



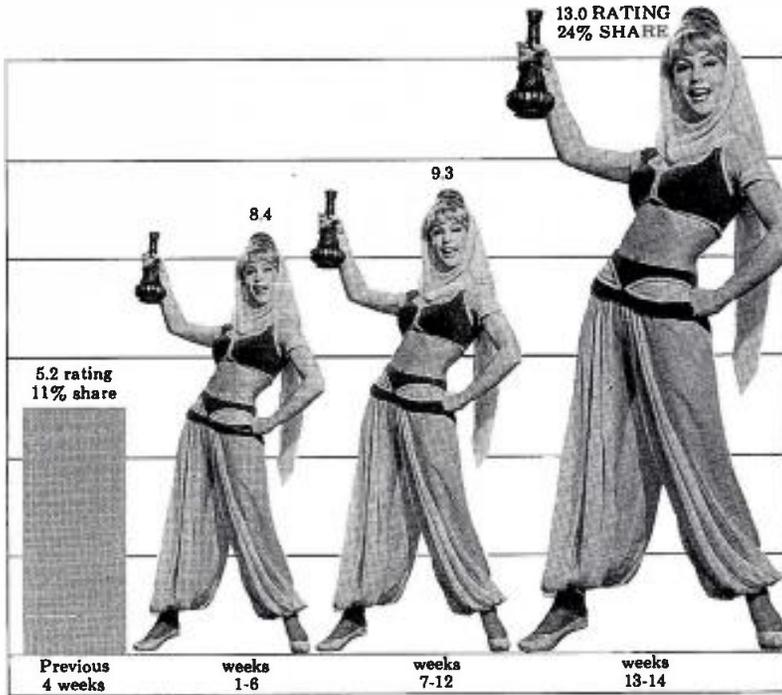
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US AIR FORCE
SERIAL ACC SECTION

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Turmoil in the program market to fill all that prime time
 Presidential council wants FCC trimmed down to five
 Broadcasters to be held accountable for ad 'deceptions'?
 NAB joins court test of ban on cigarette advertising

Jeannie has beautiful figures



Jeannie averages a 13.0 rating and 24% share in the latest New York Arbitrons.*

Jeannie has increased WPIX's performance in the 7:00 P.M. time slot by almost 8 rating points and 13 share points—150%, and 118% respectively.

In just 14 weeks, Jeannie has taken complete command of her time slot, beating all the competition: three network newscasts, What's My Line, even Lucy!

The fact is, "I Dream of Jeannie" is the No. 1 syndicated show in the No. 1 market.*

It figures.

Screen Gems

THE FUGITIVE

Starring: David Janssen

The #1 Local Saturday Night Show in New York, the #1 TV Market

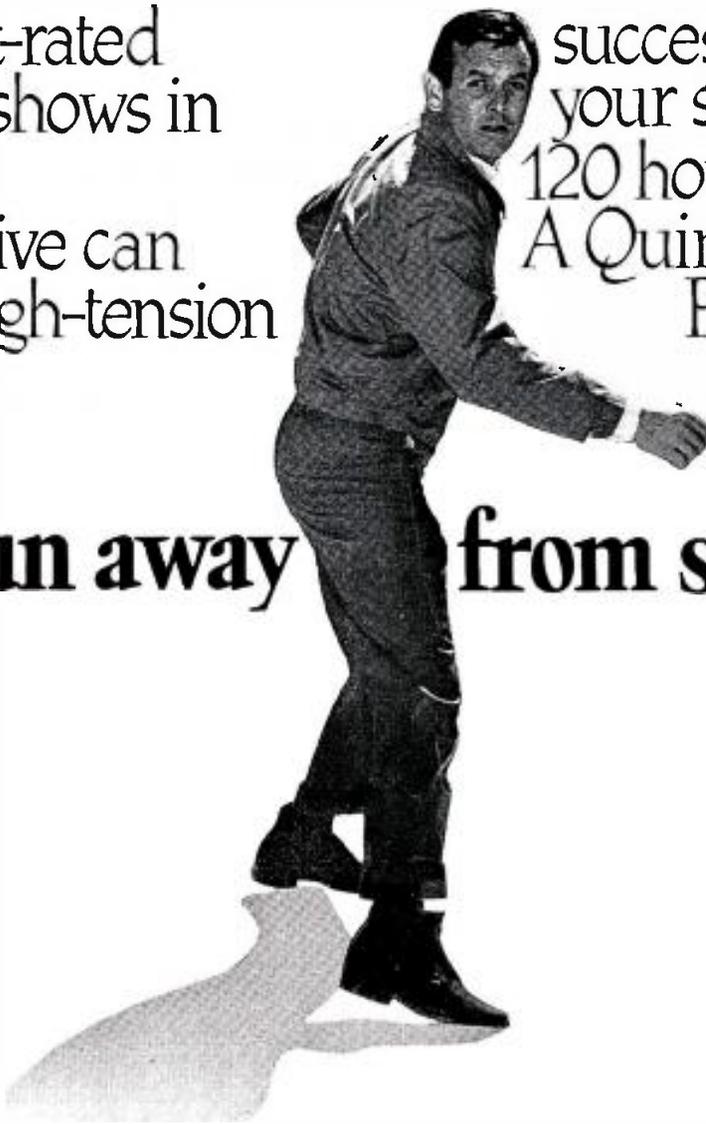
The Fugitive was marked for great things from its start. As a prime-time network performer it out-rated all competitive shows in major markets.

Now, The Fugitive can bring it's own high-tension

drama to your local schedule. The ratings prove it! The Fugitive can be a run-away success on your station.

120 hours.
A Quinn Martin
Production.

You can't run away from success!

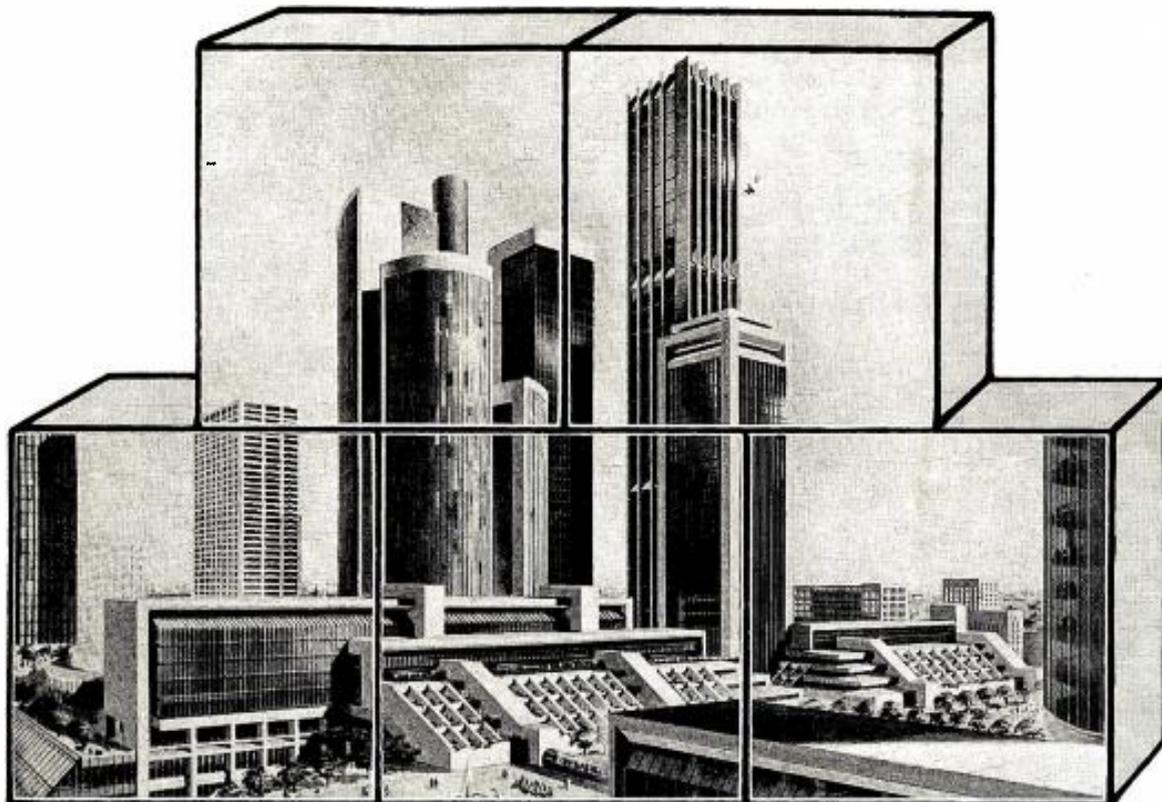


More Programming Power

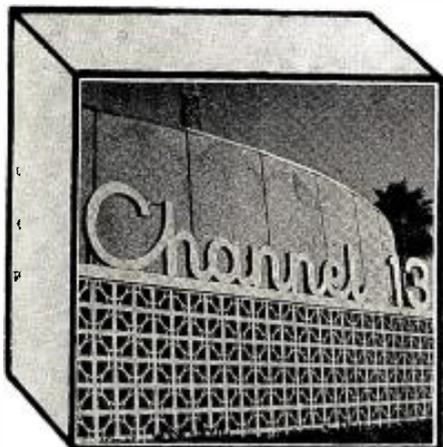
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**HOUSTON CENTER
(CONSTRUCTION BEGINS 1971)**



**HELPING TO BUILD A BIGGER
AND BETTER HOUSTON ...
TODAY AND TOMORROW**

KTRK-TV 13
HOUSTON
-A CAPITAL CITIES STATION-

Represented by Blair

**When Ernie Banks lays into one,
*429,000 Chicago men lean closer
to their TV sets.**



When you buy one minute of Cubs' baseball in every game during the regular season, you make 49,248,000 male impressions.

WGN Television has covered more than 3,000 games – and we have another 148 coming up this season.

Source: A. C. Nielsen Baseball Tabulation, 1970. *Adult males, average weekend.

 **WGN IS CHICAGO.**

Producers and syndicators meeting this week at National Association of Television Program Executives conference in Houston set to grapple with proposals for filling schedule gaps opened by prime-time access rules. See . . .

Turmoil in television program market . . . 29

Sampling of television managers shows most in final phase in selection of options to fill prime program slots when networks cut back offerings next fall. All anxiously await word on exact time to be relinquished. See . . .

For TV affiliates it's a waiting game . . . 36

Faced with two major news events in one week, Apollo 14 mission and California earthquake, networks perform with distinction. NBC-TV leads way both in total amount of Apollo coverage and in New York Arbitrons. See . . .

Newsmen take it in stride . . . 44

President's Advisory Council on Executive Organization levels searing attack on government regulatory agencies. FCC escapes worst of criticism but change in number of commissioners, length of terms proposed. See . . .

FCC to be trimmed to five members? . . . 49

While nation's economy softens and loss of cigarette ads for broadcasters is realized, CBS follows ABC in moves to reduce overhead by reported 15%; broadcasting personnel might be laid off. NBC next? . . .

Word at networks: Cut the spending . . . 51

Existing battle lines separating broadcasters and CATV interests are further fortified in second confrontation in FCC's CATV rulemaking proceeding. Reply comments show signal importation as big issue. See . . .

Importation remains hot topic in filings . . . 54

FCC queries 31 licensees with multiple corporate interests in its two-year-old inquiry into conglomerate-company ownership of broadcast properties. Questionnaires are based on pilot study last year. See . . .

FCC seeks more conglomerate data . . . 57

In move to obtain rule from FCC guarding against deceptive advertising, Washington consumer group files complaint charging CBS and WTOP-TV Washington with airing 'false, misleading or deceptive' commercials. See . . .

FCC to take over 'deceptive' ads? . . . 60

As Senate hearings on campaign spending draw near, House-initiated legislation begins to come to surface. Congressman Charles E. Bennett (D-Fla.) introduces bill as support for still another bill is sought. See . . .

Now from the other side of the Hill . . . 63

Atlanta newspapers' campaign to exploit results of customer poll, which allegedly showed print ahead of broadcast as sales medium, is discredited by advertising manager of store that conducted test. See . . .

Newspapers' guns suddenly spiked . . . 66

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Broadcasting

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**TWO
OF
TODAY'S
BEST
SELLERS**



DELIVERS MORE VIEWERS
THAN ANY OTHER STATION
IN ITS MARKET

WGAL-TV
Channel 8

Lancaster-Harrisburg
York-Lebanon, Pa.



GROWING GREATER IN ITS
MULTICITY MARKET

WTEV
Channel 6

Providence, R.I.
New Bedford-Fall River, Mass.



STEINMAN STATIONS
Clair McCollough, President

Multiple formats

In his efforts to explain his programs to U.S. people President Nixon will utilize broadcast media to greater extent than ever, along with more frequent news-conference exposure. Herbert G. Klein, communications chief of administration, foresees interviews with individual newsmen on each TV network, as well as pooled "conversations" with questioning by reporters from each network, to fall about month apart.

Likelihood is televised news conferences will be scheduled at staggered hours to avoid habit. Mr. Klein, who participated in news forum at Columbia University graduate school of journalism last Monday noon, used rest of day to visit network executives in New York (Julian Goodman, NBC president; James Hagerty, ABC corporate vice president, and Richard Salant, CBS News president) to exchange views.

White House MC

Another precedent is about to be unveiled by President Nixon. Video-tape coverage of White House state function honoring Italian Prime Minister Emilio Colombo will be featured on CBS-TV as segment of *60 Minutes* March 2. Event occurs Feb. 18, and will be video-taped from preparatory details by protocol experts, through receiving line to introduction of entertainment (Anna Maria Alberghetti and Marine Band Orchestra) by President himself.

White House portion is expected to consume at least 20 of program's 60 minutes. Plans call for use of six cameras, marking first time such electronic equipment has invaded state function. It's expected that, in addition to President and prime minister, Secretary of State William P. Rogers will appear on camera. Don Hewlett, executive producer of program, was in Washington last week working on arrangements with White House staff experts, Al Snyder and Marke Goode.

Fake-outs

Television networks are shooting for completion of their 1971-72 prime-time program line-ups some time between late February and mid-March—little later than usual—but whether schedules will be final is something else again. Betting is that, general economy and competition being as they are, gamesmanship this year may reach record

proportions, with decoy plans and trial balloons in profusion as networks jockey for every possible competitive edge before settling on program line-ups they'll finally go with. Speculation is that even their decisions as to which half-hours to return to affiliates under prime-time access rule may not be exempt from subsequent change (see page 29).

Renewal reforms

FCC is said to have made headway in special meeting Thursday on package of proposed measures for revising license-renewal procedures ("Closed Circuit," Feb. 8). Although no votes were taken, officials indicate that action is likely this week on some if not all measures. One proposal on which consensus is developing is elimination of ascertainment-of-needs question from renewal applications, at least in TV, and substitution of question asking applicant to list major problems in community and programing he has carried, and proposes to carry, to deal with them. But new twist would be to require reports annually, not only at renewal time.

There is also said to be support for proposed rule requiring broadcasters to carry announcements inviting public to express complaints. One major question mark is how commission will go on proposed inquiry, and proposed notice of rulemaking, seeking definition of "substantial service," as used in 1970 policy statement on comparative hearings involving renewal applicants.

Agency and politics

Foote, Cone & Belding Advertising hopes to nudge ad industry into action on what it feels is growing problem in political advertising on TV. Agency this week is releasing study showing most adults in U.S. favor some restrictions on TV political advertising and expressing concern over candidates' access to TV in terms of time and money. Study, made during week after last November elections, was conducted for FCB by Gallup Organization. FCB president, John E. O'Toole, sees report's release as first step in motivating further ad industry concern over use of one-minute and 30-second spots to represent candidate and his beliefs.

Waiting line

Major cause of grumbling among Washington's communications lawyers is

little-noted freeze in which growing number of FCC hearing cases are being held—about 90, at last unofficial count. Commission last March called halt to resolution of cases in which ascertainment of community needs was issue; it wanted to await conclusion of proceeding in which it was considering primer that would provide guidance on survey broadcaster was to do to ascertain needs. But while primer was issued for comment in December 1969 and redraft based on comments has been ready for several months, commission has yet to take final action.

Latest hitch is uncertainty as to whether renewal applicants will be required to answer ascertainment question (see above). Primer was prepared on assumption it would be used by all applicants. If commission adopts so-called Cox plan for renewal applicants, at least in television, some rewriting would be necessary.

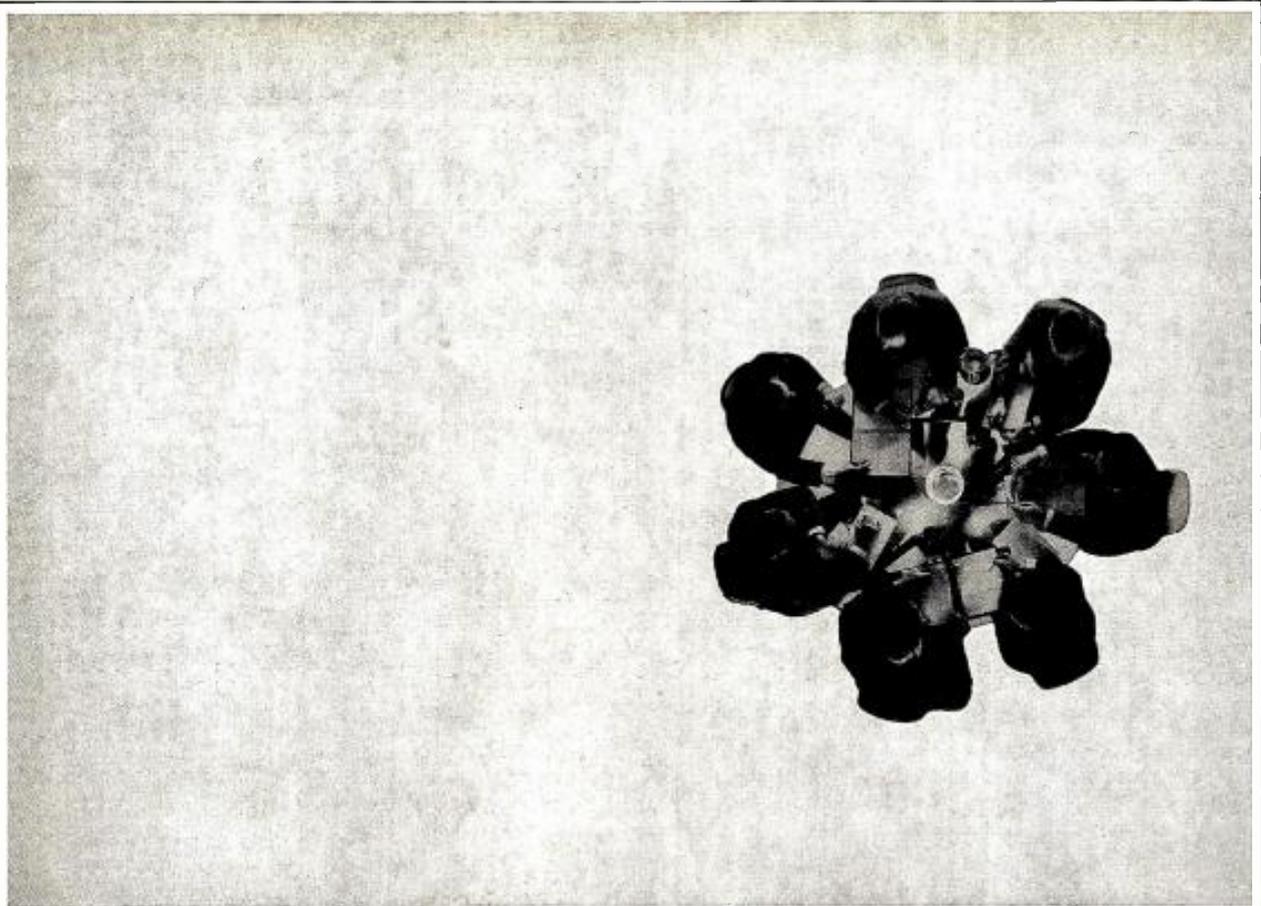
Another scold?

Along with mantle of chairmanship of Republican National Committee, Senator Robert Dole (R-Kan.) may have inherited from Vice President Spiro Agnew assignment as GOP's chief eyepoker of news media—particularly TV commentators. And among those who know him best, word is that he can be as abrasive and as free-swinging as his Vice President, but he won't be found voting for legislation that in any way would inhibit freedom of news media.

Seat switch

Representative James T. Broyhill (R-N.C.) may move off House Communications Subcommittee, in favor of Representative Hastings Keith (R-Mass.), who has been on House Commerce Committee's Commerce and Finance Subcommittee. Mr. Keith, who would become ranking minority member of communications group, is former insurance executive, has served in Congress since 1959. Mr. Broyhill, of North Carolina furniture family, started his congressional career in 1963.

Meanwhile, House Commerce Committee is under pressure to organize subcommittee assignments. This may take place this week, following long holiday weekend. Word still has it that Representative Torbert Macdonald (D-Mass.), will continue as chairman of Communications Subcommittee.



We've evolved a new kind of brain cell.

The seven men around this table in Hong Kong are nationals of six different countries.

Two of these men are experts in communications technology. Four have broad experience in such areas as manufacturing, international finance, on-the-job training, international law.

And since they're discussing a communications network for a Far East country, one man is an expert on that country's problems and goals.

These men make up what we call a "brain" or management cell—a group with a unique approach to problem-solving.

Our "most valuable asset"

Next month some of these same men may be part of another group—larger or smaller—that will work on

Europe's need for more hotels in the age of the jumbo jet. Or how better to train poorly educated Americans so that they can get and hold jobs.

Multiply this group of seven by four hundred and you have an idea of why our worldwide management group has been described by an independent financial analyst as our "most valuable asset."

New training methods

Because we're in fields as diverse as home building and satellite communications, we've had to develop new executive training programs.

One of our key programs centers around an intensive 3-day workshop where executives improve their ability to function effectively as members of ad hoc working

groups. Here executives sharpen their skills by bringing them to bear on problems that parallel those they face in everyday work.

ITT and you

Business Week magazine has stated editorially: "The great corporation is perhaps the most effective device ever invented for getting things done in a free society. When there are jobs to be done, the American people turn instinctively to the corporations to do them."

But before anything worthwhile can happen, there must first be men, like ours, who can make the most efficient and resourceful use of available money, material and manpower. Which results in better products and services—and, in the long run, a safer, more comfortable life for you and people everywhere.

International Telephone and Telegraph Corporation, 320 Park Ave., New York, New York 10022.

ITT

SERVING PEOPLE AND NATIONS EVERYWHERE

Pro-football blackout rule due for airing

Senate readies hearings; FCC raps CBS, KGLO-TV

Television blackout practices of professional football are scheduled to get going over by Senate committee this session of Congress. News became known Friday (Feb. 12) at same time that FCC reprimanded CBS and KGLO-TV Mason City, Iowa, for violating rule concerning station power levels.

Growing clamor from rabid pro-football fans to do something about blackouts imposed within 75-mile radius of home stadium when team is playing at home convinced Senate Commerce Committee to hold hearings on subject. Decision was spurred by request last fall from Senator William Proxmire (D-Wis.) that current TV eclipse be lifted where home game is sellout. Senator Proxmire, football fan himself, represents heartland of pro-football fever, Green Bay, Wis., whose Packers play there and at Milwaukee, 130 miles away, alternately.

Hearings may also take up question of pro-football blackout imposed by legislation to protect local high school and college football games on Fridays and Sundays. This, too, has triggered ire of pro-football devotees.

Senate Commerce Committee's interest in blackout problems became known when it submitted report to Senate Committee on Rules and Administration asking \$1.2 million budget for year. Other Senate Commerce Committee broadcast items scheduled for consideration this year are those anticipated—political broadcasting, CATV, fairness doctrine, among others.

No comment was available Friday from office of Pete Rozelle, pro-football czar, due to Lincoln Day holiday in New York, but sports chiefs of networks, who had not heard of upcoming hearing, indicated favorable interest in development.

Acceleration of complaints against pro-football blackouts came, according to one source, when it was reported that in past season 97% of seats in National Football League stadiums were sold—meaning that fans could not buy tickets or could they see games via TV.

E. William Henry, former FCC chairman, whose Management Television Systems Inc. is suing professional football and three TV networks on another blackout issue, expressed interest in prospective hearings, but declined to say whether he might seek to

participate.

MTS, which provides large-screen, closed-circuit TV coverage of sports, business meetings, and other events, filed its suit last March in effort to open up blacked-out areas for closed-circuit coverage.

Meanwhile, pro-football blackout issue was at heart of FCC action that rapped in equal measure CBS and KGLO-TV. Both were rebuked for KGLO-TV's unauthorized reduction of power for broadcast of Minnesota Vikings-Green Bay Packers football game on Nov. 22, 1970.

Sideshow was provided in separate statements by Chairman Dean Burch and Commissioner Nicholas Johnson that were released along with texts of letters to CBS and KGLO-TV.

Letters are outgrowth of investigation that commission conducted after uproar erupted in KGLO-TV's service area over quality of station's signal in transmitting. Station said CBS had originally said it would not permit it to carry game because its signal could be received in Minneapolis area, where blackout of game was in effect.

Eventually, CBS agreed to feed game—one of particular interest in area and one that station had advertised it would broadcast—after KGLO-TV agreed to reduce its power by 20%.

Commission, in its letters, said both CBS and station violated rule prohibiting stations from reducing power without authorization unless technical rea-

Enzymes on way out

Lever Bros., New York, announced Friday (Feb. 12) it has discontinued use of enzymes in its laundry detergent, Drive, and has replaced them with another stain-removal ingredient, oxygen bleach. Company said none of its other laundry products contains enzymes.

Reports also circulated Friday that Procter & Gamble was phasing enzymes out of its detergent Tide, but company spokesman would not confirm or deny statement to this effect made by union official representing workers at P&G plant on Staten Island in New York. Consumer, medical and environmental groups have criticized enzymes—and advertising or products containing them—claiming they cause rashes and respiratory problems in human beings.

sons bar attainment of authorized power. But it said that in light of assurances similar reductions will not occur in future, it will take no further action.

Commission said that CBS, as commission licensee, bears "responsibility at least as great as KGLO-TV," since station "reduced power at urging of CBS, and since such reduction of power was obviously a condition precedent to obtaining permission" to carry game.

Commissioner Johnson, in dissenting statement headed "The Great Fuzz Out," saw case as indication of trends and new problems resulting from "intermarriage" of "Big Sports" with "Big Broadcasting."

He said it might be time to ask Department of Justice for full-scale review of blackout policy and "the apparent abuses that have developed" since Congress adopted legislation in 1961 authorizing blackouts.

Commissioner said commission action in KGLO-TV case was too weak. "Commission could make an effective start at curbing the blackout abuse by at least serving stern notice—backed up by forfeiture—that extreme tamperings like those in the KGLO case will not be tolerated in any way," and then making effort to determine and publicize facts of KGLO case "and inquire into full range of sports-TV abuse today."

Chairman Burch, in reply to Commissioner Johnson, disclosed that commission has directed staff to study problem of sports blackouts and commission's possible role in alleviating it.

But main thrust was directed at rebutting Commissioner Johnson's criticism of commission's handling of case. "As has become his custom in these matters," chairman said of his colleague, "his rhetoric has outstripped the facts."

Burch poses CATV problems

FCC Chairman Dean Burch says government is at "watershed" in history of CATV regulation and that how it proceeds this year will have profound impact on future development of nation's communications industry.

He said problems in developing regulation must be solved "so that the potential, the promise of a fair chance in the marketplace for success or failure of CATV is given."

Chairman spoke Friday (Feb. 12) at banquet in Washington kicking off workshop on cable television held for

More "At Deadline" on page 10

41 black elected officials from across U.S. Sponsors were Howard University, National Urban Coalition, Black Efforts for Soul in Television and Joint Center for Political Studies; funds were provided by Ford Foundation.

U's protest encroachment

Licenses of two Philadelphia UHF stations, expressing concern over invasion from North, have asked FCC to prohibit six New York City VHF outlets from carrying out plans to move their transmitters from Empire State Building to new World Trade Center Building, now going up at foot of Manhattan Island.

U.S. Communications Corp., licensee of WPHL-TV, and Taft Television Corp., licensee of WTAF-TV, said move should not be permitted unless New York City stations directionalize their transmitting antennas so as not to expand their coverage in direction of Philadelphia market.

As alternative, UHF stations asked that applications be denied or set for hearing to determine whether move would adversely affect local and area interests in Philadelphia service area, and whether move would be in line with commission policy of fostering UHF nonnetwork television service in Philadelphia and elsewhere.

U.S. Communications and Taft, in petition filed Friday (Feb. 12), said that proposed move "is of questionable necessity, involves serious rule violations [mileage separation requirements and duopoly rules], and would increase by 2 to 4.5 miles encroachment of New York City VHF stations into Philadelphia television market." "This further encroachment," petitioners added, bringing six New York VHF stations "well within the Philadelphia city limits, would, contrary to the public interest, adversely affect the viability of Philadelphia-area UHF stations and other Philadelphia-oriented interests.

Clay T. Whitehead, director of Office of Telecommunications Policy, and William Wright, national coordinator for BEST, were scheduled to address participants on Saturday. Sol Schildhouse, FCC CATV bureau chief, was to instruct them on available CATV technology and how they might testify effectively at oral argument and panel discussions on CATV that commission has scheduled for next month.

Chuck Johnson, believed to be first black in country to lease cable for local programming, and who says he may be first one to go out of business, was to be another workshop speaker.

Until January, he had been programming three hours nightly to 55,000 homes on Mission Cable TV system in El Cajon, Calif. Although he operated from his home, he could not meet

Week's Headliners



Mr. Walters

John J. Walters Jr., VP in charge of national sales, Harrington, Righter & Parsons Inc., New York, since 1967, elected to newly created post of executive VP. Shortly after he was elected VP, Mr. Walters was appointed mid-west sales manager, HR&P's Chicago office (1965-66). He joined rep firm in 1960 in New York.

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

spiraling costs, and in January two video-tape recorders were repossessed.

WBC bucks NBC on waiver

NBC's request for waiver of FCC's prime-time rules to allow three-and-one-half hours of network programming Sunday evenings was criticized by Westinghouse Broadcasting Co. Friday (Feb. 12).

Westinghouse, in opposition to NBC petition, argued that if "piecemeal waiver" were granted, other networks would seek similar easing of rule. Westinghouse said that to rule for only one network would be premature and that since plans of other networks are unknown, more uncertainty is added to situation.

NBC's plan is to sacrifice one-half hour on another night in return for additional time on Sunday (BROADCASTING, Feb. 1). Westinghouse said until NBC announces specific night for network-program cut-back, it is impossible to assess impact of NBC's proposal on stations, program producers or public.

NBC, replying same day to Westinghouse objections, told commission that should other networks seek similar waiver, it could set cut-off date for filing such requests.

In NBC's view, completion of its schedule more than six months in advance of fall-schedule commencement will "dispel uncertainty" and make advance planning by affiliates easier.

If commission waits to hear from other networks on proposed schedules before it acts on petition at hand, NBC

said, adoption by networks of final schedules would be delayed "creating uncertainty" for substantial period of time.

Dole calls TV nets biased

Senator Robert J. Dole (R-Kan.), new Republican national chairman, accused network television of bias against Nixon administration Friday (Feb. 12).

At news conference in Denver, where he was attending GOP Lincoln Day dinner, senator said: "All you have to do to get on network television is to criticize President Nixon."

He said he was not "attacking" news media, but added it would be "interesting" to check party affiliations of TV commentators and analysts.

When asked for specifics about unfair treatment of President, he responded: "You just have to watch who goes traipsing up to the press galleries [in Congress] and who they come down to get."

Senator Dole acknowledged that former President Lyndon B. Johnson also had critics, but said: "I don't see any representatives of the media in Washington who go overboard for this administration."

CBS ax to fall this week

CBS Inc. employees were advised Friday (Feb. 12) that those whose jobs were being terminated would be notified this week (see early story page 51).

There was still no official indication of how many lay-offs there would be, but CBS sources uniformly appeared to expect them to be heavy. Undetermined number of pink slips had already been distributed, but, sources said, in no clear pattern.

John A. Schneider, CBS executive vice president, said in memo distributed throughout organization that those being let go would be advised this week so they could begin looking for other employment.

He also said they would be completely briefed as to their options and benefits available to them, would be given preferential consideration for future openings and would have opportunity to confer with personnel department on possibilities of finding other jobs within CBS or with other companies with which personnel people were maintaining contact in quest of job openings.

NBC sources, who had said earlier in week they would not be surprised if they were hit by further cutbacks, by Friday were chiefly expecting to be, though they thought, as happened last summer, it might be done more on department-by-department basis than in all-at-once approach employed by CBS and, little earlier, ABC.

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starring

WALTER BRENNAN

50 action-packed western half hours in color

an audience-tested hit with proven family appeal



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For two straight years

The win

Outperforming some of the toughest shows

PROVIDENCE 7 PM

1 in ratings, share, Metro rating, Metro share, homes, adults, women and women 18-49. Competition: Truth Or Consequences and Get Smart.

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	ADULTS	TV HOMES	TOTAL WOMEN	WOMEN 18-49
WJAR	TELL TRUTH	17	31	22	42	144	99	89	33
WTEV	PROGRAM A	13	24	10	19	64	82	32	26
WPRI	PROGRAM B	9	16	11	21	77	58	42	19

SOUTH BEND 7 PM

1 in ratings and share (both Metro and ADI), homes, adults, total women, women 18-49, women 18-34 and women 25-49. Competition: Dick Van Dyke and Daniel Boone.

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	ADULTS	TOTAL WOMEN	WOMEN 18-49	WOMEN 18-34	WOMEN 25-49
WSBT	TELL TRUTH	25	46	24	45	52	72	44	19	10	18
WNDU	PROGRAM A	9	17	10	19	19	18	9	7	4	5
WSJV	PROGRAM B	17	31	18	34	33	36	21	15	9	13

SAN DIEGO 7 PM

1 in ratings (tie), share (tie), Metro rating (tie), Metro share (tie) and women 18-49. Strong #2 in homes and total women. Competition: CBS News and various.

STATION	PROGRAM	RATING	SHARE	TV HOMES	TOTAL WOMEN	WOMEN 18-49
XETV	TELL TRUTH	16	28	62	53	29
KFMB	PROGRAM A	16	29	65	57	25
KOGO	PROGRAM B	11	20	45	35	24

SYRACUSE 7 PM

1 in ratings and share (Metro and ADI), homes, total women, women 18-49, women 18-34, women 25-49. Competition: Hazel and News.

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOME	ADULTS 18+	TOTAL WOMEN	WOMEN 18-49	WOMEN 18-34	WOMEN 25-49
WHEN	TELL TRUTH	27	48	31	54	108	146	88	34	17	30
WSYR	PROGRAM A	17	30	17	30	70	66	38	27	14	22
WNYS	PROGRAM B	7	12	9	16	29	39	16	12	6	9

ASHEVILLE, N. C. 7 PM

1 in ratings, share, homes, adults, total women, women 18-49, women 18-34, women 25-49. Competition: Petticoat Junction and Dick Van Dyke. Improves Truth Or Consequences' lead-in from #2 position.

STATION	PROGRAM	ADI RATING	ADI SHARE	TV HOME	ADULTS	TOTAL WOMEN	WOMEN 18-49	WOMEN 18-34	WOMEN 25-49
WLOS	TELL TRUTH	19	37	83	114	68	41	23	36
WFBC	PROGRAM A	18	35	77	84	49	28	18	23
WSPA	PROGRAM B	10	20	44	50	31	18	9	14

BANGOR 7 PM

1 in ratings, share, adults, total women, women 18-49 (tie). Competition: F Troop. Station #2 in lead-in slot.

STATION	PROGRAM	METRO RATING	METRO SHARE	ADULTS	TOTAL WOMEN	WOMEN 18-49
WLBS	TELL TRUTH	31	55	29	19	9
WABI	PROGRAM A	20	36	24	12	9

WICHITA 6 PM (Central time)

1 in ratings, share, women 18-49, women 18-34. Competition: News and News. Lead-in slot is a 3 way tie.

STATION	PROGRAM	METRO RATING	METRO SHARE	WOMEN 18-49	WOMEN 18-34
KAKE	TELL TRUTH	23	49	23	16
KARD	PROGRAM A	15	32	16	7
KTVH	PROGRAM B	10	21	14	6

PORTLAND, ORE. 7 PM

2 in ratings, share, adults, total women and women 18-49. Competition: Truth Or Consequences, Wild Adventure and Dragnet. Station poor fourth at 6:30 PM.

STATION	PROGRAM	METRO RATING	METRO SHARE	ADULTS	TOTAL WOMEN	WOMEN 18-49
KATU	TELL TRUTH	15	27	110	58	28
KOIN	PROGRAM A	14	25	115	69	27
KGW	PROGRAM B	12	21	81	41	17
KPTV	PROGRAM C	16	29	100	56	45

ner!

in television!



To Tell The Truth

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KNOXVILLE 1 PM

1 in ratings, share, homes, adults, total women, women 18-49, women 18-34, women 25-49. Competition: Two Soaps.

STATION	PROGRAM	ADI RATING	ADI SHARE	TV HOMES	ADULTS	TOTAL WOMEN	18-49	18-34	25-49
WBIR	TELL TRUTH	8	47	26	26	20	11	8	8
WATE	PROGRAM A	7	41	20	24	17	9	6	5
WTVK	PROGRAM B	1	6	2	1	1	1	1	1

MIAMI 4:30 PM

1 in ratings, share, homes, women, women 18-49, Metro rating and Metro share. Competition: Mike Douglas, Gilligan's Island and It Takes A Thief.

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	TOTAL WOMEN	18-49
WTVJ	TELL TRUTH	12	34	11	33	85	71	28
WCKT	PROGRAM A	10	30	9	26	73	59	22
WPLG	PROGRAM B	6	16	7	21	40	18	13
WCIX	PROGRAM C	3	9	4	12	20	4	3

NEW YORK 8 PM

1 independent in prime time all week long... beats network shows too.

TUESDAY:

Beats Green Acres and Don Knotts (in direct competition). Also beats Hee Haw, Julia, To Rome With Love and 60 Minutes.

WEDNESDAY:

Beats Storefront Lawyers and Make Room for Granddaddy (in direct competition). Also beats Johnny Cash, Governor & J.I. and Dan August.

FRIDAY:

Beats High Chaparral (in direct competition). Also beats Headmaster and Tom Jones.

PROGRAM	STATION	RATING
TELL TRUTH	WNEW	10.3
PROGRAM A	WCBS	8.4
PROGRAM B	WNBC	10.1
PROGRAM C	WABC	17.3
PROGRAM D	WOR	3.3
PROGRAM E	WPIX	4.8

PROGRAM	STATION	RATING
TELL TRUTH	WNEW	9.3
PROGRAM A	WCBS	8.4
PROGRAM B	WNBC	16.8
PROGRAM C	WABC	7.8
PROGRAM D	WOR	7.7
PROGRAM E	WPIX	5.8

PROGRAM	STATION	RATING
TELL TRUTH	WNEW	11.4
PROGRAM A	WCBS	14.4
PROGRAM B	WNBC	8.5
PROGRAM C	WABC	7.0
PROGRAM D	WOR	1.6
PROGRAM E	WPIX	10.1

TAMPA 5 PM

1 in ratings, share, homes and women. Competition: Perry Mason (2nd half), Gilligan's Island and Lost In Space. Almost doubles its lead-in (also Perry Mason).

STATION	PROGRAM	ADI RATING	ADI SHARE	METRO RATING	METRO SHARE	TV HOMES	TOTAL WOMEN
WFLA	TELL TRUTH	13	38	12	34	70	61
WLCY	PROGRAM A	3	9	5	14	17	3
WTVT	PROGRAM B	13	38	13	37	70	52
WTOG	PROGRAM C	4	12	4	11	27	4

WASHINGTON, D.C. 8 PM

In prime time on an independent station beats network programs Don Knotts, Green Acres, Jim Nabors, Matt Lincoln, Storefront Lawyers and High Chaparral in direct competition.

For example

TUESDAY:

Beats Don Knotts and Green Acres.

PROGRAM	STATION	RATING	SHARE	TV HOMES
TELL TRUTH	WTTG	11	20	
PROGRAM A	WRC	9	17	
PROGRAM B	WMAL	25	46	
PROGRAM C	WTOP	10	18	

THURSDAY:

Beats Jim Nabors and Matt Lincoln.

PROGRAM	STATION	RATING	SHARE	TV HOMES
TELL TRUTH	WTTG	10	17	130
PROGRAM A	WRC	29	49	340
PROGRAM B	WMAL	7	12	80
PROGRAM C	WTOP	10	17	119

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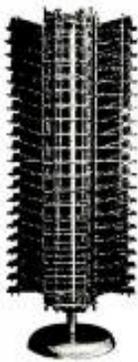
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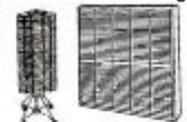
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Datebook

A calendar of important meetings and events in communications

■ Indicates first or revised listing.

February

Feb. 15—New deadline for filing comments on FCC's proposal to permit inclusion of coded information in aural transmissions of radio and TV stations for purpose of program identification. Previous deadline was Dec. 14, 1970 (Doc. 18877).

■ Feb. 16—Annual radio festival day, *Chicago Broadcast Advertising Club and Chicagoland Radio Broadcasters Association*. Pick Congress hotel.

■ Feb. 16—Annual meeting, *North Carolina CATV Association*. McClure's restaurant, Greensboro.

Feb. 16-18—*National Cable Television Association* cablecasting seminar. Inn of Six Flags, Arlington, Tex.

Feb. 16—Public hearing of the *Canadian Radio-Television Commission*. Government Conference Centre, Ottawa.

Feb. 16—Annual meeting of *Kinney National Service Inc.* shareholders. New York Hilton.

Feb. 16-18—Meeting of *South Carolina Association of Broadcasters*. Wade Hampton hotel, Columbia.

■ Feb. 17—"Radio Career Day", sponsored by *Southern California Broadcasters Association*. Hancock hall, University of Southern California, Los Angeles.

Feb. 19—Twelfth annual "Close-up" dinner-dance honoring David Frost, sponsored by New York chapter, *National Academy of Television Arts and Sciences*. Americana hotel, New York.

Feb. 21-22—Winter meeting, *Alabama Cable Television Association*. Guest House Motor inn, Birmingham.

Feb. 22—FCC hearing on license renewal applications for WIFE-AM-FM Indianapolis; KOIL-AM-FM Omaha, and KISN (AM) Portland, Ore. Washington (Doc. 19122-5).

■ Feb. 22-26—Conference, *Western Educational Society for Telecommunications*. Town and Country convention center, San Diego.

■ Feb. 23—Panel discussion on CATV sponsored by *Democratic Study Group's Communications Task Force*. Members of task force and representatives of broadcasting and CATV will participate. Session is open to public.

Feb. 23-24—Meeting of *Wisconsin Association of Broadcasters*. Pfister hotel, Milwaukee.

■ Feb. 24—West Coast membership meeting, *American Society of Composers, Authors and Publishers*. Beverly Hilton hotel, Beverly Hills, Calif.

■ Feb. 25—"ABC's of Cable TV", sponsored by Hollywood chapter, *National Academy of Television Arts and Sciences*, with Donald V. Taverner, president, National Cable Television Association, guest speaker. Century Plaza hotel, Los Angeles.

Feb. 25—Luncheon sponsored by *Federal Communications Bar Association*. Featured speaker will be George Smith, retiring chief of FCC's Broadcast Bureau. Army-Navy Club, Washington.

Feb. 25-26—Meeting, *Colorado Broadcasters Association*. Holiday inn, north, Denver.

Feb. 26-27—Forum on business and legal problems of television and radio, sponsored by *Practicing Law Institute*, New York. Harry R. Olsson Jr., CBS, chairman. Barbizon Plaza hotel, New York.

March

March 1—New deadline set by FCC for filing all applications for domestic communications-satellite systems in 4 and 6 ghz bands or higher. Previous deadline was Dec. 1, 1970 (Doc. 16495).

March 1-3—*National Cable Television Association* cablecasting seminar. Boston.

■ March 2-4—Senate Communications Subcommittee hearings on election-campaign reform measures (BROADCASTING, Feb. 1). New Senate Office Building.

Balance of 1971 Radio Advertising Bureau management conferences:

Feb. 18-19—Sheraton Four Ambassadors, Miami.

Feb. 22-23—O'Hare inn, Chicago.

Feb. 25-26—Carousel motor inn, Cincinnati.

March 5-6—Convention, *Georgia Cable Television Association*. Towers motel, Augusta.

March 8-11—Spring conference, *Electronic Industries Association*. Statler Hilton hotel, Washington.

March 9—Meeting of *New York Association of Broadcasters*. Thruway Hyatt House, Albany.

March 11—Anniversary dinner, *International Radio and Television Society*, New York.

■ March 11-26—FCC oral argument and panel discussions on proposed rules governing diversification of control of CATV systems and other key CATV industry issues.

March 12-14—Meeting, board of directors, *American Women in Radio and Television*. Executive house, Scottsdale, Ariz.

March 15—New deadline for filing reply comments on FCC's proposal to permit inclusion of coded information in aural transmissions of radio and TV stations for purpose of program identification. Previous deadline was Jan. 18 (Doc. 18877).

March 15—FCC deadline for ABC, CBS and NBC to submit statements of intent to apply for satellite system (Doc. 16495).

March 16—Public hearing of *Canadian Radio-Television Commission*. Nova Scotian hotel, Halifax, N.S.

■ March 17—Annual meeting and election of officers, *Advertising Council*, New York. Ambassador hotel, Los Angeles.

■ March 18—Annual stockholders' meeting, *Cox Broadcasting Corporation*. CBC headquarters, Atlanta.

■ March 18-20—General convention, *Florida State Cable Television Association*. Colonnades Beach hotel, Palm Beach Shores.

March 22-25—International convention and exhibition, *Institute of Electrical and Electronic Engineers*. Coliseum and Hilton hotels, New York.

March 23—11th annual *International Broadcasting Awards* dinner. Century Plaza hotel, Los Angeles.

March 25—Luncheon sponsored by *Federal Communications Bar Association*. Featured speaker will be John Macy, president of Corp. for Public Broadcasting. Army-Navy Club, Washington.

March 26-27—Region 10 conference, *Sigma Delta Chi*. Union, Wash.

March 26-27—Forum on business and legal problems of television and radio, sponsored by the *Practicing Law Institute*, New York. Harry R. Olsson Jr., CBS, chairman. Water Tower Hyatt House, Chicago.

March 26-28—National convention, *Alpha Epsilon Rho*, national radio-TV honorary fraternity. Avenue motel, Chicago.

March 30—Deadline for comments on applications for, and FCC's rulemaking proposal concerning, domestic-communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (Doc. 16495).

