Call or write today for info and industry references. You'll have thousands of \$\$ in extra billing within weeks. The only company in the telephone sales field that is BROADCASTER OWNED AND OPERATED!

BROADCAST SALES ASSOCIATES
505 S. Locust Street
P.O. Box 1191
Champaign, Illinois 61820
(217) 359-3907 (All Phones)
(30 years in broadcasting)

Employment Service

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

FM LICENSE AVAILABLE

Top ten market full power FM raw license available. \$1 million. Cash preferred; terms considered.

Box L-213, BROADCASTING

TEXAS SMALL MARKET

FOR SALE

Profitable Fulltime AM

Box M-16, Broadcasting



SOVRAN
INCORPORATED

BROKERS & CONSULTANTS

2110 MERCANTILE BANK BLDG.
DALLAS, TEXAS 75201 (214) 651-8088

STATIONS FOR SALE

- CALIFORNIA.** Grossing \$9,000 monthly. Growing coastal market. \$165,000. 29% down.
- SOUTHEAST.** Profitable small market day-timer. \$185,000. Terms.
- WEST COAST.** FM serving market of 500,000. \$225,000. \$50,000 down.

**Jack L. Stoll
and ASSOCIATES**
6430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213—464-7279

LaRue & McCauren Media Brokers, Inc.

341 Bayside Dr. 116 Central Park South
Newport Beach, Ca. New York, N.Y.
(714) 675-4585 (212) 265-3430

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20036
1801 Ave. of the Stars 1725 De Sales St., N.W.
Century City, Suite 501 Suite 508
213/277-1567 202/223-1553

E	Small	AM/FM	\$160M	Terms	SE	Small	Daytime	\$115M	Sold
E	Medium	Fulltime	\$240M	Cash	MW	Small	Fulltime	\$145M	Terms
FL	Metro	Daytime	\$550M	29%	MW	Metro	Daytime	\$550M	Cash
SE	Metro	Daytime	\$400M	29%	W	Metro	FM	\$65M	Nego
SE	Major	Daytime	\$284M	Nego	SE	Suburban	Fulltime	\$1MM	Nego



CHAPMAN ASSOCIATES®
business brokerage service

Please Write: 5 Dunwoody Park, Atlanta, Ga. 30341

Profile

Changing with change: radio programmer Willis Duff

Right now Willis Duff is into talk radio. Last year he was deeply into progressive-rock music and free-form programming. Before that, he was at various times associated with top-40, easy-listening and middle-of-the-road music stations. Thirty-five-years old, he has worked a full range of jobs, from disk jockey to engineer to salesman to general manager. Restless, searching and articulate, he remains a radio enthusiast. He's convinced that radio educates and informs, causes action and reaction.

Mr. Duff is wearing several hats these days: programmer, salesman and temporarily an on-air personality for KSDO (AM) San Diego, an all-news and conversation station, while also working on acquisitions and finances for Firestone Communications Inc., New York, parent of Generation II Radio San Diego, licensee of KSDO.

"Radio is in constant evolution," says the bearded Mr. Duff, who has the bright, comfortable appearance of a younger, thinner Peter Ustinov. "And it's getting better all the time."

Willis Duff, too, seems in constant evolution. Talk radio is where he's at now, but take no bets that's where he will be next year. He wants to grow along with radio and appears to thrive on the challenge of change. Still, talk and the free-form formats seem to be his programming strengths and he is essentially a programming theorist.

Considered an expert in both programming areas, he, in particular, virtually wrote the book on talk radio. Indeed, he did write a book about it. Entitled "The Talk Radio Handbook," it was compiled by Mr. Duff in 1969 (mostly from memoranda he had written), based on his experience of helping to develop and run what is generally acknowledged to have been the first 24-hour two-way telephone-talk radio station, KLAC (AM) Los Angeles.

There's a great deal of Willis Duff's thinking in that 61-page handbook. For instance, why would anybody who had to bear the full brunt of talk radio's problems—as Mr. Duff did as program director of KLAC (where he feuded with the quintessential free-wheeling, controversial talk jock, Joe Pyne)—willingly go back for a second go-around? "Talk is not for the timid," Mr. Duff says in his book. "It's not for broadcasters who want to please all the people all the time. It's not for those who judge employees on their placid agreeability. And mostly it's not for those who don't enjoy a challenge."

