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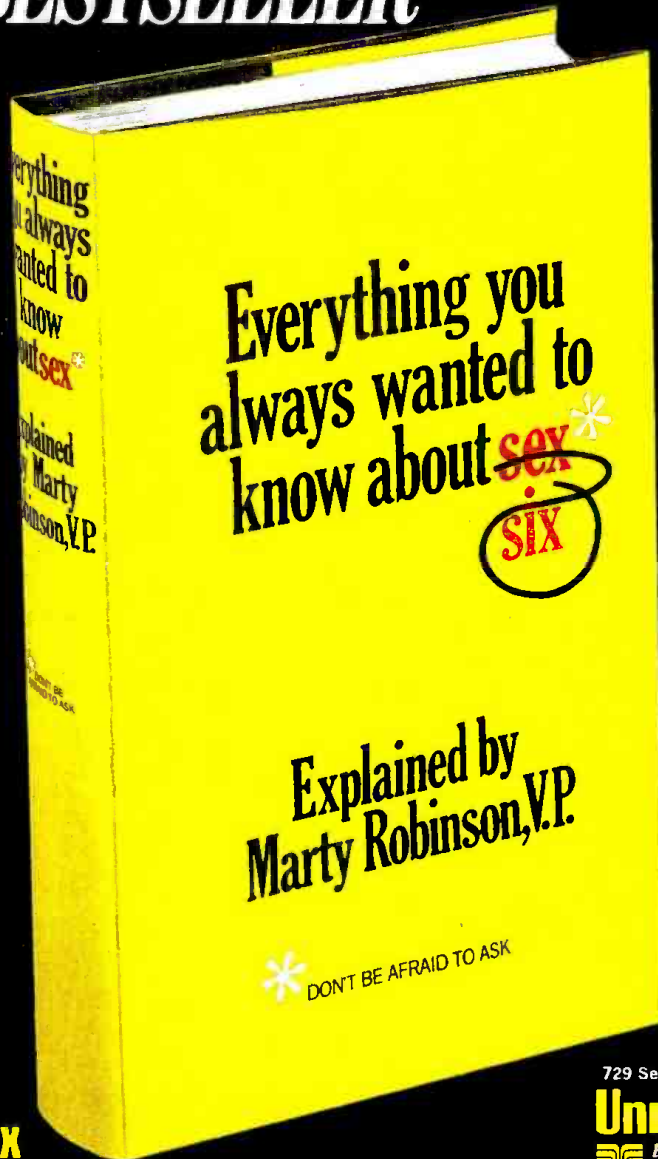
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

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Put it all together and it's showdown time for children's TV
ABC to affiliates: modified plans, gentle persuasion on clearances
Justice Department gives a nod to CATV competition against on-air TV
Court upholds prime-time access rules; further appeal uncertain

#1 BESTSELLER



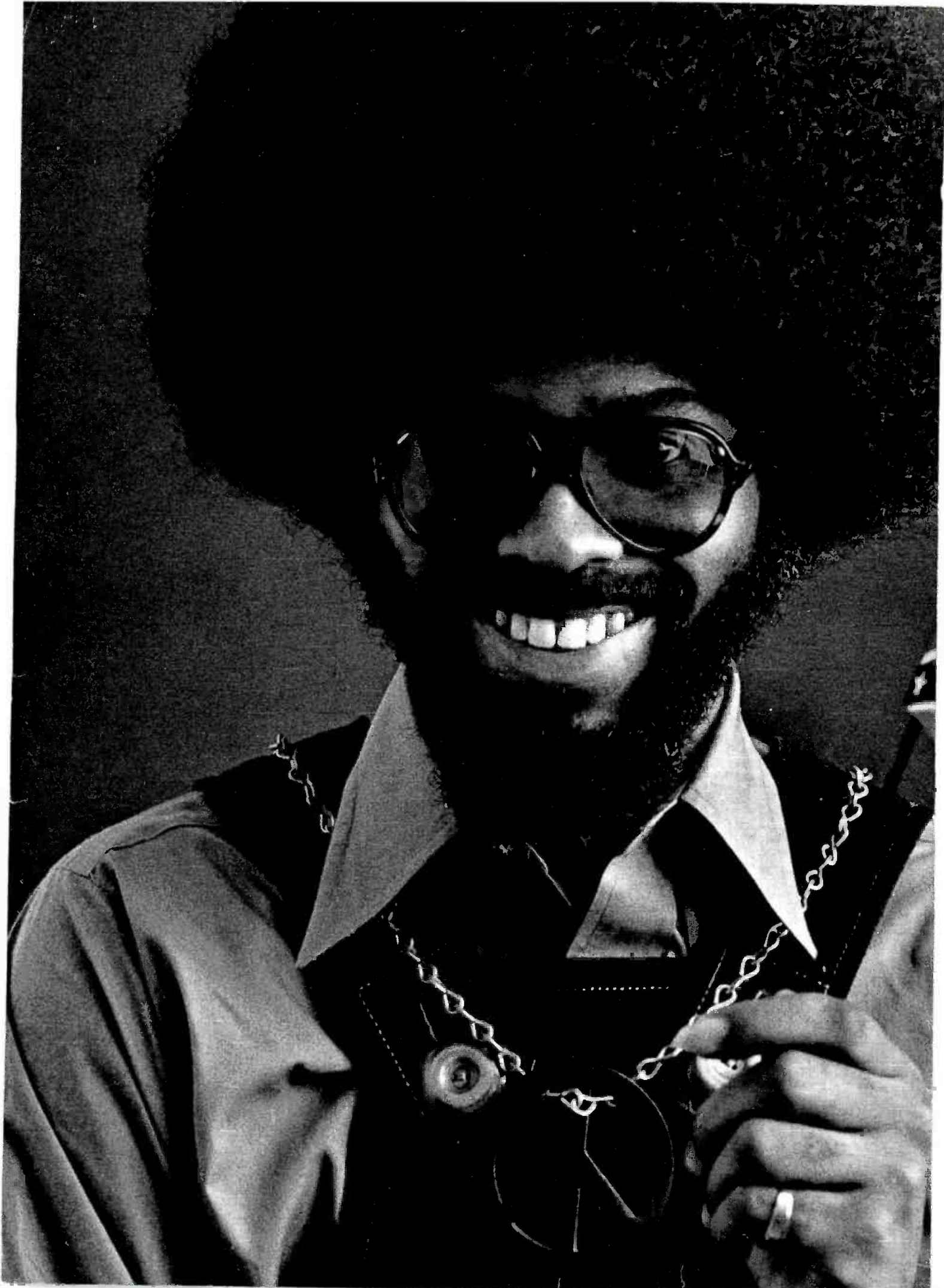
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United Artists Television

Entertainment from Transamerica Corporation



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All hell didn't break loose.

Which is what you might expect when interracial rock collided with Solid South. What did break loose were a lot of the old barriers. The old stereotypes. The old, uptight attitudes. How did the first real musical classic of the love generation generate love? Very largely because of a love of a documentary film.

We called it "When Hair Came to Memphis." We produced it at WMC-TV. And people say it's the best film documentary ever made by a television station anywhere, any time. And with Scripps-Howard, what the people say goes.

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safe. As long as we're playing it straight. Not talking to . . . but talking with . . . the people in the communities we serve. We're glad we helped Hair grow on Memphis.

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**Patrick Plevin, Producer
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**Pre-sold to CBS-owned stations in
Los Angeles, Chicago, Philadelphia
and New York; to WCKT, Miami;
and KTAR-TV, Phoenix.**

Outstanding

Programming for Early Evening Hours

**(Circus programs such as International Showtime
and Hippodrome typically delivered
30-40% shares on network television.)**



'Clear and present danger' of government intervention in role broadcasters should take in programing for children spurs network action; tempo of reports, recommendations, actions in this key area picks up. See . . .

Children's TV: Something's happening . . . 17

Justice Dept. warns FCC Communications Act does not make on-air TV 'chosen instrument' of Congress for communication; urges commission to unfetter CATV and allow it to compete with TV. See . . .

Liberate cable, Justice again tells FCC . . . 20

Little disenchantment is noted at ABC-TV affiliates meeting, only such gathering this year among three networks, as ABC executives push for more live clearance from primary affiliates, more exposure from secondaries. See . . .

Gentle persuasion for ABC affiliates . . . 30

ABC-TV affiliates, meeting last week, adopt resolution to strongly oppose government attempts to subpoena untelevised material. ABC President Elton Rule says whole structure of television is threatened by attacks. See . . .

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Challengers to FCC's prime-time access rule and related network restrictions fail to win reversal as New York appeals court says commission's rule enhances First Amendment protection. See . . .

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NBC President Reuven Frank tells University of Missouri meeting that television newsmen 'have had enough' of attacks from government officials concerning news content, and are fighting back. See . . .

NBC's Reuven Frank aims a counterpunch . . . 40

Supreme Court agrees to hear cases of three newsmen, including Paul Pappas of WTEV(TV) New Bedford, Mass., fighting to prevent judicial scrutiny of their confidential notes. See . . .

High noon for newsmen's privilege . . . 40

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Broadcasting

May 10, 1971; Vol. 80, No. 19

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

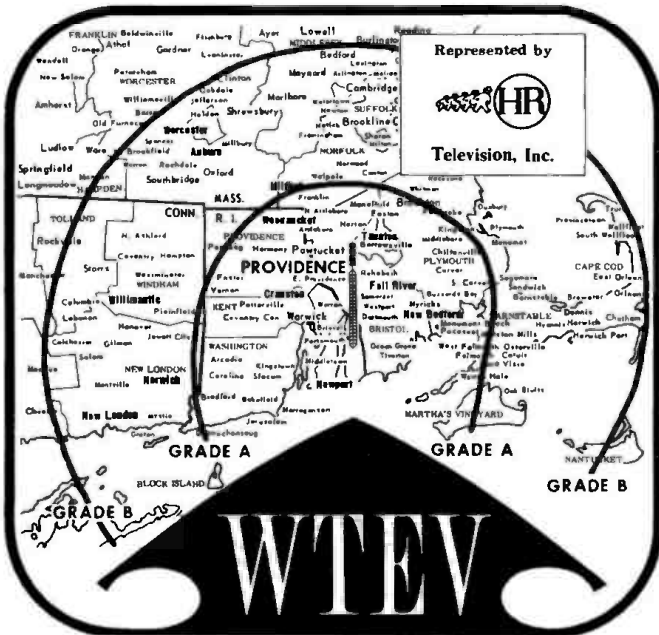
Subscription prices: one year \$14, two years \$27, three years \$35. Add \$4 a year for Canada and \$6 a year for all other countries. Subscriber's occupation required. Regular issues \$1 a copy. BROADCASTING YEARBOOK published each January, \$13.50 a copy; CATV SOURCEBOOK annually, \$8.50 a copy.

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

First telecast in the "At Issue" series - left to right - Dick Bolduc, WTEV-6 News; Governor Francis Sargent of Massachusetts; Governor Frank Licht of Rhode Island; and Governor Thomas Meskill of Connecticut.



Three area Governors inaugurate new WTEV public affairs series



As part of its active and continuing commitment to community service programming, WTEV, Channel 6, recently launched a new Sunday evening series titled "At Issue." Indicative of the stature and scope of the programs, the initial telecast featured the Governors of three area states in a frank discussion of their most pressing problems. "At Issue" is a challenging addition to the WTEV growing roster of public service programs.

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White House whirligig

Jeb Magruder, deputy director of communications for executive branch (Herb Klein's number-one man), has moved across street under new but related auspices. Shortly to be announced will be his new job as deputy head (jointly with Harry Flemming, erstwhile White House aide) of Citizens for the Re-election of President Nixon. Also making lateral move across street from Executive Office Building is Robin Odle, young Michigan attorney who has been Klein assistant. Mr. Magruder, an original Nixon worker, is former California business and public-relations man. In new assignment he will work with Francis L. Dale, one of owners of Cincinnati Reds and volunteer head of citizens group.

What was old hat to White House insiders but apparently new to newsmen covering that beat broke into print last week. Played up were reports that Mark Goode, network director (Johnny Cash, Pat Paulsen, etc.), had joined White House staff and that Bill Carruthers, broadcast production expert, had become part-time consultant to "beef-up" on-air appearances of President. Fact is that Mr. Goode has been on payroll (\$30,000 to \$35,000 range) since last January and that Mr. Carruthers has been trouble-shooting since then too.

Subsidiary offers

Combined Communications Corp., Phoenix-based station group, hopes to get back about 10% of its \$30-million commitment to buy Mullins Broadcasting Co., owner of stations in Denver and Little Rock, Ark., outdoor-advertising plants and film-production company (BROADCASTING, April 12). CCC, keeping KARK-TV Little Rock, hopes to spin off KARK-AM-FM for \$1,250,000. In Denver, where it will keep KBTW-TV, it's asking \$1,750,000 for associated KBTR(AM). Denver AM is mostly news; Little Rock AM is middle of the road and key of Arkansas Radio Network, part of spin-off package.

Karl Eller, 20% owner, is president of CCC, which owns KTAR-AM-FM-TV Phoenix, KBLU-AM-TV Yuma and KYCA(AM) Prescott, all Arizona, and KOCO-TV Oklahoma City. It also owns outdoor-advertising companies and state magazine.

For starters

FCC last week began moving toward definition of local television signal, as

used on context of CATV operations. Commission, in special meeting devoted to major project of fashioning basic CATV policy, decided that definition must be written before it can tackle critical question of distant-signal importation. Several definitions are under review by staff, as it prepares position papers for commission, each refining in different ways basic definition of signal that CATV system receives off air.

One refinement, aimed at CATV operator who might put up 1,000-foot antenna or move his stick out several hundred miles, would add mileage limitation—say, 60 miles. Another would permit definition to be applied to signals that are viewed by certain percentage of viewers in particular market.

Very early morning line

Political soothsayers with creditable track records predict that when preliminaries are over Democrats will field ticket of Senators Hubert H. Humphrey, who has been around track before, and Birch Bayh, who is all alone as vice-presidential hopeful. Wise money, forecasters say, is holding back until pre-convention field narrows, and this is said to augur for Humphrey as "old pro" who almost made it last time out, and who is certain to have organized labor on his side again.

No kid's stuff

Commissioner Robert E. Lee, who isn't happy about manner in which FCC is barging into children's programming, has quietly retained his own specialist. Ronnie (Veronica) Aherne, senior law student at Washington's Georgetown University, joins commissioner's staff on June 2 for 90-day internship to make independent study of juvenile programming.

As is

Vincent T. Wasilewski, president of National Association of Broadcasters, has tried hard to get warning notice placed on section dealing with TV that is part of final report of last December's White House Conference on Children, due to be submitted to President Nixon by or before end of this month (see page 17). It looks, however, as if his efforts will be unsuccessful. As of late last week, conference staff that is overseeing printing of report indicated there are no plans to append any editorial note to Forum 20 section. Mr. Wasilewski had

charged that chapter devoted to "Child Development and the Mass Media" was not endorsed by delegates to that group or conference as whole, but is, in reality, work of small group (BROADCASTING, March 22 et seq.).

Clean-up

NBC-TV affiliates at their annual meeting this week are expected to get word from network management on plans to curtail so-called clutter on air. It is to be accomplished by elimination of some nonprogram elements in NBC schedule. Clutter study ordered by NBC President Julian Goodman last fall has been completed, and recommendations based on it will be put into effect at start of 1971-72 season in September. Meeting at which plans are to be disclosed may itself be one of least cluttered conventions in history. NBC stripped it to one day—Wednesday (May 12)—in economy move.

Ranch hands

Television Bureau of Advertising's board of directors, which normally holds its spring meetings in conjunction with annual conventions of American Association of Advertising Agencies, won't be at Greenbrier, White Sulphur Springs, W. Va., when AAAA convenes there this week—not for its own meetings, anyway. With Terry Lee of Storer Broadcasting Co. as current TVB chairman, this year's spring meeting will be at Storer ranch near Saratoga, Wyo. Change in site dictated change in timing, too: Instead of usual April or May, "spring" meeting in Wyoming will be in June when weather's warmer.

Greenbrier won't be completely neglected, however. Some TVB officers and directors will be on hand and, as usual, throw cocktail party for AAAA members and guests, though this time, contrary to custom—and also contrary to earlier reports (story page 44)—it'll be Thursday evening (May 13) instead of at convention windup on Saturday.

On camera

Senator George McGovern (D-S.D.), Democratic presidential candidate, isn't content with hit-and-miss television production. He has induced Jeffery C. Gralnick, CBS News producer (60 Minutes and other shows), to join his headquarters organization in Washington. Mr. Gralnick, now on leave of absence, has credits as a news correspondent.

Three-cornered TV transfer in Los Angeles?

It's being discussed by Metromedia, Golden West and ETV operator

Pending three-way deal under which noncommercial operator of KCET(TV) (ch. 28) Los Angeles would wind up occupying two channels and Los Angeles would lose commercial VHF station, will crystallize this month, if at all.

That estimate was given Friday (May 7) by individual familiar with renewed efforts of Community Television of Southern California, KCET's licensee, to take over VHF channel.

It would work this way: Noncommercial operator would purchase Golden West's KTLA(TV) (ch. 5) for some \$16 million. Metromedia would then pay Community Television \$2 million to exchange license for channel 5 for Metromedia's license for channel 11, now occupied by KTTV(TV). Community Television would continue to operate on channel 28—FCC rules do not bar educational licensees from operating two television stations in same market—using it for specialized programming.

Proposal envisages three commercial networks donating \$1.5 million each toward transaction. (Elton Rule, president of American Broadcasting Co., said last week ABC would donate its share under certain conditions). Remainder would come from nonprofit foundations.

Community Television made similar effort to acquire KTLA three years ago. Asking price then was said to be about \$25 million (BROADCASTING, March 25, 1968). Golden West acquired station from Paramount Pictures in 1964 for \$12 million.

Golden West spokesman said he had heard indirectly that KCET's owners were interested in making offer for KTLA but that none had been received. And GWB has made it clear offer would not be automatically accepted, if it is made. Metromedia and KCET officials have declined comment on reported plans.

Mr. Agnew, Mr. Dole and network news (continued)

NBC News and its president came under attack from two prominent administration spokesmen last week. Vice President Spiro T. Agnew responded to what he said were intimidating remarks directed at him by NBC News President Reuven Frank. And Senator Robert Dole (R-Kan.), chairman of Republican National Committee, accused NBC News of "shoddy journalism" in connection with *Meet the Press* program last month.

Mr. Agnew, who was in Raleigh, N.C., discussing administration's revenue-sharing plan with state and local officials, left that subject in course of lengthy answer to question of one official to say he would not be "intimidated" by news media.

In apparent reference to Mr. Frank's remarks at University of Missouri School of Journalism, on Wednesday (see page 40), Mr. Agnew said one TV news executive said he was "tired of being criticized by public officials" and had issued warning, aimed at Vice President. Mr. Frank, in his remarks, said newsmen were beginning to fight back when attacked.

"I will not be intimidated by the news media any more than they intend to be intimidated by me," Mr. Agnew said. "And I am going to continue to

say what I think about them when they are out of line."

Senator Dole's criticisms of NBC involved *Meet the Press's* use of antiwar militant who had misrepresented his service record. Veteran, Al Hubbard, was identified on April 18 show as former Air Force captain with 12 years service who had been wounded in action in Vietnam.

Senator Dole read into *Congressional Record* transcript of Walter Cronkite broadcast, on May 3, reporting that Mr. Hubbard had been sergeant with 14 years service in Air Force with no record of extended service in Vietnam.

Senator Dole said NBC was guilty of "shoddy journalism" in presenting Mr. Hubbard without checking his credentials. He also said it was "careless reporting and shows a hunger for sensationalism."

Mr. Frank issued statement Thursday (May 6) saying he found it "uncomfortably selective" that Senator Dole cited CBS's report on Mr. Hubbard without mentioning that NBC had discovered facts about Mr. Hubbard on April 22 and "was the first" to publish them "in any media."

Bad review for Ash report

Administrative Conference of U.S., permanent independent agency created to study administrative procedures of government agencies and recommend im-

provements in them, has issued generally negative reaction to recommendations of President's Advisory Council on Executive Organization (Ash Council).

Conference, in report adopted Friday (May 7), said persuasive case had not been made for principal recommendation—that Congress transform regulatory commissions dealing with transportation, power, securities and consumer protection into executive agencies headed by single administrators responsible to President.

Conference did not address specifically Ash Council recommendation that FCC be retained largely in present form, though reduced in size from seven to five members. However, it said that if present form of commission is retained, its advantages can best be achieved "with a limited number of members, ordinarily no more than five."

Spending-bill provisions worry GOP senators

Criticism of several provisions of Senate Commerce Committee's election-reform bill—including sections dealing with broadcast and nonbroadcast spending—was contained in minority views that were appended to committee report issued late last week.

In joint statement Republican Senators Winston L. Prouty (Vt.), Robert P. Griffin (Mich.), Howard H. Baker (Tenn.), Marlow W. Cook (Ky.) and Ted Stevens (Alaska) said "bill's weaknesses stem not from its innovations, but rather from its adherence to some of the undesirable provisions of existing law."

Measure's broadcast and nonbroadcast spending limits, they said, are unrealistically low and should be increased to relate more closely to actual experience. Bill, approved two weeks ago by committee (BROADCASTING, April 26), permits federal-office candidates to spend up to five cents per eligible voter, or \$30,000, whichever is greater, for primaries or general election.

They added that the "unduly restrictive separate media limitations" deny candidates choice of allocating unused funds to other media and ignore variance in media coverage and rates in different parts of country.

Senators also maintained that exemptions to equal-time provisions of Section 315 should apply to all federal-office candidates, not just presidential and vice-presidential candidates.

Commerce should have considered

legislation in its entirety instead of taking position that certain aspects were within exclusive jurisdiction of Rules and Administration Committee, senators contended.

In addition, they said \$5,000 limit on individual contributions is unrealistic. Better approach would be to focus on necessity for complete disclosure of campaign finances by independent Federal Elections Commission, they said.

In separate statement, Senator Norris Cotton (R.-N.H.) called for full disclosure "without the sham of creating artificial and arbitrary spending ceilings or limits on contributions" as means of restoring credibility to elective process. He said he has "grave reservations" that bill as it now stands will be effective or prove enforceable.

Rules and Finance committees have 45 days from date of Commerce's report (May 6) to act on bill.

ETV-radio prescription: go beyond broadcasting

Noncommercial broadcasters have been told to start thinking of themselves as program distributors, utilizing all types of distribution technologies, not just broadcasting.

Word came from William G. Harley, president of National Association of Educational Broadcasters, at meeting of NAEB's executive committee last week in Baltimore.

So impressed were executive committee members that they ordered Mr. Harley's remarks circulated to entire membership, and asked him to repeat his statement to executive and division boards, scheduled to meet in Washington this week (May 14-16).

Mr. Harley acknowledged that non-commercial broadcasters are still facing problems in operating their TV and radio stations to best advantage, but added that it is necessary for them to move on to turn their stations into "public telecommunication centers" utilizing new technologies—like cable TV, cartridge and cassette systems, as well as instructional TV fixed services.

Perhaps most potent of new technologies, Mr. Harley said, is cable TV. A telecommunications center, Mr. Harley observed, very well could serve as head-end, "not only for TV and radio broadcasting, but for community ITFS and, most important, cable systems."

Cable TV's broadband capacity, Mr. Harley said, "offers a tremendous increase in television and audio services . . . [as well as] unprecedented opportunity for providing a greatly expanded diversity of educational and other public purpose programs, and a host of ancillary services."

Mr. Harley proposed that NAEB

panel be established to explore desirability of amending Educational Broadcasting Facilities law to permit government funding not only for TV and radio stations but for distribution by other means.

Broadcast stations won't disappear, because other techniques are used to provide services to communities, Mr. Harley concluded; they "will continue to be the voice through which it is possible to speak to the whole community all of the time."

Hands off on Cavett-SST

FCC says there is no basis for commission action in connection with allegations that White House pressured ABC's *Dick Cavett Show* into presenting administration spokesman on SST controversy. (BROADCASTING, March 29).

Commission made statement in letter to National Citizens Committee for Broadcasting, which had asked commission to issue declaratory ruling as result of controversy over incident.

RAB board reshuffled

Board of directors of Radio Advertising Bureau has been reorganized into six "task force" committees to make possible "greater participation in creative planning by more members of the board," it was announced Friday (May 10).

Reorganization took effect at bureau's spring board meeting last week in Phoenix, according to President Miles David. Board committees and chairmen are: executive committee—George Comte, WTMJ(AM) Milwaukee; finance—Harold L. Neal Jr., ABC Owned Radio Stations; member service—Charles Gates, WGN(AM) Chicago; industry problems—Richard W. Chapin, Stuart Enter-

Week's Headliners

Thomas D. Tannenbaum, vice president in charge of network TV sales, has been named to succeed Douglas S. Cramer as senior VP in charge of production, Paramount Television, Hollywood. Also announced was the appointment of Emmet G. Lavery Jr., vice president, business affairs as senior vice president, business affairs and administration, Paramount TV. Announcements were made by Frank Yablans, who assumes duties as over-all chief executive officer at Paramount today (May 1), well in advance of previously announced Aug. 1 date.

For other personnel changes of the week see "Fates & Fortunes"

prises, Lincoln, Neb.; retail sales—James P. Arcara, WPAT(AM) Paterson, N.J. (representing Capital Cities Broadcasting); national sales—Edmund C. Bunker, KFI(AM) Los Angeles.

Board voted to approve budget for second half of 1971 running at annual rate of more than \$1.5 million. It was reported that RAB revenues have grown 57% since 1965 and total membership has risen from 850 to 1,550 in that period.

Gerald Gross dies

Gerald C. Gross, 67, former secretary general of International Telecommunications Union, Geneva (1959-1965), and communications engineer who served variously at Bureau of Standards, Federal Radio Commission and FCC, died Friday (May 7) in Alexandria, Va., of congestive heart failure. Mr. Gross, who was president of Telecommunications Consultants International at time of his death, is survived by his wife, former Susan Brundage, six children, 16 grandchildren and one great-grandson. Services for Mr. Gross, retired captain in Naval Reserve, are scheduled for 2 p.m. Tuesday at Fort Myer chapel, Arlington, Va., with interment at Arlington National Cemetery.

Capp hit with morals charge

Warrant for arrest of cartoonist-commentator Al Capp charges that he committed morals offense last month two days after speaking to National Association of Broadcasters convention in Chicago. Charge, which involves college co-ed, was made by district attorney of Eau Claire, Wis.; it says offense was committed April 1, one day after close of convention and two days after Mr. Capp made speech blasting network newsman (BROADCASTING, April 5). Mr. Capp, who lectures frequently at college campuses and has syndicated radio and TV programs, denied charge when reached at Boston hospital, claiming "revolutionary left" was behind it.

Notes from IAAB convention

Permanent headquarters of Inter-American Association of Broadcasters will be moved from Miami to Rio de Janeiro in July, authorities reported Friday (May 7) on return from 11th Extraordinary Assembly of IAAB at Bogota, Colombia, where plans for move were announced.

And assembly passed resolution blaming "inexplicable priorities and exorbitant costs" of Comsat and Intelsat satellite usage for "slowing the development of the radio and television industry and, consequently, the development of the peoples of Latin America."

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Datebook®

A calendar of important meetings
and events in communications

■Indicates first or revised listing.

May

May 10—Meeting. *Minnesota CATV Association*. Hyatt Inn Towne motel, Minneapolis.

May 10-12—21st electronic components conference sponsored by *Electronic Industries Association* and *Institute of Electrical and Electronics Engineers*. Statler-Hilton hotel, Washington.

May 10-13—Spring convention, western chapter, *National Religious Broadcasters*. Honolulu.

May 11—Annual stockholders' meeting, *Storer Broadcasting Co.* Bay Harbor theater, Miami Beach, Fla.

May 11—Membership meeting, *National Public Radio*. Twin Bridges Marriott hotel, Washington.

May 11—Sales clinic sponsored by *Television Bureau of Advertising*, Minneapolis-St. Paul.

May 11—Sales clinic sponsored by *Television Bureau of Advertising*, Roanoke, Va.

May 11—Spring convention, *Connecticut Broadcasters Association*. University of Hartford campus, Hartford.

May 11-13—Region six *Institute of Electrical and Electronics Engineers* conference "Engineering for the Conservation of Mankind" at Wood Lake inn, Sacramento, Calif.

May 12—Convention *NBC-TV Affiliates*. New York Hilton, New York.

May 12—New deadline for comments on applications for, and FCC's rulemaking proposal concerning, domestic communications satellite systems in 4 and 6 ghz band or utilizing higher frequencies (Doc. 16495).

May 12-13—Public Radio Conference. Twin Bridges Marriott hotel, Washington.

May 12-13—Spring convention, *Illinois Broadcasters Association*. St. Nicholas hotel, Springfield.

May 13—Sales clinic sponsored by *Television Bureau of Advertising*, New Orleans.

May 13-14—Annual spring convention, *Ohio Association of Broadcasters*. Featured speakers will be FCC Commissioner Thomas J. Houser, Vincent T. Wasilewski, president of National Association of Broadcasters, and Jack W. Fritz, Blair TV. Carrousel inn, Cincinnati.

May 13-15—International tape seminar sponsored by *The International Tape Association*. Seminar will study both common and novel forms of tape use. Shoreham hotel, Washington.

May 15-16—Annual meeting, *Iowa Broadcast News Association*. Roosevelt hotel, Cedar Rapids.

May 15-16—Meeting, *Louisiana Associated Press Broadcasters Association*. Royal Orleans hotel, New Orleans.

May 17—New deadline for comments on FCC's proposal concerning availability of TV programs produced by nonnetwork suppliers to commercial TV stations and CATV systems (Doc. 18179). Previous deadline was May 3.

May 17—New deadline for comments from all parties except National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Feb. 15 (Docs. 18110 and 18891).

May 17—World Telecommunication Day, sponsored by *International Telecommunication Union*, United Nations agency. Theme will be "Telecommunications and Space." Place des Nations, Geneva.

May 17-18—Spring convention, *National Religious Broadcasters*, Eastern chapter. Carvel inn, Yonkers, N.Y.

■May 18—Annual stockholders meeting, *ABC Inc.* 101 West 67th Street, New York, 11 a.m.

May 18—Public hearing of the *Canadian Radio-Television Commission*. Bayshore inn, Vancouver, B.C.

May 18—Sales clinic sponsored by *Television Bureau of Advertising*, Detroit.

May 18—Sales clinic sponsored by *Television Bureau of Advertising*, Omaha.

■May 19—Annual stockholders meeting, *Outlet*

Co. 176 Weybosset Street, Providence, R.I.

May 20—Spring managers meeting, *New Jersey Broadcasters Association*. Douglass College campus, Rutgers University, New Brunswick.

May 20—Sales clinic sponsored by *Television Bureau of Advertising*, St. Louis.

May 20-21—Annual spring meeting, *Oregon Association of Broadcasters*. Rosel H. Hyde, Washington lawyer and former FCC chairman, and Paul Haney, executive vice president for PR, National Association of Broadcasters, will be featured speakers. Red Lion inn, Medford.

■May 20-22—Meeting, *Oregon Association of Broadcasters*, Medford.

May 20-22—Annual management convention, *Iowa Broadcasters Association*. Holiday Inn South, Des Moines.

May 21-22—Meeting, *Kansas Association of Broadcasters*. Radisson hotel, Wichita.

May 21-22—21st annual convention, *Kansas Association of Radio Broadcasters*. Broadview hotel, Wichita.

■May 21-22—Meeting, *Alaska Association of Broadcasters*. Captain Cook hotel, Anchorage.

■May 22-23—General meeting, *National Industrial*

Major convention dates in '71

May 13-15—Annual meeting, *American Association of Advertising Agencies*. The Greenbrier, White Sulphur Springs, W.Va.

June 26-30—National convention of *American Advertising Federation*. Hawaiian Village, Honolulu.

July 6-9—Annual convention of *National Cable Television Association*. Sheraton and Shoreham hotels, Washington.

Sept. 27-29—11th annual conference sponsored by *Institute of Broadcasting Financial Management*. Regency Hyatt House, Atlanta.

Sept. 28-Oct. 2—Annual national conference and workshops, *Radio-Television News Directors Association*. Statler Hilton hotel, Boston.

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

Television Association. New York Hilton, New York.

May 23-27—Convention, *Pennsylvania Association of Broadcasters*. Britannic Beach hotel, Paradise Island, Bahamas.

May 23-27—International colloquium, sponsored by *Illuminating Engineering Society* through its theater, television and film lighting committee. New York. Information: Philip Rose, 6334 Viscount Road, Malton, Ont.

May 25—Sales clinic sponsored by *Television Bureau of Advertising*, Albuquerque, N.M.

May 25—Sales clinic sponsored by *Television Bureau of Advertising*, Kansas City, Mo.

May 25-26—Workshop, sponsored by television committee of *Association of National Advertisers*, on "The Segmented Viewing Public of the '70's—And How to Reach Them." Plaza hotel, New York.

May 26-27—Meeting, *Washington State Association of Broadcasters*. Holiday Inn, Yakima.

May 27—Sales clinic sponsored by *Television Bureau of Advertising*, Chicago.

June

June 1—Annual stockholders meeting, *MCA Inc.*, Sheraton Blackstone hotel, Chicago.

June 4-5—Meeting of *Wyoming Association of Broadcasters*. Ramada inn, Casper.

June 6-8—Annual convention, *Florida Association of Broadcasters*. Colony Beach Club, Longboat Key.

■June 6-8—Meeting, *Alabama Association of Broadcasters*. Callaway Gardens, Pine Mountain, Ga.

Which of these cities is the cheapest to live in?



Boston



New York



Philadelphia



Chicago



St. Louis



San Francisco



Los Angeles

You can make a dollar go further in Philadelphia than in any of these other cities.* But you still have to watch every penny. Because the cost of living keeps going up no matter where you live.

There's a CBS Owned AM radio station in each of these seven cities. They're helping their listeners stretch their dollars. And since we feel responsible to over 60 million people, the dollars can really add up.

New Yorkers can turn to "Consumer Inquiry" on WCBS Newsradio. It gives listeners practical tips. Ranging from how to break the supermarket code to what to look for when you rent a car.

KNX Newsradio in Los Angeles is doing its part by campaigning for unit-pricing in food markets. So the housewife can quickly see which brand gives her the most for her money.

The seven CBS Owned stations are also involved in the fight against drugs, pollution, and crime—as well as presenting the news of the day.

After all, there's a lot more to community service than just helping people fill up a grocery bag.

The CBS Owned AM Stations
We feel responsible to over 60 million people.

WEEL Newsradio 59, Boston
WCBS Newsradio 88, New York
WCAU Radio 121, Philadelphia
WBBM Newsradio 78, Chicago
KMOX Radio 1120, St. Louis
KCBS Newsradio 74, San Francisco
KNX Newsradio 1070, Los Angeles
Represented by CBS Radio Spot Sales

*Source: Bureau of Labor Statistics, 1970.

Shoemaker's children, etc.

EDITOR: With regard to the attacks on the fairness and accuracy of TV news coverage, particularly that of the networks, I have been waiting for the obvious to happen. Since it has not happened and does not seem about to happen, I will suggest it.

Most people, even public figures covered by TV, do not know how a TV network or a TV station puts together a news show. I have served as the shuttlecock between the media and the persons handling the programing and arrangements at five national political conventions and three presidential inaugurations. I have testified before and worked with the commission which is trying to make new rules, including those regulating location of camera positions and access to the floor, for the 1972 Democratic National Convention. I have spoken in many parts of the country about political communications. These are my credentials for making the following suggestion.

Someone—the National Association of Broadcasters, a consortium of the networks, an ad hoc committee—should

prepare a simple, understandable documentary showing how TV news is gathered and edited before it is put on the screen. This documentary should be shown by at least one network. It should be provided in tape form for use by individual stations, which could augment it with a localized supplement. It should be made available in film for classroom use. It should be turned into a booklet, perhaps in storyboard form, to be used by networks and stations in responding to inquiries about news coverage. This booklet should be available for classroom use. Special showings of the film should be held in Washington with network executives available for questioning by members of Congress and the Executive Branch. Individual stations should conduct similar showings for state and local government officials.

