



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

NEWSPAPER

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Special report: Broadcasting's major contribution to corporate solvency  
The emerging confrontation between Burch and Whitehead over cable  
Telestatus: exclusive analysis of TV marketplace highlights spot targets  
Still alive and well in advertising: discontent over ratings' service

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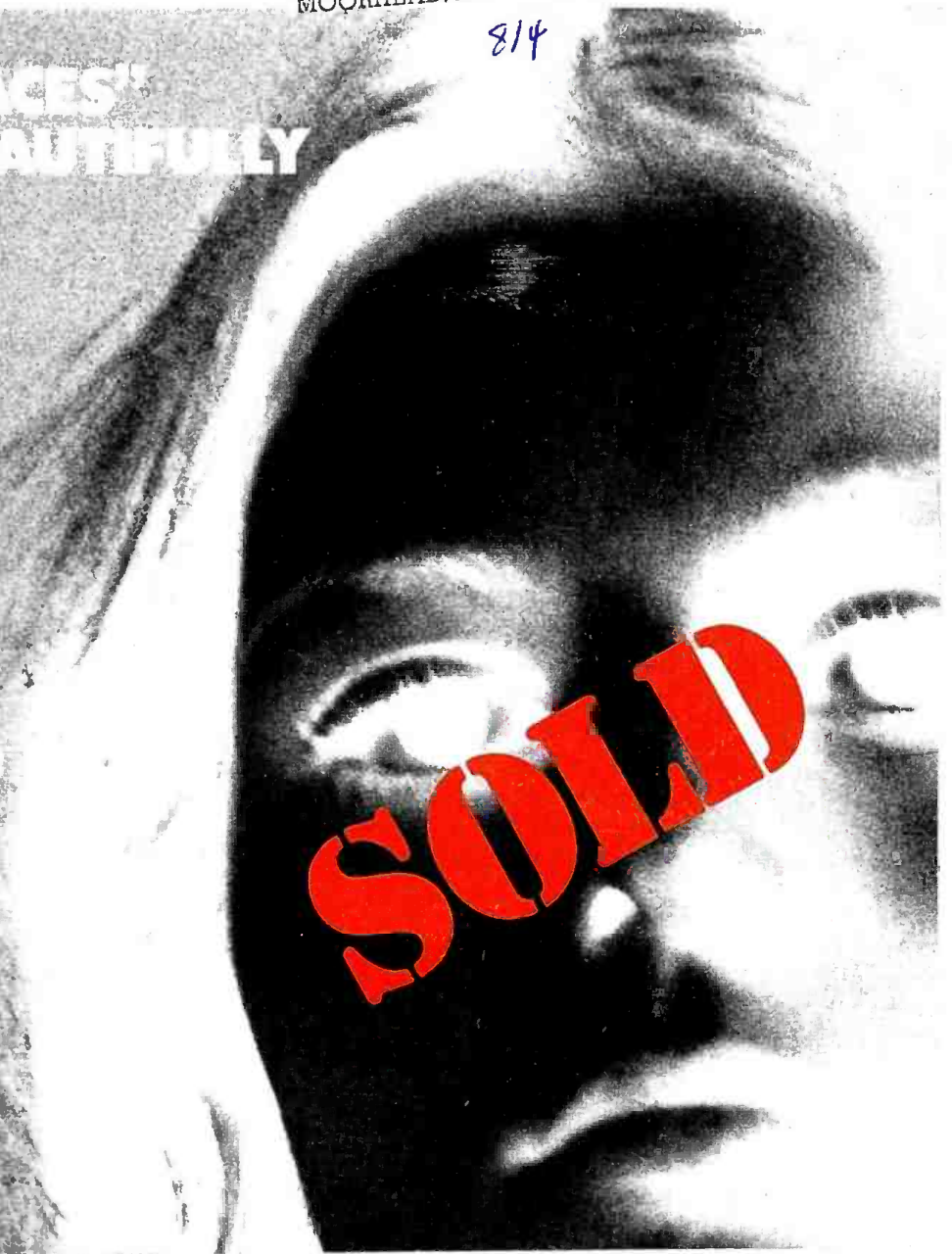
## "ALL ABOUT FACES" IS SELLING BEAUTIFULLY

Already sold for  
prime-time telecasting to  
WPIX-TV New York,  
WJRT-TV Flint,  
WPRI-TV Providence,  
WEWS Cleveland,  
WPVI-TV Philadelphia,  
KTRK-TV Houston,  
WKRQ-TV Mobile,  
WTVJ Miami,  
WCSH-TV Portland,  
WTNH-TV New Haven,  
WVTV Milwaukee  
and WTEN Albany.

"ALL ABOUT FACES" is  
the brand new, first-run  
series produced exclu-  
sively for syndication. It  
combines the visual  
excitement of a situation  
comedy with the fast pace  
and suspense of a game  
show. That's why it's a  
pretty hot selling series.  
Beautiful.

"ALL ABOUT FACES"  
130 Prime Time half-hours  
in color on tape from  
**SCREEN GEMS**

**SOLD**





## Sixty minutes of life...on earth.

"Earth Lab," a new program from Group W, depicts life as kids see it and live it in a kid's world. Not fantasy and frolic, but an in-depth look at what's important to them. Some of its problems and some of the ways they are being solved. From ecology to economics, aviation to oceanography.

Host Rex Trailer, pilot, horseman, photographer and musician, to name a few of his talents, translates his skills into curiosity-provoking experiences for kids 8 to 14 years. Rex has revealed his very special rapport with youngsters throughout his television career.


"Earth Lab" features trips to exciting locations, the kids performing scientific demonstrations, a

musical recap and discussions of "when I grow up" with the in-studio audience. Providing comedy every week is "Philo," our talking computer with flashing lights, deep voice and quick answers to tough questions from the audience. Rex also brings in guests, from a 14-year-old pilot to an astronaut, to entertain and interact with the youngsters, making "Earth Lab" a series of involvements, rather than instruction. It's the answer to your programming needs for young people.

Find out more about "Earth Lab"...sixty minutes of life the way our kids see it and live it. Call us.

**GROUP**  
**W PRODUCTIONS INC**  
WESTINGHOUSE BROADCASTING COMPANY

# Ward's in a position to make things happen.



Schedules move around Ward Huey's desk. Traffic is another of his responsibilities. If you're considering a highly effective television flight in the Dallas-Fort Worth area, contact Ward for reservations. He's WFAA-TV's General Sales Manager.

**WFAA-TV DALLAS-FORT WORTH**

ABC, Channel 8, Communications Center. Represented by Edward Petry & Co., Inc.

# Winners. 19th Annual BMI Awards to Student Composers



## Bravo.

These talented young people bring to 163, the number of student composers aided by the BMI competition.

The 1970 winners are:

JOHN ADAMS, 23

Norton, Massachusetts

WILLIAM ERIC BENSON, 22

Réidsville, North Carolina

MICKEY COHEN, 18

Montreal, Canada

DANIEL FOLEY, 18

Jacksonville, Florida

ANDREW FRANK, 24  
Philadelphia, Pennsylvania

JOAN HARKNESS, 25  
Ann Arbor, Michigan

DANIEL KESSNER, 24  
Los Angeles, California

DAVID KOBLITZ, 22  
Cleveland, Ohio

GERALD LEVINSON, 19  
Westport, Connecticut

PHILLIP MAGNUSON, 21  
Toledo, Ohio

ROBERT P. MOUNSEY, 18  
Granville, Ohio

DAVID NOON, 24  
Pomona, California

EUGENE O'BRIEN, 25  
Omaha, Nebraska

STEVEN SANDBERG, 15  
Brooklyn, New York

MICHAEL SEYFRIT, 23  
Lawrence, Kansas

MICHAEL UDOW, 21  
Elkins Park, Pennsylvania

HUGH M. WOLFF, 17  
Washington, D.C.

For full information  
and entry blanks  
write Oliver Daniel.

**Broadcast Music, Inc.,**  
589 Fifth Avenue,  
New York, N.Y. 10017

## BMI

All the worlds of music  
for all of today's audience

Of the many divisions listed by 29 diversified companies in their 1970 annual reports to the Securities and Exchange Commission, radio and television emerge as principle money makers in a BROADCASTING special report. See . . .

## Broadcasting: conglomerates' bright penny...14

It just might be the White House vs. the FCC on the future of cable TV, with everybody else being relegated to back-seat observation. 'Perspective On The News' takes a look at the anticipated passing show. See . . .

## Cable policy: Who's in charge here? . . . 22

Boston Broadcasters Inc.'s apparent victory in channel-5 proceeding is clouded as Securities and Exchange Commission seeks court injunction against BBI principal. Registration and anti-fraud violations charged. See . . .

## SEC suit names BBI principal . . . 24

FCC is being urged by its staff to adopt guidelines for broadcasters to follow determining whether the commercials they carry are false or misleading. Commission may not be prepared to go quite that far. See . . .

## FCC into the act on advertising? . . . 29

The controversy over audience measurements takes a new turn as major advertising trade associations ask the Advertising Research Foundation to conduct an appraisal of the CONTAM studies. It is expected to do so. See . . .

## Wanted: study of CONTAM study . . . 31

In which markets should network-TV advertisers supplement their national exposure with spot? 'Telestatus' provides part of the answer—a detailed look at how delivery in individual markets compares with population share. See . . .

## See spot run—where it's needed . . . 34

The latest announcement of new plans for children's programming comes from NBC, which plans a half-hour, Monday-through-Friday series of 'educational-entertainment' for preschoolers, to begin in 1972. See . . .

## The rush continues on children's TV . . . 37

A 12-hour radio documentary, *The Elvis Presley Story*, is to be completed later this month. It's being offered to stations by Watermark Productions, the company that produces *American Top 40*. See . . .

## Rocking down syndication lane . . . 39

The network news organizations offered their usual comprehensive coverage as the Apollo 15 mission got under way last week, but viewing estimates indicate that Americans are becoming blasé about it all. See . . .

## The ratings dip for Apollo 15 . . . 40

Financial reports issued for the first half of 1971 by a number of broadcast companies and related businesses indicated that most posted gains, although some—including ABC and COX Cable—showed decline. See . . .

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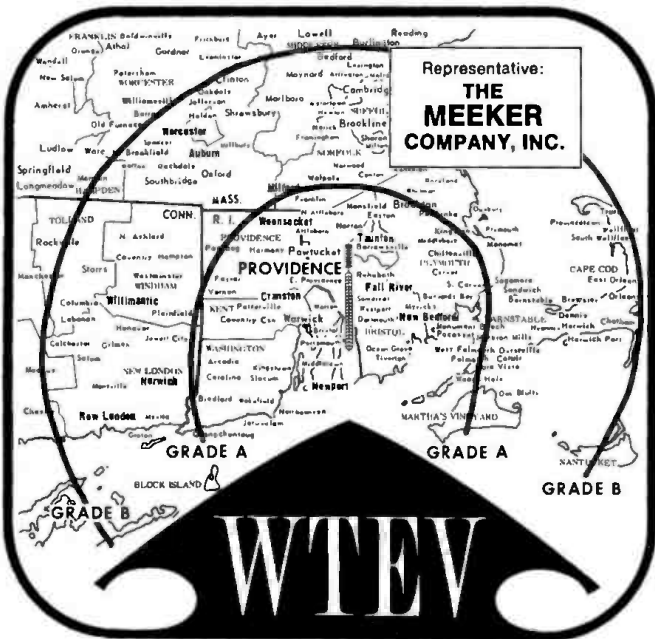


## Broadcasting

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 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.



**WTEV  
SPECIAL  
PROGRAMS MEET  
CULTURAL  
NEEDS OF  
ITS  
VIEWERS**



Famed fado singer Amalia Rodrigues recently appeared on the WTEV Portuguese-language series, "Passport to Portugal." Internationally acclaimed musicians and entertainers are featured on this colorful weekly program, presented as a service to the estimated 400,000 persons of Portuguese heritage within the station's tri-state coverage area. Unique "Passport to Portugal" is an outstanding example of WTEV programming to meet the needs of its viewers.

**WTEV**

**Channel**

**Providence—New Bedford—Fall River  
Rhode Island—Massachusetts**

Vance L. Eckersley, Sta. Mgr.

*Serving the Greater Providence Area*



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

## Firing line

William F. Buckley Jr.'s Vietnam papers hoax in *National Review* (see editorial page 60) may have still further repercussions. Serious question is being raised in government circles about his fitness to continue as member of United States Advisory Commission on Information, civilian body charged with overview of United States Information Agency.

Added irony: Frank Stanton, president of CBS and engaged in journalistic controversy on his own (*The Selling of the Pentagon*, et al.), is chairman of Advisory Commission. He has often questioned validity of government's document classification methods, issue which triggered Mr. Buckley's journalistic adventure.

## Bigger ticket

Some people gasped when three TV and six radio stations in Triangle group owned by Walter Annenberg and family commanded record \$110 million when sold to Capital Cities (BROADCASTING, May 3). Turns out station properties brought modest price compared with tag on ancillary publication, *TV Guide*, which Annenberg family is keeping. High executive who should know puts market value of *TV Guide* at half-billion dollars. Publication sells 17 million copies per week at 15 cents each for newsstands sale, billed \$76 million in advertising in 1970, according to Publishers Information Bureau.

## GE's tomorrow

Tomorrow Entertainment Corp., New York, General Electric Co. subsidiary headed by former ABC-TV president Tom Moore, is understood to be placing heavy emphasis on syndicated programming. Company is underwriting development of eight to 10 series, including women's daytime strips, several weekly children's programs in both live action and animation and number of late-evening and early-evening series. They are to be offered to advertisers on trade-out basis through subsidiary company called Tomorrow Syndication. New programs are to be offered for mid-January 1972 start.

## Broadcast Bureau shifts

FCC has appointed—finally—new chief of its renewal and transfer division. He is Joseph Zias, member of staff since 1963; he has been with opinion-writing office of opinions and review since 1966. When his assignment clears Civil Service

Commission, Mr. Zias will replace Robert Rawson, whose appointment as deputy chief of Broadcast Bureau became effective in January. He has been performing both jobs ever since. Meanwhile, Francis Walsh, who resigned as Broadcast Bureau chief two weeks ago after less than year in job ("Closed Circuit," July 26), is planning to return to home in San Francisco in mid-August to resume teaching at San Francisco University law school and to practice law. Appointment of his successor, Wallace Johnson, now assistant chief of bureau, is working its way through civil service clearance procedures.

## ARB deadline woes

Friday (July 30) was deadline for stations holding two-year contracts with American Research Bureau to send in protective cancellations. That's device that allows subscribers one extra month to negotiate any differences they may have with ARB and still retain their discount rights in case they change their minds and sign up by end of August. ARB officials had no firm data as of Friday but said earlier check indicated cancellations from about 15% of stations having two-year contracts. That, they said, was about normal level except for last year, when mass uprising against ARB rate increase led more than one-third to quit. Cancellation psychology works other ways, too. At least some stations are known to have advised ARB they would not cancel now—but probably would not renew year from now unless ARB by then makes changes they deem essential.

## For the books

Whatever else may happen to FCC Chairman Dean Burch, he'll never forget Friday, July 23. After FCC special meeting that day he meandered to Washington's politically "in" golf links of which he's a new member—Burning Tree. On five par 16th hole using driver and a three wood he sank his second shot for double-eagle. With stroke handicap (he has 13 there; 11 at Congressional Country Club) he wound up with equivalent of hole in one on par five!

When Commissioner-designate Charlotte Reid takes office next October, FCC will acquire fourth avid golfer—all Republicans. Illinois Congresswoman Reid, serving her fifth two-year term, has 23 handicap (as of five years ago). Chairman Burch is best FCC

golfer (see above). Commissioner Robert E. Lee sports 20 handicap at Congressional Country Club, and Commissioner Robert Wells, who claims he's off his game, has 15 handicap at Congressional.

## Wizard vanquished

FCC concern over commercialization may have boomeranged in one instance involving effort to encourage production of quality children's programming. Commission last week indicated it would not relax ruling on advertising on Mr. Wizard program scheduled for NBC next fall. As result, manufacturer of Mr. Wizard science toys is understood to have stopped taping show, feeling program is no longer viable advertising vehicle. However, contractual problems with NBC remain.

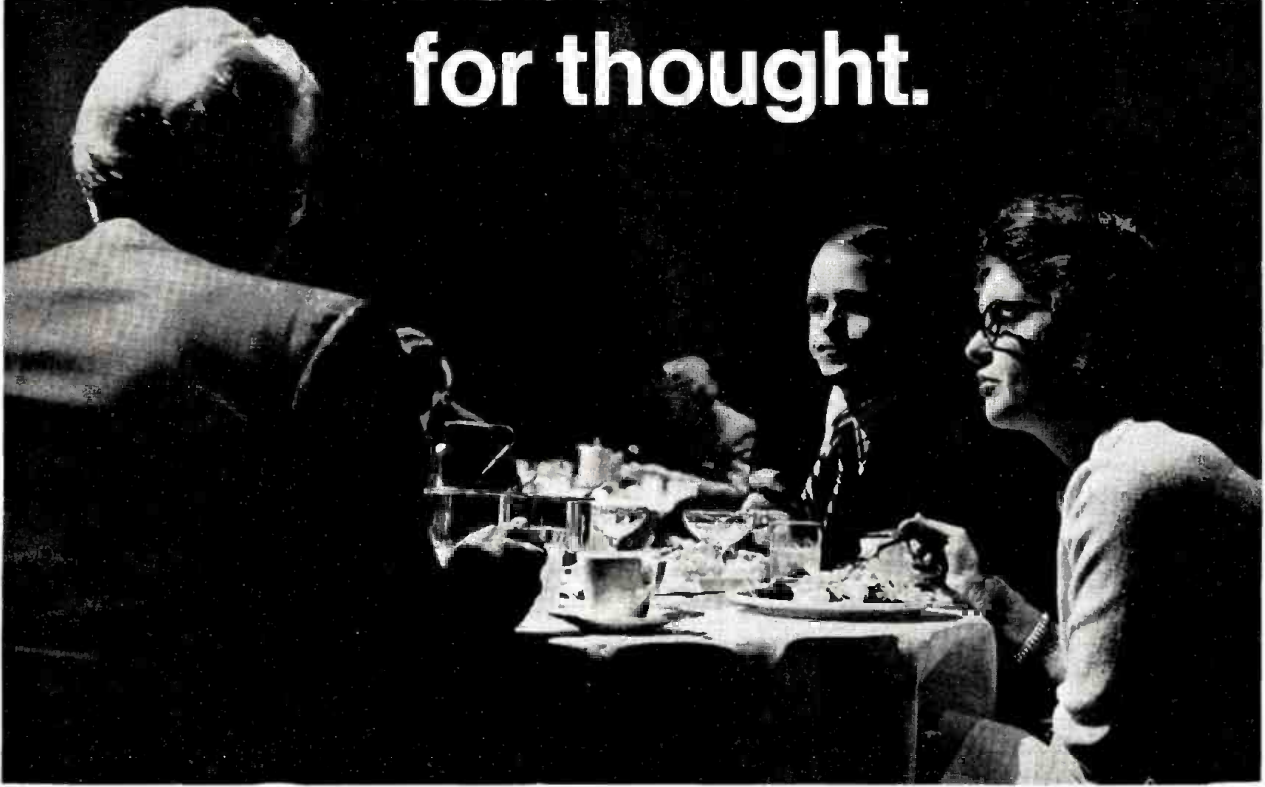
Problem involves use of Mr. Wizard in name of program and in names of products to be advertised. Several months ago, FCC notified NBC that if more than one 60-second spot per half-hour program were devoted to single Mr. Wizard product, entire show would have to be logged commercial. Later Owens Illinois asked if ruling would apply if several products were advertised on rotating basis but with no more than 60 seconds per program devoted to them. Commission indicated last week that it would, that even under those circumstances entire program would have to be counted commercial.

## SOS for EBS

CATV isn't other area in which there's dispute between executive branch and FCC. Showdown approaches between FCC and Office of Telecommunications Policy on jurisdiction over Emergency Broadcasting System and related EBS functions (BROADCASTING, July 26). FCC has been primary agency involved in emergency communications, but six months ago OTP's Clay T. Whitehead intervened as White House policy adviser, and since then meetings have taken place with FCC, Office of Civil Defense, Office of Emergency Preparedness, broadcasters and other non-government communications representatives.

FCC position is that it has statutory responsibility for emergency communications in non-government field; OCD and others maintain that it is inefficient to separate warning notification and messages to public, in addition to providing facilities for President to talk to nation over broadcast stations.

# Food for thought.



KOVR's "Community Needs" luncheons. A chance for Stockton's community leaders and KOVR's program personnel to get their heads together. About just one thing: making their community better.

During these luncheons, the leaders express their thoughts on the major problems facing the community.

The KOVR personnel decide which of these problems they can do something about. And then they do it.

Every McClatchy TV and radio station has hosted one or more of these special community luncheons in their local areas.

This may mean a few long lunches. But we think getting involved in community affairs is not such a bad thought.

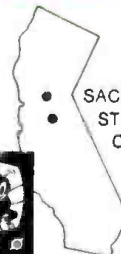
## KOVR · CHANNEL 13

STOCKTON/SACRAMENTO  
CALIFORNIA

McCLATCHY BROADCASTING

Basic ABC Affiliate

Represented Nationally by Katz Television



• SACRAMENTO  
• STOCKTON  
CALIFORNIA



## BMI-stations contract out into the mails

New music-license contract, embodying terms tentatively agreed upon four months ago, was to be mailed by Broadcast Music Inc. last Friday (July 30) to all U.S. television stations.

Robert H. Smith of WCYB-TV Bristol, Va., who was chairman of All-Industry TV Station Music License Committee that negotiated agreement with BMI, preceded mailing with letter telling stations that committee "strongly and unanimously" recommended they accept new contract.

It provides that stations shall pay to BMI 58% of amount they pay to American Society of Composers, Authors and Publishers, or at present BMI rate, whichever is less. Mr. Smith estimated that agreement, first disclosed at National Association of Broadcasters convention (BROADCASTING, April 5), could save TV stations \$9 million in BMI payments over its projected seven-year term, assuming 6% average annual industry growth rate.

Explanatory note from BMI President Edward M. Cramer accompanied contracts. They are due to run from last Jan. 1 to Dec. 31, 1977, subject to right of either side to terminate at end of 1973.

Mr. Smith has retired as chairman but remains a member of the All-Industry committee, now headed by Leslie Arries of WBEN-AM-FM-TV Buffalo, N.Y.

## Staggers asks transcript of 'Today' show tiff

Representative Harley O. Staggers (D-W. Va.) has asked for transcript of NBC-TV's *Today* show following incident Friday (July 30) in interview between NBC newsman Edwin Newman and comedian George Jessel.

Mr. Newman terminated interview with Mr. Jessel after comedian referred first to *New York Times* and then to *Washington Post* as *Pravda*.

"You are a guest here," Mr. Newman interrupted. "But I don't really think very much of this talk about '*Pravda*—excuse me, the *New York Times*; *Pravda*—excuse me, *The Washington Post*.' I think that's silly, I do. Thank you very much, Mr. Jessel."

Then followed a colloquy in which Mr. Newman said that "what you're saying, if you mean it, is extremely serious"; Mr. Jessel said he "didn't mean it quite that way" and wanted to "say one

thing before I leave." Mr. Newman said "please don't" and finally ended it with "I think we have a message coming up." But Mr. Jessel had last words: "Good. I'm sorry."

Mr. Staggers requested transcript through Investigations Subcommittee, of which he is chairman. A subcommittee spokesman said full details of incident were not known when request was made, however it was thought that copy of script would prove "informative." Script would probably not have been requested had full details of incident been known at time, he said. He added that requests of this nature were "fairly routine" matters.

Reuven Frank, president of NBC News, issued statement saying: "Edwin Newman handled an unfortunate occurrence with dignity and dispatch and NBC News feels he acted wisely and in the best possible taste to correct a live broadcast situation which seemed to be getting out of hand."

## KHJ-TV oral argument set

RKO General Inc.'s fight to hold on to license for KHJ-TV (ch. 9) Los Angeles, will go before FCC on Oct. 12 for oral argument. RKO will plead its case against testimony from Fidelity Television Inc., competing applicant for channel 9 which was victor in comparative hearing. RKO has filed exception to hearing examiner's initial decision proposing denial of KHJ-TV's license.

In designating KHJ-TV for oral argument, commission also denied request by staff to reopen hearing for admission of further evidence against RKO stemming from antitrust suit brought by Justice Department against General Tire and Rubber Co., RKO's parent company. That litigation, in which General Tire was accused of making illegal reciprocal purchasing agreements in violation of Sherman Antitrust Act, was terminated last year by consent judgment after RKO reached accord with

Justice on its complaints (BROADCASTING, Aug. 31, 1970). Commission said last week there is no reason to reopen KHJ-TV hearing since hearing examiner has already recommended that RKO's license be denied.

RKO is also involved in comparative hearing against two other applicants vying for channel 7 Boston, which is occupied by its WNAC-TV.

## Code member backs down on Preparation H threat

Broadcaster who started campaign to revise procedures on handling product categories under code of National Association of Broadcasters, has agreed that if it comes down to carrying Preparation H or resigning from code, he would drop product.

H. Ray McGuire, vice president and general manager of WALA-TV Mobile, Ala., said Friday (July 30) that he is "not going to do anything to jeopardize the industry" in which he has spent 32 years. Earlier, Mr. McGuire said in letters to NAB and code officials, that he would take Preparation H advertising, notwithstanding continued ban voted by TV board of NAB at its June meeting (BROADCASTING, July 26).

Purpose of his letters to TV Board Chairman A. Louis Read, WDSU-TV New Orleans, and others, was, according to Mr. McGuire, to register his dissatisfaction with fact that TV Code Review Board had unanimously endorsed action permitting stations to carry Preparation H, hitherto banned, but that TV board had turned review board's recommendation down by one vote. There should be no product banned, Mr. McGuire said last week; each advertisement should be judged on its own merits.

One of his problems, Mr. McGuire said, is that another TV station in Mobile, which he declined to identify, not member of code but member of NAB,

## From the very distant past

One author of Radio Act of 1925, forerunner of Communications Act of 1934 under which broadcasters still operate, emphasized Friday (July 30) that 1925 legislation was enacted to overcome chaotic condition on airwaves when early radio stations, although licensed by Department of Commerce, were free to use any frequency they desired.

Former Senator Clarence C. Dill (D-Wash.), 82, added that purpose of

Dill-White law that established first Federal Radio Commission was to get "American money into radio." And, he continued, "I want radio and TV to make money." But, he added, their first obligation is to serve the public. Public interest, he said, "is the Magna Carta of the Communications Act. . . ."

Senator Dill's comments were made during interview while visiting National Association of Broadcasters headquarters in Washington.

carries Preparation H advertising as well as other products also banned under code regulation.

Meanwhile, Stockton Helffrich, director of code authority, has requested resignations from three TV stations understood to be carrying Preparation H advertising, or alternatively, asking them to drop this advertising.

Under existing procedures, if stations don't take either of two steps requested, code authority would institute code revocation proceedings.

## Up and down agency finances

Two of largest agencies issued six-month reports Friday (July 30)—J. Walter Thompson, New York, claimed "record" increases and Foote, Cone & Belding Communications showed a drop in billings. (Association of American Advertising Agencies study being released today [Aug. 2] reports average net profit of agencies was off in 1970 [see page 31].)

JWT reported that six-months earnings figures reached "record level" with earnings rise of 4%, billing advance of 5% and earnings-per-share increase of 2.5%.

For six months ended June 30:

	1971	1970
Earned per share	\$ 1.27	\$ 1.20
Billings	381,000,000	364,000,000
Net income	3,456,000	3,315,000
Shares outstanding	2,720,832	2,767,465

FC&B reported operating results lagging behind comparable 1970 figures for six months ended June 30. In addition, FC&B declared regular quarterly dividend of 15 cents per share of common stock, payable Sept. 10 to stockholders of record Aug. 20.

For six months ended June 30:

	1971	1970
Earned per share	\$ 0.21	\$ 0.48
Gross billings	113,009,000	130,814,000
Net income	477,000	1,058,000
Shares outstanding	2,192,000	2,180,000

## AM sale approved—but

Susquehanna Broadcasting Corp.'s purchase of WNYN-FM Canton, Ohio, has been authorized by FCC, subject to outcome of antitrust litigation in Hanover, Pa., in which partially-owned subsidiary of Susquehanna is defendant.

Susquehanna, whose purchase of WAEF(FM) Cincinnati was announced last week (see page 26), is paying Donald and Carleton Keyes \$212,500 for WNYN-FM. Messrs. Keyes are retaining WNYN(AM) Canton.

Hanover antitrust suit was brought by Radio Hanover Inc. (licensee of WHVR[AM]-WYCR[FM] there and holder of franchise for cable system in that city) against Penn-Mar CATV Inc., in which Susquehanna holds one-third interest, in March 1967 (BROADCASTING, March 20, 1967), and has yet to be resolved.

In granting Canton transfer, commis-

## Week's Headliners



Mr. Katz

Mr. Rauch

Oscar Katz, who was VP, network programs, CBS-TV, from 1959 to 1962 and recently was with General Artists Corp., and Desilu Productions in executive capacities, returns to CBS-TV effective Aug. 2, as VP, programs, New York. Mr. Katz succeeds Paul Rauch, named VP, daytime programs. Michael Filerman, director, daytime programs, appointed to new position of director, late-night and summer programs. Messrs. Rauch and Filerman report to Mr. Katz, who in turn reports to Irwin Segelstein, VP, program administration, CBS-TV.

Representative Charlotte Reid (R-Ill.), President Nixon's nominee for seven-year term as FCC commissioner, was confirmed by Senate for that post (see page 27).

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

sion denied opposition from competing WINW(AM) Canton, which had charged buyer with trafficking as well as financial incapability, and questionable ascertainment and programing proposals.

WNYN-FM operates on 106.9 mhz with 27.5 kw and antenna 340 feet above average terrain.

## Fairness for fairness, etc.

NBC has been advised it faces demand for time if it complies with FCC ruling that it violated fairness doctrine in connection with carriage of three spots concerning Standard Oil Co. of New Jersey's drilling operations in New Jersey. Demand would come from Alyeska Pipeline Service Co., which plans to build Alaskan oil pipeline and which is partially owned by ESSO.

Commission last month held that spots promoted interests of those interested in drilling and transporting by pipeline Alaskan oil. Commission said issue was controversial one of public importance. It also said NBC did not appear to have presented full view

of other side (BROADCASTING, July 5).

But Alyeska, in letter to NBC, said ESSO spots did not refer to Alyeska pipeline. Accordingly, it said, if time is given for response to ESSO ads and it is used to oppose construction of pipeline, "Alyeska requests a reasonable opportunity to present its contrasting viewpoint."

## Another Texas TV hit by denial petition

FCC has been asked to deny Doubleday Broadcasting Co.'s application for renewal of KR0D-TV El Paso, Tex. Petition was filed last week, almost month after cutoff for such petitions, by two citizen groups—Committee for the Development of Mass Communications and Conference on Unity and Action. They alleged that station failed to guard against discrimination in employment on basis of national origin and had not ascertained needs of public, particularly of Mexican-American community. Petition to deny another Doubleday station, KITE(AM) San Antonio, was filed month ago by Mexican-American group. And third Doubleday station in Texas, KOSA(AM) Odessa, was expected to be hit with petition to deny this week.

## State control of cable urged

Nonprofit New Jersey consumer-research organization recommended late last week that cable television be regulated by state's Public Utilities Commission because municipalities are more interested in share of profits than in protecting public interest in granting of cable franchises.

Center for Analysis of Public Issues, Princeton, N.J., said franchises are often issued in matter of weeks without bidding or public hearings and that forthcoming FCC rules will be insufficient to fully regulate cable operations.

Richard C. Leone, center's director, wrote report. Mr. Leone is visiting lecturer at Princeton University and was aide to former New Jersey Governor Richard Hughes.

## WGN subsidiary quits NCTA

National Cable Television Association "increasingly devotes its time and its members' funds to attacking broadcast television from which it has been pirating programs since its inception," according to company that has terminated its NCTA membership.

WGN Electronic Systems Co., subsidiary of group broadcast owner WGN Continental Broadcasting Co., made that comment in letter to NCTA Chairman John Gwin, announcing end of its eight-year association with cable group.

Company owns four cable systems with total of 8,000 subscribers.

**This week:**

August 2—New deadline for reply comments in FCC's inquiry into children's TV programs (Doc. 19142). Previous deadline was June 1.

Aug. 2—New deadline for comments in FCC proceedings involving formulation of rules and policies relating to renewal of broadcast licenses (Doc. 19153). Reply comments due Sept. 15.

Aug. 3—Seminar on radio commercials, sponsored by *Chuck Blore* and *Don Richman*, Chuck Blore Creative Services, in conjunction with *Australian Radio Advertising Bureau (ARAB)*. Sydney, Australia.

Aug. 3—Regional meeting, *ABC-TV executives and network affiliates*. Phoenix.

Aug. 5—Seminar on radio commercials, sponsored by *Chuck Blore* and *Don Richman*, Chuck Blore Creative Services, in conjunction with *Australian Advertising Bureau (ARAB)*. Melbourne, Australia.

Aug. 5—Regional meeting, *ABC-TV executives and network affiliates*. Los Angeles.

Aug. 6—Seminar on radio commercials, sponsored by *Chuck Blore* and *Don Richman*, Chuck Blore Creative Services, in conjunction with *Australian Radio Advertising Bureau (ARAB)*. Brisbane, Australia.

**August**

Aug. 9—Seminar on radio commercial, sponsored by *Chuck Blore* and *Don Richman*, Chuck Blore Creative Services, in conjunction with *Australian Advertising Bureau (ARAB)*. Adelaide Australia.

Aug. 12-15—Seventh Hollywood Festival of World Television, Wolper Video Center, Hollywood. Screening of award-winning TV program entries from 18 countries in competition including 16 U.S. markets. (P.O. Box 2430, Hollywood 90028).

Aug. 13—TV Day, sponsored by *Georgia Association of Broadcasters*. Marriott Motor hotel, Atlanta.

Aug. 18—New deadline for filing reply comments in response to FCC's further notice of proposed rulemaking on one-to-a-market rule (Doc. 18110) and crossownership of CATV and local newspapers (Doc. 18891).

Aug. 19-21—Fourth annual Radio Programing Forum, sponsored by *Billboard* magazine. Ambassador hotel, Chicago.

Aug. 19-22—Annual fall convention, *West Virginia Broadcasters Association*. Greenbrier hotel, White Sulpher Springs, W. Va.

Aug. 20-21—Meeting of *Arkansas Broadcasters Association*. Arlington hotel, Hot Springs.

Aug. 22-25—54th annual meeting, *Association for Education in Journalism*. Meeting concurrently with *AET* is *American Association of Schools and Departments of Journalism and American Society of Journalism School Administrators*. University of South Carolina, Columbia.

Aug. 22-25—Joint regional meeting, *Mid-America and Rocky Mountain CATV Association*. Antlers plaza, Colorado Springs, Colo.

Aug. 24-27—*Western Electronic Show and Convention*. Civic auditorium, San Francisco.

**September**

Sept. 2—New deadline for filing comments in FCC proceeding involving formulation of policies relating to broadcast renewal applicants (Doc. 19154). Reply comments due Oct. 4.

Sept. 9-11—Fall convention, *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

Sept. 13—Hearings by *Federal Trade Commission* to explore impact of advertising on consumers, with special attention to TV advertising. FTC building, Washington.

Sept. 15-17—Fall convention, *Michigan Association of Broadcasters*. Featured speaker will be former FCC Commissioner Lee Loevinger, now Washington lawyer. Hidden Valley.

Sept. 21—Fall meeting, *Radio Code Board of National Association of Broadcasters*. Brown Palace hotel, Denver.

Sept. 21—Public hearings of *Canadian Radio-Television Commission*. Inn on the Park, Toronto.

Sept. 23-25—Annual broadcasting symposium, sponsored by Group of Broadcasting, *Institute of Electrical and Electronic Engineers*. Washington Hilton hotel, Washington.

Sept. 23-25—Meeting, *Minnesota Association of Broadcasters*. Location to be announced.

Sept. 26-28—Meeting, *Nebraska Association of Broadcasters*. The Villager motel, Lincoln.

Sept. 28—New deadline for filing comments in FCC proceeding involving proposed amendment of rules pertaining to field-strength curves for FM and TV stations, and field-strength measurements for same (consolidated proceeding). Previous deadline was June 28 (Docs. 16004, 18052).

**October**

Oct. 1—New deadline for filing comments in FCC inquiry into performance of television receivers and location of FM transmitters to alleviate interference in TV reception (Doc. 19183). Deadline was extended from July 1.

Oct. 3-5—Fall convention, *New Jersey Broadcasters Association*. Hotel Dennis, Atlantic City.

Oct. 3-8—110th technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers (SMPTE)*. Queen Elizabeth hotel, Montreal.

Oct. 4, 12—Hearings by Senate Commerce Committee's *Subcommittee for Consumers on Truth-in-Advertising Act* (S. 1461) and National Institute of Advertising, Marketing and Society Act (S. 1753). Location to be announced.

Oct. 5—Public hearings of *Canadian Radio-Television Commission*. Commission will hear renewal of CKPM (AM) Ottawa. Skyline hotel, Ottawa.

Oct. 6-8—Meeting, *Tennessee Association of Broadcasters*. Sheraton hotel, Nashville.

Oct. 7-9—Meeting, *Massachusetts Association of Broadcasters*. Sheraton-Hyannis, Hyannis.

Oct. 8—Fourth annual management seminar, sponsored by *Kansas Association of Broadcasters*. Ramada inn, Manhattan, Kan.

Oct. 10-12—Meeting, *Mississippi Cable Television Association*. Broadwater Beach hotel, Biloxi, Miss.

Oct. 12-14—Fall Convention, *Illinois Broadcasters Association*. O'Hare Marriott hotel, Chicago.

Oct. 14-15—First fall conference, *National Association of Broadcasters*. Regency Hyatt House, Atlanta. (For complete list of NAB's 1971 fall conference dates, see BROADCASTING, June 29, 1970).

Oct. 14-16—Annual birthday celebration and convention, *Grand Ole Opry*. Municipal auditorium, Nashville.

Oct. 17—1971 Japan electronics show, *Electronics Industries Association of Japan*. International Trade Fair grounds, Osaka, Japan. Information: Mamoru Tsukamoto, EIAJ, 437 Fifth Avenue, New York 10016.

Oct. 17-19—Meeting, *North Carolina Association of Broadcasters*. Grove Park inn, Asheville.

Oct. 17-19—Annual convention, *Nevada Broadcasters Association*. Sahara-Tahoe hotel, Lake Tahoe.

Oct. 17-20—Annual convention, *National Association of Educational Broadcasters*. Fontainebleau hotel, Miami Beach.

Oct. 18-19—Regional meeting, *National Association of Broadcasters*. Pick Congress hotel, Chicago.

Oct. 20-22—Annual election of officers, *Indiana Broadcasters Association*. Ramada inn, Nashville, Ind.

**Major convention dates in '71**

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.

Oct. 17-20—Annual convention, *National Association of Educational Broadcasters*. Fontainebleau hotel, Miami Beach.

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

# The Land of Milk & Money The Wonder Market!



## Seven Markets in One!

Green Bay Menominee/Marinette  
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The Wonder Market  
**WBAY**   
**Green Bay**

## Down-home sales prove right in Dallas

Every advertising campaign has to be individually tailored to the product and the market—that's a fact. But by doing everything the experts say not to, and on a country radio station, a growing medium that the experts are just beginning to become aware of, Buckner Chrysler-Plymouth in Dallas has consistently increased its sales over the last year.

At Buckner, we use the "180-degree advertising theory"—observe other advertisers' approaches and then ask: "What would happen if I did the exact opposite?" The answer in our case is increased sales.

In the last fifteen years, advertisers bought primarily metro stations because, they reasoned, outlying areas represent a small percentage of sales. Advertisers have sought the youth market because, they said, youth is where the dollars are. And regional advertisers said a Fort Worth radio station cannot sell a Dallas product. As an advertiser, Buckner proved these premises to be wrong.

Buckner dispels these three hypotheses by purchasing \$8,000 of time each month on WBAP(AM), a country-music station which appeals to all age groups, reaches the outlying areas (in the daytime it is billed as a regional station, extending to national clear-channel coverage in the evening) and is located in Fort Worth. Since May of last year, when WBAP first introduced country music, the station has met with amazing success, eventually leading to the changeover to full time country music in August.