March 30—FCC deadline for Western Telecommunications Inc. to file for earth stations to be operated with systems proposed by other applicants.

March 30—FCC deadline for networks' affiliates associations to apply for prototype receive-only earth station (Doc. 16495).

April

April 1—New deadline set by FCC for origination of programming by CATV systems with 3,500 or more subscribers. Previous deadline was Jan. 1.

April 2-3—Region 3 Conference, *Sigma Delta Chi*. Knoxville, Tenn.

April 2-3—Region 4 Conference, *Sigma Delta Chi*. Cincinnati.

April 4-6—Annual convention, *Southern CATV Association*, Sheraton-Peabody hotel, Memphis, Tenn.

April 12-13—Annual Conference on Business-Government Relations, sponsored by *The American University Center for the Study of Private Enterprise*. Theme: A Dialogue with FTC. Shoreham hotel, Washington.

April 15-17—Meeting of *American Academy of Advertising*. University of Georgia, Athens.

April 16—New deadline for comments from National Association of Broadcasters and American Newspaper Publishers Association on FCC's



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Major convention dates in '71

Feb. 16-19—Annual conference, *National Association of Television Program Executives*. Astroworld, Houston.
March 25-28—Annual convention of *National Association of FM Broadcasters*. Palmer House, Chicago.
March 28-31—49th annual convention of *National Association of Broadcasters*. Conrad Hilton hotel, Chicago.
April 28-May 2—20th annual national convention, *American Women in Radio and Television*. Washington Hilton hotel, Washington.
June 26-30—National convention of *American Advertising Federation*. Hawaiian Village, Honolulu.
July 6-9—Annual convention of *National Cable Television Association*. Sheraton and Shoreham hotels, Washington.

one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Jan. 15 (Docs. 18110 and 18891).

April 16-17—Meeting, officers and executive board, *Mississippi Broadcasters Association*. Laurel.
April 16-17—Region 6 Conference, *Sigma Delta Chi*. Minneapolis.
April 16-17—Region 7 Conference, *Sigma Delta Chi*. Wichita, Kan.
April 19-25—23d cine-meeting, *International Film, TV Film and Documentary Market (MIFED)*. Milan. For information and bookings: MIFED, Largo Domodossola 1 20145 Milan.
April 21—*George Foster Peabody Broadcasting Awards* presentation and *Broadcast Pioneers* luncheon. Pierre hotel, New York.
April 23-24—Region 1 Conference, *Sigma Delta Chi*. Hartford, Conn.
April 24—Region 8 Conference, *Sigma Delta Chi*. Hot Springs, Ark.
April 24-25—Region 2 Conference, *Sigma Delta Chi*. Chapel Hill, N.C.
April 25-30—Technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers*. Century Plaza hotel, Los Angeles.
April 26—Deadline for reply comments on applications for, and FCC's rulemaking proposal concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (Doc. 16495).
April 26—Public hearing of *Canadian Radio-Television Commission*. Hearing will deal only with proposed CATV policies and regulations. Sheraton-Mt. Royal hotel, Montreal.
April 26-28—Annual conference of State Association presidents, and executive secretaries, sponsored by *National Association of Broadcasters*. Mayflower hotel, Washington.
April 30-May 1—Region 5 conference, *Sigma Delta Chi*. Terre Haute, Ind.

May

May 4-6—Spring meeting, *Pennsylvania Community Antenna Television Association*. Marriott hotel on City Line Avenue, Philadelphia.
May 5—Meeting, *Missouri Association of Broadcasters*. University of Missouri, Columbia.

OpenMike ©

Get a new yardstick

EDITOR: Few broadcast executives I've met in Philadelphia have taken the problem of training talent seriously. Instead, they insist on the old method of finding "seasoned personnel" with deep voices and years of experience in smaller markets. They say their audiences demand it.

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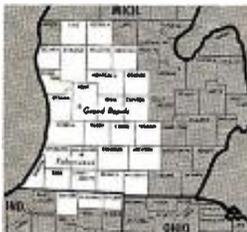
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In order to be fair to everyone who aspires to a broadcasting career, I think employers should re-evaluate their criteria. Formal education could be accepted as one substitute for actual on-air experience. A newsman's ability to understand issues and have some feeling for the news should be given at least as much emphasis as just "sounding authoritative."—*Robert Bocchino, Temple University, Philadelphia.*

Calls for FM backing

EDITOR: I urge all my fellow FM broadcasters to support Senator Frank E. Moss who has introduced a bill (S-217) to require all radio receivers shipped in interstate commerce to be capable of receiving both FM and AM. This bill could certainly mean a shot in the arm for FM radio.—*William K. Hoisington, station manager, WKYV(FM) Vicksburg, Miss.*

Questions market selection

EDITOR: The "Telestatus" article on market selection for test marketing (BROADCASTING, Feb. 1) was a good recap of the major criteria influencing market selection.

I question why you included as examples Atlanta which is usually an expensive market for advertising—especially television: Columbus, Ohio, same as Atlanta; Albany-Schenectady-Troy, N.Y., which, as a tri-market, tends to create confusion; San Diego, where the high concentration of military and aerospace industry creates an atypical economic structure.

A comparison of the above markets with Salt Lake City, Memphis and Phoenix would indicate that your examples lead the reader away from the principles you previously stated.—*John D. Sawhill, director of research, RKO Television Representatives, New York.*

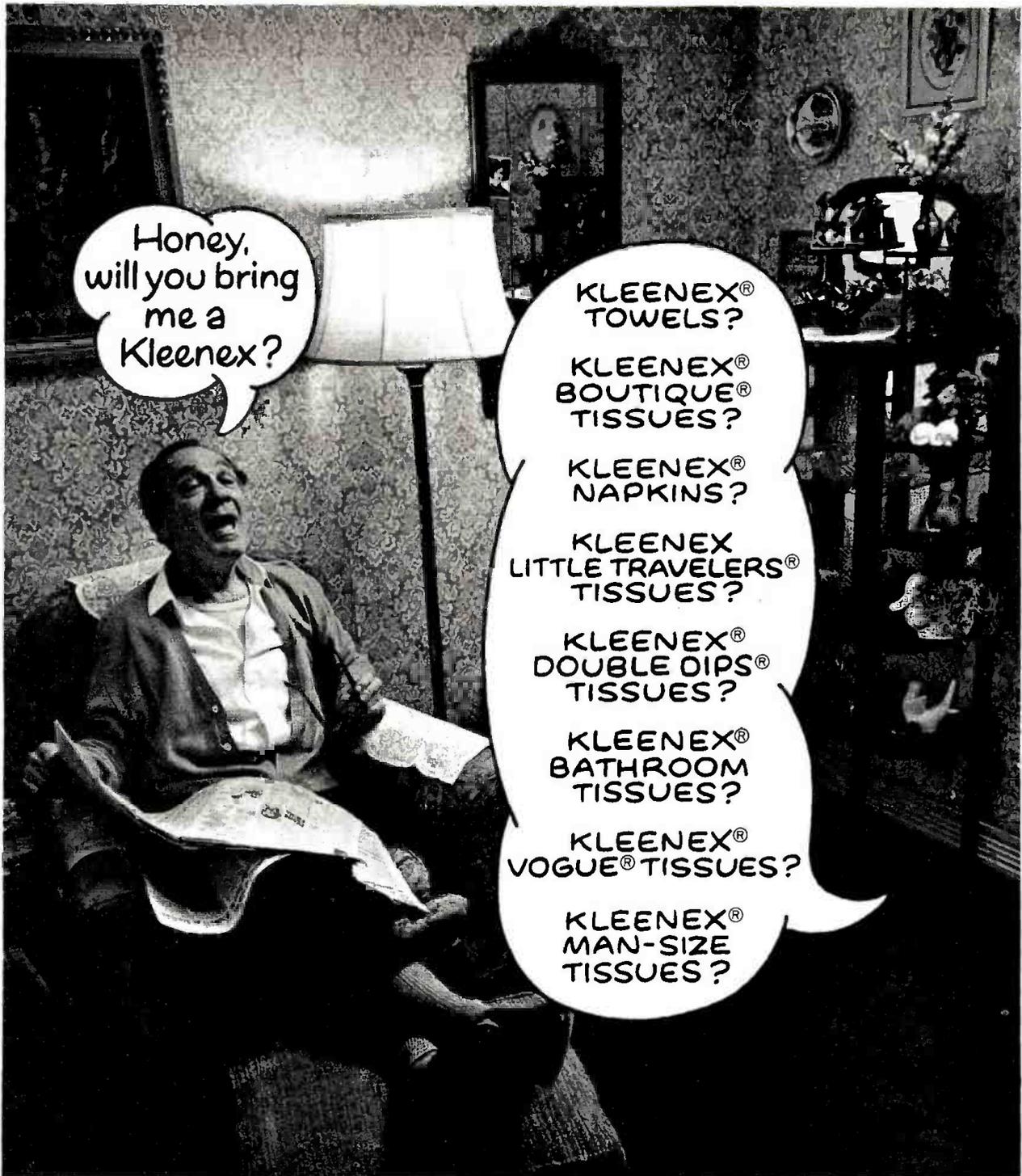
(Salt Lake City, Memphis and Phoenix are also regarded as excellent test markets and have been heavily used for that purpose. Some marketers say the act of testing itself renders a market atypical. Experts agree there are no perfect test markets, only plausible ones.)

They're selling at Princeton

EDITOR: Your Feb. 1 issue reports that Barry Ahrendt has been appointed station manager of WPRB-AM-FM Princeton, N.J., which you characterize as "noncommercial."

As chairman of the board of trustees for WPRB-AM-FM ... let me assure you that we sell every nickel's worth we can on both stations.—*Kenneth A. Mills, director of research and promotion, Katz Television, New York.*

(The AM outlet is a limited-power station whose signal is fed to the campus by carrier current. Such stations do not require FCC authorization. The FM outlet, with less restricted power, is a bone fide licensee of the FCC. Both are commercial.)



It helps to be specific when you call for Kleenex.

It would help if you were specific when you wrote or spoke the word Kleenex, too. It's just a matter of a cap K, because Kleenex is a registered trademark of the Kimberly-Clark Corporation. And because our Kleenex name stands for a long line of quality household paper products, we ask that you use it correctly. Kleenex Boutique tissues or Kleenex towels, never just Kleenex. So whether you call for us or write us, be specific. Give us a cap K. O.K.?

Kleenex, Boutique, Kleenex Little Travelers, Double Dips and Vogue are registered trademarks of the Kimberly-Clark Corporation.

Kimberly-Clark  Corporation



As the creative function goes, so goes advertising

Quite a few times during 1970 I looked forward to New Year's Eve and the opportunity to toast the conclusion of a tough year.

But by the time that champagne cork actually popped, I was convinced we weren't toasting the end of anything. We were already into a new era. And our responses to it can make it fascinating and fulfilling for everyone working in what is now called an advertising agency—or put us in the unemployment lines.

1970 brought some very basic shifts and trends that are going to make this a different business in the future. Their effects increase at an ever-accelerating rate. And we've got to recognize they're here or we're going to be left behind.

The whole thing reminds me of the best-selling book "Future Shock," in which Alvin Toffler ascribes the malaise and turmoil of our society to the fact that the future is arriving too rapidly. He says the development of technology in an ever-increasing, geometrical progression produces a disease called "future shock," the symptoms of which involve standing around mumbling about a return to an idyllic yesterday while being engulfed by tomorrow. And I'm afraid I detect some of that in the advertising community lately.

In a business where professionals should be looking ahead, pointing the way, preparing themselves and their clients for the future, we still see people trying to sell services clients don't want, defending the outdated, making advertising that assumes the consumer is a jerk and generally facing the future with both feet planted solidly in 1960.

If we're going to adapt successfully, we have to accept the responsibility of representing the consumer to our clients. We have to be in closer touch, be more sensitive to the real attitudes and needs of people.

And we have to be insightful about the emerging communications needs of our clients. That means re-examining our services.

The basic resource of an advertising agency is its creative capacity. The agency that can package that resource in new ways to satisfy specific needs of specific clients will prosper.

For most clients, the primary need for some time to come will continue to be some package combining creative with innovative media, research and

marketing planning. And "innovative" is the operative word. Coming up with new approaches that deepen our understanding of our prospects and efficiently reach a segmenting audience will be the job of each member of the package.

But the secondary needs are growing fast and our responses to them can shape the agency of the future.

When you start looking at client needs outside the traditional newspaper, magazine, television and radio box, all sorts of opportunities pop up. If they can be answered by some unique packaging of that basic creative resource, if they can be answered better and/or less expensively than by other sources, then you've made yourself more valuable to a client, you've exercised some control over the future and you've found a new source of income.

Take new products, for instance. At FCB we put a package together a year ago to meet this need. It's a group led by a copywriter and it includes art, research and marketing. All these people are fascinated with the frontier aspect of a new product conceptualization, and they work at it fulltime in a brownstone up on Fifth Avenue.

We looked at another aspect of our basic resource and found it fit perfectly with what we perceived as a growing advertiser need—a real and recognizable identity that extends beyond the image of their brands. This kind of corporate identity—or "marker's mark" as we call it—is almost impossible to attain while you're buying spot television. It's a little easier when you buy a special and can use the commercial time creatively.

But it can be done most effectively

when you develop, find or create your own special or series of specials to reflect exactly the identity you're communicating in the commercials.

So, matching advertiser need to our basic resource, we developed Special Specials, a production group to find or create that unique TV program—or series of programs—that reflect what is unique about the sponsor.

(FCB's first "Clairol Command Performance"—"Pure Goldie," starring Goldie Hawn—is scheduled to be on NBC-TV tonight, Feb. 15, 10-11).

Maybe the most fascinating of these units is one that doesn't even have a name yet. It's the group of writers, producers and business staff that will specialize in the production of film, tape and EVR for videocassette use.

We have about a dozen of these innovative communication services in development now. They're exciting for a lot of reasons.

For one thing, they provide clients with something they either can't get somewhere else or can't get as well. For another thing, they develop out of the full-service agency, a much-maligned entity in which I retain a good deal of faith.

While the concept behind these new services doesn't change the full-service agency idea as it applies to traditional media today, it stimulates us to perceive needs and package our services in new ways that recognize change in our clients and in our times.

I like it, too, because it recognizes openly what is really essential to each of those packages, to our business and to our future. That's the creative function.



John E. O'Toole, who joined the copy department of Foote, Cone & Belding in Chicago in 1954, was elected president in 1969 of Foote, Cone & Belding Advertising Inc. (U.S. advertising agency subsidiary), and he moved to New York. Last June, Mr. O'Toole was also elected president of the parent company, Foote, Cone & Belding Communications Inc., whose other subsidiaries are FCB International Inc. and FCB Cablevision Inc. In the above article he discusses challenges of the nineteen-seventies.



New Air Force Museum nearing completion.

When you need Dayton, you need WHIO-TV

DAY-PART**	ARB DAY-PART AUDIENCE* CUME HOUSEHOLDS		WHIO-TV ADVANTAGE
	WHIO-TV	STATION "B"	
Mon.-Fri.			
9:00 AM-Noon	176,000	169,000	4%
Noon-4:30 PM	247,000	180,000	37%
4:30 PM-7:30 PM	293,000	187,000	57%
10:30 PM-11:00 PM	277,000	217,000	28%
11:00 PM-11:30 PM	162,000	131,000	24%
11:30 PM-1:00 AM	93,000	65,000	43%
Saturday			
8:30 AM-1:00 PM	119,000	78,000	53%
Sun.-Sat.			
7:30 PM-11:00 PM	427,000	380,000	12%
Sign/On-Sign/Off	540,000	430,000	26%

*ARB, Dayton, Ohio, November 1970

**Day-part sub-breakdowns omitted—but we lead in all of those too!

WHIO-TV reaches more television households per week than any other Dayton station. More not only in total sign-on to sign-off audience but in every "day-part" reported by ARB! Everyone.

The chart on the left shows the supremacy, our programming explains it. Strong local programming with a strong news emphasis builds station loyalty. You can cash in on a large bonus audience with your spots on WHIO-TV any time of day.

Check with Tele Rep for rates and availabilities.

A reflection of Dayton
WHIO Television



A Communications Service of
 Cox Broadcasting Corporation

Represented by TeleRep

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

COX BROADCASTING CORPORATION STATIONS: WHIO AM-FM-TV Dayton, WSB AM-FM-TV Atlanta, WSOC AM-FM-TV Charlotte, WIOD AM-FM-TV Miami, WHIC-TV Pittsburgh, KTVU San Francisco-Oakland

Program Schedule

Monday

Tuesday

Wednesday

Thursday

6:00 AM	6:00 AM	6:00 AM	6:00 AM
6:30	6:30	6:30	6:30
7:00	7:00	7:00	7:00
7:30	7:30	7:30	7:30
8:00	8:00	8:00	8:00
8:30	8:30	8:30	8:30
9:00	9:00	9:00	9:00
9:30	9:30	9:30	9:30
10:00	10:00	10:00	10:00
10:30	10:30	10:30	10:30
11:00	11:00	11:00	11:00
11:30	11:30	11:30	11:30
12:00	12:00	12:00	12:00
12:30	12:30	12:30	12:30
1:00 PM	1:00 PM	1:00 PM	1:00 PM
1:30	1:30	1:30	1:30
2:00	2:00	2:00	2:00
2:30	2:30	2:30	2:30
3:00	3:00	3:00	3:00
3:30	3:30	3:30	3:30
4:00	4:00	4:00	4:00
4:30	4:30	4:30	4:30
5:00	5:00	5:00	5:00
5:30	5:30	5:30	5:30
6:00	6:00	6:00	6:00
6:30	6:30	6:30	6:30
7:00	7:00	7:00	7:00
7:30	7:30	7:30	7:30
8:00	8:00	8:00	8:00
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10:00	10:00	10:00	10:00
10:30	10:30	10:30	10:30
11:00	11:00	11:00	11:00
11:30	11:30	11:30	11:30
12:00	12:00	12:00	12:00
12:30	12:30	12:30	12:30
1:00 AM	1:00 AM	1:00 AM	1:00 AM
1:30	1:30	1:30	1:30
2:00	2:00	2:00	2:00
2:30	2:30	2:30	2:30
3:00	3:00	3:00	3:00
3:30	3:30	3:30	3:30
4:00	4:00	4:00	4:00

**Sooner or later, for better or worse,
you're going to have to fill it out.**

Day	Friday	Saturday	Sunday
	6:00 AM	6:00 AM	6:00 AM
	6:30	6:30	6:30
	7:00	7:00	7:00
	7:30	7:30	7:30
	8:00	8:00	8:00
	8:30	8:30	8:30
	9:00	9:00	9:00
	9:30	9:30	9:30
	10:00	10:00	10:00
	10:30	10:30	10:30
	11:00	11:00	11:00
	11:30	11:30	11:30
	12:00	12:00	12:00
	12:30	12:30	12:30
	1:00 PM	1:00 PM	1:00 PM
	1:30	1:30	1:30
	2:00	2:00	2:00
	2:30	2:30	2:30
	3:00	3:00	3:00
	3:30	3:30	3:30
	4:00	4:00	4:00
	4:30	4:30	4:30
	5:00	5:00	5:00
	5:30	5:30	5:30
	6:00	6:00	6:00
	6:30	6:30	6:30
	7:00	7:00	7:00
	7:30	7:30	7:30
	8:00	8:00	8:00
	8:30	8:30	8:30
	9:00	9:00	9:00
	9:30	9:30	9:30
	10:00	10:00	10:00
	10:30	10:30	10:30
	11:00	11:00	11:00
	11:30	11:30	11:30
	12:00	12:00	12:00
	12:30	12:30	12:30
	1:00 AM	1:00 AM	1:00 AM
	1:30	1:30	1:30
	2:00	2:00	2:00
	2:30	2:30	2:30
	3:00	3:00	3:00
	3:30	3:30	3:30
	4:00	4:00	4:00

Movies are still the best buy in television

The MGM Library of Great Films



MGM TELEVISION 1350 AVENUE OF THE AMERICAS (212) 262-2727

IN PUBLIC SERVICE PROGRAMMING -

Award-winning WKJG-TV leads the way in Indiana



**The only television station in Indiana
to receive the 1970 School Bell award.**

Presented by the Indiana State Teachers Association and the Indiana Chapter, National School Public Relations Association for "outstanding reporting of education news". The School Bell winner is nominated by local teachers and local school corporations.



THE WKJG STATIONS
Hilliard Gates, Vice President & General Manager
WKJG - STEREO FM • WKJG - AM • WKJG - TV
Fort Wayne, Indiana
MEMBER STATIONS OF THE COMMUNICANA GROUP
JOHN F. DILLE, JR., PRESIDENT
Also includes WSJV-TV, WTRC-AM, WFIM (FM) Elkhart,
The Elkhart Truth (Daily)



BLAIR TELEVISION

Turmoil in the program market

With all that prime time to be taken from networks, TV stations and distributors scramble to fill gaps

The eyes and ears of television producers-syndicators are turned this week to Texas, where U.S. station program officials converge for an exchange of ideas on the critical 1971-72 season.

How stations will restructure their nonnetwork programming next fall is expected to touch off provocative discussion during the eighth annual program conference of the National Association of Television Program Executives at the Astroworld Hotel in Houston, starting tomorrow (Feb. 16) and extending through Friday (Feb. 19).

The new season shapes up as probably the most challenging ever to confront members of the NATPE. Program directors at all network affiliates must grapple with the awesome task of filling huge schedule gaps to be opened next fall when the networks, at the order of the federal government, reduce their prime-time feeds. Because of the FCC's ruling, the networks will supply 1½ fewer hours weekly next fall than they

were supplying at the start of the 1970-71 season and nine hours fewer than the current schedule. ABC-TV had not programed the Saturday 10:30-11 p.m. EST slot all season and during the current midseason cut back an additional two hours and a half—9:30-10:30 p.m. Saturday, 7-8 p.m. on Sunday, and 10:30-11 p.m. Thursday.

Standing shoulder to shoulder with program directors at the Houston conference will be the representatives of program distribution companies. In the view of many, but by no means all, distributors, the FCC regulation, which restricts network time to three hours a night between 7 p.m. and 11 p.m., is a new opportunity for their syndicated product. It is a prime, half-hour period that conceivably could be filled by a first-run show, or (at least until October 1972) by an off-network presentation or even a feature film.

But the ingenuity of station program officials and syndicators promises to be

tested even more rigorously because of a complicating factor. CBS-TV has said it plans to program 7:30-10:30 p.m., leaving the 10:30-11 p.m. slot for affiliates to fill. NBC-TV has said it will fill the 8-11 p.m. period on all nights but Sunday, returning 7:30-8 p.m. to affiliates. And ABC-TV has indicated preference for the NBC formula.

This lack of uniformity creates a dilemma. NBC-TV and ABC-TV affiliates would be competing with network programming on CBS-TV from 7:30-8 p.m. and, in turn, CBS-TV affiliates would be vying against network shows in the 10:30-11 p.m. slot.

A check of leading producers-syndicators and of station affiliates prior to their departure for the NATPE conference pointed to the inescapable conclusion that no one is happy with the network variations. The upshot is, they maintain; that planning for the vacated time slots is a tantalizing and formidable assignment.

The reduction in network programming has a corollary effect: a sizable number of programs currently on the networks will be eliminated. It is conceivable that a long-running show may be offered in syndication for fall 1971 since the FCC rule permits repeat showing for the first year (between Oct. 1, 1971, and Oct. 1, 1972).

The consensus of stations and syndicators is that all the pieces are likely to fall into place by the time of the National Association of Broadcasters convention next month. The reasoning is that by mid-March networks will have formulated their programming schedules and a firm decision will have been made.

There seems to be no solid agreement at this juncture on how the returned periods will be filled. There is some sign that in the top 25 markets, stations may expand local news segments by 30 minutes. There is some support for using strong off-network shows during the first year. And there is even the possibility that feature films

New services await prime-time openings

The possibility that TV stations may expand news in prime time next fall is attracting syndication moves, largely by the news services but also by at least one independent program distributor.

The Associated Press is experimenting with several ideas in the TV news area, according to Robert Eunson, assistant general manager, broadcast, consisting of feature material in the 90-second to 15-minute lengths. AP is soliciting the views of its broadcast-station members to ascertain which program segments they may desire.

UPITN, owned 50% by United Press International and 50% by ITN of London, is preparing three half-hour news-oriented segments. Burton L. Reinhardt, executive vice president of UPITN, said stations will be offered: (1) a weekly, in-depth analysis of the

news titled *30 Minutes*; (2) *A Week In the Life*, a weekly digest with entertainment values; and (3) *Bozo's Window On the World*, featuring Bozo the Clown in a news-information program slanted toward children.

Mr. Reinhardt reported that A Plus Films will distribute *30 Minutes*, which features John Cameron Swayze as host; *A Week In the Life* will be produced with Metromedia Inc. and *Bozo* with producer Larry Harmon.

Off-Network Productions Inc., New York, is optimistic that with the probable emphasis on news, stations will look favorably upon its Cinedex library of segments of persons and events in the news from 1893 to 1970. Mert Koplín, president, said stations leasing the library will receive 65 hours of film (one to four minutes in length), all of which is cross-indexed for easy handling. The material may be used on any local entertainment shows.

may be programed by reshuffling other shows. The barter approach promises to gather strength during 1971-72, although, curiously enough, a large cross-section of stations indicated they were not in favor of this arrangement since much of the programing was not deemed to be of high caliber and the financial returns were not so attractive as they seemed on the surface.

Producers-syndicators agreed that the prime-time rule has stimulated their creative juices and many said they were in the process of developing all types of shows. But they acknowledged that present activity is tempered with caution: With few exceptions, they are not committing their projects to pilot form without a hard advertiser-syndication agreement, a sale to a key station group or a go-ahead from outlets in the top three to five markets.

Following is a look at the plans of major syndicators.

Kevin O'Sullivan, president of ABC Films, said he is currently negotiating to develop a one-hour variety series with a name personality that is aimed for prime time. In addition, ABC Films intends to release in about a month a new package of 15 to 17 features that

were carried on ABC-TV.

Mr. O'Sullivan is confident that the prime rule will help syndication in general, but believes that during the first year there will be greater use of off-network programs. He doubted that producers-syndicators will be able to produce "first-class programs with network production values" at a price stations will want to pay.

Chuck Barris Productions, Hollywood, is developing two half-hour game shows, *Cop-Out* and *Mind Your Manners*, both featuring celebrity performers, and a one-hour talk variety show starring the former basketball star, Bill Russell, which is titled *Petticoat Quarterback*. The last is designed for barter sale to sponsors and the other two for direct sale to stations. Mr. Barris also reported that the *Dream Show*, which was carried on ABC-TV daytime, has been revised and updated and a pilot is being completed for CBS/Viacom International.

New program series being offered for syndication by Bill Burrud Productions, Los Angeles, are *Challenging Seas*, 26 half-hours, and *Safari to Adventure*, 150 half-hours. The former program is a co-production with NBC Films and

is now in two markets. Mr. Burrud feels that this type of programing will be highly salable because of the low cost factor and its instructional value.

James Victory, vice president, domestic sales, CBS/Viacom, has produced pilots of three half-hour series, *Twenty Questions* (a modern version of a long-time favorite); *Dream Girl*, produced with Chuck Barris Productions and *E Force One*, an action-adventure with an ecology flavor made in Australia. He said CBS/Viacom also will handle the fourth-year distribution of *What's My Line?*, observing that the syndication marketplace seems to favor programs that have a track record.

Mr. Victory said the company also is involved in several other programing projects that cannot be revealed at this time and will continue to accent such off-network productions as *The Andy Griffith Show*, *Wild Wild West*, *Petticoat Junction* and *Perry Mason*.

Richard E. Moore, president of Century Broadcast Communications, New York, said the firm is now "positioning" itself for the prime-time cutback. It has available the half-hour *Name That Tune*, currently in production and for Monday-Friday stripping with sale

Expanding specialty: underwritten shows

The upsurge in advertiser syndication of programing, usually by barter, has spurred the formation of organizations specializing in that method of distribution. The newest in the field is Telpac Productions, New York, created last week (see below).

For more than a year Media/Syndication Systems Inc., New York, has been performing in this area. On behalf of the American Dairy Association, M/SS placed the *Something Special* program throughout the country in 1970 and now has *The Pet Set* in 65 markets for Carnation.

During 1971, according to M/SS president, Larry O'Daly, the company is lining up advertisers for various distributors including Ken Snyder Associates, Distaff Productions, Four Star Entertainment Corp. and the newly formed Scott Entertainment Co., a subsidiary of the Scott Paper Co. ("Closed Circuit," Feb. 8). Mr. O'Daly is confident that the advertiser-syndication method will flourish extensively this year, claiming the sponsor is the key element in programing and his aspiration can be fulfilled through marketing a program he wants in the markets he requires.

Paul Roth was a veteran program-media executive with Kenyon & Eck-

hardt, who resigned several months ago to form Roth Media Inc., New York, to supply stations with programing from advertisers on a trade-out basis. Mr. Roth's company now is offering stations four half-hour programs: *Most Valuable Player—Willis Reed* (to run during basketball season); *Most Valuable Player—Johnny Bench* (during baseball season); *World of Boating* and *Celebrity Bowling*.

Mr. Roth said he has obtained various participating sponsors for his programs, with the Reed shows already running in major markets. The Reed and Bench programs are produced by Stadium Productions, New York; the boating show by KJM Productions, New York, and the bowling program by Art Pickens & Associates, Chicago.

The most auspicious advertiser-syndicated program is *This Is Your Life*, sponsored by Lever Bros. in more than 100 markets. The series started last month. The placement was through Ogilvy & Mather, which said that on more than 50% of the stations, *Life* is carried in prime time. Ogilvy also will handle placement of *Lassie* on a sponsor-syndicated basis for Campbell Soup next fall unless another network picks up the series which is being displaced from CBS-TV because of the prime-access rule.

Telpac Productions, the newest entry, was established by Telpac Management Inc., which was organized two years

ago to serve as the television commercial-production arm of advertising agencies. John Capsis, president of Telpac Management, said the move into TV program production is an extension of its activities in the commercials field.

Telpac Productions will produce programs for advertisers and place them on stations on a reciprocal trade-out basis and, in some instances, sell them directly to outlets, according to Tom Shull, president of Telpac Productions. He said exclusive contracts have been signed with various writers, producers and directors and their names and initial projects will be announced shortly.

Mr. Shull served for five years with Storer Broadcasting Co., where he was in charge of television programing. The new program production office will be located at Telpac's main office at 777 Third Avenue, New York.

The placement of shows on stations in return for time is not a new phenomenon but flourishes particularly in times of economic crunch, such as now. In general, stations are given the program free. The underwriting advertiser will usually occupy half of the commercial positions in the program, and the station may sell the others to other advertisers. In some cases the underwriter may elect to run spots within another program at another time period, or he may earn time credits for use on the station at a future date when his advertising may be more timely.



Mr. Silverbach



Mr. Hart



Mr. Moore



Mr. Weis



Mr. O'Sullivan



Mr. Newgard



Mr. Dellinger



Mr. Picard



Mr. Burrud



Mr. Bailey

along the barter route (Century sells two minutes and stations sell the other positions).

Century also starts distribution in April of five-minute *Business News* vignettes, which can be integrated into weeknight local news shows ("Closed Circuit," Jan. 25). Stations get the business show at no charge. Century sells a 30-second spot in each five-minute segment that is played twice on the station (once in early news and repeated in the late news). Century also handles American Telesports Network. Mr. Moore said ATN is building programming for TV outlets considering sports events in prime-time periods.

Dick Clark, president of Dick Clark Productions, Hollywood, has two new programs that have been placed into syndication via the barter route. One is *Man Trap* (three female panelists quizzing a male guest), carried in more than 50 markets and sponsored by Exquisite Form Industries, Pelham Manor, N.Y., and the other is *Like Young* (music-talk show), set for more than 40 stations under the sponsorship of the Noxell Corp., Baltimore.

Hardie Frieberg, chairman of the

board, Creative Cine-Tel Inc., New York, said he felt no great pressure to get properties ready for stations since they are "still very vague" about what their programming needs will be. He said he expects to have several properties available by March that would satisfy prime-time needs, including a half-hour comedy series and a half-hour travel-adventure series.

Among its backlog of programs Cine-Tel will be offering for prime-time are 260 half-hours of "Stump the Stars" and 116 black-and-white movies in an "Old Feature Film" package.

Len Firestone, president of Firestone Film Syndication Inc., New York, said he has four program projects that he is presenting to stations and advertisers. One is a 90-second news insert. *Inside Washington With Nancy Dickerson*. The others are two game shows (both remakes of old series) and a panel-comedy program. Mr. Firestone said that all of his projects are designed for daily showing on stations.

Dick Colbert, executive vice president, Four Star Entertainment Corp., said the company is offering two new half-hour series, *Juvenile Jury*, and *To-*

ward the Year 2000, which cover topical subjects such as genetics, ecology, youth and transportation. Mr. Colbert reported that Media/Syndication Services, New York, represents Four Star in the advertiser-syndication area and is attempting to line up advertisers for these two series, but they also will be sold directly to stations.

Four Star also has placed *The Seven Seas* series of seven one-hour specials into syndication. Among its older product are *Big Valley*, *The Rifleman* and *Can You Top This?* The best of which are now being offered on a weekly basis.

Independent Television Corp., New York, part of Associated Television, London, plans to offer half-hour series, *The Protectors*, 26-episode action-adventure (filmed in England and on the continent), and a nature documentary. The new series will be added to several one-hour off-network series available for sale in prime-time, including *The Saint* (114 episodes), *The Baron* (26), *The Champions* (30), *The Prisoner* (17), *Man in a Suitcase* (28) and *The Fabulous 7* (musical specials).

ITC's president, Abe Mandell, said

A crucial conference for station programmers

More than 400 station delegates and program packagers are expected to attend this week's conference of the National Association of Television Program Executives Feb. 16-19 in Houston.

The keynote speaker on Wednesday (Feb. 17) will be Dr. Clay T. Whitehead, director of the Office of Telecommunications Policy. Sessions at Houston's Astroworld will be devoted to various aspects of programming including emphasis on effects of the FCC's prime-time access rule, which is to go into effect in the fall (see page 29).

On Tuesday (Feb. 16) the NATPE's board of directors will hold a business meeting in the morning. At 5 p.m., Dr. Whitehead will meet with newsmen, and at 6 p.m. the board will hold a reception for newsmen and a round-table discussion of prime-time programming.

Events on Wednesday begin at 9:30 with a panel on fall programming ("A Matter of Survival") with Edwin Diamond, Post-Newsweek Stations; Paul Klein, president, Computer Television Inc.; Dr. Urie Bronfenbrenner, professor of psychology, Cornell university; Mel Bernstein, WBZ-TV Boston; Don Menchil, vice president, Telcom Asso-

ciates, and Sonya Hanlin, host of *Meet the Arts* (National Educational Television Series). Dr. Whitehead will speak at the luncheon at the Astrodome club.

In the afternoon, a panel on advertisers' views ("Does the Advertiser Give a Damn?") starts at 2 o'clock. Slated to appear are Donald C. Foote Jr., vice president, department of media relations and planning, Young & Rubicam; Michael D. Moore, vice president programming and media services, Benton & Bowles; L. A. Douglass, program manager-advertising, U.S. Steel Corp., and S. M. Rosenman, WKBS-TV Philadelphia. Panels covering primary and secondary markets will meet concurrently, starting at 3:45 p.m. on "Creative Public-Affairs Programming." Participants will be A. R. Van Cantfort, WSB-TV Atlanta; Gene McPherson, Avco Broadcasting; James Pratt, WFAA-TV Dallas; George Resing, WLS-TV Chicago, and Jack Callaghan, wsoc-TV Charlotte, N.C.

The traditional NATPE workshops separated into four sessions—for stations affiliated with each of the three TV networks, and one for independents—are scheduled for Thursday at 9 a.m. A panel session on computers follows at 10:45 a.m., with Jack Finlayson, vice president of Broadcast Computer Services; A. R. Van Cantfort, WSB-TV

Atlanta, and Dan Clay, vice president of Cox data systems.

"Program excellence awards" (made annually to stations in a competition) will be presented at the luncheon Thursday followed by an address at the NASA space center by Christopher Kraft, deputy mission director, NASA. A reception for associate members will be held at 6 p.m. in the Celestial suite of the Astroworld under auspices of 24 program-syndication companies represented at the conference. Bill Hart, Screen Gems, is chairman of the event.

Friday's activities get under way at 9 a.m. with a seminar on educational programming. Participants will be Bill Oxley, Corp. for Public Broadcasting; David D. Connell, vice president, Children's Television Workshop, and Dr. Robert Hilliard, director of the FCC's education division. Following will be a business meeting, elections, an address by Representative Lionel Van Deerlin (D-Calif.) and presentation at a luncheon of the NATPE's "man of the year award" to Roone Arledge, president, ABC Sports.

Windup bull sessions, one for primary and one for secondary markets, with Keith Lollis, KGW-TV Portland, Ore., and Jim Bradley, KWWL-TV Waterloo, Iowa, as chairman, will start at 2 p.m.

stations appear flexible as to how they will fill newly opened prime-time periods and voiced the opinion that outlets will buy those syndicated shows that make "economic sense." ITC, he said, has an edge in this in that ITC is able to write off a substantial portion of production costs by distribution to 60 or 70 foreign markets before introduction of series in the U.S. (Its parent ATV has ties in the Commonwealth, thus ITC obtains preferential treatment for its product under the British quota in key markets in Canada and Australia).

Steve Krantz, president, Steve Krantz Productions Inc., New York, said his firm is offering its first prime-time property, an animated half-hour series, *The Bickersons*, to stations and advertisers. So far, he said approximately 25 stations throughout the U.S. have been lined up.

He said most stations are waiting until they know what time slot will open before they buy a syndicated series. Stations are "concerned with money and the less expensive programming such as talk and panel game shows, will lead the pack," he observed.

MCA TV has no immediate plans to produce first-run syndicated programming for next fall, according to Keith Godfrey, vice president and director of sales, but will emphasize its various off-

network product and feature films.

Mr. Godfrey anticipates that during the first year of the FCC regulations many outlets will use strong off-network programs, such as MCA TV's *Dragnet* and *It Takes A Thief*, which are still unsold in certain markets. He noted that MCA TV, as a policy, does not sell its features for more than two network runs, and said this enables "the stations to make a buck also."

Chuck Fries, executive vice president in charge of production, Metromedia Producers Corp., believes MPC will be in a strong position next fall, irrespective of the prime-time period that is returned. Among the series MPC can offer stations, he said, are *Over and Under 30*, a one-hour talk show; *Ice Palace*, a one-hour variety program; *Young Country*, 30-minute country-pop music stanza, and *The Lennon Sisters*, a half-hour presentation either for weekly or daily scheduling.

MPC is testing the marketplace to ascertain if these shows will become available for station sale or on a barter basis. Mr. Fries voiced the view that it would not be until 1973 that any firm indication of the effect of the prime-time rule would be known. He added that Metromedia will continue to syndicate *Truth Or Consequences*, *Wonderama* and possibly re-run of the National Geographic specials if a network

slot is not obtained.

Paul Picard, vice president in charge of TV production for MGM Television, said the company has numerous TV series in various stages of development for syndication. Half-hour series on the MGM roster are *High Speed Living* (all types of racing—land, sea, air); *Four And a Who Now*, interview show being produced by Allan Ludden; *Green Scene*, a gardening program; *Man to Man*, half-hour sports interview program, and *The Bad and the Beautiful*, a daytime dramatic series.

He added that MGM is putting together some feature film packages for both network and syndication. He also is hopeful that sales can be generated from such older series as *The Man From U.N.C.L.E.*, *Then Came Bronson*, *Dr. Kildare*, *Flipper* and *Daktari*.

The re-issue of two recent series and the production of three others make up the program offerings of National Telefilm Associates, according to Peter S. Rodgers, executive vice president. The re-releases are the Jack Douglas travelogue shows, *America* and *Across The Seven Seas*. The new programs are *Rodeo U.S.A.* (half-hour) and a five-minute feature, *Man-to-Woman*, with Jack Douglas as host, plus an untitled sports action show (half-hour).

Mr. Rodgers said NTA also will offer a package of 15 post-1965 features to



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*NTI 1967-69 (Data for original programs)



Mr. Rhodes



Mr. Moore



Mr. Fries



Mr. McGregor



Mr. O'Daly



Mr. Mulvey



Mr. Victory



Mr. Firestone



Mr. Reinhart



Mr. Eunson

stations for 1971-72. Among its older product it will continue to sell are *The Man From Cochise*, *The Third Man* and packages from its library of 2,400 films.

NBC Films plans to place *The Guns of Will Sonnett* off-network series into the market, according to Cliff Ogden, head of sales, and other off-networks are being considered for release. Details on these programs, he indicated, will not be announced for several weeks. He echoed the view of many syndicators when he said that stations are not certain how they will program the vacated network time periods.

Olas Corp., New York, does not intend to put into syndication any new programing, but will continue to produce and distribute the action adventure-travel series, *Of Land and Seas*. Bob Buchanan, president of Olas, voiced the opinion that stations might veer toward less expensive shows for prime time, geared to the young adult.

Robert M. Newgard, vice president in charge of sales for Paramount Television, reported that among the developmental projects are a 90-minute "soap opera" that he believes can be scheduled three nights a week, and various game shows. Mr. Newgard voiced the view that in the top 25 markets, many of the stations will expand their news segments with local news or com-

munity-oriented programing.

Robert L. Dellinger, group vice president, Robert E. Petersen Productions, Hollywood, said Petersen is preparing a half-hour series, *Seafari*, and a group of 13 half-hour programs, *Super Drivers* (auto racing), for syndication via sponsors. He noted the company was successful with the *Something Else* series of music-variety programs placed throughout the country on a barter basis with the American Dairy Association as sponsor.

Jack Rhodes, president of Rhodes Productions, who considers his outfit the 'master of the talk-variety show' said it will offer stations *The Virginia Graham Show*, either 30 or 60 minutes, and Steve Allen's *The Allen Show*, 30, 60 or 90 minutes, all for syndication.

Some of the affiliates' general managers are considering expanding their news programs under the prime-time rule, Mr. Rhodes said. He added that the first year will be "a trial-and-error period when they will try to utilize what they have on the shelves." But he feels both the Graham and Allen shows can be moved into a 7 to 8 p.m. prime-time slot.

Bill Hart, vice president in charge of syndication for Screen Gems, said the company is in the midst of a development program for the fall season, but

stressed that few of the projects will be taken to pilot form unless there is a commitment from an advertiser or from a station group. In development are a one-hour talk show featuring Dr. David Reuben, author of the best-selling book "Everything You Always Wanted to Know About Sex"; *About Faces*, a half-hour daily game show; *Under Attack*, a one-hour program in which controversial guests would debate with panels of students of an opposite political persuasion plus a dramatic series and a children's program.

Mr. Hart reported that SG also is confident that its various off-network series and particularly its most recent one, *I Dream of Jeannie*, can fit into station program schedules. The company also distributes a long list of proven films, he pointed out.

Robert Manby, president, Showcorporation, New York, doesn't think anybody in the industry has the slightest idea of how to fill the half-hour of prime time. "I've never seen such confusion and bewilderment before," he said.

Showcorporation is gearing its two half-hour sports properties: *Sports Spectrum*, which will focus on three sporting events each week, (152 new episodes), and an unnamed series with 36 new programs and 16 reruns, towards either a Thursday or Friday



Mr. Colbert



Mr. Kaplin



Mr. Krantz



Mr. Barris



Mr. Buchanan



Mr. Roth



Mr. Nathan



Mr. Marks



Mr. Mandell



Mr. Godfrey

early- or late-evening slot. Both programs will be offered for sale directly to stations. Mr. Manby said his salesmen have done a wide survey of stations and have found that half prefer the direct sale method of purchasing series and half the advertiser-syndicated method.

Talent Associates-Norton Simon Inc., a wholly owned subsidiary of Talent Associates Inc., New York, will offer a half-hour advertiser-syndicated variety-talk series, *Joyce and Barbara: For Adults Only* to stations. Joyce Davidson Susskind, formerly a TV interviewer, and Barbara Howar, a Washington columnist and moderator, will be featured. The program, sponsored by Chesebrough Ponds Inc. through William Esty Co., both New York, has been sold to 74 stations and is scheduled for a Saturday, Feb. 27, start in New York and San Francisco.

Howard Christensen—head of Tele-Com/Bing Crosby Productions since buying the firm last year from Cox Broadcasting Corp.—says his company later this month starts Hollywood production on the pilot for a new five-a-week half-hour video-taped offering, *The Dr. Loraine Chase Show*, in which the psychologist interviews patients on-camera. Tele-Com also is offering established series for stripping, including *Kup's Show* and *Win of the Stars*.

Mr. Christensen commented that stations are holding back on buying quality program products because of the soft economy, and because they want to be certain of what the networks will do.

Wynn Nathan, director of sales and marketing for Time-Life Programs, said his organization will offer *The Life Around Us* (26 weeks), and *The World About Us* (39 half-hours), both half-hour shows, and probably *Half-Hour Theater* (26 to 39 half-hours), a British Broadcasting Co. production. The company has 26 weeks of "Life," 39 half-hours of "World," and 26 to 39 half-hours of "Theater."

"We're also considering offering *Monty Python's Flying Circus*, and *Up Pompeii*," Mr. Nathan added. "We also have three or four series we're fooling around with. *Dr. Who*, for instance. We have 45 half-hours of that, all in color. At the moment, we have about 10 others, and we're wondering whether they should come out or not."

Triangle Television, according to Bill Mulvey, syndication manager, is offering *The Road Show*, half-hour taped automotive program with a magazine format, and 130 new half-hours of the celebrity game, *Stump the Stars*. Mr. Mulvey said stations can be expected to "feel their way" in plans for fall programming "at least until they have digested the results of the February rat-

ing sweeps." Triangle's backlog includes, among others, *Doodletown Pipers*, six one-hour films now being sponsored in many markets by General Foods through a barter arrangement; *Auto Racing Classics* (52 half-hours); *Dear Julia Meade* (195 half-hours); *Why Not Quit?* (20 five-minute segments on smoking), and several specials.

TV Cinema Sales Corp., Los Angeles, reports that its latest program series is the *Buck Owens TV Ranch Show*, consisting of 130 half-hours, now in 70 markets. Art Greenfield, executive vice president, said the company is still marketing its *Masterpiece Package* of 25 classic features, including *Stagecoach*, *Long Voyage Home* and *Foreign Correspondent*.

Twentieth Century-Fox Television is in the process of developing various series projects, according to Alan Silverbach, vice president in charge of syndicated sales, domestic and foreign. They include *Weekend With Sammy Davis Jr.*, a one-hour variety; *Lights Out*, a half-hour dramatic presentation based on Arch Oboler radio scripts; a half-hour talk series spotlighting Senator Barry Goldwater (R., Ariz.), and said to be nonpolitical in emphasis; *The Students Are Coming*, half-hour situation comedy to be produced by Jackie Cooper and Bob Finkel, and separate half-hour series featuring Bobbie Gen-

try, and Fred and Mickey Finn.

