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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

Dec. 6, 1971

FTC inquiry aftermath: The guns are loaded for children's advertising
The first shoe drops on Wiley succession to membership on the FCC
Adams vice Scott as NBC chairman in top echelon realignment
And still another surge for broadcast stocks as market moves upward

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"Jeannie" Is Number 1 In Homes.

The first samplings of ratings are in. And in New York, Chicago, Baltimore, Kansas City, New Orleans and Washington, D.C. (to name only a few) "I Dream Of Jeannie" is delivering *more* homes and *more* young women 18-49 than any of its time period competitors.

Call or write, and we'll send you the complete ratings story in the more than 75 markets in which "Jeannie" is presently being telecast. When you're No. 1 you can do that sort of thing.

"I Dream Of Jeannie" 139 half hours from Screen Gems

 **Screen Gems**



*Trademark of IIT Continental Baking Co.

The way to a kid's head is through his stomach.

A hungry child is a lot more concerned with getting a good meal than with getting a good grade.

Every morning nine million children go to school thinking about food instead of reading, writing and arithmetic.

We accept the challenge

Following the 1969 White House Conference on Food, Nutrition and Health, our Continental Baking Company responded to the need for a nutritious school breakfast that would taste good and wouldn't cost much.

Working with the Department of Agriculture, our food scientists came up with a high-protein food that looks and tastes like cake. We called it H-11.

The name is Astrofood*

One serving with eight ounces of milk has about as much nutritive value as four ounces of orange juice, two strips of bacon, an egg, and a

piece of buttered toast. And which, including the milk, costs about 15 cents.

Already about 12,000 children today in schools, day care centers and Head Start programs are eating an H-11 breakfast. Except we re-named it and package it as Astrofood. We didn't think a name like H-11 would appeal to children, no matter how good it was for them.

Astrofood isn't available at retail, nor nationwide yet to schools and other such institutions. But we're working to expand distribution and to develop other varieties.

After breakfast comes lunch

Another of our companies, Morton Frozen Foods, cooked up another meal for children. Lunch. Over 20 tasty varieties.

Our Morton lunches can be served hot in their own containers. That makes cleaning up after lunch easy.

Four people can serve 1,000 children. The only equipment the school needs is a fast-heat oven, a freezer, milk cooler, and portable lunchroom furniture.

Hunger causes drop-outs

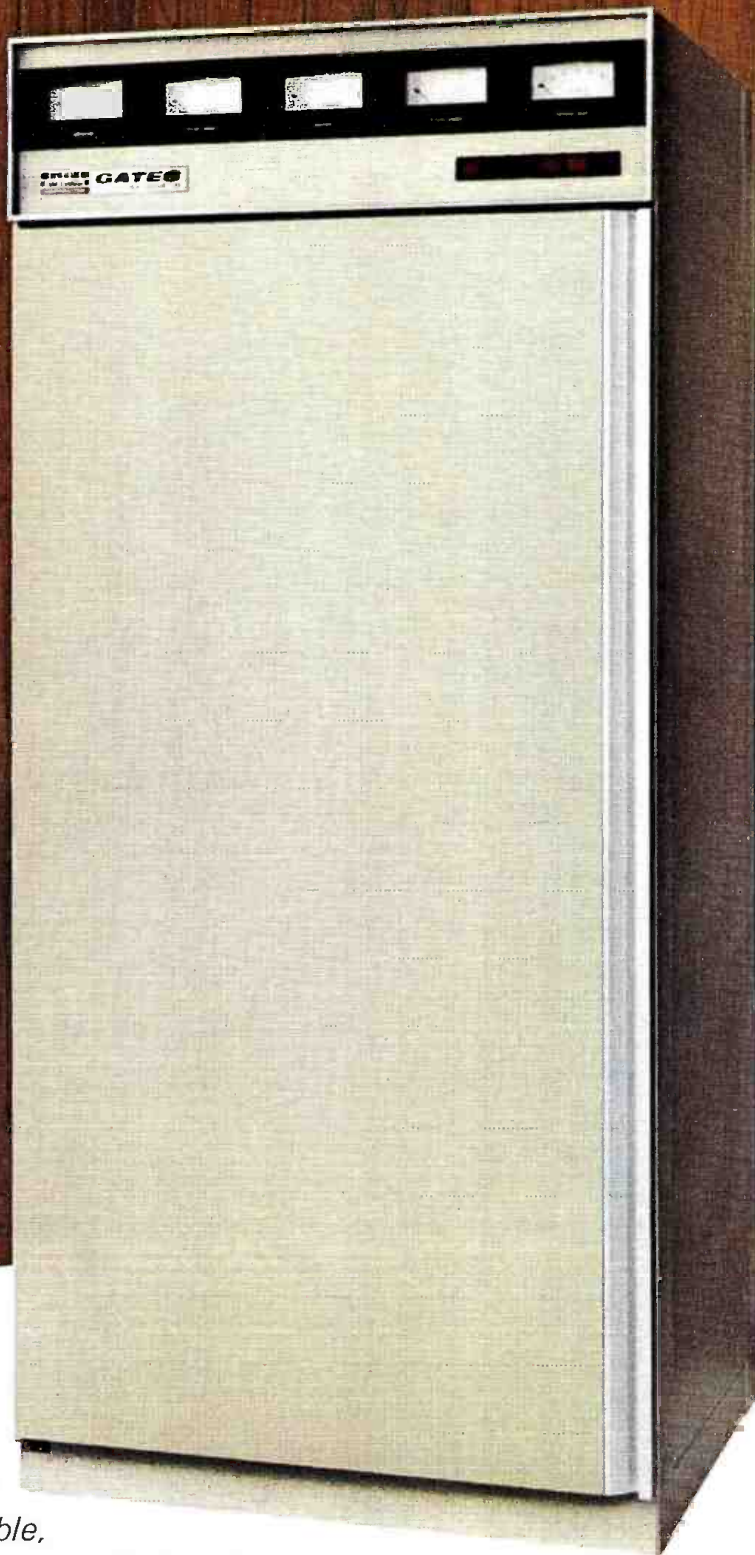
Hungry school children, unable to concentrate, may eventually become drop-outs.

So if we can fill their stomachs now, they won't have to learn the hard way later just how important a good education was to their future.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.

IIT
SERVING PEOPLE AND NATIONS EVERYWHERE

**GATES'
BC-1H**
**Here's today's
newest 1 kW
AM transmitter**



Gates' new BC-1H 1000 watt AM transmitter features reliable, long life 833A tubes, solid state oscillation, instantaneous power cut back to 250 watts, and 120% positive peak modulation capabilities. It will be operating reliably at your station for years to come. Get the details on tomorrow's transmitter today. Write Gates Radio Company, 123 Hampshire Street, Quincy, Illinois 62301.

**HARRIS
INTERTYPE
CORPORATION**

GATES
A DIVISION OF HARRIS-INTERTYPE

FOR SALE

WMCA

(60 seconds at a time)

Shouldn't you be getting a piece of the action?

WMCA is the only dialogue radio for sale in New York.
So far, it has attracted more listeners than the
entire metro population of Dallas. Or Atlanta.*

And we're still growing!

wmca Dial-log
Radio 57

*For more information, call Peter Lund at (212) 586-5700,
or any Petry Radio Sales office.*

* Source: N.Y. ARB July/Aug 1971

The first Federal Trade Commission action to result from the 15 days of hearings completed last month may be the regulation of TV advertising directed toward children. Additional hearings are contemplated. See . . .

FTC's next target: children's TV . . . 16

A compromise political-spending bill, somewhat less favorable to broadcasters than the Senate's, has passed the House and is set for joint conference committee consideration. Final action is possible before Christmas. See . . .

Now set for conference: political spending . . . 19

Spot television advertising has topped the billion-dollar mark for 1971 as a result of third-quarter spending. Night-time television drew the lion's share as Procter & Gamble remained the big spender. See . . .

A billion dollars in spot TV . . . 23

The White House has named FCC General Counsel Richard Wiley to fill the vacancy created by Commissioner Robert Wells's resignation. The move is seen as prelude to a recess appointment, and a political time buyer. See . . .

First step in the Wiley shuffle . . . 28

Salaries paid to public-television executives and on-the-air performers are the subjects of expanding interest and concern, particularly in the halls of Congress. Effort to compete with commercial networks is feared. See . . .

Public TV salaries raise eyebrows on Hill . . . 33

A New York judge has sentenced Irving B. Kahn, a co-founder of Teleprompter Corp., to five years imprisonment for bribery, conspiracy and perjury convictions. Mr. Kahn still claims extortion, says he will appeal. See . . .

Kahn gets five years in jail . . . 37

NBC's David C. Adams has been named chairman of the board, a title, insiders say, that simply recognizes the work he has been doing all along. Julian Goodman, NBC president, remains as chief executive officer. See . . .

Scott steps down at NBC for Adams . . . 39

Rates charged by radio and TV stations and networks, along with CATV and print media rates, would be exempt from wage/price controls if a Senate bill becomes law. Motion pictures, 'entertainers' are not exempt. See . . .

Chance of exemption from Phase II . . . 42

A study of the Irish Republican Army's influence on the Irish government has been banned from British television by the Independent Television Authority, spawning charges of political censorship. See . . .

The IRA, the ITA and censorship . . . 46

Broadcasting company stocks, strong in a weak market all year, surged ahead further last week. The reasons—including diversification, economy efforts, higher network sales—are assessed in a 'Focus on Finance' analysis. See . . .

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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.

**CONGRESSIONAL
CONVERSATION**

**WTEV
Public Affairs
Series**

Senator Edward W. Brooke, left, Republican of Massachusetts, and Senator Caliborne Pell, Democrat of Rhode Island, discuss current issues of interest during recent report to constituents.



Representative:
**THE
MEEKER
COMPANY, INC.**

WTEV

More than two years ago, as part of its basic public affairs program schedule, WTEV introduced CONGRESSIONAL CONVERSATION. The unique format of this program is designed to enable Senators and Representatives to report regularly on issues of immediate concern to their constituents in the Channel 6 tri-state coverage area. The programs are filmed in Washington and are telecast exclusively on WTEV.

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel

6
abc

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

Reference point

Idea of setting up national broadcast credit bureau is being considered by Institute of Broadcasting Financial Management. If approved, bureau would operate in conjunction with IBFM and would act as clearing house for information on delinquency and discrepancy problems at national level, issuing monthly reports on financial standing of agencies and buying services handling national accounts, based on their performance in paying outstanding bills. Move is designed to create better stability in credit-and-collections area by keeping broadcast management informed of financial-security position of major broadcast buyers, in effect providing early warning of potential credit risks. Proposal is to be discussed in detail at IBFM board meeting Jan. 20-21 at Tucson, Ariz.

Double trouble

Federal Trade Commission Chairman Miles W. Kirkpatrick and director of FTC's Bureau of Consumer Protection, Robert Pitofsky, called on FCC Chairman Dean Burch on Friday, apparently for brief review of FTC's plans that are of interest to FCC. FTC, which recently concluded extensive hearing on advertising practices (see page 16), is rooting through Congress legislation that would give it authority to get court orders enjoining advertising practices alleged to be harmful. FCC is now frequently harried by complaints about commercials which are subject of FTC complaints but which that agency now is powerless to keep off air.

Two chairman are also believed to have discussed liaison agreement under which general counsel of both will meet regularly—at least monthly—to review matters of mutual interest. FCC approved agreement last month.

Up and up

Sears, Roebuck officials predicted last week that their Christmas sales would reach all-time high this year, and they could have made another forecast with equal if not greater probability of accuracy: that their TV advertising expenditures for 1971 will also reach all-time high. Television Bureau of Advertising figures show that TV spending by Sears stores—which in recent years has been consistently up, up, up—reached \$22 million in first nine months of 1971, up 22% from same period last year and only \$7 million shy of last year's 12-month total of \$29 million. Fourth

quarter is always heavy: Last year it accounted for \$10.9 million or 38% of Sears's full-year TV outlay. If that proportion is repeated, this year's total will exceed \$35 million.

Second effort

California Democrats Thomas M. Rees and Richard T. Hanna intend to take up fight in House for exemption of communications media—including motion pictures—from wage-price controls. They'll offer floor amendment to bill reported out of Banking and Currency Committee last week without such exemption (see page 42), day after Senate adopted bill including exemptions for radio, television and most other media, except movies. Senate also excluded "entertainers" from employees exempt from wage controls. Movies were dropped out of exempt category in Senate bill only after its sponsor, Senator Alan Cranston (D-Calif.), reluctantly decided rest of provision had no chance to pass if he insisted on inclusion of films.

Radio revisited

In hope of creating new jobs for members, American Federation of Television and Radio Artists is talking of introducing new and lower scales for radio production. Aim is to take advantage of apparent revival of interest in dramatic and comedy programming by encouraging production of new shows as alternative to reissues of old, pre-television fare. AFTRA's national board has been asked to look into special rate structure.

Programing

FCC Chairman Dean Burch was so taken with effectiveness of panel-discussion format commission used in getting industry's and public's views in CATV rulemaking proceeding last spring that he favors its use in other proceedings where mountains of pleadings threaten to obscure commission's views of issues involved. Commission is expected to use format—in which panelists of conflicting views face commissioners—in proceeding to set policy in domestic communications-satellite area and in over-all inquiry into fairness doctrine. It may also be used in inquiries to define "superior service" as used in license-renewal proceedings and to explore children's programing.

Panels on satellites are expected to be held in January; commission is to be briefed on issues at meeting Dec. 14. Work is now going forward on design of panels; indications are they will be

more tightly run than was case in CATV proceeding. Commission will, for instance, hold them in its meeting room, and will not attempt to accommodate everyone who wants to attend. There was even talk of barring public and making only transcripts of proceedings available. And commission will not provide for post-panel forum for spokesmen who are not picked as panelists, as it did in CATV proceeding.

Two-way stretch

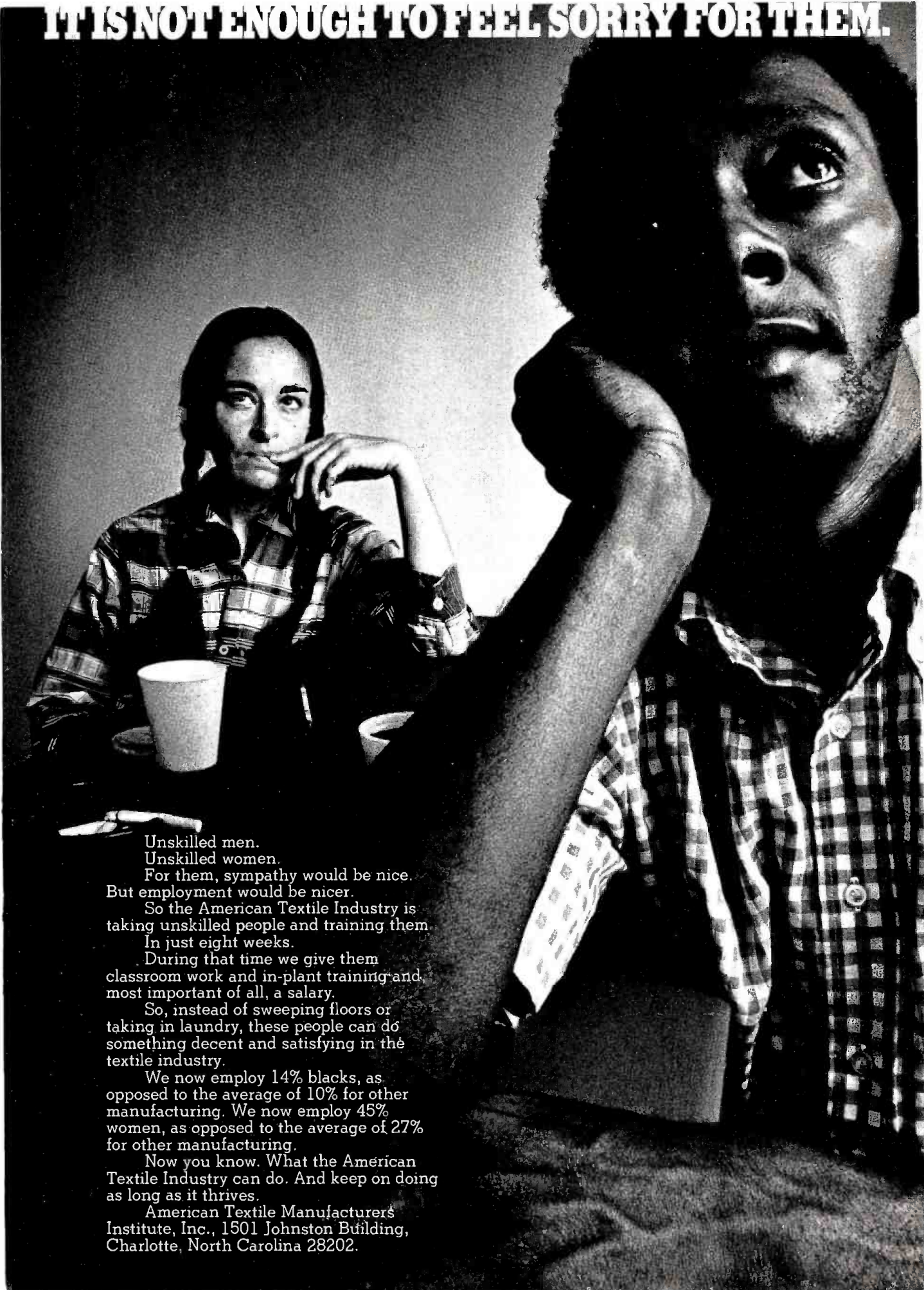
Heritage Enterprises, New York, is embarking on expansion program including acceleration of its production of movies made especially for TV syndication and entry into radio-station ownership in middle-sized markets. Heritage plans 20 action-adventure and 13 science-fiction low-budget features over next 18 months, many in co-production with foreign companies. It's also in final stages of negotiation to buy its first station, WVIC(AM) East Lansing, Mich., at price in excess of \$500,000.

Renewal action

Major overhaul of FCC's license-renewal procedures is regarded by some commission officials as likely to be accomplished by end of month. Commission meets tomorrow (Tuesday) on proposals that do not appear to have aroused much opposition, particularly since staff has modified them in some respects to meet broadcasters' objections. Draft rules, which are designed to involve citizen groups more directly in renewal process, would require stations to announce their public-interest obligations every 15 days (and on rotating basis between prime and non-prime time) instead of every eight days, as originally proposed (BROADCASTING, Feb. 22). Another change is that prescribed language would describe frequencies as something other than "public property."

Also up for consideration are proposed TV license-renewal program-reporting form and proposed annual reporting form. Absent from renewal form is question on ascertainment of needs and interests. Instead both new forms would ask detailed questions on programing carried and proposed to meet local problems, as well as in news, public affairs and other nonentertainment categories. Statistics provided would enable commission to rank stations according to their service; those in lowest 10 percentile would get closer look than others at renewal time.

IT IS NOT ENOUGH TO FEEL SORRY FOR THEM.



Unskilled men.
Unskilled women.
For them, sympathy would be nice.
But employment would be nicer.
So the American Textile Industry is
taking unskilled people and training them
in just eight weeks.
During that time we give them
classroom work and in-plant training and,
most important of all, a salary.
So, instead of sweeping floors or
taking in laundry, these people can do
something decent and satisfying in the
textile industry.
We now employ 14% blacks, as
opposed to the average of 10% for other
manufacturing. We now employ 45%
women, as opposed to the average of 27%
for other manufacturing.
Now you know. What the American
Textile Industry can do. And keep on doing
as long as it thrives.
American Textile Manufacturers
Institute, Inc., 1501 Johnston Building,
Charlotte, North Carolina 28202.

Whitehead on Whitehead: some 'fine tuning'

Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy, says his proposals for restructuring regulatory framework within which broadcasters operate are intended to halt "trend to make the licensee an agent of the government for programing purposes."

Mr. Whitehead spoke Friday (Dec. 3) to Arizona Broadcasters Association, in Phoenix. Purpose of his speech, he said, was to "fine-tune" fairness-doctrine and license-renewal proposals he had advanced in speech before International Radio and Television Society (BROADCASTING, Oct. 11).

But he also painted grim picture of what he sees in store for broadcasters as result of what he says are social and economic forces that are causing "battle lines [to be] drawn tighter every year between you and dissatisfied parts of your public."

Forces which are at work will not disappear, he said. "You are not seeing a temporary madness in the body politic, you are seeing the times change," he said. "There is no easy way out.

"It's more difficult to be private licensees with public responsibilities than it is to be 'gate-keepers' for a government-controlled broadcasting forum of communications. It's harder to be free and to exercise that freedom responsibly."

Mr. Whitehead said he has not yet developed legislation to implement his proposals. And in "fine-tuning" them, he indicated he was not advocating complete break with present practices.

His proposal dealing with fairness calls for repeal of fairness doctrine and enactment of law assuring public right of paid access to broadcasting. Access to station's advertising time, he said, would be determined by "willingness and ability to pay."

But, he said, broadcasters would be obliged to recognize and serve "in program time" public's right "to be informed on important issues and points of view." He said licensee's obligation would be enforced "as originally contemplated" in commission's 1949 report on editorializing, where fairness doctrine was first enunciated.

Mr. Whitehead, who feels fairness cannot be adjudicated on case-by-case, issue-by-issue basis, said "totality of the programing that is under the licensee's

control (including PSA's) would be reviewed by the commission at renewal time to determine whether the licensee has met his fairness obligation."

In discussing license-renewal proposal, he stressed, as he has before, that standards should be set by community broadcasters serve rather than commission. "As things stand now," he said, "hypocrisy prevails, and lip service is paid to local needs and interests while the [commission's] Broadcast Bureau's concerns and forms really call the tune."

He feels commission should discard program categories and percentages, enforce instead meaningful ascertainment requirement, then judge stations by audience's criteria. FCC will still be second-guessing licensee on whether he is making good-faith effort, he said.

But "we will have shifted focus and purpose of government supervision to enforcement of the local needs and interests requirement in programing."

ABC wants ad cutback in children's programs

Proposal to reduce nonprogram material in children's weekend TV programing by almost one third was announced Friday (Dec. 3) by ABC-TV during annual fall meeting of network officials and its affiliates' board of governors in Martinique, French West Indies. James E. Duffy, ABC-TV president, told affiliates that proposal will be submitted as suggested amendments to time standards of NAB Television Code at meeting of code review board Wednesday and Thursday (Dec. 9-10). This will be second proposal submitted to review board recommending change in time standards; several weeks ago James C. Richdale, president of TV stations di-

U.S. Media: another setback

Creditors committee Friday (Dec. 3) rejected as "unsatisfactory" proposal made by U.S. Media International to pay off its indebtedness under chapter 11 of federal bankruptcy act. U.S. Referee in Bankruptcy Edward J. Ryan granted U.S. Media additional time to submit new plan and set hearing in New York for Dec. 20. Terms of U.S. Media's proposal were not divulged since they were not accepted. Pioneer media-buying service has listed liabilities of \$8,095,215 and assets of \$4,158,159 (BROADCASTING, Oct. 15 et seq.).

vision of Corinthian Broadcasting, proposed 10% cutback in all time standards.

ABC's proposed amendments will ask for addition of third time category, to be called children's weekend programing, to television code time standards. In this category (from 7 a.m. to 2 p.m. on Saturday and Sunday), ABC's recommendation would limit nonprogram material (including commercials, billboards, promotional announcements and credits in excess of 30 seconds) to no more than 11 minutes per hour. Under existing time standards, 16 minutes of nonprogram material are allowed per hour.

In addition, Mr. Duffy said, ABC proposal would limit number of program interruptions during children's weekend schedule to no more than two within any 30-minute program. He said code provisions now permit four interruptions in periods other than prime time (only two are allowed in prime time).

ABC's proposed amendments would be applicable to all new programs scheduled to begin after September 1972. Mr. Duffy noted that those series produced for television prior to that date would be allowed to continue their present formats since it would be "creatively impractical to conform them to revised formats."

ABC move comes on heels of report that Federal Trade Commission is considering holding hearings on advertising and children (see page 16).

RAB wants to come on strong

Radio Advertising Bureau intends to launch intensive sales campaign in 1972 to sell radio as medium for all age groups, officials said Friday (Dec. 3).

Bureau's plan was unveiled by President Miles David during annual board meeting of RAB in Palm Springs, Calif. He said that advertisers have been using radio to reach specific age categories, but said in 1972 RAB will emphasize radio "for what it is, target-audience medium for all ages."

Mr. David said campaign will cover hundreds of presentations and sales calls and will be expanded to embrace such additional factors as seasonal strengths and market depth. Spot announcements and print ads will be prepared for RAB members' use; Mr. David expressed hope million dollars of time and space will be put behind this campaign phase alone.

All RAB officers were re-elected at

meeting, including A. Louis Read, board chairman; Paul F. Braden, treasurer; William D. Shaw, secretary; George Comte, chairman of executive committee and Harold Neal, chairman of finance committee.

New members of board are Nick Bolton, Taft Broadcasting, Kansas City, Mo.; Jerry Glynn, Major Market Radio, and Robert L. Stone, NBC Radio. Retiring from board were Donald L. Chapin, Taft Broadcasting; Charles Gate, WGN(AM) Chicago, and James L. Greenwald, Katz Agency.

Passed and postponed: public campaign money

House-Senate conference late last week approved Democratic rider to administration's tax-cut bill that would provide government financing of presidential candidates in general elections through tax checkoff (BROADCASTING, Nov. 29). But, effective date was postponed until 1976.

President Nixon earlier in week had announced he would veto over-all bill if it contained rider and other amendments he considers inflationary.

Meanwhile, four Democratic con-

tenders for presidential nomination—Senators Henry Jackson (Wash.), George McGovern (S.D.), Edmund Muskie (Me.) and Hubert Humphrey (Minn.)—have signed agreements to limit 1972 primary spending for broadcast, print and billboards to five cents for each registered voter in state. For each candidate, 5% of limit—or about \$142,000—would be put into contingency pool. Candidate could use pool—one third at a time—to increase spending in three primaries. Agreement is modified version of tentative plan approved last July (BROADCASTING, July 19), which limited only broadcast spending. Agreement will be circulated among candidates and potential candidates for nomination.

As of Friday (Dec. 3), meeting had not been scheduled between House and Senate conferees on campaign-spending legislation (see page 19). But, Senate spokesman said, hopefully session would be scheduled for this week.

Decision due on 'Griffin'

Reports surfaced again last week that *Merv Griffin* late-night show would be off CBS-TV next year, probably in syndication under contract with Metro-

media, and perhaps replaced on CBS-TV by network movies (BROADCASTING, Sept. 6).

CBS would say only that Mr. Griffin is under contract until Feb. 15, that they have until Dec. 15 to notify him whether they will pick up his option for another year and that they have not decided what they will do. Metromedia sources said only that A. Frank Reel, president of Metromedia Producers Corp., has been talking with Mr. Griffin but that they would have nothing more to say until CBS makes its decision.

It has been no secret that neither CBS nor Mr. Griffin has been happy with program's ratings performance, and Mr. Griffin was authoritatively reported to have asked network last summer to release him at end of this year. It has been no secret, either, that CBS officials have been casting about for suitable replacement.

Thanksgiving-week MNA's

ABC-TV was second behind CBS-TV, and NBC-TV was third in prime-time ratings in Nielsen multinetwork-area report out Friday (Dec. 3), for week ended Nov. 28. In average ratings, CBS had 20.7, ABC 18.7 and NBC 17.6. Week included Thanksgiving holiday news hours on CBS and NBC and number of specials, football and movie "South Pacific" on ABC. CBS took Monday, Wednesday, Friday and Saturday nights, ABC won Tuesday and Sunday, and NBC took Thursday.

Asking for a second look

Heart of the Black Hills Stations late last week asked FCC to reconsider its decision month ago denying license renewal to Black Hills's KRSD-TV Rapid City and satellite KDSJ-TV Lead, both South Dakota, for technical violations (BROADCASTING, Nov. 8).

Licensee said commission had not fairly weighed evidence against station, nor had it taken into consideration fact that KRSD-TV's signal quality had significantly improved recently. FCC based its decision to deny stations' renewal largely on fact that waiver of exclusivity rules it gave to local cable system in 1966—because KRSD-TV's signal was of insufficient quality for CATV use at time—is still in effect. Company noted that it reached agreement with CATV three years ago and KRSD-TV is now carried. It also said FCC failed to consider testimony from viewers that signal is now adequate.

Licensee also said that many technical violations cited in FCC decision were "not within human control," specifically noting near destruction of KRSD-TV's tower that resulted from tornado in 1967.

Week's Headliners



Mr. Lyddan



Mr. Toigo



Mr. Shaw

David C. Adams, NBC executive VP, elected chairman of board effective Jan. 1. He succeeds **Walter D. Scott**, who will remain as board member. **Julian Goodman** continues as NBC president and chief executive officer (see page 39).

Richard E. Wiley, general counsel of FCC, nominated by President to fill uncompleted term of former commissioner **Robert Wells** (see page 28).

Edward N. Ney, president and chief executive officer, Young & Rubicam, New York, named chairman of agency succeeding **Edward L. Bond Jr.**, who retires. Mr. Ney will retain posts of president and chief executive; Mr. Bond will remain on Y&R board and continue to work with some clients.

William C. Lyddan, executive VP, Lenzen & Newell, New York, named president and chief operating officer. He succeeds **Adolph J. Toigo**, who continues as chairman and chief executive officer of agency (see page 26).

Reid L. Shaw, VP and general manager, General Electric Broadcasting Co. and General Electric Cablevision Corp., elected president of both wholly-owned subsidiaries of General Electric Co. GE Broadcasting owns and operates WGY(AM)-WGF(M)-WRGB(TV) Schenectady, N.Y.; KOA-AM-FM-TV Denver, and WSIX-AM-FM-TV Nashville. GE Cablevision maintains systems in states of California, New York, Mississippi and Illinois.

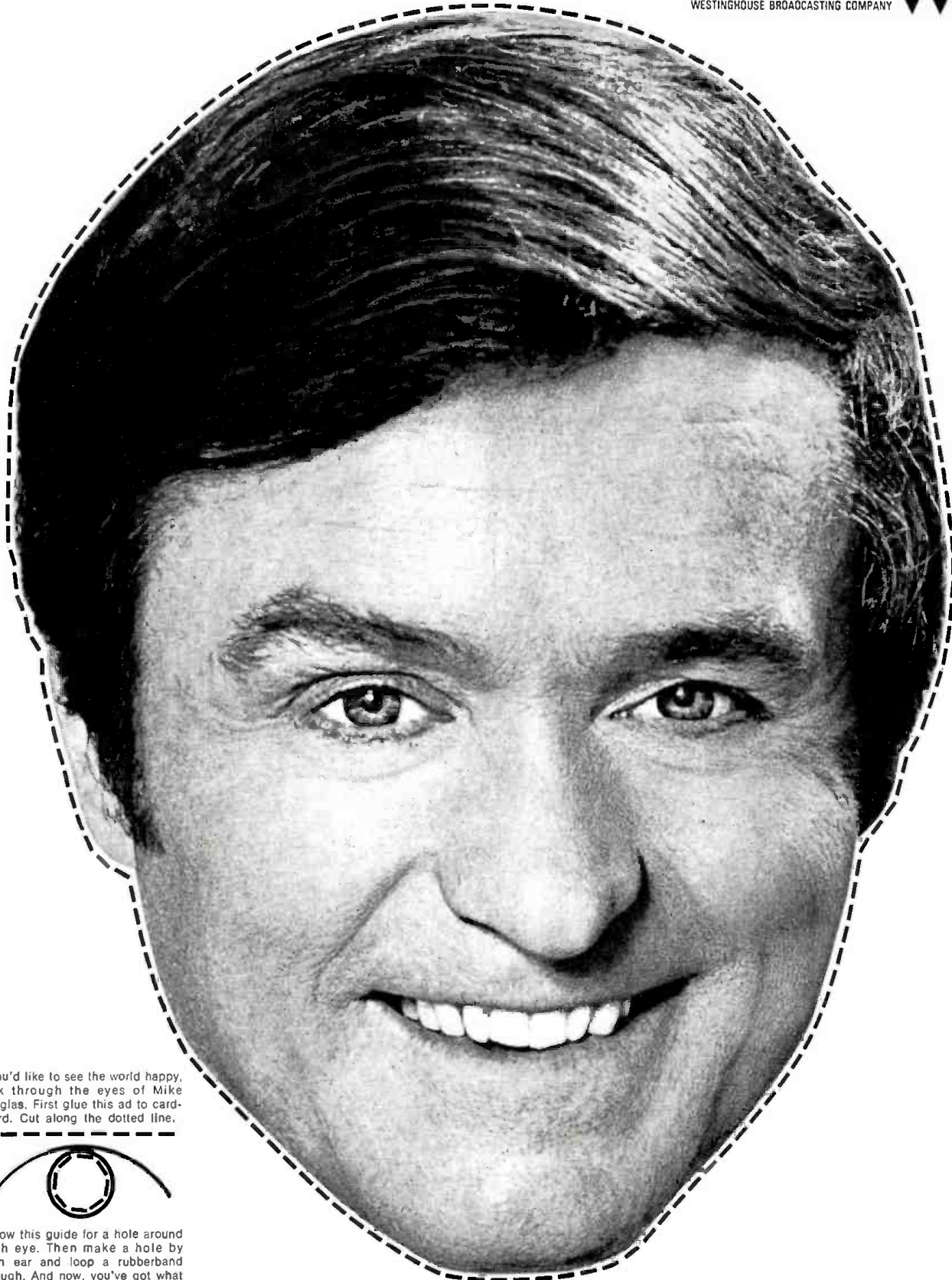
For other industry developments see "Fates & Fortunes," page 50

Put on a happy face and celebrate Mike Douglas' 10th Anniversary

Through ten years and twenty-five hundred daily shows, you've made The Mike Douglas Show one of the happiest successes in television history. So Mike says: Thank You, guests—by the thousands. Thank You, viewers—by the millions. And we say: Thank You, Mike—for putting a happy face on television.



WESTINGHOUSE BROADCASTING COMPANY



If you'd like to see the world happy, look through the eyes of Mike Douglas. First glue this ad to cardboard. Cut along the dotted line.



Follow this guide for a hole around each eye. Then make a hole by each ear and loop a rubberband through. And now, you've got what it takes to put on a happy face.

Books for Broadcasters

The Technique of Television Production

Revised Edition
by Gerald Millerson

Now revised and updated throughout, and with a new section on color television, this encyclopedic textbook on the basics of TV production consolidates its position as the standard in its field.

440 pages, profusely illustrated \$13.50



113.

ORDER FROM

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Washington, D. C. 20036

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

113. The Technique of Television Production, \$13.50
 104. 1972 Broadcasting Yearbook, \$14.50

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Address _____

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**ELECTRONIC
PRODUCTS**
FRESNO, CALIF.