TV is the means of communication most relied upon by the public for its information about politics and government—this despite the doubts which are encouraged by those who prefer TV news coverage slanted in their favor to free and fair coverage. Why on earth

doesn't TV use its highly effective communications skills to tell its own story?
—Samuel C. Brightman, Washington.

Preliminarily premature

EDITOR: I am writing to tell you how much I enjoyed your article in the April 26 issue of BROADCASTING [on "The new FTC: activism with a vengeance"]. It was an engaging and interesting piece of writing, and presented a good picture of the commission.

I have only one comment in particular. You indicate that last year the commission had legislatively confirmed to it the power to obtain preliminary injunctions. I wish that had been so. However, it is a very live bit of legislation this year, and I have no doubt that we will shortly be endowed by statute with that power in appropriate cases.—Miles W. Kirkpatrick, chairman, Federal Trade Commission, Washington.

(The FTC's present power to secure preliminary injunctions extends only to products that involve health and safety. It hopes for that power against all advertising it considers false or misleading.)

WFTV abc NEW #1 IN ORLANDO!

	METRO SHARE	ADI RTG	TOTAL TV HH	TOTAL PERSONS	ADULTS 18+	WOMEN			HOUSEWIVES		MEN			TEENS		CHILDREN		CUME HH	
						TOTAL	18-49	18-34	25-49	TOTAL	-50	TOTAL	18-49	18-34	TOTAL	GIRLS	TOTAL		6-11
WFTV	34	19	67	127	98	57	35	19	29	48	31	41	26	14	15	7	14	10	326
STA. A	32	19	67	123	96	58	33	17	28	48	28	38	22	11	13	6	14	10	315
STA. B	34	19	65	118	94	55	31	16	26	47	27	39	23	12	11	5	13	9	317

(Source: Orlando-Daytona Beach ARB, Feb.-Mar. 1971. Above table for 7:30-11 P.M. Estimates only, subject to qualifications outlined in report).
TSA Figures in Thousands

- Sign-on to Sign-off, WFTV leads in Women 18-34, Women 18-49, Women 25-49, Housewives under 50, men 18-34, men 18-49, teens, kids, and cume households.
- Leading prime-time shows — WFTV has 5 of the Top 10 (to 4 and 1), 10 of the top 20 (to 5 and 5).
- Nights of the week — WFTV wins 3, to 2 for each of its competitors.
- Prime half-hours — WFTV wins 19½, to 17 and 12½ for Stations A and B. (Half-wins represent a tie).

YOUR BLAIR MAN IS READY TO GUIDE YOU TO CHOICE POSITIONS ON NUMBER ONE IN THE 49TH MARKET



Stanton the statesman

EDITOR: Frank Stanton of CBS has often been referred to as the "statesman of broadcasting." The truth of that statement has again been demonstrated. While the demand for outtakes and other discarded material in the subpoena of the Staggers committee set a new precedent for government meddling, it is hardly the first overt effort to abridge the First Amendment. Dr. Stanton has succeeded where the National Association of Broadcasters has consistently failed, in that he aroused our colleagues of the print media to join in the protest against this outrage. For the first time, a formidable united front faces a congressional committee, which will be well advised to beat a strategic retreat if it can.

Perhaps the most important aspect of this whole matter is the fact that those of us who may not have agreed entirely with the CBS position taken on the program, *The Selling of the Pentagon*, are unanimous in support of CBS and of Dr. Stanton's steadfast refusal to be intimidated. With all of its possible shortcomings including the human susceptibility to error, the freedom of the press should not be jeopardized.

There is an amusing sidelight, however. Congressman Staggers is a Democrat, and has the support of others in his party. Yet some rallying to CBS's defense charge the administration with this error. The fact remains that we have suffered from politicians of both parties who think not in terms that the airwaves belong to the people, but rather that broadcasting is the private plaything of the Congress to rule, ruin or both.—*Rex G. Howell, Grand Junction, Colo.*

Half a loaf

EDITOR: In reviewing coverage of the Society of Broadcast Engineers annual meeting in Chicago [BROADCASTING, April 5] I wish to clarify and ask for correction of the statement: "The society's move is at odds with a proposal by the National Association of Broadcasters asking the FCC to relax present operator requirements." The intent of the proposal presented by the New York chapter is, in fact, an effort to help clarify the NAB petition. In essence, we believe that if the existing operator requirements are relaxed as proposed by the NAB, it will be necessary to insure that the holder of the first-class license meets certain criteria such as we have suggested, in an effort to maintain, and hopefully upgrade, the technical competence of the engineering staffs.—*Loring S. Fisher, secretary, New York chapter, Society of Broadcast Engineers.*

(Mr. Fisher has his clarification, if not his correction. There remain a number of people, both

within and outside the NAB, who believe the chapter's proposal (a) would stiffen requirements where NAB wants them relaxed, (b) would hold up FCC action by giving the commission two positions to consider, (c) could eventuate in stations having to hire operators with special endorsements, thus likely to be more expensive.)

Missed mark heard from

EDITOR: In your "Small Ironies Department" [BROADCASTING, April 26] you note that a "small harpoon [may have been thrown] into the ranks of the National Association of Broadcasters." Although I appreciate being remembered as the person responsible for the Spindletop study—I'm rather proud of it, to be perfectly honest—you should know that the harpoon missed its mark.

The figures that Wally Briscoe [managing director of the National Cable Television Association] quotes—that a TV station with \$2 million in revenues would remain on the air even when 96% of its audience received its signal from cable—apply only in situations in which the cable system carries no distant signals and originates no programming. I'll be happy to stand by my estimates of impact if cable systems are willing to forego distant signal importation, and the FCC rescinds its program origination requirements.

Dare I suggest that you have too many ironies in the fire?—*John A. Dinling Jr., vice president-director of research, National Association of Broadcasters, Washington.*

For standing and fighting

EDITOR: According to "Telestatus" figures in your April 12 issue there are now 58 TV markets in which CATV penetration in the dominant market area (DMA) ranges from 19% to 53.8%. In virtually all these markets present FCC rules will require program origination unless waivers are approved.

At the present rate of growth of CATV systems another 15 to 20 markets will hit the 20 to 50% CATV penetration in another two years.

These are the markets that face the squeeze two ways—as the CATV penetration grows, the DMA shrinks under the present measurement methods by ARB and Nielsen.

These are the markets that face the greatest potential loss of delivered homes as increased CATV competition hits them with greater audience fragmentation from outside signals, local originations and competition for local and regional advertising dollars.

These are the markets that ought to be organized into a protective association of some kind to pool funds and put up the real fight for survival while they can still muster the funds to make the fight.

Sad.—*Marshall H. Pengra, TV-radio consultant, Tyler, Tex.*

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TELEVISION

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

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

*Reg. U.S. Patent Office.

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BMI & OSCAR

A typical Hollywood success story

The Oscar represents the pinnacle of success in the film industry. And in terms of a Hollywood success story, the only thing better than one Oscar is two Oscars. This year two out of three Oscars for music went to BMI. Six other films featuring BMI music won Oscars.

John Lennon and Paul McCartney of the Beatles won the best original song score award for the music and lyrics in the film "Let It Be." The Oscar for the best original song was shared by composer Fred Karlin and lyricists Robb Royer and James Arthur Griffin for the song "For All We Know" from the movie "Lovers And Other Strangers."

The Oscar winning films featuring BMI music included "Patton," with an original score by Jerry Goldsmith; "Scrooge" with music and lyrics by Leslie Bricusse; "Woodstock," the majority of whose music is licensed by BMI; "Tora! Tora! Tora!," with a score by Jerry Goldsmith; "Women In Love," original score by Georges Delerue; and "Cromwell," original score by Frank Cordell.

BMI's Oscar triumphs follow the recent Grammy presentations, during which 27 of 37 NARAS music awards went to BMI writers, or to recordings featuring BMI music.

Today, more than ever before, the most honored music of our time is BMI.

All the worlds of music for all of today's audiences.
Broadcast Music, Inc.

BMI

In advertising, finding the vehicle is half the journey

Sealy Inc. was a home-furnishings industry pioneer in using television advertising, and we have found it a most effective way to reach potential customers. Last year, in fact, Sealy spent more than \$7 million on advertising, with a good slice for network and spot TV. One Sealy-sponsored program, *The Bob Goulet Show*, drew more than 30 million viewers.

Knowing that one hour of prime television time can reach an audience of 30 million, and realizing that the medium has potential beyond even that response, we resolved to make television work even harder during 1971.

We decided to use the medium to reach, not just more people, but exactly that segment of the buying public that includes prospective customers for Sealy's top Posturepedic mattress: young, active, affluent families.

Once the market was analyzed and the medium selected, we went in search of the vehicle. Armed with a budget in excess of \$500,000, we were seeking the one really *special* special that would put the message across as never before.

And we found just what we were looking for: the first nationally televised Ladies Professional Golf Association tournament in the history of the game. The Sealy LPGA Classic will be played on the Desert Inn course at Las Vegas, May 13 to 16, and televised nationally over the Hughes Sports Network for an hour on Saturday, May 15, and 90 minutes on Sunday, May 16, on more than 190 stations.

The 18 minutes of commercial time included in the two days' telecasts will permit us to have a concentrated selling effort, directed to a wide audience which is not distracted by other commercials preceding or following our message.

The creative thrust developed by our agency, Earle Ludgin & Co., is based on the use of cartoon figures, designed to soften what is considered a "tough" message. New 20-, 30-, 50- and 60-second commercials all carry this message via cartoons. They are being used in increasing frequency by Sealy plants nationally as the golf tournament draws near.

There was nothing casual about our choice.

Why golf? Because it is the most rapidly growing participation sport in the U.S. today. Because more than 25%

of all adults in the U.S. play golf or watch men's golf tournaments on television regularly. Because participation in the sport has shown a 200% increase in 20 years.

Why television? Because millions of households annually are tuned in to televised golf tournaments. Because the demographics—upper-income, well-educated, homeowners—of the TV golf viewer are the same as the demographics of Sealy's most significant market. Because only through imaginative use of television time can Sealy reach such a large segment of its potential customers.

Our Sealy LPGA Classic is going to give viewers a very special treat. Not only will they see—many of them for the first time—some of the top women pros in the game, women who shoot in the low 70's and sometimes in the upper 60's, but they'll also see some very familiar faces on the course as well.

The tourney is a pro-celebrity event and the celebrities include some of the best-known personalities on television, such as actor Fred McMurray, singer Glen Campbell, comics Bob Newhart, Dick Shawn and Phil Harris, sports figures Joe DiMaggio and Joe Louis, and actress Betty Grable. Both pros and celebrity-amateurs will be featured on the two days of televised play.

Added to all this, the setting is one of the most fabled on the pro golf circuit. The Desert Inn course is the home of the amateur classic, the Gold Cup, and of numerous pro tourneys.

The Sealy LPGA Classic investment of more than \$600,000 represents a commitment of a substantial portion of our TV budget for the spring season to a one-shot, two-day campaign, which is unusual in itself. Broadening the reach, we also bought commercials on two men's golf tournaments held last March, the Doral-Eastern and the Citrus Open.

To back up this television thrust, Sealy developed a coordinated print media and point-of-purchase sales effort, centered on the golf tournament. The advertising uses both cartoon art and testimonials, and placements include national magazines as well as newspapers.

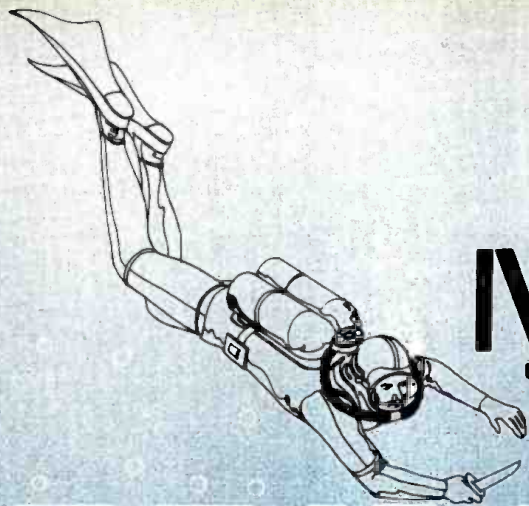
The retailer enters the TV picture through a coordinated package of marketing and selling aids. In-store displays feature Betsy Rawls, LPGA Hall of Famer, endorsing Sealy's Posturepedic mattress. Golf-ball giveaways, ad mats for newspapers and scripts for local radio and television time are also included in the golf package.

Our entry in the televised pro golf lists has precedent in PGA tournaments sponsored by such major corporations as Buick, Monsanto, Kemper Insurance, American Airlines and others. We are a leader, however, in the sponsorship of a televised pro women's event.

We believe that the Classic will prove well worth the cost, because it will attract viewers interested in both golf and celebrities in the entertainment business—all in a two-day package.



Burt Goodman is vice president of advertising for Sealy Inc., with which he has been associated for the past seven years. The company is number one in mattress and box-spring production, with an annual volume of more than \$125 million; it has doubled its sales since 1960. Mr. Goodman has been identified with mattress marketing for 17 years, having previously worked for another bedding company for 10 years. He received his BS degree in advertising from the University of Illinois.



IVAN TORS

PRESENTS

PRIMUS

STARRING
BOB BROWN
AS CARTER PRIMUS

PRIMUS is the new underwater/adventure series produced for syndication by Ivan Tors—who brought you “Sea Hunt,” “Flipper,” “Namu, The Killer Whale” and “Around The World Under The Sea.”

PRIMUS is set in inner space: the world beneath the sea. Here, on our planet’s last frontier—deep in its most hostile environment—are the exotic backdrops for the action-packed adventures of Carter Primus.



BOB BROWN, rugged star of “Here Come The Brides” is Primus, a global underwater troubleshooter. The handsome actor portrays an engineer, inventor, deep submergence expert and pioneer who is equally at home fighting the hazards of the deep and the men who venture there to plunder its treasures. His extraordinary skill and courage are sought by governments and private interests—who know that *Primus* can get the job done.

PRIMUS can get the job done in your market!

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Something's happening about children's TV

Attacks are more vigorous, response more urgent as industry and critics square off for major contest

A decade of fermenting concern and controversy over children's television programs is due to begin erupting late this month in a series of reports and recommendations that could dramatically change TV's economics as well as its programming.

At issue along with the perennial questions of the effects of TV violence and demands for both qualitative and quantitative extensions of children's programs are close to \$75 million in annual network billings plus unknown millions in unrecoverable program costs if—as some critics demand—stations are required to carry specified minimum quotas of children's programming free of commercials.

The ferment goes back at least to juvenile-delinquency hearings conducted by a Senate Judiciary Subcommittee in 1961-63. In the intervening years it has involved broadcasters as well as the White House, influential government agencies, the chairman of the FCC and assorted activist citizens' groups in a largely uncoordinated series of studies, investigations, hearings and demands for change.

The latest development was ABC-TV's call last week for an unprecedented conference June 23-24 at which the networks and other broadcasters, sponsors, agencies and programming experts would train their know-how specifically on improvement of children's programs (see page 19). Almost as unprecedented were the preliminary indications, although unofficial and tentative, that one if not both of the other networks would probably accept ABC's invitation. Motivating the network's concern and action: a "clear and present danger" of government intervention.

Even before the June 23-24 conference, one of the first major reports from the assorted studies launched over the past few years—the final report of the so-called Forum 20 study of "Child Development and the Mass Media," an outgrowth of last December's White

House Conference on Children—is due for delivery to President Nixon late this month. It calls for, among other things, experiments in eliminating commercials from children's programs, except for the equivalent of credit lines.

But one of the central forces in the current children's-show controversy, an organization of women known as Action for Children's Television (ACT), would go even further than that. ACT wants the FCC to outlaw commercials from children's programs and, in addition, to require stations to present at least 14

ABC's pointed questions about children's TV:

Has television been morally delinquent? Has children's TV been given short shrift? Has the industry applied a Band-Aid when surgery was called for?

hours a week of such programming, with broadcast times scheduled for different age groups (BROADCASTING, Feb. 9, 1970, et seq.). It was ACT's petition that prompted the commission to issue a notice of inquiry and proposed rule-making early this year looking toward establishment of guidelines for children's shows (BROADCASTING, Jan. 25). Deadline for comments is July 2.

If the FCC were to ban commercials, the economic blow to the networks would be substantial. They don't talk about the money, an awkward subject in counterpoint to critics' claims about the damage that TV is causing to young lives. It was learned last week, however, that children's programs represented about \$75 million in network

revenues last year—approximately half as much as the estimated \$151.8 million they took in from cigarettes in 1970, before cigarette advertising went up in smoke Jan. 2, 1971.

These figures put CBS-TV's 1970 children's-show revenues at \$39.9 million, ABC-TV's at \$20.2 million and NBC-TV's at \$14.6 million. For all but ABC, these figures represented gains from 1969, when the three-network total was put at \$68.9 million with CBS's share at \$34.8 million, ABC's \$22.2 million and NBC's \$11.9 million. (The CBS revenue figure includes expenditures for the weekday morning *Captain Kangaroo* series. In general, the other moneys are for weekend children's programs.)

A ban on commercials would also cause considerable dislocation for advertisers, especially Kellogg (\$8.9 million in network children's shows in 1970), Mattel toys (\$7.8 million) and General Mills (\$7.1 million), which together account for 25% of all such revenues. These three and five others—General Foods (\$6 million), Deluxe Topper (\$4 million), Quaker Oats (\$3.8 million), Miles Laboratories (\$2.6 million) and Mars Inc. (\$2.3 million)—accounted for half of the three-network total. In all, 80 advertisers used network children's programs in 1970.

There were no estimates of spot-TV expenditures to reach children. Since spot spending for the most part is for adjacencies rather than in-program positions, whether or to what extent these might be affected by a ban would depend on the wording of the rules. Conceivably, some of the money now going into network programs might be diverted to spot-TV adjacencies as close to the children's programs as possible—or to network programs immediately preceding or following the children's shows.

A measure of the networks' concern over children's programming is reflected

in the changes they have made in that programing, not only in their regular weekend and especially Saturday line-ups but also in their children's specials. ABC is adding six new weekend half-hour programs this fall, with *Curiosity Shop* as the showpiece.

Among other changes, CBS is adapting its long-running *You Are There* series, with Walter Cronkite, for a young audience, and moving its *CBS Children's Film Festival* from Sunday afternoon to early Saturday afternoon. CBS is also introducing *In The News*, eight weekly two-and-a-half-minute newscasts produced by CBS News and inserted throughout the Saturday schedule to help young viewers understand adult events.

Among NBC's new programs will be *Barrier Reef*, an adventure series; *Take A Giant Step*, a live entertainment-information series, and a return of the *Mr. Wizard* science show, all going into the Saturday-morning line-up, and such specials as the *NBC Children's Theater* once a month, plus the *Pop-Up* series of one-minute educational films designed to help children learn to read, which will be interspersed throughout the Saturday-morning schedule in normally commercial positions.

Not only are the networks doing some things about the children's TV area, they are also thinking about it. Both jointly—in association with the National Association of Broadcasters—and individually, they have been engaged for several years in research on children's programs, especially the question of TV violence and any effect it may have on children. They are working chiefly through independent research authorities with the understanding that the researchers have a free hand and will also be free to publish their findings no matter what they may be.

One of the earliest expected out is a study of TV and violence, with special attention to children's programing, that was undertaken by the U.S. Surgeon General in 1969 after prodding by Senator John O. Pastore, chairman of Senate Commerce's Subcommittee on Communications. The final report—budgeted at \$1 million—is targeted for about Oct. 1.

CBS has committed more than \$600,000 to violence-research studies under grants to independent academicians, one of whom, Dr. William A. Belson, director of the Survey Research Centre of the London School of Economics, is coupling extensive specialized interviewing with advanced computer technology—and may still need two more years to finish his work.

NBC is in the midst of a five-year study and expects to have first findings available this summer, but completion

What (much of the) fuss will be about next fall

When critics attack television for its record on children's programing, the target most often is Saturday morning. This is what the three TV networks have lined up for 1971-72.

ABC	
8:00- 8:30	Will the Real Jerry Lewis Please Sit Down?
8:30- 9:00	Road Runner
9:00- 9:30	Funky Phantom
9:30-10:00	Jackson Five
10:00-10:30	Bewitched
10:30-11:00	Lidsville
11:00-12:00	Curiosity Shop
12:00-12:30	Jonny Quest
12:30- 1:00	Lancelot Link, Secret Chimp Hour
1:00- 2:00	American Bandstand
CBS	
8:00- 8:30	Bugs Bunny
8:30- 8:56	Scooby Doo, Where Are You?
8:56- 9:00	In the News
9:00- 9:26	Harlem Globetrotters
9:26- 9:30	In the News
9:30- 9:56	Yo Yo Bears
9:56-10:00	In the News
10:00-10:26	Pebbles and Bam Bam
10:26-10:30	In the News
10:30-10:56	Archie's TV Funnies
10:56-11:00	In the News
11:00-11:26	Sabrina the Teenage Witch
11:26-11:30	In the News
11:30-11:56	Josie and the Pussycats
11:56-12:00	In the News
12:00-12:26	The Monkees
12:26-12:30	In the News
12:30- 1:00	You Are There
1:00- 2:00	CBS Children's Film Festival
NBC	
8:00- 8:30	Dr. Doolittle
8:30- 9:00	Woody Woodpecker Show
9:00- 9:30	Deputy Dawg
9:30-10:00	The Pink Panther Meets the Ant and the Aardvark
10:00-10:30	Barrier Reef
10:30-11:30	Take a Giant Step
11:30-12:00	The Bugaloos
12:00-12:30	Mr. Wizard
12:30- 1:00	The Jetsons

of the research will take another three years (BROADCASTING, April 26). ABC has two projects going, one to establish methodology and then a two-year, in-the-field study of children.

Among the most prominent of the forces involved on the attacking side of the children's TV controversy is the Forum 20 group of the White House Conference on Children. Its chairman is

Fred Rogers of *Misterogers' Neighborhood* fame, and its recommendations—due to be delivered to President Nixon at the end of this month—are scathing in their attitude toward commercial TV (BROADCASTING, March 22). Forum 20 calls for, among other things, advertisers and networks to undertake in next fall's programing "meaningful innovations in the current TV advertising structure, including tests of clustering commercials" to insure uninterrupted programs. It calls further for a test to eliminate all commercials in children's programs, except for credit lines. And it recommends also that the FCC and the Federal Trade Commission establish a national organization to defend the public interest in the media as a whole, among other things "to research and act to oppose the renewal of broadcast licenses, and to participate in advisory and prosecuting functions if necessary before the FCC and the FTC. At the local level, it suggests that the national organization mobilize lawyers, law students and interested citizens "to find out facts and prepare to go to court, if necessary, to insure accountability of broadcasters and advertisers to the public."

It was reports of this language that impelled the president of the National Association of Broadcasters, Vincent T. Wasilewski, to protest to Stephen Hess, national chairman of the conference. Mr. Wasilewski noted that the recommendations had been written by a small group of participants and had not been endorsed by vote of either other members of Forum 20 or the conference as a whole (BROADCASTING, April 26).

In reply, Mr. Hess noted principally that Forum 20 had a number of industry representatives as members. He named Chuck Jones of ABC; Richard Jencks of the CBS/Broadcast Group and Cornelius Keating of CBS Direct Marketing Services. He also mentioned Mrs. Ruth Handler of Mattel Inc. as well as others not necessarily representative of commercial broadcasting: Neil Hickey of *TV Guide*, Mrs. Evelyn Sarson of ACT, FCC Chairman Dean Burch, Senator Pastore, Robert Shayon of the Annenberg School of Communications, University of Pennsylvania, and TV-radio critic of *Saturday Review*, Lyn De Vries of the Children's TV Workshop, Robert Keeshan (*Captain Kangaroo*) and Lawrence T. Frymire of the New Jersey Public Broadcasting Authority.

Mr. Wasilewski responded to Mr. Hess last week, acknowledging the participation by broadcast industry representatives, but doubting they concurred in the alleged Forum 20 conclusions.

At the FCC, children's programs are the principal target of ACT, whose re-

quest to the FCC to do something resulted—to the general surprise of the industry—in its doing something. It made the ACT petition the essence of a rule-making notice as well as a study aimed at establishing guidelines for children's programming (BROADCASTING, Jan. 25). Comments in that proceeding are incoming at the present time (see page 37).

ACT itself came from virtually nowhere to its new-found prominence. Its president—Mrs. Sarson—is a housewife in Massachusetts, and the organization has its headquarters in Newton Centre (suburban Boston). The group now has money to match its notoriety: it was the recipient of a \$164,000 grant from the Markle Foundation last month. And ACT's actions are not confined to the regulatory arena: it sought to organize a nationwide boycott (turnoff) of TV on Saturday, May 1. The effects of that effort are not yet known.

Corollary to this has been Chairman Burch's interest in children's programming. He has made much about this

interest of his, and even visited the networks in New York to urge them to upgrade this area of their program schedules. Only two weeks ago, Mr. Burch was himself on the receiving end of comments by Representative Torbert Macdonald (D-Mass.), chairman of the House Commerce Committee's Subcommittee on Communications. Mr. Macdonald chided the FCC chairman because, he said, the commission is not doing more about children's programs. He suggested further that the FCC establish a children's bureau to oversee the networks activities in this area. Mr. Burch did not comment.

The Surgeon General's study is actually being made by the National Institute of Mental Health in Washington, part of the Public Health Service. Coordinator of the program is Eli A. Rubinstein, assistant director for extramural programs and behavioral sciences. He is assisted by a national advisory committee of 12 distinguished sociologists, psychologists and psychiatrists.

Although a final report is anticipated

by Oct. 1, some inkling of the findings of some of the 20-odd professionals who were given research grants in this project may become known Sept. 4, when a panel on the subject is held by the American Psychological Association at its annual convention in Washington.

Among the stranger expressions of Washington interest in children's programs was the initiative late last year by FTC Chairman Miles Kirkpatrick, who issued an official announcement that it, and the FCC, were planning to hold joint hearings on children's programming, with particular attention to commercials. The FCC, however, showed no enthusiasm for the tandem effort, and still doesn't. But it has enough steam on its own. Added to it last Thursday: Commissioner Thomas Houser's remarks (page 24) that "national criticism [about children's TV] suggests we have an unacceptable state of affairs" that could lead to regulatory intervention. Considering everything else, he would seem to speak for a national consensus.

ABC comes on strong as children's TV champion

ABC-TV's commitment to a reappraisal of both the programming and advertising it directs to children was emphasized last Tuesday by James E. Duffy, the network's president, in an address to affiliated stations.

Mr. Duffy told the affiliates, meeting in Los Angeles at their annual convention, that the ABC-sponsored Workshop on Children and Television would be held in New York June 23-24. He said he would invite the other networks, stations, advertisers, agencies and program producers to participate. In a news conference the next day, Mr. Duffy said he would send invitations to his opposite numbers, Robert Wood at CBS-TV and Don Durgin at NBC-TV, in the hope that both would assign representatives to the workshop. At the same news conference, Elton H. Rule, president of the parent ABC, said that ABC-TV programming officials had already held some talks with NBC-TV officials but not with anyone from CBS-TV, which has elected to act independently on the matter. Mr. Rule said one possibility under exploration was the simulcasting of upgraded programming for children on ABC-TV and NBC-TV.

In an earlier presentation at the ABC-TV affiliates meeting last week, Chuck Jones, executive producer of *Curiosity Shop*, which will be inserted in ABC-TV's Saturday-morning schedule (11 a.m.-noon) next fall, announced that a preview of the hour-long program would be broadcast at 7:30-8:30 p.m.



ABC-TV President Duffy

on Thursday, Sept. 2. *Curiosity Shop* is intended to be both entertaining and instructive, Mr. Jones said. It is one of four new shows to be put into Saturday mornings effective Sept. 11. The others are *Funky Phantom* (9-9:30 a.m.), *Jackson Five* (9:30-10 a.m.) and *Lidsville* (10:30-11 a.m.). Another new entry on Saturday mornings will be reruns of *Bewitched* at 10-10:30.

Mr. Jones will also supervise production of a half-hour animated version of Charles Dickens's "A Christmas Carol," to be broadcast as a prime-time special next December. Sir Michael Redgrave will be the narrator. The special has been bought by the Foundation for Full

Service Banks through Dancer-Fitzgerald-Sample.

In his speech to the affiliates, Mr. Duffy said the June workshop would be planned as a "full-scale seminar" with a day-and-a-half agenda at the Americana Hotel. These are some of the questions he said would be discussed:

- "Have we, in our competitive zeal, been morally delinquent?"
- "Have we, in our predominant concern with adult programming, given short shrift to children's programming?"
- "Have we, in the face of mounting government and citizen-group criticism, undertaken a Band-Aid application rather than the surgery that is called for in this area?"

Mr. Duffy said there was a "clear and present danger" of government intervention to be read "in the light of the brushfires that are burning." The danger can be met, he said, only by facing the critical questions that are being asked.

Mr. Duffy proposed that consideration be given to the abandonment of regular ratings of Saturday-morning programs. In their place he suggested "full-industry studies aimed at determining children's motivations and attitudes." For advertising-sales purposes program popularity could be measured sporadically, he said. The substitution of psychological research for popularity ratings would redirect the emphasis in both selling and timebuying from quantity to quality, Mr. Duffy said.

Liberate cable, Justice again tells FCC

TV is not 'chosen instrument', department says, but proposed cablecasting rules would hinder

The government's expert in antitrust matters—the Department of Justice—last week laid it on the line for the FCC as it groped for solutions to the basic question of how CATV is to be fitted into the nation's communications system: "Nothing in the [Communications Act] makes commercial over-the-air television the 'chosen instrument' of Congress for any type of communication. Certainly the act says nothing about suppressing new, nonbroadcast modes of electronic communications which may develop and compete with broadcasting."

The department expressed its views in a memorandum supporting petitions for reconsideration of the commission order adopting pay-cablecasting rules. In the main, the arguments follow those the department expressed in a brief filed in January with the U.S. Court of Appeals in St. Louis regarding an appeal

filed by Midwest Video Corp. (BROADCASTING, Jan. 18). Midwest is seeking reversal of a commission order adopting rules requiring CATV systems with more than 3,500 subscribers to originate programming, as well as imposing on CATV systems virtually the same restrictions the commission has adopted for pay-TV broadcast stations (BROADCASTING, Oct. 19, 1970). The department urged dismissal of the suit on a technical point.

But in its memorandum last week Justice appeared to go further than it has in previous filings with the commission in urging the commission to take the fetters off of CATV. And the memorandum appeared to take on added significance, coming as it does, as the commission is attempting to fashion basic CATV policy—to answer, among other key questions, the degree to which television should be protected

against any future CATV competition.

"The Communications Act does not immunize broadcasters from competition," the department said. "Hence, over-the-air service should not enjoy a monopoly in serving the public in entertainment-type programming. Likewise, services capable of meeting viewer requirements and special demands should be allowed to compete on their merits for acceptance by the viewing public."

One proposal under consideration in the commission's CATV rulemaking proceeding would require CATV systems to lease channels to those who want to originate programming. The Justice Department supports that proposal as a means of providing the public with additional program choices as well as "separating the CATV operator from exclusive control over the origination function." (The commission is also

N.Y. state cable plan introduced as a bill

PSC proposals are embodied in Rockefeller measure; it draws immediate fire

New York state proposed last week to put the growing cable-television industry under state control through the state's Public Service Commission. Governor Nelson A. Rockefeller offered a bill embodying recommendations of the so-called "Jones Report," developed by the PSC under the direction of Commissioner William K. Jones and made public earlier this year (BROADCASTING, Jan. 11, 18).

As proposed, the bill would require all CATV companies to maintain a local office or a local telephone in each community it serves, and to provide access to channels for public purposes as specified by its franchise and subject to minimum standards set by the PSC. It also would prescribe minimum standards of financial, technical and character fitness applicable to all CATV companies.

Although the bill would permit municipalities to continue to grant franchises, it would require confirmation by the PSC before the franchises would become effective. Existing franchises, however, would remain in force automatically. The PSC would also be authorized to dictate minimum construction and operating standards, and would prohibit any CATV system operation without a municipal franchise or certificate of public convenience and necessity issued by the PSC.

Michael Arnold, vice president of the New York State Cable Television Association and manager of Television Communications Corp.'s Olean, N.Y., cable-TV system, said the bill was premature and that "it will be the end of small systems in New York state. They won't be able to rebuild their structures to go under the proposed rules." NYSCTA members planned to meet in Albany yesterday (May 9).

A Teleprompter Corp. spokesman classified the measure as just one more label of regulation. "The FCC," he said, "may be ready to move and spell out where the state should get into this picture." He felt that recent hearings in

New Jersey (BROADCASTING, April 26) may have prompted the action in Albany. "We would like to see," he continued, "the development of the uncommon-carrier concept. But it should be done in a climate of entirely new thinking and not by the PSC, which is unequipped by training and tradition to handle this."

It was expected that Governor Rockefeller's bill will precipitate opposition not only from the cable industry but from municipalities and probably New York City. The city already has made provision for setting up an Office of Telecommunications within the Bureau of Franchises to issue rules and regulations for CATV systems.

And there may be controversy within the governor's own party. There is already a bill in the state legislature that would create a five-member New York State Commission on Cable TV (BROADCASTING, March 22). The measure was introduced by a Rochester, N.Y., Republican, Senator Thomas Laverne, and Republican Assemblyman Robert F. Kelly of Brooklyn. This bill seeks to create a small FCC in the state, and calls for a 10% state levy against CATV systems' gross income.

considering separating entirely hardware ownership from program decision-making.)

But the department sees the cablecasting rule as seriously affecting channel lessees. The combined effect of the cablecasting rule restricting advertising—it is permitted only at the beginning and end of programs and at other “natural breaks”—and the restrictions on the kinds of programs that can be transmitted on a per-program or per-channel charge basis, will most likely be “to eliminate the economic base for independent commercial leased channel operations,” the memorandum said.

The department also regards the cablecasting rule as marking a “retreat” from the “pro-competitive policy” the commission expressed in its rule requiring program origination by CATV systems. “The contrast is underlined,” the memorandum said, “by the commission’s expression of its willingness to extend the same restrictions to ordinary cablecasting if necessary to protect over-the-air service from competition with cablecasters for programing and audience.”

The pay-cablecasting rules are expressly designed—as is the one that applies to over-the-air pay television—to protect against siphoning off programing now seen on free television. It bars from pay-cablecasting feature films more than two years old (with minor exceptions), sports events televised in the community during the preceding two years, series type programs, a schedule more than 90% of which is devoted to feature films and sports events combined, and commercial advertising.

The department not only regards the effect of the cablecasting rule as “inconsistent with the pro-competitive policy” expressed in the Communications Act but it believes that the commission cannot justify it by reference to its rule regulating pay television. The memorandum says the commission has “sweeping” authority over broadcasting and has “the clear and fundamental responsibility to allocate scarce spectrum space.” Accordingly, it “may justify more affirmative obligations and negative restrictions” on those who use the spectrum.

But, the memorandum adds, the commission does not have specific statutory authority to regulate CATV systems. It does not license them, and they do not use “scarce spectrum space.” Moreover, since a system can add channels “with little ‘natural’ constraint, there is very much less justification (if any) for the commission to concern itself with the details of channel allocation.”

The department also cited what it regards as a procedural defect in the

commission’s adoption of the pay-cablecasting rule in urging its reconsideration. The commission’s notice of proposed rulemaking in the cablecasting proceeding did not indicate a pay-cablecasting rule was to be considered. The rule was announced in the commission order denying petitions for reconsideration of the program-origination rule. Accordingly, the memorandum said, the commission may not have complied with the provision of the Administrative Procedure Act requiring government agencies to give interested parties adequate notice before adopting rules.