Mr. Silverbach cautioned that these projects are all in the development stages and only a few will go to pilot without advance commitment from an advertiser, or a station group or stations in key markets. In addition, he said, Fox will market recent off-network series such as *Bracken's World*, *Lancer* and *The Ghost and Mrs. Muir*.

Pierre Weis, president of United Artists International, said the company does not intend to make any first-run product for the fall, but felt that stations could profitably use numerous proven off-network series during the first year of the FCC rule. He cited *Gilligan's Island* and *Rat Patrol* as examples and added that vintage programming such as *Sea Hunt* and *Highway Patrol* could provide mileage to some stations.

"The company also released recently a new package of 40 features that are selling well," Mr. Weis said.

Charles D. McGregor, executive vice president for worldwide distribution, Warner Bros. Television, said the company's new product will consist of 30 off-network features for sale to stations. In addition, Warner intends to market its "vintage" product, including features and cartoons and such series as *Maverick*, *Cheyenne*, *F Troop* and *Lawman*.

Winters-Rosen Distributing Corp. is committed to producing two weekly half-hour and one weekly hour show for the fall of 1971, according to Brad Marks, executive vice president. He said that we have turned the whole operation around and geared it to an advertiser-sale. I don't believe station sale is completely where it's at.

The firm, according to Mr. Marks, already has scheduled 12 specials for this year and has completed the *Lou Rawls Show*, *Kenny Rogers and the First Edition*, and *The Darin Invasion* with singer Bobby Darin. Expected to be completed in February is *The Sonny and Cher Nitty-Gritty Show* and in production for network is *Paul Newman in Once Upon a Wheel*, scheduled to be shown on ABC-TV April 8-9.

For TV affiliates it's a waiting game

**Until networks decide
which times to release
local decisions hang fire**

Television stations are considering a wide range of options to fill the prime program slots that will open to them when networks cut back their offerings next fall. Included are expanded news segments, first-run syndicated shows, rearranged feature-film periods and off-network presentations.



(WTOP-TV Washington photo)

News programming is the only form of local origination that most stations think can supply the volume needed to fill significant parts of the prime time net-

works must give up. But before affiliates can decide whether to expand or reschedule their own news shows, they must know their networks' schedules.

But a sampling of general managers and program managers throughout the country in recent weeks illustrated strikingly that stations were in a holding pattern, awaiting definitive word on which time period (7:30-8 p.m. or 10:30-11 p.m.) would be relinquished by each network. There was confidence among some station executives that networks would give the final word by the time of the National Association of Broadcasters convention next month, but the immediate concern was to examine alternatives open to them. They made clear this was not an easy task.

Many stations were considering expanded news segments, particularly if the 10:30-11 p.m. portion is returned to stations. There was some sentiment for proved off-network shows, permitted under the FCC rules until October 1972, but this was counterbalanced by a disinclination to program a series that must be removed from the prime-time schedule after one year. And though there is strong evidence of an upsurge in the number of traded-out (advertiser-syndicated) programs on TV, a surprisingly large number of stations said they didn't favor this, citing the lack of quality of many such offerings.

The network-program cutback stems from the FCC's prime-time access rule, which will bar network affiliates in the top-50 markets from carrying more than three hours of network programming between 7 and 11 p.m. EST. With reservations leaving them free to change their plans, NBC has indicated it will program 8-11 p.m. all nights except Sunday but is seeking FCC approval of an adjustment that would let it program the full 7:30-11 period on Sundays, while CBS has indicated it will program 7:30-10:30 all nights and ABC has stated a preference for 8-11.

At the networks' New York O&O stations, Kenneth H. MacQueen, WABC-TV, said no final decision has been made but station officials are considering several possibilities, including expansion of the late-afternoon movie to two hours

(4:30-6:30 p.m.) of the present 6-7:30. Mr. MacQueen added that other prospects could be a half-hour program of the entertainment-talk or public-affairs type for the surrendered position.

A spokesman for WNBC-TV New York said no firm plans have been made, and he could provide no information on program possibilities. Robert Hosking, WCBS-TV, said his station is analyzing seven or eight different concepts, including children's programs.

In Albany, N.Y., Eugene Bohi, WAST-TV, an ABC-TV affiliate, said the FCC should have released the same time period to all stations if it wanted to promote better programming, but that WAST had made no decisions regarding the half hour, pending official notification from ABC on the time period involved.

Reid Shaw, WRGB-TV Schenectady, N.Y., an NBC-TV affiliate, said his station would make no programming decisions for the half-hour period until it definitely knew which time slot would be opened. He said that no first-run material, high priced or low, "looked good enough" to fill prime-time spots. He was confident that television would see more advertiser-syndicated programs in the future.

Peter Orne, WTEN-TV Albany, a CBS-TV affiliate, said the station was in the process of being sold by Capital Cities and that no definite programming decisions had been made for the fall. He said, however, that it was thinking in terms of extending its news or entertainment programming if the 10:30-11 p.m. time period were opened.

In the one-station market of Watertown, N.Y., Jim Higgins, WWNV-TV, said the area's work-and-rest habits probably would make a 10:30 p.m. cut-off preferable. He said that sets in use slide off at about 9:30 p.m. and that the 6 p.m. news programed on the station doubles the 11 p.m. news audience rating. He said the station would probably use open periods to program more network—permitted because Watertown

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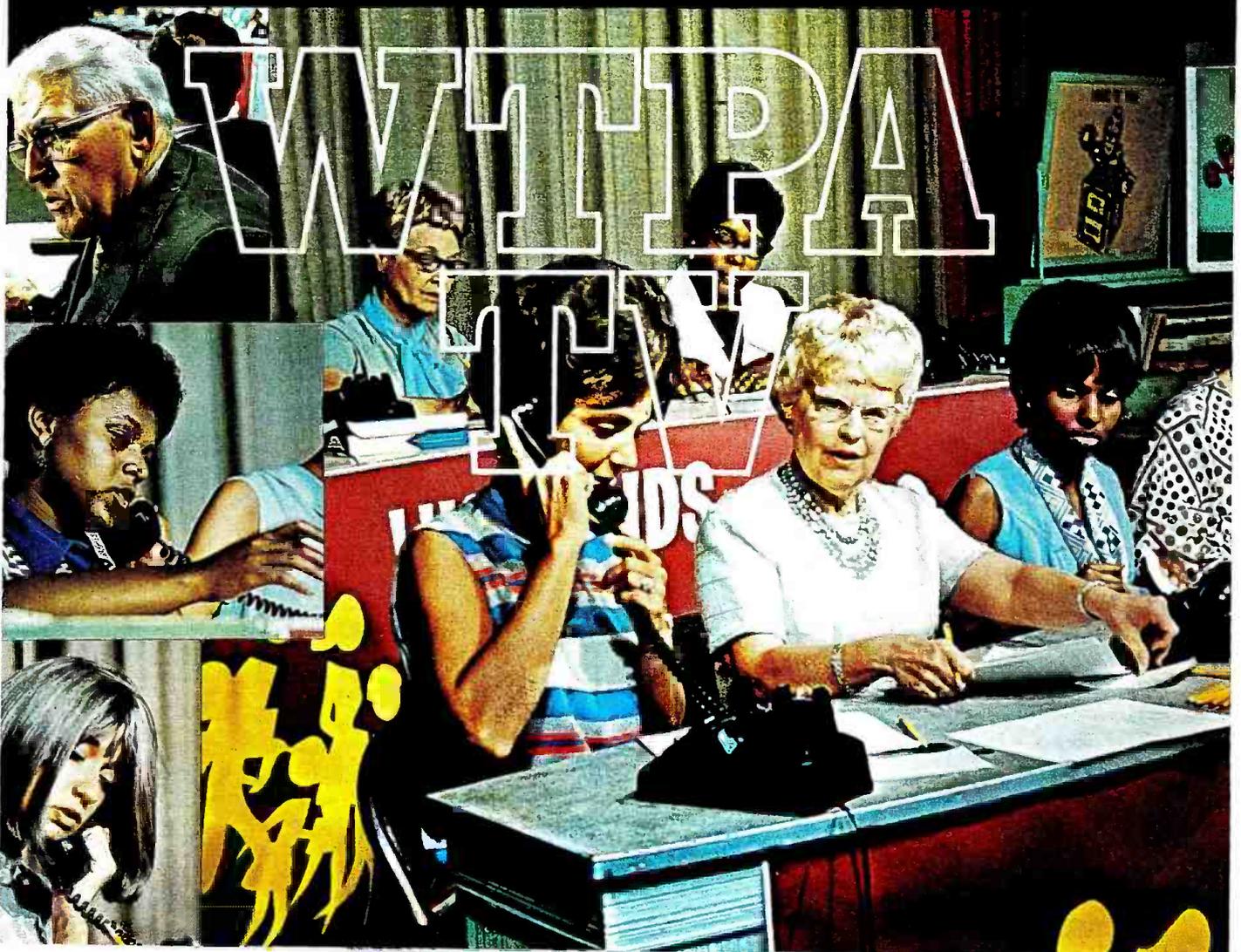
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WSIX-TV	Nashville	ABC
KSLA-TV	Shreveport	CBS
KTVI	St. Louis	ABC
KOTV	Tulsa	CBS

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WANE-TV	Fort Wayne	CBS
WFMY-TV	Greensboro/High Point/Winston-Salem	CBS
WATE-TV	Knoxville	NBC
WJIM-TV	Lansing/Flint/Jackson	CBS
WTMJ-TV	Milwaukee	NBC
WTAR-TV	Norfolk	CBS
KOIN-TV	Portland	CBS
WSYR-TV	Syracuse	NBC
WMAL-TV	Washington, D.C.	ABC

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is not in the top-50 markets—though if syndicators can come up with good product the station would consider it. Wwny-TV is a CBS primary (over 60% of its prime-time is CBS, less than 25% is ABC and less than 10% NBC). Mr. Higgins said Wwny-TV does not accept barter shows.

At Wcsh-TV Portland, Me., Jack S. Atwood said the NBC-TV affiliate is thinking of shifting 6-7 p.m. news to 6:30-7:30 p.m. Mr. Atwood indicated he was "unhappy" with the high price tag on first-run syndicated shows and said he is reluctant to enter into any advertiser-syndicated trade deals for new programming.

George Anderson, Wgan-TV Portland, Me., a CBS-TV affiliate, said if the network programs 7:30-10:30 his station may fill 10:30-11 p.m. with expanded local news coverage, followed by movies.

At Wmtw-TV Portland-Poland Springs, Me., Robert Joyce said his station, an ABC-TV affiliate, was postponing any decisions on filling its half-hour of prime time until the network firmly announced which time period would be made available.

In Boston, affiliates are also waiting for firm network decisions on which time periods will be released, but some preliminary assumptions are being made.

Joe Levine, WHDH-TV (CBS), said his station was unlikely to use off-network product even for the one season allowed by the FCC. "We might as well face up to it now," he said. It could be "self-defeating," Mr. Levine said, if an off-network show proved successful in prime time but in the following season had to be taken off the air. He said, however, it was premature to indicate what the station would program in the newly opened period but that it would consider first-run programming if available but at present is not interested in advertiser-syndicated shows.

For the ABC affiliate, Wnac-TV, Robert L. Gilbertson said he has considered off-network product or an expansion of news "or moving it [the news]." Should the station decide to buy syndicated programs, he indicated it would seek "fresh product" and ranked game shows, situation comedy, variety and action-adventure in that order. "We are in a holding pattern, till ABC moves," he said.

Wbz-TV (NBC) spokesmen said the station would be governed by policy made by Westinghouse Broadcasting Co. and dependent of course on what periods the network programs. The parent Westinghouse was one of the few broadcasters to support the new FCC rule.

In the Johnstown-Altoona, Pa., market, Wjac-TV Johnstown is an NBC primary affiliate though it does program some ABC; Wfbg-TV Altoona is the

CBS affiliate, and WARD-TV Johnstown, a UHF, carries CBS and ABC programming but is currently in the midst of a license transfer.

Alvin D. Schrott, Wjac-TV, said it was too early for a decision but that among the possibilities was an expansion of news. If programming was sought, he indicated a "high-quality" travel show, similar to *Untamed World*, or a good drama would be preferable but it would have to be first run to be scheduled in prime time. Another alternative would be programs produced locally.

John G. Stilli Jr., Wfbg-TV, said the station was not thinking of programming news should CBS release network time at 10:30. He said the station has considered developing its own public-service programming for the period but it would take a year before this could be scheduled daily or even three times weekly. The station is willing to look at syndicators' offerings—if they are "quality first run"—but Mr. Stilli doubted that many syndicators would be able to invest the necessary money.

Wsb-TV Atlanta (NBC) is willing "to pay a reasonable price" for first-run

Sports series offered

TV Cinema Sales, Los Angeles, has acquired distribution rights to four sports series comprising 338 episodes. All are being offered separately or in combination both for syndication and CATV use. Included are 65 segments of *Gadabout Gaddis*, the *Flying Fisherman*, 208 episodes of *The Outdoor Sportsman*, 26 *Roller Game-of-the-Week* and 39 *Jai Alai* tapes in Mexico. The latter two series are one-hour shows while the others are half-hours.

syndicated programming but "it must be mighty strong to vie with network shows," according to Don Heald, manager. He felt that quality first-run would not be available for next fall and the station may buy a strip show or move the news program to 7:30-8 p.m.

James Ferguson, Waga-TV Atlanta (CBS), would like to see quality public affairs or documentary programming coming from syndicators. The station is considering several options, including expansion of late-evening news to a full hour from 10-11; a news syndication strip or, if the network surrenders 7:30-8 p.m., a strip show or a lengthened news presentation.

George B. Hagar, Wqxi-TV Atlanta (ABC), said that if the station is given the 10:30-11 p.m. slot, it will schedule either a syndicated show or news; if allotted the 7:30-8 p.m. period, it has no definite plans. Mr. Hagar stressed Wqxi-TV would pay for first-run product and he is partial to comedy and drama.

Peter N. Fennelly, Wbir-TV Knoxville, says if CBS returns 10:30-11 p.m. he is considering a comedy strip or moving up the news to 10:30.

George Stevens of kotv(tv) Tulsa (CBS) feels the only way to compete is to take the network shows and delay them until 9:30 p.m., placing features in vacated early evening programming.

A variety - entertainment syndicated show is being eyed by Carl Richards of wcov-TV Montgomery, Ala., if CBS gives up the 10:30-11 spot. His preference in the syndication sector: more westerns or good variety shows.

In Chicago, an O&O market, John Severino, Wls-TV (ABC), said the station considered news a possibility if an early half hour (6:30 p.m. in Chicago) is released but that expansion of the news later in the evening (9:30 p.m. local time) has not proved successful. He said choice of a syndicated show would depend entirely on early or late time.

W. C. (Bud) Prather, Wmaq-TV Chicago (NBC), reported the station has "kicked around a dozen different ideas" but has yet to settle on specific programming.

Leon Drew, Wbbm-TV Chicago (CBS), said "we're still thinking" and that the whole issue may become moot, noting CBS is still contesting the FCC policy in court.

Cincinnati network affiliates cited the necessity of a "final time fix," as expressed by Bill Spiegel, Wlwt(tv), the NBC affiliate. He said several possibilities for his station were under study.

Bob Gordon, Wcpo-TV Cincinnati (CBS), said the station is prepared to expand news if the network returns a late period. Mr. Gordon questioned whether syndicators could supply local programs that could compete with network prime programming, as his station would need if CBS opens a half-hour earlier than ABC and NBC. He said he had no interest in the new barter offerings.

Sam Johnston, Wkrc-TV Cincinnati (ABC), said the station knows it can do news "but beyond that we have made no definite commitment because we first will have to know the target audience involved."

The Grand Rapids, Mich., area is "early-to-bed and early-to-rise," said Marv Chauvin of wood-TV (NBC). He looked for the network cut-off to come at 10-p.m. his time and permit a move forward of local news by a half-hour, a shift that he said would be easily accepted in the market. An early period opening would probably be filled with syndicated product because viewers expect entertainment at that time, he said.

Gordon Anderson, Wkzo-TV Grand Rapids-Kalamazoo, Mich. (CBS), was

"going through the agonies everyone else is on this." He thought news may be the answer for late evening but that a final decision also would depend on what the network would do with scheduling the *Merv Griffin Show*.

George Lyons, WZZM-TV Grand Rapids (ABC), has a tentative decision to program news if the cut-off is at 10:30. He felt the networks will settle on common program times though not necessarily the same time each night of the week.

With present CBS plans in mind, the affiliate in South Bend, Ind.—WSBT-TV—feels it has little choice but to go with news at 10:30 p.m. or perhaps purchase an off-network strip to lead into its current 11 o'clock news. Spokesman Jack Douglas said sponsor-offered barter product is not very attractive because it usually is a once-week format.

Tom Hamilton of WNDU-TV South Bend is considering alternative routes pending a firm NBC decision on release of the half hour early or late in the evening, especially complicated in that market because of the annual Indiana local-time situation. He mentioned the offer of a barter strip show from an unidentified sponsor via Hughes Network in which the advertiser would retain two commercial positions and offer stations two spots to sell locally.

Jim Blacklaw, WSJV(TV) Elkhart-

Tors Studios offers facility trade-outs

Ivan Tors Film Studios, Miami, announced last week the inauguration of a new financing plan to assist major and independent producers in getting their television and theatrical film scripts in front of the camera.

Tors will provide studio facilities, sets, offices and equipment to movie-makers launching films in which Tors wishes to participate. And Tors will offer other services available from various Miami-based film organizations.

In return, Tors and other participating firms would require exclusive foreign rights, plus 10% interest and 15% of the profits on the film after the producer recoups the cost. The producer would handle domestic distribution.

South Bend (ABC), said his planning especially must await clarification because the station already pre-empts two hours of network time for a local movie on Wednesday night and delays network shows to other times.

In Topeka, Kan., a two-station market, Harry L. Stradner of KTSB(TV), NBC affiliate there, is reviewing alternate plans for 6:30-7 CST. News might

be one choice, but since country-and-western is strong in the area, he said, his UHF outlet could go that route.

Ray Senate of WIBW-TV Topeka (CBS and ABC) said a cut-off at 9:30 p.m. local time would be too early for news, and that while the station is known for developing local shows, this would be difficult to do on a nightly basis.

All three networks are represented in Milwaukee. Stations cited firm network decisions and the NAB convention as signals for them to decide which courses to take. James Butler, WISN-TV (CBS), saw 9:30 p.m. local time as probably too early for news; Jim Major, WITI-TV (ABC), is awaiting decision on which half hour the network finally gives up, and George Comte, WTMJ-TV (NBC), said his station will follow its practice of beginning fall planning after next month's NAB convention, where new products will be surveyed. Mr. Comte also noted that Hughes Network and other program sources have indicated plans for new product and said planning would await screening—again, most likely during the NAB.

In Los Angeles, an O&O market, Robert T. Howard of KNBC(TV) (NBC) said no final plans have been made, but he is favorably disposed toward family-type syndicated programs as a general rule.

A spokesman for KNXT(TV) Los An-



Partial Guest List Don Adams • Eddie Albert • Elizabeth Allen • Marty Allen • Lance Alworth • Ann-Margret • Desi Arnaz • Elizabeth Ashley • Gene Autry • Barbara Bain • Lucille Ball • Kaye Ballard • Shirley Bassey • Ann Baxter • Joan Bennett • Candice Bergen • Edgar Bergen • Polly Bergen • Shelley Berman • Herschel Bernardi • Theodore Bikel • Karen Black • Pat Boone • Richard Boone • Jim Bouton • James Brolin • Chelsea Brown • Sid Caesar • Joe Campanella • George Carlin • Johnny Carson • Jack Carter • John Cassavetes • Tony Conigliaro • Chuck Connors • Tim Conway • Wally Cox • Bob Crane • Norm Crosby • James Daily • Richard Dawson • Don DeFore • Dom DeLuise • Andy Devine • Phyllis Diller • James Drury • Buddy Ebsen • Ralph Edwards • Vince Edwards • Mama Cass Elliott • Chad Everett • Peter Falk • Barbara Feldon • Jose Feliciano • Sally Field • Gail Fisher • John Forsythe • Connie Francis • David Frost • Roman Gabriel • John Gary • Christopher George • Henry Gibson • Virginia Graham • Buddy Hackett • Monte Hall • George Hamilton • Pat Harrington, Jr. • David Hartman • Laurence Harvey • Skitch Henderson • Charlton Heston • Trevor Howard • George Jessel • Nicholas Johnson • Mill Kamen • Aliza Kashi • Werner Klemperer • Fernando Lamas

ges (CBS) said a news program at 10:30 p.m. is a possibility but no determination has been made. He considers informational programs entertainingly produced as the most likely syndicated shows to be bought by stations.

John J. MacMahon, KABC-TV Los Angeles (ABC), indicated that the most appropriate moves are to extend its news programs or lengthen its movie periods. He doubted that syndicators can produce the quality programing necessary for prime time without the needed sponsor support.

First-run or off-network product are the choices of KGGM-TV Albuquerque, N.M. (CBS), to fill the vacated prime periods, according to Robert Van Driel. He said he prefers action-adventure and family-type programs.

Max A. Sklower of KOAT-TV Albuquerque (ABC) is considering expansion of the 6-6:30 news to 6-7 p.m. He is partial to well-produced trade-out shows and is now running *This is Your Life*, *Untamed World*, *Galloping Gourmet*, *Ian Tyson Show* and *Movie Game*, with most slotted in fringe periods.

Jerry Danziger, KOV-TV Albuquerque (NBC) is not certain of the direction he'll go but he may place news at the beginning or end of prime time. He said he chooses barter shows when they fill a need on the station.

Eric S. Bremmer, KING-TV Seattle

(NBC), has not decided on programing because he is not sure which time periods will be open. He looks with disfavor on more syndicated game shows, but would like more high-quality drama, family entertainment and action-adventure programs.

Lloyd E. Cooney, KIRO-TV Seattle (CBS), pointed out that Seattle is "an early-to-bed market" and said if the network sticks with its plans, he will move the 11 p.m. news to 10:30. In the syndication area, he favors travel and adventure shows.

KOMO-TV Seattle (ABC) has made no final plans, according to William W. Warren, but he is considering local or syndicated programing. In syndication, he prefers travel, real-life adventure shows.

Donald M. McGannon, president of the Westinghouse Broadcasting Co., an advocatc of the prime-time access rule, reported that the company originally had planned to produce programing for all vacated time periods for its owned stations and syndication, but the depressed economic market and FCC's one-year exemption on reruns have prompted Westinghouse to lower its sights for the next season. The company intends to experiment with programing on Saturday and Sunday nights on its stations, he said.

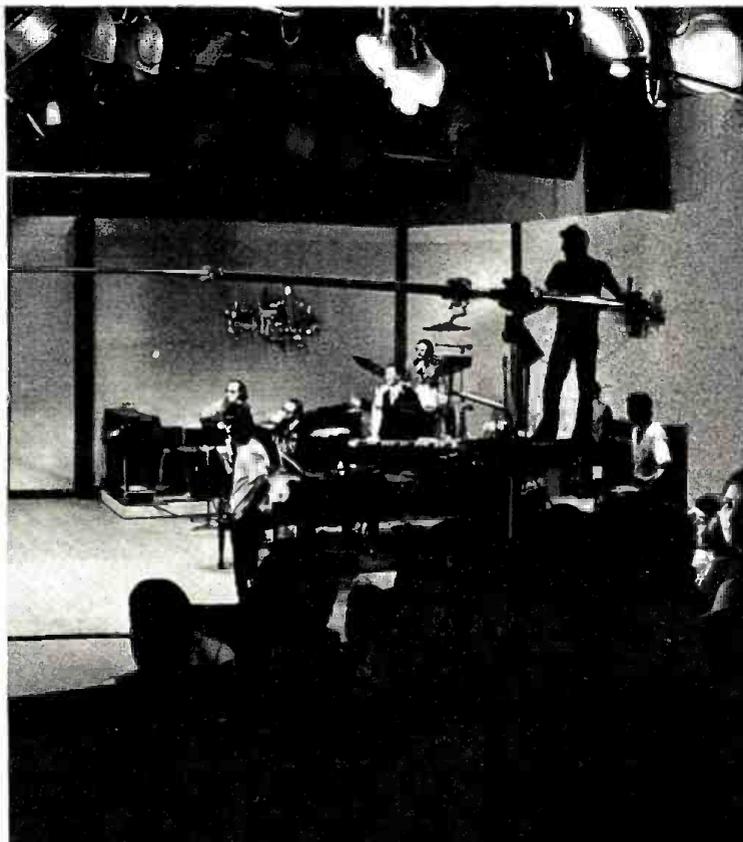
Mr. McGannon said he could not dis-

close at this hour the types of programing that Washington will offer.

Study group on rights

The Twentieth Century Fund announced last week the establishment of a task force to define the rights of newsmen subpoenaed by the government to testify on information they learned in the course of their duties.

Robert Williamson, former chief justice of Maine, is chairman of the 12-man task force and Fred P. Graham, Supreme Court correspondent for the *New York Times*, will draw up a report on the task force's findings. Other members of the task force are Mike Wallace, CBS News correspondent; Jack Bass, Columbia (S.C.) bureau chief, *Charlotte (N.C.) Observer*; Ralph de Toledano, Washington columnist; Tom Forcade, coordinator, Underground Press Syndicate; Bert H. Early, executive director, American Bar Association; Jude Shirley Hufstедler, U.S. Court of Appeals, Los Angeles; Norman E. Isaacs, editor in residence, graduate school of journalism, Columbia University; L. F. Palmer, columnist, *Chicago Daily News*; George E. Reedy, who served as press secretary to former President Johnson, and Roger Rock, district attorney of Clackamas county, Oregon.



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Robert Wagner • Barbara Walters • Jerry West • Cornel Wilde • Mason Williams • Roger Williams • Nancy Wilson • Jonathan Winters • Joanne Worley

Newsmen take it in stride

**Tremblors in L.A. and a space odyssey:
No stumbles in broadcast coverage**

Network news organizations found themselves faced with two spectacular news events to cover last Tuesday (Feb. 9)—the devastating earthquake in southern California and the splashdown and recovery of the Apollo 14 astronauts. They handled both—along with the usual daily budget of major news—without complication and, by general agreement, with distinction.

During the 10-day Apollo moon flight NBC-TV carried more than 21 hours of coverage from lift-off Jan. 31 through splashdown Tuesday (Feb. 9); CBS-TV 18 hours one minute, and ABC-TV, 15 hours. None of the networks provided live coverage of the astronauts news conference from space because it conflicted with evening news programs. But, spokesmen for all three said, highlights of it were included on the programs.

Between Jan. 31 and Feb. 9, there were 16½ hours of common TV coverage of Apollo 14. In the New York ratings Nielsen showed NBC with a 42 share of the three-network audience, CBS with 35 and ABC, 23. In New York the Arbitrons gave NBC 48, CBS, 31 and ABC 21. In Los Angeles, Nielsen showed NBC with a 47, CBS, 34, and ABC, 19.

NBC-TV pre-empted regularly scheduled programming from 3 to 3:30 EST, a half-hour before the start of its Apollo coverage, to present a special on the Los Angeles earthquake, described as the worst to hit the region in 38 years. ABC-TV presented its first report of the disaster at 12:33 to 12:38 p.m. EST, and another five minutes at 5:30 after the Apollo splashdown and recovery. CBS-TV inserted an eight-minute package within the time period of its Apollo coverage—3:30 to 5:30 p.m. EST.

Later Tuesday night, CBS-TV carried a news special, "Earthquake in California," detailing the extent of death and destruction at 10 to 10:30 p.m.



Moment of celebration

NBC-TV had a 15-minute special from 10:50 to 11:05 p.m., recapitulating earlier reports.

Radio also did double duty on the two major events. ABC Radio coverage of the earthquake began at 9:15 a.m. EST with actualities and live reports from its affiliate KMEN-AM San Bernardino, Calif., and from its Los Angeles bureau and ABC-owned KABC-AM Los Angeles. At 3:45 p.m. EST ABC Radio switched to live coverage of the Apollo splashdown, continuing to 4:54 p.m.

The CBS Radio network provided extensive coverage of the quake and its Private Line News Exchange (PLNX) service transmitted the entire quake coverage of CBS-owned KNX(AM) Los Angeles live to PLNX stations—the seven CBS-owned radio stations and WTOP-AM Washington—from 10 a.m. to 6 p.m. EST. KNX was knocked off the air when the quake occurred about 6:01 a.m. PST but its automatic emergency generators had it broadcasting again by 6:07.

In addition to bulletins and reports during the day, the NBC Radio Network carried a special program, "The Quake in California," from 8:45 to 9 p.m. EST Tuesday. Its live coverage of the Apollo splashdown began at 3:35 p.m. and continued until 5:17 p.m., when the astronauts were aboard the recovery carrier.

Mutual opened its coverage of the end of the lunar mission at 3:15 p.m. EST. It had run a 25-minute documentary on the quake as well as direct reports. Mutual Pacific, MBS's West Coast division, was out of commission, a spokesman said, for about 30 minutes.

The Los Angeles bureaus of both United Press International and Associated Press began moving quake coverage to their broadcast clients within 15 minutes after the tremors hit. AP reporters in Los Angeles manned an open telephone line to New York for nearly two hours to give a running



Aftermath of tragedy

commentary on the devastation, allowing AP in New York to transmit to its radio and television subscribers. Several of UPI's affiliated radio stations also provided reports and supplied special material that UPI fed to all its stations. Both services also carried Apollo splashdown coverage.

L.A. stations rise to occasion after quake

Radio and television stations in Los Angeles became the major and sometimes the only source of information for southern California residents after the earthquake struck the area at 6:01 a.m. Feb. 9. Even President Nixon telephoned one of the TV stations to find out what the extent of damage was. Both all-news radio stations were credited several times as the sources of information for one of the television stations that had lost its news wires in a power failure. That station, KNBC (TV) Los Angeles, broadcast for nearly two hours from its parking lot using a mobile unit.

Although most radio stations were off the air as a result of the earthquake, many returned during the next quarter hour and only one, KHJ(AM), was off for an extended period. It returned to the air at 9:38 a.m. and had its signal picked up by KGB(AM) San Diego and KFRC(AM) San Francisco to bring quake information to those parts of the state. Other stations also had their signal carried by sister operations. Golden West Broadcasters piped KMPC(AM)'s newscasts to KSFO(AM) San Francisco, KEX(AM) Portland, Ore., and KVI(AM) Seattle.

On the television side, a spirit of co-operation prevailed in the coverage. KTLA(TV)'s helicopter, outfitted with a TV camera, provided the first pictures of the damaged areas including the Van Norman dam. The station made the broadcasts from the helicopter available to any station wishing to use it, at no charge. The feed was taken by all three networks and by a station in Bakersfield, Calif., 110 miles from Los Angeles. In return, KTLA, an independent station, was offered the network pool coverage of the Apollo 14 splashdown and eventually took a total of 15 minutes from ABC.

President Nixon's concern for his home state manifested itself in a phone call to newscaster George Putnam during his afternoon broadcast on KTTV(TV). During the seven-and-a-half-minute call, Mr. Nixon asked about the conditions in the earthquake area, explained what the state could expect under the federal declaration of a disaster area and asked about possible damage in Whittier (none).

Was Apollo 14 just a 'Star Trek' rerun?

Seeing is not always believing, even if the event was on television. So say some 56% of the students in New Orleans' Walter Cohen high school who responded negatively when asked whether they believed the Apollo astronauts really ventured to the moon.

The 1,100-member black student body (only one white student) was responding to a teacher's survey, which was prompted by some Apollo skepticism he noticed among college students whom he also instructs.

A WDSU-TV New Orleans film team interviewed students at the high school and found that some believed the mission was all too perfect; that the astronauts came back faster than they went out and that it all could have been as easily performed in a Hollywood back lot. A reporter at the station said he felt the children resented the space program as a heavy drain on domestic funds.

Congressmen headline new television program

Members of the House of Representatives will be the stars of a new series for TV produced and distributed by Ted Cott Productions, New York.

Being offered to one station per market is a weekly series entitled *Ask Congress*, which will present several members of Congress responding to questions submitted by a panel of Washington newsmen who cover the House. Moderator will be Representative Lester L. Wolff (D-N.Y.), a former TV program packager and producer. The program will be produced in the TV studios of the House of Representatives and will run 25:30 minutes, with three breaks for local commercial or public-service announcements, to be supplied by the licensed station.

The only charges, according to a Jan. 29 letter to stations signed by Mr. Cott, will be \$50 for the actual costs in producing and delivering the program, plus \$80 which is the cost of the half-hour reel of video tape, which becomes the property of the station. Both Mr. Cott, former NBC and WNEW(AM) New York sales and program executive, and Mr. Wolff, stressed that this is a nonprofit operation.

First segment of the series, featuring House Speaker Carl Albert (D-Okla.), is scheduled to be aired Feb. 28. More than 20 stations have already signed for the series, Mr. Wolff said. Due to be taped this week is the second segment on consumer legislation, featuring Representatives Benjamin S. Rosenthal (D-N.Y.), Florence P. Dwyer (R-N.J.) and

Chet Holifield (D-Calif.), who is chairman of the Government Operations Committee of the House, the committee that handles consumer legislation. Mr. Rosenthal is the principal author of legislation to be introduced soon establishing a consumer protection agency. Mrs. Dwyer is the principal supporter of the administration-sponsored measure that would formalize an office of consumer protection in the executive branch.

The program has the endorsement of Speaker Albert, and previously of then Speaker of the House John McCormack (D-Mass.) who retired at the conclusion of the 91st Congress early in January.

New bill would guard newsmen's 'privileges'

Legislation to prevent federal officials from forcing newsmen to disclose confidential information or their sources was introduced last Wednesday (Feb. 10) by Representative Charles W. Whalen Jr. (R-Ohio) and 29 co-sponsors, 21 of them Democrats.

The bill, called the "Newsmen's Privilege Act," would apply to proceedings before federal courts, grand juries, agencies, departments, commissions and Congress. However, it would not affect certain defamation proceedings; cases in which proceedings required by law to be kept secret have been publicized; or when a genuine threat to national security can be shown.

Mr. Whalen said the intent of the legislation (H.R. 4271) was "to clarify certain First Amendment free-press rights and to guarantee against any infringement of those rights. The concern here is not so much the newsmen as an individual as the entitlement of the public to the free flow of news and information.

"Further legislation reinforcement also is in order because of the surprising, if not alarming, amount of public support for press censorship identified in a recent national poll," he added.

The erosion of press freedom diminishes the rights of every citizen, he said, and "even the slightest restriction of this freedom cannot be tolerated."

He acknowledged that some critics consider the legislation an overreaction to the issue. However, he said he thought too few people, including members of the press, are reacting sufficiently to the threat against press freedom. He noted that attempts at government take-overs frequently involve silencing or censoring newspapers and seizing television and radio stations.

Mr. Whalen's bill was first introduced in the 91st Congress last March but never came to a vote.



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Rate-hike hearing moves to back rooms

AT&T and broadcasters seek accord by negotiation, subject to FCC approval

Broadcast-industry and AT&T representatives who have been engaged for more than a year in a hearing on the telephone company's higher rates for program-transmission services, will attempt to settle their differences—which now involve principally television—through negotiations.

The agreement to attempt to agree—reached informally among the parties—was announced at a session of the hearing on Tuesday, by Common Carrier Bureau attorney Norman Schwartz.

The formal hearing itself will continue, however. Mr. Schwartz also disclosed that parties in another phase of the hearing—one dealing with rates for AT&T's private line-Telpak users—would engage in a similar two-pronged effort.

AT&T, in tariffs filed in August 1969, boosted program-transmission rates by some \$18 million, to about \$90 million annually, based on expected business in 1971. Television was expected to account for \$15 million of the increase, radio the remainder.

However, in the face of pressure from the FCC and complaints from small radio-station owners, and following negotiations with the National Association of Broadcasters and the networks, AT&T voluntarily agreed to reduce its radio rates by some \$2 million (BROADCASTING, June 8, 1970).

The FCC hearing on television-program transmission rates was ordered in September 1969 in the face of broadcaster claims that the proposed rates were unreasonably high. The commission also ordered AT&T to keep a record of the revenues it receives under the new tariffs to permit refunds, with interest, if the new rates are found to be improper (BROADCASTING, Sept. 29, 1969).

The largest part of the increase in television rates was for network interconnection, but CBS and NBC have been passing on the hike to affiliates since the new tariffs became effective; ABC began passing it on last fall.

The networks, NAB, and Hughes Sports Network are expected to play the major role in the new round of negotiations. However, broadcasters principally interested in the audio portion of the case are expected to participate also. The talks are scheduled to begin on Feb. 18.

Mr. Schwartz, in informing Hearing Examiner Arthur Gladstone of the plans

to attempt to negotiate differences between the parties, made it clear everyone is keeping his options open.

He said that the hearing will continue pending the outcome of the negotiations and that all parties would preserve their respective positions in the hearing. All "giving and taking"—in terms of concessions offered or accepted in the negotiations—would be contingent on a final agreement being reached and approved by the commission.

In addition, the talks will be "privileged," that is, the parties can talk freely without fear that if the negotiations founder their comments will not be used against them in the formal hearing, and the commission staff will participate in the talks without compromising their right to advise the commission in the case.

The parties will take a look at the progress they have made after 45 days to decide whether they want to continue the negotiations.

Back before Senate: those copyright bills

Senator John L. McClellan (D-Ark.) last week resurrected two bills from the 91st Congress—the copyright revision bill on which the Judiciary Committee failed to act last year, and legislation creating limited copyright for sound recordings that was introduced late in the last session. Both measures were reintroduced last Monday (Feb. 8).

The copyright revision bill (S-644) is nearly identical to the measure that Senator McClellan's Patent, Trademarks and Copyright Subcommittee reported to the Senate Judiciary Committee during the 91st Congress (BROADCASTING, Dec. 15, 1965). That bill, a complete revision of the 1909 Copyright Act, would impose copyright liability on all CATV systems and establish two categories of carriage of TV stations by CATV systems. (Cable systems in the top 50 markets are limited to carriage of three network, three independent and one noncommercial TV signals; and in the other markets, to three network, two independents and

Three more Derbies for CBS

CBS-TV has signed a three-year contract with Churchill Downs Inc., Louisville, Ky., for exclusive radio and television broadcast rights to the Kentucky Derby. The network has carried the horseracing event since 1948. This year's live coverage will be Saturday, May 1, 5-6 p.m. EST. Pabst Brewing Co., Milwaukee, through Kenyon & Eckhardt, New York, has signed for advertising participation in the event.

one noncommercial.) It also sets annual fees under a compulsory license provision; they run from 1% on the first \$40,000 of gross revenues to 5% on revenues over \$160,000.

The bill also exempts from copyright liability all master antenna operations, provided no special fees are charged.

In addition, the bill would grant royalties to recording artists for the use of their records on radio or television. Stations would have to pay either an annual royalty fee of 2% of their net receipts or a prorated fee based upon the proportion of their programming occupied by records.

The copyright bill on sound recordings (S-646) is identical to a measure that Senator McClellan introduced Dec. 18, 1970. The purpose of the legislation is to provide protection against unauthorized duplication and piracy of sound recordings. In reintroducing this measure, which was co-sponsored by Senator Hugh Scott (R-Pa.), Senator McClellan stated: "Information supplied to the Copyright Subcommittee indicates a rapid increase in the unauthorized duplication and piracy of sound recordings. It has been estimated that as many as 18,000 illegal tapes are being produced each day, depriving the record industry, its distributors and performing artists of an estimated \$100 million annually in tape sales."

Both bills were referred to the Judiciary Committee.

ABC still running well despite ratings confusion

ABC-TV's midseason spurt in the ratings slowed noticeably in the Fast Nielsen report for the week ended Jan. 31, but it remained at or near the top among the three networks.

The winner of the 7:30-11 p.m. averages was actually in doubt, with the networks nearly at a three-way ratings tie. The ratings differed, depending on how the averages were computed. Researchers disagree on how to treat shows—movies in this case—which run past 11 p.m. NYT or conclude well before 11.

In one method of averaging, ABC led by one-tenth of a point (ABC 21.3, NBC 21.2 and CBS 20.0) and in another NBC led by that margin (NBC 21.2, ABC 21.1 and CBS 20.0).

The period covered represented programming in ABC's second week of mid-season replacements, and ABC noted that the averages represent a 20% improvement in rating and 15% in share over the comparable week in 1970, and said the 21.3 rating was its highest since the 1964-65 season.

In nights of the week, ABC won Tuesday and Sunday; NBC took Thursday and Friday, and CBS Monday and

Program notes:

Medical vignettes ■ AP is offering a syndicated radio program, *Stop Killing Yourself*, to its broadcast members. Host for the new series, Dr. Peter Steincrohn, nationally syndicated columnist, will discuss medical problems. The programs, each to run 60 to 70 seconds, are being offered in packages of 65, with license to broadcast for 13 weeks but with unlimited use during that period.

Rebroadcasting antidrug show ■ "Heroin: The Killer," a documentary produced by WMAL-TV Washington, will be rebroadcast by television stations in seven other markets. WMAL-TV is offering the program, which deals with drug addicts and their treatment, to stations at a minimal print fee of \$100, plus postage. Contact: Clark Pangle, assistant manager, WMAL-TV public affairs, 4461 Connecticut Avenue, Washington 20008.

Job announcements daily fare ■ KABC (AM) Los Angeles has begun broadcasting job opportunities around the country as a regular feature. Airing several times a day, the program segment is a continuation of a 24-hour special the station aired on unemployment nationwide. During the special, the ABC-owned station coordinated job openings with the California Department of Human Resources Development and

succeeded in placing several hundred people in jobs.

Steve Allen's back live ■ Steve Allen has returned to live television. An experiment, begun last Monday (Feb. 8), on his syndicated 90-minute *Steve Allen Show* will see three of the five weekly segments broadcast live on KTLA (TV) Los Angeles, where the show is taped. Among the events scheduled for the first week is a city-wide scavenger hunt. The program is syndicated nationally by Rhodes Productions, New York, and is produced at KTLA by Golden West Broadcasters and Meadowlane Productions. It is available in 30-, 60- and 90-minute versions.

Tax tips ■ The National Society of Public Accountants has produced a series of radio-spot announcements containing useful tips for the taxpayer preparing 1971 Federal income tax returns. The messages are available without charge to any radio station by contacting the National Society of Public Accountants, 1717 Pennsylvania Avenue, N.W., Washington 20006.

Major show ■ Former NBC News correspondent Stan Major plans to offer a new 30-minute interview program for slotting this fall. Released through Mr. Major's own production company, the show will attempt to present contro-

versial personalities who have had little previous television exposure. FCC Commissioner Nicholas Johnson will be featured on one of the early programs.

Audio features ■ Broadcast News Service, Boston, has produced a series of radio news features on such topical subjects as drug abuse control, ecology, consumer protection, etc. The 3½-minute features can be sponsored locally or presented as a public service. For information write to Broadcast News Service, 120 Boylston Street, Boston 02116.

Avco animated holiday specials ■ Two half-hour animated specials are being created by Hanna-Barbera Productions, Hollywood, for Avco Broadcasting Corp. stations and syndication. The programs, presently untitled, are for Thanksgiving and Christmas viewing. Story line for the former involves retelling of the first Thanksgiving while the latter centers on a letter to Santa delivered by a young child's dog and cat.

New location ■ Schnur Appel Television Corp., New York, is moving to Short Hills, N.J., present home of parent company, Schnur Appel Inc. Address: 87 Woodland Road, Short Hills, N.J. 07087. Telephone: (201) 379-5300.

Saturday and NBC and CBS tied for Wednesday. ABC had four of the top-10 shows (first three—*Marcus Welby, Movie of the Week* and *Monday Movie*—were ABC's), CBS three and NBC three. NBC had eight and ABC and CBS six each in the top-20 list; NBC 12, CBS 11 and ABC seven in the top 30, and CBS 17, NBC 15 and ABC eight in the top 40. Of midseason replacements, ABC's *Smith Family* (28th) placed in the first 40 shows.

Black congressmen plan suit against networks

A lawsuit that a group of black Democratic congressmen threatened to slap on the three TV networks and MBS is no longer just a threat.

It is only a question of time before it materializes.

That was revealed last week by a spokesman for Representative William Clay (D-Mo.). The TV networks had turned down a joint request by Mr. Clay and the 11 other black House Democrats that they be given "equal and comparable time at the earliest opportunity" to respond to President Nixon's nationally televised state-of-the-union address Jan. 22 (BROADCAST-

ING, Feb. 1, et. seq.).

Mr. Clay's spokesman said MBS had offered to make time available to the congressmen but that they had turned it down because any program offered would be interrupted by commercials and the time segment would be at MBS's discretion.

The spokesman said the congressmen intend to ask the networks again for free time, but will file the suit regardless of the replies they receive. Within the past week, he said, the legislators have met and have decided that the issue is broader than their specific request for time—it involves the First Amendment rights of all minorities to express their views on important issues. "This can be a very landmark-type situation," the spokesman added.

TV newsman involved in L.A. murder charge

A Los Angeles television sportscaster has been charged with murder and assault with intent to commit murder in the death of a radio newsman there. Clarence Stanton (Stan) Duke, 34, weekend sportscaster with KNXT (TV), was charged Monday (Feb. 8) following the death early Sunday morning of KGFJ-

(AM) newsman Averill Berman.

Police say that Mr. Duke shot and killed Mr. Berman at the home of the sportscaster's estranged wife, Faye, 33. The charge of assault with a deadly weapon with intent to commit murder was filed against Mr. Duke after a struggle with his wife. She was struck by a bullet when the rifle, said to have been brought by Mr. Duke, discharged. At a preliminary hearing Thursday (Feb. 11), at which time no plea was entered, Mr. Duke was ordered held for trial on the two charges. Previously denied bail, he won the right to be released with bond set at \$50,000. Mr. Duke was returned to custody when he could not raise the money immediately.

Subsidy for integrated children's programming?

Nonprofit groups that produce "integrated educational children's programs similar to *Sesame Street*" would get \$75 million over the next two years under a bill introduced last week by Senator Walter F. Mondale (D-Minn.).

The bill (S. 683) is a counterpart to a similar administration bill on integration. Both measures provide \$1.5 billion for a variety of programs, but Sen-

ator Mondale's bill sets stricter guidelines on the disposition of the funds.

The television provision stipulates that the \$75 million—or 5% of the total funding proposed in the bill—would go to no more than 10 public or private nonprofit groups that produce educational, integrated children's programs. The programs would have to be made available free of charge, and groups applying for funds would have to employ members of minority groups.