Our product is not designed for the youth market, although youth can be named among our customers. Country music cuts across all age groups, a trend that advertisers are increasingly discovering. If a product appeals to the 18-34 age group, for instance, the country-music radio stations cannot be overlooked as a medium for advertising. Our success also cancels out the misconception that country-music listeners don't have buying power.

Knowing how to attract sales from outlying areas, covered by your advertising, is an important feature of any ad campaign. Buckner takes advantage of the thousand-mile market of the 50

kw WBAP by urging listeners to fly to Dallas at our expense and have a holiday at a local motel on the dealership, whose showrooms are open until 10 p.m. for out-of-town customers. In fact, Buckner, which doesn't place a single line of newspaper classified advertising—unheard of in car sales—is using its previous ad budget for intensive advertising on WBAP, for entertaining out-of-town buyers and for giveaways.

The widespread coverage of our ad campaign has really paid off. Approximately one third of Buckner customers live 100 miles or more from the showroom. And two or three car sales a month are made to people from San Antonio, 300 miles away. Customers have come from as far away as Gordon, Colo., and Cortez, Iowa.

Buckner Chrysler-Plymouth, named for the street where it is located in a low-income section of the city, previously was advertised as "the unhandiest location in Dallas." But that doesn't matter when the United States is your marketing area.

Because of radio's "fractioned market," advertisers—especially local advertisers—are wise to use different advertising approaches for different radio formats. Buckner's commercials are done by its own advertising department with assistance from WBAP in the vernacular of the WBAP country personality who cuts the spot. Grammar is never allowed to get in the way of an effective

commercial and sentences ramble. A WBAP personality says: "Hi friends, this is Bill Mack and I want to tell you that driving a Chrysler is like driving a living room—plus carpet, comfortable seats, beautiful surroundings and the amazing thing is that *you* can own a new '71 Chrysler." Pure country. Country-music lovers are a together group of people. If you want to sell them, you've got to get with them and talk their language.

Buckner's ad campaign began last August with the placement of 1,000 spots on WBAP just as the station went to a 24-hour country format and adopted its "Country Gold" tag. Until that time Buckner had everything but traffic. In the first two months of WBAP advertising, the dealer sold 200 new and 200 used cars, peaking all previous sales records. In the last year we have boosted our dribble of sales to a record sales position, making Buckner the number one new and used car dealer in the Southwest.

Buckner places 15 to 20 sixty-second spots a day on WBAP exclusively. A salesman from another local radio station got out his slide rule and tried to convince us that we're oversaturating the market.

But advertising is not an exact science. It's an empirical science. What works is best. And what works for Buckner is an unorthodox flair with long-distance selling to country-music listeners on WBAP.



*Charles Meeks is president of his own agency, Charles H. Meeks Co., which he established in Dallas in 1954. He also co-founded in 1952 with his brother an audio-production firm, PAMS, there which is still specializing in commercial production. Prior to forming his own agency, he worked in sales at KRLD-AM-FM Dallas. The Meeks agency today concentrates in automobile and automotive advertising.*

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# Broadcasting<sup>®</sup>

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

# TELEVISION

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 Phone: 212-757-3260.

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Robert L. Hutton, *sales manager*; Eleanor R. Manning, *institutional sales manager*; Greg Masefield, *Eastern sales manager*; Georgina Quinn, Harriette Weinberg, *advertising assistants*.

**HOLLYWOOD:** 1680 North Vine Street, 90028. Phone: 213-463-3148.  
 Morris Gelman, *senior editor*.  
 Stephen Glassman, *staff writer*.

Bill Merritt, *Western sales manager*.  
 Sandra Klausner, *assistant*.

**CHICAGO:** Midwest advertising sales representative, Bailey & Co., David J. Bailey, *president*. P.O. Box 562, Barrington, Ill. 60010.  
 Phone: 312-381-3220

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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**EDITOR:** We want to be among the first to congratulate you and Rufus Crater on his penetrating analysis of *The Selling of the Pentagon* in your issue of July 19. It is three months ago now that *Air Force* magazine first called attention to how CBS had handled such things as the Henkin interview, the details of the Peoria seminar and Colonel MacNeil's speech, the Jerry Friedheim press conference, right down to such details as the number of offices in the Pentagon. We share with you, and Mr. Crater, the conviction that "the public, both as taxpayer and as viewer" will benefit from our mutual journalistic efforts to improve the standards of television news broadcasting.—*John F. Loosbrok, editor, Air Force magazine, Washington, D.C.*

**EDITOR:** I'd like to compliment you on the great story that Rufus Crater wrote for the current issue of BROADCASTING. It delineates the whole thing exceedingly well.—*George Comte, general manager, WTMJ-AM-FM-TV Milwaukee.*

**Two points of view**

**EDITOR:** I am surprised to discover [in BROADCASTING, July 5] that the "Week's Profile" is to become a place for editorializing about a person rather than sticking to a true profile of the individual's contribution to the broadcasting industry. Your editorial concerning [Congressman Harley O.] Staggers does not permit Mr. Staggers to make any statements. I am not arguing the validity of your position, but rather that it does not belong on this page of your otherwise very fine magazine.

... you have indeed done your magazine an injustice by airing your personal attack on Mr. Staggers in a rather underhanded manner. Perhaps you will offer Mr. Staggers the opportunity of a reply on your Editorial Page. Otherwise I suggest you retitle the page from "Week's Profile" to "Week's Target."—*Joy Harper, media consultant, Newport Beach, Calif.*

**EDITOR:** Words cannot express my deep appreciation for your note of July 7 together with the tear sheets of my "Profile." I do appreciate your sending along the copies of the article . . . and I do hope I shall continue to merit your good words and confidence.

Again thanking you, and with kind regards, I am—*Harley O. Staggers, U.S. Congress, Washington.*



**Clara Bow**  
 starring in  
 "Call Her Savage"

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**50**

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# Broadcasting: conglomerates' bright penny

Industry contribution shines through as SEC requires many-divisioned companies to break down fiscal operations

If your company had a division that contributed only 20% to revenues and 55% to profits, or 52% to revenues and 83% to profits, or 34% to revenues and 252% to profits, how would you treat it? Very tenderly, and with great respect, one would guess.

Wometco, Capital Cities and Storer, respectively, are three such companies. Each is a major American business enterprise which includes an important broadcasting subsection. They are three among many—and specifically among 29—American businesses whose financial figures are analyzed in this BROADCASTING magazine special report. The consensus: there may be many trials and tribulations in the broadcasting business, but there remains a buck to be made there.

BROADCASTING'S research came as a follow-up to a revision of the Securities and Exchange Commission's rules requiring that publicly-owned companies must include in their annual reports a summary of their different operations and a breakdown of the contributions of each to total revenues and gross income (before taxes and extraordinary items). The specific reporting form is called a 10-K. The first companies to be affected by the SEC's new rules—effected last October—were those whose fiscal years ended in December 1970. BROADCASTING has analyzed the 10-K's of 29 group broadcasters. While the information supplied the SEC by these companies varies considerably, one basic conclusion is supported in almost every case: Broadcasting, of all the various divisions operated by these firms, brings in the most profit. The total revenues of 27 of the 29 companies that supplied figures (Schering-Plough and ASI Communications did not disclose the contribution of their broadcast stations to revenues and gross income) were \$10,876,723,302. Broadcasting's contribution to this amount was \$2,569,071,210 (23%). But at the same time, while total gross income amounted to \$684,-

736,649, broadcasting contributed \$335,969,641 (49%).

On an individual basis, this ratio was sometimes greater, sometimes less, but almost always applicable. For instance, broadcasting contributed only 12% to Liberty Corp.'s total revenues in 1970, but it accounted for 29% of its gross income. Broadcasting's contribution last year to Capital Cities Broadcasting Corp.'s revenues was 52%, but it contributed 83% to the firm's gross reve-

casting was grouped in with such other related businesses as CATV, radio rep firms and wire services. This is permissible under the SEC's rules, which state that "management, because of its familiarity with company structure, is in the most informed position to separate the company into components on a reasonable basis for reporting purposes." The SEC left the definition entirely up to the individual companies.

Also, some of the companies surveyed failed to include contributions to gross income. This omission is, apparently, also permissible to the SEC. The agency had indicated in implementing the 10-K revision that in cases where a firm's lines of business are so complexly intermingled that a breakdown of income contributions would be impossible, such figures are not required.

The following information on 29 individual companies (1) with broadcast interests and (2) fiscal years ending in December is based on 10-K forms on file at the SEC and several companies' annual reports:

ABC, which had consolidated revenues of \$748,262,000 in 1970, derived the major part of this figure from its broadcasting interests—the owned-and-operated stations and the ABC television and radio networks. Broadcasting last year accounted for 70% of ABC's total revenues—\$523,221,000. ABC's theater division contributed 13%, or \$99,918,000; ABC Records 11%, or \$78,074,000. The remaining 6% came from motion pictures, publishing and other services (\$47,049,000).

Broadcasting was also ABC's major revenue source in the four-year period 1967-70. In 1967, when revenues totaled \$574,952,000, broadcasting accounted for 75% of that amount; theaters, 15%; records, 6%, and remaining interests added 4%. The company attained \$633,994,000 in revenues in 1968, with broadcasting contributing 72%; theaters, 15%; records, 8%, and all others, 5%. Respective contributions

## SpecialReport

Broadcasting analysis of company reports highlights busy week in financial quarters; see also "Focus on Finance," page 43.

nues. And while Bartell Media's newspaper business lost money last year, its broadcasting division (which contributed only 12% of the company's revenues) had a large enough profit to keep the firm in the black.

It was the same story at the networks. ABC's broadcast division in 1970 contributed 70% of the total revenues and 84% of gross income. RCA included the NBC network and the NBC owned-and-operated stations in the same category with other communications media, but this category accounted for only 23% of RCA's revenues while it had a 50% contribution to gross income. CBS placed its CBS/Broadcast Group and CBS/Comtec Group together for its SEC report, but this group had a combined contribution of 55% to revenues and 84% to gross income.

Some of the companies surveyed failed to give a clear picture of the contribution of broadcasting to their financial returns. In some cases, broad-

of these divisions in 1969 were 70%, 13%, 10% and 7% of total revenues of \$720,924,000.

For the purpose of measuring income, ABC grouped broadcasting, theaters, program production and film into one category; records, publishing and all other activities in another. The first category accounted for 84% of the total gross income in 1970 (\$29,462,000) while the second made up 16% (\$5,668,000). In 1967, the respective categories broke down 72% (\$16,441,000) and 28% (\$6,496,000); 1968: 78% (\$21,145,000) and 22% (\$5,835,000); 1969: 83% (\$32,981,000) and 17% (\$6,675,000).

ASI Communications (formerly Atlantic States Industries) operates in two categories: broadcasting and radio-sales representation. It owns several radio stations as well as the McGavren-Guild-PGW rep firm. In its report to the SEC, however, ASI said it considers these two businesses to be interrelated, and did not, consequently, separate the revenues and gross income contributions of each. Revenues in 1970 amounted to \$8,945,000, and gross income, \$15,112. ASI reports that a large portion of its

revenues last year were paid out in advertising agency commissions attributed to the operation of the broadcast stations.

**Bartell Media Corp.**, which is 40% owned by Downe Communications Corp., takes in far more revenue from publishing than from broadcasting but makes more profit from broadcasting. In 1970, publishing—which includes special-interest magazines, a magazine distribution service and a book publisher—accounted for \$33,365,757 of the firm's total consolidated revenues of \$37,945,000. Broadcasting in the same year contributed only \$4,578,000. This has been the trend in each year of the 1967-70 period. In 1967, publishing brought in \$28.4 million to broadcasting's \$3.2 million; 1968, \$30.1 million to \$3.5 million; 1969, \$31.9 million to \$3.9 million.

But in 1970, broadcasting had a gross income of \$1,134,754—about a 25% return on its revenue figure—while publishing lost \$925,000. Broadcasting began generating more profit than publishing a year earlier. In 1967, publishing made \$555,713 (less than 2% return on revenues) to broadcasting's \$195,279

(about 7%); 1968, \$813,688 (less than 3%) to \$349,725 (about 10%); 1969, \$192,589 (about 0.6%) to \$687,481 (about 17%).

The **Boston Herald-Traveler's** desire to hang on to its WHDH-TV, whose facility the FCC has granted to a competing applicant, can be understood by a reading of its SEC report. Together with its companion stations, WHDH-AM-FM, the channel-5 property contributed roughly 44% of the company's total revenues in 1970, \$20,928,423. Its newspaper interests contributed \$27,602,506. In the past five years, the WHDH stations have increased their revenue contribution by about \$7.3 million, while the print interests increased less than \$3 million. The company also owns 14.4% of Entron Inc., a CATV operator and equipment manufacturer, which BH-T reported in its 1970 annual report as having experienced "disappointing results" in that year. No breakdown of profits was reported.

**Capital Cities Broadcasting Corp.** in the 1966-70 period derived revenues in roughly comparable amounts from broadcasting and publishing. In 1970, the publishing division, which includes Fairchild Publications Inc. and the *Pontiac (Mich.) Press*, grossed \$41,209,000 in revenues, while the Capcities stations had revenues totaling \$44,649,000. The company's revenues have increased steadily since 1966, when the two divisions grossed \$27,557,000 and \$32,000,000, respectively.

But despite this rather close association in total financial intake, the broadcasting division has contributed substantially more than publishing to the company's total gross income. Last year, broadcasting accounted for \$20,917,000 of the total gross income of \$25,285,000—roughly four times publishing's \$4,368,000. In 1967 broadcasting had a gross income of \$14,067,000, while publishing accounted for only \$2,369,000. Over the five-year period, both divisions have increased their income substantially, although 1969 was the best year for both. Publishing's gross income declined \$1.4 million last year from the \$5,768,000 registered in 1969, and broadcasting was down some \$400,000 from 1969's \$21,361,000.

CBS broke its operations down into three categories: broadcasting and technology, including the CBS/Broadcast Group and CBS/Comtec Group (which consists of CBS Laboratories, CBS Electronic Video Recording and CBS Television Services, including the company's Canadian CATV investment); music and recreation, which include the record and musical-instrument businesses as well as the New York Yankees baseball team; and education and publishing, including the Holt, Rinehart & Winston publishing house. In 1970, the

### Broadcasting's more than fair share

Company	Consolidated revenues	Broadcasting contribution to revenues	Percentage	Consolidated gross income	Broadcasting contribution to gross	Percentage
ABC <sup>1</sup>	\$ 748,262,000	\$ 523,221,000	70%	\$ 35,130,000	\$ 29,462,000	84%
Bartell	37,944,548	4,578,791	12	209,737	1,134,754	541
Boston Herald-Traveler	48,530,929	20,928,423	48	NA	NA	NA
Capital Cities	85,858,000	44,649,000	52	25,285,000	20,917,000	83
CBS <sup>1</sup>	1,230,500,000	681,700,000	55	119,800,000	82,000,000	68
Combined Communications	26,187,576	7,831,016	30	NA	NA	NA
Cowles	145,832,000	8,749,920	6	(1,576,000)	2,750,000 <sup>2</sup>	89
Cox Broadcasting	64,434,000	41,715,000	65	14,947,000	13,034,000	87
Gannett <sup>1</sup>	158,812,171	4,062,410	2.5	NA	NA	NA
Gross Telecasting	4,979,090	4,647,683	93	NA	NA	NA
Liberty	98,230,000	12,113,000	12	12,198,000	3,571,000	29
LIN	18,300,000	10,200,000	56	3,800,000	3,500,000	92
Metromedia	158,892,000	74,879,240	47	11,760,000	7,996,800	68
Pacific and Southern	13,966,365	13,966,365	100	3,633,431	3,633,431	100
Post	16,195,137	4,905,031	30	2,011,912	769,748	38
Publishers Broadcasting	1,600,525	506,051	32	208,070	19,344	9
RCA <sup>1</sup>	3,325,562,000	764,879,260	23	154,135,000	77,067,500	50
Rahall Communications <sup>1</sup>	5,180,321	3,916,768	76	1,093,047	1,293,047 <sup>3</sup>	118
Reeves Telecome	10,820,619	2,813,356	26	(2,454,715)	(540,034)	(22)
Ridder Publications <sup>1</sup>	118,945,360	5,416,305	4	NA	NA	NA
Rust Craft <sup>1</sup>	39,387,848	9,059,194	23	6,028,307	2,353,037	39
Scripps-Howard	23,200,000	23,200,000	100	9,848,923	9,848,923	100
Sonderling	22,793,619	12,308,544	53	NA	NA	NA
Storer	187,391,803	64,553,427	34	7,463,648	18,827,460 <sup>4</sup>	252
Time <sup>1</sup>	632,618,013	31,620,900	5	36,143,667	4,698,668	13
Westinghouse <sup>1</sup>	3,216,347,000	173,718,000	5	232,836,000	46,781,000	20
Wometco	95,952,448	19,022,535	20	12,235,622	6,851,936	55
<b>Total</b>	<b>\$10,876,723,302</b>	<b>\$2,569,071,210</b>	<b>23</b>	<b>\$684,736,649</b>	<b>\$335,969,614</b>	<b>49</b>

<sup>1</sup> Included CATV and other communications-related operations in the broadcasting category.

<sup>2</sup> A large loss from magazine and three-dimensional printing operations accounted for a loss in Cowles's consolidated gross income.

<sup>3</sup> Rahall's tax service subsidiary and other expenses in corporate operations accounted for a loss; essentially all of the company's gross income came from broadcasting.

<sup>4</sup> Storer experienced a loss from its Northeast Airlines and Storer Leasing Corp. subsidiaries.

NA-Not announced.

broadcasting and technology group accounted for the largest portion of the company's revenues—which totaled \$1,230,500,000—with \$681.7 million. Music and recreation brought in \$419.5 million, and education and publishing contributed \$129.3 million. These group's relative contributions have remained essentially the same over the past four years. In 1967, when revenues of \$922.6 million were attained, broadcasting accounted for \$584.5 million, music for \$240.3 million and education \$97.8 million. In 1968, the contributions of the three were, respectively, \$617.2 million, \$265.2 million and \$109 million, with a total of \$991.4 million. The 1969 total—\$1,158,900—broke down to contributions of \$693.3 million, \$345.2 million and \$120.4 million, respectively, for the three groups.

Broadcasting and technology also made up a predominant portion of consolidated gross income for the four years. Their profit was \$81.9 million in 1967, when CBS grossed a total of \$98.7 million, against music's \$6.7 million and education's \$10.1 million. The groups contributed \$91.7 million, \$13.7 million and \$13.4 million, respectively, in 1968, when the company had a gross income of \$118.8 million. And in 1969, when a total of \$144.9 million was registered, they made \$113.5 million, \$19.1 million and \$12.3 million, respectively.

**Combined Communications Corp.'s** 1970 annual report breaks down the source of its revenues into four categories: broadcasting, outdoor advertising, sign manufacturing and publishing. The advertising division remained the largest of the four, having contributed \$14,387,240 to CCC's total consolidated revenues of \$26,187,576. Broadcasting was second with \$7,831,016, followed by sign manufacturing, \$3,284,414, and publishing, \$684,906. Revenues from all the categories rose substantially over 1969. The company reported that consolidated revenues increased 43% and net income 58% from 1969 levels. There was, however, no data provided on each division's individual gross income.

**Cowles Communications Inc.** receives most of its revenues from magazine publishing. Last year, magazines and related subscription operations accounted for 84% of the company's total consolidated revenues of \$145,832,000. Broadcasting was second, with 6%. Newspapers contributed 5%, and three-dimensional printing, 1%. This ratio has been basically the same since 1967, when magazines, broadcasting, newspapers and printing contributed, respectively, 87%, 5%, 5% and 3% to consolidated revenues of \$141,400.

In its annual report, Cowles revealed the 1970 and 1969 contributions of its various divisions to gross income on a

numerical basis rather than by percentage. Those figures indicate a significant difference between each division's relationship to revenues as opposed to gross income. Last year, the magazine business had a loss of \$5,950,000. Broadcasting, on the other hand, had a profit of \$2,750,000, as did newspapers. Printing had a \$400,000 loss and the company lost \$1,150,000 from other operations. In 1969, magazines showed a \$1,400,000 profit, while broadcasting made \$2,950,000 and newspapers, \$2,900,000. Printing lost \$450,000, and the other interests lost \$1 million. Cowles lost \$2.9 million in 1970, but had a \$5.8-million profit the year before.

**Cox Broadcasting Corp.** breaks its enterprise into four basic divisions: broadcasting, publishing (United Technical Publications Inc.), program production and distribution (Bing Crosby Productions), and services (including Cox Data Systems Inc.). Of the four, broadcasting plays the predominant role in revenue-gathering. In 1970, the broadcasting division contributed \$41,715,000 of Cox's consolidated revenues of \$64,434,000. Publishing accounted for \$9,073,000; program production, \$6,628,000, and services, \$7,018,000. Broadcasting, publishing and services took in more money in 1970. Cox's best year to date, than ever before. The program-production business, however, was down \$2 million in revenues from

## Radio also sells more, profits less

It's the same story as it was for television in latest NAB study

The typical radio station's revenues and profits were up 5.6% and 1.9% respectively in 1970 over 1969, but profit margins slid by two-tenths of a percentage point, the National Association of Broadcasters reported last week.

Based on returns from 1,400 AM and AM-FM radio stations, the NAB's broadcast management department found that last year the median radio station took in \$162,200, up from the \$153,600 reported in 1969; time sales, peaked at \$162,300 in 1970, 4.3% rise over the \$155,600 in 1969; operating expenses in 1970 rose 5.9% to \$151,700 compared to 1969's \$143,300, and profits before federal income tax in 1970 up 1.9% to \$10,500 compared to 1969's \$10,300.

But, the NAB noted, the profit margin (gross profit divided by total revenue) slipped in 1970 to 6.5%, com-

pared to 6.7% in 1969, a drop of 0.2%.

The NAB management office reported typical TV station financial figures for 1970 last month (BROADCASTING, June 14). This showed higher revenues but lower profits than the year before. A report showing typical TV station revenues, expenses and profits by markets—as well as a special UHF television station calculation—is due from NAB this week. Later this summer, a breakout of typical radio figures by markets will also be issued.

A typical financial report for 1970 from the NAB radio station survey follows:

Revenue and expense items	1970		1969		Revenue and expense items	1970		1969	
	Typical dollar figures	Typical percent figures	Typical dollar figures	Typical percent figures		Typical dollar figures	Typical percent figures	Typical dollar figures	Typical percent figures
Profit margin <sup>1</sup>		6.5%		6.7%					
Total broadcast revenue <sup>2</sup>	\$162,200		\$153,600		General & administrative	64,300	42.4	59,300	41.4
Total time sales from:	\$162,300	100.0%	\$155,600	100.0%	Selected expense items				
Networks	0		0	0.0	Total salaries <sup>4</sup>	\$ 84,000	100.0%	\$ 80,300	100.0%
National & regional advertisers	20,300	12.5	19,900	12.8	Technical	7,300	8.7	7,300	9.1
Local advertisers	142,700	87.5	135,700	87.2	Program	31,700	37.8	30,300	37.7
Total broadcast expense from:	\$151,700	100.0%	\$143,300	100.0%	Selling	21,700	25.8	20,500	25.5
Technical	12,600	8.3	12,300	8.6	General & administrative	23,300	27.7	22,000	27.7
Program	46,700	30.8	44,700	31.2	Depreciation & amortization	\$ 7,400		\$ 7,400	
Selling <sup>3</sup>	28,100	18.5	27,000	18.8	Music license fees	\$ 4,600		\$ 4,300	
					Profit (before federal income tax)	\$ 10,500		\$ 10,300	

<sup>1</sup> Derived from each station's gross profit divided by total revenue.

<sup>2</sup> Time sales plus incidental broadcast revenue minus agency and rep. commission and payment to networks for sale of time.

<sup>3</sup> Includes all promotion; excludes agency and rep. commission.

<sup>4</sup> Includes salaries, wages, and bonuses of officers and station employees.



its best year, 1968, and almost \$1 million from 1969.

Broadcasting also ranked first in 1970 in contribution to total gross income, with \$13,034,000 out of a \$14,947,000 total. Publishing contributed \$1,698,000; services, \$826,000, and program production, \$611,000. Broadcasting has supplied the major portion of Cox's gross income during the last four years. In 1967, when the company had a consolidated gross income of \$13,829,000, broadcasting accounted for \$10,039,000; program distribution, \$2,661,000, and publishing, \$1,129,000. The services division has been in existence only for the past two years.

Gannett Co., whose revenues have climbed 41.5% in the last three years, experienced continued success with its newspapers. But broadcasting, which plays a relatively minor role in the general economy of the company, experienced a drop in revenues in 1970. The company's annual report shows that newspaper advertising contributed \$106,926,238 to the firm's consolidated revenue figure last year (\$158,812,171), up from the \$102,421,999 accumulated in 1969. Newspaper operations brought in \$42,149,429 in 1970, compared with \$36,583,137 in 1969. But broadcasting and CATV, which were grouped together into one category, registered a decline in revenues of about \$1.4 million: \$4,062,410 in 1970, compared with \$5,423,011 in 1969. The remaining revenues were attributed to minor operations and interest on various investments. No figures on gross income for these respective interests were reported.

Broadcasting is **Gross Telecasting Inc.**'s major enterprise. The company said that in the last two fiscal years, no other service has contributed more than 15% to operating income. Gross operates WJIM-AM-FM-TV Lansing, Mich., and WKBT-TV LaCrosse, Wis. The only nonbroadcast interest it listed in its report to the SEC was a restaurant at the Lansing airport. The company had total revenues in 1970 of \$4,979,090, of which its television operations contributed \$4,647,683. This represented about a \$1.2-million increase over 1969's total revenues—\$3,790,889—of which television contributed \$3,314,494.

**Liberty Corp.** divides its business pursuits into five categories: broadcasting (Cosmos Broadcasting Corp.), insurance (Liberty Life), real estate, beauty products and a catch-all category for its other investments (including data-processing equipment leasing, transportation and landscaping). In 1970, Liberty Life made the largest contribution to revenues, \$68,323,000, followed by broadcasting, \$12,113,000; real estate, \$9,562,000; beauty products, \$7,053,000,

and other services, \$1,179,000. These businesses have ranked in this order for the past four years.

While Liberty Life contributed more to the company's consolidated gross income than the other divisions combined in the past four years, its financial return in relation to its associated revenues was far less than the broadcasting division. Liberty Life last year had a gross income totaling \$7,796,000, while broadcasting registered \$3,571,000. Real estate in 1970 attained \$434,000 in gross income, and the beauty division, \$397,000.

**LIN Broadcasting Corp.**'s major business is its 10 radio and two television stations. It is also involved in private communications (a telephone-answering service and mobile-radio service) and a music publishing and recording business. Broadcasting contributed \$10.2 million to LIN's 1970 revenues, which totaled \$18.3 million. Private communication, in the same year, brought in \$3.6 million; music \$4.3 million and miscellaneous interests made up the remaining \$200,000. The ratio between these lines of business has remained basically the same in the past four years, although revenues have increased about \$14 million since 1967.

Broadcasting also makes up the bulk of LIN's gross income: \$3.5 million of LIN's total \$3.8 million revenues in 1970; \$2.8 million of \$3.5 million in 1969; \$1.9 of \$3 million in 1968, and \$900,000 of \$1.2 million in 1967.

**Metromedia Inc.** broke down its business concerns into four categories: television, outdoor advertising (Foster & Kleiser Inc.), radio and Metromail, its mailing-list service. In 1970, when the company had consolidated revenues totaling \$158,892,000, television contributed 34% of that total; Foster & Kleiser, 22%; radio, 13%, and Metromail, 9%. In 1969 these divisions' respective contributions to revenues were 35%, 21%, 13% and 9% (out of total revenues of \$160,478,000), and in 1968, 37%, 20%, 14% and 11% (out of \$160,390,000).

During this three-year period, Metromail was the only losing enterprise. In 1970, when Metromedia's total consolidated gross income was \$11,760,000, television contributed 58%; Foster & Kleiser, 28%; radio, 10%, and Metromail, 11%. The two broadcast enterprises also made a strong contribution to gross income in 1969, a bad year for Metromedia (gross income in that year was \$5,146,000, down \$14.5 million from 1968), when television contributed 58%; Foster & Kleiser, 24%; radio, 17%, and Metromail, 15%. The respective contributions in 1968, when gross revenue was \$19,607,000, were 63%, 16%, and 18% and (3%).

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**Post Corp.** now operates in three major lines of business—broadcasting, newspaper publishing and insurance, following the acquisition of All-Star Insurance Corp. in May 1968. All three divisions have, within the past few years, shown a profit. Last year, the publishing business contributed \$6,594,708 in revenues; broadcasting, \$4,905,031, and insurance, \$4,695,326. Publishing has made the largest contribution to the firm's consolidated revenues during the past four years.

The ratio between contribution to revenues and contribution to gross income of the publishing and broadcasting businesses were relatively close last year, with a slight edge to the former (about 6:1 for publishing and 7:1 for broadcasting). The insurance business was a distant third. Publishing contributed \$1,008,333 in 1970; broadcasting, \$769,748, and insurance, \$233,831. Gross income from both broadcasting and publishing declined last year from 1969's totals—by \$178,000 and \$91,000, respectively—while the insurance division increased its contribution by \$176,000.

1970 was the first full year of operation for **Publishers Broadcasting Corp.**, which has three major business concerns. In broadcasting, it owns WKWK-AM-FM Wheeling, W.Va., and WONS-AM)-WBGM(FM) Tallahassee, Fla. It also operates a sports arena and ice plant in Washington. Of the three basic business concerns, the arena contributed the largest portion to the firm's consolidated revenues (\$625,701). Broadcasting brought in \$506,051 and the ice plant, \$468,773. Of the total consolidated revenues of \$1,600,525, the arena accounted for 39.1%; broadcasting, 31.6%, and the ice plant, 29.3%.

Publishers had a consolidated gross income of \$208,070 in 1970. The arena accounted for the largest portion of this figure, with 70.4%. The ice plant contributed 20.3% and broadcasting had 9.3%.

**Rahall Communications Corp.** operates in two areas: broadcasting and tax services. In addition to four radio and one television station, it owns EBS Tax Service and two CATV systems in Florida. Revenues and gross income attributed to the cable interests are incorporated into the broadcasting contribution.

Last year, when Rahall had consolidated revenues totaling \$5,180,321, broadcasting's contribution was \$3,916,768; the tax service accounted for \$1,093,626, and other miscellaneous revenues contributed the remaining \$169,927.

In the same year, Rahall's consolidated gross income was \$1,093,047. Broadcasting, however, accounted for approximately \$1,293,047. The discrepancy between the two figures is a result of a \$65,000 loss from the tax service and various losses arising from corporate operations.

RCA broke its diversified business pursuits into four categories. Its broadcasting interests, including NBC and its owned-and-operated stations, were included in the broadcasting, communications and publishing category, along with RCA Global Communications, Random House publishing company and RCA Industries. Between 1967 and 1970, the company attributed the largest portion of its consolidated revenues to the category that included home products, computer systems and other commercial products and services. Of the \$3,325,562,000 attained in revenues in 1970, that category accounted for 47%; broadcasting, communications and publishing, 23%; vehicle renting (Hertz) and related services, 17%, and space, defense and other government businesses, 13%. In 1967, these four respective categories contributed 49%, 21%, 13% and 17% to total revenues of \$3,187,559,000. In 1968, they had, respectively, 48%, 22%, 14% and 16%, of a total of \$3,288,727; in 1969, 48%, 22%, 15% and 15%, of a \$3,409,853 total.

Last year the broadcast, communications and publishing category accounted for 50% of RCA's total gross income. This was the only year in the 1967-70 period in which broadcasting surpassed the home-products division in income. Total 1970 gross income was \$154,135,000, of which home products contributed 29%; vehicle rentals, 17% and space and government, 4%. The figures were significantly different in 1967, when home products accounted for 54% of the \$282,523,000 gross income; broadcasting, 30%; vehicle rental, 9% and space and government, 7%. In 1968, the four categories contributed, respectively, 59%, 29%, 9% and 3% of the \$310,053,000 total; in 1969, 55%, 33%, 10% and 2%, of a total of \$303,797,000.

In addition to broadcasting, **Reeves Telecom Corp.** operates in production services (video tape and sound studios) and real estate (land development in North and South Carolina). Of the firm's total consolidated revenues in 1970 (\$10,820,619) production services accounted for 47%, broadcast, 26%, and real estate, 27%. The production

and broadcasting businesses have declined in their revenue percentages in the past four years. In 1967, production accounted for 55% of the \$8,413,487 total; broadcasting contributed 31% and real estate, 14%. In 1968, they contributed 48%, 26% and 26%, respectively, to the total of \$11,108,371, and in 1969, 54%, 22% and 24%, of a total of \$13,576,767.

Reeves has in the past two years experienced considerable losses, and the only line of business that showed a profit last year was real estate. With 1970's consolidated gross loss of \$2,454,715, production services contributed 80%, broadcasting, 22% and real estate, 2%. This differs sharply from 1967's returns, in which a \$1,252,496 profit was experienced. In that year, production services contributed 66%, broadcasting 17% and real estate 17%. The company had a gross income of \$1,384,090 in 1968, when production services accounted for 36%, broadcasting, 32%, and real estate, 32%. Reeves lost \$2,244,911 in 1969, as evidenced by the 203% negative factor attributed to the production businesses. Broadcasting, however, profited in that year, with 24%, as did real estate, with 79%.

Newspapers are **Ridder Publication's** principal business concern. In reporting the contribution to consolidated revenues of its various enterprises to the SEC, Ridder listed broadcasting, a wire-service business and all other business pursuits in one category, and newspapers separately. In 1970, when the firm had total revenues of \$118,945,360, it said newspaper advertising made a \$87,333,957 contribution; newspaper circulation, \$26,195,098, and broadcasting and wire services, \$5,416,305. The company did not list the contribution to gross income of these interests.

In 1970, **Rust Craft Greeting Cards Inc.'s** broadcasting and CATV interests (which the firm consolidated in its SEC report), contributed 23% of the firm's total consolidated revenues (\$39,387,848). Its other business enterprise, printed products, accounted for the major portion of consolidated revenues during the past four years. In 1967, 80% of Rust Craft's revenues came from printed products; broadcasting contributed the other 20% of the \$35,585,255 in total revenues. The two lines of business were responsible for 78% and 22%, respectively in 1968, when Rust Craft took in \$37,632,637, and 77% and 23% in 1969, when revenues were \$38,603,105.

In contrast, broadcasting last year contributed 39% of the company's total gross income (\$6,028,307). It accounted for 28% of the \$3,208,543 total in 1967; 47% of \$4,151,722 in 1968, and 43% of \$5,510,052 in 1969.

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***Broadcasting***  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

time-only AM station, the Plough Inc. chain of 10 major-market radio stations might seem a formidable enterprise indeed. But to **Schering-Plough Corp.**, which was formed last January following the merger of Schering Corp. and Plough, broadcasting is but a small piece of timber in a very large forest. Prior to the merger, Schering's chief occupation was the manufacture of pharmaceutical products, and Plough's was cosmetics, toiletries and household goods. Now Schering-Plough manufactures all of these, and the relatively minor role that broadcasting played in Plough's financial domain became even more obscure—so obscure, in fact, that the company relegated it to its "other" category in breaking down its various enterprises in its SEC report. Accordingly, no accurate figures reflecting broadcasting's contribution to Schering-Plough's revenues and income last year are available.

After the disposal of its 50% interest in WGN Continental Productions Inc. in 1970, **Scripps-Howard Broadcasting Co.** has devoted itself almost entirely to broadcast-station ownership. The company is independent of its parent, the E. W. Scripps Co., a major newspaper publisher. Apparently, Scripps-Howard Broadcasting is experiencing quite favorable returns from its broadcast properties. It reported the highest revenues in its history last year—\$23.2 million—and net income was surpassed only by 1966. Revenues have been steadily on the incline, having jumped from \$18.9 million in 1966, to \$19.3 million in 1967, to \$22.0 million in 1968, to \$22.2 million in 1969, to the current record level. The company also has a 49% interest in Telerama Inc., which operates four CATV systems in Cleveland suburbs. In its SEC filings, Scripps-Howard reported that television accounted for 95% of its total revenues in 1970.

**Sonderling Broadcasting Corp.**'s operations are in four basic categories: radio (it owns four black-oriented stations), television, advertising-servicing (Bernard Howard & Co., a station rep, and Modern Teleservice Inc., a commercial distribution business) and theater operation. The company's SEC report revealed only these divisions' contribution to revenues. No comparative figures on gross income were given.

In 1970, when Sonderling's revenues totaled \$22,793,619, radio accounted for 38%; television, 21%; advertising-servicing, 16% and theaters, 22%. 1970 was the first full year of operation of the theater division. In 1969, radio brought in 45% of the total consolidated revenues of \$18,776,780; television contributed 25%, advertising servicing, 19%, and theaters, 7%. The respective contributions of radio, TV

and advertising in 1968 were 55%, 15% and 25% (out of a total of \$13,674,196). The television division did not exist in 1967, when the company registered revenues of \$11,313,155. Radio accounted for 57% of this figure in 1967; theaters, 39%.

**Storer Broadcasting Co.**'s broadcast interests continue to show favorable returns, although revenues and gross income from their operation in the past two years have not been up to par with the record returns of 1968. Storer's principal problem, however, lies in its 86%-owned subsidiary, Northeast Airlines, which has been experiencing losses for several years. Northeast is attempting to merge with Delta Airlines. A merger with Northwest Airlines, contemplated earlier this year, fell through. In 1970, Storer's broadcast operations attained revenues of \$64,553,427. Northeast brought in \$122,838,376. But in the same year, broadcasting showed a gross income of \$18,827,460, while the airline lost \$10,021,141, and Storer Leasing Corp., an aircraft-rental business affiliated with Northeast, lost \$1,324,671. Conditions were basically the same in 1969, when broadcasting brought in \$64,641,454 and Northeast \$122,088,610 in revenues. In that year, the broadcast operations showed a gross income of \$19,779,087, while the airline lost \$21,056,564 and the leasing company, \$1,815,012.

**Time Inc.**, in breaking down its business into three categories, placed its broadcasting and CATV outlets in the same group, although it referred to that group as "broadcasting" in its SEC report (although Time is in the process of disposing of all its broadcast properties, in favor of cable.) The broadcasting category accounted for less revenues and income than the other two—publishing and paper products. In 1970, Time's publishing businesses were responsible for 75% of the firm's total revenues of \$632,618,013. The paper businesses accounted for 14% and broadcasting, 5%. Broadcasting was responsible for 5% of Time's revenues in 1968 and 1969, when the totals were \$567,811,748 and \$618,488,875, respectively.

Broadcasting contributed 13% to the company's 1970 gross income, which totaled \$36,143,667. Publishing had 39% and paper had 46% in the same year. In 1969, when total gross income was \$38,694,355, broadcasting was responsible for 16%, and in 1968, when \$50,457,037 was attained, it contributed 11%.

**Westinghouse Electric Corp.**'s operations are divided into four units, each functioning as a separate "company" under individual presidents who report to the parent's chairman and chief ex-

ecutive officer. Westinghouse Broadcasting Co. is included in the broadcasting, learning and leisure time division, to which Group W contributes a major revenue source (exactly how much was not indicated). The other divisions are: power systems, consumer products, and industry and defense. The largest portion of Westinghouse's revenues come from the industry and defense division, which last year accounted for \$1,858,525,000 of the company's consolidated revenues of \$4,313,410,000 (about \$1.4 billion came from industry and \$466 million from defense). Power systems registered the second largest contribution with \$1,351,500,000; consumer products was third with \$716,591,000, and broadcasting, learning and leisure time was fourth with \$307,080,000. The remaining \$79,714,000 was accumulated by various activities.

While broadcasting, learning and leisure time was the least bountiful source of revenues among Westinghouse's divisions last year, it was second only to industry and defense in contribution to the firm's total gross income (\$232,836,000). And while the industry and defense division's revenues were six times as great as the broadcasting unit, its gross income was only four times as large. Broadcasting, learning and leisure time had the largest return in income in relation to attained revenues (1:6), of the four divisions. It had a gross income in 1970 of \$46,781,000, compared with industry and defense's \$130,177,000; power systems' \$46,293,000, and consumer products' \$357,000.