A SUBSIDIARY OF
CCA ELECTRONICS CORPORATION

Datebook © A calendar of important meetings and events in communications

This week

Dec. 6—Luncheon, sponsored by Hollywood Radio and Television Society. Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy will speak. Beverly Wilshire hotel, Beverly Hills.

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

Dec. 8—Meeting of executive committee, *National Association of Broadcasters*. Washington.

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

Dec. 9-10—Winter meeting, TV Code Review Board of *National Association of Broadcasters*. Arizona Biltmore hotel, Phoenix.

Dec. 10—Deadline for entries, *International Broadcasting Awards*. Awards to be made March 21, 1972, in Los Angeles.

Also in December

Dec. 14—Celebrity Luncheon, sponsored by *New York Chapter of The National Academy of Television Arts and Sciences*. Guest of honor will be NBC sportscaster Curt Gowdy. Hotel Pierre, New York.

Dec. 14—Workshop, sponsored by *Association of National Advertisers*, dealing with latest developments in copy testing and consumer response research techniques. Hotel Plaza, New York.

Dec. 14—Annual meeting of shareholders, *Four Star International Inc.* 2 p.m., Beverly Hillcrest hotel, Los Angeles.

■ Dec. 14—Luncheon sponsored by *Federal Communications Bar Association*. Guest will be Corydon B. Dunham, VP-general counsel, NBC, speaking on the fairness doctrine. Army-Navy club, Washington.

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

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

January 1972

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

Jan. 10—Deadline for filing comments on FCC's inquiry into fairness doctrine, phase regarding "access generally to the broadcast media for the discussion of public issues." Reply comments due Feb. 10.

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

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

Jan. 17-21—Winter meeting, TV and radio boards and joint board, *National Association of Broadcasters*. Marco Beach hotel, Marco Island, Fla.

Jan. 23-26—*National Religious Broadcasters* 29th annual convention, Washington Hilton hotel, Washington.

Jan. 25-27—Annual Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Principal speaker will be Clay T. Whitehead, director of the Office of Telecommunications Policy. University of Georgia campus, Athens.

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

February 1972

Feb. 4-5—Annual winter television conference, *Society of Motion Picture and Television Engineers*. Program chairman is Leonard F. Coleman, Eastman Kodak Co., Dallas. Sheraton Dallas hotel, Dallas.

Feb. 8-10—Winter convention, *South Carolina Broadcasters Association*. Holiday Inn, Florence.

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

Feb. 18—Thirteenth annual Close-Up dinner, dance and show, sponsored by *New York Chapter of The National Academy of Television Arts and Sciences*, honoring ABC-TV host Dick Cavett. Americana hotel, New York.

Feb. 29—Annual Mike Award dinner of *Broadcast Pioneers* in behalf of *Broadcasters Foundation*, honoring WDSU(AM) New Orleans as winner of 12th annual award. Hotel Pierre, New York.

March 1972

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

March 6-10—Second international study sessions for videocassette and video-disk programs and equipment (VIDCA '72). Besides reviewing industry's brief past—its fortes and foibles—the sessions will focus on technical problems, the copyright issue, videocassettes and the public, and videocassettes and their applications to training and to industry. Registration may be arranged by contacting VIDCA, Commissariat General, 42 Avenue Ste. Foy, 9-Neuilly, France. Fees are \$170 for individual participants and \$120 for members of companies reserving an office at the sessions. Palais des Festivals, Cannes, France.

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

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

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

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

April 1972

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

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

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

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

April 30 - May 5—11th semiannual technical conference and equipment exhibit, *Society of Motion Picture & Television Engineers*. Calvin H. Hotchkiss, Eastman Kodak Co., New York, is program chairman. Theme is "The New Filmmaker—Changing Trends in Motion Picture and Television Production Methods." Hilton hotel, New York.

Major meeting dates in 1972

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

April 9-12, 1972—Annual convention, *National Association of Broadcasters*, Conrad Hilton hotel, Chicago.

May 4-7, 1972—Annual convention, *American Women in Radio and Television*. Stardust hotel, Las Vegas.

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Only kidding

EDITOR: I am writing to correct an error of interpretation in your Nov. 29 issue, concerning statements which I made at the Forum on Censorship sponsored by the New York Chapter of the National Academy of Television Arts and Sciences on Nov. 22.

My suggestion that the print media be licensed was facetious. It was intended as a rejoinder both to [Fred] Friendly's demands that the broadcast media be compelled to produce more news and public affairs programs, and to Dr. [Everett] Parker's espousal of case-by-case application of the fairness obligation. Those gentlemen had justified such government intrusion into broadcast content on the ground that the broadcast media are, after all, licensed. I pointed out that if government supervision of media content is really desirable, we should of course extend it to the print media; and if the only impediment to that extension is the absence of licensing, it is simple enough to license newspapers—just as we license taxicabs, barbers and plumbers.

My point, alas, was not that the print media should be licensed or that the fairness doctrine and minimum news coverage requirements should be imposed upon them. To the contrary, I intended by the very absurdity of that suggestion to call attention to the inappropriateness of certain constraints upon broadcasters. Unfortunately, as the reaction of your reporter demonstrates, in the current climate of governmental fix-itism it is very difficult to come up with *any* proposal for media regulation that will unquestionably be accepted as absurd.

Mine was meant to be. Since it is frequently enough that my proposals are described as absurdities, I hope to keep to a bare minimum the occasions on which my absurdities are described as proposals.—Antonin Scalia, *general counsel, Office of Telecommunications Policy, Washington*.

The TV generation

EDITOR: I noticed with interest and pleasure your "Cop-out" editorial in the Nov. 15 issue.

I had occasion to speak to a group of students at the University of Wisconsin-Milwaukee a few days ago. One of the things I said to them was: "You look like a rather bright, interesting, serious, appreciative, intelligent group

of young people. I trust that your first awareness of television was some 15 years ago and that you grew up on such things as the *Mickey Mouse Club*, *Howdy Doody*, et al. In looking at you as a group and finding you good, it calls to mind that back 15 years ago and more, critics were telling us that you were going to turn out to be a stolid, pallid, brain-washed, ignorant group of nincompoops because of television. I didn't believe it then, and I don't believe it now, but the criticism still goes on and here you are—proof that the younger generation is pretty doggone good, with the exception, I'll admit, of a very small percentage, but that would be par for any course.

"The television industry is taking tremendous brickbats from people who are contending that it will hurt their little ones. My contention is that you are the proof that the emphasis is in the wrong place. We shouldn't be researching people. We should be researching the 'now' generation and I contend, basically, the research isn't needed. We just have to look at you. You are the products of the television age."

Look at the group that has grown up on television and tell us that they have been hurt. I again say I don't believe it. I've not seen it in my own family; I've not seen it in the families of my friends; I've not seen it anywhere I go.—George Comte, *general manager, WTMJ-AM-FM-TV Milwaukee*.

Dissenting opinion

EDITOR: In an editorial in your Nov. 22 issue you stated: "Cigarette advertising is lively and extensive. None of the good that was predicted to come from the broadcasting ban has materialized." As a father of two boys and a veteran broadcast employe for 16 years, I disagree.

I'm happy to say my children and others like them will grow up not being exposed to such advertisements which would over a long period have convinced them that smoking is the tastiest and most pleasurable thing on earth.

The lack of cigarette advertising on television along with the antismoking campaign will eventually convince successive generations that smoking is indeed harmful.—George W. Davis, *personnel director, KUHI-TV Joplin, Mo.* (Perhaps, but so far cigarette consumption has kept rising.)

Some thoughts on the demise of 'Adman'

I went back to college the other day to bury an old fossil.

The departed was Adman, an old-timer who used to live in one of Madison Avenue's ivory towers. He's gone now, but unfortunately there are still some who miss him.

Back in the old days when bright, young advertising men all wore gray-flannel suits and short haircuts, Adman was nothing more than a vacuous, super-slick "biggie." By just huffing and puffing and very little else, he thought he could make sales happen. In the end he blew his own house down and went the way of *Look* magazine and the *Saturday Evening Post*.

The old gent was wafted away on the winds of change now sweeping across America. And Adelphia University, where I spoke, was a fitting place to conduct the burial service. Because it is on the campuses of the nation where these powerful cleansing winds originate.

Hard questions about our personal values, our business morality, and the directness of our communications come from students. They are tough minded, sharply perceptive, very, very real and they won't tolerate phony associations.

Oh yes, Adman will be missed all right. He'll be missed by types who questioned people who weren't members of the "in" religion. He'll be missed by guys who sneered at anyone who didn't hold an Ivy League diploma in his or her hand and yet had the audacity to look for a job in Adland. He'll be missed by every one of the clients and agencies still clinging to outmoded, cliché-loaded, dehumanized, ineffective advertising. But by no one else. I hope that includes you, but I know it includes today's students.

There are a lot of bright minds all over the country—far too many to be overlooked. Young people waiting to make the jump into business are eager, enthusiastic, and asking not what the corporate structure can do for them. They want to get into advertising because they feel they have something significant to offer. Maybe we won't always agree with them; but, brother, we should listen.

Today's students don't want to sit back and fill in the blanks. That number just doesn't make it anymore. The world is not what it was 10, or even five years ago and these kids know it.

Their world—our world—can only thrive on straight talk, and individual contributions that change things for the better.

They won't compromise, either: If they can't make their contribution at one firm, they'll keep looking to find another. And believe me, they'll find it.

I think it's great that Madison Avenue has not escaped this social revolution, because we're an industry that relies on nourishment from the young. And we're better off for it.

The evidence is all around us—and all around me in the offices and corridors of Kenyon & Eckhardt. I see once-solid-citizen, Brooks Brothers types who look like they've sold out. Denim work-shirts, blue jeans, Wells Fargo buckles on three-inch-wide leather belts. And hair. Under the nose. Over the ears. On the chin. Covering entire faces. Often everywhere but on top of the head.

Funny thing is, underneath the hair and fatigues, these are still solid citizens. It's just the new thinking and the new feeling that have gotten to them. And I couldn't be happier about it.

The broadcasting and advertising industries work together today as we did 20 years ago to sell clients' products. But the fact is the media barrage has gotten so much greater the job is harder and harder to do.

In my opinion, some 75% of today's advertising is not doing an effective selling job. This means \$13.5-billion worth of advertising is going down the drain every year. Too much of today's advertising is simply an ego trip. It concerns itself with the things which someone, namely the client, wants to hear. This type of advertising is con-

ceived by looking out at the market from the relative safety of the factory window instead of looking back at the product through the consumer's eyes.

We must not only look at the products through the eyes of the consumer but our selling concepts must communicate quicker and with more impact than they did in 1950. If they don't, they'll surely find themselves suffocated beneath the deluge of advertising clamoring for their share of the market. And here is where the winds of change become a breath of fresh air.

For along with the key to successful selling today ("be bright . . . be brief . . . be gone"), the changers in America have added, "be straight." And to those who express some reluctance to "be straight," let me tell you what I believe is the best reason for going along: It works better.

Today's advertising "superstars" speak today's language to real people. And to stay successful they'll have to speak tomorrow's language, whatever it may be. That's true, in fact, of everyone in the business of communications, no matter how he dresses or wears his hair. Outside the office a super-straight account executive and a zonked-out writer or art director may travel to the beat of different drums. But when they're at work they shoot for the same thing: the best selling advertising they can produce.

My eulogy for Adman was long due. Yet, in another sense, it was too late. The students I spoke to have already relegated him to the cobwebs of history, a curiosity to be chuckled over and no more. They had conducted their own burial service long before I arrived.

And they never want to see him again.



Stanley Tannenbaum joined Kenyon & Eckhardt in 1954 from RCA's national advertising department. The present chairman and creative director of K&E, his first title at the agency was junior copywriter. He was appointed a copy supervisor in that first year and in 1960 was named a creative group head and vice president. In 1964 he was named associate creative director and elected to K&E's board and the executive committee. In 1967 he was named senior vice president and creative director, and the following year he assumed the title of chairman.

How big is "What's My Line?" in prime time?



Bigger than a bread box.

Bigger in Pittsburgh. "What's My Line?" is the Number One 7:30 show. Stripped four nights a week on WTAE-TV, it beats seven different first-run syndication entries and one network series on the other affiliated stations. It averages a 38% share and attracts 19% more viewers than the station's 7:30 network programming a year ago.

Bigger in Cincinnati. With a 67% rating increase at 7:30 over its game show lead-in. And 76% more homes tuned in.

Bigger in Boston. The Number One 7:00 series every weeknight. With a 45% share, a 39% increase over its news lead-in, and a 25% boost over *its own* audience a year ago.

Bigger in Philadelphia. Number One again in the 7:00 time period with a 42% share. And impressive with a 64% gain over its news lead-in and a 35%

gain over *its own* first-place audience last year.

Bigger in Atlanta. "What's My Line?" at 7:00 has more than doubled *its own* audience in two years and has registered a 67% increase over last year. Currently, it's drawing a 25% larger crowd than its adventure lead-in.

Bigger in Tampa - St. Petersburg. Top rated in the market at 7:00 with 40% of the audience and bringing in almost twice as many viewers as the station had with different programming in the time period a year ago.

Don't settle for anything smaller than a bread box. Buy "What's My Line?" for 7:00 or 7:30 and enjoy bigger audiences for years to come.

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FTC's next target: children's TV

Commission zeros in on the young audience as sequel to hearings on general advertising

It now appears that something is to come of those 15 days of hearings, and the testimony of 80 witnesses, that the Federal Trade Commission arranged to educate itself on the mechanics and impact of modern advertising. The prospect: regulation of advertising aimed at children, particularly in television programming targeted at the young.

Miles W. Kirkpatrick, the FTC chairman, spoke last week of "additional hearings" he said would be a necessary preliminary to a determination to write such rules.

The chairman has company. Commissioner David S. Dennison in an interview last week identified children's advertising as one area on which specific conclusions could be drawn, implying strongly that he is ready to act. Mr. Dennison continuously referred to children and "TV programming." He said programming "certainly is relevant" in the FTC's consideration of controls over children's advertising.

The issues that were originally specified for the hearings, which began in October and ended Nov. 18, were: (1) advertising directed to children, (2) advertising's impact on the consumer's physical, emotional and psychological characteristics, and (3) television advertising and whether it exploits the desires, fears and anxieties of viewers, and if it does whether this is unfair, and, as a subsidiary question, whether TV's technical aspects may facilitate deception.

The FTC's concern with children and television advertising became evident at the start.

The record points the way toward consideration of some form of higher standard for television advertising to children than television advertising to adults. That the industry was aware of this potential was manifest; some of its heaviest artillery was aimed at shooting down this idea.

But the critics had mother love on their side.

There was Mrs. Evelyn Sarson, president of Action for Children's Television, who asked the FTC to ban the advertising of vitamins in TV programs directed to children—and who promised to submit a further petition asking for the same interdiction of toy advertising.

(Mrs. Sarson's group already has stirred another federal agency, the FCC, into considering a plea to bar all advertising from children's shows, and to require networks and stations to produce and air at least 14 hours of special children's program weekly. Only last month the last of the pleadings, with most

Washington lawyer who several years ago was toy editor of the National Association of Broadcasters' Code Authority in New York. He noted that the code's toy guidelines have not been updated since the 1960's. Not only should the FTC organize pre-clearance procedures, he said, but toy advertising in TV programs for children under the age of 6 should be banned. And, he added, all advertising for toys costing more than \$5 should be limited solely to adult programs.

These were the spokesmen for the public-interest organizations. They were joined by academicians. Professor F.



Kirkpatrick's FTC appears poised to write rules . . .

broadcasters naturally opposed, were filed at the FCC where a decision now rests.)

There was Robert Choate, whose initial attacks on advertising a year ago were directed at nutritional deficiencies in heavily-advertised cereals on children's TV programs and who is now leader of his own nonprofit organization, the Council on Children, Media and Merchandising. He called for the establishment of a children's bureau at the FTC.

There was Stephen L. Bluestone, a

Earle Barcus of Boston University targeted on the nationally syndicated *Romper Room* program for pre-schoolers. Professor Barcus indicted it as one long commercial, mostly for toys. He also cited a famous remark made by the "teacher" on one program who after leading the children in a grace added: "Now you may have your Tropicana orange juice from Pleasant Hill dairy." Professor Barcus suggested a ban on TV advertising to children under 8.

Dr. John Condry of Cornell University suggested a "moratorium". Profes-

sor Berry Brazelton of Harvard favored a reduction in the number, length and "intrusiveness" of television commercials and advocated the creation of an agency to help conceive and supervise children's TV programing.

Even an advertising executive agreed that perhaps the trade commission should establish a division devoted to children and youth products. He was Melvin Helitzer, New York, an agency specialist in toy advertising, who also recommended that the networks and stations cluster commercials at the beginning or the end of children's programs.

Two congressmen called for special standards for children's advertising. Representative John D. Dingell (D-Mich.) noted that his Small Business Subcommittee had called on the FCC to establish meaningful standards for TV advertising, particularly that aimed at children. Representative Louis Frey Jr. (R-Fla.), a member of the Communications Subcommittee, spoke of his concern over what he called the "packaging" of TV advertising for toys, meaning, he explained, the use of music, lights, color and fantasy. The Florida Republican expressed deep concern about the advertising of over-the-counter drugs on TV, especially in programs that, although not meant to be, are seen by children.

Not all who testified were of the

general knowledge. On the other hand, he noted, most mothers support the drive to bar all commercials from children's programs on TV.

How youngsters actually react to TV commercials was depicted by two other college professors, both psychologists. Professors Scott Ward of Harvard and Daniel E. Wackman of Minnesota presented studies that showed a child's reaction to TV commercials is heavily modified by his family and his playmates and that in general the adolescent's attitude toward commercials is negative. They referred to a study showing that 67% of teen-agers agreed with a statement that most TV commercials are in poor taste, as well as 66% agreeing with a statement that TV commercials are not truthful.

Advertising witnesses were strong in their opposition to a double standard in advertising—one for all advertising and another, more rigorous, for children. Stanley Tannenbaum of Kenyon & Eckhardt personified that approach. He said there should be a single standard for all advertising: honesty.

Perhaps the strongest counter to the idea of separate standards for children was made by Gilbert Weil, New York lawyer who is general counsel for the Association of National Advertisers. He noted that the findings of experts do not substantiate the "dire speculations" as to

vertising came from Norman E. (Pete) Cash, who noted that although 2-to-5-year-olds spend 20 hours weekly watching TV, only half that time is spent watching the morning kiddie shows. This point was amplified by Dr. Seymour Banks, vice president for media and program research of Leo Burnett. Dr. Banks noted that a 1970 Nielsen study showed that the heaviest concentration of child viewing occurs at the same hours that most adults view—during prime time. Only 12% to 14% of children watch so-called children's shows during the morning hours of Saturday and Sunday, this survey reported.

One commissioner's interest in children's advertising was made clear during the hearings. Commissioner Mary Gardiner Jones put the same question to Professors Ward and Wackman. Isn't there anyone, she asked, who can say whether there should be stricter standards for advertising directed to children?

The professors responded that such a question should be addressed to psychologists who are experts in understanding a child's development.

Miss Jones's interest was not limited to children's advertising. During the hearings she again and again appeared anxious to determine, among other things, just what effect the carryover was in advertising. She received little



... responsive to the advertising criticism of (among others) Bluestone, Sarson and Choate

same mind about children's advertising. Dr. Richard Galdston, a psychiatrist with Boston's children's hospital, said that although TV is a significant element in the history of disturbed children, it is only one of a number of factors. For a normal child, he said, TV has no demonstrably harmful effects.

Professor Donald R. Lehmann of Columbia University reported on the ambivalence of mothers regarding TV. On the one hand they consider TV beneficial for their children, since it gives youngsters language skills and

the evils of children's advertising on TV.

Mr. Weil introduced a Nielsen survey of more than 1,000 mothers showing that 80% felt TV is good for their children, 6% felt it is bad and the rest with no opinion. As for TV commercials, the survey showed that 27% had favorable impressions, 22% unfavorable, 34% mixed and 17% no opinions. The survey was ordered by the advertising industry.

One of the most significant defenses respecting TV and children's ad-

help from the witness on that score.

She also expressed interest in the problems advertisers have in getting past the inattentiveness of the average consumer. In an interview later she said she was still skeptical about the advertising industry's view that people don't pay intense attention to advertisements and that is why it is necessary to shock or to use emotional appeals or fantasy to make an impression.

"If nobody listens, and there is no recall," she said, "why advertise?"

She still feels, she said, that the im-

Why Jones and Thain are a particular worry

When the Federal Trade Commission last spring announced that it would hold hearings to learn about modern advertising practices, a spasm struck the advertising industry. At the root was the fear that the government agency might impose more stringent restrictions on advertising, hampering its effectiveness to a great degree.

Part of the trauma in a situation like this, of course, is looking for a villain. And long before the hearings began, two had been fingered: Mary Gardiner Jones, an FTC commissioner whose consumer sympathies are long-standing, and Gerald J. Thain, assistant director of the agency's Bureau of Consumer Protection whose responsibility is national advertising. Both these names actually were mentioned publicly by one of the advertising industry's witnesses, Lee Loevinger, a Washington attorney who formerly was an FCC commissioner.

Just how much evidence is there that these two are "the enemy," as some industry people charge? Herewith are some excerpts from recent speeches made by the two principals.

Miss Jones, on Nov. 20, two days after the formal FTC hearings had concluded, to the Alabama Home Economics Association in Birmingham: The FTC must insure that "information relevant to a consumer's decision in the marketplace is effectively available," and that the consumer understands the "significance and accuracy" of the information. And finally, the consumer must have the ability "to evaluate" the messages he receives from the marketers.

Mr. Thain spoke Nov. 9 to the Advertising Club of Greater Boston. After noting the steps the FTC has taken against what it has called false nutritional claims in advertising (Hi C, Wonder bread, Profile bread, Ocean

Spray cranberry juice, American Sugar, Swift's baby food products), and raising the question of toy advertising on TV where the qualities of a toy are "enhanced and exaggerated" by the use of cinematic techniques and creative presentations, he warned that the ultimate harm can be to the emotional development of the child and his attitudes towards the world in which he lives.

Repetition of these experiences (disillusionment in food and toy advertising), he said, may result in "growing frustrations and hostilities toward the world which fails to measure up to its promises. . . ." Thus, he commented, "another convert is made to the ranks of those who consider the free enterprise system outmoded and unfair."

TV, he continued, has added a new dimension to advertising, more subtle and more sophisticated than before, permitting the advertiser to virtually create consumer needs.

"The result," he said, "has been the development of an increasingly vulner-



Miss Jones

able consumer public. We need only look to the advertising of over-the-counter drugs to see this revolution in full operation. Here strikingly similar products are often sold on the basis of what are artificial distinctions to any knowledgeable and objective observer. Here consumer demands may be created where there is no rational basis for the promotion of one product over its rival."

Miss Jones is serving her second seven-year term on the FTC, having been appointed by President Johnson in 1964. She is a graduate of Yale Law School (and of Wellesley), has been engaged in private law practice in New York and was with the Department of Justice's antitrust division in New York.

Mr. Thain, an Illinois native, was named to his present post in 1970, after serving one year as attorney-adviser to then Commissioner Philip Elman. He joined the FTC in 1963, following service as Air Force judge advocate in Vietnam. He is a graduate of the University of Iowa (magna cum laude) and of its law school (summa cum laude).



Mr. Thain

part of advertising can be tested and that the consumer's perception of an advertisement can be determined through research. "If not," she adds, "the whole thing is pretty primitive."

Mr. Kirkpatrick feels the hearings were "very worth while," and has advanced the commission's expertise in this field. He still thinks, however, that the industry's presentations were too defensive, particularly the claims of First Amendment rights. It was those, he said, that he termed "applesauce" in his speech to the Association of National Advertisers at Hot Springs, Va., last month.

Paul Rand Dixon termed the hearings valuable but agreed that the area of

children's advertising is one that requires "very careful" study.

It was Mr. Dixon who sent a tremor through the advertising industry during one exchange at the hearings. He had been listening to Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, protest any requirement for more information in advertisements or commercials because of the lack of space or time. He referred specifically to the 30-second TV commercial.

Mr. Dixon, who was generally folksy in his other comments and questions, was suddenly brusque:

"What you're saying to us is that 'we can't say it in 30 seconds,' or we can't put it where it should be. . . . There are

other ways to advertise where you can. Now that's kind of blunt, but that's what the Supreme Court said [in the Rapid Shave case]."

Mr. Seaman was one of a blue-ribbon corps that included such other agency leaders as Barton Cummings, chairman of the executive committee of Compton Advertising, and Edward Thiele, vice chairman of Leo Burnett, who is also chairman of the American Association of Advertising Agencies. Advertiser witnesses included C. W. Cook, chairman of the board of General Foods; Donald M. Kendall, chairman and chief executive officer of PepsiCo., and Andrew Heiskell, chairman of Time Inc.

The industry's presentation, enun-

ciated by 25 witnesses put on consecutively under the aegis of a joint ANA and 4-A's task force, was broad and in a sense almost a lecture on the \$20 billion advertising industry and its practices: how an advertisement is created, produced, placed; how its effectiveness is measured; why it does good, to the consumer and as the economic crutch for newspapers, magazines and broadcasting as well as other types of media.

Throughout the industry's testimony, two views were stressed: that advertising is a service aimed at providing consumers with choices and that the effectiveness of ads is not too certain.

This latter point was made most vividly by Herbert Zeltner, senior vice president of Needham, Harper & Steers, in a speech Nov. 15 to the Advertising Research Foundation:

"Is there any single striking impression . . . ? To me it is that the very best research that exists today—whether it deals with the special impact of advertising on children or the possibility of a causal relationship between proprietary drug advertising and drug abuse, or any of the other compelling points at issue—falls far short of what's needed to make definitive policy recommendations.

And, he warned, some of the points

with which the FTC commissioners are particularly concerned are characterized by emotion-charged overtones.

The industry's summation was presented by Gilbert Weil, the New York lawyer who is counsel for ANA. It listed the conclusions that the industry felt were inherent in the record:

- There is no proof that advertising can compel a consumer to buy something he doesn't want.

- Even if a consumer is irrational in his purchases, the government should not intervene.

- The consumer must be free to exercise his free will in the marketplace.

- No one has specified what kind and how much more information should be included in advertisements.

- Research for determining the residual effects of advertising has not been perfected; nothing should be done until more background is available.

"On the whole, a constructive exercise." That was the conclusion of Peter Allport, president of ANA. "Many things were bothering the commission," he said the other day, "but I believe they now have been disabused of those worries that resulted primarily from faulty information."

And, he added, the FTC now has a better understanding of the capabilities

and the inabilities of advertising. This is all good, he concluded.

In the wake of the FTC hearings, John Crichton president of the 4A's commented: "We are much more aware now of the FTC's reaction to some elements of advertising, based on their questions at the hearings.

"Now we have to wait for the analysis by Professor [John] Howard to learn whether there will be further hearings, and also whether other actions the commission may want to take lie within their power, or whether they must go to Congress for additional authority."

Officially, the record of the hearings is being analyzed by a special team at the FTC. Chief of that group is Professor John Howard of Columbia University. Professor Howard is a marketing expert, the author of a number of books on the subject. Undoubtedly scheduled to play a major role are members of the FTC staff, particularly Robert Pitofsky, a former professor at New York University, who is director of the agency's Bureau of Consumer Protection, and his national advertising aide, Gerald J. Thain. The industry waits.

(This analysis of the FTC's probe into advertising was written by Earl B. Abrams, senior editor, Washington.)

Now set for conference: political spending

House-approved measure is slightly tougher than Senate's on broadcasters; repeal of Section 315 is thrown out

The House last week sifted through three campaign-spending proposals and approved a compromise bill that, in some respects, is more restrictive on broadcasters than legislation passed by the Senate four months ago. Unlike the Senate bill, the House version contains no repeal of Section 315 of the Communications Act (the equal-time provision) and it shackles broadcast-media spending to a portion of an over-all limit without imposing the same limitations on nonbroadcast media.

The measure passed the House last Tuesday (Nov. 30) by a vote of 373 to 23 and the stage is now set for a conference committee to iron out differences between the two bills and to send its recommendations to both houses. If the machinery works smoothly, a compromise bill could be on President Nixon's desk before Congress adjourns later this month.

The House had used up debate time on the legislation before taking its 10-day Thanksgiving recess (BROADCASTING, Nov. 22). The amending process that began last Monday (Nov. 29)

proved to be a highly complex parliamentary operation.

The vehicle for amendment was H.R. 11060 by Democrats Wayne Hays (Ohio) and Watkins Abbitt (Va.). That measure contained an over-all ceiling on spending, limits on individual contributions and disclosure of campaign finances to the secretary of the Senate and the clerk of the House.

Added as Title I of the Hays-Abbitt bill was H.R. 11231 by Torbert H. Macdonald (D-Mass.). That measure limited media spending only, repealed Section 315 for presidential candidates and required media to sell space or time to candidates at their lowest unit rates.

The Macdonald amendment was itself amended. Subsequently, H.R. 11280 by Clarence Brown (R-Ohio) and Bill Frenzel (R-Minn.) was substituted for the Macdonald-Hays-Abbitt bill. The Brown-Frenzel measure, identical to the version passed by the Senate last August (BROADCASTING, Aug. 9), repealed Section 315 for all federal-office candidates (provided candidates are given flexibility in choosing pro-

gram formats), limited media spending and created a Federal Elections Commission for reporting and disclosure.

The Macdonald-Hays-Abbitt measure was further amended and combined with the Brown-Frenzel bill, which was itself amended.

Following is a comparison of the resulting House bill with the Senate-passed legislation:

- Repeal of Section 315: House bill contains no repeal; Senate bill repeals the equal-time provision for all federal-office candidates.

- Coverage of spending limits: Both bills cover TV, radio, newspapers, magazines and billboards. House bill also covers telephones and postage.

- Spending limits themselves: House bill specifies a limit of 10 cents per eligible voter (or \$50,000, whichever is more) of which up to 6 cents may be spent on broadcast. There is no restriction on nonbroadcast spending within the over-all limit. Senate measure calls for five cents per eligible voter for broadcast and the same for nonbroadcast (or \$30,000, whichever is more).

Talk is not so cheap

"To communicate what you really mean is worth every dollar it costs," Norman E. (Pete) Cash, president of the Television Bureau of Advertising, said Wednesday (Dec. 1) in commenting on the House vote to limit campaign spending on television by presidential candidates. "More harm is done, more expense is caused by inefficient media usage."

"The Congress is the living and perpetual monument to TV's efficiency," he said, "Witness the cigarette case. To preclude any political messages from television—the only means of mass communications (especially to the new voters who are television 'tubed')—would be a sham for all those anxious to achieve high political office, whether it be on the local, regional or national level.

"If convenience items, food, soap, oral hygiene, yes . . . even underarm deodorants, are more important than who governs," Cash concluded, "the house vote limiting television spending means the true downturn in a democracy which boasts rugged discussion."

Up to one cent may be transferred from one category to the other category.

▪ **Media rates:** Under House bill, broadcast and print charges to candidates may not exceed charges made for comparable use of time or space for other purposes. Senate measure states that all media must charge candidates no more than lowest unit rates.

▪ **Access provisions:** House bill states that "if any person makes available space in any newspaper or magazine" to a candidate, "such person shall make equivalent space available on the same basis to all legally qualified candidates for the same office. . . ." Senate bill empowers FCC to impose sanctions on broadcasters, including denial of license renewals, "for willful or repeated failure to allow reasonable access to or to permit purchase of reasonable amounts of time" by candidates.

▪ **Limits on individual contributions:** None in either bill. But House bill prohibits contributions by government contractors and from funds allocated to the Office of Economic Opportunity and prohibits the use of mandatory dues or fees by corporations, labor unions and national banks for political activity.

▪ **Limits on amounts candidates and their families can contribute to their own campaign:** In both bills, limits are \$50,000 by presidential candidates, \$35,000 by Senate candidates and \$25,000 by House candidates.

▪ **Depository for reports on contributions and expenditures:** House bill specifies secretary of Senate and clerk

of House; Senate bill would create six-member bipartisan Federal Elections Commission.

▪ **Unsecured credit to candidates:** Both measures direct FCC, Interstate Commerce Commission and Civil Aeronautics Board to promulgate regulations in this area.

Congressman Brown, who had a telephone conversation with the President last Wednesday (Dec. 1), said Mr. Nixon was "very pleased with the way it [the House legislation] came out thus far," but added the President expressed reservations about a few aspects of the bill—principally the lack of Section 315 repeal.

Mr. Brown also said the President reiterated his adamant opposition to a provision in a Senate-approved tax-cut bill to use tax dollars to fund presidential campaigns (BROADCASTING, Nov. 29). Earlier in the week, the President had announced through White House Press Secretary Ronald Ziegler that he would veto the tax bill if it included the campaign-financing plan and other amendments he considers inflationary. House and Senate conferees were still working the tax legislation as of late last week.

Meanwhile, Deputy White House Press Secretary Gerald Warren said last week of the political-spending legislation: "It is apparent the House has approved as comprehensive a bill as the Senate has" and he predicted that differences would be worked out. But, he did not indicate whether the President would accept the House version.

BusinessBriefly

Hunt-Wesson Foods Inc., Fullerton, Calif., a subsidiary of Norton Simon Inc., New York, through William Esty, will sponsor a repeat of *The Night the Animals Talked* on ABC-TV. The animated special will be telecast Friday, Dec. 17 (8-8:30 p.m.). Hunt-Wesson underwrote first telecast on Dec. 5, 1970, sent-order negotiations.

Eastman Kodak Co., Rochester, N.Y. and **Kraftco Corp.**, New York, both through J. Walter Thompson Co., and **Chesebrough-Ponds Inc.**, New York, and **Noxell Corp.**, Baltimore, both through William Esty Co., will sponsor *The Andy Williams Christmas Show* on NBC-TV Tuesday, Dec. 14 (9-10 p.m. NYT).

Reappointments

▪ **WCAR-AM-FM Detroit, WSUN(AM) St. Petersburg-Tampa, Fla.:** Robert E. Eastman & Co., New York.

▪ **KSON(AM) San Diego:** Blair Radio, New York.

FTC clobbers Sunoco TV ads

Charges '260 action' ads mislead consumers on uniqueness of gasoline

The Federal Trade Commission last week issued a proposed complaint against the Sun Oil Co. alleging that its television advertising misrepresents power and performance characteristics of its gasoline.

Issued under the FTC's consent-order procedure, the proposed complaint includes William Esty Co., New York, Sun Oil's agency.

Three Sunoco TV ads were singled out as typical: Two feature demonstrations in which an auto pulls a trailer up a ramp of a coliseum, or pulls boxcars along a railroad track. The other is an animated cartoon in which Don Quixote and Sancho Panzo are on "a glorious quest" for "the world's highest octane gasoline."

The complaint states: "These demonstrations are not evidence which actually proves that Sunoco gasolines blended with 'Sunoco 260 Action' are unique or unusual, as represented . . . Other gasolines of comparable octane rating will also provide the power necessary to enable an automobile to perform the tasks depicted."