Applicants for funds would be approved by the U.S. commissioner of education.

The Mondale bill was referred to the

Labor and Public Welfare Committee, where it will be considered by the Subcommittee on Education.

'Firing Line' program advances to ETV front

William F. Buckley Jr., editor of *National Review* and host of the syndicated *Firing Line* TV program, is moving his program's talk-show format to non-commercial television ("Closed Circuit," Feb. 8). The decision was made public in an announcement last week by the Corp. for Public Broadcasting, the Public Broadcasting Service, the Southern

Educational Communications Association (program's distributor and co-producer) and *National Review*, program producer. Negotiations had been under way recently by PBS in an effort to "balance" its political programming.

The new weekly program, as yet untitled, will be on Wednesday, 9-10 p.m. EST, starting May 26 on PBS's 200-station network. The series will feature 46 original programs with six of the 46 to be selected for replay during the 52-week period.

According to the agreement, the series will be taped at noncommercial TV stations across the country with invited panels of college students appearing with Mr. Buckley's special guests.

Firing Line, now distributed to both commercial and noncommercial stations, will not be available to commercial outlets after the new series begins.

SPECIAL PRE-PUBLICATION OFFER

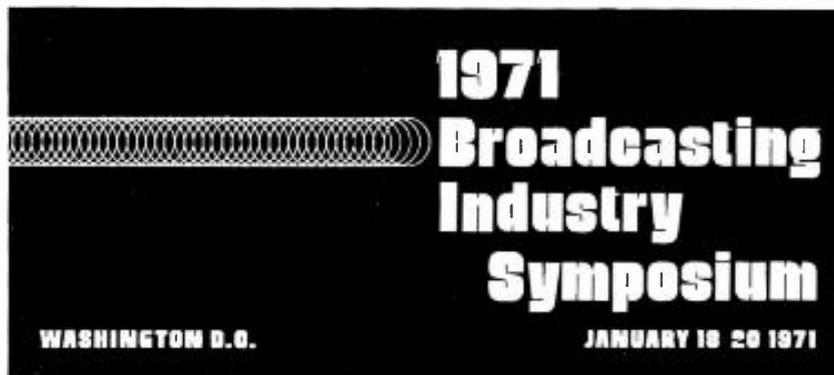
TRANSCRIPT OF THE 1971 BROADCASTING INDUSTRY SYMPOSIUM

If you missed the First Annual BROADCASTING INDUSTRY SYMPOSIUM, here is your chance to get your own copy of the full transcript of all sessions and workshops.

Chaired by Kenneth A. Cox, participants met in January for three days in workshop sessions with leaders from the broadcasting industry, government (FCC, Justice, OEO, etc.) and nationally known heads of minority and women's activist groups to discuss actual station problems and solutions. A heavy emphasis was placed on the day-to-day responsibility and authority of those managing, operating and regulating broadcasting stations, operations and their organizations.

These proceedings are a valuable tool for the private or government broadcasting executive, lawyer or consultant as well as community and consumer leaders.

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Changing Formats

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

■ **KFMI(FM)** Eureka, Calif.—Eureka Broadcasting Co., on Jan. 4, switched from a "beautiful music" format to 100% country - and - western music. KFMI broadcasts in stereo on 96.3 mhz, 30 kw, with an antenna 1,380 feet above average terrain.

■ **WSEN-FM** Baldwinsville, N.Y.—Century Radio Corp., effective Jan. 17, ceased duplication of WSEN(AM), which programs country music during the day and WSEN-FM switched to a progressive-rock format between 6 a.m. and 6 p.m. The FM continues to program country and western between 6 p.m. and midnight sign-off. WSEN-FM is on 92.1 mhz, 3 kw. Antenna height is 300 feet above average terrain.

■ **KFMJ-FM** Tulsa, Okla. (formerly KRAV)—KFMJ Inc., effective Dec. 12, 1970, following sale of station to present licensee, changed from a top-40 format to gospel and religious programming. Station simulcasts 40% with KFMJ(AM) there, which also carries a gospel format. KFMJ-FM is now engaged in an experimental programming format on Saturday nights, in which gospel-rock music is aired. Station broadcasts in stereo daytime on 96.5 mhz with 28.5 kw and has an antenna 330 feet above average terrain.

■ **WDYL(FM)** Chester, Va.—WIKI Inc., effective Feb. 1, began programming religious music full time, discontinuing good-music format during the day and country and western at night. WDYL(FM) is on 92.1 mhz with 3 kw and has an antenna 260 feet above average terrain.

FCC to be trimmed to five members?

That's proposal of President's advisers who urge sweeping reforms of all other independent agencies

The President's Advisory Council on Executive Organization has issued a sweeping indictment of the seven regulatory agencies—they are frozen in obsolete molds, unresponsive to the needs of the public and the changing conditions of the industries they regulate, and are not accountable to either the Congress or the President—and it has proposed sweeping changes to remedy the defects. For all of the agencies, that is, except the FCC.

The commission was not immune to the criticisms directed at the other agencies. Rather, it is the commission's involvement in the sensitive area of broadcast regulation that the council felt made it an inappropriate subject for the kind of reform recommended for the other agencies.

The council, in a 198-page report to the President that was made public last week, recommended reorganizing most functions now performed by six of the agencies into five new ones, and placing four of them under single administrators who would be appointed by the President, with the advice and consent of the Senate, and serve at his pleasure. It also proposed the establishment of an administrative court to hear appeals from the decisions of five of the agencies.

But the only change recommended for the FCC would be in the number of commissioners and the length of their terms. Instead of seven presidentially appointed commissioners serving staggered seven-year terms, there would be five members serving five-year terms.

The council—usually referred to as the Ash Council, after its chairman, Roy L. Ash, president of Litton Industries Inc.—said that the advantage in administrative effectiveness it sees a single administrator bringing to an agency would be outweighed, at the FCC, by the possible loss of public confidence in the decisions a one-man agency would be required to make in broadcast matters.

The council notes that, in regulating program content, particularly in fairness-doctrine cases, the commission "can have a substantial effect upon the political process," and adds: "A single administrator for the FCC would be in an

exceptionally vulnerable position which, because of its appearances, could impair public trust. The public is entitled to assume that the information it obtains through the broadcast media is not distorted by the political perspective of the party in power."

The proposed reduction in the number of commissioners would "minimize" the "inefficiency" the council sees resulting from "sheer number of commissioners considering each issue" and thus would alleviate "some of the problems of collegial management."

In urging adoption of its plan for single administrators to run most agencies, the council said that the multi-member form of commission is now "inappropriate for regulating highly complex, ever-changing areas of the economy."

It said a single-administrator form would be "more adaptable to changing conditions and better able than a collegial body to articulate policy. Plural-headed administration," it added, "is usually characterized by shared powers, shared responsibilities, and, for that reason, shared indecision and accountability."

James Finch, deputy counsel for the council staff, said in response to a question at a White House briefing that the FCC was considered to be subject to the same kind of criticism directed at the

agencies generally—though "not to the same degree."

In another recommendation that would affect broadcasters, the council proposes abolishing the Federal Trade Commission and apportioning its two functions—consumer protection and (along with the Justice Department) antitrust enforcement—to two new agencies. A Federal Trade Practices Agency would take over the consumer protection responsibilities; a Federal Antitrust Board would be given the antitrust-enforcement job.

The new FTPA would be headed by a single administrator. But the new antitrust board would operate under a chairman and two economist members. The chairman and one economist would be appointed by the President, subject to Senate confirmation; the President would select the second economist from his Council of Economic Advisers. The council said that improvements in antitrust enforcement could come only through a mechanism that would draw on the expertise of various economic perspectives and that, in relating antitrust policies to economic goals, the U.S. should "institutionalize" the advice of a government economist with access to the Council of Economic Advisers.

Other recommendations of the Ash vision.

During 1970, NBC News presented more than 2,656 hours of radio and television programming, it was stated. The review pointed out that the NBC-owned television stations served their communities with broad news coverage and local public-affairs programs, including a month-long group project on education last May, embracing more than 250 shows.

The emphasis on news and informational programming continued in 1970 at the NBC Radio division, according to the review. The NBC Radio network's *Monitor* weekend service completed its 15th year on the air in 1970, and the owned radio stations increased their involvement in community affairs as five of the six stations began editorializing on city, state and regional issues.

NBC report claims 1970 not so bad after all

Sales of NBC-TV in 1970 remained at the same level as those of the record year of 1969 despite the national economic slump, NBC said last week in its "year-end review" of 1970. And the review claimed NBC was in the forefront of event and special programming.

Walter D. Scott, board chairman, and Julian Goodman, president, said that sales at NBC generally were the second highest in the company's history and that the return of a vigorous economy should be especially beneficial to its sales and earnings position. The review said that NBC-TV led this field in the number of advertisers and in the introduction of new advertisers to tele-

council call for:

- Merging the functions of Interstate Commerce Commission, the Civil Aeronautics Board and the Federal Maritime Agency into a single Transportation Regulatory Agency.

- Replacing the Securities and Exchange Commission with a new Securities and Exchange Agency and the Federal Power Commission with a new Federal Power Agency, with the present agencies, bi-partisan multimember commissions, replaced by single administrators.

- Limiting agency review within the reconstituted agencies to 30 days and providing for appeals from agency decisions to a new federal administrative court of up to 15 presidentially appointed judges serving 15-year terms. Decisions of the antitrust, trade-practices and communications agencies, however, would continue to be reviewed directly in the federal courts.

The council's proposals for reorganizing the so-called "independent" agencies would be expected to get into trouble in Congress, which is jealous of its powers over them; they were established over the years as arms of Congress, although, as the Ash council notes, they have become part of a highly specialized, independent "fourth branch" of the federal government.

However, it was not certain last week what shape the recommendations will be in when they are submitted to Congress, if ever. President Nixon has not yet endorsed the proposals—as he has earlier Ash Council recommendations for reshuffling the functions, and reducing the number, of cabinet-level departments. In a statement released by the White House he said he was releasing the report "to stimulate vigorous public discussion." He said he hoped to receive the benefit of the views of the agencies themselves, the regulated industries, the interested bar groups, consumer protection organizations and anyone else who cares to comment.

The Ash Council staff has been asked to solicit comments, and the President asked that these be submitted by April 20. "Following an evaluation of these views," the President said he will recommend to Congress "those reforms that appear desirable and in the public interest."

The six-member council did not adopt its recommendations unanimously. Frederick R. Kappel, former chairman of AT&T (who did not participate in the council's deliberations with respect to the FCC in order to avoid any possible conflict of interest) issued a dissenting statement expressing concern over the virtual absence from the report of "references or views" from the regulated industries.

He also referred to earlier dissent—



Mr. Ash

when a preliminary report was submitted to the President, in July—that contained a more substantive criticism. He said then that he did not share his colleagues' judgments in recommending a single administrator and a separate administrative court. There is no certainty the recommendations would lead to more effective administration, he said, adding: "More careful attention to the selection of commissioners and other key personnel is as likely to improve the administrative process as is the single administrator and the administrative court."

Community leader is much sought after

So Dallas broadcaster has suggested he grant group interviews on 'needs'

Most broadcasters regard the FCC-imposed requirement that they ascertain community needs in filling out their license-renewal applications as *their* problem. But what of community leaders in a big city with a great many broadcasting stations? If 15 or 20 broadcasters seek interviews with them, the ascertainment question becomes *their* problem too.

That, at least, is how Ves R. Box, of KDFW-TV Dallas, sees it. And last week he sought commission reaction to a plan that would enable broadcasters in a big city to meet their responsibilities and, at the same time, save wear and tear on community leaders.

Would it be appropriate "under existing FCC rules and policies," he wrote Broadcast Bureau Chief Francis R. Walsh last week, "for broadcast stations to conduct joint interviews of selected community leaders" in seeking to ascertain community needs?

He expressed the view that most, if not all, stations in a market like Dallas-

Fort Worth would include many of the same individuals on their lists of those to be interviewed. And while these leaders try to make time available for community-survey interviews, he said, the task represents a growing and repetitious burden for them." He noted that in Dallas and nearby Tarrant counties, there are six television stations and about 30 radio stations.

Accordingly, he said, it seems it would be more considerate of the time of such officials and more productive for the stations involved to conduct joint interviews with each official.

As Mr. Box outlined his plan, it resembled a news conference. The official agreeing to meet with the stations would state his views as to community needs and then take questions from the broadcasters. However, there would be no transcript or secretary's notes; each station representative would take his own notes and use them as he saw fit.

Mr. Box said the list of leaders jointly interviewed would not be considered exhaustive or comprehensive nor would it be suggested that any station should feel obliged to participate in the program. Stations would be free to seek individual appointments, and many broadcasters would be expected to seek interviews with leaders not on the list to be questioned at a joint session.

Democrats' study group set to look at cable

Representatives of broadcasting and CATV will attend a panel discussion later this month to examine cable television's role in communications during this decade.

The session, sponsored by the liberal House Democratic Study Group's Communications Task Force, is scheduled for Feb. 23 from 2 to 4 p.m. and is open to the public. A spokesman for Representative Robert O. Tiernan (D-R.I.), chairman of the task force, said the panel is being held to educate task-force members and their staffs on how cable fits into the over-all telecommunications question. The location of the meeting has not yet been determined, he added.

Vincent T. Wasilewski, president of the National Association of Broadcasters, and Donald Taverner, president of the National Cable Television Association, have been invited to participate but have not yet responded, the spokesman said.

Broadcasters planning to participate on the panel include group owner Dale Moore, and David M. Baltimore, general manager of WBRE-TV Wilkes-Barre-Scranton, Pa. Representing CATV will be J. Leonard Reinsch, president of Cox Broadcasting and Cox Cable Communications; Allen Novak,

staff director of former President Lyndon B. Johnson's communications task force, and Amos Hostetter, president of Continental Cablevision. Former FCC Commissioner Kenneth A. Cox will also participate.

Members of Mr. Tiernan's group include Representatives Lionel Van Deerlin (D-Calif.); William D. Hathaway (D-Me.); Brock Adams (D-Wash.); John E. Moss (D-Calif.); and Edward I. Koch (D-N.Y.).

The task force was set up last year by DSG as an informational supplement to standing House committees. ("Closed Circuit," April 20, 1970.)

From NAB to research: \$10,000 for 11 projects

The National Association of Broadcasters announced last week its annual research grants, totaling \$10,000.

Grants went to 11 researchers for projects involving the social, cultural, political, historical and economic aspects of U.S. commercial broadcasting.

The sums go to defray out-of-pocket costs. The only limitation is that projects cannot be proposed that relate to the effects of radio and TV advertising on consumer behavior. This was imposed initially when the research program began in 1967 not only because there was then, and still is, so much research being done in this field by commercial firms, but because the program is aimed at interesting the academic community in the social and cultural side of commercial broadcasting.

The 11 projects and their authors are:

Anthony A. Adams, doctoral candidate in radio and TV broadcasting, Ohio State University, Columbus, "Broadcast Media Control and Response to Community Needs"; William F. Baker, doctoral candidate in communications, Case Western Reserve University, Cleveland, "Decision-Making in Broadcasting: Elitist or Pluralistic?"; Dr. Michael E. Bishop, assistant professor of communication and social change, University of North Carolina, Chapel Hill, "Radio and Mobility in Appalachia."

Dr. Donald M. Freeman and Dr. Jerry B. Jenkins, professors of political science, University of West Florida, Pensacola, "Media Exposure and Candidate Success"; Thomas F. Gordon, doctoral candidate in communications and psychology, Michigan State University, East Lansing, "The Effects of Media Context on Low- and Middle-Class Children's Perceptions of Television Content"; Dr. F. Gerald Kline, assistant professor of mass communication theory and method, University of Michigan, Ann Arbor, "Development of Measures of Media Use"; Dr. David J. LeRoy and Dr. Donald Ungarait, as-

sistant professors of audience research, Florida State University, Tallahassee, "Development of an Operational Measure of Exposure to Media."

Bert L. Nelson, masters candidate in meteorology and broadcasting, University of Utah, Salt Lake City, "The First Fifty Years of Broadcasting The Weather"; W. Russell Neuman, doctoral candidate in communications research, University of California, Berkeley, "Impact of Television News Programs"; Stuart Surlin, doctoral candidate in mass communication, Michigan State University, East Lansing, "Determination of Community Needs By Black-Oriented Radio Stations"; Robert Trager and Ron Ostman, doctoral candidates in mass communication, University of Minnesota, Minneapolis, "Adolescent Information-Seeking, Selective Exposure, Perception and Retention of TV Documentary Content."

Word at networks: Cut the spending

CBS decrees 15% saving to cope with soft economy and loss of cigarettes

CBS set in motion last week an economy wave aimed at reducing overhead on a company-wide basis, by a reported 15%. Officials confirmed that a cutback had been ordered but refused to put a percentage figure on it, asserting that, for one thing, the figure undoubtedly will vary from one division and department to another, and that some areas may escape altogether. No one, however, seriously disputed the over-all estimate of 15%.

News of the CBS move came within days after ABC had launched a retrenchment program expected to eliminate around 300—and some sources said up to 450—jobs over a period of time (BROADCASTING, Feb. 8).

At NBC, sources said economies there would continue and undoubtedly be tightened in all areas except those affecting what is seen on the screen, and although they said they knew of no contemplated personnel cutbacks they refrained from predicting none would be made. Some sources said they would be surprised if some people were not let go.

Initial reports indicated that CBS personnel would be cut by 15%. With an estimated 18,000 persons employed company-wide and with 6,000 of those in the CBS/Broadcast Group, that would have meant a reduction of 2,700 jobs, 900 of them in broadcasting. But subsequent reports indicated the cutback figure was to apply to total expenditures, not jobs alone, although

there appeared no doubt the lay-offs would be widespread. As one source noted: "When you reduce the number of jobs you usually reduce other expenses besides payroll."

Within the broadcasting divisions, department heads for the most part were reported last week to be still in the process of developing plans for meeting the cutback order. However, it was also understood that some pink slips had already been prepared, if not actually issued. Some unofficial forecasts anticipated that the first heavy wave of dismissal notices would be issued Friday (Feb. 12), although that was not payday, conventional time for pink slips.

Just how seriously CBS News would be affected could not be authoritatively ascertained, although there was general agreement that it would be "hurt." Some sources within CBS News indicated its assigned reduction in expenditures was 15% and that this would inevitably mean cutbacks in personnel as well as production expenditures. CBS News employs an estimated 900 persons, including stringers.

Until the CBS move became known, both CBS and NBC sources had indicated that their periods of personnel cutbacks were past, at least for now.

The CBS plans leaked shortly before release of the company's 1970 financial report showed CBS net income for the year was down almost 11% from 1969 and for the fourth quarter was down about 27% (story page 71).

In releasing the financial report, Chairman William S. Paley and President Frank Stanton said 1970 sales hit a new high but the cost-price squeeze was severe, "particularly in our broadcast operations," and that with the loss of cigarette advertising "the negative impact on first-quarter [1971] earnings will be substantial." They said the cost-reduction measures would "reduce expenses significantly."

Indicative of the type of economies that network organizations are instituting is an order at NBC that in airplane travel all its people fly coach rather than first class unless the trip involves more than 10 consecutive hours of flying time. (An irony in this situation, according to NBC sources, is that union contracts specify first-class accommodations, with the result that in news crews, for example, a newsman will fly coach even if he has been working all night while technicians fly first-class even if they have worked little or not at all.)

At CBS, as another example, a recent order is said to specify that employees pay for their own lunches, even if spent in conferences on company business, unless responsible outsiders are involved to justify CBS's picking up the tab.

Broadcasters seek to alter wage law

They want newsmen exempt from minimums; oppose wage-hour criteria for salesmen

Broadcasters have opened a campaign to have TV and radio newsmen declared professionals under the wage-hour law in filings with the Department of Labor.

At the same time, they are vigorously opposing a proposal by the Labor Department's Wage-Hour Division that would impose a weekly salary criterion on outside salesmen in order to continue their exemption from the requirements of the law.

At present, however, TV and radio newsmen are not exempt.

In his filing last week, Ron W. Irion, director of broadcast management, National Association of Broadcasters, noted that broadcast newsmen should be exempt on two levels—the educational background now virtually required for the job, and the salaries being paid that are well above the present wage criteria of \$140 weekly for professionals.

Broadcast newsmen, Mr. Irion said, are now as learned as professional accountants, who are exempt from the wage-hour law. And, he said, the average salary in 1969 for broadcast news-

men was \$200 weekly. In larger markets, the association noted, annual salaries are in the \$12,000 to \$15,000 level.

On the government's outside salesmen proposal, Mr. Irion noted that much of their working time is irregular, that many are working even when socializing after normal working hours and that it would be extremely difficult to maintain records and to verify working hours and overtime.

The imposition of a salary test (\$80 to \$85 a week has been suggested), he added, would also have a severe impact on the hiring of new and inexperienced salesmen by small-market radio stations with low-profit margins. Most experienced salesmen, he said, earn more than \$125 weekly even in the smaller markets. He also noted that salesmen in broadcasting are normally paid largely on commission.

Among the other dozen-odd broadcast filings at the Department of Labor was one from NBC, another from Meredith Broadcasting, as well as letters from individual stations. King Broadcasting, Seattle group broadcaster,

listed, without name, the educational backgrounds and salaries of its 28 news reporters. Several were shown having both bachelor and masters degrees. One staffer received \$20,000; most of the others were in the \$9,000 to \$15,000 class. One objection to the outside salesmen proposal was submitted by the North Carolina Association of Broadcasters.

The Labor Department hearings closed late last week.

Changing Hands

Announced:

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

■ **WKQV(AM)** Sullivan, Ind.: Sold by Earle A. Engle to Arthur F. Stanley and associates, Howard McMinimee, William Hoyer and Fred Widmer, for \$55,000. Buyers formerly owned **KNDY(AM)** Marysville, Kan. **WKQV** is a daytimer on 1550 khz, with 250 w. Broker: Chapman Associates.

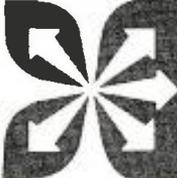
■ **WKYX(AM)** Paducah, Ky.: Sold by George Beasley, William Britt, and James Harrelson to W. L. "Pete" Niningger for \$200,000. Mr. Beasley has 60% interest in **WFMC(AM)** Goldsboro, N.C., and **WFNL(AM)** Augusta, Ga.; 35% in **WKGX(AM)** Lenoir, N.C.; 50% in **WASC(AM)** Spartanburg, S.C., and 55% in **WMOO(AM)** Mobile, Ala. Mr. Harrelson owns 30% of **WFMC** and 5% of **WMOO**. Mr. Britt is an attorney in Smithfield, N.C. Mr. Niningger owns **WFGH(AM)** Bristol, Va., and **WKAZ-AM-FM** Charleston, and **WKQY(AM)** Bluefield, both West Virginia. **WKYX** is on 570 khz with 1 kw day and 500 w night. Broker: Blackburn & Co. Inc.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 77).

■ **WJHR(FM)** Miami and **WDEE-FM** Detroit: Sold by Storer Broadcasting Co. to Bartell Broadcasting of Florida and Bartell Broadcasting of Michigan, respectively, for \$1,225,000. (See story, page 53).

■ **KKNU(FM)** Fresno, Calif.: Sold by Elbert H. Dean and others to Clyde B. Love, William R. Patton, Robert E. Darling, Dino R. Fulvio and James H. Carlson for \$126,000. Messrs. Love and Patton each own 50% of **KKNU(FM)** Tulare, Calif. Mr. Love also has interests in investment services, and owns a background music service. Mr. Patton has interests in various vending machine companies. Mr. Darling and Mr.



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Fulvio are general manager and program director, and sales manager, respectively, of KGNU(FM). Mr. Carlson is a video-tape engineer. Mr. Dean and associates have an application pending before the FCC for a construction permit for a new AM at Morro Bay, Calif. KGNU is 102.7 mhz with 37 kw and an antenna 295 feet above average terrain.

■ **KSUE(AM)** Susanville, Calif.: Sold by James E. McKahan to H. Cecil Webb for \$165,000. Mr. Webb is head of Discovery Audit, northern California media consulting firm. KSUE is on 1240 khz with 1 kw day and 250 w night.

■ **WKAT-FM** Miami: Sold by Mrs. A. Frank Katzentine to SJR Communications Inc., a wholly owned subsidiary of San Juan Racing Association, for \$175,000. Mrs. Katzentine is retaining WKAT-(AM) Miami Beach, Fla. H. N. Glickstein is board chairman and president of San Juan Racing Association, owner of El Commandante race track, San Juan, P.R., and real estate holdings in and around San Juan. Association also owns: WUST(AM) Washington, WJMD-(FM) Bethesda, Md., and WKLS(FM) Atlanta. WKAT-FM is on 93.1 mhz with 17.5 kw and an antenna height of 265 feet above average terrain.

■ **WRKN(AM)** Brandon, Miss.: Sold by Wilbur J. Martin Sr. to David C. Blossman and others for \$120,000. Mr. Blossman is a stockholder in the licenses of Louisiana stations: WARB(AM) Covington, WTGI(FM) Hammond and KWCL(AM) Oak Grove. WRKN is a daytimer on 970 khz with 1 kw and a directional antenna.

■ **WHRN(AM)** Herndon, Va.: Sold by J. Stewart Brinsfield and family to James Beattie for \$160,000. Mr. Brinsfield owns wowi(AM) Norfolk, Va., and wour(FM) Utica, N.Y. Mr. Beattie has application pending before the FCC to purchase wgoe(AM) Richmond, Va. He also operates investment firm in Arlington, Va. WHRN is on 1440 khz with 1 kw day.

New TV station

■ **KMPH(TV)** Tulare, Calif., ch. 26, Pappas Television Inc.: Projected start of operations in May or June of this year. Power of the new station will be 2.19 kw visual and 347 w aural. Construction cost is in excess of \$1.5 million.

Storer sells two more FM's with nod from FCC

The FCC last week approved the sale of WJHR(FM) Miami and WDEE-FM Detroit, from Storer Broadcasting Co. to Bartell Broadcasting of Florida Inc., and Bartell Broadcasting of Michigan Inc.,

respectively, two subsidiaries of Bartell Media Corp. Total consideration of the sale was \$1,225,000—\$500,000 for WJHR and \$725,000 for WDEE-FM.

Storer cited the commission's plans for possible divestiture of ownership between TV stations and full-time AM's and FM's in the same market as its principal reason for the sale of the FM stations. The company also owns WGBS-(AM) Miami, and WJBK-TV and WDEE-(AM), both Detroit. Storer is also in the process of selling WCJW(FM) Cleveland and WPNA(FM) Philadelphia, to SJR Communications Inc. for \$700,000 (BROADCASTING, Sept. 7, 1970). Storer's sale of WSPD-FM Toledo, Ohio, and WKIS(AM) Orlando, Fla., to Susquehanna Broadcasting Co., was approved by the commission Jan. 27 (BROADCASTING, Feb. 1). Storer has moved to shed all but one of its FM stations: KGBS-FM in Los Angeles where it owns KGBS(AM), a daytimer. The company also owns six AM's and six TV's.

Bartell Media Corp., through its subsidiaries, owns WADO(AM) New York, WOKY(AM) Milwaukee and KCBQ(AM) San Diego. It also owns two CATV systems in Waterville, Me., and Plattsburgh, N.Y. In addition to its broadcast and CATV interests, Bartell publishes paperback and hardback books, a number of magazines and is also a national distributor for other publications.

Bartell Media is controlled by Downe Communications Inc. Edward R. Downe Jr. is the firm's president and majority stockholder. Downe Communications owns CATV systems in Joplin, Mo.; Miami, Okla., and Canton, Ohio. It also publishes *Ladies Home Journal* and *American Home* magazines, and *Family Week*, a Sunday newspaper magazine supplement. Through its subsidiaries, Downe Communications operates a mail-order book and general-merchandise firm. It also owns Founders Mutual Depositor Corp., a Denver-based investment advisory and mutual distributing concern.

Gould drops reviewing in favor of reporting

The *New York Times* announced last week that Jack Gould, its radio and television critic, will give up reviewing at his own request to devote full time to writing news stories and analytical articles on the broadcast industry. Succeeding him as TV-radio critic is John J. O'Connor, who has been arts editor of the *Wall Street Journal*.

Mr. Gould, who has been covering broadcasting for the *Times* since 1942, had been writing reviews as well as in-depth articles examining the industry. Fred Ferretti will continue as television reporter for the newspaper.



EDWARD P. WHITNEY

CATV PIONEER

Before joining Hamilton-Landis & Associates Inc., Ed was president of Entron, Inc., CATV equipment manufacturing and system operating company. A veteran of 15 years in CATV, he has been Executive Director of National Cable Television Association, and national sales manager of Ameco, Inc. His diversified knowledge of manufacturing and operations, plus his wide acquaintance qualifies Ed for the brokerage of CATV properties. He covers the United States from our Washington offices.

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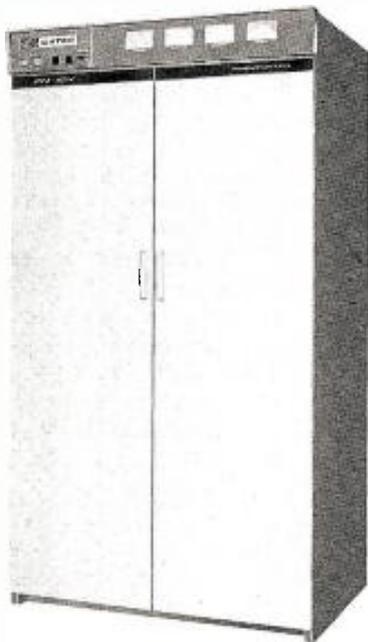
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Capitol contacts are on the rise

Two state groups meet their legislators; two other groups plan similar meetings

Minnesota broadcasters were told last week that they were performing a public service in letting their congressmen and senators know what their problems are, and were urged to see to it that other broadcasters from other states see their own delegations to deliver the same messages.

That comment came from Senator Hubert H. Humphrey (D-Minn.), Vice President of the U.S. in the Johnson administration and Democratic candidate for the Presidency in the 1968 election. He made those remarks during a luncheon meeting in Washington with 15 broadcasters from his state who met with the Minnesota congressional delegation last week.

Principal point made by the Minnesota broadcasters was that Congress established the TV and radio service for the nation and that it should be involved in any major changes in that industry. The Minnesotans pointed to FCC activity in the CATV field as an example of this kind of prospective change in the broadcasting structure without congressional guidance. Other subjects discussed also included the commission's moves toward a one-to-a-customer policy, political broadcasting, and cigarette advertising. The Minnesota broadcasters were led by Al Leighton, KDLM (AM) Detroit Lakes, president of Minnesota Broadcasters Association.

On the same day (Feb. 9), a 10-man delegation of Louisiana broadcasters visited with their congressmen and sena-

tors, also principally discussing the same topics. The Louisiana group, which was led by Jack Timmons, KWKH-AM-FM Shreveport, president of Louisiana Association of Broadcasters, saw virtually all of their congressional delegation, and reported a good reception from their Washington representatives.

The accelerated Washington visits stem from the decision of the National Association of Broadcasters last fall to promote direct relations between broadcast groups and their hometown congressmen and home-state senators. Part of this campaign resulted in the establishment of a nationwide political-action committee of broadcasters, organized around regions and states.

First fruits of the call for closer relations with Congress last fall resulted in two associations sending delegations to Washington in September—Indiana and Rocky Mountain (Idaho, Montana, Utah, Wyoming).

Two other state associations already have scheduled Washington visits in the next six weeks: Oregon, Feb. 23, and Kansas, March 15.

Perhaps the major incursion on Congress will come April 28, following the NAB-sponsored state association meeting in Washington, April 26 and 27.

That meeting, to take place at the Mayflower hotel, will see an executive secretary conference the first day, and the president's meeting plus workshops the second day. The third day will be free for visits to state delegations.

Import issue remains hot topic in filings

Broadcasters and cable TV are still divided over FCC's distant-signal plan

Broadcasters and CATV interests resumed the war of words in the second round of the FCC's massive rulemaking proceeding for cable television. Samples of the reply comments filed last week, like the initial pleadings filed last Dec. 7 (BROADCASTING, Dec. 14, 1970), indicated that the distant-signal importation scheme is among those most disputed.

Under this proposal, advanced along with others by the commission last June (BROADCASTING, June 29), CATV's in the top-100 markets would be permitted to carry four distant independent

signals (and any distant network programming needed to provide full network service) in addition to locals, provided they substitute commercials of local stations for those in distant signals. They would also be required to pay 5% of their subscription revenues to the Corp. for Public Broadcasting—the so-called public-dividend aspect of the proposals.

The National Association of Broadcasters reiterated its view that the commission should abandon the proposal, maintaining it would seriously jeopardize UHF television and would destroy the ability of many VHF stations to provide adequate local service by fragmenting its audience. NAB added that the commission staff study of the economics of the TV-CATV interface underestimates the extent of audience loss that network affiliates would suffer.

The NAB, Association of Maximum Service Telecasters and ABC were among the broadcasters who found the

commission's proposed rules biased toward the CATV industry. They also took exception to a study prepared for the Rand Corp. which they said overstates the UHF handicap while understating impact on local TV.

The National Cable Television Association, in turn, again voiced support of the commission's distant-signal proposal, but said it found little hope for the commercial-substitution plan. Since commercial substitution depends entirely upon television broadcasters' cooperation, "of which there is none, it must be rejected," NCTA concluded.

AMST said CATV interests have not submitted a single economic study to support their "generalized assertions that the public would not suffer any significant impairment in local free broadcast service as a result of the importation of multiple outside signals." AMST added that in any event, even the study done for the Rand Corp., which it criticized at length, "concedes that the UHF 'handicap' would in time be overcome without CATV and that as this occurs UHF would suffer very substantial injury from CATV importation of four outside signals." AMST concluded that instead of looking for ways to "subsidize CATV through exploitation of outside signals," the commission should search in other directions.

ABC, the only network to submit reply comments, also found fault with the FCC staff study, as it did with the Rand report, adding that comments by CATV interests "completely ignored" the technical disadvantages of the commercial-substitution plan. "Minimally, if the commercial-substitution plan is maintained as a policy alternative, a controlled field experimentation program should proceed any rulemaking determination," the network concluded.

An interim rule lifting restrictions on distant-signal importation without waiting for copyright legislation would be "grossly unfair," and would delay the legislative solution of the copyright question, was the joint opinion of 10 major motion-picture producers and five related unions. The program suppliers concluded that the only way to decide the amount of fees would be to refer the issue to an independent tribunal or agency. Their views were echoed by MCA Inc.

A number of parties in the original round of comments suggested that the ultimate beneficiaries of the proposals would be the independent VHF broadcasters of New York, Los Angeles and Chicago. But at least one big city VHF owner disagrees — WGN Continental Broadcasting Co. The licensee of WGN-TV told the commission "it is convinced that such carriage would ultimately sound the death knell for many of its sister independents who have

struggled for many years against stronger network affiliates and have survived because they provide a unique local programming public service."

NCTA also criticized an FCC proposal that would limit CATV ownership to a maximum of 50 systems with 1,000 or more subscribers in the top-100 population centers and would provide further restrictions where CATV operators owned other media interests.

NCTA argued that no one commenting makes any significant showing that the proposed rules are either necessary or even desirable, "even the NAB states: 'Overall, we believe the commission's espoused concerns in this docket are premature.'" Time-Life Broadcast Inc. urged the commission especially not to impose restrictions on the ownership or control of CATV systems by magazines.

NCTA said AMST's and NAB's suggestion that licensing be done by joint federal, state and local regulations under federal guidelines without any preemption, is a suggestion from those whose interests would clearly stand to gain "from a chaotic regulatory atmosphere."

NCTA further requested the creation of a government-industry advisory committee to study the problem. ABC also suggested such a committee.

However, the NAB said it was strongly opposed to any arrangement which would exclude broadcast representation from such a committee.

The Justice Department reiterated its views in favor of the CATV interests that CATV systems should be left alone whenever possible to grow in the marketplace of competition and added that the public interest would best be served by avoiding all unnecessary regulation, state, local or federal.

Cable debate finds no lack of participants

A total of 56 broadcasters and CATV industry people, corporations and agencies as of last week had expressed their intention to participate in the oral argument in the FCC's controversial CATV rulemaking proceeding scheduled to begin March 11 (see page 54). A total of 38 parties, some of which also intend to appear for the oral argument, notified the commission of their interests in participating in one or more of the panels to be organized to discuss various issues in the CATV proceeding.

Those whose notifications of intent to participate were filed last Thursday include:

Joint Council on Education Telecommunications; National Association of Educational Broadcasters; Alfred R. Stern, board chairman and chief executive officer of Television Communica-

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tions Corp.; Bruce Merrill, president of Ameco and American Cable Television Inc.; New York State Cable Television Association; Corp. for Public Broadcasting; Booth American Co.; Cypress Communications Corp.; Athena Communications Corp.; Cablecom-General Inc.; J. Leonard Reinsch, president of Cox Broadcasting Corp. and board chairman for Cox Cable Communications Inc.; All-Channel Television Society; Storer Broadcasting; Ford Foundation; Jerrold Corp.; Moses Shapiro, board chairman of General Instrument Corp.; National Institute of Municipal Law Officers; U.S. Communications Corp.; Office of Economic Opportunity, and the National Football League, among others.

Exclusivity disagreement settled in California

KCOY-TV Santa Maria, Calif., and a CATV system in nearby Santa Barbara have reached an agreement ending a long-standing dispute over the system's unwillingness to grant the station program exclusivity. And the agreement, the FCC said last week, eliminates the need for the hearing it was holding on the dispute at the direction of the U.S. Court of Appeals in San Francisco.

The dispute involved Cable TV of Santa Barbara and Cable TV of Santa Barbara County Inc.'s contention that, even though KCOY-TV puts a predicted Grade A signal over Santa Barbara, intervening mountains prevent the station's reception off-the-air. Accordingly, the system balked at granting nonduplication protection against the signals of KNBC-TV and KNXT-TV, both Los Angeles, received in Santa Barbara.

But under the agreement, the system

will provide the station with program exclusivity so long as it can deliver a signal comparable to that of the Los Angeles stations. And KCOY-TV will supply a two-hop microwave system to deliver its signal to the system's head-end. KCOY-TV says the facilities will result in a significantly better signal than the ones from Los Angeles.

KCOY-TV and the system will submit any disagreement over the quality of the station's signal to arbitration—a provision that the FCC said last week is not an infringement of its regulatory duties but a reasonable and appropriate means of determining obligations. The commission said the provision would not prevent it from taking action nor the station from seeking further relief.

The agreement also called for the station to reimburse Cable TV \$3,500 for its litigation expenses, to withdraw an appeal from a commission order denying its application to move its transmitter site to where it could put a stronger signal into Santa Barbara, and to refrain from filing any new application seeking to expand its off-the-air service in Santa Barbara.

However, in its order terminating the hearing, the commission said its action was conditioned on the two parties removing from their agreement the provision dealing with new applications that, it said, might bar the station from improving its service to the public.

The commission said it was satisfied the agreement will protect the rights of Cable TV's subscribers and is not inconsistent with commission rules or the court order remanding the case to it.

The remand order resulted last June from an appeal Cable TV had taken from a 1969 commission action directing it to carry KCOY-TV's signals and to af-

ford them exclusivity over the Los Angeles stations. The court held a hearing was required on whether the KCOY-TV signals on the cable were comparable to those of the Los Angeles stations (BROADCASTING, June 22, 1970).

Texas CATV jumps the gun on new service

The FCC has ordered a Bryan, Tex., CATV operator to stop carrying the signal of KPRC-TV Houston. In a ruling last Tuesday (Feb. 9), the commission said that the Bryan operation, Community Cablevision Corp., had violated FCC rules banning initiation of a new service before the commission acts on a challenge to that service.

The challenger in this case is Channel 6 Inc., licensee of KCEN-TV Temple, Tex., which charged that Community Cable had failed to advise it of the planned importation of the KPRC-TV signal into Bryan, which is in the Waco-Temple market. KPRC-TV and KCEN-TV are NBC affiliates.

Community Cablevision explained its failure to comply with the rules was "technical and non-injurious to KCEN-TV." It claimed that grandfather provisions apply in this case, since a competing Bryan CATV system had been carrying the KPRC-TV signal prior to the adoption of the new-service rules on March 17, 1966. The grandfather provisions allow, in certain cases, a cable system to continue carriage of a signal if it has been doing so before a rule is adopted. The commission, however, pointed out that the grandfather provisions were instituted in order to avoid disruption of service to CATV systems already in operation, and Community Cable was not operating in March 1966.

Report ties profits to CATV penetration

Park of Rand Corp. says CATV will help UHF's push up revenues 20% by 1975

Nonnetwork-affiliated UHF television stations will be helped, not hurt, by cable TV and by 1975 CATV should aid in increasing UHF independents' revenues by 20%.

These are the views of Dr. Rolla Edward Park of the Rand Corp., in a report filed with the FCC last week. His report, a companion to one he submitted last year (BROADCASTING, Oct. 26, 1970), concludes that in the 1968 environment, cable TV aided UHF "substantially" by overcoming the effects of incomplete UHF set penetration and

UHF's technical handicaps. In 1975, he said, the increase in revenues would be 20%, even when 100% UHF set saturation is reached. In 1985, he noted, carriage of UHF independents on cable will result in revenue decreases by about 16%. But, he added, this decrease will be "very small" compared with the total revenue increases that will result from full UHF set penetration, the elimination of UHF's technical handicaps, and other long-term growth factors.

Again, as he had in his previous report, Dr. Park assigned "attractiveness indices" to stations to reflect relative popularity in home markets. He estimated that the effective attractiveness index for programs broadcast by UHF is only about one-half what it would be if the same programs were broadcast by VHF. This handicap, he said, is wiped out when the UHF signal is carried by cable.

The principal thrust of Dr. Park's new report is the construction of a "model" that calculates the revenues of independent UHF stations with and without cable in three time periods—1968, 1975 and 1985. In the course of the report, Dr. Park rebuts arguments made by Kaiser Broadcasting and ABC against the premises he made in his first report.

In his report last year, Dr. Park contended that the FCC's policy in restricting cable TV in the top 100 markets in order to help UHF stations in those markets was topsy turvy. Actually, he had said then, the impact of cable TV's importation of distant signals will be felt most severely by UHF stations in the smaller markets.

The CATV studies by the Rand Corp. economists were originally funded by the Ford Foundation; the later ones are funded by the John and Mary R. Markle Foundation.

FCC seeks more conglomerate data

Questionnaires are sent to 31 firms—including groups, network parents, even Hughes Tool Co.

The FCC's two-year-old inquiry into conglomerate-company ownership of broadcast properties—the public-interest hazards and benefits of such ownership—moved forward another step last week, with the commission sending questionnaires to 31 corporations that count broadcast properties among their substantial business holdings.

The questionnaire, based on one sent to six licensees in the pilot phase of the inquiry last year, is designed to provide the commission with information it now lacks on the relationships between nonbroadcast enterprises and broadcast stations under common ownership.

The commission had announced plans for an even wider expansion of its inquiry; last August it said it would send questionnaires to some 50 licensees with multiple corporate interests (BROADCASTING, Aug. 10, 1970). However, when the commission's conglomerate study task force combed through the agency's files, it found only 31 it felt sufficiently significant—in terms of either nonbroadcast or broadcast holdings—to examine.

The list includes the three networks' parent companies—American Broadcasting Companies Inc., Columbia Broadcasting System Inc. and RCA Corp.—as well as such other major station-owning corporations as Capital Cities Broadcasting Corp., Metromedia Inc., Storer Broadcasting Co., Time Inc. and Westinghouse Electric Corp. On the other hand, it includes a company owning only one station—but the company is billionaire Howard Hughes's Hughes Tool Co., which owns KLAS-TV Las Vegas, as well as Hughes Sports Network.

Others on the list are Columbia Pictures Industries Inc., Corinthian Broadcasting Corp., Deseret Management Corp., Downe Communications Inc., General Electric Co., Jefferson Pilot Co., Kaiser Industries Corp., Kansas City Southern Industries Inc., Lamb Communications Inc., Levin-Townsend Computer Corp., Liberty Corp., LIN Broadcasting Corp., Meredith Corp., Nationwide Corp., Outlet Co., Reeves Telcom Corp., Rollins Inc., Rust Craft Greeting Cards Inc., Schering-Plough Corp., Signal Companies Inc. (Golden West Broadcasters), Transamerica Corp., Twentieth Century-Fox Film Corp. All told, the 31 companies own 93 AM, 79 FM and 102 TV stations.

The conglomerate study was initiated at a time of growing controversy within the commission about the wisdom of permitting companies with major nonbroadcast holdings to acquire radio and television stations without hearings. To some on the commission—notably Commissioner Nicholas Johnson and former Commissioner Kenneth A. Cox—there was the potential danger in such ownership of the parent corporation using its broadcast properties to advance its nonbroadcast interests.

The questionnaire asks for copies of correspondence between parent companies and subsidiaries that would indi-

cate the parents' influence on programming and budgetary decisions of the stations and whether the stations are used to serve the interests of the parents and nonbroadcast affiliates. It also seeks information on whether conglomerates use their economic power to induce suppliers to buy advertising on their stations.

Other questions are aimed at eliciting information on the kind of policies conglomerate-owned stations follow that would enhance or compromise their independence. The questionnaire asks for a listing of safeguards established in the 1967-1969 period to prevent a company's nonbroadcast interests from affecting an affiliated station's news judgment—and what directives were in force that involved parent corporations in review or pre-broadcast clearance of a station's programming, both nonentertainment and entertainment.

The questionnaire also probes the basis for the contention frequently made in support of conglomerate ownership of broadcast stations—that the parent corporation's resources are helpful in establishing a strong broadcast service. The conglomerates are being asked the details of any financial support they have provided their broadcast operations since 1965. And they are offered the option of supplementing their answers with a statement as to the benefits they believe the public has gained as a result of their ownership of nonbroadcast as well as broadcast enterprises.

A commission staff analysis of the responses to the pilot questionnaire, although never released, was reported to have found little basis for the contention that the public benefits from conglomerate ownership of broadcast stations. It found that the stations involved were profitable and contributed more to the parent corporations than did other subsidiaries; it found no financial flow in the opposite direction (BROADCASTING, Aug. 17, 1970).

The companies involved in the initial study were Avco Corp., Chris-Craft Industries Inc., Cox Enterprises Inc., Fuqua Industries Inc., E. W. Scripps Co., and Travelers Corp.

The questionnaire provides for three different deadlines for responses—Mar. 10, for some questions; June 10 for others, and Aug. 10, for the remainder, which includes those relating to correspondence between parent corporations and their subsidiaries and the stations'

Curtis bill would set five-year licenses

The suggestion of a five-year license, desired by broadcasters and bandied about in Congress and the FCC for years, surfaced again last week when Senator Carl T. Curtis (R-Neb.) introduced a measure (S-663) to extend the present three-year license renewal terms specified in the Communications Act.