An FCC ultimatum to Roy H. Park

WSLS-AM-FM-TV owner given six months to sell AM-FM or face loss of his grant

On Sept. 10, 1969, the FCC approved the sale of WSLS-AM-FM-TV Roanoke, Va., to multiple-owner Roy H. Park on condition that Mr. Park sell the AM and FM stations within one year (BROADCASTING, Sept. 15, 1969). The provisions of the one-to-a-customer rule were then in effect as an interim policy.

Last week, 18 months after the \$7,050,000 sale was consummated, the commission gave Mr. Park, who still owns the three stations, six months to file applications for the sale of the AM and FM outlets. If the deadline is not met, the commission said, it will institute a show-cause proceeding aimed at revoking the grant.

The commission’s letter climaxed a correspondence with Mr. Park, dating almost from the closing of the WSLS-AM-FM-TV sale, on Mr. Park’s obligation to dispose of the radio stations.

Mr. Park, in a petition dated Oct. 16, 1969, said he had not expected to be required to sell the stations immediately and without regard to the outcome of the pending one-to-a-customer rulemaking. The Broadcast Bureau’s reply said that the closing constituted acceptance of the grant as made, and advised Mr. Park to locate buyers for the AM and FM outlets immediately.

On Aug. 28, 1970, Mr. Park filed another petition, asserting that buyers were hard to find and arguing that economic factors militated against the separation of the radio stations from the television. It also asked that divestiture be deferred until after the one-to-a-customer rulemaking had ended.

The commission received a letter from Mr. Park, two weeks ago, saying that the commitment for divestiture of WSLS-AM-FM will be kept—“unless,

after a review of the public-service record of the stations since transfer and consideration of a unique plan to advance the educational interests of the area, the commission concurs that ownership of these stations be retained.”

It was in response to that letter that the commission issued its sell-in-six-months-or-else order. The commission said that it found the petition and letter “without merit” and that it is not interested “in reviewing any further filings in this matter, which the letter indicates may be forthcoming.”

The commission noted that its action concluding the rulemaking—on March 2—makes it clear that the transfer of a VHF television station together with a radio station in the same town to the same buyer will not be permitted. “It added that Mr. Park’s failure to comply with the condition of the divestiture “raises serious questions concerning” his representation to the commission.

Besides the Roanoke stations, Mr. Park, through his wholly owned Roy H. Park Broadcasting Inc., owns WNCT-AM-FM-TV Greenville, N.C.; WDEF-AM-FM-TV Chattanooga and WJHL-TV Johnson City, all Tennessee; WTVR-AM-FM-TV Richmond, Va.; WNAX(AM) Yankton, S.D.; KRIS-AM-FM St. Louis Park and WEBC(AM) Duluth, all Minnesota; and WUTR-TV Utica, N.Y.

Dimling reports big jump in television viewing

Television viewing among individuals and households has increased sharply from last year, according to John Dimling, vice president for research of the National Association of Broadcasters.

Mr. Dimling announced the results of a special study made of Nielsen and American Research Bureau March sweeps compared to those made in March 1970. It showed significant home and adult-viewer increases during the day and from 11:30 p.m. to 1 a.m. daily.

The analysis was made by Statistical Research Inc., Westfield, N.J., under the direction of the Committee on Local Television and Radio Audience Measurement, which is headed by Mr. Dimling and consists of representatives of station representatives, networks, and groups.

For the whole day, 9 a.m. to midnight, viewing jumped by 6.1% to 22,806,000 households, and by 5.9% to 28,955,000 adults according to Nielsen; and by 8.2% to 21,436,000 households and by 4.3% to 35,384,000 adults according to ARB.

In prime time (7:30-11:30 p.m.), Nielsen showed a 3.8% increase to 33,804,000 households and a 3.5% boost to 57,709,000 adults, while ARB

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showed a 4.3% jump to 37,006,000 households and a 1.1% boost to 69,004,000 adults.

The late fringe viewing hours (11:30 p.m. to 1 a.m.) showed the sharpest increase in the Monday to Friday periods. Nielsen reported 14.1% increase to 12,318,000 households and a 13.4% jump to 17,143,000 adults; ARB, a 14.6% increase to 10,594,000 households and a 12.5% jump to 14,634,000 adults.

The March rating sweeps by both research organizations were used in the analyses. Nielson covered 182 markets; ARB, 188.

The increase in TV viewing was seen by Mr. Dimling as resulting from a number of factors: more homes with color sets, more homes with more than one set, less money being spent on entertainment outside the home—and "people like what is being programed."

Noncommercial 'Friends' focus on local problems

Representatives of 97 noncommercial television stations in 41 states attended the first annual conference of the National Friends of Public Broadcasting, held in New York last week, to discuss, among other things, individual station problems.

John W. Macy Jr., president of the Corp. for Public Broadcasting, emphasized to the group—whose purpose is to build citizen support of noncommercial broadcasting at the local level—the importance of their activities with local stations as part of their efforts to make the stations more dynamic.

Chalmers H. Marquis, executive vice president of the National Association of Education Broadcasters, suggested the group make known to the local stations their viewpoints on programing. "I didn't say agree with them," Mr. Marquis said. "But you must be prepared to 'defend their right to say it' . . . because they're saying it loudly this year."

Mr. Marquis noted that about 20% of the funds for noncommercial broadcasting come from the federal government, adding that next year the figure may rise to about 30%. But for this increase to be realized, he said, the National Friends must lobby for it and learn everything about proposed legislation, hearings and federal representatives.

Incorporated in July 1970, the National Friends of Public Broadcasting received a three-year grant of \$281,000 from the Carnegie Corp., New York, in October 1970. Mrs. William Schuman is chairman and founder of the group. Miss Duncan MacDonald is executive director.

Houser's icon: the 'reasonable man'

FCBA hears pleas for conciliatory spirit to deter federal control

After four months as an FCC commissioner, Thomas J. Houser is wondering whatever happened to the "reasonable man"—that character who law-school students are told speaks and acts "according to the dictates of reason."

He is needed, the commissioner feels, not only by the commission as it deals with the problems confronting it, but by broadcasters in staving off government regulation—in the field of children's programming, for instance.

Commissioner Houser expressed his views last week in a luncheon speech before the Federal Communications Bar Association, whose members practice the trade of advocacy. Such advocacy is fine, he said, but within limits. It "is not, and should not be mutually exclusive with the concept of reasonableness."

The commissioner ticked off a number of issues on which, he said, the commission "will continue to seek the comments of reasonable men"—and one of the issues for which he will seek such response is children's programming, which he said involves an "entire range of questions" that are of concern to him.

"The broadcasting industry has been provided with an opportunity to regulate itself—a most desirous situation—but appears to have chosen to hold the line. National criticism suggests that we have an unacceptable state of affairs and, if unchanged, will lead, most assuredly, to some kind of regulatory intervention."

He added that "a similar situation appears to exist in some aspects of broadcast advertising." He said later he was referring to his concern over drug advertising, especially that aimed at children. He initially expressed that concern in a separate statement accompanying the commission's March 5 policy statement on drug lyrics (BROADCASTING, March 8).

Another area in which the commissioner pleaded for "reasonableness" and a spirit of "compromise" is CATV. The conflicting claims over the question of CATV importation of distant signals, he said, "cry out for moderation, reasonableness and compromise."

He applauded those "few individuals who have attempted to establish working compromise," and said theirs "is the stuff that ultimately becomes policy."

*Freshman FCC Commissioner
Thomas Houser to the FCBA:*

"Whatever happened to the 'reasonable man'? This is the question I have asked myself most often during the past four months. . . . I am not adverse to the advocate system of justice. But my point is that the concept of advocacy should not be mutually exclusive with the concept of reasonableness. . . . I suggest to you that a compromise approach to regulatory supervision is not a 'cop out' or 'fence sitting.' Rather, it is the stuff that ultimately becomes policy."

FCC turns two aside, takes on three on fees

The FCC last week denied a joint request by the National Cable Television Association and the California Community Television Association for a stay of its fees relating to CATV, pending court appeal. Having put those two down, it then faced a joint petition of the three television networks seeking reconsideration of the FCC's order pertaining to a hike in the license renewal fees for satellite earth stations.

In denying the NCTA-CCTA petition, the FCC said the groups had failed to establish their claim that "irreparable injury to the CATV industry" would result from the fee schedule. In their filing last month (BROADCASTING, April 26), the cable organizations cited the time spent administratively, the need to divert funds from other uses and the payment of the fees themselves. The commission did note, however, that it intends to keep records of funds received so that refunds can be made if court action forces a revision in the schedules. NCTA and CCTA have filed a notice of appeal of the commission's CATV fee schedule with the U.S. Court of Appeals for the Ninth Circuit, in San Francisco.

The networks asked that the commission reduce the license renewal grant

fee for transmit-receive earth-satellite stations from \$5,000 to \$500, to make it uniform with the \$500 the commission will levy on receive-only earth stations. A standard renewal fee for both types of stations, the networks argued, would "vastly simplify administration of the fee schedule" and would avoid confusion in determining which stations are receive-only and which are transmit-receive.

They also contended that the renewal fees proposed for transmit-receive stations were "unwarranted" because, "based upon current cost estimates," these fees would exceed those required for construction permits issued for the same stations. This procedure deviates from the general hypothesis that renewal fees should be "far less" than the original fee for a CP, the networks said.

Fresno AM bombed; motives unapparent

A bombing forced KMAK(AM) Fresno, Calif., off the air for three hours late Tuesday night and early Wednesday morning (May 4-5). According to Fresno police, a small amount of unknown explosive was tied to a junction box on the station's tower and tore several power lines when it exploded Tuesday night.

Program director Bob Martin said he was at a loss to explain why the station, which plays country-and-western music, was the target. KMAK does have a mixed talk-music morning show but Mr. Martin said that the subject matter during the last few days was not such that it would warrant a bombing. He added the station had not received any warning.

Police indicate that no motive for the action is known but they said that they have several leads that are being checked out.

Two-thirds of radios is code board's goal

A campaign to boost membership in the radio code of the National Association of Broadcasters to 66⅔% of all radio broadcasters was voted by the code board, meeting in Washington last week.

The 11-man board authorized the Code Authority to institute direct appeals to state broadcaster associations to establish a code committee as liaison for a membership drive.

The move was initiated by Ray Johnson, KMED-AM-FM Medford, Ore., who is chairman of the radio code board. He said that in today's climate of consumerism, membership in the code by all radio stations is required. (At pres-

ent, 40% of the 6,000-odd radio stations are members of the code.)

At its meeting, the code board upheld code authority rulings, terming unacceptable advertising for abortion clinic referral services, holding that the subject belongs in public-service announcements regarding the population explosion and planned parenthood messages.

It also upheld a provision that bans code stations from carrying fortune teller advertising. This came about when a fortune teller in Tennessee, where the practice is legal, appealed from denial of a code station there to carry his advertising.

Thomas R. Winkler, radio code manager in Washington, reported that from April 1, 1970, to March 31 this year, 89,773 broadcast hours involving 3,366 stations had been monitored nationally and that 98.7% had been found complying with all code provisions involving both programs and advertising standards.

A closed-circuit affiliates 'convention'

CBS-TV initiated last week what Robert D. Wood, president of the network, told affiliates was "the first all-electronic CBS affiliates conference in the 17 years we have been getting together."

Mr. Wood addressed the affiliates in a closed-circuit presentation on Monday (May 3) and showed them a 35-minute selection of short segments of new shows to be introduced by CBS this fall. Complete pilots of the new programs were shown on closed-circuit on subsequent days.

The closed-circuit approach was decided upon some time ago as an economy-era substitute for the annual convention of affiliates ("Closed Circuit," Feb. 22). NBC stopped short of eliminating its affiliates convention but cut it to one day, this Wednesday (see this page), and ABC made no cutback at all, holding its convention last week (see page 30).

In his brief closed-circuit talk last week, Mr. Wood made it official: CBS-TV's new fall schedule will be introduced starting Sept. 13 (BROADCASTING, April 5).

NBC-TV affiliates next; news shows in spotlight

NBC-TV's programming plans for the 1971-72 season will be discussed at the network's annual affiliates convention to be held in New York on Wednesday (May 12).

Approximately 300 executives of

NBC-TV affiliated stations are expected to be in attendance. Don Durgin, president of NBC-TV, will offer a visual presentation of the new fall program schedule at the Ziegfeld theater and will be assisted by Mort Werner, vice president, programs and talent; Lawrence R. White, vice president, programs, East Coast, and Herb Schlosser, vice president, programs, West Coast.

NBC News correspondent John Rich, who returned recently from a trip to Communist China, is scheduled as the guest speaker at the luncheon session in the New York Hilton hotel. A reception and buffet will be held in the evening.

Commercial-TV support for instructional-TV bill

Two prominent figures in commercial broadcasting appeared on Capitol Hill last week to speak in favor of a bill designed to further the use of television as an instructional tool.

Eldon Campbell, vice president and general manager of WFBM-AM-FM-TV Indianapolis, accompanied by Roy Danish, director of the Television Information Office, testified before a subcommittee of the House Education and Labor Committee during hearings on a bill introduced by subcommittee chairman John Brademas (D-Ind.). The measure (H.R. 4916) would authorize Congress to appropriate funds for the entire range of instructional aids; these include everything from hardware such as closed-circuit TV facilities and teaching machines to various kinds of educational software.

Under Mr. Brademas's bill, the money would be dispensed by the Office of Education to states on a matching basis.

In his testimony last week, Mr. Campbell summarized the task before the subcommittee in this way: "The challenge is to put two phenomena—the fondness of youngsters for television and the availability of informational cultural programming—to work in the cause of education."

CBS affiliates look to '72

CBS Radio notified its network affiliates last week that it would not hold an affiliates convention this year. It has scheduled an "extra special" affiliates meeting in Phoenix for September 1972.

Both decisions were made on the advice of the CBS Radio network affiliates board of directors after it had polled members of the affiliates association. Affiliates also were told that almost 25% of the advertisers on CBS Radio this year are accounts new to the network.

Corinthian, D&B want merger re-approved

They say specific answers to Rex Lee's dissent would make the decision airtight

Corinthian Broadcasting Corp. and Dun & Bradstreet Inc. have asked the FCC to take another look at its order approving their merger, in order to eliminate any doubts that might have been raised by Commissioner H. Rex Lee's dissenting statement.

The parties said that although the commission order is "lengthy, comprehensive, thorough and very well-prepared," the unusual action they request would make doubly sure that the order would withstand judicial review.

Anthony R. Martin-Trigona, youthful broadcast-industry gadfly who frequently opposes transfer applications and sought to block the Corinthian-D&B merger, has indicated he will appeal the order transferring the five Corinthian television licenses to D&B.

The parties indicated their request grows out of the timing of Commissioner Lee's dissent as well as the substance. The commission issued a release announcing its action, along with the text of Commissioner Robert T. Bartley's dissenting statement, on April 14 (BROADCASTING, April 19). The full text of the order, along with Commissioner Lee's statement, was issued on April 22.

The parties said that the content and apparent timing of the preparation of the dissent, in relation to that of the commission order, "could lead to a suggestion later on that not all points in the dissent" may have been dealt with by the commission in its order.

"However remote" the possibility of such doubt, the parties added, it would be desirable for the commission to issue a supplemental order reflecting what had happened. If the commission had considered and disposed of the arguments raised by Commissioner Lee, the new order would make that clear; if the commission had not considered them, it should, and disclose its conclusions in the supplemental order.

Although the order would probably be affirmed even without the buttressing they suggest, the parties said, "the matter is too important to leave any item in doubt."

The points which Commissioner Lee raised, and which the commission was asked to address, included ownership of D&B stock by banks owning interests in other broadcast licensees; firmness of D&B's program promises and the adequacy of Corinthian's past performance, which D&B proposes to continue.

Outlet Co. will buy control of WNYS-TV

\$6-million transfer involves four of five principals in Syracuse station's licensee

The Outlet Co., Providence, R.I.-based group broadcaster and retailer, has agreed to purchase the assets of four of the five corporate principals in the licensee of WNYS-TV (ch. 9) Syracuse, N.Y., subject to FCC approval.

If approved, the transaction would give Outlet 80% ownership of W. R. G. Baker TV Corp., the station's licensee. Consideration would be in the form of an involved stock transfer plan, through which Outlet would acquire all the stock in the four other companies in exchange for \$5,926,000 worth of Outlet securities, thus absorbing those companies.

The companies involved are: W. R. G. Baker Inc., which owns 40% of the licensee; Six Nations Broadcasting Co., 20%; Onondaga Broadcasting Co., 18%; and Salt City Broadcasting Corp., 2%. Outlet already owns 50% of Salt City and is acquiring the other half. A fifth company, Syracuse TV Inc., will

retain its 20% interest in WNYS-TV, and is not involved in the transaction.

The agreement is designed to ease a squabble over the ownership of WNYS-TV that has been going on for almost a decade and, while quieted, has never been completely resolved. The station was run by an interim licensee during its first two years of operation (from 1962-64), while ten competing applicants fought through comparative hearings before an FCC hearing examiner. A 1964 initial decision by the examiner, assigning the station to Onondaga, was overturned by the commission the following year, and the license was tentatively awarded to W. R. G. Baker Inc., subject to further proceedings.

But the issue had not been settled by 1967, although the number of applicants had dwindled to eight. At that time, an agreement initiated by Outlet brought the five companies surviving today together in a joint venture, while the other three applicants were bought out.

Baker, Six Nations and Onondaga each have about 20 principals. The firms are headed by T. Frank Dolan, Jerry Dietz and F. Robert Gilfoil, respectively. The 50% interest in Salt City to be acquired by Outlet is jointly held by Edward, Leo and William Eagan.

Outlet's other stations are: WJAR-AM-

TV Providence, R.I.; WDBO-AM-FM-TV Orlando, Fla., and KSAT-TV San Antonio, Tex. Joseph S. Sinclair is chairman and chief executive officer, and Kenneth Logowitz is president of the publicly owned company.

RKO's former pay-TV given to church group

The guinea-pig station in the first major subscription-TV experiment in this country has been donated by the owner to a nonprofit church corporation. WHCT(TV) Hartford, Conn., owned by RKO General, will be turned over to Faith Center, San Bernardino, Calif., subject to FCC approval.

The pay-TV test began in June 1962 and ended January 1969. Since 1969, the channel-18 outlet has been functioning as a commercial station. John B. Poor, president of RKO General, noted that the company had invested and had lost much money in the experiment.

The Reverend R. A. Shoch, president of Faith Center, said the station "will be used to bring a new dimension in inspirational and family-oriented programming." Faith Center owns and operates KHOF(FM) Los Angeles and KHOF-TV San Bernardino.

Changing Hands

Announced:

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

■ WNYS-TV Syracuse, N.Y.: 79% sold by W. R. G. Baker Inc., Six Nations Broadcasting Co., Onondaga Broadcasting Co., and Salt City Broadcasting Corp. to the Outlet Co., Providence, R.I., for stock valued at \$5,926,000 (see above).

■ WGMA(AM) Hollywood, Fla.: Sold by C. Edward Little and others to M. T. and McHenry Tichenor and J. C. Looney family for about \$1.2 million (see page 27).

■ KOLI(AM) Coalinga, Calif.: Sold by James M. Strain to C. W. Mizner for \$52,500. The station is off the air at the present time. Mr. Strain is returning to a program position with NBC. Mr. Mizner was formerly general and sales manager of KREL(AM) Corona, Calif. KOLI is on 1470 khz with 500 w day. Broker: Hamilton-Landis & Associates.

■ WHCT(TV) Hartford, Conn.: Donated by RKO General Inc. to Faith Center, California nonprofit church organization (see above).

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For



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the Record," beginning on page 55).

▪ **WENN-AM-FM** Birmingham, Ala.: Sold by Mrs. John M. MacLendon and others to Louis O. Hertz for \$804,194.85 including five-year covenant not to compete within 100 miles of Birmingham. Mr. Hertz has interests in **WERO(AM)** Atlanta and **WOKS(AM)** Columbus, Ga. **WENN(AM)** operates on 1320 khz with 5 kw directional-day. **WENN-FM** is on 107.7 mhz with 58 kw and an antenna 600 feet above average terrain.

▪ **WHIH(AM)** Portsmouth, Va.: Sold by Joe Speidel III to Ralph J. Baron for \$315,000. Mr. Speidel is principal owner of **WPAL(AM)** Charleston, **WYNN(AM)** Florence and **WOIC(AM)** Columbia, all South Carolina; **WSOK(AM)** Savannah, Ga., and **WTMP(AM)** Tampa, Fla. Mr. Baron has interests in **WENZ(AM)** Highland Springs, Va., and **WCUM-AM-FM** Cumberland, Md. **WHIH** is full time on 1400 khz with 1 kw day and 250 w night.

▪ **WFSH(AM)** Valparaiso-Niceville, Fla.: Sold by Mrs. Audrey DeBruhl to Charles F. Wister for \$160,000, including a covenant not to compete within a 50-mile radius of Valparaiso-Niceville for eight years. Mr. Wister is former owner of **WPEO(AM)** Valparaiso-Niceville. **WFSH** is full time on 1340 khz with 1 kw day and 250 w night.

Texas broadcast group extends its reach

Harbenito Broadcasting Co., Harlingen, Tex., which controls several broadcast stations in the Southwest, has decided to extend its station holdings to another part of the country. It has agreed to purchase **WGMA(AM)** Hollywood, Fla., subject to FCC approval. A Harbenito spokesman said last week consideration would be approximately \$1.2 million.

WGMA, serving Broward county, Fla., is presently owned by a group of Hollywood businessmen headed by C. Edward Little. Mr. Little is president of the station licensee, Hollywood Community Service Radio Inc., and serves as general manager of **WGMA**.

Harbenito Broadcasting is controlled by M. T. and McHenry Tichenor, and the family of J. C. Looney.

The principals of Harbenito Broadcasting have major interests in subsidiaries of that company, which operate **KUNO(AM)** Corpus Christi, Tex., and **KIFN(AM)** Phoenix. In addition, Harbenito itself owns and operates **KGBT-AM-TV** and **KELT(FM)**, all Harlingen, and **WACO-AM-FM** Waco, all Texas.

WGMA, which has a "modern country" format, has been on the air since 1953. It operates on 1320 khz with 5 kw and a directional antenna.

R.E. Lee jumps on leapfrogging waivers

Dissents charge FCC with 'indifference' to economic realities

FCC Commissioner Robert E. Lee has rapped his colleagues for what he saw as their "indifference" in twice waiving the antileapfrogging rule to permit CATV systems to import distant VHF signals rather than those of closer-in UHF independents.

The commission, he said in one of two dissenting statements released last week, should look ahead to the cumulative effect of such waivers and proceed on the premise that the CATV audience "may well become significant. On that premise," he asked, "what station most needs [CATV] assistance—the struggling UHF in Kansas City or the profitable VHF in St. Louis?"

The majority, he said, didn't confront those questions. "It ignores them, as if they do not exist. I must therefore question whether my colleagues have acted responsibly in the matter. It is one thing to consider and differ—it is another to appear indifferent."

The case involved the request of **KBTN** Cable TV Inc., operator of a cable system in Neosho, Mo., in the 115th market, for a waiver to import the signals of **KPLR-TV** (channel 11) and noncommercial **KETC(TV)** (channel 9), both St. Louis, 225 miles away. A commercial independent, **KCIT-TV** (channel 50), is 160 miles away in Kansas City. So is noncommercial **KCSD-TV** (channel 19). (There are five other ETV outlets in communities closer to Neosho than the one in St. Louis).

However, there are no microwave facilities to relay signals from Kansas City, although applications for constructing them are on file. And there is a microwave link that connects St. Louis with Joplin, 16 miles from Neosho—and the carrier had applied for authorization to close the gap for the purpose of relaying the St. Louis signals. The commission granted the authorization in the order in waiving the antileapfrogging rule.

The commission's decision turned on that point. By using the available microwave facilities, the commission said, in the order it adopted by 5-to-1 decision, "the cable system is in a position to carry the in-state signals of noncommercial **KETC** and independent **KPRL-TV**" quickly, thereby providing its subscribers with their first in-state educational

25

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Commissioner Lee said that under that rationale; the CATV system sets commission policy, not the commission. "Tomorrow," he said, "there will be another town just 15 miles from Neosho requesting carriage of the St. Louis independent, and then another 15 miles further, and so on."

The other leapfrogging case in which he dissented, the commission—again by a 5-to-1 vote—permitted Conestoga Television Cable Co., which operates in five communities 38 miles northwest of Philadelphia, to import the signals of independent WOR-TV New York rather than those of WMET(TV) Baltimore. New York is 91 miles from the system's center; Baltimore is 2.3 miles closer.

The commission said that "technical leapfrogging" of WMET was involved but that the distance involved would be "de minimis." Accordingly it said, the grant of carriage of WOR-TV "would serve the public interest."

Commissioner Lee, in his dissent, saw the issue in terms not of miles but of relative economic strength—whether WOR-TV, "a powerful, well-established successful New York City VHF station, or WMET; a new struggling Baltimore UHF station, should be carried."

Permitting extension of the New York station as being in the public interest, he said, "is not 'technical.' The sum total of hundreds of actions like this one is not insignificant. It may profoundly affect the television structure of this country."

Nashville TV swap: GE's WSIX-TV, local ETV

Channel-switching in Nashville has been approved by principals of two TV stations there and city officials, subject to FCC approval with applications due to be filed soon.

Swapping channels are General Electric Broadcasting Co., operating WSIX-TV (ch. 8), and Metro Board of Education, operating noncommercial, educational WDCN-TV (ch. 2).

In exchange for use of channel 2, GE will donate to WDCN-TV equipment and/or cash totaling \$755,000; help move WDCN's antenna to its own tower (1,350 feet above average terrain compared to the noncommercial's 680 feet above average terrain), its use valued at about \$8,000 annually; operate and maintain the transmitter for 99 years or until such time as the noncommercial station closes down (valued at \$25,000 a year).

GE bought WSIX-TV, as well as its AM and FM adjuncts, since sold, in 1966 for \$9.7 million.

HEW's latest facilities grants

The Department of Health, Education, and Welfare has awarded 16 facilities grants totaling \$3,574,779 to noncommercial radio and TV stations in 13 states. These latest grants, reported April 30, follow:

KFCA(FM) Phoenix, \$55,520 out of a total cost of \$74,026, for expansion; KAET(TV) Phoenix, \$200,800 out of \$308,018 for improvement; Pacifica Foundation Inc., Houston, \$26,066 out of \$37,498 to help establish FM station; WPBT(TV) Miami, \$429,803 out of \$663,577 for improvement.

Also Northern Illinois University, Oregon, Ill., \$130,766 out of \$183,524 to establish FM station; WCCB(TV) Augusta, Maine, \$214,519 out of \$286,025 for expansion; Maryland Public Broadcasting Commission, Salisbury, Md., \$272,500 out of \$527,300 to establish TV station; WGGL-FM Houghton, Mich., \$96,180 out of \$129,930 for expansion; Board of Control, Northern Michigan University, Marquette, Mich., \$372,672 out of \$502,072 to help establish TV station.

Also WCNY-TV Syracuse, N.Y., \$379,500 out of \$536,950 for improvement; WMHT(TV) Schenectady, N.Y., \$400,575 out of \$568,192 to assist in improvement; KOSU-FM Stillwater, Okla., \$45,000 out of \$90,000 for expansion; WQED(TV) and WQEX(TV), both Pittsburgh, \$411,975 out of \$549,300 for expansion; WMOT-FM Murfreesboro, Tenn., \$42,143 out of \$56,191 to help in expansion; KUHT(TV) Houston, \$159,260 out of \$265,434 to improve facilities; Virgin Islands Public Television System, Charlotte Amalie, U.S. Virgin Islands, \$337,500 out of \$450,000 to establish TV station.

Newspaper troops rally around ANPA's flag

The nation's newspaper interests continue to join sides against the FCC's proposal to require multimedia owners to reduce their holdings within the same market. As of April 30 seven different newspaper publishers, all but two either with broadcast or CATV interests—or both—expressed support of comments filed earlier by American Newspaper Publishers Association (BROADCASTING, April 5).

Like ANPA and the National Association of Broadcasters (BROADCASTING, April 12), the publishers argue that the proposal is beyond the commission's authority and would reduce the service each medium now provides to the public. The petitioners to the commission were: Muncie Newspapers Inc.,

applicant for a CATV franchise at Muncie, Ind.; R. W. Page Corp., publisher of the *Columbus (Ohio) Ledger and Enquirer*, 51% owner of WRBL-AM-FM and a CATV system, all Columbus; News-Press & Gazette Co., publisher of the *St. Joseph (Mo.) Gazette* and a local CATV operator; Wooster Republican Printing Co., publisher of the *Daily Record*, licensee of WWST-AM-FM, all Wooster, Ohio, and Jacksonville Journal Courier Co., publisher of the *Jacksonville Journal and Courier*, and owner of WLDS(AM) and WEAI(FM), all Jacksonville, Ill.

News Publishing Co. and Kenosha News Publishing Corp., publishers of *Intelligencer* and *News-Register*, Wheeling, W. Va., and *Kenosha (Wis.) News*, respectively—neither of which has other media holdings—also filed in support of ANPA's comments.

Former Petry executives open Century N.Y. branch

In an expansion move, Century Broadcasting Corp., Chicago, station group owner, has expanded with an office in New York last week and has appointed William B. Rohn as national sales manager in that city.

Mr. Rohn had served as vice president and director of marketing and sales development for Edward Petry & Co.

Miss Carol Peach, who was marketing research manager at Petry, has been named research and promotion director of Century Broadcasting in New York, reporting to Mr. Rohn.

Century owns and operates WFMF(FM) Chicago, KWST(FM) Los Angeles, WABX(FM) Detroit and KSHE(FM) Crestwood, Mo. (St. Louis). The New York office is in the Warwick hotel, 65 West 54th Street. Telephone: 541-9688.

Media notes:

Basics ■ GTV(TV) Melbourne, Australia, has put together "How to Understand Television Measurement," to provide a basic understanding of the rating system, frequency and distribution, and other terms frequently used by advertisers and media analysts. Write General Television Corp. Pty. Ltd., 22-46 Bendigo Street, Richmond, Australia.

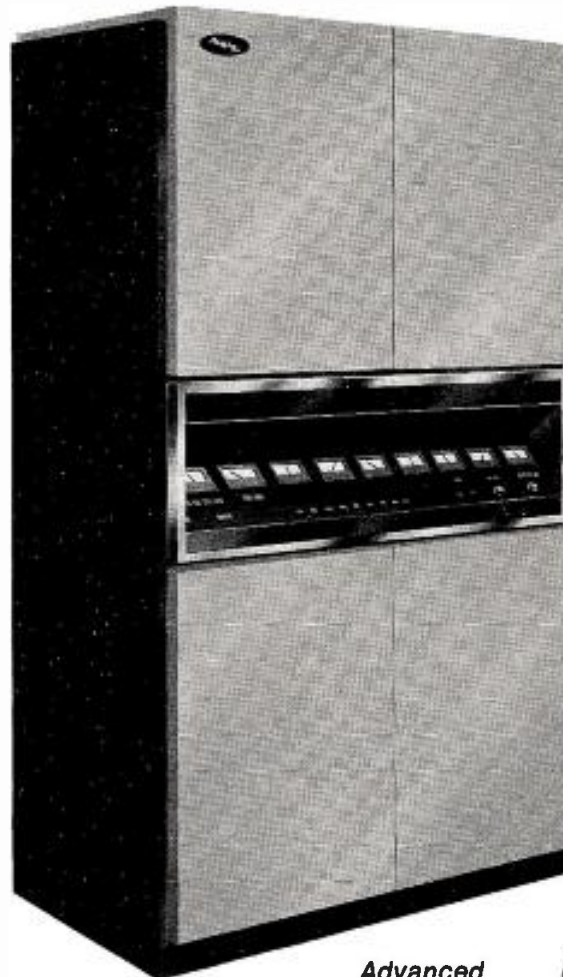
Dial aid ■ A guide to FM listening for the U.S. and Canada has been compiled by Bruce F. Elving, assistant professor of mass communications at the University of Wisconsin. The FM Station Atlas is a compact listing of more than 3000 commercial and educational FM stations in the two countries, and also contains maps showing each region's distribution of broadcast facilities. It is available for \$2 per copy from educational WUWM(FM) University of Wisconsin, Milwaukee 53201.

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Gentle persuasion for ABC affiliates

Network's L.A. convention hears modified plans to encourage live clearances, lure the secondaries

ABC-TV last week staged the only conventional convention to be held for television-network affiliates in this uncertain year. The decision to go through with a full-scale, stops-out presentation of next season's programming and stars, with only a few of the traditional luxuries removed, turned out to be right. Seldom have there been fewer signs of disenchantment among ABC stations.

NBC-TV has called a one-day meeting of its affiliates in New York May 12. CBS-TV is having no meeting at all; it will preview its fall schedule by closed-circuit.

The ABC-TV meeting, held at the Century Plaza hotel in Los Angeles May 2-5, was clearly intended to persuade primary affiliates to give the network more live clearances and secondary affiliates to pre-empt their primary network oftener in favor of ABC shows. Richard L. Beesemyer, vice president in charge of affiliate relations, made a special point of reporting that 75 secondary affiliates were represented at the meeting, more than ever before.

The closest thing to a dispute at last week's gathering took place last Wednesday morning during a closed business meeting of network and station executives. The subject was ABC-TV's rules covering delayed broadcasts of pre-empted network shows.

Last winter at a meeting of network executives and the board of governors of the ABC Television Affiliates Association at St. Croix, Virgin Islands, the network proposed a stiff plan to curb pre-emptions and DB's. Whenever live clearance was denied, the affiliates

were told, ABC-TV would offer the show elsewhere in the market or go dark if no alternative outlet was found. When that word got around, the howls from affiliates were deafening.

Last week a modified plan was announced. In markets below the top 50, programs pre-empted from live, prime-time showing may, upon approval of the network, be given delayed showing between 7 and 8 p.m. Saturdays and Sundays and 7:30 and 8 p.m. Mondays, Wednesdays, Thursdays and Fridays—the periods to be vacated by ABC-TV next fall when the FCC's prime-time access rule goes into effect. The rule, restricting each network to no more than three hours of feeds between 7 and 11 p.m., with a few special exceptions, does not apply to markets below the top 50. (ABC-TV obtained an FCC waiver to add a half hour to its Tuesday schedule, which has been the strongest of its nightly line-ups in the current season and will be retained in 1971-72, in exchange for returning an extra half hour to local origination on Mondays at 8:30, preceding *NFL Monday Night Football*.)

The new plan may not have pleased all of the affiliates in the top-50 markets, where ABC-TV will seek alternative outlets when live clearances are denied by affiliates. But the bigger-market broadcasters gave signs of a willingness to live with it. One, emerging from a screening of *The Persuaders*, the new Tony Curtis-Roger Moore action-adventure hour scheduled at 10-11 Saturday nights, said: "Now I know where to play *Lawrence Welk*."

The *Lawrence Welk Show*, now in the last of many seasons on ABC-TV, will appear in syndication next fall on a barter arrangement.

The plea for clearances ran through all but one of the network presentations. The exception was the presentation by Roone Arledge, president, ABC Sports. He thanked the affiliates for "great co-operation."

Mike Eisner, vice president, daytime programming (which the day before had been called "our greatest challenge" by Frederick Pierce, vice president for planning), told the affiliates that station clearances were the network's "life blood."

Edwin T. Vane, vice president, nighttime program production, made a major pitch for live clearance of the late-night *Dick Cavett Show* which he called "the fastest growing show in television."

Martin Starger, vice president in charge of programming, asserting it is ABC-TV's goal to be number-one in audience, was careful to let the affiliates know that the goal would not be reached without their as-scheduled carriage of ABC-TV programs.

In news a special effort was made. Elmer Lower, president of ABC News, said the programs from his division had earned coverage by more stations than are now according it. He brought along Harry Reasoner, co-anchorman of ABC's early evening news ("the most important addition we have made in the last year"), for extra help with the stations.