In addition to halting the alleged misrepresentations, the FTC complaint would require that "at least 25% of all advertisements for Sunoco gasoline for a one-year period be devoted to a clear disclosure that, contrary to prior representations that automobile performance depends on octane levels, automobiles do not perform better with Sunoco than with other gasolines of equal octane."

Sun Oil's products group president, Robert W. Donohue, refuted the charges. In a prepared statement released after the FTC announcement, Dec. 2, Mr. Donohue claimed that during the past year Sun has extensively documented its advertising claims to the FTC. "The proposed complaint," he said, "clearly demonstrates that the FTC has chosen to ignore our technical documentation. In fact, it appears that the FTC has even sought to inject into our advertising things that we have never claimed."

Therefore, he said, "Sun plans to vigorously oppose this complaint." The commission said it has offered the company an opportunity to enter into consent order negotiations.

Mr. Donohue did not indicate if Sun is interested in such a resolution. Sun spent about \$6.5 million in television last year; over \$3.5 million network, and nearly \$3 million in spot.

Consider the people.

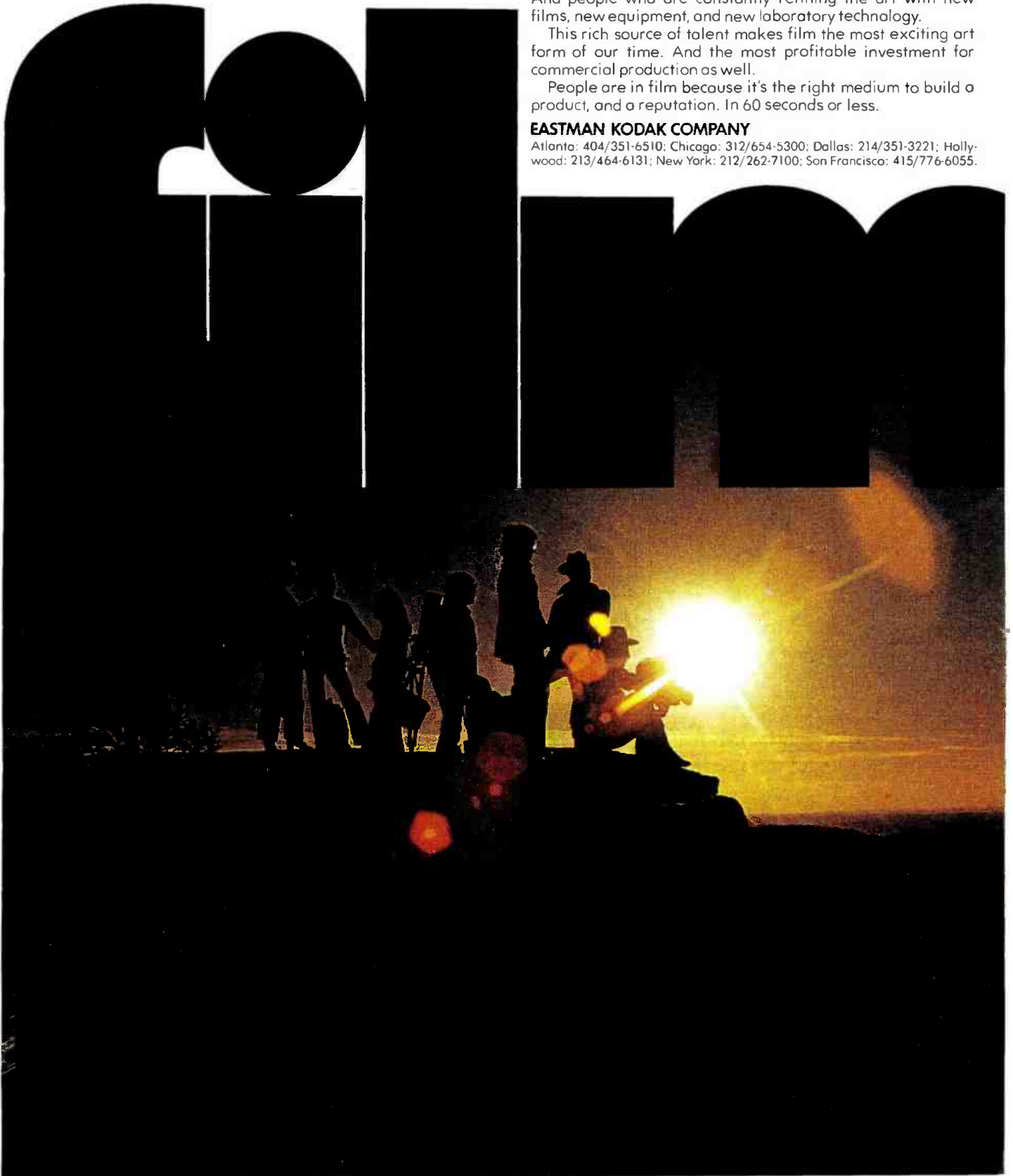
The film image can startle. Entertain. Innovate. Persuade. But the real power of film is people. People who are drawn to the personal freedom of the film medium. People who are expanding the possibilities of film through new techniques. And people who are constantly refining the art with new films, new equipment, and new laboratory technology.

This rich source of talent makes film the most exciting art form of our time. And the most profitable investment for commercial production as well.

People are in film because it's the right medium to build a product, and a reputation. In 60 seconds or less.

EASTMAN KODAK COMPANY

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



An important message for everyone who travels by air.

Some 170 million passengers fly U.S. scheduled airlines every year. That's three out of four people who take public transportation between cities, nine out of ten who go overseas.

Most of them don't pay much attention to airline economics. All they care about is that we get them where they want to go—safely, quickly and comfortably.

Things Are Looking Brighter

For those who do know we had a rocky year in 1970, we're relieved to report that for most of us 1971 looks a bit brighter. We've had a small general fare increase, but more important, we've gone all out, industrywide, to improve our economic position.

How have we turned things around from a \$200 million loss in 1970 to about a break-even in 1971?

Airlines Take Drastic Steps

Mainly by cutting costs. Since 1969, we've eliminated nearly 700 daily flights to get capacity more in line with demand. We've retired some aircraft early, stretched out delivery dates of some new aircraft, canceled orders for others. The hardest thing we've had to do is furlough employees—12,000 in 1970 and maybe as many as 10,000 more this year.

The one thing we have *not* done is cut the basic

quality of our service to passengers. On the contrary, we've guarded that quality—and come up with innovative marketing and new fare inducements to get more people into the air.

But Industry Has Built-in Problems

A jump in passenger traffic will be helpful, but it won't come close to solving our problems. Airline economics aren't that simple. For example, we're more vulnerable to recessions than most other industries. And another business downturn could be crippling.

Airlines must cope with severe built-in problems—related both to economics and to regulation—that won't be overcome by either traffic increases or periodic belt-tightenings.

If the airlines are to continue to serve you and the nation well, such problems must be faced and solved. We'll have further messages on the subject.

New Booklet Available

You depend on airlines to get you where you want to go. What better reason to learn the facts about this vital industry? Write for the illustrated booklet, "Economics of Air Transport: An Overview," to Air Transport Association of America, Dept. D, 1000 Connecticut Avenue, N.W., Washington, D.C. 20036.

The Airlines of America
The Shortest Distance Between People

A billion dollars in spot TV

Third quarter pushes year's total over that point; Procter & Gamble remains the biggest spender in 1971

Advertiser investments in spot television in 1971 passed the \$1-billion mark at the end of the third quarter. Estimated spending in the quarter totaled \$328,031,700, according to an announcement today (Dec. 6) by the Television Bureau of Advertising. Figures are from Broadcast Advertisers Reports, based on monitoring 259 TV stations in 75 markets.

Estimated expenditures by quarter and total for the nine months, according to TVB:

1971	
First quarter	\$ 291,923,100
Second quarter	382,181,700
Third quarter	328,031,700
Nine months total	\$1,002,136,500

As expected, the largest allocation in the third quarter was to nighttime television, totaling \$107.9 million—a 33% share of all investments—compared with 32% of total revenues in nighttime in the same quarter a year ago.

The 30-second announcement accounted for most advertising dollars, \$242.1 million, or 74% of the total, compared with \$210 million or 67% of the total in third-quarter 1970.

Though TVB avoids comparisons of 1971's spot estimates with 1970's on grounds that the figures are not comparable in all respects, the estimate for last year's third quarter was \$313.5 million in spot. It was obvious also that Procter & Gamble spent more in spot on a comparable quarterly basis. P&G invested an estimated \$13.2 million in spot in third-quarter 1970; in this year's period the advertiser spent an estimated \$21 million.

Over the nine months, TVB reported, 1,898 national and regional companies used spot television in the monitored markets.

The top-100 spot buyers

Company	Expenditure
1. Procter & Gamble	\$21,046,400
2. Colgate-Palmolive	11,356,700
3. General Foods	11,203,000
4. American Home Products	9,353,600
5. Lever Brothers	7,375,300
6. Alberto-Culver	6,418,900
7. Coca-Cola	5,530,600
8. William Wrigley Jr. Co.	5,128,100
9. PepsiCo Inc.	5,022,500
10. Bristol-Myers	5,011,200
11. Mattel Inc.	4,915,900
12. General Mills	4,780,500
13. General Motors	4,698,200
14. Kraftco Corp.	3,822,500
15. Quaker Oats	3,429,200
16. Toyota Motor Distributors	3,396,600
17. Seven-Up Co.	3,250,400
18. Warner-Lambert Pharmaceutical	3,202,400
19. Kellogg Co.	3,138,200
20. Triangle Publications	2,930,600
21. Miles Laboratories	2,738,000
22. International Tel. & Tel.	2,715,000
23. Carter-Wallace	2,585,200
24. Royal Crown Cola	2,545,600

Company	Expenditure
25. Ralston-Purina	2,441,100
26. H. J. Heinz Co.	2,426,700
27. Gillette	2,419,200
28. American Cyanamid	2,370,500
29. Johnson & Johnson	2,335,400
30. Shell Oil	2,334,000
31. C. P. C. International	2,236,600
32. Nestle Co.	2,222,300
33. Standard Oil Co. of N.J.	2,181,000
34. Morton-Norwich Products	2,165,100
35. Jos. Schlitz Brewing	1,927,900
36. Deluxe Topper	1,904,800
37. Sterling Drug	1,897,400
38. Noxell Corp.	1,835,800
39. Scott Paper	1,772,500
40. Carnation Co.	1,753,400
41. Squibb Corp.	1,747,700
42. Ford Motor	1,699,500
43. Norton Simon Inc.	1,603,300
44. American Express	1,579,700
45. Consolidated Foods	1,569,900
46. Union Oil Co. of Calif.	1,501,400
47. Beatrice Foods	1,475,000
48. American Airlines	1,452,600
49. Standard Oil Co. of Ohio	1,446,900
50. Mennen Co.	1,366,600
51. E. & J. Gallow Winery	1,357,100
52. Standard Oil Co. of Calif.	1,336,200
53. American Can Co.	1,301,400
54. Nabisco	1,279,100
55. Heublein Inc.	1,265,000
56. Standard Oil Co. of Ind.	1,257,800
57. Hartz Mountain Products	1,244,400
58. Rio Tinto-Zinc Corp.	1,217,400
59. Campbell Soup	1,204,000
60. Atlantic-Richfield	1,152,300
61. Rothmans of Pall Mall Canada	1,151,600
62. Schering-Plough	1,120,400
63. Rheingold Corp.	1,091,900
64. A. H. Robins Co.	1,089,000
65. Stroth Brewery	1,081,400
66. UAL Inc.	1,054,700
67. Mobil Oil	1,050,200
68. Scott's Liquid Gold	1,043,200
69. Standard Brands	1,042,000
70. S. C. Johnson & Son	1,033,200
71. Chrysler	1,022,900
72. Hoover Co.	1,021,000
73. Hanes Corp.	1,019,500
74. Doctor Pepper	1,013,600
75. William Underwood	1,013,000
76. Avon Products	992,000
77. Philip Morris	980,100
78. Westinghouse Electric	978,200
79. Greyhound	973,000
80. RCA Corp.	969,700
81. F. & M. Schaefer	967,200
82. Pennwalt Corp.	949,800
83. Borden	935,300
84. Pillsbury	890,300
85. Quaker City Chocolate and Confectionery Co.	878,000
86. Datsun Auto Dealers Assn.	873,700
87. Marshall Cavendish	873,500
88. Columbia Broadcasting System	854,600
89. Ideal Toy	851,700
90. Dow Chemical	824,600
91. Nissan Motor Corp. USA	820,900
92. Interstate Brands	817,600
93. Pabst Brewing	813,600
94. Porex Corp.	809,900
95. Smith Kline & French Labs	779,700
96. Getty Oil	774,600
97. Pfizer Inc.	764,900
98. American Tel. & Tel.	745,900
99. General Tel. & Elec. Corp.	744,200
100. Anderson Clayton & Co.	740,100

Spot television expenditures by product classification

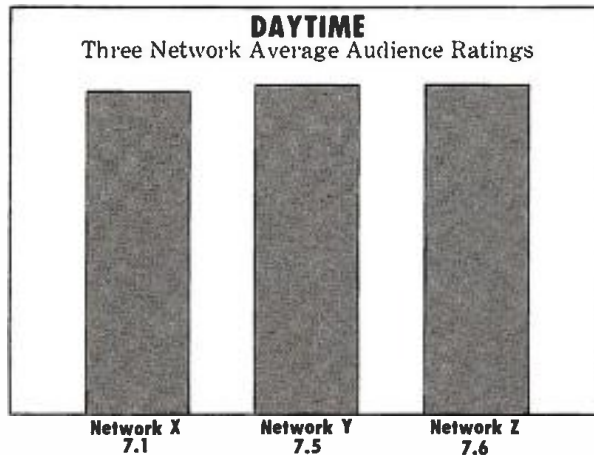
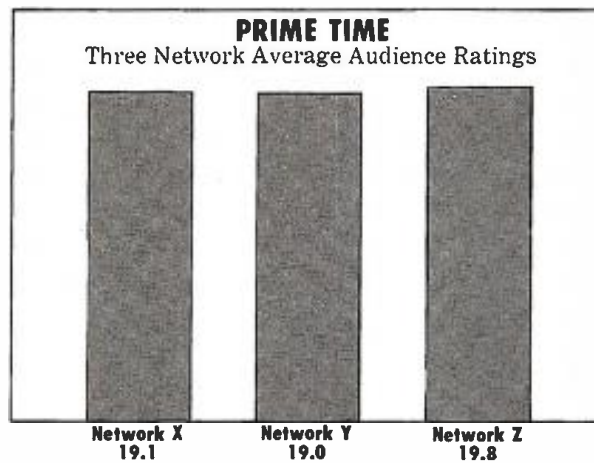
	3rd Q. '71	Jan.-Sept. '71
Agriculture and Farming	\$ 760,800	\$ 3,979,500
Apparel, Footwear and Accessories	8,419,000	25,336,500
Apparel fabrics and finishes	419,500	1,653,300
Footwear	2,380,700	5,913,700
Hosiery	2,031,100	8,072,500
Ready-to-wear	1,324,200	2,916,300

Company	Expenditure	
Underwear, foundations and bras	2,019,600	5,142,800
Misc. apparel, accessories and notions	243,900	1,637,900
Automotive	21,254,000	76,828,600
Passenger cars	16,922,600	61,397,700
Tires and tubes	2,396,700	6,536,400
Trucks and mobile homes	529,400	4,098,500
Misc. auto accessories and equipment	1,406,300	4,796,000
Beer & Wine	18,011,000	56,824,400
Beer and ale	14,985,700	47,909,200
Wine	3,025,300	8,915,200
Building Materials, Equipment & Fixtures	2,274,600	7,894,400
Building materials	356,100	1,573,700
Equipment fixtures and systems	1,013,800	3,304,300
Protective coating and finishes	904,700	3,016,400
Confectionery and Soft Drinks	30,377,600	84,537,400
Confectionery	9,636,800	30,668,700
Soft drinks	20,740,800	53,868,700
Consumer Services	2,345,600	5,924,600
Communications and public utilities	56,700	100,500
Engineering and professional services	1,463,100	4,143,200
Financial	825,800	1,680,900
Drugs and Remedies	19,992,000	68,154,800
Cold, cough and sinus remedies	3,151,700	15,789,500
Digestive aids and antacids	2,714,000	8,166,300
Headache remedies and sedatives	7,444,900	22,537,900
Laxatives	212,900	862,700
Medical equipment and supplies	1,215,800	3,580,300
Skin products and liniments	1,437,100	5,682,500
Vitamins	957,700	4,011,100
Misc. drugs and remedies	2,857,900	7,524,500
Food and Food Products	71,258,600	220,671,900
Appetizers, snacks and nuts	2,448,800	6,566,600
Bakery goods	8,201,400	26,546,600
Cereals	9,422,900	24,010,300
Coffee, tea and cocoa	11,021,700	34,440,700
Condiments	2,916,400	9,310,000
Dairy products	6,457,100	18,967,000
Desserts and dessert ingredients	2,010,200	6,330,000
Flour and baking mixes	1,066,600	2,967,700
Fruit and vegetable juices	1,561,600	4,916,000
Fruits and vegetables	2,716,600	10,094,000
Health and dietary foods	370,800	1,591,500
Infants' foods	414,100	1,061,700
Meat, poultry and fish	5,379,100	15,557,100
Pasta products and dinners	922,200	5,155,300
Prepared dinners and dishes	2,667,700	11,008,400
Salad dressings and mayonnaises	3,637,800	7,954,400
Shortening and oil	3,003,100	11,257,100
Soups	585,200	2,551,600
Sugars, syrups and jellies	642,000	2,368,500
Misc. food and food products	5,813,300	18,017,400
Gasoline, Lubricants and Other Fuels	14,968,400	44,747,500
Horticulture	345,300	3,766,000
Household Equipment and Supplies	18,043,300	62,623,300
Deodorizers and air fresheners	424,200	1,375,900
Disinfectants	577,100	3,591,200
Food wraps and foils	3,517,500	10,505,900
Household paper products	7,631,500	20,427,300
Insecticides	1,436,600	3,698,300
Major appliances	2,865,000	11,136,600
Small appliances and equipment	643,000	3,272,900
Misc. accessories and supplies	948,400	8,615,200

continues

The Net Net Net of it

With the 1971 television season at mid-point, ABC's remarkable national audience growth has brought about a virtual tie for first place. In the two most competitive areas of programming, only a fraction of a rating point separates the three television networks. In prime-time ABC has captured first place twice in the four most recent national report weeks.



But the real news is how all this happened...

ABC has demonstrated a remarkable growth in audience over last year.

ABC Prime time...up 14%
ABC Daytime...up 20%
ABC Late night...up 21%
ABC News...up 18%
ABC NFL Football...up 19%
ABC Saturday daytime...up 31%

In fact, ABC has outgrown the other two networks in every major area of programming. ABC has also maintained its strength in the vital target audience, adults 18-49, by growing there too. At mid-point in the new television season, only one network has shown program vitality and grow power like this. The net, net, net of it is obvious. For viewers and advertisers alike...



This is the place to be 
ABC Television Network

Source: NTA Rating Reports, Average Audience four weeks ending 11/14/71 vs. 11/15/70.
All audience data quoted are based upon estimates from the rating service cited. Qualifications available upon request.

	3rd Q '71	Jan.-Sept. '71
Household Furnishings	1,875,400	7,218,700
Floor covering	329,600	1,512,800
Furniture	1,051,900	3,522,100
Household fabrics and finishes	261,600	989,900
Misc. household furnishings	232,300	1,193,900
Insurance	2,249,400	9,938,500
Jewelry, Optical Goods and Cameras	587,400	3,855,000
Cameras and photographic supplies	403,000	3,032,300
Jewelry, watches and optical goods	184,400	822,700
Office Equipment, Stationery and Writing Supplies	675,800	1,836,400
Pets and Pet Supplies	11,345,800	28,177,100
Publishing and Media	5,645,800	14,595,400
Radios, Television Sets and Musical Instruments	6,768,900	18,112,100
Musical instruments	193,200	395,600
Record and tape recordings	3,727,200	10,423,600
Radios, TV sets, phonographs and recorders	2,720,200	7,006,400
Misc. components and supplies	128,300	286,500
Smoking Materials	1,201,600	3,660,800
Cigars and tobacco	1,194,600	3,516,500
Misc. smoking materials and accessories	7,000	144,300
Soaps, Cleansers and Polishers	30,670,200	84,273,500
Cleansers and polishes	11,351,900	33,558,200
Laundry preparations	5,993,800	14,790,400
Soaps and detergents	13,324,500	35,924,900
Sporting Goods and Toys	11,127,600	25,377,200
Games, toys and hobbycraft	10,215,300	22,832,700
Sporting goods	912,300	2,544,500
Toiletries and Toilet Goods	41,070,000	111,383,500
Cosmetics and beauty aids	5,268,800	15,703,700
Dental supplies and mouthwashes	6,473,700	19,772,500
Depilatories and deodorants	4,412,700	10,073,700
Feminine hygiene products	1,806,300	4,487,300
Hair products	14,581,300	37,450,700
Men's shaving equipment	884,000	4,764,100
Men's toiletries	1,681,400	5,150,800
Toilet soaps	3,831,300	8,063,400
Women's shaving equipment	14,300	174,200
Misc. toiletries and toilet goods	2,116,200	5,743,100
Travel, Hotels and Resorts	6,143,600	28,201,200
Airlines	5,339,100	24,826,400
Buses	637,400	1,858,400
Car rental	167,100	1,515,200
Steamships	—	1,200
Miscellaneous	620,000	3,955,200
Total	\$328,031,700	\$1,001,673,500

Grey goes to Minneapolis

Grey Advertising opened an office in Minneapolis on Dec. 1. James L. Allen Jr., formerly director of planning and special projects, Campbell-Ewald, Detroit, heads the office as vice president and general manager. Donna Dunkelberger, former general executive, Schuller, Candee & Saueressig Advertising Agency, Bismarck, N.D., is media specialist. Among accounts served by the new office is the Dayton chain of department stores, for which Grey will handle broadcast advertising.

Shake-up at Lennen & Newell

Money problems prompt Toigo to give up presidency; media are promised they will be paid for advertising

Financially troubled Lennen & Newell is running fast to reassure major media that it will not default on payments. Last Tuesday (Nov. 30) the New York-based agency announced its money plans and a corporate reorganization.

Adolph J. Toigo, whose ownership of the agency amounts, by his own calculation, to about 95% of the outstanding stock, will sell about two-thirds of his block to key agency executives domestically and internationally.

Mr. Toigo, who over the past 17 years has been in sole control of the agency, was its top officer during the most of that time. In the reorganization, Mr. Toigo, 60, becomes chairman and chief executive officer. He relinquishes the title of president and chief operating officer to William C. Lyddan, executive vice president responsible for account development.

The reorganization includes the appointment of a new, six-man steering committee at the agency. The new committee includes "three of our best creative people and three of our best management people," said Mr. Lyddan, who added, "It will be a truly operating, functional group."

Mr. Lyddan serves as chairman of the steering group, whose members also include Donald Campbell, executive vice president, management; Jack Stack, senior vice president-management account supervisor; Richard Mancini, William Warner and Edward Flynn, all senior vice presidents in the creative area.

Finance-wise, Mr. Lyddan said that those media selling space and time to Lennen & Newell as of Dec. 1 will be paid by the agency on the issuance of an invoice.

It has been general knowledge that L&N has had difficulty meeting payments in recent months. Mr. Lyddan said that the agency has all intentions of becoming current in its billings and that "we are hopeful of working out deferred payments" with such major-media companies as the television networks and national magazines for payments due. He did not disclose the amount owed.

Lennen & Newell's officials attribute the financial difficulties to several developments. They cite, among others, the acquisition of Geyer-Oswald in early 1970 (the merged agency produced \$4-million-less revenue than was expected) and reduced ad budgets in the soft economy. Noted by Mr. Lyddan, for example, was the failure of

many new products to get out of regional distribution because of the slow-down economy.

It was indicated that L&N's financial structure will be strengthened as the agency completes its plan for phasing sell-offs of stock to key employees along with the sale of some of its ownership of agency operations in such cities as San Francisco, Los Angeles, Dallas, Seattle, Chicago, Honolulu and Anchorage, and several cities abroad.

Mr. Lyddan puts current billings at Lennen & Newell at about \$100 million. In 1971 the agency is expected to bill \$52 million in broadcast, of which approximately \$41 million is in television and \$11 in radio.

Networks seek rise in rate ceilings

Two of the three TV networks have applied to the Price Commission for increases in rates on 30-second commercials.

ABC's submission is being held up by a commission request for additional details. NBC's was returned to the network for resubmission by RCA, which is the parent company.

CBS has filed no submission. A spokesman for the CBS/Broadcast Group said he did not know whether CBS would also file immediately. "We may wish to hold back in view of the Cranston amendment," he said. That amendment, introduced by Senator Alan Cranston (D-Calif.) and passed by the Senate last week, would exempt broadcasting and other communications from price-wage controls (see page 42).

The price-wage freeze affected network-TV pricing by rolling back prices from those quoted last spring for the fall of 1971 to the levels charged advertisers in the fall of 1970. The submissions by ABC and NBC ask for allowable percentage increases over the rolled-back base.

In its submission, NBC said it understood that under the regulations "the prices specified in binding contracts entered into prior to Aug. 15, 1971, are allowable with respect to any delivery occurring after Nov. 13, 1971.

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First step in the Wiley shuffle

He's nominated to FCC as prelude to recess appointment; White House buys time on selection of black nominee

President Nixon last week followed Act I of the script on filling the Republican vacancy at the FCC created by the resignation last month of Robert Wells. He sent to the Senate the nomination of Richard E. Wiley, of Northbrook, Ill., the commission's 37-year-old general counsel, who has built his career to date on a record of activism both in the legal profession and Republican politics, to complete the term that ends June 30, 1977 ("Closed Circuit," Nov. 29).

Mr. Wiley's selection is expected to give FCC Chairman Dean Burch strong support—Mr. Wiley not only has high personal regard for the chairman, he owes his job as general counsel and in part his nomination to him—and the commission a member who is wary about the use of government in regulating business.

However, there is no likelihood that Mr. Wiley will be confirmed as a commissioner in the current session of Congress, which is expected to end this week. Instead, Act II of the vacancy-filling process calls for the President to give Mr. Wiley a recess appointment when Congress goes home; this will enable him to begin serving as a commissioner and will restore the Republicans to their 4-to-3 majority. Mr. Nixon will complete the process when Congress returns in January by resubmitting Mr. Wiley's nomination to the Senate.

The scenario has been written to serve two purposes. It would permit Mr. Wiley to draw his \$38,000 salary as a commissioner after getting a recess appointment; the law would prevent his being paid if the nomination were not pending before the Senate when it adjourned. It would also give the White House additional time to settle on a black to replace Commissioner Robert T. Bartley (due to retire June 30, if not earlier) before the Senate hearing on Mr. Wiley's nomination.

The complicated script is dictated by the commitment the White House has made to Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, to name a black to the commission. Senator Pastore has taken considerable heat from blacks who have complained at FCC confirmation hearings over the past two years about the failure of the present and preced-

ing administrations to name a black or other minority-group member to the commission.

Because the script has been well publicized, Mr. Wiley's nomination has not created much of a ripple. (Another possible reason for the lack of stir was that the White House announced the appointment at the same time it announced appointments of greater na-

would, if necessary, seek to generate opposition to the Wiley nomination by making that relationship clear to all minorities, and by publicizing the importance of the position of an FCC commissioner.

Mr. Wiley, who has served as general counsel since September 1970, would be prepared to dig in on commission business and begin voting almost as



Mr. Wiley last week with senior correspondent Leonard Zeidenberg.

ditional interest, including the naming of a new commandant of the Marines.) And, so long as the remainder of the script is followed, blacks probably will not oppose the nomination. William Wright, of Black Efforts for Soul in Television, said the nomination neither surprised nor disturbed him.

But he made it clear he would "put things in motion to oppose" Mr. Wiley's nomination if a black is not named for the Bartley vacancy before Mr. Wiley goes before the Senate Commerce Committee for his confirmation hearing.

Noting that 1972 is "a political year," Mr. Wright said, "Very few people know the importance of the FCC as it relates to society." He indicated he

soon as the recess appointment is made. Chairman Burch, who said he was "very delighted," by the nomination, feels it would be particularly helpful if Mr. Wiley were to start serving "soon." He does not like doing the commission's business with six members.

And although Mr. Wiley might want to maintain something of a low profile by avoiding controversial votes until his confirmation hearing is safely behind him, he said last week he intends to vote "on every issue," other than those on which he had made recommendations to the commission as general counsel. "I can't hide under a rock," he said. "It's not fair to the commission."

Mr. Wiley might be appointed in time

for him to vote on the major CATV rulemaking package, which the commission hopes to dispose of by mid-December (see page 36). In addition, there are a number of other controversial issues that could reach the commission before the confirmation hearing, which might not be held before February—a major AT&T rate case, and proposals for overhauling the commission's license-renewal procedures, among them.

As general counsel, Mr. Wiley has not felt constrained to avoid expressing his views on controversial commission issues, either in commission meetings or in public forums. And what he has said has not been hard for broadcasters to take. On the matter of the fairness doctrine, for instance, he has expressed concern over court decisions extending the application of the doctrine to product commercials; he feels the present commercial system of broadcasting would be jeopardized if broadcasters were required to carry antiproduct spots responding to commercials that were said to raise controversial issues.

And he has expressed doubt as to the wisdom of the commission proposal to break up multimedia holdings in individual markets. He has said he would have to be convinced of the "deleterious effects" of such common ownership (BROADCASTING, May 3.)

Mr. Wiley became active in politics even before he was old enough to vote. At the age of 19, he was a GOP precinct chairman in suburban Chicago, and before joining the commission staff was a Republican committeeman from Northfield Township (where he once was president of the Young Republicans) and a commissioner of the Illinois Court of Claims. While an undergraduate at Northwestern, in the 1950's, he worked for Eisenhower-Nixon. In 1966, he was part of the team that helped elect Charles Percy to the Senate. And two years later, he headed United Citizens for Nixon-Agnew, and performed in a way that members of the Nixon White House remembered when they were making up lists of talent on which to draw for government jobs. His name was referred to Chairman Burch when the chairman was looking for a Republican general counsel.

Along with his political activities, Mr. Wiley was making a name for himself in the legal profession. After getting his law degree from Northwestern, in 1958, he became active in the American Bar Association; among other things, he was chairman of the Young Lawyers Section, between 1968 and 1969. He also taught at the John Marshall Law School, in Chicago, from 1963 to 1970, and was founding editor-in-chief of *Law Notes*, the largest legal quarterly publication in the U.S.

Mr. Wiley was assistant general coun-

sel of Bell & Howell Co., in Chicago, from 1968 to 1970, and a member of a newly formed firm, Burditt, Calkins & Wiley, before joining the commission. He had been in private practice in Chicago from 1962 to 1967, and was with the Office of the Army Judge Advocate General, from 1959 to 1962.

Mr. Wiley's elevation to the commission will present Chairman Burch with the problem of finding another general counsel. And indications are that, as in the case of Mr. Wiley, the chairman will go outside the commission to look for candidates. Because of the considerable break-in period any new general counsel would require, it appears that the commission will be without a fully functioning general counsel's office for some time; and this at a time when the office, like others in the commission, is already hurt by over-all cutbacks in government personnel.

As for Mr. Wiley, those who have followed his progress do not believe he has necessarily reached the zenith of his career in government, or even at the FCC. If Chairman Burch resigns—and he is not expected to serve out the remainder of his term, which runs until 1976—Mr. Wiley would be regarded as a likely candidate to succeed him. However, that assumes that if Mr. Burch does remain until after the 1972 election, Mr. Nixon is returned to the White House.

Important as the FCC nomination was to Mr. Wiley, it was probably the second most significant piece of news the Wiley household was awaiting last week. Mr. and Mrs. Wiley were expecting momentarily the birth of their third child.

Whitehead paints a gloomy picture

No chance for five-year or permanent financing for public broadcasting, he says

Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, had some more unpleasant news last week for the Corporation for Public Broadcasting in their dispute over a long-range financing bill.

He said there was no chance Congress would approve an authorization bill providing for funding for more than three years.

Although OTP and CPB have become bogged down in a dispute over Mr. Whitehead's contention that CPB was developing a centralized national network contrary to the intent of the Public Broadcasting Act, it had been assumed that whatever bill emerged

would provide for financing for five years. The financing bill OTP submitted to the Office of Management and Budget last summer, and then withdrew after it came under fire from CPB, would have authorized funds for each of five years.

But in an appearance at the National Press Club, on Wednesday, Mr. Whitehead said that "a three-year authorization is the best we can do on financing." He said he had been informed that the House Commerce Committee "as a rule", does not approve legislation authorizing funds for any longer period.

This came as a surprise in view of the CPB financing bill introduced in the House last month by Representative Torbert Macdonald (D-Mass.), chairman of the Commerce Committee's Communications Subcommittee. It would establish a fund in the Treasury from which CPB would draw funds over the next five years (BROADCASTING, Nov. 22).

An OTP official said later that "everyone," including CPB officials, was pessimistic about the likelihood of Congress approving a five-year authorization. He termed the five-year provision in the Macdonald bill as "unrealistic."

However, a CPB spokesman said that although CPB was aware of the House committee's reluctance to approve five-year authorizations, it had not given up hope of getting one.

(Furthermore, congressional observers noted that the uniqueness of CPB might put it beyond the scope of the House Commerce Committee policy on longer-than-three-year financing. CPB could be defined as the kind of nongovernmental agency to which the policy does not apply; or, five years could be regarded as the kind of "long-range" financing for CPB the committee has endorsed in several reports.)

Mr. Whitehead also laid to rest any lingering hope that "permanent" financing would be made available, either through an excise tax whose proceeds would be dedicated to public broadcasting, or any other device. Not only would such a proposal have no chance in Congress, he said; he regards permanent financing as "bad public policy." It would eliminate what he feels is the essential element of "accountability."

And, in answer to a question, he took a swipe at CPB's National Public Affairs Center for Television for the salaries it is paying some of its newsmen—\$85,000 to Sander Vanocur and \$65,000 to Robert MacNeil (BROADCASTING, Nov. 15). "It's a matter of concern that public money" is being spent to pay that kind of salary, he said. "It's more than cabinet members get."

The heads of executive departments

earn \$60,000 annually. (Mr. Whitehead is paid \$40,000.

Then, in an echo of his complaint that CPB is attempting to emulate the service provided by commercial television, he said, "We didn't expect public television to get into competition with commercial television for talent."

Two after-deadline denial petitions

Last month the FCC told two California citizen groups that they could not file a petition to deny the license-renewal application of KERO-TV Bakersfield any later than Nov. 1, the cut-off date for such filings. The groups failed to meet the deadline and now complain FCC administrative procedures were at fault.