In his remarks on the Senate floor Tuesday (Feb. 9), Senator Curtis said that the numerous details involved in license renewals are "time-consuming" and "a financial burden" on many small stations.

"I believe that to free the license from this mountain of paperwork at such short intervals will result in better broadcasting," he said. "Hours spent filling out printed forms for the FCC are hours that are not spent tending to the business of improving broadcasting. Government red tape does not improve any business."

Senator Curtis said there are still those at the FCC "who are zealots and who want to regulate, censor and direct because they think they know best. The commission, he said, "should be a good traffic cop for our airways and not a censor or program director."

Requiring the renewal of a broadcaster's license every three years also places heavy burdens on the FCC, the senator pointed out. "If this were spread to five years," he maintained, "the commission would have time to do a better job both in determining what should be required of a broadcaster as well as in its consideration of the material submitted by the broadcaster."

broadcast advertising policies. In addition, provision is made for requests for deadline extensions.

The vote to send the questionnaire to the 31 companies was 6 to 1, with Chairman Dean Burch and Commissioners Robert E. Lee and Thomas J. Houser concurring and Commissioner Robert Wells the lone dissenter. In a concurring statement in which the chairman and Commissioner Lee joined, Commissioner Houser said he voted for the inquiry because of the interest at various levels of government in developing patterns of broadcast ownership. But he expressed concern over the cost involved—to the licensees and the commission—in the study, and said it could have been reduced by narrowing its scope.

(Although no detailed cost estimates are available, representatives of some of the largest companies involved in the study say they believe it will cost the firms upwards of \$100,000 to complete the questionnaire. It was assumed the cost to smaller companies would be less.)

Chairman Burch in August was sufficiently concerned about the burden of the inquiry upon the commission to vote against continuing the project. He had also voted against the pilot study.

Commissioner Wells, who had joined the chairman in dissent in those two votes, said in a separate statement last week he felt his position had been justified by events. After studying responses to the pilot questionnaire, he said he still believes the information obtained was not worth the expense.

Gravel bill on Comsat introduced in Senate

Senator Mike Gravel's (D-Alaska) bill to remove competing communications common carriers from the board of directors of the Communications Satellite Corp. materialized last week.

The measure, introduced last Wednesday (Feb. 10), is in the form of an anti-trust amendment to the Communica-

tions Satellite Act of 1962. It calls for the removal of all competitors from Comsat's board by Jan. 1, 1972, and divestiture of their Comsat stock by Jan. 1, 1973.

About 100 communications firms presently hold 36.5% of Comsat's stock, valued at \$140 million. AT&T is the single largest stockholder with 2.9-million shares, or 29%.

In submitting the legislation (S-702), Senator Gravel said: "An investigation into the relationship of Comsat and AT&T officials will demonstrate that the nation's biggest monopoly has outmaneuvered the fledgling Comsat management to the detriment of the public, the taxpayers, the government and the Comsat stockholders."

He said the conflict of interest caused by the presence of competing carriers on Comsat's board "is no longer a probability, it is an established fact."

"A reorganized Comsat will introduce a real era of satellite communications in the United States rather than a continuation of rhetoric and of intermural sparring before the FCC," he added.

Last month the bill won the support of Richard W. McLaren, head of the Justice Department's antitrust division (BROADCASTING, Jan. 11).

Frontier may evade hearing before FCC

But firm must find way to end common control of Cheyenne newspapers, TV

Frontier Broadcasting Co. has been given an opportunity to avoid an FCC hearing on its license-renewal application for KFBC-TV Cheyenne, Wyo. But it involves submitting a plan, within 30 days, for eliminating common control between the city's only television station and only newspapers.

The commission, acting at the request of the Department of Justice, last year designated the license-renewal applica-

tion for hearing on an issue of concentration of control of mass media (BROADCASTING, Feb. 16, 1970). Beside KFBC-TV and the city's morning, afternoon and Sunday newspapers, the company directly or indirectly owns the only full-time AM station in Cheyenne, an FM and the only CATV system. Frontier's principals, in addition, have broadcast interests in four, and newspaper interests in five, nearby communities.

However, before the hearing could get under way, the commission last June adopted its rule banning cross-ownership of television and CATV facilities in the same market (BROADCASTING, June 19, 1970), and Frontier seized on that rule in a petition seeking to avoid a hearing.

It said it had decided to comply with the rule in a way that would also eliminate common control of the television station and the newspapers, and presented four different plans for achieving divestiture. It also asked the commission to renew the station's license on condition that common control between KFBC-TV and the newspapers be eliminated by Aug. 10, 1973—the effective date of the rule banning cross-ownership of cable and television.

The Justice Department opposed Frontier's request, asserting that any remedy "short of total, unqualified divestiture" would not satisfy the public interest. Justice said that Frontier represents a long-standing monopoly.

The commission last week decided to hear Frontier out, but made no promises. It said that since Frontier seemed willing to cooperate in a proposed divestiture plan which could eliminate the need for a hearing, it would hold the hearing in abeyance on condition that Frontier submit a divestiture plan.

If Frontier meets the condition, the commission will continue the stay in effect until it decides whether the plan is satisfactory. If the 30-day deadline is not met, the commission said, the hearing will proceed as planned.

The commission acted on a 6-to-0 vote, with Commissioner Nicholas Johnson concurring in the result. Commissioner Thomas H. Houser did not participate.

Kahn hearing again set

U.S. Southern District Court of New York is scheduled to hear tomorrow (Feb. 16) the initial pleading to charges in the bribery and conspiracy indictment brought against the Teleprompter Corp., its chairman-president, Irving B. Kahn, and three city officials of Johnstown, Pa. (BROADCASTING, Feb. 1). The pleading was held over on two separate occasions but is expected to be heard tomorrow.

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Shoestring station is set for the Bay

Owners feel financial pinch in raising \$6,000 to build and run FM

When the history of the FCC's concern with the question of diversification of media ownership is written, if ever, perhaps a footnote should be devoted to Poor People's Radio Inc.—as aptly named a group as ever filed papers with the FCC.

Poor People's Radio is composed of six board members and a 15-year-old volunteer. The board members have each pledged either \$750 or \$1,225, for a total of \$5,925, in what appears to be grocery money, toward construction and operation of a noncommercial 10 w FM station in San Francisco. The volunteer is said to be good "with a cup"—he helps raise money on the street.

Poor People's Radio is clearly not establishment, but neither is it radical—chic, or otherwise. It is the brainchild of 35-year-old Meyer Gottesman, the proposed station's engineer (who says he has held a radio-telephone first class operator license since he was 15) and the barely solvent corporation's treasurer, who decided a year ago that what San Francisco needed was another broadcast voice. And the idea has the endorsement of the president of the San Francisco Board of Supervisors.

Not that San Franciscans are without broadcast service. In the city alone, there are 10 television stations and 28 AM and FM outlets, including three noncommercial FM's. (And according to the mass-media study that M. H. Seiden & Associates did for the National Association of Broadcasters [BROADCASTING, Feb. 1], 184 different media—radio, television, daily and weekly newspapers and magazines—originate in San Francisco's Area of Dominant Influence.)

But Mr. Gottesman felt there were no stations providing the kind of public service he thought was needed. And he gathered together five like-minded colleagues—two attorneys (who now do the corporation's legal work), a writer, a real-estate man (who is the outfit's Mr. Moneybags with a net worth of \$67,000) and the head of a school of broadcasting in San Francisco who once managed KVIP(AM) Redding, Calif., Michael Miller, who is now president of Poor People's Radio. (At one time the corporation had the support of a large number of volunteers, but they apparently lacked staying power. "San Franciscans want things done yester-

day," says Mr. Gottesman.)

They wanted something more than music and news. And they felt the educational stations were too bland. "We intend to be controversial," Mr. Gottesman said last week. What about the Pacifica Foundation, whose stations are known for anything but blandness and which has two FM outlets next door in Berkeley? Pacifica, Mr. Gottesman feels, is "very radical"; its stations "just rant without doing anything constructive."

Poor People's Radio, he promises, will be constructive. The station, he said last week, will present "everyone from the local police to the Hell's Angels.

"There will be programs on combating drug abuse, on finding a job, on where runaways can find a place to stay." There are plans for a "talking books" program for the blind on the station's SCA (subsidiary communications authorization). An indication of how unradical the corporation is, might be read into its plans to change its name; Mr. Gottesman feels Poor People's Radio sounds "too bitter." However, in the present climate, the proposed name might also sound radical to some: Free People's Radio, after which the station's call signs were selected—KFPR.

How could so meagerly provisioned a group get the grant of a new station in the congestion of the San Francisco area?

FCC officials had long assumed that no new channel could be shoehorned into the area. But commission engineers agreed that Poor People's application for a 10 w station on 89.5 mhz, a non-commercial channel, would fit without causing interference. The construction permit was granted last November.

Of course, the station will not cover a broad area: only 3½ miles, by Mr. Gottesman's calculations. But the permittee has since asked for authority to move its transmitter site from a 29-story building in downtown San Francisco to the top of 900-foot Mt. Sutro, the tallest spot in the area, which, Mr. Gottesman says, would give the station a signal extending out for five miles. Still, hardly a trumpet blast cutting through the San Francisco fog.

Mr. Gottesman hopes the station will be on the air by summer. (He said it will meet the November 1971 deadline imposed by commission rules even if it means broadcasting from someone's living room.)

But money is a problem, even if a 10 w FM station can be purchased, in a manner of speaking, off a plain pipe rack. Poor People's Radio expects construction and first-year operating cost to set it back \$6,000.

And while the directors have begun

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to make good on their financial pledges to the corporation, they would like outside contributions. Mr. Gottesman, for instance, whose last paying job was as a radio technician for the Coast Guard, on Yerba Buena Island, in San Francisco Bay, is now collecting unemployment insurance. Accordingly, the corporation has run off 1,000 copies of a letter promoting the service the new station will provide and asking for contributions to offset \$10,000 in equipment and operating expenses.

Ten thousand dollars? "There are a lot of hidden costs" connected with putting a station on the air, Mr. Gottesman said in explaining the gap between the estimates given the commission and would-be contributors—"insurance, records, tapes." Postage, apparently, is another. So far, only 40 to 50 letters have been mailed. Postage on 1,000 letters, he noted, would be \$60—no small sum to Poor People's Radio.

Vote on bylaws may set radio-board successors

Two vacancies on the radio board of the National Association of Broadcasters may well be filled by the appointment

of the unsuccessful candidates for those posts in the 1970 elections—Harold Krelstein, Plough Broadcasting Co., Memphis, for the Class A market directorship, and Robert R. Hilker, Suburban Radio Group, Belmont, N.C., to the District 4 directorship.

The vacancies are: one of the two Class A market directorships, formerly held by Perry S. Samuels, Avco Broadcasting Corp., Cincinnati; and the District 4 directorship, held by the late J. R. Marlowe, WGWR-AM-FM Asheboro, N.C. Mr. Samuels resigned from the board when he resigned from Avco late last year. Mr. Marlowe died of a heart attack Feb. 5 (see page 77). Both terms run until next year.

Balloting among NAB members is now under way on a change in bylaws that would appoint to a vacancy the runner-up in the election to which the incumbent was elected, when the post becomes vacant due to change in industry status, failure to accept the post, death or resignation from the board. Deadline for return of the ballots is Friday (Feb. 19) and all signs point to overwhelming approval of the change. The revision of the bylaws was approved by the NAB board at its winter meeting in California last month, sub-

ject to membership referendum. Mr. Krelstein served on the radio board once before (1967-69). Mr. Hilker is a former president of the North Carolina Association of Broadcasters.

Payola-case sentencing due

U.S. Southern District Court of New York has set Feb. 24 as the date for sentencing Hipolito Vega, a former disk jockey for WBNX(AM) New York who was convicted by a jury last week of accepting payment for playing records and lying when he denied it at a hearing five years ago. Sentencing for another Spanish-language disk jockey, Freddy Baez, who was convicted last December of accepting payola while at WHOM(AM) New York and denying it under oath, is scheduled for Feb. 18.

Media notes:

New locale ■ Garrett W. Haston Co., communications broker formerly of Abingdon, Va., has relocated to Box 4162, Memphis 38104.

NBC adds ■ WSYB(AM) Rutland, Vt., will become an NBC Radio affiliate April 17. The station, owned by Vermont Radio Inc., operates with 5 kw day and 1 kw night on 1330 khz.

BroadcastAdvertising

FCC to take over on 'deceptive' ads?

That's new wrinkle in 'consumer protection' as WTOP-TV and CBS are cited in test case

To some of the viewers involved, WTOP-TV Washington has done a "beautiful job" in other areas in the past. But that was no reason for sparing it as the primary target in an effort to enlist the FCC in a project to close what a Washington-based consumers group said is "society's credibility gap" with respect to television commercials. In fact their regard for WTOP-TV's reputation for public-interest broadcasting was a reason for singling out that station.

The Consumers Association of the District of Columbia, a four-year-old group claiming 225 members, last week filed a complaint with the commission charging the Post-Newsweek station and its affiliated network, CBS, with failure to adhere to their own standards, let alone the policies of the FCC and the Federal Trade Commission, in regularly broadcasting "false, misleading or deceptive" advertising, which is "detrimental to the public."

The complaint cited six commercials

as examples of the alleged deceptive advertising broadcast by CBS and/or WTOP-TV during the holiday period: Dancerina Doll and Hot Wheel Sizzlers, both the subject of FTC complaints alleging deception; Barbie Doll, which the association says uses skillful production techniques to make the product look more lifelike than it actually is; Sugar Frosted Flakes, featuring Tony the Tiger, which the association says makes exaggerated claims for the nutritional value of a cereal rated lowest of 60 tested by nutrition advocate Robert Choate last summer; Easy-Off oven cleaner, which says the product has "33 percent more power" than another, unidentified cleaner; and Excedrin, which makes a claim for effectiveness said to be contradicted by "a great many independent controlled tests." And those are illustrative only, not "exhaustive," the complaint said.

"To remedy the effects of past deceptions," the association suggested a

variant of the "confessional" ads the FTC has proposed requiring of advertisers found to have sponsored fraudulent ads: Require WTOP-TV for one year to broadcast at least 20 one-minute spots per week "designed to alert viewers to the forms of deception to which those who watch WTOP-TV have been subjected." Half the spots would be broadcast in prime time, the remainder during children's programming hours.

The main thrust of the complaint is aimed at drawing from the commission an order that would impose on broadcasters a responsibility for maintaining the machinery—and will—to guard against deceptive advertising. Over the years the commission has issued policy statements making it clear that broadcasters have an obligation to protect their audiences from such advertising (BROADCASTING, Dec. 21, 1970). But if it were to issue anything like the order requested by the association, the commission would be engaged far more ex-

tensively in that problem than it is at present.

Stations, the complaint suggests, should not be permitted to rely on networks, the FTC or the National Association of Broadcasters for guarding against deceptive advertising. Although the FTC has primary responsibility protecting the public against such advertising, it lacks the resources to do an adequate job, the association believes. And it says the NAB TV code authority "makes no effort to detect or act against all deceptive advertising."

The complaint says that WTOP-TV "has virtually no program of its own" for discovering deceptive ads and that CBS "devotes only minimal resources to the effort." Yet both have standards of advertising honesty that "might—if properly enforced—eliminate deceptive advertising as is required by the Communications Act as interpreted by the commission."

The complaint urges the commission to put WTOP-TV on notice that it faces a fine of \$1,000 a day (up to a maximum of \$10,000) for violating the "public interest standard of the Communications Act" by repeatedly broadcasting false advertising and failing to establish procedures for screening out such advertising—and to order the station to stop carrying commercials which, "when judged by the standards of the licensee, the network, the FTC and/or the NAB code authority, is false, misleading or deceptive." (A commission fine for violation of the public-interest standard would be unprecedented, commission officials said last week. The agency is empowered by law to issue forfeitures for violations of an agency rule, a statute, or the terms of a license, and for failure to observe a cease and desist order. There is no commission rule dealing with false advertising.)

The association also asked the commission to require the station and CBS "to establish adequate procedures to eliminate all false, misleading, or deceptive advertising matter." As an alternative, in the case of CBS, the association said, the network could be required to reimburse the station for whatever expense that it incurs in eliminating deceptive advertising that originates with CBS.

And it urged the commission to include in the order it issues in the case "guidelines" that would assure the employment by WTOP-TV and CBS of staffs of sufficient size and expertise "to protect the public" and that would be motivated by a concern "undiluted by considerations of broadcasters' responsibility to advertisers"—a reference to language in a report CBS submitted to WTOP-TV on the network's commercial standards.

CBS, in a report to WTOP-TV that was

made available to the association, and NBC, in a letter to the group, indicated the scope of their activities in screening commercials. CBS said that in an average month its staff reviews more than 1,900 commercials and that about 400 are returned without approval. However, it said that "by far, the majority of those not accepted involve minor objections and are resubmitted in revised form."

NBC said that in 1969 it reviewed 35,547 commercials for both radio and TV and found 3,092 requiring revision. All but 285 were subsequently found to be acceptable. NBC also said that 7,534 of the total required substantiation.

The complaint comes at a time of considerable interest in broadcast advertising, in the affected industries as well as the government. The American Advertising Federation is believed to be gaining momentum in its drive to establish a mechanism that would enforce a code of standards for all advertising and all media (BROADCASTING, Feb. 8). In Congress, legislation is expected to be introduced that would set up an office within government to represent consumers before government agencies and the courts. The FTC, under its new chairman, Miles Kirkpatrick, has initiated talks with the FCC looking to the possibility of an unprecedented joint hearing by the agencies on the issue of television programming aimed at children, particularly television advertising (BROADCASTING, Dec. 28, 1970-Jan. 4).

That subject, moreover, is one in which FCC Chairman Dean Burch has expressed considerable interest. At the AAF meeting in Washington two weeks ago, Mr. Burch expressed views that members of the consumers association might have felt were drafted with them in mind, what with three of the six commercials cited in their complaint aimed at children.

"I believe that in the case of advertising directed to children, the standards of what is false and deceptive must be judged in light of the crucial fact that the audience is so unsophisticated, so young and trusting," Chairman Burch said. "It is, I submit, intolerable to seek to hilk the innocent with shoddy advertising appeals. As some person aptly put it, that is akin to statutory rape.

"Either the industries involved—the advertiser and the broadcaster—take steps to correct the situation," he added, "or government will be called upon more and more frequently to take action."

The complaint, filed by a public-interest law firm, the Center for Law and Social Policy, claims that the commission makes no effort to enforce its policy statements calling on broadcasters to attempt to keep deceptive advertising off

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TELEMATION'S TCG-1425 ELECTRONIC CHARACTER GENERATOR, DESIGNED FOR BROADCAST APPLICATIONS. COMBINES QUALITY ENGINEERING WITH OPERATOR CONVENIENCE.

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The TCG-1425 Broadcast Character Generator produces 14 lines of 25 characters each—full page displays formed by line not dot matrix methods, so characters are all uniformly bright, easy to read. The TCG-1425 offers more editing functions than any other character generator and provides such flexible operating features as:

- **Automatic Synchronization** to either of two keyboard-selectable sources—super over network without genlock.
- **Eight Special Editing Functions** for fast, first-time composition and editing, including Hop Left/Hop Right, Snake Up/Snake Down, Copy Up/Copy Down, Open Line/Close Line.
- **Automatic Line/Page Centering**—Automatically centers any line in the display, or the entire page. Information may be centered after entry.
- **15th Preview Line**—Allows composition preview. This line may be inserted into on-air displays with the "Copy-Up" feature.
- **Random Access Disc Memory Accessories**—Available for storage and retrieval of up to 1,000 lines of character generator information.

The TCG-1425 has a few other convenient control features, such as one-line 560-character horizontal crawl from internal memory, vertical wipe (window-shade effect), vertical roll, and flash. But the most convenient feature of all is the price.

TCG-1425 Electronics Unit	\$7,200.00
Keyboard Control Unit	995.00
Matting/Shadowing/Edging Option	1,595.00
Random Access Disc Memory	On Application



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the air. The result, it adds, is that, whatever his other responsibilities, a broadcaster can, to his "heart's content, broadcast messages to hoodwink the public." Thus, WTOP-TV "takes a buyer-be-damned attitude toward deceptive commercial advertisements." (Actually, the commission has on several occasions reprimanded stations or given them short-term renewals for deceptive advertising, usually in connection with contests the stations were sponsoring.)

The complaint drew a sharp rebuttal. John Corporon, vice president and general manager of WTOP-TV, issued a statement asserting that the complaint was "wholly without merit," that most of the commercials involved in the complaint had been screened by CBS and found to be acceptable and that the station "has advertising standards which are among the highest of any station in the country." He noted WTOP-TV and other Post-Newsweek stations "were the first in the country to ban cigarette commercials"—about 18 months before they were prohibited by law—and that the station has been "a leader in giving full response to the cause of consumer protection and in developing high standards in television-station practices."

He said the consumers association had picked on a single station and a single network "as a vehicle for seeking to change the entire system of commercial broadcast advertising and its regulation by the government." He said that the association should have requested an industry-wide inquiry rather than attempt to focus blame on the station and CBS. But he expressed confidence the commission would dismiss the "unwarranted complaint."

CBS declined to comment.

The consumer group's complaint followed a number of informal contacts—in the form of letters and meetings—between the group's representatives and Mr. Corporon and other station officials. And the officials' conclusion that the station has been meeting its responsibilities in the area of commercials came as a disappointment to the group.

Mrs. Janie Boyd, chairman of the group, at a news conference called to publicize the filing of the complaint—and at which WTOP-TV was the only station represented by a camera crew—said that station was chosen as the group's target because "we thought they would do the job"—that is, make the changes the group thought were necessary to eliminate deceptive advertising.

Mrs. Virginia Smith, a member of the group, said that it was because of the work WTOP-TV had done in the past—in the cigarette advertising matter, for instance—"that we hoped they'd be our leaders in other areas." They had done, she said, "a beautiful job."

The group had asked that a five-

member staff—at least three of them professionally trained—be "hired jointly by the community and the station," be given a budget of \$75,000 exclusively for research and expert consultants, and authorized to make complaints to the FTC, the NAB television code and the FCC against advertisements found to be deceptive.

In addition, the group also proposed that the station carry programs "to remedy the effects of past deceptive advertising" broadcast by the station. One proposal was for the 20 spots-per-week campaign that turned up in the complaint filed with the commission. Another was for a half-hour weekly program, on deceptive advertising.

The group disclosed in its complaint that it decided last spring to take a critical look at television commercials. It sent letters in July to all four VHF stations in the city—WMAL-TV, WRC-TV and WTTG(TV), as well as WTOP-TV—setting forth the matters that were troubling its members and asking specific questions concerning advertising aimed at helping the group to determine the extent to which the stations were meeting FCC standards.

WTTG has not yet answered the association. But, the association says, it believes a complaint similar to the one filed against WTOP-TV and CBS "could appropriately be addressed to each of the other stations and the other two networks."

Johnson's objection to cigarette ruling

In belated statement he says FCC should still require antismoking spots

The FCC order giving broadcasters considerable discretion in whether to carry anticigarette spots now that cigarette commercials are banned by law was rapped by FCC Commissioner Nicholas Johnson last week. He called it "limp and half-hearted" in view of the concern over drug abuse, "and the overwhelming condemnation of smoking as a cancer hazard."

The commission on Dec. 15, 1970, held that broadcasters, who had been obliged to carry anticigarette spots to counterbalance the cigarette commercials they broadcast, would not be required to continue the public-service spots once the statutory ban on cigarette commercials became effective on Jan. 2 (BROADCASTING, Dec. 21, 1970). However, the commission indicated it would expect broadcasters to continue informing the public on the health issue involved in cigarette smoking.

Commissioner Johnson, who con-

curred in part and dissented in part to the commission order, explained that vote in his belated separate statement. He said he concurred in "the main thrust of the majority's opinion," which "plainly establishes that the public must continue to be adequately alerted to the proven hazards of smoking."

But he said he felt the decision was inadequate in stopping short of a requirement that broadcasters continue to carry the anticigarette commercials—which he credited with a role in the per-capita reduction in cigarette smoking.

Given the health-hazard issue in smoking and television's role in molding public acceptance and awareness, Commissioner Johnson said, "Congress and the courts appear to have imposed a duty on broadcasting to treat smoking akin to a public epidemic—comparable perhaps, to the plagues of ancient times."

He saw the failure to require the broadcast of anticigarette spots as leading to a reduction in the number of those spots, "because of the industry's usual reluctance to air any speech other than paid speech, and because of the commission's lack of enforcement mechanism beyond very occasional citizen monitoring."

He also said the "vague duty the majority sets forth is unfair to the industry, in that a reasonable broadcaster has little idea of how much is expected of him."

Commissioner Johnson contrasted what he termed the commission's "weak" and "somewhat curious" action with the drive the administration is making against the use of drugs. He noted that "the very highest echelons of government" have urged broadcasters to carry entertainment programming designed to "support the administration's ideological position on marijuana" and that broadcasters and record-industry executives have been urged by the White House to get "drug lyrics" off the air.

Two House bills deal with consumer affairs

Two separate consumer protection bills are being introduced in the House, with members of both parties getting into the act.

Representative Dante B. Fascell (D-Fla.) intends to reintroduce his 1970 "Consumer Protection Act" which would both establish an independent Consumer Protection Agency and make the present White House Office of Consumer Affairs a permanent body. In addition, Mr. Fascell's bill calls for the formation of a 15-member consumer advisory council which would advise the Office of Consumer Affairs and the pro-

posed Consumer Protection Agency. Mr. Fascell said that such an agency is needed to act in the behalf of customers through court action and by intervening in proceedings of other federal agencies.

Representative Clarence J. Brown (R-Ohio) and Representative John N. Erlenborn (R-Ill.), claiming to avoid a "new level of bureaucracy", co-sponsored the second bill (H.R. 3809) designed to expand the powers of the Federal Trade Commission's Bureau of Consumer Protection. Empowered by the Brown-Erlenborn proposal, the bureau, which presently acts in an advisory capacity, would gain sufficient dentition to move on complaints of customers, by obtaining product-test data through FTC-conducted experiments and would represent consumers before courts and federal agencies. Mr. Brown said his measure would avoid "the duplication, confusion and expense of a completely new agency."

Another piece of legislation on consumer protection is authored by Representative Benjamin S. Rosenthal (D-N.Y.). The measure was to be introduced last week. However, the introduction date has now been set for this Wednesday (Feb. 17) when the recess ends.

Mr. Rosenthal's bill, which late last week had 135 Democratic co-sponsors and numerous Republican co-sponsors, calls for the formation of an Office of Consumer Affairs, a Consumer Protection Agency and a Consumer Advisory Council. The legislation is nearly identical to a bill he introduced last year.

NAB enlists in ad-ban challenge

It asks to join test of constitutionality of law taking cigarettes off air

A constitutional challenge to the congressional ban on cigarette advertising on TV and radio is expected to be faced next week when a three-judge federal court hears argument on three motions. One of them is the surprise request filed last week by the National Association of Broadcasters for permission to become a party.

The issues to be argued Feb. 24 at 3 p.m. in Washington involve (1) the motion by the Department of Justice for dismissal of the suit filed by six AM stations, (2) a counter-motion by the stations asking for summary judgment in their favor, and (3) the NAB request.

The Department of Justice claims the six stations, all affiliates of the Mutual Broadcasting System, have no cause for

action. The stations in turn not only oppose the government move, but claim there is no need for a trial since all the facts are agreed on by all the parties. The NAB claims it should be a party since it represents the bulk of TV and radio stations that have been affected by the ban.

The lawsuit was filed last December (BROADCASTING, Dec. 14, 7, 1970). The stations charged that the cigarette prohibition (PL 91-222), imposed by Congress last year violates the Fifth Amendment because it applies only to TV and radio and not to other media. They also contended that the ban violates the First Amendment since cigarettes are legally manufactured and sold, and advertised in other media, thus infringing on free speech. Similar arguments were made by the NAB in its complaint, filed coincidental with its motion to intervene as a party.

The ban on cigarette advertising on the air was enacted by Congress April 1, 1970, and became effective Jan. 2, this year.

The NAB move to intervene was unexpected. Last June the association's board turned down a suggestion that it file seeking to overturn the law in court. There was a feeling then that chances of success were slim, and, that if the case was lost, a precedent would be established that would permit the government to bar other product advertising from the air.

A different view prevailed at the NAB board of directors' meeting in California last month. In light of the radio suit, the board told the NAB legal staff to take whatever action it deemed necessary. The decision to file as a party was recommended by Paul B. Comstock, NAB executive vice president for government relations, and John B. Summers, NAB general counsel. The recommendation was approved by Vincent T. Wasilewski, president of the association, after consultation with the NAB executive committee.

The stations involved in the lawsuit are WNAV(AM) Annapolis, Md.; WDOV(AM) Dover, Del.; WTMA(AM) Charleston, S.C.; KVFD(AM) Fort Dodge, Iowa; WLAG(AM) La Grange, Ga., and WMNI(AM) Columbus, Ohio. They are represented by Paul Dobin of the Washington communications-law firm of Cohn & Marks, who is expected to argue the case for his clients.

Mr. Summers, National Association of Broadcasters general counsel, is expected to argue for the NAB. The government's case is due to be made by William S. Mount of the Department of Justice's civil division.

Those sitting as the tribunal will be Circuit Judge J. Skelly Wright, and District Judges Oliver Gasch and June L. Green.

Now from the other side of the Hill

House Democrat introduces bill to ban paid ads and require free time

Legislation aimed at reforming political campaign spending is beginning to show up on the House side of Capitol Hill.

Representative Charles E. Bennett (D-Fla.) last week introduced the measure he promised late in the 91st session (BROADCASTING, Dec. 7, 1970), and Representative John B. Anderson (R-Ill.) will be soliciting co-sponsors for his legislation this week.

Mr. Bennett's measure (H.R. 4086), introduced last Wednesday (Feb. 10), would prohibit paid political advertising in elections in which free time is given to candidates for President, governor, U.S. representative or U.S. senator. However, it would permit all other candidates to purchase time and allow all candidates to buy time for primary campaigns.

The legislation would revise the FCC's fairness doctrine to require licensees to give free time to presidential, congressional and gubernatorial candidates. It would become effective Jan. 1, 1972, and provide that free time must be granted in the eight weeks preceding the election.

In addition, the bill would require the FCC to conduct a study to determine ways in which the bill could be implemented to apply to other political offices and to primary elections. The FCC would have to submit its report to Congress in 18 months.

Other provisions of Mr. Bennett's bill would authorize the FCC to exempt certain licensees from the legislation if it would prove burdensome. A spokesman for Mr. Bennett cited stations serving a number of states as examples of those that might qualify for such an exemption.

The bill would also provide that political time could not be used in less than five-minute segments and that any prepared material (such as video tapes or film) would have to be followed immediately by an uncontrolled live situation, such as a press conference or a news interview.

Mr. Bennett introduced related legislation Jan. 22 (H.R.'s 1213, 1215 and 1216) that provides controls over campaign expenditures and contributions, specifies that members of the House and candidates for House office must make public their sources of income and their debts and provides for the public disclosure of lobbying information.

Mr. Anderson's proposed legislation

is in the form of four separate bills and is similar to a comprehensive bill he introduced last year (BROADCASTING, Dec. 7, 1970).

A spokesman for Mr. Anderson said the legislation was divided into four separate bills to provide flexibility in gathering co-sponsors and to prevent the entire bill from becoming bogged down in the Ways and Means Committee. One bill places ceilings on contributions to candidates for federal office and limits the amounts candidates may spend for radio and TV time, postage, billboard and print advertising and telephones. Candidates for the House could spend 20 cents for each registered voter in their district; senatorial candidates could spend the same for each registered voter in the state, and candidates for President could spend that amount for each registered voter in the country.

Under another measure candidates for the Presidency would receive five half-hour blocks of TV time in the 35 days preceding the general election; candidates for the Senate would receive three half-hour blocks and House candidates would get two half-hour blocks. The Treasury would reimburse the candidates for time costs.

The other two bills provide tax credit to small contributors to campaigns and grant candidates mailing privileges.

Campaign-spending legislation introduced earlier this month by Representative O. C. Fisher (D-Tex.) would limit a candidate's expenditures to \$50,000 for each primary or general election campaign.

In a related development, Senate sources disclosed last week that they believe the language of Senator Minority Leader Hugh Scott's (R-Pa.) campaign spending legislation "will have progressed sufficiently for introduction shortly after the Lincoln's-Washington's birthday recess," which ends this Wednesday (Feb. 17).

Senator Scott's bill and other campaign-spending measures—along with numerous bills on the over-all subject of campaign reform—are likely to figure in hearings to be held early next month by Senator John O. Pastore's (D-R.I.) Communications Subcommittee (BROADCASTING, Feb. 8).

Four-part plan for added ad dollars

By following four steps, radio stations could add several hundred million dollars annually in retail advertising. The suggestion was made by Kevin Sweeney, president of Young Adult Marketing Inc., Tarzana, Calif., at an advertising seminar conducted in Los Angeles Tuesday (Feb. 9) by the Southern California Broadcasters Association.

In the two-hour presentation, Mr.

Sweeney said that radio salesmen including the station's general manager, should concentrate on the larger advertisers. "Contrary to what some people say, or to what government agencies may attempt to do, the big will continue to get bigger," he says.

Secondly, he pointed out that the sales calls should be made on the decision makers. "And rarely are they advertising managers," Mr. Sweeney contended. "They are the presidents of stores, the general merchandise managers and the divisional merchandise executives."

He then suggested that stations give up their reliance on advertising agencies. He said that retail advertising thrives on item commercials and Mr. Sweeney claimed that agencies can't break even on item ads at 15% commission. Lastly, the former president of the Radio Advertising Bureau told the station executives to forget talking ratings to retailers but rather to talk about what they're interested in—plus sales and how to achieve them.

Retailers get more attuned to broadcast

Conference in Chicago talks about how to, not whether to, use radio-TV

That the electronic media are becoming more widely accepted on the retail scene was evident in Chicago Feb. 6-7 as some 300 delegates at the National Retail Advertising Conference discussed production techniques and creative approaches instead of the elementary should-we-use-broadcast questions.

June Thursh, advertising and sales promotion manager, Treasure Island, New York, who has been producing low-cost experimental TV commercials at the internal audio-visual center of the parent firm's headquarters, J. C. Penney Co., demonstrated for the RAC that TV spots need not be expensive but warned: "there are 1,732 ways to louse up a commercial."

Among money-wasting factors she cited were expecting television's magic to accomplish a goal for a store when no goal has been clearly defined, attempting to move with TV an item that the newspapers couldn't move or obscuring the message or product with excessive "creativity." Over-emphasis on thrift can rob campaigns in any medium of their impact, Miss Thursh concluded, noting, "I would rather buy less space or less time and fill it with effective quality productions than the other way around."

A detailed working outline of how to produce effective radio commercials economically was presented to the RAC

by Sonja Larsen, sales promotion director, Genung's-Howland, Mt. Vernon, N.Y. For a starter in preparing a radio budget from scratch, Mrs. Larsen suggested taking the cost of a newspaper page, including production cost, and comparing with the amount of radio it could purchase, recommending 30-second spots for the most mileage and impact. She cautioned against under-budgeting radio because of the low cost of individual spots.

Mrs. Larsen felt store ad managers should "let their copywriters have their first chance to have fun with radio" and watch the results of inspiration and creativity. The exciting new commercial should be tried instead of the safe one, she said.

Joyce Reed, retail services director, Radio Advertising Bureau, joined Mrs. Larsen in a "before-and-after" workshop presentation of sample retail commercials that successful retail radio-commercial production firms improved upon for the exclusive benefit of the RAC. The session was less than effective because of poor performance of the hotel sound system.

Joseph R. Rowen, vice president and sales promotion director, National Retail Merchants Association, New York, told the RAC that the media mix including radio-TV is a highly successful formula for retailers today, especially group operators, but the mix is a critical factor that varies from market to market and requires careful attention. "While you can't ignore the operating and merchandising executives in retailing," he said, "it is high time sales promotion and advertising men sit in the driver's seat in choosing media and allocating the budgets aiming for maximum total company good."

As example, Mr. Rowen related, "Long Island is a dilly for a multi-store operation. A mass merchandiser can hardly ignore the big New York City *Daily News*. While *Newsday* is the strongest newspaper on Long Island, its circulation strength tends east. As you get to the Queens borough of New York City with stores in such communities as Jamaica, Flushing and Valley Stream you would hardly ignore the *Long Island Press* which, as you might expect, overlaps with *Newsday* over quite a few square miles."

Further complicating the picture, he observed, "the number of TV and radio stations covering such areas as northern Jersey and Long Island is unbelievable. And they have audiences; otherwise they couldn't all exist year after year."

The task of investigating every paper, station and other medium, Mr. Rowen explained, "can sometimes be a back-breaker but it is an important task that necessitates careful fact gathering and evaluation." Testing helps, he said, but

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended Jan. 17, 1971
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Jan. 17	Total dollars week ended Jan. 17	1971 total minutes	1971 total dollars
	Week ended Jan. 17	Cume Jan. 1-Jan. 17	Week ended Jan. 17	Cume Jan. 1-Jan. 17	Week ended Jan. 17	Cume Jan. 1-Jan. 17				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 115.7	\$ 216.1	\$ 164.5	\$ 375.5	56	\$ 280.2	112	\$ 591.6
Monday-Friday 10 a.m.-6 p.m.	1,124.0	2,596.6	2,846.0	7,777.3	1,475.9	4,369.4	766	5,445.9	1,554	14,743.3
Saturday-Sunday Sign-on-6 p.m.	653.1	2,414.4	707.9	3,371.4	3,617.8	5,731.5	220	4,978.8	640	11,517.3
Monday-Saturday 6 p.m.-7:30 p.m.	193.2	600.1	487.6	1,136.6	761.0	2,201.8	79	1,441.8	178	3,938.5
Sunday 6 p.m.-7:30 p.m.	—	37.5	84.1	1,312.4	351.0	635.0	11	435.1	38	1,948.9
Monday-Sunday 7:30-11 p.m.	5,663.3	12,528.1	5,288.0	12,721.5	7,408.4	17,410.3	444	18,359.7	1,029	42,659.9
Monday-Sunday 11 p.m.-Sign off	526.4	1,507.2	87.4	201.2	447.1	961.7	81	1,060.9	172	2,220.1
Total	\$ 8,160.0	\$ 19,233.9	\$ 9,616.7	\$ 26,736.5	\$ 4,225.7	\$ 31,685.2	1,657	\$32,002.4	3,723	\$ 77,655.6

"these tests should involve sufficient experimentation under varying circumstances for an adequate length of time to develop valid conclusions."

RAC also featured a panel on how stores can get more cooperative advertising dollars from vendors, but the bulk of the discussion centered on newspapers because of the tradition of accepted practices in that medium. Radio-TV cooperative funds will be more plentiful and easier to use, it was indicated, when the electronic media learn to work more closely with retailers to establish operating traditions and standards more widely understood and more easily checked by the industry for verification.

Petry Radio control goes to broadcaster

The acquisition by Buckley Broadcasting Corp. of a controlling interest in Petry Radio Sales was announced last week by Robert V. Coppinger, president of the representative firm, and Richard D. Buckley, president of the station group.

The amount of Buckley's investment was not disclosed but a Petry spokesman said that Mr. Buckley would not play a management role in the representation company, which remains autonomous.

Petry Radio has represented Buckley's KGIL(AM) San Fernando, Calif., and KKHI-AM-FM San Francisco and will take on the company's WWTC(AM) Minneapolis, WING(AM) Philadelphia and WDRC-AM-FM Hartford, Conn. The rep firm will drop KSTP(AM) Minneapolis and WDVR(AM) Philadelphia. In a few months, it is expected to assume representation of Buckley's KOL-AM-FM

Seattle.

Petry has offices in New York, Chicago, Detroit, Atlanta, St. Louis, Los Angeles and San Francisco. Mr. Coppinger said new offices are planned for Philadelphia and Minneapolis.

Network billings plunge in January

Cigarette losses account for \$17 million of \$25-million slump

The loss of cigarette advertising combined with the sagging economy to cut network TV billings in January more than \$25.3 million, or 15.5%, below the total for January 1970, according to Broadcast Advertisers Reports (BAR) figures being released today (Feb. 15) by the Television Bureau of Advertising.

The month's billings were put at \$138,810,400, as against \$164,185,100 in January a year ago.

TVB said most of the decline could be attributed to the loss, effective Jan. 2, of cigarette advertising, which in January 1970 accounted for \$17 million. That would leave about \$8.3 million attributable to the recessive economy.

The report showed NBC-TV on top in January billings with \$52,027,200, followed by CBS-TV at \$50,021,700 and ABC-TV at \$36,761,500.

A comparison of these totals with those published a year ago shows CBS with by far the biggest decline and ABC with by all odds the smallest.

CBS's January total was down \$21.4 million, or about 30%, from January 1970. ABC was down \$151,700, or

about 0.41%. NBC's decline was \$3.7 million, or 6.75%.

In the three-network totals the declines were spread relatively evenly over daytime and nighttime, Monday-Friday and weekends.

Network TV time and program billing estimates by day parts and by network (add 000)

	Jan. 1970	Jan. 1971	% Change
Daytime	\$ 54,207.5	\$ 45,843.1	-15.4
Mon.-Fri.	33,698.2	28,316.9	-16.0
Sat.-Sun.	20,509.3	17,526.2	-14.5
Nighttime	109,977.6	92,967.3	-15.5
Total	\$164,185.1	\$138,810.4	-15.5
	ABC	CBS	NBC
Jan.	\$36,761.5	\$50,021.7	\$52,027.2
TOTAL			\$138,810.4

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

Less is more: formula for uncluttered success?

WISN-TV Milwaukee announced last week that it had cut back commercial breaks in its Sunday-night late movie series from an average of seven per feature film to three.

If the move is successful, according to station officials, the limited breaks may make it more attractive to advertisers—thus permitting the station to institute premium charges.

James T. Butler, vice president and general manager of the Hearst Corp. station, amplified this objective:

"Any time that a television station cuts back on commercial content, it suffers a financial reverse as a direct result. We feel, however, that 'Some of the Great Ones' [the title of the classic-film format] is peculiarly suited for reduced commercial exposure and quite frankly we hope to attract larger audiences which thereby [will] enable us to not only

perform a service to the public but, selfishly, will enable us to charge more per commercial."

The problem of clutter came to a head recently when the TV code-review board of the National Association of Broadcasters recommended, and the TV board of NAB adopted, revised commercial restrictions in the TV code to become effective Oct. 1 (BROADCASTING, Jan. 25). One of them limits the number of breaks within a feature film to no more than four; a change from the current code which has the same limitation but applies it only to commercials.

Newspapers' guns suddenly spiked

Their claims of winning print-broadcast test are disputed in Atlanta

A campaign by newspapers seeking to exploit results of an Atlanta department-store's TV-radio-newspapers advertising test had much of the wind taken out of it last week by the store's advertising manager.

John Miles of Rich's, which conducted the test in cooperation with Cox newspapers and Cox Broadcasting's WSB-AM-FM-TV Atlanta during a major sale, told BROADCASTING he would not use the study as a basis for media decisions because in the way it was conducted it was "biased toward newspapers."

Replying to questions in a telephone interview, Mr. Miles said Rich's planned to continue its normal media allocations, holding newspaper budgets about the same "or maybe a little less." If there is any increase, he said, it will go into the broadcast media, perhaps favoring radio more than TV.

Since first results of the test were published last month (BROADCASTING, Jan. 11), the newspaper publishers' Bureau of Advertising has circulated its version—based primarily on results of the store's polls asking customers where they heard of the sale—to newspapers throughout the country. In turn individual papers apparently have used it extensively, both in their columns—one paper reportedly carried the Bureau of Advertising release as an editorial—and in direct selling against radio and TV.

Mr. Miles told BROADCASTING, however, that the test was "not valid enough to make media decisions on account of it." Customers, he explained, were questioned about their media sources of information after virtually all of the newspaper ads had run but while the TV and radio advertising was still in

progress.

The test was conducted during one of Rich's major sales events last September, with 11 items promoted for three days, Sunday through Tuesday, on five radio and five TV stations and in the Atlanta *Journal* and *Constitution*. Not all of the 11 items were promoted in all media, however. The bulk of the newspaper ads appeared on Sunday; the radio and TV commercials continued Monday and Tuesday.

The in-store questioning was done on Monday and Tuesday, after the hulk of the newspaper advertising had had its impact and before the full impact of the broadcast commercials could be felt.

Cox Broadcasting officials have also contended ever since the first results appeared that the survey was also biased toward newspapers in another way. Because Rich's traditionally has used heavy newspaper schedules for item selling and in the past had used broadcast primarily for institutional promotion, Cox Broadcasting analysts feel the public is "conditioned" to think of Rich's item advertising as being newspaper advertising, whether it is or not.

To support this contention they noted, for instance, that 16% of the girdle buyers who were questioned said they had seen girdle ads in the papers—although there were no newspaper ads for girdles in the test. In another case Cox Broadcasting said there were no print ads for mattresses either Sunday or Monday, but 49% of the mat-

tress buyers on Monday said they saw ads for mattresses in the newspapers. Also, Cox reported, no direct-mail advertising was used in the test, yet 18% of all respondents said they recalled seeing mail circulars for specific items.

The test, in fact, appeared to be more between broadcast media and direct mail than between broadcast media and newspapers. Mr. Miles said that Rich's comparable sale the year before had been promoted in newspapers and direct mail, and that this time the direct-mail money "and a little extra" was put into broadcast.

What Rich's was really testing this time, he said, was the effectiveness of the media mix in selling items, and he said he was "satisfied" the mix is effective and affordable in support of a major sales event. The sales response, he said, was "excellent."

He didn't give out specific sales results but said Cox Broadcasting officials must be speaking—as they indeed were—of the advertised items specifically when they reported that with the addition of broadcast advertising sales increased 95% above the levels for the same days in the sale the year before, when only newspapers and direct mail were used. Unfortunately, Mr. Miles said, storewide sales did not increase 95%, but he clearly was not dissatisfied with whatever storewide gain did result.

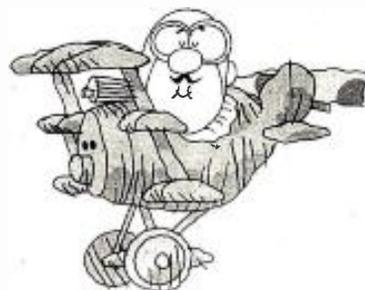
Cox Broadcasting's report on the results also noted that on the first day, when the bulk of the print ads had appeared but the radio-TV schedules were only half completed, sales of advertised items were up 40%, and on the second day, as the reach and frequency of the broadcast schedules peaked, the sales advanced by an average of 150% over the year before.