Willis Duff sincerely believes that radio—and maybe especially talk and free-form radio—is at the forefront of social change. At KSDO, for example, where he's in charge of programming (and for



Willis Powell Duff Jr.—corporate VP-programming, Firestone Communications, New York, licensee of KSDO (AM) San Diego; B. Jan. 20, 1937, Sherman, Tex.; U.S. Air Force Academy, 1955-57; University of Texas, Austin, 1957; Texas Western College, El Paso, 1958; University of Louisville, 1959; with KFYN (AM) Bonham, Tex., 1951-55; announcer, production director, KSET (AM) El Paso, 1958; assistant program director, production director, copy writer, local salesman, WAKY (AM) Louisville, Ky., 1959-60; air personality, sports announcer, WDSX (AM) Denison-Sherman, Tex., 1961-62; assistant to Congressman Ray Roberts (D-Tex.), 1962; program director, WPRO (AM) Providence, R.I., 1962-63; production director, assistant program director, program manager, KLAC (AM) Los Angeles, 1963-68; director of radio, WHDH-AM-FM Boston, 1968-69; VP and general manager, KSAN (FM) San Francisco; Western regional VP, Metromedia Inc., based in San Francisco, 1971-72; corporate VP for programming, Firestone Communications Inc., based in San Diego, 1972-present; separated from wife; children—Guy, 12; Earle, 7.

the time doing an hour morning talk show of his own), Mr. Duff puts on a nightly series, *The Last Word*, on which regularly appear spokespeople for the black, youth, chicano, women's rights and law-and-order special interests segments of the San Diego community. *The Single Life*, a two-hour Sunday show, takes notice of and caters to a special group only recently recognized by society. And for three hours every Saturday afternoon, Patty Rosen, a registered nurse, conducts *Let's Talk About S-E-X*, during which sex problems are often discussed in explicit, colloquial language.

Similarly, when Mr. Duff ran what could be described as the underground radio station, KSAN (FM) San Francisco, he not only programmed the music of the counterculture, he made certain the station remained true to an alternative life

style. Thus KSAN, under Mr. Duff's direction, disdained the conventional approach to news reporting and was among the first stations to use a muckraking, irreverent style that was sometimes supported by a collage of music, satire, sound effects and other theatrics.

Intensifying the local news operation is a must in Willis Duff's scheme of things, no matter the station, no matter the format. And involvement always is the word with him. "Don't be passive," a compendium of his radio thinking would begin. "Lead—give the public a public medium. Get them involved. Start them to think and to question. If you do these things, great broadcasting is inevitable."

Willis Duff has been developing such radio philosophy since the age of 13 when he walked into KFYN (AM), a 250 watt daytimer in Bonham, Tex., and was put to work (among other chores) reloading the soft-drink machine, sweeping floors and climbing the tower to change lights. He stayed while attending high school to conduct record hops, do remote broadcasts, and emcee a country-and-western all-request show.

After brief stints at two other Texas stations, two years in programming-production for WAKY (AM) Louisville, Ky., and a nine-month change-of-pace job as an assistant to Texas Democrat Congressman Ray Roberts, Mr. Duff landed at Capital Cities Broadcasting's WPRO (AM) Providence, R.I. He was given operational responsibility for programming and news at the top-rated contemporary music-and-news station; it was probably the turning point in his career.

From Providence he jumped to Metromedia's KLAC (AM) Los Angeles, where he ultimately bore considerable responsibility for the creation and development of the station's trend-setting two-way telephone talk format. He left for his first general managership, at the Boston Herald-Traveler Corp.'s solidly entrenched WHDH (AM), a 5 kw MOR music, news and sports station, that constituted his biggest job. But then Metromedia again beckoned and Mr. Duff rejoined that national organization in control of KSAN (FM), subsequently appointed Western regional vice president, overseeing KLAC (AM) and KMET (FM) Los Angeles, KNEW (AM) Oakland, and WHK (AM) and WMMS-FM Cleveland.

Last April, for personal reasons that reportedly included a financial interest in the operation, Mr. Duff went as corporate vice president to Firestone Communications Inc., then recently established by real estate and development businessman Bertram R. Firestone to acquire and operate radio stations, the first one of which is KSDO (AM). That's nine different radio stations Willis Duff has worked for and throughout his belief in the medium remains unshaken.

Point of diminishing return

Broadcasters are evincing increased concern about the acceptability of "split-30" commercials—the use of one 30-second time period to present sales messages for two or more products of the same advertiser. The Corinthian stations were first to sound an alarm on this development. ABC's Elton Rule made it the keynote of his remarks to the Association of National Advertisers last week. A special subcommittee of the National Association of Broadcasters' TV code review board will be convened on that subject this week.

The attention is deserved. If history offers any lesson, it is that the split 30 of today could become the 15 of tomorrow.