The two petitioners, the Kern Council for Civic Unity and Community Service Organization, filed their petition to deny last week—almost at the same time that the commission's Broadcast Bureau was granting KERO-TV's renewal in a routine action.

And later in the week, a coalition of San Francisco minority groups filed a late petition to deny the renewal of KCBS(AM) there. That station's renewal has also been granted routinely.

Actually the KERO-TV petitioners filed

two pleadings last week. One was the formal petition to deny; the other was a petition for reconsideration of the FCC action on Nov. 5, denying them an extension of time to challenge the station. In the latter document, they complained that roughly half the time they had to examine KERO-TV's renewal application was eaten away by the fact that they could not get the application until Sept. 21—three weeks after it had been filed. An employe of the Office of Communications of the United Church of Christ, which aided them in their efforts against KERO-TV, made repeated efforts to obtain copies of the renewal application from the FCC public reference room only to find that the document was still being processed at an Arlington, Va., reproducing firm, the petitions said. Examination of the application at the KERO-TV studios, the petitioners claimed, was not practical because of the bulk of the three-volume document and the fact that the petitioners' consultants were stationed in New York and Washington.

The denial petition asserted that KERO-TV has not adequately ascertained the needs of its community—particularly those of minority groups. Past programming at the station, it said, has been "inadequate in several areas and the station has tried to obscure this fact by deceptive logging practices, erroneous

program classifications and overstatements in its [renewal] application," and proposed programming does not rectify these deficiencies.

The petitioners against KCBS, which is the only all-news station in San Francisco, told the commission that the station's format obligates it to make a 100% effort to serve the needs of every member of the community—something they asserted KCBS had neglected to do. They added that the station is equally deficient in its public-affairs and instructional programming, that minority-group members play little or no part in the station management and that the station's renewal application indicates that KCBS intends to continue these "exclusionary policies."

The groups involved in the KCBS challenge are the Community Coalition for Media Change, the Bay Area chapter of the Japanese-American Citizen League, the Chinese Community Council and Mission Media Art. In asking the commission to accept the late-filed application, they contended that they were unable to prepare a case against KCBS by Nov. 1 because they were at that time drawing up petitions to deny against five other stations: KFRC(AM), KFMS(FM), KNBR-AM-FM and KPIX-TV, all San Francisco.



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ChangingHands

Announced

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

▪ WNBK-AM-FM-TV Binghamton, N.Y.; WFBG-AM-FM-TV Altoona, Pa., and WLYH-TV Lancaster-Lebanon, Pa.: Sold by Triangle Publications to newly formed Gateway Communications Inc., George A. Koehler, president, for \$16 million (see page 38).

▪ WHK(AM) - WMMS(FM) Cleveland: Sold by Metromedia Inc. to Malrite Broadcasting Co. for \$3.5 million (see page 38).

▪ KIXL-AM-FM Dallas: Sold by Robert A. and Pat Strauss to Robert A. Stuart for \$1,275,000. Robert Strauss is treasurer of the Democratic National Committee. He and Pat, his brother (a Dallas businessman), also own KCEE-AM-FM Tucson, Ariz. Mr. Stuart formerly was an executive vice president for TVAR, the Westinghouse rep firm. He is now semiretired. KIXL is a daytimer on 1040 khz with 1 kw. KIXL-FM operates on 104.5 mhz with 100 kw and an antenna 390 feet above average terrain. Broker: Blackburn & Co.

▪ WCME-AM-FM Brunswick, Me.: Sold by A. Abbot Coblenz to John R. Monson and Robert D. S. Condit for

\$241,000. Mr. Monson is an attorney. Mr. Condit owns WLNH-AM-FM Laconia, N.H. WCME(AM) is on 900 khz with 1 kw day. WCME-FM operates on 98.9 mhz with 80 kw and an antenna 205 feet above average terrain. Broker: Chapman Associates.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 52).

▪ **KOGO-FM San Diego:** Sold by Time Life Broadcast to Retlaw Enterprises Inc. for \$2.9 million (see this page).

▪ **WSOK(AM) Savannah, Ga.:** Sold by Joe Speidel to BCC Georgia Inc. for \$400,000. BCC is a subsidiary of Black Communications, a new corporation principally owned by black artists and businessmen. Its chairman is Ben Tucker, a jazz musician, composer and independent radio, television and record producer. He will act as general manager of WSOK. WSOK operates full time on 1230 khz with 1 kw day and 250 w night.

Time gets FCC go-ahead for sale of KOGO(AM)

The first step in Time Inc.'s divesture of its broadcast properties has been completed, with the FCC staff approval of the sale of Time's KOGO(AM) San Diego.

The action by the commission's Broadcast Bureau clears the path for the \$2.9-million transfer to Retlaw Enterprises Inc., which is owned by members of the Walt Disney family.

The KOGO approval is the first of 13 such actions Time has requested the commission to take. Time is selling all five of its television stations to McGraw-Hill Inc. and all eight of its radio facilities to various interests.

A joint statement from Clayton H. Brace, vice president and general manager of KOGO-AM-FM-TV, and Joseph C. Drilling Retlaw, vice president in charge of broadcasting, noted that the take-over of KOGO by Retlaw is expected to occur before the end of the year. It was not announced whether there will be any personnel changes at the station, but Wilson Edwards, KOGO's present general manager, will continue in that capacity under Retlaw ownership, according to the statement.

Retlaw, which is headed by William H. D. Cottrell, is the licensee of KJEO-TV Fresno, Calif. The company also operates the Santa Fe and Disneyland Railroad at Disneyland, and has minority interests in the rights to some Walt Disney Production films and owns legal rights to the Disney name.

KOGO(AM) operates fulltime on 600 khz with 5 kw.

Cooler heads prevail at NAB

'Rump' session of radio board members is off; 'special meeting' of all members will be held

Two weeks ago it was a rump session of many radio board members of the National Association of Broadcasters who seemingly wanted President Vincent T. Wasilewski's head. This past week, it has become a special meeting of the radio board, to be held the day before the regular board meeting in Florida next month, with the agenda open-ended to encompass all gripes—organization, personnel and policy.

The switch was announced last week by Andrew M. Ockershausen, chairman of the radio board, who notified all board members that the radio board would meet at 1 p.m., Jan. 17 at Marco Island, Fla. This is the day before the regular NAB board meeting begins.

Mr. Ockershausen said he took the action after conferring with a number of his directors who were active in promoting the now-canceled Dec. 13 meeting in Denver (BROADCASTING, Nov. 29). They agreed, he said, to call off the Denver meeting.

The action was confirmed by Jerry Lee, WQVR(FM) Philadelphia, one of the leaders of the earlier caucus call. Mr. Lee said that the principals of the

rump movement were satisfied that their grievances would be aired in Florida.

Up to last Tuesday, the Denver meeting was still scheduled, according to Mr. Lee, who acknowledged that some of those committed were having second thoughts. "A lot of these guys," Mr. Lee said, "have to check with their owners and may be told 'stay away.'" But Mr. Lee contended, he was sure that the Denver meeting would see between 18 and 20 NAB directors in attendance. He acknowledged, however, that Dale G. Moore, KGOV-TV Missoula, Mont., was still the only TV board member pledged to attend.

Target of the Denver session, and presumably still the number-one item on the agenda for the Marco Island meeting, is Mr. Wasilewski's tenure as chief executive of the association.

Dissatisfaction with other members of the NAB executive staff is believed to be rife among many directors, with the main target Paul A. Comstock and his government-relations department. Mr. Comstock, who joined the NAB in 1962 and was named executive vice president for government relations early

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this year, is said to lack the confidence of both radio and TV members especially because of the allegedly poor showing the NAB has made in Congress and the FCC in recent years.

Although the revolt seemed to be aimed at Mr. Wasilewski's removal, present thoughts on the part of some of the rebels tend toward acceptance of a renewal of the president's term for a year or two pending a search for candidates for the job.

"Someone like a Frank Stanton [CBS vice chairman]," one dissident reportedly has said.

Meanwhile, confusion about Mr. Wasilewski's formal agreement with the board, established two years ago after he let it be known he was not desirous of continuing in the post, was set at rest with the release by Mr. Wasilewski of the letter agreement of Dec. 16, 1969, signed by Willard E. Walbridge, Capital Cities Broadcasting Co., Houston, at that time chairman of NAB, and Mr. Wasilewski.

That letter reads as follows:

"Let this letter be the celebrated **CONTRACT** [emphasis in original] between you and the National Association of Broadcasters. With it, the NAB agrees to maintain your present compensation as a minimum as well as all business expenses which have been traditionally borne by the association.

"On your part, you agree to serve as our president for a term of two years ending January 31, 1972, and if, in that time you decide to terminate the present relationship at the end of the contract, we would appreciate having you give the chairman of the board at that time no less than six months, but preferably one year's notice of intention.

"And, finally, it should be understood that this contract should not be construed as legal fetters which would bind you and the association as unwilling partners. If your personal or professional situation should change radically during the term to the extent that you



Mr. Ockershausen



Mr. Wasilewski



Mr. Lee

would prefer to terminate prior to the end date, or if the NAB situation would change in similar manner, it is the intent of this instrument that you and the NAB would work out amicable and mutually agreeable terms of settlement.

"If this is agreeable in all respects

Mission accomplished

The campaign by the Rocky Mountain Broadcasters Association to place a representative on the CATV committee that represents broadcasters has been successful. Last week, Robert F. Kreuger, KTVB(TV) Boise, Idaho, president of RMBA, was named a member of the group by Vincent T. Wasilewski, president of the National Association of Broadcasters.

At the moment, however, there are no plans to continue meeting with cable-TV representatives, following the conference in New Orleans late last month which arrived at no decisions (BROADCASTING, Nov. 29).

with you, please sign your approval below, and we can all get about our business. With all good wishes."

At that time, Mr. Wasilewski was getting \$65,000 a year, plus \$10,000 in deferred compensation. He now gets \$15,000 in deferred salary plus the original \$65,000.

Mr. Wasilewski has noted privately that from 1965, when he succeeded Leroy Collins as NAB president, he was without a contract until he made the 1969 agreement. He has said also that he is willing to continue in his post, with or without a written contract.

Those TV sets are staying on longer

Nielsen's latest shows homes are watching more — with the affluent leading way

Television viewing has increased in the new season, and it has increased more, proportionately, in better-educated and higher-income households than in the average TV home.

These findings were drawn from an analysis prepared last week by the A. C. Nielsen Co., based on its National Audience Demographics (NAD) report for the period Sept. 27 through Oct. 24 this year versus the comparable period of 1970.

The figures showed that the average TV household used television 42 hours and 54 minutes a week this year, a 1% gain from the October 1970 average of 42 hours 29 minutes a week. But in homes where the head of household had a year or more of college education, the comparable increase was one hour and 17 minutes, or 3.3%, to a weekly

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average of 39 hours 46 minutes, while in homes with income over \$10,000 the gain was one hour and nine minutes, or about 2.7%, to an average of 43 hours and five minutes a week—more time than the average TV household.

Even in homes with income over \$15,000, increased usage matched the national average of 1%, reaching 38 hours 49 minutes per household.

In contrast, viewing time in homes with incomes between \$5,000 and \$10,000 was down about 2.4%—and in prime time was down 5.5% although in lower-income homes, as in those with

higher incomes, viewing time increased.

The prime-time (7:30-11 p.m.) usage pattern was mixed, presumable at least in part owing to the influx of local half-hours under the FCC access rule. In the average TV home, hours of prime-time set usage were off about 1%, to 14 hours 35 minutes a week, but they were up by almost as much in college homes and in those with incomes under \$5,000 and were up by slightly more (1.2%) where income exceeded \$10,000 (although prime-time usage dropped 1.5% in households with incomes over \$15,000). Prime-time tele-

vision usage by women declined 1.8%; while men increased 0.5%.

(Another study based on Nielsen data for October, conducted by NBC research, said that average-audience ratings of network programs in prime time increased 4% on the average and were up 6% in college homes and in those homes with income exceeding the \$10,000 mark.)

The Nielsen analysis showed that while both men and women increased their total viewing this year, the greatest increases were registered by those aged 50 and over.

Public TV salaries raise eyebrows on Hill

Irritation over big money paid to top talent clouds funding debate; Van Deerlin gets new figures from CPB

Public broadcasting's \$85,000 headache grew into a subject of widespread, sometimes heated interest on Capitol Hill last week.

That amount—the annual salary paid to Sander Vanocur, senior correspondent for the National Public Affairs Center for Television—has triggered expressions of outrage ever since it was introduced and lent a new dimension to the political shoving match over public broadcasting's future funding and structure (BROADCASTING, Nov. 15).

Now the debate has moved to new ground, although the Vanocur salary is still the principal basis of it all. Last week, at the request of Representative Lionel Van Deerlin (D-Calif.), the Corporation for Public Broadcasting sent to Capitol Hill a list of salaries—including those of officials in the principal Washington organizations, and of some of public television's top on-air talent.

Some on the Hill were irritated all over again by the slowness with which the data was delivered and the form in which some of it appeared. All salaries were listed, not by name, but according to the number of people within a particular pay grade, and most were stated in ranges of high and low instead of precise figures. "We're a little disappointed that they're still being so coy with us," a Van Deerlin aide said.

CPB did specify the salaries of its top officials. Its president, John Macy, makes \$65,000; Ralph Nicholson, vice president for finance, \$45,000; John Witherpoon, director of television activities, \$40,000. NPR President Donald Quayle is paid \$45,000. NPACT President Jim Karayn was listed as being in the \$36-42,000 range (and therefore makes less than half of Mr. Vanocur's salary, and about two-thirds of the \$65,000 paid to Robert MacNeil, another NPACT senior

correspondent). PBS simply listed its president, Hartford N. Gunn Jr., as being in the top executive's range of \$42,500-to-\$60,000. Washington sources said Mr. Gunn's salary is "nowhere near" the upper figure, but declined to nail it down.

The real issue, though, is the money paid to talent. They included the following: Bill Moyers, moderator of *This Week*, \$75,000 (another figure that raised some eyebrows on the Hill); Lewis Freedman, producer of *Hollywood Television Theater*, \$45,000; Fred Rogers of the children's program *Misterogers' Neighborhood*, \$40,000; Marshall Efron, *The Great American Dream Machine*, \$23,000 per 20-program series; William F. Buckley Jr.'s National Review Corp., \$11,500 per program for costs of *Firing Line* (Mr. Buckley's fee was not disclosed).

In a "Dear Van" letter accompanying the figures to Capitol Hill, Macy said that a total of 800 hours of new program production is to be distributed this year at an average cost per hour of \$45,745—"less than one-fourth the average cost per hour of commercial

broadcasting," he said. The document noted that 94% of CPB's money goes for programs, grants and services.

CPB had better luck getting its own figures together than it did those of the other Washington organizations. The corporation received a go-ahead from its board two weeks ago to make its pay scale public, but the other organizations, particularly PBS and NPACT, moved more slowly; they ultimately declined to release anything but general breakdowns without the authorization of their own boards. A CPB official, with a mixture of weariness and glee, said the "whole experience at least shoots holes in the Whitehead thesis [that public broadcasting is over-centralized]."

Mr. Van Deerlin, who inserted the figures in the *Congressional Record* late last week along with a statement, made passing reference to the corporation's slow delivery of the material. His principal concern, however, was still the salaries paid to the top newsmen public television has recruited. The drive for funding legislation, he said, "has not been improved by these revelations."

Several others in Congress feel the

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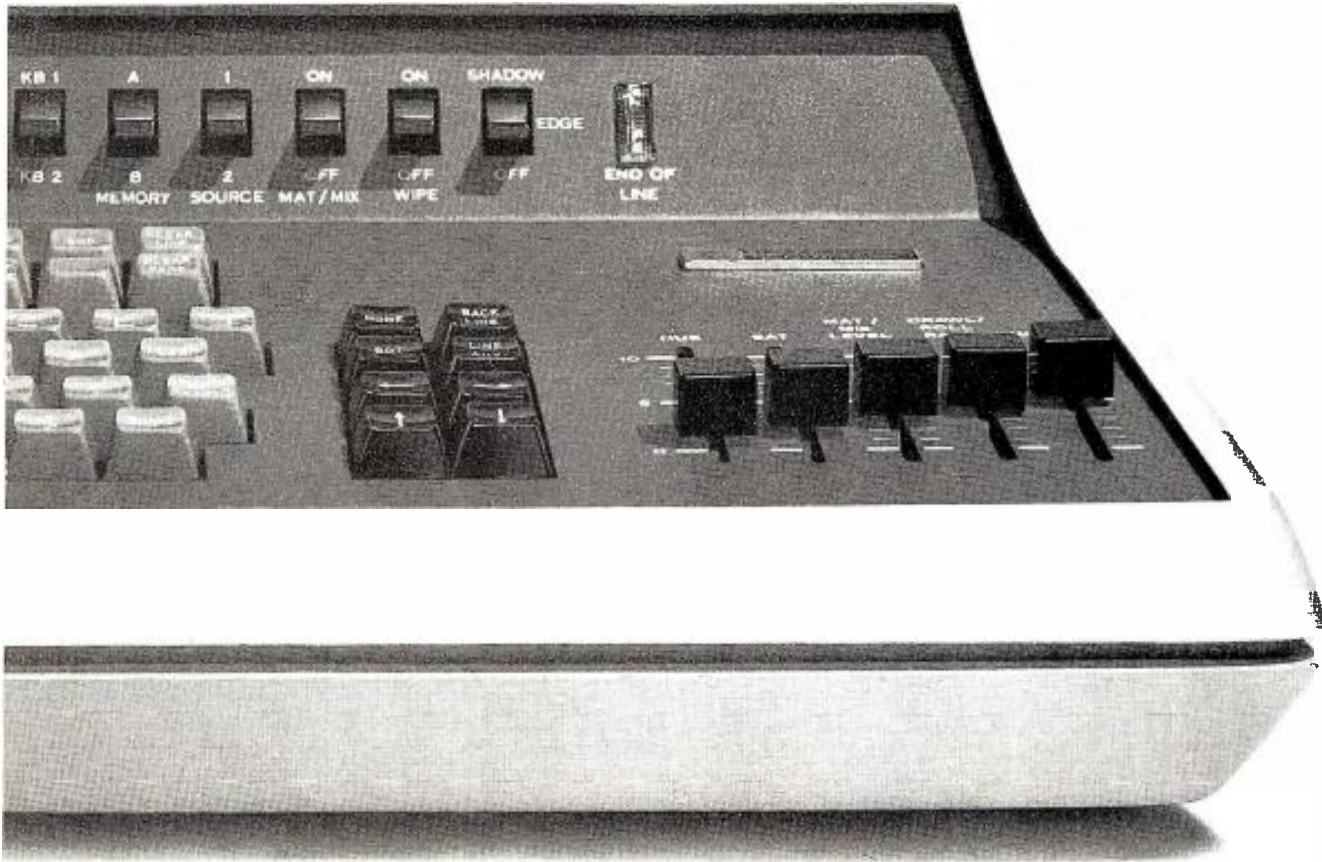
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same way. The most important of the group is House Commerce Committee Chairman Harley O. Staggers (D-W. Va.), who has expressed dismay at Mr. Vanocur's paycheck. He and others—including Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy (see page 29)—think that it indicates an attempt by public television to develop a "star" system and to compete with the networks, using federal money to do it. Mr. Staggers raised the possibility of an investigation and hearings separate from those to be held early next year on authorization of funds for CPB.

However, House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) is known to feel that any questions his colleagues or any-

one else may have about salaries can be answered at his subcommittee's hearings on funding.

Sovran independence

A Dallas-based radio-TV brokerage and consulting firm has gone independent of its associated broadcast interests. Sovran Inc. will serve the communications industry in the fields of sales, programming, engineering and general management consultation. The firm is headed by Robert O. Magruder, who most recently was vice president of Sovereign Broadcast, group owner of stations in Texas and Nevada with which Sovran was linked since its founding last April. Sovran Inc. makes its offices at 310 Park Cities Bank building, Dallas 75205.

Will Christmas come early for cable?

FCC is ready for final stages of revision of regulatory package, and Dec. 17 is last working day slated on CATV rules

The FCC this week will begin a line-by-line review of a completed draft of the rules it intends to adopt to overhaul, and extend, its regulation of CATV. If no hitches develop, the commission will complete its work by Dec. 17.

That, at least, is the last of four days the commission on Monday set aside for working over the bulky package that was to have been distributed to the commissioners late last week. Commissioners will start leaving Washington for the holidays during the week of Dec. 20, and the commission has set the end of the year as the date it intends to finish work on the rules.

If the commission keeps to its schedule, the rules would probably become effective earlier than the March 1 date it had originally designated. Chairman Dean Burch said the commission would probably make them effective 30 days after they are printed in the *Federal Register*, which would indicate an effective date of about Feb. 1.

However, adoption of the rules would not mark the end of the commission's work. In the "letter of intent" in which it informed Congress of the proposals it would transform into rules, the commission listed a number of further proceedings—either in the form of rulemaking or inquiry—that would be required.

One would involve the question of whether public television-station operators should be exempt from the rule now barring commercial television licensees from owning CATV systems in their communities. And in considering that matter the commission will review the rule as it applies to commercial broadcasters as well. Commissioner H.

Rex Lee feels strongly that ETV operators should not be deprived such cross-ownership, but there was no indication the commission is required to repeal the rule generally.

Other proceedings would deal with the rates CATV systems could charge subscribers and with the franchise fees communities could extract from cable systems and, in the area of federal-state/local relationships, with the delineation of which CATV services are interstate in nature and which intrastate.

Another major proceeding will concern the CATV relay of broadcasts of sporting events. The commission said it would issue a notice of proposed rulemaking aimed at determining "the full thrust and purposes" of the law permitting the blackout of home games of professional football, baseball, basketball and hockey teams, "and how best we can formulate a rule to implement these purposes." The commission also wants to look into the general question of CATV's implications for radio.

Nor is that all. The commission plans to establish two committees—one, composed of government, industry and public-interest group representatives, to aid it in dealing with federal-state/local relationships (BROADCASTING, Nov. 29) and one, made up of cable-industry experts, to help it establish technical standards beyond those the commission has already indicated it would adopt.

Documents dealing with some of these matters are expected to be ready for adoption at the same time the commission completes work on the rules.

The commission last week had its first chance to debate the compromise

agreement that the Office of Telecommunications Policy brought off among broadcasters, cable operators and copyright owners. The agreement ended the threat of one or more of the parties taking the issue to Congress, with all the delays that would entail.

However, it was not hailed by all of the commissioners. There was some private grumbling that Chairman Burch, who worked with OTP in bringing off the compromise, would have been better advised to keep his colleagues informed as the compromise was being put together.

Commissioners Nicholas Johnson and Robert T. Bartley were said to feel the agreement—which adds program-exclusivity and antileapfrogging provisions, provides for some protection for local radio against importation of distant AM and FM signals, and commits the parties to support copyright legislation—unbalances the package in favor of the broadcasters. Commissioner Robert E. Lee, on the other hand, feels it fails to give sufficient consideration to the needs of UHF. He and other commissioners may offer amendments.

Members of the commission are being visited by small-market CATV operators and broadcasters who are said to be expressing concern over the proposed rules. Representatives of the Rocky Mountain Broadcasters Association, who feel the proposals do not pro-

vide them with sufficient protection, will call on commissioners this week.

However, it was unlikely that the commission would attempt to make substantive changes in the compromise proposals. Such an effort would blow the agreement apart and, most likely, result in years of delay in the adoption of CATV rules, with each side looking to friends in Congress to champion its cause.

The administration had worked for the compromise to avoid just such a confrontation. However, at least one broadcaster has not given up hope of involving Congress in the CATV controversy. Rex G. Howell, chairman of XYZ Television Inc., licensee of three small-market television outlets, last week wrote Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, to hold hearings.

Mr. Howell expressed particular concern about the simultaneous-only non-duplication protection for programing provided for in the compromise agreement. Present rules afford same-day protection. He also expressed the view he can no longer look to the National Association of Broadcasters for assistance. "The NAB," he wrote, "has apparently written us off as already damaged beyond repair by the incursions of CATV and the host of regulatory problems which plague us."

Kahn gets five years in jail

Still claiming extortion by city officials, not bribery by him, cable pioneer will appeal

Irving B. Kahn, a co-founder of Teleprompter Corp. in 1951 and its chief executive officer for 20 years, was sentenced last week to five years in prison following his conviction on bribery, conspiracy and perjury charges.

Mr. Kahn, who was found guilty of charges involving the award to Teleprompter of an exclusive TV franchise in Johnstown, Pa. (BROADCASTING, Oct. 25), was given the maximum prison sentence by Judge Constance Baker Motley of the U.S. Southern District Court in New York. She imposed a sentence of five years on each of five counts, consisting of one count each of conspiracy and of perjury and three of bribery, but stipulated that the sentences are to run concurrently. In effect, Mr. Kahn could become eligible for parole after serving 20 months in prison or one third of his five-year term.

Mr. Kahn, who recently resigned as Teleprompter chairman but continued as an employe, remained free on \$10,000 personal bond pending appeal.

Teleprompter, the nation's largest cable-TV company, was fined a total of \$10,000 on four counts of bribery and conspiracy.

The company and Mr. Kahn were found guilty by a jury on Oct. 25 of charges of having paid \$15,000 in bribes in 1966 to Mayor Kenneth O. Tompkins of Johnstown and two of the city's councilmen, J. Howard Deardorff and Robert P. McKee, to assure their votes for the cable franchise in that city. Mr. Tompkins and Mr. Deardorff, who pleaded guilty before the Kahn-Teleprompter trial, testified for the prosecution and will be sentenced on conspiracy charges on Feb. 4. Mr. McKee pleaded not guilty and requested additional time to prepare his defense.

Before sentencing was imposed, Mr. Kahn read a statement conceding he had made the payments to the Johnstown officials but claimed the money had been extorted from him. He said he had yielded to the pressures of the Johnstown officials "solely to keep them



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from harming Teleprompter, not to gain favors for the company and certainly not for myself."

Regarding the perjury charge, Mr. Kahn said he had been "too proud not to answer and too ashamed to tell what had happened" when he was first questioned by a grand jury. He said he had told the truth when he made a later appearance before the grand jury.

Triangle spins off last seven stations

\$16 million to be paid by New Jersey group headed by George Koehler

The seven broadcasting stations left in Triangle Publications' portfolio were sold last week to a new corporation principally owned by a New Jersey publishing family and headed by George A. Koehler, general manager of Triangle's broadcasting division. The price was \$16 million.

The nine other stations in Triangle's original group were sold to Capital Cities Broadcasting Corp. last spring for \$110 million as part of a \$147-million transaction involving spin-offs of the radio properties and sales of three smaller-market television stations that Capcities owned (BROADCASTING, May 3). Capcities also acquired Triangle's program-syndication business as part of the package.

The stations sold last week were WBNF-AM-FM-TV Binghamton, N.Y.; WFBG-AM-FM-TV Altoona, Pa., and WLYH-TV Lancaster-Lebanon, Pa. The buyer, Gateway Communications Inc., will sell off all of the radio stations. Also acquired was a Triangle-owned closed-circuit television system now operating in the Park City shopping mall in Lancaster.

Gateway is 80% owned by the Bergen Evening Record Corp., of Hackensack, N.J. That corporation, headed by Malcolm A. Borg and owned by the Borg family, publishes the *Bergen Record* and *Sunday Call-Record*. The other 20% of Gateway stock is held by Mr. Koehler, Lewis Klein, Triangle's director of programming, and Morton H. Wilner, a partner in the Washington communications law firm of Wilner, Scheiner & Greeley. Mr. Koehler is president of Gateway.

Triangle's intention to sell its Binghamton, Altoona and Lancaster-Lebanon properties to Mr. Koehler and a buying group was made known at the time the Capcities sale received FCC approval (BROADCASTING, March 1). Triangle is owned by Walter Annen-

berg, now U.S. ambassador to Great Britain, and family. It retains ownership of large cable-television systems in Binghamton and Altoona, cable franchises in several other cities, *TV Guide*, *Seventeen*, the *Racing Form* and *Morning Telegraph*.

This will mark the *Bergen Record's* entry into broadcast ownership. Mr. Koehler has spent most of his career in Triangle's broadcast operations and has been general manager since early in 1968. Mr. Klein has been with Triangle for 22 years.

WBNF-TV is on channel 12 WFBG-TV on channel 10 and WLYH-TV on channel 15. All are CBS-TV affiliates.

WBNF(AM) operates full time on 1290 khz with 5 kw. WBNF-FM operates on 98.1 mhz with 10 kw and antenna 960 feet above average terrain.

WFBG(AM) operates on 1290 khz with 5 kw days and 1 kw nights. WFBG-FM operates on 98.1 mhz with 30 kw and antenna 1,020 feet above average terrain.

Metromedia trims its radio holdings

Malrite of Ohio plans to pay \$3.5 million for Cleveland AM-FM

Metromedia Inc. last week contracted to sell its WHK(AM)-WMMS(FM) Cleveland, to Malrite Broadcasting Co.

The \$3.5-million sale, which is subject to FCC approval, will reduce Metromedia's radio holdings to five AM and five FM stations. Malrite will be acquiring its fifth AM-FM combination.

John W. Kluge is the president and chairman of Metromedia, a publicly-owned corporation that owns WNEW-AM-FM-TV New York; WASH(FM)-WTTG-TV Washington; KSAN(FM) San Francisco; WIP(AM)-WMMR(FM) Philadelphia; KLAC(AM)-KMET(FM)-KTTV-TV Los Angeles; KMBC-TV Kansas City, Mo.; WCBM(AM) Baltimore, and KNEW(AM) Oakland. In addition, the company has recently contracted for the purchase of WXIX-TV Cincinnati (Newport, Ky.), from U.S. Communications Corp., and WTCN-TV Minneapolis, from Chris-Craft Industries.

Both sales pend FCC approval.

WHK and WMMS will be acquired by Malrite of Ohio, a new subsidiary of Malrite Broadcasting created for this transaction. President and principal owner of the parent firm is Milton Maltz. Malrite Broadcasting presently owns WBRB-AM-FM Mt. Clemens, Mich.; WNYR-AM-FM Rochester, N.Y.; WMIN(AM)-KEEY(FM) Minneapolis-St. Paul,

as well as WMIL-AM-FM Milwaukee.

Malrite reportedly has no intention of changing the two stations' formats; WHK presently airs beautiful music, and WMMS is predominantly an underground rock operation.

WHK is full time on 1420 khz with 5 kw. WMMS is on 100.7 mhz with 32 kw and an antenna 600 feet above average terrain. Broker is Blackburn & Co.

Peace returns to Teleprompter

If stockholders agree, Cooke slate of directors will move into control

In a surprise development, the Teleprompter Corp., New York, and Jack Kent Cooke, the company's largest shareholder, announced last Thursday (Dec. 2) that they have reached "an amicable agreement to halt the law suits and proxy fights" in which they have been involved for several weeks (BROADCASTING, Dec. 2).

The announcement came less than two days after Irving B. Kahn, former board chairman of Teleprompter, was sentenced to five years in prison for conviction on bribery, conspiracy and perjury charges (see page 37). Mr. Cooke earlier had said he was pushing the proxy fight to oust Mr. Kahn as chief executive officer and as a board member. Mr. Kahn resigned as board chairman and director several weeks ago and remained as a paid employee, an arrangement to which Mr. Cooke still objected.

Though no reference was made to Mr. Kahn in the joint statement by Mr. Cooke and Hubert J. Schlafly, Teleprompter president, a source close to the company said that Mr. Kahn is expected to resign as an employe and remain as a consultant only. Arrangements for the discontinuance of Mr. Kahn's employment reportedly are being worked out. In 1970 Mr. Kahn received total remuneration of \$200,000.

Mr. Cooke and Mr. Schlafly said they have agreed upon "a highly qualified slate of business and professional men" for election to the board of Teleprompter Corp. The new slate consists of eight nominees allied with Mr. Cooke; two from Hughes Aircraft Corp., a leading shareholder, and four from the present Teleprompter management.

Present Teleprompter directors named are Mr. Schlafly; Jack Wrather, president and chairman, Wrather Corp., and T. Newman Lawler and Monte E. Livingston, New York attorneys. Named for Hughes Aircraft are Dr. Allen E.

Puckett, executive vice president, and John H. Richardson, senior vice president of that company.

The Cooke contingent, which would dominate the board if elected, consists of Mr. Cooke; Berle Adams, former vice president, MCA Inc.; Marvyn Carton, executive vice president, Allen & Co., New York stock brokerage firm; Ralph S. Lewis, editor and publisher, *Harvard*

Business Review; Philip L. Lowe, former chief executive officer, ITT-Sheraton Corp. of America; Charles Luckman, president, Ogden Development Corp.; Maurice B. Mitchell, chancellor, the University of Denver and a former broadcast executive, and Raymond Shafer, former governor of Pennsylvania.

Date for the adjourned annual meeting, at which directors will be elected,

was set as Jan. 21 by the present board. Last Thursday's development paves the way for a peaceful meeting instead of the explosive one that originally had been envisioned.

Mr. Cooke, a West Coast industrialist and investor, holds more than 500,000 shares of Teleprompter Stock, amounting to approximately 16% of shares outstanding.

Scott steps down at NBC for Adams

New chairman has been there all along behind the scenes; Goodman's role unchanged as chief executive

David C. Adams, who has worked with low visibility in places of high authority at NBC for close to two decades, lost his anonymity last week. He was elected chairman of the board, succeeding Walter D. Scott, effective Jan. 1.

Insiders said that except for the new title, however, nothing was really changing for him or for NBC's president, Julian Goodman, since he has been Mr. Goodman's closest associate in the past. Mr. Adams himself saw no change in his forthcoming role as compared with the one he has been performing as an executive vice president: "I will be doing what I have been doing," he said.

The move was said to have been made at the recommendation of Mr. Scott, whose passion for anonymity is at least a match for Mr. Adams's and who has made no secret of his desire to curtail his business interests in favor of his personal interests. It was at his suggestion that the responsibilities of chief executive officer were transferred from him to Mr. Goodman in January 1970. Mr. Scott, 56 years old, will remain on the NBC board and is expected to be available for other assignments and advice, though the nature of this future service was not immediately clear. One high executive said, "He will not be an active board member."

If the changes do not materially affect the way top-management business is conducted, they do install the principal architects of NBC policy in the company's two top offices.

Mr. Goodman, who is 49, continues as chief executive officer, reporting to the NBC board. Mr. Adams, 58, who has reported to Mr. Goodman, will also report to the board, as did Mr. Scott.

Where Mr. Scott has been low-key and disposed to disengage himself from day-to-day management decisions, Mr. Adams has been low-key and involved in just about every management issue around. Last week's announcement said that as chairman "he will directly supervise a number of NBC's staff functions



Mr. Adams and Mr. Goodman

and will concentrate on planning projects relating to long-range development of NBC's potentials and to the new problems raised by regulatory trends."

