



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Journalists, print and broadcast, rally behind CBS on subpoena
First round lost on drug lyrics, but relief may be in sight
FCC gives its approval to \$137 million Corinthian, D&B merger
Democrats back at bat in haves-haves not battle for access

36112LIRRAAR5184KYYK<0FC/73
A II LIBRARY
US AIR FORCE
SERIAL ACQ SECTION

For AP Members Only

MEMO FROM A MEMBER SUBJECT: DOING OUR BEST!

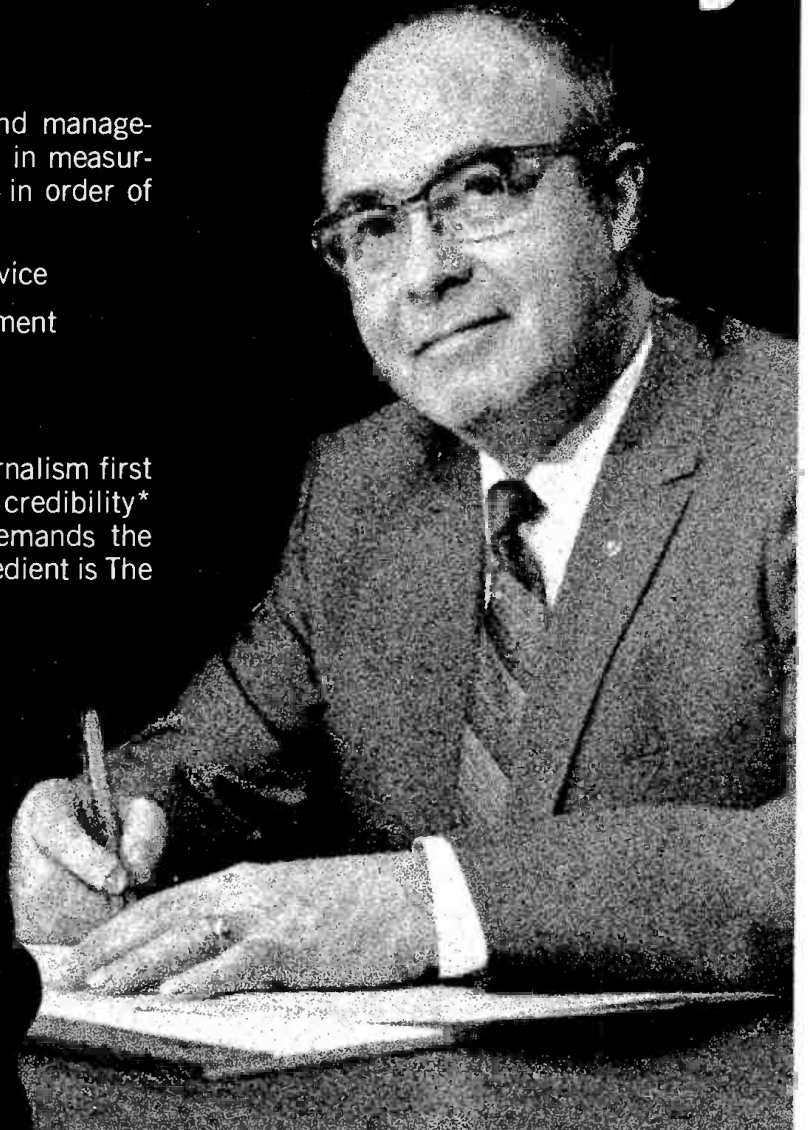
The Bonneville Group ownership and management established the following criteria in measuring excellence of station operations — in order of their importance:

- (1) Outstanding Community Service
- (2) Planned Personnel Development
- (3) Quality Programming
- (4) Profitability

In a nation that ranks broadcast journalism first as their source of news...and in news credibility* —excellence in community service demands the best in news services. An *essential* ingredient is The Associated Press.

Cordially,

Arch L. Madsen
President
The Bonneville Group
KIRO-TV-AM-FM—Seattle
KSL-TV-AM-FM—Salt Lake City
WRFM—New York City, New York
KBIG-FM-AM—Los Angeles/Avalon
KMBZ-KMBR—Kansas City, Missouri
WCLR-FM—Skokie, Illinois



Source: The Roper Organization, Inc.

THE ASSOCIATED PRESS

The inherent fascination of television. Harnessed, finally, to train, inform, communicate and educate for you, by a cassette TV system anyone can operate.

The system: CBS Electronic Video Recording; the *only* cassette TV system actually in production.

EVR displays audiovisual materials more conveniently

and less expensively than either videotape or 16mm movie playback devices. And it is used in normal room light. Without screens, projection rooms or trained projectionists. So it gets used.

EVR Cassettes can be produced, stored and shipped for less than either videotapes or 16mm movies of comparable

running time. And, since the cassettes remain sealed until the EVR Player threads them automatically, the programs inside are never subjected to mishandling or abuse.

To learn more about EVR and how you can convert your audiovisual materials to this low-cost cassette TV system, mail the coupon now.



CBS
ELECTRONIC
VIDEO RECORDING

51 West 52nd Street, New York, N.Y. 10019
Please send me details on the EVR System.

Name Title

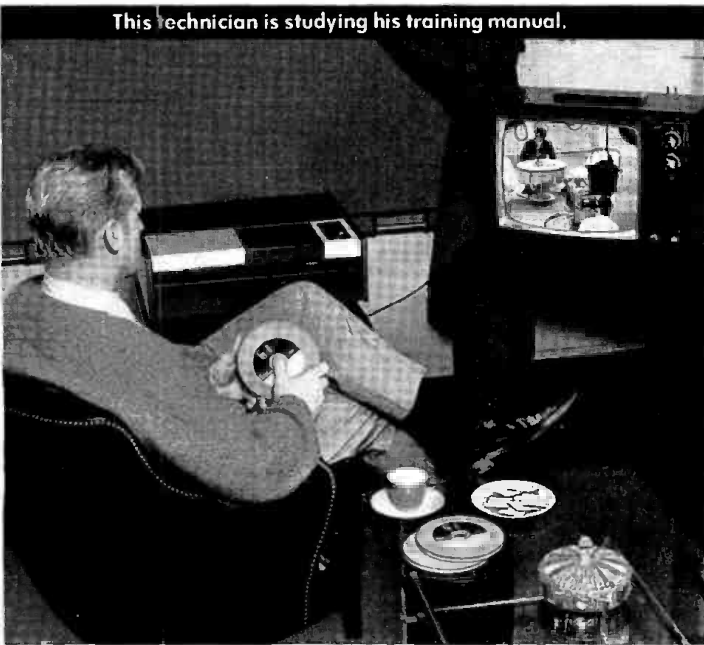
Organization

Address

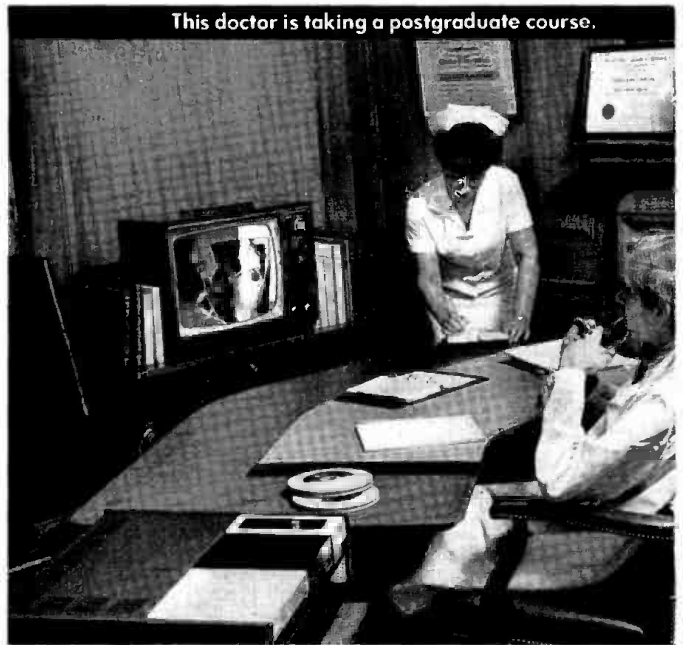
City State Zip

EVR is here. How will you use it?

This technician is studying his training manual.



This doctor is taking a postgraduate course.



These reps are attending a sales meeting.



This buyer is examining your latest samples.



Somebody ate the daisies.

Somebody in New York. Somebody in Philadelphia. Somebody in Los Angeles.

Stations have renewed *Please Don't Eat the Daisies* in these 3 important markets for five runs (290 plays). In spite of the fact that the series has already aired twice in those areas.

And it's a pretty smart buy.

In New York, for



instance, "Daisies" ranks #1 in its time period, total audience, women 18-49, and women 18-34.

In fact, it reaches more women 18-34 than all its independent competition combined.

But most impressive of all, "Daisies" delivers more rating points, homes and persons than any syndicated program on any New York station between 5 pm and 7 pm!

Impressed?

"Please don't eat the daisies"



MGM TELEVISION

1350 AVENUE OF THE AMERICAS (212) 262-2727

**Drug
Abuse
Week**

**Facts
Not
Fear**

WTOP-TV

Washington, D. C.
A Post-Newsweek Station
represented by TvAR



April 18-25: 7 nights of prime time features, 2 hour prime time Rap Session, Eyewitness News Reports, Harambee features, Editorials, more than 200 public service drug spots.

Support mounts for stand taken by CBS President Stanton in refusing to comply with subpoena from House subcommittee to supply outtakes, other not-broadcast material from *Selling of Pentagon*. Staggers unimpressed. See . . .

They're standing in line behind CBS . . . 19

Procter & Gamble, with \$13.6-million expenditure, keeps its lead in spot-TV buying, according to TVB, which says investment by top-100 TV sponsors in fourth quarter of 1970 was \$361.3 million. See . . .

How spot TV finished in 1970 . . . 33

Democratic National Committee shifts battleground of its campaign to answer broadcast appearances by President Nixon from networks to FCC. Republican counterpart in holding pattern awaiting commission decision. See . . .

New heat in that struggle for access . . . 22

More than meets eye is at issue as FCC takes up renewal case of WREO(AM) Ashtabula, Ohio, following court dictate. Impending proceeding could be exhibit 'A' in commission's look into evolution of fairness doctrine. See . . .

FCC takes on key fairness case . . . 39

NBC dominates nominations for Emmy awards with 102 entries—14 for programs, 88 for individuals. Canceled series again fare well. For the complete list of nominees: See . . .

Contenders for this year's Emmys . . . 24

Speakers at 1971 conference on noncommercial television last week lauded ETV's advances in program quality and audience acceptance. But core problem, they acknowledge, remains in financing of medium. See . . .

It's yes—but on noncommercial TV . . . 42

Critics of FCC's policy statement on drug lyrics lose first attempt to have notice withdrawn as court dismisses motion for temporary restraining order to bar commission enforcement; commission at work on clarification. See . . .

Ups and downs of drug lyrics . . . 28

\$100-million-plus merger of Corinthian Broadcasting into Dun & Bradstreet Inc., involving transfer of Corinthian's five TV stations, receives 4-3 approval of FCC, with freshman Commissioner Thomas Houser providing swing. See . . .

Corinthian-D&B deal approved . . . 43

Though still weak in station clearances, ABC-TV's *Evening News* with Harry Reasoner and Howard K. Smith shows local gains in Nielsen February-March measurements, mostly at expense of *NBC Nightly News*. See . . .

A third force in evening news . . . 31

Phoenix's three network-TV affiliates submit 'prototype' application to FCC for joint construction of receive-only earth station. Application is first to be filed by broadcasters—and only one expected. See . . .

Phoenix TV's bid for earth station . . . 52

Departments

AT DEADLINE	9	PROGRAMING	19
BROADCAST ADVERTISING	33	WEEK'S HEADLINERS	10
CHANGING FORMATS	27	WEEK'S PROFILE	65
CHANGING HANDS	44		
CLOSED CIRCUIT	7		
DATEBOOK	12		
EDITORIALS	66		
EQUIPMENT AND ENGINEERING	52		
FATES AND FORTUNES	53		
FOCUS ON FINANCE	47		
FOR THE RECORD	55		
INTERNATIONAL	51		
LEAD STORY	19		
THE MEDIA	39		
MONDAY MEMO	17		
OPEN MIKE	14		



Broadcasting

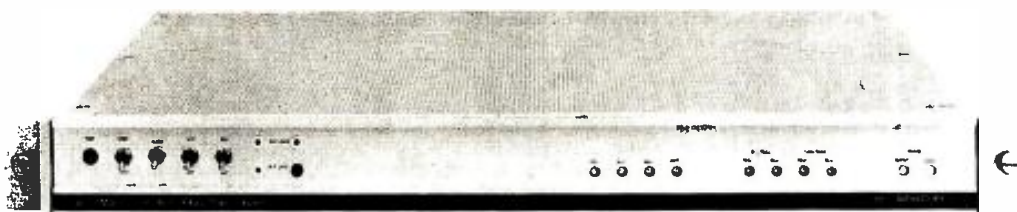
April 19, 1971; Vol. 80, No. 16

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

Subscription prices: one year \$14, two years \$27, three years \$35. Add \$4 a year for Canada and \$6 a year for all other countries. Subscriber's occupation required. Regular issues \$1 a copy. BROADCASTING YEARBOOK published each January, \$1350 a copy; CATV SOURCEBOOK annually, \$8.50 a copy.

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

hands off!



NOW THE CBS LABORATORIES COLOR CORRECTOR IS TOTALLY AUTOMATIC

CBS Laboratories has taken another giant step forward in color television broadcasting. The widely-acclaimed Color Corrector is now fully automatic. Adjust the controls once and forget it. The Color Corrector automatically guarantees uniform color balance of remote feeds from any part of the country. Automatically corrects variations from one camera to another, from one scene to another, or from film to tape. And automatically gives you

the big edge for viewer ratings and advertising dollars. When it comes to color broadcasting, nothing can touch the new CBS Laboratories Automatic Color Corrector 6000.

CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc.
227 High Ridge Road, Stamford, Connecticut 06905

Warming up

President's Office of Telecommunications Policy is getting ready to disclose role it will play in formulating governmental policy on cable television, though its explicit recommendations may not be made available for some time. OTP has several studies under way. In general OTP is said to be interested in "long-range" aspects of CATV and to believe that FCC's current approach is "short-range." (FCC was scheduled last week to start facing decisions in major rulemaking on CATV, but was distracted by other business. It may try again next week.)

OTP's director, Clay T. Whitehead, has been conferring on CATV with White House staff. President is known to have expressed concern over impact of uncontrolled CATV on broadcast television (BROADCASTING, March 22). Mr. Whitehead has also received several groups of broadcasters who presented their views on cable regulation.

About-face?

When Paul A. Porter, charter member of Peabody Awards committee, presides at Wednesday's presentation luncheon in New York, it isn't likely to be perfunctory performance. He was FCC chairman (1944-46) when agency issued its "Blue Book," asserting new jurisdiction over broadcast content. But now he's disturbed along with other Washington lawyers over extremes to which regulatory procedures have gone.

At last week's sessions in Washington of American Society of Newspaper Editors, CBS-Pentagon affair was leading topic. And Mr. Porter, senior member of Arnold & Porter firm, who has been confidante of Democratic Presidents beginning with Franklin D. Roosevelt, was in thick of discussion. At Peabody luncheon he can be expected to expound new philosophies that will startle some of his erstwhile New Deal colleagues, but win plaudits of believers in First Amendment.

Barter starter

American Motors Corp. is joining advertiser-syndication caravan with new half-hour travel-action-adventure series, *The American Adventure*, which will spotlight off-beat vacation sites and activities. Series is to be placed on stations and to be produced by American Motors' agency, Compton Advertising, New York, in conjunction with Tom Thomas Productions, Detroit, which

will be making its TV program production debut. American Motors' Jeep will be advertised on show in at least top-50 markets.

High and dry

CBS Inc., its projected spin-off of program syndication and cable-TV interests through Viacom International Inc. held up by FCC since last Dec. 31, reportedly has received feelers from would-be purchasers of Viacom. But there have been no negotiations, according to CBS sources, because Viacom stock is being traded—on New York Stock Exchange, on "when-distributed" basis—and because FCC action is pending. Issue before FCC is whether spin-off would in fact comply with its new rules against syndication and CATV ownership by networks. Decision may come within next few weeks. Viacom stock meanwhile has been trading at or near its Dec. 3, 1970, opening-day high of 19½.

Qualifications

Civic Communications Corp., one of five applicants for Jackson, Miss., channel 3, will stick by Charles Evers, 19% stockholder, despite revelations, in autobiography out last week, that years ago he was procurer, bootlegger and numbers racketeer. As nationally known black civil-rights leader, mayor of Fayette, Miss., and now candidate for governor of state, Mr. Evers was regarded as strong element in Civic's application for facility that was put up for grabs after WLBT(TV) was denied renewal of license, largely on grounds it discriminated against blacks.

Mr. Evers was listed as one of Civic's witnesses to present testimony about performance of WLBT, which is one of applicants. Civic's attorneys, professing no concern about cross-examination, say Mr. Evers will appear as planned. Other applicants, however, may not wait for cross-examination. One lawyer predicted last week that issue of Mr. Evers's past will be raised in FCC pleadings in next week or two.

Major merger

TV commercials industry, which has experienced consolidation of some production firms and shut-down of others in recent months, has significant merger waiting in wings. Reports are that MPO Videotronics and Tele-Tape Productions, both New York, are in final stages of negotiations under which

MPO, considered largest commercial production firm in U.S., would acquire Tele-Tape, leading producer of taped commercials and programs. Announcement is expected within two weeks.

Money tree

Emerging angel of antiestablishment television is Lloyd N. Morrisett, president of New York-based John and Mary R. Markle Foundation. Mr. Morrisett, credited with originating concept of *Sesame Street*, was vice president of Carnegie Corp. when it gave Children's Television Workshop its original grant to develop *Sesame*. He's now chairman of workshop as well as president of Markle foundation.

Until Mr. Morrisett signed on as president two years ago, 44-year-old Markle foundation concentrated its grants in medical research. Now it's in communications. Last week it announced grants of \$164,000 to Action for Children's Television, Boston-based women's group that has been agitating for elimination of commercials in children's TV programming, and \$260,000 for formation of Alternate Media Center at New York University. Center's goals include development of program models for CATV.

New entries

Specialized common carriers eager to compete with AT&T—and with one another—appear likely to get wish, at least to considerable degree. FCC is still deep in rulemaking proceeding on question, among others, of whether it must hold nationwide evidentiary hearing before authorizing specialized carriers—which could furnish program-transmission service to broadcasters—as AT&T and Western Union say it must.

FCC's staff is already on record as favoring some entry, without hearing, and number of commissioners reportedly share that view. There is feeling that realities of competition will induce some services to withdraw, others to merge. But in any case, commission would have to face problem of establishing ground rules for competition.

Number one

CBS News anchorman, Walter Cronkite, has been voted "broadcaster of the year" by International Radio and Television Society board of directors. He is to be honored by IRTS in New York at society's annual installation of new officers on May 18.

FILL IN THE BLANKS:

___ **LEENEX TISSUES.**

___ **LEENEX TOWELS.**

___ **OTEX FEMININE NAPKINS.**

___ **IMBERLY-CLARK.**

Easy? There's a catch. It's not just "k", it's capital K. Because Kleenex® and Kotex® are registered trademarks of the Kimberly-Clark Corporation. And part of a whole line of quality paper products. So when you use our name, please remember to capitalize it. And to use it correctly. Kleenex tissues, or Kleenex towels, never just Kleenex. Thank you.

Commission backs off a little on drug lyrics

FCC on Friday (April 16) issued clarifying statement on its controversial drug-lyrics policy that two commissioners construed as retreat from earlier position (see page 28).

Commission, in order disposing of several petitions for reconsideration of March 5 statement, affirmed its major point—that broadcasters' responsibility for knowing what they air extends to content of records.

But it stressed that policy statement was not aimed at barring play of any particular record and that selection of records was matter of licensee judgment. It also indicated that licensees need not prescreen records.

Four petitions for reconsideration said policy statement had effect of unconstitutionally inhibiting broadcasters in selection of records they aired.

Commission, in order Friday that was adopted by 6-to-1 vote, said press had erroneously depicted that notice as one barring play of certain records.

Commission said it was calling attention to press's "error." Commissioner Robert T. Bartley, who abstained from voting on March 5 statement, concurred in clarifying order with statement asserting that order "purports to return to the situation prior to release of the Public Notice of March 5, 1971."

Commissioner H. Rex. Lee, in separate concurring statement, said that order "supersedes and clarifies" meaning of original notice and that he construes it as "merely reaffirming [commission's] 1960 program policy statement covering the general area of licensee responsibility."

And Commissioner Robert Wells, in third concurrence, said commission was giving broadcasters "impossible" assignment in asking them to determine which records "glorify the use of drugs." He said interpretations are too varied for any agency or individual to attempt to function as arbiter of public taste.

Commissioner Nicholas Johnson, who was sole dissenter last week, said he will issue separate statement later.

Video-cassette market of \$1 billion is seen

Worldwide video-cassette hardware and software business of over \$1 billion by 1975 is foreseen by John P. Thompson of Arthur D. Little Co., Cambridge, Mass., management and research organization.

Mr. Thompson made his predictions (specifically, \$500 million in U.S. and the same in Japan, plus \$100 to \$300 million in Europe) in speech to Long Island (N.Y.) Association of Commerce and Industry Friday (April 16).

Should standardization be accomplished, Mr. Thompson said, market would be developed that would surpass that of color TV, now running at rate of about \$2 billion annually on factory sales price basis.

Worldwide market for color and black-and-white TV sets, he said, now about \$6.6 billion, will grow to \$10-\$12 billion in 1980. Two key growth areas, he noted, are in multichannel sound (in Japan, Mr. Thompson said, TV stations now broadcast in English and Japanese one or two hours daily) and in home projection television.

In U.S., two-channel sound could be used to broadcast stereo audio to go along with TV pictures, he noted.

Mr. Thompson is manager of Broadband Communications Network study that Little firm has been working on since last year for group of electronic and telecommunications firms, including some broadcasters.

Two more protest

American Federation of Television and Radio Artists and National Academy of Television Arts and Sciences announced Friday (April 16) they were protesting subpoena of House Investigations Subcommittee demanding background material relating to CBS-TV's *Selling of Pentagon* documentary.

In letter to Representative Harley O. Staggers (D-W. Va.), chairman of Subcommittee and parent Commerce Committee, Sanford I. Wolff, national executive secretary of AFTRA, said that "illegality of subpoena appears obvious" and "it dangerously interferes with freedom of press."

Irwin Fox and Robert F. Lewine, board chairman and president respectively of NATAS, said academy considers subpoena to be "clear invasion of traditional journalistic freedom" and

Cigarette ads will carry health warnings

Seven cigarette manufacturers have agreed to display health warnings in newspaper, magazine and billboard advertising, Tobacco Institute announced late last week.

Future ads, it said, would include picture of cigarette packages "legibly showing" health warning. It estimated that new ads would begin to appear in about six weeks. However, Tobacco Institute President Horace Kornegay emphasized that cigarette companies still do not agree with surgeon general's opinion on relationship of smoking to health.

Participating in agreement are Brown & Williamson, Lorillard, Philip Morris, R. J. Reynolds, Larus & Brother, Stehano Brothers and United States Tobacco Co. Liggett & Myers said Friday (April 16) that it "will probably go along" with plan. However, American Tobacco Co. flatly stated it did not think such voluntary action was "justified."

Senator Frank Moss (D-Utah), who led successful fight to ban broadcast cigarette advertisements, praised move,

commenting: "The tobacco industry has finally knuckled under to the immense pressure of public sentiment."

In speech Friday before Rocky Mountain Collegiate Press Association in Park City, Utah, Senator Moss criticized Food and Drug Administration for not entering into regulation of cigarettes.

He said that with assistance of public-interest law firm, "I foresee a case developing to force the FDA to apply the regulatory provisions of the Hazardous Substance Act to cigarettes. I certainly would be willing to be the plaintiff in a well-drawn plea for this kind of legal action."

Circuit riding

FCC Chairman Dean Burch takes swing out to Far West this week. He will be in Los Angeles on Tuesday (April 20) for taping of segment of Dinah Shore's TV show, then travels to home state next day for speech to University of Arizona Law School. Mr. Burch travels to Europe on May 26 for June 7 start of World Administrative Radio Conference of International Telecommunication Union on space communications. He is due back June 11.

added that "every medium of mass communications in our democracy is threatened by attempt to have government sit in judgment of substantive decision of broadcaster or editor."

Two protests were latest in objections expressed to House committee action (see page 19).

Frontier plan is denied

Plan of Frontier Broadcasting Co., Cheyenne, Wyo., to sell its television stations by Aug. 10, 1973 has been called unsatisfactory by FCC, which has now told company to find buyer within six months or be prepared for hearing on renewal of KFBC-TV Cheyenne on concentration issue.

Frontier, which owns or controls Cheyenne's only full time AM and TV station, only CATV system, daily newspaper, and one of two FM's there as well as broadcast and newspaper interests in nearby communities, has been trying to avoid "costly" hearing and proposed last month to sell its TV stations instead (BROADCASTING, March 22).

Commission told Frontier last week that its proposal did not "meet the urgency which dictated" original 1970 hearing order.

UPI into audio network

United Press International said Friday (April 16) that it will enter newscast field by offering new UPI Audio network package of 21 hourly newscasts daily, every day of week. Newscasts will feature actualities, voices of newsmakers and on-scene reports by UPI staffers. According to Mims Thomason, UPI president, service will begin "within the next few weeks."

Mr. Thomason's disclosure of UPI Audio network expansion was included in his annual report which put current number of stations served by audio service at 400.

WHDH nears its last stand

U.S. Court of Appeals has rejected WHDH Inc.'s request that it direct FCC to reopen case in which WHDH lost license for channel 5 Boston to competing applicant, Boston Broadcasters Inc.

Appeals court, which upheld commission's decision denying WHDH renewal of license, also directed WHDH to file for Supreme Court review of that decision by Friday (April 23), or face removal of stay that is permitting WHDH-TV to continue operating.

WHDH wanted inquiry into whether decision handed down Jan. 23, 1969 was based on findings and conclusions of majority of quorum that participated. Vote was 3-to-1. But WHDH noted story in BROADCASTING, in January, quoting former Commissioner James J. Wad-

WeeksHeadliners



Mr. Segal

Joel M. Segal, VP, Ted Bates & Co., New York, named VP in charge of radio and TV buying division. Division evaluates and purchases network radio and TV participations and sponsorships for agency clients, as well as evaluating shows. Mr. Segal succeeds John Kucera, also VP, who assumes additional duties as network account director.

Robert L. Edens Sr., executive VP and manager, J. Walter Thompson, Chicago office, moves to New York office as corporate creative executive VP. Mr. Edens joined agency in 1967 as creative director and became Chicago manager in 1968. He is succeeded in Chicago by Edward G. Wilson, senior VP and associate manager of JWT's New York office.

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

worth as saying he based his vote on factors other than those cited in commission's decision (BROADCASTING, Dec. 28, 1970-Jan. 4, 1971).

In denying WHDH's bid for remand last Thursday (April 15), appeals court endorsed position that commission took in March 3 order turning down request that it ask court to send case back (BROADCASTING, March 8). Court saw no indication that Mr. Wadsworth disavowed his position in joining in opinion, or that he considered his action to have violated his conscience, or that he did "other than join in an opinion which was not his preference but which he was willing to accept for purpose of decision."

Nixon quizzed at ASNE

President Nixon was scheduled to be interviewed live on CBS, NBC and MBS radio Friday (April 16) by members of American Society of Newspaper Editors and AP and UPI correspondents at society's convention in Washington last week.

Beginning at 9 p.m. EST, editors from *Los Angeles Times*, *Chicago Sun-Times* and *Daily News*, *Philadelphia Bulletin*, *Miami News* and *White*

House correspondents of AP and UPI will question Mr. Nixon at society's annual banquet. Session will wind up 1971 ASNE convention.

Earlier in week, ASNE joined growing list of newsmen backing CBS in opposition to subpoena issued by House Commerce Investigations Subcommittee regarding network's *Selling of the Pentagon* program (see page 21).

FCC punts activists' plea

FCC put off for now request by number of public groups asking it to require networks to submit films and videotapes to be considered in proceeding on children's television.

Announcing Friday (April 16) the groups—Action for Children's Television Inc., Council on Children, Media and Merchandising, National Citizen's Committee for Broadcasting and Office of Communication of United Church of Christ—should submit requests directly to networks, commission noted if they are not successful in obtaining material, it will "again consider" question if it is raised.

Commission explained it has no facilities for viewing hours of programming, but assured petitioners it would "take whatever steps are required to secure additional information necessary to proper consideration" of matter.

In related action Friday, commission announced extension of filing dates in inquiry into children's TV programs to July 2 for comments and to Aug. 2 for replies in response to petition by Store Broadcasting Co. for 90-day extension. Original deadlines were May 3 and June 1, respectively.

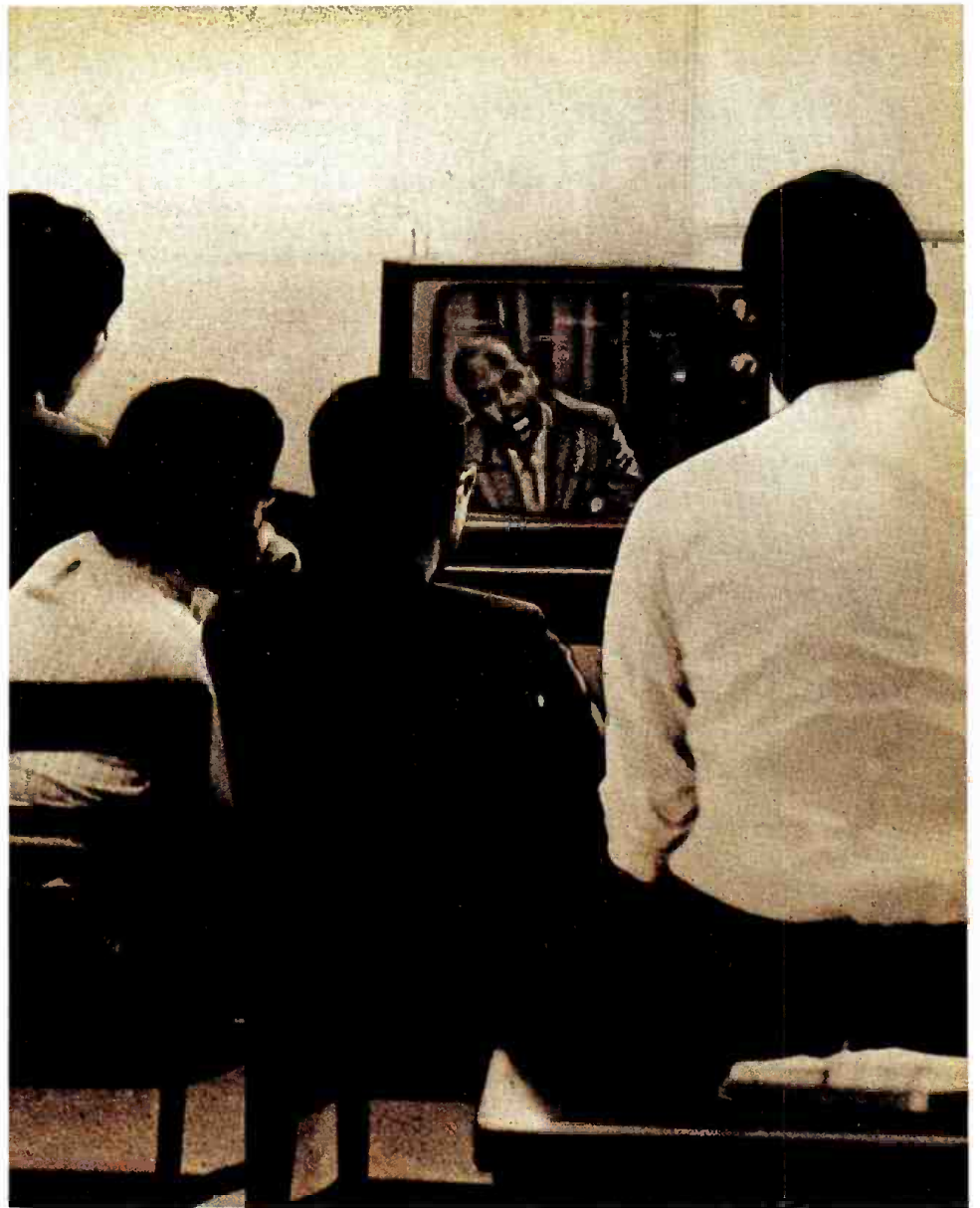
Overseas shops acquired

Interpublic Group of Cos., New York announced Friday (April 16) it has reached agreement in principle with Barclay Securities Ltd. of London covering purchase by Interpublic of group of advertising agencies in England and Italy, plus London public-relations firm. Companies were said to include Dorland Advertising Ltd., W. S. Crawford Ltd., Dorland City, Ltd., Dorland Recruitment Advertising Ltd., Dorland Crawford Italiana S.P.A., and International Public Relations Ltd. Purchase price was not disclosed.

ATN clears for tennis

Clearance of 43 television stations, so far, was reported Friday (April 16) by American Telesports Network in finals of Dallas Invitational Tennis Tournament. Live play from Moco Coliseum, Dallas, will be telecast Sunday, May 3, 2-4 p.m. NYT. Century Broadcast Communications is exclusive sales and distribution arm for ATN.

HOW DO YOU BRIDGE THE GAP? —RAP!



This year on Ohio campuses there's a difference — the students are talking. And Cleveland's WJW-TV is making sure they're being heard—and getting answers.

It started with a thorough airing of the Kent State question. A proposal to handle campus disorders by Ohio's highway patrol was reviewed in depth. The American Civil Liberties Union discussed Students Rights on Campus, and a panel of students from Kent, Ohio State and Case Western Reserve spoke up for the "silent majority." As colleges opened, editorials on WJW-TV

and WJW-Radio were stepped up and dissenting comments were covered on frequent Editorial Feedbacks. It was give and take with no holds barred on both sides of the generation gap.