**Wometco Enterprises Inc.**'s enterprises fall within four basic categories: television, entertainment (theaters and the Miami Seaquarium), bottling (it has Coca-Cola franchises in several states) and vending-machine operations. The vending interests last year contributed the largest amount of the four to Wometco's consolidated revenues (which totaled \$95,952,448). Television, in 1970, accounted for 20% of that figure (\$19,022,535); entertainment, 20% (\$19,000,345); bottling, 24% (\$22,503,613), and vending, 24% (\$25,666,713). Wometco's total revenues have risen a great deal since 1967, when a total of \$56,946,120 was registered and the four lines of business contributed 66%, 15%, 11% and 3%, respectively.

Throughout the last four years of operation, however, television has continued to account for the majority of gross income. Last year, when Wometco had a gross income of \$12,235,622 (its best ever), the television interests accounted for 56%, while entertainment had 25%, bottling, 18%, and vending, 2%. These percentages have varied only slightly in the past four years.

## Cable policy: Who's in charge here?

Burch and the FCC, Whitehead and the OTP head on collision course in formulating CATV regulation

Thus far, the fight over the federal rules that will govern the CATV industry has pitted broadcaster against CATV operator—the one worried about invasion of his turf by a new communications technology; the other fighting for the kind of regulatory framework it feels will permit it to grow and prosper. Last week, it began to appear that those combatants might be able to retire to the sidelines to witness a truly remarkable confrontation, one involving the White House and the FCC.

For the ingredients of such a clash are present, the product of the differing roles those two agencies of government occupy: The White House, political (and not in a pejorative sense), worried about the bitterness generated by the long fight over CATV policy; the FCC, an independent agency determined to press ahead with plans it has fashioned in months of hard work—unless it is headed off by Congress.

The White House, with Office of Telecommunications Policy Director Clay T. (Tom) Whitehead as its agent, entered the controversy two weeks ago as a result of the cries of anguish and anger it has heard over the commission's proposals—cries that have become louder and more insistent as the commission approached its moment of decision. The cries apparently have been uttered principally by broadcasters concerned about the proposed liberalization of the commission's CATV rules. But CATV operators and members of Congress have also expressed concern.

Indeed, it is the attitude on Capitol Hill that appears to worry the White House. Members of Congress on both sides of the issue regard the situation "as unhealthy," according to Mr. Whitehead. They are afraid of the likely repercussions on the Hill if the FCC were to proceed with its plans "and one side makes a fuss." The situation would be "much healthier if all sides could come together" in an agreement that would be "consistent with the public interest."

Thus, the emergency assignment given Mr. Whitehead to attempt to fash-

ion such an agreement among the contending parties—copyright owners as well as broadcasters and CATV operators (BROADCASTING, July 26), and present it to the commission for its consideration before it adopts its proposed rules. Mr. Whitehead hopes to finish his job before the end of August.

OTP sources say the decision to seek an agreement was arrived at jointly by White House aides and Mr. Whitehead two weeks ago, a few days before the



and he indicated that he would prefer to be devoting more of his energies to that project than to rearranging the nuts and bolts of regulation. The committee is scheduled to complete its work in October.

The White House actions in setting up the policy committee and then in setting OTP to the task of working out an agreement among the parties is seen by some broadcasters as sure signs the President is on their side. But Mr.



*The differing responsibilities of these two men in the field of cable regulation may bring them into confrontation: FCC Chairman Dean Burch (l) and director of the Office of Telecommunications Policy, Clay T. (Tom) Whitehead.*

commission reported on the progress of its CATV deliberations in an appearance before the House Communications Subcommittee.

However, Mr. Whitehead has taken on the new assignment with what appears to be some reluctance. He is chairman of a presidentially appointed committee of Cabinet officers and White House assistants that is working on long-range national policy for cable,

Whitehead does what he can to disabuse callers of that notion. "We're not trying to cram a pro-broadcaster policy down anyone's throat," he says. He also says the administration is not trying "to tell the FCC what to do." The parties, he says, feel the effort OTP is making is "useful."

Some FCC officials regard it as quixotic. They point to the years of controversy and of dashed hopes over

previous efforts at agreement that have gone before. And considering the sticky, interrelated issues with which Mr. Whitehead is obviously dealing—distant signals, copyright, program exclusivity protection, and importation of signals from one overlapping major market into another—they see little likelihood that his effort will meet with success. They point to the commission's "wild card" proposal as a case in point. The commission plans to permit every system in the top-100 markets to import two distant signals, regardless of whether they are needed to fill out a so-called minimum service—three network and three independent signals in the top-50 markets, three network and two independent signals in markets 51-100. One of the distant signals would be a UHF within 200 miles of the system (instead of the closest one within 100 miles, as first proposed). But the other could be imported from any station in the country. CATV systems regard that option as essential to their viability; broadcasters want to see it stricken from the commission's proposal. Compromise, some commission officials feel, is impossible.

But even if an agreement is reached, commission officials point out that it would have to involve copyright; and that, they say, is a matter for legislation, and the commission, they add, is not likely to wait for Congress to enact legislation, a process that could not be completed in a hurry.

However, the commission has laid out a schedule that does afford Congress some opportunity to express its views. The commission will submit its proposals to Congress this week, in accordance with a commitment made to Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, and adopt them in a final order in November, with an effective date early next year—unless Congress orders a halt. And Congress could, either in a resolution of one or both houses or possibly of one or more of its committees.

But there was no indication last week that, short of congressional action, the commission will accommodate its proposals in a major way to any ideas advanced by Mr. Whitehead. And it is Chairman Dean Burch's attitude that provides the basis for the forecast of a possible clash between the White House and the Commission—a clash that would be all the more striking because of Mr. Burch's one-time prominence in the Republican party; he is a former chairman of the party.

A more malleable chairman might not need the heavy hand of Congress to cause him to change commission policy on CATV; an agreement among

the contending parties accepted—and submitted to the commission—by an administration representative would probably be enough. But as one OTP source put it, Mr. Burch is "set in concrete" on the CATV issue.

And although Mr. Burch is a tense, sometimes edgy and impatient man, no one suggests the reason for his attitude is sheer stubbornness. The stiff attitude one encounters at the commission when Mr. Whitehead's effort is discussed stems in part from the feeling that more expert knowledge on CATV has been accumulated within the walls of the FCC than anywhere else; the commission, the feeling seems to be, does not need help from Mr. Whitehead.

The commission last week was finishing up the package it will submit to Congress this week in what those involved would probably call a frenzy of activity: staffers were planning to work Saturday and Sunday to put together the lengthy "letter of intent"—it was expected to run to some 60 pages—that will be delivered to Senate and House Commerce Committees. The commission was scheduled to vote on the proposed letter on Tuesday (Aug. 3) and deliver it on Wednesday.

The letter, which will follow substantially the outline of Chairman Burch's testimony before the House subcommittee two weeks ago, will contain commission proposals for dealing with distant signals in top-100 markets and below and for determining whether signals of stations more than 35 miles from a CATV system are local (if they are "significantly viewed" in the community), copyright (which the commission feels is a matter for Congress to decide), sports (systems would be made subject to the national policy on sports blackouts), minimal channel, two-way capacity and technical standards (systems would be required to build plants with a capacity of at least 20 channels, half of which would be for nonbroadcast use; the commission is considering requiring that channels be set aside for members of the public, education and local government, and will require that at least the public channel be made available on at-cost basis) and federal-state relationship.

But Mr. Whitehead has not been idle either. After conferring with representatives of CATV operators, broadcasters and copyright owners on July 23, he met separately with each of the groups last week—John Gwin, chairman of the National Cable Television Association; Alfred R. Stern, of Television Communications Inc., New York, and Gary Christensen, general counsel of NCTA, on Monday; copyright-owner representatives Louis Nizer and Arthur Scheiner, attorneys, and David H.

Horowitz, of Columbia Pictures, Inc., on Tuesday; and Vincent T. Wasilewski, president, and Jaul B. Comstock, executive vice president for government relations, of the National Association of Broadcasters; E. Louis Read, of WDSU-TV New Orleans, chairman of the NAB television board, and Jack Harris, of KPRC-TV Houston, chairman of the NAB committee that negotiated with cable operators and copyright owners without reaching agreement; and Michael Horne, an attorney representing the Association of Maximum Service Telecables, a long-time cable foe.

Participants in the meetings were reluctant to discuss their exchanges with Mr. Whitehead, although several indicated that Mr. Whitehead was simply canvassing all possibilities for agreement among the parties, and was not offering any ideas of his own.

Some of the broadcast-industry representatives appeared hopeful that a compromise could be worked out. But it appeared their idea of a compromise would not be the same as that of the CATV industry, for the broadcasters were agreed that the commission's proposals just will not do—and that they are prepared to take their case for a better deal to Congress.

Mr. Whitehead, who has not yet decided whether he will hold additional meetings with the group, described last week's sessions as "heartening." His aim, he said, is to "get the feel" of the issues about which "each group feels the most strongly." That done, "we'll move on to forge a position that will make everyone equally happy—or unhappy."

However the developing clash between the White House and the FCC ends, it brings into focus the concerns expressed by some observers last year when President Nixon created OTP as the White House's principal adviser, and spokesman, on telecommunications matters. Such an office, backed by the prestige and influence of the White House, these observers said, would dominate the FCC, a supposedly independent agency, and possibly even usurp its functions. Chairman Burch, however, did not express such concern last year when he testified before the House in support of the proposed OTP. The commission's "constituency, which is the entire United States, should be allowed to speak to us," he said. And the White House, he added, should not be excluded. But then he said: "I am sure I speak for the entire commission when I say the commission does not intend to relinquish any of its powers because of this new office" (BROADCASTING, March 16, 1970). The statement will be something for all parties concerned to ponder in the weeks ahead.

## SEC suit names BBI principal

### Charges of securities violations in former ties may threaten BBI's channel 5 authorization

A principal of Boston Broadcasters Inc., winning applicant in the Boston channel 5 case, has been named in a civil suit filed by the Boston office of the Securities and Exchange Commission accusing him of violating the registration and anti-fraud provisions of the Securities Act of 1933.

The suit, filed Thursday in the U.S. district court in Boston, seeks a preliminary and permanent injunction barring Nathan David and five other defendants from further alleged violations of the act.

Four of the other defendants are present or former officers of Synergistics Inc., a firm with diversified interests, all are stockholders, as is Mr. David who was a former consultant to a subsidiary of the firm. Synergistics is also named as a defendant.

The suit was filed a week after the commission wrote the SEC asking for a report on its investigation of charges that had been made against Mr. David in a suit filed by a former law client that had brought Synergistics stock from him (BROADCASTING, July 26). That suit was brought to the commission's attention by WHDH Inc., which lost its license to operate on channel 5 to BBI.

Commission officials have indicated that an SEC report adverse to Mr. David could place a cloud over the authorization given BBI. Mr. David is a 6.5% stockholder, director and vice president of BBI.

The SEC suit alleges that the defendants sold no-par value common stock in the company without a registration for the stock being in effect or on file with the SEC. Mr. David and another defendant are also accused of making "untrue statements of material facts and omitting to state material facts" about Synergistics Inc. in connection with their sale of the stock.

Mr. David denounced the SEC action against him as "completely unwarranted," "thoroughly unjustified" and "outrageous." "I intend to fight, and I'm confident I'll win," he said.

BBI filed a copy of the SEC complaint with the FCC on Friday (July

30), along with a statement asserting that Mr. David will shortly submit an answer denying any impropriety. The statement also says that the charges, and BBI's answers, have been aired in pleadings filed in the Boston channel 5 case. WHDH had cited the charges of fraud, misrepresentation and violations of Massachusetts and federal security laws contained in the suit filed by Mr. David's former client in a petition seeking a reopening of the case record.

BBI also, said Mr. David, intends to request the district court in Boston for an immediate hearing on the charges against him.

In another development in the case, WHDH last week asked the commission to "reconsider and disavow" the conclusion in its July 23 order that the stay of its decision granting BBI's application and denying WHDH-TV's renewal application automatically terminated on that day.

The stay, issued on July 23, 1969, was to remain in effect until 30 days after final judicial review of the case. The commission held that judicial review ran out on June 23, when the appeals court order upholding the commission's decision became effective. The Supreme Court refused to review the case. However, WHDH said the petition it filed with the Supreme Court on July 8 seeking reconsideration of its refusal to review, kept the case alive. The commission's conclusion, it said, "is erroneous."

The commission is permitting WHDH to continue to operate on channel 5 until further notice, at least in part because of the continuing SEC investigation. But last week it issued BBI a construction permit for its station.

### WFGA-TV acquired in merger

The formal acquisition of WFGA-TV (ch. 12) Jacksonville, Fla., by Channel 12 of Jacksonville Inc. was finalized on July 23, when the four companies that have been operating the station jointly on an interim basis completed their merger.

WFGA-TV has been the target of drawn-out litigation before the FCC and

the courts in a struggle for Jacksonville channel 12 that dates back to the ex parte scandal that rocked the FCC in the 1950's. The four companies merging into Channel 12 of Jacksonville Inc. (Florida-Georgia Television Co., The New Horizons Telecasting Co, Florida Gateway Television Co. and Community First Corp.) had been competing applicants for the channel but decided last year to consolidate their assets into one corporation. The FCC's review board approved the merger last month (BROADCASTING, June 28).

The officers of Channel 12 of Jacksonville are: Gert H. W. Schmidt, president; Alexander Brest, board chairman; Farris Bryant, vice chairman; Luther F. Sadler, vice president, and Judson Freeman, secretary-treasurer.

## Video tape seen as time saver for trials

### Recording all testimony recommended as oil for rusty wheels of justice

The reluctance of judges and lawyers to accept television and related technology in the courtroom is a matter of record. Consider, therefore, the views of an Ohio judge; he wants not only to accept the coming of electronic media, but to use them in "expediting present-day jury trials by the use of video tape, a device not new and not now widely enough accepted in general court proceedings."

Judge James L. McCrystal, of the Erie county (Ohio) court of common pleas, said in a publication of the Ohio Bar Association that video tape could be employed "in the examination of all witnesses in civil suits." By giving video tape operators the status of court reporters and permitting them to record all testimony, he said, "a trial that now consumes three or four days could be reduced by the use of video tape presumably to a four- or six-hour film."

Essentially, the judge's proposal boils down to this: Counsel would take all testimony on video tape; the individual tapes would be spliced in proper order and filed as an official transcript; the taped testimony would then "present purely questions and answers, and no



# FCC readies historic thousand-dollar fine

## Georgia AM is faced with first forfeiture based on personal-attack rule

For the first time since it was adopted in July 1967, the FCC's personal-attack rule was cited in a commission order notifying a station it faced a forfeiture—\$1,000, in this case.

The station is WYNN(AM) Rome, Ga., and the commission's action, last week, was in response to a complaint filed by Charles R. Baker, executive director of the Institute for American Democracy (IAD).

The personal attack rule requires licensees whose stations broadcast a

personal attack—"on one's honesty, character, integrity or like personal qualities"—to send the person or group singled out notification of the time of the broadcast, script or tape of the program, and an offer of an opportunity to respond. The notification and offer must be made within one week of the broadcast.

Mr. Baker alleged that WYNN, on its April 23 *Comment* program, had broadcast a personal attack on the honesty and integrity of IAD and its newsletter, *Homefront*, and had failed to notify IAD within the seven-day period. The program's moderator had referred to the organization and the publication as "subversive" and to "its head," apparently a reference to Dr. Franklin H. Littel, until recently, chairman of IAD as "an avowed communist."

WYNN, in responding to the complaint,

denied that the program contained personal attacks and said that the moderator's remarks were made in response to a caller's remarks and were based on identified publications.

But the commission said that, since the reply indicated that "the general topic of the political and social views of various organizations has been discussed a number of times on WYNN and from varying and diverse points of view" and since IAD, a nationally known organization, was labeled "communist," the attack concerned a controversial issue of public importance. The commission also noted that the station did not offer time to Mr. Baker for response until after it had received the commission's letter and 27 days had elapsed.

The licensee, WYNN, has 30 days in which to pay or contest the proposed forfeiture.

arguments or by-play between counsel which all too often distract or influence jurors." This procedure would leave only the opening statements, closing arguments and jury instructions to be filed live before a jury. According to the judge, actual trial time would be greatly reduced, and one judge could preside over more than one trial at a time.

"Where would the video tape trial differ essentially," Judge McCrystal asked, "from a trial conducted solely by deposition or [an] appeal from an administrative agency where the original transcript of the hearing is read to the jury? This type of trial can be structured to satisfy the demands of due process. Actual trial time would no longer be a serious factor in assigning cases for trial."

The judge recommended that a few pilot trials be conducted under this system, and shown to lawyers and judges for their criticism.

## ABC-TV rallying cry: Wait 'til this year

### At regional meetings top network officials predict best-ever season

Key executives of some 35 ABC-TV affiliates got bullish reports on the 1971-72 season last week in the first of five regional meetings being held by ABC-TV officials.

For ABC, 1971-72 will be "the year of parity" with the other networks, president James E. Duffy told the group assembled in New York on Tuesday (July 27). The theme was echoed in meetings with another group of affiliates

in Chicago on Wednesday and still another group in Atlanta on Thursday. It will be heard again this week in meeting in Phoenix tomorrow (Aug. 3) and Los Angeles Thursday (Aug. 5).

In support of the claim to imminent parity with its rivals, ABC officials said that for the six months since the second-season program changes were made in January, ABC-TV is number one in prime-time ratings in Nielsen's 70-market multi-network areas (MNA) ratings—markets where all three networks compete. They said ABC's average MNA prime-time rating for the six months was 17.4, as against 17.2 for CBS, 16.5 for NBC.

Not only does this record "give us the base for 1971-72," the affiliates were told, but it enabled ABC to schedule for the upcoming season fewer new programs than either of the other networks "for the first time in history."

All in all, the affiliates were told by Martin Starger, vice president in charge of programming, the 1971-72 line-up "is the best fall schedule ABC has ever put on."

They also were told of gains for ABC Evening News (average homes audience up 22% from a year ago), for daytime programs (second-quarter audience share up 19% from a year ago) and for the *Dick Cavett Show* (up 31% in homes from a year ago despite no improvement in station clearances), and heard upbeat reports on sports-coverage plans including the Olympics and the prime-time National Football League schedule.

Officials also reported, in response to questions, that returns from a recent poll of affiliates were running about four to one in favor of ABC-TV's introducing a Saturday-evening newscast. They said they would make a careful analysis of

the full returns before reaching a decision.

## Metromedia acquires Minneapolis TV

### \$18-million price tag gives group owner four, leaves Chris-Craft with two

Acquisition of group-owner Christ-Craft Industries' WTCN-TV Minneapolis by group-owner Metromedia for \$18 million cash was announced Thursday (July 29), subject to FCC approval. The announcement also said that in addition to the cash price, WTCN-TV's outstanding indebtedness to Chris-Craft, amounting to about \$1.7 million, would be paid at or before the closing.

Herbert J. Siegel, Chris-Craft president and chairman, said his company "is currently negotiating for another VHF station in one of the nation's largest markets." He also said Chris-Craft would use net proceeds from the WTCN-TV sale "to discount long-term debt which will result in additional non-recurring income of \$1 million."

Mr. Kluge said acquisition of the channel-11 independent reflected Metromedia's commitment to "the future of independent television" and marked another step in the company's plans to provide major American cities with quality program service.

WTCN-TV will be Metromedia's fifth TV station. It now owns WNEW-TV New York, WTTG(TV) Washington and KTTV(TV) Los Angeles, all independents, and KMBC-TV Kansas City, an ABC affiliate. Chris-Craft also owns KCOP-TV Los Angeles and KPVT-TV Portland, Me., both independents.

## Station vs. station in Amarillo, Texas

### One TV files against another's renewal with antitrust charges

A dispute over the call right to two syndicated programs between two competing television stations in Amarillo, Tex., has erupted into a renewal challenge by one station against the other.

Marsh Media Ltd., licensee of KVII-TV Amarillo (an ABC-TV affiliate), last week petitioned the FCC to deny license renewal for KGNC-TV (NBC-TV). The only other TV station in that city is KFDD-TV (NBC-TV). Marsh claimed that Stauffer Publications Inc., the KGNC-TV licensee, utilized a "tying" arrangement with WIBW-TV Topeka, Kan., which it also owns, to prevent KVII-TV's acquisition of the syndicated *Lawrence Welk Show* and Notre Dane football telecasts. Through its common ownership of the Amarillo and Topeka stations, KVII-TV charged, Stauffer was able to force the distributors of the two programs, who had desired to place their materials on WIBW-TV, to do the same on KGNC-TV. Stauffer's action, KVII-TV alleged, was "contrary to the

antitrust laws of the United States and the public interest in free and open competition in program distribution."

In its allegations concerning KGNC-TV's acquisition to the call right in Amarillo for the Welk program, KVII-TV said it had been advised last March of the show's availability by Don Fedderson Productions, the syndicator. The station said it immediately replied to Fedderson, acknowledging its interest in carrying the show. But nine days later, KVII-TV continued, KGNC-TV announced it would be carrying the Welk program starting this fall. And when it contacted the syndicator about KGNC-TV's announcement, KVII-TV said, it was told that Fedderson "might have been in error" in giving the show to the other station but that "there is nothing we can do about this for the present." KVII-TV said it had learned that Stauffer had requested the Welk program for both KGNC-TV and WIBW-TV.

In the incident involving the Notre Dane football games, which KVII-TV said it has been carrying for several years, KVII-TV charged that Stauffer used its influence in the Topeka market to acquire call right. The station said it had advised the Notre Dame syndicator that it desired to carry the games again this season, only to learn that the program had been given to KGNC-TV. While

the syndicator admitted that the grant of the program to KGNC-TV had been a "serious error" arising from a misunderstanding, and tried to rectify the situation by obtaining a release from that station, KVII-TV charged the syndicator "was unable to provide any reason for not contacting KVII-TV . . . before the placement on KGNC-TV.

The petitioner claimed that "a number of parallels" exist between the denial of the two programs to KVII-TV in favor of KGNC-TV, which "preclude any explanation other than a tying agreement" by Stauffer for its two stations, an action which, KVII-TV said, raised substantial and material question as to whether Stauffer is qualified to continue" as licensee of KGNC-TV.

### Changing Hands

#### Announced:

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

▪ KNCR(AM) Fortuna, Calif.: Sold by Dale A. Owens to Frank G. King for \$135,000. Mr. King is a board member of Television Bureau of Advertisers and formerly had an interest in KTVD-TV Oakland, Calif. KNCR operates daytime on 1280 khz with 10 kw. Broker: Blackburn & Co.

▪ WAEF(FM) Cincinnati: Sold by Al Fishman to Susquehanna Broadcasting Co. Principals refused to disclose the price. Mr. Fishman has no other broadcasting interest. Susquehanna owns WSBA-AM-FM-TV York and WARM(AM) Scranton-Wilkes-Barre, both Pennsylvania; WHLO(AM) Akron, Ohio; WICE(AM) Providence, R.I.; WGBB(AM) Freeport, N.Y.; WQBA(AM) Miami; WKIS(AM) Orlando, Fla., and WLQR(FM) Toledo, Ohio. It is also applicant to purchase WNYN(AM) Canton, Ohio. WAEF operates on 98.5 khz with 50 kw and an antenna 100 feet above average terrain. Broker: R. C. Crisler & Co.

#### Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 49).

▪ KBTR(AM) Denver: Sold by Mullins Broadcasting to Mission Broadcasting Co. for \$1.5 million (see page 28).

▪ WBAX(AM) Wilkes-Barre, Pa.: Sold by P.A.L. Broadcasters Inc. to Merv Griffin for \$657,000 including a \$50,000 covenant not to compete within a 70-mile radius of Wilkes-Barre in AM or TV for four years. Principals of P.A.L. are Frank Henry, James F. Ward, Paul Phillips and Willard Sey-

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mour. Mr. Henry is head of a Pennsylvania-based interstate bus company. Mr. Ward is general manager of WBAX. Mr. Phillips owns a wholesale seafood business. Mr. Seymour is a broker with Loeb & Co., New York. Mr. Griffin, host of *The Merv Griffin Show* on CBS-TV, also owns WWCO-AM-FM Waterbury, Conn., WENE-AM-FM Endicott, N.Y., and WMID(AM) Atlantic City. WBAX operates full time on 1240 khz with 1 kw day and 250 w night.

### Cable TV:

Multiple-CATV owner Tele-Media Corp., State College, Pa., has acquired a 1,500-subscriber cable system serving Jackson, Wellston and Coalton, all Ohio, from Jackson County Cable Service Inc. for an undisclosed amount. Jackson County Cable has franchises for the Ohio communities of MacArthur, Hamden and Oak Hill. Robert Tudek is president of Tele-Media. Broker: Blackburn & Co.

## Senate confirms Reid appointment

President Nixon's nomination of Representative Charlotte Reid (R-Ill.) for a seven-year term on the FCC was unanimously approved by the Senate last Thursday (July 29).

The action follows the Communications Subcommittee's confirmation hearing on the nomination late last month (BROADCASTING, July 26) and a favorable report on the appointment by the parent Commerce Committee last Wednesday (July 28).

Mrs. Reid will replace Commissioner Thomas J. Houser, whose six-month term ended June 30, and who is serving on the commission until his successor takes office. That is expected to be on Oct. 1, when Mrs. Reid winds up her duties on the House Appropriations Committee.

## Storer attacks FCC renewal proposal

Storer Broadcasting Co. has filed comments with the FCC that, among other things, brand the commission's proposal that broadcast stations openly solicit complaints and suggestions from the public as "completely impractical, unworkable and burdensome both on the licensee and on the commission."

The group broadcaster's comments were directed at the FCC's far-reaching rulemaking proposal on license-renewal procedures announced last February (BROADCASTING, Feb. 22), that would require licensees to make announcements at specific intervals of their obligation to serve the public and would substantially revise the community-

needs ascertainment procedure for renewal applicants.

In attacking the solicitation proposal, Storer said such a requirement "is not an acceptable alternative" to the FCC's primer on ascertainment on community needs, also enacted last February, which is the present guideline to be followed at renewal time on the ascertainment question. Storer was largely critical of the commission's proposals in this proceeding, coming out in support of only one of them: that the deadline for filing renewal applications be extended to 120 days prior to the expiration date of the license, from the present 90 days, and that extensions of time for filing petitions to deny will not be granted unless all concerned parties (including the licensee) are in accord.

Deadline for comments in the proceeding is Aug. 9.

### Strikeout

Columbia Cable Systems Inc., Westport, Conn., cable-television group owner, has ended negotiations with Parker Affiliated Companies, Worcester, Mass., to acquire Parker Cablevision, a Parker subsidiary that operates a cable-TV system in Worcester. No reason was given for the termination of a previously announced agreement in principle.

## Act now or we will, Democrats tell FCC

**They promise court action unless fairness complaints are resolved within days**

The Democratic National Committee has called on the FCC to deal promptly with four fairness complaints the committee filed three months ago in connection with network appearances by President Nixon, or face court action.

The DNC, in a letter to FCC Chairman Dean Burch last week, said that although it has sought a speedy resolution of the matter, commission staff members have indicated that no decision appears imminent. It added:

"This inordinate delay is serving to frustrate the purposes of the fairness doctrine, since a response must be timely in order to be effective at informing the public of a contrasting point of view. In the sensitive area of free expression, relief delayed is relief denied."

The DNC complaints, submitted over a two-day period in April, dealt with a two-hour interview with President Nixon on NBC on March 15, a one-hour interview with him on ABC in

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prime time a week later, and a prime-time presidential address on the war in Indochina carried simultaneously on all three networks on April 7. The DNC complaint dealing with the address did not involve ABC, since it has already afforded Democratic spokesmen an opportunity to respond.

The DNC letter, signed by the committee's general counsel, Joseph Califano, said that if the commission does not act promptly, "it will be necessary to seek interlocutory relief through the courts." It asked for "an immediate indication" as to whether a decision may be expected by Aug. 9. The letter did not indicate what court action is contemplated, but a suit seeking an order forcing the commission to act is one possibility.

Mr. Califano's letter did not deal with the only fairness doctrine matter on which the DNC is seeking early action. It has petitioned the commission to separate out from the major fairness-doctrine inquiry it initiated in June those issues it had raised in a proceeding a year earlier, and act on them promptly.

The commission in May 1970 invited comment on a proposal that licensees who present a series of broadcasts on controversial issues, or who editorialize, be required to invite specific spokesmen for contrasting views to state their position. Except for the first program in a series, a broadcaster would not be allowed to rely solely on a broadcast invitation for the presentation of contrasting views (BROADCASTING, May 18, 1970).

The DNC said prompt action in that proceeding is essential in view of the impending political campaign; indeed, it said, "the 1972 presidential campaign is in full swing at the present time."

The DNC said that although the commission originally treated the matter with a degree of urgency, it has allowed it to remain "completely dormant" for more than a year. And now, the committee added, the initiation of the broad-ranging inquiry that was announced in June (BROADCASTING, June 14) "threatens to becloud and delay even further the resolution of these sensitive problems." It envisions an over-all evaluation of the fairness doctrine and all of its ramifications.

## **\$1.5 million tag on Mullins AM sale**

Mullins Broadcasting Co., which is merging with group broadcaster Combined Communications Corp., but is divesting its radio interests beforehand, will sell its KBTR(AM) Denver to Mission Broadcasting Co. for \$1.5 million, pending FCC approval.

KBTR is part of the estate left by the

late John G. Mullins, the sole owner of Mullins Broadcasting. In a deal announced several months ago (BROADCASTING, April 12) the executors of Mr. Mullins' estate will (pending FCC approval) sell the assets of Mullins Broadcasting to CCC. That transaction includes KARK-TV Little Rock, Ark., and KBTV(TV) Denver, electric-sign companies in Denver and Albuquerque, N.M., and a film production company. The other radio properties to be disposed of by Mullins prior to the CCC merger are KARK-AM-FM Little Rock, for which no buyer has yet been announced.

San Antonio, Tex.-based Mission Broadcasting is headed by Jack Roth, president. It is the licensee of KONO(AM)-KITV(FM) San Antonio; WWOK(AM) Miami, and WAME(AM) Charlotte, N.C. It is also in the process of constructing WIGL(FM) Miami.

KBTR operates full time on 710 khz with 5 kw. Broker: R. C. Crisler & Co.

## **FCC-network probe alleged ABC payoff**

### **Hearings called to examine Arkansas broadcaster's applications for licenses**

A second case of an alleged payoff in connection with an ABC affiliation agreement surfaced last week in an FCC order designating for hearing two applications of George T. Hernreich (KFPW Broadcasting).

The hearing—which will involve Mr. Hernreich's applications for license for KFPW-TV (ch. 40) Fort Smith and for renewal of the license of KAIT-TV (ch. 8) Jonesboro, both Arkansas—is to determine the facts surrounding the payments Mr. Hernreich is said to have made to an ABC representative and the changes in KAIT-TV's ABC affiliation agreement.

The order results from a closed-door inquiry the commission has been conducting since March 1970 into the question of whether licensees have given bribes to obtain network affiliation contracts (BROADCASTING, March 16, 1970). The investigation, which is continuing, was sparked by the disclosure that ABC had accused one of its station-relations men of accepting a bribe in connection with the award of an affiliation to WKTR-TV Dayton, Ohio.

The ABC employe involved, Thomas G. Sullivan, stations-relations regional manager, subsequently pleaded guilty in New York's Manhattan Criminal Court to accepting a \$20,000 bribe. ABC, which is conducting its own investigation of possible misconduct in its television station-affiliation agreements, has

announced the dismissal of a second employe in connection with the probe, Carmine F. Patti, who had been TV director of station relations (BROADCASTING, March 30, 1970).

Besides the question of the alleged payoff, the issues in the hearing ordered last week are framed to determine whether Mr. Hernreich's submissions to the commission constituted misrepresentations or were lacking in candor, and whether Mr. Hernreich is qualified to be a licensee. But it provided no further details of the alleged payoff.

In the same action, the commission granted KFPW-TV program test authority, which will permit the station to begin operating. The commission said its aim is to provide Fort Smith with its second television outlet and its first competing local television station. The only television station in Fort Smith, KFSA-TV, is owned by the publisher of the only newspaper in the community. However, the commission said the authorization will be subject to whatever action is deemed appropriate as a result of the hearing.

The hearing could also have a bearing on three other Hernreich applications. The commission said it would defer action on renewal applications of two AM stations principally owned by Mr. Hernreich—KFPW Fort Smith and KZNG Hot Springs, Ark.—pending the outcome of the hearing. And it amended the hearing order designating a Hernreich application for an FM in Fort Smith to provide that, in the event it is not dismissed or denied, final action will be withheld until the hearing has been completed.

The commission order followed Mr. Hernreich's request last month for program test authority for the Fort Smith station. After the commission informed him that action on the request would be withheld pending a decision on the television license applications, Mr. Hernreich said he wanted immediate action on the PTA request.

## **AM-CATV owner runs into FCC trouble**

### **Commission sets hearing for radio station licensee on unfair competition charges**

Generally, the broadcaster the FCC has in mind in expressing concern about broadcaster-CATV crossownership is a television station owner. But last week the commission announced an order indicating that AM licensees who own CATV systems may cause problems also.

The order designated for hearing

John M. Spottswood's application for renewal of WKWF Key West, Fla., where Mr. Spottswood owns a cable system, Cable-Vision Inc. The issue: whether Mr. Spottswood's carriage of his WKWF on the system and his alleged refusal to afford equivalent carriage to two competing stations constitutes an unfair method of competition.

The commission's order was in response to a petition to deny the Spottswood application that was filed by Florida Keys Broadcasting Co., licensee of the two stations allegedly denied carriage on the cable—WKIZ(AM) and WFYN-FM.

Florida Keys argued that Mr. Spottswood's alleged refusal to carry WKIZ was unfair and could result in Mr. Spottswood ultimately "assuming a position of absolute control of the broadcast-cable communications media on Key West." Cable Vision Inc. serves 10,000 subscribers, who comprise 85% of the homes in Key West.

Mr. Spottswood denied refusing Florida Key's request for carriage. However, the commission said that despite a written request, issued by its staff on Oct. 19, 1970, for "an unequivocal answer" as to whether Mr. Spottswood's system would carry WKIZ, the matter remains unresolved.

It also said that although its rules do not bar crossownership of an AM station and a CATV system in the same community, crossownership is not authorized when it is employed unfairly against competitors. It asserted that Mr. Spottswood employed his common ownership in that manner and that the "apparent contradiction" between statements and his conduct regarding carriage of WKIZ "raises a question whether he was completely candid in his statements to the commission."

The commission acted on a vote of 3 to 1, with Commissioners Robert E. Lee, Nicholas Johnson and H. Rex Lee in the majority, and Commissioner Robert T. Bartley dissenting.

## BroadcastAdvertising®

# Will FCC get into the act on advertising?

## Staff wants to hand broadcasters set of procedures for eliminating 'deceptive' commercials from the air

The FCC is being urged by its staff to adopt guidelines for networks and station licensees to follow in determining whether the commercials they carry are false or misleading.

The commission for years has held that broadcasters are responsible for protecting their audiences against such advertising. But it has never suggested the procedures they should follow in discharging that responsibility.

And there was some question last week whether or to what extent the commission is prepared to go now in that direction. Some officials, including commissioners, reportedly feel the staff's recommendations go too far. There was also some feeling that they should not be considered inside of a rulemaking proceeding in which interested parties could comment. The commission last week postponed action on the matter for two weeks and asked the general counsel's office to review it.

The staff does not suggest that the commission lay down specific requirements as to personnel that should be assigned the task of determining advertising acceptability. But it would have the commission make clear that it expects every licensee to establish procedures for screening advertising and for implementing programs "designed to protect the public."

The staff would have the commission suggest that networks "devote substantial resources" and qualified personnel to the job of checking on the acceptability of commercials, as well as

consult with outside sources like the Federal Trade Commission and the National Association of Broadcasters Code.

The staff, noting that most affiliates rely heavily on the networks for clearing the commercials they transmit, suggests that stations be advised to determine whether the networks with which they are affiliated have adequate clearance procedures, and implement them, and to refer to the network any complaints they receive about commercials.

And if a station believes a network-aired commercial to be deceptive, it would be expected to tell the network it will not carry the ad.

In discussing the steps individual licensees should take, the staff says licensees' efforts would be expected to

vary according to their resources. But it says that every station should have at least one staff member—possibly the station manager or owner—who is aware of problems regarding deceptive or misleading advertising, and familiar with applicable law and commission policy.

In dealing with local advertising, broadcasters would be expected to check into the reliability of the advertiser, either on the basis of the broadcaster's own knowledge or the advertiser's past actions or through such organizations as the Better Business Bureau.

Any time a licensee had reason to regard a commercial as suspect, he would be expected to determine whether the advertiser is fulfilling its claims, and the station would also be expected to

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

make prompt and thorough investigations of all complaints about commercials.

The staff recommendation is an outgrowth of a complaint filed by a Washington citizens group, the Consumer Association of the District of Columbia, against WTOP-TV Washington and CBS, alleging that the station and the network had failed to follow their own standards or the policies of the commission or the FTC, and had regularly broadcast "false, misleading or deceptive advertising" (BROADCASTING, Feb. 15).

The staff recommends that the commission reject the complaint and the requested penalties. The group had asked that WTOP-TV be required to broadcast spots "designed to alert viewers to the forms of deception" to which they had been subjected by the station, that the station be notified it faces a fine of up to \$10,000 for violating public-interest standard of the Communications Act and that the station and CBS be directed to establish machinery for eliminating "all false, misleading, or deceptive advertising matter."

However, although the staff's proposed

guidelines are general in nature and would be released in the letter to be sent to the consumer group, and not published in a formal policy statement or issued as a rule, they go part way toward satisfying a major objective of the group—a commission order imposing the responsibility for maintaining the machinery to screen out deceptive or false advertising.

The public-interest law firm representing the group, the Center for Law and Social Policy, said in the complaint that the agency makes no effort to enforce its policy statements calling on broadcasters to protect their audiences from such advertising. The result, it added, is that a broadcaster can, to "his heart's content, broadcast messages to hoodwink the public."

### Fund social campaigns, ad bureau chief urges

Religious, business and community organizations were asked last week by Norman E. Cash, president of the Tele-

vision Bureau of Advertising, to underwrite television campaigns spotlighting the social problems that are now gripping the U.S.

Mr. Cash made his suggestions at the first mass communications conference of the TRAV (television, radio and audio-visuals) division of the Presbyterian church in the U.S. last Thursday (July 29) at Montreat, N.C. He pointed out that the television industry donated more than \$250 million in free time during 1970, but said "there's a tremendous job still to be done." He cited television's advantages as a personal, pervasive and persuasive advertising medium.

"Two of our biggest social problems right now are drug addiction and pilferage," he asserted. "Why not underwrite messages on television which point up the hazards dope addiction, or the fantastic costs we consumers must bear because pilferage equals profits for most retailers?"

### Sounding out SONAR for time savings

The days of waiting weeks for advertising market analyses are ended for a Washington radio operation. WMAL-AM-FM is the first broadcast outlet to install a new market evaluation system designed to reduce to about 20 minutes the time needed for a complete breakdown of reach, frequency, and product usage.

A joint development of Telmar Communications Inc., Brand Rating Index and Radio Advertising Bureau, the system utilizes computer data banks which incorporate ARB audience estimates and cross-tabulates them with BRI product-consumption data. Called SONAR (System for On-Line Analysis of Radio), the marketing service employs telephone-to-computer links, through the New York headquarters of Telmar.

Rich Livingston, WMAL-AM-FM-TV research manager, said that SONAR permits advertisers to examine "any Washington radio station, or combination of stations, according to the reach and frequency of specific spot schedules, not only in terms of target audience demographics, but also according to various levels of product usage." Almost instantly, he added, the sales force can quote precise cost-efficiencies for a given schedule.

In use for only three weeks, SONAR has secured new advertisers for the WMAL radio stations and protected old business that otherwise would have been lost, Mr. Livingston said. The service is available to agencies and advertisers, as well as radio stations and their salesmen, through installation of the telephone computer terminal.