Mr. Adams will, in fact, pick up a few new responsibilities. He currently supervises the corporate information department, which encompasses broadcast standards, public information, corporate information, advertising, promotion, press and publicity, and the research and planning departments. As chairman he will also have the Washington office and the legal and station-relations departments reporting to him, rounding out the same complement of departments and services that was under his jurisdiction before he took a one-year leave of absence in 1968-69. He had always said he wanted to "try retirement" at age 55 and he did, but returned in September 1969.

In the past, whenever top-spot vacancies occurred at NBC, Mr. Adams consistently discouraged speculation that he might be picked for one of them, and reportedly also discouraged efforts

to consider him for such a promotion. Why, now, did he agree to move up? His answer last week was that, first, the idea that he could have moved up in the past was "a myth that I would like to deny," and second that he felt he should serve in whatever capacity Mr. Goodman and Robert W. Sarnoff, chairman and chief executive of NBC's parent, RCA, thought he should.

Pressures on broadcast management are much more intense and demanding than ever before, he noted, citing among others those who are "trying to turn television from a thruway for 60-million people into a lot of little bicycle paths" for special groups whose interests, however legitimate in themselves, do not represent those of the public as a whole. He will be deeply involved in problems such as these as well as in planning and staff supervision, as he currently is.

Mr. Goodman saw the promotion as putting NBC "in a strong position to grow in all aspects of broadcasting." He said: "David Adams has an unrivaled

grasp of our business. During my years as head of NBC, I have come to rely heavily on his experience and his perception in meeting all the complex problems faced by broadcasting. I am delighted that the board's action today will insure our continued close association in the challenging era ahead."

RCA Chairman Sarnoff, himself a former chairman and president of NBC, paid this tribute to Mr. Scott and his 34 years at NBC:

"Walter Scott has been one of the outstanding executives to emerge during the first half-century of network broadcasting. I have had the privilege of working very closely with him at NBC. I know of no one who commands a wider circle of friends or who is held in greater esteem among broadcasters.

His career has covered the principal growth period of network radio and the introduction and ultimate ascendancy of television. He has made lasting contribution to an enterprise that has profoundly influenced life in America and the world."

Mr. Scott also resigned from the RCA board, effective Dec. 31. He will be succeeded there by Mr. Goodman. (At the same time, RCA announced last week that Disque D. Deane of the investment banking firm of Lazard Freres & Co. will join the board as successor to Donald A. Petrie, also of Lazard Freres, who is retiring from business to devote his time to matters of public interest.)

Mr. Adams, who has been a member of the NBC board since 1958, joined the company in 1947, moved briefly to

RCA Communications Inc., then returned to NBC and commenced the climb that made him a vice president in 1953, staff vice president in 1954, executive vice president for corporate relations in 1956, senior executive vice president from 1959 to 1968 and, since his return in 1969 from the year's leave, executive vice president.

Mr. Scott, a member of the NBC board since 1960, joined NBC as a member of the sales department in 1938, rose to vice president and national sales manager for the TV network in 1955, vice president in charge of TV network sales in 1958, head of the TV network in 1966 and president of NBC from Jan. 1, 1966, until he became chairman in April of the following year.

NAB produces its renewal bill

'Good-faith effort' is key in proposal that is hoped to please all and to be introduced soon in Congress

The National Association of Broadcasters' legislative architects have completed their job of revising proposed legislation to insure broadcasters some degree of protection at renewal time. The new draft was sent out Dec. 1 to the association's task force on license renewal and to the NAB's executive committee.

As of late last week, association executives were expecting the bill to be introduced in Congress, possibly this week.

In its new version, the proposed bill calls on the FCC to renew a license, in a hearing, when the incumbent shows that his service has "reflected a good-faith effort" to serve the needs and interests of its area as promised in previous and pending license-renewal applications.

It also states that if the licensee fails to make such a showing or had demonstrated "a callous disregard for law or the commission's regulations," it shall be "weighed" against the renewal applicant. The new draft continues to call for a five-year license term.

In the prior text, the salient provision called for renewal, still in hearing, if the licensee could show that he had offered a program service "attuned to meeting the needs and interests of its areas." It also called for "a substantial demerit" to be accorded renewal applicants who did not meet the service test.

This section had been opposed by a number of broadcasters, led by a formal resolution of the Texas Association of Broadcasters late last month at the Dallas regional meeting of the association (BROADCASTING, Nov. 22). The

Texas objections were seconded by other state associations, including Arkansas and Oklahoma.

Agreement to rework the proposed bill ensued at that meeting. The new version is the result of the work of a team that included Mark Evans, Metro-media Inc., who is chairman of the renewal task force; executive vice presidents Grover Cobb, station relations, and Paul A. Comstock, government relations, and Vincent T. Wasilewski, president of the association. Staff coordinator was William Carlisle, who is vice president for television of the association.

The new bill reads as follows:

"Change the first two sentences of Section 307 (d) to read as follows: 'No license granted for the operation of any class of station shall be for a longer term than five years and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefore, a renewal of such license may be granted from time to time for a term of not to exceed five years if the Commission finds that public interest, convenience and necessity would be served thereby; provided however, that in any hearing for the renewal of a broadcast license an applicant for renewal who is legally, financially and technically qualified shall be awarded the grant if such applicant shows that its broadcast service during the preceding license period has reflected a good-faith effort to serve the needs and interests of its area as represented in its immediately preceding and pending license renewal applications and if it has not demonstrated a callous

disregard for law or the Commission's regulations; provided further, that if the renewal applicant fails to make such a showing or has demonstrated a callous disregard for law or the Commission's regulations such failure or demonstration shall be weighed against the renewal applicant'."

In a related development, Representative James T. Broyhill (R-N.C.) last week reintroduced with 37 co-sponsors the license-renewal bill he offered at the opening of the 92d Congress. The measure would amend the Communications Act to require the FCC to first find an incumbent licensee disqualified before it could consider competing applications for his facility. Twelve virtually identical proposals are pending in the House (BROADCASTING, Aug. 16).

A spokesman for Mr. Broyhill said the congressman had written to Commerce Committee Chairman Harley O. Staggers (D-W.Va.) urging hearings on the renewal legislation, but that Mr. Broyhill received a "noncommittal" answer.

This year's 'Mike' goes to WDSU(AM)

WDSU(AM) New Orleans has been selected to receive the Broadcast Pioneers' 12th annual "Mike" award.

The award will be presented to Edgar Stern, owner of the station, at a dinner Feb. 29 at the Hotel Pierre in New York. It is presented annually to a pioneer station "for distinguished contributions to the art of broadcasting and in

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Chance of exemption from Phase II

Senate votes elimination of controls over media, but House is yet to act

A fight led by Senator Alan Cranston (D-Calif.) to exempt the communications media from Phase II of President Nixon's economic stability program finally met with success on the Senate floor last Wednesday (Dec. 1).

The vote was 50 to 36 in favor of Senator Cranston's amendment to the Phase II bill; the over-all bill was approved 86 to 4.

The amendment would exempt from Phase II controls the rates charged by TV and radio stations and networks, CATV systems, newspapers, magazines and periodicals; prices or rentals for books, newspapers, magazines and periodicals; prices or rentals for materials furnished for publication by any press association or feature service, and wages, salaries or commissions of those engaged in broadcasting, CATV, the printed press (including press associations and feature services) and production or publication of books.

The motion-picture industry and "entertainers" were eliminated from the Cranston amendment.

On the Senate floor last Wednesday Senator Cranston said his definition of "entertainer" would be "an individual engaged in expression through broadcast or the printed media, whose ex-

pression is not guaranteed by the First Amendment." But he indicated a final decision may come from court tests. He added that there is "a very real First Amendment question involved" in deleting motion pictures, theaters and entertainers from the amendment, but "clearly the Senate was not convinced of this" and the deletions were made "to save three-quarters of a loaf."

The amendment was defeated late last month in the Senate Banking Committee (BROADCASTING, Nov. 22). It passed on the floor last Monday (Nov. 29) by a vote of 45 to 40, but a motion by Senator John Tower (R-Tex.) to table it was successful.

In remarks on the floor last Monday Senator Cranston charged that the over-all bill—which extends the President's economic control authority for 18 months beyond its April expiration date—"ignores both constitutional precedent laid down by the Supreme Court and a long congressional history of protecting our press and the media generally from government regulation." He noted that the bill delegates to the Pay Board and the Price Commission "the enormous power of granting wage and price increases in the press and other media," thereby opening the doors to "economic censorship" and endangering freedom of the press.

"In broadcasting," he said, "a price freeze or across-the-board guideline could seriously affect programing." As costs increase, he pointed out, "programing will be cut back because extra profit margins will not be available." News and public-affairs programing will be the first to be curtailed, he said.

The Cranston amendment is far from home free. The House version of the Phase II bill, which does not contain exemptions for the broadcasting industry, was reported to the floor last Thursday (Dec. 2) by the Banking and Currency Committee. Some congressmen were said to be intending to introduce a media-exemption amendment on the floor.

Washington called ripe for cable

A highly advanced, citywide cable-television system for the District of Columbia appears economically and socially feasible, according to interim research made public last week.

The Mitre Corp., research-and-development firm headquartered in the Washington suburb of McLean, Va., said that such a system could be operated as a "public-interest" venture (with minimal subscriber fees) while "making available a full spectrum of communication services to all the households, municipal and federal offices and commercial entities in the area that is served."

Broader subscribership, high residential density, sharing of cable costs among several systems and new commercial uses of cable would all help to make such an urban system economically practicable, the Mitre study said.

The system described in the Mitre report is not a conventional one. It would include not only extensive two-way capability, but also subnetworks of direct point-to-point channels. In addition, it would feed back a fixed portion of revenue for programing expenses regardless of profits, and would provide mobile origination capabilities, nine community-access studios, a large number of leased channels for public-service uses, and other special characteristics.

Construction of a one-way primary system and point-to-point arrangements could be completed in five years, Mitre said. The 10-year capital cost would be less than \$30 million for the initial system, if two-way were installed before the 10th year of operation, the cost would be doubled.

Mitre noted "major difference in public versus private interests" in several areas. The public interest, it said, would be served by high penetration and low subscriber fees, and by two-way operation. Private operators, on the other hand, would gain higher profits through less penetration and higher fees.

"Since Washington presently has good off-the-air local television reception . . . a cable system must provide new kinds of services to attract subscribers," Mitre said. "Thus innovative one-way and two-way communications are an important key to the long-term financial success of the . . . system."

The study is being conducted under a grant from the John and Mary R. Markle Foundation. Its general goals are to determine what urban needs could be addressed by improved telecommunications services, and how such improvement could be best implemented to serve these needs.

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Format-change snag hangs up another sale

Arizona Democrats protest news-to-music switch in KPHO transfer

Now it is the Democratic Party of Arizona that has petitioned the FCC to deny a station sale because of a proposed change in format.

At issue are Meredith Corp.'s proposed \$1.5-million sale of KPHO(AM) Phoenix to Dairyland Managers Inc. and Dairyland's plans to transform the station from a virtually all-news outlet to one purveying country-and-western music most of the day.

The party notes that KPHO is the only station in the area devoting more than 50% of its time to news and public affairs (40% of it to local and regional news) while there are already four stations employing a country-and-western format.

The party contends not only that reduction in the station's news programming would not be in the public interest, but that Dairyland had not made "a good faith effort to ascertain" the problems, needs and interests of the Phoenix area, as required by the commission.

It notes KPHO now carries more than 74 hours of news and 19 hours of public affairs weekly, while Dairyland intends to air 15.15 hours of news and 1.5 hours of public affairs each week. And in arriving at that proposed format, the party said, Dairyland did not make even the essential first step of determining the composition of the community.

The petition to deny is one of a series of recent actions taken by local groups to prevent proposed purchasers of stations from changing formats—but it is the first to be filed by a political party or, for that matter, any group generally recognized as part of the ongoing establishment of a community.

Tracy Westen, of the Stern Community Law Firm, who prepared the petition, said the party has no partisan axe to grind but is acting as a group of public-spirited citizens concerned about the loss of what it considers an important news medium. He said the state Republican party turned down the Democrats' request to join in the petition to deny.

The state Democratic party asked the aid of the Stern firm, a public-interest law firm, because it lacked

funds to hire counsel, he said. A friend of Mr. Westen's in Arizona aware of the Stern firm's experience in representing citizen groups seeking access to radio and television put the party in touch with Mr. Westen.

Last May, the firm won a summary judgment from the U.S. Court of Appeals in Washington overturning the FCC's action in approving without a hearing the sale of WONO Syracuse (BROADCASTING, May 24). A local group was concerned over the possible loss of the station's classical-music format. That action, in turn, was based on the successful court appeal of a group in Atlanta that objected to the abandonment of the same kind of format in the sale of WGKA-AM-FM.

And a proposed format change is behind two petitions seeking the denial of Mullins Broadcasting Co.'s sale of KBTR(AM) Denver to Mission Broadcasting Co. As in the KPHO proceeding, the petitioners—one, a citizens group; the other, the licensee of a competing station, KLAQ(AM) Lakewood, Colo.—complain that KBTR would be dropping an all-news format in favor of "modern-country" music; they say such a change would be unwarranted.

Mission, in responding last week to the petitions to deny its proposed franchise, said its decision to change the KBTR format was dictated by economic considerations.

"The industry experience," it said, "is eloquent evidence that an all-news program format by an independent radio station is not an economically viable operation with the absence of the enormous audience reach" afforded in the top-10 markets. It added that there are plenty of alternative news sources in metropolitan Denver and that no country-and-western operations are presently licensed to that city (KLAQ has a coun-

try-and-western format but is licensed to nearby Lakewood).

Mission also took the opportunity to launch a counteroffensive against KLAQ. It accused that station of violating the FCC's rules by attempting to identify itself with Denver proper, rather than suburban Lakewood. While KLAQ mentions Lakewood in its on-air identifications, Mission conceded, it seeks to identify itself as a Denver station in virtually every other phase of operation. During a week-long monitoring session, Mission said KLAQ identified Denver as its location in such broadcasts as weather reports, promotional spots and public-service announcements some 900 times, without any mention of Lakewood. There is little purely local news on the station and few Lakewood advertisers, Mission continued.

The ratings are tighter, but CBS is still on top

Though the TV networks are close to a ratings parity in prime time this season, CBS has maintained an edge in the averages. Its margin for the week ended Nov. 21 was 1.4 ahead of NBC and 1.7 in front of ABC. National Nielsen averages were CBS 20.6, NBC 19.2 and ABC 18.9.

For the same week in the Nielsen multinetwork-area report (MNA), CBS also led in the averages but by a narrower margin—0.5 ahead of NBC and 1.3 ahead of ABC.

Both reports were out one day late last week because of the Thanksgiving holiday. The MNA report was out last Monday, the Fast Nielsen was published Tuesday.

NBC noted that the show that ranked last in the Niensens in the Nov. 15-21 week was a paid political program.

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Citizens for Jackson sponsored presidential aspirant Senator Henry M. Jackson (D-Wash.) on a 40-station regional telecast on Friday, Nov. 19, in the 10:30-11 period, normally local time. NBC said that had the political show been excluded in the ratings averages, its figure for the week would have been 19.6, or one percentage point behind CBS.

The depressed rating affected the Friday night average for NBC. As it was, Nielsen gave NBC four nights that week—Monday, Wednesday, Thursday and Sunday. ABC had Tuesday and Friday and CBS had Saturday.

The top-10 shows: CBS's *All in the Family*, ABC's *Movie of the Week* and *Marcus Welby*, NBC's *Flip Wilson*, CBS's *Funny Face*, NBC's *Walt Disney*, ABC's *Partridge Family*, NBC's *Adam 12*, NBC *Mystery Movie* and CBS's *Dick Van Dyke*.

Near sweep for ABC

ABC-TV dominated the television category two weeks ago at the National Association for the Advancement of Colored People's fifth annual "image

awards" presentation in Beverly Hills, Calif. ABC-TV was named "network of the year" for its animated series, *Grambling Game*. Elena Verdugo took honors as "top actress of running series" for *Marcus Welby*. Aaron Spelling, Danny Thomas, Tony Barrett and Tony Spinner won the "producer of the year" award for *Mod Squad*. Both series are on ABC-TV.

The television special award went to singer Diana Ross for her *Diana* special, also seen on ABC-TV. CBS-TV won the other two awards in the TV category with the "best TV show" honors going to *Mannix* and Greg Morris of *Mission: Impossible* named "actor of the year."

Changing Formats

The following modifications in program schedules and formats were reported last week:

■ **WMEL(AM)** Pensacola, Fla.—Wheeler Broadcasting announced that station has altered its format from country-and-

western programming to contemporary top-40 music. **WMEL** operates on 610 khz with 500 w day.

■ **KZST(FM)** Santa Rosa, Calif.—Redwood Empire Stereocasters announced that effective Nov. 12 station went full-time. It had previously offered 18 hours of programming daily. Concurrent with increased service is the addition of progressive rock, blues, jazz and folk music from 11 p.m. to 6 a.m. Station broadcasts in stereo on 100.1 mhz with 6 kw and an antenna 240 feet above average terrain.

■ **KXTR(FM)** Kansas City, Mo.—Sentesound Broadcasting Association announced that station has dropped its jazz, show-tune, easy-listening format in favor of classical music. Station broadcasts in stereo on 96.5 mhz with 29.5 kw and an antenna 700 feet above average terrain.

■ **WCHE(AM)** West Chester, Pa.—Farwill Communications announced station has switched its format from contemporary popular music to adult easy listening and popular standards. Station operates on 1520 khz with 250 w day.

Equipment & Engineering

World equipment market assessed in Little study

A massive worldwide telecommunications study at a cost of \$500,000 has been completed by Arthur D. Little Inc., Cambridge, Mass.-based research and management consulting firm.

The research firm said last week that the report, which was underwritten by some 30 communications companies here and abroad, would not be made public because of the proprietary rights held by the subscribing companies. It is expected, however, that some portions of the 1,000-page, four-volume study will ultimately be released.

Purpose of the study is to point up

opportunities for "non-traditional" suppliers of communications equipment, with specific identification of markets for computer manufacturers and military-oriented electronics companies.

The report projects worldwide shipments of communications as doubling over the next seven years. Its projections cover regional and country-by-country equipment markets for 35 countries.

The \$20-billion annual new investment in worldwide telecommunications cited will be dominated by North American plant growth, according to the report's authors. But, they said, the scene of action is shifting to Europe and to Japan as well as to many developing

nations where governments are giving greater financial autonomy to carriers and recognizing profitability.

The firm studied systems and technology, voice and data traffic growth, the organization and regulation of telecommunications, and the specific areas of cable television, digital data transmission and electronic mail (facsimile).

Findings were discussed in only general terms at a news briefing in New York last week. Satellite communications, the authors said, will have an explosive growth internationally (and for some domestic systems) in the 1970's; satellite systems were found to be "more cost-effective" than cable in the Atlantic and Pacific ocean basins, and it was projected that only a "modest" global growth of videotelephone service will occur in this decade.

U.S. companies financing the study included, among others, AT&T, RCA, Collins Radio, General Telephone & Electronics General Electric, Western Union, General Cable, Lockheed, Bunker Ramo, Hewitt-Packard and Northern Electric.

Quadruplexing: time for some standards?

Quadrasonic broadcasting—a babe-in-arms only recently—is coming of age. A sure sign: NBC, CBS and the National Association of FM Broadcasters

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last week told the FCC in separate filings that there is an immediate need for regulation and standardization of quadruplexing. They called for a full-scale inquiry by the commission to search out engineering standards.

All three concerns were responding to a petition for rulemaking filed last August by the licensee of K101(FM) San Francisco, which sought an FCC rule amendment that would make the engineering principles of the Dorren quadruplex system standard for four-channel broadcasting in the future (BROADCAST-

ING, Aug. 30). K101 had experimented with Dorren on the air for several months.

But NBC and CBS last week urged the commission to reject K101's plea for regulations centering on the Dorren system. What is needed, they said, is an investigation of all engineering parameters—experimental systems now in use on some FM stations and those still on the drawing board. Limiting future regulation to the Dorren standards, they said, would be a narrow-minded mistake.

Broadcast Journalism

The subject of fairness is the object of fairness

Charles R. Baker, executive director of the Institute for American Democracy, says the Nov. 3 episode of public television's *The Advocates*, dealing with the question of whether the fairness doctrine should be extended to news coverage (BROADCASTING, Nov. 8), had an ironic fault: It was unfair.

Mr. Baker last week demanded reply time from noncommercial WGBH-TV Boston, which originated the Public Broadcasting System feed, and simultaneously filed a fairness complaint with the FCC. He said that while the two opposing advocates and their respective witnesses debated two applications of fairness to news—that is, to either eliminate all FCC regulatory powers in that area or to extend the doctrine to the point of censorship—the program was devoid of discussion of whether existing regulatory policies and practices should be continued. IAD and Mr. Baker are staunch supporters of such a policy.

Mr. Baker charged that the public's stake in the issue was obscured by both sides and that the audience was not apprised of the sources for each proponent's claims as well as individual personal status of each participant.

Granik shows return

Two pioneer public-affairs radio programs, *Youth Wants to Know* and the *American Forum of the Air* are attempting a comeback. After an absence of nearly three years, *American Forum* is returning to the Mutual network. First broadcast in 1928 on WOR(AM) New York and later picked up by Mutual in Washington, *Forum* features national leaders with opposing viewpoints on current issues.

Also returning is *Youth Wants to Know*, a panel program presenting con-

troversial persons in the news in dialogue with young people. At present, Granik-Cody Productions, Washington, which is handling the production and distribution of the programs, is working on a radio pilot for the show.

Robert C. Cody is executive producer of the shows and Hannah Granik, widow of Theodore Granik, who created the programs, is associate producer. Address: 2660 Woodley Road, N.W. 20008.

NPACT puts MacNeil in moderator's chair

Robert MacNeil, correspondent for the National Public Affairs Center for Television, will become the new moderator of *Washington Week in Review* next month.

Mr. MacNeil, a former NBC and British Broadcasting Corp. newsman who joined NPACT two months ago, will replace Lincoln Furber, who has been the program's moderator and producer. Mr. Furber will continue as producer.

The Public Broadcasting Service program, which will move to Fridays at 8 p.m. beginning Jan. 14, is now one of three continuing programs under NPACT. The others are *Thirty Minutes With . . .* and NPACT's showcase weekly hour series, *A Public Affair*, which begins next month. The new series will feature Mr. MacNeil and Sander Vanocur.

Appearing regularly on *Washington Week in Review* with Mr. MacNeil will be Peter Lisagor, Washington bureau chief for the *Chicago Daily News*, commenting on the White House; Charles Corddry, military-affairs writer for the *Baltimore Sun*, covering the Pentagon; Neil MacNeil, chief congressional correspondent for *Time* magazine, commenting on the Hill scene. Each week, a fourth Washington reporter will appear to discuss his area of expertise.

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The IRA, the ITA and censorship

Study of outlawed army is banned from British TV, precipitating round of charges and countercharges

Winds of political censorship are stirring again in Great Britain, this time over news coverage of political upheavals in Northern Ireland.

Focus of the renewed controversy is a broadcast prepared by Granada Television's *World In Action* team for commercial TV systems. *South of the Border*, a study of political pressures exerted by the Irish Republican Army (IRA) on the Irish Republic, was banned less than a week before its scheduled (Nov. 1) showing by Britain's Independent Television Authority (ITA) because it was deemed "unhelpful in the difficult situation that exists in Ireland."

The ITA move has occasioned vigorous reaction in the United Kingdom. Though some approve and others oppose the action, all are in some way concerned with the review power of ITA and the possibility of a formalized code of media censorship for news coverage, particularly in Northern Ireland.

Heading the complainants is Granada Television. It claims that ITA's original decision to ban the film was made after its basic structure and content were approved and before a single ITA mem-

ber actually saw the finished product. Further, it feels that although Northern Ireland's Ulster Television (UTV)—an independent channel which may refuse to show inflammatory programs—had the right to refuse *South of the Border*, a policy whereby only those programs acceptable to UTV could be shown elsewhere would put broadcast journalism "in diabolical trouble."

In apparent support of Granada's position, Alan Sapper, secretary of the Association of Cinematograph Television and Allied Technicians, wrote to ITA Director-General Brian Young saying: "The authority's attitude has inevitably given rise to the suspicion that this particular film is merely the first victim of a blanket ban on any program featuring . . . certain political groups opposed to current British policy in Northern Ireland. This means the introduction of political censorship."

Dissatisfaction with the ITA ban quickly spread to Parliament, where Phillip Whitehead, a former television producer, introduced a motion to require ITA to explain its action.

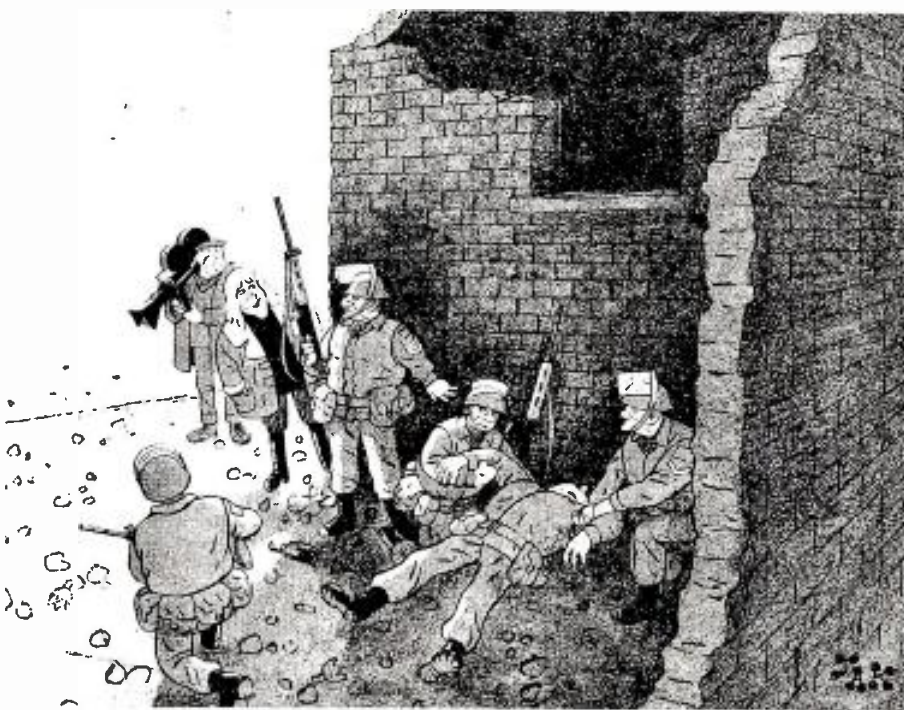
In answer to its critics, ITA denied

that it was instituting a patriotic form of censorship—and reconfirmed its earlier decision.

But despite ITA's disclaimer, speculation on the practicability of Ulster censorship continues. Prominent among the speculators are Conservative members of Parliament, who see free Ulster coverage as contributing to IRA objectives by undermining the will of home population, and British Home Secretary Maudling, who envisions the "hurt given by the broadcasting of extremist views."

Voluntary—as opposed to mandated—censorship received backing by Charles Wintour, editor of the *London Evening Standard* (buttressed by an editorial cartoon; see cut). Mr. Wintour attacked television coverage in Northern Ireland and warned that unless an independent broadcasting council were set up to oversee television programming, all media would be threatened with the veil of censorship. (The government-controlled British Broadcasting Corp. has established an appeals council for viewer complaints [BROADCASTING, Oct. 25].)

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"Would you chaps mind getting shot at again—this time for colour television!"

Two program services on CBC radio?

The Canadian Radio-Television Commission will hold a hearing March 28, 1972, on proposals by the Canadian Broadcasting Corp. to establish a dual radio broadcasting service.

CBC told the CRTC last month it was planning to inaugurate a general radio service, to be carried by its AM stations, and a "more extended and more leisurely" service with emphasis on music and the arts, on its FM's.

CRTC also has applied for new FM stations at St. Johns, Halifax and Calgary (English) and at Quebec City, Ottawa and Chicoutimi (French).

In areas where both CBC's AM and FM stations are not available, the network plans to provide listeners with a blend of both services. Each of the services, to be called Radio One (AM) and Radio Two (FM) will be, CBC said, "distinctively Canadian and distinctively CBC."

Broadcast stocks still ride high

In broad advance of prices across the board radio-TV issues hold leads gained through year

The consistency of investor confidence that has kept the prices of broadcast stocks high above the levels of the market through 1971 reasserted itself last week in the general advances that saw the Dow-Jones industrials gain more than 50 points in five days. There was no sign that the broadcast issues, as a class, would fail to ride the rising tide. Where does the strength of the broadcast issues come from?

There are those who say the phenomenon may be traced back to a few cold weeks last February when, almost unnoticed at the outset, advertisers ended a recession-induced hold-out and began buying network television in quantity. In the hindsight now of many analysts, that turn-around, which in a few weeks took the networks from the bleakest first quarter in years to an all-but-sold-out second quarter, gave broadcast stocks a charisma they have never lost. On Wall Street, broadcast issues have sex appeal.

There are, of course, more tangible factors that are credited to the broadcasting companies' favor. Profits have in general remained firm; they have simply failed to increase at rates to which broadcasters had become accustomed. Some companies have gained by diversification.

Whatever the reasons, the performance of many of the broadcast issues has verged on the spectacular. ABC prices rose by 94.8% between Jan. 7 and Dec. 1, 1971. LIN was up 82.1%, Starr 80.6%, Cox 69.7%, Taft 56.1%. Of all the 14 issues predominantly broadcast oriented as listed in the weekly BROADCASTING stock index, only four are now trading below first-of-year prices.

A canvass of representatives of the companies themselves last week found a variety of opinions as to why their respective stocks had performed as they have this year—including, in the case of some that dropped, the opinion that the performance is unexplainable.

A spokesman for ABC, the leader of the broadcasting group in the percentage price increase, cited a number of contributing factors but said the primary one was ABC-TV's good showing in prime time and daytime viewing. Early in the year the network replaced two

daytime soap operas with *Password* and *Love, American Style*. This change, according to the spokesman, started a growth trend in weekly audiences which are now 23% bigger than they were last year. ABC's prime-time audiences were said to be up about 10%.

At CBS, whose stock rose 43.1% between Jan. 7 and Dec. 1, a spokesman said he felt the loss of cigarette advertising made the broadcasting companies "pare off all the fat but none of the muscle" in their operations. (CBS itself had a massive retrenchment program early this year.) They emerged stronger than most other businesses.

The CBS spokesman also felt that his company's good showing in the fall ratings—it has led in prime time in all weeks but two—was a significant help. Beyond that, CBS's principal record labels, Columbia and Epic, add increasingly to the company's profitability.

Clifford Kirtland, treasurer of Cox Broadcasting, noted that broadcasting companies have made many advantageous diversification moves that are well known to the investment community. Cox Broadcasting, he pointed out, expanded into Cox Cable Communications, technical publishing, motion pictures and wholesale automobile auctions. Cox's first co-venture with Cinerama, the motion picture "Willard," topped

box-office charts last summer. A sequel will soon be before the camera.

At Capital Cities, the treasurer, William Kopta, said that a main reason for the over-all success of his company's operations in 1971 was the acquisition of three Triangle Publications television stations in Philadelphia, New Haven, Conn., and Fresno, Calif. (see also, page 38). All of these stations, he said, have done well in 1971. Capital Cities stock rose 44.6% from Jan. 7 to Dec. 1.

In one case diversification has caused a broadcast company to lose ground. The president of Rahall Communications, Harold Holder, said the principal reason for his company's poor showing—a decline of 58.6%—was losses incurred by the company's consumer-tax service subsidiary. E. B. S. Rahall's broadcasting properties, Mr. Holder said, were up 20% in sales at the end of October over the same 1970 period.

A spokesman for Pacific & Southern said his company's poor showing—prices down 37.3%—was due to high interest rates in connection with the company's \$13-million acquisition of four stations in April. But he said things were looking up, and that ratings indicated P&S had improved the audience position of three of its four stations. Company sales in the third quarter, ended Sept. 30, were up 9% over 1970.