One reason young people listened: WJW-TV's credibility—its reputation for constructive service to Youth. Junior Olympics. Support of tutoring programs for the disadvantaged, a Youth Theatre of Relevance. Its positively slanted Youth in Action, and

on down the long, long list.

You learn a lot in 44 years. Through experience, you develop practical guidelines within which stations like WJW-TV can build responsive audiences through involving themselves in their communities' problems, hopes and achievements. And you learn that when you really work at it, everybody wins!

STORER
BROADCASTING COMPANY

Cleveland WJW-TV	Boston WSBK-TV	Atlanta WAGA-TV	Milwaukee WITI-TV	Toledo WSPD-TV	Detroit WJBK-TV
Cleveland WJW	New York WHN	Miami WGBS	Los Angeles KCBS	Toledo WSPD	Detroit WDEE

Try a dozen REELS
Satisfaction Guaranteed
SAVE 80%
NEWSROOM
8650D
WHOLESALE RECORDING TAPE PRICES

SAMPLE DOZEN REELS (Postpaid)	7"-1200'-1.5	1800'-1.0	2400'-.5m
25 Reels	.89 = \$11	1.29 = \$16	1.99 = \$24
50 Reels	.77 = \$19	1.25 = \$31	1.79 = \$45
100 Reels	.76 = \$38	1.19 = \$59	1.71 = \$85
250 Reels	.75 = \$75	1.11 = \$111	1.59 = \$159
500 Reels	.74 = \$185	1.09 = \$263	1.49 = \$372

Payment must accompany order...
WE PAY ALL FREIGHT.
BROADCASTERS from all over the nation...
"Best quality I've ever used"
"Lowest price I have found"
(many are selling retail on-air accounts our tape and their advertising--write for details).
WE DESIGN AND INSTALL YOUR LOGO ON EACH BOX FREE
on orders over 100 reels.
C-60 Cassettes are \$7-Dozen, post-paid, guaranteed.
703-821-2800
1602 Dunterry, McLean, Virginia-22101
broadcaster consultant
davidgreen
McLean, Virginia-22101

CCA ELECTRONICS
Announces a
25 KW FM
AIR COOLED TRANSMITTER
WITH INDEPENDENT 3 KW
DRIVER AND ONE POWER
AMPLIFIER TUBE



CCA ELECTRONICS CORPORATION
716 JERSEY AVE., GLOUCESTER CITY,
N. J. 08030 • Phone: (609) 456 1716

Datebook

A calendar of important meetings and events in communications

■ Indicates first or revised listing.

April

April 19—Annual meeting of the *Associated Press* followed by annual luncheon for broadcast and newspaper members and their guests with address by New York Governor Nelson A. Rockefeller. Waldorf-Astoria hotel, New York.

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 20—Sales clinic sponsored by *Television Bureau of Advertising*. Salt Lake City.

■ April 20-21—Annual spring meeting. *Virginia Cable Television Association*. Contact: Roger A. Bean, Tri-Cities Cable TV, Petersburg, Va. Howard Johnson motor inn, Petersburg.

■ April 20-22—29th annual convention. *National Religious Broadcasters*. International hotel, Los Angeles.

April 21—Annual meeting. *General Telephone and Electronics Co.* Keeneland Association Sales pavillion, Lexington, Ky.

April 21—*George Foster Peabody Broadcasting Awards* presentation and *Broadcast Pioneers* luncheon. Pierre hotel, New York.

April 21-22—*House Communications Subcommittee* hearings on Representative Lionel Van Deerlin's (D-Calif.) legislation (H. Con. Res. 215) opposing use of public funds by federal, state and local governments for purchase of broadcast advertisements. 10 a.m., Room 2123, Rayburn House Office building.

April 21-23—Meeting on CATV program origination. *National Cable Television Association*. Palmer House, Chicago.

April 22—Sales clinic sponsored by *Television Bureau of Advertising*. Los Angeles.

April 22—Sales clinic sponsored by *Television Bureau of Advertising*. Dallas-Fort Worth.

April 22-23—Board meeting. *National Cable Television Association*. Arizona Biltmore, Phoenix.

April 22-24—Spring convention. *Louisiana Association of Broadcasters*. Hodges Gardens motor inn, Leesville-Many.

April 23-24—Region 1 Conference. *Sigma Delta Chi*. Hartford, Conn.

April 23-24—State convention. *Pennsylvania Associated Press Broadcasters Association*. Mount Airy lodge, Mount Pocono, Pa.

April 23-25—Symposium sponsored by *Ohio State University, College of Social and Behavioral Sciences*, in cooperation with *Association for Professional Broadcasting Education, Corp. for Public Broadcasting and National Association of Educational Broadcasters*. Topic to be studied: "Global Broadcasting: Dimensions, Problems and Promises." Ohio State University Center for Tomorrow, Columbus.

April 24—11th annual Western Heritage Awards ceremony. Cowboy Hall of Fame and Western Heritage center, Oklahoma City.

April 24—Annual meeting and awards luncheon. *Alabama Associated Press Broadcasters Association*. Holiday inn downtown, Mobile, Ala.

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 associ-

ation presidents, and executive secretaries, sponsored by *National Association of Broadcasters*. Mayflower hotel, Washington.

April 27—Annual meeting of stockholders. *Zenith Radio Corp.*, 1900 North Austin Ave., Chicago.

April 27—Annual stockholder's meeting. *Reeves Industries Inc.*, Miami Lakes inn, Miami Lakes, Fla.

■ April 27—Forum on cassettes, sponsored by New York chapter of *The National Academy of Television Arts and Sciences*. Royal Manhattan hotel, New York.

April 27—Sales clinic sponsored by *Television Bureau of Advertising*. San Francisco.

April 27—Sales clinic sponsored by *Television Bureau of Advertising*. Indianapolis.

Major convention dates in '71

April 28-May 2—20th annual national convention. *American Women in Radio and Television*. Washington Hilton hotel, Washington.

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

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

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

April 27-28—*House Communications Subcommittee* hearings on resolutions opposed to films and broadcasts derogatory to ethnic, racial and religious groups. 10 a.m., Room 2123, Rayburn House Office building.

April 27-29—Spring conference. *North Central CATV Association*. Park Motor inn, Madison, Wis.

April 27-30—Convention. *Audio Engineering Society*. Audio equipment used in broadcasting will be featured in addition to other exhibits. Guest speaker at convention luncheon will be Mort Sahl Los Angeles Hilton.

April 28—Annual stockholders meeting of *Foote Cone & Belding Communications Inc.* Summit hotel, New York.

April 29—*House Communications Subcommittee* hearing to review activities of FCC. 10 a.m., Room 2123, Rayburn House Office building.

April 29—Sales clinic sponsored by *Television Bureau of Advertising*. Seattle.

April 29—Sales clinic sponsored by *Television Bureau of Advertising*. Atlanta.

■ April 29—Seminar sponsored by *New England Broadcasting Association*. Focus will be on retail advertising. Anthony's Pier 4, Boston.

■ April 29-May 6—Eleventh *Golden Rose of Montreux* film competition. Montreux, Switzerland

April 30-May 1—Region 5 conference. *Sigma Delta Chi*. Terre Haute, Ind.

April 30-May 2—General Assembly of the *Inter American Association of Broadcasters*. Bogota Colombia.

May

■ May 2-4—Convention. *ABC-TV Affiliates*. Century Plaza hotel, Los Angeles.

May 3—New deadline for comments on FCC proposal concerning availability of TV program produced by non-network suppliers to commercial TV stations and CATV systems. Previous deadline was March 3.

■ May 3-4—Meeting. *Southeastern Religious Broadcasters*. Holiday inn downtown, Richmond, Va.

May 4—Sales clinic sponsored by *Television Bureau of Advertising*. Hollywood, Fla.

May 4—Sales clinic sponsored by *Television Bureau of Advertising*. Boston.

May 4-6—Spring meeting. *Pennsylvania Community Antenna Television Association*. FCC Commissioner Thomas J. Houser will speak. Marriot hotel, Philadelphia.

■ May 5—Annual stockholders meeting. *Magn*

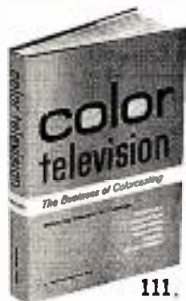
Books For Broadcasters

Color Television

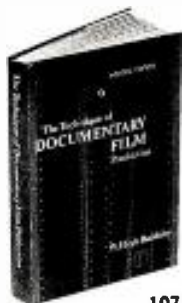
The Business of Colorcasting
edited by
Howard W. Coleman

A thoroughgoing and authoritative exploration of the components that make colorcasting a vital communications force. Covers the techniques of color television, producing for color TV, the color television audience, doing business in color and color TV systems.

288 pages, color illustrations, diagrams, charts \$8.95



111.



The Technique of Documentary Film Production

Revised Edition
by W. Hugh Baddeley

107

Now revised and updated throughout, this practical guidebook deals with all aspects of the production of the factual film. Covers the means and methods of producing documentaries step by step from the initial idea to the making of release prints and their distribution.

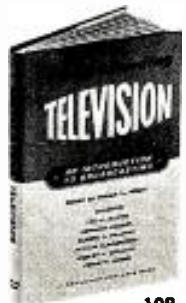
268 pages, 63 diagrams, glossary, index \$10.00

Understanding Television

An Introduction to Broadcasting
edited by Robert L. Hilliard

Six well-known educators present a basic understanding of the major areas of television broadcasting. Informative examples serve as bases for practice exercises and projects.

256 pages, 75 illustrations, notes, index \$6.95



108.

Broadcasting Book Division

1735 DeSales St., N.W.
Washington, D. C. 20036

ORDER FROM

Broadcasting Book Division
1735 DeSales St., N.W.
Washington, D. C. 20036

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

107. Technique of Documentary Film Production, \$10.00
 108. Understanding Television, \$6.95
 104. 1971 Broadcasting Yearbook, \$13.50
 111. Color Television, \$8.95

Name _____
 Address _____
 City _____ State _____ Zip _____

rox Co., 1700 Magnavox Way, Fort Wayne, Ind.
 May 5—Meeting, *Missouri Association of Broadcasters*. University of Missouri, Columbia.

May 5-6—Meeting of *Kentucky Broadcasters Association*. Executive inn, Louisville.

May 5-7—Annual spring meeting, *California Community Television Association*. Senator hotel, Sacramento.

May 6—Dinner sponsored by *Michigan Association of Broadcasters*. Madison hotel, Washington.

May 6—Luncheon sponsored by *Federal Communications Bar Association*. Featured speaker will be FCC Commissioner Thomas J. Houser. Army-Navy Club, Washington.

May 6—Sales clinic sponsored by *Television Bureau of Advertising*. Baltimore.

May 6-9—Conference. *Western States Advertising Agencies Association*. "A New Agency Profile . . . Facing it in the 70s." Spa hotel, Palm Springs, Calif.

May 7—*National Academy of Television Arts and Sciences* Crafts awards at banquets in New York and Hollywood.

May 7-8—Distinguished Service Awards Banquet and joint Region 9 and 11 Conference, *Sigma Delta Chi*. Las Vegas.

May 8—57th annual dinner. *White House Correspondents' Association*. Sheraton-Park hotel, Washington.

May 9—23d annual Emmy awards presented by *National Academy of Television Arts and Sciences*, telecast by NBC-TV. Hollywood Palladium.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



One good *love story*
deserves another

Ryan O'Neal is only *one*
of the many stars in
one of television's most
successful love stories . . .

Peyton Place

stars

Dorothy Malone
Mia Farrow
Ed Nelson
Ryan O'Neal
Barbara Parkins
Chris Connelly
Patricia Morrow

5 Seasons
ABC Television Network
as
Nighttime's FIRST
continuing drama series

AVAILABLE NOW
from



444 West 56th Street
New York, N.Y. 10019
(212) 957-5010

The Land of Milk & Money

BLAIR TELEVISION 

Wisconsin's 2nd ADI



Seven Markets in One!

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

- \$1.4 BILLION SALES MARKET
- A \$2 BILLION INCOME MARKET
- Ranks as Wisconsin's 2nd ADI
- Ranks 67th among all ADI's in TRS — \$1,472,249,000 (SRDS ADI Rankings 2-15-71)

The Wonder Market

WBAY 
Green Bay

OpenMike[®]

Correcting the record

EDITOR: I was misquoted [in BROADCASTING's April 5 issue] as saying that the NAFMB board of directors "has decided to petition the FCC to reimpose divestiture of AM-FM ownership." I suspect the misunderstanding was the result of our brief conversation regarding divestiture versus non-duplication. The NAFMB has never taken a stand on divestiture, but rather has encouraged by comment and petition rule-making that would promote orderly non-duplication under common ownership in an orderly fashion. Our association's only concern is the FM's industry's development as an equal partner in providing the public with a total aural service.—*John L. Richer, president, National Association of FM Broadcasters, New York.*

(As we read Mr. Richer now, the NAFMB isn't going to make a federal case out of it. Neither will we.)

Concurring opinion

EDITOR: For the past several months, JWT-Chicago actively voiced the need for the May TV sweep and we fully support and applaud the position taken by New York's Agency Media Research Council in its recently distributed letter to broadcasters [BROADCASTING, April 12]. The rationale used by the broadcast industry to eliminate the May measurement has been totally illogical and even naive—and it implies that many stations may be quite unaware of just how television is bought and sold.

May data provide important benchmarks for: (a) evaluating long-term share trends; (b) analyzing program performance and viewing levels once daylight savings time has arrived; (c) guiding the appraisal of summer availabilities; (d) evaluating the performance of second-quarter buys (post-buy analysis) with relevant data.

Accusations that agencies are basing fall buys on May data are without foundation. Perhaps buying services use past data that way (at least we've seen just that happen) but we at JWT do not nor do other Chicago agencies to whom we have talked. Certainly agencies examine May for an appraisal of long-term share trends. This is expected of any good spot buyer the same as it is of a good network negotiator. The specific audience levels actually used in fall buying, however, fully take into account the levels of viewing at the time.

Stations and representatives who complain they are asked to submit May data with fall avails perhaps have not taken the time to find out just how the

information is used. Or, of course, it could be a handy rationale in the lost business report. In any case, agencies recognize that May is May and November is November. Are the stations really aware of the difference or do they only have a winter viewing calendar?—*Ronald B. Kaatz, manager of media research, J. Walter Thompson Co., Chicago.*

Per chancing

EDITOR: If per chance corrections are ever made on any articles—particularly award mentions—I have one to be made. The Richard K. Manoff agency won a radio award in the Hollywood Radio and Television Society Awards competition [BROADCASTING, March 29], in the local (one market) category, for Welch Foods Inc.'s "Sunrise" commercial. Herman Edell Associates should not be listed for the production. The correct name for the production end is Tabby Andriello.—*Clare J. Hamm, Richard K. Manoff Inc., New York.*

(If per chance errors are made, corrections are made. Thus the above.)

Fine print

EDITOR: In reporting the appointments for the coming year to the technical committee of our association [BROADCASTING, April 5] you omitted one member: Clyde Haehnle (of Avco Broadcasting, Cincinnati), who was also named chairman of the committee.—*Lester W. Lindow, executive director, Association of Maximum Service Telecasters, Washington.*

Jumped gun

EDITOR: There was a mistake [in BROADCASTING's March 22 story about the public interest awards program] that might confuse an interested reader. Because competition will cover the years 1970 and 1971, the awards will not be presented "this October," but in October of 1972.—*Ed Van Natta, director, radio-TV services, National Safety Council, Chicago.*

Likes one, wants more

EDITOR: Just received and scanned the 1971 BROADCASTING YEARBOOK. Looks good. The CATV article reminded me to get more information on this media for our trade area. Where can I obtain more info regarding CATV?—*Morgan Olson, advertising manager, Midland Cooperatives Inc., Minneapolis.*

(The BROADCASTING CATV SOURCEBOOK, recently released, contains 238 pages of information on CATV, including listings, by states, for systems in operation. Price \$8.50.)

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *president*; Lawrence B. Taishoff, *executive vice president and secretary*; Maury Long, *vice president*; Edwin H. James, *vice president*; Joanne T. Cowan, *treasurer*; Irving C. Miller, *comptroller*.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
TELEVISION

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

Sol Taishoff, *editor and publisher*.
Lawrence B. Taishoff, *executive VP*.

EDITORIAL

Edwin H. James, *VP-executive editor*.
Donald West, *managing editor*.
Rufus Crater, *editorial director (N.Y.)*.
Art King, *director, special publications*.
Frederick M. Fitzgerald, Earl B. Abrams,
Leonard Zeidenberg, *senior editors*.
Joseph A. Esser, Steve Millard, *associate editors*.
Clara M. Biondi, Alan Steele Jarvis, Mehrl
Martin, Don Richard, J. Daniel Rudy,
staff writers.
William Blakefield, Katrina Hart, Jim
Sarkozy, *editorial assistants*.
Beth M. Hyre, *secretary to the editor
and publisher*.
Erwin Ephron (*vice president*,
director of marketing services, Carl Ally
Inc., New York),
research adviser.

SALES

Maury Long, *VP-general manager*.
David N. Whitcombe, *director of
marketing*.
Jill Newman, *classified advertising*.
Dorothy Coll, *advertising assistant*.
Doris Kelly, *secretary to the VP-general
manager*.

CIRCULATION

David N. Whitcombe, *director*.
Bill Criger, *subscription manager*.
Julie Janoff, Kwentin Keenan, Dorothy Ogier,
Jean Powers, Shirley Taylor.

PRODUCTION

John F. Walen, *assistant to the
publisher for production*.
Harry Stevens, *traffic manager*.
Bob Sandor, *production assistant*.

BUSINESS

Irving C. Miller, *comptroller*.
Sheila Thacker, Judith Mast,
Deanna Velasquez, *secretary to the executive
vice president*.

BUREAUS

NEW YORK: 444 Madison Avenue,
10022. Phone: 212-755-0610.
Rufus Crater, *editorial director*; David
Berlyn, Rocco Famighetti, *senior editors*;
Normand Choiniere, Louise Esteven, Helen
Manasian, Cynthia Valentino, *staff writers*;
Warren W. Middleton, *sales manager*; Eleanor
R. Manning, *institutional sales manager*; Greg
Masefield, *Eastern sales manager*; Mary Adler,
Harriette Weinberg, *advertising assistants*.

CHICAGO: 360 North Michigan
Avenue, 60601. Phone: 312-236-4115.
Lawrence Christopher, *senior editor*.
Ruth San Filippo, *assistant*.

HOLLYWOOD: 1680 North Vine
Street, 90028. Phone: 213-463-3148.
Morris Gelman, *senior editor*.
Stephen Glassman, *staff writer*.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *assistant*.

BROADCASTING® Magazine was founded in
1931 by Broadcasting Publications Inc.,
using the title BROADCASTING®—The
News Magazine of the Fifth Estate.
Broadcast Advertising® was acquired
in 1932, Broadcast Reporter in 1933,
Telecast® in 1953 and Television® in
1961. Broadcasting-Teletasting® was
introduced in 1946.
®Reg. U.S. Patent Office.

© 1971 by BROADCASTING Publications Inc.

RADIO ADVERTISING
REPRESENTATIVES
NOW REPRESENTS

KRIZ RADIO

DIAL 123

DOUBLEDAY BROADCASTING
IN PHOENIX



RADIO ADVERTISING
REPRESENTATIVES, INC.
New York (212) 867-2900
Chicago (312) 664-6555
Detroit (313) 965-2420
Los Angeles (213) 469-2923
San Francisco (415) 434-2866

There's always
that 10%
who don't get your sound
or your picture...

Co-channel interference, the bug-a-boo
of the fringe (and sometimes not-so-
fringe) areas ruins the picture for a lot
of people potentially in your market.

Now there is a foolproof solution. With
a TRACOR 6500 Carrier Generator System
installed at each transmitter, the car-
riers are held so constant (within 0.05
Hz) that the effects of co-channel inter-
ference are all but eliminated. The
inherent stability of atomic standards
also eliminates the need for constant

adjustment—making the 6500 ideal for
remote-site operations.

For more information on this remarkable
system, contact TRACOR, the same
people that brought atomic frequency
control for sub-carrier stabilization and
faster synchronization with Rapidframe
and Chromafix.

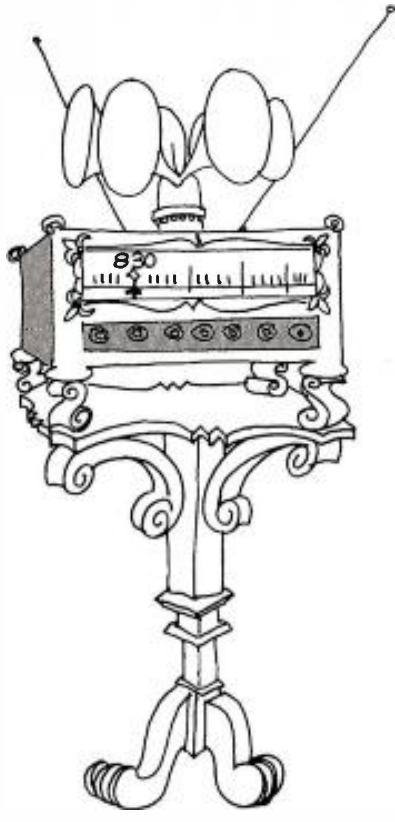


Industrial Instruments Division
6500 Tracor Lane, Austin, Texas 78721. AC 512/926-2800

More people watch WCCO RADIO than tv.

Watch radio? You bet they do when the station is WCCO Radio. People of all ages follow their favorite programs and personalities while driving, shopping, shaving, working or doing 1,001 other things that are impractical with conventional TV. So captivating is this new pictureless medium that WCCO Radio delivers bigger audiences than any Minneapolis-St. Paul TV station. Bigger on 16 separate points of comparison. Including larger average quarter-hour audiences for the total day/total week and prime time. During daytime, WCCO Radio beats all four TV stations *combined*. Make sure your target audience receives a clear picture of your product story. Project it on WCCO Radio.

WCCO RADIO
MINNEAPOLIS/ST. PAUL
REPRESENTED BY CBS RADIO SPOT SALES



Source: ARB Estimates. Radio: Average of April-May & Oct.-Nov., 1970. TV: Average of Jan., Feb., Mar., May, Oct. & Nov., 1970. Persons 12+; Total survey areas. Total day/Total week: 6 AM-12 Mid., Mon.-Sun. Daytime: 6 AM-6 PM, Mon.-Fri. All data subject to qualifications which WCCO Radio will supply on request.

'Relevance' and television's future: an optimistic prognosis

Television has embarked on a road that will significantly affect programing. Along the way, it will influence production costs and, ultimately, may bring about changes in commercials.

The spearhead of this development is the CBS show, *All in the Family*, the American adaptation of the British comedy hit series, *'Til Death Do Us Part*. Norman Lear, who produces and writes the show, uses sharp-edged satirical humor to puncture some bigoted beliefs, ethnic cliches, and closely held prejudices about everything from sex to politics.

Despite some negative reviews and a small amount of unfavorable audience reaction, this CBS entry will set in motion a trend that is likely to bring about dramatic changes—and to bring them quickly.

The earmark of these changes can be summed up in two words—realistic and relevant. While bigotry in itself may not prove to be a hit for CBS, it has helped to open the door for other controversial topics and shows. It will undoubtedly inspire a host of programs on other networks that will be best characterized by realism and relevance.

This is not the first time that television has ventured down this path. In past attempts, however, it quickly retraced its steps. But there is good reason to believe that this time will be different. A comparison with what went before, and a look at the current effort indicate why this is so.

Back in 1959 CBS attempted its first racially relevant program series. It was called *East Side/West Side* and starred George C. Scott. The program was a major critical success, but the ratings were poor. The reason, to a large extent, was the lack of station clearances, primarily in the racially sensitive South.

The industry's next significant attempt did not occur until 1964 when *That Was the Week That Was* hit the airwaves. The effort (on NBC) was shelved after a year because it was felt that the show was too "sick" for American tastes.

Why is the situation different today? For one thing, unlike *East Side/West Side*, *All in the Family* does not suffer from clearance deficiencies. While it is true that some stations took the program on a provisional basis, their fears were quickly dispelled when little or no negative reaction developed.

As a television program, *All in the Family* may not be a major Nielsen success. (It is currently averaging a 28 share.) It is difficult to expect a situation comedy to be highly successful when slotted against two major movies. However, in this case, success may not be measured in rating points, but rather in the apparent acceptability of the program content.

The conditioning process that led to this acceptance has developed in recent years in other forms of entertainment. The movie screen has expanded its horizons and is distributing for general audiences such films as "Boys in the Band" and "I Am Curious (Yellow)." In the theater, "Hair" and "Oh! Calcutta" are no longer just Broadway and off-Broadway shows; they have road companies playing throughout the U.S.—and nudity is coming to be accepted, without the stigma of burlesque.

The literary world has exploded with a whole series of works that would have been considered lurid only 10 years ago, but are now on the best-seller lists: these include "Portnoy's Complaint," "Everything You Always Wanted To Know About Sex (But Were Afraid To Ask)," and "The Sensuous Woman."

Outside of the entertainment field, such topics as marijuana and sex education in the schools are discussed openly by the general public. As this trend progresses, the television networks find they have more freedom to introduce entertainment programing that touches on subjects once considered taboo. And it is the humorous exploration of these topics—such as some of our deeply held prejudices—that is of importance.

Another development worth noting concerns production techniques and ex-

pected cost savings.

All in the Family is being shot in one session, with a live audience, and a set that has simply a living room and kitchen. While it is expected that the cast will eventually be broadened, and that other sets will be used, the relative lack of elaborate production facilities can reduce the cost of the series by as much as 20% as compared with production costs of other situation comedies. In the continuing struggle to control escalating program costs this is no small accomplishment. CBS may not only have found a winning program concept, but an envied production concept as well.

Still another possible trend lies in the area of advertising. If the candid and satirical approach of *All in the Family* can find a wide audience, what will this mean to advertisers? Currency, timeliness, relevance and the need to be closely attuned to what motivates people make up the spawning ground in advertising's creative efforts. If the programing can be this frank, can dig deep and touch the nerve ends of the audience, then advertising must keep pace. If advertising does not convey as much impact as programing, then the advertising will be ignored. I don't believe the creative agencies will let this happen.

CBS is to be congratulated for presenting *All in the Family* and encouraged to maintain the basic concept of the program—spotlighting man's prejudices and making them a source of humor. That, in my thinking, is a delightful way to teach a difficult subject—brotherhood. It also furthers broadcasting's stated goal of serving the general good of the community.



John V. Weaver is vice president and director of radio-TV programing for Ketchum, MacLeod & Grove. He is in the agency's New York office where his responsibility includes all network TV-radio programing for KM&G in New York and Pittsburgh and its branch offices (including Botsford Ketchum, a KM&G subsidiary in San Francisco and Los Angeles). Mr. Weaver has been with ABC-TV, Foote, Cone & Belding (where he was network programing supervisor), and for the past four years at KM&G.

It's all in the book. Our PULSE and our ARB. And best of all . . . they agree.

Start off with WDEE's weekly morning drive, 6-10 A.M., Mon.-Fri., average quarter hour/total men: ARB* 14,500/PULSE* 14,100/total women: ARB 20,400/PULSE 20,200/ total adults: ARB 34,900/PULSE 34,300.

it's in the book

Then there's mid-day, 10 a.m.-3 p.m., average quarter hour, Monday-Friday/ men 18-49: ARB 10,800/PULSE 10,500/ women 18-49: ARB 22,200/PULSE 30,000.

In the weekly afternoon drive, 3-7 p.m., Mon.-Fri., the average quarter hour breaks down like this/ total men: ARB 19,100/PULSE 17,600/ men 18-49: ARB 12,400/PULSE 14,400.

Prefer percentages? ARB says WDEE is up 124% in total women during the

weekly morning drive, PULSE says 106%. In total persons, ARB says we're up 119%, PULSE says it's 84.2%.

Our mid-day weekly quarter hours are just as good. ARB has a 71.4% increase in men 18-49, PULSE reads up 84.2%. In women, 18-49, it's ARB up 53.1%, PULSE up 53.8%.

Weekly afternoon drive, average quarter hour, ARB says WDEE is up 46.3% in total persons, PULSE says its 15.6%.

These figures add up to what we have been saying all along: *WDEE is Detroit's fastest growing radio station.*



wdee

radio 15/Detroit's modern country station/Box 1500-5
Seven Oaks Station, Detroit 48235/(313) 557-1500
TWX 810-224-4877/represented nationally by MMR

*Data used is subject to limitations and accuracy inherent in the method of Survey and should be considered estimates Oct.-Dec. 1970 vs. July-Sept. 1970 PULSE, INC., and the Jan.-Feb. 1971 vs. Oct.-Nov. 1970 ARB.

They're standing in line behind CBS

Support for Stanton position refusing outtakes comes from all quarters; Staggers unimpressed

Support mounted last week behind the stand taken by CBS President Frank Stanton in refusing to comply with all parts of a virtually blanket subpoena issued by a congressional committee. The issue was shaping up as a make-or-break contest in the history of electronic journalism—and perhaps the first one to persuade print journalists to make common cause with their colleagues in broadcasting. The week culminated in a vigorous statement by the American Society of Newspaper Editors denouncing the demands on CBS as “censorship—totally unacceptable, unconstitutional censorship” (see story, page 20).

Dr. Stanton's position—that he would supply the film and transcript of *The Selling of the Pentagon*, but not the outtakes, draft notes, payments to persons appearing and other material not broadcast, as demanded by the House Commerce Investigations Subcommittee (BROADCASTING, April 12)—won the backing of his colleagues at the other two TV networks, the news directors association and such miscellaneous organizations as the American Civil Liberties Union and the Association for Education in Journalism, among others.

But Chairman Harley O. Staggers (D-W. Va.), chairman of the subcommittee as well as of the parent commerce Committee, was less than sympathetic. He told BROADCASTING last week that he believes that if the network refuses to provide the material requested it indicates it has something to hide. But, he added: “In the end I believe they will cooperate because I think they have nothing to hide.”

Because he said he was confident the material would be supplied, Mr. Staggers declined to speculate on what he or the committee would do if CBS persisted in its refusal. The subpoena is returnable tomorrow (April 20), he noted, and the subcommittee will meet this week to determine what further action is necessary if CBS maintains its position in refusing to heed his demands.

This is not the first time the House

Investigations Subcommittee has targeted in on CBS for a TV program. Last year it criticized the network for its involvement in an attempted invasion of Haiti, about which it was filming a documentary that was never broadcast (BROADCASTING, June 22, 1970). Earlier, it criticized CBS for the broadcast *Pot Party at a University* by its owned WBBM-TV Chicago that ostensibly showed Northwestern University students smoking marijuana (BROADCASTING, March 24, 1969).

The Selling of the Pentagon, broadcast initially Feb. 23 and repeated nationally March 23, drew the ire of Representa-

*The newspaper editors
of Staggers' subpoenas*

“Censorship—
totally unacceptable,
unconstitutional
censorship.”

tive F. Edward Hebert (D-La.), chairman of the House Armed Services Committee, and of Vice President Agnew in a speech and news conference in New Orleans and again a week later in Boston (BROADCASTING, March 1 et seq.). Both Mr. Hebert and Mr. Staggers wrote to the FCC asking that it investigate the program.

The issue is causing a certain amount of agonizing on the part of the FCC—the commission spent much of two days last week trying to decide how to pursue the matter. It apparently will not inquire into the allegation that CBS distorted the meaning of Assistant Defense Secretary Daniel Z. Henkin's answers in an interview included in the documentary. It is considering a letter to CBS, drafted by Chairman Burch's office, asking the network to comment on allegations it had not complied with the fairness doctrine in connection with the program.

What appears to be the stumbling block is what to tell Mr. Staggers, who has asked the commission what it intends to do about the matter. Chairman Burch's office drafted a letter to him, too, saying, in effect, that the commission will take no action—that any remedy it might attempt regarding the question of distortion might be worse than the alleged misdeed. At least four commissioners—Robert T. Bartley, H. Rex Lee, Thomas J. Houser and Nicholas Johnson—favor putting off a decision on the Staggers letter. It is not expected to come up again until next week.

Other CBS-TV documentaries that have been the subject of congressional and other criticism were *Hunger in America*, shown in 1968, and a Black Panther segment of the network's *60 Minutes* program shown early in 1970.

Dr. Stanton's stance even won a tentative plaudit from Herbert G. Klein, director of communications for President Nixon. On CBS's *Face the Nation* on April 11, Mr. Klein was asked by Robert Pierpoint, CBS News, whether, as a former newspaper man, he [Mr. Klein] would order one of his reporters to give up all his notes and private contacts to a congressional committee.

Mr. Klein answered that, in all probability, he would not “unless I felt that there was a matter of security involved.” He added that he would have had to look at the law and consult with company attorneys to determine the legal processes. Mr. Klein was the editor of the *San Diego Union* before going to Washington as an aide to Mr. Nixon.

So significant has been the outcry about—and upshot of—the Pentagon program, that CBS scheduled a special recap in prime time yesterday (April 18). The report, titled *Perspective: The Selling of The Pentagon*, was to be shown in the 10-11 p.m. EST period. The commissioners urging a delay in the Staggers letter expressed an interest in viewing the program.

According to CBS, participants were to be divided equally between critics

and supporters of the Pentagon's public-relations activities. The critics: Senator J. William Fulbright (D-Ark.), chairman of the Senate Foreign Relations Committee, and Adam Yarmolinsky, a former assistant secretary of the Defense Department. The supporters: Brigadier General S. L. A. Marshall, military historian, and another supporter as yet unnamed Thursday.

CBS News authorities said the participants would appear together in a discussion format. George Herman, CBS News correspondent, was to be the moderator. The show was to be taped in Washington in advance of air time and was to pre-empt the *Jackie Gleason and The Honeymooners* rerun series.

CBS News President Richard S. Salant said the news organization decided it would be in the public interest to provide for a continuation of the discussion "because of the importance of the substantive issues relating to the propriety of the activities raised by *Selling of the Pentagon*" but added that "no one in government has requested time to reply to the original broadcast."

He also said the discussion would not deal with "specific criticisms leveled at CBS News's editing techniques employed in the original broadcast, which are a matter of controversy and under official investigation."

Statements issued last week backing Dr. Stanton and CBS included the following:

Elmer W. Lower, president, ABC News:

"ABC News opposes the principle of the Congress or any other legislative body subpoenaing untelevised material. The same would be true with respect to reporters' notes and sources of information.