Rock outlets strung together for sales

Formation of Progressive Rock Network as a sales division of Lifestyle 71, station-representative firm specializing in progressive-rock radio stations, was announced last week.

Bruce Jed, president of Lifestyle 71, and Richard White, president of the new division, said the network currently consists of 27 progressive rock stations in the top-50 markets that are being offered to advertisers as a single sales unit. They said 42 of the top-50 markets currently have progressive-rock stations and expressed hope that eventually they would have an "affiliate" in each of these.

In addition to selling PRN stations as a group, Lifestyle 71 will continue national representation of progressive-rock stations individually. Formed last year, the firm currently represents about



Baron von Esskay takes to the air

Schluderberg-Kurdle Co., Baltimore, will introduce its hot dogfighter, Baron von Esskay, today (Feb. 15) to promote Esskay brand frankfurters.

Replete with mustache, goggles, helmet and open-cockpit triplane, the cartoon character will be featured on Esskay packages of franks as well as in animated television commercials, Sunday comic strips and other newspaper schedules. The campaign, through Lewis & Gilman Inc., Philadelphia agency, is set in a five-state area, with heaviest advertising concentration in Baltimore.

40, a number of which are in the PRN group.

Mr. White, head of the PRN division, formerly was with Adam Young Inc. VTM and before that was with Grey Advertising. His offices are at Lifestyle 71 headquarters, 299 Madison Ave., New York 10017, telephone (212) 490-0377.

Evanston is site of ad workshop in April

Steuart Henderson Britt, professor of marketing and advertising, Northwestern University, Evanston, Ill., will hold a three-day workshop, April 13 - April 16, entitled "How to do Creative Advertising . . . Even on a Reduced Budget." With money tight and advertising budgets down, the workshop will deal with how to get the greatest creativity for the advertising dollar. This workshop features 43 speakers including producer Dick Clark; Bob Bach, senior vice president, N. W. Ayer & Son, Philadelphia, and Dick Christian, president of Marsteller Inc., Chicago.

In addition to speeches there will be discussion groups and audio-visual exhibits. The cost is \$195 with a \$20 discount for early registration by March 5 and special rates for accommodations at Arlington Park Towers, Arlington Heights, Ill., where the workshop will be held. To enroll write: Britt's Creative Workshop, 111 North Canal Street, Room 1200, Chicago 60606.

State turns down Georg Olden complaint

The New York State Division of Human Rights ruled last week that there was "no probable cause" for a complaint of racial discrimination brought against McCann-Erickson by Georg Olden, former M-E vice president and senior art director (BROADCASTING, Feb. 8).

Mr. Olden, who was dropped by the agency July 1, 1970, in what the agency termed a budgetary move, claimed that he was continually denied promotion because of his race. His initial complaint was filed Aug. 28, 1970.

A spokesman for Mr. Olden said he plans to appeal the decision and has already filed a complaint with government equal-opportunity authorities. He said Mr. Olden is also considering filing a civil lawsuit.

Sponsors line up early for '72 Olympics

ABC-TV reportedly has sold \$18-million worth of time in the network's coverage of the 1972 Summer Olympics, which begins Aug. 26, 1972, in

Probing marketing in Chicago

Latest developments in market research including advertising will be explored March 3 at an all-day seminar sponsored by the Chicago chapter of the American Marketing Association at the Hotel Ambassador West. Speakers include Daniel Yankelovich, head of his own New York research firm; John S. Coulson, vice president in charge of research, Leo Burnett Co., Chicago; Lawrence Gibson, director of marketing research, General Mills, and Lee Loevinger, former FCC commissioner.

Germany.

According to ABC sources, the network expects to take in approximately \$24 million if all the commercial time in the coverage is sold. ABC broke up the coverage package in eight separate segments, with each priced at about \$3 million (includes 60 one-minute commercials).

The network will pay \$13.5 million to the German Olympics Committee for supplementary coverage, rights and production charges to cover the Olympics. Other than Germany, the U.S. will be the only nation obtaining its own TV coverage of the Olympics.

ABC's supplementary coverage will concern five events: track and field, swimming and diving, basketball, gymnastics and boxing. Because of the five-hour time difference between Munich and New York most of ABC's coverage will be on delayed tape. Plans are to provide three-and-a-half-hour programs during prime time, 7:30-11 p.m. New York, during the Olympic period, Aug. 26 to Sept. 10, 1972.

Business briefly:

Neutrogena Corp., through Hall & Levine Advertising, both Los Angeles, for Neutrogena Soap for Sensitive Skin, will launch its first network-TV campaign on ABC-TV, Feb. 15 through April 15. The advertiser will use 10 daytime programs and the late-night *Dick Cavett Show*.

The American Gas Association, through J. Walter Thompson Co., both New York, will sponsor the comedy-musical special, "Ver-ry Interesting," on NBC-TV, Thursday, March 18 (10-11 p.m. NYT). Special, which stars comedian Arte Johnson, pre-empts *The Dean Martin Show*.

Interstate Brands, Kansas City, Mo., through dancer-Fitzgerald-Sample, San Francisco, and bottlers of Coca-Cola, Atlanta, Ga., through McCann-Erickson, New York, will sponsor the animated special, *Play It Again, Charlie Brown*, on CBS-TV, Sunday, March 28

(7-730 p.m. EST). Special, based on comic-strip "Peanuts" by Charles M. Schulz, pre-empts *Lassie*.

Wynn Oil Co., Azusa, Calif., through Needham, Harper and Steers Inc., Los Angeles, will sponsor *Curt Gowdy's Inside Sports*, new series which starts April 5 on NBC radio. The program will be broadcast from 6:30-6:35 a.m. EST, Monday through Friday.

A. C. Spark Plugs, division of General Motors Corp., Flint, Mich., through Leo Burnett Co., Chicago, begins four-month spot-radio campaign today (Feb. 15) in 30 reported major markets and five minor markets.

Colgate-Palmolive (Brightsides), through Ted Bates & Co., both New York, starts a four-week spot and network radio campaign Feb. 28 in reportedly 29 major markets. The four radio networks will be used.

Colgate-Palmolive Co., through Ted Bates & Co., both New York, will start a five-week spot-radio campaign Feb. 21 in reported 16 major markets, to promote Fab detergent.

Procter & Gamble Co., Cincinnati, through Benton & Bowles, New York, will sponsor the one-hour special, *The Fourth Bill Cosby Special, Or?* on NBC-TV, Tuesday, Feb. 23 (8-9 p.m. EST). Special, which includes actor Burgess Meredith and singer Nancy Wilson as guests, pre-empts *The Don Knotts Show*.

National Air Lines, Miami, through F. William Free & Co., New York, will be a major sponsor on the CBS-TV live coverage of the National Air Lines Open Invitational Finals golf tournament from Miami. The special will be broadcast Saturday, March 27 (5-6 p.m. EST) and Sunday, March 28 (4-5 p.m. EST).

Also in advertising:

Discount for nonpolluters ■ Chris Craft Video Tape Center, Hollywood, has announced a 15% discount for commercials of products designed to help fight pollution. David Schwartz, director of sales, said the discount was to encourage the advertising and in turn the more widespread use of ecologically sound products.

Artful acquisition ■ Clinton E. Frank Inc., Chicago, has acquired the American Academy of Art there, since 1923 teaching both commercial and fine art. Agency hopes to expand school into other related fields, noting many of school's graduates have long worked with agencies across U.S.

Bayer-Merriam formed ■ Courtney Bayer and Aimee Merriam have formed Bayer-Merriam, a New York public relations firm, to engage in contact work,

screening and canvassing, new communications devices, and flexible use of media. Mr. Bayer was a campaign aide and speechwriter for the late New York Senator Robert F. Kennedy and Miss Merriam was on the national press and public relations staff of the Nixon campaign in New York. The new firm is located at 507 Fifth Avenue. Phone: (212) OXford 7-5895.

Nutritional claims are called false

FTC says it will issue complaints against two firms and their agencies

The Federal Trade Commission last week announced plans to issue complaints against Ocean Spray Cranberries Inc., Hanson, Mass., and Swift & Co., Chicago, for false advertising.

Ocean Spray is to be charged with making false nutritional claims in its TV commercials and in other advertising. Swift & Co. is to be charged with making false, misleading and deceptive

Binaca builds broadcast buys

Madison Laboratories, division of Ciba-Geigy Corp., Summit, N.J., through MacManus, John and Adams, New York, has launched an extensive six-month spot-radio and television campaign for Binaca breath-freshener, spray and drops. Both 10-second and 30-second TV commercials will be placed in 58 major markets in a spot campaign. Network TV will include 17 commercials on six CBS-TV programs. The company said the TV effort was greater than last year's. Spot radio will be used in 20 top markets in comparison with three major markets used in the period last year.

health and nutritional claims for its baby foods.

In both cases, the FTC said, it will name the agencies in the complaint: Ted Bates & Co., New York, with Ocean Spray, and McCann-Erickson Inc., New York, with Swift & Co.

And further, the FTC said, it intends to require Ocean Spray to devote 25% of its subsequent advertising for one year to a disclosure that the FTC alleged that the company falsely de-

scribed nutrient content of its Cranberry Cocktail.

In the prospective complaint against Swift, that firm is charged with falsely advertising on TV and in other media that its baby-food line is more nutritious than other baby foods. There is no intention to apply the "corrective advertising" requirement to Swift.

Robert Pitofsky, director of the Bureau of Consumer Protection, FTC, explained that since Swift is number four in the baby food line with only 3% of the market and such a move might drive it out of business.

Mr. Pitofsky also noted that allegations of false nutritional claims have already been announced against Hi-C, made by Coca-Cola Co., and Carnation Milk's Instant Breakfast, among others. He also noted that the corrective advertising requirement is included in the charges against Hi-C and also in the complaint against the Chevron division of Standard Oil Co. of California in its antipollution advertising (BROADCASTING, Oct. 5, 1970).

Mr. Pitofsky also said that the FTC is giving special attention to drug advertising and that there are from 50 to 100 investigations under way.

Promotion

Baptists honor broadcaster

Charles Batson of Cosmos bestowed with top award; nine others recognized

Commercial broadcasting has been under such constant attack in recent years that the Southern Baptists' radio and television commission decided it was time to tell what is good about the business.

The Fort Worth-based Baptist group on Friday (Feb. 12) gave national honors to 10 broadcasters who have made significant contributions to both their community and profession. The top honor, the Abe Lincoln award, went to Charles A. Batson, president, Cosmos Broadcasting Corp., Columbia, S.C.-based group owner, for "creativity and consistency in the origination of religious programming."

Award of merit winners:

Kenneth F. Small, general manager, WRUF-AM-FM Gainesville, Fla., for "outstanding service in industry affairs."

Roy H. Park, president, Park Broadcasting Co., Ithaca, N.Y., for "use of the radio-station group to serve com-

munity interests."

Ray Cullin, NBC News, Sacramento, Calif., for "advancing moral and spiritual values as private citizen and network newsmen."

Allan Page, general manager, KGWA-AM Enid, Okla., for "exceptional community involvement through radio editorializing."

Hank Lindsey, news director, WHOP-AM Hopkinsville, Ky., for "ingenious use of small-market radio station's resources to serve the public interest."

Certificate of honor winners:

Ray Moore, WAGA-TV Atlanta, Ga., for "outstanding programming as a TV editorializer."

Tom W. Mathis, WTLC(AM) Ind-

New PR firm opens doors

George C. Whipple Jr., formerly senior vice president of public relations, SSC&B, and Walter Carlson, previously vice president of corporate communications at Ted Bates & Co., have formed a public-relations company, Whipple & Carlson Associates, New York. New firm will handle general and financial public relations, with emphasis on the communications field. Among the first clients of the company are SSC&B and *Family Circle* magazine.

ianapolis, for "use of radio-station resources for economic benefit of ethnic groups."

Dick Hubert, Westinghouse Broadcasting Co., New York, for "outstanding achievement as producer of urban-affairs programming for TV."

Arch L. Madsen, Bonneville International Corp., Salt Lake City, for "creativity and consistency in religious programming for radio."

Among guests expected at the awards dinner were FCC Commissioner Robert E. Lee; Vincent Wasilewski, president, National Association of Broadcasters; and NAB Chairman Willard E. Walbridge, executive VP, Capital Cities Broadcasting Corp., Houston. Buryl Red of Generic Music, New York, produced a 90-minute public entertainment program featuring Burl Ives and others at the Convention Center theater following the dinner with proceeds going to charity. Baptist awards are to be made annually.

Apple, Hyatt win new Freedoms awards

The Freedoms Foundation, Valley Forge, Pa., honored five winners in its "Goals for America for 1976" awards

program at a luncheon in Washington last week. It was the first time the foundation has presented such awards.

Two of the five award winners were in the broadcast field. Each winner received a check for \$5,000 and the foundation's George Washington Medal.

The award winners were:

■ Ira Apple, for a 60-minute special, *To Sam With Love*, on KDKA(AM) Pittsburgh, originally aired on July 4, 1969. Mr. Apple is now with WJAS-AM-FM Pittsburgh.

■ Donald B. Hyatt, director of NBC special projects, for a Project 20 telecast on NBC-TV called "Mirror of America." The program was originally carried on May 11, 1969, and was repeated on Sept. 9 of that same year.

Winners in nonbroadcast categories were: J. O. Emmerich, editor of the *McComb* (Miss.) *Enterprise-Journal*; Arthur Krock, retired Washington columnist of the *New York Times*, and James L. Robertson, vice chairman of the board of governors of the Federal

Reserve System.

The winners later attended a White House reception. President Nixon is honorary chairman of the Freedoms Foundation.

Also announced was the selection of General Harold K. Johnson, retired U.S. Army chief of staff, as president of the foundation succeeding Dr. Kenneth D. Wells, who had been the foundation's president for 21 years, and Kevin McCann, who had held the post briefly until illness forced him to resign.

Equipment & Engineering

FCC calls for coding comments

Rival systems of Audicom and Digisonics figure in proposal on off-air monitoring

The FCC has invited comments on a proposed rule amendment which would authorize the use of encoded information for program identification (off-air monitoring) of the aural transmission of radio and television stations.

In the rulemaking notice, the commission asked whether the new rules should be based on a program developed by Audicom Corp., or one submitted by International Digisonics Corp. Both firms have developed aural program-identification encoding systems, although the two systems are substantially different. A third possibility would be to base the new rules on a modification of the two proposals.

Audicom has proposed a system using an FM identification signal which is placed, at a frequency of about 3,000 cycles, in a small segment, 60 cycles in length, of the program material. The signal has a duration of two seconds, after which the original program material is resubmitted.

The IDC proposal calls for a signal carried by pulse-duration modulation, as opposed to Audicom's FM signal. The signal is placed at the 100-cycle frequency, 20 cycles in width.

Audicom was the first firm to develop an aural program-identification system. The commission last June issued a rule-making notice inviting comments on a possible rule adoption, based on the Audicom program (BROADCASTING, June 22, 1970). But since then, IDC developed its own aural-identification system, and asked that its findings be taken into account in the implementation of any new commission rules on program identification. The commission has authorized IDC to operate a largely automatic monitoring system it has developed for inclusion of coded patterns in TV video signals. Since then, however, IDC

has experienced a number of technical problems with the system. The commission granted IDC a 90-day extension of its authority to operate the system on Jan. 20 (BROADCASTING, Jan. 25), in hope that the firm will be able to iron out the problems.

In the latest action, the commission also invited comments on a proposal by Storer Broadcasting, urging the licensing and regulation by the FCC of concerns furnishing encoded information to broadcast stations.

In response, however, the commission said that it was not persuaded that encoding regulation would be desirable at this time.

Short-term commissioner given 'long-range' duties

FCC Commissioner Thomas J. Houser, who was appointed to the commission in January to complete a term expiring on June 30, has been given two related responsibilities with "long-range" implications.

The commission last week announced his appointment as spectrum management commissioner, with the job of coordinating all activities of the commission's "long-range" spectrum-management program (BROADCASTING, Feb. 8). The program is aimed at promoting "more effective utilization of the crowded radio spectrum."

The commission announcement also said Commissioner Houser will be a member of the FCC study group which is working with the Office of Telecommunications Policy to develop a joint review of the nature and scope of spectrum use by government and nongovernment interests (BROADCASTING, Jan. 18). Information developed will be used

in "long-range planning responsive to the nation's growing telecommunications requirements."

Commission officials said no particular significance as to Commissioner Houser's future on the commission should be attached to the assignments. At the time of his appointment to the commission, it was reported that Commissioner Houser would not be reappointed but that he would probably not be replaced before he had spent close to a year with the commission ("Closed Circuit," Dec. 28, 1970-Jan. 4). Repre-

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It is now possible and practical to program 4-channel source material on any existing FM stereo station. The broadcast is compatible with all current stereo and mono receivers.

The means is provided by the Model 7445 Electro-Voice 4-channel encoder. The device is simple and straightforward. Requiring but 5¼" rack space, it is designed to accept 4 600-ohm balanced line inputs. Outputs are a pair of 600-ohm balanced lines, properly encoded for compatible 4-channel stereo broadcasting or recording. There is 0 dB gain, and no adjustments are required.

Only two switches are provided: on-off, and meter switching. Four standard VU meters allow monitoring the levels of all four inputs simultaneously, or the output levels of the two encoded channels. Set-up simply consists of providing appropriate external switching or patching of the encoder between the four-channel source and the multiplex generator.

The encoder can be inserted at any point in the reproducing chain, but it is suggested that it directly follow the four-channel source (usually a tape recorder or live studio) to simplify subsequent signal switching. The encoded signal can be handled exactly like a normal stereo signal and bandwidth, level, noise, and other signal characteristics remain unaltered.

The all-silicon solid-state construction meets strict broadcast standards and conventional discrete components are used throughout. Measured noise level is 70 dB below 0 dBm. Conservative design permits overloads up to +24 dBm with no more than 0.5% distortion.

Listeners with normal mono or stereo equipment will hear no significant change in signal quality or strength. And those listeners with the Electro-Voice Stereo-4 decoder* (plus an additional stereo amplifier and speaker pair) will enjoy the benefits of four channel reproduction.

First encoders are now being delivered and decoders are in active production by Electro-Voice. In addition, many other firms are planning decoder production, either as separate units, or integrated into standard stereo receiver design.

*Patents on Stereo-4 system applied for.

For further information on 4-channel stereo, or technical data on any E-V product, write:
ELECTRO-VOICE, INC., Dept. 213BR
660 Cecil St., Buchanan, Michigan 49107



sentative Charlotte Reid (R-Ill.) is still expected to succeed him, although that speculation is yet to be confirmed.

Radio, TV set sales are up in January

Distributor sales to TV and radio dealers during January 1971 moved ahead over sales for January 1970, according to the Electronic Industries Association's marketing services department.

Color TV set sales to dealers moved up 7.5%, and monochrome TV sales showed an increase of 6.0%, making total TV sales indicate a positive 6.0% over January of last year.

Total radio-set sales—AM, FM and automobile—were up 4.8% for the same period.

This is the breakdown for the total sales for January 1970 and January 1971:

	Television	
	January 1971	January 1970
Color	409,371	380,841
Monochrome	357,636	337,429
Total	767,007	718,270
	Radio	
AM home	298,235	363,463
FM home	201,016	201,662
Auto	855,716	727,926
Total	1,354,967	1,293,051

NAB expects to equal '70 convention exhibits

National Association of Broadcasters announced last week that 124 associate members will exhibit equipment, programs and other material during the association's 49th annual convention in Chicago March 28-31.

At this point in time, according to Everett E. Revercomb, NAB secretary-treasurer and convention manager, this is "slightly below" the number of exhibitors signing for exhibit space at last year's convention. But, Mr. Revercomb said he has no doubt that the number of exhibitors should reach the same number as before—150.

The products are displayed in the exhibit halls of the Conrad Hilton hotel in Chicago where the convention takes place.

New York TV's, FM's hit by power failure

Loss of commercial revenues by New York TV stations during a prime-time power failure in mid-Manhattan on Feb. 7 was expected last week to be minimal.

Make-goods seemed likely to minimize revenue losses from local and national-spot commercials missed when the two-and-a-half-hour blackout struck in an area that included the Empire

State building, from which most New York TV stations transmit. Network feeds were not affected.

Like millions of other New Yorkers, Charles F. Luce, chairman of Consolidated Edison, learned from television that his company was in some sort of trouble, later diagnosed as over-generation in a Con Ed power plant. Mr. Luce was watching *Journey to the Center of the Earth* on WABC-TV when his TV screen went blank at the loss of power at about 7:12 p.m. He was one of 6.8-million persons estimated by A. C. Nielsen Co. to be watching TV in 3.1 million New York homes at the time.

Power was restored and local telecasting resumed at 9:40 p.m.

Radio stations with transmitters in other areas continued to broadcast, providing extensive coverage of the blackout. But 13 FM stations that transmit from the Empire State building were knocked out along with the TV stations.

WXTV-TV Paterson, N.J., a Spanish-language UHF station whose transmitter is in lower Manhattan, outside the blackout area, switched to English-language bulletins reporting on the power failure for its duration.

Sterling Manhattan Cable Television, also outside the blackout area, offered to make CATV channels available to the network-owned stations to feed their programs to Sterling's CATV subscribers. WCRS-TV accepted, a Sterling spokesman said, but power was restored before the feed could begin.

The uses of skyscraper

Chicago's 100-story John Hancock building is now the transmitter site for four area FM stations as well as most of the city's TV outlets, according to Broadcast Services Inc., the FM system-installation firm. It is a subsidiary of WEAU-FM Evanston, Ill., one of the four outlets moved there. The other three are WBBM-FM WFMT(FM) and WWEL(FM), all Chicago. Room is left atop the Hancock for eight other FM outlets in the area.

Technical topics:

Of mikes and men ■ Smooth response, light weight, slim silhouette and high-shock resistance are among the features listed for RCA's new series of microphones (models BK-14A and BK-16A) for broadcast application. Both models include shock and isolation filters, and the 14-A adds outdoor capability through special wind and pop-noise screening. The omnidirectional mikes are housed in nonreflecting satin-nickel housings and are supplied with a 30-foot cable and connector.

Mini vidi ■ A ⅜-inch vidicon TV camera has been developed by the JFD

Systems division of Riker Communications, Clark, N.J. The camera (model 600) is compact, weighs four pounds and offers resolution in excess of 400 lines. Features include simultaneous video and RF outputs, automatic light compensator, automatic target control circuit and transistor and modular PC board construction.

No stiff necks ■ A two-tube, grounded grid, 25-kw FM transmitter (model FM-25KD) featuring conveniently placed waist-high controls and readout meters is offered by American Electronics Laboratories, Lansdale, Pa., as part of its advanced equipment line. The unit

contains a solid state exciter, control circuits, automatic power output (50 ohms) and filament voltage control.

New Sony TV camera is small, uses one tube

A new low-cost, single-tube color-TV camera, which its maker says may have application in TV-news coverage by broadcasters, has been introduced by the Sony Corp. of America, Long Island City, N.Y., in a closed-circuit demonstration.

Sony said the camera, a prototype,

embodies a new principle and operates on solid-state circuits, accounting for its small size. It weighs 16.5 pounds with attached electronic viewfinder and measures 6.22 inches wide, 6.57 inches high and 13.85 inches long.

Sony predicted the camera would be adapted to battery operation, would tie in with its video-tape recording system and would be feasible for TV news coverage among other uses.

The new Sony model has been designed to sell at "around \$1,000 and should get down around \$500 when a consumer model is perfected," Sony said.

FocusOnFinance®

CBS reports profits off in '70

Sales up for full year but down in last quarter, and '71 starts soft

CBS Inc.'s net income in 1970 totaled \$64,132,000, down 10.85% from 1969, on net sales that rose 6.18% to \$1,230,534,000. Per-share earnings, adjusted for 1970 stock dividends, were \$2.29, as compared with \$2.59 in 1969.

For the fourth quarter, 1970 net income dropped to \$17,036,000 from \$23,394,000 the year before, while net sales declined to \$340,432,000 from \$342,722,000. Per-share earnings in the fourth quarter were \$0.61 as against \$0.85 in the comparable 1969 period.

In releasing the results, William S. Paley, CBS chairman, and Frank Stanton, president, said: "Although our 1970 sales set a new record, in common with business generally we encountered a severe cost-price squeeze, particularly in our broadcast operations.

"This condition has continued into the first quarter of 1971. Compounded by the loss of cigarette advertising, the negative impact on first-quarter earnings will be substantial. However, we are instituting company-wide cost-reduction measures which will reduce expenses significantly." Some details of the cost-reduction program became known last week (see page 51).

Messrs. Paley and Stanton said the 1970 and 1969 figures included the results of cable-TV and domestic and foreign program-syndication operations that CBS plans to spin off as shares of Viacom International Inc.—an action currently deferred by FCC order—to CBS common stockholders of record

Dec. 17, 1970. Without Viacom, they said, CBS per-share earnings would have been \$2.18 for 1970 as against \$2.51 for 1969, and for the fourth quarter, \$0.59 as compared with \$0.82 for the comparable 1969 period.

They issued the report following a meeting at which the CBS board of directors declared a cash dividend of \$0.35 a share on CBS common stock, payable March 12 to stockholders of record at the close of business Feb. 26, and a cash dividend of \$0.25 a share on CBS preference stock, payable March 31 to shareholders of record at the close of business Feb. 26.

For the year ended Jan. 2:

	1970	1969
Net sales	\$1,230,534,000	\$1,158,912,000
Net income	64,132,000	71,944,000
Earned per share	2.29	2.59

Note: per share earnings based on average number of common shares outstanding during the respective periods adjusted for 1970 stock dividend.

For the three months ended Jan. 2:

	1970	1969
Net sales	\$340,432,000	\$342,722,000
Net income	17,036,000	23,394,000
Earned per share	0.61	0.85

For Viacom International Inc. and subsidiaries during 1970, 12 months ended Jan. 2:

	1970	1969
Revenue	\$19,779,000	\$16,093,000
Pro-forma net income	1,803,000	1,381,000
Earned per share	0.48	0.34

Note: Net income and per-share income adjusted during 1970 to reflect loss on sale of note receivable from sale of Oregon Broadcasting Corp. Income per share calculated on number of Viacom shares estimated to be distributed to CBS stockholders (3,790,836).

Interpublic intends to make public offer

In an effort to increase its working capital, the Interpublic Group of Companies, New York, once more plans to go public. Robert E. Healy, chief executive, has notified stock and debenture holders of the complex's intention

to file with the Securities and Exchange Commission later this month.

Last May, Interpublic considered going public but changed its mind because of the market slide, a spokesman said. The new registration statement will cover an underwritten offering of common stock that will be coming from both the company and its stockholders.

Smith, Barney & Co., which headed the underwriting group last spring, will have the same function this time, the spokesman added. The proposed offering is expected to be the same as in May—820,000 shares.

Interpublic is a complex of advertising agencies, including McCann-Erickson, New York, marketing and public relations firms.

Gannett up last year

Gannett Co., Rochester, N.Y., group broadcaster, newspaper publisher and CATV operator, reported a 13.8% increase in profits from 6.6% increase in consolidated revenues, both record highs, for fiscal year ended Dec. 27, 1970:

	1970	1969
Earned per share	\$ 1.61	\$ 1.42
Consolidated revenues	158,812,171	148,986,668
Net income	11,450,833	10,065,302
Weighted shares outstanding	7,111,336	7,110,893

Notes: 1969 net income and earned per share figures include extraordinary gain of \$313,880 or five cents per share. All share and per share figures adjusted to reflect 3-for-2 stock split, effected Oct. 6, 1969.

Financial notes:

■ Des Moines Cable Television Inc., Des Moines, Iowa, CATV firm organized last month, has filed registration with Securities and Exchange Commission seeking registration of 100,000 shares of common stock to be offered for public sale at \$10 a share. Company proposed to apply for franchise in Des

Moines, and possibly its suburbs.

■ Mid-Texas Communications Systems Inc., Killeen, Tex., parent of Mid-Texas Telephone Systems Inc., which owns telephone, CATV and microwave systems, has filed with Securities and Exchange Commission for registration of 355,000 shares of common stock. 350,000 shares will be offered for public sale. Remaining 5,000 are shares outstanding. Clark, Dodge & Co. Inc., New York, will act as underwriters.

■ Downe Communications Inc., New

York, communications, financial and merchandising organization, has consummated a \$5.5-million long-term loan with National Bank of North America, New York. Much of funds will be used to retire firm's short-term indebtedness, according to company spokesman. Downe is parent of Bartell Media Inc., group-broadcaster and publisher, which received FCC approval last week to acquire WJHR(FM) Miami and WDEE-FM Detroit (see page 52).

■ Kinney National Services Inc., New

York, diversified service enterprise, has registered with Securities and Exchange Commission proposed issuance of 615,834 shares of common stock, issuable upon conversion of 6¾% convertible subordinated debentures, due 1990, of Kinney International Finance N.Y., wholly owned subsidiary. It also seeks registration of 339,835 shares of common stock, 47,041 shares of \$4.25 series B convertible preferred stock, 284,535 shares of five-cent series C convertible preferred and 259,597 shares of

The Broadcasting stock index

A weekly summary of market activity in the shares of 109 companies associated with broadcasting.

Broadcasting	Stock Symbol	Ex-change	Closing Feb. 11	Closing Feb. 4	Closing Jan. 28	1970-71		Approx. Shares Out (000)	Total Market Capitalization (000)	
						High	Low			
ABC	ABC	N	30	27	27½	30	19½	7,073	\$192,739	
ASI Communications		O	3¼	3¼	3¼	7	1¼	1,789	6,708	
Capital Cities	CCB	N	34¾	35½	33¼	36½	19½	6,061	201,528	
CBS	CBS	N	33¼	34½	33¾	49¾	23¾	27,042	909,422	
Corinthian	CRB	N	29½	29	28¾	33¾	19¾	3,381	95,953	
Cox	COX	N	23½	23	22¼	24½	10¼	3,550	78,988	
Gross Telecasting	GGG	A	13¼	12¾	13½	17¾	9¾	803	10,841	
Melromedia	MET	N	23½	23½	21¼	23½	9¾	5,734	123,281	
Mooney	O	O	5¼	5¼	5	8¼	4	250	1,250	
Pacific & Southern	O	O	15	14¼	14¼	20¼	5½	1,636	24,131	
Rahall Communications	O	O	26	24	26¾	28½	5½	1,040	27,820	
Reeves Telecom	RBT	A	3¾	3¾	3¾	15½	2	2,288	7,733	
Scripps-Howard	O	O	23	24	22½	25	14	2,589	58,253	
Sonderling	SDB	A	26¾	28¼	27¾	34¾	10¼	991	27,500	
Starr	SBG	M	12¾	12¾	12¾	18¼	7½	461	5,592	
Taft	TFB	N	34¾	33¼	28	33¼	13¾	3,712	103,936	
								Total	68,400	\$1,875,675
Broadcasting with other major interests										
Avco	AV	N	15¼	16¾	17¾	25¼	9	11,470	\$203,593	
Bartell Media	BMC	A	6½	5¾	5¾	14	3¼	2,254	12,690	
Boston Herald-Traveler	O	O	26	26	26¼	44	24	574	15,068	
Chris-Craft	CCN	N	9¾	9	9	11½	4¾	3,804	34,236	
Combined Communications	O	O	13¼	13	12½	17	5¼	1,945	24,313	
Cowles Communications	CWL	N	9¾	9	9½	10¾	3¼	3,969	36,661	
Fuqua	FOA	N	20¾	18½	16¾	31¼	7	6,401	108,049	
Gannett	GCI	N	37¼	36	36¼	37¼	18½	7,117	257,991	
General Tire	GY	N	24¼	25	23¾	25	12¾	18,344	433,469	
Gray Communications	O	O	7¼	6¼	6¼	7¾	3¾	475	2,969	
ISC Industries	ISC	A	6¾	6¾	7¾	7¾	4½	1,628	11,608	
Lamb Communications	O	O	2¾	2¾	2¾	6	2	475	1,368	
Lee Enterprises	LNT	A	23	22¼	20¾	23	12	1,957	40,608	
Liberty Corp.	LC	N	22¼	22	22¾	22¾	13	6,744	150,931	
LIN	O	O	9¾	9¾	9½	11½	3¼	2,244	21,318	
Meredith Corp.	MDP	N	23½	23½	22½	44¾	18	2,744	62,783	
Outlet Co.	OTU	N	18¼	18¼	16½	18¼	10	1,342	22,143	
Post Corp.	O	O	12½	12½	12	17½	8	713	8,556	
Ridder Publications	O	O	22	21	22¼	22¼	9¼	6,217	138,328	
Rollins	ROL	N	32	32¼	30	40¾	19¾	8,053	241,590	
Rust Craft	RUS	A	32¾	32½	29½	32¾	18½	1,159	34,191	
Schering-Plough	PLO	N	69¾	68¾	67¾	69¾	46	25,084	1,690,159	
Storer	SBK	N	24½	23¾	22¾	30¾	14	4,223	95,566	
Time Inc.	TL	N	48¾	45½	46	48¾	25½	7,257	333,822	
Trans-National Comm.	O	O	¾	½	½	4½	1/16	1,000	5,000	
Turner Communications	O	O	3	3	3	8¾	2¼	1,328	3,984	
Wometco	WOM	N	21¾	20¼	19¾	21¾	13¾	5,817	114,188	
								Total	134,338	\$4,105,162
CATV										
Ameco	ACO	A	9¾	9	8¾	16	4	1,200	\$10,356	
American Electronic Labs.	AEL	O	8¼	4½	4½	8¾	2½	1,620	7,290	
American TV & Comm.	O	O	19½	19½	20¼	24	10	2,042	41,351	
Burnup & Sims	O	O	34	27¾	26¼	34	14	987	26,402	
Cablecom-General	CCG	A	13¼	14¼	14	23¾	7¾	1,605	22,470	
Cable Information Systems	O	O	2¾	2¾	2½	5	¾	955	2,388	
Citizens Financial Corp.	CPN	A	16	16¾	16½	17½	9¾	994	16,401	
Columbia Cable	O	O	10¼	10½	10¾	15½	6¼	900	9,675	
Communications Properties	O	O	8¾	8¾	8½	10½	6	1,800	15,300	
Cox Cable Communications	O	O	19	19¼	21½	25	12	3,550	76,325	
Cypress Communications	O	O	8½	8¾	8	17¾	6	1,679	13,432	
Entron	ENT	A	4	3¾	3¾	8¾	2¾	1,320	4,792	
General Instrument Corp.	GRL	N	22	41¾	20¼	41¾	11½	6,250	126,563	
Sterling Communications	O	O	5	5	5	7¼	3	1,100	5,500	
Tele-Communications	O	O	16¾	16¾	16¾	16¾	8½	2,704	45,292	
Teleprompter	TP	A	68¾	72	85¼	133½	46	1,161	98,975	
Television Communications	O	O	9¼	9½	9¾	19¼	3¾	2,897	28,622	
Viacom	VIA	N	17¼	17	16¾	19½	15½	3,760	63,469	
Vikoa	VIK	A	11¼	10¾	9¾	27½	6¾	2,316	21,724	
								Total	38,840	\$636,327

\$1.25 series D convertible preferred.

■ Meredith Corp., Des Moines, Iowa, publisher and group broadcaster, has declared quarterly dividend of 17.5 cents per share, payable March 19 to stockholders of record March 5. Firm had been paying quarterly dividend of 32.5 cents per share.

■ Storer Broadcasting Co., group broadcaster, Miami Beach, Fla., has received approval of Civil Aeronautics Board, of \$1.5-million loan to Northeast Airlines,

of which it owns 86%. Storer has already loaned airline \$26 million under previous agreement. Northeast said additional funds were needed to meet current cash needs. Proposed merger between Northeast and Northwest Airlines has received CAB approval, but has been delayed because of conditions imposed in transaction by CAB.

■ Foote, Cone & Belding Communications Inc., New York, has declared a regular quarterly dividend of 15 cents per common share payable March 10

to stockholders of record Feb. 17.

■ Burnup & Sims Inc., West Palm Beach, Fla., diversified communications and CATV firm, has announced plans to merge with Fitton & Pittman Inc., Cedartown, Ga., communication services company. Financial arrangements of the full acquisition of F&P by B&S, were not disclosed, however, transaction is expected to involve transfer of stock and cash. Agreement is subject to approval of the boards of directors of both companies and F&P shareholders.

	Stock Symbol	Ex-change	Closing Feb. 11	Closing Feb. 4	Closing Jan. 28	1970-71		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	17%	15%	14½	31½	8%	6,150	\$89,175
Disney	DIS	N	83½	171	157½	171	89%	6,012	947,672
Filmways	FWY	A	10	9½	9½	18½	5%	1,754	16,014
Four Star International	O		1%	1%	1%	4	1%	666	919
Gulf & Western	GW	N	24%	22%	23	24¾	9½	14,964	344,172
Kinney National	KNS	N	30%	29%	29	36	20%	10,469	303,601
MCA	MCA	N	27	24%	25	27	11%	8,165	204,125
MGM	MGM	N	22½	22%	21¾	29½	12%	5,883	127,955
Music Makers	O		3%	3%	2%	9	2%	589	1,696
National General	NGC	N	25½	23¾	21%	25½	9	4,910	106,203
Tele-Tape Productions	O		1%	1%	1%	6%	1%	2,183	3,820
Transamerica	TA	N	18%	17½	17½	26¼	11%	63,630	1,113,525
20th Century Fox	TF	N	13½	13%	10½	20½	6	8,562	89,901
Walter Reade Organization	O		3	3	3%	8%	2	2,414	7,556
Wrather Corp.	WCO	A	8	7¼	7½	10%	4%	2,200	16,500
Total								138,551	\$3,372,834
Service									
John Blair	BJ	N	17%	18%	17%	23½	10¼	2,583	\$45,848
Comsat	CQ	N	58½	58%	57½	58%	25	10,000	575,000
Creative Management	CMA	A	14	14%	13¼	14¼	10	1,102	14,601
Doyle Dane Bernbach	O		24%	23%	23	24½	13%	1,919	44,137
Elkins Institute	O		11%	11½	12¼	12¼	9	1,664	20,384
Foote Cone & Belding	FCB	N	9%	9%	8%	12%	7%	2,175	19,031
Grey Advertising	O		11%	11	10%	13½	5%	1,207	12,830
LaRoche, McCaffrey & McCall	O		14½	14	12	17	8½	585	7,020
Marketing Resources & Applications	O		7½	4	2%	7½	1	504	1,452
MovieLab	MOV	A	3%	3%	3%	7½	2	1,407	4,756
MPO Videotronics	MPO	A	7	7	6%	9%	4%	558	3,421
Nielsen	O		43½	42	43½	44¼	26	5,299	230,507
Ogilvy & Mather	O		28%	27¼	25½	28%	14½	1,029	26,240
PKL Co.	PKL	A	6%	4%	5	12%	2½	743	3,715
J. Walter Thompson	JWT	N	38¼	38%	37	38¼	21%	2,746	101,602
Wells Rich Greene	WRG	A	22%	20%	19%	22%	5	1,581	30,640
Total								35,102	\$1,141,191
Manufacturing									
Admiral	ADL	N	12½	11%	10%	14%	6½	5,158	\$52,870
Ampex	APX	N	20%	21%	20%	48½	12½	10,874	224,331
CCA Electronics	O		2%	2½	2½	5	1½	2,096	52,240
Collins Radio	CRI	N	17%	19	17%	37¼	9	2,968	50,842
Computer Equipment	CEC	A	5%	5%	4%	12¼	3%	2,406	11,429
Conrac	CAX	N	23	21½	21¾	32¼	11	1,262	27,449
General Electric	GE	N	104½	103½	99%	104½	60%	90,884	9,077,494
Harris-Intertype	HI	N	64	60¼	59	75	36¼	6,308	372,172
Magnavox	MAG	N	42%	41%	40%	42%	22¼	16,674	669,128
3M	MMM	N	102½	101	98%	114¾	71	56,058	5,500,972
Motorola	MOT	N	61%	58%	59	61%	31	13,334	786,706
RCA	RCA	N	32%	32%	30¼	34%	18%	68,403	2,069,191
Reeves Industries	RSC	A	4	4%	3%	5%	2½	3,458	12,968
Telemation	O		11%	12	9¼	24	8½	14,040	129,870
Westinghouse	WX	N	76½	72%	73%	76½	53¼	40,705	2,986,933
Zenith	ZE	N	42%	40%	40¼	42%	22¼	19,020	763,273
Total								353,648	\$22,787,868
Grand Total								768,879	\$31,069,065
Standard & Poor Industrial Average			107.52	106.00	104.34				

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 Jan. 28.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.
* New entry.
† Merger

Bushnell calls off part of \$28-million buy

Bushnell Communications Ltd., Ottawa, says it will not go ahead with the planned purchase of the Thomson-Davies radio-TV properties in Ontario due to financing difficulties. Bushnell, which had intended to pay about \$28 million for both the Thomson-Davies stations in Ontario and the Canadian Marconi Ltd. properties in Montreal (BROADCASTING, July 20, 1970), said it could not raise sufficient funds to buy both broadcast operations by a Feb. 26 deadline. It therefore elected to complete the Canadian Marconi purchase only.

The decision not to buy means Bushnell will have to forfeit an \$825,000 deposit. The Thomson-Davies purchase—including three television and nine radio stations—would have cost about \$7.75 million. The Thomson-Davies stations are CKWS-AM-FM-TV Kingston, CHEX-AM-FM-TV Peterborough, CFCH-AM-TV North Bay, CKGB-AM-FM Timmins, CJKL(AM) Kirkland Lake, and CJTT(AM) New Liskeard, all Ontario.

Charles O'Connor, secretary and general counsel for Bushnell, said the company will proceed in negotiations concerning the \$22.7-million deal to buy the Canadian Marconi properties—CFCF-AM-TV, CFQR-FM and CFCX (short-

wave), all in Montreal. He said the Marconi purchase does not raise the technical difficulties of the Thomson-Davies deal.

Mr. O'Connor said Bushnell is still arranging financing for the Marconi properties. The company has placed a deposit of about \$4 million with Canadian Marconi.

New IAAB slate elected

Dr. Jose de Almeida Castro of Diario Associados, a broadcast-print media organization based in Rio de Janeiro, has been elected president of the Inter-American Association of Broadcasters for two years, succeeding Herbert E. Evans, former president of People's Broadcasting (now Nationwide Communications Inc.).

Arch L. Madsen, president of Bonneville International Corp., licensee of various TV-radio stations in the U.S., is the new board member from this country. Mr. Evans will continue to be the U.S.'s alternate member of the Inter-American Association of Broadcasters board of directors.

Overseas account assigned

The International Playtex Corp., New York, has assigned the bulk of its international billing (about \$7 million), pulled out of Young & Rubicam earlier this month (BROADCASTING, Feb. 8), to Ted Bates & Co. and to Grey Adver-

tising. Bates and Grey already are agencies for Playtex. Bates buys in all media for all Playtex products in the U.S. Y&R had created advertising for Playtex on several bra and girdle products, both in the U.S. (\$6-million billing) and internationally in 12 countries. Playtex had not yet assigned the domestic advertising formerly handled by Y&R.

U.S. firm bailing out of Canadian holdings

Famous Players Canadian Corp., Toronto, an American-owned communications investment firm, has reported that it has received more than \$17 million in cash, shares and notes from the sale of its CATV interests in Canada. The firm has been forced to unload much of its Canadian holdings because of new provisions in the Canadian Federal Broadcasting Act, which limits foreign ownership of communications properties in that country.

The firm also has applications before the Canadian Radio-Television Commission for sale of its 60% interest in Television de Quebec Ltée., licensee of CFCM-TV and CKM-TV, both Quebec, and in Powell River Television Co. Ltd., a wholly owned subsidiary and operator of a CATV system in Powell River, B.C.

Fates&Fortunes

Broadcast advertising

Arthur E. Wright, formerly VP and director of TV-radio production, Cunningham & Walsh, New York, named senior VP.

Robert Bryan, VP and general manager, WPHL-TV Philadelphia, named executive VP, Edward Libov Associates, New York agency.

Charles J. Goldwaite Jr., account supervisor, Benton & Bowles, New York, elected VP.

Russell E. Hand, formerly account executive, Doyle Dane Bernbach, Los Angeles, named VP and management supervisor. **Craig Benson**, DDB assistant general manager there, appointed general manager.

William M. Backer and **Laurel Cutler**,

formerly managing directors and creative heads and **George B. Hatch**, administrator, McCann-Erickson, New York, named VP's.

Robert R. Allen, formerly with KUFJ-AM-FM Tempe, Ariz., named VP, western operations, Alan Torbet Associates, San Francisco.

John Heston and **John Blaney**, VP's, Ogilvy & Mather, New York, appointed management supervisors on American Express and Lever Brothers, respectively. **H. Lee Smith**, VP, O&M, appointed management supervisor on Cessna Aircraft and Hershey Foods.

Henry J. Claycamp, senior VP, management services, N. W. Ayer & Son, Philadelphia, appointed director, advanced-methods group and research, continuing as VP.

Michael Davison, associate media direc-

tor, Erwin-Wasey, Los Angeles, joins KMPC(AM) there in newly created position of director, research and sales development.

Alfred B. Cannarella, assistant research director, WPIX(TV) New York, appointed assistant research manager, market division, Blair Television, TV representative there.

Frank Polansky, media planner, Ogilvy & Mather, New York, joins research staff, Television Advertising Representatives, there.

Harold Hirte, in local retailing in Santa Maria, Calif., appointed sales manager, KMVT(TV) Twin Falls, Idaho.

Einar Akerson, controller, Carson/Roberts/Inc., Los Angeles agency, named VP, finance.

William McGoogan, account executive,

George/Savan Advertising, St. Louis, joins E. M. Reilly & Associates, Clayton, Mo., as VP, account service division.

Donald W. Cantin, formerly VP and account supervisor, Warwick & Legler, New York, joins Warren, Muller, Dolobowsky there as account executive.

Richard F. Flynn, formerly VP and creative director, Post-Keyes-Gardner, Chicago, joins BBDO, New York, as creative director.

Neil Faber, eastern manager, sales service, BBDO, New York, joins Wells, Rich, Greene, there, as associate media director.

Gerald W. Abrams, account executive, CBS Television Stations National Sales, New York, appointed Los Angeles manager.

Bob Swanson, sales executive, RKO Television Representatives, New York, appointed eastern sales manager.

Richard H. Albitz, local sales manager, KHTV(TV) Houston, joins KVRL(TV) there as general sales manager.

Gilbert Dannehower Jr., senior account supervisor, Media Corp. of America, independent media buying service, New York, appointed director of marketing.

Jordan E. Sawyer, formerly with KBAT(AM) San Antonio, Tex., appointed sales manager, KCOR(AM) and KQXT(FM) there.