It had been arranged that Mr. Reasoner would appear before the affiliates immediately after a piped-in showing of the network's evening-news feed to the East last Monday, with his part originating in Los Angeles. Mr. Reasoner was transferred by helicopter to the Century Plaza from the ABC studios on split-second schedule. The show, however, had never reached the hotel. By miscue of the telephone company, the Western feed of the daytime game show, *Password*, was delivered.

Once before the affiliates, Mr. Reasoner carried through with the plan. He remarked on the pressures now confronting broadcast journalists



Elton Rule



Harry Reasoner

and asked for the support and confidence of stations (see page 32). Then he said:

"We are now fully competitive with the other two networks. We don't have to be liked for the wrong reasons.

"We don't have to use gimmicks to counterprogram or look for anybody's leftover audience. We can go head-to-head with anyone and win, because we have the best evening newscast on television. To go with the best news, we need the best affiliates. Without you we are nothing."

A little later he said, speaking of the need for journalistic service: "Any station having a network affiliation and not carrying that network's news is a disgrace."

At a news conference two days later James Duffy, ABC-TV president, was asked whether he would make the same characterization of affiliates that rejected the evening-news strip. "I might not put it in the same language," Mr. Duffy said. "But, yes, I agree with it."

The one concession to economizing at last week's convention, as compared with meetings of earlier years of television affluence, was the elimination of a sit-down banquet with star entertainment. Instead the network was host at a Tuesday-night reception featuring many well stocked bars and buffet tables containing everything from Russian caviar to Quilcene oysters from Seattle. There was no formal entertainment, but many of the performers in next season's shows were there to mingle with the guests and, while sipping sociable drinks with the wide-eyed broadcasters, put in a plug for live clearance of their shows.

But there was much serious business to be about. "The only good thing about the first quarter," said Warren Boorum, vice president and national sales manager, ABC-TV, "is that it's over." The national sales manager went on to say that ABC is almost fully sold in its third and fourth quarters. He expects all three networks to post the "sold out" sign sometime in June.

In the specific areas, the network representatives painted a rosy picture, but most added it could be even rosier if there were more clearances. Brightest of all sales reports was offered by Herbert A. Granath, vice president of sports sales. For the second year in a row, the network's Monday-night football package is a sell out; the same-day telecast of the Indianapolis 500 automobile race was sold out within 48 hours after it was offered and is being carried by 210 stations so far.

Sales for the other ABC Sports programs continue on the upside, Mr. Granath told affiliates. Their new approach — termed "extensional thrust" — for

There's gold in clearances

If ABC is able to get the additional clearances from its secondary affiliates to fill vacated prime-time slots, what would it mean to the network? According to Marvin Antonowsky, research vice president of ABC-TV, it could translate into as much as \$300,000 extra revenue for each show cleared.

Mr. Antonowsky said last week that if each show cleared yields an increase of one rating point and two share points, that would mean between 400-500,000 additional homes viewing. With three commercial minutes per show at the network's estimate of \$4 per thousand, the 1,500,000 home increase would then be worth up to \$6,000 per show.

Over a 50-week season, Mr. Antonowsky said, that would mean \$300,000 addition revenues for each show.

NCAA football games and *Wide World of Sports* has produced higher unit prices and billings, he said.

Sales response in two other areas had network executives especially proud. News availabilities were completely sold in the second quarter and are approaching the same condition in the third, according to Robert F. Fountain, director of news sales. *Make a Wish*, one of the network's new children's shows is sold out for the fourth quarter. The other, *Curiosity Shop*, is 86% sold. Primary sponsor for the latter program is Kellogg with one-third for 52 weeks.

George H. Newi, vice president, daytime sales, reported the only poor showing by the various network divisions, but then countered that with some inspirational figures from the *Dick Cavett Show*. In the daytime area, the network sold 400 more minutes in 1970, but because of having more inventory, was only 86% sold versus 94% in 1969. Mr. Newi said that according to its figures, *Cavett* was now outselling its CBS rival, *Merv Griffin*, at a higher cost per thousand and closing fast on NBC's Johnny Carson. The turnaround came during the third quarter of 1970, Mr. Newi said, when Mr. Cavett was 85% sold while *Griffin* was down to 75%. *The Tonight Show* continued to lead during that quarter with 86%. He added that the ABC program was sold out in the second quarter, nearly sold out in the third and over 50% sold in the fourth quarter.

Both Messrs. Newi and Fountain added the subtle push for additional clearances. Mr. Fountain claimed the network salesmen are backed into a corner when potential advertisers ask how many stations will carry their commercials. His selling point was that affili-

ates would receive added revenues from the increase in business.

Martin Starger, the network's vice president in charge of programing, told the affiliates that being number one implies more than being the circulation winner. "It's how you get there that's important," he said. Then he cited five rules as his programing philosophy designed to achieve excellence.

"If there is a better story idea or program concept, if there is a newer and more exciting format, if there is a better producer, writer or director, if there is a better or more talented performer," he said, "we want them for ABC."

Surprisingly, ABC made the fewest changes of the three networks in its prime-time schedule. Seven new programs were added compared with eight each for NBC and CBS, and Mr. Starger pointed out that more of the returning shows were doing so in the same time periods as the 1970-71 season.

Network affiliates were told by Fred Pierce, vice president in charge of planning and assistant to the president of ABC, that the new season would premiere Sunday, Sept. 12, with an expanded schedule of shows for the first three Sundays of the season, which will start at 7 p.m. NYT.

Beginning with Sept. 12, a one-hour variety special featuring the Jackson 5 will introduce the soul-singing group to viewers. An animated series featuring the Young Singers premieres Saturday Morning, Sept. 11. On Sept. 19, a special two-hour episode of *The FBI* is followed by the *ABC Sunday Night Movie*. Then, on Sept. 26, the latest in the series *The Undersea World of Jacques Cousteau* opens the evening's fare.

NFL Monday Night Football kicks off the regular season Sept. 20 with the 8:30 to 9 p.m. eastern-time slot being returned to affiliates for local programing. *Alias Smith and Jones*, which premiered in midseason with a 90-minute movie, does the same thing to start its fall series on Sept. 16.

Another of the network's successful nighttime series has moved into daytime television. *Love, American Style*, follows *Bewitched* and *That Girl* in a half-hour version that starts in July. The contemporary comedy series started on ABC in September 1969. Premiere date and time period have not been announced for the daytime version of *Love*.

For its newest addition to the daytime program schedule, ABC has chosen a monthly series of 90-minute television dramas to be called *The Movie Break*. Michael D. Eisner, vice president, daytime programing, said the original dramas would be of interest to women who make up most of the daytime audience.

Standing up for the First Amendment

Common cause draws resounding support and defense for broadcast news at ABC-TV affiliates gathering

A very hot topic at last week's ABC-TV affiliates meeting was broadcast journalism, and it's clear which side of the fence ABC and its station line-up are sitting on.

Elton H. Rule, ABC president, said Monday (May 3) that the whole structure of television was threatened by recent attacks on its news performance. Then on Wednesday (May 5), the ABC-TV affiliates unanimously adopted a resolution to strongly oppose "the effort of Congress or other legislative bodies to subpoena untelevised material."

In his speech to the affiliates, Mr. Rule said television was now faced with a "direct, untenable attempt at the worst kind of censorship." He cited as examples the request by Senator Robert Dole (R-Kan.), chairman of the Republican National Committee, for detailed reports and logs of ABC's news coverage of Vietnam and the subpoena by the House Investigations Subcommittee of outtakes and other material associated with the CBS documentary, *The Selling of the Pentagon*. ABC rejected Senator Dole's request (BROADCASTING, April 26), and CBS has defied the House subcommittee's subpoena (BROADCASTING, May 3).

"One cannot help suspecting," said Mr. Rule, "without sharing the eternal paranoia of the radicals of the right and left, that there is an attempt, conscious or unconscious, to drive a credibility wedge between television and its audience." And the seriousness of that, he said, must not be minimized.

"In a direct sense," said Mr. Rule, "the entire credibility of the television medium is dependent on keeping the

faith of our audience in the news we present.

"News is the foundation of television's credibility, and that credibility extends to areas of entertainment, to the commercials we show, to every conceivable nuance in the relationship between ourselves and our audience.

"If we lose that trust, if a credibility wedge is driven between ourselves and the people we are pledged to serve, then we have not only lost face; we have lost the ball game."

Mr. Rule also solicited the support of ABC-TV affiliates. He said ABC News was pledged to be fair and objective but uncompromising. To the station men he said: "If we disagree on this particular story, or that particular subject—even if we are sharply divided on key political issues—we have to realize that we agree on the basic right of freedom to know."

In another appearance before the ABC-TV affiliates, at their annual convention in Los Angeles last week (see page 30), Harry Reasoner, co-anchor man with Howard K. Smith on ABC-TV's evening news program, also spoke of the need of affiliate support. The times demand a "steadfastness from all of us," said Mr. Reasoner.

"It is important for management to realize that we are being pushed from both sides," said Mr. Reasoner. On the one side are conservatives, as represented by Vice President Spiro T. Agnew, who think that network news is too liberal. On the other are those, "including some in our own profession, particularly the young," who think journalists ought to be advocates and

flavor their reports with personal views.

"All I can promise you," said Mr. Reasoner, "is that in 50 years you and the country will be glad we stayed in the middle."

Broadcast journalism, said Mr. Reasoner, "is the best journalism in the history of the world." It has elevated television broadcasters—station management—to a higher level of importance than "any newspaper management ever had," said Mr. Reasoner.

He said affiliates of all networks could put their confidence in network news. "We are dedicated men," said Mr. Reasoner. "We are honorable men. We are loyal Americans."

Mr. Rule too spoke of the sense of responsibility that must weigh heavily on newsmen at both networks and stations. "Today the film editor's scissors wield enormous power," said Mr. Rule. "That scissors can be a deadly weapon used to sell a point of view or a constructive tool used to tell a story clearly and well. It is certainly a news department's job to see that the editor's scissors do not leave truth among the outtakes."

In the current climate, said Mr. Rule, the newsman is a "tightrope walker keeping his balance in an earthquake." The pressures buffet him from government, political groups "and even from within the television industry itself."

But, Mr. Rule promised: "We will rally to grind down any attempt at censorship or inhibition of our freedom, and we will win."

The affiliates took his rallying cry to heart Wednesday and overwhelmingly passed this resolution:

"Be it resolved by the ABC-TV affiliated stations assembled in body this day, May the 15th, at the Century Plaza hotel, Los Angeles, California.

"Whereas, the television broadcasters of the United States have taken a strong position in defense of freedom of the news media as guaranteed under the First Amendment, be it

"Resolved, that the ABC-TV Affiliates Association strongly opposes the effort of Congress or other legislative bodies to subpoena untelevised material, reporters' notes, or sources of information. The association shares the opinion that such action violates the spirit and the letter of the First Amendment, and represents a serious threat to the democratic process.

"Be it further resolved, that a copy

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Appeals court upholds prime-time access

In unanimously rejecting all industry arguments, panel says rules enhance First-Amendment protection

The FCC's prime-time access rule and related restrictions on syndication and acquisition of program interests by networks were all upheld last week by a unanimous three-judge panel of the U.S. Second Circuit Court of Appeals in New York.

The outcome was not totally unexpected in view of the overwhelming skeptical questioning to which lawyers opposing the rules had been subjected from the bench when the appeals were heard early this year (BROADCASTING, Jan. 25).

Whether the decision would be appealed further by CBS, NBC or any of the various other groups opposing one or more of the rules could not be immediately ascertained. There was some speculation that it would not be, partly because the court was unanimous in its decision and partly because the appellants were far from unanimous in what they were opposing.

Whatever their individual arguments, however, they made no imprint upon the court's thinking; the 19-page decision by Circuit Judge Paul R. Hays found all their arguments to be without merit. It upheld not only the prime-time access rule but also the related rule barring networks from domestic syndication, limiting their overseas syndication and prohibiting them from acquiring financial interests in programs produced for them by others.

The decision dealt at length with contentions by CBS and many stations that the prime-time access rule imposes a direct restraint on free speech and therefore violates the First Amendment. The rule bars major-market stations from taking more than three hours of network programming between 7 and 11 p.m.

Broadcasting is clearly entitled to First Amendment protection, the court held, but one of the purposes of the First Amendment is to promote dissemination of diverse views, and the prime-time access rule, "far from violating the First Amendment," is designed to promote that diversity.

Further, the decision continued. "to argue that the freedom of networks to distribute and licensees to select programming is limited by the prime-time access rule, and that the First Amendment is thereby violated, is to reverse the mandated priorities which subordinate these interests to the public's right of access."

The court held that the FCC was not

exercising censorship but "acting well within its statutory powers" in adopting the rule.

"The commission," it said, "has found that the wide range of [program] choice theoretically available to licensees is either not in fact available or is not being exercised for economic reasons. It has acted in discharge of its statutory duty in seeking to correct that situation.

"The commission does not dictate to the networks or the licensees, or the independent producers whom it wishes to stimulate, what they may broadcast or what they may not broadcast; it is merely ordering licensees to give others the opportunity to broadcast."

The decision cited Supreme Court and other rulings in support of the FCC's right to regulate networks, and held that the syndication and financial-interest rules, as well as the prime-time access rule, "are within the commission's statutory power if they are 'reasonably ancillary to the effective performance of the commission's various responsibilities for the regulation of television broadcasting'."

The financial-interest and syndication rules, the court continued, will advance the purposes of the prime-time access rule by stimulating development of strong independent suppliers, increasing the profitability of independent productions and curbing potential network dominance of the syndication business.

The decision agreed that, as several stations argued on appeal, "at least initially, small licensees will be hurt by the prime-time access rule." But this, the court said, does not mean that the FCC could not adopt the rule: "The commission has carefully considered the arguments of the smaller affiliated licensees, made findings and determined that it should act. The commission's decision cannot be characterized as arbitrary."

The court also dismissed arguments that the FCC adopted the rules without

Under tent in six markets

Twentieth Century-Fox Television has placed *Circus!*, a half-hour first-run series into syndication, and has completed sales in six markets. The 26 half-hour color-tape episodes have been bought for a fall start by four CBS-owned stations, WCBS-TV New York, WBBM-TV Chicago, WCAU-TV Philadelphia and KNXT(TV) Los Angeles, plus WCKT(TV) Miami and KTAR-TV Phoenix.

sufficient notice and that it wrongly relied on certain letters, from nine film companies supporting the prime-time access rule, which were not placed in the public file until after the commission's decision was released. The letters might involve "technical violations of the commission's own rules," the decision said, but to overturn the rule for this reason "would be both foolish and wasteful" because the letters merely supported a position the FCC had already taken and therefore did not affect the outcome.

In the appeals, CBS opposed the prime-time access and financial-interest rules; NBC and ABC challenged the syndication and financial-interest rules, while the CBS-TV Affiliates Association, MCA Inc. WCAX-TV Burlington, Vt., and two Sonderling Broadcasting Corp. stations, WAST(TV) Albany, N.Y., and WLKY-TV Louisville, Ky., opposed only the access rule. The National Association of Broadcasters and a number of others submitted friend-of-the-court briefs in opposition to the access rule.

On the winning side, Westinghouse Broadcasting Co., which suggested the access rule as an alternative to a commission proposal to bar networks from owning or controlling more than 50% of their prime-time programming, and Metromedia Inc. intervened in support of the access rule. Goodson-Todman Productions and Hughes Sports Network filed amici curiae in behalf of the rule.

No big FCC push on local origination

The FCC is dealing CATV systems temporary waivers of its program-origination rule with a free hand. Last week it announced eight waivers—affecting 19 systems—of the rule requiring cable systems with more than 3,500 subscribers to "operate to a significant extent" as a local outlet. It became effective April 1.

Most of the companies granted waivers last week had cited delays in obtaining equipment or in making the necessary arrangements, in requesting permission to delay the start of program origination.

The companies included and the extent of the waivers:

Continental Cablevision Inc. and four affiliated CATV systems—Continental Cablevision of Ohio Inc., Findlay and Tiffin; Continental Cablevision of Mich-

igan Inc., Jackson; Quincy Cablevision Inc., Quincy, Ill., and Telecable Inc., Concord, N.H.—until Feb. 1, 1972.

General Electric Cablevision Corp., operator of CATV systems in Walnut Creek, Calif.; Biloxi, Keesler Air Force Base, North Biloxi and Ocean Springs, all Mississippi, and Watertown and Black River, N.Y., until Dec. 1.

Cable Television Inc., Woodbridge, Va., until July 1.

Empire State Cable TV Co., Binghamton, N.Y., until July 1.

Cablevision of Delaware Inc., New Castle county, Del., until Dec. 31.

Oil City Cable TV Co., Oil City, Pa., until Oct. 1.

GTE Communications Inc., a wholly owned subsidiary of General Telephone and Electronics Corp. and operator of systems at Novato and San Bernardino, both California, and Athens, Ga., until May 1, 1972 (GTE has proposed to sell its cable interests).

A waiver for an indefinite period was granted to Television Cable Co., of Myrtle Beach, S.C., a resort area. The system said that although it paid the commission subscriber fees based on 3,743 subscribers, its year-around subscribers actually total only 2,355. The waiver will remain in effect until the system's year-around subscriber list tops the 3,500 mark.

The waivers announced last week bring to 16 the number thus far granted. The commission has received some 70 requests for the waiver.

Dole on the news; Williams on Dole

Senator Robert J. Dole (R-Kan.), chairman of the Republican National Committee, accused broadcasters and the press last week of making "a big production" out of antiwar demonstrations staged in Washington and of giving the world a false impression of America.

The attack came in a speech Senator Dole delivered last Wednesday (May 5) to the Mid-American Telephone Co. convention in Kansas City, Mo.

"When a relatively small number of Vietnam veterans came to Washington a few days ago, television and the press made a big production out of it," he said, adding that "no thought was given to the feelings of two-and-a-half million Vietnam veterans who did not protest."

He said news coverage of the demonstrations merely provided "a backdrop for various would-be presidential candidates who have tried to obstruct the President's program for peace at every turn of the road." And, he said, the coverage has given the world "a false picture of a weak, divided nation."

He said it was "a real national trag-

edy" when "publicity seekers and power hungry politicians are able to grab and hold the headlines."

Meanwhile, Senator Harrison A. Williams Jr. (D-N.J.) has accused the Nixon administration of trying to "muzzle" news outlets that do not share its political point of view.

He said Vice President Spiro T. Agnew and Senator Dole have employed "unrestrained, malicious and unsupported rhetoric to erode public confidence in the press." However, he added, there can be little doubt that the administration has sanctioned, if not directed, these activities.

In the case of broadcast journalists, he stated, administration leaders have "raised the unmistakable threat of government regulation."

Senator Williams made the remarks last week in a speech prepared for delivery to an all-university forum at Stanford University.

Latest flashes on NAB audio service

The new national audio reports service instituted by the National Association of Broadcasters May 1 (BROADCASTING, May 3) may soon have a video accompaniment—more or less.

James W. (Bill) Mansfield, the public-relations department staff associate who is co-ordinating the service, has been intrigued with a system that would permit transmission of still photographs synchronized with audio. The system is under development by UPI.

Meanwhile the audio service is to get an extension this week, when a delegation from the Georgia Association of Broadcasters meets in Washington with the congressmen and senators May 13 and 14. Recordings of remarks by public figures and local broadcasters are placed on a special circuit with a special telephone number given to broadcasters in that state. This was done last month when Pennsylvania broadcasters met with their congressional delegation in Washington.

The service also will be available to NAB members who are in Washington and who have recorded news of interest to their audience. They will be able to turn over their tape to the NAB service which, after putting it on a cartridge, will place it on a special circuit. The broadcaster then need only call his news director and tell him what telephone number to call in Washington to get a complete playback.

The national audio reports telephone number is (202) 223-2802. It is in operation from 10 a.m. to 3 a.m., eastern time daily. The report consists of three parts: voice identification, a 10-second level adjusting tone, and the actual message.

Everyone from PTA to peanut growers

Some people the FCC normally wouldn't hear from are filing comments on children's shows

The lawyers have not yet taken over the stage in the FCC's children's-programming proceeding. It is the mothers, parent-teachers associations and other concerned citizens who have been expressing themselves.

There is no telling, at this point, the effect such comments will have alongside industry and government reports being prepared on type of programming that, to networks alone, represented \$75 million last year (see page 17). But some of the comments, at least, seem to be particularly illuminating.

There is for instance, the comment of Marilyn Welch, of Chicago, who describes herself as a "15-year-old citizen of the U.S." She says she wants to be a writer, possibly a television critic. And she seems to have the knack. Sample: "Letting children watch commercials on TV is like playing golf with Spiro Agnew—sooner or later it could result in damage to the head."

Like most of those who have commented thus far, Miss Welch supports the petition which was filed by Action for Children's Television, that led to the commission's proceeding. It would require broadcasters to set aside 14 hours weekly for children's programming and would prohibit sponsorship of that programming.

The commission itself is not proposing any rules; it has simply posed a long list of questions aimed at informing itself on the subject of children's programming. But it has left itself the option of adopting rules if it decides to take that route.

At least one party filing in the proceeding thus far appears to have something more than children's welfare in mind. Peanut Associates Inc., which claims to represent growers of half the peanuts harvested in the U.S., suggests that stations be required to broadcast "free public-service material directed to nutritional education for children."

Peanut Associates notes, as an example, that children might be told that a breakfast of milk or fruit juice and peanut butter on toast is nutritious. Let anyone think P.A. is simply out to make a buck for its members, it adds this parenthetical comment: "(We do not mean to appear self-serving; the use of peanut butter is obviously only one of many possibilities for a better breakfast . . .)."

Why format alone isn't a renewal issue

In adjudicating Texas case, FCC says its concern is with ascertainment of needs, not programming as such

A station's decision to change its entertainment format may operate to the disadvantage of a competitor—but that fact, standing alone, is no reason to subject the station to a license-renewal or revocation hearing.

The FCC made that observation in rejecting a petition by KNOK(AM) Fort Worth, Tex., asking that it either institute revocation proceedings against KKDA(AM) Grand Prairie, Tex., or order the station to file its license-renewal application immediately so that a hearing could be held on it.

KNOK charged KKDA with changing its format from "middle-of-the-road" to "rhythm and blues" without first informing the commission and questioned whether KKDA planned to serve the black residents of Dallas county rather than the population of Grand Prairie.

KNOK, the commission noted, is programmed as a black-oriented station serving nearby Fort Worth.

The commission, in rejecting the petition on a 6-to-0 vote, noted that its interest in program formats has always centered on a licensee's efforts to ascertain and meet community problems—rather than on the particular form of entertainment presented.

The commission said it "recognizes that changes in entertainment programming often have been made in the past to meet competitive conditions and to attract audiences of sufficient size to make their stations economically viable." KKDA said it changed its format to "progressive soul" to appeal to a broad segment of the Dallas-Fort Worth market but that the format is attractive to the youth of all races in its service area. The format change was disclosed to the commission on May 12, 1970, 11 days after it occurred.

The commission also said that KNOK provided no evidence that KKDA's public-service programming had been curtailed or that the station was failing to provide programming designed to meet the problems of Grand Prairie and the other communities it serves.

The commission said it would not permit its processes "to be employed to subject to litigation during its license term a licensee electing to change its entertainment program format. KKDA's decision in this regard may well operate to the economic disadvantage of KNOK," the commission added, "but that fact, standing alone, does not raise the type of public-interest question requiring resolution through the hearing process."

KNOK had also raised a question as

to whether an unauthorized transfer of control had occurred. Along with the other issues involved, that one had its origin in an application for transfer of KKDA to two applicants who had proposed transforming the station into one that was black oriented.

KNOK opposed the application, and it was later withdrawn. But the two would-be purchasers later acquired 25% of the station's stock and were elected officers and directors of the licensee corporation.

The commission, however, saw no basis for the unauthorized-transfer-of-control charge. It cited KKDA's representations that the station's original five stockholders are retaining "joint and several liability" for the station's long-term debt of \$200,000. The station said it was unlikely that control would be passed to newcomers who could, by mismanagement, subject the original owners but not themselves to financial loss.

Art and commerce at odds again

Legal fight looms over FCC-approved transfer of classical-music station

A citizen group in Syracuse, N.Y., has met with failure in its first attempt to block the sale of WONO(FM), the city's only classical-music station. But the group's legal battle is not over.

In an action announced last week, the FCC denied a petition by the Citizens Committee to Preserve the Present Programming of WONO and upheld an earlier staff approval of the \$79,000 sale from Sentinel Heights Broadcasters Inc. to Houston Broadcasting Co. Counsel for the group indicated last week that the decision would be appealed.

The group's original intention in contesting the sale was to safeguard WONO's all-classical format (BROADCASTING, Feb. 8), but subsequent events have lent ironic twists to the proceeding.

No objections were raised when the sale became public knowledge last October—even when Houston Broadcasting made known its plans to reduce classical-music programming to six hours in the evening, and to devote the remainder of its broadcast day to Mantovani-type "good" music. In fact, the citizen group did not come into existence until after the FCC staff approved the

proposed transfer on Dec. 31, 1970.

What prompted the group's formation and petition to the FCC were reports that Bruce Houston, majority owner of the proposed licensee, had told several people—including advertisers—that he planned to eliminate all classical music from the WONO schedule. The citizen group said in its petition that Mr. Houston had apparently misrepresented his programming intentions to the commission and to the public—claiming that he planned to continue classical music in the evening, when he had no intention of doing so.

Then Mr. Houston told the FCC Broadcast Bureau that he had changed his mind and decided to program classical music full-time. This switch came after the station's present owners netted \$35,000 in a fund-raising campaign sponsored by the citizens' committee.

(Nelson Putter, head of the citizens committee, said the terms of the campaign stipulated that the station will refund money to the donors if the transfer is approved.)

After Mr. Houston announced his change in programming plans, the group's attorney—Tracy Westen of the Stern Community Law Firm, Washington—filed a statement that accused Mr. Houston of further misrepresenting the issues. The lawyer charged that the new all-classical format was "unadventurous," contained "incongruous works," and actually consisted primarily of pre-recorded Muzak-style tapes.

In denying the group's petition, the commission said that "contradictory allegations which create some possible unresolved factual issues" do not necessarily create the need for a hearing. Further, it said, the type of classical music to be aired by the station is up to the licensee.

The commission said WONO's programming would be reviewed next year at renewal time, but it added a caution: "This is not to say that the licensee is bound to broadcast the music format proposed during its entire license period," since "valid reasons" might justify another change.

Mr. Westen said last week that the group would either ask the commission to reconsider its decision or take the case directly to appeals court—probably the former.

A similar case has been before the commission and the courts in the past few years. The U.S. Court of Appeals in Washington overruled an FCC decision granting the sale of WGKA-AM-FM Atlanta, the buyer of which also planned to abandon a classical format. The court remanded the case to the commission, but the parties involved have since reached an outside agreement (BROADCASTING, May 5).

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High noon for newsmen's privilege

Three cases face Supreme Court; all involve questions of confidential news sources, one involves TV journalist

Does the First Amendment guarantee of a free press entitle a newsman to refuse to honor a grand jury subpoena when he feels bound by a promise of confidentiality not to appear? The U.S. Supreme Court last week agreed to consider that question in its next term.

The high court will hear three cases dealing with that issue—one of them involving a television newsman, Paul Pappas of WTEV(TV) New Bedford, Mass. The others involve Earl Caldwell of the *New York Times* and Paul Branzburg of the *Louisville Courier Journal*.

Mr. Pappas refused to answer a Massachusetts grand jury's questions about what he had seen and heard while at Black Panther headquarters during racial disturbances in New Bedford last summer.

And Mr. Branzburg refused to appear before two Kentucky grand juries to go beyond the details of two stories he had written about marijuana and hashish. Both lost appeals to their respective states' highest courts.

Mr. Caldwell refused to appear before a federal grand jury in San Francisco investigating Black Panther activities, and his position was upheld on appeal by the U.S. Court of Appeals for the ninth circuit. That decision is being appealed by the Justice Department.

In each case, the reporter argued that his appearance before a grand jury would impede his ability to gather news and bring about self-censorship, thus violating the First Amendment. Mr. Caldwell said his mere appearance behind the closed doors of a grand jury room would cause Black Panther sources to lose confidence in his promise to protect their confidentiality.

The federal appeals court held that, in such circumstances, the government "must respond by demonstrating a compelling need for the witness's presence before judicial process properly can issue to require attendance" (BROADCASTING, Nov. 23, 1970). In seeking Supreme Court review of that decision, the Justice Department said the question to be resolved is whether that "compelling need" test applies even to questions about nonconfidential matters (BROADCASTING, Dec. 28, 1970-Jan. 4).

Meanwhile, President Nixon has expressed his position on the question of subpoenas issued to reporters when news-source confidentiality is involved

—and it is negative. The question was put to the President at his news conference at San Clemente on May 1 in the context of the House Investigations Subcommittee's efforts to obtain outtakes and other unused material in connection with CBS's *The Selling of the Pentagon* (BROADCASTING, April 26, May 3).

"When you go to the question of government action which requires the revealing of sources, then I take a very jaundiced view of that kind of action," he said. The only exception he would make is in the "very narrow area . . . where there was a major crime . . . and where the subpoenaing of the notes had to do with information dealing directly with that crime." He also indicated opposition to government efforts to bring "any pressure on the networks."

However, the President made clear his view was not mutually exclusive with criticism of the media by public figures. "Each of us as a public figure," he said, "has a right to indicate when we think the news coverage has been fair or unfair."

Mr. Nixon added: "I do not have to say much about that because regardless of what I say you're going to say anything you want to about me. And it usually may not be very good."

NBC's Reuven Frank aims a counterpunch

Sees turnaround in newsmen's reaction to random criticism

NBC News President Reuven Frank served notice last week that television news executives and personnel "have had enough" of the severe criticism from high government officials and are fighting back.

He asserted that television news people have "stopped apologizing and being defensive and analyzing themselves and allowing fishing expeditions in their back files and their psyches."

Mr. Frank told students and faculty of the University of Missouri school of journalism and members of the "broadcast day" luncheon in Columbia, Mo., last Wednesday (May 5) that TV news-

men still honor specific questions from critics but not "disproving general accusations." He said the television news medium has "been pushed and prodded, palpated and probed like a fish-market mackerel on a Friday morning. . . ."

He reminded his audience that the First Amendment provides protection not only for the public but the government itself, and added: "Is there a present effort to destroy the public's trust in the channels through which it is informed? This way those in power would not be threatened by the results of any future mistakes. If the public is taught to consider reporting of these mistakes as malicious and self-serving on the part of the reporters, it will be inclined to think the mistakes were not made."

Mr. Frank added that if the public is taught to mistrust the system of news gathered and presented freely, it does not follow that it would learn to trust news gathered and presented in some alternative way.

"If the public is led to believe that the news it gets is shaped to please those in power, whether voluntarily or through control, they will in time feel separated from their government and totally mistrustful," Mr. Frank said.

He observed there is "a serious difference between those who use back files of newspapers and those who want access to television programs and program materials." He said newspaper files are used to obtain reports of past events and "only rarely does anyone go into newspaper files in order to sit in judgment on the newspaper, on the medium itself and the people in it."

In contrast, he said, those who want transcripts of network newscasts or programs are not "looking it up," but "are looking for attitudes." He said "usually they are looking to prove the existence of attitudes they do not like, and are convinced before they begin to look that that is what they will find."

Summing up, Mr. Frank said: "The First Amendment does not guarantee news free of fools, but if that be a fool on the face of the tube, let him be his own fool; a knave, let him be seen practicing his own rascality. And let the American home never need to wonder if there is some puppet-maker's hand off-camera—or, if so, the vital question, why?"

"What's in it for him? Even the most extreme attacks I have seen directed at television news do not bring that up. It is obvious on the face of it that the people involved in putting news on television seek no personal gain . . . not money and not power. Even the conspiracy freaks charge us only with conspiring, and not with trying to get anything out of our conspiracies."

TV response to Nixon: the ACLU version

The presidents of ABC, CBS and NBC have been asked by the American Civil Liberties Union, New York, to make time available for immediate opposition response to televised presidential speeches.

In a May 4 letter to the three networks, ACLU said the best way to achieve wide debate was for the networks to obtain texts of presidential statements before broadcast and make the texts available in time for a variety of responses to be prepared.

Such a policy would derive, ACLU said, from the First Amendment principle of encouraging public expression of political views and from federal law and court decisions specifically requiring broadcasters to present fair and balanced coverage of controversial issues.

The ACLU would have its plan apply not only to the networks, but to individual television and radio stations as well, and to broadcasts by the Vice President, governors and mayors as well as the President.

The letter was signed by ACLU's Edward J. Ennis, chairman; Harriet F. Pilpel, communications media chairman, and Aryeh Neier, executive director. As of Thursday (May 6), ABC said it had received the letter and a reply was being prepared. CBS and NBC said they had not received the letter.

Can a Cuban live on 'Sesame Street'?

The Children's Television Workshop was charged last week with being racially biased and ignoring the Spanish-speaking population in its highly acclaimed series, *Sesame Street*. The accusations were leveled against the workshop by the National Advisory Board of Sesame Street, a self-appointed board of Puerto Rican and Cuban educators and community leaders operating independently of CTW.

Ironically, the group was formed last April 22 at a caucus of Spanish community representatives who met, under the auspices of the CTW, in San Antonio, Tex. The meetings were called, according to a workshop spokesman, "to discuss the appointment of Spanish representatives to help improve the Spanish curriculum on *Sesame Street* and to help with community relations in Spanish-speaking communities."

"When we arrived in San Antonio," continued the spokesman, "the group was already formed and they excluded workshop people from their meetings."

The board's demands included policy-

making powers regarding the program, representation on the workshop's board of trustees, research and advisory committees, and a say in the hiring of the staff for the bilingual segment of the program.

Joan Ganz Cooney, president of CTW, said that she was "sympathetic" to the board's demands. Plans were under way last week to hold discussions with representatives of the group on the Spanish-language segments of the program.

"What happened was unfortunate," the CTW spokesman said, "but we're going ahead and hope to resolve our problems."

Now CBS fires back at filmmakers' suit

In counterclaims filed last week CBS accused seven leading members of the Motion Picture Association of America of conspiring to monopolize motion-picture production and distribution and claimed specific damages of \$112.3 million plus unascertained damages in nine other claims. CBS asked for treble damages under the antitrust laws.

The counterclaims were filed with CBS's reply to a suit brought against it and ABC—seeking to block their production of motion pictures—by Columbia Pictures, MGM, Paramount, United Artists, Universal, Warner Bros. and Avco Embassy, plus several TV and other subsidiaries and affiliates (BROADCASTING, Oct. 5, 1970).

In many respects CBS's reply and counterclaims were similar to those filed by ABC, which claimed \$100 million in damages and, unlike CBS, asked that MPAA be dissolved (BROADCASTING, April 19). CBS's papers said the plaintiffs furnished 85.6% of the theatrical movies shown on the three networks in the 1969-1970 season and were paid \$110 million for them plus \$14.25 million for movies made especially for TV. CBS said that from 1964 through 1970 it alone paid them \$216 million for film programs and \$9 million for development.

ABC strengthens sports

Four major sports events have been added for the coming season's package by ABC-TV. Three are football games; the fourth is a New York Knicks-Milwaukee Bucks basketball game.

Announcement of the additions was made by Roone Arledge, president of ABC sports, at the network's annual affiliates meeting last week (see page 30).

First up is the annual Football Hall of Fame game from Canton, Ohio, scheduled on *Wide World of Sports*, July 31 (4:30-7:30 p.m. NYT). Then,

on consecutive Monday nights following its 13 regular season and one exhibition NFL game, ABC will present the Liberty Bowl (Dec. 20), the North-South All-Star Game (Dec. 27) and the Knicks-Bucks (Jan. 3, 1972).

Another volley in 'Pentagon' war

Colonel in documentary sues for libel; Henkin to testify at Stagers hearing

An Army officer who appeared in CBS's *The Selling of the Pentagon* documentary last week filed a multimillion-dollar libel suit against the network and its Washington affiliate, WTOP-TV.