The 30-second spot took over from the 60 as a standard after it had first been made a "split 60" by the introduction of "piggybacking" (a term being avoided this time around). Once advertisers and their agencies got the hang of selling in the shorter time frames—and when they found that the power of the medium was such that the miniature could be used at no significant sacrifice of impact—the pressure was on to fractionalize the broadcaster's offering of commercial units. There's no reason to believe that this cycle will not be repeated if the current initiative carries the day.

The result of the takeover by the 30's was to increase the inventory of time available for broadcast sale and to multiply the number of commercial impressions crowded upon the viewer. The first of those results—in a favorable market like the one obtaining now—could be considered a short-term advantage to the broadcaster: Two 15's will command more revenue than one 30, as two 30's commanded more than one 60. The second could prove another strain on a thread of audience loyalty that's already under stress.

None of this is to suggest that the status quo in broadcast advertising represents the best of all possible worlds, or that new configurations may not yet evolve to better serve both commercial and audience interests. It is to suggest that broadcasters ought not venture down the road toward institutionalized standards without full awareness of the options and the consequences. This journal has long called for definitive research to search out those better ways: Questions of commercial length, clustering and the number and placement of program interruptions have begged for answers. They still do.

Displaced persons

Network newsmen once again are displaying an uneasiness about their membership in the American Federation of Television and Radio Artists. The same uneasiness surfaced five years ago during an AFTRA strike against the networks but subsided after everyone went back to work. It has reappeared now in response to AFTRA's order, so far enjoined by the courts, for a walkout by its CBS members in support of the striking International Brotherhood of Electrical Workers. And it is unlikely to abate while negotiations, which were resumed last week, are going on between AFTRA and all networks for new contracts.

In matters of this kind it is hard for network correspondents of national prominence to identify their interests with those of announcers, actors, singers and other performers. Five years ago Chet Huntley was the spokesman for those who talked of disassociation from AFTRA. With Mr. Huntley now retired from network journalism, others are speaking up. Eric Sevareid was the first. As was reported here a week ago, Mr. Sevareid described AFTRA and IBEW as two blades of a scissors. "As

they work together," he said, "the news process is shredded up. By force then, union loyalty is made to supersede a journalist's loyalty to his employers, his profession and his concept of his duties to the public."

Mr. Sevareid and his like-minded colleagues have identified the dilemma. The solution, however, is somewhat more elusive, as CBS newsmen who caucused in New York last week discovered. Should they attempt to disengage from all union affiliation or form a union of their own? Intricate legal problems would be raised by either course.

Still, the events of today matched against the events of five years ago suggest that independence from AFTRA is desirable on many grounds. There is a fundamental incompatibility between the broadcast journalist and the performer in non-journalistic programming. It is not because one form is more or less important than the other. It is because they are different.

The distinction needs to be emphasized.

Forget it

According to competent sources, the FCC is headed toward one of two amendments to its rule that in present form would require divestitures of crossownerships of co-located television stations and cable systems by Aug. 10, 1973. It will either grandfather existing systems or invite requests for waivers ("Closed Circuit," Nov. 20).

Either amendment would give inequitable advantages to existing crossownerships against those that might develop in the future, absent artificial restraint, or those that have already been broken up in anticipation of the rule's effectiveness. Not only that, grandfathering or waiving would be impossible to apply without inequities to existing crossownerships.

A month ago the FCC was given an objective analysis of existing crossownerships by the Washington law firm of Dow, Lohnes & Albertson (BROADCASTING, Nov. 6). The analysis found only 4.58% of all cable systems, serving only 7.8% of all subscribers, to be crossowned. If those are the dimensions of the problem, the FCC could dispose of it most realistically by withdrawing the rule.



Drawn for BROADCASTING by Sid Hix
"We've momentarily lost our picture, but we'll continue with the audio portion of our program."

We're the Metroplex Station serving all of Area Five.

There are a lot of important and not so important things that occur everyday in the 8-county Southwest Metroplex. But whether you're personally involved or just stirred by interest, when you want to get the entire picture, watch the Area Five Texas News, a comprehensive half-hour report at 6:00 and 10:00 P.M. on WBAP-TV.

Area Five Texas News covers the day's events in the Metroplex Area plus news, weather and sports throughout all of Area Five, and it still takes

us only thirty minutes. Tune in each evening at 6:00 and 10:00 P.M. for the Area Five Texas News. We'll tell you more than just a tale of two cities.

WBAP TV **Area Five Texas News**

All the news in 30 minutes.



WB

DALLAS—FORT WORTH
Represented Nationally by
Peters, Griffin, Woodward, Inc.

Air University Library

If you lived in San Francisco DEC 5 1972

Maxwell AFB, Ala. 36111



. . . you'd be sold on KRON-TV

NBC—Channel 4—Represented by Peters, Griffin, Woodward