Don Speir, formerly general sales manager, WSWG(FM) Greenwood, Miss., joins WKAB-TV Montgomery, Ala., in same capacity.

William H. Beck, formerly general manager, KBRN(AM) Brighton, Colo., and VP, Southwest Broadcasters Inc., joins KOB-AM-FM Albuquerque, N.M., as sales manager.

Media



Mr. Cahan



Mr. Dunlap



Mr. Harvey



Mr. Faber

Herbert Cahan, area VP for Baltimore and Washington, Group W, appointed coordinator, community involvement

projects there while continuing as VP for Baltimore. He is succeeded as VP for Washington by **Wallace Dunlap**, formerly general manager, KYW(AM) Philadelphia, Group W Station. **Frank Oxarart**, general sales manager, KYW, becomes general manager succeeding Mr. Dunlap.

Carl Q. Anderson, general manager, KREX-AM-FM-TV Grand Junction, Colo., named president of licensee, XYZ Television, there. He succeeds **Rex Howell** who becomes board chairman. **James Meyer**, formerly director of engineering, XYZ, named VP.

Kenneth L. Hatch, station manager, KIRO-TV Seattle, named VP, in charge of TV, and **Wayne E. Killmer**, station manager KIRO, elected VP, in charge of radio. Mr. Hatch and Mr. Killmer continue in former capacities in addition to new posts.

James G. McCurdy, board chairman, Lockheed Shipbuilding and Construction, Seattle, and **M. J. Lyon**, partner, Robinson-Lyon Ford, automobile dealer, there appointed to board of directors, KIRO Inc., also Seattle.



Mr. Summers

John B. Summers, chief counsel, National Association of Broadcasters, Washington, appointed general counsel. **Edwin T. Meredith III**, VP and assistant secretary, Meredith Corp., Des Moines, Iowa, parent of Meredith Broadcasting, elected president and chief executive officer. He succeeds **Darwin Tucker** who resigns to become president, and chief operating officer, National Gypsum, Buffalo, N.Y. **Robert A. Burnett**, former VP, Meredith, named executive VP, operations.

William B. Faber, executive VP and treasurer, WFLA Inc., Tampa, Fla.,

of board. **John Alexander**, VP and station manager, WFLA-AM-FM Tampa, Fla., elected executive VP and assistant secretary-treasurer. WFLA Inc. owns and operates WFLA-AM-FM-TV there.

John D. Chapman, VP and general manager, KTLK(AM) Denver, appointed general manager, WKRC(AM) Cincinnati.

Thomas H. Anderson, president, Foote, Cone & Belding Cablevision, multiple CATV owner, subsidiary of Foote, Cone & Belding Communications, New York, named chief executive officer.

Franklin A. Thomas, president, Bedford - Stuyvesant Restoration Corp., Brooklyn, N.Y., and director of New York Urban Coalition, Lincoln Center for the Performing Arts and First National City Bank, all New York, elected member, board of directors CBS Inc. there.

Stuart H. Flanders, formerly station manager, WEIM(AM) Fitchburg, Mass., appointed manager, Massachusetts division, Knight Quality Stations, group owner, Boston.

John A. Kekalos, formerly sales manager, WCAU-FM Philadelphia, joins KCBS-FM San Francisco as station manager. Both are CBS stations.

Scott M. Elrod, president, KSJO(AM) San Jose, Calif., named president, KNDE(AM) Sacramento, Calif.

Roland S. Tremble, formerly VP and treasurer, ABC, New York, joins Downe Communications, New York, diversified firm with broadcast interests as VP, finance.

Harold W. Andersen, president, Omaha World-Herald, appointed chairman, Task Force on Broadcast and CATV Ownership, American Newspaper Publishers Association, New York.

William F. Lochridge, formerly with Katz Television, Detroit, appointed general manager, WXYZ-FM there.

Eugene Vaughn, formerly with KWIX(AM) Moberly, Mo., joins KCFI(AM) Cedar Falls, Iowa, as general manager.

Bud Lynott, with KCFI, appointed assistant general manager and sales manager.

Douglas Cole, formerly program director, WTRY(AM) Troy, N.Y., appointed assistant station manager, WABY(AM) Albany, N.Y.

Jack Stockton, program director, WBBM-FM Chicago, appointed director of operations. He is succeeded by **Bob Johnston**, formerly account executive,

WBMM-FM.

Daniel Wanko, program director, WBBJ-TV Jackson, Tenn., joins WKAB-TV Montgomery, Ala., as operations manager.

William M. Emerson, coordinator of compliance and practices, KNBC-TV Los Angeles, becomes manager, broadcast standards and practices. He is succeeded by **Kathleen Michaels**, with broadcast standards department there.

Sidney James, formerly VP, Time Inc., New York, named chairman, board of trustees, Greater Washington Educational Television Association Inc., (WETA-FM-TV) Washington. **William J. McCarter Jr.**, formerly general manager, WETA elected president there.

Programing

Mark Tuttle, formerly producer, Filmways Inc., Hollywood, joins Warner Bros. Television, Burbank, Calif., as director of program development.

George Klein, radio personality, WHBQ-AM) Memphis, appointed program director.

Donald G. Thorkelson, formerly account executive, Association-Sterling Films, film producer and distributor, Chicago, appointed director of program sales, CBS Electronic Video Recording Division, Skokie, Ill.

Roger Mayer, assistant secretary, MGM Inc., Culver City, Calif., named VP, MGM Laboratories Inc. **Walter Eggers**, assistant general manager, MGM Labs, appointed general manager.

E. L. Barrett, formerly chairman, Elba Systems, Denver, named president, Canyon Films, Phoenix, subsidiary of Elba. **Edwin Cooperstein**, general manager, Canyon Films, elected VP.

Charlie Monk, air personality, appointed assistant director, southern region office, American Society of Composers, Authors and Publishers, Nashville. **Gerry Wood**, director, writer-publisher and media relations, appointed associate director ASCAP.

Dorothy Brandle, writer, Marc & Co. Advertising, Pittsburgh, joins WTMJ-AM-FM-TV Milwaukee, as production coordinator.

Earl Morgan, with WNYR-AM-FM Rochester, N.Y., appointed music director.

Pam Fields, reporter, WBAL-TV Baltimore, and **Bob Cole**, urban affairs editor, WFBR-AM) Baltimore, appointed co-producers, WBAL-TV.

Brooke Spector, formerly producer/director, WUAB-TV Lorain, Ohio, joins WKYC-TV Cleveland, in same capacity.

Joseph P. Zesbaugh, formerly instruc-

tor, Arizona State University, Tempe, appointed program director and assistant director of broadcasting, KAET-TV Phoenix. He succeeds **Donald L. Burgess** who moves to WMVS (TV) and WMVT (TV), both Milwaukee, as assistant director of broadcasting and program director. All three are noncommercial stations.

News



Mr. Foster

Gene Foster, regional membership executive for New Mexico, Colorado and Wyoming, AP, Denver, appointed broadcast executive, eastern broadcast division, AP, New York. **Thomas J. Dygard**, Indianapolis bureau chief, AP, appointed bureau chief, Chicago. He succeeds **Al Orton** who retires. **Joseph A. McGowan Jr.**, news editor, AP, Indianapolis, appointed bureau chief there, succeeding Mr. Dygard.

Catherine Webb, formerly reporter, UPI, Saigon, appointed UPI bureau chief, Phnom Penh, Cambodia. **Frank L. Spencer**, manager, Chicago bureau, UPI, appointed administrative assistant to division manager there. He is succeeded by **Robert Benjamin**, formerly overnight news editor, UPI, Chicago.

David M. Smith, with WABY-AM) Albany, N.Y., appointed news director.

Gene Dillard, formerly night news editor, WHWH-AM) Princeton, N.J., appointed news director. **Phil Painter**, formerly morning news editor, WHWH, becomes associate news editor.

Tom Peterson, anchorman, KWWL-AM-FM-TV Waterloo, Iowa, appointed news director. He succeeds **Blake Kellogg** who becomes press secretary to Wisconsin governor. **Dean Frein**, formerly KWWL news director, appointed news editor.

Lynne Morgan, formerly writer, WGN-AM-TV Chicago, appointed newscaster, WIRL-AM) Peoria, Ill.

John Hayes, assistant to Florida state commissioner of agriculture, joins WTVT-TV Tampa-St. Petersburg, Fla., as reporter.

Douglas W. Stone, formerly public affairs director and TV news coordinator, KSOO-TV Sioux Falls, S.D., joins WTRF-TV Wheeling, W. Va., as newsmen.

Promotion

Edward L. Morris, formerly director of promotion and PR, Time-Life Films, New York, appointed director of public information, Public Broadcasting Serv-

ice there.

Equipment & engineering

John P. Woodman, formerly regional marketing supervisor for closed-circuit TV equipment, General Electric Co., Syracuse, N.Y., joins CBS Electronic Video Recording Division, Rockleigh, N.J., as manager of customer services.

Marvin E. Kramer, formerly VP, national sales, RCA Consumer Electronics, Indianapolis, named VP, sales. He succeeds **Robert J. O'Neil** who resigns to establish consulting firm. **Paul Bergquist**, formerly manager, western broadcast sales, RCA, Camden, N.J., appointed manager, TV camera and projection equipment product management, RCA. He is succeeded by **Walter B. Varnum**, manager, technical publications and field support, RCA broadcast systems. **Verne S. Mattison**, manager, TV camera product management, becomes manager, TV transmitter product management.

James L. Jensen, western regional manager, broadcast division, International Video Corp., appointed marketing manager, video systems division, Audiotronics Corp., North Hollywood, Calif.

Edward F. Boehm, assistant VP, Phelps Dodge Communications, communication equipment manufacturers, North Haven, Conn., named VP.

Allied fields

James Nissen and **Ken Orsatti**, executive assistants, Hollywood headquarters, Screen Actors Guild, appointed assistant executive secretaries for southwestern and western regions, respectively. **Mel Karl**, executive secretary, Florida branch, appointed assistant executive secretary, southeastern region.

Ron Baxley, program director, Gordon McLendon stations, group owner, Dallas, appointed manager, newly opened Atlanta branch, Columbia School of Broadcasting.

Lee Fondren, formerly station manager and director of sales, KLZ-AM-FM Denver, joins Crown Realty, there, as director of PR.

International

Ken Page, managing director, CBS Europe, joins Screen Gems International, London, as VP, European operations.

John Destler, manager, Vienna office, Young & Rubicam, named VP, international division.

John Craig, formerly business manager, ATV Kirshner, music publishing company, London, joins American Society of Composers, Authors and Publishers

there as international representative in United Kingdom.

Deaths

J. R. Marlowe, 52, executive VP and general manager, WGWR-AM-FM Asheville, N.C., died Feb. 5 at his home there of heart attack. Mr. Marlowe, who was elected to National Association of Broadcasters radio board in 1970, had been manager at WGWR since station went on air in 1947. He is survived by his wife, Judy.



Morgan Murphy, 67, pioneer broadcaster and CATV owner, died Feb. 6 after a stroke at St. Mary's hospital in Duluth, Minn. Mr. Murphy entered communication field in early days of radio as publisher of *Evening Telegram*, Superior, Wis., licensee of WECB (AM) in that city. His current holdings included 100% interest in Evening Telegram Company, licensee KXLY-TV Spokane, Wash., and KTHI-TV Fargo-Grand Forks, N.D. Firm wholly owns Spokane Radio Inc., licensee KXLY-AM-FM Spokane, and is major stockholder in Apple Valley Broadcasting, which owns and operates KAPP(TV) Yakima, and KVEW-TV Kennewick, both Washington. Mr. Murphy also held 50% interest of Television Wisconsin, licensee WISC-TV Madison. He also had 100% interest in Pacifica Cable Company and controlling interest in Vista Grande Cablevision,

Mr. Murphy

Crystal-Brite Television, Fremont Cable TV and several CATV systems, in California. He is survived by his wife, Elizabeth, and one daughter.

Robert Maxwell, 62, TV writer and producer, died Feb. 3 in Toronto. Mr. Maxwell was producer of *Superman* in early 1950's. In 1953, Mr. Maxwell first obtained rights to *Lassie*, which he produced. After selling his *Lassie* series rights in 1956 for \$3.5-million, he continued as script consultant. Most recently was with Metro-Goldwyn-Mayer to produce TV series and motion pictures. He is survived by two sons.



Mr. Gimbel

Benedict Gimbel Jr., 71, VP and director of Metro-media Inc., Philadelphia, died Feb. 5 at Graduate hospital there, after a long illness. Mr. Gimbel, member of Gimbel department store family, spent most of his career with WIP(AM) Philadelphia, founded by his family in 1922. In 1958, after he had been president and general manager for quarter-century, he and syndicate bought station for \$2.5 million. Year later he and associates sold it to Metromedia for \$2.7 million and assumption of \$2 million obligations. Mr. Gimbel stayed on as VP and director of Metromedia. He is survived by his wife, Jessie, and one son.

William S. Morrow, 63, writer for Jack Benny and Bing Crosby, died Feb. 5 of cancer in Hollywood. He is survived by his wife, Harriet.

Jay C. Flippen, 71, motion picture and TV character actor, died Feb. 3 of aneurysm in Cedars of Lebanon hospital, Los Angeles. He was regular in *Ensign O'Toole* television series. He is survived by his wife, Ruth.

Joseph Quinn, 54, TV-motion picture actor, died Feb. 2 of heart attack in Los Angeles. He had been serving as master of ceremonies at Masquers Club of Hollywood. He is survived by his wife, Patricia, and two daughters.

Louis R. Cook, 77, former general manager, KNOW(AM) Austin, Tex., died Jan. 31 there after brief illness. Mr. Cook was past president, Texas Association of Broadcasters, which he helped to found. He is survived by his wife, Lillian, and one son.

John C. Burton, 85, retired advertising executive, died Feb. 3 at Carlton convalescent home, Fairfield, Conn. Mr. Burton created and produced two early radio network programs, *Old Gold on Broadway* and *The Acousticon Hour* in 1928. In later years he joined Owen & Chappell, New York, where he remained until his retirement. He is survived by one son.

Davis S. Bluthenthal, formerly director of local and regional sales and creative services, KTHV(TV) Little Rock, Ark., died Jan. 30 at his home there of heart attack. He is survived by his wife, Carolyn.

C. Dale Kentner, 65, retired engineering manager, broadcast transmitter group, RCA, Camden, N.J., died Jan. 28 at his home in Cherry Hill, N.J., of heart attack. He is survived by his wife, Marian.

ForTheRecord

As compiled by BROADCASTING, Feb. 2 through Feb. 9 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—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Actions on motions

■ Chief, Office of Opinions and Review, in Los Angeles (Community Television of Southern California, et al.), TV proceeding, granted petition by Community Television of Southern California

and dismissed petition to require Community Television to file early application for renewal of license of noncommercial KCET(TV) Los Angeles.

and to consolidate such application with pending applications for CP for new noncommercial TV on ch. 58, Los Angeles, filed by Los Angeles Uni-



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West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3164

PROFESSIONAL CARDS

<p>JANSKY & BAILEY Consulting Engineers 1812 K St., N.W. Wash., D.C. 20006 296-6400 <i>Member AFCE</i></p>	<p>JAMES C. McNARY Consulting Engineer Suite 402, Park Building 6400 Goldsboro Road Bethesda, Md. 20034 (301) 229-6600 <i>Member AFCE</i></p>	<p>—Established 1926— PAUL GODLEY CO. CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 <i>Member AFCE</i></p>	<p>COHEN & DIPPELL CONSULTING ENGINEERS Formerly GEO. C. DAVIS 527 Munsey Bldg. 783-0111 Washington, D. C. 20004 <i>Member AFCE</i></p>
<p>COMMERCIAL RADIO Consulting Engineers Everett L. Dillard Edward F. Lorentz PRUDENTIAL BLDG. 347-1319 WASHINGTON, D. C. 20005 <i>Member AFCE</i></p>	<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 <i>Member AFCE</i></p>	<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 2922 Telearstar Ct. (703) 560-6800 Falls Church, Va. 22042 <i>Member AFCE</i></p>	<p>LOHNES & CULVER Consulting Engineers 1242 Munsey Building Washington, D. C. 20004 (202) 347-8215 <i>Member AFCE</i></p>
<p>KEAR & KENNEDY 1302 18th St., N.W. Hudson 3-9000 WASHINGTON, D. C. 20036 <i>Member AFCE</i></p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS, TEXAS 75209 (214) 631-8360 <i>Member AFCE</i></p>	<p>SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 <i>Member AFCE</i></p>	<p>STEEL, ANDRUS & ADAIR CONSULTING ENGINEERS 2029 K Street N.W. Washington, D. C. 20006 (202) 223-4664 (301) 827-8725 <i>Member AFCE</i></p>
<p>HAMMETT & EDISON CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 <i>Member AFCE</i></p>	<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p>JULES COHEN & ASSOCIATES Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D. C. 20036 <i>Member AFCE</i></p>	<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 <i>Member AFCE</i></p>
<p>VIR N. JAMES CONSULTING RADIO ENGINEERS Application and Field Engineering 345 Colorado Blvd.—80206 Phone: (Area Code 303) 333-5562 Data Fone (303) 333-7807 DENVER, COLORADO <i>Member AFCE</i></p>	<p>E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517—278-6733</p>	<p>ROSNER TELEVISION SYSTEMS ENGINEERS—CONTRACTORS 29 South Mall Plainview, N.Y. 11803 (516) 694-1903</p>	<p>ORRIN W. TOWNER Consulting Engineer 11008 Beech Road Anchorage, Kentucky 40223 (502) 245-4673</p>

SERVICE DIRECTORY

<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St. Lee's Summit, Mo. Phone Kansas City, Laclède 4-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>BFM ASSOCIATES Management Consultants Specializing in Music License Fees Traffic—Billing—Acquisitions JOSEPH J. MADDEN Managing Partner 41-30 58 St., N.Y., N.Y. 11377 Tel. 212-651-1470-75</p>	<p>TERRELL W. KIRKSEY Consulting Engineer 5210 Avenue F. Austin, Texas 78751 (512) 454-7014</p>
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Summary of broadcasting

Compiled by FCC, Feb. 1, 1971

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,311	2	14	4,327	61	4,388 ¹
Commercial FM	2,169	0	34	2,203	124	2,327
Commercial TV-VHF	497	2	12	511 ²	13	524
Commercial TV-UHF	162	0	23	185 ²	92	283
Total commercial TV	659	2	35	696	105	807
Educational FM	432	0	14	446	37	483
Educational TV-VHF	77	0	8	85	4	89
Educational TV-UHF	102	0	9	111	12	123
Total educational TV	179	0	17	196	16	212

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Indicates four educational stations on nonreserved channels.

fed School District (Docs. 19099-101). Action Feb. 2.

■ Hearing Examiner David I. Kraushaar in Home-wood and Birmingham, Ala. (Chapman Radio and Television Co. et al.), TV proceeding, granted joint motion by Chapman, Birmingham Television [WBMG(TV)] and Alabama Television, and corrected transcripts of further hearing in matter specified in motion (Docs. 15461, 16760-1, 16758). Action Feb. 3.

Other action

■ Review board denied petition by D. H. Overmyer for deletion of option agreement issue from hearing investigating alleged misrepresentation of out-of-pocket expenses for CP's for five TV's sold to U.S. Communications Corp. (Doc. 18950). Action Feb. 3.

Existing TV stations

Final actions

■ WPLG-TV Miami—Broadcast Bureau granted license covering aux. trans. Action Jan. 29.

■ *KGTF(TV) Agana, Guam—Broadcast Bureau accepted engineering data submitted in accordance with report and order adopted July 1, 1970, in Doc. 18822, to specify ch. 12, and to change trans. and ant. Action Feb. 2.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Boston (Integrated Communication Systems Inc. of Massachusetts [WREP(TV)]), TV proceeding, granted petition by applicant for leave to amend application to reflect fact that Arthur Sokolow resigned as director effective Dec. 2, 1970 (Docs. 18338-9). Action Feb. 2.

■ Chief Hearing Examiner Arthur A. Gladstone in Abilene, Tex. (Texas Key Broadcasters Inc. [KTXS-TV]), TV proceeding, ordered that applicant is authorized to defer provision of local notice of designation for hearing, subject to further appropriate order, and further ordered that all procedural dates in respect to this proceeding are canceled and further hearing procedures stayed, subject to further appropriate order (Doc. 19127). Action Feb. 2.

■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, ordered that previously established hearing date of Feb. 23 shall prevail (Docs. 18906-7). Action Feb. 2.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX(TV)]), TV proceeding, on request of Broadcast Bureau, postponed hearing conference to Feb. 16 (Docs. 18711-2). Action Feb. 2.

Other action

■ Review board in New York, TV proceeding, denied WPIX Inc., licensee of WPIX(TV) there, applicant for license renewal against competing application of Forum Communications Inc., for construction authority for new TV on ch. 11, in appeal from adverse ruling of hearing examiner (Docs. 18711-12). Action Feb. 5.

New AM stations

Actions on motions

■ Hearing Examiner Basil P. Cooper in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting

Corp.), AM proceeding, scheduled further pre-hearing conference for Feb. 11 (Docs. 18782-3). Action Feb. 5.

■ Hearing Examiner Lenore G. Ehrig in Jacksonville, Ala. (Jacksonville Broadcasting Co. and University Broadcasting Co.), AM proceeding, denied motion by University Broadcasting Co. to convene prehearing conference and dismiss Jacksonville Broadcasting Co. application (Docs. 18899-900). Action Feb. 2.

■ Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, ordered further prehearing conference for Feb. 9 (Doc. 18852). Action Jan. 3.

■ Hearing Examiner Isadore A. Honig in Jeanette, Pa. (Central Westmoreland Broadcasting Co.), AM proceeding, because of newly arisen conflict in examiner's schedule, and on examiner's own motion postponed further hearing to 11:00 a.m. on same date, Feb. 9 (Doc. 19042). Action Jan. 4.

■ Hearing Examiner Chester F. Naumowicz in Indianapolis, Ind., Omaha, and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), AM and FM proceeding, granted petition by Belk Broadcasting Co., Florida, and Belk is made party to proceeding (Docs. 19122-5). Action Feb. 2.

Other actions

■ Review board in Costa Mesa-Newport Beach, Calif., AM proceeding, granted six motions to correct transcript of oral argument held June 11, 1970, in proceeding on applications for AM's on 1110 khz in Los Angeles area (Docs. 15752 et al.). Actions Feb. 3.

■ Review board in Springfield, Mo., AM proceeding, denied petition filed by Babcom Inc., applicant for CP for new AM in Springfield, asking reconsideration of review board decision granting construction authority for new AM to competing applicant, Giant Broadcasting Co., Ozark, Ark. (Docs. 17921, 17923). Action Feb. 3.

Call letter applications

■ Pickens County Broadcasting Co., Jasper, Ga.—Requests WYYZ.

■ Western Ohio Broadcasting Service Inc., Eaton, Ohio—Requests WCTM.

Call letter actions

■ Better Broadcasting Inc., Royston, Ga.—Granted WBLW.

■ Shelbyville Broadcasting Co., Shelbyville, Ill.—Granted WSHY.

Designated for hearing

■ Livingston-Pikeville, Tenn.—FCC designated for hearing mutually exclusive applications of Sound Inc. of Livingston, Tenn., Livingston and Pikeville Broadcasting Co., Pikeville, for new D AM's on 1110 khz, with 250 w. Action Feb. 3.

Existing AM stations

Application

■ KTUC Tucson, Ariz.—Seeks CP to increase D power to 1 kw and install new trans., Gates BC-1G. Ann. Feb. 2.

Final actions

■ WAAX Gadsden, Ala.—Broadcast Bureau granted license covering alt. main trans. Action Feb. 1.

■ KCKC San Bernardino, Calif.—Broadcast Bureau granted mod. of license to operate trans. by remote control and change studio location to 3225 North E Street, San Bernardino; conditions. Action Feb. 3.

■ KOIQ Santa Paula, Calif.—Broadcast Bureau granted license covering new aux. trans. Action Feb. 1.

■ KTRT Truckee, Calif.—FCC granted request by Trans-Sierra Broadcasters for waiver of principal city coverage requirements of rules to change trans. site of KTRT to location 5.24 miles southeast of center of Truckee, and increase ant. height. Action Feb. 3.

■ KIRL St. Charles, Mo.—Broadcast Bureau granted license covering aux. trans. at main trans. location. Action Feb. 1.

■ WXUR-AM-FM Media, Pa.—FCC denied petition by Brandywine-Main Line Radio Inc., licensee, for reconsideration of decision denying Brandywine's license renewal applications (Doc. 17141). Action Feb. 3.

■ WCOS Columbia, S.C.—Broadcast Bureau granted license to change studio and remote control to 2d floor, Cornell Arms Building, Pendleton at Sumter Streets, Columbia. Action Feb. 1.

■ KIZZ El Paso—Broadcast Bureau permitted remote control. Action Feb. 3.

■ KRIO McAllen, Tex.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 500 East Beaumont. Action Feb. 1.

■ KIXX Provo, Utah—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans. Action Feb. 2.

■ WFIR Roanoke, Va.—Broadcast Bureau granted mod. of license covering change of main studio location and to operate trans. by remote control from 2121 Colonial Avenue, S.W., Towers Shopping Center. Action Feb. 1.

■ WMIA Arecibo, Puerto Rico—Broadcast Bureau granted CP to install new trans. for aux. purpose. Action Feb. 2.

■ WMIA Arecibo, Puerto Rico—Broadcast Bureau granted CP to change trans. site to 2.2 miles from center of Arecibo; operate trans. by remote control from main studio location; increase tower height and add top loading; ant. height 250 ft.; condition. Action Feb. 2.

Actions on motions

■ Chief, Broadcast Bureau, on request of Elkins Institute Inc., extended to Feb. 23, time to file comments and to March 22, time to file reply comments in amendment of rules concerning op-

(Continued on page 85)

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Sales manager or manager to carry big portion of sales wanted for fast growing small chain's Florida operation. Send tape and resume to, Kingsley Butt, Box 3032, Ft. Pierce, Florida, 33450, equal opportunity employer.

Sales

National sales manager/operations director. Large eastern market. Must have successful radio sales and salesman training background. Also helpful to have been a DJ, PD and newsmen. Good education necessary although college degree not required. E.O.E. Qualified women applicants given equal consideration. Send resume and references. Box A-249, BROADCASTING.

Salesman-administrators, broadcast or education background wanted by major broadcast schools, Calif. Permanent positions, guarantee. Send resume Box B-25, BROADCASTING.

Sales manager for active single market station south-southwest. Send resume with complete details, all replies confidential. No tape with first letter. Box B-51, BROADCASTING.

Excellent opportunity to move up to major market group owned AM station in mid-west. Desire self starter with eye toward growth and advancement. Sound education and sales background a must. Send complete information to Box B-144, BROADCASTING.

Looking for sales manager progressive medium size station Florida. Box B-172, BROADCASTING.

Local sales manager Florida million market. Man must be creative, best salesman on staff and lead other men to new highs. Fine potential with strong company for man who can deliver. Box B-189, BROADCASTING.

Top-rated contemporary soul station in medium Gulf coast market has immediate opening for professional salesman. Unlimited opportunity with winning team. Send resume to: KJET, Box 6067 Beaumont, Texas 77705.

I want a salesman, who is presently near enough to Hartford, Conn. to travel at his expense to see us . . . his experience is selling both large and small accounts and making plenty of cold calls . . . he's doing well, but with an organization that doesn't realize that the salesman is singularly the most important man in the organization. He wants to work for an organization where a good salesman will have the opportunity for management and ownership, and he wants proof that others have made it. Are you that salesman? Start to \$12,500 plus commissions . . . plus benefits with young three station group buying more. . . . call Michael Schwartz . . . 203-521-1550. . . .

Announcers

This is it. A permanent position for an experienced broadcaster with long established 5 kw. eastern independent. Get out of the rat race. Settle down at a successful operation in magnificent new studios. We're looking for someone with commercial AM experience in production and local news (not rip and read). Not an opening for beginners. Suburban market, not far from a major city. Box B-33, BROADCASTING.

Earn more money. Experienced announcers or newsmen only. Break into fulltime sales. See your efforts pay off immediately through commission. Send full resume, photo. Box B-38, BROADCASTING.

5 KW in northern Virginia needs an experienced announcer with first ticket, no maintenance. Your chance to move ahead, call 703-368-3108, ask for manager or program director. No collect calls, or wire Box B-137, BROADCASTING.

Announcers continued

Need experienced, bright, mature, light Top 40 announcer with voice for personality morning drive. 150,000 metro—six states—Texas. Need to be able to pull adults. First ticket, send tape and resume. Box B-141, BROADCASTING.

Immediate opening for announcer with mature voice to assume duties as production director with national production house. \$8,000 range. Resume, tape, references. Box B-174, BROADCASTING.

Announcer-D.J. with first. No experience necessary. 3,000 watt FM. Western Penna. Must be interested in learning sales. New equipment. Only station in town. Part of group. Write Box B-175, BROADCASTING.

Morning-man with warmth and gusto! A 24-hour, top 40 operation, in Southern New England, offering good starting salary and liberal fringe benefits. If you aspire to work for a top-notch secure company, apply with resume and tape to: Program Director, Box B-180, BROADCASTING. This position will be available as of June 1, 1971. If you don't have experience, save your stamp. Equal opportunity employer.

Professional announcer, mature voice and good references for evening shift on good music station. Excellent pay and working conditions. Call Raymond Saadi, KHOM, Houma, Louisiana 876-5466.

Announcer . . . to do all Black, all talk radio program in prime time. Must have third class license. Send tape and resume to Bert Weiland, V.P. Gen. Mgr., WERD Radio, 330 Auburn Ave. N.E., Atlanta, Georgia 30303.

Sharp pro for combination slot. Must be excellent on production, air, news and attention to detail. Play-by-play helpful but not mandatory. Fulltime MOR in beautiful Southern Illinois. Call Charlie Powers days (618) 942-2181; after 7:30 PM CST (618) 993-5151.

Technical

Chief engineer needed who knows AM directional, FM stereo, microwave for established AM, new FM. Send resume to Box B-46, BROADCASTING.

Maintenance engineer needed for a 5KW directional in Northern Virginia. No announcing required. Equipment and working conditions are excellent. Send resume to Box B-66, BROADCASTING.

Directional station now accepting applications for knowledgeable chief engineer. Position opening soon. Paid health insurance, provision for retirement plus vacation. Reply with resume that includes past experience, references and salary requirements. Box B-170, BROADCASTING.

We have an opening for a fully qualified engineer with directional antenna experience and announcing ability. Salary is open for the right man. If you are looking for a permanent home call WBSC, Bennettsville, S.C., A. Ken Harmon, General Manager.

Chief, experienced directional, remote control, maintenance. Full details to General Manager WCBM, Baltimore.

Mature chief engineer with background in broadcasting. We are 5,000 w daytime and 500 w DA-night. We operate via remote control 24 hours. If you are a qualified broadcast engineer, self-starter, and take pride in your work, let's get together. We offer five figures and a future to the right man. No phone calls please. Send complete resume and photo to—Bernie Barker, VP-General Manager, WDAK Radio Box 1640, Columbus, Georgia 31902.

Chief engineer-DJ non-directional MOR in beautiful Southern Illinois. Call Charlie Powers days (618) 942-2181; after 7:30 PM CST (618) 993-5151.

News

I am interested in a newsmen who knows that this is 1971. Experience and education are essential. This is a top ten market. Send tape and resume. Box B-73, BROADCASTING.

A Florida station that insists on top news coverage has openings for; an experienced newsmen who can carry his share of the load and a young man willing to learn and assume responsibility with a veteran broadcast team. Tape, resume and photo to Box B-88, BROADCASTING.

News continued

Newsman with mature, authoritative voice and delivery. Must aggressively seek out news, write it, and be experienced in extensive use of actualities. Send tape, resume, photo, all information first letter. Fred Bradshaw, WDBO Radio News, Orlando, Florida.

Experienced newsmen to join medium market station in midwest. Must be able to dig beyond the obvious, write, and deliver. Send all information to News Director, P.O. Box 378B, Davenport, Iowa 52808.

Programing, Production, Others

Immediate opening. Send your best spots with copy and complete resume to Jeff Kaye, Program Director, WKBW Radio, 1430 Main Street, Buffalo, New York.

Sharp pro for combination slot. Must be excellent on production, air, news and attention to detail. Play-by-play helpful but not mandatory. Fulltime MOR in beautiful Southern Illinois. Call Charlie Powers days (618) 942-2181; after 7:30 PM CST (618) 993-5151.

Situations Wanted Management

Don't waste our time if you're after only a street salesman with a title. I am a general manager, a sales manager, and a good personal salesman, in that order. Box B-87, BROADCASTING.

Selling general manager aggressive self generating. Will lead and motivate staff. 18 years broadcasting. Age 34. Stable, honest, sober. Send replies to Box B-129, BROADCASTING.

Experienced, first phone, married, stable, sober, reliable, aggressive, leader, creative, presently employed, ready for management. Box B-136, BROADCASTING.

Do you need a general manager who has a proven record in sales . . . programing . . . and management of AM and FM radio. Sixteen years experience in learning radio from the bottom up. Ready to make a change. Interested in North Carolina . . . South Carolina, Georgia and Tennessee. Write Box B-160, BROADCASTING.

Ready—successful experience in all aspects, including top sales training. 1st phone, versatile, aggressive, responsible, family man. Seeking solid incentive and/or equity situation. Box B-169, BROADCASTING.

General manager—medium market. Dynamic sales, creative, programing, strong public service, active community affair, young, happy family man. Solid business approach produces results. Box B-196, BROADCASTING.

Manager/programer. Youthful, energetic professional broadcaster looking for more challenging opportunity as manager or on or off air program director. 16 years major market experience as program director, program consultant, top rated contemporary and MOR personality, news, production, national commercial announcer, ad agency and national and retail sales. American . . . currently P.D. at one of Canada's leading contemporary stations. Market size not as important as future potential. Salary negotiable. Contact Bob Ancell . . . P.O. Box 1470, Montreal 101. Quebec. Call 1-(514) 697-1470 or 1-(514) 626-0477.

Young announcer with personality, will travel, no problems. Love radio, people, music. Will take anything and work hard. Limited experience. Presently producing and hosting program on FM station, Newark. Will audition. Write or call collect: Alfred Gibbs, Radio Broadcast Assn., 270 Henderson St., Jersey City, N.J. (201) 432-7700.

Dial a number (317) 786-3342 after 7 P.M. During the go-go years, I accomplished the following: marketed consumer products at three New York agencies plus two major consumer operations; managed a New York radio sales office; and yesterday as general manager I completed the reorganization and management of a top 40 station in the nation's tenth largest city. My record has always been high powered. I'll come to you with one capital asset—knowledge and a reputation for having done it.

Station in trouble? Try my Profit Plan 12. Broadcast attorney. Complete or part management program—technical and equipment services available. Contact the John Hoffman Broadcast Service, Box 177, Hershey, Pennsylvania 17033.

Sales

Southeast—sales manager-announcer and play-by-play. Can manage or assist—college graduate, 36, family man—prefer small market, part ownership opportunity. Box B-64, BROADCASTING.

Radio sales manager. 8 years as radio salesman, manager and rep. in 3 major markets building sales forces and time sales while keeping expenses controlled. Mid-south location desired. Box B-191, BROADCASTING.

Stumbo is available. Radio sales 7 years. Agency experience 9 years. Willing to relocate. Phil Stumbo, 705 Old Country Rd., Elmsford, New York 10523.

Announcers

Black P.D. available now. First phone ticket. Production ace, super jock. 7 years experience, can get numbers. Box A-178, BROADCASTING.

DJ—copy—production, experienced, third, college, good voice... Box A-209, BROADCASTING.

Heavy jock, three years experience, ready move up. Married, good voice, tight board, strong background—news, production, programming. Have done morning, mid-morning, and afternoon drives. Minimum salary \$200/wk. Box B-81, BROADCASTING.

Program director on 1 kw in small market. Wants to move to larger market. Third phone working on first. Prefer Pacific N/W, but would consider anywhere. No sales. Box B-84, BROADCASTING.

Personable family man, broadcast school education seeking announcing position some sales, third endorsed. Box B-85, BROADCASTING.

First phone, college grad, experienced Top 40/MOR personality. Top notch production, copy, and news. Good voice. TV experience. Military complete. Anywhere for right position in good medium market. Box B-86, BROADCASTING.

Thoroughly experienced broadcaster. Married. Responsible. Box B-119, BROADCASTING.

Experienced and handicapped, are you in your thinking? If not... Box B-120, BROADCASTING.

Disc jockey, experienced pro, versatile, creative, tight board, third endorsed. Double in sales and news. Top-rated in present spot. Desires change and challenge. Box B-125, BROADCASTING.

B.S. beginner will work anywhere in U.S. or Canada, on or off-air, no responsibilities, third endorsed, (201) 265-1670 or Box B-133, BROADCASTING.

Disc jockey-announcer. Experienced. Tight board. Actor with heavy classical & musical comedy background. Excellent diction & voice. Very dependable. Creative. Versatile, 3rd endorsed. Box B-139, BROADCASTING.

C&W 1st phone—good voice, friendly delivery, 6 years experience, including large markets. Good sales record. Box B-140, BROADCASTING.

Auto racing broadcaster. Experienced pro wants free lance radio or TV events. Enthusiastic, knowledgeable. Good voice and pic. Box B-143, BROADCASTING.

Electronics teacher seeks summer relief work July &/or August. First phone/radar endorsement 10 years broadcasting experience. Reply Box B-145, BROADCASTING.

In the top 30? Ambitious, good voiced pro wants to grow with company... 1st... let's get together. Box B-147, BROADCASTING.

I'm waiting. Good voice, 1st, check my references... Box B-148, BROADCASTING.

Start the new year right, hire me. 11 years in radio—last 6 in present medium sized midwest market station. Strong on humor, commercial delivery and telephone. Ready for opportunity in big market. Let me prove it. Tape and resume available upon request. Box B-155, BROADCASTING.

Announcer, first phone, 3 years experience, will relocate. Box B-165, BROADCASTING.

Female-announcer/disc-jockey/newscaster-versatile/creative 3rd-endorsed/experienced. Available immediately. Box B-167, BROADCASTING.

Professional, first class radio-TV-on stage announcer, married, versatile, good attitude, will relocate. Tape and resume rushed on request. Looking for permanent stable employment. Box B-178, BROADCASTING or 3-5 p.m. at (301) 464-0596.

Morning man with play-by-play. Want something permanent—5 yrs experience—rock, MOR, country—draft deferred. Box B-179, BROADCASTING.

Soul DJ four years experience. Good ratings man. Box B-181, BROADCASTING.

Announcers continued

Fresh, consistent humor, not just one liners. Currently MOR morning personality in S.F. bay area. 1st phone, production. Prefer West coast. Make offer. Box B-184, BROADCASTING.

Underground radio-progressive rock: first phone available for engineering, production, DJ, whatever. College FM experience. Immediately available anywhere. Box B-192, BROADCASTING.

Black-announcer with 1st, college, 1 yr combo, sales, some news experience. Currently employed as board man with major station. Wants back on the air, prefer news, anywhere. Box B-194, BROADCASTING.

Top 40 or up tempo MOR, experienced, music director. Bright, witty, with big voice. Prefer Ohio or neighboring states. Box B-198, BROADCASTING.

D.J., with 3rd ticket, good news, commercials, and tight board, ready now. Box B-200, BROADCASTING.

Young man 24 years old, 2½ years college, soon to graduate from Columbia School of Broadcasting. I have many talents and much training. Prefer East coast market. Box B-201, BROADCASTING.

Young soul jock wants full-time job. Presently employed part-time. Go anywhere. Reply: Bob Jones, WNOO Radio, Chattanooga.

Pro, P.D., production, ticket. J. Tyrrell, 4115 Douglas, Apt. C, Dallas, Texas. 214-526-3992.

How do you do! Are you seeking a mature, stable, non-regional voicer to lend authority to news, gain adult acceptance of advertisers messages? 817-665-9418, Bud Markle, 935 S. Dixon, Gainesville, Texas.

Stable married man with two years experience in large market, desires career position in small to medium sized market. Prefer news, C&W. Midwest, east preferred. Have college, third endorsed. 303-322-7824.

Broadcast school graduate, excellent voice, willing to relocate, service completed, trustworthy, references, creative and strong on commercials seeking position with rhythm and blues station. Samuel Ginn, 943 Grant Ave., Bronx, N.Y. 10456.

Four years experience, high ratings, more than creative production. Call 219-743-4611.

Exp. P.D., production background. Ticket, relaxed style. J. Tyrrell, 4115 Douglas, Apt. C, Dallas, Texas 214-526-3992.

Girl Friday—announcer-copywriter. Miss Lee, 329 West 24th Place, Chicago, Ill. 60616.

Lovable, humorous, zany, hip and creative rock personality with something to offer. Bill Hoy, 3500 Wessex Lane, Phila., Pa. 19114.

Experience in top 40 and contemporary formats. I'm seeking same on AM or progressive FM. College, professional musician, production knowhow and 3rd. I prefer NE. For air check and resume, call 212-241-7108.

Five years experience, 2½ major market, diverse broadcasting background. Married. Family, 3rd endorsed. Seeking uptempo MOR, rock or free-form. (602) 997-4330.

Mature, hard working, good voice & tight board 3rd endorsed D.J. and news. Promo minded, top 40 or MOR. Will relocate. Write William R. Johnson, 1421 Farlow Rd., Raleigh, N.C.

First phone jock, 2 yrs. experience. Dave Cheek (813) 251-3328.

Deejay—salesman, about one year's experience, 3rd, draft exempt, prefer southeast, southwest or Calif. but will consider all replies. Shel E. Green, Fl 7-5149 (212).

My girlfriends' favorite radio personality wants a good medium/major market position. Prefer uptempo MOR slot. A whole bunch of people around here enjoy listening to me on the air—so does my boss, but what does he know? If you're still feeling well, call 217-223-2951... ask for me.

Technical

Engineering supervisor. Desire position with growth potential. Experience: AM chief 10 years, EE degree, extensive directional antenna, consulting, supervise 4, some FM-TV. Box B-35, BROADCASTING.

First phones (4) combo and technicians available separately, all varied experiences, the pick of N.Y.C.'s top broadcast school. If your station offers growth, progressive management and most of all a future, let's get together. Box B-150, BROADCASTING.

Off the air? Programming gone to pot? That what's bothering you? Maint. oriented engineer looking for C.E.—programming position with small station. Reply Box B-171, BROADCASTING, or 518-762-4070.

Technical continued

Experienced with directionals, maintenance, proofs, AM/FM. Will travel for good wage, conditions. Box B-186, BROADCASTING.

First phone. Just starting out. 2½ years college, electronics major. Pete Fischer, 4021 North 57th Avenue, Phoenix, Arizona 85031.

1st phone chief—hi pwr AM-FM 7 yrs.—married—prefers west. Box 692—Huachuca, Arizona 85613.

News

Newsman—strong reporter, writer seeks position in northeast, Florida or Ohio. Young, college grad, draft exempt. Write Box B-104, BROADCASTING.

Versatile, competitive, mature, inside-outside reporter, major market exposure. Excellent investigative, exciting legman, professional airman. Cover municipal happenings, mobile reports, sports interviews. College, political science, 25, single. Market—locale no barrier. Box B-131, BROADCASTING.

Experience counts. 3 years commercial radio and college degree. Nightly talk show. Play-by-play for college and high school teams. Married. Draft exempt. Box B-157, BROADCASTING.

Network correspondent, 36, interested in home in top market as news director. Married, 2 children. Box B-161, BROADCASTING.

Mature voiced experienced college grad reservist seeks long hours, much writing near N.Y.C. 1½-m. department loves actualities, documentaries. Box B-168, BROADCASTING.

Experienced newsmen with mature authoritative voice and delivery. Married, 38, 20 years in business. Have been manager successful radio operation past 5 years, but tired of fighting battle of trying to find quality announcers. Want to get back into radio news full time. Only quality operations which are truly news conscious and want the same in a newsmen need apply. Box B-182, BROADCASTING.

Experienced in news and sports. Seeks job in or near Ohio. Market size unimportant. Box B-185, BROADCASTING.

Experienced, young newsmen. Aggressive, likes to dig, Ivy League grad. Working in New York city suburban station. Willing to relocate anywhere for good position. Box B-187, BROADCASTING.

Don't settle for adequacy! Experienced newsmen seeks challenging position with medium or major market station. Can also handle talk show. Call Gene Steinberg, 803-556-0885.

I want out of N.Y. experienced, employed, I do news, production, copy, can D.J. your sound. 516-628-8325.

Programing, Production, Others

Professional radio-TV sports director/columnist wishes return to play-by-play or PR sports. Sharp appearance. Major league references, credits. All offers considered. Box B-12, BROADCASTING.

Young, creative visionary seeks challenge—producer-director/assistant production manager; major-market experience, family, veteran, college. Resume, sample VIR available. Box B-130, BROADCASTING.

Program director available 1st phone 24 years experience, announcing in radio & TV, mature voice, settled, married, no children. Box B-158, BROADCASTING.

Need a sports director? Talented play-by-play all sports. Anxious to move into major college professional coverage situation. Reliable. References. Box B-183, BROADCASTING.

Currently P.D. top 15 market, black station. Also announcer, production, sales, good news, 7 yrs. experience, some TV, college credits, family, dependable. Looking for better opportunity in management. Always good bottom line. Box B-195, BROADCASTING.

Thoroughly experienced station, operations or program manager with working knowledge of equipment maintenance and trouble shooting. Newscaster, sportscaster, adult format music, talk. First phone, 918-423-4971 mornings or evenings. Box B-202, BROADCASTING.

Talented announcer with first phone and seven years experience in announcing, production, programming, engineering, on camera news and limited sales. Add a degree in radio/TV plus four years as an Air Force officer. Married—age 28. PD potential. Prefer midwest—medium or major—contemporary or MOR. Let's talk. R. C. Dennis, 302-734-2926 (after 6:00 pm/EST). Box B-203, BROADCASTING.

Attractive female. 8 yrs. experience radio and TV production and on the air interviews, news, editing, actualities, good administrator seeks challenging employment 212-TR7-3244.

Television Help Wanted

Management

Operation/sales service manager for Iowa Television station. Man or woman. Salary commensurate with experience. Full responsibility for continuity, promotion, plus client/agency contact. Include resume with reference. Box B-135, BROADCASTING.

Technical

Applications now being accepted for experienced, responsible, ambitious engineers by leading station group in warm, sunny, healthy, booming southwest, where living costs less and is more enjoyable. Operations expanding. Excellent opportunities for professional advancement. Box B-162, BROADCASTING.

Wanted, TV studio technicians . . . experience preferred. Union shop . . . fringe benefits . . . equal opportunity employer . . . send resume to Engineering Department, WNAC-TV, RKO General Building, Government Center . . . Boston, Mass.