The suit, filed last Wednesday (May 5) in U. S. District Court in Washington by Colonel John A. MacNeil, charges that CBS and the Washington Post Co. (parent of the licensee of WTOP-TV, which carried *Selling*) "maliciously libeled and defamed the good name and character" of Colonel MacNeil by editing and rearranging a segment in which he was shown lecturing in Peoria, Ill. The suit also alleges that the material was presented in a way that distorted the meaning of the segment and created the false impression that he deliberately violated an Army regulation that says personnel "should not speak on the foreign policy implications of U.S. involvement in Vietnam."

The suit asks for \$1 million in "compensatory" damages and \$5 million in "exemplary" (punitive) damages from each party.

In another development, Daniel Z. Henkin, assistant secretary of defense for public affairs, is scheduled to testify before Chairman Harley O. Stagers's (D-W. Va.) House Investigations Subcommittee this Wednesday (May 12) on *Selling*.

Daniel J. Manelli, acting general counsel for the subcommittee, said last week that Mr. Henkin—who appeared in an interview on the CBS documentary—will limit his testimony to allegations that some of his answers on the program had been so edited and rearranged as to alter their meaning (BROADCASTING, March 15).

The purpose of the hearing, Mr. Manelli said, is to enable the subcommittee to gather evidence relating to network news documentary practices. He added that Colonel MacNeil may also testify before the subcommittee or submit a statement.

Mr. Manelli said the subcommittee has not yet decided whether it will move to force CBS to submit subpoenaed material connected with the production of *Selling* (BROADCASTING, May 3).



The Land of Milk & Money Seven Markets in One!



A \$2 Billion Income Market & a \$1.4 Billion Sales Market

Green Bay Menominee/Marinette
Appleton Neenah-Menasha
Oshkosh Manitowoc-Two Rivers
Sheboygan Fond du Lac

- Ranks as Wisconsin's 2nd ADI
- Ranks 67th among all ADI's in TRS — \$1,472,249,000 (SRDS ADI Rankings 2-15-71)

The Wonder Market

WBAY Green Bay

Broadcast Advertising

Tobacco men in court again

**Plea made in Richmond
to require broadcast
of anti-antismoking spots**

Tobacco interests had their day in court last week on the question of whether broadcasters have an obligation to be fair to them—as they were required to be to antismoking forces—on the cigarette-and-health issue.

Abe Krash, counsel for the Tobacco Institute and nine cigarette manufacturers, asked the U.S. Court of Appeals in Richmond, Va., to overturn a commission ruling that gives broadcasters considerable discretion in dealing with the matter.

The ruling was issued in December and held that, after Jan. 2, when the statutory ban on cigarette commercials became effective, broadcasters would no longer be under an obligation to carry anticigarette spots. But if they do, it added, they would decide for themselves whether they had incurred a fairness-doctrine obligation to present a contrasting view. The commission said it could not upset as "unreasonable" the view that the "general issue of smoking being a health hazard is no longer controversial" (BROADCASTING, Dec. 21, 1970).

Mr. Krash said the ruling runs counter to the commission's fairness-doctrine requirement that time be made available for the expression of conflicting views and to the commission's 1967 ruling that gave birth to the antismoking spots by applying the doctrine to cigarette commercials. Mr. Krash said the tobacco companies should be allowed to tell their side of the smoking-and-health issue.

John Conlin, FCC associate general counsel, argued that the ruling constituted a reaffirmation of commission policy as to licensee discretion in making programing judgments. He said licensees could, if they wished, present the tobacco companies' side, and that the tobacco interests could buy time to state their position.

The cigarette companies joining with the Tobacco Institute in the suit are R. J. Reynolds Industries Inc., Philip Morris Inc., Liggett & Myers Inc., American Brands Inc., Lorillard Corp., Brown & Williamson Tobacco Corp., Larus & Brother, Stephano Brothers, and United States Tobacco Co.

In a related development last Thursday Kentucky Governor Louis B. Nunn asked CBS for equal time "to refute basic distortions" in a March 30 segment of *60 Minutes*. The documentary cited the surgeon general's report on smoking and lung cancer while the Department of Agriculture pays price supports on the market price of tobacco.

Governor Nunn's letter to CBS President Frank Stanton claimed that through "discriminatory editing and other prejudicial techniques," the program threatens the economy of Kentucky and jeopardizes a research project on tobacco smoking and health being conducted by the University of Kentucky.

Dingell schedules hearings on AAF plan

A House Small Business subcommittee will hold hearings next month to examine the possible effects on small businesses and consumers of the American Advertising Federation's proposed system of self-regulation for advertising.

Subcommittee chairman John D. Dingell (D-Mich.) said last week that the hearings would examine the "many problems, present and potential," posed by the AAF plan, which would establish a voluntary mechanism embracing advertisers, agencies and media (BROADCASTING, Feb. 8 et seq). The sessions are scheduled to begin June 7.

Although last week's announcement made it official, Mr. Dingell has been saying for several weeks that his Subcommittee on Regulatory Agency Activities Relating to Small Business would want to take a look at the AAF plan. He said last week that the proposal "indicates an acknowledgment of responsibility by the industry to the consumer," but added that his subcommittee must examine it because of the special ways in which small businessmen are affected by false advertising.

"Consumers have become more hesitant to rely on advertising in making purchases," Mr. Dingell said last week. The impact of this mistrust of advertising falls heavily upon small businessmen, he said, because it is they—especially retailers—who must bear the brunt of consumer dissatisfaction, rather than the manufacturers or advertising agencies.

"False and deceptive advertising not only is anticonsumer," Mr. Dingell said, "it is anticompetitive and constitutes a real restraint on trade."

Subcommittee members are Represent-

sentatives Dingell, William L. Hungate (D-Mo.), Fernand J. St. Germain (D-R.I.), Silvio O. Conte (R-Mass.) and James T. Broyhill (R-N.C.). Representative Joe L. Evins (D-Tenn.), chairman of the parent Small Business Committee, is an ex officio member of the subcommittee.

AAF favors status quo in consumer advocacy

The American Advertising Federation last week expressed its approval of legislation establishing the White House Office on Consumer Affairs as a permanent office. However, it opposed other proposals that would establish a new independent Consumer Protection Agency in the executive branch and a Bureau of Consumer Protection in the Federal Trade Commission.

The present White House consumer office, headed by Mrs. Virginia Knauer, "has proven itself to be an effective advocate and spokesman for consumers," William W. Rogal, Washington lawyer who testified for the AAF, told the Subcommittee on Legislation and Military Operations of the House Government Operations Committee.

AAF, however, is philosophically opposed to the creation of a new government agency to represent consumer interests, Mr. Rogal said. The real solution of the consumer protection problem, Mr. Rogal commented, lies in appropriating "the money sorely needed by enforcement agencies." He named the Federal Trade Commission and the Food and Drug Administration of the Department of Health, Education and Welfare as the two major existing agencies in this field.

He also called on Congress to consider under a separate bill proposals to make public the results of government testing and information on products and services.

FDA asked to require warnings on 'Q'lackers'

A former employe of the Code Authority of the National Association of Broadcasters suggested last week that TV broadcasters be required to warn, in children's program time, of the dangers of a bolo-like toy called 'Q'lackers' (clackers).

Stephen L. Bluestone, who was editor of toy commercials at the Code Authority but who is now a public-interest communications consultant in Washington, told the Food and Drug Administration of the Department of Health, Education and Welfare that its proposal to require warnings on display cartons and accompanying literature doesn't go far enough. Mr. Bluestone suggested

that FDA ask the three TV networks and all TV stations to broadcast warnings in children's programs about the hazards in using the toy.

And, he said that if broadcasters don't follow that hint, the FDA ought to petition the FCC to enact a rule that would require a public warning over the air to be carried by broadcasters of any toy that is found to be dangerous by FDA.

Christmas is only 228 advertising days away

Retailers were urged last week to use television as a Christmas catalogue this year and to put 20% of their holiday advertising into commercials.

At the National Retail Merchants Association's 50th annual sales promotional conference in Hollywood, Fla., Howard Abrahams, former retail sales vice president of the Television Bureau of Advertising, now retail specialist for the Cox Broadcasting Corp., reported that 25% of a year's sales volume is handled in November and December.

During this holiday season newspapers are thick, he said, and he wondered how many potential customers actually see the printed advertisements.

"With television," he said, "viewing is at an all-time high, the average house-

hold uses TV almost six hours a day. Television could be your Christmas catalogue of the air—reaching people right in their living rooms while they are watching their favorite shows and offering them Christmas gift items at the same time from your store."

R. H. Macy, New York, and the Higbee Co., Cleveland, won TVB's grand prize awards for best commercials among retailers at the NAMA conference. The Macy commercials, produced by Grey Advertising, New York, were in a post-Christmas sales campaign. The Higbee award was for a single commercial, chosen from 226 entries. Produced by WYSE Agency, Cleveland, the 60-second spot highlighted men's fashions.

The radio Advertising bureau's grand award went to McMahan's Furniture store, Los Angeles, for a series of "whimsically humorous" commercials featuring children shopping for furniture for their pets.

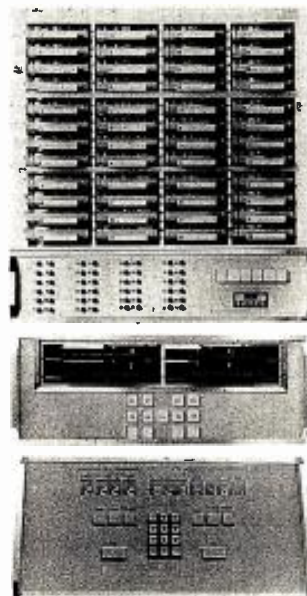
Business briefly:

American Express Co., New York, through Ogilvy & Mather, New York, will sponsor *NFL Action* over ABC-TV (Wed., 10:30-11 p.m.) for 18 weeks starting on Wednesday (May 12). The series makes use of the National Football League's films.

The Sullivan County Publicity and De-

Latest in audio automation aids

—already widely recognized for dependability



IGM Instacart provides instant access, random or sequential, to all cartridges without waiting time for search. 48, 24 and 12-tray models accept all standard NAB "A" size cartridges. All silicon, solid state. Mono or stereo.

New 6-and 4-tray models accept NAB sizes A, B and C. Each tray has its own output and separate start and stop circuit.

IGM's new MOS memory offers up to 900-step control and switching for up to seven inputs, with direct random access to any step. Easily programmed; permits back-to-back use of all sources.

For "tomorrow's engineering today" in automation equipment, plus the widest choice of programming for radio, write or call IGM, P. O. Box 943, Bellingham, Wa. (206) 733-4567.



How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended April 4, 1971
(net time talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended April 4	Total dollars week ended April 4	1971 total minutes	1971 total dollars
	Week ended April 4	Cume Jan. 1-April 4	Week ended April 4	Cume Jan. 1-April 4	Week ended April 4	Cume Jan. 1-April 4				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 8.0	\$ 104.3	\$ 1,640.2	\$ 352.0	\$ 3,891.0	79	\$ 456.3	962	\$ 5,539.2
Monday-Friday 10 a.m.-6 p.m.	1,493.7	18,920.5	2,848.7	42,073.0	1,492.7	22,885.9	821	5,835.1	10,914	83,879.4
Saturday-Sunday Sign-on-6 p.m.	1,626.1	18,541.3	1,149.0	17,088.9	187.9	10,495.8	294	2,963.0	3,745	46,126.0
Monday-Saturday 6 p.m.-7:30 p.m.	328.4	4,948.9	565.7	7,265.4	583.4	8,549.9	91	1,477.5	1,179	20,764.2
Sunday 6 p.m.-7:30 p.m.	310.0	1,211.7	202.4	3,787.9	211.6	3,092.6	24	724.0	250	8,092.2
Monday-Sunday 7:30-11 p.m.	5,834.5	73,828.5	6,031.3	84,785.8	6,809.1	95,556.1	441	18,674.9	5,803	254,170.4
Monday-Sunday 11 p.m.-Sign off	274.7	3,800.4	244.7	2,968.6	624.2	7,413.7	125	1,143.6	1,481	14,182.7
Total	\$ 9,867.4	\$121,259.3	\$11,146.1	\$159,609.8	\$10,260.9	\$151,885.0	1,875	\$31,274.4	24,334	\$ 432,754.1

velopment committee, Monticello, N.Y., through Wyse Advertising, New York, will begin an eight-week spot-radio campaign beginning May 24 for the Catskill Mountains resort area. The 60-second spots will be carried in New York, Philadelphia and Boston.

Certs and Dentyne, through Ted Bates & Co., New York, have purchased 13-week schedule on *American Top 40*, syndicated radio program produced by Watermark Inc., Los Angeles. Commercial buy runs through June.

Chevrolet Division, General Motors Corp., through Campbell-Ewald Co., Detroit, will barter 52 segments of *Stand Up and Cheer*, half-hour series, beginning in the fall. Chevrolet has also taken sponsorship of *Sports Illustrated of the Air*, half-hour program that will be bartered to stations. CBS-owned TV stations have taken the former, while Westinghouse TV outlets have signed for the latter.

Texaco Inc., through Benton & Bowles, both New York, is sponsoring a five-minute radio program analysis of the National Hockey League Stanley Cup playoffs. The program, carried in New York, Chicago, Boston and St. Louis, was produced and conceived by Electronics Marketing Associates, broadcast program producer, New York.

Rep appointments:

■ WHJB(AM) Greengburg, Pa.; WQBK(AM) Rensselaer, N.Y.; WNVY(AM) Pensacola, Fla., and KLXA-TV Fontana, Calif.; AAA Representatives, New York.

■ WKFD(AM) Wickford, R.I.: Grant Webb, New York.

It's Greenbrier time for AAAA

Full-service agencies, consumerism augment familiar topics on convention agenda

Two of advertising's currently dominant issues, the function of advertising and the future of the full-service agency, will share the spotlight with one of its perennially dominant needs, creativity, at the annual meeting of the American Association of Advertising Agencies this week.

More than 600 AAAA members and guests are expected to attend the three-day meeting, which will start Wednesday evening (May 12) and continue through Saturday at the Greenbrier, White Sulphur Springs, W. Va.

An examination of the outlook for the full-service agency in the face of a growing number of smaller, special-service shops will be the first order of business Thursday morning after the convention opens with an executive session to elect officers and hear reports from John Crichton, AAAA president, and Donald B. Kraft of Kraft, Smith & Lowe, Seattle, treasurer.

John Monsarrat, former J. Walter Thompson Co. executive and the author of an AAAA white paper on "The Case for the Full-Service Agency," published earlier this year (BROADCASTING, March 22), will be joined by William R. Johnson of J. C. Penney Co. and William D. Hunt of Noxell Corp. in evaluating "Future of the Full-Service Agency."

One of the central issues of the current consumerism movement—whether advertising's role is to "persuade" or to

"inform"—will take over the Friday-morning session. It will feature Representative Harley Staggers (D-W. Va.), chairman of the House Commerce Committee; Robert Pitofsky, director of the Federal Trade Commission's Bureau of Consumer Protection; Malcolm W. Jensen, deputy director of the Commerce Department's Bureau of Domestic Commerce, and Theodore Levitt, professor of business administration, Harvard Business School.

Saturday morning, which AAAA annual meetings traditionally devote to creativity and the annual address by the chairman, will follow that pattern again.

The creativity session will feature William Bernbach of Doyle Dane Bernbach, Paul Foley of Interpublic Group of Companies and Peter Geer of Geer DuBois & Co. The address by AAAA Chairman Archibald McG. Foster of Ted Bates & Co. will close the formal sessions.

'Corrective' advertising: latest FTC scoreboard

The Federal Trade Commission has dropped a demand for corrective advertising in one case where the affected party signed a consent order, but has included the demand in another where a formal complaint was issued.

The consent order was signed by Chemway Corp., maker of Dr. West's "Germ Fighter" toothbrushes. When the FTC announced late last year its intention to issue a complaint in this case, it branded as false the claim that "treated" toothbrushes kill germs. Among other things, it called for Chemway to devote 25% of subsequent advertising to disclosure that the earlier

advertising had been found misleading.

However, there is no mention of corrective advertising in the consent order, which becomes effective in 30 days subject to public comment.

The other case—where a complaint and a demand for corrective advertising have been formally issued—involves Ocean Spray cranberry juice and its advertising agency, Ted Bates & Co. When the FTC announced last February that it was planning to issue a complaint concerning nutritional claims for Ocean Spray, it made known its intention to require corrective advertising, and that stipulation was retained in the actual complaint.

Is advertising heaven in small-market radio?

Because most radio listeners in small markets tune to local or neighboring stations that are not reported in stand-

ard market surveys, timebuyers cannot cover these markets with spot purchases in larger cities, according to a study made public last week by Media Statistics Inc., Silver Spring, Md.

After studying 153 smaller markets during 1970, Mediastat reported:

▪ In U.S. radio markets with populations of 100,000 or less, 79.7% of total daily radio listening (6 a.m. to 6 p.m.) is to local or nearby radio stations in markets too small to be reported by the American Research Bureau.

▪ In radio markets with populations of less than 50,000, the figure is 75.2%.

▪ In radio markets with populations between 50,000 and 100,000, 83%.

Mediastat President James W. Seiler commented last week that these findings show small-market radio to be one of today's better advertising buys, especially for national consumer products. He noted that the cost is low, the clut-

ter minimal and the competition among national brands practically nonexistent, since few of these brands are advertised on the smaller stations. Mediastat is a radio audience measurement firm.

Heavy sell

A radio station can sell itself to an advertiser, but can the station sell the whole market, including other stations, and benefit by it? WASH(FM) Washington is giving it a try. Mike Heimberg, former research director for Post-Newsweek Stations, a Washington-based group owner, has been appointed media director at the station. He will work with a computerized station-analysis system and aid local agencies and advertisers to plan and budget Washington-market radio expenditures. At the same time, WASH announced appointment of Skip Tash as local sales manager and B. Thomas Hoyt as general sales manager.

Equipment & Engineering

AMST backs up FCC's land-mobile proposals

Association hits users of that spectrum portion as greedy, backward-looking

The Association of Maximum Service Telecasters has urged the FCC to stand firm on its proposal to establish regional systems of land-mobile radio-spectrum management. Land-mobile radio operators who have criticized the plan, AMST says, want to "turn the clock back"; their only solution to their spectrum-congestion problem, it adds, is the reallocation of additional television space to land mobile.

AMST, which has taken the lead in the broadcasting industry's opposition to what the association sees as an effort to obtain additional television spectrum, expressed its view in a second round of comments in the commission proceeding aimed at improving management of the land-mobile radio spectrum. The proposal under consideration would reduce the 20 or more blocks of land-mobile frequencies now available for allocation to two, and would lead to the establishment of the first regional spectrum management center in Chicago next year.

As AMST noted, most of the land-mobile users who commented were cool to the proposal. A common criticism was that the commission should not

categorize radio users before obtaining qualitative data on their use of the spectrum (BROADCASTING, April 26).

But AMST said the commission should "reaffirm its determination to eliminate the insufficient and inadequate spectrum management and engineering by land-mobile interests and put the land-mobile radio services on a sound management footing."



Many a Sarkes Tarzian tuner has been used in General Electric Television sets. Here presenting the two-millionth tuner of one particular model which has been in continuous production for GE is Sarkes Tarzian, president of his firm. The recipient is I. L. Griffin of GE.

AMST said that land-mobile radio users' comments constitute an effort "to turn the clock back to a more simple time when land-mobile hyperbole was taken as a fact and the commission did not have the means to quantify and evaluate actual land-mobile spectrum usage." It added that requested changes in the commission plan would delay its implementation and provide opportunities for undercutting the decision-making of the staff charged with spectrum management.

In AMST's view, land-mobile interests have "only one approach to relieving land-mobile congestion . . . That approach is that present instances of land-mobile congestion can be solved only by allocation of additional television broadcast frequencies to land mobile."

Alaskan satellite needs looked after by Gravel

Alaska will receive 26 satellite earth stations under a federally funded project sponsored by Senator Mike Gravel (D-Alaska).

Senator Gravel said that a \$320,000 federal contract is ready for signature and that the earth stations will be installed as soon as the University of Alaska—the technical manager of the project—receives equipment which is yet to be purchased. He said all the stations should be in place before next winter.

"When this is done," he said, "the

communities involved [which represent all the areas of the state] will be able to use the NASA [National Aeronautics and Space Administration] satellite ATS-1 to form the world's first regional communications network."

The network will be used to provide voice communications for health and other emergency services—and eventually educational programs. An agreement affecting Alaska is to be announced by the U.S. Office of Education and NASA, the senator said.

The shrinking of the system

Electronic systems of all types will be reduced in size by roughly half within the next few years. That is the prediction of E. E. Bolles, vice president and general manager of the electronic-systems division of Bunker-Ramo Corp., Westlake Village, Calif.

Mr. Bolles, in discussing results of a research program on miniaturization of electronic products conducted by his firm, said that "electronic systems . . . have been halved in size roughly each seven or eight years in recent years." He attributes the reduction in size of components in recent years for the overall miniaturization of systems. A new packing system developed by B-R, named Planer Coax, Mr. Bolles said,

enables packaging density by improvising a three-dimensional mounting and interconnection system—as opposed to a chassis-mounted vacuum tube.

RCA, Admiral finalize deal

RCA has purchased Admiral Corp.'s color picture-tube manufacturing equipment and Admiral has agreed to buy from RCA a portion of its color picture-tube needs during the next five years.

The Antitrust Division of the U.S. Justice Department paved the way for the sale by stating it had no plans to initiate antitrust proceedings against the companies if the sale were consummated.

The gift of tongues in ITT transmitter

International Telephone and Telegraph Corp.'s German laboratories have developed a new system that is said to permit a television viewer to select his language by flicking a switch.

The multilingual television system, according to ITT, can expand a 12-channel system into 24 sound channels, and can be used for international TV transmission via satellite or earth-based microwave radio.

The method places sound signals, in

a time-compressed form, into lines containing no information used during the field-blanking interval. ITT said an amplitude-modulation transmission is used. Each sound signal is sampled at regular intervals and analog samples are stored until the end of a video field, at which time they are read out at high speed during one idle line interval. There is, ITT said, only a slight sacrifice in sound quality.

Spectrum slot reduced for translator hopefuls

The FCC last Thursday (May 6) notified applicants for UHF translators on unassigned channels that it was narrowing the frequency range of new stations of this type from channels 21-69 to channels 55-69.

The commission's action comes in the midst of a rulemaking proceeding on frequency allocations for translators. The earlier range, on the 470-806 mhz bandwidth (chs. 21-69), was announced July 8. But an FCC staff study showed that the 716-806 mhz bandwidth (chs. 55-69) would be preferable to the wider allocation. The commission, accordingly, said the change is necessary to prevent successful applicants for channels below 55 from being forced to change channels in the near future.

The commission said it would continue to accept applications for UHF translators below channel 55 during the rulemaking proceeding, but that these would be considered on a case-by-case basis. It will also continue to accept requests to channels 70-83.

The new allocation guidelines will remain in effect until the close of the rule-making proceeding.

No glass like your own

RCA has dedicated a new plant in Circleville, Ohio, to manufacture both glass funnels and faceplates for large-screen color-TV picture tubes. RCA said the company becomes the first domestic television picture-tube manufacturer to enter the glass business. It placed the cost of the 325,000 square-foot facility at \$19 million.

Technical topic:

Sound imports ■ ReVox Corp., Hollywood, is distributing a line of acoustical equipment manufactured by Eugen Beyer Elektrotechnische Fabrik of West Germany. Included in the line of imports are: M 67 N dynamic mike, with a rubber suspended cartridge to minimize body noise; the small, omnidirectional M 610 mike; the M 411 N(T) microphone for unidirectional close-talk, and new DT headphone gear.

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Free satellite access recommended for UN

When the United Nations sends a peace-keeping force to keep two countries from each other's throats, it needs the fastest and most efficient communications system possible so that observers on the firing line can be in instantaneous touch with UN in New York.

To that end, a special panel of the UN Association of the U.S. recommended yesterday (May 9) that the Intelsat conference now under way in Washington (BROADCASTING, April 19 et seq.) agree to grant the UN cost-free access to space communications systems for peace-keeping, disaster-warning and relief operations.

And, the panel further suggested, the UN should receive "preferential" rate treatment for communications activities.

The report said UN communication is now via cable, with a limited short-wave radio net linking New York to Geneva, where six other transmission-reception points link in.

The panel included Robert R. Nathan, economist, Washington; Elie Abel, Columbia University; James Day, WNET-TV New York; Peter Goldmark, CBS Laboratories; Donald McGannon, Westinghouse Broadcasting Co.; John W. Macy Jr., Corp. for Public Broadcasting; Leonard H. Marks, Washington attorney and former chairman of Intelsat Conference and former director of United States Information Agency, and Newton N. Minow, Chicago lawyer and former FCC chairman.

VOA's Okinawan stations complicate island's return

Five Voice of America transmitters have become an issue in final negotiations to return the U.S.-held island of Okinawa to Japanese control. The transmitters are the closest the U.S. holds to the China mainland.

Negotiating teams from the U.S. and Japan are working toward a May or early June completion on the treaty, which stems from a 1969 agreement between President Nixon and Japanese Premier Eisaku Sato to return the Ryuku island by 1972. When the treaty is finalized it must be approved by both the U.S. Senate and the Japanese Diet.

VOA installations on Okinawa include a 1,000 kw medium-wave transmitter and four short-wave transmitters, one with 100 kw power, one with 15 kw and two with 35 kw, occupying 134

acres at Okuma, 50 miles north of the Okinawan capital of Naha. Broadcasts from the units are made in Korean, English, Russian and Chinese.

Opposition to continuation of VOA transmissions has been made on grounds that Japanese law forbids foreign broadcasts from within the country's territorial boundaries, and that Premier Sato had promised native Okinawans equal status and legal protection accorded home island Japanese. Therefore, to retain the VOA base on Okinawa the Japanese Diet would have to amend its present law. If the law is not amended the units would have to be removed at a cost which sources at VOA estimate to be between \$20 and \$25 million. The move would further make it "very difficult to cover Northern China, North Korea and Asiatic Russia," according to a spokesman at the State Department.

F&B/Ceco sets up Mexico City office

F&B/Ceco Industries Inc., Carlstadt, N.J., is opening its first foreign branch operation in Mexico City. Headquarters will be in Cinematografica Interamericana's (CINSA) motion-picture production complex, Centro Cine Video.

Arthur Florman, president of F&B, said the Mexican operation was opened because the firm's Latin American sales and equipment rentals have increased 50% during the past year.

F&B also plans to market "Cinsa-Sync," a new video-tape dubbing method developed by D. J. White in Mexico. Mr. White, founder of the Magnasync Corp. in California, said Cinsa-Sync reduces time and costs for dubbing pictures by 50%.

All of F&B's subsidiary companies will be represented in the Mexican operation, including F&B/Ceco Inc. for rentals, SOS Photo-Cine-Optics Inc. for sales, and Bardwell & McAlister, lighting equipment manufacturers.

W&L buys British agency

Warwick & Legler Inc., New York, has acquired a controlling interest in Hedley Byrne Advertising Ltd., London, and the name of the British agency has been changed to Warwick, Parsons, Jackson Ltd. Warwick & Legler's billings for 1971 are estimated at \$42 million and Warwick, Parsons, Jackson's at \$3 million. Derek Parsons continues as managing director of the British agency, while John P. Warwick becomes board chairman. He is also W & L president.

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300	10½ min. (394')	3.80
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600	empty cart.	2.80
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RCA is banking on rest of year

Sarnoff tells stockholders that set sales and NBC point to a brighter 1971

Substantial improvement in RCA Corp.'s second-quarter earnings and in the second half of 1971 was projected by Chairman and President Robert W. Sarnoff during the company's annual meeting in New York last Tuesday (May 4).

In predicting "a much better year" for RCA than in 1970, Mr. Sarnoff told shareholders that there have been two particularly encouraging developments in recent weeks. He cited a comfortable increase in television set sales and a continuing rise in commitments for broadcast advertising which "should result in an improved fourth quarter for NBC."

Mr. Sarnoff cautioned that RCA is still coping with sluggish markets in other key activities, including government sales, commercial systems and solid-state electronics. And he added the company must absorb multimillion-dollar increases in the cost of materials, labor and distribution. Mr. Sarnoff said RCA is making substantial progress in this sector by disposing of marginal or unprofitable lines, by reducing surplus plant capacity and combining separate organizations into single administrative units.

In response to questions from the audience, Mr. Sarnoff expressed the



One happy RCA stockholder was Carl Hendrikson (r) of Teaneck, N.J. He was introduced to RCA's color-TV space camera—to be used by Apollo 15 astronauts during lunar explorations—by Chairman and President Robert W. Sarnoff at the stockholders' annual meeting in New York.

view that it will be "a couple of years" before the video cassette market will be economically viable and said the loss in cigarette advertising on TV and radio has "to a great extent" been offset by new advertising and added commitments by regular advertisers.

Mr. Sarnoff asked Julian Goodman, president of NBC, to respond to a shareholder who asked what NBC was doing to ensure objectivity in news presentations. Mr. Goodman replied: "What the people don't like is the news itself. We are going to continue to be as fair and as objective as we can."

Northeast nose-dives Storer first quarter

Storer Broadcasting Co.'s decline in net income of nearly \$2 million during the first quarter of 1971, as compared with the same period a year ago, was primarily blamed by company officials on a continued deficit in the operation of its 86%-owned subsidiary, Northeast Airlines.

The Miami Beach-based group broadcaster had a net income in the past three-month period of \$806,000 or 19 cents per share in comparison with first quarter 1970, when it earned about \$2.3 million or 54 cents per share. But the results of the two quarters were affected by the financially troubled airline—in opposite respects. In the first quarter of 1971, Storer said, Northeast

lost \$3.7 million, causing a negative effect of \$2.8 million on the returns of the parent company. But in the same period last year, during which a major competitor was crippled by a strike, Northeast contributed \$788,000 to Storer's income.

The loss from the airline was partially offset, a Storer spokesman said, by gains from the sale of WCJW(FM) Cleveland and WPNA(FM) Philadelphia to SJR Communications Inc. (BROADCASTING, April 26).

The burden brought on Storer by its airline subsidiary could be alleviated if the proposed merger between Northeast and Delta Airlines, announced last month (BROADCASTING, April 26) receives the approval of the Civil Aeronautics Board and President Nixon. The company said it hopes for approval

by the end of this year, but an earlier attempt to merge Northeast into Northwest Airlines fell apart because of restrictions placed on the deal by CAB.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.19	\$ 0.51
Revenues	14,406,000	14,545,000
Net income	806,300	2,274,200
Shares outstanding	4,223,002	4,223,002

Note: Earnings per share fully diluted give effect to dilution which would result from conversion of the company's convertible debentures. Actual debenture interest expense and amortization of issue costs, net of tax effect, were added to income for the purpose of computation.

Broadcast income helps LIN make slight gain

LIN Broadcasting Corp., diversified communications firm with station ownership, had increased revenues and net income in the first quarter of 1971. The company said its broadcasting division showed a 22% improvement in income over the first 1970 quarter with its communications division gaining 10% in income.

Of the \$4.3 million in revenues by LIN during the first quarter, \$2.5 million came from the broadcasting division, \$973,652 from the communications division, and \$816,493 from the music division. The music division, however, suffered a severe loss in operating income as compared to the corresponding first quarter a year ago—from \$85,137 in 1970 to \$14,649 in 1971. LIN said it may dispose of that subsidiary.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.10	\$ 0.05
Revenues	4,307,790	4,212,487
Net income	225,576	101,486
Shares outstanding	2,315,490	2,244,296

'Times' marches on with Cowles deal

The *New York Times* has completed acquisition of four properties from Cowles Communications Inc., with only one to go—the purchase of WREC-TV Memphis, which is awaiting FCC approval (BROADCASTING, Nov. 2, 1970).

Acquired by the New York newspaper on April 30 were *Family Circle* magazine, three Florida newspapers (*Lakeland Ledger*, *Gainesville Sun* and *Ocala Star-Banner*), Cambridge Book Co., and Modern Medicine Group of medical and dental professional magazines. Cowles received 2,037,620 shares of Times Class A common stock in this transaction, reportedly worth about \$40

million. The Times is also assuming a long-term \$15-million debt owed by Cowles for these properties.

Upon FCC approval, the Times will acquire the Memphis station for 562,380 Class A shares, valued at about \$11,250,000. The Times already owns WQXR-AM-FM New York.

Fox holds off creditors: first-quarter income up

Twentieth Century-Fox Film Corp., struggling to push operations into the black, has obtained further written waivers of its various loan agreements through May 31. The company has been under default in several loans since last June, and has since then obtained a succession of written and oral waivers.

But Fox emphasized that it is making progress toward reducing the balances due. It said that last month alone it paid \$6.5 million to various banks and insurance companies, and has repaid a total of \$18.5 million since the beginning of the year.

The company also disclosed that net income more than quadrupled during the first quarter of 1971, as opposed to the corresponding period a year ago. This, however, includes an extraordinary gain of \$1.8 million from federal income tax carryforward. Of the company's total revenues for that period (\$53.5 million), \$11.1 million came from television productions, \$35.3 from theatrical endeavors and \$5.7 million from films made especially for television.

These figures support projections made earlier by Fox for the first quarter in combatting attacks from a group of stockholders that intends to wage a proxy fight at the annual shareholders meeting this month (BROADCASTING, May 3).

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.51	\$ 0.11
Revenues	53,457,000	48,660,000
Net income	4,543,000	967,000

Financial sunshine for Multimedia Inc.

Multimedia Inc., Greenville, S.C., group broadcaster and newspaper publisher, reported that consolidated net income for the first quarter of 1971 rose 34% from the level attained in the like period a year ago.

J. Kelly Sisk, Multimedia president, reported that operating revenues also increased in the same period as a result of rate increases and increased volume, from \$7.5 million to \$8.2 million—a jump of 17½%. Of this total in the 1971 period, \$5.3 million came from

newspaper properties, \$2.1 million from broadcasting, and \$797,346 from other interests.

Mr. Sisk also announced that the firm offered 448,895 shares of common stock for public sale last month through an underwriting by Goldman, Sachs & Co., New York. Of these shares, 190,000 were sold by the company to reduce long-term debts and the remainder were sold by individual shareholders.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.31	\$ 0.22
Revenues	8,179,178	7,508,430
Net income	834,675	604,162

And for Zenith Radio, a 30% gain in income

It was a profitable first quarter for Zenith Radio Corp., Chicago, manufacturer of color-TV sets and other home-entertainment products. Joseph S. Wright, chairman and chief executive officer, told the company's stockholders at their annual meeting in Chicago on April 27: "Sales seem to confirm recent surveys indicating that the consumer is gradually regaining confidence and stepping up plans to buy consumer durable items."

The company said that this revitalized buying of durable goods resulted in a

substantial rise in color-TV set sales over the comparable 1970 period, although exact figures were not given.

On a consolidated basis, Zenith had a 30% rise in net income in the first three months of 1971 over the like period a year ago. One exception to the general profitable trend, however, was in sales of government and special products, which declined from the first quarter in 1970.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.41	\$ 0.32
Revenues	149,305,000	128,555,000
Net income	7,874,000	6,066,000
Shares outstanding	19,021,235	19,019,655

Company reports:

A. C. Nielsen Co., Chicago, experienced a 6.3% increase in revenues and a 16.5% rise in net income for the first six months of fiscal 1971, over the comparable level recorded a year ago.

For the six months ended Feb. 28:

	1971	1970
Earned per share	\$ 0.78	\$ 0.67
Revenues	55,197,714	51,940,387
Net income	4,111,314	3,530,407
Shares outstanding	5,299,020	2,299,020

Ameco Inc., Phoenix-based designer, manufacturer and installer of cable-television systems, reported that an over \$1-million loss during the first nine months of 1970 was improved in the like period of the firm's current fiscal

The New York Times Company

has acquired certain properties of

Cowles Communications, Inc.

We acted as financial advisors to Cowles Communications, Inc. in this transaction.

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San Francisco | Detroit | Memphis



May 11, 1971

year. Revenues of \$1.6 million during the just-completed period brought in a slight profit, despite the fact that they declined nearly \$1 million from the previous year.