"To adopt any other position would drastically handicap the effectiveness and integrity of any news organization."

Julian Goodman, president, NBC:

"We agree completely with the position CBS has taken. *The Selling of the Pentagon* was a legitimate journalistic inquiry. If the furor that has resulted from it should cause even one reporter to be less diligent in pursuing the truth, the whole nation will suffer. Freedom of the press surely should mean that a reporter's background materials cannot be subject to scrutiny or review by a government agency. CBS is absolutely correct in resisting this invasion of a basic, journalistic right."

Reuven Frank, president, NBC News:

"CBS's fight against producing outtakes under subpoena is the concern of everybody in news, and I wish that not only broadcast newsmen but those in other media recognized this better than they have. If the people we film or interview believe their words and ac-

tions will be a happy hunting ground for even the highest minded investigators, the flow of news will dry up, and the public itself will be the ultimate victim."

James A. McCulla, West Coast director of ABC News and president of the Radio Television News Directors Association:

"When the congressional committee with legal authority over broadcasting seeks to scrutinize the journalistic work of broadcasting, it takes the first long step toward invoking the power of censorship over that work."

The radio-television division of the Association for Education in Journalism and its Committee on Broadcasting Freedom and Responsibility wired Mr. Staggers April 12 asking him to drop the subpoena against CBS.

"The action," it said, "constitutes not only an unwarranted interference in the editorial process but a violation of the First Amendment rights of a free press."

The telegram was signed by Ben Yablonsky, University of Michigan; Edward Bliss Jr., American University; David Dary, University of Kansas, and John Rider, Southern Illinois University.

The ACLU statement, issued by Aryeh Neier, executive director, not only criticized the subcommittee for issuing the subpoena but offered assistance to CBS in any court action required to vacate the subpoena.

Mr. Neier said: "The clear purpose of the subpoena is to warn the press not to get too close to an issue about which the government rightfully has become sensitive—the role of the military in our society."

A broadcaster, he added, "should not have to edit with one eye on the film and the other over his shoulder in fear that the government censor will second-guess his professional judgment."

Thomas Powell, news director of WDAU-TV Scranton, Pa., president of the Associated Press Broadcasters Association, wrote Mr. Staggers protesting the subpoena. He said that it "collides violently with the concept of a free press." He added that the demand made on CBS by the committee can lead "only to a futile but dangerous exercise in comparative editorial judgments."

The CBS position even won the backing of some newspapers. For example, the *Los Angeles Herald-Examiner*, in an April 14 editorial, commented:

"We agree with the administration that the program is a biased attack on the military. On the other hand, we agree wholeheartedly with the reaction of Dr. Stanton to the subpoena served subsequently on his network by the House Interstate and Foreign Commerce committee. It is important to keep the two issues separate.

"The House committee clearly needs

only the finished editorial product and the testimony of responsible witnesses to shape its judgment and possible corrective legislation. Poking through the private files and wastebaskets of TV editors—or of any others in the communications media—is not the proper function of democratic government. Not only television, but all our press—and public—have an important vested interest in the CBS showdown [with the committee] and its result."

Meanwhile, the Office of Management and Budget of the Executive Department notified all federal agencies early this month that it wanted quarterly reports, commencing April 30, on how they were complying with the President's memorandum of 1970 calling for a sharp reduction of "self-serving and wasteful public relations activities." OMB noted that the Defense Department had been asked to reduce its officially estimated \$46 million public relations level by \$10 million. (CBS's documentary put the spending level at \$190 million.)

Staggers vs. CBS does it for Reston

Editors should rally to broadcasters' side, 'Times' columnist avers

James Reston, the *New York Times's* editorial vice president, is not noted for taking up the freedom banner for broadcast journalism. Last week, however, in his syndicated column, Mr. Reston became a champion.

Referring to the subpoena directed at CBS by the House Investigations Subcommittee as well as pressures from high-level administration officials, Mr. Reston said:

"Newspaper editors howl like a scalded dog whenever any government official asks to see their reporters' notes or questions their news judgment—and quite right too—but they are comparatively quiet when the Vice President or committees of the Congress demand the same thing of the radio and television reporters." This he called a "double standard" that needed examination by editors at the American Society of Newspaper Editors meeting in Washington (see facing page).

It is hard to argue, Mr. Reston continued, that this press protection should not now be guaranteed to radio and television stations, "which now supply a majority of the American people with their first reports of the news."

Newspaper editors, he said, can tell officials who complain to "go climb the Washington Monument." Radio and

TV editors, he added, "are not quite so free." They are under license, he noted, and must comply with an official fairness doctrine.

One of the reasons newspaper, radio and TV editors have come under increasing criticism, Mr. Reston said, is that they "have not been very good at self-criticism, or in establishing an effective 'fairness doctrine' of their own."

If the freedom of radio and TV is impaired, Mr. Reston concluded, "the freedom of the printed press is not likely to be unaffected."

ASNE condemns subpoena of CBS

Newspaper editors protest to House membership; FOI group asks protection

The American Society of Newspaper Editors last week joined a growing list of newsmen backing CBS in its opposition to a subpoena issued by the House Commerce Investigations Subcommittee regarding the network's *Selling of the Pentagon* program (see page 19).

In a telegram sent to the leadership of the House of Representatives, Newbold Noyes, *Washington Evening Star*, president of the society, said that ASNE had cast an almost unanimous vote condemning the action.

"The society agrees," Mr. Noyes said, "that every news report can be judged for accuracy and fairness. It disagrees totally with any attempts to pry into newspapers', broadcasters' or any other journalist's private files to seek to judge editing."

Mr. Noyes said that ASNE "stands unwaveringly beside its journalistic colleagues in broadcasting in viewing the subcommittee action as a dangerous and unwarranted intrusion into journalistic freedom."

Earlier, the society's Freedom of Information Committee noted the CBS situation as illustrating the need for legislation to protect confidential information sources. The society accepted that committee's recommendation to support bills by Representatives Edward I. Koch (D-N.Y.) (HR-837) and Charles Whalen Jr. (R-Ohio) (HR-4271).

The subpoena served on CBS, FOI Chairman Robert M. White II of the *Mexico (Mo.) Ledger*, stated in the report adopted by the membership, "constitutes censorship—totally unacceptable, unconstitutional censorship." And, Mr. White concluded: ". . . censorship of television is no less evil, no less odious, no more to be tolerated by ASNE than censorship of the print media."

'Selling of Pentagon' wins special Peabody

It's called 'electronic journalism at its best'; over-all, NBC leads networks with five awards

The Selling of the Pentagon has been voted a special George Foster Peabody award in an obvious gesture of support for CBS and CBS News in their stand against official attacks and moves to investigate the program.

The documentary, first presented Feb. 23, was named for the honor even though Peabody awards conventionally go to programs broadcast during the preceding calendar year. The citation hails it as "electronic journalism at its best" and says "it has produced a great and needed debate."

The 31st annual Peabody awards, given for distinguished achievement by television and radio, will be presented Wednesday (April 21) at a luncheon in New York. Winners were made known last week.

In the 12 regular Peabody award categories, NBC Radio and TV programs won five awards, CBS-TV two in addition to the special award, and ABC-TV one. The noncommercial Public Broadcasting Service won two and BBC-TV one. Other winners were programs on WFBE(FM) Flint, Mich.; WAHT(AM) Lebanon, Pa.; WPBT(TV) Miami; WWL-TV New Orleans, and KMEX-TV Los Angeles.

John E. Drewry, dean emeritus of the Henry W. Grady School of Journalism at the University of Georgia, which administers the Peabodys, is honored in a special citation for his role in founding and administering the awards.

For promoting international understanding, Garry Moore is being honored for his "selfless contribution" on Voice of America's *New York, New York*.

NBC Radio won for its news report, *Jordan Reports*, with Douglas Kiker, and, in education, for *The Danger Within: A Study of Disunity in America*. A citation said that for "consistency marking a distinguished career in print and electronic journalism, Mr. Kiker, again, exemplified concise, objective and literate reportage."

The three-hour *Danger Within* program was recognized as "a thoughtful, enlightening, and provocative study of a vital domestic issue—the nature and extent of disunity in America today."

NBC-TV's *The Flip Wilson Show* will be honored in the entertainment category for adding "a new dimension to television. The excellence of the show is the result of an ingenious and outstanding comic artist, superb writing, and skillful direction."

A citation for the children's program, *Hot Dog*, says NBC-TV has "created a

bright and happy program full of pleasure that opens the many doors of everyday life to answer the questions of our children."

In the public-service category, NBC-TV will receive an award for *Migrant: An NBC White Paper*, a documentary on the plight of the migrant worker in America. Classifying the show as an "exceptional social documentary program," the Peabody citation says it "not only made demands on the conscience of the nation, but helped create change for the solution of the problem on the part of government and industry."

CBS-TV's *60 Minutes* won in the TV news category for "sound reporting, revealing interviews of public figures and an over-all reflection of contemporary issues by co-hosts Mike Wallace and Harry Reasoner" (succeeded by Morley Safer).

CBS-TV's *Horton Hatches the Egg* was called "a superb example of how an inspired children's book can be translated into an equally entrancing television show."

In TV education, ABC-TV's *Eye of the Storm* is honored for "skillfully using television as a medium for bringing an experiment in discrimination to the attention of millions across America."

PBS will be given two awards in TV entertainment. One goes to PBS, Washington, for *Evening at Pops*, "the most refreshing television show of last summer," and the other to KCET(TV) Los Angeles for *The Andersonville Trial*, "a high-water mark with mounting tension and, ultimately, a numbing impact."

Other award winners by categories and citations:

Radio youth or children's programs—*Listening/4* on WFBE(FM) Flint, Mich.: "has done much to improve both listening and learning in the Flint school system."

Radio public service—*Medical Viewpoint* and *Pearl Harbor, Lest We Forget* on WAHT(AM) Lebanon, Pa.: "This station, through its public service programs, has sought to give the listeners in its area an extra measure of insight into the events of these days." *Medical Viewpoint* is described as an outstanding biweekly series, and *Pearl Harbor* as "a soul-searching tribute to those who died to keep this nation free."

Television News—*Politithon '70* on WPBT(TV) Miami: to the people of Florida, to the PBS station and to

Jerome Schnur, program's executive producer "who combined high professionalism with responsible, intense devotion to public service to create a model form and structure for future political programming, utilizing public broadcast facilities at modest and reasonable cost."

Television promotion of international understanding—BBC-TV's *Civilisation*, "a gloriously intelligent celebration of man's accomplishments . . . written and narrated with wit, style and passion by Kenneth Clark." The citation also noted that the presentation of *Civilisation* was funded by Xerox, "whose continuing interest in public television has evidenced a corporate 'civilisation' of equal distinction."

Television promotion of international understanding — *This New Frontier*, WWL-TV New Orleans: "Produced under the skillful guiding hand of Phil Johnson, news director, *This New Frontier* is an outstanding attempt to interpret the nation of Israel for the viewers of WWL-TV."

Television public service—"Peace . . . on our time: KMEX-TV and the death of Ruben Salazar" on KMEX-TV Los Angeles: "public service in its highest sense." The Spanish-language UHF station followed the slaying by sheriff's deputies

That other subpoena

The president of Wolper Productions Inc. said last week that he will comply with the House Investigations Subcommittee's subpoena of material that went into the broadcast last year of *Say Goodbye*, a film about vanishing wildlife. David Wolper said that because the film was a "cinematic documentary essay" and not a news report, he saw no reason to withhold the information.

The subpoena was issued against NBC, which broadcast the program. The network has said it has no objection to furnishing final film and transcript, but that the program itself was produced by Wolper. At issue is a segment that shows a polar bear being shot by hunters; in actuality, it has been acknowledged, the animal was immobilized by a tranquilizer.

of the station's news editor, Ruben Salazar. "Through the efforts of station manager Danny Villanueva, both on and off the air, a threatened riot of major proportions was averted and the tension defused."

Dean Drewry's special award hails him "for his leading role in the foundation of the George Foster Peabody

awards; for his tact and judgment in administering them over the past thirty years, and for his faith in what they would come to mean to the broadcasting industry."

In the citation for *The Selling of the Pentagon*, the program is called "another historic documentary by CBS-TV. This program . . . resulted in widespread acclaim and stirred great controversy. It will doubtless produce a re-examination by the Department of Defense and by the Congress of the Pentagon's present public-relations policies and procedures." After citing producer-writer Peter Davis, CBS correspondent Roger Mudd as narrator and Perry Wolff as executive producer, the citation continues: "A special salute to Richard S. Salant, president of CBS News, for his indispensable support of the project. After the program was severely criticized by dedicated Pentagon supporters, Mr. Salant's response was to rebroadcast it and let the listener decide."

The House Interstate and Foreign Commerce Committee has subpoenaed all televised and untelevised materials pertaining to the program. CBS has refused to give the committee nontelevised material related to the documentary (see page 19).

New heat in that struggle for access

Long before next presidential campaigns, party chairmen go to the mat over claims of time to answer President

The Democratic National Committee last week intensified its efforts to reduce the advantage it says the President holds in obtaining free network time to address the nation.

And the Republican National Committee, predictably, was doing its part to protect presidential addresses against demands for time for reply. It warned ABC it faces a Republican request for time for acceding to a Democratic demand for time to respond to one presidential appearance (BROADCASTING, April 12).

The Democratic committee, shifting

the ground of its campaign from the board rooms of the networks to the offices of the FCC, filed five pleadings with the commission—four of them requesting that the networks be directed to afford the committee at least "equivalent free time" to respond to appearances the President has made in the past several weeks. In each of the four cases the Democrats cited the fairness doctrine and claimed that news coverage of the Democratic position on issues the President discussed had not provided adequate balance.

The fifth pleading urged the FCC

to take action on a rulemaking the commission initiated last May 13 at the Democratic committee's request. If the FCC voted with the Democrats, ad hoc requests for time would become unnecessary. The proposed rule would guarantee presidential opponents an opportunity to respond whenever the President used radio or television to express a point of view on controversial issues of public importance.

A Republican spokesman indicated last week that his party would not formally oppose the Democrats' filings, but would wait for the FCC to rule on the pleadings.

Lawrence F. O'Brien, chairman of the Democratic National Committee, said he was prepared to go to court if the FCC failed to act "on a timely basis." He added that the "increased tempo of our legal activity is a reflection of the increased tempo of the President and his image makers to refurbish the Nixon image as part of their 1972 presidential campaign."

In its FCC complaints—all resulting from rejections by the networks of requests for time to respond to the Presi-



Mr. O'Brien



Senator Dole

dent—the Democratic committee left itself room for maneuver in picking a “spokesman.” It spoke variously of “leaders” and “contenders for the Democratic presidential nomination.”

One of the four requests directed against the networks involved the President’s interview with Barbara Walters on NBC’s *Today* show, even though it dealt mainly with the President’s personal life.

The Democrats said it was “clearly political in nature” because it also dealt with “many of the important issues of the day.” Besides, it said, the program was one of a series of efforts to build up the President’s image with the American electorate” in anticipation of the 1972 presidential campaign.

The committee said NBC should make time available to “those individuals who can be expected to be contenders for the Democratic presidential nomination in 1972.”

In two other complaints, it asked the commission to request CBS and NBC to afford the Democratic party’s “leaders” time for reply to the President’s April 7 prime-time speech on all three networks on the Indochina war. The Democrats called the half-hour address “strictly partisan.”

In its final complaint, the committee asked the FCC to direct ABC to give Democratic party “leaders” time for reply to the President in his one-hour prime-time interview with Howard K. Smith, on March 22. The committee asserted that the President discussed “the most critical issues” the nation faces.

ABC alone among the networks has agreed to give the Democrats time to respond to the President’s April 7 address on Indochina. (ABC last week scheduled the Democratic reply for 9-9:30 p.m. EST Thursday. It will preempt Danny Thomas in *Make Room For Granddaddy*.) And it was that action that prompted Senator Robert Dole (R-Kan.), chairman of the Republican National Committee, to warn the network it faced a request from the Republicans to respond to any Democratic statement.

Senator Dole, in a letter to Leonard Goldenson, president of American Broadcasting Companies, noted that Elmer Lower, ABC News president, had told the Democratic committee that, although the network’s “over-all coverage” of the Indochina war had been “fair and balanced,” ABC felt it would “serve the public interest” to give “additional coverage at this time” to a Democratic spokesman on the subject.

Since this is “additional” time to be given to the issues, and since ABC has decided to broadcast the views of a party as a party, Senator Dole said, “balancing of the differing views of the

major parties requires that a half hour in prime time be allocated to the Republican National Committee to state its views.”

The Democratic committee said the program will feature a number of party spokesmen, “including some who may be considered presidential aspirants,” who will deal with President’s Nixon’s Indochina address point by point. As of late last week the spokesmen to appear had not been firmly determined. The committee added that the program will be opened and closed by Mr. O’Brien.

More waivers in prime time?

NBC wants exemptions for big sports, news; CBS runs into opposition

NBC has asked the FCC to waive its prime-time access rule so NBC affiliates may carry the Rose Bowl and Orange Bowl games on Jan. 1, 1972, and the Bing Crosby Pro-Am Golf Tournament following the Super Bowl football game on Jan. 16, 1972. The request seeks rule waiver only for affiliates in the eastern and central time zones.

NBC contends that easing the rule requirement on those two evenings “will serve the public interest in making available to the public outstanding sports events and will not interfere with the plan, purposes or principles of the prime-time access rule.

Requests for waiver were not filed for NBC’s affiliates located in the mountain and Pacific time zones, NBC said, because most of the local times at which those stations take the live broadcasts will fall outside prime time.

Since 1952, NBC noted, it has presented the Rose Bowl game commencing between 4:45 and 5 p.m. EST and

Familiar refrain

Pete Kenney, Washington vice president for NBC, was cleaning out some files last week and discovered a Dec. 19, 1962, news release from Representative Emanuel Celler (D-N.Y.) urging the networks to deny a request by the Republican National Committee for equal time to balance coverage given President John F. Kennedy. Can the RNC “seriously assert that each time the President of the United States appears on networks to report to the American people, no matter in what context, that it is per se a political gambit?” Mr. Celler asked.

Somehow, it all has a familiar ring.

ending around 8 p.m. EST—thus carrying over into prime time. The Orange Bowl game follows at approximately 8 p.m. EST and ends within a few minutes of 11 p.m. EST—entirely within prime time in the East.

In a related matter, NBC also sought waiver of the prime-time access rule to permit its owned WNBC-TV New York, KNBC-TV Los Angeles and WMAQ-TV Chicago to broadcast the *NBC Nightly News* from 7 to 7:30 p.m. EST and 6 to 6:30 CST, without counting such time as part of the three hours of programming in prime time to which stations will be limited by the rule.

NBC cited the commission’s footnote to its prime time access rule which said such waivers would be “appropriate” in those cases where stations scheduled news programming between 6 and 7:30 p.m. EST.

NBC argued that the three stations are now and will in the future be scheduling an hour and a half of news programming between 6 and 7:30 p.m., and therefore qualify for a waiver.

In still another filing, Westinghouse Broadcasting Co. last week asked the commission to deny a waiver requested by CBS.

Two weeks ago CBS asked the commission to allow it to offer its affiliates the weekly magazine-format *60 Minutes* at 6:30-7:30 p.m. EST Sunday evening and *CBS Sunday News with Dan Rather* 10:30 or 10:45 p.m. EST immediately following the conclusion of the CBS prime-time schedule on Sunday night. The net effect of these two Sunday-evening changes would allow an additional 45 minutes per week of news and information within prime-time, CBS said (BROADCASTING, April 5).

Westinghouse argued, however, “there is no reason to permit CBS to blanket the Sunday prime-time hours on its affiliates,” adding that allowing such a change in programming “contravenes the basic philosophy of the commission’s access rule. If the CBS petition were granted, Sunday evening would be entirely foreclosed to nonnetwork programming.”

And while Westinghouse took issue with half of CBS’s request, NBC told the FCC of its support for the other half of CBS’s request—to waive for one year its prime-time access rules to allow the affiliates of all networks to carry additional one-time-only news broadcasts in prime time without counting the time as part of the limited number of hours to be allowed networks.

NBC argued “few, if any, other producers of such programs on a national basis have come forward to furnish such programs to stations in any quantity in light of the high risks and little financial return from this kind of program.”

The contenders for this year's Emmy awards

NBC leads other networks in nominations by wide margin; canceled series again do well; three syndicated shows named

NBC dominated the nominations for this year's Emmy awards as announced in Hollywood Monday (April 12) by Robert F. Lewine, of the National Academy of Television Arts and Sciences. A total of 102 nominations, 14 for programs and 88 for individuals, were recorded by NBC. CBS was next with 46, followed by ABC with 39. The Public Broadcasting Service received 16 nominations, syndicated programs collected four and the network coverage of the Apollo 14 recovery aboard the USS New Orleans was nominated for outstanding achievement in technical direction and electronic camerawork.

Among the usual ironies attendant with awards were the nominations for canceled programs. "The Senator" segment of *The Bold Ones*, dropped from the rotating series, garnered nine nominations while *The Andy Williams Show* received three academy nods. Merv Griffin was noticeable by his absence in the talk-show category that included David Frost, 1970 winner, Dick Cavett and Johnny Carson. However, Mort Lindsey, Mr. Griffin's music director, was nominated for the special show on the big bands.

On the heels of Mr. Frost's success last year, two other syndicated shows have received nominations. They are *The Galloping Gourmet* and the Oral Roberts special, *Love Is*. Movies scored well. NBC's *World Premiere* movies-for-television were nominated 20 times and ABC's *Movie of the Week* received six nominations.

This year's winners will be announced on the annual telecast scheduled for May 9 (10-11:30 p.m. NYT) from the Hollywood Palladium. Executive producer Bob Finkel noted that fewer awards would be presented on air this year because of the streamlining and limiting of the broadcast to 90 minutes.

The nominations follow:

Outstanding series—comedy—award(s) to executive producer(s) and producer(s): *All In The Family*—CBS—Norman Lear, producer; Arnie—CBS—Rick Mittleman, producer; *Love, American Style*—ABC—Arnold Margolin, Jim Parker, executive producers—Bill Idelson, Harvey Miller, producers; *Mary Tyler Moore Show*—CBS—James L. Brooks, Allan Burns, executive producers—David Davis, producer; *The Odd Couple*—ABC—Jerry Belson, Gary Marshall, executive producers—Jerry Davis, producer.

Outstanding series—drama—award(s) to executive producer(s) and producer(s): "The First Churchills"—*Masterpiece Theatre*—PBS—Donald Wilson, Christopher Sarson, producers; *Ironsides*—NBC—Cy Chermak, executive producer—Douglas Benton, Winston Miller, Joel Rogosin, Albert Aley, producers; *NET Playhouse*—PBS—Jack Venza, executive producer; *Marcus Welby, M.D.*—ABC—

David Victor, executive producer, David J. O'Connell, producer; "The Senator"—*The Bold Ones*—NBC—David Levinson, producer.

Outstanding single program—drama or comedy—a single program of a series or a special program—award(s) to executive producer(s) and producer(s): *The Andersonville Trial*—PBS—*Hollywood Television Theatre*, Lewis Freedman, producer; *Hamlet*—NBC—*Hallmark Hall of Fame*—Cecil Clarke, executive producer—George LeMaire, producer; *The Price*—NBC—*Hallmark Hall of Fame*—David Susskind, producer; "They're Tearing Down Tim Reilly's Bar"—NBC—*Rod Serling's Night Gallery*—*Four-In-One*—Jack Laird, producer; *Vanished*—part I & II—NBC—*World Premiere Mon. & Tues. Night at the Movies*—David Victor, executive producer—David J. O'Connell, producer.

Outstanding variety series—musical—awards to executive producer(s) and producer(s) and star (if applicable): *The Carol Burnett Show*—CBS—Joe Hamilton, executive producer—Arnie Rosen, producer—Carol Burnett, star; *The Flip Wilson Show*—NBC—Monte Kaye, executive producer—Bob Henry, producer—Flip Wilson, star; *Rowan and Martin's Laugh-In*—NBC—George Schlatter, executive producer—Carolyn Raskin, producer—Dick Martin and Dan Rowan, stars.

Outstanding variety series—talk—award(s) to executive producer(s) and producer(s) and star (if applicable): *The Dick Cavett Show*—ABC—Jack Rollins, executive producer—John Gilroy, producer—Dick Cavett, star; *The David Frost Show*—syndicated—Peter Baker, producer—David Frost, star; *The Tonight Show Starring Johnny Carson*—NBC—Fred DeCordova and Rudy Tellez, producers—Johnny Carson, star.

Outstanding single program—variety or musical—a single program of a series or a special program—award(s) to executive producer(s) and producer(s) and star (if applicable):

A. Variety and popular music: *Another Evening With Burt Bacharach*—NBC—*Kraft Music Hall*, Gary Smith, Dwight Hemion, producers, and Burt Bacharach, star; *The Burt Bacharach Special*—CBS—Gary Smith, Dwight Hemion, producers, Burt Bacharach, star; *Harry and Lena*—ABC—Chiz Schultz, producer, Harry Belafonte and Lena Horne, stars.

B. Classical music: *Leopold Stokowski*—PBS—*NET Festival*—Curtis W. Davis, executive producer—Thomas Slevin, producer; "Queen of Snades"—PBS—*Fansfare*—*NET Opera Theater*—Peter Herman Adler, producer; *Swan Lake*—PBS—*Fansfare*—Curtis W. Davis, Norman Campbell, producers.

Outstanding new series—award(s) to executive producer(s) and producer(s): *All In The Family*—CBS—Norman Lear, producer; *The Flip Wilson Show*—NBC—Monte Kaye, executive producer—Bob Henry, producer; *The Mary Tyler Moore Show*—CBS—James L. Brooks, Allan Burns, executive producers—David Davis, producer; *The Odd Couple*—ABC—Jerry Belson, Gary Marshall, executive producers—Jerry Davis, producer; "The Senator"—*The Bold Ones*—NBC—David Levinson, producer.

Outstanding single performance by an actor in a leading role—a one-time appearance in a series or for a special program: Jack Cassidy—PBS—*The Andersonville Trial*—*Hollywood Television Theatre*; Hal Holbrook—NBC—*A Clear and Present Danger*—*World Premiere NBC Saturday Night at the Movies*; George C. Scott—NBC—*The Price*—*Hallmark Hall of Fame*; Richard Widmark—NBC—*Vanished*, part I & II—*World Premiere NBC Mon. & Tues. Night at the Movies*; Gig Young—NBC—*The Neon Ceiling*—*World Premiere NBC Mon. & Tues. Night at the Movies*;

Outstanding single performance by an actress in a leading role—a one-time appearance in a series or for a special program: Colleen Dewhurst—NBC—*The Price*—*Hallmark Hall of Fame*; Lee Grant—NBC—*The Neon Ceiling*—*World Premiere NBC Monday Night at the Movies*; Lee Grant—NBC—*Ransom For A Dead Man*—*World Premiere NBC Monday Night at the Movies*.

Outstanding continued performance by an actor in a leading role in a dramatic series: Raymond

Burr—NBC—*Ironsides*; Mike Connors—CBS—*Mannix*; Hal Holbrook—NBC—"The Senator"; *The Bold Ones*; Robert Young—ABC—*Marcus Welby, M.D.*

Outstanding continued performance by an actress in a leading role in a dramatic series: Linda Cristal—NBC—*The High Chaparral*; Susan Hampshire—PBS—*The First Churchills*—*Masterpiece Theatre*; Peggy Lipton—ABC—*The Mod Squad*.

Outstanding continued performance by an actor in a leading role in a comedy series: Ted Bessell—ABC—*That Girl*; Bill Bixby—ABC—*The Courtship Of Eddie's Father*; Jack Klugman—ABC—*The Odd Couple*; Carroll O'Connor—CBS—*All In The Family*; Tony Randall—ABC—*The Odd Couple*.

Outstanding continued performance by an actress in a leading role in a comedy series: Mary Tyler Moore—CBS—*The Mary Tyler Moore Show*; Jean Stapleton—CBS—*All In The Family*; Mario Thomas—ABC—*That Girl*.

Outstanding performance by an actor in a supporting role in drama—a continuing or one-time appearance in a series, or for a special program: James Brolin—ABC—*Marcus Welby, M.D.*—series; David Burns—NBC—*The Price*—*Hallmark Hall of Fame*; Robert Young—NBC—*Vanished*, part I & II, *World Premier NBC Mon. & Tues. Night at the Movies*.

Outstanding performance by an actress in a supporting role in drama—a continuing or one-time appearance in a series, or for a special program: Gail Fisher—CBS—*Monix*—series; Margaret Leighton—NBC—*Hamlet*—*Hallmark Hall of Fame*; Susan Saint James—NBC—*The Name Of The Game*—series; Elena Verdugo—ABC—*Marcus Welby, M.D.*—series.

Outstanding performance by an actor in a supporting role in comedy—a continuing or one-time appearance in a series, or for a special program: Edward Asner—CBS—*The Mary Tyler Moore Show*—series; Michael Constantine—ABC—*Room 222*—series; Gale Gordon—CBS—*Here's Lucy*—series.

Outstanding performance by an actress in a supporting role in comedy—a continuing or one-time appearance in a series, or for a special program: Valerie Harper—CBS—*The Mary Tyler Moore Show*—series; Agnes Moorehead—ABC—*Bewitched*—series; Karen Valentine—ABC—*Room 222*—series.

Outstanding directorial achievement in drama—a single program of a series with continuing characters and/or theme: Daryl Duke—NBC—"The Day The Lion Died," *The Bold Ones* ("The Senator" segment); Bob Sweeney—CBS—"Over 50? Steal," *Hawaii Five-O*; John M. Badham—NBC—"A Single Blow of a Sword," *The Bold Ones* ("The Senator" segment).

Outstanding directorial achievement in drama—a single program: Peter Wood—NBC—*Hamlet*—*Hallmark Hall of Fame*; Joseph Sargent—ABC—*Tribes, Movie of the Week on ABC*; Fielder Cook—NBC—*The Price, Hallmark Hall of Fame*; James Goldstone—NBC—*A Clear and Present Danger, World Premiere NBC Saturday Night at the Movies*.

Outstanding directorial achievement in comedy—a single program of a series with continuing characters and/or theme: Alan Rafkin—CBS—"Support Your Local Mother," *The Mary Tyler Moore Show*; John Rich—CBS—"Gloria's Pregnancy," *All In The Family*; Jay Sandrich—CBS—"Toulouse Lautrec Is One of My Favorite Artists," *The Mary Tyler Moore Show*.

Outstanding directorial achievement in variety or music—a single program of a series: Art Fisher—NBC—"Andy Williams Christmas Show," *The Andy Williams Show*; Mark Warren—NBC—*Rowan and Martin's Laugh-In* (with Orson Welles); Tim Kiley—NBC—*The Flip Wilson Show* (with David Frost, James Brown and The Muppets).

Outstanding directorial achievement in comedy, variety or music, a special program: Walter C. Miller, Martin Charnin—NBC—*George M!*—*Bell System Family Theatre*; Sterling Johnson—NBC—*Timex Presents Peggy Fleming at Sun Valley*;

Roger Englander—CBS—The Anatomy of a Symphony Orchestra, New York Philharmonic Young People's Concert.

Outstanding achievement in choreography—a single program of a series or a special program: Claude Chagrin—NBC—*Hamlet—Hallmark Hall of Fame*; Alan Johnson—NBC—*George M.—Bell System Family Theatre*; Ernest O. Flatt—CBS—*The Carol Burnett Show* (with Nanette Fabray and Ken Berry).

Outstanding writing achievement in drama—a single program of a series with continuing characters and/or theme: David W. Rintels—NBC—*"A Continual Roar of Musketry,"* part I & II *The Bold Ones* ("The Senator" segment); Jerrold Freedman—NBC—*"In Death's Other Kingdom,"* *The Psychiatrists, Four-In-One*; Joel Oliansky—NBC—*"To Taste of Death But Once,"* *The Bold Ones* ("The Senator" segment).

Outstanding writing achievement in drama, original teleplay— a single program: William Read Woodfield, Allau Ballet—NBC—*San Francisco International Airport—World Premier NBC Tuesday Night At The Movies*; Tracy Keenan Wynn, Marvin Schwartz—ABC—*Trikes—Movie of the Week on ABC*; David Karp—CBS—*The Brotherhood of the Bell—CBS Thursday Night Movies*.

Outstanding writing achievement in drama, adaptation—a single program: John Barton—NBC—*Hamlet—Hallmark Hall of Fame*; Saul Levitt—PBS—*The Amersonville Trial—Hollywood Television Theatre*; Dean Riesner—NBC—*Fanished—World Premiere NBC Mon. & Tues. Movies*.

Outstanding writing achievement in comedy—a single program of a series with continuing characters and/or theme: James L. Brooks, Allan Burns—CBS—*"Support Your Local Mother,"* *The Mary Tyler Moore Show*; Norman Lear—CBS—*"Meet the Bunkers,"* *All In The Family*; Stanley Ralph Ross—CBS—*"Oh, My Aching Back,"* *All In The Family*; Bob Carroll Jr., Madelyn Davis—CBS—*"Lucy Meets the Burtons,"* *Here's Lucy*.

Outstanding writing achievement in variety or music—a single program of a series: Arthur Julian, Don Hinkley, Jack Mendelsohn, Stan Hart, Larry Siegel, Woody Kling, Roger Beatty, Arnie Rosen, Kenny Solms, Gail Parent—CBS—*The Carol Burnett Show* (with Rita Hayworth); Danny Sinton, Marty Farrell, Norman Barasch, Carroll Moore, Tony Webster, Coleman Jacoby, Bob Ellison—NBC—*"The Kopykats Kopy TV,"* *Kraft Music Hall*; Herbert Baker, Hal Goodman, Larry Klein, Bob Weiskopf, Bob Schiller, Norman Steinberg, Flip Wilson—NBC—*The Flip Wilson Show* (with Lena Horne and Tony Randall).

Outstanding writing achievement in comedy, variety or music—a special program: Hal Goldman, Al Gordon, Hilliard Murks, Hugh Wedlock Jr.—NBC—*Times Presents Jack Benny's 20th TV Anniversary Special*; Marty Farrell, Bob Ellison—CBS—*The Burt Bacharach Special*; Saul Hson, Ernest Chambers, Gary Belkin, Alex Barris—CBS—*The Doris Mary Anne Kappelhoff Special*.