### BAR reports: television-network sales as of July 4

CBS \$297,645,500 (37%); NBC \$277,207,800 (35%); ABC \$221,415,000 (28%)\*

Day parts	Total minutes week ended July 4	Total dollars week ended July 4	1971 total minutes	1971 total dollars	1970 total dollars
Monday-Friday Sign-on-10 a.m.	75	\$ 418,800	1,939	\$ 11,332,800	\$ 11,907,800
Monday-Friday 10 a.m.-6 p.m.	944	5,533,300	23,596	162,966,700	179,506,100
Saturday-Sunday Sign-on-6 p.m.	217	1,630,000	7,300	78,429,100	81,357,700
Monday-Saturday 6 p.m.-7:30 p.m.	92	1,110,300	2,395	37,322,300	43,386,000
Sunday 6 p.m.-7:30 p.m.	11	148,500	433	12,056,900	16,413,900
Monday-Sunday 7:30 p.m.-11 p.m.	429	13,274,600	11,517	460,975,300	513,902,800
Monday-Sunday 11 p.m.-Sign-off	136	1,285,500	3,289	33,185,200	36,064,900
<b>Total</b>	<b>1,904</b>	<b>\$23,401,000</b>	<b>50,569</b>	<b>\$796,268,300</b>	<b>\$88,539,200</b>

### BAR reports: television-network sales as of July 11

CBS \$306,219,800 (37%); NBC \$284,973,600 (35%); ABC \$227,451,800 (28%)\*

Day parts	Total minutes week ended July 11	Total dollars week ended July 11	1971 total minutes	1971 total dollars	1970 total dollars
Monday-Friday Sign-on-10 a.m.	69	\$ 402,700	2,009	\$ 11,735,500	\$ 12,256,900
Monday-Friday 10 a.m.-6 p.m.	859	5,152,800	24,455	168,119,500	185,022,300
Saturday-Sunday Sign-on-6 p.m.	242	1,592,800	7,542	80,021,900	83,048,800
Monday-Saturday 6 p.m.-7:30 p.m.	88	1,121,600	2,483	38,443,900	44,432,600
Sunday 6 p.m.-7:30 p.m.	12	161,200	445	12,218,100	16,624,700
Monday-Sunday 7:30 p.m.-11 p.m.	434	12,822,900	11,952	473,798,200	526,817,400
Monday-Sunday 11 p.m.-Sign-off	131	1,122,900	3,420	34,308,100	37,243,500
<b>Total</b>	<b>1,835</b>	<b>\$22,376,900</b>	<b>52,306</b>	<b>\$818,645,200</b>	<b>\$905,445,200</b>

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

# Wanted: study of CONTAM study

## ARF asked by advertising trade associations to help resolve audience-measurement questions

The controversy over TV-audience measurements took a new turn last week when the trade associations of the nation's leading advertisers and agencies asked the Advertising Research Foundation to conduct an appraisal of the so-called CONTAM studies.

The studies were conducted for CONTAM—the Committee on Nationwide Television Audience Measurement—by an independent research firm and purport to show (1) that “properly executed” telephone-coincidental research provides an acceptable “standard of truth” in audience measurement and (2) that the meter-based Nielsen Television Index (NTI) reports viewing levels virtually identical to those found in a “properly executed” telephone coincidental.

Although they deal with network-audience measurement, the CONTAM studies have been brought into the local-market ratings controversy by critics of the local services. These critics argue that the local reports, particularly the American Research Bureau's, show viewing levels substantially below the “acceptable standard of truth” implied for NTI's and therefore underestimate the truth.

The requests for ARF appraisal of the CONTAM studies were made by the Association of National Advertisers and the American Association of Advertising Agencies. In a joint statement last week they also noted the Television Bureau of Advertising—one of the leading critics of ARB's local ratings in particular—“has expressed dissatisfaction with local television ratings.” The joint statement continued:

“Members of ANA and AAAA share with the TVB a strong desire to achieve ‘truth’ in TV audience measurements. However, there are numerous questions yet to be resolved before that end can be accomplished not the least of which is:

“Can one single ‘truth’ be agreed upon where different things (TV turn tuning vs. reported TV viewing) are being measured by different methods (meters vs. diaries) and at different times?”

The statement recalled that ANA, AAAA and the National Association of Broadcasters cooperated “several years ago” in underwriting an audience-research methodology proposal, and that ANA and AAAA had cooperated with the ARF in a proposal for a benchmark study to measure the “true” levels of viewing but that neither proposal had

gained enough support to launch it. (Independent authorities suggested last week that both proposals probably were too ambitious. In addition, each would have cost an estimated \$250,000 to \$300,000.)

The ANA/AAAA statement said that “advertisers and agencies are interested in the TVB's statement that CONTAM data corroborates the ‘truth’ as established by meters. . . . Certainly, buyers of television advertising are interested in complete, objective, validated information that might throw additional light on this important subject.”

For these reasons, the statement said, ANA and AAAA “have officially requested [ARF] to conduct an appraisal of all relevant CONTAM data in order to (a) provide buyers of TV advertising with an authenticated judgment of the data, and (b) establish a base from which all interested parties (advertisers, agencies and broadcasters) can move forward in their efforts to improve measurements of TV audiences.”

ARF President E. J. Gerhold said he thought approval of the requests would be virtually automatic, not only because ANA and AAAA are both founding members of ARF but also because many authorities felt a study in this area was overdue. He said the appraisal probably would take several months.

The CONTAM studies were conduct-

ed by Statistical Research Inc., Westfield, N.J., over a period of several years. Some of the most recent have not yet been formally published, although their basic findings have been reported—one at an ARF annual meeting, two others at ANA's annual meeting last fall (BROADCASTING, Nov. 2, 1970).

CONTAM is composed of representatives of the three TV networks and the NAB. Those questioned last week indicated they would gladly cooperate with ARF in the requested appraisal. Some, however, also wondered why the request had been so long in coming.

## Agency profits down in 1970

The average net profit of advertising agencies, after taxes, declined in 1970 to 3.46% of their average gross income, compared with 4.19% in 1969, according to a study being released today (Aug. 2) by the American Association of Advertising Agencies.

The study, covering costs and profits of 216 AAAA member agencies, also showed that among incorporated agencies—excluding partnerships and proprietorships—the average after-tax profit dropped from 4.03% of gross income in 1969 to 3.11% in 1970, or, in terms of

## TV revenues sag in first-half 1971

Television-network revenues in June dropped 9.2% below their levels of June 1970 and for the first half of this year were down 9.6% from a year ago, according to estimates compiled by Broadcast Advertisers Reports and released last week by the Television Bureau of Advertising.

Both declines were attributed pri-

marily to the ban on broadcast advertising of cigarettes, effective last Jan. 2.

June revenues came to \$112.2 million this year as compared with \$123.5 million last year, according to TVB/BAR. For the first six months they were \$784 million as against \$866.9 million a year ago. TVB said cigarette billings accounted for \$9.8 million or 87% of the \$11.3-million decline in June and for \$75.7 million or 93% of the \$82.9-million drop in the first half.

	JUNE		% Chg.	JANUARY-JUNE		% Chg.
	1970	1971		1970	1971	
Daytime	\$ 38,393.1	\$ 36,727.4	- 4.3	\$267,661.5	\$248,809.9	- 7.0
Mon.-Fri.	29,889.4	28,281.1	- 5.4	187,869.2	172,010.8	- 8.4
Sat.-Sun.	8,503.7	8,446.3	- 0.7	79,792.3	76,799.1	- 3.8
Nighttime	85,098.8	75,424.7	-11.4	599,236.0	535,214.5	-10.7
<b>Total</b>	<b>\$123,491.9</b>	<b>\$112,152.1</b>	<b>- 9.2</b>	<b>\$866,897.5</b>	<b>\$784,024.4</b>	<b>- 9.6</b>

	ABC		CBS		NBC		TOTAL
	1970	1971	1970	1971	1970	1971	
January	\$ 36,905.5	\$ 50,029.2	\$ 50,029.2	\$ 52,027.2	\$ 52,027.2	\$ 138,961.9	
February	38,478.7	48,852.4	48,852.4	45,322.3	45,322.3	132,653.4	
March	39,946.5	54,338.1	54,338.1	48,506.9	48,506.9	142,791.5	
April	36,949.8	49,261.3	49,261.3	46,792.6	46,792.6	133,003.7	
May	33,701.5	48,611.8	48,611.8	42,148.5	42,148.5	124,461.8	
June	32,039.4	41,929.6	41,929.6	38,183.1	38,183.1	112,152.1	
<b>Year to date</b>	<b>\$218,021.4</b>	<b>\$293,022.4</b>	<b>\$293,022.4</b>	<b>\$272,980.6</b>	<b>\$272,980.6</b>	<b>\$784,024.4</b>	

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

sales, from 0.80% of agency billing to 0.66% of billing.

The report did not specify profits by agency size but said the 1970 average ranged from 0.96% of gross income for one size group to 5.58% of gross income for another. As a percentage of billing, the profit swing was from a low of 0.24% for one group to a high of 0.90% for another. Profit averages usually tend to run somewhat higher among larger agencies, the report said.

Payroll continued to be the dominant agency expense, rising from 65.79% of gross income in 1969 to 66.67% in 1970. AAAA said this represented a "substantial" dollar increase because the higher percentage applied against a higher dollar income base in 1970.

## Spreading the word about retail reality

The Mediators Inc., New York and Los Angeles, a media-buying-and-planning service, has established a subsidiary, Mediators Retail, to operate solely in the retail field.

The new subsidiary is headed in New York by Joseph W. Harris, formerly advertising and sales promotion manager of HCA Industries, and in Los Angeles by Jacqueline H. Garrett. It will specialize in planning, developing, negotiating, placing and researching radio and TV campaigns for retailers only. Mediators currently is working with 7-11 (chain food stores) and E. J. Korvette department stores, a spokesman said.

## Bic clicks into heavy pre-school campaign

Bic pens will be promoted in a \$1.6-million back-to-school campaign on network TV, supplemented by spot, beginning Aug. 16, it was announced last week. Approximately \$21.5 million has been spent by the Bic Pen Corp., Milford, Conn., in television advertising over the past nine years.

The 11-week flight is set to run through Oct. 31 and will be seen on 81 network programs. The campaign calls for 73 messages on 15 ABC-TV programs, 76 spots on 19 CBS-TV shows, 69 commercials on 25 NBC-TV shows and 32 commercials on 22 Hughes Sports Network presentations. In addition assorted spot-TV purchases have been made to round out the campaign.

Kurtz Kambanis Symon Inc., Bic's agency, has prepared seven 30-second commercials for the drive. Three will advertise Bic's 19-cents pen, one its 25-cents model, two the 49-cents version and one the "inflation fighter" package of three pens offered as a school special.

## Safe driving: next shift to paid ads?

### House and Senate bills introduced to fund hefty commercial campaigns

Proposed legislation that could make the Army's \$10.6-million TV-radio advertising campaign look pale by comparison was introduced in both congressional houses last Wednesday (July 28) by Senator Harrison A. Williams Jr. (D-N.J.) and Representative John M. Murphy (D-N.Y.). The "Automobile Driver Education and Highway Safety Act" would authorize the secretary of transportation to spend up to \$85 million in fiscal 1972—and the same amount in each of the following two years—on an advertising campaign designed to stem the growing toll of highway deaths and injuries.

Although the proposal does not specifically call for the use of broadcast advertising, a spokesman for Mr. Murphy said that the measure is principally aimed at the use of TV and radio. In a letter last week, Mr. Murphy told House colleagues that use of the media, particularly television, could be instrumental in providing nationwide driver education. And, in a joint statement, the congressmen said they are proposing to use the media "on a continual basis with thoroughly researched, psychologically tested, expertly prepared one-minute capsules. . . ."

A spokesman for Senator Williams said the senator has written N. W. Ayer & Son, the Philadelphia agency that handled the Army's spot buying,

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### Business briefly:

**AMF Inc.**, through Fuller & Smith & Ross, both New York, in what was said to be AMF's first network-TV buy since 1959, has purchased full sponsorship of a one-hour TV special with veteran entertainer Bob Hope on NBC-TV, Tuesday, Dec. 7 (9:30-10:30 p.m. NYT). Mr. Hope will appear in seven specials on NBC during the 1971-72 season.

**Lipton Tea Co.**, division of Thomas J. Lipton Inc., Englewood Cliffs, N.J., has awarded a media-placement contract for spot radio to the media-placement division of Pepper & Tanner, Memphis. The media purchase will involve 13 weeks placement with approximately 150 stations utilizing a budget of "several hundred thousand dollars." The purchase will be for Lipton Regular Tea, and will be made in conjunction with SSC&B, Lipton's New York agency.

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for general information on ad campaigns. The 13-week Army campaign drew criticism from small stations because most of the money went into major-market outlets (BROADCASTING, Feb. 22, et seq.). Even some large stations refused to sell the Army time, preferring to continue their policy of donating it. "We cannot depend on public-service spots to combat this greatest of American tragedies," the congressman said in their joint statement.

In addition, the Army ad campaign drew fire from Representative Lionel Van Deerlin (D-Calif.) and other congressmen who maintained that public funds should not be used to buy time that has been donated as a public service in the past. A spokesman said last week that Mr. Van Deerlin would also oppose the driver-education campaign legislation.

## Which is on top in a piggyback?

Study conducted by BBDO reveals there is no significant difference in selling effectiveness, communication, or recall between the front or back end of 30-second commercials incorporated into a 60-second piggyback spot.

In releasing the results last week, BBDO recommended these steps to maximize the effects of both halves of a piggyback: both segments should have the same prospect or target audience; both products should have similar familiarity levels (a new product should not be paired with one already known to the public); both segments should be reasonably compatible (grouping a frozen food with an insecticide will diminish the effectiveness of both); the natural sequence of products should be considered when positioning them (a hair rinse should not be placed before a shampoo).

Part of the BBDO study included an examination of previous research projects by other organizations on the same subject. BBDO said the findings of these studies were virtually identical to those uncovered by the agency.

## NAB wants clear picture of distant-signal ads

The National Association of Broadcasters has asked the Federal Trade Commission to clarify its rule on advertising of food specials as it affects broadcasters.

The rule, which became effective July 12, stipulates that it is unfair competition for a retail food store to advertise products for sale in areas where stores do not have the items in stock or have them readily available.

In a letter to the FTC, NAB said that



many food stores are terminating their broadcast advertising out of fear that CATV carriage of the station to distant locations will place them in violation of the rule. TV and radio stations have no control over CATV's selection or carriage of their signals, NAB pointed out.

"As a practical matter," it said, "it is unlikely that a viewer or listener would be misled into thinking that distant-station advertising brought into his area by a CATV system applies to retail food operations in his community. . . ."

NAB asked the commission to issue an interpretation of the rule to clarify that it applies only to "definable markets served primarily by the advertising medium being used and not to markets into which the medium is not intentionally directed." This interpretation would insure broader competition, NAB said, since it would preserve food retailers' "uninhibited use" of broadcast advertising.

## Satisfaction guaranteed for local advertisers

For skeptical advertisers who doubt that television advertising's effectiveness matches its cost, WHMA-TV Anniston, Ala., is offering a money-back guarantee to prove it does. The station promises that if the advertiser's gross business during the 30 days following the conclusion of a telecast ad schedule does not surpass that of the preceding year, it will refund the full cost of the campaign.

The offer, first made available July 1, is designed to convert newspaper-oriented local accounts to broadcast advertising. Its only requirements are that an advertiser be at least one year in business and not be returning from a long period of dormancy. The advertising schedule would be adapted to each client by a team of station and firm representatives.

According to Harry Mabry, WHMA-TV general manager, reaction to the guarantee has been good, although he added that it was still too early to determine the long range success of the idea. Thus far no advertiser has elected to file for fund reimbursement. Looking toward the future, Mr. Mabry saw the continuance of the idea, beyond what he called "gimmick" or promotion stunt proportions to establish a lasting trust between station and advertiser.

## Agency appointments:

▪ Bell & Howell Co., appointed N. W. Ayer & Son., both Chicago, as its agency last week, replacing McCann-Erickson, which handled the account for 20 years. Last year Bell & Howell billed slightly more than \$1 million, of

which about \$100,000 was in broadcast.

▪ Career Academy, Milwaukee, has named A. Eicoff & Co., Chicago, to handle all advertising and marketing for two of its educational divisions, radio-broadcast and medical/dental. The budget allocated to Eicoff is "as yet undetermined," but will be spent almost entirely in television advertising, according to T. A. Hueneke, Career Academy advertising director. Previously, a house staff handled all advertising for the divisions.

▪ Corning Glass Works, Corning, N.Y., has appointed DKG Inc., New York, as its consumer-products division agency for 1972. Products to be handled by DKG include Corning Ware cookware, Centura tableware, Corelle livingware, the Counter That Cooks built-in cooktop, the Counterange electric range, Corning wall ovens and Counter-saver work surfaces. The division's present agency, Rumrill-Hoyt, will handle the account for the remainder of 1971. A Corning spokesman said the company plans to continue its use of radio and TV.

## Proslim loses some, wins some with FTC

A consent order, tentatively accepted by the Federal Trade Commission last week, would ban use of the name "Proslim" to describe the reducing wafers and diet drink mix made by J. B. Williams Co., New York, but would permit the name to be used as it relates to a diet plan.

The FTC announcement noted also that the Williams firm must clearly and conspicuously disclose in future advertising that any claimed reduction in weight or size is due to a low-calorie diet and/or an exercise program. It also forbids the Williams company from making false weight reduction claims for any of its similar products.

Also named in the consent order is Williams's advertising agency, Parkson Advertising Agency Inc., also New York.

The consent order awaits final action by the commission. Comments on the order may be filed with the FTC through Aug. 26.

In its original complaint, the FTC alleged that TV and print advertising and the trade name itself create the false impression that Proslim products are valuable and effective for weight reduction (BROADCASTING, April 26).

In reality, the FTC contended, the food is substantially similar to other foods. Any reduction in weight and size is due to the diet plan enclosed with the packages, the agency maintained.

## SRI viewer data at odds with ARB and Nielsen

The results of a special telephone-coincidental survey measuring TV usage in the New York metropolitan area were announced last Wednesday (July 28), showing several differences in comparison with New York audience estimates provided by A. C. Nielsen Co. and American Research Bureau.

Dr. Gerald Glasser of Statistical Research Inc., Westfield, N.J., an independent company that conducted the survey for the New York Television Stations Committee during April and May, stressed that the report should not be construed as a criticism of the rating services, however. He said further analysis was needed to seek possible explanation for the differences.

Some of the differences that emerged, he said, were that the special study put the homes-using-television level in early-fringe and prime time at 50.6%, whereas Nielsen's Instant Audimeter (IA) put it at 47.6% and ARB's Overnight Arbitron put it at 43.0%. In prime time alone, he said, the differences were more marked.

In another phase, the SRI coincidental study found 2.04 viewers per tuned household, compared with 1.82 reported by Nielsen, based on diaries, and 1.63 reported by ARB, also based on diaries. The cost of the study was \$22,000. It was underwritten by the six commercial VHF stations in New York: WABC-TV, WCBS-TV, WNBC-TV, WNEW-TV, WOR-TV, WPIX(TV).

## Also in advertising:

**Solo 16mm** ▪ Dutchmen Industries has announced the formation of Jan Welt Associates, 56 West 45th Street, New York, a complete production company that will use only 16mm film and equipment. This restriction to 16mm stems from increasing usage by the advertising industry in television commercials, a company spokesman said. Mr. Welt is the former director of operations for Norman Mailer's film company, Supreme Mix Inc.

**Pulse's new beat** ▪ The Pulse Inc., broadcast research firm, New York, has announced a new service, "County Take Out" (CTO) which will enable radio stations to order complete share-of-audience data for any county within the Pulse survey area. CTO will provide audience shares by principal day parts for men, women, teens, children and total audience for stations registering at or above the cutoff level. The figures will be the average of all data collected in the specific county for a period of up to 12 months to yield a minimum sample of 200 persons. It is hoped

that this limited Pulse survey will serve stations for which full-sized areas would be inefficient and the cost prohibitive. Subscription rate for the CTO service is \$500.

**On the spot** ■ Southern Spot Sales, Raleigh, N.C.-based station representative, and C. K. Beaver & Associates,

Memphis, have opened an office in Atlanta. The office will be managed by Penn Watson, with Mary Elynn Yates as assistant manager. Southern Spot Sales is the Southeastern representative for C. K. Beaver & Associates, The Mario Massina Co., Jack Masla & Co. and Riley Representatives.

**Rep appointments:**

- KFOX(AM) Long Beach and KBBQ(AM) Burbank, both California; Savalli/Gates, New York-based representative, to handle greater Los Angeles market.
- KBFW(AM) Bellingham, Wash.: Tacher Co., Seattle.

**Telestatus®**

**See spot run—where it's needed**

'Telestatus' pinpoints by market the network audiences delivered and shows where to place back-up advertising

The network-TV advertiser is assured of national exposure for his messages, but in many markets—large and small—he usually needs spot-TV support.

This need derives, in part, from the uneven nature of local-market coverage patterns. Some markets deliver more than their proportionate share of the population, others less. Those that deliver significantly less are candidates for additional spot support. Even those that deliver more than their share may equally be candidates for spot, but for other reasons, such as unusual potential for the brand or product advertised.

This month's "Telestatus" is a shortcut for determining, by network, whether individual market delivery in prime time—for a large scatter package—is above, below or on target with that market's share of the national population. The data is also shown cumulatively for groups of 10 markets. Delivery in direct proportion to population is given an index value of 100.

Thus the tables show, for example, that a prime-time scatter package on ABC underweights New York and Los Angeles by 8% each (index 92), substantially overweights Philadelphia and

Pittsburgh (index 122 and 126) and in the top-10 markets as a group is in virtually direct proportion to the population (index 101).

This data was compiled especially for BROADCASTING by the Nielsen Station Index (NSI). It is based upon material from the NSI network program audience report, late winter 1971. Nielsen cautions that all the reported figures are sample-based estimates and as such are subject to both sampling and nonsampling error. Dashes indicate markets which fell below "minimum reporting standards."

Rank	Market	ABC				CBS				NBC					
		TV households (000)	% U.S.	Index	DMA %	TV households (000)	% U.S.	Index	DMA %	TV households (000)	% U.S.	Index	DMA %		
1.	New York	5,891.6	9.77	92	17	1,005	8.96	84	17	987	8.19	95	19	1,113	9.67
2.	Los Angeles-Palm Springs	3,323.6	5.51	92	17	568	5.07	73	15	483	4.00	89	18	590	5.12
3.	Chicago	2,558.9	4.25	106	20	502	4.47	90	18	459	3.80	85	17	435	3.77
4.	Philadelphia	2,164.2	3.59	122	23	490	4.37	92	18	397	3.29	89	18	386	3.35
5.	Boston-Manchester, N.H.,-Worcester, Mass.	1,536.3	2.55	102	19	290	2.58	98	20	299	2.48	96	19	293	2.54
6.	San Francisco-Oakland	1,432.4	2.38	95	18	251	2.23	75	15	214	1.77	88	18	252	2.19
7.	Detroit	1,419.5	2.36	108	20	282	2.51	94	19	267	2.21	100	20	283	2.46
8.	Cleveland-Akron	1,219.8	2.02	110	20	249	2.21	96	19	235	1.95	98	20	238	2.06
9.	Washington	1,059.3	1.76	101	19	198	1.76	75	15	159	1.32	88	18	186	1.62
10.	Pittsburgh	989.2	1.64	126	23	231	2.06	135	27	265	2.20	84	17	165	1.44
<b>Markets 1-10</b>		<b>21,594.8</b>	<b>35.83</b>	<b>101</b>	<b>19</b>	<b>4,066</b>	<b>36.22</b>	<b>87</b>	<b>17</b>	<b>3,765</b>	<b>31.21</b>	<b>96</b>	<b>18</b>	<b>3,941</b>	<b>34.22</b>
11.	Dallas-Fort Worth	897.9	1.49	101	19	167	1.48	93	19	167	1.38	84	17	150	1.30
12.	St. Louis	881.6	1.46	94	17	153	1.36	113	22	197	1.64	100	20	176	1.53
13.	Seattle-Tacoma-Bellingham	727.3	1.21	127	24	171	1.52	68	14	99	.82	95	19	138	1.20
14.	Minneapolis-St. Paul	712.1	1.18	93	17	122	1.09	114	23	161	1.33	95	19	136	1.18
15.	Houston	685.7	1.14	106	20	135	1.21	89	18	122	1.01	96	19	132	1.14
16.	Indianapolis-Lafayette-Muncie	672.8	1.11	94	17	116	1.04	95	19	127	1.05	99	20	133	1.18
17.	Atlanta	645.7	1.07	86	16	103	.92	94	19	121	1.01	99	20	128	1.11
18.	Baltimore	624.8	1.04	128	24	148	1.32	114	23	142	1.17	92	18	115	1.00
19.	Miami-Fort Lauderdale	613.5	1.02	90	17	102	.91	102	20	124	1.03	93	19	114	.99
20.	Kansas City-St. Joseph, Mo.	602.5	1.00	118	22	132	1.18	107	21	128	1.06	84	17	101	.88
<b>Markets 11-20</b>		<b>7,063.9</b>	<b>11.72</b>	<b>103</b>	<b>19</b>	<b>1,349</b>	<b>12.03</b>	<b>98</b>	<b>20</b>	<b>1,388</b>	<b>11.50</b>	<b>98</b>	<b>19</b>	<b>1,323</b>	<b>11.49</b>
<b>1-20</b>		<b>28,658.7</b>	<b>47.55</b>	<b>101</b>			<b>48.25</b>	<b>90</b>			<b>42.71</b>	<b>96</b>			<b>45.71</b>
21.	Hartford-New Haven, Conn.	579.0	.96	106	20	114	1.01	127	25	147	1.22	91	18	105	.92
22.	Cincinnati	576.5	.96	106	20	113	1.01	112	22	128	1.06	99	20	114	1.00
23.	Buffalo, N.Y.	561.2	.93	105	19	109	.97	103	20	115	.95	86	17	96	.83
24.	Milwaukee	552.1	.92	126	23	129	1.15	91	18	100	.83	98	20	108	.94
25.	Sacramento-Stockton, Calif.	533.4	.88	109	20	107	.95	81	16	86	.71	95	19	101	.88
26.	Tampa-St. Petersburg, Fla.	531.8	.88	69	13	68	.61	102	20	107	.89	108	22	114	1.00
27.	Memphis-Jackson, Tenn., Jonesboro, Ark.	530.0	.88	90	17	89	.79	114	23	120	1.00	89	18	94	.82
28.	Portland, Ore.	517.4	.86	108	20	103	.92	78	16	80	.66	100	20	103	.90
29.	Providence, R.I.	483.6	.80	118	22	105	.94	105	21	101	.83	111	22	107	.93
30.	New Orleans, Biloxi, Miss.	468.0	.78	116	22	101	.89	108	22	101	.83	114	23	107	.93
<b>Markets 21-30</b>		<b>5,333.0</b>	<b>8.85</b>	<b>104</b>	<b>19</b>	<b>1,038</b>	<b>9.24</b>	<b>101</b>	<b>20</b>	<b>1,085</b>	<b>8.98</b>	<b>103</b>	<b>20</b>	<b>1,049</b>	<b>9.15</b>
<b>1-30</b>		<b>33,991.7</b>	<b>56.40</b>	<b>102</b>			<b>57.49</b>	<b>92</b>			<b>51.69</b>	<b>97</b>			<b>54.86</b>
31.	Columbus, Ohio	456.9	.76	105	19	89	.79	116	23	105	.88	79	16	72	.62
32.	Nashville, Bowling Green, Ky.	448.8	.74	90	17	75	.67	114	23	102	.84	98	20	87	.76
33.	Denver	445.7	.74	90	17	74	.67	104	21	92	.76	77	15	69	.60
34.	Birmingham, Ala.	433.6	.72	160	30	129	1.15	50	10	43	.35	86	17	74	.65
35.	Charleston-Huntington-Parkersburg, W. Va.	408.5	.68	90	17	68	.61	80	16	66	.55	123	25	100	.87
36.	Grand Rapids-Kalamazoo, Mich.	405.7	.67	76	14	57	.50	129	26	104	.86	96	19	78	.67

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		TV households (000)	% U.S.	Index	DMA %	TV households (000)	% U.S.	Index	DMA %	TV households (000)	% U.S.	Index	DMA %	TV households (000)	% U.S.
37.	San Diego	405.4	.67	96	18	72	.64	89	18	72	.60	100	20	81	.70
38.	Charlotte, N.C.	398.0	.66	64	12	47	.42	143	28	113	.94	81	16	64	.55
39.	Dayton, Ohio	396.7	.66	91	17	67	.59	114	23	90	.74	103	21	82	.71
40.	Albany-Schenectady-Troy, N.Y.	396.6	.66	86	16	63	.56	108	21	85	.70	111	22	88	.76
<b>Markets 31-40</b>		<b>4,195.9</b>	<b>6.86</b>	<b>95</b>	<b>18</b>	<b>741</b>	<b>6.60</b>	<b>104</b>	<b>21</b>	<b>872</b>	<b>7.22</b>	<b>99</b>	<b>19</b>	<b>795</b>	<b>8.89</b>
<b>1-40</b>		<b>38,187.8</b>	<b>63.38</b>	<b>101</b>			<b>84.09</b>	<b>93</b>			<b>58.91</b>	<b>97</b>			<b>61.75</b>
41.	Louisville, Ky.	386.0	.64	79	15	57	.50	110	22	85	.71	97	19	75	.65
42.	Greenville-Spartanburg, S.C., Asheville, N.C.	370.9	.61	94	17	64	.57	104	21	77	.64	99	20	73	.63
43.	Oklahoma City	368.4	.61	112	21	77	.69	102	20	75	.62	104	21	77	.66
44.	Lancaster-Harrisburg-Lebanon-York, Pa.	347.9	.58	101	19	65	.58	93	19	64	.53	112	22	78	.67
45.	San Antonio, Tex.	347.4	.58	96	18	62	.55	102	20	71	.58	89	18	62	.54
46.	Wichita-Hutchinson, Kan.	342.0	.57	112	21	71	.63	99	20	67	.55	97	19	66	.58
47.	Norfolk-Portsmouth-Newport News, Va.	341.3	.57	112	21	71	.64	122	24	83	.68	89	18	61	.53
48.	Phoenix	329.0	.54	99	18	60	.53	88	18	58	.48	87	17	57	.50
49.	Flint-Saginaw-Bay City, Mich.	327.6	.54	122	23	74	.66	75	15	49	.40	108	22	71	.61
50.	Orlando-Daytona Beach, Fla.	326.1	.54	108	20	65	.58	99	20	64	.53	95	19	62	.54
<b>Markets 41-50</b>		<b>3,486.6</b>	<b>5.78</b>	<b>103</b>	<b>19</b>	<b>666</b>	<b>5.93</b>	<b>99</b>	<b>20</b>	<b>693</b>	<b>5.72</b>	<b>102</b>	<b>20</b>	<b>662</b>	<b>5.91</b>
<b>1-50</b>		<b>41,674.2</b>	<b>69.14</b>	<b>101</b>			<b>70.02</b>	<b>93</b>			<b>64.83</b>	<b>98</b>			<b>87.66</b>
51.	Syracuse-Elmira, N.Y.	324.6	.54	95	18	57	.51	109	22	70	.58	100	20	65	.56
52.	Greensboro-High Point-Winston-Salem, N.C.	316.0	.52	109	20	64	.56	116	23	73	.60	77	15	49	.42
53.	Salt Lake City	308.2	.51	122	23	69	.62	84	17	52	.43	83	17	51	.44
54.	Tulsa, Okla.	306.4	.51	118	22	67	.60	98	20	80	.49	90	18	55	.48
55.	Shreveport, La.	297.9	.49	128	24	70	.63	124	25	73	.60	68	14	40	.35
56.	Richmond-Petersburg, Va.	296.6	.49	108	20	59	.52	135	27	80	.66	80	16	47	.42
57.	Wilkes-Barre-Scranton, Pa.	292.8	.49	131	24	71	.64	118	23	68	.57	95	19	55	.48
58.	Toledo, Ohio	290.0	.48	89	17	48	.42	108	22	62	.52	114	23	66	.57
59.	Little Rock-Pine Bluff, Ark.	283.4	.47	117	22	61	.55	101	20	57	.47	91	18	51	.45
60.	Jacksonville, Fla.	280.4	.47	75	14	39	.34	122	24	68	.57	98	20	55	.48
<b>Markets 51-60</b>		<b>2,996.3</b>	<b>4.97</b>	<b>108</b>	<b>20</b>	<b>605</b>	<b>5.39</b>	<b>110</b>	<b>22</b>	<b>663</b>	<b>5.49</b>	<b>94</b>	<b>18</b>	<b>534</b>	<b>4.65</b>
<b>1-60</b>		<b>44,670.5</b>	<b>74.11</b>	<b>102</b>			<b>75.41</b>	<b>95</b>			<b>70.12</b>	<b>98</b>			<b>72.31</b>
61.	Rochester, N.Y.	272.2	.45	122	23	61	.55	103	20	56	.46	96	19	52	.46
62.	Davenport, Iowa-Rock Island-Moline, Ill.	270.0	.45	120	22	60	.54	125	25	67	.56	97	19	52	.45
63.	Knoxville, Tenn.	261.1	.44	65	12	31	.28	122	24	63	.53	118	24	61	.53
64.	Omaha	260.7	.43	124	23	50	.53	108	21	56	.46	100	20	52	.45
65.	Raleigh-Durham, N.C.	260.7	.43	131	24	63	.56	99	20	51	.43	78	16	40	.35
66.	Champaign-Springfield-Decatur, Ill.	258.9	.43	118	22	57	.50	117	23	60	.49	101	20	52	.45
67.	Roanoke-Lynchburg, Va.	254.3	.42	69	13	32	.29	140	28	71	.59	106	21	54	.46
68.	Des Moines-Ames-Fort Dodge, Iowa	254.1	.42	103	19	48	.43	117	23	59	.49	87	17	44	.38
69.	Mobile, Ala.-Pensacola, Fla.	253.3	.42	115	21	54	.48	118	23	59	.49	86	17	43	.38
70.	Fresno (Visalia), Calif.	247.9	.41	104	19	48	.43	89	18	44	.36	113	23	56	.48
<b>Markets 61-70</b>		<b>2,593.2</b>	<b>4.30</b>	<b>107</b>	<b>20</b>	<b>514</b>	<b>4.59</b>	<b>113</b>	<b>23</b>	<b>586</b>	<b>4.86</b>	<b>102</b>	<b>20</b>	<b>506</b>	<b>4.39</b>
<b>1-70</b>		<b>47,263.7</b>	<b>78.41</b>	<b>102</b>			<b>80.00</b>	<b>98</b>			<b>74.98</b>	<b>98</b>			<b>78.70</b>
71.	Green Bay, Wis.	243.4	.40	105	19	47	.42	125	25	60	.50	91	18	44	.39
72.	Cedar Rapids-Waterloo, Iowa	235.5	.39	112	21	49	.44	119	24	56	.46	85	17	40	.35
73.	Spokane, Wash.	233.6	.39	108	20	47	.42	104	21	48	.40	100	20	46	.40
74.	Johnstown-Altoona, Pa.	233.5	.39	69	13	30	.27	137	27	64	.52	129	26	60	.52
75.	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	217.8	.36	58	11	24	.21	156	31	68	.56	124	25	54	.47
76.	Chattanooga	207.6	.34	109	20	42	.37	98	20	41	.33	98	20	41	.36
77.	Greenville-New Bern-Washington, N.C.	204.4	.34	91	17	34	.31	128	25	52	.43	104	21	42	.37
78.	Jackson, Miss.	203.7	.34	46	9	18	.16	114	23	46	.38	113	23	46	.40
79.	Youngstown, Ohio	198.8	.33	116	21	43	.37	120	24	47	.39	126	25	50	.43
80.	Portland-Poland Spring, Me.	177.0	.33	86	16	31	.28	107	21	42	.35	109	22	43	.37
<b>Markets 71-80</b>		<b>2,175.3</b>	<b>3.61</b>	<b>90</b>	<b>17</b>	<b>365</b>	<b>3.25</b>	<b>120</b>	<b>24</b>	<b>524</b>	<b>4.32</b>	<b>112</b>	<b>21</b>	<b>466</b>	<b>4.06</b>
<b>1-80</b>		<b>49,439.0</b>	<b>82.02</b>	<b>102</b>			<b>83.25</b>	<b>97</b>			<b>79.30</b>	<b>98</b>			<b>80.76</b>
81.	Lincoln-Hastings, Neb., plus	195.1	.32	111	21	40	.35	150	30	58	.48	78	16	30	.26
82.	Honolulu	190.8	.32	102	19	36	.32	120	24	46	.38	56	11	21	.19
83.	Albuquerque, N.M.	187.3	.31	108	20	37	.34	100	20	37	.31	89	18	33	.29
84.	Springfield-Holyoke, Mass.	184.2	.31	121	22	41	.36	102	20	37	.31	115	23	42	.37
85.	Peoria, Ill.	171.7	.29	138	26	44	.39	106	21	36	.30	103	21	35	.31
86.	Sioux Falls, S.D.	170.5	.28	63	12	20	.18	176	35	60	.49	73	15	25	.21
87.	Evansville, Ind.	170.0	.28	133	25	42	.37	123	25	42	.34	94	19	32	.28
88.	Tri-Cities, Tenn.-Va.	170.0	.28	41	8	13	.11	136	27	46	.38	119	24	40	.35
89.	Fort Wayne, Ind.	163.2	.27	109	20	33	.29	126	25	41	.34	91	18	30	.26
90.	South Bend-Elkhart, Ind.	161.0	.27	119	22	35	.31	140	28	45	.37	90	18	29	.25
<b>Markets 81-90</b>		<b>1,763.8</b>	<b>2.93</b>	<b>103</b>	<b>19</b>	<b>341</b>	<b>3.02</b>	<b>126</b>	<b>25</b>	<b>448</b>	<b>3.70</b>	<b>95</b>	<b>18</b>	<b>317</b>	<b>2.77</b>
<b>1-90</b>		<b>51,202.8</b>	<b>84.95</b>	<b>102</b>			<b>86.27</b>	<b>98</b>			<b>83.00</b>	<b>98</b>			<b>83.53</b>
91.	Lansing, Mich.	158.5	.26	72	13	21	.19	155	31	49	.41	94	?	30	.26
92.	Rockford, Ill.	154.0	.26	141	26	40	.36	106	21	32	.27	91	18	28	.24
93.	Fargo-Valley City, Pembina, N.D.	152.7	.25	94	17	27	.24	120	24	36	.31	97	19	30	.26
94.	West Palm Beach-Fort Pierce, Fla.	148.4	.25	90	17	25	.22	62	12	18	.15	107	21	32	.28
95.	Monterey-Salinas, Calif.	147.5	.25	99	18	27	.24	60	12	18	.15	114	23	34	.29
96.	Springfield, Mo.	147.3	.25	57	11	16	.14	109	22	32	.27	136	27	40	.35
97.	Augusta, Ga.	147.2	.24	134	25	36	.32	135	27	40	.33	80	16	23	.21
98.	Binghamton, N.Y.	147.0	.24	73	14	20	.17	154	31	45	.37	87	17	25	.22
99.	Baton Rouge	146.4	.24	57	11	16	.14	120	24	35	.29	162	32	47	.41
100.	Wheeling, W. Va.-Steuenville, Ohio	144.9	.24	65	16	23	.20	104	21	30	.24	128	26	37	.32
<b>Markets 91-100</b>		<b>1,493.9</b>	<b>2.48</b>	<b>90</b>	<b>17</b>	<b>251</b>	<b>2.22</b>	<b>113</b>	<b>22</b>	<b>335</b>	<b>2.79</b>	<b>115</b>	<b>22</b>	<b>326</b>	<b>2.84</b>
<b>1-100</b>		<b>52,696.7</b>	<b>87.43</b>	<b>101</b>			<b>86.49</b>	<b>98</b>			<b>85.79</b>	<b>99</b>			<b>86.37</b>
101.	Amarillo, Tex.	140.4	.23	128	28	33	.30	111	22	31	.26	94	19	26	.22
102.	Columbus, Ga.	140.1	.23	133	25	35	.31	133	26</						