Immediate opening for experienced studio supervisor, GE equipment in Northeastern U.S. Four season recreation, good salary. Call Mr. Seguin (802) 655-2222.

News

Anchorman. Innovative television station in West seeks experienced news writer, editor & proven on-air man. Resume with VTR air-check to Box B-156, BROADCASTING.

Programing, Production, Others

Director/producer for top 25 market. Major group owned station seeks a man of quality. Must be creative; staging, blocking helpful; news and special events/remote experience needed. Above average salary for above average director. Box B-134, BROADCASTING.

Television

Situations Wanted Management

Seventeen years television experience. Sales, sales management, station general management. Hard working, excellent references, presently employed. Want equity or larger market opportunity, resume available. Box B-111, BROADCASTING.

General sales manager, major market VHF, desires general management position, medium size market. 37 years old, 14 years extensive broadcast background. Box B-132, BROADCASTING.

Attention CATV operators: Young, aggressive broadcaster wants cable management or assistant management-sales slot. Six years broadcast sales. Tremendous track record. All phases of radio-television production, direction, announcing. Currently assistant to President in sales of well known major market radio station. Bachelor of Science in radio-television. Major concentration of study was broadcast management, CATV industry, and advertising. Box B-188, BROADCASTING.

CATV manager or program manager, experienced in VHF/UHF TV. Sales, programing, production-direction, studio operations, engineering. 35 years old, a pro to program your system. Box B-193, BROADCASTING.

Would you like your profit futures increased thru more aggressive and imaginative sales . . . more effective administration? I can help you bring about such a condition. Twenty years of successful sales, management and programing leadership with some of Mid-America's finest radio and television stations. Top references. Desire general manager or sales manager. Box B-197, BROADCASTING.

Professional wants job! 32, married, 10 years broadcasting, 3 1/2 in major market UHF now sold and going Spanish. Experienced PD, PM, auxiliary functioning including copy/traffic. Challenge more important than location. Tom Pry (305) 625-1301 office hours.

Sales

TV sales manager. 16 years in 2 major mkts. building sales teams and TV time sales. Top references. Family. Southeast preferred. Box B-190, BROADCASTING.

Announcers

Auto racing broadcaster. Experienced pro wants free lance radio or TV events. Enthusiastic, knowledgeable. Good voice and pic. Box B-142, BROADCASTING.

Talented singer, M.C., announcer, looking for position in TV or radio, mature voice, good news and commercials, married, college education, 1st phone, broadcasting graduate, will work hard. Joe Hanson, 1450 No. Douglas Dr., Mpls., Minn.

Technical

First phone technician two years experience. AM/FM board/transmitter and TV transmitter. No announcing. Wife, veteran, immediate availability. After 6 P.M. 515-232-0611.

BSEE, MS communications, first phone, age 27. Major market VHF operations/maintenance experience. Recent engineering management/marketing experience. Seeking technical position with management potential in Western U.S. Donald Tuite, 1053 14th St., Hermosa Beach, Calif. 90254. 213-372-2929.

First phone beginner, professionally trained, will travel. Lee Erickson, 5037 Bakman #3, North Hollywood, Calif. 91601.

News

Writer and news features, critic. Highly qualified and experienced family man. Prefer south or southwest. Box A-218, BROADCASTING.

Experienced newswoman seeks opportunity. Network reporting experience, BA degree, writer, producer. Box B-14, BROADCASTING.

Major market TV news director-anchorman, wants out of the big city. Available after February. Excellent references. Capable journalist able to administer any size department and give you top rated show. Prefer medium-market, midwest. Box B-91, BROADCASTING.

Reporter/newswriter—seeking job in television or radio newsroom. Female, 28, experience includes newspaper reporting, television promotional writing, radio "girl Friday". West or southwestern location preferred. Contact Box B-149, BROADCASTING.

Television news director seeks position in mild climate. Strong in news production, talent development, locally aimed news, community involvement and business-like newsroom management. Ten years experience in middle and major market TV stations. Write Box B-154, BROADCASTING.

Programing, Production, Others

Director wants to get back into television, 9 years experience, heavy on news pac. commercials, remotes, I'm ready to go. Box B-65, BROADCASTING.

First phone, interested in television production and engineering, over two months experience, college graduate. Box B-138, BROADCASTING.

Attention—Caribbean area—the network I'm with now, much too large. Looking for pioneer growth. 12 years experience. Program media, production, advertising. Would accept interesting challenge in any of our allied fields. Box B-151, BROADCASTING.

Over 10 years experience as live commercial producer, traffic mgr. Show packager cost controller. Am interested in young growing communities. Southwest or Florida. Have ability to handle any broadcast situation. Box B-152, BROADCASTING.

Operations, programing, production executive network programing/production manager looking for growth opportunity. Experience includes: film, tape, studio and remote production; producing, staff/budget negotiation and administration. Creative, practical, interested in top market television, international broadcasting, and cable. Write Box B-153, BROADCASTING.

Top 10 experienced, young, highly rated kids show host. Seek net. or synd. heavy show. No clown act. VTR, resume on request. Box B-159, BROADCASTING.

Top 10 market experience in all phases of film and videotape production and remotes. Producer/director. Box B-199, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk, Guarantee Radio Supply Corp., 1314 Irburide St., Laredo, Texas 78404.

Any frequency sensitive components for UHF Channel 43, including any components for GE-TT-24, including modulators, waveguide for TT-25 or what have you. M. Goldberg, 1618 James, Syracuse, N.Y. 13203.

Professional recording studio equipment: Ampex MM800; Ampex AG440B, F; Ampex AG440B, 2T stereo; Ampex S3200 slaves; High Speed Duplicators with slaves for reels, cassettes and cartridges. Top quality only. Call 215-WA2-8558—Ext. 601.

FOR SALE Equipment

Heliac-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

Recording tape—Quality at bargain price. Try dozen 7" reels for \$11, sent postpaid, satisfaction guaranteed. Look at this: 1200' 1800' 2400' Dozen .89, 1.29, 1.99; 25 Rls. .77, 1.25, 1.79; 50 Rls. .76, 1.19, 1.71; 100—75, 1.11, 1.59; 250—74, 1.09, 1.49. Newsroom Brand—1602 Dunterry Place, McLean, Va. 22101. Payment with order, we pay shipping.

For sale: three (3) G.E. PE-250C updated color cameras in "Mint" condition, with CBS Labs Mark II image enhancer, 200' cables, monitoring, encoders, and pan and tilt heads. Good sharp color pictures for a low price. Call Al Hillstrom, KOOL-TV (602) 271-2345.

Bell & Howell Jan 614DB 16mm sound projectors—finest made 1 year old excellent condition \$595.00 De-Vry Jan same as # above only older excellent condition \$295.00 other 16mm sound projectors from \$150.00. Write for list. S.K. Film Equipment Co., Inc., 6340 S.W. 62nd Terrace, Miami, Florida 33143.

Spotmaster, Scully, QRK, Russco, REK-O-KUT, Gray, Shure, Vega, Magnecord, Audio Device, Fairchild. Lease, finance & trade available. New World Equipment & Supply Corp., P.O. Box 1143, Intl. Airport Branch, Miami, Fla. 33148 Tel. (305) 887-2611.

HJ7-50 Andrews Heliac 1 1/2" air coaxial transmission cable jacketed 6,000 feet available 50% of factory price can be cut to order at tremendous savings. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee Ave., Chicago 312-235-2830.

Complete mono random select MacCarta automation system in operation, going stereo. 5 MetroTec 500 A reproducers, 2 MacCarta 250RS carousels, 3 MacCarta cartridge play back units, MacCarta model 5B1 time announcer, AS12 switching memory unit, chip reader and complete set of program chips. System in good condition. Presently in use. Contact WTCV-FM, Memphis, Tennessee 901-278-9315.

GE TT-25 12.5 KW UHF transmitter. Very reasonable price, operating condition, available 90 days. Box B-146, BROADCASTING.

General Radio 1606A R F Bridge in case good condition \$550.00. Box B-173, BROADCASTING.

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Broadcasting tower, building and land available Southern New Jersey area. Following relocation of a broadcast antenna, on or about July 1, 1971, a broadcasting tower 1049 feet AMSL with 1100 feet of transmission line and a Channel 12 antenna will become available together with a 1600 sq. ft. building and sufficient acreage for supporting cables, in the vicinity of Glassboro, New Jersey. Interested parties may obtain additional information by writing to General Manager, WHY? Inc., 4548 Market Street, Philadelphia, Pa. 19139.

Approximately 2,500 classical long play albums for sale. An entire library. Most in excellent condition. Make an offer FOB, Cherryville, N.C., Donald W. Curtis. (704) 435-3745, P.O. Box 51B, Cherryville, N.C. 28021.

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Transmitter: Gates Model BC-5A 5kw/1kw. In use at present time. Mastertone Comp'nv, 8101 University Blvd., Des Moines, Iowa 50311.

RCA Channel 26 TFU30J Antenna, make offer, will hold, nominal deposit. Tektronix 542D scope, \$249, H-P 400C, \$49. Gates modulation monitor, 5774A, make offer. Will accept useful trades. M. Goldberg, 1618 James, Syracuse, N.Y. 13203. 479-7620.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models, available from VIF International, Box 1555, Min. View, Calif. 94040. (408) 739-9740.

MISCELLANEOUS

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"1971 tests-answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348, San Francisco 94126.

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Miscellaneous

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ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, News Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS* in Texas, 6801 Viscount Blvd., El Paso, Texas 79925. Phone 915-778-9831.

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REI in sunny Sarasota, Fla. 1336 Main St. 33577. Phone: 813-955-6922.

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Mich.	small	fulltime	250M	29%	Ohio	small	FM	140M	68M
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East	metro	fulltime	300M	100M	N.Y.	med	daytime	170M	29%
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(Continued from page 79)

erator requirements for AM's and FM's (Doc. 18930). Action Feb. 1.

■ Hearing Examiner Isadore A. Honig in Perry, Fla. (WPRY Radio Broadcasters Inc.), renewal of license of WPRY, postponed hearing scheduled for March 23 until March 24, in Perry (Doc. 18885). Action Feb. 1.

■ Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis (Star Stations of Indiana Inc.), renewal of licenses of WIFE-AM-FM et al., denied petition by Broadcast Bureau to modify orders or for permission to appeal (Docs. 19122-5). Action Feb. 4.

Fines

■ FCC fined Mid-State Broadcasters Inc., licensee of WVMG Cochran, Ga.; Newscic Inc., licensee of WRWH Cleveland, Ga. and Habersham Broadcasting Co., licensee of WCON-FM Cornelia, Ga., for repeated violation of rules by failing to file their renewal applications at least 90 days prior to the expiration date of their licenses. WVMG fined \$25 for filing its application seven days beyond due date; WRWH fined \$25 for filing five days beyond due date; and WCON-FM fined \$100 for filing 56 days beyond due date. Action Feb. 3.

■ KBET Reno—FCC notified Robert L. Stoddard, doing business as Sierra Broadcasting Co., licensee, that he has incurred apparent liability for forfeiture of \$5,000 for failing to observe provisions of rules (fraudulent billing practices). Action Feb. 3.

■ KMOO Mineola, Tex.—FCC notified A-C Corp., licensee, that it has incurred apparent liability for forfeiture of \$500 for violation of rules in that trans. was operated by operators who did not hold at least valid radiotelephone third class operator licenses endorsed for broadcast operation. Action Feb. 3.

■ WWYO Pineville, W. Va.—FCC issued Wyoming Broadcasting Co., licensee, notice of apparent liability for forfeiture of \$1,000 for failing to identify sponsor of commercial announcement on air, failing to identify sponsor of commercial announcement in station's program log, and entering length of time of commercial announcements in program log as shorter than actual duration of announcements. Action Feb. 3.

Call letter applications

■ KWCB, Bruce Industries Inc., Searcy, Ark.—Requests KWXC.

■ WJRZ, Pacific & Southern Co., Hackensack, N.J.—Requests WWDJ.

Call letter action

■ WSLC, Lake Country Broadcasting Co., Clermont, Fla.—Granted WWFL.

New FM stations

Applications

■ Hartford, Ky.—Hayward F. Spinks. Seeks 106.3 mhz, 3 kw. Ant. height above average terrain 281 ft. P.O. address Ward's Lane Box 160, Hartford 42347. Estimated construction cost \$24,637; first-year operating cost \$5,200; revenue \$12,000. Principals: Hayward F. Spinks, sole owner. Mr. Spinks owns WLLS(AM) Hartford. Ann. Dec. 23, 1970.

■ *Stockbridge, Mass.—Berkshire Christian College. Seeks 88.9 mhz, 1.575 kw. Ant. height above average terrain 8 ft. P.O. address 200 Stockbridge Road, Lenox, Mass. 01240. Estimated construction cost \$5,050; first-year operating cost \$500; revenue none. Principals: Rev. Vincent E. Taber, chairman, et al. Ann. Jan. 11.

■ Drew, Miss.—Triangle Broadcasting Inc. Seeks 95.3 mhz, 3 kw. Ant. height above average terrain 293 ft. P.O. address P.O. Box 191, Drew 38737. Estimated construction cost \$34,948; first-year operating cost \$19,000; revenue \$54,000. Principals: Louis B. Millen, chairman of board (11.1%); W. O. Shurden, Mrs. Tommie Pearson and Bobby Maxwell (each 11.1%), et al. Mr. Millen and Mr. Shurden own farms; Mrs. Pearson owns liquor store and Mr. Maxwell is partner in oil and gas distributing firm. Ann. Dec. 8, 1970.

■ Picayune, Miss.—Andres Calandria. Seeks 106.3 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address City Drug Store, Picayune 39466. Estimated construction cost \$36,469.90; first-year operating cost \$19,352; revenue \$36,000. Principals: Andres Calandria, sole owner. Mr. Calandria is serving with air force as communications specialist. Ann. Dec. 15, 1970.

Final actions

■ Braddock Heights, Md.—Musical Heights Inc. Broadcast Bureau granted 103.9 mhz, .27 kw, Ant. height above average terrain 844 ft. P.O. address

Route 5, Frederick, Md. 21701. Estimated construction cost \$15,498; first-year operating cost \$14,499; revenue \$15,000. Principals: John T. Staub, vice president, et al. Mr. Staub has interests in WHMI(AM) Braddock Heights. Action Feb. 1.

■ *Grand Rapids, Mich.—Grand Rapids Baptist Bible College and Seminary. FCC granted 91.3 mc, ERP 50 kw. Ant. height above average terrain 217 ft. P.O. address: 1001 East Beltline Northeast, Grand Rapids 49505. Estimated construction cost \$60,000; first-year operating cost \$30,935; revenue none. Principals: Executive Board, Rev. Gordon Cook, chairman, et al. Action Feb. 4.

■ Great Falls, Mont.—Frank Anderson. Broadcast Bureau granted 98.9 mhz, ch. 255, 25 kw. Ant. height above average terrain 45 ft. P.O. address 2315 10th Avenue, South, Great Falls 59401. Estimated construction cost \$17,995; first-year operating cost \$12,000; revenue \$12,000. Principals: Frank Anderson, sole owner. Mr. Anderson owns radio and electronic equipment supply company. Action Jan. 29.

■ Eagle River, Wis.—Eagle River Broadcasting Inc. FCC granted 94.3 mhz, 3 kw. Ant. height above average terrain 202 ft. P.O. address Box 309, Eagle River 54521. Estimated construction cost \$15,728; first-year operating cost \$6,000; revenue \$6,000. Principals: George Palo, president, Thomas Beckwith, vice president, Martin Saks, secretary-treasurer (each 25%), Marth Callaghan, executive vice president (3%). Principals own WERL(AM) Eagle River and have interests in WNBI-AM-FM Park Falls, Wis. Messrs. Palo, Beckwith and Callaghan have interests in Park Falls, Wis. CATV system. Action Feb. 3.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (White River Radio Corp., Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, granted motion by White River Radio Corp., and dismissed with prejudice its application (Docs. 19017-9). Action Feb. 2.

■ Hearing Examiner Millard F. French in Camarillo, Calif. (Camarillo Broadcasting Co., Hot Air Radio), FM proceeding, granted petition by Hot Air Radio for leave to amend application to show revised financial showing (Docs. 18969-70). Action Feb. 4.

■ Hearing Examiner Millard F. French in Catlettsburg, Ky. (K & M Broadcasting Co.), FM proceeding, scheduled further prehearing conference for Feb. 9 (Doc. 18440). Action Feb. 2.

■ Hearing Examiner Chester F. Naumowicz in San Francisco (Chronicle Broadcasting Co.), FM and TV proceeding, denied motion by complainants for order extending time to file counterfindings of fact and conclusions (Doc. 18500). Action Feb. 3.

■ Hearing Examiner Herbert Sharfman in Virginia Beach, Va. (Payne of Virginia Inc., et al.), FM proceeding, rescheduled procedural date, and rescheduled hearing from Feb. 22 to March 22, to permit action on joint petition for approval of merger agreement, etc., filed by Virginia Seashore and Sea Broadcasting (Docs. 19095-7). Action Feb. 3.

■ Hearing Examiner James F. Tierney in Naples, Fla. (Recreation Broadcasting of Naples Inc. and Naples Image Inc.), FM proceeding, granted joint petition of agreement by applicants, as corrected and less amount of \$34.50 for magazine subscription; dismissed with prejudice, application of Recreation Broadcasting of Naples Inc. (Doc. 18961); scheduled further prehearing conference for Feb. 11 (Docs. 18961-2). Action Feb. 2.

Other action

■ Review board in Scottdale, Pa., FM proceeding, dismissed petition by L. Stanley Wall, applicant for new FM at Scottdale, to enlarge issues on qualifications of Quality Radio Inc., Scottdale, competing applicant (Docs. 19053-4). Action Feb. 8.

Rulemaking action

■ Cayce, Columbia and Burrentown, all South Carolina—FCC, in response to petition by Lexington County Broadcasters, licensee of WCAY-(AM) Cayce, and Valley Investment Co., proposed amendment of FM table of assignments as follows: to add ch. 244A or 261A to Cayce or to Columbia, Or. to add ch. 261A to Burrentown, delete ch. 221A from Louisville, Ga., and add ch. 296A; delete 261A from Washington, Ga., and add 221A, and delete 296A from Claxton, Ga., and add 280A. Ann. Feb. 4.

Call letter application

■ Rural FM Broadcasting Co., Waipahu, Hawaii—Requests KULA(FM).

Call letter action

■ Flynn Enterprises Inc., Hillsdale, Mich.—Granted WCSR-FM.

Existing FM stations

Final actions

■ KNJO(FM) Thousand Oaks, Calif.—Broadcast Bureau granted CP to install former main trans. as aux.; and aux. ant. at main trans. location on 92.7 mhz; ERP 2.55 kw; ant. height —82 ft. Action Feb. 2.

■ WKIS-FM Orlando, Fla.—Broadcast Bureau granted CP to change trans. and studio location to 3.5 miles north of Bithlo, Orange, Fla.; install new trans. and make changes in ant. system. ERP 100 kw, ant. height 840 ft. Action Jan. 29.

■ *WETL(FM) South Bend, Ind.—Broadcast Bureau granted mod. of SCA to change sub-carrier frequencies to 41 and 67 khz. Action Feb. 3.

■ WHYN-FM Springfield, Mass.—Broadcast Bureau granted license for changes in trans. Action Jan. 29.

■ WCHM(FM) Chambersburg, Pa.—Broadcast Bureau granted CP to install trans. and ant.; ERP 2.8 kw; ant. height 240 ft.; remote control permitted. Action Jan. 29.

■ WMMR(FM) Philadelphia—Broadcast Bureau granted CP to install new alt. main trans. Action Feb. 2.

■ WAMO-FM Pittsburgh—Broadcast Bureau granted mod. of SCA to conduct background music service on multiplex basis, using 67 khz. Action Feb. 2.

Action on motion

■ Hearing Examiner Frederick W. Denniston in Corpus Christi, Tex. (A. V. Bamford d/b as The Big Chief), FM proceeding, ordered that Broadcast Bureau may file, within five days of release date of this order, appeal with review board, of order released Jan. 26, in which hearing examiner accepted amendment filed by A. V. Bamford and Jack Beasley, partnership, d/b as The Big Chief, to substitute A. V. Bamford an individual as applicant herein (Doc. 19089). Action Feb. 3.

Call letter applications

■ KTBT(FM), West Coast Media Inc., Garden Grove, Calif.—Requests KDUE(FM).

■ KRHM(FM), Pacific & Southern Co., Los Angeles—Requests KKDJ(FM).

■ WDEE-FM, Bartell Broadcasting of Michigan Inc., Detroit—Requests WDRQ(FM).

Call letter actions

■ KCHV-FM Coachella Broadcasting Co., Coachella, Calif.—Granted KVIM(FM).

■ WCTM(FM), Western Ohio Broadcasting Service Inc., Eaton, Ohio—Granted WCTW-FM.

■ KCOR-FM, Inter-American Radio Inc., San Antonio, Tex.—Granted KQXT(FM).

Renewal of licenses, all stations

■ WMAL-TV Washington, D.C.—FCC granted renewal application filed by The Evening Star Broadcasting Co., licensee, and denied petition to deny Evening Star application, filed by 16 black D.C. citizens representing non-profit organizations. Action Feb. 3.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following FM's: KKUP Cupertino, Calif., to July 1; KBVL Boulder, Colo., to May 13; WSUB-FM Groton, Conn., to July 16; WKWL Belvidere, Ill., to March 27; WWEL Chicago, to June 9; WFMF Chicago, to April 20; KBMS Billings, Mont., to June 4; WXRA Woodbridge, Va., to July 24. Actions Jan. 29.

■ WJLA-FM Eufaula, Ala.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 3 kw; ant. height 79 ft. Action Jan. 29.

■ KJNP North Pole, Alaska—Broadcast Bureau granted mod. of CP to extend completion date to June 30. Action Feb. 3.

■ KTHO South Lake Tahoe, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to July 20. Action Feb. 2.

■ WKWL Belvidere, Ill.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ant. height 300 ft. Action Jan. 29.

■ WTBS(FM) Cambridge, Mass.—Broadcast Bureau granted mod. of CP to change ant. Action Jan. 29.

■ *WIQH(FM) Concord, Mass.—Broadcast Bureau granted mod. of CP to change trans. and ant.; condition. Action Jan. 29.

Translator actions

■ Lawrence, Kan., Stauffer Publications Inc.—Broadcast Bureau granted CP for new VHF translator to serve Lawrence on ch. 7 by rebroadcasting WIBW-TV Topeka, Kan. Action Feb. 3.

■ Imlay, Nev., Humboldt County TV Maintenance Board—Broadcast Bureau granted CP for new VHF translator to serve Imlay on ch. 6 by rebroadcasting KCRL-TV Reno. Action Feb. 3.

■ Paradise, Nev., Humboldt County TV Maintenance Board—Broadcast Bureau granted CP for new VHF translator to serve Paradise Hill on ch. 9 by rebroadcasting KCRL-TV Reno. Action Feb. 3.

■ Winnemucca, Nev., Humboldt County TV Maintenance Board—Broadcast Bureau granted CP for new UHF translator to serve Winnemucca on ch. 82 by rebroadcasting KCRL-TV Reno. Action Feb. 3.

Ownership changes

Applications

■ WRRR(AM) Rockford, Ill.—Seeks assignment of license from Radio Rockford Inc. to Delaware Radio Rockford Inc. for \$375,000. Sellers: Burrell L. Small, president, et al. Buyers: Alan H. Cummings, president-treasurer (95%), and Buddy Black (5%). Mr. Cummings carries on private investments, owns beef cattle business, has interest in WLTD(AM) Evanston, Ill., is director of Foundation Life Insurance Co. and New Jersey Life Insurance Co., and is director of car wash franchises in Switzerland and Germany. Mr. Black has interest in WLTD and is president and general manager of WEBH-FM Chicago. Ann. Jan. 8.

■ WLOB-FM Portland, Me.—Seeks assignment of license from Portland Broadcasting Corp. to Dirigo Communications Inc. for \$60,000 (also outlined in agreement is provision for buyer to reimburse seller costs exceeding \$500 in replacement of station's console board). Sellers: Assignor is subsidiary of ASI Communications Inc., owner of WRYT(AM) Sacramento, KMAK(AM) Fresno and KJTV(TV) Kern county, all California, and WERE(AM) Cleveland and KFAC-AM-FM Los Angeles. ASI also has option to acquire 25% of Kern Cable Co., Kern county. Buyers: Frederick Arnold Miller and Stone Family Trust. Melvin L. Stone, trustee (each 50%). Mr. Miller is employed at WLOB-FM. Mr. Stone has interest in WGUY(AM) Ellsworth, and WRUM(AM) Bangor, both Maine, and has interest in ren firm and transcribing service. Ann. Dec. 18, 1970.

■ KFSB(AM) Joplin, Mo.—Seeks assignment of license from Four States Broadcasters Inc. to J. R. Broadcasting Co. for total of \$225,000 (\$75,000 cash, \$125,000 note and \$25,000 consulting fee). Sellers: W. H. Clark, vice president, et al. Buyers: Richard D. Chegwin, president (75%), John C. David, vice president (25%). Mr. Chegwin is director of engineering and sales for KBYE(AM) Oklahoma City. Mr. David is promotion director and announcer for KOMA(AM) Oklahoma City. Ann. Jan. 6.

■ KAFE-AM-FM Santa Fe, N.M.—Seeks assignment of license from KAFE Radio to Enchanted Land Broadcasting Inc. for \$225,000. Sellers: Guy Christian (51%) and Belarmino R. Gonzales (49%). Buyers: Frank G. Rosa, P. R. Rosa and Thomas W. Rosa (each 24.7%), Patrick H. Thiessen and Lorrain R. Thiessen (each 12.3%) and Richard Dale Wood (0.8%). Messrs. Rosa and Mr. Thiessen have interest in flour milling firm, and Frank G. Rosa is director and shareholder in bank in Wellington, Kan. Mrs. Thiessen is housewife. Mr. Wood was formerly manager and executive vice president of KWBB(AM)-KQTY(FM) Wichita, Kan. Ann. Jan. 6.

■ WUSN-TV Charleston, S.C.—Seeks assignment of license from Reeves Telecom Cnrr. to State Telecasting Corp. for \$2 million. Sellers: Hazard E. Reeves, chairman of board, et al. Reeves Telecom is licensee of WHTN-TV Huntington, W. Va. It is parent of WKEB Inc., licensee of WKEB-AM-FM Huntington; WIFH Inc., licensee of WIFH-AM-FM Baltimore; and WBLG-TV Inc., licensee of WBLG-TV Lexington, Ky. Buyer: The State Record Co., Columbia, S.C. (Ben. R. Morris, chairman of board and chief executive officer). The State Record Co. owns State Record Publishing Co., publisher of *The State and Columbia Record*, both Columbia, S.C., Gulf Publishing Co., publisher of *Biloxi-Gulfport*, Miss., *Daily Herald*; printing firm and trucking company. Ann. Jan. 12.

■ WHCQ(AM) Spartanburg, S.C.—Seeks assignment of license from Mid-South Broadcasting Inc. to Capital Broadcasting Corp. for \$160,000. Sellers: Philip A. Buchheit, president, et al. Buyers: E. M. Johnson, president, et al. Assignee owns WCAW(AM)-WVAP(FM) Charleston, W. Va., and has 50% interest in license of WMMN(AM) Fairmont, W. Va., and WZAM(AM) Prichard, Ala. Ann. Dec. 18, 1970.

■ KFWT-FM Fort Worth—Seeks assignment of license from Trinity Broadcasting Co. to Marsh Media Ltd. for \$315,000. Seller: W. C. Windsor Jr., president, sole owner. Mr. Windsor owns KFWT-TV Fort Worth. Buyers: Stanley Marsh III, Tom F. Marsh, Michael Marsh and Estelle Marsh Watlington (all 22.5%), and John S. Tyler (10%). Marsh Media has 50% interest in Amarillo, Tex., brake repair business and 25% of CATV system in Amarillo. Stanley Marsh III has interest in cattle business; real estate and investment companies; is director and stockholder of banks in Amarillo and Fritch and Canyon, both Texas; has interest in coin collecting agency and building firm, and owns book store. He also has interest in Marsh family real estate business. Tom F. Marsh has share in family real estate and investment businesses owns oil and real estate investment fund; has interest in cattle feeding business and chain of stores and is director of credit agency. Michael Marsh and Mrs. Watlington have interest in family investments. Mr. Tyler owns CATV system in Gainesville, Tex., and has interest in CATV in Jonesboro, Ark. Ann. Jan. 8.

Actions

■ KALO(AM) Little Rock, Ark.—Broadcast Bureau granted transfer of control of Arkansas Broadcasting Co. from T. K. Barton and Douglas J. Romine (jointly 100% before, none after) to Bernard Mann (none before, 66⅔% after) and Gilbert C. Gans (none before, 33⅓% after). Consideration: \$36,500. Mr. Mann has interest in WAIR(AM) and WGPL(FM), both Winston-Salem, N.C. Mr. Gans has interest in snack food business and investment brokerage. Action Feb. 2.

■ KGNU(FM) Fresno, Calif.—Broadcast Bureau granted assignment of license from Broadcast Industries Inc. to Mineral King Broadcasters for \$126,000. Sellers: Elbert H. Dean, president, et al. Buyers: Clyde B. Love, William Robert Patton (each 28%), Robert E. Darling, Dino R. Fulvio (each 17%), and James H. Carlson (10%). Messrs. Love and Patton each own 50% of KGNU(FM) Tulare, Calif. Principals own 50% of applicant for new AM at Morro Bay, Calif. Mr. Love owns background music service, 33⅓% of investment firm and 50% of music investment service. Mr. Patton owns 50% each of vending equipment firm and music vending company, 51% of other music vending firm and 33⅓% of background music company. Mr. Darling is general manager and program director for KGNU(FM). Mr. Fulvio is sales manager for KGNU(FM). Mr. Carlson is video-tape engineer for engineering service. Action Feb. 3.

■ KSUE(AM) Susanville, Calif.—Broadcast Bureau granted assignment of license from James E. McKahan to Radio Lassen for \$165,000. Seller: James E. McKahan, sole owner. Buyer: E. Cecil Webb Jr., sole owner. Mr. Webb owns broadcast management consulting firm. Action Jan. 27.

■ KGNU(FM) Tulare, Calif.—Broadcast Bureau granted assignment of CP and SCA from Mineral King Broadcasters to Clyde B. Love, W. R. Patton (each 50% before, 28% after), James H. Carlson (none before, 10% after), Robert E. Darling and Dino R. Fulvio (each none before, 17% after), for \$22,000. Action Feb. 3.

■ WBBT(AM) Lyons, Ga.—Broadcast Bureau granted assignment of license from Collins Corp. of Georgia to Tombs County Broadcasting Co. for \$35,000. Sellers: Frank K. Graham, president, et al. Buyer: John C. Duggan, sole owner. Mr. Duggan has previous 8.1% interest in present licensee. Action Jan. 27.

■ WNVL(AM) Nicholasville, Ky.—FCC granted assignment of license from Katherine G. Peden to Greater Kentucky Broadcasting Corp. for \$80,000. Seller: Katherine G. Peden, sole owner. Buyers: Walter E. May, president, C. D. Roberts, vice president, Hobart Clay Johnson, secretary-treasurer (each 16⅔%), et al. Messrs. May, Roberts and Johnson own 55%, 10% and 15%, respectively, of WPKE-AM-FM Pikeville, Ky., and 16⅓% each of CP for new AM at Louisa, Ky. Mr. May owns 50% of CP for new AM at Jellico, Tenn. Action Feb. 3.

■ WRKN(AM) Brandon, Miss.—Broadcast Bureau granted assignment of license from Wilbur J. Martin Sr. to Radio Station WRKN Inc. for \$120,000. Principals: David C. Blossman (25%), et al. Mr. Blossman has interest in WARR(AM) Covington. WTGI(FM) Hammond and KWCL(AM) Oak Grove, all Louisiana. Action Jan. 27.

■ WTNS-AM-FM Coshocton, Ohio—Broadcast Bureau granted transfer of control of Coshocton Broadcasting Co. from Mrs. Evalyn M. Wallace, executrix of estate of late F. Bruce Wallace (51.55% before, none after), to Mrs. Evalyn M. Wallace (none before, 51.55% after). No consideration. Action Feb. 2.

■ WWDW(AM) Sumter, S.C.—Broadcast Bureau granted assignment of license from WFIG Inc. to Southern Broadcasting Inc. for \$45,000. Sellers: Harvey R. and Marie W. Laughter and Thomas P. and Jean Green Tisdale. Messrs. Laughter and Tisdale own 50.8% and 48.6% of WBMS(AM) Black Mountain, N.C., respectively. Buyers: Thomas E. Winstead, president-treasurer (62.5%), William C. Winstead (37.5%), Mr. W. Winstead owns restaurant concern. Action Feb. 1.

■ WHRN(AM) Herndon, Va.—FCC granted assignment of license from Three Towers Inc. to My Staff Inc. for \$160,000. Sellers: J. Stewart Brinsfield Jr., et al. Sellers own WOWI-FM Norfolk, Va., and WOUR(FM) Utica, N.Y., and have applications pending for CP's for new AM at Corry, Pa., new FM at Raytown, Mo., and new AM-FM combination at Oil City, Pa. Buyer: James S. Beattie, president-treasurer (100%). Mr. Beattie owns business investment and brokerage firm and Towson, Md., secretarial school. Action Jan. 29.

CATV

Designated for hearing

■ FCC scheduled oral argument on proposed rules governing diversification of control of CATV systems, federal-state or local relationships and required technical standards before full commission beginning March 11, at 9:30 a.m., and continuing on March 12 and 15, half a day on March 16, 18, 19, 25 and 26 (Docs. 18397-A, 18891-2, 18894). Action Feb. 3.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Feb. 9. Reports include applications for permission to install and operate CATV's, changes in fee schedules and grants of CATV franchises.

Franchise grants are shown in *italics*.

■ Anaheim, Calif.—Theta Cable of California, a wholly owned subsidiary of Hughes Aircraft Corp., Culver City, Calif., and Teleprompter Corp. (multiple-CATV owner), New York, has applied for a franchise.

■ Chicago—North Lawndale Economic Development Corp., Television Communications Corp. and Edgewater Beach Development Corp., all Chicago, have applied for a franchise.

■ Shreveport and Bossier, both Louisiana—Five firms have applied for a franchise: LVO Cable (multiple-CATV owner), Tulsa, Okla.; ATC Inc. and National Cable Television Corp., both New York; Cable Inc., a subsidiary of Communication Properties Inc. (multiple-CATV owner), Austin, Tex.; and Midwest Video Inc. (multiple-CATV owner), Little Rock, Ark.

■ Oxford, Mass.—Parker Cablevision Corp., Worcester, Mass., has been granted a franchise. Firm will charge \$5 for installation and same for monthly charge. Franchise is subject to mutually agreeable contract. Tentative proposals include free service to police and fire stations, Civil Defense headquarters, public library and other town facilities along the main trunk line. All public schools along the route will be given free service. Facilities will also be free to Oxford Chamber of Commerce and other local civic groups.

■ St. Paul—Communications Properties Inc. (multiple-CATV owner), Austin, Tex., has applied for a franchise.

■ Little Silver, N.J.—Community Broadcasting Company of Red Bank, N.J., has applied for a franchise in the following New Jersey towns: Little Silver, Fair Haven, Shrewsbury, New Shrewsbury, Middletown and Atlantic Highlands.

■ Wayne, N.J.—Tele-Mark Communications, wholly-owned subsidiary of Columbia Cable Systems Inc. (multiple-CATV owner), Westport, Conn., Pompton Lakes, N.J., has acquired Ringwood Cable TV (multiple-CATV owner), Ringwood, N.J., for an undisclosed amount.

■ Little Falls, N.Y.—City council has granted Antenna-Vision (multiple-CATV owner), Iilon, N.Y., a rate increase from \$4.50 to \$5 per month to become effective when other communities served by Antenna-Vision also grant a rate increase.

■ Riverhead, N.Y.—Two companies have applied for franchise: All-Towns Cable TV Inc., subsidiary of Teleprompter Corp. (multiple-CATV owner), New York, and Brookhaven Cable TV Inc. (multiple-CATV owner), Selden, N.Y.

■ Canton, Ohio—City council has approved a merger between Imperial Broadcasting Co., Canton, and Downe Broadcasting Inc., New York.

■ Brownsville, Tex.—City commission has granted rate hike to Valley Cable TV, Brownsville, subject to approval by all governing bodies in area. Monthly fee will go from \$4.75 to \$5.75 and installation will be up \$5 to \$10.

■ Port Arthur, Tex.—City council has granted franchise to Port Arthur Cablevision Inc., there, subsidiary of Time-Life Inc. (multiple-CATV owner), New York.

There was a time—and it wasn't more than a decade ago—when Alfred Robert Stern had to explain what cable television was to people he met at cocktail parties.

Today, the founder of Television Communications Corp., a CATV and broadcasting firm, has left that problem far behind. But 10 years ago, network television's dominance in communications was absolute, and Mr. Stern himself was still with NBC.

Why did a man who moved up the network's executive ladder almost explosively during 10 years of service move on—into a field that was an unknown quantity at the time?

"I felt," he says in his Rex Harrison-type voice, "the networks in the broadcasting business were at their peak of success. They had no way to go." He adds quickly: "It has nothing to do with not believing in television. Our company owns television stations. But I felt cable had some place to go."

That confidence has been amply justified, both by the industry as a whole and by the success of TVC. When formed as Televents Corp. in 1962, the company had about 14 systems. Today, with a new name, changed in 1965, TVC has grown to 25 systems in 12 states with 80,272 subscribers as of Sept. 30, 1970, and is among the leaders in its field.

But TVC is not limited to cable. There is a recording studio on the West Coast, and the communications division, which owns and operates two broadcasting facilities: WBNB-TV Charlotte Amalie, Virgin Islands, and WKJG-TV Fort Wayne, Ind.

So Mr. Stern is in earnest when he says, "the group you surround yourself with makes the difference." It's not hard to get an individual cable system, he says; what is difficult is assembling a good staff and keeping them. "It takes a good group of dedicated people to get a thing moving. And we're proudest of the kind of people we have been able to attract and to hold," he says.

The capabilities Mr. Stern exhibits in running TVC were honed during his variegated years with NBC. He started as an assistant in a production department in 1952 and moved along until he was running the Enterprises Division. As chairman of the board of NBC International Ltd., Mr. Stern had a hand in developing the company's entire international business. Before that, he had been director of operations for NBC Radio's weekend *Monitor* service. While handling that post he directed participating programs for the radio network. It was in 1962 that he left to form his own company.

Before he "settled in communications for NBC," Mr. Stern said, he held various positions with Universal and RKO Pictures in New York. (He even work-

A network alumnus who puts his money on cable's future

ed in an art gallery, but declines to say more on that.)

Now, with experience in both network and cable television, Mr. Stern is partial to cable. "I don't see the end of the networks," he says, "but the need for them will be diminished over the course of the next decade."

He bases this forecast on a combination of factors. For one thing, he thinks

Week's Profile



Alfred Robert Stern — chairman, president, Television Communications Corp., New York; b. Aug. 1, 1922, Chicago; Deerfield (Mass.) Academy, 1941; student, University of North Carolina, 1941-42; Army Air Force, 1942-46; president, Raymond & Raymond Inc., New York, 1949-51; projects officer, television programing, NBC Inc., 1952; business manager, technical operations, 1953; assistant to executive vice president, 1953; director of operations, NBC Radio's Monitor, 1955; director, participating programs, NBC Radio, 1955; staff assistant to president, 1955; director, chairman of board, NBC's international operations, 1956; vice president, in charge of NBC's Enterprise Division, 1959-62; chairman of board, Televents Corp. (now Television Communications Corp.), 1962-65; chairman, president, Television Communications Corp., 1965-present; m. Joanne Melniker, Feb. 11, 1950; children—Chris, Catherine, Nicholas, Thomas, Margaret; hobbies—tennis, skiing.

network domination over affiliates will decline. ("Even the FCC has cut down on [prime] time," he notes.) He feels that the advertiser who wants to reach the bulk of the public will find networks less important as a commercial outlet because buying will be done in a more local, demographic way.

Cable, on the other hand, will buck the current economic downtrend and continue to grow, Mr. Stern says, because it will be able to offer the subscribers a variety of services at low cost. Besides entertainment, he says, it can move into education, instruction, or at-home shopping services, all of which are developed or in the planning stage.

And he points out that in the last five years, the cable industry has grown by over 3,250,000 subscribers—further evidence to him, of cable's appeal.

Mr. Stern spends a good deal of his time in Washington trying to develop a policy for CATV and "win some breakthroughs in the industry." A leading member of the National Cable Television Association, Mr. Stern at one time served as its chairman and now heads its copyright committee. Because of this outside activity, Mr. Stern spends only three-and-a-half days of his working week in New York. The remainder is devoted to his Washington activities and trips to TVC's systems throughout the country. And almost like the sailor on leave who hires a rowboat in the park, Mr. Stern watches cable television at home—not on one of his own systems, he quickly points out, but on a competitor's. (TVC doesn't have a system in New York City.)

Mr. Stern is not just a spectator sportsman. He has played tennis since his youth, although he now says of himself: "I'm getting to be an old man playing good weekend tennis." And anywhere he can get to, he skis—in Windham, N.Y., out West, in Europe.

But more than tennis or skiing, Mr. Stern says he likes to spend as much time with his family as he can.

Yet there is a slight generation gap between this urbane, successful, meticulously dressed man and his sons. "I'm very much out of it," he says. "My youngest daughter pleaded with me to get with it. My sons are more in fashion with long hair. But somebody's got to uphold tradition," he says.

It is not unusual, he says, to hear hard rock in his home. Since last Christmas, however, this music has been muted: His 17-year-old son received a set of earphones as a gift. "It's the best Christmas present you can get for anybody"—especially, he says, as a gift from a parent to the teen-ager under his roof.

His own taste in music is quite different. "I just got a new stereo. Mostly, I listen to radio and music of the non-beat, non-wild nature."

Workable

The plan of the President's Advisory Council on Executive Reorganization, formally released last week, is complex and controversial—except for its application to one agency. The FCC would be left practically untouched other than for reduction of its membership from an unorthodox seven to the five it was originally intended to have.

It will take time, perhaps more than this session of Congress can block out, to digest, alter and eventually implement what would remain of the council's basic proposals. In present form these would eliminate the multimembered commission concept, substitute a single administrator, and interpose an administrative court between the administration and the formal appellate courts.

President Nixon, who served in both House and Senate, is well aware of the reluctance of Congress to give ground to the Chief Executive where the independent agencies are involved. That seems the reason the White House carefully refrained from endorsing the council's recommendations.

In leaving the FCC unchanged, except for the economies that would flow from a five-man agency in lieu of a seven-man board, there seems to be no valid reason for congressional delay. Essentially, it is a housekeeping change. The seven-man agency has operated since 1934, having taken over from the old five-man Federal Radio Commission. The new agency was to have operated with three divisions—broadcasting, telephone, and telegraph—but this plan was jettisoned almost at the start as unworkable.

The new FCC proposal seems prudent in light of other considerations. The President's council takes the position there is need for representation of diverse views in the regulation of broadcasting. Based on the current events, that is a valid observation. This is no time to invite accusations of one-man control, through a presidentially-appointed administrator.

Promise and performance

For all broadcasters the moment of truth about their role in future political campaigns will come in early March when Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, holds hearings on various bills proposing reforms. The broadcasters had better be ready with positive suggestions that go beyond their private interests.

Indeed they must make good their promise of last November when they urged members of the Senate not to override the President's veto of a political-advertising bill that would have imposed discriminatory restrictions on radio and television. The persuasion succeeded, by four votes. Now the broadcasters must return with larger purposes.

The first suggestion they must make is that the new law establish an across-the-board requirement that all advertising media accord political advertising the lowest rate available to commercial enterprises. There will be station owners who object to that proposal. They would be politically wise to suppress their objections if the proposal is applied multilaterally.

The second suggestion they must advance is that Section 315, the equal-time provision of the Communications Act, be repealed, not only for presidential and vice-presidential candidates, but also for contestants in all political races. Two of the three major network organizations, CBS and NBC, and a good many station operators have consistently argued

for repeal of 315, but again there are broadcasters who like the section as it is. For the local broadcasters, beset by claims from hosts of local candidates, Section 315 can be a welcome refuge.

But whatever complications the repeal of Section 315 might add to the life of the average broadcaster, the elimination of restrictions that now act to inhibit rather than enlarge political exposure would be clearly in the public interest. There is no way to count the deserving candidates who have been kept off the air because of the need to give futureless opponents equal time.

In the forthcoming appearances in Washington, broadcasters will have every right to resist discriminatory legislation. There is no justification to put a specific ceiling of seven cents per vote on broadcast spending and another of 14 cents per vote for all other media, as proposed in the bill co-sponsored by Senator Pastore, Majority Leader Mike Mansfield (D-Mont.) and Senator Howard Cannon (D-Nev.). Indeed there is no justification to put a ceiling on advertising without some restraint on other services and goods used in campaigns.

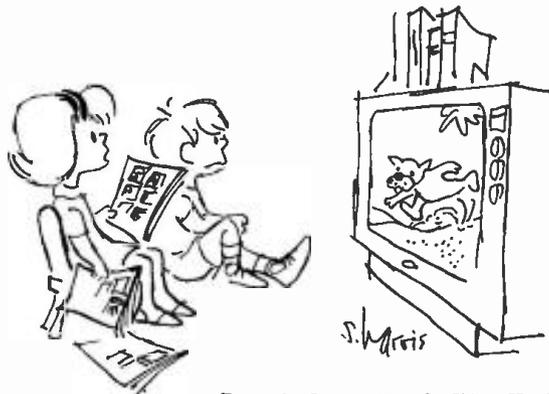
Genuine reform of political-campaign abuses ought to be sought by broadcasters—as it is said to be sought by members of the Senate and House. If that is indeed the objective, the Congress will tighten the laws on disclosure of sources and disbursements of campaign funds, leaving to the candidate the choice of campaign techniques and vehicles.

No smokescreen

The National Association of Broadcasters asked last week to join six individual radio-station licensees who had earlier challenged the constitutionality of the federal law banning the broadcast advertising of cigarettes.

It must be presumed that the outcome of this litigation looks promising. The association has had time to give it thorough legal thought since the President signed the discriminatory measure almost 11 months ago.

As the NAB, in its petition to the court points out, the issue now is not so much the recovery of lost cigarette billings (however those millions may be missed at this low point of the U.S. economy) as the restoration of radio and television to comparable status with other media. The Mutual affiliates who dared to take court action originally and the NAB that has now added its weight to the cause deserve full cooperation in their efforts. Now that the fight has been started, it must be fought to its final resolution.



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