Outstanding achievement in music composition: A. For a series or a single program of a series (in the first year of music's use only): David Rose—NBC—*"The Love Child,"* *Ronanca*; Robert Prince, Billy Goldenberg—NBC—*"LA 2017,"* *The Name of the Game* (Gene Barry segment); Frank Comstock—NBC—*"Elegy For a Pig,"* *Adam 12*; Charles Fox—ABC—*Love, American Style*.

B. For a special program: John Addison—NBC—*Hamlet—Hallmark Hall of Fame*; Pete Rugolo—NBC—*Do You Take This Stranger—World Premiere NBC Monday Night at the Movies*; Walter Scharf—NBC—*"The Tragedy of the Red Salmon,"* *World of Jacques Cousteau*.

Outstanding achievement in music direction of a variety, musical or dramatic program—a single program of a series or a special program: John Addison—NBC—*Hamlet—Hallmark Hall of Fame*; Dominic Frontiere—NBC—*Swing Out, Sweet Land*; Mort Lindsey—CBS—*"Big Band Salute,"* part I & II, *The Merv Griffin Show*.

Outstanding achievement in music, lyrics and special material—a series or a single program of a series or a special program written for television: Billy Barnes—NBC—*Clatral Command Performance Presents . . . Pure Goldie*; Ray Charles—NBC—*The First Nine Months Are the Hardest*; Lee Hale—NBC—*The Dean Martin Show*; William Goldenberg, David Wilson—NBC—*"All The Old Familiar Faces,"* *The Name of the Game* (Gene Barry segment).

Outstanding achievement in cinematography for entertainment programming.

A. For a series or a single program of a series: Ted Voigtlander—NBC—*"The Love Child,"* *Bo-*



YOU MAY NEVER SEE THE WORLD'S BIGGEST BOTTLE

BUT... you can bottle up drug sales in Greater Western Michigan through WKZO.



In Greater Western Michigan WKZO gets you the big spenders—60% of the men 6-10 am, according to a 1970 Pulse Area Report on Kalamazoo. And 49% of the women 10 am—3 pm. Plus 51% of both men and women during weekday drive times. Getting the big buyers is why WKZO is the big buy.

WKZO reaches three times as many counties and 248% more adults weekly than the next station. In fact, WKZO reaches 27% more homes than all other Kalamazoo stations combined. Circulation Pulse 1968 Michigan Station Report.

*A 5-ft. tall sherry bottle named "Adelaide" was blown in 1958—it held 196.9 pints.

WKZO
CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

Safety... Who needs it? People... Maybe even you.

"Now" is too late for 1,050,000* people. With the help of concerned media, accidental deaths decreased 2% in 1970. But there's more to be done for accident prevention. If you do it, your finest journalistic efforts can be considered for a National Safety Council award. It's our small way of thanking those who care. For full information on how you can get involved, write: Mr. Don McEwan

Public Service Awards; National Safety Council
425 North Michigan Avenue, Chicago, Ill. 60611

*Total accidental deaths, 1960-69

nanza; Walter Strenge—ABC—"A Spanish Saying I Made Up," *Marcus Welby, M.D.*; Jack Marta—NBC—"Cynthia Is Alive and Living in Avalon," *The Name of the Game* (Gene Barry segment).

B. For a special or feature length program made for television: Lionel Lindon—NBC—*Vanished*, parts I & II—*World Premiere NBC Monday & Tuesday Night at the Movies*; Russell L. Metty—ABC—*Tribes—Movie of the Week on NBC*; Bob Collins—NBC—*Timex Presents Peggy Fleming at Sun Valley*; Edward Rosson—NBC—*The Neon Ceiling—World Premiere NBC Monday Night at the Movies*.

Outstanding achievement in cinematography for news and documentary programming—for a series, a single program of a series, a special program, program segment or elements within:

A. Regularly scheduled news programs and coverage of special events: Larry Travis—CBS—"Los Angeles—Earthquake (Sylmar V.A. Hospital)," *CBS Evening News and Walter Cronkite*; James Wait—NBC—"Cattle Drive" parts I & II, *The Huntley-Brinkley Report*; Houston Hall—NBC—"They Paved Paradise," *The Huntley-Brinkley Report*.

B. Documentary, magazine-type or mini-documentary programs: Jacques Renoir—ABC—"The Tragedy of the Red Salmon," *The Undersea World of Jacques Cousteau*; Phillippe Cousteau—ABC—"Lagoon of Lost Ships," *The Undersea World of Jacques Cousteau*; Michel DeLoire, Jacques Renoir—ABC—"The Dragons of Galapagos," *The Undersea World of Jacques Cousteau*; James S. Wilson, Guy Adenis, George Apostolides, Joe Bardo, Tony Coggans, Michael Dugan, J. Barry Herron, Robert E. Thomas, Larry Travis—NBC—*Wildfire—GE Monogram Series*.

Outstanding achievement in art direction or scenic design:

A. For a dramatic program or feature length film, a single program of a series or a special program: Peter Roden—NBC—*Hamlet—Hallmark Hall of Fame*; John J. Lloyd (art director), Ruby R. Levitt (set decorator)—NBC—*Vanished*, part I & II—*World Premiere NBC Monday & Tuesday Night at the Movies*; Jan Scott—PBS—*Monsieur—Hollywood Television Theatre*; John Clements—NBC—*The Price—Hallmark Hall of Fame*; J. M. van Tamelen (art director), Fred Price (set decorator)—CBS—"The Mouse That Died," *Mannix*.

B. For a musical or variety single program of a series, or a special program: Rene Lagler (art director), Robert Checchi (set decorator)—CBS—*The Glen Campbell Goodtime Hour* (with Neil Diamond, Linda Ronstadt); Romain Johnston—NBC—*The Flip Wilson Show* (with Robert Goulet and Lola Falana); James W. Trittlpo (art director), George Gaines (set decorator)—CBS—*Robert Young and Family*; Fred Luff—Syndicated—*Love Is, Oral Roberts Valentine Special*.

Outstanding achievement in costume design—a single program of a series or a special program: Martin Baugh, David Walker—NBC—*Hamlet—Hallmark Hall of Fame*; Robert Carlton—NBC—*Bing Crosby—Cooling It*; Ret Turner—NBC—"The Andy Williams Christmas Show," *The Andy Williams Show*; Patricia Segnan—NBC—*They've Killed President Lincoln*.

Outstanding achievement in make-up—a single program of a series or a special program: Marie Roche—NBC—*Hamlet—Hallmark Hall of Fame*; Rolf J. Miller—ABC—"Samantha's Old Man," *Bewitched*; Robert Dawn—CBS—"Catafalque," *Mission: Impossible*; Perc Westmore, Harry C. Blake—NBC—*The Third Bill Cosby Special*.

Outstanding achievement in film editing for entertainment programming:

A. For a series or a single program of a series: Arthur David Hilton—CBS—"Over 50? Steal," *Hawaii Five-O*; Douglas Stewart—NBC—"To Taste of Death But Once," *The Bold Ones* ("The Senator" segment); Michael Economou—NBC—"A Continual Roar of Musketery," part I & II, *The Bold Ones* ("The Senator" segment).

B. For a special or feature-length program made for television: Robert F. Shugrue—NBC—*The Neon Ceiling—World Premiere NBC Monday Night at the Movies*; Robert Watts—NBC—*Vanished*, parts I & II—*World Premiere NBC Monday & Tuesday Night at the Movies*; George J. Nicholson—ABC—*Longstreet—Movie of the Week on ABC*.

Outstanding achievement in film editing for news and documentary programming for a series, a single program of a series, a special program, program segments or elements within:

A. Regularly scheduled news programs and coverage of special events: George L. Johnson—NBC—"Prisons," parts I thru IV, *NBC Nightly*

News; Michael C. Shugrue—NBC—"The Welfare Worker," *NBC Nightly News*; Louis Buchignani—ABC—"L.A. Earthquake," *ABC Evening News with Howard K. Smith and Harry Reasoner*.

B. Documentary, magazine-type or mini-documentary programs: David E. Blewitt—ABC—"The Tragedy of the Red Salmon," *The Undersea World of Jacques Cousteau*; Robert B. Lowerce, Henry J. Grennon—NBC—"Cry Help," an *NBC White Paper* on mentally disturbed youth; Dena Levitt—CBS—*CBS Reports: The Selling of The Pentagon*; John F. Teeple—NBC—"The Prado," *The Southern Baptist Hour*.

Outstanding achievement in film sound editing—a single program, a series or a special program: Frank R. White, Joe Kavigan, Don Crosby, Chuck Perry—CBS—"The Bias," *Mission: Impossible*; Edward L. Sandlin, Josef E. von Stroheim, Seith B. Larson, Bill Rivol, Billie Owens—CBS—"Sunburst," *Mannix*; Don Hall Jr., Jack Jackson, Bob Weatherford, Dick Jensen—ABC—*Tribes—Movie of the Week on ABC*.

Outstanding achievement in film sound mixing—a single program of a series or a special program: Theodore Soderberg—ABC—*Tribes—Movie of the Week on ABC*; Joel F. Moss—CBS—"Sunburst," *Mannix*; Ronald K. Pierce, James Z. Flaster—NBC—*Vanished*, parts I & II—*World Premiere NBC Monday & Tuesday Night at the Movies*; Roger Parish, Robert L. Hoyt—NBC—*San Francisco International Airport—World Premiere NBC Tuesday Night at the Movies*.

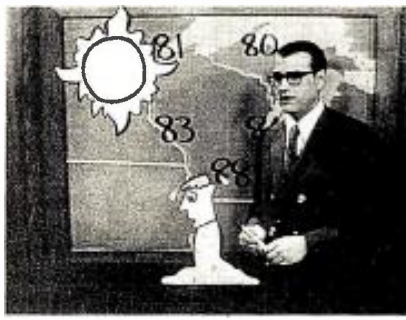
Outstanding achievement in lighting direction—

Assistant weatherman offered by Fairman

A simple color-film animation package for TV weather shows than can be easily inserted electronically or supered over regular live programming, slides or other material is now being put into national syndication by The Silly Super Co., a subsidiary of Fairman Productions Inc., Milwaukee. Release follows a year of testing on WISN-TV Milwaukee and seven other stations to assure the film technique's compatibility with all types of TV technical gear.

Dubbed *Freddy Forecast, The Animated Assistant Weatherman*, the package includes 16-second animated film sequences to cover various weather situations. The character talks and provides a foil for the station weatherman. The developer and producer, Robert J. Fairman, also operates Fairman Advertising, an agency which has been involved in local and regional retail advertising for 16 years. He became involved in production over the years to serve clients, with 70% of the agency's business now in television and radio.

Address: 811 East Wisconsin Ave., Milwaukee 53202.



a single program of a series or a special program produced for electronic television only: John Rook—NBC—*Hamlet—Hallmark Hall of Fame*; Kenneth Dettling—PBS—*The Andersonville Trial—Hollywood Television Theatre*; John Freschi—NBC—"Andy Williams Christmas Show," *The Andy Williams Show*; Carl Gibson—Syndicated—*Love Is, Oral Robert Valentine Special—Contact*.

Outstanding achievement in live or tape sound mixing—a single program of a series or a special program: Henry Bird—NBC—*Hamlet—Hallmark Hall of Fame*; Dave Williams—NBC—*The Flip Wilson Show* (with Lena Horne and Tony Randall); Marshall King—NBC—*Swing Out, Sweet Land*.

Outstanding achievement in video tape editing—a single program of a series or a special program: Ray Knifer—NBC—*Hamlet—Hallmark Hall of Fame*; Marco Zappia—CBS—*Hee-Haw* (with Roger Miller and Peggy Little); Steven Orland, Martin J. Peters—NBC—*Clairiol Command Performance Presents . . . Pure Goldie*.

Outstanding achievement in technical direction and electronic camerawork—a single program of a series or a special program: Louis Fusari (technical director), Tony Yariett, Ray Figelski, Marvin Ault, John Olsen (cameraman)—NBC—*Rowan and Martin's Laugh-In* (with Orson Welles); Bill Schertle (technical director), Barney Neeley, Tom McConnell, Alan Latter (cameraman)—network pool coverage—Apollo 14 recovery aboard the USS New Orleans; Gordon Baird (technical director), Tom Ancell, Rick Bennewitz, Larry Bentley, Jack Reader (cameraman)—PBS—*The Andersonville Trial—Hollywood Television Theatre*.

Following are "the areas" where there is a possibility of one award, more than one award, or no award in each.

Outstanding achievement in children's programming—an award for creative program achievements and for achievements by individuals contributing to children's programs: Burr Tillstrom, performer—PBS—*Kukla, Fran and Ollie*, series; *Sesame Street*, David D. Connell, executive producer—Jon Stone, Lutrelle Horne, producers—PBS—series: *Kukla, Fran and Ollie*, John J. Sommers, executive producer—PBS—series; George W. Riesenberg, lighting director—PBS—*Sesame Street*.

Outstanding achievement in daytime programming—an award for creative program achievements and for achievements by individuals contributing to daytime programs: *Today*—Stuart Schulberg, producer—NBC—series; *The Galloping Gourmet*, Trenea Kerr, producer—Graham Kerr, host—syndicated—series; James Angerame, technical director—CBS—*Love Is A Many Splendored Thing*; Victor L. Paganuzzi, art director, John A. Wendell, set decorator—CBS—*Love Is A Many Splendored Thing*.

Outstanding achievement in sports programming—an award for creative program achievements in sports and for achievements by individuals contributing to such programs or to the coverage of sporting events: *34th Masters Tournament*—Frank Chirkinian, producer—CBS; *NFL Monday Night Football*, Roone Arledge, executive producer, Chet Forte, producer—ABC—series; *ABC's Wide World of Sports*—Roone Arledge, executive producer—ABC—series; Jim McKay, commentator—ABC—*ABC's Wide World of Sports*—series; Don Meredith, commentator—ABC—*NFL Monday Night Football*—series; Walt Kubilus (technical director), Dick Kerr, John Morreale, Mike Reibich, Stuart Goodman, Mort Levin, Sal Folino, Don Langford, Ed Payne (cameramen)—ABC—*NCAA Football*—series.

Special classification of outstanding program and individual achievement:

An award for unique achievements: Lily Tomlin, performer—NBC—*Rowan and Martin's Laugh-In*—series; Harvey Korman, performer—CBS—*The Carol Burnett Show*—series; Arte Johnson, performer—NBC—*Rowan and Martin's Laugh-In*—series; *The Wonderful World of Disney*, Ron Miller, executive producer—NBC—series; *Mutual of Omaha's Wild Kingdom*, Don Meier, producer—NBC—series.

Outstanding achievements in any area of creative technical crafts—an award for individual achievement deemed singularly outstanding which does not fall into a specific category and is not otherwise recognized: Lenwood B. Abbott, John C. Caldwell, special photographic effect—NBC—*City Beneath The Sea—World Premiere NBC Monday Night at the Movies*; Albert J. Whitlock, special photographic effects—NBC—*Vanished*, part I & II—*World Premiere NBC Monday and Tuesday Night at the Movies*; Gene Widhoff, graphic art—court room sketches—NBC—"Manson Trial," *The Huntley-Brinkley Report*, *NBC Nightly News*.

A warning of possible CATV threat to radio

There are no present or proposed CATV rules that provide for regulation of distant radio signal carriage. Because of this, Rocky Mountain Broadcasters Association argued last week, "this broadcasting service is now endangered by unfair CATV competition."

The association, representing 150 broadcasters in Idaho, Montana, Utah and Wyoming, urged in its petition to the FCC that the agency ban importation of distant radio signals or propose regulation "to insure the continued viability of free off-air radio service."

"If a total distant signal ban is not proposed," the association contended, "there should be proposed mandatory local radio station carriage and program exclusivity, as a prerequisite to any nonlocal radio signal importation. Also, there should be required notification of proposed CATV carriage of distant radio station signals, restrictions on the extent of importation and 'leap-frogging'," similar to those that pertain to the importation of television signals.

The association further noted that any rules proposed or adopted should look toward "placing the burden of justifying radio station signal importation on CATV systems seeking to import such signals in smaller markets. Carriage and same day non-duplication protection of local radio stations' programming would at least insure the local station being received by CATV system subscribers in the stations' listening area—something no local radio station is assured of now," the association said.

DJ's want soul, selves put back into WLEF

Three black former disk jockeys at WLEF(AM) Greenwood, Miss., are among those who have asked for FCC intervention to prevent the station from switching from rhythm and blues to country and western programming. Johnny L. Williams, Theodore Hill Jr. and George Davis contend they lost their announcing jobs to inexperienced whites "as a direct result" of WLEF's "total change in program format and orientation."

Other parties to the petition are the Greenwood Movement, a coalition of local civil rights organizations; W. S. Lee Jr., a pastor; Mrs. Martha Cooley, a black businesswoman, and Jake McGhee, who has been active in civil rights in the area. The petitioners contend that WLEF has neither conducted an ascertainment survey to justify its format change nor has it made a showing that—as the station contends—the change was made necessary by financial

hardship. They also charged that the licensee, Leflore Broadcasting Co., violated the commission's rules on nondiscrimination in employment by replacing its black disk jockeys with whites with no justification.

The petitioners ask the FCC to compel the station to revert to its black-oriented programming or revoke WLEF's license; to declare that the format change is not in the public interest; to initiate an inquiry into the charges of discrimination, and to force all the radio stations in Greenwood to make their financial statements available so they can evaluate Leflore's claim of financial hardship.

Changing Formats

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

■ **WBBM-FM Chicago**—CBS-owned station is now programming rock music 100%. Previous format included several types of music, with emphasis on the contemporary. WBBM-FM operates on 96.3 mhz with 10.5 kw and an antenna 560 feet above average terrain.

■ **WOCN(AM) Miami**—WOCN Broadcasters has revised the station's easy-listening format to include smooth vocals in its programming along with traditional instrumentals. WOCN is on 1450 khz with 1 kw full-time.

■ **KIRO-FM Seattle**—Bonneville Broadcasting Co. has discontinued the station's hard-rock format and substituted easy-listening programming. Station operates on 100.7 mhz with 16.5 kw and an antenna 750 feet above average terrain.

■ **KEGL(AM) Santa Clara, Calif.**—Barnes Enterprises Inc. has altered the station's format to add religious and Spanish-language programming. KEGL, which previously programmed country-and-western music 100%, now broadcasts religious music from 6 a.m. until noon and from 6:30 p.m. to 8p.m. Spanish-oriented programming is broadcast from 8 p.m. to midnight. The station continues to broadcast country-and-western music in the afternoon. KEGL operates on 1430 khz with 1 kw full-time.

■ **WINA-FM Charlottesville, Va.**—Charlottesville Broadcasting Corp. on March 15 drastically reduced duplication of WINA(AM) and commenced original programming with an easy-listening format. WINA-FM now simulcasts with its AM adjunct from 5:30 a.m. sign-on until 9 a.m., then programs contemporary music, standards and show tunes until 8 p.m. From 8 p.m. to 10 p.m.,

the station broadcasts semiclassical music, and then reverts back to contemporary until midnight sign-off. Under former 100% duplication of WINA, WINA-FM broadcast middle-of-the-road music. In getting FCC approval of its purchase of the stations recently, Charlottesville Broadcasting had agreed to reduce simulcasting. WINA-FM operates on 95.3 mhz with 3 kw and an antenna height of 190 feet above average terrain.

■ **WINT(AM) Winter Haven, Fla.**—Suzanne Broadcasting Co. has discontinued the station's top-40 format and substituted gospel programming from 6 to 6:30 a.m. and country-and-western music through the remainder of the day until sign-off. WINT is on 1360 khz with 1 kw directional day.

■ **WTIG(AM) Massillon, Ohio**—Scott Broadcasting Co. has changed from a middle-of-the-road format to one involving the programming of "oldies" intermixed with current easy-listening music. Station operates on 990 khz with 250 w directional day.

■ **KRWL(AM) Carson City, Nev.**—William Cody Kelly, the station's new licensee, has elected to drop the former middle-of-the-road format and program modern country music. KRWL is on 1300 khz full time with 5 kw day and 500 w night.

Police confiscate camera, station goes to court

WDIO-TV Duluth, Minn., has filed suit in U.S. District Court following police confiscation of a camera from one of its reporters seeking to cover a burglary attempt. WDIO-TV and Channel 10 Inc. charge that the police action violated the civil rights of both the station and reporter Dennis Anderson, and that, consequently, the public's right to know was abridged.

Frank Befera, president and general manager of WDIO-TV, said the station would seek a restraining order against such actions in the future, and would ask the court "to declare and determine the guidelines under which the Constitutional rights of the people will be preserved, and to assure the protection of both the police and the press in carrying out their duties."

Prime-time viewing up again

The number of people watching television during an average prime-time minute between October 1970 and February 1971 reached a record high of more than 77 million, according to figures released by NBC Research. In terms of homes for the same period, 37,740,000 homes were tuned in to TV, it was reported.

Ups and downs of drug lyrics

Opponents of FCC's position lose first round, but commission is hard at work on clarification

Critics of the FCC's policy statement on drug lyrics last week lost the first round in their effort to have it withdrawn. A federal district court judge dismissed their motion for a temporary restraining order barring the commission from enforcing it, pending a suit on a request for a ruling that the statement interferes with broadcasters' freedom of speech.

However, that one definitive action was largely overlooked in the midst of other developments—the commission's efforts to clarify the policy statement and its reported embarrassment over the release to the press of a list of 24 song titles that had been in the commission's possession.

At issue in the continuing controversy is the allegation that the commission, in its March 5 policy statement, implicitly if not explicitly is barring the play of songs tending "to promote or glorify the use of illegal drugs" (BROADCASTING, March 8). Commission officials have stated repeatedly that the purpose of the policy statement was simply to remind broadcasters of their responsibility for knowing the content of what they air.

In the court action, Judge William B. Jones dismissed the request for a restraining order on the ground he lacked jurisdiction in the case. Gil Zimmerman, of the U.S. Attorney's office, in opposing the request, said the plaintiffs were in the wrong forum. He said they should seek reconsideration from the commission or, if the policy statement were subject to court review, seek it in the U.S. Court of Appeals.

The suit, which challenges the policy statement on constitutional grounds, was brought by the National Coordinating Council on Drug Abuse Education and Information and others (BROADCASTING, April 12).

Tracy Westen, of the Stern Community Law Firm (and a former legal assistant to Commissioner Nicholas Johnson) counsel for the plaintiffs, said relief from Judge Jones's decision would be sought in appeals court. He said that court would be asked either to direct Judge Jones to hear the case or to an injunction pending a hearing in which ever court has jurisdiction.

Mr. Westen also said a commission statement making clear that the agency was not attempting to censor any particular song would not be enough to persuade his clients to drop their suit. He said they would like the commission

to assert that it does not require pre-screening of records.

It was uncertain late Thursday whether the commission would go that far. The commission spent substantial parts of Wednesday and Thursday considering a draft order that would dispose of petitions for reconsideration of the policy statement—and, the commission hoped, "clarify" it. But the language was posing a problem: commission officials who said the order would be issued Wednesday, then Thursday, expected release on Friday (April 16).

Meanwhile, commission officials, including the one directly involved, were giving assurances that the list of song titles that had been turned over to reporters had no official standing and played no part in the commission's decision to issue its policy statement.

William B. Ray, chief of the com-

NBC News crew gets into Red China

NBC News has four representatives in the group of seven news people admitted to Communist China April 11 to cover the visit of an American table-tennis team. They are John Rich, Tokyo-based correspondent, Jack Reynolds, manager, operations, Tokyo, and a two-man sound-camera crew. For Mr. Rich it marked a return to a country he covered before the Communists took over.

In granting the visas, the Chinese government ended a policy of excluding American journalists from the country since the Communists came into power 22 years ago. Mr. Rich began reporting from the Far East in 1946 while employed by the International News Service. He joined NBC News in 1950. Mr. Reynolds joined NBC in 1953 and has served as a TV producer.



NBC newsman John Rich (l) and film crew member Massaki Shihara talk things over in preparation for their historic trip to mainland China.

mission's complaints and compliance division, had made the list available in response to questions about the complaints the commission had received concerning drug-oriented songs. It was captioned "a partial list of song titles brought to the attention of the FCC in connection with the subject of so-called drug-oriented song lyrics."

Mr. Westen, in arguing for a restraining order, said the songs listed "are apparently" those "that caused the issuance" of the policy statement. But Mr. Ray said that there is "no list of songs that the commission prohibits or that were the subject of complaint letters."

Nevertheless, commission officials, concerned over any implication of censorship, clearly wished the list had not been released. "Ray put a lot of caveats on the list," one official said. "But the commission would never release a list because it has none."

It was learned the titles are at least a partial list of those cited by a group of Defense Department officials who briefed the commission in January on the drug problem. The Defense officials had provided the same briefing twice at the White House, once for television broadcasters, again for radio executives, as part of day-long conferences on the drug problem. Chairman Dean Burch, who had attended the White House meetings, reportedly invited them to brief the commissioners.

The titles listed: "I Get By With a Little Help from My Friends," "Cocaine Blues," "White Rabbit," "Acid Queen," "The Virgin Fugs," "The New Amphetamine Shriek," "The Alphabet Song," "I Like Marijuana," "Hashing," "Walking In Space," "Heroin," "Fire Poem," "Don't Step on the Grass," "Velvet Cave," "Cloud Nine," "The Pusher," "Tambourine Man," "Puff the Magic Dragon," "Eight Miles High," "Acapulco Gold," "Along Comes Mary," "Happiness is a Warm Gun," "Mellow Yellow" and "Lucy in the Sky with Diamonds."

A television first for Aline Saarinen

Aline Saarinen has been named chief of the NBC News Paris bureau. She becomes the first woman to head an overseas network news bureau.

Mrs. Saarinen has been an NBC News correspondent since October 1964. She replaces Garrick Utley, who will be reassigned as a New York-based correspondent and permanent host of *First Tuesday*.

Before going to NBC, Mrs. Saarinen was known as a leading art critic and author of "The Proud Possessors." She has been in Vietnam and covered both 1968 political conventions.

Jacobs, ABC-TV swap disparaging words

His predictions are dismissed as 'woeful'; in return, he calls network's fare 'lousy'

ABC-TV, which came off third best in Herb Jacobs's handicapping of the three TV networks for the coming season, told its affiliates last week that Mr. Jacobs had a "woeful" record as a handicapper. Mr. Jacobs countered that ABC-TV has had a "lousy" record in programing in recent years.

The new-season forecasts by Mr. Jacobs, head of the program-buying and consulting firm of Telcom Associates, New York, were made last month. At a breakfast meeting that has become an annual event during the National Association of Broadcasters conventions, he predicted NBC-TV would win the first season of 1971-72 with a 19.1 average share of audience, followed by CBS-TV with 18.9 and ABC-TV with 17.0 (BROADCASTING, April 5).

Richard L. Beesemyer, ABC-TV affiliate relations vice president, told ABC affiliates in a wire that to take Mr. Jacobs's predictions at face value in making their 1971-72 program judgments would be "dangerous, based on his past record [and] also on the basis of the 'measure' he uses, namely, national shares."

"The truest reflection of program popularity or of a network schedule's ability to work effectively for its affiliates is not the national Nielsen report," Mr. Beesemyer said, "but the Nielsen 70-market report. This audience survey, where the three networks compete under equal conditions, is the most accurate indicator for ABC stations of the audience levels they themselves are likely to obtain."

In the 70-market reports for the 10 weeks of the second half of the 1970-71 season, he said, ABC is ahead with a 19.8 average rating to CBS's 19.0 and NBC's 18.8.

He also challenged Mr. Jacobs on the latter's own terms:

"For the 1970-71 season, using Mr. Jacobs's own criterion of what constitutes predictive success—being within three share points plus or minus of the actual share—his record is woeful.

"For the 140 network half-hours for which he made share predictions last spring and in which programing was unchanged for fall (CBS made some time-period changes during the summer), Mr. Jacobs was correct only 48% of the time.

"Furthermore, for new programs, Telcom's record was only half as good

—24%—[as] for all programs. On new shows, Mr. Jacobs was wrong by his own standards three out of four times, and his errors were by no means just over the mark. His average error was five share points and in a number of cases, such as *The Partridge Family* on the downside and the Andy Griffith *Headmaster* show on the upside, he missed by nine or more points."

As for predictions for next fall, Mr. Beesemyer questioned Mr. Jacobs's showing only a total of 64 network share points for Fridays at 10:30 (when only two networks will be programing) and his failure to estimate any share for ABC's *Marcus Welby* on Tuesdays at 10:30 when it will have no network competition.

"Even more oddly," Mr. Beesemyer told the affiliates, "he fails to include this 'missing' half-hour (*Welby*, 10:30-11), which will probably be the highest-rated network program figure next fall, in his average ABC national rating estimate, which we believe is considerably off the mark."

Mr. Jacobs claimed an over-all average accuracy of 97.5% in calling winners and losers for the first half of the 1970-71 season, and last week he stayed with that claim. Of Mr. Beesemyer's contentions he said that "if you're doing lousy, you find a different way to look at the figures." He added: "Forget the computers and just use common sense. Just line up their schedules for the past few years and count up the losers they've had."

Syndicated opinions

Horizons Communications Corp., New York, a group owner, is producing and placing into TV syndication a weekly half-hour series, *Personal Opinion*. It will present the views of several well-known persons including former Senator Eugene J. McCarthy, writers Leo Rosten, Maurice Zolotow, Shana Alexander and Jeffrey St. John and radio personality Gene Klavan.

Jerome R. Feniger, president of Horizons, said the series will be offered either for advertiser syndication or for direct sale to stations. He added that each show will be composed of statements of personal opinion by six of the regular contributors on matters "within the wide range of their interests, concerns and expertise." There will be an open slot on the program to be filled by commentators from the local stations.

Horizons owns five radio and three TV stations in New York, Wisconsin and California. Its principals are Mr. Feniger, Chet Huntley, Edward Wood and William Mulvey.

Another seer for wired nation

Florida radio manager says its inevitable; CATV conference convenes

Virtually on the eve of this week's CATV programing and next week's state presidents' conferences the general manager of a radio station in Florida, who is also president of his state's broadcasters association, has forecast a completely wired nation by 1990.

William Ryan, WNOG(AM) and WNFM(FM) Naples, Fla., who is president of the Florida Association of Broadcasters, told a chapter of the American Women in Radio & Television that not only does he see a fully wired nation in 20 years, he also sees CATV systems interconnected into a national system.

"Those that argue against the wired nation concept," he said, "are doing no more than a holding action . . . It is absolutely inevitable that cable television will reach virtually every home in the nation in 20 years."

Mr. Ryan's stations are owned by the Palmer Broadcasting group, which also includes WHO-AM-FM-TV Des Moines and WOC-AM-FM-TV Davenport, both Iowa. It also owns cable systems in Naples and in Palm Desert, Calif.

The CATV programing conference, sponsored by the National Cable Television Association, starts in Chicago Wednesday (April 21) and runs for three days. NCTA officials learned last week that they will be minus one of their principal speakers; Barry Zor-thian, Time-Life Broadcast Inc., scheduled as the banquet speaker, had to cancel due to a conflict in dates. The other speakers, however, are still scheduled: FCC Commissioner Thomas J. Houser, Stockton Helffrich, director of the National Association of Broadcasters' Code Authority, and Geoffrey Nathanson, Optical Systems Corp., Los Angeles (BROADCASTING, April 12).

The NAB state president's conference is scheduled to begin next week, April 26-28, in Washington (see page 46).

Summer sound: the Carpenters

NBC-TV this summer will fill the one-hour time slot vacated by *The Don Knotts Show* with *Make Your Own Kind of Music*, starring the Carpenters, singing duo. The program, set for a July 6 start, will run for eight weeks (Tuesdays, 8-9 p.m. NYT). Stan Harris will produce and direct the series for Tomka Productions.

ABC strikes back at filmmakers' lawsuit

In \$100-million countersuit it denies antitrust charges, asks dissolution of MPA

ABC Inc. filed an answer last week to a suit started last fall by leading members of the Motion Picture Association of America—and, in a countersuit, asked for \$100 million in damages and the dissolution of the MPA.

ABC's reply to the suit, filed in the U.S. Southern District Court in New York, denied the charge that it violated the Sherman Antitrust Act by going into the feature-film production field. ABC also denied that it had monopolized, excluded or threatened to exclude the filmed products of the plaintiff or others from the television or theatrical markets.

CBS also was included in the suit filed last September by Avco Embassy Pictures; Paramount Pictures; Warner Bros. Inc.; United Artists Corp.; Columbia Pictures Industries; Metro-Goldwyn-Mayer Inc.; Universal City Studios Inc.; Universal Film Exchange Inc., and MCA Inc.

ABC filed eight separate counterclaims against the plaintiffs in the original action, and it further named additional counterclaim defendants: the Motion Picture Association of America and the conglomerate corporations that own and control several of the plaintiffs—Avco Corp.; Gulf & Western Industries Inc. (Paramount); Kinney National Service (Warner Bros.) and Transamerica Corp. (United Artists).

The ABC counterclaims charge that the motion-picture producers, "by virtue of their vast financial and intracorporate relationships and resources" and through the assistance of the MPA, "have combined and conspired to monopolize feature-film distribution and production in violation of the Sherman Act." They also charge that various producers and distributors have "illegally and in violation of the Sherman Act block-booked feature films and television series to the ABC network."

Jack Valenti, president of the Motion Picture Association of America, said last week that ABC's counterclaim dodges the real issue of MPA's lawsuit—the networks' control of entertainment.

He charged that "ABC's control of the largest chain of theaters in the United States vastly extends its power," and that now that movies have become popular on television, the networks "are attempting to eliminate their last large

independent suppliers—the motion-picture companies."

If ABC is really concerned about the shortage of movies for theaters, as it claims, it would make pictures solely for theaters, Mr. Valenti contended. He said that "network buyers cannot remain their own suppliers if there is to be any semblance of competition in this important national industry." He predicted the movie industry "would be a shambles in a few years if the networks were permitted to expand their power."

Mr. Valenti labeled the block-booking charge "fictitious." He added: "I am advised that the networks insisted on buying large quantities of films and their own contracts with the motion picture companies acknowledge this in express language."