For the nine months ended March 31:

	1971	1970
Earned per share	\$ 0.01	\$(0.85)
Revenues	1,569,407	2,519,378
Net income	12,478	(1,025,582)
Shares outstanding	1,200,000	1,200,000

Scripps Howard Broadcasting Co., Cincinnati, registered net income for the

first quarter of 1971 nearly \$600,000 off from the same period a year ago.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.30	\$ 0.44
Revenues	4,351,655	5,319,412
Net income	771,470	1,139,491

Tele-Communications Inc., Denver, multiple-CATV and microwave system owner, reported a 50% increase in revenues and a 60% rise in net income during the first quarter of 1971 compared to the corresponding period a

year ago. The company said its microwave systems registered a 32% revenue increase while cable revenues were up 55%. The total number of subscribers of its CATV systems increased by 69%, the firm said.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.04	\$ 0.03
Revenues	2,899,941	1,930,050
Net income	126,766	79,164
Shares outstanding	3,500,000	2,800,000

Conrac Corp., New York, diversified

The Broadcasting stock index

A weekly summary of market activity in the shares of 110 companies associated with broadcasting.

	Stock Symbol	Ex-change	Closing May 5*	Closing April 28*	Net change in week	High	Low	1971	Approx. Shares Out (000)	Total Market Capitalization (000)	
Broadcasting											
ABC	ABC	N	46 1/4	45 1/4	+ 1	46 1/4	25		7,073	\$205,117	
ASI Communications	ASIC	O	3 1/4	3 1/2	- 1/4	4 1/2	2 1/2		1,789	5,152	
Capital Cities	CCB	N	46 1/4	45 1/2	+ 1 1/2	47	29		6,061	220,499	
CBS	CBS	N	45 1/2	44 1/4	+ 1 1/4	45 1/2	30 1/2		27,042	990,548	
Corinthian	CRB	N	37 1/2	37 3/4	- 1/4	38 1/2	27 1/4		3,381	109,883	
Cox	COX	N	29 1/2	29 1/2	- 3/8	31	17 3/4		5,789	128,111	
Gross Telecasting	GGG	A	15 1/2	14	+ 1 1/2	16	10 1/2		803	11,041	
Metromedia	MET	N	24 1/2	26	+ 2 1/4	28 1/4	17 3/4		5,734	137,616	
Mooney	MOON	O	4 1/2	4 1/2	-	5 1/2	4		250	1,188	
Pacific & Southern	PSOU	O	17	16 1/2	+ 1/2	17 1/2	12 1/2		1,638	24,949	
Rahall Communications	RAHL	O	14	15 1/2	- 1 1/2	29	15 1/2		1,040	23,275	
Reeves Telecom	RBT	A	3	3	-	3 1/2	2 1/2		2,288	7,733	
Scripps-Howard	SCRIP	O	21 1/4	24	- 2 1/4	25	18		2,589	55,016	
Sonderling	SDB	A	31 1/2	33	- 1 1/2	34	24 1/4		991	27,748	
Starr	SBG	M	14 1/4	14 3/4	-	15 1/2	8 1/2		461	5,302	
Taft	TFB	N	41 1/4	41 1/4	-	44 1/2	23 1/2		3,712	128,547	
									Total	68,400	\$2,081,725
Broadcasting with other major interests											
Avco	AV	N	16	16 1/4	- 3/4	18	12 1/2		11,470	\$182,144	
Bartell Media	BMC	A	6 3/4	7	- 1/4	8	4 1/2		2,254	14,651	
Boston Herald-Traveler	BHLD	O	27	27	-	28	23 1/4		574	13,776	
Chris-Craft	CCN	N	7 1/4	8 1/4	- 1/2	9 1/2	7 1/2		3,804	32,829	
Combined Communications	CCOM	O	16 1/4	18	- 1 1/4	18 1/4	10 1/2		1,945	27,483	
Cowles Communications	CWL	N	12 1/2	12 1/2	+ 1/4	12 1/2	8		3,969	37,229	
Fuqua	FOA	N	24 1/4	26 1/2	- 1 3/4	26 1/2	13 1/4		6,401	132,053	
Gannett	GCI	N	49 1/4	49 1/2	- 1/2	52	32 1/2		7,117	275,784	
General Tire	GY	N	23 1/2	24 1/2	- 1	25 1/2	21 1/2		18,344	449,428	
Gray Communications		O	8	6	-	8	6		475	3,325	
ISC Industries	ISC	A	6 1/4	7 1/2	- 1/2	8	5 1/2		1,628	10,582	
Lamb Communications		O	2 1/4	2 1/4	-	2 1/2	2 1/2		475	1,249	
Lee Enterprises	LNT	A	26 1/2	25 1/2	+ 1/2	27 1/2	18 1/4		1,957	45,990	
Liberty Corp.	LC	N	22 1/2	22	+ 1/2	23 1/2	17 1/2		6,744	151,740	
LIN	LINB	O	14 1/4	13 3/4	+ 1	14 1/4	6 1/4		2,244	21,879	
Meredith Corp.	MDP	N	26 1/4	27 1/2	- 1 1/2	29 1/2	19 1/4		2,744	71,344	
Outlet Co	OTU	N	20	21 1/2	- 1 1/2	22	14 1/4		1,342	22,814	
Post Corp.	POST	O	14 1/4	9 1/4	+ 5	14 1/4	9 1/4		734	12,485	
Ridder Publications	RIDD	O	19 1/2	19 1/2	+ 1/2	27 1/2	18		6,217	145,353	
Rollins	ROL	N	39 1/2	39 1/2	-	40	25 1/2		8,053	267,762	
Rust Craft	RUS	A	46 1/4	46 1/4	- 1/2	48 1/4	28 3/4		1,159	38,247	
Schering-Plough	PLO	N	81 1/2	81 1/2	- 1/2	84 1/2	60 1/2		25,084	1,749,609	
Storer	SBK	N	28 1/4	30 1/2	- 2 1/2	32 1/2	19		4,223	97,129	
Time Inc.	TL	N	57 1/2	62	- 4 1/2	62 1/2	40 1/2		7,257	342,022	
Trans-National Comm.		O	3 1/2	3 1/2	-	4 1/2	1 1/2		1,000	380	
Turner Communications		O	3 1/2	3 1/2	-	4	2		1,328	3,825	
Wometco	WOM	N	20 1/4	21 1/2	- 1 1/2	23 1/2	17 1/2		5,817	114,188	
									Total	134,359	\$4,083,328
CATV											
Ameco	ACO	A	10 1/4	11	- 3/4	12 1/2	6 1/2		1,200	\$10,800	
American Electronic Labs.	AELBA	O	9 1/4	10	- 1/2	10	3		1,620	12,555	
American TV & Comm.	AMTV	O	23 1/2	24 1/4	- 1/4	26 1/2	17 1/4		2,042	36,246	
Burnup & Sims	BSIM	O	35 1/2	35 1/2	+ 1/4	37 1/2	23		987	30,232	
Cablecom-General	CCG	A	16 1/2	16 1/2	- 1/4	17 1/4	12 1/2		1,605	21,074	
Cable Information Systems		O	4 1/4	4	+ 1/4	4 1/4	2 1/2		955	2,989	
Citizens Financial Corp.	CPN	A	20 1/2	20 3/4	+ 1/2	23 1/2	12 1/2		994	15,536	
Columbia Cable	CCAB	O	13 1/4	13	+ 1/4	13 1/4	9 1/2		900	8,892	
Communications Properties	COMU	O	9 1/2	9 1/2	- 1/2	10 1/4	7 1/4		1,800	15,534	
Cox Cable Communications	COXC	O	24 1/2	24 1/2	- 3/4	25 1/4	18		3,550	69,687	
Cypress Communications	CYPR	O	9 1/2	9 1/2	-	10 1/2	7		1,679	12,173	
Entron	ENT	A	4 1/2	5 1/4	- 1/2	7 1/4	4 1/4		1,320	4,950	
General Instrument Corp.	GRL	N	27 1/4	29 1/2	- 1 1/2	29 1/2	16 1/2		6,250	128,938	
Sterling Communications	STER	O	5 1/4	5 1/4	-	8 1/4	3 1/2		1,100	5,093	
Tele-Communications	TCOM	O	17 1/2	18 1/2	- 1/2	18 1/2	12		2,704	37,856	
Teleprompter	TP	A	81 1/2	79 1/2	+ 2 1/2	88	56 1/2		3,086	199,818	
Television Communications	TVCM	O	9 1/2	9 1/2	- 1/4	10 1/2	7		2,897	25,001	
Viacom	VIA	N	18 1/2	18	+ 1/2	21	15 1/2		3,760	76,629	
Vikoa	VIK	A	9 1/2	10 1/2	+ 1/2	14 1/4	8 1/2		2,316	26,055	
									Total	40,865	\$840,058

company with communications interests, reported decreased revenues and net income for the first quarter of 1971.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.29	\$ 0.38
Revenues	12,014,634	14,109,892
Net income	408,694	517,351
Shares outstanding	1,258,792	1,258,486

Vikoa Inc., Hoboken, N.J., reported a loss in net income and revenues during 1970. Theodore Baum, Vikoa president, blamed the loss on "tight money

conditions and the adverse economic climate which characterized 1970."

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ (1.11)	\$ 0.30
Revenues	21,211,000	22,783,000
Net income	(8,046,000)	823,000
Shares outstanding	2,315,355	1,917,801

Walt Disney Productions, Burbank, Calif., reported record revenues and incomes for the first six months of fiscal 1971. Net income was up 21% for the 26 weeks ended April 3, compared to the 27-week period last year. Fully di-

luted per-share earnings were up nearly 17% from 1970. Donn R. Tatum, president, said that 500,000 shares of common stock sold in January netted the company \$71,925,000, which was credited to invested capital.

For the six months ended April 3:

	1971	1970
Earned per share	\$ 0.77	\$ 0.66
Revenues	82,846,000	68,719,000
Net income	9,624,000	7,944,000
Shares outstanding	12,592,000	12,071,000

Media General Inc., Richmond, Va., group broadcaster and newspaper pub-

Stock Symbol	Ex-change	Closing Wednesday May 5*	Closing Wednesday April 28*	Net change in week	1971		Approx. Shares Out (000)	Total Market Capitalization (000)	
					High	Low			
Programming									
Columbia Pictures	CPS	N	13%	15%	- 1%	17%	11%	6,150	\$96,125
Disney	DIS	N	120%	115	+ 5%	121%	77	6,012	1,067,912
Filmways	FWY	A	8%	8%	- 1/2	11%	7%	1,754	19,084
Four Star International	O		1%	1%	- 1/2	1%	1%	668	1,086
Gulf & Western	GW	N	28 1/2	29%	- 3/2	31	19	14,964	374,100
Kinney National	KNS	N	37%	38%	- 3/4	39%	28%	10,469	341,603
MCA	MCA	N	28 1/2	28%	+ 3/2	30	21%	8,165	206,166
MGM	MGM	N	24 1/2	24%	- 1/2	26%	15 1/2	5,883	126,485
Music Makers	MUSC	O	2%	2%	- 1/2	3%	2%	589	1,696
National General	NGC	N	27 1/2	26%	+ 1	27%	15%	4,910	112,341
Tele-Tape Productions	O		1 1/2	1 1/2	-	2	1%	2,183	4,366
Transamerica	TA	N	17%	18%	- 1	19	15%	63,630	1,097,618
20th Century Fox	TF	N	14 1/2	15%	- 5/2	15%	8%	8,562	99,576
Walter Reade Organization	WALT	O	3 1/2	3	+ 1/2	3%	2%	2,414	7,242
Wrather Corp.	WCO	A	7%	7%	-	6%	6%	2,200	16,500
Total								138,551	\$3,571,900
Service									
John Blair	BJ	N	19%	20	- 3/2	22%	16	2,583	\$45,538
Comsat	CO	N	79	83 1/2	- 4%	84 1/2	49%	10,000	630,000
Creative Management	CMA	A	15%	15%	- 3/2	17%	10%	1,102	17,500
Doyle Dane Bernbach	DOYL	O	24%	25%	- 1/2	26%	21	1,919	47,285
Elkins Institute	ELKN	O	16	15	+ 1	16	8%	1,664	17,888
Foote Cone & Belding	FCB	N	11 1/2	9%	+ 2 1/2	11 1/2	7%	2,175	20,402
Grey Advertising	GREY	O	13	13%	- 1/2	13 1/2	9%	1,207	15,546
LaRoche, McCallrey & McCall	O		15%	15%	- 1/2	16%	10%	585	8,190
Marketing Resources & Applications	O		12 1/2	13%	- 3/4	18%	2%	504	7,182
Movielab	MOV	A	3%	3%	- 1/2	4	2	1,407	4,573
MPO Videotronics	MPO	A	6%	6 1/2	+ 1/2	8 1/2	5%	558	3,767
Nielsen	NIELA	O	49 1/2	48 1/2	+ 1	49 1/2	39%	5,299	233,156
Ogilvy & Mather	OGIL	O	36	32 1/2	+ 3 1/2	36	24	1,029	27,526
PKL Co.	PKL	A	4%	4%	- 1/2	6%	3%	743	4,087
J. Walter Thompson	JWT	N	58	59	- 1	60	34 1/2	2,746	116,019
Transmedia International	O		3	3	-	3%	3	535	1,873
Wells, Rich, Greene	WRG	A	20%	19%	+ 3/4	25%	15%	1,581	37,596
Total								35,637	\$1,238,108
Manufacturing									
Admiral	ADL	N	18	13 1/2	+ 4%	18	8	5,158	\$56,738
Ampex	APX	N	21 1/2	21 1/2	- 5/2	25%	16 1/2	10,874	209,325
CCA Electronics	CCAE	O	2%	2%	-	3	2%	897	5,512
Collins Radio	CRI	N	18%	19%	+ 1 1/2	20%	14	2,968	48,230
Computer Equipment	CEC	A	7	6%	+ 1/4	7%	3%	2,406	12,944
Conrac	CAX	N	26%	24%	+ 1 1/2	27%	15%	1,262	29,026
General Electric	GE	N	121 1/2	124	- 2%	124%	93	90,884	9,827,287
Harris-Intertype	HI	N	65%	65 1/2	+ 2%	69%	54%	6,308	397,404
Magnavox	MAG	N	50	50%	- 1/2	50%	37%	18,674	879,466
3M	MMM	N	112 1/2	116 1/2	- 3 1/2	118%	95%	56,058	5,745,945
Motorola	MOT	N	83 1/2	85%	- 1 1/2	86	51%	13,334	848,442
RCA	RCA	N	39 1/2	38%	+ 3/2	39%	26	68,403	2,146,486
Reeves Industries	RSC	A	3%	3%	- 1/2	4 1/2	3	3,458	13,417
Telemation	TIMT	O	10 1/2	10%	+ 1/4	13%	9%	14,040	154,440
Westinghouse	WX	N	92	90%	+ 1 1/2	92 1/2	65%	40,705	3,190,458
Zenith	ZE	N	48%	48 1/2	- 1/2	51%	36%	19,020	829,842
Total								353,648	\$24,195,052
Grand total			771,360	\$35,910,171					
Standard & Poor Industrial Average			114.78	115.84	- 1.06				

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over-the-counter (bid price shown)
*-Over-the-counter prices are Tuesday closings

Shares outstanding and capitalization as of Feb. 25.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

lisher, said that although revenues increased nearly \$2 million during the first quarter of 1971, net income was down almost \$300,000. Alan S. Donahoe, president, said the income decline was basically due to an increase in costs relating to its subsidiaries and a substantial loss at the Newark (N.J.) News, which the company owns.

For the three months ended March 31:

	1971	1970*
Earned per share	\$ 0.30	\$ 0.40
Revenues	32,829,115	30,899,645
Net income	1,074,382	1,352,021
Shares outstanding	3,578,252	3,379,660

Doremus & Co., New York, advertising and public-relations firm, reported a record 12% rise in net income for the first quarter of 1971; over the corresponding period year ago.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.29	\$ 0.26
Gross billings	10,234,000	11,339,000
Net income	125,000	112,000
Average shares outstanding	431,791	430,370

Ridder Publications, New York, group broadcaster, reported slight increases in net income and revenues for the first quarter of 1971. The average shares outstanding for 1970 reflect a 4-for-3 stock split on March 10 of this year.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.22	\$ 0.20
Revenues	29,236,000	27,827,000
Net income	1,985,000	1,802,000
Shares outstanding	9,084,431	9,137,764

Financial notes:

■ **Corinthian Broadcasting Corp.**, New York, a group TV-station owner and publisher, has announced a quarterly dividend of 7½ cents per share on the common stock of the corporation will be paid on May 14, to stockholders of record at the close of business on April 30.

■ **Kaufman and Broad Inc.**, Los Angeles-based parent of Nation Wide Cablevision, announced quarterly dividend of five cents per share payable May 11 to shareholders of record on



If Wometco Enterprises' first-quarter results were disheartening (see story), the firm's annual meeting, at least, was a splashing success. It was held at the whale pool at the Miami Seaquarium, which is owned by Wometco. The proceedings began when Wometco President Mitchell Wolfson (r) received the agenda via Hugo, the killer whale. Balanced on Hugo's formidable back is his trainer, Manny Velasco.

April 29. The firm also announced its intention to split the company's stock, either 3-for-2 or 2-for-1, at the July board meeting. The company has filed a registration statement with the Securities and Exchange Commission for 750,000 common shares, issuable pursuant to common stock purchase warrants.

■ **Gray Communications Systems Inc.**, Albany, Ga., declared a quarterly cash dividend of 7½ cents per share payable May 14 to stockholders of record on April 30.

■ **Kansas State Network**, Wichita, Kan., has declared a quarterly dividend of three cents per share payable June 30 to stockholders of record June 20. The company also announced that it has embarked on a \$400,000 expansion program for its refrigeration service plant at Oklahoma City.

■ **Doremus & Co.**, New York, has increased the quarterly rate for its common stock. The company's board of di-

rectors has declared a regular quarterly dividend of nine cents per share of common stock, payable May 14 to stockholders of record on April 30.

■ **Foote, Cone & Belding Communications Inc.**, New York, has declared a regular quarterly dividend of 15 cents per share, payable June 10 to shareholders of record May 20.

Drop in national spot hurts Wometco profits

Mitchell Wolfson, president of Wometco Enterprises, a diversified company with group-broadcast properties, said that the national downturn in broadcasting revenues was the primary cause of that firm's decline in revenues and income during the first quarter of 1971.

Speaking at Wometco's annual stockholders meeting April 26 in Miami, Mr. Wolfson said that while local television advertising continued to show favorable returns, "it was not enough to offset the decline in the national spot-advertising business."

Over-all, during the first quarter, Wometco's revenues dropped slightly (0.1%) from the same period in 1970. However, net income dropped 29% and fully diluted per-share earnings were off 27.5% over the same period. The company said that revenues from its broadcasting division accounted for 56% of its profits during 1970.

Following the stockholders meeting, the Wometco board of directors declared a regular cash dividend of 11 cents per share of class A stock and four cents on class B, both payable June 15 to stockholders of record June 1.

For the three months ended March 27:

	1971	1970
Earned per share	\$ 0.17*	\$ 0.23
Revenues	21,116,935	21,268,929
Net income	1,000,636	1,409,137
Shares outstanding	5,811,925	5,816,938

* Includes operations of Outdoor Media-Lakeland subsidiary, acquired on Jan. 3.

Overseas billings push JWT profits up

Worldwide billings of \$177 million in first-quarter 1971 represented a new high for the J. Walter Thompson Co. The advertising agency said billings increased 2.3% over the similar period in 1970.

Dan Seymour, JWT's president, said, however, that the figures reflected a combination of moderately lower billings in the U.S., which were offset by continued increases in volume abroad. Net income in the quarter increased by 12.4%.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.45	\$ 0.40
Net income	1,231,000	1,095,000
Weighted average shares outstanding	2,721,025	2,769,739

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Broadcast advertising

Monty Cosnowsky, associate research director, SSC&B, New York, named VP.

Stephen Fales, copy group head, and **Walter Stone**, account supervisor, Ogilvy & Mather, New York, elected VP's.

Jeremy J. Ferris, account supervisor, Benton & Bowles, New York, named VP.

Paul Waddell, partner, Smock/Waddell, Los Angeles agency, which recently merged with Clinton E. Frank, named VP in charge of special services for Clinton E. Frank, West Coast.

Ronald W. Scharbo, account group manager, and **J. Russell Dopke**, creative director, both Cargill, Willson & Acree Advertising, Atlanta, named VP's.

Wayne Lachman, production executive, Young & Rubicam, New York, elected VP-director radio-TV production, Richard K. Manoff, agency, there.

Robert W. Allrich, marketing director and management supervisor, Clinton E. Frank agency, Chicago, joins Van Brunt & Co., agency there as executive VP.

John Miyauchi, associate creative director, Carson/Roberts, Los Angeles, named VP and creative director. **William R. Stejskal**, account supervisor, Compton Advertising, Los Angeles, joins Carson/Roberts as media supervisor.

Corey Allen, senior VP, management supervisor, SSC&B, New York, joins Clifford A. Botway, independent media buying service there as VP.

Joel Davis, VP, media services, Erwin Wasey, Los Angeles, named VP, director of marketing services, National Media Consultants, media placement firm, Hollywood.

Hal Goldberg, VP and research director, Knox Reeves Advertising, Minneapolis, named VP, media and research director.

Hal Nitch, media supervisor, Young & Rubicam, New York, joins Reeves's Minneapolis office as associate media director.

Jacqueline Howard, assistant media director, J. Walter Thompson, Los Angeles, joins Young & Rubicam there as group broadcast supervisor, Western buying unit.

William J. Manley, product manager, Carter-Wallace, New York pharmaceu-

tical manufacturer, joins Warwick & Legler there as account supervisor.

Theodore F. Newlin III, VP, account supervisor, J. Walter Thompson, New York, named VP, account supervisor, Dodge & Delano, New York, agency.

James O. Boan, account supervisor, agricultural division, Fuller & Smith & Ross, Chicago, agency, joins Gardner Advertising, St. Louis, as account representative.

Tom Lowery, VP, general manager and director, Clinton E. Frank, Los Angeles, elected chairman, Southern California Council, American Association of Advertising Agencies. Other newly elected officers: **Gordon Gumpertz**, president, Bently & Dolan, Los Angeles, elected vice chairman; **Tyler Macdonald**, president, N. W. Ayer/Jorgensen/Macdonald, Los Angeles, elected secretary-treasurer. Newly elected governors include: **Jess M. Johns**, president, Eisaman, Johns & Laws, Los Angeles, and **Sherman R. Slade**, executive VP and manager, Honig-Cooper & Harrington, Los Angeles.

Chuck Tyler, general manager, Petry Radio Sales, Minneapolis office, appointed VP, Midwestern regional sales manager. **Browning Holcombe Jr.**, ac-

count executive, Metro TV Sales, Chicago, joins Petry Television there as sales manager.

Anthony M. Lavelly, director of new product development, Kentucky Fried Chicken, Louisville, Ky., joins Needham, Harper & Steers, Chicago, as account executive.

Terry Burnside, account manager, Foote, Cone & Belding, Chicago, opens his own agency, Burnside Co., St. Louis.

Lee Larson, national sales manager, KFRC(AM) San Francisco, appointed manager, San Francisco AM office, RKO Radio Representatives. **Richard Radziak**, account executive, H-R Representatives, Los Angeles, joins RRR as Los Angeles AM manager.

Thomas F. Shannon Jr., account executive, Metromedia Television Sales, New York, joins WTOP-TV Washington as general sales manager.

Mike Volpe, national sales manager, KTTV(TV) Los Angeles, joins KTLA(TV) there in similar capacity.

Robert Rhode, VP and general manager, WPGH-TV Pittsburgh, appointed to newly created position of sales director.

Fred Koestering, with WISN-TV Milwaukee, appointed local sales manager.

Charles M. Lieber, general sales manager, WMAL-TV Washington, joins WPRI-TV Providence, R.I., as general sales manager.

Charles Kennedy, with WBZ-TV Boston, joins WJAR-TV Providence, as national sales manager.

William G. Branch, with WMAL-TV Washington, appointed acting general sales manager and national sales manager.

Michael James Bolen, with CBS Radio Spot Sales, Detroit, appointed national sales manager for CBS-owned KNX(AM) Los Angeles.

Bob Oxarart, local sales manager, KFI(AM) Los Angeles, appointed national sales manager. He is succeeded by **Larry Vanderveen**, former account executive.

Ralph Treiger, sales manager, WCFL(AM) Chicago, appointed general sales manager.

Douglas B. Slye, manager, San Francisco office, RKO Radio Representatives, appointed national sales manager, KFRC(AM) there.

Donald Culver, with WDOV(AM) Dover, Del., appointed sales manager.

Bob Biernacki, sales manager, WABC-

Capcities executive changes



Mr. King

Robert K. King, senior VP, WKBW-TV Buffalo, N.Y., named executive VP-television, Capital Cities Broadcast Division, in one of series of executive changes following Capcities' acquisition of Triangle Publications Inc. stations. His office will be in Philadelphia. **Peter Orne**, VP and general manager, WTEN-TV Albany, N.Y., joins WTNH-TV New Haven, Conn., in same capacity; **Philip Beuth**, VP and general manager, WSAZ-TV Huntington, W. Va., joins KFSN-TV Fresno, Calif., in same capacity, and **Eugene McCurdy**, station manager, WFIL-TV Philadelphia, named general manager of station under new call letters of WPVI-TV. Executive changes followed closing of Capcities purchase of Triangle stations (BROADCASTING, May 3). WTNH-TV was formerly WNHC-TV, and KFSN-TV was KFRET-TV.

Robert K. King, senior VP, WKBW-TV Buffalo, N.Y., named executive VP-television, Capital Cities Broadcast Division, in one of series of executive changes following Capcities' acquisition of Triangle Publications Inc. stations. His office will be in Philadelphia. **Peter Orne**, VP and general manager, WTEN-TV Albany, N.Y., joins WTNH-TV New Haven, Conn., in same capacity; **Philip Beuth**, VP and general manager, WSAZ-TV Huntington, W. Va., joins KFSN-TV Fresno, Calif., in same capacity, and **Eugene McCurdy**, station manager, WFIL-TV Philadelphia, named general manager of station under new call letters of WPVI-TV. Executive changes followed closing of Capcities purchase of Triangle stations (BROADCASTING, May 3). WTNH-TV was formerly WNHC-TV, and KFSN-TV was KFRET-TV.

AM-FM New York, appointed general sales manager, WJZR(AM) Newark, N.J.

Howard J. Holland, with WPRO-AM-FM Providence, R.I., joins WJAR(AM) there as sales manager.

James B. Luck, director of retail services, Radio division, Avco Broadcasting, New York, appointed general sales manager, WOAI(AM) San Antonio, Tex.

William B. Rohn, VP and director of marketing and sales development, Edward Petry & Co., New York, appointed national sales manager, Century Broadcasting, there, licensee of WFMF(FM) Chicago, KWST(FM) Los Angeles, WABX(FM) Detroit and KSHE(FM) St. Louis.

Carl L. Williams, with noncommercial KDIN-TV Des Moines, appointed sales manager, KYNA(FM) there.

Media

George Bambach, supervisor, special projects, CBS Radio, New York, appointed manager, broadcast operations. He is succeeded by **Van C. Hutto**, with network.

Peter Athanas, general manager, WRCO-AM-FM Richland Center, Wis., elected VP of Richland Broadcasting Corp. of Wisconsin, stations' licensee.

Thomas D. Kersey, assistant director, broadcast standards and practices, ABC-TV, West Coast, appointed director. He succeeds **Dorothy Brown**, who retires after 40 years in industry.

Robert H. Teter, general sales manager, radio and TV division, Triangle Publications, Philadelphia, named executive VP and general manager, WSLS-AM-FM-TV Roanoke, Va.

Martin Pollins, VP and general manager, KEMO-TV San Francisco, which has suspended operations, joins WPGH-TV Pittsburgh in similar capacity. Both are U.S. Communications stations.

F. Patrick Shannon, VP and general manager, WJRT-TV Flint, Mich., joins WTEN(TV) Albany, N.Y., in similar capacity. Both are Poole Broadcasting stations. Mr. Shannon is succeeded by **Paul M. Hughes**, general sales manager, WJRT-TV.

Brian A. Higgins, program director, WSMW-TV Worcester, Mass., appointed assistant station manager.

Richard Vance, sales coordinator, Television Communications Corp., New York, appointed national sales director for its CATV operations.

Paul Sidney, program director, WLNG-AM-FM Sag Harbor, N.Y., appointed to additional duties as station manager.

Thomas J. Miles, sales manager, WDOV(AM) Dover, Del., appointed general

manager, WDOV and its FM affiliate there, WDSB. **Hugh Delaney**, assistant manager, WDOV(AM), joins WDSB, in similar capacity.

Jack Rattigan, sales manager, WMMR(FM) Philadelphia, appointed station manager, WKLX(AM) Portsmouth, Va.

William L. Pope, station manager, WLEX-FM Lexington, Ky., joins WDIZ(FM) Orlando, Fla., as general manager.

Peter A. Kizer, administrative assistant, WWJ-AM-FM-TV Detroit, appointed general manager, WWJ-FM.

Dwight E. Hebert, promotion director, noncommercial KDIN-TV Des Moines, Iowa, appointed general manager, KYNA(FM) there.

Programing

Ray McCullough, director of program services, CBS-TV, New York, appointed to newly created position of director, program services and production.

Douglas S. Cramer, executive VP in charge of production, Paramount Television, Hollywood, joins Columbia Pictures there as independent producer of TV programs and feature films.

W. L. Baumes, director, daytime and live tape programing, Paramount Television, Hollywood, joins Screen Gems there as an associate of Douglas S. Cramer.

Jack B. Donahue, Western sales manager, Metromedia Producers Corp., Los Angeles, joins Time-Life Films Inc. there as Western sales manager in charge of newly opened sales office.

Arnold Shapiro, story editor and production associate, Lorimar Productions, Los Angeles, joins the Wolper Organization Inc., as assistant to VP in charge of television production.

Robert Noah, with Goodson-Todman, program producer, Beverly Hills, Calif., joins Henry Jaffe Enterprises, also program producer, Los Angeles, as executive VP in charge of program development.

Albert H. Dwyer, general attorney, CBS-TV, New York, appointed to newly created position of general coun-

Social notes from all over

C. M. Jansky, Jr., 76, retired president of the Jansky & Bailey Division of Atlantic Research Corp., married **Mrs. Kirsten Ernest**, professional aide with Swedish Telecommunications Corp., in Stockholm April 3. **T. A. M. Craven**, 78, former FCC commissioner and retired broadcast consultant, remarried **Mrs. Emma Stoner**, his first wife, in McLean, Va., March 22.

sel, Children's Television Workshop there.

George A. Sperry, VP for radio and TV, E. W. Baker Advertising, Detroit, joins WKBD-TV there as program manager.

Mike Anderson, production manager, KEMO-TV San Francisco, which has suspended operations, joins WXIX-TV Newport, Ky., in similar capacity. Both are U.S. Communications stations.

Ralph Arrigale, with New York Stock Exchange, appointed program director, WEOK-AM-FM Poughkeepsie, N.Y.

Ernie Colburn, with WDOV(AM) Dover, Del., appointed program director.

Jerald D. Larsen, with KDTH(AM) Dubuque, Iowa, appointed program manager and operations manager.

Brian Rehak, independent producer-director, joins Leon Shaffer Golnick Advertising, Baltimore, as producer of TV commercials.

News

Jim Lawrence, co-anchorman, KABC-TV Los Angeles, joins WCBS-TV New York, in same capacity. **Pat Summerall**, sportscaster, WCBS-AM-FM New York and former football player with Chicago Cardinals and New York Giants, joins WCBS-TV in similar capacity.

Robert Perkins, newsman, WDAS-AM-FM Philadelphia, appointed news director. He succeeds **Joseph H. Rainey**, who retires.

Glenn V. Laxton, former aide to governor of Rhode Island, now Secretary of the Navy, John Chafee, joins WEOK-AM-FM Poughkeepsie, N.Y., as news director.

Robert R. Houck, news director, WRTI-FM Philadelphia, appointed news director, WMID(AM) Atlantic City.

Chuck Riley, news director, KTTV(TV) Los Angeles, named first VP and president-elect, Southern California Radio and Television News Association.

Art Keeney, news director, WKRG-TV Mobile, Ala., elected president, Alabama AP Broadcasters Association. **Joe Langston**, news director, WBRC-TV Birmingham, Ala., elected association VP.

Robert E. Ferrante, communications director for Chicago mayoralty candidate Richard Friedman, joins WGBH-FM Boston as news director.

Steve Young, reporter, CBS News, New York, appointed correspondent there.

Dick Chamberlain, news producer, KDKA-TV Pittsburgh, and **Jim Esser**, assignment editor, WRC-TV Washington, join WHIC-TV Pittsburgh as assignment editor and writer, respectively.

Mike Whitney, with U.S. Army, ap-

pointed documentary editor and producer, WOR(AM) New York.

William Morrissey, correspondent, AP, Syracuse bureau, joins Montpelier, Vt., bureau in similar capacity. He succeeds **Milton W. Manarcin Jr.**, who moves to AP's Pittsburgh bureau as correspondent. Mr. Morrissey is succeeded in Syracuse by **Donald C. Waters**, AP bureau, Buffalo.

Ted Koppel, Hong Kong bureau chief, ABC News, appointed diplomatic correspondent, Washington bureau. He succeeds **John Scali** who recently joined White House staff (BROADCASTING, April 12). Mr. Koppel is succeeded at his Hong Kong position by Saigon correspondent **Howard Tuckner**.

Promotion

Carol Peach, marketing research manager, Edward Petry & Co., New York, appointed research and promotion director, Century Broadcasting there. Century owns and operates WFMF(FM) Chicago, KWST(FM) Los Angeles, WABX(FM) Detroit, and KSHE(FM) Crestwood, Mo.

Joseph Arciga, news and PR director, KALI(AM) San Gabriel, Calif., appointed PR director, KWKW(AM) Pasadena, Calif.

David Lausten, promotion manager, KEMO-TV San Francisco, which has suspended operations, joins WXIX-TV Newport, Ky., in similar capacity.

Equipment & engineering

C. Phyll Horne, engineering assistant, office of FCC Chairman Dean Burch, Washington, appointed chief of frequency allocation and treaty division at commission. **Saul M. Myers**, assistant chief engineer, frequency allocation and treaty division, appointed deputy chief engineer of division.

Allied fields

Leonard H. Goldenson, president, ABC Inc., New York, re-elected as board chairman, United Cerebral Palsy Association there. Mr. Goldenson is one of association's founders and has served five terms as its national president.

Wes Wise, former newsman with KRLD-TV Dallas (now KDFW-TV) and independent PR consultant there, elected city mayor by 18,000 vote margin over his opponent, **Avery Mays**, local businessman.

International

Wayne A. Wiggins, director of Leo Burnett-LPE and deputy chairman of its promotion subsidiary, Burnett PR-Sales, London, moves to Dusseldorf, Germany office as managing partner. **Horst Lehmann**, joint managing director and creative manager of German office, appointed managing partner for creative services.

Andre G. Moullin, president, Televideo Productions, New York, elected chairman of Televideo Productions International, Paris.

Jacques Hebert, head of Les Editions du Jour, Montreal publishing firm, and broadcaster on Montreal-based Canadian Broadcasting Corp. network, appointed to Canadian Radio-TV Commission there.

Howard L. Kany, director of international business relations, CBS Television Services Division, New York, named VP and executive director, nonprofit Broadcasting Foundation of America there, distributor of foreign-import programming to U.S. radio stations.

W. E. Jarman, president, Järman Cable Systems, London, Ontario, re-elected chairman, Canadian Cable Television Association.

Deaths

Elmo B. Roper Jr., 70, public opinion analyst, died May 1 at Norwalk hospital, Norwalk, Conn. Mr. Roper acquired fame in 1936 for adapting sampling techniques developed while he served as consultant predicting re-election of President Franklin D. Roosevelt. Mr. Roper retired from his Roper Research Associates in 1966, although he retained title of senior consultant. He is survived by his wife, Dorothy, and one son.