Rank	Market	ABC				CBS				NBC					
		TV households (000)	% U.S.	Index	DMA %	TV house- holds (000)	% U.S.	Index	DMA %	TV house- holds (000)	% U.S.	Index	DMA %	TV house- holds (000)	% U.S.
116.	Tucson (Nogales), Ariz.	126.4	.21	104	19	24	.22	91	18	23	.19	99	20	25	.22
117.	Quincy, Ill.-Hannibal, Mo.- Keokuk, Iowa	124.5	.21	77	14	18	.16	146	29	36	.30	125	25	31	.27
118.	Charleston, S.C.	123.0	.21	112	21	26	.23	117	23	29	.24	92	18	23	.20
119.	Lexington, Ky.	122.3	.20	89	16	20	.18	97	19	24	.20	94	19	23	.20
120.	Utica-Rome, N.Y.	121.6	.20	78	14	18	.16	99	20	24	.20	138	28	33	.29
	<b>Markets 111-120</b>	<b>1,263.7</b>	<b>2.10</b>	<b>99</b>	<b>18</b>	<b>231</b>	<b>2.07</b>	<b>118</b>	<b>23</b>	<b>294</b>	<b>2.43</b>	<b>110</b>	<b>21</b>	<b>265</b>	<b>2.30</b>
	<b>1-120</b>	<b>55,332.4</b>	<b>91.80</b>	<b>101</b>			<b>93.02</b>	<b>99</b>			<b>90.78</b>	<b>99</b>			<b>91.11</b>
121.	Lafayette, La.	121.4	.20	142	26	32	.29	145	29	35	.29	68	14	16	.14
122.	Burlington, Vt.- Plattsburgh, N.Y.	114.9	.19	63	12	13	.12	123	24	28	.23	88	18	20	.18
123.	Corpus Christi, Tex.	110.7	.18	119	22	24	.22	120	24	26	.22	102	20	22	.20
124.	Montgomery, Ala.	110.4	.18	84	16	17	.15	80	16	18	.15	159	32	35	.30
125.	Austin, Tex.	109.3	.18	72	13	15	.13	127	25	28	.23	109	22	24	.20
126.	Columbia-Jefferson City, Mo.	108.6	.18	77	14	15	.14	135	27	29	.24	139	28	30	.26
127.	Lubbock, Tex.	108.5	.18	77	14	16	.14	140	28	30	.25	110	22	24	.21
128.	Mason City, Iowa-Austin- Rochester, Minn.	106.6	.18	114	21	22	.20	132	26	28	.23	85	17	18	.16
129.	Topeka, Kan.	106.5	.18	95	18	19	.17	187	37	40	.33	77	15	16	.15
130.	Western North Dakota	105.1	.18	77	14	15	.13	123	24	25.6	.22	117	23	24.6	.21
	<b>Markets 121-130</b>	<b>1,102.0</b>	<b>1.83</b>	<b>92</b>	<b>17</b>	<b>188</b>	<b>1.69</b>	<b>131</b>	<b>28</b>	<b>287.6</b>	<b>2.39</b>	<b>110</b>	<b>21</b>	<b>229.6</b>	<b>2.01</b>
	<b>1-130</b>	<b>56,434.4</b>	<b>93.63</b>	<b>101</b>			<b>94.71</b>	<b>100</b>			<b>93.17</b>	<b>99</b>			<b>93.12</b>
131.	Traverse City-Cadillac, Mich.	104.7	.18	81	15	16	.14	156	31	33	.27	93	19	19	.16
132.	Erie, N.Y.	104.0	.17	103	19	20	.18	97	19	20	.17	142	28	29	.26
133.	Macon, Ga.	99.7	.17	74	14	14	.12	153	30	30	.25	74	15	15	.13
134.	Wausau-Rhineland, Wis.	99.2	.17	117	22	22	.20	177	35	35	.29	69	14	14	.12
135.	Yakima, Wash.	99.0	.16	99	18	18	.17	108	22	21	.17	102	20	20	.18
136.	Eugene, Ore.	99.0	.16	107	20	20	.18	44	9	9	.07	156	31	31	.26
137.	Chico-Redding, Calif.	92.5	.15	96	18	17	.15	103	20	19	.16	138	28	26	.22
138.	Odessa-Midland-Monohans, Tex.	91.4	.15	78	15	13	.11	121	24	22	.19	98	20	18	.16
139.	Savannah, Ga.	90.8	.15	74	14	12	.11	117	23	21	.18	130	26	24	.21
140.	Las Vegas	90.1	.15	96	18	16	.14	94	19	16.8	.14	141	28	25.4	.22
	<b>Markets 131-140</b>	<b>970.4</b>	<b>1.61</b>	<b>93</b>	<b>17</b>	<b>188</b>	<b>1.50</b>	<b>117</b>	<b>23</b>	<b>226.8</b>	<b>1.89</b>	<b>119</b>	<b>23</b>	<b>221.4</b>	<b>1.92</b>
	<b>1-140</b>	<b>57,404.8</b>	<b>95.24</b>	<b>101</b>			<b>96.21</b>	<b>100</b>			<b>95.06</b>	<b>100</b>			<b>95.04</b>
141.	Bakersfield, Calif.	89.1	.15	99	18	16	.15	83	17	15	.12	119	24	21	.19
142.	Wilmington, Del.	88.2	.15	129	24	21	.18	44	9	8	.07	125	25	22	.19
143.	Tallahassee, Fla.	86.4	.14	40	7	6	.06	167	33	29	.24	74	15	13	.11
144.	Boise, Idaho	86.2	.14	82	15	13.1	.12	149	30	25.5	.22	98	20	16.8	.15
145.	Beckley-Bluefield, W. Va.	84.5	.14	86	16	13	.12	70	14	12	.10	183	37	31	.26
146.	Härllingen-Westaco, Tex.	83.9	.14	82	15	12.8	.11	116	23	19.3	.16	135	27	22.6	.20
147.	Santa Barbara, Calif.	81.4	.14	103	19	15	.14	73	15	12	.10	86	17	14	.12
148.	Alexandria, Minn.	78.3	.13	57	11	8	.07	68	14	11	.08	195	39	30	.27
149.	Bangor, Me.	77.2	.13	77	14	11	.10	130	26	20	.17	98	20	15	.13
150.	LaCrosse, Wis.	74.6	.12	73	14	10	.09	205	41	30	.25	67	13	10	.09
	<b>Markets 141-150</b>	<b>829.8</b>	<b>1.38</b>	<b>83</b>	<b>15</b>	<b>125.9</b>	<b>1.14</b>	<b>109</b>	<b>22</b>	<b>181.8</b>	<b>1.51</b>	<b>124</b>	<b>24</b>	<b>195.4</b>	<b>1.71</b>
	<b>1-150</b>	<b>58,234.6</b>	<b>96.62</b>	<b>101</b>			<b>97.35</b>	<b>100</b>			<b>96.57</b>	<b>100</b>			<b>96.75</b>
151.	Albany, Ga.	73.3	.12	74	14	10	.09	83	17	12	.10	161	32	24	.20
152.	Abilene-Sweetwater, Tex.	72.6	.12	131	24	17.6	.15	32	6	4.6	.03	157	31	22.7	.19
153.	Florence, S.C.	71.0	.12	37	7	5	.04	170	34	24	.20	84	17	12	.11
154.	Tyler, Tex.	69.6	.11	94	17	12	.11	58	12	8	.06	138	28	19	.17
155.	Reno	68.8	.11	88	16	11.2	.10	116	23	15.8	.13	111	22	15.3	.13
156.	Meridian, Miss.	66.7	.11	81	15	10.0	.09	233	46	30.9	.26	45	9	6.0	.05
157.	Clarksburg-Weston, W. Va.	65.9	.11	—	—	—	—	—	—	—	—	—	—	—	—
158.	Watertown, N.Y.	65.0	.11	87	16	10.4	.09	123	25	15.9	.13	70	14	9.1	.08
159.	Alexandria, La.	64.2	.11	41	8	5	.04	87	17	11	.10	173	35	22	.19
160.	Dothan, Ala.	64.0	.11	75	14	9	.08	163	33	21	.17	72	14	9	.08
	<b>Markets 151-160</b>	<b>681.1</b>	<b>1.13</b>	<b>70</b>	<b>13</b>	<b>90.2</b>	<b>.79</b>	<b>104</b>	<b>21</b>	<b>143.2</b>	<b>1.18</b>	<b>108</b>	<b>20</b>	<b>139.1</b>	<b>1.20</b>
	<b>1-160</b>	<b>58,915.7</b>	<b>97.75</b>	<b>100</b>			<b>98.14</b>	<b>100</b>			<b>97.75</b>	<b>100</b>			<b>97.95</b>
161.	Fort Smith, Ark.	60.9	.10	120	22	13	.12	108	21	13	.11	115	23	14	.12
162.	Great Falls, Mont.	55.8	.09	110	20	11.3	.11	117	23	12.9	.11	133	27	14.8	.13
163.	Cheyenne, Wyo.-Scottsbluff, Neb.- Sterling, Colo.	53.6	.09	135	25	13	.12	184	37	20	.17	41	8	4	.04
164.	Lima, Ohio	52.1	.09	85	16	8.2	.08	106	21	10.9	.09	127	25	13.2	.12
165.	Marquette, Mich.	51.9	.09	104	19	10.0	.09	182	36	18.8	.16	81	16	8.3	.07
166.	Idaho Falls-Pocatello, Idaho	51.6	.09	116	22	11.1	.09	143	28	14.7	.12	131	26	13.5	.12
167.	Billings, Mont.	51.6	.09	127	24	12.1	.11	116	23	11.9	.10	112	22	11.5	.10
168.	Salisbury, Md.	51.4	.08	101	19	9.6	.09	116	23	11.9	.10	61	12	6.3	.05
169.	Mankato, Minn.	49.6	.08	81	15	7	.07	184	37	16	.15	50	10	5	.04
170.	Columbus, Miss.	48.8	.07	—	—	—	—	—	—	—	—	—	—	—	—
	<b>Markets 161-170</b>	<b>525.3</b>	<b>.87</b>	<b>101</b>	<b>18</b>	<b>95.3</b>	<b>.88</b>	<b>128</b>	<b>25</b>	<b>132.1</b>	<b>1.11</b>	<b>91</b>	<b>17</b>	<b>90.6</b>	<b>.79</b>
	<b>1-170</b>	<b>59,441.0</b>	<b>98.62</b>	<b>100</b>			<b>99.02</b>	<b>100</b>			<b>98.86</b>	<b>100</b>			<b>98.74</b>
171.	Ada-Ardmore, Okla.	44.4	.07	116	21	9	.09	48	10	4	.04	147	29	13	.12
172.	Rapid City, S.D.	43.5	.07	—	—	—	—	—	—	—	—	—	—	—	—
173.	Lake Charles, La.	42.9	.07	94	17	7.4	.06	103	21	8.8	.07	154	31	13.2	.12
174.	Roswell, N.M.	42.9	.07	—	—	—	—	—	—	—	—	—	—	—	—
175.	Hattiesburg-Laurel, Miss.	41.9	.07	68	13	5.3	.05	33	7	2.7	.02	207	41	17.4	.15
176.	Medford, Ore.	40.9	.07	103	19	7.8	.07	137	27	11.1	.09	132	26	10.8	.09
177.	Eureka, Calif.	38.9	.07	131	24	9.5	.08	106	21	8.2	.07	118	24	9.1	.08
178.	Yuma-El Centro, Calif.	36.0	.06	51	10	3.4	.04	102	20	7.3	.07	124	25	8.9	.08
179.	Casper, Wyo.	35.6	.06	134	25	8.8	.08	95	19	6.7	.06	110	22	7.8	.07
180.	Butte, Mont.	35.1	.06	156	29	10.1	.09	155	31	10.8	.09	83	17	5.8	.05
	<b>Markets 171-180</b>	<b>402.1</b>	<b>.67</b>	<b>84</b>	<b>15</b>	<b>61.3</b>	<b>.56</b>	<b>76</b>	<b>15</b>	<b>59.6</b>	<b>.51</b>	<b>113</b>	<b>21</b>	<b>86.0</b>	<b>.78</b>
	<b>1-180</b>	<b>59,843.1</b>	<b>99.29</b>	<b>100</b>			<b>99.58</b>	<b>100</b>			<b>99.37</b>	<b>100</b>			<b>99.50</b>

### The rush continues on children's TV

**NBC's latest is five-a-week series planned for 1972**

As part of its effort to expand and improve the quality of children's programming, NBC announced last week it plans to produce a half-hour, Monday-through-Friday series to begin early in 1972.

The new children's presentation is designed as a program service for both NBC affiliates and the five NBC-owned television stations and will be scheduled in individual markets at a time selected by the participating outlets. The series will not be available for network sale, but two two-minute positions will be provided for local commercials or public-service announcements, one near the beginning and one near the end of each program. NBC said this represents a reduction of two minutes from the usual daytime commercial structure and will permit longer segments of uninterrupted program materials.

Stations carrying the series will pay a program service charge to help offset the production costs, and will retain all revenue from any local sales. An NBC spokesman said the untitled series, which has been in development for several months, does not have a specific production budget at this time. He added that the service charge to stations has not been determined but will be related to the size and audience of the station.

NBC said the series will be directed primarily to the 3-to-6-year-old group, and will present "a balanced educational-entertainment format, with the accent on learning." The content will aim to interest and involve parents as well as children. Production will be under the responsibility of NBC-TV and will be supervised by George H. Heinemann, vice president, children's programs.

The NBC affiliated stations will receive the new five-a-week children's program service by special feed over the NBC-TV network lines when they are not being utilized otherwise. Acceptance and scheduling of the programs will be determined by the stations. The time of the programming feed has not yet been set, but NBC said that preliminary studies indicate that a

1-1:30 p.m. transmission is most likely, with a later feed for Pacific time zone stations. NBC added that the probable scheduling time on its owned stations, subject to change, are 1 p.m. for WNBC-TV New York, WRC-TV Washington and WKYC-TV Cleveland; 3 p.m. for KNBC(TV) Los Angeles and 3:30 p.m. for WMAQ-TV Chicago (all local times).

NBC sources said the program could be traced back to the so-called "secret" meeting many months ago at which FCC Chairman Dean Burch urged the heads of the three commercial TV network organizations to strengthen children's programming, perhaps by presenting some shows on a rotational basis. CBS declined to participate in a joint venture and ABC subsequently withdrew. Both, however, as well as NBC, later announced new children's program ventures of their own.

### Des Moines rock fans feel left out

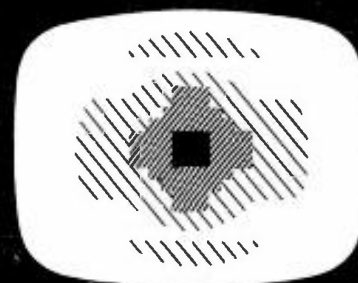
**Format change following sale of KFMG(FM) there leads to protests at FCC**

A group of citizens in Des Moines, Iowa, has asked the FCC to reconsider a routine grant for the transfer of KFMG(FM), the only radio station in that city programming progressive rock music. In a petition filed with the commission last week, the Committee to Free KFMG charged that Stoner Broadcasting Systems Inc., the station's new owner, had dispensed with KFMG's progressive format and substituted a top-40 format, 50% of which is to be duplicated from Stoner's commonly owned KSO(AM) Des Moines. In a subsequent letter also received at the commission last week, the group asked for an "immediate stay" of the transfer grant, noting that Stoner intends to remove the equipment from KFMG's studios and move it into KSO's broadcasting facility.

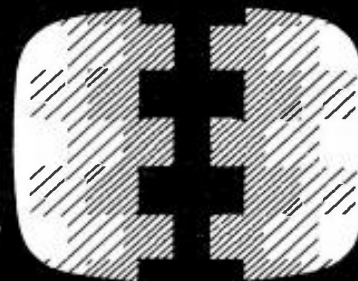
The sale of KFMG was granted by the FCC's Broadcast Bureau on June 21. Stoner acquired the station from the Woodland Corp. for \$110,000.

Among the charges brought against Stoner in the petition were that Stoner had made misrepresentations to the FCC in its transfer application; that the transfer violates the commission's three-year holding requirement (Woodland acquired KFMG's assets in 1969), and that Stoner's plan to duplicate KSO's

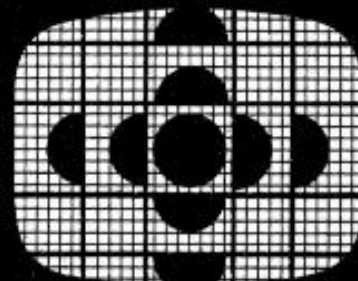
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programming "does not provide a fair, efficient and equitable distribution of radio service to the residents of Des Moines."

In regard to the first charge, the group said that Stoner authorities had continually assured the KFMG staff that no changes in that station's format were planned. Nevertheless, it said, Stoner, in its transfer application, had proposed a partial duplication of KSO's top-40 programming and a reduction of KFMG's broadcast day. And when it took over operation of KFMG, the petitioner asserted, Stoner abandoned the progressive rock programming altogether.

The Des Moines petition is similar to two cases now being reconsidered by the commission after being remanded for further action by that agency by the courts. In those proceedings, one involving a challenge to the transfer of WONO (FM) Syracuse, N.Y., and another challenging the sale of WGKA (FM) Atlanta, citizen groups have charged that the buyers had abandoned the station's classical music formats without prior public disclosure, and had withheld information from the commission.

## Justicia now moves against NBC-TV

Justicia, the Mexican-American citizen group that at one time threatened to challenge the licenses of all the Los Angeles television stations, has directed a new charge at NBC-TV. The group contends that verbal agreements made between Justicia President Ray Andrade and Mort Werner, vice president, programs and talent, NBC, and Herb Schlosser, West Coast vice president, programming, were broken with the airing July 25 of "Hang Your Hat on the Wind" on *Wonderful World of Disney*. The group also alleges that *Nichols*, a series in the fall on NBC-TV, is "a racist program harmful to the dignity of the Mexican-American people."

The group is now making demands

similar to those requested of ABC-TV (BROADCASTING, June 28). Justicia is insisting on contractual agreements that will guarantee: (1) that all television fare considered demeaning by the organization will not be aired by NBC-TV; (2) that Justicia be allowed to monitor all scripts which include Mexican-American characters, and (3) that the network set aside \$10 million in program development funds to feature chicanos in significant roles.

Don Durgin, president of NBC-TV, answered the *Nichols* charges in a letter to Mr. Andrade dated July 23. In it, Mr. Durgin said that he found it difficult to understand the racist charge since the program has not yet been broadcast. "The series is not a documentary reflecting the social composition of the place and period it depicts," Mr. Durgin said. "It is light fictional entertainment spoofing the role of the sheriff in a Western town. If there are any butts to the humor, they are primarily the local Anglo-Saxon settlers." Mr. Durgin added that there were no attempts to seriously portray any group or individual and he doubted whether Justicia's objections to the program would be served by forcibly inserting an ethnic element. Justicia has asked that a chicano be included in a part as a running lead in *Nichols*. Two other demands relating to the new series were also made: That NBC guarantee that all segments of the show properly portray the chicano with dignity and that the Mexican-Americans be shown as contributing to the history of the Southwest, where the show is set.

The charges that "Hang Your Hat on the Wind" is a demeaning program stem from the characterization of two heavies. Justicia charges that the program implies all chicanos are thieves by nature and are buffoons.

The group also alleges that NBC has aired other programs considered demeaning. These include segments of *Bracken's World*, *Bill Cosby Show* and

*Ironsides* and specials *Sing Out Sweet Land* and *The Making of Butch Cassidy and the Sundance Kid*. Mr. Andrade also claims that *The Tonight Show* had made chicanos the butt of several jokes until just recently.

## Titanic station founders at FCC

The FCC has asked WGGR (FM) Duluth, Minn., to explain why it feels that "a very large number of public-service announcements for worthy public-service organizations" represents an acceptable substitute for programming dealing with community problems. An unsatisfactory answer will mean a hearing on the station's license-renewal application.

In a letter to the Titanic Corp., licensee of WGGR, the commission noted that the station has offered considerably less public-service programming than had been proposed in 1970, when Titanic acquired WGGR. The licensee's explanation was essentially that it had formed a more accurate estimate of community needs since it went on the air, and that the community preferred entertainment to the alternative programming that had previously been offered.

The commission, which said it did not find this justification "persuasive," asked Titanic to state what public-service programming it had broadcast from the time it acquired the station until the time it decided to eliminate such programming. It also asked how Titanic proposes to meet the community's needs, and by what surveys or other means it had determined those needs.

## Color net for black football

Black college football will receive increased television coverage this season, if a Baltimore TV producer has his way.

Mel Fox, president of Pronebus Inc., Baltimore, is forming a new network to televise four Morgan State College (Maryland) football games to New York, Philadelphia, Baltimore, Washington, Richmond, Va., and the Norfolk, Va., areas. Mr. Fox, a former football player at Morgan State, said the taped games "will serve as a vehicle for advertisers to sell to the black community by presenting high quality football by outstanding black teams."

Scheduled for showing on the evening the game is played or the following Sunday morning are the Morgan State games with North Carolina Central University (Oct. 2), Howard University (Nov. 5), Jackson State (Nov. 13), and Rutgers University (Nov. 27). Dennis Dunn Inc., of Baltimore will tape the games, which will run two hours each and will include isolated replay and stop action.

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It has come to our attention that certain record collectors and other individuals are illegally selling or otherwise permitting to be broadcast taped radio programs of various copyrighted Radio Drama series under our exclusive control.

With some 300 Radio Stations legally broadcasting our Radio Dramas on exclusive basis in their respective markets, we must protect their interests, as well as ours.

Accordingly, this general notice and warning is to the effect that any Radio Station broadcasting unauthorized episodes of any of the following series will be subject to prompt legal action on our part.

If you are currently broadcasting any radio drama series and are unsure of your right to do so, we will be pleased to advise you of your rights as they refer to the following series.

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# Rocking down syndication lane

## High on 'American Top 40,' Watermark comes out with 12-hour 'Elvis Presley Story'

Beginning Labor Day weekend, nostalgic Americans can rock to the twang of a Memphis guitar and the "rockabilly" tunes that vaulted an obscure Tupelo, Miss., truck driver to international fame, wealth and popularity. *The Elvis Presley Story*, a 12-hour radio documentary of his life, is now being offered by Watermark Inc., a Los Angeles-based company which produces the syndicated, weekly countdown show, *American Top 40*.

A completion date of August 20 is the target for the 12 one-hour chapters of the program, which is based on a biography called *Elvis*, to be published by Simon & Schuster this fall. Jerry Hopkins, the book's author, is adapting it for radio.

A first refusal option on the Presley package was offered to the more than 120 subscribers to *American Top 40* several weeks ago. George Savage, Watermark marketing director, indicates exceptional response. "In the first week (July 12), a total of 72 stations requested prices and contracts for exclusive broadcast of the *Elvis Presley Story*. We think this must be some kind of a record. This week (July 19), the demand is equally strong and we are clearing many major markets for the Elvis special and the *American Top 40* program." He said that 86 stations had accepted the program by last Wednesday (July 28).

Producer-director of the program is Ron Jacobs, one of Watermark's founders. Since his last radio project, *The History of Rock and Roll*, he has sent field production crews to Memphis, Tupelo, Nashville, New York and London for on-location recordings of materials relating to the life and music of Mr. Presley. In addition, contributions of audio material dating back 16 years have been made by various radio stations around the world. Narrator is Wink Martindale, KMPG(AM) Los Angeles personality.

Format and scheduling are flexible, Mr. Jacobs said. Each of the 12 chapters includes 51 minutes of program content with one minute of theme run-out at the close. Insertion of nine minutes of station-originated material will round out each chapter to one full hour. Or, he added, a station may wish to insert more local material and expand each chapter to 90 minutes.

While some stations may wish to schedule one marathon session to tell the whole story in 12 continuous hours of broadcast, it may make as much

programming sense, Mr. Jacobs said, to plan two six-chapter blocks or 12 one-chapter blocks, or any of the variations in between.

A one-time, one-broadcast rate is available along with an unlimited use rate, allowing as many broadcasts as a station wishes until July 1973, he added.

The Presley special is Watermark's second entry in the national radio pro-

gramming field. Its pilot project, *American Top 40*, was introduced in July 1970, and now lists more than 120 stations among its clients, more than 60 in the top-100 markets.

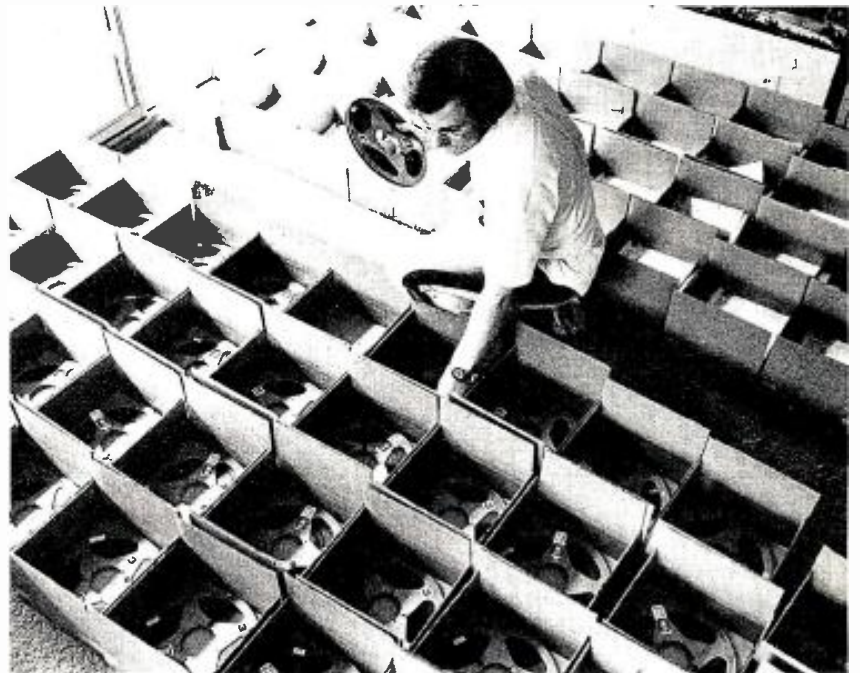
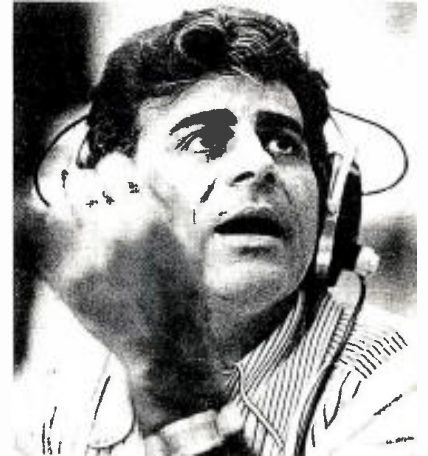
Watermark, however, is not without its problems. Originated as a vehicle for national advertising, *American Top 40* was first offered on a barter basis. Each client station in the top-100 markets was provided with three one-hour tapes at the cost of six commercial minutes. In the 101-plus markets, a weekly fee plus the six barter minutes was charged.

MGM Records, Yamaha Motorcycle and Certs/Dentyne have been partici-

*Casey Kasem (below), disk jockey for American Top 40, draws on his extensive acting experience in radio, television, stage and screen for his distinctive style.*



*Jerry Hopkins (left) advises as Wink Martindale narrates an episode in The Elvis Presley Story, soon to be heard on more than 85 radio stations throughout the U.S.*



*Stew Hillner, Watermark operations manager, fills more than 120 boxes with three one-hour tapes each week for distribution to clients of American Top 40.*

pants in the barter minute spots, but generally, the program has not sold on a national level. Despite ARB statistics indicating an average 64% ratings increase (for October-November 1970), impressive gains registered since then (ARB figures for April-May, 1971—WPIX-FM, N.Y., up 154%; KJOY(AM) Stockton, Calif., up 126%; KNUZ(AM) Houston, up 100%), and an audience made up mostly (86%) of 12-to-34-year-old listeners, major national buyers have not been attracted. For example, J. Walter Thompson recommended an 18-week buy of *American Top 40* to Seven-Up soft drink, but the sponsor turned it down.

Mr. Savage concludes that "program sponsorship is not the way media buyers use radio today. They are stuck in the reach and frequency rut and cannot grasp the advantages and advertising values of consistent program sponsorship. They are too busy or too lazy to push their clients into a much-cried-for bold, new approach to product exposure.

"The real question, in simplest terms," he said, "was whether advertisers were really ready to support national radio programming on a barter basis. Or was syndicated radio programming going to continue to survive on a hit-or-miss station-pay basis?"

By mid-July, Watermark had de-

ecided to "give up the barter aspect of the show (*American Top 40*) and sell it to all stations on a weekly service fee basis," Mr. Savage said. The change will be effective Oct. 1 of this year.

## The ratings dip for Apollo 15

### 'Only' 25 million watch as exhaustive coverage begins on all networks

The network news organizations went at their coverage of the Apollo 15 moon flight last week with their usual gusto, but amid signs that viewers were becoming increasingly blasé about it all.

NBC research estimates put the U.S. TV audience at launch time at 9:34 a.m. EDT Monday (July 26) at more than 25 million persons—as against 55 million estimated by NBC for the Apollo launch Jan. 31.

The Jan. 31 launch had the TV advantage of being at midafternoon of a Sunday instead of on a workday morning but, even so, there was little evidence of public excitement last week to compare with that generated by the first moonwalk two years ago.

Events and timing were expected to enliven interest over the past weekend, however, when the first two of three extensive explorations in the lunar rover were scheduled.

Barring unforeseen developments, NBC-TV planned to present approximately 30 hours of coverage of the 12-day mission, up from 18 hours in covering the 10-day Apollo 14 flight. CBS-TV planned about 17 hours, approximately the same as for Apollo 14, and ABC-TV expected to present about 13 hours, down about two from the last moon flight.

NBC said it would be the only network to present complete and continuous coverage of the three lunar-rover expeditions. The first was scheduled Saturday morning (July 31); the second, yesterday (Aug. 1) and the third today (Aug. 2) from about 3:30 a.m. to 10 a.m. EDT.

CBS News was to have Scott Macleod and Charles Smith simulating the moves of the astronauts during their experiments and lunar rover jaunts on the moon's surface, using fully operational and full-sized models of the lunar module and land rover.

Walter Cronkite is anchoring CBS's coverage throughout the 12-day mission, joined by Walter M. Schirra, former astronaut. Apollo 14 commander Alan B. Shepard also was to appear during coverage of the moon exploration.

ABC news scheduled special cover-

age for last Friday (July 30) at 5:45-6:30 p.m. EDT covering the landing on the moon. During the week, progress reports will be televised on the *ABC Evening News with Howard K. Smith and Harry Reasoner*. Bulletin reports will be given as well as additional live, special coverage of significant developments during the Apollo 15 mission.

Both CBS News and NBC News had special reports on the transposition and docking of the spacecraft last Monday (July 26) from 1 to 1:30 p.m. EDT.

There's a possibility that the mission can transmit back to earth the first live TV pictures of a solar eclipse as seen from the moon's surface. This is expected to occur next Friday (Aug. 6) as the astronauts are returning to earth, having left behind a TV camera on the lunar rover. It will be controlled by engineers at the manned spacecraft center in Houston, and if sufficient battery power remains, viewers on Earth may see the solar eclipse on their TV screens. NBC News plans intermittent live reports of the event starting at 2 p.m.

NBC News Correspondents John Chancellor, Frank McGee, Jim Hartz, Roy Neal and Garrick Utley are reporting the flight for the network.

The radio networks also will continue extensive coverage of the latest moon mission. Mutual is giving live broadcasts of key aspects of the flight in addition to 15-to-45 minute mission reports, plus is continuing its five-to-seven-minute segments in its *The World Today*. Don Blair is the pool reporter on the recovery ship.

ABC Radio provided extensive and comprehensive live coverage of the Apollo liftoff last Monday, and scheduled a special broadcast for last Thursday (July 29) when the spacecraft was due to go into lunar orbit. Correspondents Merrill Mueller and George Engel are the co-anchormen and began reporting of the event from Cape Kennedy. After the liftoff, they moved back to New York to report for the balance of the flight.

Reid Collins is anchoring CBS Radio coverage. He also is delivering "news-on-the-hour" reports and prepares material for Newsfeed, the supplementary audio service to CBS-owned radio stations. After the launch, he returned to New York and joined George Herman, Dallas Townsend and Gary Shepard in continuing coverage.

NBC Radio anchormen Wilson Hall and Jay Barbee started the Apollo coverage from the cape then moved to Houston, joining Russ Ward and Peter Hackes.

This marks the first time AP has offered its members audio coverage of

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a breaking story, direct coverage from Houston. It also is giving regular feeds at the rate of two or three per hour depending upon developments. Broadcast wire reports cover highlights and the merits of the mission.

UPI's audio service is providing its network with live coverage of all main events. UPI is also doing one-minute reports every hour throughout the flight.

## Back to blastoffs: Paul Haney on NPR

Paul Haney, departing executive vice president for public relations of the National Association of Broadcasters, last week returned to an old specialty—commentary on space flights—as an analyst for National Public Radio. Mr. Haney is appearing during NPR's live coverage of the Apollo 15 moon flight and on the network's 90-minute daily news program, *All Things Considered* . . .

Once known as the "voice of Mission Control," Mr. Haney was director of public information for the National Aeronautics and Space Administration's manned-flight space program in Washington from 1958 to 1963. He was director of public affairs for NASA's Manned Spacecraft Center in Houston from then until May 1969. Later, he covered five Apollo launches for Great Britain's Independent Television Network.

Mr. Haney was hired by NAB in February to fill one of three newly created executive vice presidencies. He resigned, effective Aug. 15, for personal reasons, and will be replaced by James Hulbert, NAB vice president and assistant to President Vincent T. Wasilewski (BROADCASTING, June 28, July 26).

## ACT reply deadline extended

The FCC has extended the deadline for filing reply comments in the rule-making proceeding involving the proposal by Action for Children's Television for the regulation of commercial television programs designed for children. The new deadline is Oct. 1; all reply comments had been due today (Aug. 2).

The extension came in response to ACT's plea for more time in which to file its own response to what it called "an enormous number of comments" which have been submitted to the commission. The group was presumably referring to arguments filed by broadcasters against the regulations proposed in the children's programing rulemaking proceeding. In recent months the commission has received thousands of citizen comments in support of ACT.

## ACT gets into the act in renewals proceeding

Action for Children's Television, whose demands for regulation of commercial television programing for younger audiences have spawned an FCC rulemaking proceeding with the largest public participation in history, moved last week to carry its campaign on another front. The group filed comments with the commission proposing that broadcasters be required to answer specific questions regarding children's programing on the report forms submitted with their renewal applications.

ACT's comments were filed in the commission's rulemaking proceeding on revisions in the license-renewal process. Deadline for those comments has been extended (see story below).

The group, in its remarks, asked that licensees be required to respond to questions in the areas of news, public-affairs, entertainment and local programing, and an additional query concerning commercials aired during programs specifically designed for children. (ACT has already proposed that stations be barred from broadcasting commercials during these programs.)

The questions specified in ACT's brief:

In the area of news programing: "Did

the licensee provide news or informational programs aimed at children? State the name of the program, brief description and time aired."

In public affairs: "At what time and how often did the licensee provide talks, discussions or documentaries designed specifically to meet the interests of children of a specific age group?"

In regard to entertainment programing: "What programs are aired to entertain children? What age groups were the programs designed for and at what time of day were they aired?"

Regarding local programing: "What locally-produced children's programs were presented by the licensee? At what time of day were they aired?"

And concerning commercials: "State the number of commercials and the time devoted to commercial content during the children's programing time within the composite week."

## Hockey slated for CBS

CBS-TV will televise National Hockey League games for the sixth consecutive year, beginning Sunday, Jan. 9, 1972. Twelve regular-season games will be broadcast from then through April 2. Coverage of the Stanley Cup play-offs starts Sunday, April 9, and will run through May 7 or 14, depending on the number of playoffs.



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WWL-TV, New Orleans, Louisiana  
KIRO-TV, Seattle, Washington

**IN LINE:** WREC-TV, Memphis, Tennessee  
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## ABC-owned stations fill the prime-time gap

New local news, public-affairs and entertainment programming will be added to the prime-time schedules of the five ABC-owned television stations, starting Sept. 12, in response to FCC's prime-time access rule.

WABC-TV New York will present in the 7:30-8 p.m. EDT period *Let's Make A Deal* on Monday; *This Is Your Life* on Thursday; *Story Theater* on Friday and new series yet to be announced on Wednesday and Saturday. (ABC-TV will program the Tuesday slot, beginning at 7:30.)

WXYZ-TV Detroit will fill the 7:30-8 p.m. period with *Let's Make a Deal* on Monday; *Wild Kingdom* on Wednesday; *This Is Your Life* on Thursday and *Lassie* on Friday. The station will introduce a public-affairs show on Saturday at 7, followed by *Juvenile Jury* at 7:30 p.m.

WLS-TV Chicago will add a half-hour, 6:30-7 p.m. CDT, to its *Eyewitness News* program each weekday except Tuesday. On Saturday, *Let's Make a Deal* will be scheduled at 6:30-7 p.m.

KGO-TV San Francisco will expand its present 4:30-6 p.m. news program by a half-hour to 6:30 p.m., followed by a feature-film period on each weekday except Tuesday. The station will

add two new public-affairs shows on Saturday at 6:30 p.m. and 7 p.m., and present *Let's Make a Deal* at 7:30-8 p.m.

Similarly, KABC-TV Los Angeles will extend its *Eyewitness News* by a half-hour to 4:30-6:30 p.m. every weekday but Tuesday. On Saturday, it will slot *Let's Make a Deal* at 7 p.m. and *Juvenile Jury* at 7:30 p.m., and on Sunday will schedule *Story in Hollywood* at 7 p.m. and *This Is Your Life* at 7:30 p.m.

## NATPE finds syndication is prime-time answer

The National Association of Television Program Executives revealed last Thursday (July 29) that a survey conducted among its members shows that most stations will schedule different programs each night of the week in the prime-time half-hours being opened up for local programming this fall.

From 92 replies to questionnaires returned to the NATPE, which is composed mainly of station program executives, the association reported that virtually all stations will schedule in the new prime periods either off-network paid or barter syndicated series. NATPE said only a few plan to use station-produced non-news programming.

The survey showed that an overwhelming majority of program directors

would not increase significantly the amount of locally produced news programs. The definition of "significant amount" was at least two added hours to prime or nonprime period each week. NATPE said only five of the 92 stations reported they would add that amount of news to their schedules.

Forty-nine stations said they would use new syndicated programming; 38 said they would use network reruns, and many would use a combination of these types. NATPE said stations generally indicated they would use individual series rather than "strip" programming.

## PBS adds veteran newsmen

Bill D. Moyers, White House press secretary during the Johnson administration and most recently publisher of the Long Island newspaper *Newsday*, will anchor a new public-affairs series, *This Week*. The weekly series, scheduled to begin Oct. 6 on the Public Broadcasting Service, will feature discussions on important news events of the week.

On the Eastern Educational Network, veteran commentator and news analyst Martin Agronsky will present *Evening Edition*, beginning Aug. 2. The Monday-through-Friday program will offer 30 minutes of reports, interviews and commentary on the day's national and international events.

## Program notes:

**Daily dial-a-derby** ■ The All-American Soap Box Derby is again this year providing an audio news service from Akron, Ohio, for taping by broadcast outlets. Daily reports of the latest derby information will be available 24 hours daily from August 8 through Aug. 15, the day after the final race. Billboards will precede all feeds. The telephone number, (216) 535-5731, should be dialed directly and prepaid.

**New lease on life** ■ Renewal of *The Virginia Graham Show* for another year was announced by Henry V. Greene Jr., vice president, RKO-General. Production on the new series of shows begins Sept. 1 in Hollywood. The one hour talk-variety show now airs in over 60 markets with six additional ones being added for September start. Syndication of the show is by Rhodes Productions, New York.

**From Tinseltown** ■ Syndicated radio reports by Rona Barrett are being offered by Joey Reynolds Associates, Hollywood. The series of 30 weekly one-minute shows is the first in the "monogram series" of programs being offered by the Hollywood firm. It was also announced that Robert Q. Lewis has been named creative broadcast consultant for Joey Reynolds Associates.

**Topic: free press** ■ The Edward L. Bernays Foundation Inc., Cambridge, Mass., will sponsor a lecture series throughout the coming academic year on the theme "freedom of expression in this critical period is vital to the survival of liberty." Eight nationally prominent speakers will lecture at the Boston University School of Public Communication. Their remarks will later be published as a book. Among the participants are Frank Stanton, CBS president; Archibald Cox, former U.S. solicitor general; Norman Isaacs, former president American Society of Newspaper Editors, and Boston University President John Silber.

**New news network** ■ A statewide commercial radio network, Mississippi Radio News network (MRN), will begin operation in late summer. WXXI(FM) Jackson, Miss., will be the flagship station of the network. The network will offer live hourly newscasts covering the Mississippi region, sports, weather and farm reports. The Mississippi Radio News Network first began operations in 1970 but operations were suspended due to reorganization and technical modifications. With the formation of the network, Mississippi joins six other states with similar statewide systems: Arkansas, Florida, North Carolina, Oklahoma, Texas and Wisconsin.