Fremantle sets up U. S. division

Fremantle Corp., New York, which has specialized in the distribution of radio and television programs in overseas markets for the past 22 years, has formed a domestic division to syndicate TV programs to stations in the U.S.

Paul Talbot, president, said last week that Colgan Schlank, vice president in charge of syndication for Young & Rubicam, New York, has resigned that post to join Fremantle as executive in charge of the new division. It will offer programs to U.S. stations either on a cash or trade-out basis.

The unit's first offering will be a half-hour, five-per-week dramatic series, *Paul Bernard, Psychiatrist*, which will be given to stations free in return for spots for advertisers. The series is being produced in Canada and has been bought by the CBC for a fall start.

Mr. Talbot said that Fremantle, through its overseas offices, is assembling additional properties through coproductions in Canada, Great Britain and Australia.

A look at Perry Wolff

Amid the mounting cross-fires over *The Selling of the Pentagon* and other currently controversial documentaries, Mundelein College, Chicago, plans a major event dedicated to the proposition that the TV documentary is a high art form and that the producer is an artist as well as educator and journalist.

Mundelein will present a three-day seminar May 6-8 focused exclusively on Perry Wolff, executive producer at CBS News whose Pentagon piece has whipped up so much of a flap (see page 19), who will take part in the seminar discussions. His entire collection of TV documentaries is to be screened three times during the meeting.

Pro football line-ups now firm at networks

Schedules for the three TV networks' coverage of the National Football League's 1971 National and American Football Conference games were announced last week.

ABC-TV launches its second season of *NFL Monday Night Football* on Monday, Sept. 20. Its schedule of 13 regular-season telecasts—in which teams of both conferences will participate—will run through Dec. 13, 9 p.m. EST to conclusion. The network will also telecast one preseason contest on Aug. 30.

In beginning its 16th consecutive year of professional football coverage, CBS-TV is scheduling 83 regular-season games (including four to six regional telecasts many weeks), 66 of which will be between National Conference teams and 17 between teams of both conferences. The regular schedule starts Sunday, Sept. 19. It will be preceded by three preseason contests starting Saturday, Aug. 28, and followed by four post-season contests on Saturday, Dec. 25, and Sunday, Dec. 26, and the National Football Conference championship on Sunday, Jan. 2, followed by the Super Bowl, Sunday, Jan. 16. CBS also will have a half-hour pregame *The NFL Today* and a 15-minute postgame *Pro Football Report*. The play-by-play announcer and analyst assigned to each game will be named shortly.

NBC-TV's coverage is of the American Football Conference. Three preseason matches, all at night, begin Friday, Aug. 13. These are to be followed by the regular-season schedule in which a total of 84 games, including regionals, will be telecast, starting Sunday, Sept. 19. NBC will also telecast the American Football Conference divisional playoffs Sunday, Dec. 26, the AFC championship game Sunday, Jan. 2, and the Pro Bowl between all-star teams, Sunday, Jan. 23. A postgame *Scoreboard* program is scheduled, if time permits, after the games. NBC will soon name the game announcers.

Two TV westerns honored

Two television films are among the westerns selected as the best of the year by the National Cowboy Hall of Fame and Western Heritage Center, Oklahoma City. *Run, Simon, Run*, an ABC *Movie of the Week*, was picked as the outstanding western fiction TV program; and an ABC News production, *The Last of the Westerners*, was judged the outstanding western factual TV program. Both films will be awarded Wrangler trophies at the center's gallery on April 24.

A third force in evening news

Though still weak in station clearances, ABC-TV's Reasoner, Smith show local gains

Marked gains for the *ABC Evening News*, mostly at the expense of the *NBC Nightly News*, were claimed by ABC-TV last week in a report on rankings in the A. C. Nielsen Co.'s February-March data for the top-100 markets.

The *ABC Evening News's* best showing in the Nielsen top-100 reports a year ago, ABC authorities said, was a tie with the *NBC Nightly News* for first place in Seattle. This year, they said, ABC is a clear first in six of the top-100 markets, including Seattle, has moved up to a clear second in four others and into a second-place tie in another four and has improved its ratings by anywhere from 22% to 125% in 18 markets where it remains third.

In addition, officials said, the ABC newscast is second in three markets that were not carrying it a year ago—Raleigh and High Point, both North Carolina, and Amarillo, Tex.—and is "very close to second" in another market, San Jose, Calif., which also started clearing after the 1970 sweeps.

ABC's purpose in releasing the individual market rankings was clearly to encourage clearance by more major-market affiliates, not to tout the program as a close competitor of its NBC and CBS counterparts in terms of national ratings and audiences—though officials said its national averages for the first quarter were the best in recent history, showing a gain of 870,000 homes per average minute against 30,000 for *CBS Evening News* and a loss of 490,000 for *NBC Nightly News*.

Even with that gain of 870,000 homes, the ABC newscast's average-minute homes audience was not quite half that of either of its CBS and NBC competitors. ABC researchers put first-quarter average-minute homes totals at 5,080,000 for ABC's early-evening news, 10,220,000 for CBS's and 10,180,000 for NBC's.

Both ABC and NBC newscasts have undergone changes in their casts of anchormen—leaving Walter Cronkite carrying on, still alone, at the CBS anchor desk—and both the ABC gains and the NBC slippage appeared to be related to some extent to these changes.

ABC authorities traced the start of their advances back to Howard K. Smith's joining Frank Reynolds after format changes in the ABC newscast in the spring of 1969. That, they say, was when real movement out of an "abysmal" rating situation became evident. But the movement accelerated, they

say, when Harry Reasoner moved over from CBS to co-anchor with Mr. Smith last December.

NBC sources trace their loss, and part of ABC's gain, to the retirement last summer of Chet Huntley from NBC's long-running *Huntley-Brinkley Report*, which was succeeded in August by *NBC Nightly News* with John Chancellor and Frank McGee joining David Brinkley as co-anchormen. They also contend that one-third to one-half of ABC's gains in national ratings stemmed from an addition of about 20 stations to the ABC news line-up late last summer and fall.

NBC authorities say some ABC gain had been detected as early as February



Messrs. Reasoner (l) and Smith

1970 but that for the most part it showed in the September ratings, after Mr. Huntley's departure and also, they stressed, well before Mr. Reasoner's move to ABC. In any event the NBC sources maintain that the ABC gains have leveled out and the NBC losses bottomed out and that CBS somehow seems to be the network with a declining evening-news trend lately.

ABC officials have long claimed that low clearances—currently put at 145 stations for the ABC news program as compared with 202 for the CBS and 210 for the NBC entries—are primarily responsible for the program's low-third position in the national ratings against CBS and NBC.

They say the program is not carried in 13 of the top-50 markets—Atlanta, Cincinnati, Cleveland, Kansas City, Mo., Albany-Schenectady-Troy, N.Y., Birmingham, Ala., Columbus and Day-

ton, Ohio, Flint and Grand Rapids, Mich., Harrisburg-Lancaster, Pa., Louisville, Ky., and New Orleans.

In addition, they say it is not carried in at least four markets in the bottom half of the top 100—Salt Lake City, Decatur, Ill., Scranton-Wilkes-Barre, Pa., and Springfield-Holyoke, Mass.

WPTA(TV) Fort Wayne-Roanoke, Ind., is scheduled to start clearing it April 26, and network officials say another market will be added shortly.

In addition to the markets where affiliates are not clearing the program, according to officials, there are four other top-100 markets where the program is not seen because ABC has no primary affiliates there.

In its rundown on market gains, based on rankings in Nielsen's February-March reports this year as compared to a year ago, ABC authorities said their evening news went from third to first in Philadelphia and Wichita, Kan., with NBC news in both cases going from first to second and CBS news from second to third.

In addition, they said, the ABC news went from second to first in Milwaukee, Rockford, Ill., and Augusta, Ga., dropping NBC to second in the first two and CBS to second in the third. In Seattle, they reported, a gain of three rating points lifted ABC into clear first place from last year's first-place tie with NBC.

The ABC newscast, the report continued, moved from third to second in Tulsa, Okla., Fargo, N.D., and Little Rock, Ark., and from a second-place tie to clear second in Peoria, Ill.; has moved up to second-place ties in New York, Dallas, Oklahoma City, and San Diego; has improved its share by three points though still tied for second in Chicago and has also significantly improved its audiences, though not its second-place position, in Pittsburgh, Norfolk, Va., and Shreveport, La.

Markets where the ABC news added substantially to its audience without getting out of third place were listed as Greenville-New Bern, N.C. (44% gain), Mobile, Ala. (30%), Washington, (60%), Spokane, Wash. (56%), St. Louis (40%), Tampa-St. Petersburg, Fla. (50%), Detroit (33%), Huntington, W.Va. (50%), Albuquerque, N.M. (71%), Indianapolis (50%), Cedar Rapids, Iowa (22%), West Palm Beach, Fla. (75%), Portland, Ore. (60%), Orlando, Fla. (30%), Knoxville, Tenn., (125%), Lincoln-Kearney, Neb. (40%), Denver (75%) and Omaha (22%).

CBS wins Polk memorial in Overseas Press awards

The Overseas Press Club's George M. Polk Memorial Award for best reporting in any medium for 1970 was won by CBS News for *The World of Charlie Company*. The CBS News team included correspondent John Laurence; cameraman Keith Kay; soundman James Clevenger, and producer Russ Bensley.

The Polk award and other Overseas Press Club honors will be presented April 23 in New York. The memorial award was sponsored this year by CBS and carries a stipend of \$500.

For the first time in the history of the press club awards, there was a tie for best radio reporting from abroad. Lou Cioffi, ABC Radio News, was cited for individual radio reports from East Pakistan after the tidal wave, as was the team news coverage by various CBS radio reporters during 1970 under director Emerson Stone.

NBC News's *Vietnam, the Way Out*, won in the best radio interpretation of foreign-affairs category. It was produced in Vietnam by Peter Burns and NBC reporters Kenley Jones, Robert Green, Phil Brady, Lou Davis and Bob Coralski.

Kenley Jones of NBC-TV News received the honors for best television reporting from abroad for his reports from the Vietnam battlefield. Ted Koppel, ABC News, won the award for best TV interpretation of foreign affairs for his analysis of a decade of involvement in Indochina, *Vietnam: Topic A*.

Program notes:

Atlanta service ■ Transmedia Mobile Video, subsidiary of Transmedia International Corp., New York, TV-facilities supplier and broadcast service organization, has opened an office in Atlanta. It will have a 40-foot mobile unit permanently based in Atlanta for servicing of southeastern accounts, and TMV plans eventually to provide studio and post-production facilities there. J. Patrick Hubbard is director of the new operation. He was formerly with Television Productions International, Atlanta, and with CBS-TV in New York.

Red Smith on TV ■ Media/Syndication Systems Inc., New York, has been named as sales representative to advertising agencies and clients for the daily, five-minute Red Smith's *Views on Sports* TV series. Media/Syndication will obtain sponsorship and clear stations for the program, which will be co-produced by Simon & Flynn Inc. and Producer Associates, both New York.

Welk on Metromedia ■ The four Metromedia-owned television stations will

carry *The Lawrence Welk Show* when it begins first-run syndication next fall. Dick Woollen, vice president and director of programing, said agreement would be for 52 weeks. Don Fedderson Productions, Los Angeles, is producing the show.

Fighting Irish return ■ Mutual Broadcasting System said last week that it will carry, for the fourth consecutive year, the full Notre Dame 10-game football schedule. A network of over 400 radio stations has been lined up for the broadcasts, which begin Sept. 18 and continue through Nov. 20. There will be a 20-minute pre-game show with Notre Dame coach Ara Parseghian as the host. Van Patrick will again broadcast the play-by-play and Al Wester will handle the color.

Gadding about ■ Cartridge Television Inc., subsidiary of Avco Corp., New York, said last week that it will release a group of *Gaddabout Gaddis* programs on the art and sport of fishing in the Cartrivision format. In 31 half-hour instructional fishing featurettes, *Gaddabout Gaddis* will narrate some of his own outdoor adventures. The program has been in TV syndication for a number of years and is now handled by Hughes Sports Network, New York, with sponsorship by Liberty Mutual Insurance Co., Boston.

RCA Records in Chicago ■ RCA Records announced last week the re-establishment of a permanent artists and repertoire producing department for its Chicago recording center. RCA Records said the new department, to be headed by David Kershenbaum, is being set up in view of Chicago's re-emergence as a major focal point for recorded entertainment in the upper-Midwest area. Mr. Kershenbaum has, for the past year-and-a-half, been president of an independent radio and TV production company in the Dallas area.

Alias Ben Hur ■ Teleprompter Corp. has formed a delayed-origination net-

Bonneville FM syndicates

Bonneville International Corp. has formed Bonneville Program Services to syndicate to other stations the musical programing and operational approach of Bonneville-owned *WRFM*(FM) New York. The new division will be located at 485 Madison Avenue, New York 10022. Marlin R. Taylor, vice president of *WRFM*(FM), which has an adult good-music format, will serve as president of Bonneville Program Services. Alan Irwin, formerly with *WBOS*(FM) and *WBCN*(FM), both Boston, has joined the new syndication service as music director.

work of CATV systems which will bring the 1971 World's Championship Chariot Races to more than 155,000 subscribers over 25 systems in 14 states. More than 200 final heats were filmed for a total of 50 half-hour taped segments. The chariot races, which originated in Pocatello, Idaho, last month, got their start in western Wyoming in the early '30's.

Anticrime spots ■ The Chamber of Commerce of the United States has distributed public-service spots for radio and TV to inform the public of the citizen's responsibility and role to improve the criminal justice system. The color sound-on-film spots for TV are 30 seconds long and were produced at Monumental Films, Baltimore. A 10-second version is available. The 30- and 60-second radio spots were processed at Rodel Productions, Washington. The TV messages were sent to about 600 station, and radio announcements to more than 2,500.

Five years for Burrud ■ Bill Burrud Productions, Los Angeles, and the television division of Chris-Craft Industries Inc., Oakland, Calif., have agreed to a new contract extending over the next five years. Under the agreement, BBP will continue to supply two series and several specials along with Mr. Burrud's hosting chores for the group owner's three TV stations—*KCOB*(TV) Los Angeles, *KPTV*(TV) Portland, Ore., and *WTCN*-TV Minneapolis. The contract will extend the association of Chris-Craft with Mr. Burrud to 22 years, among the longest in the industry.

All black ■ An all-black TV program has been signed for worldwide syndication. *Outta Sight*, a program written, performed and produced entirely by blacks, is available for syndication through Marcus Associates, division of Marcus Advertising, Cleveland. The show's format includes comedy skits, instrumental pieces and appearances by recording and entertainment personalities. Fifteen episodes of the program are completed and the show has already been sold in New York, Chicago, Los Angeles, Washington and Miami. The program is produced by L & M Productions, Cleveland.

Earp OK for reruns ■ *The Life and Legend of Wyatt Earp*, originally broadcast on ABC-TV, is being offered in syndication by TV Cinema Sales Corp., Los Angeles, agents for Colosseum Productions, owner of syndication rights. Some 226 half-hours starring Hugh O'Brien are available.

New ABC children's series ■ *Make A Wish*, a new children's series, will premiere on ABC-TV Sunday, Sept. 12 (11:30-12, EDT). The new program, aimed at 6-to-11 year olds, will combine

current events and entertainment. The first 16 programs in the series are in production.

Visit to Dogpatch ■ *Li'l Abner*, one-hour comedy special based on Al Capp's comic strip, will be seen on ABC-TV, Monday, April 26 (8-9 p.m. EDT). The special features stars, including Carol Burnett and Donald O'Connor, appearing in cameo spots commenting on the menace of pollution.

Associated move ■ Association Films Inc. has moved its headquarters from 600 Madison Avenue to the Crowell Collier and Macmillan building, 866 Third Avenue, New York. Included in

the move are Association-Sterling Films, the company's sponsored-film free-loan motion picture division, and Association Instructional Materials, the company's educational sales and rental division.

Three-way deal brings 'Ice Palace' to CBS-TV

Metromedia Producers Corp. announced last week that its new *Ice Palace* series has been sold to American Home Products Corp., New York, for showing on CBS-TV this summer on

Sunday, 10-11 p.m., starting May 23.

CBS-TV said it does not consider its acquisition of the series a barter deal. A spokesman said CBS has purchased the show from American Home Products and the advertiser in turn bought a one-minute announcement within each weekly program.

MPC is producing the series with certain performers of the *Ice Capades*, also owned by Metromedia Inc., and with stars from the general entertainment field. Walter Kingsley, vice president-national sales, said it was the first weekly series produced by MPC to be carried on a network in prime time.

Broadcast Advertising

How spot TV finished in '70

P&G, General Foods again lead in fourth quarter in which blue-chip clients spent \$361.3 million

Investment in spot television by the top-100 national and regional advertisers amounted to \$361.3 million in the fourth quarter of 1970, according to figures being released today (April 19) by the Television Bureau of Advertising.

TvB said the figures were based on monitoring by Broadcast Advertisers Reports (BAR) of 261 stations in 75 markets. The bureau added that because of shifts in national and local designations by BAR in 1970, total dollars and category dollars for spot TV last year (BROADCASTING, March 9, 1970) cannot be compared with 1969, though expenditures of individual companies can be.

Procter & Gamble maintained its position as the largest spot-TV advertiser with a \$13.6 million expenditure, followed by General Foods, \$12.1 million; American Home Products, \$6.76 million, and Colgate-Palmolive, \$6.33 million. Four companies appear in the top-100 listing for the first time: Popeil Brothers, \$4.9 million; Ronco Tele-Products, \$3.1 million; Bombardier Snowmobile, \$1.1 million, and Totes Inc., \$929,700.

TvB reported that 30-second announcements accounted for 66.8% of all TV-spot announcements in the fourth quarter, totaling more than \$241 million, followed by 60-seconds, almost \$86 million.

Food and food products continued as the leading production classification, accounting for \$80 million.

Estimated expenditures of the top-

100 national and regional spot-television advertisers in the 4th quarter of 1970:

Company	Expenditure
1. Procter & Gamble Co.	\$13,604,700
2. General Foods Corp.	12,101,300
3. American Home Products Corp.	6,760,500
4. Colgate-Palmolive Co.	6,331,700
5. General Mills	5,988,800
6. Loews Theatres	5,700,400
7. Lever Brothers Co.	5,606,400
8. Popeil Brothers	4,963,200
9. R. J. Reynolds Industries	4,746,200
10. Sterling Drug	4,226,600
11. Coca-Cola Co.	3,858,000
12. PepsiCo Inc.	3,499,900
13. Bristol-Myers Co.	3,444,900
14. Warner-Lambert Pharma. Co.	3,322,000
15. British-American Tobacco Co.	3,183,600
16. Deluxe Topper Corp.	3,131,000
17. Ideal Toy Corp.	3,130,800
18. Ronco Tele-Products	3,116,300
19. William Wrigley Jr. Co.	3,050,600
20. Gillette Co.	2,996,300
21. Kraftco Corp.	2,910,800
22. Philip Morris	2,817,000
23. Alberto-Culver Co.	2,807,800
24. Quaker Oats Co.	2,780,200
25. C. P. C. International	2,752,700
26. International Tel. & Tel.	2,691,500
27. Standard Brands	2,630,900
28. General Telephone & Electric	2,630,000
29. Norton Simon	2,618,500
30. Miles Laboratories	2,566,300
31. Toyota Motor Distributors	2,562,500
32. Nestle Co.	2,531,000
33. Carnation Co.	2,529,600
34. Smith Kline & French Labs	2,521,100
35. Haublein	2,375,400
36. National Products	2,351,100
37. Triangle Publications	2,271,500
38. Mars	2,218,800

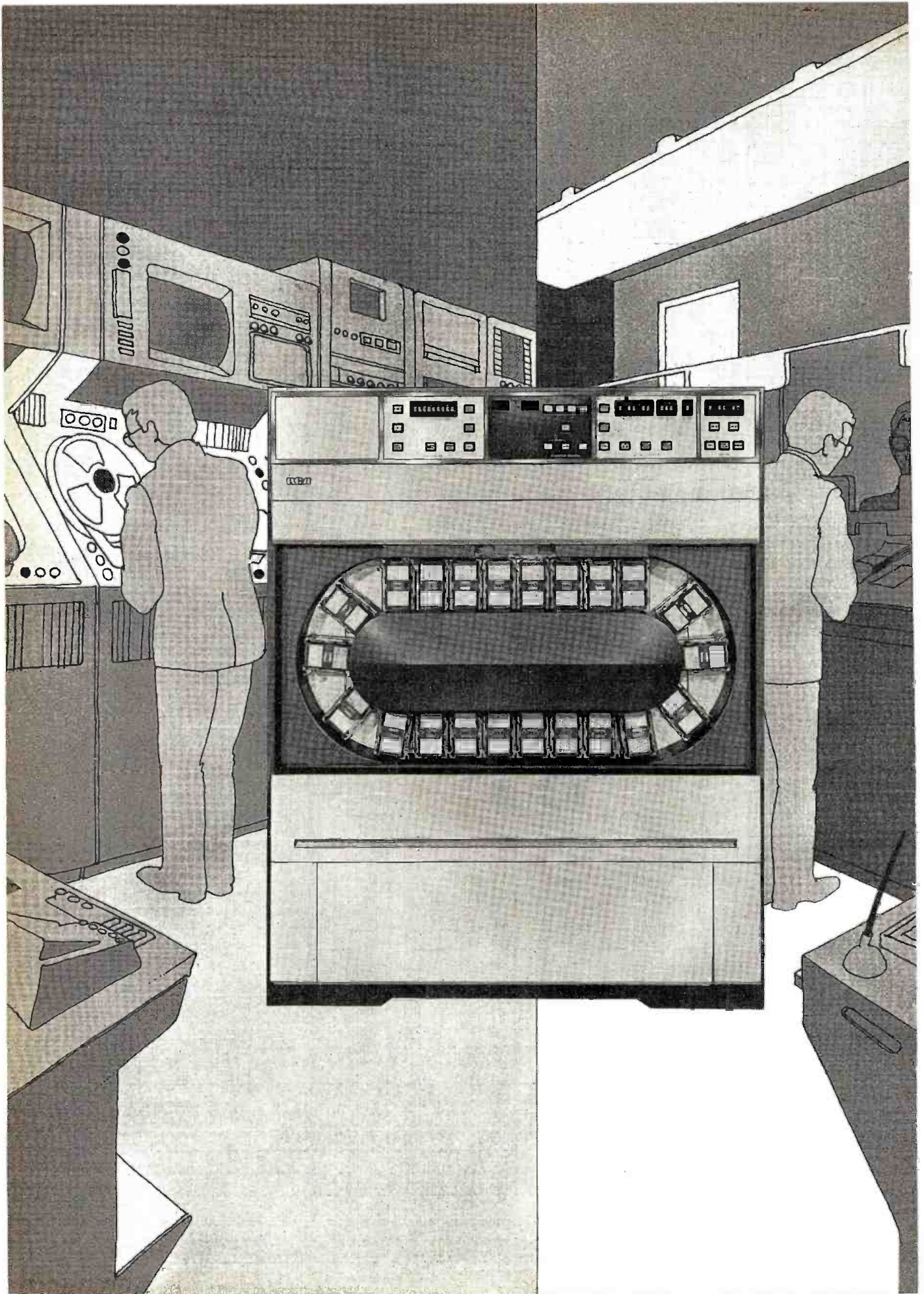
The buying by dayparts

Period	Expenditure	%
Daytime	\$ 81,257,700	22.5
Early evening	104,084,700	28.8
Nighttime	105,624,600	29.2
Late night	70,317,300	19.5

The buyers' choice of lengths

Period	Expenditure	%
10 seconds	\$ 16,980,400	4.7
20 seconds	15,535,200	4.3
30 seconds	241,337,900	66.8
40 seconds	1,455,100	0.4
60 seconds	85,985,700	23.8

39. Campbell Soup Co.	2,192,400
40. Remco Industries	2,186,100
41. Scott Paper Co.	2,171,300
42. Seven-Up Co.	2,067,800
43. Frawley Enterprises	2,063,700
44. Atlantic Richfield Co.	2,053,800
45. Chesebrough Ponds.	2,005,300
46. Ralston-Purina Co.	1,894,500
47. Shell Oil Co.	1,843,400
48. Richardson-Merrell	1,828,000
49. Revlon	1,826,300
50. Motorola	1,787,200
51. Sunbeam Corp.	1,690,600
52. Maltel	1,636,200
53. Ford Motor Co.	1,615,300
54. Milton Bradley Co.	1,609,900
55. Sperry Rand Corp.	1,593,200
56. Standard Oil Co. of Ohio	1,567,100
57. Clorox Co.	1,543,100
58. American Can Co.	1,537,000
59. Noxell Corp.	1,506,000
60. Standard Oil Co. of Calif.	1,483,400
61. S. C. M. Corp.	1,481,500
62. Magnavox Co.	1,476,400
63. Libby McNeill & Libby	1,473,600
64. E. & J. Gallo Winery	1,458,300
65. General Motors Corp.	1,457,600
66. Standard Oil Co. of Ind.	1,454,200
67. Dow Chemical Co.	1,453,100
68. Johnson & Johnson	1,377,100
69. Chrysler Corp.	1,304,100
70. Standard Oil Co. of N.J.	1,236,000
71. Matsushita Electric Corp. of America	1,230,900
72. Liggett & Myers Tobacco Co.	1,230,300
73. Avon Products	1,224,200
74. American Tel. & Tel. Co.	1,150,500
75. Schering-Plough	1,138,000
76. Bombardier Snowmobile	1,136,300
77. Mennen Co.	1,135,900
78. General Electric	1,108,100
79. National Biscuit Co.	1,105,200
80. Rapid-American Corp.	1,098,700
81. Anheuser-Busch	1,097,500
82. Trans World Airlines	1,092,300
83. Del Monte Corp.	1,073,000
84. Falstaff Brewing Corp.	1,061,600
85. North American Phillips Co.	1,060,000
86. Morton-Norwich Products	1,046,800
87. F. W. Woolworth Co.	1,046,500
88. Squibb Beech-Nut	1,040,900
89. H. J. Heinz Co.	1,034,100
90. Carter-Wallace	1,023,000
91. Volkswagenwerk A. G.	1,016,500
92. Channel Inc.	1,014,400
93. Clark Oil & Refining Corp.	997,900
94. Beatrice Foods Co.	991,600
95. Louis Marx & Co.	982,600
96. Longines-Wittnauer Watch Co.	964,100
97. Royal Crown Cola Co.	939,700
98. Eastern Air Lines	932,900
99. Greyhound Corp.	930,300
100. Totes Inc.	929,700



Our 'cart' machine can make you look better... on the air and at the bank.

Broadcasters have discovered that our TCR-100 can save so much money and create new profit opportunities so fast they want one as soon as possible. Because the TCR is not just a piece of hardware. It's a whole new system for airing commercials, promos and ID's, for cutting costs, enhancing your station presentation... and even for improving the efficiency of the equipment you've already got.

Increase your tape-playing capacity. When using the "cart" machine you can play more taped commercials during breaks. This means that you can sell more time and stop turning down business due to machine limitations. The TCR-100 does the work of a whole battery of reel-to-reel VTR's.

Put unlimited flexibility in your programming. You can switch commercials or spots at the last minute just by moving cartridges around. You'll never need to make up a reel the night before—and then pray there are no last-minute changes. You can play, and sell taped time segments any way you like.

Set up and cue any commercial in 6 seconds. That's what you can do with the "cart" machine. Just snap in a cartridge, push a button, and you're in business. The same set-up process on a reel machine takes over 90 seconds—maybe a little less if you don't care how the commercial looks on the air.

Log more promos. Because the TCR runs your commercials so smoothly and efficiently, you'll find time to run more station promos. WDCA-TV in Washington, D.C. is logging at least 30% more since they put their "cart" machine in operation.

Sell extra production time. The TCR can handle your entire tape commercial schedule. And this will free you reel-to-reel machines, and technicians, for more tape production. You'll be able to sell more production with the confidence that you can get the job done fast and right.

Reduce headwheel and tape stock costs. The elimination of playback optimization and commercial verification cuts headwheel use by more than 50%. And because the cartridge tapes are never touched by hand, they last much longer. You can expect literally hundreds of plays from each cartridge.

Reduce make-goods drastically. The "cart" machine takes the panic out of station breaks, and virtually eliminates the human error that leads to make-goods and all the paperwork that follows. Your commercials are cued and played automatically.

Look better on the air. One reason the "cart" machine is so fast is that there's no need to optimize for color playback. That's done—to exacting standards—when you dub onto the cartridge in the first place. So in playback, all your commercials are uniform in quality, with no difference in flesh tones, etc.

And these are just a few examples of how the TCR-100 can make you and your bank balance look better. We'll be happy to describe and document others, especially as they apply to your operation. Then you'll know why so many stations are putting the "cart" before the reel.

The RCA logo is displayed in a large, bold, black, sans-serif font. The letters are thick and closely spaced, with a slightly irregular, hand-drawn appearance. The 'R' and 'C' are particularly prominent, with the 'A' being slightly smaller and positioned to the right.

Pre-emptibility out on five Avco TV's

Group attacks clutter, reduces spot inventory, in new 'firm' rate card

The pre-emptible spot, a standard fixture in broadcast advertising, lost an important adherent last week. The five television stations owned by Avco Broadcasting gave it the gate—and perhaps just enough of a shove to start it toward oblivion.

Avco is not the first to talk about the pre-emptible spot, but it is one of the first to do something. Several weeks earlier, the Peters, Griffin, Woodward representative firm advised its station clients that the pre-emptible spot should go (BROADCASTING, March 29). PGW, which does not represent Avco (that company reps itself through Avco Radio Television Sales Inc.) viewed the news as encouraging. It hopes some of its own may follow suit.

The Avco policy was announced Wednesday by John T. Murphy, president, following a meeting of the group's station managers in Cincinnati. He combined the pre-emptible's demise (on an "Avco-Firm" rate card) with a plan to reduce "clutter" in that portion of air time it programs itself (i.e., nonnetwork, nonsyndicated, nonmovie time) by 10% under the standards of the television code of the National Association of Broadcasters. The code allows 10 minutes per hour in prime time; Avco will now take only nine. The code allows 16 minutes in nonprime time;

However, Avco will take only 14:20.

Effective date of both the policies is June 1, with standard rate protection for 13 weeks or end of contract. The five Avco stations affected: WLWT(TV) Cincinnati, WLWC(TV) Columbus, WLWD(TV) Dayton, all Ohio; WLWI(TV) Indianapolis, and WOAI-TV San Antonio, Tex.

Mr. Murphy noted that "Avco hopes these positive steps to reduce commercialization and to eliminate the morass of pre-emptibility will produce policy building blocks for the broadcasting industry. Both viewer and client will benefit. We believe they are logical, practical, much-needed moves and sincerely hope other broadcasters will incorporate such policies in their own planning."

Those other broadcasters, with as much to gain from a cutback in inventory and a firming of prices in less than flush times, just might.

Auditing spot buys outstrips spot buying

Timebuying Services Inc., New York, which began as an independent media-purchasing organization three years ago, has expanded recently into media auditing and now claims to be generating more profit in that business than in the negotiating and buying of time.

Sam Wyman, president of Timebuying Services, said in an interview last week that about 18 months ago his company bought a 30% interest in Dyna Data, New York, a computer research firm, to have an affiliate that could check the accuracy of station affidavits for schedules it was placing on behalf of its clients. Eight months ago, he said, Best Foods became the first advertiser

client of TBS's media-control unit which evaluates all TV-station affidavits on spot buys after they have been run through Dyna Data's computer and specifies which orders should be paid, detailing discrepancies and indicating credits.

"Since then we have acquired four of the largest TV advertisers and some of the smaller ones, all on a fee basis," Mr. Wyman reported. "These advertisers prefer not to be named. In addition, our affiliate, Dyna Data, has signed such leading agencies as SSC&B, BBDO and Norman, Craig & Kummel for the computer break-out."

The agencies do their own interpretation and evaluation, Mr. Wyman said.

In the past month, Mr. Wyman added, the media-auditing service has been extended to the TV station field with seven stations having signed. He noted that a crucial problem is late payment to stations and said this delay could be reduced considerably if the affidavits of outlets could be processed and verified by the computer and sent quickly to agencies and to advertisers.

The first seven stations to sign for TBS's media-auditing service are WMC-TV Memphis; WCCO-TV Minneapolis; WBEN-TV Buffalo, N.Y.; KOOL-TV Phoenix; WBNS-TV Columbus, Ohio; WLWT(TV) Toledo, Ohio, and WFLA-TV Tampa, Fla.

Lever fights FTC proceeding

Lever Brothers Co. has asked the U.S. District Court in Portland, Me., to delay the Federal Trade Commission's planned proceedings to establish regulations dealing with labeling and advertising of detergents.

Lever contended that the FTC failed to conform with explicit procedures des-

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended March 14, 1971 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended March 14	Total dollars week ended March 14	1971 total minutes	1971 total dollars
	Week ended March 14	Cume Jan. 1- March 14	Week ended March 14	Cume Jan. 1- March 14	Week ended March 14	Cume Jan. 1- March 14				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 8.0	\$ 138.6	\$ 1,269.5	\$ 351.9	\$ 2,835.0	87	\$ 490.5	715	\$ 4,112.5
Monday-Friday 10 a.m.-6 p.m.	1,482.9	14,589.6	3,117.7	33,077.3	1,732.9	18,053.0	849	6,333.5	8,438	65,719.9
Saturday-Sunday Sign-on-6 p.m.	1,355.3	14,159.9	1,089.4	13,037.1	902.7	8,628.3	286	3,347.4	2,838	35,825.3
Monday-Saturday 6 p.m.-7:30 p.m.	379.1	3,929.0	581.9	5,513.2	588.7	6,789.9	93	1,549.7	905	16,232.1
Sunday 6 p.m.-7:30 p.m.	—	901.7	257.0	3,254.7	211.6	2,457.8	17	468.5	194	6,614.2
Monday-Sunday 7:30-11 p.m.	5,508.5	56,581.5	7,655.3	65,644.9	7,035.3	74,601.0	439	20,199.1	4,499	196,827.4
Monday-Sunday 11 p.m.-Sign off	255.3	2,963.7	246.9	2,234.9	554.8	5,596.3	123	1,057.0	1,105	10,794.9
Total	\$ 8,981.1	\$ 93,133.4	\$13,086.8	\$124,031.6	\$11,377.9	\$ 62,796.8	1,894	\$33,446.8	18,694	\$ 336,126.3

igned by Congress to deal with labeling and environmental matters.