ForTheRecord®

As compiled by BROADCASTING, April 27 through May 4 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aural.—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.

New TV stations

Final actions

■ Des Moines, Iowa—FCC granted application of Iowa Broadcasting Co., Des Moines, for reinstatement of CP, call sign, extension application and modification application for KWIG-TV Des Moines. Iowa's application for extension of time to complete construction has been designated for oral argument before review board. Action April 28.

■ Little Falls, N.J.—FCC assigned UHF ch. *50 to Little Falls effective June 11 (Doc. 18862). Action April 28.

Other action

■ Review board in Daytona Beach, Fla., TV proceeding, granted petition by Central Florida En-

terprises Inc., Daytona Beach (Doc. 19170) in which Cowles Florida Broadcasting Inc. (Docs. 19168-9) joins, for extension of time to May 14, to file replies to responsive pleadings to two petitions for enlargement, filed by Central Florida, and two petitions filed by Cowles Florida. Action April 29.

Rulemaking petitions

■ WSUN-TV St. Petersburg, Fla.—Requests amendment of rules to add ch. 24 to TV table of assignments for Naples, Fla. Ann. April 16.


■ Muncie, Ind.—Ball State University and its

Board of Trustees. Requests amendment of rules to assign UHF ch. *17 to Muncie. Ann. April 12.

Existing TV stations

Final actions

■ *KQEC(TV) San Francisco—Broadcast Bureau granted CP to change ERP to vis. 513 kw, aural. 102 kw; studio location to 525 4th Street, San Francisco; change trans. site to Mount Sutro, San Francisco; change type ant. and make changes in ant. structure; ant. height 1670 ft. Action April 26.

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■ **KRON-FM-TV San Francisco**—FCC granted petition by Albert Kihn and Blanche Streeter for extension of time to June 1 to file exceptions to initial decision recommending approval of applications by Chronicle Broadcasting Co. for renewal of licenses of KRON-TV-FM San Francisco (Doc. 18500). Action April 28.

■ **WIPM-TV Mayaguez, Puerto Rico**—FCC authorized Department of Education of Puerto Rico to make facility changes in WIPM-TV Mayaguez, and waived rules, which require trans. sites of co-channel VHF's in zone II must be 190 miles apart, and trans. sites of adjacent channel VHF stations 60 miles apart. Action April 28.

■ **FCC concluded NBC had no knowledge** that shooting of mother polar bear in production of *Say Goodbye* program was done with tranquilizing charge rather than bullet. Action April 28.

Rulemaking petition

■ **Washington**—National Association of Broadcasters. Requests amendment of rules pertaining to visibility and accessibility of FM, TV trans., remote control units and monitoring equipment. Ann. April 21.

New AM stations

Final action

■ **Boynton Beach, Fla.**—FCC remanded to review board competing applications of North American Broadcasting Co. and Boynton Beach Community Services Inc., for CP for new AM in Boynton Beach (Docs. 18310-12). Action April 28.

Actions on motions

■ **Hearing Examiner Basil P. Cooper in Alexander City, Ala.** (Martin Lake Broadcasting Co.), AM proceeding, scheduled further prehearing conference for April 29 (Doc. 18782). Action April 26.

■ **Hearing Examiner Charles J. Frederick in Whitley City, Ky.** (Jellico Broadcasting Corp.), AM proceeding, granted petition by Jellico Broadcasting Corp. for leave to amend application to reflect acquisition of interests by Mr. Colley and Mr. May in WVKY(AM) Louisa, Ky. (Docs. 18959-60). Action April 23.

■ **Chief Hearing Examiner Arthur A. Gladstone in New Albany, Ind.** (Shell Broadcasting Inc.), AM proceeding, granted petition of James J. Nathan for leave to intervene in proceeding on condition that participation of Mr. Nathan be limited solely to making appropriate representations with respect to any sanction which should be applied in this proceeding in event of ultimate findings of misconduct with respect to activities of Mr. Grady A. Sanders as alleged in order of designation in this proceeding. Action April 23. By separate action set certain procedural dates and scheduled hearing for July 6 (Doc. 19120). Action April 26.

Other action

■ **Review board in Jacksonville, Ala.**, AM proceeding, enlarged issues in proceeding on mutually exclusive applications of Jacksonville Broadcasting Co. and University Broadcasting Co. for CP's for new AM on 1090 khz at Jacksonville, to include determination of facts and circumstances surrounding Jacksonville's participation in joint request for approval agreement and dismissal agreement, and whether partner has withdrawn from company (Docs. 18899, 18900). Action April 29.

Designated for hearing

■ **Catlettsburg, Ky., and Milton, W. Va.**—FCC set for hearing applications of Now Broadcasting, and Naseeb S. Tweel, for new AM's at Catlettsburg and Milton, respectively, to operate on 1600 khz, 5 kw-D. Action April 28.

Existing AM stations

Applications

■ **WACY(AM) Kissimmee, Fla.**—Seeks CP to change ant.-trans. and main studio location to 1,000 ft. west of US 441, 800 ft. south of Donegan Avenue in Kissimmee. Ann. March 31.

■ **WGRT(AM) Chicago**—Seeks CP to change trans. location to 1500 South Western Avenue, Chicago (main and alt. main). Ann. March 31.

■ **WSWS(AM) Berea, Ky.**—Seeks mod. of CP to change trans. location to On Glades Road, 500 ft. west of Kentucky State Highway 595, Berea. Ann. March 31.

■ **WENE(AM) Endicott, N.Y.**—Seeks CP to change MEOV's for DA-N radiation pattern. Ann. April 12.

■ **KTWO(AM) Casper, Wyo.**—Seeks mod. of CP to change D operation from direction to non-directional. Ann. April 12.

Initial decision

■ **Hearing Examiner Chester F. Naumowicz Jr. in Hermiston, Ore.**, proposed grant of application by Hermiston Broadcasting Co. for authority to change facilities of KOHU Hermiston from 1570 khz, 1 kw, D, class II to 1360 kc, 1 kw, DA-N, U, class III (Doc. 18966). Action April 27.

Final actions

■ **KYOS Merced, Calif.**—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action April 23.

■ **WFTL-AM-FM Ft. Lauderdale, Fla.**—FCC ruled Walter B. Dunn, who owns 25 percent interest in licensee, may accept position as sales representative for another AM-FM in Fort Lauderdale, because he is 60 years old, is unable to redeem his stock and is willing to place his stock in trust. Action April 28.

■ **WGRT Chicago**—Broadcast Bureau granted CP to change trans. location to 1500 South Western Avenue; conditions. Action April 23.

■ **WMAQ-AM-FM Chicago**—FCC denied application by Mrs. Lynne Heidt, Prospect Heights, Ill., asking review of ruling by Broadcast Bureau that WMAQ-AM-FM did not violate the fairness doctrine. Action April 28.

■ **WFIU Bloomington, Ind.**—FCC granted trustees of Indiana University, licensee, waiver of short-spacing rules and authorized to move trans. site for WFIU to site of its TV station, WTIU-TV. Action April 28.

■ **KCBS Des Moines, Iowa**—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action April 27.

■ **KXRA Alexandria, Minn.**—Broadcast Bureau granted license covering use of formerly licensed main trans. for aux. purposes only. Action April 27.

■ **KDWB St. Paul**—Broadcast Bureau granted license covering use of previously authorized trans. for aux. purposes D only. Action April 27.

■ **WONE Dayton, Ohio**—Broadcast Bureau granted license covering alt.-main trans. Action April 27.

■ **KPOK Portland, Ore.**—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 1019 Southwest 10th Avenue; granted license covering use of former aux. trans. as alt.-main. trans. and operate by remote control. Action April 23.

■ **KILT Houston**—Broadcast Bureau granted CP to make minor changes in the D and N directional pattern and change type trans. Action April 23.

Actions on motions

■ **Hearing Examiner Isadore A. Honig in Poughkeepsie, N.Y.** (Olympian Broadcasting Corp. [WKIP]), AM proceeding, set procedural dates and postponed hearing to Sept. 22; by separate action granted request of Raritan Valley Broadcasting Co. and ordered burden of proceeding with introduction of evidence and burden of proof on all issues be upon applicant (Doc. 19171). Action April 26.

■ **Hearing Examiner Ernest Nash in Greensburg, Pa.** (WHJB Inc. [WHJB]), AM proceeding, granted request of Broadcast Bureau and extended to April 30 time to file proposed findings of fact and conclusion of law and to May 12 time to file reply findings (Doc. 18868). Action April 26.

Fines

■ **WT1K Durham, N.C.**—FCC ordered W & W Broadcasting Co., licensee, to forfeit \$2,000 for repeated failure to observe terms of license by operating with full D power after LS. Action April 28.

■ **WIXY, Cleveland**—FCC relieved Westchester Corp., licensee, of payment of \$500 forfeiture. Action April 28.

■ **KTAT Frederick, Okla.**—Broadcast Bureau by letter, notified licensee that it has incurred apparent liability for forfeiture of \$200 for willful or repeated violation of rules in that maintenance log is not being kept on daily basis. The licensee has 30 days to pay or contest forfeiture. Action April 27.

■ **WAEL Mayaguez, Puerto Rico**—FCC ordered licensee to forfeit \$700 for repeated violation of terms of license and rules. Action April 28.

Rulemaking petition

■ **KFPR(AM) San Francisco**—Requests establishment of special noncommercial experimental/educational class of low-power AM's. Ann. March 18.

New FM stations

Action on motion

■ **Hearing Examiner Chester F. Naumowicz Jr. in Corona, San Bernardino and Upland, all California** (Major Market Stations Inc. et al.), FM proceeding, cancelled hearing scheduled for May 20 and scheduled hearing for July 12 at 10 a.m. in San Fernando, Calif., and hearing on remaining issues for Aug. 19 in Washington; and by separate action ordered that on or before 30 days from release of this order (April 27) Manuel G. Martinez shall file with commission written appearance in triplicate stating that he will appear at the hearing, and that if he fails to do so, unless good cause for such failure is shown, he shall forfeit his hearing rights (Docs. 19062-6). Action April 26.

Other actions

■ **Review board in Bangor, Me.**, FM proceeding, granted motion by Penobscot Broadcasting Corp. to enlarge hearing issues to include evidence regarding program duplication under standard comparative issue. Action April 30.

■ **Review board in Corpus Christi, Tex.**, FM proceeding, denied petition by broadcast bureau to enlarge hearing issues on application of The Big Chief for new FM at Corpus Christi. Action April 30.

Rulemaking petition

■ **WTAL(AM) Tallahassee, Fla.**—Requests assignment of FM ch. 276-A to Tallahassee. Ann. March 12.

Existing FM stations

Final actions

■ **KZST(FM) Santa Rosa, Calif.**—Broadcast Bureau granted license covering new FM. Action April 26.

■ **WKY-FM Evansville, Ind.**—Broadcast Bureau granted license covering use of old main trans. and ant. for aux. purposes only; ERP 50 kw; ant. height 460 ft. Action April 27.

■ **WAMX(FM) Ashland, Ky.**—Broadcast Bureau granted mod. of license covering change in studio

(Continued on page 64)

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Station manager, East. Heavy on sales but with working knowledge of programming, engineering and FCC rules. Must have good track record. Excellent opportunity for right person. E.O.E. Send resume, references and current picture. Box E-137, BROADCASTING.

"Own a piece of the rock"—growing northeast suburban chain will give ownership without investment to person selected as manager. Desire person who will devote his time to selling. Box E-156, BROADCASTING.

Immediate opening for station manager to put new University of Missouri—St. Louis 100,000 watt educational FM station on air. Some educational FM experience, master's degree, third class license, preferred. Salary negotiable on basis of qualifications. Contact Robert E. Smith, UM-SL, (314) 453-5493, 8001 Natural Bridge Road, St. Louis, Mo. 63121. An equal opportunity employer.

WJAX radio station manager for 5,000 watt full time NBC affiliated station. College degree and minimum of four years in the administrative level. Must be able to sell. Salary range \$13,000—\$18,000. Apply Mr. Lex Hester—City Hall—14th Floor—Chief Administrative Officer, Jacksonville, Florida. Resumes only.

Sales

Join our sales staff. We're enthusiastic, ambitious, and successful. Requires successful track record or will consider training experienced announcer who wants to move up to sales. Midwest city under 40,000. Resume, photo. Box C-11, BROADCASTING.

In exchange for hard work, we offer excellent opportunity high growth market, N.Y. state. AM-FM. Will train. Send resume, photo. Box E-7, BROADCASTING.

Join our sales staff. We're enthusiastic and successful. Requires successful track record. Midwest city under 100,000. Please send resume and photo and state salary. Equal opportunity employer. Box E-121, BROADCASTING.

Towers. Need addition to our sales force. Persons interested should have experience in tower sales, AM/FM TV and microwave. Send resume to Box E-128, BROADCASTING.

Salesman for single market station in diversified Carolina resort area. Excellent opportunity in established station, sound policies, prestige operation. Salary, commission, benefits. Replies confidential. Box E-133, BROADCASTING.

Salesman. Up to \$15,000 to start. Reasonable potential \$25,000 first year for go-getter. Large market—east. Primary market does estimated \$12,000,000 local radio sales. Protected account list all qualified local radio advertisers who can afford station rates and who have good paying record. Should be experienced, hard-working, self-starter, tenacious, smart, imaginative and willing to take direction. E.O.E. Send documentary resume and references and current picture. Box E-138, BROADCASTING.

Sales continued

A new Canadian radio station in large market seeks a mature sales manager-account executive, for a four month contract. Forty per cent . . . yes . . . forty per cent commission for the man who qualifies. Tremendous potential for an honest, aggressive account executive. Send complete resume today to: Box E-174, BROADCASTING.

KFRO-1370, A8C, Longview, Texas offers sales opportunity for man with past announcing, sales experience. Send sales record, resume to James R. Curtis.

Immediate opening, experienced salesman for successful FM station. Great potential for right man. Weekly guarantee not a draw plus commissions, send resume, references, photo to WFMM, P.O. Box J, Newburgh, N.Y. 12550.

WSSB needs experienced salesman with good references. Good company benefits. Apply to Mr. Vester, Box 1266, Durham, N.C.

Management sales manager wanted. Must be a leader, a salesman and have sales creativity. Part of a seven station chain. For the best man there's no limit to gross plus stock options. Call collect 815-968-5821, ask for the manager.

Announcers

Opportunity for MOR station morning personality in pleasant 100,000 college market. Must be experienced. Box D-24, BROADCASTING.

Professional needed for morning drive shift on southeast gulf coast full time modern country station. Must have happy mature approach. Strong production necessary. Send tape and resume to program director. Box D-185, BROADCASTING.

Major east coast rocker seeks experienced jock heavy on production. Great opportunity for stable, dedicated professional. Send current tape, resume and picture to Box D-269, BROADCASTING. An equal opportunity employer.

First phone . . . growing Florida group . . . needs seasoned relaxed, easy-going pro for AM or PM drive . . . must create mature audience sound . . . top pay, benefits, combo chief/announcer preferable . . . greatest living area . . . tape, resume, snap-shot. Box E-1, BROADCASTING.

Announcer-salesman wanted 1st ticket for contemporary station in medium market. A promotional minded station with great potential for the right man. Experience desired but extensive experience not required if you think like a professional. Send tape and resume to Box E-8, BROADCASTING.

1st phone for MOR northeast. Experience a must. Good starting salary. Send tape, resume, photo. Box E-6, BROADCASTING.

Mid-New England contemporary daytimer needs deejay with commercial experience. Must be able to project maturity and intelligence, as well as read commercials convincingly. Great opportunity with expanding organization. Good salary. Send telescoped aircheck and complete resume to Box E-71, BROADCASTING.

Young, versatile, hard working, C/W oriented man for small midwestern single station market. Beginners considered. Box E-104, BROADCASTING.

Iowa AM-FM wants 1st phone with clear delivery and some Big Band knowledge . . . play-by-play experience, or if interested, will train. Competitive salary—permanent position with successful operation. Box E-112, BROADCASTING.

S.C. coastal daytimer is accepting applications for announcers. Rush tape and resume immediately to Box E-132, BROADCASTING.

Experienced announcers for Carolina fulltimer in college community. Prefer men with first ticket interested in extra duty in copy, production, sales, etc. Variety format. Box E-134, BROADCASTING.

Somewhere in a small southeastern market there's a happy-sounding morning man who's ready to move up. Home county market excess 75,000 Central Virginia. Well-established MOR network affiliated. Can wait until end of school term if necessary. Box E-166, BROADCASTING.

Announcers continued

Pennsylvania small market with MOR & country format needs experienced announcer with first class ticket. Send tape and resume to Box E-173, BROADCASTING.

Mature DJ who understands bright MOR operation. Quality personality station in important Florida market. All details first letter with tape and resume. Bill Taylor, Prog. Dir., WDBO Radio, P.O. Box 21, Orlando, Florida . . . exciting, growing home of Walt Disney World.

WEKT-FM stereo in Hammondsport, New York needs announcers with a good voice. We serve wine country U.S.A.

Real opportunity for 1st phone board man with experience at one of America's outstanding regional farm stations. Send resume and tape to Rex Messersmith, WNAX, Yankton, S. Dak. 57078. Great recreation area too.

WVNY, Pensacola, Florida is looking for a strong announcer. 24 hour modern country with contemporary announcer approach. Send tape, resume and salary requirements to Mike Wingfield, Box 8098, Zip 32505.

Wanted, first phone announcer wanting to join top flight MOR station. Perfect for man wanting to attend college. Send tape, resume, picture, to Box 770 Chickasha, Oklahoma or call Jack Brewer at 405-224-2890.

Technical

Chief engineer—operations manager for Christian programed station. Need experienced chief engineer ready to assume administrative responsibilities concerned with overall operation. Must be responsible, take charge kind of guy. 1kw non-directional daytimer with all new studios and equipment including new transmitter. Midwest major market, top pay, permanent job, good working conditions and hours. Immediate opening. Box E-35, BROADCASTING.

Small but dynamic Eastern chain needs experienced first ticket. Could lead to assistant chief. Send resume and requirements to Box E-106, BROADCASTING.

Ready to move up to chief? We need aggressive organizer, strong on maintenance. One man AM-FM—Midwest college town. Send qualifications, resume and salary requirement. Box E-151, BROADCASTING.

NE group of 2 stations wants knowledgeable chief, will add one more station this year. Good money & excellent opportunity for solid growth. Box E-157, BROADCASTING.

Immediate opening for chief engineer to put new University of Missouri—St. Louis 100,000 watt educational FM station on air. Some experience required. Salary negotiable on basis of qualifications. Contact Robert E. Smith, UM-SL, (314) 453-5493, 8001 Natural Bridge Road, St. Louis, Mo. 63121. An equal opportunity employer.

News

Experienced newsmen for major market rocker. Must be authoritative, stable and professional. Send tape, resume and picture to Box D-270, BROADCASTING. An equal opportunity employer.

We need an experienced news director. If you have the intelligence and background to hold this position, you'll find we've got the challenge! Good pay. Located in northeast four-season recreation area. Send complete resume and aircheck to Box E-70, BROADCASTING.

Do you feel for news? Have experience and first? Want ideal living conditions near New York? Send resume and tape Box E-110, BROADCASTING.

Programming, Production, Others

Modern country station in Florida looking for top notch P.D. who can handle air shift that cooks. We are looking for a responsible person who wants a future in a growing organization. Send complete resume, air check and salary requirement to Box E-83, BROADCASTING.

Program director. Small Pennsylvania market, full-time, adult programming. Mature voice, creative production, some talk and play-by-play. Professional operation, good staff, resort area. Box E-91, BROADCASTING.

Programing, Production, Others

continued

Prove that you are creative in writing and producing commercials, and take advantage of opportunity existing at our Rocky Mountain station. Box E-136, BROADCASTING.

WBJC-FM. Positions as station manager and program director. Send inquiries to: Dean Fields Community College of Baltimore, 2901 Liberty Heights Avenue, Baltimore, Maryland 21215.

Need a leader! An individual who can make us better. A program director who will report only to the general manager. Salary open. Contact Ken Patch, WGAW, Gardner, Mass. 632-1340.

Situations Wanted Management

Only owners interested in more profit. Successful record. Previous experience—television owner, general manager, sales manager. Box D-251, BROADCASTING.

Successful sales manager ready to take charge as general manager and make your small market station the more profitable operation you want. Ownership participation prime consideration. Will consider cash investment with management arrangement to earn greater share or full purchase. Box D-255, BROADCASTING.

General manager—radio-TV. A dozen years to mold this total broadcaster proven track record with strong emphasis on sales. G.M. and G.S.M. background. Builder and developer of facilities and men. I can do the jobs as well as administrate them. Industry's best references are part of my 1st class prerequisites. Major markets only with executive income and equity potential a must for this mid-thirties professional. Box E-29, BROADCASTING.

Owners/operators—want to retire? 18 years radio veteran, 12 years management—will work with or for you. Investment possible. Resume available. Box E-52, BROADCASTING.

General manager or GSM—med. & major markets. Seasoned pros with best references. Private consultant has your man. Box E-79, BROADCASTING.

Successful general/or sales manager—20 years experience. Under 40. Major market. Heavy sales. 9 years with present station. \$30M range. Box E-117, BROADCASTING.

One of top 3 producers of sales in radio industry seeking management and equity of station in medium sized southeast or southwest market. Principals only. Box E-143, BROADCASTING.

If you want a dynamic sales oriented general manager who possesses the 4 I's intelligence, initiative, imagination, integrity who knows FCC rules and regs. Knows renewals and has a proven record with excellent references then you want me. I am a family man, a college grad, with a background in accounting and law who has chosen broadcasting as a career. I have a complete knowledge of programming and promotions and what it takes to make a station a winner. I am involved in civic and charitable affairs as I know that what you put into a community you will take out of the community. If this ad interests you, write to the box listed below but before you do this is what I expect. A min. salary of \$25,000 per yr. An opportunity for ownership with a management contract. I am willing to travel for an interview on a shared expense so that we can meet eyeball to eyeball. I have always maintained as a general mgr. that it takes people to make a station. I am people. Age 41. Box E-172, BROADCASTING.

Successful, ambitious, self starter with over 10 years in the business. 28 years old, married, sober and plenty of good references. Looking for permanent position only. \$150 per week. I know all phases of radio and am not afraid of long hours and hard work. Will relocate anywhere. For complete resume write D.L.M., P.O. Box #38145, Urbana, Ohio 43078. Or phone area code 614-852-1202.

Sales

Experienced creative advertising salesman. Successful. Self-starter. Prefer small to medium market in south/southeast. Available June 1 or July 1. Box E-96, BROADCASTING.

Air salesman, educated, former college English teacher, seeks mature, quality programing (AM or FM), preferably in west-central area—licensed and experienced. Box E-97, BROADCASTING.

Mktg. B.A. R/V minor, 24; deferred, no experience but eager. Wants sales challenge in northwest. Box E-109, BROADCASTING.

Young acct executive, college degree, married, family, four years strong local and agency sales experience. Great track record in highly competitive market. Top references. Seeking career position only, preferably with major market professional operation. Resume upon request. Write Box E-125, BROADCASTING.

Sales continued

Sales representative. Excellent track record and references backed by honest dedication. Desire a top 50 market. Prefer MOR or talk format. Box E-160, BROADCASTING.

Announcers

Disc jockey—newscaster—salesman—dependable—experienced—creative—tight board—third endorsed—authoritative news—aggressive salesman—will locate anywhere in U.S. Box D-158, BROADCASTING.

First phone rock jock—strong copywriting, production—experienced program director—\$200 minimum. Box D-213, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box E-3, BROADCASTING.

Professionally trained announcer. Two years college. Neat appearance. Seeks sports, news, play-by-play. Will relocate. Box E-18, BROADCASTING.

Unorthodox female seeks progressive rock station in small market. Box E-19, BROADCASTING.

Play-by-play, board shift, 3rd, college, draft-exempt, relocate, Box E-20, BROADCASTING.

Do you believe in personality radio? If you do, we should get together. Drop-ins, witty comments, and warm personality proven successful. Currently number one in market despite competing against two of the top 14 major market behemoths. First phone too. Box E-21, BROADCASTING.

Bright young woman, quality presentation, some college, will relocate. Box E-27, BROADCASTING.

First phone. Experience in radio and television. College background. Will relocate. Box E-30, BROADCASTING.

Talk-show personality, controversial or otherwise, news, sports, sports director, play-by-play. 20 years experience. Presently employed major market. Available immediately for living wage. Caught in economic pinch. Box E-49, BROADCASTING.

Professionally trained broadcaster. Some commercial experience—with college radio workshop experience. Will relocate. Box E-51, BROADCASTING.

Stopt 6 years experience So. Calif. AM & FM. Creative family man seeks new challenge in announcing, programing or operations. West only! Box E-53, BROADCASTING.

Oldie stations, top 40 non-screamers and C&W programmers, I will be available to travel along with my first phone and five years experience to your station for bigger and better things after June 1st. Oldies are my bag. Box E-54, BROADCASTING.

Unscram, unrock non-regional voicer for your easy listening music forms. Extra hats for news, copy, talk. Mature. 817-665-9418. Box E-65, BROADCASTING.

First phone, college grad with over 2 years in rock, MOR, country. Some TV experience. Excellent production, writing, and news. Married, 27, will travel anywhere. Box E-93, BROADCASTING.

25, married, 5 years small market experience, seeks announcing or news position with MOR station in one of the following markets—Norfolk, Savannah, Florida (Jacksonville, Orlando, Tampa, Miami). 3rd., \$150.00. Box E-98, BROADCASTING.

C&W announcer wants to return to Virginia. Looking for a home. Will also consider other Southern states. Worked at country stations in Lynchburg as music director and Mount Jackson as program director. Now operations manager in Pennsylvania. Eleven years experience. First phone. No maintenance. Married. No children. All replies acknowledged. Reply Box E-101, BROADCASTING.

Versatile announcer, 1 1/2 years experience, third endorsed. Full time only, dependable. Box E-105, BROADCASTING.

Need football play-by-play position to qualify for seasonal employment separation from the Army in August. A single Northwestern University graduate with three years football and basketball play-by-play experience. I love the Midwest, but will happily relocate anywhere. Box E-107, BROADCASTING.

Newscaster—college grad, professionally trained, 3rd phone, prefer N.Y., N.J., Conn., Pa. Box E-113, BROADCASTING.

Sick of management job. Exp. announcer host . . . booth . . . news . . . kids . . . top 50 only . . . Box E-115, BROADCASTING.

School principal turned announcer, first phone, experienced, 32. Box E-118, BROADCASTING.

Hip FM stations only—1st phone, major market experience, looking to settle down in some beautiful country—market size unimportant. Married. Box E-122, BROADCASTING.

Announcers continued

Please inquire if in fact you think sometime in the not too distant future you may want to hire a fine jock for your major market personality rocker. In return the person placing this ad, himself a fine jock with 10 years experience in personality rock, will send a tape, resume, picture and personally autographed letter of thanks for requesting said goodie package. This ad cost 17 bucks. Box E-124, BROADCASTING.

Attention California: Midwest announcer wishes to relocate. Strictly straight and dependable. Third, college grad, three years experience in markets of 700,000 and 70,000. Married. Hard work with a smile. Box E-129, BROADCASTING.

Announcer, first phone, experienced, mature. Prefer MOR station northeastern states. Box E-131, BROADCASTING.

New England hip FM stations only. I've had enough of plastic AM radio—1st phone, major market experience, married. Available for interview. Box E-135, BROADCASTING.

Honest, mature, single man desires permanent position, doing, selling and servicing accounts, news-casting, D.J., and copy, or a little of each. Gladly will accept temporary job, or vacation relief. 2 1/2 years experience. Desires station within 30 miles of West Haverstraw, N.Y. Call anytime (212) 639-0326 or Box E-142, BROADCASTING.

Michigan . . . surrounding area, dj, copy, production, experienced, 1-313-881-9348 or Box E-149, BROADCASTING.

First phone experienced. D.J. and asst. sports director. Will travel. Hard young worker any format. Box E-152, BROADCASTING.

Experienced D.J. and newscaster looking for position in the field of broadcasting, have knowledge of tight board. Box E-158, BROADCASTING.

Family man, 27, BA degree, 3 yrs. experience all phases Christian radio—seeks announcing or P.D. position with good future. Prefer Northeast, but other areas considered. Box E-161, BROADCASTING, or call 312-653-5782 evenings.

I live to work! Dynamic jock, stable, available yesterday, 1st ticket, check references, med. market exp., production good. Box E-163, BROADCASTING.

Announcer, first phone, over 2 years top 40 experience; Northeast preferred. Box E-167, BROADCASTING.

Afternoon airshift wanted on uptempo midwest MOR. 27, married, father, 3rd. Experienced personality, production, sales, music/continuity/assistant program director. Run live-brite-tite show. Stability essential. Looking for the right move. Phone 715-369-4817 collect afternoons. Available June.

Recent BA seeks progressive rock slot. Five years experience with rock-blues-country-folk and play-by-play. Have 3rd will travel. Call Phil (212) 992-3891 eves.

Recent C.A. graduate looking for first announcing job. Young, ambitious, tight board, eager to start working. Willing to relocate and work any hours. 3rd class license, resume and tape on request. Joe Pergola, 1917 Ryder St., Brooklyn, N.Y. 11234.

Progressive rock, blues, jazz, folk. Five years experience announcing—programming this format—one year jazz—San Francisco. Musical integrity most important—salary secondary. Please call or write—Steven Garner, 3105 Tremont Dr., Louisville, Ky.—502-452-6419.

1st phone—voice—2 years D.J. production—news—family man—ready yesterday—503-284-0783.

Seven years' experience—27, divorced; seeking permanent position with stable MOR—Colorado, southern Arizona or west. Two weeks' notice required. Third phone endorsed. Tape, resume, references available. Bill Kafka 303-542-2355.

The truth—I'm an experienced news assist. major N.Y.C. radio, C.A. broadcasting school graduate, Armed Forces radio, seeking music-talk show, 3rd phone—27, willing to relocate. Verl Tielle 1. 301—10th Ave., N.Y.C. 10001, Apt. 5B. After 3:30 PM 212-868-5645.

1st phone—1 yr. experience; bright, happy-sounding, tight-board, 23, single, Paul Krakus, 1-513-825-2430.

MOR—top 40 D.J., radio school grad., 3rd ticket. Tight board. Some experience. Can follow instructions. East coast. Gary Smith, 5736 MEMQ, Camp LeJeune, N.C. (919) 353-0926.

Hear me, then hire me. Four years top college experience have made me a pro. Inventive top 40 jock, super production. Draft exempt, married soon. Call 215-382-9416. First ticket.

Situations Wanted

Announcers continued

Single, 25, college grad, Army vet., Professionally trained, 3rd endorsed, country, MOR, rock, good on production, news. I'll go anywhere. 513-922-8856.

Ambitious Black beginner seeking announcing job. 1st phone, good news, production, and commercials. Can handle R&B & Jazz formats. Tape and resume on request. Will relocate. Ernie C. 3522 S. Wells, Chicago, Illinois 60609.

First phone. Broadcast school grad. Tight board progressive or top 40. Willing to relocate. Greg Faulkner. Call collect 714-447-4775.

Technical

Chief engineer—supervised high power installation operation directionals FM and manufacturing. Desire to head technical department station or group. Box D-224, BROADCASTING.

Engineer announcer, experienced all powers directionals AM FM 1st FCC license government radio experience. Prefer Florida coast cities. Box E-58, BROADCASTING.

Chief engineer or maintenance position, AM-FM stereo, directional experience. Prefer north or eastern states. Available May 12th. Box E-153, BROADCASTING.

First phone engineer. Can do some air work, but prefer engineering. Want permanent position. 26 yrs., married. Bill Coleman, Box 2752, Raleigh, N.C. 27602.

News

Newsman available July 1. College degree, draft exempt, play-by-play experience. Sales experience with major equipment manufacturer. Relocate anywhere. Box D-195, BROADCASTING.

Let me replace two of your newsmen . . . experienced, authoritative, tireless. I love long hours, actualities, story digging. Available NYC vicinity June 28. Box E-12, BROADCASTING.

Available June 1st . . . top-notch newsman with heavy experience. College degree, draft exempt, dedicated. Box E-17, BROADCASTING.

Copywriter, resume and samples on request. 203-658-6196 or Box E-57, BROADCASTING.

Broadcast-journalism graduate, 27. Experienced, serious and professional minded. Unlimited potential. Seeks position with same type broadcaster. Resume available. Box E-76, BROADCASTING.

Experienced chief announcer. Is seeking news position with radio station in the New England, New York area. Write Box E-99, BROADCASTING.

3 years experience in top 30 radio market. B.S. broadcasting, 3rd endorsed, great references, draft exempt. Will relocate for responsible news position in television or radio. Box E-111, BROADCASTING.

General managers—Is your news director really doing his job, or is he doing a job on you? I'm interested only in building first rate news department. New York, Chicago, Washington. Write for details. Box E-116, BROADCASTING.

Exp. radio-TV sportscaster available June 1st. Pro-college basketball play-by-play. If you're searching for permanent talented pro, offer good salary and the opportunity for lots of work. I'll give you, daily top rated sports shows, with intelligent timely commentaries, resulting in the best sports image in your market. Top references will back up past results. Box E-123, BROADCASTING.

Major market, five figure announcer-newsman seeks news or talk show position anywhere. Box E-139, BROADCASTING.

Journalism grad—one year TV experience—film, writing, announcing, news, sports. Box E-146, BROADCASTING.

Peabody award winning journalist. Fifteen year pro in broadcasting. More than forty-five awards and citations for distinguished news reporting. Documentaries, special events, editorials, etc. Community involvement public service programming is my bag. Also outstanding morning personality and talk show host. Box E-147, BROADCASTING.

3rd, University radio-TV grad., working advertising copywriter-news experience. Wants full or part-time news. Salary open. Chicago based, 324-0736.

Young man seeking newscasting position, very ambitious, will relocate, voice tape available. Telephone 212-833-3616.

News doctor can make sick department well. Major market only. Box 486, Port Washington, N.Y. 11050.

Programing, Production, Others

Experienced, single, draft-free program director looking for air shift and production challenge at up tempo MOR or rock station, position optional. Bright sound and outlook for intelligent communication. Prefer medium market or larger, N.Y.S., but will consider all openings. Box E-63, BROADCASTING.

Experienced personality communicates with sincerity, intelligence, good voice, creativeness and happiness. Good on production interviews and call-in shows. Married, B.S. degree, first phone. Box E-90, BROADCASTING.

Attention northeast. Program director 7 years experience air shift, news, sales, play-by-play. Desire challenging station with future. Tired of filling manager's shoes without proper compensation. Box E-100, BROADCASTING.

Where will production man go when he rides into the sunset? Probably to some station that really cares about their local product. Box E-108, BROADCASTING.

Program mgr. exp. in top 20 market and top 30. Film buyer . . . budget control . . . operation sales oriented . . . strong in sales promotion. Box E-114, BROADCASTING.

College grad., career open, 4 years R-TV & newspaper, veteran, family, reliable, 27. Box E-126, BROADCASTING.

California, major markets. First class ticket; announcer, eight years experience wants boardman (studio engineer) position. Don Heumann, 1813 Yale Avenue, Metairie, Louisiana. (504) 888-1291.

TELEVISION

Help Wanted Management

Wanted CATV system manager. For position in system management, programing and promotion for fast-growing system in the Midwest. Salary commensurate with experience. Send resume and salary requirements to: Box D-161, BROADCASTING.

Commercial manager with proven ability for South Texas VHF. Write Box D-222, BROADCASTING.

Midwestern market has immediate opening for general manager strong in programing and sales. Send qualifications to Box E-15, BROADCASTING.

\$30,000.00 to start. Top 3 market TV needs sales manager. Superior opportunity. Rush information to Box E-68, BROADCASTING.

TV station. Television station in Chicago looking for local or retail sales manager. Write Box E-69, BROADCASTING.