**'Pentagon Papers' on air** ■ WBAI(FM) New York began reading the complete text of the "Pentagon Papers" last Thursday, July 29 at 10 a.m. and expected to finish the reading Saturday, July 31 at 2 a.m. Approximately 44 readers, including Congressmen Herman Badillo (D-N.Y.), Ed Koch (D-N.Y.) and Ogden Reid (R-N.Y.), journalists, historians and Vietnam veterans were to participate in the readings and offer commentary on the meaning and importance of the documents.

**Double-header deal** ■ Controlled Television Communications Inc., New York, has been named to handle national sales and provide special events programming, including sports events and entertainment presentations, for Trans-World Productions, New York, a company that supplies programming and advertising to hotels via closed-circuit TV. Trans-World is a division of Columbia Pictures Industries.

**Series sales** ■ Four Star Entertainment Corp. has reported that its *Monty Nash*, half-hour action series has been sold in 24 U.S. markets for a fall start. Station buyers include WNBC-TV New York, KNBC(TV) Los Angeles, WMAQ-TV Chicago, WRC-TV Washington, KRON-TV San Francisco, WKYC-TV Cleveland and WWJ-TV Detroit.

## It's now official at the half

**While most broadcasters post gains; Cox Cable, ABC show a decline**

It is mid-fiscal year for many firms and financial results issued by a number of broadcasting and broadcasting-related businesses indicate that a majority had a profitable first half.

Of 15 companies reporting, 11 registered increases in net income for the six-month period. Gainers included Interpublic Group of Companies, Time Inc., Combined Communications, Metromedia and Communications Satellite Corp. Marginal gains were posted by Cox Broadcasting. Dun & Bradstreet increased net income in overall operations, but results of its Corinthian Broadcasting division were lower than last year.

Those reporting net declines for the first half were ABC, Cox Cable Communications, Transamerica and LIN Broadcasting.

Following are the financial reports for these and other companies:

▪ ABC Inc. has not yet recovered from its financial woes, according to a six-months' earnings report, issued last week showing a \$13-million drop in revenues and a \$3-million decline in net income as compared with 1970 figures for the same period.

Lower earnings were recorded in the first quarter due primarily to the elimination of cigarette advertising in broadcasting and the state of the economy, according to Leonard H. Goldenson, president. The percentage of decline in the second quarter was less than the first due to a "turnaround in the television advertising business." Second quarter revenues showed a \$5-million dip in revenues from the comparable 1970 period.

Mr. Goldenson noted, however, that broadcast sales "are better than had been anticipated" for the third and fourth quarters. He added that results for a few of ABC's motion pictures, particularly "The Last Valley," were not as good as expected.

For the six months ended June 30:

	1971	1970
Earned per share	\$ 1.02	\$ 1.43
Revenues	358,319,000	371,382,000
Net income	7,204,000	10,140,000

▪ Earnings were up at Metromedia for the second quarter and the first half of the year. And the upward trend may continue through the end of the year "assuming a gradual improvement in consumer spending," according to John M. Kluge, chairman and president of the firm.

Revenues in both periods were down from 1970, reflecting the unprofitable activities of Metromail and "to a lesser degree, lower television advertising revenues," Mr. Kluge said. Net income in the second quarter was \$2,626,983, or 45 cents per share, against the comparable 1970 period. Revenues for the quarter were off from \$40,153,786 in 1970 compared to \$37,898,513 registered in 1971.

For the 26 weeks ended July 4:

	1971	1970
Earned per share	\$ 0.48	\$ 0.40
Revenues	73,574,151	77,917,942
Net income	2,787,904	2,313,708
Average number of shares outstanding	5,757,672	5,732,683

▪ Time Inc., New York, reported a 6.4% rise in income and a drop in revenues for the six months ended June 30. Time, which is selling its radio and television station holdings, subject to FCC approval (BROADCASTING, April 19, et seq.), blamed the decline in revenues in the first quarter on the termination of Life International and the sales activities of Family Publications Service Inc.

A company spokesman indicated however that the second quarter showed improvement over the first quarter of the year due to a company-wide program of cost control and strong showings by its subsidiaries: Eastex Inc., Selling Areas-Marketing Inc. and the

firm's new Time - Life Films Division. For the six months ended June 30:

	1971	1970*
Earned per share	\$ 1.52	\$ 1.43
Revenues	294,345,000	310,762,000
Net income	11,036,000	10,383,000
Average shares outstanding	7,257,000	7,257,000

\* Restated for previously announced changes in accounting policy and practice.

▪ Magnavox Co., Fort Wayne, Ind., reported an 18% increase in net sales and a 39% rise in net income for the six months ended June 30:

	1971*	1970*
Earned per share	\$ 0.84	\$ 0.60
Revenues	289,042,000	245,888,000
Net income	14,612,000	10,514,000

\*Results for all periods have been restated to reflect the acquisitions of Craftsman Electronic Produce Inc. in 1970 and LaSalle-Deitch Co., Instamatic Corp. and Bristol Laminating Corp. in 1971 on a pooling-of-interests basis.

▪ Interpublic Group of Companies Inc., New York, which includes the advertising agencies of McCann-Erickson, Marschalk, Pritchard Wood, Myers Infoplan, and Erwin Wasey, reported a 42% rise in net profit for the six months ended June 30:

	1971	1970
Earned per share*	\$ 0.78	\$ 0.61
Billings	344,218,000	350,695,000
Gross income	52,087,000	53,035,000
Net income	1,524,000	1,074,000

\*Assumes full conversion of convertible debentures.

▪ Cox Cable Communications Inc., Atlanta-based cable-TV systems owner, reported a 21.3% increase in revenues and a 30.9% dip in net income for the six months ended June 30.

Henry W. Harris, president, said the rise in revenues was due to the increased number of subscribers in Cox's systems. He said income was down in the period because of heavy marketing expenses incurred in the first quarter and the loss of \$85,000 on the sale of the com-

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pany's interest in a Charlotte, N.C., cable system.

For the six months ended June 30:

	1971	1970
Earned per share	\$ 0.14	\$ 0.20
Revenues	6,125,940	5,050,744
Net income	506,571	733,298

■ Dun & Bradstreet Inc., New York, has reported an increase in revenues of 5.9% and rise in net income of 5.2% for the six months ended June 30. Hamilton B. Mitchell, D&B president, said results of Corinthian Broadcasting's two operating groups—television and

publishing—showed declines in that period compared to last year. Corinthian merged with D&B May 27 (BROADCASTING, May 31).

For the six months ended June 30:

	1971	1970
Earned per share	\$ 1.07	\$ 1.02
Revenues	171,850,000	162,286,000
Net income	13,671,000	12,997,000
Average number of shares outstanding	12,828,000	12,734,000

■ Cox Broadcasting Corp., Atlanta-based group broadcaster, reported that earnings and revenues in the first half of 1971 were similar to these recorded

during the same period in 1970.

For the six months ended June 30:

	1971	1970
Earned per share	\$ 0.69	\$ 0.69
Revenues	31,387,834	31,447,903
Net income	4,021,048	3,992,403

■ Ridder Publications Inc., New York, publishing firm with radio, television and CATV interests, reported increases in revenues and net income for the six months ended June 30. Bernard H. Ridder Jr. attributed the increases to a combination of advertising and circulation rate increases along with increases

## The Broadcasting stock index

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

	Stock symbol	Ex-change	Closing July 28	Closing July 21	Net change in week	1971		Approx. shares out (000)	Total market capitalization (000)
						High	Low		
<b>Broadcasting</b>									
ABC	ABC	N	40%	45%	- 5%	48	25	7,089	\$317,233
ASI Communications	ASIC	O	3%	3 1/4	+ 3/4	4 1/2	2 1/2	1,789	6,262
Capital Cities	CCB	N	43 1/4	45 1/4	- 2	48 3/4	29	6,236	300,887
CBS	CBS	N	45 1/4	48 3/4	- 3 1/2	49 3/4	30 1/2	27,086	1,228,892
Cox	COX	N	28 1/4	29 1/4	- 1	31	17 3/4	5,802	171,855
Gross Telecasting	GGG	A	13 3/4	13 1/2	- 1/2	16	10 1/2	800	10,000
LIN	LINB	O	14 1/4	15 1/2	- 3/4	15 1/2	6 1/4	2,294	32,690
Mooney	MOON	O	7 1/4	7 3/4	+ 3/4	7 3/4	4	250	1,500
Pacific & Southern	PSOU	O	14	14 1/2	- 1/2	17 1/2	12 1/2	1,637	24,555
Rahall Communications	RAHL	O	10	10	—	29	8 3/4	1,037	11,407
Scripps-Howard	SCRIP	O	21 1/2	23 3/4	- 2 1/4	25	18	2,589	60,842
Sonderling	SDB	A	27 3/4	28 3/4	- 7/8	34	24 1/4	997	28,664
Starr	SBG	M	19 1/2	19 1/2	+ 3/8	17 3/4	8 3/4	496	8,804
Taft	TFB	N	41 1/2	43	- 1 1/2	44 3/4	23 3/4	3,707	149,652
<b>Total</b>								<b>61,809</b>	<b>\$2,353,243</b>

### Broadcasting with other major interests

Avco	AV	N	12 1/2	13 1/2	- 1/2	18	12 1/2	11,470	\$159,354
Bartell Media	BMC	A	4 1/4	4 3/4	- 1/2	8	4 1/2	2,254	10,413
Boston Herald-Traveler	BHLD	O	22	20	+ 2	28	19	577	10,963
Chris-Craft	CCN	N	6 1/2	6 3/4	- 1/4	9 1/2	6 1/2	3,901	28,750
Combined Communications	CCOM	O	20 1/4	20 1/2	- 1/4	20 3/4	10 1/2	2,048	42,496
Cowles Communications	CWL	N	10 1/2	10 1/2	- 1/2	12 1/2	8	3,969	41,675
Fuqua	FOA	N	23 1/4	24 3/4	- 1 1/2	26 1/2	13 1/4	6,700	163,279
Gannett	GCI	N	49 3/4	50	- 1/4	52	32 1/2	7,515	355,084
General Tire	GY	N	25 1/2	27 1/4	- 1 3/4	27 3/4	21 1/2	18,713	507,497
Gray Communications		O	5 1/2	6 1/2	- 1/2	8	6	475	2,969
ISC Industries	ISC	A	5 1/2	5 1/2	—	8	5 3/4	1,959	10,775
Lamb Communications		O	2 1/2	2 1/2	—	2 1/2	2 1/2	475	1,188
Lee Enterprises	LNT	A	29 3/4	29 3/4	—	30 1/4	18 3/4	1,957	58,221
Liberty Corp.	LC	N	23 1/2	23 1/2	- 1/2	24	17 1/2	6,744	155,921
Meredith Corp.	MDP	N	23 1/2	26 1/2	- 3	29 1/2	19 1/4	2,754	71,934
Metromedia	MET	N	28	29 1/4	- 1 1/4	30 3/4	17 3/4	5,756	166,924
Multimedia Inc.		O	34 1/2	34	+ 1/2	34 1/4	25	2,406	82,406
Outlet Co	OTU	N	18 3/4	19 3/4	- 3/4	22	14 1/4	1,332	25,148
Post Corp.	POST	O	—	14 1/4	—	14 1/4	9 1/4	734	10,093
Reeves Telecom	RBT	A	2 1/2	2 1/2	—	3 1/2	2	2,292	5,157
Ridder Publications	RIDD	O	23 3/4	24 3/4	- 1	27 1/2	18	8,236	197,664
Rollins	ROL	N	41 1/4	41 3/4	—	43 1/2	25 1/2	8,065	331,633
Rust Craft	RUS	A	40 3/4	43 3/4	- 2 3/4	48 1/4	28 3/4	1,159	50,706
Schering-Plough	PLO	N	82 1/2	84 1/2	- 1 1/2	87 1/4	60 1/2	25,174	2,064,268
Storer	SBK	N	30 3/4	31 1/2	- 3/4	33 3/4	19	4,223	131,420
Time Inc.	TL	N	49 3/4	52	- 2 3/4	62 3/4	40 3/4	7,257	380,049
Trans-National Communications		O	3 1/2	1/2	- 1 1/2	1 1/4	1/4	1,000	620
Turner Communications		O	2 1/2	2 1/2	—	4	2	1,328	3,320
Wometco	WOM	N	19 1/2	20 1/4	- 3/4	23 3/4	17 3/4	6,037	122,249
<b>Total</b>								<b>146,510</b>	<b>\$5,186,178</b>

### CATV

American Electronic Labs.	AELBA	O	7 3/4	7	+ 3/4	10	3	1,636	\$11,648
American TV & Communications	AMTV	O	19 1/2	20	- 1/2	26 1/2	17 1/4	2,042	43,638
Burnup & Sims	BSIM	O	23 3/4	23 3/4	- 1/4	37 3/4	20 1/2	2,962	77,012
Cablecom-General	CCG	A	12	13	- 1	17 1/4	12 3/4	2,485	34,169
Cable Information Systems		O	2 1/4	2 1/4	—	4 1/4	2 1/2	955	2,388
Citizens Financial Corp.	CPN	A	14 1/4	14 3/4	- 1/2	15 1/4	12 1/4	1,527	22,142
Columbia Cable	CCAB	O	13 1/4	13 1/4	—	15 1/2	9 3/4	900	12,150
Communications Properties	COMU	O	9	9 1/4	- 1/4	10 3/4	7 1/4	1,800	16,650
Cox Cable Communications	COXC	A	17 3/4	17 3/4	—	17 3/4	17 3/4	3,551	69,671
Cypress Communications	CYPR	O	9	9 3/4	- 3/4	10 1/4	7	2,384	23,554
Entron	ENT	A	3 3/4	3 3/4	—	7 3/4	3 1/2	1,320	4,778
General Instrument Corp.	GRL	N	20 1/2	23 3/4	- 3 1/2	29 3/4	16 1/2	6,368	138,504
Sterling Communications	STER	O	5 1/4	5 1/2	+ 1/4	6 3/4	3 1/2	1,100	5,082
Tele-Communications	TCOM	O	20	19 3/4	+ 1/4	20 1/4	12	2,856	55,692
Teleprompter	TP	A	69 1/4	75 1/2	- 6 1/2	88 1/2	56 1/2	3,077	242,314
Television Communications	TVCM	O	8	8 1/4	- 3/4	10 3/4	7	3,804	34,692
Viacom	VIA	N	12 1/2	13 3/4	- 1 1/2	21	12 1/2	3,760	54,971
Vikoa	VIK	A	7 3/4	7 3/4	- 1/2	14 1/4	7	2,339	18,431
<b>Total</b>								<b>44,866</b>	<b>\$867,486</b>

in advertising lineage. Mr. Ridder also announced the firm's acceptance for listing on the New York Stock Exchange. Starting date is Aug. 16. The firm's stock is currently traded over the counter.

For the six months ended June 30:

	1971	1970
Earned per share	\$ 0.57	\$ 0.47
Revenues	62,930,000	58,218,000
Net Income	5,168,000	4,330,000
Shares outstanding	9,104,983	9,126,631

Note: Income includes \$730,000 and \$754,000 for 1971 and 1970 and is the increase inequity of 50%-owned companies. Shares outstanding reflect a 4-for-3 stock split March 10.

■ Combined Communications Corp., Phoenix, reported net income more than doubled for the first half of the current fiscal year, reaching \$1,066,772 compared with \$473,548 in 1970. Revenues from the broadcast division were up 53.6% to \$4,869,443 from \$3,168,792. The firm operates broadcasting properties in Arizona and Oklahoma and has signed a letter of intent to purchase the assets of Mullins Broadcasting. Combined also owns outdoor advertising concerns in four states. For the six months ended June 30:

	1971	1970
Earned per share	\$ 0.50	\$ 0.24
Revenues	15,675,946	10,976,682
Net income	1,066,772	473,548
Average shares outstanding	2,649,792	1,944,794

Note: Income includes operating loss carryforward of \$244,958 or nine cents per share in 1971 and \$466 in 1970.

■ Transamerica Corp., San Francisco, reported a decline in net income for the six months ended June 30 despite sales gains for the period. Its entertainment division, United Artists Corp., reported a profit for the first half, but the sub-

	Stock symbol	Ex-change	Closing July 28	Closing July 21	Net change In week	1971 High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
<b>Programing</b>									
Columbia Pictures	CPS	N	10½	10%	- ½	17%	10%	6,342	\$69,001
Disney	DIS	N	103¼	106%	- 3	128%	77	12,833	1,435,116
Filmways	FWY	A	6	6%	- ½	11%	5%	1,754	11,840
Four Star International	O	O	1¼	1½	+ ½	1%	1	666	746
Gulf & Western	GW	N	25¼	27½	- 1½	31	19	14,984	411,510
Kinney National	KNS	N	31½	33¼	- 1¼	39%	28½	11,230	388,783
MCA	MCA	N	23½	23½	-	30	21%	8,165	194,980
MGM	MGM	N	20%	20½	- ½	26%	15½	5,886	122,135
Music Makers	MUSC	O	2%	2%	-	3%	2%	589	1,696
National General	NGC	N	25%	26%	- 1¼	28½	15%	4,977	126,266
Tele-Tape Productions	O	O	1¼	1%	+ ½	2	1	2,183	2,445
Transamerica	TA	N	16%	17½	- ¾	19	15%	63,841	1,101,257
20th Century Fox	TF	N	10%	11½	- ¾	15%	8%	8,562	92,042
Walter Reade Organization	WALT	O	1%	1%	- ½	3%	1%	2,414	4,538
Wrather Corp.	WCO	A	7½	7%	- ¼	8%	6%	2,164	16,490
<b>Total</b>								<b>146,570</b>	<b>\$3,978,845</b>
<b>Service</b>									
John Blair	BJ	N	20	20½	- ½	24%	16	2,584	\$54,264
ComSat	CQ	N	61½	70%	- 8%	84%	49%	10,000	720,000
Creative Management	CMA	A	9%	10%	- ½	17%	8%	1,050	11,550
Doyle Dane Bernbach	DOYL	O	22%	25	- 2½	28½	21	1,929	42,438
Elkins Institute	ELKN	O	9%	9%	-	16%	8%	1,664	18,104
Foote, Cone & Belding	FCB	N	11¾	12½	- ¾	13%	7%	2,196	27,999
Grey Advertising	GREY	O	13%	15	- 1¼	14%	9%	1,209	18,582
Marvin Josephson Assoc.	MRVN	O	7%	7%	-	12	7%	902	7,108
LaRoche, McCaffrey & McCall	O	O	11	9%	+ 1¼	16½	9	585	5,265
Marketing Resources & Applications	O	O	7½	8	- ½	18%	2%	504	4,410
MovieLab	MOV	A	1%	2	- ½	18%	1%	1,407	2,983
MPO Videotronics	MPO	A	6	6%	- ½	8½	5	557	3,966
Nielsen	NIELA	O	41%	43%	- 1%	49%	39%	5,299	227,857
Ogilvy & Mather	OGIL	O	32%	33%	- 1¼	38	24	1,096	38,228
PKL Co.	PKL	A	4	3%	+ ¾	6%	3%	742	2,783
J. Walter Thompson	JWT	N	46½	47%	- 1	60	34½	2,721	140,458
Transmedia International	O	O	½	½	-	3%	½	535	134
Wells, Rich, Greene	WRG	A	19%	20	- ½	25%	15%	1,601	31,500
<b>Total</b>								<b>38,581</b>	<b>\$1,357,629</b>
<b>Manufacturing</b>									
Admiral	ADL	N	16%	17%	- 1½	21	8	5,163	\$96,135
Ampex	APX	N	16%	17%	- ¾	25%	16½	10,875	191,618
CCA Electronics	CCAE	O	4	4½	- ½	4%	2%	897	3,480
Collins Radio	CRI	N	12%	11%	+ ¾	20%	11%	2,968	37,842
Computer Equipment	CEC	A	4%	4%	-	7%	3%	2,434	10,345
Conrac	CAX	N	21%	23%	- 1%	29	15%	1,259	29,587
General Electric	GE	N	53%	56%	- 3%	62%	53%	181,628	10,670,528
Harris-Intertype	HI	N	51	56	- 5	69%	50%	6,333	373,647
Magnavox	MAG	N	47%	50%	- 3%	53%	37%	17,283	911,678
3M	MMM	N	114%	118%	- 3%	123%	95%	56,099	6,689,806
Motorola	MOT	N	74%	78%	- 3%	89%	51½	13,370	1,029,490
RCA	RCA	N	31%	34%	- 3%	40%	28	74,437	2,539,790
Reeves Industries	RSC	A	4%	4½	- ¾	6%	2%	3,458	12,968
Telemation	TIMT	O	10%	10%	+ ½	13%	8%	14,040	138,715
Westinghouse	WX	N	84	91%	- 7%	94%	65%	41,431	3,759,863
Zenith	ZE	N	44%	47%	- 2%	54%	36%	19,021	917,763
<b>Total</b>								<b>450,694</b>	<b>\$27,788,902</b>
<b>Grand total</b>								<b>887,030</b>	<b>\$41,530,281</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>106.94</b>	<b>109.09</b>	<b>- 2.15</b>				

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-Over-the-counter (bid price shown)

Shares outstanding and capitalization as of July 14. Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

sidiary United Artists Records incurred a \$1.5-million after-tax loss.

For the six months ended June 30:

	1971	1970
Earned per share	\$ 0.50	\$ 0.53
Revenues	770,725,000	728,411,000
Net income	31,958,000	33,473,000
Shares outstanding	64,226,000	63,367,000

Note: Income includes sales gains of \$3,178,000 and \$10,798,000 in 1971 and 1970 less \$327,000 and \$433,000 dividends on preferred stock.

■ **Communications Satellite Corp.**, Washington, reported a substantial rise in revenues and net income for the six months ended June 30. In addition, Comsat's board of directors declared a quarterly dividend of 12.5 cents per share, payable Sept. 13 to shareholders of record Aug. 13.

For the six months ended June 30:

	1971	1970
Earned per share	\$ 1.21	\$ 0.73
Revenues	44,163,000	32,228,000
Net income	12,145,000	7,319,000

■ **Cohu Electronics Inc.**, San Diego, manufacturer of broadcast and closed-circuit television systems, reported net income of nearly \$100,000 on slightly reduced sales for the six months ended June 30. The firm reported a loss in excess of \$75,000 for the same period last year. William S. Ivans, president and chief executive officer, said the return

to profitable operations was largely the result of improved efficiency.

For the six months ended June 30:

	1971	1970
Earned per share (loss)	\$ 0.07	(\$ 0.05)
Revenues	3,849,482	3,855,346
Net income (loss)	93,842	( 75,455)
Shares outstanding	1,401,152	1,400,952

■ **LIN Broadcasting Corp.**, New York, reported an increase in revenues of almost \$2 million but a loss in net income for the six months ended June 30:

	1971*	1970**
Earned per share (loss)	(\$ 0.29)	\$ 0.21
Revenues	8,677,683	6,915,465
Net income	( 688,535)	476,381
Average shares outstanding	2,334,403	2,244,296

\*Includes operations of WFIL(AM) Philadelphia from April 28, 1971.

\*\*Restated to reflect Starday-King music division as discontinued operation.

■ **Zenith Radio Corp.**, Chicago, last week reported substantial increases in sales and net income for the six months ended June 30. Company attributed the increases partly to a larger volume of factory sales of major Zenith home entertainment products.

For the six months ended June 30:

	1971	1970
Earned per share	\$ 0.50	\$ 0.24
Revenues	255,295,000	210,441,000
Net income	9,527,000	4,629,000
Shares outstanding	19,022,060	19,019,855

## On top rung at Rollins Inc.

The proxy statement accompanying the notice of the annual meeting of Rollins Inc., Atlanta, group broadcaster, lists O. Wayne Rollins, chairman-president, as having received the corporation's largest remuneration for the fiscal year ended last April 30. He was paid \$180,000 in total compensation and was entitled to an estimated \$35,849 annually upon retirement.

## Financial notes:

■ **Columbia Cable Systems Inc.**, Westport, Conn., reported last week that it has refinanced its \$8-million debt with its banks and Home Life Insurance Co. It said \$5 million represents the extension of existing debt over a longer time period and \$3 million a line of credit now available principally for the acquisition and construction of cable-TV systems.

■ **Robins Industries Corp.**, College Point, N.Y., communications equipment manufacturer, reported last week that it is negotiating for the acquisition of Fairchild Sound Equipment Corp., Long Island City, N.Y., audio equipment manufacturer.

## Fates&Fortunes

### Broadcast advertising

**Nadeen Peterson** and **Ronald W. Monchak**, both VP's and creative directors, D'Arcy, MacManus, Intermarco, New

York office, named senior VP's there. **John D. Kettell**, sales VP, Kettell-Carter, station representative. Boston, named president.

**Nelson G. Lofstedt**, copy chief, BBDO,

Boston, joins **Humphrey Browning MacDougall**, agency there, as VP.

**Donald G. Campbell**, **John H. A. Cross** and **Robert A. Grant**, senior VP's, Lennen & Newell Advertising, New York, appointed to management planning group for development and execution of advertising and marketing plans.

**Richard Evans**, copy group head, and **John Register**, art-production group head, Ogilvy & Mather, New York, named VP's.

**Charles J. Basch III**, secretary, Gibraltar Advertising Agency, New York, named president. He succeeds his father, who died last month. **Frances Scott**, executive VP, elected secretary-treasurer.

**Gilbert Dannebower Jr.**, director and senior account supervisor, Media Corp. of America, New York media service organization, named to newly created position of VP of marketing.

**Keith Holden**, VP, broadcast division, Klau-Van Pietersom-Dunlap, Milwaukee agency, elected to board and named VP in charge of creative activities.

**George T. Masaitis**, account supervisor,



Three veterans of Detroit radio mused with WPLJ(FM) New York host Alex Bennett on radio's "Golden Age" on a show broadcast July 22. The three with Mr. Bennett (l to r): **Harold L. Neal Jr.**, president of ABC Owned Radio Stations; **Dick Osgood**, presently working on a soon-to-be-published book on Detroit radio, and **Fred Foy**, announcer for *The Dick Cavett Show*, discussed the strong appeal which the anecdotes and nostalgia of that era hold today. In radio's earlier days Messrs. Neal and Foy performed announcer-narrator chores on such WXYZ-produced serials as *The Lone Ranger*, *The Green Hornet*, and *Sergeant Preston of the Yukon*. Mr. Osgood was a former drama and movie critic at WXYZ. The last part of the program was devoted to listener questions.

Whitehall division, American Home Products, New York, perfume and toiletries manufacturer, joins Clyne Maxon, agency there, as VP.

**Marty Bergman**, VP and sales manager, KTTV(TV) Los Angeles, named VP and general sales manager.

**Lawrence D. Dupois**, supervisor of feature films, ABC-TV, New York, appointed manager of on-air advertising for network.

**Hanley M. Norins**, VP and associate creative director, Young & Rubicam, headquartered in Los Angeles, appointed creative director of agency's Western operations, based in Los Angeles. He succeeds **John W. Rindlaub**, VP, who returns to Y&R New York office as associate creative director.

**Pete Lombardo**, sales manager, San Francisco office, Tele-Rep, TV station representative, appointed group sales manager, New York office. Mr. Lombardo succeeds **Rich Goldman**, appointed head of Chicago office. **Don Bowen**, with Blair TV, representative, San Francisco, appointed manager of Tele-Rep's San Francisco office. **Lloyd Werner**, former New York sales manager, Tele-Rep, appointed national sales manager, KCOP(TV) Los Angeles. Mr. Werner will continue to operate in New York office of Tele-Rep. Both firms are divisions of Chris-Craft, group owner.

**Suzan K. Couch**, director, retail development, CBS Television Stations Division, New York, joins Macy's, department store chain, there, as broadcast advertising manager.

**Howard J. Lechuk**, media group head, BBDO, New York, appointed associate media director, N. W. Ayer & Son there. **Laurie Pamental**, assistant media director, Benton & Bowles, New York, joins N. W. Ayer as manager of spot broadcast services.

**Ernest A. Jones II**, associate account executive, St. Louis office, D'Arcy, MacManus, Intermarco, appointed regional account executive for agency, based in Los Angeles.

**Stan Gerber**, VP and associate media director, Grey Advertising, New York, joins Warren, Muller, Dolobowsky, agency there, as senior account executive, with over-all corporate media responsibilities in his account area.

**Robert Spinner**, account executive, Norman, Craig & Kummel Advertising Agency, New York, joins Honig-Cooper & Harrington, San Francisco agency, in similar capacity.

**Jack Graham**, news director, WNNJ-(AM) Newton, N.J., joins WBRW(AM) Somerville, N.J., as sales manager.

**Clifton L. Conley**, national/regional

## radio • television • catv • public relations/contacts

Public Relations/Contacts is a regular feature of BROADCASTING, The Business-weekly of Television & Radio, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page. Use the coupon below to order your listing.

### agriculture

**FARM FACTS & FOOTAGE**—Interesting films on agriculture, yours for the asking on free loan basis. Write for current list of tv cleared films. Also footage as background for specials, advertising, agriculture news. Don Collins, Media Relations Supervisor, New Holland Division of Sperry Rand, New Holland, Pa. (717) 354-1274.

**FREE FILM.** Free loan of "Hole In the Pocket", 27-minute film on corn harvest losses, made by Ohio State University sponsored by Allis-Chalmers. Contact Darrold Pries or Walt Buescher, Allis-Chalmers, Ag Equipment Div., Milwaukee, Wis. 53201. 414-475-2030.

### automated programing

**AUTOMATED STATIONS!**  
 3 CONTINUALLY UPDATED FORMATS HIT RADIO MUSIC RADIO  
 COUNTRY RADIO  
 Contemporary—Easy Listening—Country  
 ANY FORMAT. 90 SONGS ON 3 REELS SENT SPECIAL DELIVERY  
 EVERY MONTH ONLY \$125. MONTHLY!  
 M O R  
 L I B R A R Y  
 SOLD OUTRIGHT!  
 2160 SONGS 72 REELS  
 BOX 150  
 LAFAYETTE HILL,  
 PA. 19444  
**response**  
**radio inc.**  
 write for details

### free film

Five new TV series just released to TV Stations! TRAVELURE, SPORTSCOPE, MILESTONES OF PROGRESS, CONSUMERS WORLD and SOCIETIES IN TRANSITION—factual, fascinating, entertaining. Contact us for priority booking today! Association-Sterling Films, 43 West 61st Street, New York 10023—212-752-4431.

### free radio series

#### LARAINÉ DAY WITH THOUGHTS ON YOUR HOME AND ENVIRONMENT

Covers a wide range of subjects and answers questions that are on the minds of many listeners. 65 four-minute shows—13 weeks of Free programming. Perfect for adjacency sales to Realtors, banks, home furnishing retailers, etc. Contact Irv Mandell, Grey & Davis Inc., 777 Third Ave., N.Y. 10017—212 PL 2-2200.

### edp—computer

**DIGITAL EQUIPMENT CORPORATION**—Information on small-, medium-, and large-scale digital computers and electronic circuit modules, the basic building blocks of automation. Contact Mark Nigberg, manager, public relations, Digital Equipment Corp., 146 Main Street, Maynard, Mass. 01754. Phone (617) 897-5111.

### housing: manufactured

**FACTS, NEWS FEATURES, 13½-min. FILM** on mobile/modular housing. 48% of nation's new home sales were mobile homes. Write Jerry Bagley, PR Director, Mobile Homes Manufacturers Assn., 6650 Northwest Hwy., Chicago, Ill. 60631.

### insurance

**ALLSTATE INSURANCE COMPANIES**—Information on automobile, boat-owners, homeowners, health, life insurance; traffic safety, driver education, travel. Contact Raymond P. Ewing, Press Relations Director, Allstate Plaza, Northbrook, Ill. Phone (312) 291-5086.

### timing instruments

#### KEEP TIME

Radio and TV people—get the most of every minute you pay for—to the last split-second with the MINERVA STOPWATCH designed for radio and TV use! Call

**M. DUCOMMUN COMPANY**  
 580 Fifth Ave., New York 10036  
 PLaza 7-2540

call, write, or wire

#### Broadcasting

7 W. 51st St.,  
 New York, N.Y. 10019

(212) 757-3260

for  
 availabilities

#### rates:

1"— 1x \$40.00

1"— 6x \$35.00

1"— 12x \$30.00

sales manager, WFTV(TV) Orlando, Fla., appointed general sales manager.

**Don Rast**, with sales staff, Hollywood office, KFOX-AM-FM Hollywood and KBBQ(AM) Burbank, Calif., appointed Los Angeles sales manager in Hollywood office.

**Walter Hart**, with Metro TV Sales, representative, New York, appointed national sales manager, Metromedia-owned KTTV(TV) Los Angeles.

**Kevin Athaide**, VP and research director, and **Ernest Eversz**, VP and creative director, Kenyon & Eckhardt, New York, elected to board.

## Media

**Bruce E. Eingleton**, planner for CATV system, Pasco county, Fla., appointed president of Florida CATV of Pinellas County Inc., Fla., division of Rahall Communications, St. Petersburg, Fla.-based diversified communications firm.

**Richard E. Jungers**, executive VP and general manager, KWGN-TV Denver, named VP of corporate planning and development, WGN Continental Broadcasting, Chicago, station's licensee.

**Robert H. Harter**, VP, Palmer Broadcasting, Davenport, Iowa, group owner of WHO Broadcasting Co., Des Moines, Iowa, and Woc Broadcasting Co., Davenport, Iowa, elected executive VP.

**Wayne J. Blick**, assistant secretary, elected secretary, in addition to his duties as controller of Palmer.

**Wally Reid**, president and general manager, KORD-AM-FM Pasco, Wash., joins KFMX(FM) San Diego, as VP and general manager.

**Arthur C. Belanger**, financial analyst, Home Entertainment Business Division, General Electric, Syracuse, N.Y., appointed manager of financial planning and analysis for General Electric Cablevision Corp., with headquarters in Schenectady, N.Y.

**Bruce M. Owen**, Brookings Economic Policy Fellow assigned to Office of Telecommunications Policy, Washington, appointed senior economist in that office, assisting in economic studies relating to broadcasting and common carrier industries.

**Rich Livingston**, manager of sales promotion and development, WMAL-AM-FM Washington, appointed to head newly formed independent research department, Evening Star Broadcasting Co., stations' licensee. Service will enable advertisers and agencies to utilize library of media and market data and media analysis and planning data in Star station group cities: Washington, Charleston, S.C., and Lynchburg, Va.

**Dennis L. Falk**, on faculty of Ferris

State College, Big Rapids, Mich., appointed general manager, noncommercial KFME(TV) Fargo, N.D.

**Richard C. Via**, with sales staff, WWDC-AM-FM Washington, appointed general manager, WRFD(AM) Columbus, Ohio.

## Programing

**George P. Hunt**, managing editor of *Life* magazine, appointed to newly created post of editor of Time-Life Films. Mr. Hunt, who has been with Time Inc. organization since 1941, will work with Peter Robeck, managing director of Time-Life Films, to translate company's informational and journalistic resources into film or tape.

**Richard Schade**, account executive, NBC-TV Network Sales Department, New York, appointed manager, participating program sales.

**Stephen Elsky**, accounting assistant, United Artists Television, program producer, New York, appointed service manager of contract department.

**H. David Canine**, in charge of film scheduling, KTTV(TV) Los Angeles, joins KCOP(TV) there as film director.

**Thomas G. Howe**, with noncommercial KPBS-TV San Diego, joins Hawaii Educational Television Network, Honolulu, as senior producer-director.

**Richard Van**, with KRSY(AM) Roswell, N.M., appointed program director.

**Gary McDowell**, program director, WIP(AM) Philadelphia, joins WNEW(AM) New York as operations manager.

## News

**William Tompkins**, part-time announcer, WJW-TV Cleveland, appointed assistant director of public affairs and editorials.

**Paul Ryan**, newsman, WBBM-TV Chicago, joins KRON-TV San Francisco as co-anchorman.

**James H. Lewis**, director of news and public affairs, noncommercial WJCT(TV) Jacksonville, Fla., joins WFTV(TV) Orlando, Fla., as news director.

**Robert P. Moody**, news director, KELP-AM-FM El Paso, joins WBAP-TV Dallas-Fort Worth, as anchorman and reporter.

**Dave Burkett**, newsman, KSTT(AM) Davenport, Iowa, joins WIOD-AM-FM Miami, as anchorman.

**Dr. Irving Benglesdorf**, director of science communication, California Institute of Technology, Pasadena, Calif., appointed environmental editor, KABC(AM) Los Angeles.

**Jim Jarvis**, with WCTC-AM-FM New Brunswick, N.J., joins WBRW(AM) Somerville, N.J., as news director.

**Bob Steinbrinck**, program director,



The "Greening" of radio. After the business at hand, radio industry executives and Firestone advertising and marketing management representatives staged a golf tournament. The meeting, held in Akron, Ohio, was organized by Firestone to explore directions in more effective radio advertising. Shown beginning a relaxing round at the Firestone Country Club are (l to r): A. E. Brubaker, VP and director of advertising and PR, Firestone; Tom Harrison, president of Blair Radio; Bobby Nichols, former National PGA champion, the country club's pro host; Joe Dougherty, president of Capital Cities Broadcasting Division, and Pete Allen, VP and manager of Blair's Detroit office.



KPRO(AM) Riverside, Calif., joins news staff, KMPC(AM) Los Angeles.

**Walt Brown**, newsman, KABC-AM-FM Los Angeles, joins KLIN-AM-FM and KOLN-TV, all Lincoln, and KGIN-TV Grand Island, all Nebraska, as sports director.

## Promotion

**Maury A. Midlo**, director of promotion and merchandising, WDSU-TV New Orleans, elected chairman of NBC-TV affiliates promotion committee. Seven-man group represents NBC-TV affiliated stations in network-station relations in areas of promotion, publicity and advertising.

**Trevor Phillips**, independent consultant for advertising agencies on media buying and research, Cleveland, joins WJW-TV there as director of publicity and market research.

**Jerry Shilan**, director, PR and publicity, KTLA(TV) Los Angeles, resigns to reactivate Concept Coordinators Corp., PR and publicity firm, there. **Jerry Birdwell**, director, advertising and promotion, KTLA, assumes duties held by Mr. Shilan.

**Malcolm D. Potter**, promotion manager, WTVD-TV Raleigh-Durham, N.C.,

joins WTNH-TV New Haven, Conn., in similar capacity. **Thomas C. Gorham III**, assistant commercial production manager, succeeds Mr. Potter.

**Larry B. Seewald**, promotion-publicity assistant, WLWI(TV) Indianapolis, joins WFOG(FM) Suffolk, Va., as promotion director.

## Equipment & engineering

**Stephen H. Broomell**, manager of FM products, Gates Radio Co., Quincy, Ill., joins CBS Laboratories, division of CBS, Stamford, Conn., as manager of audio broadcast systems for professional products group. Mr. Broomell will direct domestic and overseas marketing activities of all CBS Laboratories audio products for TV and radio broadcasting.

## Allied fields

**The Rev. Dr. James A. Brown**, resident consultant in program practices department of CBS-TV for past several months, joins faculty of Department of Telecommunications, University of Southern California, Los Angeles, effective Sept. 1. He was formerly chairman, radio-television department, University of Detroit.

## Deaths

**Kenneth D. Frye**, 68, former owner of WHCC(AM) Waynesboro, N.C., died July 9 in Haywood county hospital there after long illness. Mr. Frye held WHCC from 1953 until his retirement in 1965. He began his journalistic career with the *Chicago Evening Post* where he served from 1923-33. He left the *Post* for NBC's Midwestern division in Chicago where he was director of news and special events for 10 years. After wartime service with the Office of War Information he became director of radio and TV for the Democratic National Committee in Washington, during the Truman administration. Mr. Frye is survived by his wife, Margaret, and one daughter.

**William H. Mende**, 59, president, director and co-owner, KUTY(AM) Palmdale, Calif., died July 15 after heart attack. Along with his wife, Mr. Mende owned 100% of California station. From 1961-67 they owned WAPR(AM) Douglas, Ariz. He is survived by his wife, Kay.

**Charles E. Brennen**, 59, independent consulting engineer, Milwaukee, and former chief engineer, WISN-AM-FM-TV there, died July 21 in Tomahawk, Wis., of cancer. He is survived by his wife, Irene, one daughter and two sons.