FTC on Jan. 25 began a rule-making proceeding and called for hearings on the plan in Washington on April 26 and 27.

The proposed FTC rule would require synthetic detergent manufacturers to list all ingredients, giving percentage by weight in grams-per-use levels. It also would require that all advertising and promotional literature carry a warning that the product contains phosphorus, "which contribute to water pollution."

Colgate-Palmolive has filed a motion to intervene in the suit. A Lever spokesman said Colgate agrees with Lever's position.

Business briefly:

General Mills, Minneapolis, through Dancer-Fitzgerald-Sample, New York, for its new Corn Total cereal, has scheduled a network-TV campaign, using 30- and 60-second commercials, beginning April 26.

Timex Corp., through Warwick and Legler, both New York, will sponsor *Timex Presents Peggy Fleming at Sun Valley*, starring Peggy Fleming and Jean-Claude Killy, as a rebroadcast on NBC-TV Saturday, Sept. 11 (9-10 p.m. NYT). Timex sponsored original program last Jan. 24.

Dupont, Wilmington, Del., through BBDO, New York, and the **Hartford Insurance Group**, Hartford, Conn., through LaRoche, McCaffrey & McCall, New York, will jointly sponsor for the third consecutive season, eight telecasts of *The Undersea World of Jacques Cousteau* on ABC-TV during the 1971-72 season.

Bristol-Myers Co., through Bocolaro Inc., both New York, will sponsor the new summer series *It Was A Very Good Year*, starring Mel Torme on ABC-TV, starting Monday, May 10 (8:30-9 p.m. EDT).

Shell Oil Co., through Ogilvy & Mather, both New York, has purchased sponsorship on NBC Radio's *Monitor*, and PPG Industries, Pittsburgh, through Thyme Inc., New York, has purchased ad advertising schedule on the network's *Emphasis* and *Monitor*.

General Electric Co., through BBDO, both New York, will sponsor the *GE Monogram Series* special "Kifary—The Black Rhinoceros," on NBC-TV, Tuesday, May 25 (8-9 p.m. EST). Special, which pre-empts *The Don Knotts Show*, explores scientific efforts to insure the survival of the rhino in East Africa.

Agency appointments:

■ The United States Tobacco Co., Greenwich, Conn., has assigned its

"smokeless" tobacco brands to Warwick & Legler, New York. The brands are Copenhagen, Snuff, Skoal, Happy Days Raspberry and Happy Days Mint. Plans have not been finalized but the firm expects to allocate a substantial amount of its \$1 million in billings to broadcast. Former agency was Needham Harper & Steers, same city. In addition, Warwick & Legler has also been named TV agency of record for all U.S. Tobacco brands.

■ F & F Laboratories Inc., Chicago, maker of F & F cough lozenges, has named Draper Daniels Inc. there as advertising agency, effective immediately. Network and spot TV and radio are planned. Two new products are to be introduced in June. Former agency was Lilienfeld & Co., Chicago.

■ Northeast Airlines, Boston, has appointed Gaynor & Ducas, New York, to handle its \$3.5-million account. The airlines was a substantial broadcast user when it was with its former agency Carl Ally Inc.

RAILPAX names Bates

The National Railroad Passenger Corp. (RAILPAX), Washington, has appointed Ted Bates & Co., New York, as its advertising agency, to conduct a \$4-million-plus national campaign. A spokesman for the agency said last week that a decision on the type of campaign will be made after a market study has been completed. He added, however, that the first advertisement for National Railroad will appear by May 1.

Van Deerlin resolution hearing witnesses set

A partial list of witnesses scheduled to testify at hearings this week on a resolution opposing government TV-radio time purchases was announced last week.

The hearings, to be held by the House Communications Subcommittee (BROADCASTING, April 5) are set for this Wednesday (April 21) and Thursday (April 22).

A spokesman for Representative Lionel Van Deerlin (D-Calif.), sponsor of the resolution, said witnesses on Wednesday will include FCC Commissioner Robert T. Bartley; Horace D. Nalle, senior vice president of N. W. Ayer & Son, and a spokesman for the Army. On Thursday: Richard Jencks, president of CBS/Broadcast Group; Grover Cobb, executive vice president for station relations at the National Association of Broadcasters, and Elizabeth B. Johnson, professor of broadcast advertising at San Diego State College.

Slow first quarter for network TV

11.8% billings decline attributed to economy, cigarette-advertising loss

Network-TV billings during the first quarter of 1971 were \$414,424,400, an 11.8% decline from the comparable period in 1970, according to the Television Bureau Advertising.

In releasing the Broadcast Advertisers Reports figures last week, Harvey Spiegel, TVB vice president for sales and marketing, stressed that the quarter represented a period when network TV lost 9% of its over-all revenue because of departing cigarette advertising and a time when the soft economy "hit all media severely."

He said that "under the circumstances," network TV held up well and predicted that much of the decline would be erased during the second quarter, although the current breakthrough in network-TV business (BROADCASTING, April 12, March 15) will not be apparent until the figures for April and May are reported.

In March alone, TVB noted, the decrease was 11% compared with that month in 1970, with the largest decline occurring in the nighttime periods. (Off 13.2%.)

Network television time and program billing estimates by day parts and by network:

	1970	1971	% change	
Daytime	\$ 46,738.1	\$ 44,038.3	- 5.8	
Mon.-Fri.	32,726.1	30,678.6	- 6.3	
Sat.-Sun.	14,012.0	13,359.7	- 4.7	
Nighttime	113,736.4	98,753.2	-13.2	
Total	160,474.5	142,791.5	-11.0	
January-March	1970	1971	% change	
Daytime	\$143,539.2	\$130,083.8	- 9.4	
Mon.-Fri.	96,679.4	86,920.8	-10.1	
Sat.-Sun.	46,859.8	43,163.0	- 7.9	
Nighttime	326,471.0	284,340.6	-12.9	
Total	470,010.2	414,424.4	-11.8	
	ABC	CBS	NBC	Total
*Jan.	\$ 36,905.5	\$ 50,029.2	\$ 52,027.2	\$138,961.9
*Feb.	38,478.7	48,870.0	45,322.3	132,671.0
Mar.	38,946.5	54,338.1	48,506.9	142,791.5
Year to date	115,330.7	153,237.3	145,856.4	414,424.4

*Revised

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

National advertising: will it become obsolete?

National advertising as now known will disappear almost completely and be replaced by new patterns of highly selective local advertising, effectively packaged for the national sponsor.

That prediction was made by Paul C. Harper Jr., board chairman, Needham, Harper & Steers, New York, in his talk Tuesday before the Broadcast Advertising Club of Chicago. He thinks this

change may come about as agencies and advertisers struggle to recover that half of their media dollar which, in today's commercial clutter (he used specific examples such as a Friday night CBS-TV movie break), is misdirected, mistimed, unpoliced, creatively uncommunicative or otherwise wasted.

"Pressures of economics, new-found technical ability to automate market analysis and the ability of media themselves to fractionalize their circulation is going to lead us to a much more localized approach to advertising planning," Mr. Harper said.

"This localized approach to planning," he continued, "will require adjustments in the selling of media as well. I believe we will soon see the rapid development of selective media selling involving patterns of aggregate local media designed for national marketing needs."

He explained that these patterns "will offer national advertisers a chance to buy local media on a tailor-made group basis that combines the buying efficiencies of national media with pinpoint audience potential of local media. When that day comes, the needs will be even greater for a highly orchestrated advertising team, where both the strategists and the foot soldiers are out there doing the real contact work in complete unison making sure that neither half of the advertising dollar is wasted."

Citing studies claiming many viewers cannot remember a sponsor 30 minutes after the commercial is aired in today's clutter breaks, Mr. Harper noted that between April 1967 and April 1970 alone there was a 40.3% increase in the number of TV spots broadcast per week in 75 leading markets.

Meanwhile in five years' time, he added, there has been dollar erosion as the cost of TV spots has increased some 25%.

A CBS-owned computer system

CBS is installing an on-line computer system at its five owned TV stations to facilitate spot selling functions and to provide more rapid and more accurate billing and invoicing operations.

According to D. Thomas Miller, president of the CBS Television Stations Division, the new Broadcast Management Information System (BMIS) was developed by the division's management systems department and will provide access to demographics and ratings, sales availabilities and traffic, broadcast operations and account functions. BMIS operates with an IBM 360/65 computer in New York. Within a few months the five CBS-owned TV stations will adopt the American Association of Advertising Agencies-designed standard invoice format and broadcast calendar.

A testimonial TV doesn't need

FTC official says impact makes bad ads worse, triggers agency crackdowns

A Federal Trade Commission executive said last week that the high visibility of television advertising was a key factor in the commission's recent burst of activism. The observation was made by Gerald J. Thain, acting assistant director of the FTC's division of food and drug advertising, at a conference on government relations sponsored by American University in Washington.

Many advertising practices in the past were tolerable in print, he said. But they become intolerable on TV because of the singular impact that medium has on its audience.

TV, he noted, makes deceptive or misleading advertising more vivid. It can be used to manipulate the unsophisticated, he asserted. For example, he said, a TV advertisement that is aimed solely at children, rather than at children and parents, is exploiting children and thus is unfair.

The FTC's over-all purpose was explained by Robert Pitofsky, director of that agency's bureau of consumer protection, as trying "to keep the advertiser from saying things that just are not true."

The ultimate responsibility for false advertising, he added, is on the company that pays the bills. But the FTC is trying to work out remedies that will cause a company to ponder its advertising before it starts the campaign, he added.

The imposition of sanctions on advertising agencies is part of this campaign, Mr. Pitofsky said. The advertising agency, he emphasized, must share the blame for false or misleading advertising. Some agencies actually invent a campaign and sell it to an advertiser, he noted.

There is, Mr. Pitofsky agreed, a delicate point where the trade commission's penalties could drive advertisers and agencies to resort to "meaningless jingles" that tell consumers nothing. But at what point that may be, he was not able to say.

The chairman of the FTC, Miles W. Kirkpatrick, urged industry to establish self-regulation in advertising and called for it to act in partnership with the FTC. This relationship, he said, does not have to be an adversary one.

The sole advertising man on the program summed up the prevailing reaction to the FTC's harsher course. Walter W. Bregman, chief operating officer

of Norman, Craig & Kummel Inc., New York, said: "We're scared. Make no mistake; we are."

Mr. Bregman said advertising was operating in the dark. "We're playing in a higher stakes game and we don't know the rules, or even the name of the game," he said.

Telling of a client who is testing three new products in that many markets, Mr. Bregman asked how an agency can recommend that a client sample 30 million homes at from \$6 million to \$8 million supported by advertising at the same level "when there is a good chance or even a reasonable risk that a change in the guidelines of a government bureau could cause the product to be picked up or restricted—even though at the time of introduction it satisfied all the proper standards?"

Those three products, whose advertising has been approved by the National Association of Broadcasters code, he noted, won't be put on the market until this uncertainty is resolved. He did not identify the products or the advertiser.

Rep appointments:

- WAYL(FM) Minneapolis and KLEF(FM) Houston: RKO Radio Representatives Inc., New York.
- WJTN-AM-FM Jamestown, N.Y.: Grant Webb & Co. Inc.

Also in advertising:

B&J adds ▪ Bozell & Jacobs, New York, has acquired Niefeld, Paley and Kuhn, Chicago. Latter becomes wholly owned subsidiary. Both firms have accounts in radio-TV.

Thinking positively ▪ The Pennsylvania Commonwealth National Bank, through Gray & Rogers, both Philadelphia, has launched a spot-TV spring campaign. The 30-second commercials, shot by Max Katz Productions, New York, feature three-dimensional letters spelling "YES" on a grey and black sky, which changes to blue and orange as the bank's logo floats to the front of the screen. The effect was produced by chroma-keying and re-toning the letters on the filmed background. Copy for the campaign reads: "You hear 'yes' a lot when you want a loan at Commonwealth National Bank."

New talent office ▪ Talent Services Association Inc., Rye, N.Y., national agency serving entertainment needs of hotel and motel chains, restaurants, clubs and colleges, has opened a New York office to handle castings for motion pictures and TV commercials. The new branch, headed by Michael Chinich, is located at 1200 Broadway, New York 10001. It also has offices in Ann Arbor, Mich., and Los Angeles.

FCC takes on key fairness case

There's more than meets the eye in Ashtabula renewal contest; major public policy in making

The FCC has committed itself to unraveling the increasingly troublesome question set in train, four years ago, when it applied the fairness doctrine to cigarette commercials. The question: the extent to which the doctrine obligates broadcasters to provide time for reply to commercials that are said to raise controversial issues of public importance.

The commission has not framed its task in those specific terms. But the question is bound to be an element in a policy study of fairness-doctrine issues raised by the WREO(AM) Ashtabula, Ohio, case that the commission last week said it would undertake.

The commission, acting on a remand order from the U.S. Court of Appeals in Washington, set the station's renewal application for hearing. At issue was the station's cancellation, in 1966, of union ads urging a boycott of a local concern—Hill's Department Store—that was advertising on WREO.

In overturning the commission's action renewing the license without a hearing, the court held that the commission had not given proper attention to the claim by Retail Store Employees Local 880 that the station had canceled its ads under economic pressure from the department store.

However, in an aspect of its decision considered to have far-reaching significance, the court also chastised the commission for its "summary treatment" of the union's claim that, in canceling its ads while continuing to carry the store's—even though the latter dealt with merchandise, not the labor dispute—the station had violated the fairness doctrine.

Chief Judge David Bazelon, in writing for the court that divided 2-to-1 in the case, cited the commission's ruling on cigarette commercials. "In dealing with cigarette advertising," he said, "the commission has recognized that a position represented by an advertisement may be implicit rather than explicit." And for those who argue that the commission had limited to cigarettes its application of fairness to advertising, Judge Bazelon said that the commission did not say that other advertising may not carry implicit messages—only "that the implicit and explicit messages

of other advertising do not ordinarily concern controversial issues of public importance" (BROADCASTING, Nov. 2, 1970). He said the issue in the WREO case was one of public importance.

The court said the commission should consider the questions the opinion raised. The commission, in the order setting the WREO renewal application for hearing, said it would "provide for the separate consideration of those questions in a separate document to be issued in the near future." The commission said the issues have an applicability beyond the facts in the case. It also said that since the issues are novel and since the case involves only a single episode, an ultimate decision on them, adverse to the station, would not warrant denial of the renewal application.

WREO is not the only case that will

be considered in the commission's study. The commission is said to have directed its counsel to ask the court to send back another case, now pending on appeal, that raises many of the same questions involved in the WREO proceeding—an appeal by the Amalgamated Meat Cutters and Butchers Workmen of North America, AFL-CIO, of the commission's renewal without hearing of the license of WCNH(AM) Quincy, Fla.

It was not clear last week whether the study would be made part of the over-all inquiry into the fairness doctrine—and how it is evolving—that Chairman Dean Burch has proposed, most recently at the National Association of Broadcasters convention three weeks ago (BROADCASTING, April 5). The chairman, in urging a review, ex-

Omaha challenges denied, but FCC leaves door ajar

The question of what kind of, and how much, evidence a challenger to a broadcaster's license renewal must present to the FCC before that agency initiates denial proceedings formed the basis of a commission action last week: dismissal "at this time" of petitions by Black Identity Education Association opposing renewals of all four television facilities and nine of the eleven radio outlets in Omaha.

The group, headed by Aleane Carter, had urged the commission to deny the licenses of KMTV(TV), KETV(TV), non-commercial KYNE-TV and KGBI-FM, KFAB-AM-FM, KOIL-AM-FM, KLNG(AM), KOOD(AM) and WOW-AM-FM-TV. The association charged that the stations' employment is not representative of the minorities of the area and that their programming shows they have "categorically denied the black community of this city and viewing area black recognition [BROADCASTING, March 29]."

The commission said the petitions were "defective" and failed to raise "substantial or material" questions of fact indicating that a grant of the renewals would be "prima facie inconsistent with the public interest" as

charged. However, the commission said that adequate formal denial petitions may be filed on or before May 1 for the Omaha stations and that it would consider additional information as to whether any Omaha licensee had operated his station in violation of fair practices or had failed to serve local community needs.

The commission explained that the petitions filed by the community group failed to provide "extrinsic evidence" indicating racial discrimination, but added that it would make an "appropriate inquiry into every substantial allegation" of violations of these requirements.

As to the charges that Omaha licensees had failed to program to meet community needs and interests, the commission said that to warrant an inquiry, it would have to receive "some-what detailed facts showing that a broadcaster has substantially ignored local community problems, including problems of a significant minority residing within his community of license." Such information should include the size of the minority group in question, the problems of the group that the station is not dealing with, and an analysis of the past performance and proposed service of the station regarding community problems, the commission noted.

pressed concern about the direction citizens groups demanding access to television may be pushing the doctrine; he talked of broadcasters being turned into something similar to common carriers. And one factor causing his concern, he said, was the court decision in the WREO case.

One commission official saw the WREO matter as a possible candidate for inclusion in the over-all inquiry which, he indicated, was under preparation and could be ready for commission attention in a few weeks. However, others felt the commission might prefer to attack the WREO-related issues as a separate matter from the proposed inquiry.

The commission hearing on the WREO renewal application will be limited to the question of whether the station submitted to pressure in canceling the union's ads. The station denies it was pressured by Hill's, and contends it was persuaded to act by listener complaints that the repetition of the boycott ads had become an "irritant."

And the commission order indicated that the proceeding may not develop into a full-scale hearing. It directed the hearing examiner to use discovery procedures to resolve expeditiously all factual disputes to determine whether a full evidentiary hearing is required. It also called on the examiner to consider the examination that the National Labor Relations Board made of the union's complaints that the department store pressured the station. The NLRB rejected the charges.

NCTA tells its story to Hill aides

Congressional aides got a brief description of cable television and a summary of its current status at a session held last Thursday (April 15) by the National Cable Television Association in Washington.

The meeting was the result of the increasing number of inquiries on CATV that NCTA has had from legislative assistants to congressmen, according to NCTA President Donald Taverner.

In giving the group a broad overview of CATV, NCTA General Counsel Gary Christensen noted that there is a "complicated scheme" of regulation for CATV and that much depends on legislation, including the final form of a copyright revision bill. And, he added, the bill is likely to depend on the outcome of the FCC's deliberations on CATV. He urged the Capitol Hill staffers to contact NCTA when the copyright bill is fully developed "so that we may discuss its ramifications with you."

Mr. Christensen fielded a number of specific questions on cable, and in the

process made it clear that CATV has a wide variety of applications, but must sell its program services in the marketplace before it can provide specialized services.

Sale of Time TV's goes before FCC

In deal with McGraw-Hill seller seeks tax break for station 'divestiture'

Time Inc., which is finding the way out of broadcasting almost as difficult as the way in, took a long step toward extrication last week with the filing of an application for FCC approval of the sale of its television stations to McGraw-Hill Inc.

Time has picked CATV over broadcasting. In stating its reasons for the sale, Time said "the divestiture" of its TV stations "is necessary and appropriate to satisfy the requirements of the FCC's policy prohibiting television and CATV crossownership."

Under terms of the agreement, McGraw-Hill will buy WFBM-TV Indianapolis; KLZ-TV Denver; KOGO-TV San Diego, and WOOD-TV Grand Rapids, Mich., all VHF stations, and KERO-TV Bakersfield, Calif., a UHF.

While consideration was fixed at \$69.3 million, the two firms told the commission that the figure was subject to "certain adjustments." Among these is the provision for payment of a 2% transfer fee levied by the commission—which would nominally be about \$1.4 million. The agreement calls for Time to pay the fee. In the event that the selling price is reduced, a procedure has been worked out by which the two firms' attorneys would estimate what the FCC fee would be. If their calculation comes to less than \$1.3 million, that difference would be subtracted from the selling price. And if the FCC fee turns out to be less than the lawyer's estimated figure, 50% of the difference would be subtracted from the sale price.

In any case, the final sale price would represent a healthy increase over the original cost of the stations as estimated by Time in its application: \$1.6 million for WFBM-TV and WOOD-TV; \$994,000 for KOGO-TV; \$446,000 for KERO-TV, and \$4.1 million for KLZ-TV (depreciation included in all estimates).

The deal climaxes several months of negotiation. McGraw-Hill originally contracted to buy all of Time's television and radio stations at a total price of \$80.1 million and then spin off the radio properties to other buyers. In an

amended deal McGraw-Hill bought only the television stations (BROADCASTING, March 15). Time has entered into talks with various other interests for the disposition of its eight radio stations ("Closed Circuit," April 12).

Time retains extensive holdings in CATV, including systems in each of the five markets served by its television stations. The FCC has ordered crossownership of co-located cable systems and television stations broken up within the next three years.

In its WFBM-TV's coverage area Time owns interests in two cable systems: Marion Cablevision Inc. (48%), serving Marion, Jonesboro, Gas City and fringe areas, all Indiana, and Indiana Cable Television Inc. (44%), Terre Haute.

In WOOD-TV's area is Wolverine Cablevision Inc., Battle Creek-Albion, Mich., 50% owned by Time.

In the San Diego market, Time said, two wholly owned systems fall within the range of its KOGO-TV: Southwestern Cable Co. (San Diego) and Rancho Bernardo Antenna System (Rancho Bernardo, Calif.).

KERO-TV overlaps the service area of Kern Cable Co., Kern county, Calif., in which Time holds 27.4%, and also reaches areas to be served by two future systems in Fresno county and Visalia in which Time owns 38% and 65%, respectively.

Time also reported that it holds franchises to construct CATV systems in Edgewater and Jefferson counties, both Colorado, which are within the secondary reception area of its KLZ-TV.

Time requested the FCC to grant it a tax certificate permitting it to defer payment of capital-gains taxes on the proceeds of its sale of all five stations. Time argued that it was disposing of the stations to comply with FCC policy.

If approved, the Time acquisition will mark McGraw-Hill's entry into the broadcast field. The firm is currently involved in book publishing, financial information (Standard and Poor's financial service) and special-interest magazines.

McGraw-Hill is publicly owned with some 24,283,246 shares outstanding. The largest single stockholder is John L. McGraw, chairman of the board, who holds in trust 5,371,920 shares, or roughly 20% of the firm's total assets.

15 cameramen graduate from CFWC program

The Community Film Workshop Council Inc., New York, was scheduled to graduate 15 persons last Friday (April 16) as television news cameramen.

The students, men and women ranging in age from 19 to 32 years, have been trained for the past nine weeks in

basic reporting skills, lighting, recording sound, photography, editing and writing an accompanying narration.

The Community Film Workshop has trained and placed 25 persons in jobs throughout the country. They have been recruited from such areas as the Henry Street Settlement and Studio Museum Workshop in New York and the New Thing Workshop in Washington. Formed in 1968, the council pays each student a stipend of \$75 a week. They study from Monday to Friday from 9 a.m. to 5:30 p.m.

A spokesman for the council said last week that the new graduates will be placed at stations where CFWC can monitor their progress after a short period on the job.

Another round in license attacks

Two broadcasters last week urged the FCC to dismiss petitions of minority-interest citizen groups to deny license renewals of their stations. At the same time another citizen group asked the commission to reconsider its renewal of another station's license and either deny the station's renewal application or impose a substantial fine.

Fighting to keep the commission from denying the renewal of KOA(AM) Denver is General Electric Broadcasting Co. of Colorado Inc. in opposition to two groups—Committee of Concerned Citizens for a Responsible KOA and the Colorado Citizens Committee for Broadcasting.

The dispute involving KOA stems from cuts in farm programming that General Electric Broadcasting Co. made after it acquired KOA-AM-FM-TV in 1968. Following complaints by the Committee of Concerned Citizens, which cited the importance of such programming in the rural areas reached by KOA's 50-kw signal, the station strengthened its schedule of farm programming.

The complainants persisted, however, and a petition filed against the station last March argued that the station's farm programming was still inadequate. The petition also said the station's weather news—also said to be peculiarly important to those living in the station's coverage area—is poor (BROADCASTING, March 8).

The licensee last week told the commission that the opponents' petition "amounts to a most generalized complaint, substantiated, if at all, by out-of-date information."

KOA's licensee also told the commission of its "unusually comprehensive, valid and continuing techniques for ascertaining public needs and interests."

It said the "petitioners did not attempt to meet with station officials in

Shape of things to come in contours

FCC issues, for comment, proposal for redefining Grade B limits

The FCC has proposed to redefine the Grade B contours for television stations in a way that would, in a sense, compensate for the effect of pending rule changes that would shrink television stations' coverage area.

Under a proposal issued for comment last week, Grade B contours would be defined in the following manner: for VHF channels 2 to 6, 46 dbu (at present, it is 47 dbu); VHF channels 7 to 13, 50 dbu (at present, 56); and UHF channels 14 to 69, 60 dbu (at present, 64).

The commission said the primary justification for reestablishing the contours at lower field levels is the availability and use of improved television receivers. However, a commission engineer said another purpose is to make an over-all package of proposals, of which the new proposal becomes a part, "more acceptable."

He said the new proposal "pushes" the Grade B contours out, away from the stations. Two other proposals, each outstanding for several years, would have the effect of moving the Grade B contours in toward the stations.

One of the earlier proposals looks to the adoption of revised field-strength curves and to the use of terrain roughness factors for modifying values derived from the curves. The other would make the results of field-strength measurements acceptable in all cases; at

present, the commission permits reliance on curves in proceedings where accurate measurement of fields at specific locations are of critical importance.

The commission said the proposal to modify signal levels defining Grade B contours should be considered in connection with tentative decisions to adopt the new field-strength curves and measurement procedures.

In a related development, the commission invited comment on a proposal by the Committee for the Full Development of All-Channel Broadcasting, a UHF group, that could, in the view of some commission officials, result in a reduction of a station's protected contour.

The proposal would require that all submissions of Grade B contours include depictions of areas within the contours that are subject to interference from co-channel and adjacent channel stations.

The commission does not now require that information, and some staffers say that, if it did, it might produce such results as CATV systems operating at the fringes of a station's grade B contour without affording nonduplication protection.

However, the commission did not propose any rules. It said a further rule-making proceeding would be initiated if it determined that the public interest required interference showings.

advance of the filing with the commission."

Cairo Broadcasting Co., licensee of WKRO(AM) Cairo, Ill., like KOA's licensee, urged the commission to deny a citizen group's challenge.

In its opposition to the petition to deny by Black Community of Cairo, Ill., WKRO told the FCC that the petitioner does not speak for all radio listeners within the station's signal area and that the licensee has attempted to negotiate and reach settlement with the petitioners concerning its demands.

Another citizen group, Colorado Committee on the Mass Media and the Spanish-Surnamed Inc., concurrently filed for reconsideration of the license renewal of KVMN-FM Pueblo, Colo. The committee seeks denial of the renewal, substantial fine or other "appropriate relief."

'Image Empire' honored

Erik Barnouw, broadcasting historian, has received a 1971 Bancroft Prize from Columbia University for his book,

"The Image Empire," a history of television in the U.S. since 1953.

The \$4,000 awards are given to authors of "books of exceptional merit and distinction in American history (including biography), American diplomacy, and the international relations of the United States," published in 1970.

Washington-area county invites CATV bids

The Public Utilities Commission of Arlington county, Va., has announced it will be accepting bids for the first cable-TV system in the county's history.

Applications are to be submitted between July 15 and Oct. 13. The county, across the Potomac from Washington, anticipates that one system will serve the entire county with a minimum of 24 channels. A \$2,000 application fee is required of applicants; \$1,500 of that amount is returnable if the applicant is unsuccessful. The county will permit monthly subscriber fees up to \$5 and installation fees up to \$10.

It's yes-but on noncommercial TV

Gains claimed in audience acceptance, but core problem is still the funding

Advances in program quality and diversity and in audience acceptance were claimed last week by principal speakers at the 1971 Public Television Conference in proclaiming the current noncommercial TV season "a success."

Some 300 managers and other officials of U.S. noncommercial TV stations heard generally glowing reports at the two-day conference in New York, sponsored by the Corp. for Public Broadcasting. But they were reminded that problems still lie ahead in such areas as financing the noncommercial system, the impact of technological advances, including cable TV, video cassettes and satellites, and the balancing of program contributions between local stations and a centralized source such as National Educational Television.

In his keynote speech, John W. Macy Jr., president of the Corp. for Public Broadcasting, dwelt on the improvement in network facilities achieved by the Public Broadcasting Service and in program quality by NET and other production services. He pointed out that a Louis Harris & Associates survey showed that noncommercial television's national audience, as of last October, had grown by 37% in a year to 33 million viewers a week. But he cautioned against undue optimism, observing that 1971 is a year in which many pivotal decisions involving noncommercial TV will be made.

The prime decision to be made, he said, is the securing of adequate long-range financing. Mr. Macy predicted there would be some form of such financing by this session of Congress, which ends in 1972, provided that the usefulness of the service can be documented to the American people. He doubted if there would be a provision for a dedicated excise tax, as recommended by the Carnegie Commission, but he did not specify what form the raising of funds would take.

He told the group that in 1972, CPB will have two top priorities: increased support to noncommercial TV stations and expanded educational involvement. Mr. Macy said that CPB has earmarked \$1.9 million in start-up funds for educational development in fiscal 1972 and he mentioned one prospective project: TV programming to stamp out the millions of "functional illiterates" in the country.

Hartford N. Gunn Jr., president, Public Broadcasting Services, echoed Mr. Macy in calling national programming this season "a success," and said that continued improvement and grow-

ing appeal to viewers could lead to a seven-day-a-week schedule and the expansion to special-audience and instructional-TV programming by PBS.

On a broader base, Mr. Gunn reminded his audience that new technological developments, such as cable TV, home video cassettes and satellites, are bound to have an impact on noncommercial TV. He acknowledged that CATV would tend to "fractionate" a TV station's audience, but added: "With proper regulation and sufficient resources, imagination and planning, cable can multiply local opportunities for PTV to serve the community."

"Satellites for general PTV and cassettes for ITV [(institutional TV)] provide broader opportunities for distributing to stations, to cable systems, to homes and schools," Mr. Gunn said. "Their impact will be considerable."

Frank Pace Jr., board chairman of the CPB, said noncommercial television today is not only better accepted than it was once by the people as a whole, but has achieved "a greater level of acceptance" in high government places, including the executive and legislative branches of the government. He said the national programming is "lively and controversial, though some people think we're too lively and controversial, while others say we are not lively and controversial enough."

Mr. Macy presented the first annual Robert Lowell medal for the "most extraordinary contribution to public

Five more FMs get assistance from CPB

Corp. for Public Broadcasting has announced \$15,000 grants to each of five noncommercial FM stations that are among the 374 considered nonqualified for support from CPB.

The five are KUOP-FM Stockton, Calif.; WIAN-FM Indianapolis; WFBE-FM Flint, Mich.; WSLU-FM Canton, N.Y.; and KTEP-TV El Paso, Tex.

CPB criteria for qualification for educational radio stations include such factors as power, daily hours of operation, staff and programs. There are 104 such FM stations that have qualified and received grants from CPB. The five new ones are now considered provisionally qualified. All are affiliates of National Public Radio, which also is being underwritten by CPB, and which is due to commence operations next month (BROADCASTING, April 12).

broadcasting" to Mrs. Joan Ganz Cooney, president of the Children's Television Workshop, creator of the *Sesame Street* program.

William Harley, president of the National Association of Educational Broadcasters, cited progress made in public television over the years, but said this medium has some "gut issues" it must face. He described these as dealing with the type of system under which noncommercial will operate and the guidelines for national production.

"Everybody seems to have a different idea of what kind of system we have to build," Mr. Harley said. "Must we have a strong centralized system that builds award-winning programs with award-winning personalities? Or should it be a less centralized approach, not a network, but only a system of interconnected stations. We may need both, but stations must have heavier financial support."

"Also, what is a national production center for PTV? Who should do the producing? What proportion of the production should be done by stations, and how are the stations selected? These are some of the questions I raise which should be taken up at conferences such as this one."

The explosion that never came

The possibility of a confrontation at the Public Television Conference last Thursday (April 15) was averted when decision was announced to scrap a proposed policy statement on noncommercial broadcast journalism drafted by the staff of the Public Broadcasting Service. Hartford N. Gunn Jr., president of PBS, said that the PBS board met Tuesday night (April 13) and decided that the proposed journalistic guidelines could be improved by seeking the guidance of news and public affairs directors at noncommercial TV stations and of journalists in all media. Mr. Gunn said he would proceed with the board's suggestion.

No copies of PBS's proposed journalistic standards were available, but one producer with National Educational Television said he had found them to be "vague and shallow." He called the PBS decision to scrap its guidelines "a wise one."

He said the PBS draft suggested that news be evaluated in terms of its appeal to "most of the people," that editors and reporters should rely principally on primary rather than secondary sources of information and that news should not be "willfully distorted." Another proposal he found objectionable would establish a board to decide whether a documentary should be released to a noncommercial TV station. He felt that

the station manager alone should decide whether or not to telecast a program.

There were rumblings earlier in the week that producers associated with NET might stage some demonstration or create controversy. The proposed guidelines were said to be a source of unhappiness among some producers. Also, a dozen producers protested that PBS had not submitted for Emmy nomination a NET documentary titled *The Bankers and the Poor*.

Mr. Gunn said *The Bankers and the Poor* has been appraised on private assignment from PBS by Stephen Farber, a political scientist, who had found errors in its content.

Promises, promises swing it for D&B

A promise to draw on experts who would be available for help in producing program series that would appeal to viewers from the post-diaper set to the geriatric division helped see Corinthian Broadcasting Corp. and Dun & Bradstreet Inc. through to FCC approval of their merger (see this page).

The parties spelled out their post-merger plans in an amendment aimed at making the "compelling public-interest showing" required by the top-50 market policy.

Among other things, the parties said that, six to 12 months following the merger, Corinthian stations would air a series of 26 half-hour color television programs entitled *Let's Find Out* that would be aimed at entertaining and informing pre-school children. The series has already been planned, they said.

Another proposed series—of 65 installments, three to five minutes in length—would be produced with the aid of D&B's Life Extension Institute Inc., which is dedicated "not only to the prevention of disease but to its earlier discovery."