Sales

Salesman-TV—Carolina's only independent TV station needs a young, aggressive, experienced radio or TV salesman. Prefers salesman within 300 miles of Charlotte. Write: General Manager, WRET-TV, P.O. Box 12665, Charlotte, North Carolina 28205.

Announcers

Aggressive, leading TV station wants staff announcer with news background or news potential. Write Box E-32, BROADCASTING, listing experience and also include recent tape.

Technical

Chief engineer with excellent technical qualifications and broad experience for South Texas VHF. Box D-221, BROADCASTING.

Experienced only—Studio maintenance/operating technicians. East coast; major market. Send resume to Box E-92, BROADCASTING.

Chief engineer for outstanding automated radio station in medium Western market. Your other radio abilities welcomed. Box E-130, BROADCASTING.

1st phone, full-time engineer for broadcasting dept. Midwestern University. Must have experience with TV (color and black and white) and audio equipment. Opportunity for some teaching if desired. Salary negotiable. Write Box E-148, BROADCASTING.

News

Wanted: The person to co-anchor our prime newscast. We don't know exactly what kind of person we're looking for—short, tall, fat, thin, young, old, handsome, ugly, male, female. All we know is we're looking for the complete journalist who is good enough to add substantially to a very major market VHF's prime newscasts. Send pix and resume to Box E-169, BROADCASTING.

Programing, Production, Others

Television producer/director—If you are a seasoned, talented and successful network television producer/director, and if you are ready to make the move to the challenge of public television, there is an exciting position for you in a deep, south public television station. We are not interested in apprentices. If you meet these qualifications and want a new life style, send a detailed resume to Box E-159, BROADCASTING.

Television

Situations Wanted

Management

Management—operations—advertising, 30, married, veteran. B.S. +, (TV production), first phone. Small commercial TV station engineering, production, operations experience. Presently ITV School Services Coordinator. Resume upon request. Box E-103, BROADCASTING.

Announcers

Experienced professional—major market news, reporting, weather, sports, commercial announcer, M.C. Thirty, degree. Consider all inquiries. Box E-73, BROADCASTING.

Versatile TV announcer, radio background, seeks TV position. Box E-155, BROADCASTING.

Talk show host—young, innovative, versatile. Masters in broadcasting. If you're not afraid of new ideas, let's get together. Write . . . Box E-164, BROADCASTING.

Technical

Switcher, first, studio-operations, transmitter, B.A. anywhere. 315-478-8896. Box D-97, BROADCASTING.

Experienced engineering supervisor of studio operations and maintenance, desires position at quality operation with future management opportunity. Prefer southeast, Virginia to Texas, but will consider every position with potential. Box D-102, BROADCASTING.

Engineer, BSEE, PE, 15 years experience in all phases of communications. Present background in CATV systems, headends, and microwave with emphasis on operations, maintenance, equipment evaluation and technical direction. Desire responsible engineering position in CATV or related field. Box E-5, BROADCASTING.

First phone, 27 years experience, transmitter or maintenance. Box E-140, BROADCASTING.

Chief engineer complete T.V. installation experience with remote control. Desires position N.E., 8 yrs. broadcasting. M. L. Seguin, 802-985-3605, Box 211, Shelburne, Vt.

News

Professional meteorologist, AMS television and radio seals, eight years top twenty market stations. Box D-162, BROADCASTING.

Award-winning reporter (Los Angeles Press Club, American Political Science Association) . . . 32, MJ, w/news director-anchorman-production exp., seeks TV-news, field-reporting challenge. Single, will relocate. Box D-227, BROADCASTING.

Young experienced newsman-major market professional. Strong anchorman, reporting, writing, film, etc. Consider all inquiries. Box E-74, BROADCASTING.

News director with record of success and excellent professional reputation seeking a new challenge, not necessarily as top man. Decade of experience including major market news producer; reporter, and assignment editor. Box E-154, BROADCASTING.

Sports . . . journalism grad . . . four years experience . . . currently combo news & sports . . . wants full time sports position with play-by-play possibilities . . . experience includes hockey, football, basketball, and baseball . . . also radio & TV sports shows plus strong photography background. Box E-168, BROADCASTING.

Veteran TV-radio newscaster-writer desires position within 150-mile radius of Fort Worth-Dallas area. Will consider all offers. Reply P.O. Box 16131, Wedgewood Station, Fort Worth, Texas 76133.

Professional TV meteorologist with AMS radio seal seeks new affiliation. (312) 234-3781.

Programing, Production, Others

Creative producer-director in major market looking for greater production opportunity. Resume and tape available. Box E-41, BROADCASTING.

Programing, Production,

Others continued

Hungry, A.D. top ten market, seeks director's job. Married, degree. I will do the job for you. Box E-55, BROADCASTING.

Production experience wanted. June college graduate seeks first job in production or news. Some radio experience; prefer break into television. Anywhere. 22, single, draft-free. Box E-171, BROADCASTING.

Creative young woman, 8 years commercial television experience: Art, traffic, promotion, secretary; director/studio, tape, remotes, switching. 913-293-5702.

Budget casualty, syndicated director/asst. production manager. Experienced, energetic. Help. 615-832-3892.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted—used 2 inch quad videotape mechanical splicer in good condition. Box E-22, BROADCASTING.

For Sale Equipment

Helix-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

Cassette Blanks. Lowest price in nation. Best Quality for money. Try dozen C-60 postpaid, \$7. Newsroom Brand—Look for our address under recording tape, this section.

Recording Tape. Lowest price in nation. Best quality for money. Try dozen 7"-1200' for only \$11 postpaid, money back guarantee. Newsroom Brand, 1602 Dunterry Place, McLean, Virginia 22101.

HJ7-50 Andrews Helix 156" air coaxial transmission cable jacketed 6,000 feet available 50% of factory price can be cut to order at tremendous savings. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee Ave., Chicago 312-235-2830.

Houston Fearless super lab processor. 16mm, 1200 foot capacity, maximum speed 100 feet per minute, complete in good condition with manuals. New cost over \$13,000.00 sacrifice for quick sale \$2,995.00 F.O.B. Miami, Florida. Steve Krams, 254 Giralda Avenue, Coral Gables, Fla.

For sale—Two (2) GE PE-250 color cameras with CBS 527 image enhancers and good plumbicons. The cameras can be seen in operation before purchasing. Call D. L. Balcom, WWJ-TV, (313) 222-2182.

For sale: AM 5 KW Collins 21A transmitter, in good condition. Complete ready to use . . . low price . . . and pay freight. Ted Gray, Box 512, Altavista, Virginia 24517.

Mint Condition, only 500 total hours. Norelco PC-70 color camera with Angenieux Servo controlled zoom lens, external encoder, 100' TV-33 camera cable \$29,500.00. Box E-10, BROADCASTING.

Tapex cartridges—high performance. No pressure pads. No brakes. 4 years successful use by selected stations. Eliminate your cartridge problems. New easy labeling. Write today for brochure and price on Tapex cartridge. Mastertone Company, Dept. B, 8101 University Blvd., Des Moines, Iowa 50311.

Gates Criterion 80, stereo playback. Factory fresh. \$925. Also 2 Gates CB-77 Turntables with Gray Micro-Trak arms, 3 months light use. \$240 each. Box E-165, BROADCASTING.

Ampex VR1100—B/W video tape machine—good condition, electronic editor, solid state processor. Contact Rod Funston, KCOY-TV Santa Maria, California 93454. 805-922-1943.

Magnecord PT6 mech's, heads, parts. Jemcor condenser radio mikes. Gregg Gelhart Company, 704 Upland Place, Las Vegas, Nevada 89107.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"1971 tests-answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348, San Francisco 94126.

Miscellaneous continued

Wow! 25 pages best one liners only \$3.00!! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Command Comedy . . . The "best" deejay comedy collection available anywhere! You must agree — or your money back! Volume 1 - \$7.50. Command, Box 26348, San Francisco 94126.

Prizes! 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.

1971 wage survey for radio and television technician and combo announcers. Survey includes starting salaries of starlons located in 75 major cities. To order mail \$5.00 to: Research Company, Box 22141, Tampa, Florida 33622.

Call letter items—Jewelry, mike plates, banners, decals, bumper strips, magnetic signs, audience builders, spot sales incentives, promotions. Write Radio-TV Publicizers, Box 534, Scottsboro, Ala. 35768.

"Orben Comedy Letter" and "Current Comedy." Weekly professional topical laugh services for deejays. Sample \$2.00. Comedy Center, 1529 East 19th, Brooklyn, 11230.

Automation programmers! Custom programming for off-the-shelf prices! Or—looking for specialized libraries like Yesterday's Happy Music? CnB Studios, 3415 Bereford Ave., Belmont, California 94002.

Wanted to Buy—Big Band Era recordings and related artists—78's, 45's and albums—all must be playable—call (412) 821-4100.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. ELKINS INSTITUTE*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS* in Texas, 6801 Viscount Blvd., El Paso, Texas 79925. Phone 915-778-9831.

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

Instructions continued

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. ELKINS in Dallas*** — Atlanta*** — Chicago*** — Houston** — Memphis* — Minneapolis* — Nashville* — New Orleans*** — San Francisco***.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates July 7—Oct. 6—Jan. 5. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

"1971 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348-R, San Francisco 94126.

Zero to first phone in 5 weeks. R.E.I.'s classes begin May 24, June 28 and August 2, tuition \$395.00. Rooms \$15-\$20 per week, call toll free: 1-800-237-2251 for more information, or write: R.E.I., 1336 Main Street, Sarasota, Florida 33577 V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. Call Joe Shields (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

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.

Attention veterans! First class license in five weeks with complete theory and RCA-equipped laboratory training. Approved for veterans. Tuition \$333.00. Housing \$16.00 wk. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. type exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd and 1st phone exams. 3rd class \$7.00, 2nd class \$12.00, 1st class \$16.00. Broadcast endorsement \$5.00, complete package \$25.00. Due to demand, allow 3 weeks for mailing. Research Company, Box 22141, Tampa, Florida 33622.

F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st class in 6 weeks. Established 1943. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606.

Don't take time off to prepare for your F.C.C. license. Learn by correspondence, at home. Get complete preparation (not just practice tests) and our money-back warranty. G.I. Bill approved. Free catalog. Pathfinder Division of Grantham Schools, 1509 N. Western, Hollywood, California 90027.

Need a 1st phone fast? Then the Don Martin School Intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest Instructional Staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our Intensive Theory Course begins June 21. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

Radio Help Wanted Sales

BROADCAST SALES POSITIONS

TeleMation is expanding its national broadcast sales activities.

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Announcers continued

UP YOUR \$

With this truly swell opportunity, we're a 50KW clear channel east coast radio station and that limits your guess to who we are. The reason we're using a blind box is that we don't want a lot of calls from old pros "who've been there" nor applications from those who aren't ready to come here.

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(Continued from page 57)

location: Musser Lane and Terrapin Ridge Road, 4.3 miles south-southeast of Ashland city limits. Action April 27.

■ WKOX-FM Framingham, Mass.—Broadcast Bureau granted CP to change trans. location to 0.33 miles east of Highland Avenue and Rt. 128, Needham, Mass.; install trans. and ant.; make changes in ant. system; ERP 10.5 kw; ant. height 950 ft.; remote control permitted. Action April 23.

■ WBYO(FM) Boyertown, Pa.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system. Action April 26.

■ *WEMC(FM) Harrisonburg, Va.—Broadcast Bureau granted CP to change trans. and studio location to Astral Hall, Eastern Mennonite College, Harrisonburg; install new ant. and make changes in ant. system. Action April 26.

■ WYFI(FM) Norfolk, Va.—Broadcast Bureau granted CP to change trans. location to 1.3 miles south of Yarkin, 0.4 mile south of N & W RR Portsmouth, Va.; change studio and remote control location to 115 West Fawcett Street, Norfolk; install new trans. and ant.; make changes in ant. system; ERP 50 kw; ant. height 400 ft.; remote control permitted. Action April 27.

Action on motion

■ Chief, Broadcast Bureau on request of Regional Broadcasting Co., licensee of WHAG-FM, extended through May 14 time to file comments and through May 31 time to file reply comments in matter of amendment of FM table of assignments for new class A allocation at Brunswick, Md. (Doc. 19172). Action April 30.

Fine

■ WFMS(FM) Indianapolis—FCC ordered Williams FM Service, licensee, to forfeit \$100 for repeated failure to file renewal application for WFMS(FM) within specified time. Action April 28.

Rulemaking petition

■ FCC proposed in response to request by Canandaigua Broadcasting Co., licensee of WCGR(AM), Canandaigua, N.Y., amendment of FM table of assignments by replacing ch. 272A with 269A at Geneva, N.Y., and assigning 272A to Canandaigua. Action April 28.

Renewal of licenses, all stations

■ WSER(AM) Elkton, Md.—FCC granted application by WSER Inc., licensee, for renewal of license for remainder of normal license period for Maryland stations, to Oct. 1, 1972. Action April 28.

Translator actions

■ Whiteriver, Ariz.—Whiteriver Civic Club. Broadcast Bureau granted CP's for new VHF translators to serve Whiteriver on ch. 2 by rebroadcasting KGUN-TV Tucson, Ariz. and ch. 11 by rebroadcasting KVOA-TV Tucson. Action April 27.

■ K13JT Hat Creek and Burney, both California—Broadcast Bureau granted CP to replace expired permit for a new VHF translator. Action April 26.

■ Oakhurst, Calif.—Madera County Superintendent of School. Broadcast Bureau granted CP for new VHF translator station to serve Oakhurst, Ahwahnee, Coarsegold and O'Neills, all California, on ch. 12 by rebroadcasting KQED(TV) San Francisco. Action April 30.

■ K07FD, K09FE, K11FI Meeker, Wilson Oil Camp, rural area West and South of Meeker, all Colorado—Broadcast Bureau granted CPs to make changes in ant. systems of VHF translators. Action April 27.

■ K05BZ, K02CT, K04CU Piceance Creek area, White River Canyon West and East of translator site, all Colorado—Broadcast Bureau granted CPs to make changes in ant. systems of VHF translators. Action April 27.

■ K11AA Terry, Mont.—Broadcast Bureau granted CP to change primary TV to KYUS-TV Miles City, Mont. and change type trans.; make changes in ant. system. Action April 26.

■ Shiprock, N.M.—Shiprock Non-Profit TV Association. Broadcast Bureau granted CP for new VHF translator to serve Shiprock on ch. 2 by rebroadcasting KOB-TV Albuquerque, N.M. Action April 27.

■ Broadent, Ore.—Broadent Television Translator Inc. Broadcast Bureau granted CPs for new VHF translators to serve Myrtle Point, Norway, Broadent, Catching Creek and Gaylor, all Oregon on ch. 2 by rebroadcasting KEZI-TV Eugene, ch. 7 by rebroadcasting K0BI Medford, ch. 13 by rebroadcasting K0BY-TV Coos Bay, all Oregon. Actions April 27.

■ K06AB Long Creek, Ore.—Broadcast Bureau granted CP to add amplifier to present equipment, increase output power to 10 w and make changes in ant. system. Action April 27.

Modification of CP's, all stations

■ K13JI Flagstaff, Ariz.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 26. Action April 26.

■ KHOS(AM) Tucson, Ariz.—Broadcast Bureau granted mod. of CP to make changes in theoretical directional radiation values for N ant. pattern; change type trans. Action April 27.

■ KPIX(TV) San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 27. Action April 27.

■ K11X Paonia and Hotchkiss, both Colorado—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 26. Action April 26.

■ WDHF(FM) Chicago—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 6 kw; ant. height 1170 ft.; remote control permitted. Action April 27.

■ WDHF(FM) Chicago—Broadcast Bureau granted mod. of CP to change aux. trans. and ant. Action April 27.

■ WFMF(FM) Chicago—Broadcast Bureau granted mod. of CP to change ant. and make changes in ant. system; ERP 6 kw; ant. height 1170 ft.; remote control permitted. Action April 27.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following: KXEM(AM) McFarland to Aug. 1, KCBS(AM) San Francisco, both California to July 1; KRVN(AM) Lexington, Neb. to Oct. 25; WABA(AM) Aguadilla, Puerto Rico to June 15. Actions April 23.

Ownership changes

Application

■ KSHO-TV Las Vegas—Seeks transfer of control of Channel 13 of Las Vegas Inc. from Lewis B. Atkin (33 shares before, none after), C. R. Pat Clark (300 shares before, none after), John A. Ettlinger (836 shares before, 353 after), Frank E. Feder (41 shares before, 21 after), Robb C. Johnson (240 shares before, none after), William M. Laub (315 shares before, none after), William R. Morse (315 shares before, none after), Richard Kent Oram (105 shares before, none after), Leonard Phillips (261 shares before, 74 after) and William D. Stiles (41 shares before, none after) total of 55%, to Arthur Powell Williams for \$466,444. Mr. Williams is president and director and 52% owner of WMW Co., Las Vegas. Ann. April 27.

Actions

■ WHII(AM) Bay Springs, Miss.—Broadcast Bureau granted transfer of control of Cotton Valley Broadcasting Co. from Hiram A. Goodman (50% before, none after) to Mitchell J. Hughey (none before, 50% after) for \$500. Buyer: Mr. Hughey has 55% interest in WNDA-FM Huntsville, Ala.; he has recently filed an application to sell his interest in this station. Action April 27.

■ KSFE(AM) Needles, Calif.—Broadcast Bureau granted assignment of license from James and Darwin Parr to James Parr for \$13,860. Sellers: Darwin Parr (33 1/3%). Mr. Parr has no other broadcast interests. Buyers: James Parr (33 1/3%). Mr. James Parr will now be sole owner; he has no other broadcasting interests. Action April 22.

CATV

Applications

■ Loveland, Colo.—Loveland Video Inc. Seeks distant signals of KTLA(TV), KHJ(TV), KTTV(TV) and KCOP(TV), all Los Angeles, and XEJ(TV) Juarez, Mexico (Denver. ARB 38). Ann. April 22.

■ Owensboro, Ky.—Top Vision Cable Co. Seeks distant signal of WDRB-TV Louisville (Evansville, Ind. ARB 92). Ann. April 22.

■ Coldwater, Mich.—Coldwater Cablevision Inc. Seeks distant signal of WGTE-TV Toledo, Ohio (Lansing, Mich. ARB 50). Ann. April 22.

■ Berlin and Gorham, both N.H.—Paper City TV Cable Corp. Seeks distant signals of WSBK-TV and WKBG-TV, both Boston (Portland-Poland Spring, Me. ARB 63), Ann. April 22.

■ Glens Falls, town of Lake George, village of Lake George, all New York—Champlain Cablevision Inc. Seeks distant signals of WUTR(TV) and WKTV(TV), both Utica, WPTZ(TV) Plattsburg, all New York, and WMTW(TV) Poland Springs, Me. (Albany-Schenectady-Troy, N.Y. ARB 42). Ann. April 22.

■ Piqua, Ohio—Walley Antenna Systems Inc. Seeks distant signal of WXIX(TV) Cincinnati (Dayton ARB 27). Ann. April 22.

■ Hartsville, S.C.—Hartsville Broadcasting Co. and Olba Cable Television of Hartsville. Seeks distant signal of WRET(TV) Charlotte, N.C. (Columbia, S.C. ARB 88). Ann. April 22.

■ Sumter, S.C.—Community Cablevision of South Carolina Inc. Seeks distant signals of WCIV(TV) and WCSC-TV Charleston, S.C. and WRET-TV Charlotte, N.C. (Columbia, S.C. ARB 88). Ann. April 22.

Final actions

■ Livermore and San Rafael, both California—Tele-Vue Systems Inc. Cable Television Bureau dismissed upon request application for cable relay station without prejudice. Action April 23.

■ Amherst, Greenfield, Monson, Palmer and Ware, all Massachusetts—FCC ordered Pioneer Valley Cablevision Inc. to cease and desist from operating these cable systems in violation of the program exclusivity provisions of rules (Doc. 18034). Action April 28.

■ Union township, Mich.—FCC authorized Thumb Video Co., CATV system, to carry distant signals of WKNX-TV Saginaw, WKBD-TV Detroit, WKZO-TV Kalamazoo, and WOOD-TV Grand Rapids, all Michigan. Commission action waived evidentiary hearing provisions of rules. Action April 28.

■ Walnut Creek, Calif., Biloxi, Kessler Air Force Base, North Biloxi and Ocean Springs, all Mississippi, and Watertown and Black River, both New York—FCC granted General Electric Cablevision Corp. temporary waiver of program origination, allowing it to delay commencing cablecasting until Dec. 1. Action April 28.

■ Boyertown, Belchertown and Bailey boroughs and portions of Washington and Colebrookdale townships, all Pennsylvania—FCC authorized Conestoga Television Cable Co., CATV operator, waiver of hearing requirements of rules and authorized to carry distant signal of WOR-TV New York. Action April 28.

■ Oil City, Pa.—FCC granted petition by Oil City Cable TV Co. for temporary waiver of program origination for six month period ending Oct. 1. Action April 28.

■ Myrtle Beach, S.C.—FCC granted Television Cable Co., operator of CATV system, waiver of program origination requirements of rules until system has 3,500 year-round subscribers. Action April 28.

■ Brattleboro, Vt.—FCC denied request by Brattleboro TV Inc., operator of CATV at Brattleboro, asking for waiver of rules requiring color program exclusivity protection for WRFP(TV) Greenfield, Mass. In same action, CATV was directed to comply with rules within 30 days, and request by Springfield Television Broadcasting Corp., licensee, for issuance of show cause and cease and desist order against Brattleboro TV was dismissed. Action April 28.

■ Woodbridge, Va.—FCC granted request by Cable Television Inc., CATV operator, for temporary waiver of program origination to July 1. Action April 28.

■ FCC proposed rules requiring nondiscrimination in employment practices by operators of CATV's and community antenna relay stations licensees. Action April 28.

■ FCC denied joint petition by National Cable Television Association Inc. and California Community Television Association Inc. for stay of effectiveness of commission's fee schedule relating to fees charged CATV's. pending court review (Doc. 18802). Action April 30.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through May 4. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants.

Franchise grants are shown in *italics*.

■ *Fairfield, Calif.*—City council has granted a franchise to Storer Cable TV Inc. (multiple-CATV owner), Thousand Oaks, Calif.

■ Pasco County, Fla.—Cablevision, a subsidiary of Rahall Communications Corp., has begun operation.

■ *Aurora, Ind.*—City council has granted a franchise to Dearborn Cablevision. The firm will charge \$15 for installation, with a \$5.00 monthly rate.

■ Cedar Rapids, Iowa—Cedar Rapids Cable Commission Inc. has applied for a franchise. Principal stockholders in the firm are Mor-America Financial Corp., Cedar Rapids, and Cox Cable Communications Inc. (multiple-CATV owner), Atlanta.

■ Yakima, Wash.—Coaxial Communications Inc. (multiple-CATV owner), Sarasota, Fla., has applied for a franchise.

■ *Ederion, Wis.*—City council has granted a franchise to Regal Telecommunications Corp.

Alfred M. Masini, president of Tele-Rep Inc., New York, sputtered off to a slow start in the television business, but today he heads one of the fastest-stepping station-representative companies in the country.

Fresh out of the Air Force in 1954, Mr. Masini wrote about 800 letters to all segments of the television field in the New York area, seeking a beginner's position. He received more than 200 interviews but not a single job offer.

This frosty reception, though discouraging, did not deter Mr. Masini. Months after his letter-writing, a friend-of-a-friend arranged an interview for him at CBS for a job as an apprentice editor in the television news film department. He knew nothing about film editing but staying up all night reading several books on the subject, went for the interview and was hired shortly thereafter.

Mr. Masini's career scarcely took off like a rocket over the next three years. But he stuck with his ambition—to break into television sales, where he felt the opportunities for advancement and financial rewards were most abundant. He shifted after a year to the sales service department of CBS-TV, where he was in a position to watch skilled and well-paid salesmen plying their craft.

"I was in sales service for about two years and asked several times for a try-out as a salesman," the tall, trimly built executive recalls. "I was told it would be best if I learned sales at a rep firm."

He directed a flood of letters and telephone calls to numerous representative companies, and after several months, he landed a salesman's slot at Edward Petry & Co.

He remained with Petry for almost 12 years, until the fall of 1968. Present and former colleagues say that his success at Petry (where he rose to vice president and director of TV administration), and his eventual ascension to the presidency of Tele-Rep reflect Mr. Masini's tenacity, energy and devotion to hard work. They also point out that he spends considerable time on planning his moves and his work, and he is always prepared thoroughly for meetings with station clients and with advertisers and agencies.

"I have always worked long hours," Mr. Masini says.

"I'm at my desk each day at about 8 a.m. and remain here until 9 p.m., often with colleagues, and there are many Saturdays when I come in for a few hours. A psychiatrist might say that I don't lead a well-balanced life. But I enjoy my work and I feel strongly that nothing is ever accomplished with only a moderate amount of effort."

He volunteered that some wives

Tele-Rep's Masini: a front-runner despite slow start

wouldn't put up with such a regimen. But his wife, Marie, is immersed in his work, has typed out many of his presentations and has been the sounding board for many of his ideas.

Hard-driving and ambitious as he is, Mr. Masini does not approach his leadership role in the spirit of a general or a football coach. He is earnest and quiet-spoken, and works closely on major business decisions with his top aides, Bob Schneider, vice president and director of sales, and Pat Prie, as-

Week's Profile



Alfred Michael Masini—president, Tele-Rep Inc., New York; b. Jan. 5, 1930, Jersey City, N.J.; BA psychology, Fordham University, New York, 1952; first lieutenant, U.S. Air Force Strategic Air Command, base public relations officer, Great Falls (Mont.) Air Force Base, 1952-54; Television News Film Department, CBS News, 1954-55; sales service account executive, CBS-TV, 1955-57; with Edward Petry & Co. as account executive, 1957-59; TV group sales manager, 1960-67 (became one of the original 26 Petry stockholders in 1963); VP, 1964, and VP, director of TV sales administration, 1967-68; elected president, Tele-Rep, 1968; member of International Television and Radio Society; m. Marie Maugeri, Dec. 24, 1956; hobbies—swimming, weight-lifting, tennis, water skiing.

sistant to the president, both of whom left Petry with Mr. Masini to form Tele-Rep.

"We have come a long way from that day in the fall of 1968 when Bob, Pat and I—and a Japanese plant—walked out of the Petry office to form Tele-Rep," he observed. "Collectively, the three of us had invested 37 years at that company."

The exodus from Petry was prompted by an offer from Chris-Craft, two of whose TV stations were at Petry. Mr. Masini said Chris-Craft had mentioned to him on several occasions in the late 1960's that if he ever considered setting up a station-representation firm, he could count on their stations. He concluded in the fall of 1968 that the time was right for a move. Tele-Rep opened in January 1969 as a wholly owned subsidiary of the Chris-Craft Corp.

Though some skeptics felt that 1969—when signs of a recession were hovering on the economic horizon—was scarcely the time to launch a new rep firm, Tele-Rep managed to flourish substantially. Starting with the three Chris-Craft stations, KOP(TV) Los Angeles, KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis (acquired from Katz, the fledgling rep concern added eight more stations over the next 18 months. The list also includes KTNT-TV Seattle-Tacoma; KARD-TV Wichita and the Kansas State Network; WBAL-TV Baltimore, and the five Cox-owned stations, KTVU(TV) San Francisco, WSB-TV Atlanta, WIC-TV Pittsburgh, WHIO-TV Dayton, Ohio, and WSOC-TV Charlotte, N.C.

He lists four factors needed to operate a successful rep firm: strong people; strong management involvement in sales; strong research backup (Tele-Rep has a research staff of 14 for 11 stations) and a limited number of stations. Mr. Masini said that Tele-Rep has set a limit of 14 stations, permitting it to take on an additional three.

"In the past two and a half years, we have declined representation of more than 50 stations in order to remain a limited-list, quality rep," he noted.

Mr. Masini finds little time to indulge in hobbies, but he leans to strenuous physical activities as a counterpoint to the demands of his arduous work schedule. When he can, he enjoys swimming, water skiing and tennis, but "a must" is weight-lifting (15 minutes each day during the week and about two hours on weekends).

"That may sound like a lot of time for weight-lifting," Mr. Masini remarked with a wry smile. "But I rest a few minutes after a series of lifts and put that time to good use by reading reports and presentations dealing with projects at Tele-Rep."

Smoked out

We do not often find ourselves in the same corner with John Banzhaf III, the David who was so instrumental in bringing down the Goliath of cigarette advertising in the broadcast media. But we did find ourselves murmuring an assent to a portion of his *amicus* brief to a federal court considering the constitutionality of the law which banned such advertising from the air as of Jan. 2 this year. One of the key reasons he cited in support of the law was that, should the court decide that Congress had been arbitrary in singling out the broadcast media, it would "force a re-examination of [other] obligations" the government has imposed on broadcasters over the years. In other words, if Congress was acting unconstitutionally in the cigarette case, perhaps the government was acting unconstitutionally in other "traditionally imposed burdens upon FCC licensees not shared by other media," to again quote from his brief. You bet it would, Mr. Banzhaf. And it should.

Boomerang

With each new confrontation it becomes more painfully evident that the unrelenting attacks on news media by the three coordinate branches are really an assault upon our philosophy of government.

The intent of the executive branch may be tactical—to force media to rethink (call it intimidation if you will). The courts have made a crazy-quilt of First Amendment cases. And many members of Congress, frustrated by their inability to control the printed word, seem bent upon sand-bagging the broadcast media because of their very potency and on the thin pretext of scarcity of channels.

Somehow, in all this tumult, the lawmakers and crusaders seem to have lost sight of what makes a democracy different from a dictatorship. Totalitarians control all news input and output. Every reporter and editor is a government agent. The media—no matter what their form—are owned by the state.

In our kind of democracy the media are independent and free to comment on the performance of those holding public office. The marketplace metes out its own brand of justice when media abuse their public trust. Many newspapers and magazines have gone under because they didn't tell the truth or were ineptly edited. It may come as news to many members of Congress, bureaucrats and well-intentioned crusaders that more than a handful of radio and television stations and network ventures have been unsuccessful because they couldn't compete against superior programming or inspired salesmanship, only to achieve success under new ownership and prudent management.

Vice President Agnew keeps ranting about networks and newspapers. The new chairman of the Republican National Committee, Senator Robert Dole of Kansas, is countering each thrust of the Democratic National Committee chairman, Lawrence O'Brien, with a demand for equal time. (It was the same story when the roles were reversed, and will ever be thus as long as there's a Section 315 to blight freedom of the broadcast press.)

If it were not for the near-panic over television as the do-or-die medium for the politician, the bill (HR 6536) for "truth in broadcasting," introduced by Rep. William Minshall (R-Ohio), would be dismissed as ridiculous. But there are too many in Congress who take it seriously. And because they do, broadcasters, as well as all of those who believe the First Amendment is their salvation, had better

take heed too. Mr. Minshall avers it would be no violation of the First Amendment to require TV and radio broadcasters to label their film, tape and even live audio so the people will know it has been edited. We wonder whether Mr. Minshall's own remarks had been "edited," and whether the diligent readers of the *Congressional Record* in which they appeared, *ad nauseam*, should have been apprised if they were. Or whether there was disclosure (if this happened to be the case) that the speech was ghosted, and by whom. (Network and station news specials carry credits.)

The only way an utterance of a member of Congress or other public official can reach the electorate *without* editing or processing would be in full text, live or in print. If that should be the order, we suspect that no elected official ever would be reelected.

Challenge to—and of—cable

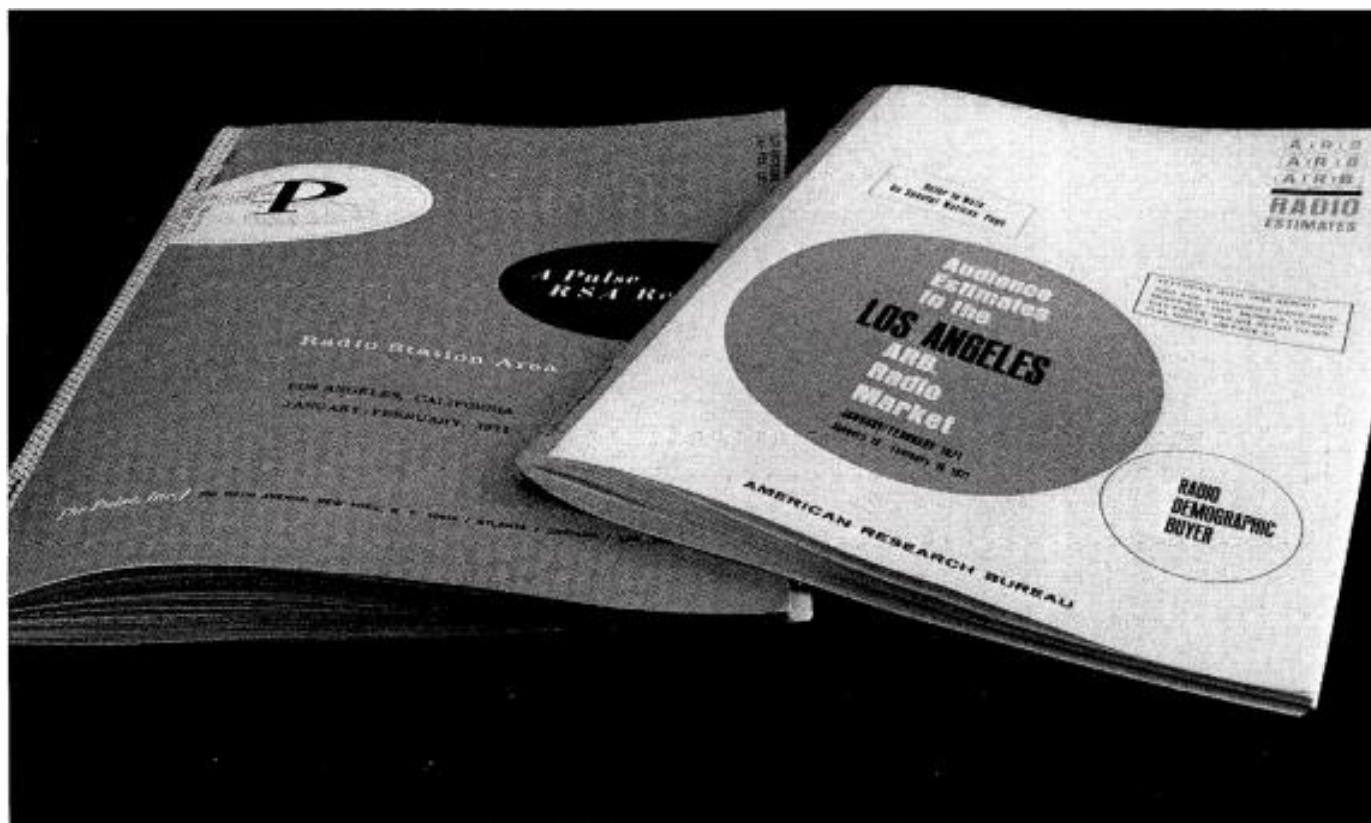
The careful reader will note in this issue a story concerning the FCC's granting waivers of its program origination rule to various CATV systems from Oil City, Pa., to Walnut Creek, Calif. No big news there; such requests for waivers are becoming the rule rather than the exception among those cable systems—particularly those with more than 3,500 but fewer than 10,000 subscribers—which the commission ordered to begin program origination by April 1. And there's no real reason why they should not have been granted; in these early days of CATV program origination it is understandable that some systems may need more time.

What does concern us is the seeming reluctance among a large number of cable operators to take on a programming obligation at all. Correct us if we're wrong, but we seem to sense a number of dragging feet. Should *that* condition become the rule rather than the exception, there is reason to fear foreclosure of one choice for the future. We leave open for the moment the question of whether cable TV ought properly to be regulated as a common carrier. We say only that the near-inevitability of common carrier status for the CATV medium grows another day closer with each day that cable systems in general pass up the challenge to make a positive programming contribution to television. In our book, the surest way to be treated like a common carrier is to act like one.



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