Eight days later ■ *The 14 companies charted below appeared as part of BROADCASTING's Nov. 29 lead story detailing how, in general, those stocks whose ups and downs are tied to the various businesses of broadcasting had fared well ahead of the stock market as a whole in the period from Jan. 7 to Nov. 23. This week's "Focus on Finance" analysis carries the process both a week and a step further: updating the figures to Dec. 1, and adding (in bold face type) the story of the pluses and minuses of their market performance in percentage terms.*

Broadcasting	Closing Jan. 7	Closing Dec. 1	Point Change	Percentage Change
ABC	26¼	51½	+24¾	+94.8%
ASI Communications	2½	2¾	+ ½	+23.5
Capital Cities	31⅞	45	+13¾	+44.6
CBS	31½	45¼	+13½	+43.1
Cox	20¾	35	+14¾	+69.7
Gross Telecasting	12½	11¾	- 1½	- 9.0
LIN	7	12¾	+ 5¾	+82.1
Mooney	5¾	7½	+ 2½	+39.4
Pacific & Southern	12¾	8	- 4¾	-37.3
Rahall Communications	23¼	9¾	-13½	-58.6
Scripps-Howard	20¼	20½	+ ¼	+ 1.2
Sonderling	25¾	21¾	- 3¾	-14.3
Starr	9	16¼	+ 7¼	+80.6
Taft	24½	38¼	+13¾	+56.1

BroadcastingStockIndex

A weekly summary of market activity in the shares of 115 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Dec. 1	Closing Nov. 23	Net change in week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting										
ABC	ABC	N	51 1/8	44 3/8	+ 6 1/2	49 1/4	25	7,095	\$316,579	
ASI Communications	ASIC	O	2 3/8	2	+ 5/8	4 1/8	2 1/8	1,789	3,578	
Capital Cities	CCB	N	45	40 1/4	+ 4 3/4	49 3/4	29	6,236	250,999	
CBS	CBS	N	45 1/4	42 1/8	+ 3 1/8	49 3/4	30 1/8	27,210	1,146,085	
Cox	COX	N	35	32	+ 3	36 1/4	17 1/4	5,802	185,664	
Gross Telecasting	GCG	A	11 3/8	11 1/4	+ 1/8	16	10 1/8	800	9,000	
LIN	LINB	O	12 3/4	11	+ 1 3/4	15 1/2	6 1/4	2,294	25,234	
Mooney	MOON	O	7 1/2	8	- 1/2	9 1/4	4	250	2,000	
Pacific & Southern	PSOU	O	8	8	-	17 1/2	8	1,930	15,440	
Rahall Communications	RAHL	O	9 5/8	9	+ 5/8	29	8 3/8	1,037	9,333	
Scrrips-Howard	SCRHP	O	20 1/2	20	+ 1/2	25	18	2,589	51,780	
Sonderling	SDB	A	21 3/4	19	+ 2 3/4	34	17	997	18,943	
Starr	SBG	M	16 1/4	17	- 3/4	20 1/2	8 3/8	496	8,432	
Taft	TFB	N	38 1/4	34 3/8	+ 3 3/8	44 3/8	23 3/8	3,707	127,410	
								Total	62,232	\$2,170,477
Broadcasting with other major interests										
Avco	AV	N	14 3/8	12 1/4	+ 2 1/8	18 3/4	12 1/8	11,476	\$140,581	
Bartell Media	BMC	A	3 3/8	2 7/8	+ 1/2	8	2 1/8	2,254	6,469	
Boston Herald-Traveler	BHLD	O	20	22	- 2	28	19	577	12,694	
Chris-Craft	CCN	N	6 3/8	5 1/2	+ 1 1/8	9 1/4	5 1/2	3,901	21,456	
Combined Communications	CCOM	O	21 1/4	18	+ 3 1/4	24 1/4	10 1/2	2,206	39,708	
Cowles Communications	CWL	N	10 3/8	9 1/4	+ 1 1/8	13 1/2	8	3,969	36,713	
Dun & Bradstreet	DNB	N	61 1/4	56 3/8	+ 4 3/8	64 1/4	52 1/8	12,838	723,678	
Fuqua	FOA	N	18 3/8	15 3/4	+ 2 3/8	26 1/2	13 1/4	7,524	118,503	
Gable Industries	GBI	N	20 1/2	19 3/4	+ 3/4	24 3/8	9 1/2	1,667	32,923	
Gannett	GCI	N	54 1/2	46	+ 8 1/2	60	32 1/2	7,519	345,874	
General Tire	GY	N	24 3/8	22 3/4	+ 1 1/2	28 1/4	21 1/8	18,713	425,721	
Gray Communications	O	-	6	6	-	8	5 1/4	475	2,850	
ISC Industries	ISC	A	6	5 1/2	+ 1/2	8	4 3/8	2,114	11,627	
Kansas State Network Inc.	KSN	O	6 3/4	6 3/4	-	7 1/4	7	14,713	99,313	
Lamb Communications	O	3	2	+ 1	2 7/8	2	475	950		
Lee Enterprises	LNT	A	16 1/4	16 1/2	- 1/4	20	16 1/8	2,936	48,444	
Liberty Corp.	LC	N	16 1/2	16 1/4	+ 1/4	24	16 1/8	6,744	109,590	
Meredith Corp.	MDP	N	22 3/4	20 3/8	+ 2 1/2	29 1/8	19 3/4	2,772	57,159	
Metromedia	MET	N	27 3/8	24 1/2	+ 2 3/8	30 3/8	17 3/8	5,764	141,218	
Multimedia Inc.	O	32	30	+ 2	34 3/4	25	2,407	72,210		
Outlet Co.	OTU	N	14 1/2	14	+ 1/2	22	13 1/2	1,334	18,676	
Post Corp.	POST	O	16 1/2	16	+ 1/2	17 3/4	9 1/4	734	11,744	
Publishers Broadcasting Corp.	PUBB	O	2 3/8	2	+ 3/8	4 1/8	1 3/8	916	1,832	
Reeves Telecom	RBT	A	2 1/4	2 1/8	+ 1/8	3 3/8	2	2,292	4,859	
Rollins	ROL	N	43 3/8	42	+ 1 3/8	43 3/8	25 1/8	8,065	338,730	
Rust Craft	RUS	A	20 3/8	19 3/8	+ 1 1/2	23	18 1/2	4,636	89,799	
Schering-Plough	PLO	N	86 1/4	80 3/4	+ 5 3/4	87 3/8	60 1/2	25,174	2,035,821	
Storer	SBK	N	25 1/4	23 1/2	+ 1 3/4	33 3/4	19	4,223	99,241	
Time Inc.	TL	N	50	50	-	62 3/4	40 3/8	7,258	362,900	
Trans-National Communications	O	1/8	-	-	-	1 1/4	1/4	1,000	250	
Turner Communications	O	2 3/8	2	+ 3/8	4	2	1,328	2,656		
Wometco	WOM	N	15 3/8	15 1/4	+ 1/4	23 3/8	14 3/8	6,037	92,064	
								Total	168,041	\$5,506,253
CATV										
Ameco	ACO	O	2 1/4	2	+ 1/4	12 3/4	1 1/2	1,200	\$ 2,400	
American Electronic Labs	AELBA	O	4 1/2	4	+ 1/2	10	3	1,688	6,672	
American TV & Communications	AMTV	O	20 3/8	19	+ 1 3/8	26 3/8	19 1/2	2,184	41,496	
Burnup & Sims	BSIM	O	22 1/2	21	+ 1 1/2	37 3/4	20 1/2	3,061	64,281	
Cablecom-General	CCG	A	10 3/4	10 1/4	+ 1/2	17 3/4	9 3/8	2,485	25,471	
Cable Information Systems	O	2	2	-	4 3/4	1 3/4	955	1,910		
Citizens Financial Corp.	CPN	A	11 1/4	11 1/8	+ 1/8	15 1/2	11	1,590	17,681	
Columbia Cable	CCAB	O	11 1/4	11	+ 1/4	15 1/2	9 3/8	900	9,900	
Communications Properties	COMU	O	8 3/8	8	+ 3/8	11 1/2	7 3/8	1,906	15,248	
Cox Cable Communications	CXC	A	19 1/2	18	+ 3 1/2	25 3/4	15 3/8	3,552	56,832	
Cypress Communications	CYPR	O	8	8	-	10 1/4	7	2,384	19,072	
Entron	ENT	A	2 3/8	2 1/8	- 1/4	7 3/4	2 1/2	1,320	3,788	
General Instrument Corp.	GRL	N	17 1/2	14 1/4	+ 3 1/4	29 3/4	13 1/2	6,370	90,773	
LVO Cable Inc.	LVOC	O	7 3/8	7	+ 3/8	10 1/2	7	1,466	10,262	
Sterling Communications	STER	O	3 3/4	4	- 1/4	6 3/4	3 1/2	1,100	4,400	
Tele-Communications	TCOM	O	16 1/4	16	+ 1/4	22 3/4	12	2,856	45,696	
Teleprompter	TP	A	83 3/4	79 3/4	+ 3 1/2	95	56 1/2	3,077	245,391	
Television Communications	TVCM	O	8 3/4	8	+ 3/4	10 3/8	5 3/8	3,804	30,432	
Viacom	VIA	N	13 3/8	10	+ 3 3/8	21	9 3/8	3,791	37,910	
Vikoa	VIK	A	6	5	+ 1	14 1/4	4 3/8	2,344	11,720	
								Total	48,013	\$741,335
Programming										
Columbia Pictures	CPS	N	9	7	+ 2	17 3/8	6 3/8	6,342	\$ 44,394	
Disney	DIS	N	116 1/4	101 1/2	+14 3/4	128 3/8	77	12,854	1,304,681	
Filmways	FWY	A	4 1/2	4 3/8	+ 1/8	11 3/8	4 3/8	1,829	7,535	
Four Star International	O	7/8	-	-	-	1 1/8	1	666	666	
Gulf & Western	GW	N	25	22	+ 3	31	19	15,010	330,220	
Kinney Services	KNS	N	28 3/8	27 3/8	+ 1	39 3/8	25 3/8	12,716	348,037	
MCA	MCA	N	20 3/8	18 3/8	+ 1 1/2	30	17 3/8	8,165	154,074	
MGM	MGM	N	17 3/8	16	+ 1 3/8	26 3/8	15 1/2	5,886	94,176	
Music Makers	MUSC	O	1	1	-	3 3/8	1 1/4	589	589	
Tele-Tape Productions	O	1 1/2	1	+ 1/2	2 1/8	1	2,183	2,183		
Transamerica	TA	N	18 3/8	15 3/8	+ 3 1/4	20 1/2	14 3/8	63,841	965,276	
20th Century Fox	TF	N	9 3/8	8 3/8	+ 1	15 3/8	7 3/8	8,562	69,523	
Walter Reade Organization	WALT	O	1 1/8	1	+ 3/8	5 3/8	1 3/8	2,414	2,414	
Wrather Corp.	WCO	A	5 3/8	5 1/2	+ 3/8	8 3/8	5 1/4	2,164	11,902	
								Total	143,221	\$3,335,670

Stock symbol	Ex-change	Closing Dec. 1	Closing Nov. 23	Net change in week	1971		Approx. shares out (000)	Total market capitalization (000)		
					High	Low				
Service										
John Blair	BJ	N	14 1/4	14 7/8	- 5/8	24 3/4	14 1/8	2,587	\$ 38,469	
ComSat	CO	N	56 1/4	51 1/2	+ 4 3/4	84 1/2	49 1/8	10,000	515,000	
Creative Management	CMA	A	8 3/4	8	+ 3/8	17 3/4	7 3/8	969	7,752	
Doyle Dane Bernbach	DOYL	O	20 3/4	20	+ 3/4	26 1/2	20	1,934	38,680	
Elkins Institute	ELKN	O	3	4	- 1	16 3/4	3	1,664	6,656	
Foote, Cone & Belding	FCB	N	9 3/4	8 3/4	+ 1	13 3/8	7 3/8	2,196	19,215	
Grey Advertising	GREY	O	13	12	+ 1	16 3/8	9 3/4	1,209	14,508	
Interpublic Group	IPG	N	19 1/8	18 1/8	+ 1	27 1/2	17 1/8	1,673	30,315	
Marvin Josephson Assoc.	MRVN	O	6 3/4	6	+ 3/8	12	5 3/8	902	5,412	
LaRoche, McCaffrey & McCall	O	O	10 3/4	—*	—	16 1/2	9	585	6,728	
Marketing Resources & Applications	O	O	8 1/2	8	+ 1/2	18 1/4	2 3/8	504	4,032	
Movielab	MOV	A	2	2	—	4	1 3/4	1,407	2,814	
MPO Videotronics	MPO	A	3 3/4	3 1/2	+ 1/8	8 1/2	3 1/2	557	1,950	
Nielsen	NIELA	O	38 3/4	39	- 3/8	49 3/4	38 3/4	5,299	206,661	
Ogilvy & Mather	OGIL	O	33 1/2	32	+ 1 1/2	36 1/4	24	1,096	35,072	
PKL Co.	PKL	A	6 1/2	6 3/8	+ 1/8	10 1/8	3 3/8	778	4,956	
J. Walter Thompson	JWT	N	39 1/2	34 1/2	+ 5	60	34 1/2	2,720	93,840	
Transmedia International	O	O	1 1/4	—*	—	3 3/4	1/8	535	268	
Wells, Rich, Greene	WRG	N	18 3/4	15 3/8	+ 3	25 3/8	15 1/4	1,602	25,424	
								Total	38,217	\$1,057,752
Manufacturing										
Admiral	ADL	N	17 1/4	13 1/8	+ 4 1/8	21	8	5,163	\$ 67,739	
Ampex	APX	N	12	11 1/8	+ 3/8	25 3/8	10 3/8	10,873	126,344	
CCA Electronics	CCAE	O	4	4	—	5 1/8	2 1/4	897	3,588	
Collins Radio	CRI	N	12	10 3/4	+ 1 1/4	20 7/8	9 3/4	2,968	30,778	
Computer Equipment	CEC	A	3 1/4	2 3/4	+ 1/4	7 1/4	2 1/2	2,434	6,986	
Conrac	CAX	N	19 3/4	18 3/4	+ 1	29	15 1/8	1,259	23,606	
General Electric	GE	N	61 1/8	56 1/8	+ 5	65 3/8	52 3/8	181,626	8,509,251	
Harris-Intertype	HI	N	49 1/2	45 1/4	+ 4 1/4	69 3/8	45	6,344	287,066	
Magnavox	MAG	N	47	41 1/8	+ 5 3/8	55	37 3/8	17,283	719,318	
3M	MMM	N	124 3/4	119 3/4	+ 5	126 3/8	95 3/8	56,186	6,728,274	
Motorola	MOT	N	76 3/4	69 3/8	+ 6 3/4	89 3/4	51 1/2	13,370	934,162	
RCA	RCA	N	34 3/8	31 3/4	+ 2 3/8	40 3/4	26	74,437	2,363,375	
Reeves Industries	RSC	A	2 3/4	2 1/8	+ 1/2	6 3/8	2 1/8	7,794	16,523	
Telemation	TIMT	O	6 3/4	6	+ 3/4	13 3/4	6	14,040	84,240	
Westinghouse	WX	N	86 1/2	84 3/8	+ 1 3/8	97 3/4	65 3/8	41,555	3,526,773	
Zenith	ZE	N	41 3/8	38	+ 3 3/8	54 3/8	36 3/8	19,025	722,950	
								Total	455,254	\$24,150,973
								Grand Total	482,805	\$36,962,480
Standard & Poor Industrial Average			105.53	99.36	+ 6.17					

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

Shares outstanding and capitalization as of Nov. 23.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.
* Prices not available.
† Two-for-one stock split.

Company Reports

Collins Radio Co., Dallas., reported that sales declined and net loss increased in the first quarter of fiscal 1972, which ended Oct. 29. The backlog of undelivered orders as of Oct. 29 was \$258 million compared to \$276 million a year earlier.

Restructuring of company's bank lines of credit, cash investment accomplished on Sept. 2 by North American Rockwell Corp. (following NAR's acquisition of a large interest in Collins), and cost-reduction programs instituted last year and continued through this year were said to have enabled Collins to increase its working capital to \$95.6 million as of Oct. 29.

For the three months ended Oct. 29:

	1971	1970
Earned per share	\$ (3.08)	\$ (1.04)
Revenues	52,656,000	77,071,000
Net income	(8,826,000)	(14,043,000)

Tele-Communication Inc., Denver, reported that gross revenues, net earnings and cash flow for the first nine months of fiscal 1971 exceeded the respective totals for all of 1970. The third quarter

reflected a growth by TCI's CATV subsidiary with the addition of Tex-Video Inc.'s CATV systems in the Pittsburgh metropolitan area as well as other acquisitions and franchising efforts.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.14	\$ 0.08
Revenues	9,161,718	6,044,808
Net income	498,075	230,425

Fuqua Industries Inc. reported a 52%

increase in earnings and 8% increase in revenues for the third quarter of 1971 compared with the same period of 1970. Sales and earnings for both the three- and the nine-month periods recorded in 1971 are new records registered by the company.

For nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 1.18	\$ 0.75
Revenues	245,372,000	236,963,000
Net income	9,167,000	5,734,000

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Broadcast Advertising

Phillip H. Howort, associate programming director, and **C. Jeffrey Stein**, account supervisor, both Grey Advertising, New York, elected VP's.

Kenneth C. Hite, account supervisor, Benton & Bowles, New York, named VP.

Robert Decker, senior associate, Vitt Media International, New York, elected VP.

Murray Platte, account management supervisor and member of plans board, Smith/Greenland Co., New York, agency, elected executive VP.

Walter J. Konjolka, sales manager, Television Advertising Representatives, Chicago, joins KDKA-TV Pittsburgh as general sales manager.

Charles A. Stewart, radio-TV director, copy chief and account executive, Patrick Duffy Advertising, Miami, named VP.

Len Garbin, senior VP, Clyne-Maxon, New York, joins newly opened New York branch of Burton Sohigian, Detroit-based agency, as VP and general manager.

Douglas Auerbach, with Radio Advertising Representatives, Chicago, appointed New York sales manager of RAR.

Robert Hyland, account executive, CBS Radio Spot Sales, Chicago, appointed sales manager of Chicago office.

Glen R. Truax, TV director and member of sales staff, KDAL-TV Duluth, Minn., joins J.F.P. & Associates, Duluth advertising and PR firm, as account executive.

R. Burt Gookin, president, H. J. Heinz Co., food manufacturer, Pittsburgh, elected chairman, Grocery Manufacturers of America. He succeeds **Donald M. Kendall**, chairman of PepsiCo, Purchase, N.Y.

Michael A. Polatschek, with Edward Pctry Co., Chicago, joins WDRB-TV Louisville, Ky., as local sales manager.

William C. Walker, with sales staff, KIXI-AM-FM Seattle, appointed local sales manager.

W. B. Sepaugh, with KLCL-AM-FM Lake Charles, La., appointed sales manager.

The Media

Drew Brinckerhoff, VP for operations and engineering, CBS-TV, New York,



Mr. Brinckerhoff Mr. Sirmons

named VP for manpower management, heading newly established department which will be responsible for manpower policy, executive development and compensation practices. **James F. Sirmons**, VP for employe relations, CBS-TV, named VP for personnel and labor relations.

Charles Bowker, VP, Channel 7 Inc., licensee of KLTW(TV) Tyler, Tex., named executive VP.

Robert D. Hynes Jr., minority counsel, Rules Committee, House of Representatives, Washington, joins NBC corporate offices there as director of government relations. His appointment is effective Dec. 13.



Mr. Hynes

Robert O. Magruder, former VP, Sovereign Broadcast, which owns and operates KVIL-AM-FM Highland Park, Tex., KRAM(AM) Las Vegas and KPTL(AM) Carson City, both Nevada, elected president of Sovran Inc., Dallas-based radio-TV brokerage and consulting firm which he helped to es-



Mr. Magruder

Bass in Bryant's former post

John H. Bass Jr., assistant chief of rules and standards division, FCC, Washington, has been appointed chief of the FCC's Office of Network Study. Post has been vacant since last March when **Ashbrook P. Bryant** left to become a hearing examiner with the Federal Power Commission, also Washington. Mr. Bass has been with FCC since 1953.

establish. Sovran became independent of its associatee Sovereign Broadcast in a recent company reorganization (see story page 36). **Joseph P. Driscoll**, board chairman of Tyler Corp., pipe manufacturer, Tyler, Tex., and Michigan General, Dallas-based holding company, named to additional responsibilities as Sovran board chairman.

Bill Carter, general manager, KTRE-TV Lufkin, Tex., named executive VP of licensee, Forest Capital Communications. Mr. Carter is also director of corporation.

F. A. Higgins, with sales staff, KOY(AM) Phoenix, named executive director, Arizona Broadcasters Association.

Ruth Ross, director of research, WOR-TV New York, named VP with continued research responsibilities.

Chris Duffy, advertising, promotion and press information director, WLS-TV Chicago, appointed director of broadcasting, KMOX-TV St. Louis.

Anna M. Costa, treasurer, Connecticut Radio Foundation, former licensee of WELI(AM) New Haven, Conn., appointed controller, Broad Street Communications, which purchased WELI. She will be responsible for all financial services of Broad Street and its affiliated Covenant Broadcasting and Covenant Cable.

Stan Barrett, assistant general manager, WBMJ(AM) San Juan, Puerto Rico, joins WHYD-AM-FM Columbus, Ga., as station manager.

Raymond E. Simko, business manager, WKBF-TV Cleveland, moves to WKBD-TV Detroit, in similar position. Mr. Simko is succeeded at WKBF-TV by **Michael P. Cefaratti**, accounting supervisor. Both are Kaiser Broadcasting stations.

Jeff Nagle, station manager, KMJ-AM-FM Fresno, Calif., appointed station manager of KMJ-TV. He succeeds **John Edwards**, who retires.

Roscoe Bedenbaugh, program and news director, WKMG(AM) Newberry, S.C., appointed general manager. He also becomes director of Service Radio Corp., station's licensee.

Programing

Merrill Grant, senior VP and director of radio-TV, Ogilvy & Mather, New York, joins Viacom Enterprises there in newly created position of VP, national sales, effective Jan. 1. **Arthur Zeiger**, executive VP, American Leisure Inc., New York, and former director of business affairs and administration, MGM-TV,

joins Viacom Enterprises as VP, development and business affairs, also newly created position. Mr. Grant will have responsibility for marketing TV programs to networks; Mr. Zeiger, whose



Mr. Grant *Mr. Zeiger*
 appointment is effective immediately, will supervise business affairs and product development.

Herbert Lazarus, former general sales manager of international division, 20th Century Fox Television, New York, joins Screen Gems International there as VP in charge of sales.

Joseph Goldfarb, research director of Hubbard Broadcasting, Minneapolis, and program director of its KSTP-TV St. Paul-Minneapolis, joins Group W Productions, Dallas, as Southwestern division sales manager.

Edwin S. Bomar, former president and board chairman, Independent Theater Owners of Arkansas, joins KTHV(TV) Little Rock, Ark., as program manager.

Grady Edney, VP for radio programming, Storer Broadcasting Co., Miami Beach, Fla.-based group owner, joins WPBS-(FM) Philadelphia, as program director.

William D. Brackett, operations manager, WAND(TV) Decatur, Ill., joins WRAU-TV Peoria, Ill., in similar capacity.

Steve Floethe, news director, Storer Cable TV's Sarasota, Fla., systems, joins local branch, Gordon-Kerckhoff Productions Inc. of New York, as film producer and half-owner.

Bruce A. Breeding, with staff, KAUM-(FM) Houston, appointed program director.

Broadcast Journalism

Clinton D. Bourland, assignment editor, WBAP-TV Fort Worth-Dallas, appointed producer of TV news, responsible for all station's news programs.

Marya McLaughlin, reporter, CBS News, Washington bureau, appointed correspondent.

Bruce M. Cummings, with WHP(AM) Harrisburg, Pa., appointed executive news director, WHP-AM-FM-TV.

Alan Loflin, with news staff, WGAL-TV Lancaster, Pa., joins WLVA-TV Lynchburg, Va., as producer-reporter.

Hal Douglas, anchorman, WZZM-TV

Grand Rapids, Mich., joins WTMJ-TV Milwaukee in similar capacity.

Promotion

Ralph Nelson, merchandising manager, WELI(AM) New Haven, Conn., appointed advertising and promotion manager.

Merrit (Bud) Finch, with WELI(AM) New Haven, Conn., appointed director of creative services.

Allied Fields

Robert L. Hilliard, chief, Educational Broadcasting division, FCC, Washington, re-elected chairman of Federal Interagency Media Committee for 1971-72. Committee develops information exchanges and projects among federal agencies with communications responsibilities in order to achieve most efficient use of time, funds and personnel and to provide most effective service to public.

Robert E. Hallahan, news bureau staff member, office of public relations. National Association of Broadcasters, Washington, appointed director of that office's broadcast bureau. Prior to joining NAB in 1963, Mr. Hallahan was with news staff of WCLF-AM-FM Corning, N.Y.

John M. Kittross, professor of communications, Temple University, Philadelphia, appointed assistant dean of school of communications and theater.

John R. Rider, with faculty, mass communications department. Syracuse Uni-



Virginia Russett, Post-Keyes-Gardner, Chicago, accepts the "Timebuyer of the Year" award by the local chapter of the Station Representatives Association at an awards luncheon. Making the presentation is Hal Wettersten, of Harrington, Righter & Parsons and president of Chicago SRA. In addition, Miss Russett received a free trip to Las Vegas from P-K-G President Don Carter.

versity, Syracuse, N.Y., joins staff of Southern Illinois University, Edwardsville campus, as chairman of faculty of mass communications and director of broadcasting service.

Deaths



Lewis Havens Avery, 69, radio pioneer and founder of Lewis H. Avery Inc., station-representative firm (later Avery-Knodel Inc.), died Nov. 25 in Pasadena, Calif. of cancer.

Mr. Avery
 Mr. Avery's broadcast career began in 1928 on WGY(AM) Schenectady, N.Y. Mr. Avery subsequently worked for radio department of BBDO and as sales manager for Chicago office of Free & Peters. During World War II, he was director of division of broadcast advertising of National Association of Broadcasters, starting his own station-rep business in 1945. Mr. Avery more recently was sales manager and then general manager of KYA(AM) San Francisco from 1962 to 1967, and co-owner of KPCC(FM) Pasadena and KMPX(FM) San Francisco for 15 months before selling out to National Science Network in 1969. He is survived by one daughter and one son.

John Crowley, 55, general manager, KRHO(AM) Phoenix, died Nov. 22 of heart attack. In Arizona broadcasting since 1940, Mr. Crowley joined KRHO in 1955, becoming station's manager in 1963. Mr. Crowley was past president of Metropolitan Phoenix Broadcasters Association. He is survived by his wife, Betty, and five children.

John G. Sample, 80, co-founder of agency which became Dancer-Fitzgerald-Sample and pioneer in radio soap operas, died Nov. 29 in Naples, Fla. Mr. Sample helped organize Blackett-Sample-Hummert, Chicago, in 1923. Prior to leaving agency in 1948, Mr. Sample served terms as its president and board chairman. He subsequently settled in Florida, where he became involved in real estate development. Mr. Sample is survived by his wife, Helen, one daughter and one son.

John Gerlach, 40, VP and management supervisor for Carson/Roberts/Inc., Los Angeles, division of Ogilvy & Mather, died on Nov. 18 in Santa Monica, Calif., after long illness. He had been with C/R since 1968. Previously he had been associate partner in Los Angeles office of Jack Tinker & Partners, and was with Leo Burnett Co. for 11 years. He is survived by his wife, Maurine, and four children.

As compiled by BROADCASTING, Nov. 23, through Nov. 30, and based on filings, authorizations and other FCC actions.

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

New TV stations

Action on motion

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al), TV proceeding, scheduled hearing conference for Dec. 6 (Docs. 18845-49). Action Nov. 19.

Other action

■ Review board in Orlando, Fla., granted motion by Mid-Florida Television Corp. for extension of time to Dec. 6 to file opposition to petition to remand, reopen, record and enlarge issues filed by Central Nine Corp., Florida Heartland Television Inc., Comint Corp. and TV 9 Inc. (Docs. 11083, 17339, 17341-2, 17344). Action Nov. 24.

Existing TV stations

Final actions

■ Greensboro, N.C.—FCC granted request by William Zuckerman, trustee in reorganization for WEAL Inc., former licensee of station WUBC-TV ch. 48, Greensboro, for temporary authority to conduct equipment tests on transmitting facilities previously used by station. Action Nov. 24.

■ WWRO-TV Newark, N.J.—FCC denied petition by Atlantic Video Corp., for reconsideration of denial of its request for waiver of mileage separation requirements of rules, to permit relocation of trans. of station WWRO Newark on Empire State Building in New York. Action Nov. 24.

■ Mayaguez, Ponce and San Juan, all Puerto Rico—FCC set for hearing applications of Telesanjuan Inc., for renewal of license of station WTSJ-TV San Juan, and for licenses to cover CP's for WMGZ-TV Mayaguez, and WPSJ-TV Ponce. Action Nov. 24.

Actions on motions

■ Hearing Examiner Forest L. McClenning in Fort Smith and Jonesboro, both Arkansas (KFPW Broadcasting Co. [KFPW-TV] and George T. Herrreich [KAIT-TV]). TV proceeding, set cer-

tain procedural dates and scheduled hearings for Feb. 22, 1972 (Docs. 19291-2). Action Nov. 19.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ KFPW-TV Fort Smith, Ark. (George T. Herrreich). Agreement dated Sept. 28 effective Aug. 2 to Aug. 2, 1973. Network rate: none; compensation paid at 30% of prime time.

■ WSTV-TV Stuebenville, Ohio (Rustcraft Broadcasting Co.). Agreement dated Sept. 2, replaces one dated June 30; effective Sept. 1 to Sept. 1, 1973. Programs delivered to station. Network rate \$942 and \$942 after Jan. 1, 1972; compensation paid at 30% of prime time.

CBS

■ Formula: Same as ABC.

■ WTAE-TV Pittsburgh (The Hearst Corp.). Agreement dated Aug. 31 replaces one dated July 3, 1969; effective Aug. 31 to Aug. 31, 1972. First call right. Network rate \$2,618; compensation paid at 30% prime time.

New AM stations

Final action

■ Springfield, Mo.—Supplemental initial decision issued Sept. 28, proposing grant of application of Babcom, Inc., for new daytime AM on 1060 khz, 500 w, in Springfield, became effective Nov. 22, in accordance with rules (Doc. 17921). Action Nov. 23.

Actions on motions

■ Hearing Examiner Lenore C. Ehrig in Brush, Colorado Springs and Boulder, all Colorado (Pettit Broadcasting Co., et al.), AM proceeding, granted motion by A. V. Bamford for leave to amend his application to revise Section III to submit consolidated plan for financing construction and first year's operation of both stations (Docs. 19157-59).

■ Chief Hearing Examiner Arthur A. Gladstone in Key West, Fla. (John M. Spottswood), AM proceeding, granted motion by Broadcast Bureau and ordered John M. Spottswood to produce documents at time and place mutually convenient to interested counsel (Doc. 19290). Action Nov. 15.

■ Chief, Office of Opinions and Review in Lexington, Ky. (Bluegrass Broadcasting Co. Inc.), AM proceeding, granted motion by Bluegrass Broadcasting Co. Inc. and extended to Dec. 13 time to

file statement in support of initial decision of Millard F. French released Oct. 22 (Doc. 18285). Action Nov. 16.

■ Hearing Examiner Isadore A. Honig in Poughkeepsie, N.Y. (Olympian Broadcasting Corp. [WKIP]). AM proceeding, granted request by WNAB Inc. and postponed hearing to Dec. 16 (Doc. 19171). Action Nov. 22.

■ Hearing Examiner Millard F. French in Franklin and Hackettstown, N.J. (Louis Vander Plate and Radio New Jersey), AM proceeding, on examiner's own motion scheduled conference for Nov. 23 (Docs. 18251-2). Action Nov. 18.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N.C. (Seaboard Broadcasting Corp.), AM proceeding, granted petition by Seaboard and extended to Dec. 3, time to file proposed findings of fact and conclusions of law and to Dec. 18, time to file reply findings (Doc. 18814). Action Nov. 16.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters et al.), AM proceeding, granted motion by James River Broadcasting Corp. and extended to Dec. 15, time to file proposed findings of fact and conclusions of law and to Jan. 10, 1972, time to file reply findings (Docs. 17605-6, 18375). Action Nov. 15.

Initial decisions

■ Hearing Examiner Isadore A. Honig in Jeanette, Pa., proposed in initial decision grant of application of Central Westmoreland Broadcasting Co. for CP for new AM to operate on 1530 khz, 1 kw, D only (Doc. 19042). Action Nov. 18.

■ Hearing Examiner Jay A. Kyle in Hawesville, Ky., proposed in initial decision application of Bayard Harding Walters (Hancock County Broadcasters) for new D-AM to operate on 1140 khz, with 500 w power, at Hawesville (Doc. 19070). Action Nov. 18.

Existing AM stations

Final actions

■ KAWT Douglas, Ariz.—FCC authorized request by The Hillcrest Broadcasting Co., licensee of KAWT, for temporary authorization to operate with 500 w D power Dec. 31, 1972. Action Nov. 24.

■ KATO Safford, Ariz.—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans.; remote control permitted. Action Nov. 16.

■ KUZZ Bakersfield, Calif.—Broadcast Bureau granted mod. of license covering change in studio location to 1209 North Chester Avenue, Oildale, Calif. and operate by remote control from main studio location; waived rules. Action Nov. 19.

■ WINY, KJ-2866, KFS-458 Putnam, Conn.—Broadcast Bureau granted mod. of license covering change in corporate name to The Nutmeg Broadcasting Co. Action Nov. 19.

■ WOOO Deland, Fla.—Broadcast Bureau granted license covering changes; studio location same as trans. location; delete remote control. Action Nov. 16.

■ WEBY Milton, Fla.—FCC scheduled oral argument for Jan. 11, 1972, before commission on initial decision, exceptions, briefs and reply briefs of parties, in proceeding involving application of Milton Broadcasting Co., for renewal of license of WEBY (Doc. 17613). Action Nov. 24.

■ KYLT Missoula, Mont.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Nov. 16.

■ WCGR Canandaigua, N.Y.—Broadcast Bureau granted mod. of license covering change in main studio location to Town Line Road, Canandaigua and operate by remote control from main studio location; granted waiver of rules. Action Nov. 19.

■ WSOQ North Syracuse, N.Y.—Broadcast Bureau granted CP to change ant. trans. location to Mud Creek and State Route 57, Clay, N.Y., and change studio and remote control point to U.S. Route 11, just north of North Syracuse; make changes in ant. system. Action Nov. 19.

■ WTRY Troy, N.Y.—Broadcast Bureau granted CP to change daytime operation from DA to non-DA and operate with DA-N; condition. Action Nov. 19.

■ WUNO Rio Piedras, P.R.—FCC ruled that application by San Juan Broadcasting Corp., for

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change in city of designation of WUNO from Rio Piedras to San Juan, both P.R., will be considered application for minor change, requiring \$50 filing fee. Action Nov. 24.

■ KVLB Cleveland, Tex.—FCC dismissed with prejudice renewal application of Stephen Van Sadler for station KVLB and directed licensee to forward license immediately to FCC for cancellation. Action Nov. 24.

■ KRSP Salt Lake City—Broadcast Bureau granted license covering aux. trans. Action Nov. 24.

■ FCC denied petitions by ABI, Inc. (KMAS Shelton, Wash.) and Keyes Corp. (WN)N-AM-FM Canton, Ohio) for relief from annual license fee; request by Inspiration Time Inc. for waiver of filing fee for application of assignment of license of WBVB Union City, Pa.; and request by Sudbrink Broadcasters Inc. for refund of \$500 in filing fees for applications for consent to assignment of CP's, for change in facilities of WTOW Towson and WTOW-FM Baltimore. Action Nov. 24.

■ WSAU Wausau, Wis.—Broadcast Bureau granted license covering changes in main trans., granted mod. of license covering changes of alternate-main trans. Action Nov. 24.

Actions on motions

■ Chief, Broadcast Bureau in Jacksonville, N.C., on request of Onslow Broadcasting Corp., licensee of WJNC and WRCM(FM), extended through Jan. 14, 1972, time to file comments and through Jan. 28, 1972, time to file reply comments in matter of table of assignments. FM broadcast stations (Doc. 19331). Action Nov. 19.

■ Hearing Examiner Basil P. Cooper in Eureka, Calif. (Phil D. Jackson, et al.), AM proceeding, denied request by W. H. Hansen for permission to file with Review Board appeal from order of hearing examiner released Nov. 17, denying in part prior request by Hansen for continuance of evidentiary hearing in proceeding until after Commission has released its final decision in Doc. 18349 et seq. (Docs. 19294-6). Action Nov. 22.

■ Hearing Examiner Basil P. Cooper in Roswell, N.M. (Reginaldo Espinoza II), for renewal of license of KRDD, granted petition by applicant for acceptance of amendment which includes new community survey (Doc. 19208). Action Nov. 18.

■ Hearing Examiner Frederick W. Denniston in Inkster, Mich. (Bell Broadcasting Co. [WCHB]), AM proceeding, set certain procedural dates and postponed hearing to Feb. 28, 1972 (Doc. 19328). Action Nov. 15.

■ Chief Hearing Examiner Arthur A. Gladstone in Key West, Fla. (John M. Spottswood), for renewal of license of WKWF, on motion of Spottswood, extended to Nov. 23, time to respond to Broadcast Bureau's interrogatories and motion for order to produce (Doc. 19290). Action Nov. 9.