In addition, the applicants said Corinthian stations would be able to make use of the talents and experience of the editors and staffs of the 18 trade, professional or specialty journals published by D&B's Reuben H. Donnelly Corp.

ACT's version of moratorium

Action for Children's Television has designated May 1 (Saturday) a day of protest for parents who complain about the poor quality of commercial TV programs for children. ACT is urging parents to turn off their TV sets and keep them dark that day. ACT said its members also will be collecting signatures on petitions and will be asking parents to write letters to the FCC before May 3, the deadline for comment in the commission's inquiry into children's television.

Corinthian-D&B deal approved

Houser, FCC's freshman commissioner, provides swing vote in 4-3 decision

Freshman FCC Commissioner Thomas J. Houser, who had hesitated when the issue was before the commission the week before, last week voted yes, and the proposed \$100-million-plus merger of Corinthian Broadcasting Corp. into Dun & Bradstreet Inc. was approved.

Mr. Houser provided the margin in the 4-to-3 vote that authorized the transfer of Corinthian's five television stations—KOTV(TV) (ch. 6) Tulsa, Okla.; KXTV(TV) (ch. 10) Sacramento, Calif.; KHOU-TV (ch. 11) Houston; WISH-TV (ch. 8) Indianapolis, and WANE-TV (ch. 15) Fort Wayne, Ind.—to the broadly based data and business information-service company.

The action involves the exchange of a .675 share of D&B for each share of Corinthian's 3.4 million shares outstanding. The merger, valued at \$134 million at the time it was first announced, in December 1969 (BROADCASTING, Dec. 8, 1969), had a market value, on Wednesday, the day of the commission action, of \$137 million. Corinthian closed Wednesday at 38½, up 2¾ on the day. D&B closed unchanged at 60.

John Hay Whitney, who was principal shareholder in Corinthian, and his associates will emerge as owners of the largest block of post-merger D&B stock—7.1 percent. Mr. Whitney, well-known as a contributor to Republican causes, was U.S. ambassador to Great Britain during the Eisenhower administration.

The commission split was along party lines, with Commissioner Houser joining fellow Republicans Dean Burch, Robert E. Lee and Robert Wells in the majority, and with Democrats Robert T. Bartley, Nicholas Johnson and H. Rex Lee dissenting. It also followed the lead of prior performance: With the exception of Commissioner Houser, who has yet to compile a track record in such matters, the commissioners on both sides appear to have voted as their positions in previous transfer cases would indicate.

A week earlier, the commission appeared to be evenly divided, with Commissioner Houser holding back and asking for additional time to consider the matter ("Closed Circuit," April 12). In November, before Mr. Houser joined the commission and brought it up to full strength, the six members had split, 3-to-3, on the merger, then asked the parties to supply additional information (BROADCASTING, Nov. 30, 1970).

And in approving the five station transfers last week, the commission

cited some of the information the parties supplied. It said the parties had made the "compelling public interest showing" required by the agency's top-50 market policy—a showing the parties had originally said was not required since the merger would not result in a change in the number of stations under common ownership. The policy applies when more than two VHF stations are acquired in the top 50 markets.

The commission said D&B's planned improvements in children's, health and preventive-medicine programs "are significant" and that plans for additional programming, which D&B said would be made possible through the expertise it has acquired through publication of its various trade and technical journals, would help bring about further "significant program improvements." The commission also cited what it said was D&B's potential—in terms of expert personnel and finances—for strengthening the Corinthian stations.

Three parties—WLFJ-TV Lafayette, Ind.; LVO Cable Inc., a partner in an applicant for a Tulsa CATV franchise, and Anthony R. Martin-Trigona, a frequent challenger to transfer applications—opposed the merger, principally on anti-competitive grounds.

However, the commission said it was satisfied there would be no lessening of competition among stations. It said the merger does not involve competitors and that competition would not be reduced by merging the Corinthian stations with D&B's resources.

The commission said it was reasonable to assume that the merger may enlarge the stations' capacity to compete—but that, it said, was the purpose of the merger. It added that nothing indicates that Corinthian will dominate the markets in which it operates.

Furthermore, the commission, citing additional information supplied in response to its November request, noted that the Justice Department's antitrust division has indicated it does not intend to initiate an antitrust action if the merger is approved. Accordingly, the commission said, "we think there is a substantial basis for inferring that our judgment on the various competitive factors we have considered under the public interest standard is correct."

The commission also said the merger will not unduly concentrate mass media ownership because the merger "adds nothing in the way of new mass media interests."

But Commissioner Bartley, in a dissenting statement in which Commis-

sioner Johnson joined, saw the merger in a different light. He said—as he has in other dissents to cases involving station sales—the applications do not provide sufficient information to indicate that “the package deal” would result in “an improvement in the general structure of broadcasting.”

Furthermore, he did not feel that the applicants had made “a compelling public interest showing” sufficient “to overcome the detriment with respect to the policy of diversifying the sources of mass media communications to the public, as required by the top-50 policy.”

Indications are that there will be continuity in the management of the Corinthian stations, all CBS-TV affiliates. C. Wrede Petersmyer is expected to continue as chief executive officer. And he and Mr. Whitney are among four Corinthian directors who will become directors of D&B.

The merger permits the expansion into television of a company long prominent in the publishing and data service fields. D&B's interests include Thomas Y. Crowell Co., a book publisher; Reuben H. Donnelly Corp., a classified telephone directory marketing service; Moody's Investors Services, a publisher of investment manuals, and Fautus Co., an industrial plant-location consultant. Corinthian, in addition to its tele-

vision stations, brings substantial publishing holdings to the merged corporation. It owns Standard Reference Library Inc., which publishes and distributes the Funk & Wagnall's encyclopedia and other reference works, and Corinthian Editions, publisher and marketer of books sponsored by major corporations and institutions.

Newhouse buys out Portland partners

Newhouse Broadcasting Corp., half-owner of KOIN-AM-FM-TV Portland, Ore., has agreed to buy the other half for \$8.1 million, subject to FCC approval.

On file at the commission is an application for the transfer of 50% ownership in Mount Hood Radio and Television Broadcasting Corp., licensee of the KOIN stations, from members of a Portland voting trust headed by Howard Lane, Mount Hood president, to the Newhouse organization, which is controlled by S. I. Newhouse Sr. and members of his family.

KOIN-AM-FM-TV have been under consolidated ownership since 1953, when the Newhouse interests merged with Mount Hood after competing for the channel-6 facility in Portland.

In addition to its interest in the KOIN stations, the Newhouse family owns

two Portland newspapers, the *Oregonian* and the *Oregon Journal*. Its other print-broadcast combinations include: WSYR-AM-FM-TV Syracuse, N.Y. and the Syracuse *Herald-Journal* and *Post-Standard*; WAPI-AM-FM-TV Birmingham, Ala., and the *News* in that city; KTVI(TV) St. Louis and the *Globe-Democrat* there, and WTPA-FM-TV Harrisburg, Pa., and the Harrisburg *News* and *Patriot*. Newhouse also owns WSYE-TV Elmira, N.Y., and CATV systems throughout New York state, a cable system in Alabama and three microwave companies serving New York and Pennsylvania. Through various subsidiaries, the Newhouse interests control newspapers in Staten Island, N.Y.; Jersey City and Newark, N.J.; Mobile and Huntsville, Ala.; Springfield, Mass.; Pascagoula, Miss., and New Orleans, as well as several national magazines. Mr. Newhouse has a minority interest in the *Denver Post* and the *Cleveland Plain Dealer*.

KOIN-TV, a CBS-TV affiliate, broadcasts with 100 kw visual and 15.1 kw aural. KOIN is on 970 khz with 5 kw, directional at night, and KOIN-FM operates on 101.1 mhz with 100 kw and an antenna 1,640 feet above average terrain.

Changing Hands

Announced:

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

- KEGL(AM) San Jose-Santa Clara, Calif.: Sold by B. E. Barnes and associates to Cascade Broadcasting Corp. for undisclosed amount. Cascade Broadcasting is wholly owned by Filmways Inc., Thomas C. Bostic, president of broadcast division. Filmways owns KIMA-AM-FM-TV Yakima and KLEW-AM-FM-TV Pasco, all Washington. KEGL is full time on 1430 khz with 1 kw. Broker: Hamilton-Landis and Associates.


- KOIN-AM-FM-TV Portland, Ore.: 50% interest in licensee sold by Howard Lane and Associates to Newhouse Broadcasting Corp. for 8.1 million (see above).

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see “For the Record,” page 55).

- KOTV(TV) Tulsa, Okla.; KXTV(TV) Sacramento, Calif.; KHOU-TV Houston; WISH-TV Indianapolis, and WANE-TV Fort Wayne, Ind.: Merged with Corinthian Broadcasting into Dun & Bradstreet for stock valued at \$137 million (see page 43).

- WOKS(AM) Columbus, Ga.: Sold by



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

**EASTERN
AM RADIO
\$680,000**

*Excellent daytime facility in prosperous 2-station market
a short distance from New York City. Owns real estate,
studio and office building at one location. Profitable history
for absentee owner. Substantial down payment desired,
balance in long-term payout.*

BLACKBURN & COMPANY, INC.
RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 333-9270

CHICAGO 80601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30309
1655 Peachtree
Road, N.E.
(404) 873-5626

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

71.15

Milton Hirsch, B. K. Woodfin and Marjorie S. Ray to Louis O. Hertz for \$596,872, including a \$50,000 covenant not to compete. Mr. Hertz has interests in WERD(AM) Atlanta and Southside Sun Publishing Co., Decatur, Ga., and owns an advertising agency and development firm. WOKS operates full time on 1340 khz with 1 kw day and 250 w night.

▪ **WOHI(AM)** and **WRTS(FM)**, both East Liverpool, Ohio: Sold by Joseph D. Coons and others to Roger A. Neuhoﬀ and others for \$360,000 (\$215,000 for WOHI and \$70,000 for WRTS). Mr. Neuhoﬀ and associates have just sold WHAP(AM) Hopewell, Va. (see below). WOHI is full time on 1490 khz with 500 w day and 250 w night. WRTS operates on 104.3 mhz with 26 kw and an antenna 330 feet above average terrain.

▪ **WHAP(AM)** Hopewell, Va.: Sold by Roger A. Neuhoﬀ and others to Roy D. Wooster and others for \$376,500. Mr. Neuhoﬀ has interests in WCVS(AM) Springfield, Ill., and WHUT(AM) Anderson, Ind. He and his associates are applicants to purchase WEOU(AM) Terre Haute, Ind., and have just been granted FCC authority to buy WOHI(AM) and WRTS(FM), both East Liverpool, Ohio (see above). Mr. Wooster has an interest in WRON(AM) Ronceverte, W. Va., and WEEW(AM) Washington, N.C. WHAP is full time on 1340 khz with 1 kw day and 250 w night.

▪ **KMUZ(FM)** Santa Barbara, Calif.: Sold by Keith Larkin and others to Carl L. and Dorothy L. Schuele for \$106,500. Mr. and Mrs. Schuele jointly own a golf practice range and adjoining pro shop; Mr. Schuele was former owner of Radio Time Sales, radio station rep. KMUZ is on 103.3 mhz with 38 kw and an antenna 2,980 feet above average terrain.

▪ **KCRT(AM)** Trinidad, Colo.: Sold by Merlyn J. Hedin to James P. Platt and Marvel B., Cecil N. and John C. Peterson for \$207,500. Mr. Platt has an interest in KBTO(AM) Eldorado, Kan. Marvel Peterson is a housewife and Cecil Peterson is a regional manager for a life-insurance firm. John Peterson is a law student and state representative in Kansas. KCRT operates on 1240 khz with 250 w.

Triangle cuts back to make room for Capcities

The national staff of Triangle Stations is being reduced by a reported 12 persons, including department heads, in anticipation of Capital Cities Broadcasting Corp.'s take-over of three Triangle television stations.

The personnel reductions, being effected by Triangle in its Philadelphia

headquarters, will not affect personnel of the stations and the syndication division, which Capcities is also acquiring.

Capcities' purchase of Triangle's WFIL-TV Philadelphia, WNHC-TV New Haven, Conn., and KFRE-TV Fresno, Calif., was approved in late February (BROADCASTING, March 1). Capcities will take charge in about two weeks.

Among those reported to be affected by the Triangle action on staff are department executives Robert Teter, general sales manager; John Scheuer Jr., director of radio programming; Henry Rhea, director of engineering; John Wade, director of research; Norman Lehr, director of personnel, and Edward Scheaffer, director of standards and practices. It was said that the departures are effective at various dates this month.

George A. Koehler, who is general manager of Triangle's radio and TV division, has been putting together the financing for his proposed purchase for \$16 million of Triangle's broadcast properties not purchased by Capcities. These are WBNF-AM-FM-TV Binghamton, N.Y.; WFBG-AM-FM-TV Altoona, Pa., and WLYH-TV Lancaster-Lebanon, Pa. Like Capcities, he proposes to spin off the radio stations.

AWRT completes convention agenda

Top government, industry figures scheduled for D.C. sessions next week

More than 600 members are expected to attend the annual convention of American Women in Radio and Television April 28 - May 2 at the Washington Hilton hotel.

Among the featured speakers will be Mark Evans, Metromedia vice president, Washington, Thursday morning (April 29); John J. Akar, ambassador of Sierra Leone, Friday morning (April 30); Najeeb Halaby, president of Pan American World Airways, Friday luncheon; Elliot L. Richardson, secretary of Health, Education and Welfare, Saturday lunch (May 1).

Two special panels are planned for the meeting. On Friday morning (April 30): Dean Burch, FCC chairman; Joseph V. Charyk, Communications Satellite Corp.; John Macy, Corp. for Public Broadcasting; Frank Shakespeare, United States Information Agency; Donald V. Taverner, National Cable Television Association; and Vincent T.

25

YEARS
AMERICA'S MOST
EXPERIENCED MEDIA
BROKERS

EXCLUSIVE BROADCAST PROPERTIES!

WEST COAST:—High powered FM station with 200,000 watts circular, Class C facility in major market. Transmitting equipment new. Affiliated with ABC-FM network. Priced below recent major market FM sales—\$250,000 cash or on terms.

Contact Don C. Reeves in our San Francisco office.

EAST COAST: —Non-directional fulltimer operating out of combined studios and transmitter building. Excellent equipment, 50 miles from two major markets. Station has great potential and lots of assets, including 1970 Cadillac. Price \$150,000—29% down, balance negotiable.

Contact Milton Q. Ford in our Washington, D.C. office.

Hamilton-Landis & ASSOCIATES, INC.

WASHINGTON, D.C. 1100 Connecticut Ave., N.W. 20036 202/393-3456
 CHICAGO 1507 Tribune Tower 60611 312/337-2754 *
 DALLAS 1511 Bryan Street 75201 214/748-0345
 SAN FRANCISCO 111 Sutter Street 94104 415/392-5671

BROKERS OF RADIO, TV, CATV & NEWSPAPER PROPERTIES / APPRAISALS / FINANCING

Wasilewski, National Association of Broadcasters.

On Saturday morning (May 1): Jo Foxworth, Jo Foxworth Inc., New York and past national advertising woman of the year; Xandra Keyden, HEW, and Marguerite Rawalt, Washington lawyer and member of the President's Commission on the Status of Women, 1961-63, and of the Citizen's Advisory Council on the Status of Women, 1963-68. Betty Groebli, WRC-AM-FM-TV Washington personality, will moderate this panel.

In a special presentation by the organization's educational foundation, Dr. J. Sterling Livingston, professor at the Harvard Graduate School of Business and president of Sterling Institute Inc., Boston, a management consulting firm, will talk Saturday afternoon (May 1) on new findings on what makes a successful woman successful.

Among other activities scheduled for the convention are a White House reception Friday afternoon (April 30) by Mrs. Richard M. Nixon, and a news conference at the Kennedy Center, with Roger L. Stevens, chairman; William McCormick Blair, general manager, and George London, artistic director.

Mrs. Spiro Agnew will be a special guest of AWRT at luncheon on Friday (April 30).

Chairman of the convention committee is Timmi Pierce, WRC-AM-FM promotion manager.

Faculty, industry meet under IRTS auspices

The International Radio and Television Society will hold its first faculty/industry conference April 29 and 30 at the Waldorf-Astoria hotel in New York.

James F. O'Grady Jr., vice president and general manager, RKO Radio Representatives, and IRTS committee chairman, said the seminar will deal with the social responsibility of the broadcasting industry and the changing role of government as it affects broadcasters and advertisers.

Other topics are the economics and financial structure of broadcasting and of program development and scheduling, and the impact of new modes of transmission.

Herbert D. Maneloveg, president of SFM Media Service Corp., is co-chairman of the seminar. Program chairmen are Giraud Chester, executive vice president, Goodson-Todman Productions, and Howard W. Coleman, associate director, Commission on Press, Radio and Television, the Lutheran Church in America. Frederick Schuhmann, general manager, TV Facilities and Services, East Coast, ABC, is attendance chairman.

Mr. O'Grady said the seminar reflects the interests of educators around the

country, as expressed to IRTS through a mail questionnaire which the society sponsored last summer. Those polled included faculty members in law schools, graduate business schools and departments of communications.

Broadcasters swarm toward Washington

Association presidents, state groups arrange Capitol Hill meetings

Next week, a group of Pennsylvania broadcasters are going to Washington to sup with the 29 members of Congress who make up the Pennsylvania delegation on Capitol Hill.

That April 21 dinner is expected to be by far the largest conclave between state broadcasters and state delegations in Washington so far this year. But, the following week, almost 100 broadcasters representing virtually every state in the union are expected to descend en masse on their congressmen and senators as part of the 16th annual conference of state association presidents to be held in Washington April 26-28.

The drive to attract broadcasters to Washington to give their congressional delegation the broadcast viewpoint on such issues as CATV, license renewals, political spending and special performing royalties, among other items, began last year when the National Association of Broadcasters established a Future of Broadcasting Committee and, as part of this effort, a political action committee that took the form of a state chairman for each of the 50 states. Originally the organization was formed to combat CATV, but early this year it was called into action to help sustain the President's veto of the political spending bill that imposed restrictions on candidates for broadcast expenditures but not on spending in other media. That campaign succeeded when the Senate failed by four votes to override the President's veto.

Meetings by groups of broadcasters with their state delegations in Washington are not new, but the action escalated in 1971 beginning early in February, when 10 members of the Louisiana association met with that state's delegation for lunch in the Capitol. This was followed two weeks later by eight members of the Oregon association meeting with that state's congressmen and senators for dinner in Washington. In March the Virginia and Kansas state associations met with their congressional delegations in Washington.

The state association conference,

sponsored by the National Association of Broadcasters, starts on April 26 with a meeting of association executive secretaries at the NAB building. The following day, an all-day meeting takes place at the Mayflower hotel; it will stress principally government affairs—license-renewal proposals, complaints, minority employment and, undoubtedly, proposals in various state legislatures for a tax on advertising.

During this day-long presidents' meeting, the delegates will hear a luncheon speech by Paul Haney, executive vice president for public relations, as well as from Grover Cobb and Paul Comstock, the executive vice presidents respectively for station relations and government relations, and from John Summers, NAB general counsel.

During that day, also, the association presidents hope to hear from various FCC officials. Tentatively scheduled are FCC Chairman Dean Burch and FCC Commissioner Thomas J. Houser. Also expected are such FCC staff executives as John M. Torbet, executive director; Francis R. Walsh, Broadcast Bureau chief; Richard E. Wiley, general counsel, and Raymond E. Spence Jr., chief engineer. All but the chairman are relatively new in their positions.

The last day, April 28, is devoted to visits to Capitol Hill, with delegates reporting at luncheon on their reactions.

As of late last week, 95 delegates, representing 48 state associations, had registered.

Expected before the opening day are delegations from New Hampshire and Hawaii.

Dr. Richard Uray, University of South Carolina, who is executive secretary of that state's broadcasters association, is chairman of the meeting. Other members of the program advisory committee are Jerry Black, KSEN(AM) Shelby, Mont.; Robert E. Klose, WNBFA-AM-FM-TV Binghamton, N.Y., and Michael McKinnon, KIII-TV Corpus Christi, Tex. All are presidents of their respective state associations. Alvin King, director of station relations for the NAB, is coordinating the conference.

Ribicoff bill would move HEW TV activity

Senator Abraham Ribicoff (D-Conn.) has introduced a bill to create a cabinet-level department to consolidate federal education programs, including the educational TV activities of the Department of Health, Education and Welfare.

Under the bill (S. 1485), HEW's educational television facilities programs, through which funds are dispensed to states for the construction of facilities and for implementation of classroom-

oriented programing, would be handled by a new Department of Education. In all, the department would coordinate and consolidate the educational programs of 29 federal agencies.

In introducing the bill, Senator Ribicoff, former secretary of HEW, said that federal educational policy must be developed for the future, must recognize the impact of nonschool influences

such as the family and television, and must stimulate educational renewal.

Don't forget us—HTN

Hughes TV Network Inc. has suggested to the FCC that any domestic communications satellite system authorized be required to provide capacity for alternate commercial networks. Hughes, in a for-

mal petition April 9 argued that satellite applicants so far have sought to attract the big three networks while giving insufficient attention to service requirements of the other national networks such as HTN.

HTN's petition at the commission arrived on the day the FCC was hearing all satellite applicants plead their respective virtues.

FocusOnFinance.

How first quarter dipped at CBS

Revenues, profits still run behind 1970, but recovery is seen

CBS had revenues of \$281.9 million and net income of \$6.5 million or 22 cents a share for the first quarter of 1971, as against \$305.3 million and \$13.2 million or 47 cents a share, respectively, in the comparable 1970 period.

William S. Paley, chairman, and Frank Stanton, president, reported that the severe cost-price squeeze affecting business generally and the loss of cigarette advertising on TV and radio had a substantial negative impact on first-quarter earnings.

They said, however, that business in the television, recording, education and publishing operations for the second quarter now in progress shows signs of improvement. Though the second quarter is not expected to equal levels of 1970, they said there is promise of "a significant recovery for the second half of the year, and if it is realized, earnings for the year should approximate 1970 earnings."

The 1970 and 1971 figures do not include CBS's domestic cable-television or its domestic and foreign program-distribution operations. The company has proposed to spin off these operations as shares of Viacom International Inc., to CBS common shareholders.

For the three months ended March 31:

	1971	1970
Earned per share	\$ 0.22	\$ 0.47
Revenues	281,900,000	305,300,000
Net income	6,500,000	13,200,000

Strike hurts Fuqua

Fuqua Industries Inc., parent of group broadcaster, Fuqua Communications, reported a decline in net income in 1970 for its consolidated interests.

Board Chairman J. B. Fuqua told stockholders that the decline resulted

generally from a Teamsters union strike, which "seriously affected the expense-revenue ratio" of the firm's subsidiary, Interstate Motor Freight System.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share*	\$ 1.35	\$ 1.62
Revenues	327,837,000	324,607,000
Net income	9,800,000	11,654,000

*—Includes extraordinary losses of 11 cents and 22 cents per share, respectively, for 1970 and 1969.

Time's quarter off, sees cable expansion

Though earnings were up for Time Inc. in the first quarter of 1971, revenues dropped. The decline included broadcast advertising which Time management estimated as being 9% under the comparable period in 1970.

Andrew Heiskell, chairman, and James R. Shepley, president, presented the report at a relatively peaceful stockholders meeting in New York last Thursday (April 15).

Mr. Shepley said Time expected to realize about \$80 million gross from the sale of its broadcast stations. Time-Life broadcast sold its five TV stations to McGraw-Hill for \$69.3 million (see page 40) and is selling its eight AM and FM stations to other buyers.

He said the decisions to sell the stations was Time's "biggest" in 1970 and that it was not made to accumulate cash or capitol gain but for other uses "that will be more profitable in the long run." Specifically, he said these were in cable-TV and in the marketing of TV cassettes, both of which, Mr. Shepley said, would receive part of the proceeds from the sale of stations.

Mr. Shepley further noted that Time-Life Films represented an expansion in the film field. It is producing documentaries and also distributing programs. He said that unit may also benefit from the station-sale proceeds.

For the three months ended March 31:

	1971	1970*
Earned per share	\$ 0.38	\$ 0.36
Revenue	135,653,000	141,088,000
Net income	2,742,000	2,589,000
Shares outstanding	7,257,000	7,257,000

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

RCA quarter good, but under '70 pace

Profits \$1.7 million less despite sales gain; softness in broadcast sales noted

RCA sales rose but net profit dropped for the first quarter of 1971 when compared with the like 1970 period. Robert W. Sarnoff, chairman and president, said that net profit for the first three months of 1971 was \$23.8 million or 30 cents a common share, against \$25.5 million or 33 cents a share for the first quarter of 1970. Sales were \$908.1 million, up from \$836.3 million reported a year ago.

Mr. Sarnoff said these figures include with appropriate restatement for the first three months of last year, sales and net profit for Coronet Industries Inc. and RCA's foreign subsidiary companies. Coronet, manufacturer of household furnishings, merged into RCA on Feb. 24 (BROADCASTING, Feb. 22).

In noting a continuing softness in broadcast sales, Mr. Sarnoff said NBC was adversely affected by continued budget reductions by major clients.

RCA's color-television picture tube sales were higher during the first quarter although there was a continued decline in solid-state business where industry over-capacity produced further downward pressure on prices, Mr. Sarnoff said.

For the three months ended March 31:

	1971	1970
	\$	\$
Products and services sold	908,100,000	836,300,000
Cost of operations	866,400,000	788,500,000
Profit before federal and foreign taxes on income	41,700,000	47,800,000
Federal and foreign taxes on income	17,900,000	22,300,000
Net profit for the quarter	23,800,000	25,500,000
Net profit per share of common stock*	.30	.33

* Based on average number of shares outstanding: 1971, 74,255,000 shares; 1970, 73,678,000 shares. The above figures include Coronet Industries, which

became a wholly-owned subsidiary of RCA during February 1971. In a pooling of interests, and RCA's foreign subsidiary companies. With respect to the first quarter, their effect in 1971, and in the restatement of 1970, is as follows:

Coronet Industries—		
Sales	29,100,000	23,700,000
Net profit	1,200,000	1,100,000
Foreign subsidiaries—		
Sales	55,800,000	48,800,000
Net profit	100,000	400,000

Dividends of foreign subsidiaries eliminated in consolidation 400,000 3,900,000

Financial results are reported in accordance with the corporation's regular accounting practices, as amended in 1971 to include consolidation of foreign subsidiaries; they are necessarily based in part on approximations and are subject to audit and year-end adjustments.

SEC reports February stock trading by insiders

The Securities and Exchange Commission has reported the following major stock transactions for broadcast-related companies and allied fields in its *Official Summary* for February.

Included are transactions involving officers, directors and major stockholders which were received by the SEC between Jan. 11 and Feb. 10. All refer-

ences are to common stock unless otherwise indicated.

■ Admiral Corp.—C. M. Keller Jr. bought 100 shares, giving him 100; M. Sheridan sold 500 shares, leaving him 30.

■ American Television & Communications Corp.—Memorial Drive Trust disposed of 64,645 shares, leaving it 158,895.

■ Ampex Corp.—T. E. Davis sold 1,150 shares, leaving him 5,800; C. P. Ginsburg sold 700, leaving him 100; B. A. Olerich sold 4,000, 500 and again 500 shares, respectively, leaving him balance of 600 shares; J. L. Porter sold 500 and 900 shares, respectively, leaving him 325 shares personally and six shares as custodian; W. E. Roberts sold 4,500 shares personally and 750 through trusts, leaving him 8,020 personally, 6,518 in trust and 5,000 in wife's name; W. P.

The Broadcasting stock index

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

Stock Symbol	Ex-change	Closing April 14*	Closing April 7*	Net change in week	High 1971	Low	Approx. Shares Out (000)	Total Market Capitalization (000)	
Broadcasting									
ABC	ABC	N	40%	39%	+1%	49%	37%	7,073	\$205,117
ASI Communications	ASIC	O	3%	4%	- 1/4	4%	2%	1,789	5,152
Capital Cities	CCB	N	44%	43%	+1%	44%	42%	6,061	220,499
CBS	CBS	N	41%	40%	+1%	41%	26%	27,042	990,548
Corinthian	CRB	N	38%	36%	+1%	29%	27%	3,381	109,883
Cox	COX	N	29%	30%	- 1/2	30%	29%	5,789	128,111
Gross Telecasting	GGG	A	14	15	-1	15%	14	803	11,041
Metromedia	MET	N	26%	26	+ 1/4	26%	24%	5,734	137,616
Mooney	MOON	O	4%	4%	+ 3/8	5%	4	250	1,188
Pacific & Southern	PSOU	O	17	17%	- 1/8	17%	12%	1,636	24,949
Rahall Communications	RAHL	O	15%	15%	+ 1/4	29	15%	1,040	23,275
Reeves Telecom	RBT	A	2%	3%	- 1/4	3%	2%	2,288	7,733
Scripps-Howard	SCRH	O	24	23%	+ 1/4	25	18	2,589	55,016
Sonderling	SDB	A	26%	28%	-1%	28%	27%	991	27,748
Starr	SBG	M	15%	15%	+ 1/8	15%	8%	461	5,302
Taft	TFS	N	44	42%	+1%	44	42%	3,712	128,547
							Total	68,400	\$2,081,725

Broadcasting with other major interests

Avco	AV	N	17%	14%	+2%	17%	14%	11,470	\$182,144
Bartell Media	BMC	A	7	6%	+ 3/8	7	6%	2,254	14,651
Boston Herald-Traveler	BHLD	O	23%	23%	+ 1/4	28	23%	574	13,776
Chris-Craft	CCM	N	8%	9	- 1/8	9%	7%	3,804	32,829
Combined Communications	CCOM	O	18%	17%	+1	18%	10%	1,945	27,483
Cowles Communications	CWL	N	11%	11%	+ 3/8	11%	10%	3,969	37,229
Fuqua	FOA	N	32%	23%	+9%	32%	23	6,401	132,053
Gannett	GCI	N	45%	45%	- 1/4	45%	44%	7,117	275,784
General Tire	GY	N	25	25%	- 1/4	25%	25	18,344	449,428
Gray Communications		O	7%	7%	-	7%	8	475	3,325
ISC Industries	ISC	A	7%	7%	- 3/8	7%	7%	1,628	10,582
Lamb Communications		O	2%	2%	-	2%	2%	475	1,249
Lee Enterprises	LNT	A	26%	25%	+1%	26%	25	1,957	45,990
Liberty Corp.	LC	N	23	22	+1	23	21%	6,744	151,740
LIN	LINB	O	12%	12%	- 1/4	12%	6%	2,244	21,879
Meredith Corp.	MDP	N	25%	25	+ 3/4	27%	25%	2,744	71,344
Outlet Co.	OTU	N	19%	19%	-	19%	19%	1,342	22,814
Post Corp.	POST	O	9%	9%	-	12%	9%	713	8,378
Ridder Publications	RIOD	O	19%	18%	+ 1/8	27%	18	6,217	145,353
Rollins	ROL	N	38%	37%	+1%	38%	34%	8,053	267,762
Rust Craft	RUS	A	47%	46%	+1	47%	44	1,159	38,247
Schering-Plough	PLO	N	73	70%	+2%	73	65%	25,084	1,749,609
Storer	SBK	N	25%	26%	-	27%	25%	4,223	97,129
Time Inc.	TL	N	51%	50%	+ 1/2	51%	50%	7,257	342,022
Trans-National Comm.		O	3%	1%	+ 1/8	1%	1%	1,000	380
Turner Communications		O	4	3%	+ 1/4	4	2	1,328	3,825
Wometco	WOM	N	22%	22%	+ 1/8	22%	22%	5,817	114,188
							Total	134,338	\$4,079,221

CATV

Ameco	ACO	A	10%	11%	- 3/4	11%	10%	1,200	\$10,800
American Electronic Labs.	AELBA	O	9%	8%	+ 3/4	9%	3	1,620	12,555
American TV & Comm.	AMTV	O	26%	26	+ 5/8	26%	17%	2,042	36,246
Burnup & Sims	BSIM	O	37%	36%	+ 3/4	37%	23	987	30,232
Cablecom-General	CCG	A	16	16%	- 1/8	16%	15%	1,605	21,074
Cable Information Systems		O	3%	3%	+ 1/4	4%	2%	955	2,989
Citizens Financial Corp.	CPN	A	18%	17%	+ 3/8	17%	17	994	15,536
Columbia Cable	CCAB	O	12%	11%	+ 3/8	12%	9%	900	8,992
Communications Properties	COMU	O	8%	8%	+ 1/8	9%	7%	1,800	15,534
Cox Cable Communications	COXC	O	25	25%	- 1/4	25%	18	3,550	69,687
Cypress Communications	CYPR	O	10%	9%	+ 1/4	10%	7	1,679	12,173
Entron	ENT	A	5%	5%	-	5%	5	1,320	4,950
General Instrument Corp.	GRL	N	26%	27%	- 7/8	27%	22%	6,250	128,938
Sterling Communications	STER	O	4%	4%	+ 1/8	5	3%	1,100	5,093
Tele-Communications	TCOM	O	16%	16%	- 1/4	17%	12	2,704	37,856
Teleprompter	TP	A	74%	76%	-1%	76%	63%	3,086	199,818
Television Communications	TVCM	O	10%	10%	-	10%	7	2,897	25,001
Viacom	VIA	N	19%	19	+ 1/4	19%	18%	3,760	76,629
Vikos	VIK	A	10%	12%	-1%	12%	11%	2,316	26,055
							Total	40,865	\$840,058

Weber sold 100, leaving him 670.

■ ASI Communications Inc.—G. R. Fritzinger sold 7,998 shares, leaving him 157,165; R. C. Guild sold 13,330, leaving him 592,004.

■ Burnup & Sims—C. W. Cox, through Walston & Co. trading account, bought 7,582 and sold 7,599, leaving 17 shares short; Mr. Cox owns 150 shares personally.

■ Capital Cities Broadcasting Corp.—J. P. Dougherty bought 4,000 shares, giving him 33,890; W. J. Casey bought 43,216 and sold 3,000, giving him 83,432; J. B. Fairchild, separately, sold 354, 500, 400 and 1,000 shares, leaving him 7,132; B. W. Gellers sold 1,000 shares, leaving him none; J. H. Quelle bought 2,000 shares and subsequently sold 300, giving him balance of 2,000; C. W. Weaver bought 3,000, giving him 3,202.