## ForTheRecord

As compiled by BROADCASTING, July 20 through July 27 and based on findings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, aur.—aural, aux.—auxiliary, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—direction antenna, ERP—effective radiated power, khz—kilohertz, kw—kilowatts, LS—local sunset, mhz—megahertz, mod.—modification, N—night, PSA—presunrise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, \*—educational.

## New TV stations

### Start authorized

■ WDXR-TV Paducah, Ky.—Authorized program operation on ch. 29, ERP 759 kw vis., 110 kw aur., Ant. height above average terrain 710 ft. Action May 21.

### Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Greensburg, Pa. (Warman Communications Inc.), TV proceeding, on request by Warman Communications, ordered hearing continued until Sept. 21 (Doc. 18939). Action July 19.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. and Forum Communications Inc.), TV proceeding, granted request by Forum and scheduled further hearing conference for July 23 (Docs. 18711-2). Action July 19.

### Other action

■ Review board in Bridgeport, Conn., canceled CP held by Newsvision Co., WFIT(TV) Bridgeport and call letters deleted in response to request by Newsvision for dismissal of its license application. Action July 20.

## Existing TV stations

### Final actions

■ WKJG-TV Fort Wayne, Ind.—FCC authorized partial refund of \$32,400 of \$121,449 grant fee for assignment of license of WKJG-TV from WKJG Inc. to Television Communications Corp. for distribution to parties. Action July 23.

■ WHDH-TV Boston—FCC ruled WHDH Inc. may operate station WHDH-TV until further order. Commission said neither public interest nor private interests of WHDH Inc. or of Boston Broadcasters Inc. would be served by abrupt termination of WHDH-TV's service and that WHDH Inc. should be permitted reasonable time to wind up its affairs. Action July 23.

■ KETV(TV) and KMTV(TV), both Omaha—FCC dismissed petition by Harry Lobel for denial of renewal of license of KETV and KMTV, because allegations were not supported by specific information "sufficient to raise a substantial or material question of fact" indicating that grant of renewal applications would be in fact inconsistent with public interest. Action July 23.

■ KRSD-TV Rapid City and KDSJ-TV Lead, both South Dakota—FCC set oral argument before commission on proposed one-year renewal of licenses for KRSD-TV and KDSJ for Sept. 16 (Docs. 18358-9). Action July 23.

### Action on motion

■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co.

	<b>EDWIN TORNBURG &amp; COMPANY, INC.</b>
	<b>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</b> New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164

# Summary of broadcasting

Compiled by FCC, July 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,328 <sup>1</sup>	3	12	4,343 <sup>1</sup>	53	4,396 <sup>1</sup>
Commercial FM	2,216	1	33	2,250	118	2,368
Commercial TV-VHF	500	2	10	512 <sup>2</sup>	14	527 <sup>2</sup>
Commercial TV-UHF	168	0	15	183 <sup>2</sup>	74	269 <sup>2†</sup>
Total commercial TV	668	2	25	695	88	796
Educational FM	454	0	17	461	59	520
Educational TV-VHF	80	0	5	85	5	90
Educational TV-UHF	101	0	13	114	13	125
Total educational TV	181	0	18	199	18	217

\* Special Temporary Authorization.

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Indicates four educational stations on nonreserved channels.

† Does not include six commercial UHF TV's licensed but silent.

[WGHP-TV] and Furniture City Television Co.), TV proceeding, put all parties on notice that various pleadings now before hearing examiner regarding future procedural steps, largely concerning postponement of this matter, will be taken up and considered at conference scheduled for Aug. 3 (Docs. 18906-7). Action July 20.

## Other action

■ Review board in Charleston, S.C., TV proceeding, granted motion by Palmetto Radio Corp., Cosmos Broadcasting Corp. and Columbia Television Broadcasters Inc., for extension of time to September 7, to file reply exceptions in proceeding involving facilities change request by four Charleston, S.C., VHF television licensees. Action July 20.

## New AM stations

### Starts authorized

■ WKXO Berea, Ky.—Authorized program operation on 500 khz, 250 w-D. Action June 30.

■ WISS Berlin, Wis.—Authorized program operation on 1090 khz, 500 w, DA-D. Action June 24.

### Actions on motions

■ Hearing Examiner Basil P. Cooper in Blacksburg, Va. (Broadcasting Service of Carolina Inc.), AM proceeding, ordered further hearing conference to be held on Aug. 19; and that by Aug. 13 applicant will file such proposed amendment as it may deem necessary to respond in full to all matters mentioned in memorandum opinion and order of review board adopted June 25, and serve on bureau counsel copies of all exhibits which it intends to offer in evidence at evidentiary hearing (Doc. 18445). Action July 20.

■ Hearing Examiner Millard F. French in Blue Ridge and Clarksville, both Georgia (Click Broadcasting Co. and R-J Co.), AM proceeding, granted petition by R-J Co., rescheduled date for exchange of exhibits from July 20 to Aug. 10, and hearing from Aug. 10 to Aug. 31 (Docs. 18526-7). Action July 21.

■ Chief, Hearing Examiner Arthur A. Gladstone in Freeland and West Hazleton, both Pennsylvania (Summit Broadcasting, et al.), AM proceeding, having under consideration unavailability of presiding officer (Herbert Sharfman) because of illness, ordered that Hearing Examiner Charles J. Frederick is assigned to preside in this matter (Docs. 18489-91). Action July 15.

■ Hearing Examiner Isadore A. Honig in Stamford, Conn. (Western Connecticut Broadcasting Co.), AM and FM proceeding, set certain procedural dates and scheduled hearing for Oct. 19 (Doc. 19043). Action July 16.

■ Hearing Examiner Isadore A. Honig in East St. Louis, Ill. (East St. Louis Broadcasting Co. and Metro-East Broadcasting Inc.), AM proceeding, granted petition by East St. Louis for leave to amend its application in certain financial respects (Docs. 17256-7). Action July 16.

■ Hearing Examiner Ernest Nash in Mt. Pleasant and Chariton, both Iowa (Pleasant Broadcasting Co., et al.), AM proceeding, requested that respondent request for permission to file appeal filed by Chariton Radio Co. be filed with him by Aug. 2 (Docs. 18594-6). Action July 21.

■ Hearing Examiner Chester F. Naumowicz Jr. in Chattanooga (Jay Sadow [WRIP] and Rock

City Broadcasting Inc.), AM proceeding, granted request by Jay Sadow, ordered further conference to convene on July 23, and continued hearing now scheduled for July 23 pending further order (Docs. 18901-2). Action July 19.

## Other actions

■ Review board in Statesboro, Ga., AM proceeding, denied petition by WWNS Inc., licensees of WWNS Statesboro, for addition of suburban issue against Community Radio System in proceeding on applications for CP's for new AM by Community in Statesboro and Morris's Inc., in Jesup, Ga. (Docs. 17722, 18395). Action July 23.

■ Review board in Bayamon, Puerto Rico, AM proceeding, accepted amendment to application by Augustine L. Cavallaro Jr., for CP for new AM to operate on 1030 khz, 10 kw, DA-1, U, specifying San Juan, Puerto Rico, as station location (Doc. 16891). Action July 23.

## Existing AM stations

### Applications

■ KWJB Globe, Ariz.—Seeks CP to increase D power to 1 kw. Ann. July 1.

■ KIPA Hilo, Hawaii—Seeks CP to change frequency to 620 khz. Ann. July 1.

■ KLLR Walker, Minn.—Seeks CP to increase power to 1 kw. Ann. July 1.

■ WALO Humacao, Puerto Rico—Seeks CP to change ant.-trans. and main studio location to State Road #3, 0.3 mile southeast of city limits; change type of trans. to Gates Vanguard II. Ann. June 30.

■ WIVE Ashland, Va.—Seeks CP to increase ant. height to 283 ft. and install FM ant. on side of tower. Ann. June 30.

### Final actions

■ KTKN Ketchikan, Alaska—Broadcast Bureau granted license covering use of former main-night trans. for aux. purposes only. Action July 16.

■ KDAC Fort Bragg, Calif.—Broadcast Bureau granted license covering changes. Action July 16.

■ KSFN Needles, Calif.—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans. Action July 23.

■ KQIL Grand Junction, Colo.—Broadcast Bureau granted licenses covering changes and to use the former main trans. for aux. purposes only. Action July 16.

■ WWJB Brooksville, Fla.—Broadcast Bureau granted mod. of license covering extension of specified hours to Monday—Saturday 6:30 a.m. to 6:30 p.m. and Sunday 8:00 a.m. to 6:30 p.m. Action July 23.

■ WWCA Gary, Ind.—Broadcast Bureau granted license covering former main trans. for aux. purposes only. Action July 22.

■ KHAK Cedar Rapids, Iowa—Broadcast Bureau granted CP to change ant.-trans. location to 1.2 miles east of city limits on U.S. Highway 30, Cedar Rapids and increase first tower height. Action July 23.

■ WYNK Baton Rouge—Broadcast Bureau granted license covering changes. Action July 22.

■ KBMI Henderson, Nev.—Broadcast Bureau granted CP to increase D power to 1 kw; install new trans.; remote control permitted. Action July 15.

■ WKBN-AM-FM-TV Youngstown, Ohio—FCC denied petition by the Black Broadcasting Coalition, to deny applications by WKBN Broadcasting Corp. for renewal of the licenses of WKBN, WBKN-FM and WKBN-TV. Action July 23.

■ WVOZ Carolina, Puerto Rico—Broadcast Bureau granted license covering alt. main trans. Action July 20.

■ WAMB Donelson, Tenn.—Broadcast Bureau granted license covering new AM. Action July 16.

■ KANI Wharton, Tex.—FCC set for hearing application of Wharton Communications Inc., for renewal of license of KANI for numerous violations of rules, including fraudulent billing and fictitious logging. Action July 23.

■ WPMH Portsmouth, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 31. Action July 16.

## Actions on motions

■ Hearing Examiner Forest L. McClenning in Denver (Action Radio Inc. [KTLK]), on joint request of parties advanced prehearing to July 28 (Doc. 19274). Action July 16.

■ Hearing Examiner Chester F. Naumowicz Jr. in Gulfport, Miss. (Charles W. Dowdy [WROA]), AM proceeding, granted petition by applicant, reopened record, received corrected page 2 of exhibit, and closed record (Doc. 18941). Action July 23.

■ Chief, Office of Opinions and Review in Gaithersburg, Md. (Nick J. Chaconas) granted petition by Broadcast Bureau and extended to Aug. 2, time to file response to petition to reopen record filed by Mr. Chaconas (Doc. 18391). Action July 16.

## Fine

■ KPOD Crescent City, Calif.—FCC notified William E. Stamps, licensee, it incurred apparent liability for forfeiture of \$750 for willful or repeated violation of rules by failing to employ full time, or contract for services of first-class radio-telephone operator; failing to have first-class operator make inspections of transmitting equipment five days in each week; failing to maintain maintenance log; and failing to make and provide equipment performance measurements. Action July 23.

## New FM stations

### Starts authorized

■ WGMW(FM) Riviera Beach, Fla.—Authorized program operation on 94.3 mhz, ERP 3 kw. Ant. height above average terrain 300 ft. Action June 25.

■ WESM(FM) Prince Frederick, Md.—Authorized program operation on 92.7 mhz, ERP 1.85 kw. Ant. height above average terrain 370 ft. Action May 10.

■ WHLB-FM Virginia, Minn.—Authorized program operation on 107.1 mhz, ERP 3 kw. Ant. height above average terrain 105 ft. Action May 27.

### Final actions

■ \*Jacksonville, Fla.—Community Television Inc. Broadcast Bureau granted request of FM for SCA on sub-carrier frequency of 67 khz. Action July 16.

■ \*Bridgewater, Mass.—Bridgewater State College. Broadcast Bureau granted 91.5 mhz, .039 kw. Ant. height above average terrain 108 ft. P.O. address BSC, Room 101, Science Bldg., Bridgewater 02324. Estimated construction cost \$13,320; first-year operating cost none; revenue none. Principals: Dr. Adrian Rondileau, president, et al. Action July 23.

## Actions on motions

■ Hearing Examiner Basil P. Cooper in Albuquerque, N.M. (Zia Tele-Communications Inc. and Alvin L. Korngold), FM proceeding, granted petition by Zia Tele-Communications Inc., to extent that evidentiary hearing now scheduled for July 27, is continued to Oct. 19, and dismissed as moot its request for prehearing conference on July 27 (Docs. 19178-9). Action July 22.

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, scheduled hearing conference for July 21 (Docs. 19018-9). Action July 16.

■ Chief Hearing Examiner Arthur A. Gladstone in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison Radio Inc., et al.), FM proceeding, on request by Radio 900 Inc., rescheduled hearing for Aug. 13 (Docs. 18636-8). Action July 23.

■ Hearing Examiner David I. Kraushaar in Omaha (Picr San of Nebraska Inc.), FM proceeding,

granted motion by applicant to open hearing record and receive into evidence hearing exhibit of Pier San of Nebraska Inc., closed record, and ordered proposed findings to be filed by Aug. 2, and replies by Aug. 12 (Doc. 19021). Action July 22.

■ Hearing Examiner Jay A. Kyle in Mobile, Ala. (WABB Inc., et al.), FM proceeding, rescheduled hearing conference for July 27, and continued evidentiary hearing now scheduled for July 27, to date to be hereinafter specified (Docs. 19226, 19228-9). Action July 15.

■ Hearing Examiner Jay A. Kyle in Big Bear Lake and Banning, both California (Mountain Broadcasting Co., and Stolte Inc.), FM proceeding, granted joint request for approval of agreement and dismissal of application of Stolte Inc. and accepted agreement subject to condition that reimbursement for expenses shall not exceed sum of \$2,500; dismissed application of Stolte with prejudice and retained in hearing status application of Mountain Broadcasting (Docs. 18967-8). Action July 15.

■ Hearing Examiner Jay O. Kyle in Leisure City and Goulds, both Florida (Resort Broadcasting Co. and Fine Arts Broadcasting Co.), FM proceeding, granted petition by Fine Arts Broadcasting, and extended to Aug. 13, time to file proposed findings of fact and conclusions of law and to Aug. 24, time to file reply findings (Docs. 18956, 18958). Action July 15.

■ Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison Radio Inc., et al.), FM proceeding, rescheduled hearing for July 27 (Docs. 18636-8). Action July 15.

■ Hearing Examiner Ernest Nash in Ardmore, Okla. (Douglas C. Dillard and Ar buckle Broadcasters Inc.), FM proceeding, on request by Broadcast Bureau, ordered hearing scheduled for Sept. 15, rescheduled for Sept. 23 (Docs. 19198-9). Action July 21.

■ Hearing Examiner James F. Tierney in Harri man, Tenn. (Folkways Broadcasting Co. and Harri man Broadcasting Co.), FM proceeding, granted request by Broadcast Bureau, and scheduled date for notification of witnesses from Aug. 25 to Aug. 27 (Docs. 18912-3). Action July 21.

#### Other actions

■ Review board in Macon, Ga., FM proceeding, granted request by Middle Georgia Broadcasting Co. for permission to amend its application for new FM at Macon, and for record to be reopened in proceeding (Doc. 18279). Action July 23.

■ Review board in Williamson and Matewan, both West Virginia, FM proceeding, granted request by Three States Broadcasting Co., for extension of time to Aug. 2, to file responsive pleadings to Broadcast Bureau's petition to enlarge issues. Commission, on Feb. 26, 1969, set for hearing mutually exclusive applications of Three States Broadcasting Co., Matewan, and Harvit Broadcasting Corp., Williamson, for CP's for new FM's to operate on 96.5 mhz (Docs. 18456-7). Action July 20.

#### Initial decisions

■ Hearing Examiner Forest L. McClenning in Scottsdale, Pa., proposed grant of application of L. Stanley Wall for CP for new FM to operate on frequency 103.9 mhz at Scottsdale (Doc. 19054). Ann. July 23.

■ Hearing Examiner James F. Tierney in Paoli, Ind., proposed grant of application of King & King Broadcasters for CP for new FM to operate on ch. 237, 3 kw U, at Paoli (Doc. 18614). Ann. July 23.

#### Rulemaking petitions

■ Pella, Iowa—Dwaine F. Meyer requests amendment of FM table of assignments to add ch. 277 to Pella.

■ WVLC(AM) Orleans, Mass.—Requests amendment of FM table of assignments to add ch. 284 to Orleans.

■ KPRM-FM Park Rapids, Minn.—Requests amendment of rules to substitute ch. 248 for ch. 279 at Park Rapids; and show cause order be issued directing KPRM to modify its license to specify ch. 248. Ann. July 23.

#### Existing FM stations

##### Final actions

■ WMFC-FM Monroeville, Ala.—Broadcast Bureau granted CP to change trans. location to AM site on U.S. Route 84, one-half mile south of city limits; change remote control to studio 122 Hines Street, Monroeville; change trans.; make changes in ant. system; ERP 3 kw; ant. height 275 ft.; remote control permitted. Action July 16.

■ KPMJ(FM) Oxnard, Calif.—Broadcast Bureau granted CP to change trans. location to Red

Mountain, Oxnard; operate by remote control from studio site; 1280 South Oxnard Boulevard, Oxnard; install new trans. and ant.; make changes in ant. system; ERP 2.85 kw; ant. height 1,580 ft. Action July 20.

■ KEAR(FM) San Francisco—Broadcast Bureau granted license covering changes. Action July 16.

■ KSRF(FM) Santa Monica, Calif.—Broadcast Bureau granted CP to change trans. location to 100 Wilshire Boulevard, at Ocean Avenue, Santa Monica; install new ant.; make changes in ant. system; ERP 1.85 kw; ant. height minus 95 ft.; remote control permitted. Action July 16.

■ KOSI-FM Denver—Broadcast Bureau granted CP to change trans. location to Lookout Mountain, near Golden, Colo., install new trans. and ant.; make changes in ant. system; ERP 86 kw; ant. height 780 ft.; remote control permitted. Action July 20.

■ WKTZ-FM Jacksonville, Fla.—Broadcast Bureau granted CP to install new trans.; ERP 90 kw; ant. height 830 ft. Action July 16.

■ WQYK-FM St. Petersburg, Fla.—Broadcast Bureau granted CP to install new ant.; ERP 50 kw; ant. height 170 ft.; remote control permitted. Action July 16.

■ \*WUSF(FM) Tampa, Fla.—Broadcast Bureau granted mod. of SCA to add telemetering service. Action July 16.

■ WDUN-FM Gainesville, Ga.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw; ant. height 540 ft.; remote control permitted; condition. Action July 16.

■ WWTO(FM) Peoria, Ill.—Broadcast Bureau granted license covering new FM; ERP 36 kw; ant. height 570 ft. Action July 16.

■ WRCR(FM) Rushville, Ind.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action July 16.

■ KFGQ-FM Boone, Iowa—Broadcast Bureau granted license covering changes. Action July 16.

■ KCLO-FM Leavenworth, Kan.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 100 kw horiz., 66 kw vert.; ant. height 410 ft. Action July 15.

■ WSON-FM Henderson, Ky.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 50 kw; ant. height 275 ft. Action July 16.

■ \*WMKY(FM) Morehead, Ky.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action July 16.

■ WGPR(FM) Detroit—Broadcast Bureau granted request for SCA on sub-carrier frequencies of 41 and 67 khz. Action July 16.

■ \*WGGL-FM Houghton, Mich.—Broadcast Bureau granted mod. of SCA to make changes in programing. Action July 16.

■ WSTR-FM Sturgis, Mich.—Broadcast Bureau granted license covering changes; ERP 1.35 kw; ant. height 220 ft. Action July 16.

■ \*WNJC-FM Senatobia, Miss.—Broadcast Bureau permitted remote control. Action July 20.

■ \*WGLS-FM Glassboro, N.J.—Broadcast Bureau granted CP to change trans. and studio location to Route 322 West Savitz Library, Glassboro; install new ant.; make changes in ant. system; ERP 190 w; ant. height 87 ft. Action July 16.

■ WBLL-FM Patchogue, N.Y.—Broadcast Bureau granted license covering changes. Action July 16.

■ WGFM(FM) Schenectady, N.Y.—Broadcast Bureau granted CP to change trans.; ERP 10 kw. Action July 16.

■ WFCC(FM) Miamisburg, Ohio—Broadcast Bureau granted CP to install new trans. and ant.; ERP 59 kw; ant. height 245 ft. Action July 16.

■ KTFN-FM Ada, Okla.—Broadcast Bureau granted license covering new FM. Action July 16.

■ WMMR(FM) Philadelphia—Broadcast Bureau granted CP to replace exciter trans. and ant.; ant. height 734 ft. Action July 16.

■ WDVE(FM) Pittsburgh—Broadcast Bureau granted CP to install aux. trans. and aux. ant.; ERP 21.5 kw; ant. height 750 ft.; remote control permitted. Action July 16.

■ KSAF-FM Nacogdoches, Tex., and WCOF(AM) Immokalee, Fla. FCC denied requests by Texan Broadcasting Co., licensee of KSAF-FM, and Carl Richard Buckner, licensee of WCOF, for waiver of rules (radio broadcast schedule of fees). Action July 23.

##### Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in Albany, N.Y. (Regal Broadcasting Corp. [WHRL-FM], et al.), FM proceeding, granted petition by Regal Broadcasting Corp. and WPOW Inc., and approved agreement; dismissed application of Regal Broadcasting Corp. (Docs. 18210-2). Action July 19.

#### Other action

■ Review board in Terrell Hills, Tex., granted application of Turner Broadcasting Corp. for changes in facilities and location of station KBUC-FM Terrell Hills (Doc. 18239). Action July 22.

#### Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending aux.: \*KANU(FM) Lawrence, Kan.; KBTC-FM Houston, Mo.; \*KCSU-FM Fort Collins, Colo.; KFKU(AM) Lawrence, Kan.; KGMT(AM) Fairbury, Neb.; KLWN-AM-FM Lawrence, Kan.; KRAI(AM) Craig, Colo.; KWNT(AM) Davenport, Iowa; WIXY(AM) Cleveland; WLUV(FM) Loves Park, Ill.; WSAF(AM) Sarasota, Fla.; WSPQ(FM) Columbus, Ohio; WVOZ(AM) and WOLA(FM), both Carolina, Puerto Rico. Action July 20.

#### Translator actions

■ Salmon, Idaho—Melvin O. Brown. Broadcast Bureau granted CP for new VHF translator station to serve Elk Bend, Idaho, operating on ch. 7 by rebroadcasting programs of KIFI-TV Idaho Falls, Idaho. Action July 20.

■ Paradise, Mont.—Plains-Paradise TV District. Broadcast Bureau granted CP for new UHF translator station to serve Weeksville, Mont., operating on ch. 66 by rebroadcasting programs of KXLY-TV Spokane, Wash. Action July 20.

#### Modification of CP's, all stations

■ Naples, Fla.—Naples Image Inc. Broadcast Bureau granted mod. of CP to change trans. and ant. Action July 16.

■ WQYK-FM St. Petersburg, Fla.—Broadcast Bureau granted mod. of CP to change trans. location to 600 ft. north of foot of Oak Street, St. Petersburg; change ant.; make changes in ant. system; ERP 50 kw; ant. height 240 ft.; remote control permitted; condition. Action July 16.

■ WGRT(AM) Chicago—Seeks mod. of CP to change ant.-trans. location to 1500 South Western

(Continued on page 58)

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# PROFESSIONAL CARDS

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## SERVICE DIRECTORY

<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St. Lee's Summit, Mo. Phone Kansas City, LaClede 4-3777</p>	<p><b>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE</b> SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p><b>SPOT YOUR FIRM'S NAME HERE</b> To Be Seen by 120,000* Readers— among them, the decision making sta- tion owners and managers, chief engi- neers and technicians—applicants for am fm tv and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.</p>	<p><b>TERRELL W. KIRKSEY</b> Consulting Engineer 5210 Avenue F. Austin, Texas 78751 (512) 454-7014</p>
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## Radio Help Wanted

### Management

Wanted immediately—mature announcer ready for managerial administrative responsibility handling small staff. FM operation. Heart of vacationland-Maine. Box G-171, BROADCASTING.

Ownership—growing New England suburban chain will give ownership without investment to person selected as manager. Will consider person currently salesman, sale manager & managers. Box G-236 BROADCASTING.

Station manager. East. Must be dynamic. Minimum 3 years successful on-the-street radio time selling with monthly billing figures to prove progress. Practical knowledge of FCC rules, programing, engineering. Beautiful opportunity for right person. Black, other minority group or women applicants welcomed. Send resume, references and current picture. Box G-266, BROADCASTING.

16mm Film Laboratory Manager. Experienced all phases color-B/W operation to include complete knowledge of quality control procedures, processing, printing, and single and double system editing. Good salary and benefits. Please send complete resume and references. Washington, D.C. Needed immediately. Box G-276, BROADCASTING.

General manager—Independent FM in major southwest market. Sales and general management experience required. Box H-51, BROADCASTING.

### Sales

Aggressive four-station group in North Central Ohio has immediate need for self-starter with agency contacts to market one of the country's most unique coverage plans. Remuneration negotiable. Many fringe benefits. Tie your future to a company that's really on its way up. Send complete resume to Box G-199, BROADCASTING.

Hard working salesman ready to move up to a major medium market with professional midwest broadcast group . . . if you are an order taker . . . forget it! Send resume and track record to Box G-250, BROADCASTING.

Creative, experienced sales manager for upstate New York AM-FM operation. Must be dependable pro who can generate big-league revenues with four man sales staff. Great opportunity for right man. Box G-253, BROADCASTING.

Exceptional opportunity for proven salesman who wants sales management. We're looking for a creative man who can prove himself on the street and guide a sales staff at the same time. Better than average compensation, including stock options. Station is one of a 7 station chain. Send resume and billing records. Box G-27B, BROADCASTING.

Where will you be 3 years from now? We are looking for a young, experienced time salesman who wants to sell his way to top management in our young, successful company in less than 3 years. We are fulltime #1 Pulse, network, Michigan, paid insurance, good list, room at the top. Please send complete resume with first letter. We need you as soon as possible. Box H-36, BROADCASTING.

Central Illinois AM-FM wants full time salesman with a desire to make money and become part of growing chain. Must be mature and interested in community life. Resume and picture. Box H-64, BROADCASTING.

Harrisburg Pennsylvania has a new radio station. The sound of radio K B was heard on June 1st and the response has been tremendous. We are expanding our sales staff and are searching for an experienced account executive. If you have reached your earning potential and are presently dissatisfied and desire a step up to a new and exciting medium market station, write or call J. Albert Dame, General Manager, Radio K B, 31 N. 2nd Street, Harrisburg, Pennsylvania, 717-233-6571.

Sales manager—WRVR for new public involvement and news format. Know retail New York metro radio market. Salary open. Write: Gen. Mgr. WRVR, 490 Riverside Drive, New York, N.Y. 10027.

## Sales continued

Progressive rocker in Phoenix—on the air soon. If the thought of living in the amazing Southwest doesn't excite you, then you're not for us. We need two bright-hip salesmen. You must understand the "counter-culture", but be able to deal with the rest of the world. You'll be working with (not for) a group of young manager/owners. Guarantee of \$600-700 a month till you accumulate a list. If you're more impressed with your past achievements than with the challenge of selling a 100,000 watter in "the Valley of the Sun"—then forget it. Send resume and account list to: P.O. Box 4227, Mesa, Arizona 85201.

### Announcers

Night jock for New England contemporary station. Salary \$85 with chance to grow. Many benefits. Not a rat race. A good place to work. Box G-110, BROADCASTING.

Experienced contemporary disc jock for medium northeast market. Pleasant area, frequent raises, profit sharing, bonus plan, hospital and life insurance and professional people to work with. We want you to stay and grow with us. Send tape and resume and salary requirements in first letter. All tapes to be returned. Box G-111, BROADCASTING.

**EFFECTIVE with the  
September 6, 1971 issue**

**Box Number & Reply Service  
will carry a \$1.00 charge.**

**See Classified heading above.**

Young, mature personality for community oriented contemp-MOR station in mid-Atlantic college city. If you are a warm, friendly personality sincerely interested in people, send non-returnable tape, resume and recent photo immediately. No beginners, scramers or floaters. Box G-190, BROADCASTING.

Florida, experienced D.J. personality for expanding staff in top MOR station located near Disney World. Send air check, resume, references Box G-242, BROADCASTING.

Major market contemporary in midwest is looking for a drive time jock who is good at production and knows modern music. First phone would be helpful. Send tape, resume and photo. Box G-252, BROADCASTING.

Experienced, mature family man capable of total maintenance for a 5 KW and 3 MC combination that is partially automated. Like new equipment. Ideal working conditions in medium small southwest market with potential growth. Prefer man capable of light announcing or copy writer. Beautiful surroundings and reasonable living conditions. Capable of maintaining modern equipment with references, resume and preferences. Salary based on ability with increase as capability proven. Box G-274, BROADCASTING.

This disc jockey/announcer is ready to go anywhere, do anything, for any salary, to do what is in my heart and is truly what I live for. I am young, single, draft exempt, 3rd endorsed, have some experience and a graduate of top broadcasting school in NYC. I can offer you a wide range of voices, characters, and personalities and can be moulded to suit your station's expectations. I do what I'm told with respect and dedication. No hassles; no hang ups. Please send for tape and resume now. Box H-13, BROADCASTING.

Upstate New York MOR station in top 50 market seeks heads-up announcer with tight board ability, good commercial delivery and willingness to take direction. Excellent opportunity—especially for talented broadcast newcomer—in key air slot with growing operation! Box H-1B, BROADCASTING.

Central Illinois—1st phone. Good voice—mature announcer wanted for formatted good music station. Position for family man with devotion to job and community. Send tape and resume. Box H-65, BROADCASTING.

## Announcers continued

Need 1st phone with top 40 talent. Permanent position and good opportunity. #1 in southwest 150,000 metro market. Salary above average. Benefits. Strong production and tight board. No floaters. Equal opportunity employer. Box H-66, BROADCASTING.

50-50 announcing, copy and production. Must be alive, type well, turn out good creative copy. Third ticket, O.K. Submit complete work resume, KONG, Box 3329, Visalia, California.

Announcer with copy and production ability needed by sharp, progressive small market station. Music director's job open to right man. Prefer small market applicant. Good advancement and salary guaranteed for top man. Send tape and resume to Bill Martin, WABO, P.O. Box 507, Waynesboro, Mississippi.

Announcer-D.J.: Non-screamer, pop-contemporary format. Evening shift. At least one year's experience, basic sports knowledge. Start \$110, more after prove worth it; plus generous fringe benefits. Send air-check (we'll return), complete background. No phone calls. WFVA AM/FM, Fredericksburg, Virginia. Equal opportunity employer.

Morning personality wanted for leading Florida coastal station. Must be able to retain number one position, ages 35 and up with MOR. Format. Must be strong on news and production as well as record show. No floaters. Prefer family man seeking permanent position, in delightful area in which to live. Opportunity for advancement. Shift 6-9 AM and 11-1:30 PM, Mon. thru Sat. Balance of hours on production. Send tape and resume to Hudson Millar, WIRA, Ft. Pierce, Florida, an Airmedia Station. Equal opportunity employer.

Florida coastal station wants announcer, who is strong on production and technically minded. Prefer 1st class license, but not essential. Delightful place to live. Opportunity for advancement. Send resume, tape and salary needs to Hudson Millar, WIRA, Ft. Pierce, an Airmedia station and equal opportunity employer.

Very modern country station in south Florida looking for very modern announcer—strong on production. Big city sound in pleasant, fast-growing community of 15,000 near Disney World. Rush tape and resume to: Ron Hayes, Program Director, WOKC, Okeechobee, 33472.

Wanted, announcer with first phone who wants a start in radio. Write Box 1168, Radford, Va. 24141.

Massachusetts station in city of 20,000 in need of mature morning announcer. Individual would also serve as program director. Play-by-play helpful, but not necessary. Call manager 617-632-1340. No collect calls.

## Technical

News and technical help wanted! Are you an engineer who can properly maintain equipment on 1 KW AM but would like to do something more? Then we have the job for you. It's a combo news director and engineer for a medium market in West Texas. It will be lots of work, but offers excellent potential for the right person. Box H-4, BROADCASTING.

Chief engr. wanted for dynamic New England chain who knows how to maintain studio and Xmitter equipment. Currently 2 stations—more on the way. Profit sharing plus other fine advantages. Box H-14, BROADCASTING.

Senior applications engineer: Requires program management capability with experience in design and installation of television studios and remote vehicles. Must have in-depth knowledge of color television cameras, telecine systems, tape recorders, and auxiliary equipment. Send resume in confidence to Box H-50, BROADCASTING.

Chief engineer wanted for commercial-power listener-sponsored FM station. Little money, much fulfillment. L. K. Bolef, KDNA Radio, 4285 Olive St., St. Louis, Mo. 63108.

## Help Wanted

### Technical continued

**CE-announcer.** Growing, professionally managed Class 4. Neat, conscientious engineering counts here. KRAL, Rawlins, Wyoming, 307/324-2711. Mr. Wills.

**Man with first phone for transmitter.** Will train beginner. WAMD Aberdeen, Maryland 21001.

**Competent chief engineer needed.** Responsible position with commensurate salary. Telephone Mr. Huckaba, 317-962-1595.

### News

**Equal opportunity employer** desires experienced full-time newsmen and 1st phone D.J. for medium market contemporary station. Salary open to qualifications. Send resume and air check to Box G-228, BROADCASTING.

**Newsman.** East. Must be stable, experienced pro. An exciting job. Black or other minority group applicants welcomed. Send resume, reference and current picture to Box G-267, BROADCASTING.

**Wanted immediately,** hard driving top 40 newsman for major market in the Rocky Mountain region. Send tape and resume to Box H-12, BROADCASTING.

**Professional sportscaster—sports director** for major market V. Successful applicant must have big league play-by-play experience and desire to do complete job for station on and off the air. Box H-57, BROADCASTING.

**Reward . . . \$12,400 dollars** will be paid to the man who can carry the load in a 50,000 watt (Coker) newsroom. Must also be strong on play-by-play—especially hockey. Send tape, resume and picture to: Byron MacGregor, News Director, CKLW, 1450 Guardian Building, Detroit, Michigan 48226.

**Young go-getter** to dig, write and deliver authoritative local newscast. Knowledge of gathering and use of actualities a must. Upstate New York market looking for young, married afternoon newsman who would like a 5-day, 40-hour week, paid hospitalization and room to develop his skills. Send tape, resume and photo to Walt Adams, News Director, WENE-AM, 909 East Main Street, Endicott, New York, #13760 or phone pre-paid 607-785-3351.

**Florida coastal broadcaster** wants experienced copy writer. Must be strong on imagination and ideas. Delightful place to live. Opportunity for advancement. Send resume, samples of copy and salary needs to Hudson Millar, WIRA, Ft. Pierce, an Airmedia station and equal opportunity employer.

**We are building the best small market local news operation** in the USA. If you are experienced and can dig, write and report objectively; if you are politically independent; and if you truly believe you can help us reach our goal, send tape, pic, salary requirements and complete resume to Bob Smith, WIXK-AM-FM, New Richmond, Wis. 54017. We demand loyalty, integrity and a professional attitude. We offer the same in return.

### Programing, Production, Others

**A Ph.D. in mass communications** or related discipline. Must have background in broadcasting. Will teach production and performance oriented courses as well as upper division courses in a six-man department. Salary range \$10,000-\$12,500. University of Detroit, Phone (313) 342-1000 Ext. 473 or 474. Adrian L. Headley, Chairman.

## Situations Wanted

### Management

**Soul P.D. or operation manager** production, first phone. Box G-B4, BROADCASTING.

**Objective: management.** Decade + multi-media experience w/heavy on-air background. Former Army officer; 2B; married; expecting twins any day; now completing MA. Opportunity more important than location. \$9K min. Available immediately, write Box G-154, BROADCASTING.

**Searching for a manager-sales manager** that can motivate personnel to increase sales, improve profit picture? Presently a successful radio salesman with experience in management, all departments of radio. Worked in small to large markets. Looking for a challenge in small to medium market with progressive organization. Prefer south. Box H-15, BROADCASTING.

**Successful major market general manager** seeking new challenge. Nineteen years experience in all phases of broadcast. Strong track record in national-local sales, programming all formats, F.C.C. rules, promotion. Interested in management or part ownership. Box H-23, BROADCASTING.

## Management continued

**Experienced manager** seeks medium market position in commercial or public radio or CATV. Strong on FCC rules, community-oriented programming, and operations. Some sales. 30, married, veteran, near M.A. Box H-34, BROADCASTING.

**Dynamic, result-minded pro** seeks complete charge management with full responsibility for all areas including profits. 312-227-5523 evenings.

### Sales

**Sales or sports, versatile, creative, aggressive,** proven sales/sales promotions, 3 years play-by-play college football/basketball, potential sales manager/station manager, married, 30. Box H-39, BROADCASTING.

## Announcers

**Big-voiced air personality** seeks medium or large market MOR station. Nine years radio and television experience, some play-by-play sports background, B.A. degree, 1st phone, military complete, married. Box G-219, BROADCASTING.

**6 months experience** in top 40. Looking for small market start. Willing to do the exception. Box G-221, BROADCASTING.

**Experienced top 40 jock,** 1st phone, college graduate in TVR, currently in top 10 market, creative production, knows music, considering all offers. Box G-229, BROADCASTING.

**MOR announcer.** Eight year pro (2B). First ticket. Excellent ratings. Would like to return to a sports-minded mid-west station. Ready now. Box G-235, BROADCASTING.

**Experienced first phone announcer . . . can write** copy and news. Box G-237, BROADCASTING.

**First ticket, 2 years,** tight pro sound, young and dynamic, MOR. C&W or contemporary. Box G-239, BROADCASTING.

**Great voice, personality tight.** Contemporary sound. P.D. Ready to move up. Box G-240, BROADCASTING.

**All night man.** Mature. Stable. MOR. Major market background. Strong news, commentary, production. 1st phone. (No maintenance). Desire Pacific coast or Canadian placement. Box G-244, BROADCASTING.

**Graduate top NYC broadcasting school.** Tight board. Authoritative news. Sales oriented. Third endorsed. Dependable. Box G-272, BROADCASTING.

**Now working 5 KW medium market up-tempo MOR.** Seeking medium market top 40 personality rocker, not screamer! Much top 40 experience, 3rd, smooth, young adult resonant voice, expert production, can take orders well. Will travel anywhere for the right job. Box G-275, BROADCASTING.

**Philly soul personality** articulate, smooth seeks R&B, top-40 station. Box H-6, BROADCASTING or (215) 747-2211, airchecks available.

**Mature radio man.** 15 years experience, 1st phone. Employed, but want 5 day week or evening shift. Prefer near larger city, Midwest or south. Good references and work habits, congenial. Moderate salary. Box H-8, BROADCASTING.

**Michigan . . . DJ, copy, production.** Experienced, 3rd, good voiced . . . 1-313-881-9348. Box H-26, BROADCASTING.

**Need a real pro? I'm young, but I'm long on** experience. Outstanding air show and creative production and copywriting to match. Present position 3 years . . . will consider production director on air position in top 60 markets only. Box H-27, BROADCASTING.

**Announcer with first phone, one ratings, ambition,** family, looking for position with good medium or major market station. Will travel. Box H-28, BROADCASTING.

**Young, experienced announcer/newsman,** 3rd, single, relocate (716) 352-6603, or Box H-29, BROADCASTING.

**Announcer, twenty years** radio and television including top ten major market. Network quality voice. Third class endorsement. Box H-31, BROADCASTING.

**Sincere, warm announcer.** Family man, want to settle. Box H-32, BROADCASTING.

**Announcer, 1st class, draft exempt, single, 6 months** experience, rock jock with all the basics, tight board; seeking personality or M-M-M shift in small-medium market. Box H-43, BROADCASTING.

**Country, contemporary, MOR, top rated,** now in top 5 markets, first phone. Box H-44, BROADCASTING.

## Announcers continued

**Anc'r: 22 yrs. exp. N.Y. state** wanted MOR or good music. Network style. Box H-45, BROADCASTING.

**Multi-talented announcer—contemporary jock,** news, production, play-by-play, radio and T.V. Now in top 40 market mid-day. College grad., 26, married, military complete. Box H-53, BROADCASTING.

**Final offer!** Ability plus seven years experience, in 26 year old family man model . . . prefers West. Considers all . . . comes with third endorsed. Box H-54, BROADCASTING.

**Talented aware young Englishman** groovy MOR heavy rock, 2 years experience, N.Y.C. school grad hangup—no license, go anywhere, tapes available. Box H-58, BROADCASTING.