■ Hearing Examiner David I. Kraushaar in Jackson, Ala. (Vogel-Ellington Corp. [WIOD]), AM proceeding, et al., on request of Broadcast Bureau, extended to Jan. 14, 1972, time to file proposed findings of fact and conclusions of law (Docs. 18897, 19299). Action Nov. 18.

■ Hearing Examiner Chester F. Naumowicz Jr. in Jacksonville, Fla. (Belk Broadcasting Co. of Florida Inc.), for renewal of WPDO, scheduled further hearing for Dec. 23 (Doc. 19126). Action Nov. 22.

Fines

■ KCJF Shreveport, La.—FCC denied application by Radiozark Broadcasting of Louisiana Inc., licensee of KCJF, for mitigation of \$7,500 forfeiture. Forfeiture was assessed for violations based upon Radiozark's failure to file two amendments to its affiliation agreement with Mutual Broadcasting System and issuance, over period of several years, of certificates of performance to Mutual which represented, falsely, that network commercial announcements had been rebroadcast by station KCJF in accordance with terms of affiliation agreement. Action Nov. 24.

■ KMIN Grants, N.M.—FCC notified KMIN Inc. that it has incurred apparent liability in amount of \$2,000 for willful and repeated violation of terms of station license and of rules by operating prior to sunrise from Feb. 1 through 5, and March 1 through 12. Action Nov. 24.

■ WKSP Kingstree, S.C.—FCC granted application by Williamsburg County Broadcasting Inc., licensee, for remission of \$500 forfeiture. Fine was assessed for apparent violation of rules through broadcast of advertisements or information concerning lottery. Commission concluded, however, that no lottery was in fact conducted. Action Dec. 1.

■ WKBA Vinton, Va.—FCC notified Roanoke-Vinton Radio Inc., licensee of station WKBA, that it has incurred apparent liability in amount of \$500 for willful or repeated violation of terms of station authorization by failing to make required weekly field intensity measurements at monitoring points and by failing to keep record of measurements. Action Nov. 24.

Summary of broadcasting

Compiled by FCC Nov. 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,337	3	11	4,351	60	4,411 ¹
Commercial FM	2,246	1	39	2,285 ²	119	2,405
Commercial TV-VHF	501	2	7	513	15	526 ²
Commercial TV-UHF	175	0	13	188 ³	79	265 ³
Total commercial TV	676	2	20	699	94	791
Educational FM	462	1	13	476	72	548
Educational TV-VHF	85	3	3	88	3	91
Educational TV-UHF	110	0	7	117	14	131
Total educational TV	195	3	10	205	17	222

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes 15 educational stations.

³ Indicates four educational stations on nonreserved channels.

⁴ Includes 4 educational stations on non-reserved channels.

New FM stations

Applications

■ Durango, Colo.—Radio San Juan Inc. Seeks 100.5 mhz, 100 kw. Ant. height above average terrain 259 ft. P.O. address Box 641, Durango, Colo. 81301. Estimated construction cost \$20,172; first-year operating cost \$102,722; revenue \$48,000. Principals: W. Douglas Morrison, president (95.83%). Mr. Morrison is owner of KIUP(AM) Denver. Ann. Nov. 18.

■ Security, Colo.—Edward J. Patrick. Seeks 105.5 mhz, 3 kw. Ant. height above average terrain minus 58 ft. P.O. address Box 464, Monument, Colo. 80132. Estimated construction cost \$66,400; first-year operating cost \$39,000; revenue \$60,000. Principals: Edward J. Patrick (100%). Mr. Patrick is partner in Hill & Patrick, public relations and advertising firm in Denver. He is also partner in Sturgeon/Patrick, an office building leasing company. Ann. Nov. 23.

■ Moscow, Idaho—KPRL Inc. Seeks 103.9 mhz, 18 kw. Ant. height above average terrain 992 ft. P.O. address 1328 Pullman Road, Moscow 83483. Estimated construction cost \$24,360.95; first-year operating cost \$48,464.76; revenue \$60,000. Principals: John P. Mix, corporation president (60%) and Thomas L. Neal, vice president, treasurer (40%). Mr. Mix is 60% owner of KRPL Inc., Moscow. Mr. Neal is 40% owner of KRPL Inc. Ann. Nov. 18.

■ Hutchinson, Kan.—Hutchinson Community Junior College. Seeks 90.1 mhz 50 w. Ant. height above average terrain 56.5 ft. P.O. address 1300 North Plum, Hutchinson 67501. Estimated construction cost \$17,018; first-year operating cost \$3,500; revenue none. Principals: Harold Pauls and Wesley Nunemaker, et al. Mr. Pauls and Mr. Nunemaker are members of board of trustees of Hutchinson Community College. Ann. Nov. 11.

■ Whitehall, Mich.—White River Communications Inc. Seeks 105.5 mhz, 3 kw. Ant. height above average terrain minus 58 ft. P.O. address Box 464, Monument, Colo. 80132. Estimated construction cost \$20,474; first-year operating cost \$10,000; revenue \$35,000. Principals: Mr. Ralph Trieger president (100%). Mr. Trieger is salesman for WCFL(AM) Chicago. Ann. Nov. 23.

■ Peterborough, N.H.—Contoocook Valley Broadcasting Corp. Seeks 92.1 mhz, 141 kw. Ant. height above average terrain 1,120 ft. P.O. address Box 20 North Syracuse, N.Y. 03458. Estimated construction cost \$20,020.74; first-year operating cost \$6,000; revenue \$26,020. Principals: Francis H. Harms (51%) and John E. Leary (25%). Mr. Harms is president and director of WSOQ Inc., WSOQ (AM-FM) North Syracuse and of Upstate Community Antenna Inc., Clay-Cicero, N.Y. Mr. Leary is production manager and vice president of Wometco Enterprises Inc. and its WTJV(TV) Miami. Ann. Nov. 18.

Actions on motions

■ Chief, Broadcast Bureau, in Southern Pines, N.C., set for hearing applications for new FM station. Applications of William R. Gaston and The Sandhill Community Broadcasters Inc., for new FM at Southern Pines have been set for hearing. (Docs. 19349-50). Action Nov. 23.

■ Chief, Broadcast Bureau, on request of Joliet Radio Corp. extended through Nov. 29, time to file oppositions in matter of amendment, FM table of assignments. (Shorewood and Ottawa, Ill.) Action Nov. 23.

■ Hearing Examiner Charles J. Frederick in Battle Creek, Mich. (WVOC Inc. and Michigan Broadcasting Co.) FM proceeding, on request of parties rescheduled hearing for Dec. 17 (Docs. 19272-3). Action Nov. 23.

■ Hearing Examiner David I. Kraushaar in Las

Vegas (James B. Francis and Quality Broadcasting Corp.) FM proceeding, on examiner's own motion to re-open record; extended to Jan. 14, 1972, time to file findings of fact and conclusions of law and to Jan. 24, 1972 time to file reply briefs; closed record and dismissed as moot petition for extension of time filed by Quality Broadcasting Corp. (Docs. 18437-8). Action Nov. 15.

■ Hearing Examiner James F. Tierney in Searcy, Ark. (Horne Industries Inc. and Tellum Broadcasting Co. of Searcy Inc.) FM proceeding, on request of Horne Industries Inc. scheduled further prehearing conference for Nov. 24 (Docs. 18989-90). Action Nov. 17.

■ Hearing Examiner James F. Tierney in Lorain, Ohio (Lake Erie Broadcasting Co., Lorain Community Broadcasting Co.) FM proceeding, denied motion by Lake Erie, to reject hearing exhibits and dismiss (Docs. 19213-4). Action Nov. 18.

Other actions

■ Review board in Leisure City and Goulds both Florida, granted petition by Fine Arts Broadcasting Co. for extension of time to Dec. 17, to file exceptions to initial decision. Action Nov. 23.

■ Review board in Williamson and Matewan both West Virginia, granted motion by Harvit Broadcasting Corp. for extension of time through Nov. 26 to file opposition to petition to enlarge issues filed by Three States Broadcasting Co. Inc. (Docs. 18456-7). Action Nov. 26.

Initial decision

■ Salem, Ill.—Initial decision released on Oct. 5 proposing grant of application of Thomas S. Land and Bryan Davidson (Salem Broadcasting Co.) for new FM to operate on ch. 26.1A at Salem became effective Nov. 24 in accordance with rules (Doc. 18290). Action Nov. 24.

Existing FM stations

Final actions

■ *KCMA(FM) San Francisco—Broadcast Bureau granted license covering changes; ERP 1.45 kw; ant. height 105 ft. Action Nov. 16.

■ WDH(FM) Chicago, Ill.—Broadcast Bureau granted licenses covering aux. trans. and changes. Action on Nov. 15.

■ WSND-FM Notre Dame, Ind.—Broadcast Bureau granted license covering changes; ERP 3.4 kw; ant. height 360 ft. Action Nov. 24.

■ WBOW-FM Terre Haute, Ind.—Broadcast Bureau granted license to resume operation in accordance with BALH-1511; ERP 46 kw; ant. height 185 ft. Action Nov. 15.

■ WFPL(FM) Louisville, Ky.—Broadcast Bureau granted license covering changes; ERP 820 w, ant. height 310 ft. Action Nov. 24.

■ KWIM(FM) Moorhead, Minn.—Broadcast Bureau granted license covering changes; studio location and remote control 3d and 5th Streets; Fargo, North Dakota; ERP 10 kw; ant. height 410 ft. Action Nov. 15.

■ WRNW(FM) Mount Kisco, N.Y.—FCC granted application by Lake Champlain Broadcasting Corp. to relocate its Class A FM WRNW operating on 107.1 mhz from Mount Kisco, N.Y., to Briarcliff Manor, N.Y. Action Nov. 24.

■ WQAL(FM) Cleveland—Broadcast Bureau granted license covering use of formerly authorized trans. as aux. trans.; to relocate aux. trans. at main trans. location. Action Nov. 15.

■ WHIO-FM Dayton, Ohio—Broadcast Bureau granted license covering alternate-main trans. Action Nov. 15.

■ WDBS(FM) Durham, N.C.—Broadcast Bureau granted CP to change trans. location to 3306 Rose

of Sharon Rd., Durham; change studio location to Bivins Building, E. Campus, Duke University, Durham; install new ant.; make changes in ant. system; ERP 3 kw; ant. height 295 ft.; remote control permitted. Action Nov. 18.

■ KJAK(FM) Oklahoma City—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 480 ft. Action Nov. 15.

■ WREC-FM Memphis—Broadcast Bureau granted license covering aux. ant. Action Nov. 16.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and co-permitting auxiliaries: KCIJ(AM) Shreveport, La.; KDTX(FM) Dallas; KEVA(AM) Evanston, Wyo.; KGYN(AM) Guyton, Okla.; KRSP-AM-FM Salt Lake City; KTEE(AM) and KUPI(AM), both Idaho Falls, Idaho; KXTR(FM) Kansas City, Mo.; WSAU(AM) Wausau, Wis.; WSVU(FM) Midland, Mich.; WITO(AM) Toledo, Ohio. Action Nov. 22.

Other actions, all services

■ FCC adopted amendment to rules to permit use of non-memory 70-position UHF detent tuning system to meet comparable TV tuning requirements (Doc. 19268). Action Nov. 24.

Translator actions

■ Broadcast Bureau granted CP's to replace expired permits for following new UHF translator stations: K70FH, K72DS, K74DS, K76CY, Hopi Reservation, Ariz., Hopi Indian Tribe. Action Nov. 19.

■ Broadcast Bureau granted licenses covering following new UHF translator stations: K59AA, K65AA, K57AA, K61AA, K63AB Estes Park, Colo., Platte Valley Farm Supply Company dba Translator TV Inc. Action Nov. 19.

■ Alma, Colo.—FCC waived rules by the Commission and granted application of town of Alma, Colo., for const. permit for new 5-w VHF translator station to serve Alma, by rebroadcasting KRDO-TV ch. 13, Colorado Springs, on output ch. 2. Action Nov. 24.

■ K77AA Bayfield and Ignacio, both Colorado—Broadcast Bureau granted CP to change type trans. and increase output power to 20 w of UHF translator and granted CP to replace expired permit for changes in UHF translator. Action Nov. 16.

■ K07EK Terry, Custer Creek, Rock Springs and Cohagen, all Montana—Broadcast Bureau granted CP to change principal community of VHF translator to Terry, Cohagen, Circle and Rock Springs, all Montana; change primary TV to KYUS-TV Miles City, Mont.; increase output power to 2-10 w outputs and 2-5 w outputs and make changes in ant. system. Action Nov. 18.

■ K74DW Toole, Glacier and Liberty Counties, all Montana—Broadcast Bureau granted license covering new UHF translator. Action Nov. 19.

■ Asheville, N.C.—FCC returned application by WISE-TV Inc., licensee of UHF station WANC-TV Asheville, for CP for new 1-w VHF translator to serve Asheville by rebroadcasting station WANC-TV on channel 2. Action Nov. 24.

■ W42AA Yauco, P.R.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator station to May 19, 1972. Action Nov. 19.

■ W77AH Westerly, R.I.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator station to May 16, 1972. Action Nov. 16.

■ K07CY, K09CY, K11DF Redwash, Bonanza and Vernal, all Utah—Broadcast Bureau granted CP's to move trans. locations approximately one mile from present site, change type trans.; increase output power to 10 w each output and make changes in ant. systems of VHF translator. Action Nov. 24.

■ W74AV Rockfish Valley, Va.—Broadcast Bureau granted license covering new UHF translator station. Action Nov. 19.

■ WANV Waynesboro, Va.—Broadcast Bureau granted CP to install new trans. for alternate main night and aux. day use with 1 kw. Action Nov. 19.

■ K03BB Glenwood, Wash.—Broadcast Bureau granted CP to change frequency of VHF translator station from 60-66 mhz to 198-204 mhz; change type trans.; increase output power; make changes in ant. system; change call letters to K11KV. Action Nov. 19.

Modification of CP's, all stations

■ KVOK Kodiak, Alaska — Broadcast Bureau granted mod. of CP to extend completion date to May 10, 1972. Action Nov. 19.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following FM stations: KMJ-FM Fresno, Calif., to April 1, 1972; WSUB-FM Groton, Conn., to Jan. 1, 1972; WUAZ(FM) Henderson, Ky., to Jan. 1, 1972; WCCO-FM Minneapolis to April 3, 1972; WANS-FM Anderson, S.C., to Jan. 1, 1972. Action Nov. 2.

■ KISA Honolulu—Broadcast Bureau granted mod. of CP to change trans. location to Kalani Street Extension, Honolulu; change main studio location and remote control point to 2295 North King Street, Honolulu; change type trans. and make changes in ant. system; condition. Actions Nov. 19.

■ WTOW Towson, Md.—Broadcast Bureau granted mod. of CP to change from directional ant. to nondirectional ant.; condition. Action Nov. 19.

■ *WNNE-TV Plattsburgh, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to May 17, 1972. Action Nov. 17.

■ WJMA-FM Orange, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 30, 1972. Action Nov. 19.

Ownership changes

Applications

■ KPHO Phoenix, Ariz.—Seeks assignment of license from Meredith Broadcasting Co. to Dairyland Managers Inc. for \$1,500,000. Sellers: James Conley, vice president, et al. Buyers: Stuart H. Struck, president (82%) and Helen L. Struck, vice president (18%). Mr. Struck is director and president of Dairyland Managers Inc. and is also corporate officer of Dairyland Insurance Co., both Madison, Wis. Mrs. Struck is vice president and director of Dairyland Managers Inc. Ann. Oct. 21.

■ KABL Oakland, Calif.—Seeks assignment of license from The McLendon Pacific Corp. to Starr KABL Inc. for \$10,325,000. Sellers: Gordon B. McLendon president, et al. Buyers: William F. Buckley Jr. chairman of the board (11.6%), Peter H. Starr president (13.6%) and Michael F. Starr executive vice president and treasurer, et al. Mr. Buckley is editor and publisher of *National Review*, New York. Mr. P. Starr has 10.5% interest in Starr Broadcasting Group Inc., group station owner and publishing concern based in New Orleans. Mr. M. Starr has 3.4% interest in Starr Broadcasting Group Inc. Ann. Nov. 22.

■ WBAR Bartow, Fla.—Seeks assignment of license from Radio Station WBAR Inc. to Polk County Broadcasters Inc. for \$72,500. Sellers: James E. Yarbrough, president, et al. Buyers: Michael R. Freeland, president (25%), James Ronald Lane, secretary-treasurer (25%), James Kolb Miles, member of board of director (25%), Richard Albright, vice president (25%). Mr. Freeland is sole owner of Camden Broadcasting Co. WFWL(AM) Camden, Tenn. He is also sole owner of Flora Broadcasting Co. WNOI-FM Flora, Ill. and 62½% owner of Carroll Broadcasting Corp. WKTA-FM McKenzie, Tenn. Mr. Miles is salesman for WJZM Clarksville, Tenn. Mr. Lane is employe of WFWL Camden and is occasional employe of WKTA-FM McKenzie and WNOI-FM Flora. Mr. Albright is salesman for WJZM Clarksville and WYFY-FM Columbia, Tenn. Ann. Nov. 12.

■ WBDN Escanaba, Mich.—Seeks assignment of license from Frank J. Russell to Escanaba Broadcasting Co. for \$65,000. Sellers: Frank J. Russell (100%). Buyers: Dean W. Manley (33½%), Donald A. Curran (33½%) and Eugene Smiltneck (33½%). Mr. Manley is transmitter supervisor for WFRV, Inc. and WJMN-TV Escanaba. Mr. Curran is engineer and newsmen for WJMN-TV. Mr. Smiltneck is self-employed in musical promotions. Ann. Nov. 12.

Actions

■ WELI New Haven, Conn.—Broadcast Bureau granted transfer of control of Connecticut Radio Foundation Inc. from Richard W. Davis, Grace E. Chapman and Edwin H. Schweitzer, et al. (100% before, none after) to Covenant Broadcasting Corp. (none before, 100% after). Consideration \$2,250,000. Covenant Broadcasting is 100%-owned by Broad Street Communications Corp. Principals of Broad Street Communications Corp.: Richard L. Geismar, chairman and treasurer (30%) and Fred E. Walker, president and stockholder (percentage undisclosed), et al. Mr. Geismar is president, director and sole owner of BGW Assoc. Inc., communications consultant firm in Riverside, Conn. He was also president of Reeves Telecom and vice president and treasurer of Metromedia Inc. Mr. Walker is vice president of BGW Assoc. Inc. He was also in charge of broadcast-CATV division of Reeves Telecom Corp., vice president of Avco Broadcasting Corp. and held various positions in sales and management at Westinghouse Broadcasting Co. Action Oct. 20.

■ WLAK Lakeland, Fla.—Broadcast Bureau granted transfer of control of Sentinel Broadcasting Co. from Roland B. and Dorris B. Potter

(100% before, none after) to Hugh Holder Enterprises Inc. (none before, 100% after). Consideration: \$510,000. Principals of Holder Enterprises: Hugh E. Holder. Mr. Holder is president, director and sole owner of North Carolina Electronics Inc., licensee of WYNA(AM) Raleigh, N.C. Action Nov. 11.

■ WLBC-TV Muncie, Ind.—Broadcast Bureau granted assignment of license from Tri-City Radio Corp. to Ball State University for \$125,000. Sellers: Donald A. Burton, president, et al. Buyers: Alexander M. Bracken, et al. Mr. Bracken is chairman of board and general counsel of Ball Corp. Action Oct. 26.

CATV

Final actions

■ Mobile TV Cable Co. Inc.—Cable Television Bureau granted petition for rule waiver filed Aug. 19, requesting carriage of *WSRE(TV) Pensacola, Fla., on cable systems at Daphne, Fairhope, Loxley, Bay Minette, and Bayou La Batre, and unincorporated areas of Mobile and Baldwin counties, all Alabama, within 10 miles of city limits of designated communities; and carriage of *WYES(TV) New Orleans on cable system at Bayou La Batre and in unincorporated areas of Mobile county within 10 miles of city limits of Bayou La Batre. Action Nov. 12.

■ Grangeville, Idaho—FCC denied request by Grangeville TV Service Inc., operator of CATV system at Grangeville for waiver of program exclusivity rules and CATV operator ordered to comply with rule within 30 days. Action Nov. 24.

■ Higginsport, Ohio, Sabre Cable-Vision Co. Inc.—Cable Television Bureau dismissed rule waiver to permit importation of two distant signals into predicted Grade A contour of Cincinnati television market. Action Nov. 2.

■ Dallas and Fort Worth—FCC authorized three east Texas cable TV system to carry signals of Dallas, and Dallas-Fort Worth Lone Star Television Service Inc. was authorized to carry signals of KERA-TV Dallas, and one independent signal from Dallas-Fort Worth market on its system at Longview, Tex. Kilgore Video Inc. was authorized to carry signals of one independent television station from Dallas-Fort Worth market on its system at Kilgore, Tex., and Cypress Valley Cable Television Service Inc., was authorized to carry KERA-TV on its system at Marshall, Tex. (Docs. 18229, 18231-2). Action Nov. 24.

Action on motion

■ Hearing Examiner Ernest Nash in Allentown and Bethlehem, both Pennsylvania (Service Electric Cable TV Inc.), CATV proceeding, scheduled prehearing conference for Dec. 3 and postponed hearing to date to be set at prehearing conference (Doc. 19321). Action Nov. 12.

Other actions

■ New York Telephone Co. has been directed to furnish commission, within 15 days, statement containing additional information on its proposed discontinuance of cable TV channel service to Brookhaven, N.Y. (Doc. 18623). Action Nov. 24.

■ Review Board in Berwick, Pa., granted motion by Cable TV Co. to correct transcript of oral argument held Oct. 17, on cease and desist order against Cable TV. Action Nov. 23.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Nov. 30. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Mari, Texas*—Community Antenna Television System has been awarded franchise by city council. Cable connection fee will be \$9.95 and monthly rates will be \$6.50.

■ *Delray Beach, Fla.*—Multiple-CATV owner Teleprompter Corp. of West Palm Beach has been granted a franchise. Franchise requires payment to city of \$5,000 bid check plus additional \$5,000 which will be paid on adoption of franchise. Final approval of franchise is subject to public referendum.

■ *Flat River, Mo.*—Mineral Area Cablevision Inc. has been granted 20-year non-exclusive franchise by city council. Terms of franchise include 3% gross receipts tax for city with stipulations that council may alter rate.

■ *Upper Arlington, Ohio*—All American Cablevision Co. has been granted non-exclusive franchise.

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Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 3" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Radio Help Wanted

Management

Fairfield County, Connecticut AM and FM seeking experienced manager capable of taking full charge. Must know all FCC rules and regulations, be strong on sales and programming. Send complete resume, references, salary requirements, and when available for interview. Box M-13, BROADCASTING.

Two professionals wanted. See details under Television Help Wanted Management.

Sales

Florida AM, modern MOR, seeks energetic, stable sales pro, capable of sales management in competitive market. Excellent opportunity for advancement. Send resume, track record and salary/incentive desired. Box M-18, BROADCASTING.

Sales manager medium market midwest growth area. Fulltime MOR with heavy sports and news. Will consider a successful salesman with proven track record. \$700 salary plus override would equal approximately \$11,000 for 1971. In 1972 our man should make \$12,000 plus. Air work and PBP optional. Equal opportunity employer. Box M-28, BROADCASTING.

Experienced, creative salesman needed, daytime station in southern Michigan. Salary, commission and benefits. On air experience helpful but not necessary. Good opportunity to expand with growing operation. Write Box M-32, BROADCASTING.

Advertising space sales. New York office of national business publication plans to add young, aggressive sales-minded individual to solicit and service new accounts. Good future, depending on ability to work hard. No desk-bound, telephone-type should respond. Knowledge of broadcast business helpful, but not required. Send complete resume, including salary requirements to Box M-52, BROADCASTING.

Salesman. Carrier minded. Established station. Salary, commission. Send resume, billing record. KFRO, Longview, Texas 75601.

Wanted: Salesman-announcer for No. 1 rated country music station in the state of Utah. Send complete resume and salary requirements to KRGO Radio, 5065 West, 2100 South, Salt Lake City, Utah 84120. An equal opportunity employer.

Investigate this sales opportunity if you are mature and eager to learn a new, powerful sales concept. Furnish resume. No phone calls. Dale Low, KSMN/KLSS, Mason City, Iowa.

Are you a pro with experience? Are you interested in developing a one-station market? Fastest growing county in New York. Let's talk. Call or write Al Etkin, WPUT, Brewster, N.Y. 914-279-7171.

Fantastic opportunity for a salesman who can really sell. If you are young and aggressive and believe in yourself, we'll offer you \$150.00/wk and a 20% commission on all you sell over and above \$150.00/wk. You will sell for Warwick Rhode Island's only radio station against the stiff competition of Providence stations and have complete latitude in design and execution of sales campaigns. If you're great there are many opportunities in the group to move up. If you're fair, don't apply. Contact, sending complete resume to Scornix Group Broadcasting, Inc., Lebanon, N.H. 03766.

Announcers

50,000 watt northeast contemporary is looking for a new idea for 9 to Noon. If you have it, send tape, resume and picture. No beginners, just a mature seasoned pro. All references will be checked. Box L-63, BROADCASTING.

First phone, operator-announcer. 5 kw midwest daytimer religious and gospel format. \$200 per week—40 hours. Send resume, aircheck and photo. Box L-274, BROADCASTING.

Wanted: Contemporary MOR air personality for group owned radio-TV operation, Rocky Mountain area. Top rated station. Excellent situation in every respect. Send tape and resume to Box L-287, BROADCASTING.

Announcers continued

Supertight East Coast top 40 needs 1st phone rock jock. I'm tired of tapes from losers. I want a guy who can cook. Box M-1, BROADCASTING.

If you've got something to say, can entertain, aren't afraid to work, and like modern country, get tape and resume now to Box M-40, BROADCASTING.

1st phone announcer, but also must be well qualified in local news writing and gathering for award winning news and announcing team. Our first opening in many years. Send tape, letter and photo to Jim Jae, GM, KHMO, Hannibal, Missouri.

Colorful Colorado resort area, college town. Top station needs first phone pro. Young adult format. K11X, Fort Collins.

Sign on man, first phone, experienced. 2 hours C&W, 3 hours MOR daily, 6 days, plus some production. \$125.00 per week, more for play-by-play. Tape, resume. Ken White, KMPL, Sikeston, Mo. 63801 (314) 471-1520.

The beautiful music station in the Twin Cities is looking for an afternoon drive announcer. If you have a super voice, professionalism, and desire, send a tape. Larry Roberts, WAYL, Minneapolis 55112.

Combo anncr., and all round radio. 3rd. trainee considered. WCOF—Immokalee, Fla.

Experienced announcer for general work including news, music, interviews, etc. Good board work, and knowledge of standards and beautiful music essential. Adult programming. Audition tape, experience resume, photo and salary requirements to WEPM, Box 767, Martinsburg, W. Va. 25401.

Highly successful contemporary AM-FM needs man with 1st phone and good voice who can talk to his audience. Good benefits, salary for right man. Contact Mark Lee, WOTT, Watertown, New York 13601 (315) 782-6540.

3rd phone for 50,000 watt good music FM. 60 miles from New York city. Nights from 6 P.M. send tape, resume and photo. WSPK-FM, P.O. Box 1703, Poughkeepsie, N.Y.

Immediate opening for experienced announcer at AM-FM station 90 miles from New York City. Write or phone S. Lubin, WVOS, Liberty, N.Y. An equal opportunity employer.

Looking for a pro. MOR experience. Willing to work one-station market. 50 miles from New York. Ideal living conditions. If available now, call Ken Stein, 914-279-7171.

Technical

Staff technician Eastern major market group owned 50 kw station considering applications for staff technician. Candidate should have considerable technical expertise in audio, high power transmitter, remote control and directional antenna systems. Some academic or industrial design background in electrical engineering preferred. Box L-221, BROADCASTING.

Chief engineer for 1 kw N.D. remote control, A.M. in beautiful New Orleans. Box L-251, BROADCASTING.

Chief engineer, build, maintain AM radio, East St. Louis, combination religious. Black preferred. Rev. Robert Wolf, 6720 Mary Ellen Place, St. Louis, Mo.

News

Wanted: Hard working, first phone newsman who knows how to dig and deliver. Great opportunity for young man willing to really get his feet wet. Call 703-368-3108 or send tape, resume and salary to Box L-196, BROADCASTING.

Heavy newsman for all news operation. Writing, editing and pro delivery a must. Only experienced newsmen need apply. Send tapes and resume to Bob Ruark, WLAC, Nashville, Tenn. 37219. Phone 615-256-0161.

News continued

Top flight on-the-air newsman needed now by the nation's oldest and most respected regional news network and is top rated flagship station. Texas State Network, serving 125 radio stations with potential audience of 15 million. Applicants must have extensive experience and authoritative delivery. This could be the last change you ever make if you have creative talent, can dig, write, and deliver a believable newscast. Send resume with photo, references, air check, and examples of writing style to: News Director, Texas State Network, Box 1317 Fort Worth, Texas 76101.

Programing, Production, Others

Heavy production/morning man, top 40 delivery. 100 kw stereo soul giant. Bill Hunt, PD, WKXI, Box 6689, Jackson, Miss. 39212.

Situations Wanted

Management

Wanted to buy or option radio station in trouble. If you can't sell because of three year rule or because you would take considerable loss, experienced broadcaster will operate with option to buy at fair price. Midwest, upper midwest, east or south preferred. Box L-257, BROADCASTING.

Sober, mature, experienced, all phases—3rd endorsed want to make home in southeastern small market as Mgr., P.D., sales, anncr., or all. MOR or good standard. Box L-286, BROADCASTING.

Sales oriented broadcaster now managing successful AM-FM operation \$500,000 range. Major market group experience. Format specialist. Seeks medium plus market to expand. Let's talk at \$22M+. Box M-8, BROADCASTING.

If you're looking for an experienced general or station manager, and you have a station in a market of 30,000 or more, I'd like to talk to you! If you're looking for improved ratings and sales, my record speaks for itself. Please send complete information on your opening, first reply. Box M-15, BROADCASTING.

Red ink? You've been sitting on one or more FM stations, or have neglected AM while TV was knee-deep in money. But now you can't afford money-losing radio properties. I can solve that problem. Highly qualified young station manager. Proven record includes sales, programming, and management in 20 station metro market. Expert in ratings and profits. Eleven years AM/TV/FM. Dedicated professional. Age 27, B.A., MBA. Top references. Seeking larger station and market. Box M-16, BROADCASTING.

Available immediately! Manager with emphasis on sales. Family man. 18 years experience. Small medium market desired. Box M-26, BROADCASTING.

Sales oriented, community minded general manager available. Seventeen years in advertising, ten years in radio. Flexible idea man who can handle people and all phases of operation. Currently GM of successful AM full timer. Good reasons for seeking change. Seeking 17M to start and opportunity. Prefer East Coast area. Let's write first, then talk. Box M-34, BROADCASTING.

Looking for station owner ready to phase himself out of day-to-day operations. Reputable, successful, sincere, experienced manager in early 40's will begin by investing \$25,000 to \$50,000 cash with option to purchase all or majority interest. East coast or midwest preferred. All answers considered and confidential. Box M-36, BROADCASTING.

Experienced, hard-working manager, excellent record, seeks manager's position—small to medium market—southeast 1st phone—top sales—programming—now commercial manager—four station market—29, married, family—will start \$11,500. Box M-39, BROADCASTING.

Sales

Black, salesman prove ability hard work no obstacle, employed as ad salesman for newspaper . . . can do announcing, Jazz, Religious, Contemporary, R&B format etc., 3rd. Box M-7, BROADCASTING.

Sales continued

Ambitious, 30, married—P.D., 12 years experience, 1st phone, desire sales opportunity, S.E. preferred. Box M-54, BROADCASTING.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Box L-116, BROADCASTING.

Young, dynamic D.J. Tight board authoritative news. Sales. Will relocate. Third endorsed. Box L-241, BROADCASTING.

New Mexico—1st phone announcer, 22, married, 3 years experience, available for move from Florida to N.M. 1st of year. Box L-267, BROADCASTING.

Sports—medium market pro seeks move upward. Experience includes pro baseball, football, basketball PBP—two-way talk—radio-TV sportscasts, specials. Box L-269, BROADCASTING.

Tired of slipshod spots, rotten ratings and slumping sales? I can help. Write Box L-285, BROADCASTING.

Experienced announcer, 3rd class license, will relocate. Box M-6, BROADCASTING.

Seasoned professional, warm, articulate, persuasive with proven record in 30 station area. Ready to fill your major market opening. Box M-10, BROADCASTING.

Mid-west professional, with seventeen years all-round experience. Finest background and references. Very strong on news, covered beat writing etc. Third ticket with endorsement. Know production and music. Present employer, finest reference. Would prefer personal interview. Box M-11, BROADCASTING.

Three years experience, third, some college, good voice. Box M-17, BROADCASTING.

Female announcer, first phone, ready to relocate. Box M-22, BROADCASTING.

Experienced 1st. phone-announcer for 12 years. Prefer small friendly station in Iowa or surrounding states. Might be willing to invest in it later. Wife is in sales and would work if needed. Box M-23, BROADCASTING.

Third endorsed, six months experience not dissatisfied with present job, but desire to return to California. Preferably small market near bay area. Box M-29, BROADCASTING.

Creative, co-operative college graduate. Beginner with third endorsed, professionally trained. Thorough knowledge—all musical formats (prefer contemp. MOR). Writing ability. Box M-33, BROADCASTING.

First phone, dependable, hardworking, much potential, improving but ambitious to learn, some experience, 24 yrs. old, veteran, married. Top 40, progressive rock. Box M-38, BROADCASTING.

Look out! I'm calling out all over the land to let you know that I have a first phone and nine years experience in all phases of broadcasting. Can work any format, will relocate, married, salary open. Box M-42, BROADCASTING.

First phone—pro seeking medium/major market contemp or rocker. Married/college grad/top references. Box M-47, BROADCASTING.

DJ heavyweight with first! Currently P.D. (full-timer) in 7 station market. 205-536-4032 evenings. Box M-49, BROADCASTING.

Have 1st ticket, will combo. Great voice for mature contemporary. California radio, here I am! News and sales, no problem. Available January 1st. Personality, smile and commercial sell. Right now! Mike Armstrong, 516 N. Normandie #1, Los Angeles, California 90004.

Professionally trained announcer, 3rd endorsed, degree, 2 years educational radio and TV plus advanced Columbia School of Broadcasting training. Seeking announcer sales combo. Able and willing to work any format plus play-by-play. Have direct sales experience. Edd Thompson, 6133 #1 North Jefferson, Kansas City, Missouri 64118 (816) 452-4255.

Give your audience a friend. I'll move you, the people and move up with your station. I like all phases; one yr. exp.; married and stable. Looking for a career not a job. Call Joe: 801-521-7412.

Dis jockey, young, talented, good voice. Call Raymond David, 717-823-3606.

First phone who enjoys doing maintenance. Talks too. Experienced, 21, single, draft-deferred. Presently employed; looking for step up. (608) 935-2302. Available Jan. 1.

Announcers continued

Broadcast school graduate, third endorsed, double in sales, tight board, references, personality, voice, etc. Military completed. No tape available will send resume, will relocate, try me. Seeking position with soul station. Samuel Ginn, 943 Grant Ave., Bronx, N.Y. 10456.

1st phone contemporary jock, news background, strong on production. Business Master's degree. Jeff Portnoy, 14 Eisenhower Dr., Yonkers, N.Y. 914-WO 1-8559.

Technical

Contemporary chief. Heavy experience all phases. AM, FM, stereo, directionals, audio and RF proofs, construction, audio specialist. Want to get involved with successful medium-major market operation. Presently employed. Available at your convenience. College, 6 years experience. Box L-188, BROADCASTING.

Exp. engineer, 20 years in AM, FM, TV. Presently employed, desire change. Box L-268, BROADCASTING.

Engineer experienced with directionals, 1st phone prefer daytimer. Box M-5, BROADCASTING.

Experienced engineer, prefer West, would consider combo, TV, or cable. Box M-25, BROADCASTING.

Maintenance engineer—15 years experience—first phone—responsible. Box M-46, BROADCASTING.

1st class technician experienced transmitter or studio. Available now anywhere. Call (513) 398-2338.

First phone who enjoys doing maintenance. Talks too. Experienced, 21, single, draft-deferred. Presently employed; looking for step up (608) 935-2302. Available Jan. 1st.

News

4 1/2 years experience all areas. Former medium market news director. Graduate journalism school May '72. First phone. Sigma Delta Chi President. Draft #338. Single, 21. News or sales. Currently employed television. Want management future. Resume, tape, excellent references. Available interviews January 1-15. Box M-21, BROADCASTING. Give me the opportunity, I'll give you experience, talent, loyalty.

Major market sportscaster available for east coast college/high school basketball play-by-play assignments. Also radio sports talk show host. Box M-31, BROADCASTING.

News anchorman—if it is time for your station to get back into the ratings battle, let's talk. I have anchored news for 9 years, produced documentaries and served as news director. Those 9 years include staff administration and extensive statehouse reporting. Now employed in southwest, college, 31 years old. Box M-43, BROADCASTING.

Experienced newsman, 26, authoritative delivery, college grad, Vietnam vet, dependable. Box M-48, BROADCASTING.

Experienced sportscaster wants basketball. Excellence guaranteed. Telephone 404-865-2425.

Newsman—reporter-weatherman. Experienced. Authoritative delivery. Available upon 2 weeks notice. (312-595-1541)

People-oriented creative newsman. Recent broadcast school plus B.A. speech, 3rd phone. Rocky Mt.-West. Nick Isenberg (303) 322-2356. 2890 Elm Street, Denver, Colorado 80207.

Programing, Production, Others

Currently production director 50 kw clear top ten market, want spot as bigger fish any size pond. Wide experience in use of all program elements in designing station format and directing it toward target demographics. Current on FCC and license renewal. Ivy grad. Married. Box L-240, BROADCASTING.

If you're interested in a better station with more income, through a proven, positive approach next year, let's talk. Box L-242, BROADCASTING.

Offering twenty great years station, agency, PR experience to solid medium market station where all my talents are needed. Excellent on camera, as director-producer (nine years industrial and agency writing-producing) and behind typewriter (ten years broadcast news). Resume tells all. Young 46, M.A., married. Seek permanence. Box L-254, BROADCASTING.

Major market jock looking for a programing position. Salary open. Box L-262, BROADCASTING.

Rock music director and personality, (21) with first, looking for good opportunity in Indiana-Ohio area. Box M-35, BROADCASTING.

Programing, Production, Others

Continued

Sports—30, married, excellent play-by-play, better than average voice. Seeking major or medium market with extensive college coverage. Very active three years experience, both on high school and college levels. Box M-2, BROADCASTING.

Black P.D. available (515) 243-6873. Ask for his majesty.

Television

Help Wanted Management

Assistant commercial manager with administrative ability and good track record for VHF in good Southwest market. Box L-244, BROADCASTING.

Two professionals with radio and/or television general or sales management background to sell annual renewable service program to broadcast management. Will be at least 35+ to have necessary background. Considerable travel first year; no relocation for midwest or eastern applicants. First year potential \$36,000+ with continuing renewal income and equity option. Not a gimmick; proven, accepted sales development program being utilized by stations in 16 major groups including CBS, Hubbard, Corinthian. Letter or resume in confidence; Broadcast Marketing, 40 Davis Court, Suite 1710, San Francisco, Calif. 95111 or leave message, 415-982-0440.

Sales

National sales manager with sales development know-how and drive for Texas VHF. Box L-245, BROADCASTING.

Technical

CATV—Director of Engineering. To supervise operation of a two-way, 26 channel system in major television market. Salary in high teens or low 20's, depending on experience and capability. Reply to Box L-190, BROADCASTING.

Opportunity with Texas VHF for reliable, well qualified assistant Chief Engineer. Box L-243, BROADCASTING.

Experienced transmitter engineer, and trainee with first class license, needed by Texas Gulf Coast VHF. Box L-246, BROADCASTING.

AM/FM/UHF-TV assistant chief/troubleshooter, able to work with minimum supervision. Mostly tube type equipment. Growth opportunity. Central Eastern small market. Box L-260, BROADCASTING.

Maintenance supervisor for a top five major market all color television station located in midwest. Send resume to Box M-9, BROADCASTING.

Chief engineer. VHF in midwest. Good technical knowledge and able to supervise men. Send resume to Box M-27, BROADCASTING.

Transmitter or studio engineer. Maintenance responsibility includes RCA-TTU-12 UHF transmitter, or TR70-VTR. Chief engineer, WTAP-TV, Parkersburg, W. Va.

News

News writer/reporter. Able to develop hard news and off-beat feature material. Rush video tape, writing sample, resume, and salary requirements to: Irv Weinstein, News Director WKBW-TV, 1420 Main St., Buffalo, N.Y. 14209.

ABC affiliate in large midwest market establishing news department. We need newsmen, newswomen, weathergirl and sports director. Send VTR and resume or audio tape and picture to Mark Pierce, News director, WKEF, Dayton, Ohio.

Anchorman, experienced in writing, producing and broadcasting television news. Job also entails outside assignment work. Salary open. Send tape, picture and resume to News Director WSBT-TV South Bend, Indiana 46601.

TELEVISION

Situations Wanted Management

Operations/traffic manager. Top experience, FCC rules, systems, continuity, sales coordination. Phila./N.Y. area desired but will relocate for good offer. Top references. Write Box L-250, BROADCASTING.

General Manager: 16 years top management of broadcast companies. Familiar with all facets of broadcast operations. Specialist in sales and profits. Top references. Box L-255, BROADCASTING.

Television Situations Wanted

Sales

Self-starter salesman seeks medium to major market position leading to management. 10 years radio/TV, 35, family man. Midwest stations only. Box M-24, BROADCASTING.

Technical

Video tape engineer—familiar with Ampex VTR, Electronic editing and maintenance—production company located in New York. Box L-180, BROADCASTING.

First phone twenty-five years, former AM chief, five years UHF TV, five years navy electronics, three years test equipment repair, five years closed circuit signals in TV factory production. Desire Kentucky, Indiana area. Box L-237, BROADCASTING.

Maintenance engineer—15 years experience—first phone—responsible. Box M-45, BROADCASTING.

Talented young career man; multi-faceted background in TV/film business and production management, programming, commercials. Can save you \$\$\$. Box M-50, BROADCASTING.

News

Qualifications to anchor or news director. Imaginative, accurate, objective. Employed. All inquiries considered. Box M-3, BROADCASTING.

Experience, experience, experience. All one sees in job ads is experienced people only need apply. What about talent and potential? Doesn't that count anymore? B.S. communications, 2 1/2 years college radio, six months news writing N.Y.C., O&O, bug on sports, good on camera appearance. All I ask is the chance to come out and show what I can do. Box M-14, BROADCASTING.

Solid state—local government reporter seeks new challenge. Box M-44, BROADCASTING.

Programing, Production, Others

Director-writer, 4 years experience in television and film. Married, 24, degree. Military duty as a TV director completed Dec. 17. Box L-248, BROADCASTING.

Production or studio engineering position desired; no experience, draft exempt; 3rd endorsed, working on first; communications electronics background, broadcast school and some college; excellent work and character references. Prefer Northeast, but all offers considered. Box L-252, BROADCASTING.

Producer/production man, 24, B.A., single, draft exempt. Two years experience in all phases studio work plus scriptwriting, producing in medium market. Seeks producer-director or writing position. Will relocate. Box M-53, BROADCASTING.

Production coordinator of game show produced by leading N.Y. production house seeks interesting challenging administrative, production or sales position. B.A. Willing to relocate. James Robinson, 35-29 72nd Street, Jackson Heights, N.Y. 11372 (212) 898-8961.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

AM transmitter operating on 1,000/250W on or near 1490 khz. In good condition. Call WOHI, 216-385-1490.

Wanted! Blonder Tongue Audio Baton. Must be in working order. Write Possum Riley, WEBR, 23 North Street, Buffalo, N.Y. 14202.

Used black and white equipment in operating condition. Microwaves, cameras, both studio and film chains, switchers, zoom lenses, etc. Send list of your surplus and sale price to Bladwin, 1819 South 2500 East, Salt Lake City, 801-466-1246.

Need RCA TVM-1 7 Ghz microwave, complete, tripod mounted, and RCA 2 KW transmitters TT2BL/H, contact: Bruno Schwebel, 18. Chapultepec 18, Mexico 1, D.F. Phone 518-56-74.

Donate your used production and broadcast equipment to a non-profit religious organization. Full tax credit can be given! Contact Rev. Raymond Franks; Drawer 14468; Albuquerque, N.M. 87111. Phone: (505) 296-2987.

For Sale Equipment

Heli-ax-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 Equipment continued

Television Transmitter—Ampex UHF TA15-BT bought new and used for tests only. Modify to your channel and higher power or for standby. With color and in perfect condition. Newvision Company, 1016 Broad St., Bridgeport, Conn. 06603 or call evenings 203-378-9242.

1 1/2" OHM Gas Filled Line. Complete w/"N" connectors; equipped for pressurization Brand New, Phelps Dodge #STA 158-50 One length @ 1000 ft. one length @ 400 ft. \$1.60 per foot for all. Action Electric Sales 312-235-2830. Need Coax, bare copper, power cable?

Cartridge tape equipment—Reconditioned, guaranteed. Autodyne, Box 1004, Rockville, Maryland 20850 (301) 762-7626.

One Mobile Unit 27' x 12', two Mark 10 Visual Cameras, Dynair VS 1218 Switcher, Sparta A-15 Audio Console. Unit is Tractor Trailer and air conditioned. For more information write Box L-197, BROADCASTING.

Good used Collins 212 M-1 broadcast console, used for 2 1/2 years. Contact Gayle Lee, KBIX Radio, P.O. Box 1608, Muskogee, Oklahoma.

Transmission line—700 feet of Communication Products Co. 1 1/8" rigid coaxial line, 50 ohm impedance. Must be sold immediately. Make offer to Glenn D. Gillett, 6644 Holland Street, McLean, Va. 22101, 703-356-5544.

Never been driven! . . . Brand-new (unused) 30kw Ch. 19 General Electric television transmitter 4TT57A1. Call Jim Parker (513) 772-1441 and grab this rare opportunity to buy a great piece of gear—still in the box!

Excellent used Schafer Model 800 stereo automation system complete. 9 Ampex AG440 tape decks, two spotters, one backfill, one Criterion playback for ID's. Information. Box M-51, BROADCASTING.

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.

4 Fairchild 663 NL compressors at \$125.00 each. 8 Fairchild 664 NL equalizers at \$125.00 each. 1 Fairchild 675 De Esser at \$125.00. Accurate Sound Company, P.O. Box 3505, San Angelo, Texas.

Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International, Box 1555, Mtn. View, Calif. 94040, 408-739-9740.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brower, Box 8057, Pensacola, Florida 32505.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Proven, popular, stimulating author-interview radio program. Well known, articulate guests. New 27 minute tape (3 breaks included) furnished on 7" high quality reel, weekly. Price: \$20. Box L-126, BROADCASTING.

Bob Raleigh's weekly comedy service. Free sample. Box 684, Galax, Virginia 24333. Now in our third year.

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.

Interested in Christian format for your station? We can help you! Call Dr. Crews, Christian Radio Consultant, 912-432-6436 or write Box 942, Albany, Ga. 31702.

MOR and rockers . . . discover Columbus! And you may never buy drop-ins again! \$10-15 heavy-voiced jingles. Redone if you move onto another station!!! Columbus Radio—719 West Water—Kankakee, Illinois 60901.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas***, 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in San Francisco***, 160 S. Van Ness.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in Chicago**, 3443 N. Central.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in El Paso*, 6801 Viscount.

Elkins in Seattle**, 4011 Aurora Ave., N.

Elkins in Milwaukee, 611 N. Mayfair Rd.

Elkins in Colorado Springs*, 323 South Nevada Ave.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates Jan. 5, April 12. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

Zero to first phone in 5 weeks. R.E.I.'s classes begin Jan. 3, Feb. 7, and Mar. 13. Tuition \$395.00. Rooms \$15-20 per week, call toll free: 1-800-237-2251 for more information or write: R.E.I., 1336 Main Street, Sarasota, Florida 33577. V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. Call Joe Shields (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

R.E.I., 625 E. Colorado St., Glendale, Calif. 91205. Call toll free, 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, \$7.00; 2nd class, \$12.00; 1st class, \$16.00; complete package, \$25.00. Research Company, 3206 Bailey Street, Sarasota, Florida 33580.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st class in 6 weeks. Money back guarantee. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606. (213) 980-5212.

See our display ad under instruction on page 68. Dan Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO 2-3281.

Instructions continued

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 . . . KSVF-AM and KSVF-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! Class begins Jan. 2, 1972. Enroll Now! Write . . . Dave Buffon, 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

Management

Asst. Mgr. for leading radio station large metro market. Expanding 9 station group wants aggressive, presently successful sales manager who's ready for the move to management. Top salary, bonus, fringes, send resume. Replies confidential.
 Box L-271, Broadcasting

Announcers

HOT NIGHT JOCK WANTED

Top rated station in America's Valley of the Sun. If you are good we'll pay top money for this market. Rush tape and resume or call. Work with the best pros in the business.
 Contact: Gary Stevens, General Manager, or Larry McKaye, Operations Mgr.
 KRIZ Radio
 Phoenix, Arizona 85009
 602-258-6717
 A Doubleday Station

Equal opportunity employer

WANTED

The country's hottest night-time personality. Excellent chance to make a national name for yourself or enhance the reputation you now have. Only the best communicators in the country need apply. We want the best to grow with the best.

Send tapes and resume to:

**Chuck Dunaway—WIXY
 Cleveland, Ohio**

News

QUALITY STATION NEEDS QUALITY PEOPLE

Immediate opening for one newsmen and one bright middle of the road announcer with adult appeal. Excellent staff, generous wages and fringes. You must be a pro for this growth company. Contact.

Jack Hood, WTRX, Flint, Michigan 48501

Technical

Tape Recorder Field Service Technicians

Openings now available for qualified field technicians with a major manufacturer of tape recording equipment. Background in professional audio recorders preferred. Extensive travel may be required. Locations in L.A., Nashville, Chicago, and Bridgeport (N.Y. area). Send resume to R Berliner, Mgr. Engineering Services.

An equal opportunity employer



Scully
 Scully Recording Instruments Co.
 A Division of Dictaphone Corp.
 480 Bunnell Street, Bridgeport,
 Connecticut 06607

Situations Wanted

Programing, Production, Others

NEW BREED CONTEMPORARY—P.D.

Ready to get those big bucks and own your market? Don't reply if you're #1. Do get ready to move over.

BOX M-41, BROADCASTING

Television Help Wanted

CATV POSITIONS

LVO CABLE, INC., OFFERS CHALLENGING OPPORTUNITIES WITH GROWTH POTENTIAL IN NEW AND EXISTING SYSTEMS.

GENERAL MANAGER, CONSTRUCTION:

Experienced engineering administrator, responsible for construction of major market cable systems. Direct and coordinate construction, contract administration, utility negotiations, work with suppliers, develop staff and supervise (using "turnkey approach") projects in several markets simultaneously. Top level position with excellent salary and benefits. Minimum of 10 years administration and/or construction experience, preferably in cable industry.

SYSTEM MANAGER:

New system in northwest Chicago suburb will pass 30,000 potential homes. Will have converters. Position requires cable management experience with emphasis on administration and sales. To be energized within 30 days.

ENGINEERING-TECHNICIANS:

Several openings in new and existing properties. Require cable experience

Forward resume and salary history in confidence to Employee Relations Manager, LVO Cable, Inc., P.O. Box 3423, Tulsa, Oklahoma 74101 (an Equal Opportunity Employer).

Television Help Wanted Technical

TELEVISION BROADCAST SALES ENGINEER
 Broadcast Equipment/Technical Operations Experience

A leading manufacturer of radio and T.V. broadcast equipment has a territory open. Prior broadcast equipment sales desirable and technical operations experience essential.

The company is dedicated to broadcasting and has an enviable record of steady growth in its service to the broadcaster since 1922. Salary plus commissions with benefits and paid travel expenses.

For further information, send your resume, in confidence, to

**OR CALL
 Robert T. Fluent
 Assistant Personnel
 Manager (217) 222-8200**



GATES RADIO COMPANY
 A Division of Harris-Intertype Corporation
 123 Hampshire St., Quincy, Illinois 62301
 An Equal Opportunity Employer (m/f)

News

NEWS - SPORTS/STAFF ANNOUNCER

We are top-rated NBC station in beautiful part of California, and have an immediate opening for personable young man to do sports section of local news program (no play-by-play experience required) as well as general station announcing duties, including on-camera commercial work.

This is great opportunity for neat appearing and talented young man on his way up in television. (The man he will be replacing is going to network owned and operated station in San Francisco.)

Selected person will be working with experienced television staff. He will be expected to bring to us some experience of his own and the ability and desire to learn.

Starting salary will be minimum, and the future will depend upon the man's talent.

If you are interested, rush immediately film or VTR of your work along with complete resume including references as well as minimum starting salary.

Send all replies to:

**Owight Wheeler, Operations Manager, KSBW-TV
 238 John Street, Salinas, California 93901**

TELEVISION

Help Wanted

Management

LOCAL SALES MANAGER

Top-rated Michigan station can offer unlimited opportunity to a man capable of leading an aggressive local sales department. Excellent salary and incentive. Send resume to:

BOX M-19, BROADCASTING

TELEVISION

Situations Wanted News

TV WEATHER WIZARD

Available with sense of humor, creativity, youthful appearance and a presentation with personality plus. Modesty prevents elaboration. Have strong meteorological background. 12 yrs. experience TV & Radio combined. Top 20 markets available two weeks. Replies kept CONFIDENTIAL AND ALL ANSWERED.

BOX M-20, BROADCASTING

Instructions

BROADCASTING SCHOOL GRADS SEMI PROS

Tapes returned or ignored? Send us 15 minute sample for thorough, constructive critique with suggestions by highly qualified pros. Prompt, confidential replies by letter. Tapes returned. Enclose \$10.00 M.O. to

ENTREMENT PRODUCTIONS
P.O. Box 1657, Hartford, Conn. 06101

F.C.C. 1st PHONE in five weeks

F inest Instructors

- With years of practical experience

I ntensive Methods

- Visual aids & Films

R easonable Costs

- One charge to successful completion

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- Student rates at best Hollywood Hotels

T op Results

- All of our students earn their firsts

(Approved for Veteran training)
(Low interest Bank financing available)

LEARN

at the Nation's oldest and most respected

School of Broadcast Training

DON MARTIN SCHOOL OF RADIO & TV
(established 1937)

NEXT INTENSIVE THEORY CLASS
starts

January 10, 1972

for additional information call or write
DON MARTIN SCHOOL OF RADIO & TV
1653 No. Cherokee, Hollywood, Cal.
HO 2-3281

Miscellaneous

WNA WNA WNA WNA WNA WNA WNA

KIXI, SEATTLE

Programed exclusively by the people who have consistently made this station a #1 rated property. Demo tape and brochure on request. Contact the "Better Music" specialist...

WALLY NELSKOG & ASSOCIATES, INC.

1200 Stewart Street
Seattle, Washington 98101

206-623-5934

WNA WNA WNA WNA WNA WNA WNA

Wanted to Buy—Stations

WANTED TO BUY OR OPTION

Radio station in trouble. If you can't sell because of three year rule or because you would take considerable loss, experienced broadcaster will operate with option to buy at fair price. Midwest, upper midwest, east or south preferred.

BOX L-256, BROADCASTING

FOR SALE Stations

Great South Florida FM good rating & billing. Principals only CASH.

BOX M-12, BROADCASTING



SOVRAN
INCORPORATED
BROKERS & CONSULTANTS
PARK CITIES BANK BLDG.
DALLAS, TEXAS 75205 (214) 526-8427

LaBue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.

EAST COAST (212) 265-3430 WEST COAST (213) 677-0055

Wanted To Buy Stations

continued

WANTED:

AM or FM station, in small to medium market. Maximum of 150M, with terms available. All information held in confidence.

BOX M-4, BROADCASTING

Single station owner wishes to expand. Will purchase full-time AM or AM/FM (markets 250,000 up) Eastern states only. All inquiries acknowledged and confidential.

BOX M-30, BROADCASTING

Experienced broadcaster, financially qualified, interested in full-time, non-directional, AM, small or medium market. Southeast preferred, others, considered. Replies held in strictest confidence.

BOX M-37, 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

STATIONS FOR SALE

1. SOUTHWEST. University town. AM-FM. \$325,000. Terms.
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The title "promotion director" doesn't begin to suggest all the things that job can be at a broadcast station. It may involve direct responsibility for public relations, merchandising, research, advertising, and the kind of direct community contact a station needs if it is to avoid one license-renewal challenge after another. It frequently requires detailed understanding of every part of a broadcast operation. It invariably demands quickness of mind, toughness, a sense of humor and the ability to juggle about 20 projects at once. Little wonder that, as a former president of the Broadcasters Promotion Association once said, the promotion man is "no longer the last salesman who came in off the street with a hernia."

What kind of background prepares a person for this line of work? There's really no easy answer: it's personal qualities, not specific training, that matter most. No better illustration could be found than the career of Boyd Seghers, director of sales promotion and research of WGN Continental Broadcasting Co., Chicago, and new president of BPA. Mr. Seghers, a fast-talking, irrepressible man of 50, took his degree at Loyola University of the South in classical languages, thank you, and for the next seven years was in show business as an actor, dancer and singer. He crossed paths regularly with such stars-of-the-future as Ernest Borgnine, Lee Marvin and Rod Steiger, but Mr. Seghers got weary of waiting for his career to take off. "They stuck it out," he says. "I just decided I didn't want to starve any more. I finally found myself singing tenor at the Roxy, and it was about as close to the bottom as I cared to get. I got out."

He then returned to New Orleans, where the best available job that bore any relationship to his talents was as a radio time salesman for WTPS(AM). It was quite a baptism—at the bottom-ranked station in the market, with no training for the job, he went out on the street and taught himself the ropes. That experience lasted a year ("about as long as I could take").

From there he went into a succession of advertising jobs, where he gained the heavy experience that led to his later employment with WGN. Yet, when he sought the job it was not under the best of conditions. At the time (1963), he was working as broadcast media director of Knox Reeves-Fitzgerald, in New Orleans, when plunges in billings led that company to consider eliminating the media department. Mr. Seghers found himself conducting a hurry-up search for new employment.

He found a match for his talents and an interested employer in WGN, where he came abroad as sales promo-

Boyd Seghers: a promoter of promotion

tion supervisor. He was named to his present position in 1965.

Today, Mr. Seghers is responsible for a broad-ranging division of a growing company. He oversees the general areas of public relations, research and merchandising, with a staff of 13 and a sizeable budget. ("We will spend in this department more than some stations gross," he says.)

He's a driving, extroverted man, open and talkative yet required by the de-

mands of his job to speak carefully. Personality and position mingle in strange ways in his conversation. Ask him a question and he'll reply, in rapid succession, "Oh, boy, how do I want to see that quoted? . . . Hey, may I have a copy of my remarks at the closing session? . . . Hmmm—how would that look in print? . . . No, no, not good . . . Boy, you know, I'm used to doing the interviewing instead of being interviewed—it's tough on this end."

But when, as president of BPA, he talks about his field and the desire to see it improved, the openness wins hands down. "This job is the most challenging of any in broadcasting," he says flatly. "We have to be informed on and involved in everything that happens in this place. And everybody tells you how to do your job. Nobody tells the manager how to do his job, nobody tells the program director how to do his job, but us—that's different. When sales are down it's your fault. When a client quits you weren't doing your job, didn't supply the right research, or something. If you haven't got a sense of humor, you'd better get the hell out of promotion."

Obviously, Mr. Seghers himself is in no hurry to get out of the field. Looking ahead, he talks energetically about the need for promotion men to gain more "posture," more recognition from management; about the need to convince "a lot of general managers who handle promotion with their left hand" of the value of specialists in the field; of his hope that BPA can broaden its membership overseas (there is no comparable organization elsewhere in the world).

And he notes that the growing number of challenges to license renewals has indirectly enhanced the status of many promotion directors, because they now handle community relations work as well. "He [the promotion director] provides the words not only to reach the people, but so the FCC can understand it, too," Mr. Seghers says. "He has to go out and seek people out, to find out what they think, to be an active force. Maybe he's getting recognition in this area that he wasn't getting as strictly a promotion man."

However, Mr. Seghers adds, recognition has never been a problem for his branch at WGN Continental Broadcasting Co. At that company, (which includes WGN-AM-TV Chicago, KDAL-AM-TV Duluth, Minn., KWGN-TV Denver, WGN Continental Productions, and World Travel Services Inc., a travel agency), "the division has enjoyed splendid recognition over the years, beginning before I was employed here. The company has a great sense of responsibility; it's innate in the kind of advertising and promotion we do."

Week's Profile



Edward Boyd Seghers Jr.—president, Broadcasters Promotion Association and director of sales promotion and research, WGN Continental Broadcasting Co.; b. Oct. 7, 1921, New Orleans; BA in classical languages, Loyola University of the South, 1943; U.S. Navy, 1943-1946; in show business, 1946-54; radio time salesman, WTPS(AM) New Orleans, 1954-55; with Sam Rosenbaum & Assoc. agency, New Orleans, 1955-56; assistant broadcast media director, Fitzgerald Advertising, New Orleans, 1956-61; broadcast media director, Knox Reeves/Fitzgerald, New Orleans, 1961-63; joined WGN in 1963 as sales promotion supervisor; assumed present post in 1965; named BPA president in November 1971; m. Lillian Flotte, New Orleans, 1955; children: Carolyn 16; Alicia, 15; Boyd III, 11; Danielle, 9; Nathalie, 8.

Worth fighting for

In its latest form the model bill drafted by the National Association of Broadcasters to give licensees reasonable protection against poachers and pressure groups at renewal time deserves unqualified support. If time has run out on chances of passage at this session of Congress, the attainment of action early in the next session should get priority attention from all broadcasters.

The bill would provide that in any hearing on renewal, the renewal applicant would get the grant if it were legally, financially and technically qualified, if it showed a good-faith effort to serve the needs and interests of its community and if it had not demonstrated a "callous disregard" for the law or FCC regulations. Fair enough.

These provisions would rule out the competing applicant who attacks multimedia holdings, which may be perfectly legal under FCC multiple-ownership rules but are now vulnerable under the precedent set in the Boston channel-5 proceeding. They would defuse those appellate-court decisions that have invited rival applicants to go about the restructuring of broadcast ownership case by case.

The bill would also reduce the advantages that special interests now enjoy in filing or threatening to file petitions to deny renewal. For a station that had acted responsibly, a hearing on a petition to deny would be at worst an inconvenience and abnormal expense. It would not be fatal, as it could be under present circumstances. The loss of that kind of leverage would weaken the incentive of insubstantial groups to attack licensees.

There is a realistic limit, however, to the shelter that is offered by this draft.

The bill would provide no refuge to the shoddy broadcaster. Nor would it deprive the serious challenger of a full hearing. Thus it gives broadcast critics no chance to argue that it is excessive in the protection incumbents would get.

Perhaps best of all, the bill would take the FCC out of the monstrous business of evaluating programing. The criterion would be whether the licensee had made an effort in good faith to serve its audience, not whether it had carried certain percentages of this kind of programing or that. With that accomplishment alone, it would mean a real measure of emancipation.

First things first

The approaching expiration of Vincent T. Wasilewski's contract as president of the National Association of Broadcasters is providing a handy reason for disgruntled members to call for his and others' heads. The call will not be stilled by the abandonment of the Denver caucus that a number of NAB directors had tried to arrange. It may, however, lose some of its shrillness by the time the whole board—cooler heads and all—assembles in mid-January for its winter meetings.

The caucus would have done no one any good. Never did its organizers suggest a positive plan to improve the NAB apparatus or personnel. They were heading for Denver with nothing in their kit but a wrecking ball. The NAB and broadcasting itself need more constructive help.

Nobody we know is fully satisfied with the NAB's performance. Indeed dissatisfaction may have become endemic to the NAB condition. Within its membership there are divisive differences. Outside, the problems proliferate. As long as it fails to compose internal differences and resolve external problems, a trade association is bound to be blamed

for all its members' ills, including those it is powerless to cure or even to influence.

But the correction of NAB deficiencies cannot be brought about by the simplistic act of firing the staff while leaving mission, policy and organization untouched. That kind of destructive action would only increase the difficulties of recruiting better personnel. What qualified successor would next lay his head on the block?

Those going to the board meetings next month with the intention of "doing something" about the association ought to give hard thought between now and then to what is to be done. What do they really want the NAB to be? That question has been raised many times before. There is little evidence that it has been satisfactorily or even seriously answered.

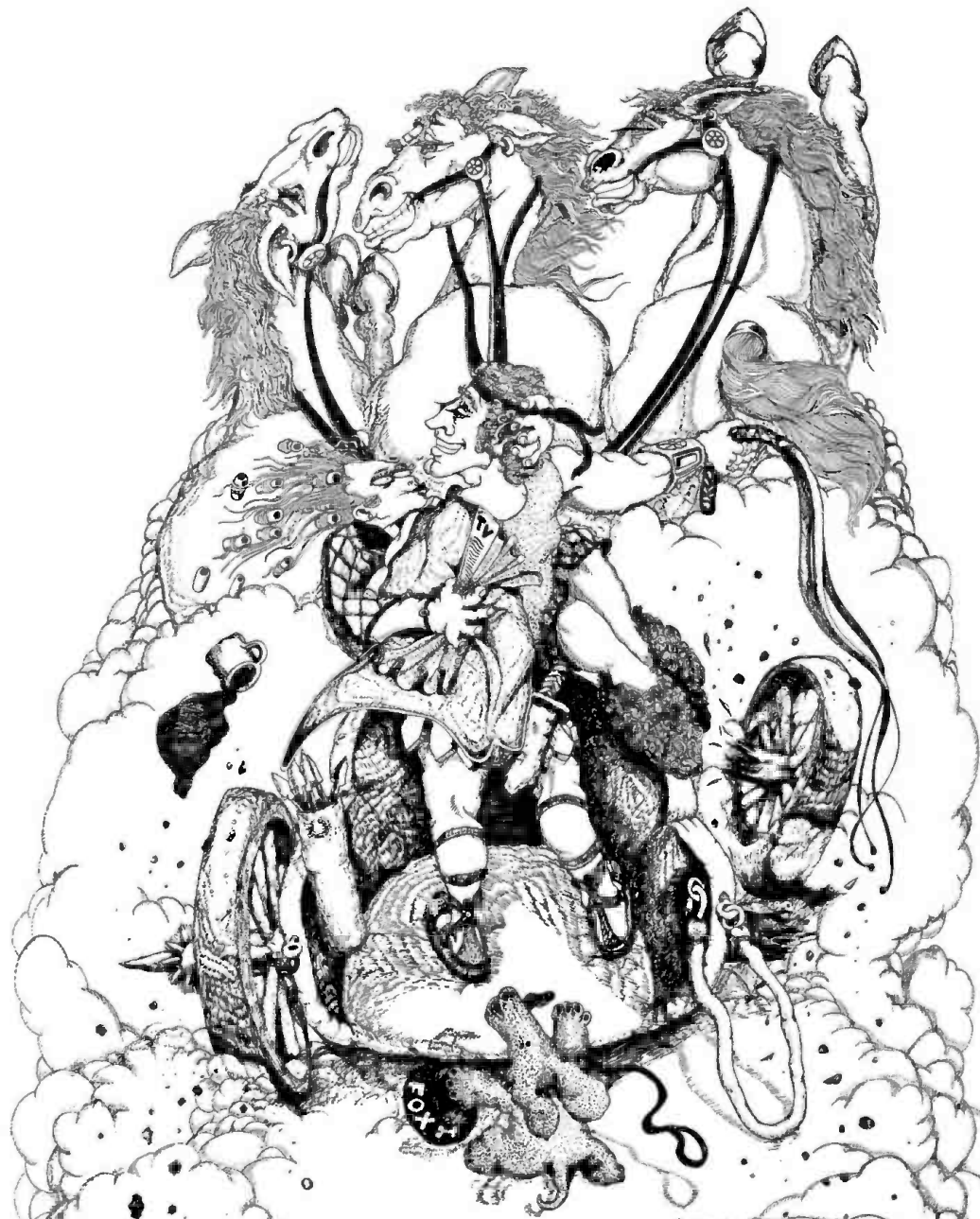
Two years ago the association was the subject of just about the same sort of disenchanted review that is going on now, though tempers were less heated. It was then that Mr. Wasilewski was reconfirmed as president with a contract that was intended to give continuity to his administration. That act was followed by the appointment of a board committee to evaluate the NAB's purpose and performance. Months later the committee recommended and the board's executive committee approved a "reorganization" creating three new executive vice presidencies. In theory these would take over line responsibilities and free the president to maneuver in the upper echelons of Washington. In practice the changes have proved to be more cosmetic than substantive. The mission of the association is no different now from its mission at the time of the "reorganization." Conditions inside and outside are no better and are probably worse.

Isn't it possible that in basic structure the NAB is no longer suited to the complexities of the times? Is this the moment to consider a more flexible organization within which special interests could be asserted, even in conflict with one another, while general interests, common to most if not all broadcasters, were pursued on a united front?

Questions such as those need to be settled first. Decisions about personnel retention or recruitment would follow more logically in their wake.



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