**East coast single, sales-announcer,** some experience preferred, cooperative, hardworking young man, pleasant working conditions. Box H-59, BROADCASTING.

**Number one rated, top 20 market,** middle of road personality desires return to broadcasting—preferably in combination on-air plus sales situation. 513-825-5472.

**Announcer—college, Bill Wade** Broadcasting grad., military completed, 25, rock, D.J., 1st phone, will relocate, Alan Zurawski, 22108 Joliet Ave., Hawaiian Gardens, Calif. 90716 (213) 425-1546.

**Professional D.J.—Music Director.** First phone; no maintenance. Experienced, reliable, dedicated and hard worker. Desire medium market top 40 or contemporary station position. Presently employed. Contact: Henry Kastell, P.O. Box 337, Cumberland, Md. 21502. Phone: (301) 722-2415.

**Bob Stone, professional announcer,** who can do more than a "time check" without becoming garrulous. First phone with 10 years experience. Phone (415) 583-9476.

**Black announcer, broadcast school grad,** 1st phone, two years college, ex-marine, 30 years old, married. Abilities and dedication will prove valuable to some station. All formats. Contact Chet Johnson, 11419 S. New Hampshire Ave., Los Angeles, (213) 754-8871.

**Negro announcer—experienced—top forty or soul** . . . present employer is informed of this ad . . . seeking major market opportunity . . . Rick Ricardo, 6516 N. University #1305, Peoria, Illinois 61614 . . . (309) 691-8763.

**Matured black female — announcer — newswoman,** commercials. Recent broadcasting school grad. College grad. 3rd endorsed. Seeks radio or T.V. position. Southern Calif. area preferred. Joyce Henderson (213) 731-8461, 3249 Country Club Drive, Los Angeles, Calif. 90019.

**Young man needs start.** Seeks starting announcer position. Can capably write commercials, news. Likes night work. Good voice. Will relocate anywhere. Military completed. Sober, reliable, 3rd phone. Jim Kobus, 1567 Axton, Ferndale, Wash. 98248.

**First phone announcer—24—married—1 child.** Two years experience, military TV and radio. One year professional training. Will relocate. Paul Griffin, 7600 North Bosworth, Chicago, Illinois 60626.

**Beginner—DJ/announcer,** looking for break, 26, married, 3rd end., will travel. Bob Cooper, 1736 Atchison, Whiting, Ind. 46394. 219-659-1582.

**Specialist—heavy, R&B, rock/will relocate/salary** open/3rd phone/BSG/203-367-5894 5-B PM.

## Situations Wanted Technical

**Engineer with news credentials** and D.J. experience looking for station with growth potential. College, technical school and military background. Solid state a specialty. FM welcome. \$10,000 minimum. Reply Box H-10, BROADCASTING.

**Chief engineer, mature, widely experienced,** fairly expensive. Box H-21, BROADCASTING.

**Exp. Engr. radio director** FM, stereo, TV. Will consider all offers, incl. Cable TV. Box H-25, BROADCASTING.

**Engineer; experienced** as chief, 5 kw AM-FM-DA. Now in northern Virginia. Box H-33, BROADCASTING.

**1st phone combo.** 12 years experience, family, age 45. Wish to locate in Iowa. Box H-46, BROADCASTING.

**Maintenance engineer, equipped.** Seeking advancement, security, happiness. I work. \$175. Box H-69, BROADCASTING.

**Experienced engineer** wants permanent transmitter and/or assistant chief position at stable station. Steve Burgess, 624 Oakley, Topeka, Kansas 66606.

## Technical continued

Young very experienced maintenance and production engineer currently with NYC progressive rock stereo FM, will be available in September. Resume on request. Philip Harris, 23 Cedar Valley Lane, Huntington, New York 11743.

Attention stations! Currently working as summer-relief technician. Will be available for permanent employment beginning September 27th. Call or write: Charles Rohr, 1022 Taylor, Topeka, Kansas 66612. Phone 913-232-2765.

## News

Young, 23, extremely knowledgeable sportscaster with B.A. and experience desires challenge. VTR or audio on request. Box G-258, BROADCASTING.

Southeast-southwest-experienced news director-football PBP-talk show-married 34, reliable. Call 606-743-4949. Box H-9, BROADCASTING.

News position wanted: Professional sounding news, two years experience as news director, two years of college, also PBP football and basketball, salary open, tape and resume available upon request. Write Box H-17, BROADCASTING.

News director in medium market seeking position with large news staff. Dedicated and reliable. Box H-24, BROADCASTING.

21, limited experience but aggressive. Good delivery and emphasis on actualities and voices. Some college. Prefer Carolinas, Virginias. Box H-30, BROADCASTING.

News-announcer, creative job area news. Box H-60, BROADCASTING.

Newsman-professional-14 years experience-excellent reader-writer-money talks but security and long term benefits more important. Box H-61, BROADCASTING.

Young aggressive, and experienced electronic journalist wants to move up. Box H-63, BROADCASTING.

## Programing, Production, Others

Contemporary programmer seeks competitive large secondary or small major market. Documented track record, checkable references. Box G-217, BROADCASTING.

Operations coordinator, contemporary medium market. Knows programing, production, news, engineering. Tireless worker. Box H-48, BROADCASTING.

Rock production man, major markets only. Good voice. Creative. Air shift optional. Box H-49, BROADCASTING.

Copy, production, personality, tight board, 3rd, sincere, stable, mature. Will relocate. Tony Michaels, 4570 Florida St., San Diego, Calif. 92116.

## TELEVISION

### Help Wanted Management

Two CATV General Managers to assume full P&L responsibility for two of our systems. CATV operational experience at General Manager level preferred with previous line responsibility in either technical, marketing, construction or finance areas required. Our company is small but rapidly growing MSO operating systems in New York, California and Colorado. Write President, FCB Cablevision, P.O. Box DC, Irvine, California 92664.

### Technical

Florida station needs experienced engineer. Box H-72, BROADCASTING.

### News

News director wanted for medium size midwest market. Must have anchor ability and strong news background. Must know writing, film and how to lead people. Must be a pro. Send VTR, resume and salary requirements to Box G-254, BROADCASTING. An equal opportunity employer.

Anchorman-producer for midwest medium-market net VHF with young, enthusiastic staff. Tape, resume, and salary requirements to Box G-255, BROADCASTING.

We are dedicated to giving our viewers the nation's best TV weather service. We are looking for an experienced, personable weathercaster who can match our dedication. Send resume and air-tape to Program Director, WSM-TV, Box 100, Nashville, Tenn. 37202.

## News continued

Journalist. Regional spot news and court coverage. TV news background helpful. Call 501-932-4288, Collect.

## Programing, Production, Others

Immediate-producer wanted. ITV-public school teaching and open circuit production experience credit. Full color PTV station. Salary \$12,000-14,000 -negotiable (equal opportunity employer). Submit full resume: Division ITV, Owings Mills, Maryland.

## TELEVISION

### Situations Wanted Management

Operations/program manager seeks new opportunity. Put my 15 years experience, all phases VHF/UHF operations, to work for you. Includes putting 3 new stations on air. Self-starter, accustomed to much responsibility. Box G-186, BROADCASTING.

Broadcaster with proven ability in news, programing and administrative leadership seeks outstanding station with goals and commitments. Box G-249, BROADCASTING.

### Sales

34-years old General Manager of radio station medium size market, wants to join television station in sales. East or South East. Excellent references. Now employed. Box G-243, BROADCASTING.

Sales manager-proven track record in top seventy-five market for past ten years. Over all experience, morally straight, excellent reputation and references. Box H-3, BROADCASTING.

## Announcers

David Frost has done it! Australia's Graham Kerr (Galloping Gourmet) has done it! Perhaps you and I can too! Australian major market radio personality, warm and sincere; excellent quality voice, good features, good ad-lib, 4 years Women's Show Host, 5 1/2 yrs. exp. many interviews, presented many "in-stores" promotions, fashion parades, etc.; now U.S. resident, 27, married, hard working creative believer, can take direction, presently major market daytimer; tape, pic, excellent refs. available. No VTR available. Would make unique on-camera personality. Everybody's talking about Australia! Have everybody talking about your Australian! Perhaps T.V./Radio combination may be interested? Box H-1, BROADCASTING.

Professional, versatile announcer/personality desires affiliation within top 10 markets. Presently within top 15. Box H-2, BROADCASTING.

## Technical

Assistant chief TV engineer with heavy maintenance and construction, seeks new challenge. Box H-55, BROADCASTING.

## News

Award-winning reporter (Los Angeles Press Club; American Political Science Association) . . . 32, M.J., w/news director-anchorman-production exp., seeks TV-news, field-reporting challenge. Single, will relocate. Box G-83, BROADCASTING.

Anchorman, reporter. Currently anchoring prime time cast in top 15 market. Would like to relocate for fall. Box G-213, BROADCASTING.

Experienced Television news photographer or reporter seeking position, very ambitious, will relocate immediately. Box H-22, BROADCASTING.

## Programing, Production, Others

Bachelor, 26, completed M.S. in television broadcasting Brooklyn College. Has been producer, director, floor manager, writer, technical director. Also in television with Army (military completed), and CBS production assistant training program. Box H-7, BROADCASTING.

Sometime genius, full time thinker. Young, experienced, married veteran. Will relocate anywhere. Resume on request. Box H-42, BROADCASTING.

Experienced lady broadcaster with theatrical and musical background will consider TV or radio. Commercial production, writing, weather reporting a specialty. Box H-52, BROADCASTING.

Production/operations manager-producer/director has been victim of economy. Good background in administration, station operation, commercial and remote production, sports. All experience in top 10 markets, MA degree, 31 family man, top references. Box H-67, BROADCASTING.

## Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Ilurbide St., Laredo, Texas 78040.

Exciter and turntables needed for new educational radio station. Box H-40, BROADCASTING.

Wanted: Used Eastman 275 Film projector in good condition. Write or phone chief engineer, KOAT-TV, Box 4156, Albuquerque, N.M. 87106. Phone 505-247-0101.

## For Sale Equipment

Heliast-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.

For sale, extremely reasonable, 200 foot insulated, lighted Truscon tower now in use. Available August 1971. Box E-287, BROADCASTING.

PCP-70 Norelco Portable color camera with back pack and harness assembly, viewfinder, lens, Plumbicon tubes, Contour module with "Comb" filter, "Varichrome," encoder, color bar generator 100' mini cable and PCP-70 instruction manual. \$41,500. Box G-153, BROADCASTING.

Radio station transmitters: Dallas-Fort Worth Regional Airport extends the date for opening proposals for 50 KW and 5 KW AM transmitters from July 20, 1971, to September 20, 1971. Both transmitters are in operating condition and are surplus due to relocation of Stations WFAA/WBAP from the Airport site. For particulars see our ad in this magazine, dated May 17, 1971.

1 Jampco 8 Bay FM antenna, 93.7; 1 10 KW FM Xmtr. now in operation, (GE). Box G-232, BROADCASTING.

Automation-complete Schaefer system. One program control unit-two Ampex stereo tape reproducers-one random access cartridge carousel-one stereo cartridge recorder-two rack cabinets. Excellent condition. Used very little. Priced right. Box G-261, BROADCASTING.

Kahn SP58-1A Symmetra-Peak-\$120.00; RCA 44-BX microphone w/stand-\$50.00; KW Modulation transformer for 833-A's-\$75.00. All excellent. Box H-16, BROADCASTING.

For Sale Equipment-4 Norelco PC-60 studio color camera systems with Angenieux 10 x 18 J11 lens, 50' TV-33 camera cable, control console, w/ferrite monitor, picture monitor, and encoder. Price \$19,950 each. Box H-37, BROADCASTING.

3-RCA TK41 color camera chains, precision yokes, solid state power supply, etc. Box H-62, BROADCASTING.

Channel 17 RCA TFU-30-J television antenna. Good condition. Call or write: Ross Kauffman, Director of Engineering, WPHL-TV, Inc., 1529 Walnut Street, Philadelphia, Pa. 19103, Phone: (215) 665-8770.

Raytheon KTR 1000R microwave systems \$975, HP524D counters \$350, HP205AG \$250, Stoddart NM20B-30-52 \$950. More EEB, Box 1123, Springfield Va. 22151, 703-273-3818.

Beautiful microdot AM/FM/PM signal gen. 6 digit deviation/frequency readout. 1 MHz to 150 MHz, unused. Power supply 22-30V reg. 100A, unused. D & T, S325, 4600 Duke St., Alex., Va. 22304.

Broadcast Crystals: New or repairs for Gates, RCA, Bliley, W.E. and JK oven holders. AM frequency monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eidson Electronic Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

Ampex spare parts, technical support, updating kits, for discontinued professional audio models, available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

4 Fairchild 663 NL compressors at \$125.00 each. 8 Fairchild 663 NL equalizers at \$125.00 each. 1 Fairchild 675 De Esser at \$125.00. Accurate Sound Company, P.O. Box 3505, San Angelo, Texas.

## MISCELLANEOUS

Deejays 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

1971 Tests-Answers . . . Original exam manual for F.C.C. First and second class licenses. Plus-"Self-Study Ability Test." Proven! \$9.95. Satisfaction guaranteed. Command, Box 26348-R, San Francisco 94126.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write, or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

## Miscellaneous

### continued

"Free" catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, and more! Write: Command, Box 26348, San Francisco 94126.

BBC-produced live 13 week popular classics concert series—under \$20.00 per show most markets. 301-656-9609.

Gagorama #1 brightens program! 350 fresh, funny one-liners, \$3.00. Richard Henlon, 3736-A North Pennsylvania, Indianapolis, Indiana 46205.

Attention DJ's, PD's! Meet the exclusive Electro-vox "Talking Moog" personalized promos just \$8.00 each, 1200 foot reel of character voice drop-ins, comic sounds—\$8.00. Also free sample tape and literature on custom promos, commercials, jingles and more. Mother Cleo Productions, Studio B, Box 521, Newberry, S.C. 29108.

Spots recorded send copy free sample. Box H-11, BROADCASTING.

Get it on! Full-length comedy commercials. Fifteen, \$5.00. Communicaster Productions, Box 220, Lethbridge, Alberta, Canada.

Add laughs to your weather channel—New CATV Comedy on 3x5 cards. Keep viewers tuned in. Write for sample package and subscription rate. Show-Biz Comedy, 1735 E. 26th St., Brooklyn, N.Y. 11229.

## 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 203-568-1110.

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, News 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, 6801 Viscount Blvd., El Paso, Texas 79925. Phone 915-778-9831.

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 Washington, 4011 Aurora Ave., North Seattle, Washington 98103. Phone 206-634-1353.

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\*\*\* — Denver — Hartford — Houston\*\* — Memphis\* — Minneapolis\* — Nashville\* — New Orleans\*\*\* — San Francisco\*\*\* — Seattle.

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 Oct. 6—Jan. 5, April 12. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

1971 Tests-Answers . . . Original exam manual for F.C.C. First and second class licenses. Plus—"Self-Study Ability Test." Proven! \$9.95. Satisfaction guaranteed. Command, Box 26348-R, San Francisco 94126.

Zero to first phone in 5 weeks. R.E.I.'s class begins 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.

R.E.I., 625 E. Colorado St., Glendale, Calif. 91205. Call toll free, 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. Class begins Aug. 2, Aug. 23, Sept. 6, Sept. 27. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, \$7.00; 2nd class, \$12.00; 1st class, \$16.00; complete package, \$25.00. Research Company, 3206 Bailey Street, Sarasota, Florida 33580.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, 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.

Why pay more? 1st phone in 5 weeks. Guaranteed results! Tuition \$250.00, Room \$9.00 weekly. Next class August 22nd. Academy of Radio and Television, 1120 State Street, Bettendorf, Iowa. 319-355-1165.

First class F.C.C. license in 5 weeks. Classes begin every third Monday. Complete course. Ticket is guaranteed. Total tuition \$300.00. Write United Broadcasting College, 3217 Atlantic Blvd., Jacksonville, Fla. 32207.

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, New Mexico. Three months training on two commercial radio stations . . . KSVP-AM and KSVP-FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 only. Bonded! Approved by the New Mexico State Board of Education! Classes begin Sept. 2, 1971 and Jan. 2, 1972. Enroll Now! Write . . . Dave Burton, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

## Radio Help Wanted

### NEW MEXICO IS A GOOD PLACE TO LIVE

Openings for DJ's, salesmen, engineers, newsmen and combos in small to medium sized markets. Applicants from nearby states preferred. Send tape, typed resume and requirements. New Mexico Broadcasters Association, 120 Amherst NE, Albuquerque, N. Mex. 87106

## Help Wanted Management

### GENERAL MANAGER

Top 10 Market  
\$80,000 Plus

Send confidential resume to  
**Dr. White, Mgmt. Consultant**  
Box G-189, BROADCASTING

### PROMOTION MANAGER

Number one man for VHF TV station in Eastern United States. Group owned. Send resume and salary requirements to

**BOX H-68, BROADCASTING**  
An Equal Opportunity Employer M/F

We're looking for a manager for our new Radio/TV commercial writing division. Prefer advertising copy/contact with direct selling exp. Age 28 to 38. Send resume to:

Sherry Hamilton  
Columbia School of Broadcasting  
P.O. Box 18006  
San Francisco, Calif. 94118

## Programing, Production, Others

### PROGRAM DIRECTOR

50,000 watt AM and FM  
MOR and/or COUNTRY  
Major East Coast Market.

**BOX H-71, BROADCASTING**

### "RESIDENT GENIUS NEEDED"

We're looking for a production wizard who can apply his considerable creative production skills to personality DJ shows, program specials, station promotions and local commercials.

The position exists in New York City with one of the industry's most respected radio groups.

If you can generate real excitement on tape, contribute ideas and make other peoples' ideas come alive, send resume, salary requirements and relevant samples. An Equal Opportunity Employer.

**BOX H-74, BROADCASTING**

## Situations Wanted

### Announcers

Creative, humorous, dedicated MAJOR MARKET MOR PERSONALITY DJ can entertain, communicate, sell. Best references. Resume and tape.

**Box G-256, BROADCASTING**



**Announcers continued**

**MAJOR MARKET  
ROCK JOCK**

Now in top 25 market. Seek position in similar market. Good track record, references. Not a time-toner. Relevant, creative, pace, good voice. Let my air checks prove it.

**BOX H-35, BROADCASTING**

**LET'S TALK!**

Responsible hardline conservative with distinctive British accent—veteran of "bare-knuckle" talk radio will help balance your format with gutsy **INFORMATIVE** programs. Also write/produce forceful radio/TV documentaries.

**BOX H-38, BROADCASTING**

Served my time in small-time fruit stand radio, and I'm going bananas! Young pro announcer, M.A. 4 years experience, flexible, like east and Ohio, but will consider. Warning: not cheap! Uptempo MOR or contemporary. Let's talk. (If you sell prunes or repair screen doors on the side, forget it!)

**BOX H-70, BROADCASTING**

**NEWS**

Public Affairs, News, Engineering, Production, FCC first, 3 years experience as field reporter, Jazz and Rock D.J. Assisted in conversion to stereo, maintenance, and construction of new facilities for 110,000 Watt FM in Los Angeles. All in Educational Radio. Now desires chance in Commercial small, medium, market, Calif. Station. Have I Paid my Dues? Resume on request.

**BOX H-19, BROADCASTING**

**Programing, Production, Others**

One of the nation's highest rated programers quietly seeking new challenges. Great ratings, record, references. Prefer either contemporary or up tempo MOR outlet that is community minded with progressive ideas and believes in teamwork.

**BOX H-5, BROADCASTING**

**Television Help Wanted—Management**

**ATTORNEY**

New York Stock Exchange listed corporation seeks an attorney experienced in broadcasting regulation matters. Ideal candidate should have no less than two years work as staff member of FCC or have represented clients or company subject to FCC regulation and performed general legal assignments. Will be seeking a key position as a member of a corporate legal staff. New York City location. Principal work will be for the broadcasting division. Will also handle a variety of legal assignments for other New York City based operations. Send resume with salary history and requirements to:

**BOX H-73, BROADCASTING**

All replies handled in strictest confidence.

An Equal Opportunity Employer

**Television Help Wanted**

**Technical**

**CHIEF ENGINEER  
KNBC—LOS ANGELES**

Opening for experienced engineer. Responsibilities include TV transmitter as well as all other technical facilities. Submit resume and salary requirements to

**STATION MANAGER, KNBC  
3000 West Alameda Avenue  
Burbank, California 91505**

An Equal Opportunity Employer M/F

**News**

**CINEMATOGRAPHER**

Part time and special programing. Creative, concerned person wanted. Write only, state salary needs to:

**Jeff Schiffman, WBZ-TV  
Soldiers Field Road  
Boston, Massachusetts 02134**

**Miscellaneous**

**KWG - STOCKTON, CALIF.**

Now programed by the people who gave KFMX-FM, San Diego, a 20% rating increase and KYXI, Portland, Ore., #1 rating over-all in the new April-May A.R.B. Contact the "Better Music" specialists.

**WALLY NELSKOG & ASSOCIATES  
1200 Stewart Street, Seattle, Wa. 98101  
(206) 623-5934 or 624-8390**

Party Line Radio programers—the first radio station to have a Party Line program has had great success in promoting the program (and making a buck, too) with a Party Line Cookbook we copyrighted. This mass appeal looseleaf is now going into its second additional updating supplement. Here is a good idea that continues to stay alive and produce promotional and profitable results. If you have a Party Line Radio program, write us about having the Cookbook personalized for exclusive use in your area.

**PARTY LINE  
RADIO STATION WBAY  
Green Bay, Wisconsin 54301**

**Miscellaneous continued**

**PRESENTING:**

**An EXCITING NEW CONCEPT  
IN RADIO PROGRAMING**

WRITER'S FORUM is nationally syndicated and offers a unique listening experience as it presents noted personalities and authors, including Nobel and Pulitzer Prize Winners. Such names as Richard Ney, J. Anthony Lukas and Julius Fast. Such topics as Body Language, The Addict, Liberating the Housewife and On Being Black.

The programs are entertaining, current and educational. The liberated woman, students and youth find this program communicates with them. It's a half hour, edited for individual station time requirements. Sample tapes, costs, etc. P/D 310 W. 79 St. Suite 8 EB, N.Y.C. 10024 or call (212) 595-9244.

**FM STEREO STATIONS!**

Wish you could give your audience the new QUADRASONIC sound?

You can—And inexpensively, too! Encoded and beeped for automation. 10 1/2" reels, Scotch tape, 1/2 track stereo playback configuration. Rent or Buy as low as \$20 per reel

Big Bands—Vocals—Moods—Customized  
Send for Listing

**Rella Enterprises  
970 W. Pershing Rd.  
Chicago, Ill. 60609**

**For Sale Stations**

**NORTH CAROLINA FULLTIME**

Sound two-station market with excellent growth potential. Good facility, building and real estate well located. Doing good business. Only qualified buyers considered. No brokers. 29%, balance negotiable.

**BOX G-211, BROADCASTING**

**FOR SALE**

Daytime 1KW station in single station market in Eastern Washington State. Presently absentee operated and showing slight profit. Good potential. Full price \$50,000.00 including real estate. 29% down.

**BOX H-20, BROADCASTING**

AM-FM single station market, Ohio. Gross, \$125,000 annually. Price, \$250,000. Terms available to qualified buyer. Only station in the county.

**BOX H-47, BROADCASTING**

**LARSON/WALKER & COMPANY  
Brokers, Consultants, & Appraisers**

Los Angeles, Calif. 90067      Wash., D.C. 20006  
1801 Ave. of the Stars      1725 Eye St., N.W.  
Century City, Suite 501      Suite 714  
213/277-1567      202/223-1553

**FOR SALE Stations continued**

**STATIONS FOR SALE**

1. **SOUTHWEST.** Daytime AM and FM serving university town. Excellent cash flow. Sale includes real estate. \$100,000 down, term payoff.
2. **WEST SOUTH CENTRAL.** Well established full time operation. Gross billings and cash flow show steady increase. \$550,000. Terms.

**Jack L. Stoll  
and ASSOCIATES**

6430 Sunset Blvd., Suite 1113  
P.O. Box 550  
Los Angeles, California 90028  
Area Code 213-464-7279

**GREAT SOUTHWEST AM**

Exclusive fulltimer in small college city away from smog and worry. Good cash flow with excellent potential. Only \$50,000 down on full price of \$215,000 and good terms on balance. Valuable real estate included.

**BOX H-56, BROADCASTING**

**LaRue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N.Y.  
265-3430

**SCA Channel For Lease**

Fully equipped 50 Kw. mono. covering all of Connecticut, Long Island, Western Mass., Western Rhode Island and Up-state New York. Ready to go!

**W L V H, Inc.**

Company selling all of its Broadcast properties—excellent major market/full time facilities—sell separately or together—principals only.

**BOX H-41, BROADCASTING**

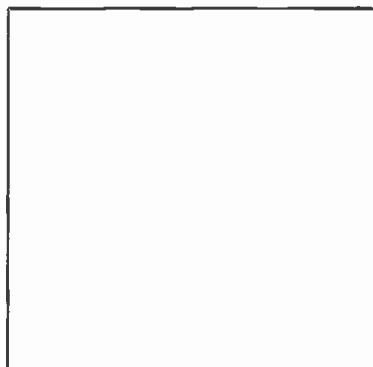
NW	small	profitable	\$50M	\$14M	Ga.	small	daytime	\$110M	29%
South	small	daytime	85M	29%	N.Y.	small	fulltime	180M	29%
East	medium	daytime	17M	nego	East	medium	profitable	240M	cash
SW	medium	AM + FM	350M	\$250M	Mich.	metro	FM	150M	29%
MW	sub.	FM	440M	nego	South	metro	fulltime	325M	cash



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Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

# NEED HELP?

Your ad here ...



gives you nationwide display.

For Rates Contact:

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 51)

Avenue, Chicago, and to change type trans. to RCA. Ann. June 30.

■ **WYEN(FM)** Des Plaines, Ill.—Broadcast Bureau granted mod. of CP to change studio and remote control location to 2400 East Devon Avenue, Des Plaines; change trans. and ant.; make changes in ant. system; ERP 50 kw; ant. height 300 ft.; remote control permitted. Action July 16.

■ **WINU** Highland, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 4. Action July 20.

■ **KCKN-FM** Kansas City, Kan.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action July 16.

■ **WIBR** Baton Rouge—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 31. Action July 16.

■ **WXLN** Potomac-Cabin John, Md.—Broadcast Bureau granted mod. of CP to increase ant. height; conditions. Action July 19.

■ **KPTL** Carson City, Nev.—Broadcast Bureau granted mod. of CP to change MEOV's. Action July 19.

■ **K06GV** Dairy and Swan Lake area, both Oregon—Broadcast Bureau granted mod. of CP to change frequency from 82-88 mhz to 210-216 mhz and make changes in ant. system; change call letters to K13KW. Action July 19.

■ **K13KG** Merrill-Malin area, Ore.—Broadcast Bureau granted mod. of CP to change frequency from 210-216 mhz to 82-88 mhz and make changes in ant. system; change call letters to K06HB. Action July 19.

■ **KOAX(FM)** Dallas—Broadcast Bureau granted mod. of CP to change trans. and ant.; ant. height 1,560 ft.; condition. Action July 16.

■ **KNOK-FM** Fort Worth—Broadcast Bureau granted mod. of CP to make changes in trans. line and equipment. Action July 16.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following licenses: **KULA(FM)** Waipahu, Hawaii, to Jan. 28, 1972; **WCCM-FM** Lawrence, Mass., to Jan. 10, 1972, and **WANS-FM** Andros, S.C., to Oct. 1. Action July 23.

## Ownership changes

### Applications

■ **WKCS(FM)** Cocoa Beach, Fla.—Seeks assignment of license from Radio Fitchburg Inc. to Southland Broadcasting Inc. for \$220,000. Sellers: Norman Knight, president, et al. Buyers: Pauline Metcalf (45%), Esther E. M. Mauran (45%), and William R. Corkhurn (10%). Miss Metcalf, Mrs. Mauran and Mr. Corkhurn each have interests in **WEAN(AM)** and **WPJB-FM**, both Providence, R.I. Ann. July 1.

■ **WGMA(AM)** Hollywood, Fla.—Seeks assignment of license from Hollywood Community Service Radio Inc. to WGMA Radio Inc. for \$1,200,000. Sellers: C. Edward Little Sr., president, et al. Buyers: McHenry Tichenor (57%), chairman of the board, et al. Mr. Tichenor has interests in **WACO-AM-FM** Waco, Tex.; **KGBT(AM)** and **KELT-FM**, both Harlingen, Tex.; **KUNO(AM)** Corpus Christi, Tex.; **KIFN(AM)** Phoenix. Ann. July 1.

■ **KCGO(AM)** Cheyenne, Wyo.—Seeks assignment of license from North Star Broadcasting Co. to Northern States Broadcasting Corp. for \$108,000. Sellers: Robert J. Chevallier, secretary, et al. Buyers: Paul Hufnagel (20%), secretary; F. R. Kadrie (20%), president; James Wolters (20%), treasurer; Donald Hafner (10%); Terrence O'Toole (10%); Victor J. Tedesco (10%) and Sylan Doroshov (10%). Mr. Hufnagel is bank president. Mr. Kadrie is on liaison-labor staff AFL-CIO. Mr. Wolters has interests in several real estate concerns. Ann. July 1.

## CATV

### Final actions

■ **WGH-81** Martinez, Calif.—Cable Television Bureau granted license covering CP for new community antenna relay station. Action July 16.

■ **WDU-35** Hobart, Okla.—Cable Television Bureau granted license covering CP for new community antenna relay station. Action July 16.

■ **WDY-80** Mangum, Hollis and Altus, all Oklahoma—Cable Television Bureau granted license covering CP for new community antenna relay station. Action July 16.

■ **WIG-31** Albany, Ore.—Cable Television Bureau granted CP for new community antenna relay station to transmit closed-circuit programing from University of Oregon, Corvallis, Ore., to CATV in Albany. Action July 16.

Robert and Jon Kelly, partners now with their mother Nina in KCRA Inc., licensee of KCRA-AM-TV and KCTC(FM) all Sacramento, Calif., found that having their father own a radio and television station would only insure starting at the bottom.

Robert began in 1945—the year the AM station commenced broadcasting—collecting bad debts and sweeping out the transmitter. Jon came to work a decade later, also as a bill collector and custodian. Today they both agree the station has fewer uncollected bills than when they first started. They also have agreed to place the emphasis at their stations in two areas—sales and news.

"We're probably one of the few stations and maybe the only station in the country without a budget," Jon said. "If our news department comes up with a worthwhile project, we spend the money necessary to do an outstanding job."

Jon also notes that the station has been profitable from its first month on the air. Another statistic the brothers are proud of is the station's rating success. An NBC affiliate, KCRA-TV is said by the two to have led the local ratings race since 1955, the year they began.

The added emphasis being placed on news by the KCRA stations is reflected in other areas. The way the phones are answered for example: "KCRA—where the news comes first." The station was one of the first to send its own news crews to Vietnam. A crew has finished filming reports in East and West Berlin. Another news team just returned from the Cannes Music Festival. Robert Kelly departs in the fall with a film crew for several weeks in Africa. Jon Kelly just returned from Australia. They average, three overseas trips per year.

These background and feature-film stories are currently being offered to other stations as supplements to that coverage airing on the networks. But the brothers are not content to stop there. Plans have been formulated and the first steps taken to get news features from European sources on a regular basis. Features and background to come from BBC, Germany's Norddeutscher Rundfunk and other members of the European Broadcast Union.

The station has expanded its local news block to 90 minutes and with the network half hour, now offers two hours of evening news. The longer newscasts were not decided upon because the programs it replaced were unprofitable. "We dropped children's programs that were netting the station \$250,000 so we could offer more news," Jon says. "Our dad called us both in and wanted to know if we were crazy."

Robert points out that while the news struggled along without advertisers for a short period, it was found that a commercial in a news program

## The Kelly brothers run heavy on news in Sacramento

produced two to three times the response than from an entertainment show. "Our theory," Robert says, "is that the viewer is more receptive to ads in a news show. He's focusing all his attention on what is being said and that carries over to the commercials."

The radio and television stations have 62 full time employes in the news de-

### Week's Profile



*Robert Ewing Kelly — principal, KCRA Inc., licensee of KCRA-AM-TV and KCTC(FM) all Sacramento, Calif.; B. Jan. 1, 1929, Oklahoma City; worked summers at KCRA(AM) as bill collector, 1945-51 while attending University of California at Davis and Berkeley; U.S. Army, 1951-53; rejoined KCRA as bill collector, copywriter and salesman, 1953-55, AM-FM station manager, national spot manager, TV program director, 1955-57; president and TV station manager, 1958 to date; M. Nina Van Rensselear, May 12, 1956; children—Clinton, 19, and Katherine, 17, by his wife's previous marriage, and Christopher, 11.*



*Jon Stuart Kelly—principal, KCRA Inc., B. July 23, 1936; worked summers as bill collector at KCRA, 1955-56; Shasta Telecasting Corp., licensee of KVIP-TV (now KCRA-TV) Redding, Calif., as salesman, 1956-58; rejoined KCRA as salesman, 1958, retail sales manager, 1959, executive VP and general manager on the death of his father, Oct. 1960; M. Mimi O'Brien, March 7, 1956; children—Gregory, 14, Kevin, 13, Shawn, 11, Duffy, 10, Muggie, 8.*

partment. On TV there's a one-hour noon news, a rarity, Robert Kelly feels. Beginning this fall, two hours of early evening local news will be broadcast. The elder brother, Robert, adds that KCRA was, in the best of his knowledge, the second TV station in the country to air an hour of news in the evening.

The preoccupation with news programming found Robert living in Europe for five months at the end of last year studying the BBC, their news and current events programming. Part of his efforts to bring foreign news sources into his own programs was the result of what he saw during that period.

"The problem is that we're trapped with labels," Robert says. "A documentary is really just a long news story with additional details. It's my feeling that the whole area of what I call nonfiction TV programming could be better developed." He says that the industry in general has focused its attention on being an electronic equivalent of the newspaper, while forgetting the other parts of the print medium. "News programming on television is too important to be left to 'newsmen' only," he says. "Newsmen per se have a curious and limited exposure to a certain part of life. Management should join in so they can understand what a newsmen needs, what their capabilities are and what they're trying to do."

Robert claims that what is needed in broadcast news operations is the position similar to that of the newspaper publisher, an individual who circulates both in the management and labor areas and is familiar with both. In some cases, he would be able, he feels, to provide the background a reporter could not.

"In the main, broadcast companies don't understand news," Robert Kelly claims, "and it's important that they do. After all, news is the most important thing they can do."

Areas of responsibility are divided, with Jon working in administration areas and Robert in programming. "Robert's the good guy and I'm the bad guy," Jon says. "I tend to look harder at the money we would be spending than he does. Still we overspend in both sales and news in relation to the industry norm. We do it conscientiously and have for years."

Robert says he's retired from president of KCRA Inc. and station manager of KCRA-TV to become a "veteran news trainee." He did this he says, to learn how to make the product better. He'll be accompanying a news crew to Africa later this year to assess the first 10 years of the new nations there.

The two brothers complement each other, it would seem, to near perfection. And while both began at the bottom, work and dedication to their ideals resulted in their rise to the top.

## On the political spot

Should the minute-or-less spot by or for candidates for public office be banned?

Ward L. Quaal, president of WGN Continental, who has led many a cause in the interest of better broadcasting, urges no political spot of less than five minutes be accepted for the 1972 campaigns, to avoid repetition of the 1968 repercussions. He has contended for 20 years, with considerable congressional support, that important issues cannot be presented adequately in 30- or 60-second spots that amount to little more than sloganeering, with well-heeled candidates in a position to saturate their constituencies.

Minimum five-minute segments, handled in such a fashion as not to disrupt regular schedules, obviously would constitute better programming than political jingles and their spot counterparts. Whether audiences would prefer them is another matter.

There can be no dispute about the goals Mr. Quaal wants to achieve. But the solution, it seems to us, is up to the candidates and the lawmakers. Congress, by virtue of Section 315, calls the equal-time shots—whether spot or program, paid or donated. Thus, rather than a prohibition through the codes, which commit only code subscribers, we suggest legislation specifically addressed to the candidates that would limit or ban their use of short spots.

There is, of course, the simple way out. That would be to repeal Section 315 and leave the decisions to the editorial judgments of the broadcasters.

## What might have been

William F. Buckley Jr., the conservative editor and erudite broadcast personality, seems to relish his role as the perpetrator of his own "secret paper" hoax. He doesn't seem to realize how close to disaster his pixey fabrication (in his *National Review* "disclosure" of plans to drop atomic weapons in Indochina in the mid-1960's) might have brought him.

In print-publication terms, the Buckley fraud is likely to be another seven-day wonder. It will be a small blow to his credibility, but for all we know the publicity may even increase the circulation of his struggling magazine. But did Mr. Buckley give thought to what might have happened if he had used his "expose" on the air? No news stories we recall mentioned that he is a principal owner of the Starr Broadcasting Group Inc., which holds licenses for seven radio stations and a TV outlet (and is awaiting FCC approval of acquisition of one additional TV and three more radio facilities).

Consider Mr. Buckley's make-believe, had it been broadcast, in light of what has happened on *The Selling of the Pentagon*. It does not take great vision to divine a proceeding alleging false reporting that could have placed all those licenses in jeopardy.

## Why apologia?

Mixed emotions department: Our reaction to the news that NBC will offer a new Monday-Friday children's series to its television affiliates next year, and that it will sell no commercials therein (although leaving to affiliates the option to do so). Mixed first because we must applaud all those ef-

forts now being made to improve the programming available for children through the television networks. Mixed second because we see no need—beyond a winning of points with those who are militant in their demand for change—for the network to go noncommercial. We read in the move a bow to expediency.

The public wants performance. It should have it. The critics want punishment as well, and would have broadcasters sacrifice the commercial viability which is prerequisite to that performance. They should be denied. Last week's precedent will not assist that process.

## Fees, franchises and featherbedding

On the proposition that the best defense is a strong offense, we suggest no time is better than the present for broadcasters to protest the outrageously discriminatory filing and/or license fees assessed by the FCC to defray its \$30-million operating overhead.

A case in point is the July 23 action by the FCC wherein it announced a partial refund of \$32,400 of a \$121,449.51 "grant fee" for the assignment of the license of channel 33 Fort Wayne, Indiana, from WKJG Inc., to Television Communications Corporation. The FCC, it seems, had computed the fee on the basis of a total consideration of more than \$6 million. It agreed, after negotiation, that the consideration should be revised to \$4.452 million.

Only licensees of the FCC are called upon to pay their whole regulatory bill—featherbedding, gold bricking, political patronage and all. This is outlandish. By protesting these assessments, broadcasters and other licensees stand a better chance of getting congressional relief, based on fairness and logic rather than any notion that Congress itself will rectify the rank unfairness of the imposts.

And there's another consideration: If Congress would recognize these fees as "license" rather than filing levies, licensees would have the right of expectancy of renewal and of having some voice in the kind of service they receive, as a special class of taxpayers as well as franchise holders.



Drawn for BROADCASTING by Sid Hix  
"Never mind the dramatics, Feeny . . . what the hell's wrong now!"



## ***Know your enemy.***

Parents all over the nation are concerned about drugs these days, and Lincoln, Nebraska is no exception. The Fetzer television station there determined that basic education was what most people wanted, and created an in-depth, thirty-part series called "Drugs: A to Z." The programs covered it all — alcohol, marijuana, amphetamines, LSD, heroin, even caffeine. The response of the community was such that the entire series of thirty programs is to be re-telecast by popular demand. Many adults and youngsters have learned the basic dangers of drugs and we are pleased to have been a part of presenting that ounce of prevention through candid education.



## *The Fetzer Stations*

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



## Baseball is different in San Francisco

It's very big on radio. Not so big on TV. In New York more than 200 games are televised each season. In the San Francisco-Oakland area less than 50. That's one of the reasons why 700,000 adults follow a Giants game on radio... KSFO Radio and the affiliated stations of the Golden West Radio Network. In fact, the play-by-play broadcasts bring the sponsors commercial messages to at least one out of four Northern California adults in a single week. Want to sign with the Giants in 1972? Call Major Market Radio, Inc., (213) 682-8500 or KSFO, (415) 982-5500.

Giants super star Willie McCovey tests his skill at bocce, while the Giants play-by-play announcers, Lon Simmons (left) and Bill Thompson (center) await their turns.

All audience estimates are averages and are subject to standard statistical variations.