■ Chris-Craft Industries Inc.—A. L. Hollander sold \$42,000 worth of 6% convertible subordinate

debentures, leaving him \$918,000 in such stock; H. J. Siegel sold \$150,000 worth of same, leaving him \$2,668,200 in such stock personally, \$25,300 held by wife and \$20,200 by children.

■ CBS—J. A. W. Iglehart bought 854 shares, giving him 46,514.

■ Columbia Cable Systems—P. A. Oberbeck sold 500 shares, leaving him 400; his wife sold out her interest of 300 shares; Hallgarten & Co. trading account bought 4,152 shares and sold 4,086 on same day, leaving it 52.

■ Columbia Pictures Industries—Wife of D. A. Stralem sold 4,434 shares and then, on separate days, bought 5,000 and 1,000 shares, respectively, giving her total of 45,201 shares; Mr. Stralem holds 16,120 shares personally and 95,397 shares in trusts.

■ Communications Properties—W. D. Arnold bought 990 shares, giving him 14,490; B. J. Conroy

Jr. bought 1,000, giving him 33,500; J. R. Crosby, on separate dates, bought 1,000, 500 and 1,000 shares, respectively, giving him total of 151,530 personally and 200 through children; N. M. Avery sold 1,000, leaving him 104,725; R. W. Hughes bought 1,000, giving him 34,963.

■ Conrac Group—J. D. Warren bought 200 shares, giving him 600 personally and 100 each held by wife and son.

■ Cox Broadcasting Corp.—M. Bartlett sold 2,000 shares, leaving him 20,046; M. S. Kievman sold 100, leaving him 400; C. M. Kirtland Jr. sold, on separate days, 1,000 shares and then another 1,000, giving him 7,486.

■ Creative Management Associates Inc.—D. Begelman sold, on separate days, 3,000, 3,000 and 3,688 shares, leaving him 116,982; L. M. Lewis bought 263, giving him 3,586; H. N. Rush sold 600 and 400 shares on separate days, leaving him 42,999.

	Stock Symbol	Ex-change	Closing April 14*	Closing April 7*	Net change in week	High 1971	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	14 1/2	14 1/4	+ 1/8	15	14 1/4	6,150	\$96,125
Disney	DIS	N	101 3/4	102 1/2	- 1/4	104 1/2	101	6,012	1,067,912
Filmways	FWY	A	8 1/2	8 1/4	- 1/4	9 1/2	8 1/2	1,754	19,084
Four Star International		O	1 1/2	1 1/4	- 1/8	1 1/2	1 1/4	666	1,086
Gulf & Western	GW	N	30 1/4	28 3/4	+1 1/8	29 1/2	27 1/2	14,964	374,100
Kinney National	KNS	N	37 1/4	35 1/2	+2 1/8	36 3/4	35 1/4	10,469	341,603
MCA	MCA	N	29 1/2	28 1/2	+ 1/2	29 1/2	28 1/2	8,165	206,166
MGM	MGM	N	25 3/4	25	+ 3/8	25 3/4	25	5,883	126,485
Music Makers	MUSC	O	2 3/4	2 1/4	+ 1/2	3 3/4	2 1/2	589	1,696
National General	NGC	N	24 1/2	23 3/4	+ 1/4	26 1/4	23 1/2	4,910	112,341
Tele-Tape Productions		O	1 1/2	1 1/2	—	2	1 1/2	2,183	4,366
Transamerica	TA	N	16 1/2	16 3/4	+ 1/2	17 1/4	16 1/4	63,630	1,097,618
20th Century Fox	TF	N	13 1/4	13 3/4	—	14 1/2	13 3/4	8,562	99,576
Walter Reade Organization	WALT	O	3 1/2	3 1/4	+ 1/8	3 1/2	2 3/4	2,414	7,242
Wrather Corp.	WCO	A	7 1/2	7 1/4	+ 1/8	7 1/2	7 1/4	2,200	16,500
							Total	138,551	\$3,571,900
Service									
John Blair	BJ	N	18 1/2	19	- 1/8	20	18 1/4	2,583	\$45,538
Comsat	CQ	N	80	78 3/4	+1 1/4	80 1/2	74 1/2	10,000	630,000
Creative Management	CMA	A	16 1/2	15 1/2	+1 1/8	16 1/2	14 1/2	1,102	17,500
Doyle Dane Bernbach	DOYL	O	24	23 3/4	+ 1/4	26 1/2	21	1,919	47,265
Elkins Institute	ELKN	O	15 1/4	14 1/2	+1 1/8	15 3/4	8 1/4	1,664	17,888
Foote Cone & Belding	FCB	N	8 1/2	9 1/2	- 1/4	9 1/2	8 1/2	2,175	20,402
Grey Advertising	GREY	O	13 1/2	13 1/2	- 1/8	13 1/2	9 1/4	1,207	15,546
LaRoche, McCaffrey & McCall		O	16 1/2	16 1/4	+ 1/4	16 1/2	10 1/4	585	8,190
Marketing Resources & Applications		O	15	15 1/2	- 1/2	18 1/2	2 1/2	504	7,182
Movielab	MOV	A	3 1/4	3 1/2	+ 1/8	3 3/4	3	1,407	4,573
MPO Videotronics	MPO	A	6 1/2	7 1/2	- 1/8	8 1/2	5 1/2	558	3,767
Nielsen	NIELA	O	44 1/4	44 1/4	—	45 1/4	39 1/4	5,299	233,156
Ogilvy & Mather	OGIL	O	32 1/4	31	+1 1/4	31 1/2	24	1,029	27,526
PKL Co.	PKL	A	4 1/4	4 1/2	- 1/8	4 1/2	4 1/2	743	4,087
J. Walter Thompson	JWT	N	48 1/2	49 1/2	- 1/2	49 1/2	47 1/4	2,746	116,019
Transmedia International		O	3 1/2	3 1/2	—	3 3/4	3	535	1,873
Wells, Rich, Greene	WRG	A	22 1/2	21 3/4	+ 1/8	24	21 1/4	1,581	37,596
							Total	35,637	\$1,238,108
Manufacturing									
Admiral	ADL	N	12 1/4	12 1/4	- 1/8	12 1/4	10 1/2	5,158	\$56,738
Ampex	APX	N	24 1/2	24	+ 1/8	24 1/2	22 1/4	10,874	209,325
CCA Electronics	CCAE	O	2 1/2	2 1/2	—	3	2 1/2	897	5,512
Collins Radio	CRI	N	18 1/2	18 1/2	- 1/8	19	18 1/4	2,968	48,230
Computer Equipment	CEC	A	5 1/4	5 1/4	- 1/8	5 1/2	5 1/4	2,406	12,944
Conrac	CAX	N	23 1/2	23 1/4	- 1/8	23 1/2	20 1/2	1,262	29,026
General Electric	GE	N	120	117	+3	120	112	90,884	9,827,287
Harris-Intertype	HI	N	68	66 3/4	+1 1/4	68 3/4	68 1/2	6,308	397,404
Magnavox	MAG	N	46 1/2	47	- 1/2	47	44 1/2	16,674	679,466
3M	MMM	N	114 3/4	114 1/2	+ 1/4	114 3/4	112 1/4	56,058	5,745,945
Motorola	MOT	N	73 1/2	70 1/2	+3 1/8	73 1/2	70	13,334	848,442
RCA	RCA	N	36 1/2	35 1/2	+ 1/4	36 1/2	34 1/2	68,403	2,146,486
Reeves Industries	RSC	A	3 1/2	3 1/2	- 1/8	4 1/4	3 1/2	3,458	13,417
Telamation	TIMT	O	10 1/2	12 1/4	-1 1/8	13 1/4	9 1/4	14,040	154,440
Westinghouse	WX	N	87 1/2	82 1/2	+5	87 1/2	81 1/4	40,705	3,190,458
Zenith	ZE	N	48 1/2	45 1/2	+3	48 1/2	45 1/4	19,020	829,842
							Total	353,646	\$24,195,052
							Grand total	771,339	\$35,906,064
Standard & Poor Industrial Average			110.42	109.58	+ .8				

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over-the-counter (bid price shown)
*2:30 p.m. prices for American Exchange

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

sonally and 1,739 in partnership; F. Waldheim sold 400, leaving him 1,170; B. A. Nunis bought 500 shares of class A common stock, giving him 500.

■ Walter Reade Organization—J. Floersheimer Jr. bought 200 shares, giving him 1,150.

■ Wometco Enterprises Inc.—F. W. Cary, through trusts, sold 400 shares of class A common stock, leaving him 53,023 shares of such stock in trusts, 25,784 personally, 12,247 as custodian, 779 in charitable trust, 4,807 through Underwood Realty and 169,072 through other companies; F. Wolfson, as trustee, bought 400, giving him 62,531 in trust, 12,210 personally and 169,072 through other companies; L. Wolfson II, as co-trustee, bought and sold 9,000 shares of class A common, giving him 92,360 shares as co-trustee, 14,415 personally, 14,321 as custodian, 2,557 in joint tenancy, 173,879 through other companies, 1,790 through foun-

ation and 308 through wife; son of V. Myers sold 157 shares of class A common, liquidating holdings; Mr. Myers holds 2,801 shares of such stock and his wife holds 1,282. L. Wolfson II, as co-trustee, sold 9,000 shares of class B common stock, giving him 447,847 shares of such stock in co-trusteeship and 1,237 shares personally; B. F. Wolfson, as trustee, sold 1,000 5½% convertible subordinate debentures, leaving him 7,808 debentures as trustee and 8,990 personally; his family holds 3,494 such debentures and other corporations hold 23,742 such debentures in his name.

■ Zenith Radio Corp.—J. E. Brown sold 2,000 shares, leaving him 19,900; John Kuhajek sold 100, leaving him 9,380 personally and 1,040 held by wife; E. McCausland sold 860, leaving him 3,000; E. M. Schroeder sold 100, leaving him 1,900 personally and 120 held by wife.

International

Satellite control vote may reduce U.S. role

Delegates and observers from more than 90 nations, including the Soviet Union and Soviet-bloc countries, resumed deliberations in Washington last week to establish a permanent international satellite communications governing body. The international conference began in 1969, but has recessed from time to time during the last two years to permit subcommittees to draft recommendations.

The current session is believed ready to vote on a final treaty during the next few weeks. Such a document is expected to reduce the voting strength of the U.S. in the governing body to not more than 40% and to organize a new operating directorate.

The draft proposals provide voting rights in a new board of directors under an investment-user formula that would limit any one nation's vote to no more than 40% of the total. Under the 1964 interim International Telecommunications Satellite consortium (Intelsat) arrangement, the U.S.'s limit was 52%. The proposed treaties also provide for the establishment of a secretary general and staff and, after six years, the appointment of a director general to handle operations. During this period, the U.S.'s Communications Satellite Corp. (Comsat) would continue to manage the system.

At the present time, 79 nations are members of Intelsat. Two joined last week: Mauritania and the Malagasy Republic.

OSU plans global meeting

A symposium on "Global Broadcasting: Dimensions, Problems and Promises" will be held April 23-25 at Ohio State University, Columbus, with representatives from all the continents of the world expected to attend. The symposium, organized by the university, is being held in cooperation with the As-

sociation for Professional Broadcasting Education, the Corp. for Public Broadcasting and the National Association of Educational Broadcasters.

FCB International forms joint venture in Paris

FCB International Inc., a subsidiary of Foote, Cone & Belding Communications Inc., has formed a partnership between its Paris office and Synergie Publicite, France's seventh largest advertising agency.

The new company, a 50-50 joint venture, will operate under the FCB name but will maintain a separate identity in terms of account management and creative resources.

Synergie has billings of almost \$25 million, and includes among its clients Elf Petroleum, Quaker Oats, Evian, and Gerber Baby Foods. FCB Paris clients are BOAC, ICI, International Harvester, Monsanto, Lorillard, Sunkist, Sea & Ski, Belin-Nabisco, Polyfilla and Sanya.

Abroad in brief:

MPC names Filmways ■ Metromedia Producers Corp. has appointed Filmways International Ltd. as distributor of MPC television properties outside the U.S. and Canada, it was announced last week. MPC has been handling its own overseas sales, but under the new arrangement, Ken Joseph, vice president for syndication for MPC, will coordinate sales with Manny Reiner, president of Filmways International, a subsidiary of Filmways Inc.

Compton adds another ■ Compton Advertising Inc., New York, has announced the addition of Lash-Compton Advertising, Singapore, to its world-wide network of partner agencies through a merger with Compton Australia Party Ltd. Compton now has 43 offices in 24 countries, with billings in 1970 of \$260 million.

The Compact Criterion.

Only 8½ inches wide.



We've taken the world's finest tape cartridge playback system and reduced both cost and size. Two units now fit in the space formerly occupied by one!

The Compact Criterion, developed for crowded control rooms, retains the features that made the Criterion tape cartridge system the industry standard for excellence. New features include: single-card electronics for mono or stereo units, air-damped solenoid for whisper quiet operation and optional high-speed cueing.

For complete information on the Compact Criterion playback unit, write Gates, 123 Hampshire Street, Quincy, Illinois 62301.

HARRIS
INTERTYPE
CORPORATION **GATES**
A DIVISION OF HARRIS-INTERTYPE

Phoenix broadcasters bid for earth station

Three TV-network affiliates submit application as 'prototype,' propose to spend about \$200,000

The Phoenix affiliates of the three major television networks have asked the FCC for permission to build an earth station that could receive signals from any domestic-satellite systems authorized by the commission. The affiliates, joined together with equal interests as Phoenix Satellite Corp., filed their application last week as a "prototype" to show how a group of television stations in a particular market can jointly apply for, construct and operate a receive-only earth station.

Phoenix Satellite Corp. is owned jointly by KOOL-TV, a CBS affiliate; KTVK(TV), an ABC affiliate, and KTAR-TV, an NBC affiliate, all Phoenix.

The bid, the first—and only one expected—to come from broadcasters, is "actively supported" by the television network affiliates' associations of ABC, CBS and NBC. The associations are composed of all the affiliates of the

three national commercial television networks other than those owned and operated by the networks.

Proposing to spend \$209,000, Phoenix Satellite Corp. plans to construct a single-purpose, receive-only station approximately 10 miles southwest of Phoenix to serve the nonlocal program interconnection needs of all commercial and noncommercial Phoenix-area television stations. The earth station would use a 32-foot diameter 3.7-4.2 ghz receiving antenna and would initially provide 12 satellite channels on one polarization of one satellite with the capacity being increased by single modifications.

The applicant told the commission it hoped its application would "serve as a valuable source of information for television broadcast stations throughout the country and encourage them to file similar applications for earth station facilities." The applicant cautioned,

however, that the requirements of another earth station in another market may be different and that this particular application was tailored for Phoenix-area television stations.

Phoenix Satellite said that television broadcast stations in a metropolitan area could locate receive-only earth stations at sites that are most convenient to their studio facilities; would have direct control over the receiving facilities and could tailor the earth station channel capacity and equipment configuration to their particular needs, and would have more direct and easier control of the video receiver, "switching" process from a TV licensee's studios, allowing flexibility in gaining access to the satellite channels carrying television programs from the various national, regional and specialized programming sources.

Television broadcast stations would also have greater flexibility and freedom in providing program service from diverse sources to their local communities and areas, the applicant noted, adding that such stations affiliated with commercial and noncommercial national networks would have less expensive and

Latest wrinkle in animation

Optical Systems Corp., Los Angeles, has developed an animation table which the company says can increase productivity threefold, allow television stations and networks to create their own promos and ID's, and permit advertising agencies to create moving story boards.

The table is the product of 18 months' modification of the De Joux animation process, conceived eight years ago in France by Jean De Joux. According to Mr. De Joux, the table reduces to eight the maximum number of drawings necessary to achieve full animation, with a corresponding reduction in the time required to create the piece.

Refinements of the second-generation animation table include a built-in playback system, reduction and blow-up capabilities and modifications in lamps and optics.

When the tables are offered for sale in August, the cost is expected to be approximately \$25,000. Smaller tables with only the playback system included will retail for \$15,000.

The table contains two rolls of specially treated 70mm film developed by Kodak for use in the De Joux process. One side is frosted to accept a variety

of drawing materials from pencils to felt marking pens. The other side is treated with an emulsion to permit



of drawing materials from pencils to felt marking pens. The other side is treated with an emulsion to permit color to be added. The coloring is done with inks instead of paints and is absorbed directly into the film. The film remains transparent.

Drawings are alternated between rolls of film on the table. To view the pictures in motion, as they would appear on film, the two rolls are projected through an optical system containing a polarized lens which "lap dissolves" the drawings and projects them on a small screen.

The animator can see what the finished product will look like as soon as he's through drawing. The two rolls are merely rewound and viewed through the table's playback system. Should a scene seem out of place, it can be erased and new drawings inserted. If the animator wishes to create special effects such as slowing down the pace of the action, he adjusts the playback speed of the table to as low as two drawings per second.

Geoffrey Nathanson, president of Optical Systems, said that for the first time, an animated piece can go directly from drawings to video tape without producing a film. Stations can, if they desire, roll a camera up to the playback screen and video tape their own animated station breaks, commercials or whatever, he says.

more efficient access to network programming.

Authorization of this plan would also provide a broader economic base for raising the large amounts of capital needed to construct a substantial number of such receive-only facilities, the applicant said.

Phoenix Satellite also contended that there are no economic, technical or "spectrum-management" reasons for limiting the ownership and control of receive-only earth stations to the offerers of satellite television interconnection services. "Thus, it would be unwise," the applicant said, "to start out with a policy of 'closed entry' in the ownership and control of receive-only

earth stations, when there are presently no strong reasons for adopting such a policy. There would be even less need for such a restrictive policy in the future in view of like technological developments."

Also filing this week for an earth-only station was Twin County Trans-Video Inc., for its more than 40,000 CATV subscribers in the Allentown-Bethlehem area of Pennsylvania.

At a total cost of \$154,097, Twin County's earth station would be operated in conjunction with one or more of the domestic communications-satellite systems now pending before the commission. Initially 6 channels of service would be offered, but the earth

terminal is designed and engineered to provide 24 channels, Twin County said.

Twin County is one of three CATV concerns to apply for a receive-only earth station. The others are LVO Cable Inc., Tulsa-based multiple CATV owner, which filed its application two weeks ago (BROADCASTING, April 12), and Teleprompter Corp. (BROADCASTING, March 22).

LVO wants to build five earth stations—one each at Tulsa and Oklahoma City, both Oklahoma; Boise, Idaho; Albuquerque, N.M., and Peru, Ill.—at a total cost of \$900,000. Teleprompter plans to build five earth stations for New York; Los Angeles; St. Petersburg, Fla.; Elmira, N.Y.; and Eugene, Ore.

Fates & Fortunes

Broadcast advertising

F. Glenn Verrill, executive VP and general manager, Burke Dowling Adams Inc., Atlanta, subsidiary of BBDO, elected president and board member.

Michael F. Becker, **Thayer Burch**, **Chester A. Lane** and **Roslyn M. Levenstein**, all copy supervisors, and **Vincent A. Daddiego** and **Howard J. Rieger**, art supervisors, Young & Rubicam, New York, all appointed creative supervisors.

Stephen F. Wilson, manager, media department, Needham, Harper & Steers, New York, elected VP.

Richard Ellington, account supervisor, SSC&B, New York, elected VP.

Bruce Hoenig, media supervisor, Kenyon & Eckhardt, New York, appointed to newly created position of associate director of media and network.

Lawrence Storch, network buying supervisor, BBDO, New York, joins ABC Radio there as manager of sales development.

Jerry Regina, manager, billing and compensation department, ABC, New York, appointed business manager, ABC Television Spot Sales there.

Gary B. Lieberthal, manager of market analysis, American Research Bureau, New York, joins Timebuying Services there as manager of marketing.

Raymond Childs, account executive, Tatham-Laird & Kudner, Chicago, joins Needham, Harper & Steers, Chicago, in similar capacity.

Norman A. Grant, account executive, Kenyon & Eckhardt, Chicago office, ap-

pointed media supervisor, K&E, Detroit.

Stanley Grayson, executive VP, Atwood Richards, New York, media trading, named president and general manager of media division, Pepper Tanner Inc., Memphis. Company said 72-year-old Mr. Grayson signed contract



calling for payment of \$600,000 over five-year period. Mr. Grayson, whose office will be in New York, will oversee division that is active in acquisition and trading of TV and radio time and magazine space, know more simply as barter advertising.

Charles A. Stewart, account executive and assistant radio-TV director, Kircher,

Helton & Collett, Dayton, Ohio, agency, joins Patrick Duffy Advertising, Miami, in similar capacity.

Robert M. Feldman, local sales manager, WOR-TV New York, appointed general sales manager.

Earl S. Baker, sales manager, WJAR-AM Providence, R.I., appointed to similar position with WJAR-TV there.

Jay Barrington, local sales manager, KTXL-TV Sacramento, Calif., appointed regional sales manager of station's newly opened San Francisco sales office.

James C. Warner, group sales manager, Television Advertising Representatives, New York, joins WKBS-TV Philadelphia as general sales manager.

James R. Parker, sales manager, Adam Young, Chicago, representative, appointed sales manager, KGSC-TV San Jose, Calif.

Frederick C. Delahay, media director,

BPI: changes in Chicago

Lawrence Christopher, now head of BROADCASTING's Midwest office in Chicago, will return to the magazine's Washington headquarters June 1 as a senior editor and correspondent on roving assignment. He will continue to be responsible for the magazine's Midwest coverage from the Washington base. Editorial correspondence from Midwest points should be directed to the Washington address after April 30.

David Bailey has been appointed BROADCASTING's Midwest business representative, operating out of Barrington, Ill., in suburban Chicago (telephone 312-381-3220). Mr. Bailey served previously on the magazine's sales staff

from 1964 to 1969. Mr. Christopher, who joined BROADCASTING in 1943 has been a correspondent and editor for the magazine in New York and Los Angeles as well as in Washington and Chicago.



Mr. Christopher



Mr. Bailey

McCann-Erickson, Portland, Ore., appointed general sales manager, KPAM-AM-FM there.

Lew Hunter, sales manager, KLZ-AM-FM Denver, joins WCLR(FM) Skokie, Ill., as general manager of its newly opened Chicago sales office. **Dennis McGuire**, general sales manager, WNUS-AM-FM Chicago, joins WCLR's Chicago sales office as sales manager.

Martin Greenburg, general sales manager, KXYZ-AM-FM Houston, joins WXYZ-AM-FM Detroit, in similar capacity. Stations are owned by ABC.

Calvin E. Foster, advertising and PR executive, KNOK-AM-FM Fort Worth, appointed sales manager.

Paul Howard, sales manager, WCAW-AM) Charleston, W. Va., joins WHCQ-AM) Spartanburg, S.C., in similar capacity. Both are Capitol Broadcasting stations.

Wyatt Thompson, with WGMS-FM Washington, joins WTGR-AM-FM Myrtle Beach, S.C., as general sales manager.

Goff Lebharr, general sales manager, WGMS(AM) Bethesda, Md., and WGMS-FM Washington, joins WOR-FM New York in similar capacity. All are RKO General stations.

Len Gruber, account executive, Avery-Knodel Inc., station representative, New

York, joins WNCN(FM) there as sales manager.

Media



Mr. Glaser of his resignation, it is believed Mr. McCormick crossed swords with superiors when he supported station's news staff in face of recent cutbacks.

Marshall Magee, commercial manager, WXXX(AM) Hattiesburg, Miss., named VP of licensee, Triple X Broadcasting.

John Grubbs, operations director, Storer-owned WSPD-TV Toledo, Ohio, promoted to station manager, new position.

George H. Duncan, president, Metro-media Stereo, New York, named executive VP, Metro-media Radio, New York, and will also serve as general manager, WNEW-AM) there.

Lyle E. Davis, general sales manager, KOWN-AM-FM Escondido, Calif., appointed general manager.

Sheldon Engel, community relations director, Bisbee Co., licensee, KRUX(AM) Glendale, Ariz., appointed general manager, KTKT(AM) Tucson, Ariz.

Programing



Mr. Robertson Frank Martello, VP in charge of commercial production, Leo Burnett Co., New York, joins MPO, commercial and film producers there as VP.

Duncan D. Ebersol, production assistant, ABC Sports, New York, appointed sports sales liaison manager. **Dennis Lewin**, producer, and **John Martin**, assistant to coordinating producer, ap-

Robert L. Glaser, general sales manager, WOR-TV New York, appointed general manager. He succeeds Michael McCormick who resigned "to pursue other interests." Although there was no mention of fact at time



Mr. Duncan KOWN-AM-FM Escondido, Calif., appointed general manager.

Stanley Robertson, director, motion pictures, NBC West Coast, appointed VP, motion pictures for television, supervising selection, production and scheduling for *World Premiere Movie*.

Frank Martello, VP in charge of commercial production, Leo Burnett Co., New York, joins MPO, commercial and film producers there as VP.

Duncan D. Ebersol, production assistant, ABC Sports, New York, appointed sports sales liaison manager. **Dennis Lewin**, producer, and **John Martin**, assistant to coordinating producer, ap-

Music license group adds six

Six broadcasters have been added to All-Industry Radio Music License Committee, New York. New members: **Robert L. Pratt**, VP and general manager, KGGF(AM) Coffeyville, Kan.; **Philip Spencer**, president and general manager, WCSS(AM) Amsterdam, N.Y.; **Harold R. Krelstein**, president, Plough Broadcasting, Memphis; **Donald A. Thurston**, president, WMNB-AM-FM North Adams, Mass.; **Joseph B. Somerset**, VP, Capital Cities Broadcasting, New York, and **Richard Percival**, assistant treasurer, Cowles Communica-

pointed production coordinator and program administrator, respectively.

Franta G. Herman, senior VP, Tele-video Productions, New York, elected president. He is succeeded by **Martin S. Goldman**, director-VP. **Don P. Schneider**, with Wylde Films there joins Tele-video in newly created position of VP for sales.

Charlie Smith, deputy director of national utilization, Children's Television Workshop, New York, appointed to newly created position of director of national field services.

Alan Blank, program director, WAYE-AM) Baltimore, joins WDV(FM) Pittsburgh as operations director.

News


Vic Miles, anchorman, KDKA-TV Pittsburgh, joins WCBS-TV New York as news correspondent.

Jack Simms, bureau chief, AP, Boston, appointed deputy general sports editor, AP, New York. He is succeeded by **James M. Ragsdale**, AP correspondent in charge of Charleston, W. Va., bureau. **Thomas C. Briley**, correspondent in charge, AP, Pittsburgh, succeeds Mr. Ragsdale in Charleston.

Irwin Safchik, NBC News manager, West Coast, appointed executive news

Scali, Ball join Nixon team

John Scali, diplomatic correspondent for ABC, named to White House staff as senior adviser to President Nixon. His job will be to strengthen administration's communications with public in field of foreign affairs (BROADCASTING, April 12). Mr. Scali was AP war and State Department correspondent for 17 years before joining ABC in 1961. White House News Secretary **Ronald L. Ziegler** also announced addition to his staff of **Neil Ball**, 35, former public relations executive for American Hospital Supply Corp., as deputy news secretary.





Tape Cartridge Racks

- Free standing
- Table top
- Wall mounting

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

Order direct or write for details.

BROADCAST ELECTRONICS, INC.

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

producer, KNBC(TV), NBC-owned station, Los Angeles.

Charles F. Eldridge, manager of network radio news operations, NBC, New York, appointed news manager, WMAQ-AM-FM Chicago, NBC-owned stations.

Joel Albert, news manager, WKYC-TV Cleveland, NBC station, appointed assignments manager, NBC's WRC-TV Washington.

Donald M. Ralbovsky, assignment editor, WMAR-TV Baltimore, appointed assistant news director.

Robert Trent, with news staff, WTVR-AM-FM-TV Richmond, Va., appointed news director.

Alan B. Wasser, editor, WCBS(AM) New York, appointed news director, WPAT-AM-FM Paterson, N.J.

Robb Mahr, sports and news director, KNTV(TV) San Jose, Calif., joins news staff, KSTP-AM-FM Minneapolis-St. Paul.

Bob McAllister, with WTVO-TV Rockford, Ill., joins news staff of WLW(AM) Cincinnati.

Joe DiNatale, general and commercial manager, KODY(AM) North Platte, Neb., elected president, Nebraska Associated Press Broadcasters Association.

Cecilia Pedroza, formerly with news staff, KHJ(TV) Los Angeles, joins news department, KTLA(TV) there as reporter.

Promotion

Martha L. David, supervisor of consumer relations, Burson-Marsteller, PR firm, Chicago, appointed VP, Aaron D. Cushman & Associates. PR and marketing firm, there.

Howard Liebling, publicity manager, United Artists, joins MGM, Culver City, Calif., as national publicity manager.

Equipment & engineering

Jack M. Thornell, assistant director for space systems, Collins Radio Co., electronic equipment manufacturer, Dallas, appointed program director for mobile communications and new technology, Office of Telecommunications Policy, Washington.

Robert S. Henry, with WAST(TV) Albany, N.Y., appointed chief engineer.

Charles D. Snider, engineering director, Sterling Manhattan Cable Television, New York, named VP-chief engineer.

International

Thomas P. Beaumont, European account coordinator. Young & Rubicam, Frankfurt, Germany, named VP of Y&R International.

Douglas C. Trowell, general manager. CKEY(AM) Toronto, named to added duties as president, Shoreacres Broadcasting, licensee of CKEY.

Deaths

Kenneth H. Baker, 64, executive director of Broadcast Rating Council since its formation in 1964, died April 15 in hospital near his home in Chappaqua, N.Y., of internal bleeding, complicated by pneumonia. Dr. Baker's career in broadcasting started in 1946 as NAB's director of research. He was VP of Market Research Corp. of America, 1951-56; director of market development for several West Coast stations, 1956-61; and returned to Market Research Corp. in 1961. He is survived by his wife, Jane, and two sons.

Robert M. McCoy, 57, weatherman and staff announcer, KOB-TV Albuquerque, N.M., died April 5 of heart attack in St. Joseph's hospital there. He joined KOB(AM) in 1945, moved to TV in 1948. He is survived by his wife, Moon-yeen, and two daughters.

Edward F. Evans, 69, account executive with A. C. Nielsen & Co., New York, died April 12 of heart attack. Mr. Evans had been in Nielsen media division for 15 years and had been director of research at ABC. He is survived by his wife, Elizabeth, and two sons.

ForTheRecord®

As compiled by BROADCASTING, April 7 through April 13 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

Final action

■ Ogden, Utah—FCC denied and dismissed petitions by Utah Television Corp. and Board of Education of Ogden City for reconsideration of Oct. 1970 action denying their joint rulemaking request for deletion of reserved status of ch. *9 at Ogden. Action April 8.

Action on motion

■ Chief, Office of Opinions and Review, in San Francisco (Chronicle Broadcasting Co.), TV and FM proceeding, granted motion by Albert Kihn and Blanche Streeter to extent that time for filing exceptions to initial decision released on March 1 is extended through April 30 (Doc. 18500). Action April 1.

Other actions

■ Review board in Daytona Beach, Fla., TV proceeding, granted joint motion, filed by Cowles Florida Broadcasting Inc., applicant for renewal of license of station WESH-TV Daytona Beach, and Central Florida Enterprises Inc., mutually exclusive applicant for CP for new TV at Daytona Beach, requesting extension of time until April 22 to file oppositions to their respective motions to enlarge, change or delete hearing issues (Docs. 19168-70). Action April 9.

■ Review board in Meridian, Miss., granted application of Mississippi Broadcasting Co. for six-month extension of time to construct WCOG-TV. Action April 2.

Rulemaking petition

■ KGSB-TV San Jose, Calif.—Requests amendment of rules to allocate ch. 29 to Salinas-Monterey, Calif. Ann. April 13.

Existing TV stations


Final actions

■ WESH-TV Daytona Beach, Fla.—Broadcast Bureau granted CP to install precise carrier frequency control equipment. Action April 8.

EDWIN TORNBERG & COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3164



PROFESSIONAL CARDS

JANSKY & BAILEY

Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006 296-6400
Member AFOOE

JAMES C. McNARY

Consulting Engineer
Suite 402, Park Building
6400 Goldsboro Road
Bethesda, Md. 20034
(301) 229-6600
Member AFOOE

—Established 1926—

PAUL GODLEY CO. CONSULTING ENGINEERS

Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFOOE

COHEN & DIPPELL CONSULTING ENGINEERS

Formerly GEO. C. DAVIS
527 Munsey Bldg.
783-0111
Washington, D. C. 20004
Member AFOOE

COMMERCIAL RADIO Consulting Engineers

Everett L. Dillard
Edward F. Lorentz
PRUDENTIAL BLDG.
347-1319
WASHINGTON, D. C. 20005
Member AFOOE

A. D. Ring & Associates CONSULTING RADIO ENGINEERS

1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFOOE

GAUTNEY & JONES

CONSULTING RADIO ENGINEERS
2922 Teiestar Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFOOE

LOHNES & CULVER

Consulting Engineers
1242 Munsey Building
Washington, D. C. 20004
(202) 347-8215
Member AFOOE

KEAR & KENNEDY

1302 18th St., N.W. Hudson 3-9000
WASHINGTON, D. C. 20036
Member AFOOE

A. EARL CULLUM, JR.

CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8360
Member AFOOE

SILLIMAN, MOFFET & KOWALSKI

711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFOOE

STEEL, ANDRUS & ADAIR CONSULTING ENGINEERS

2029 K Street N.W.
Washington, D. C. 20006
(202) 223-4664
(301) 827-8725
Member AFOOE

HAMMETT & EDISON

CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFOOE

JOHN B. HEFFELFINGER

9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES

Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFOOE

CARL E. SMITH CONSULTING RADIO ENGINEERS

8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFOOE

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
Member AFOOE

E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT

Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733

ROSNER TELEVISION SYSTEMS

ENGINEERS—CONTRACTORS
29 South Mall
Plainview, N.Y. 11803
(516) 694-1903

ORRIN W. TOWNER

Consulting Engineer
11008 Beech Road
Anchorage, Kentucky 40223
(502) 245-4673

MERL SAXON CONSULTING RADIO ENGINEER

622 Hoskins Street
Lufkin, Texas 75901
634-9558 632-2821

Associated Communications Consultants

WALTER J. STILES

Suite 1821, Tucson House
Tucson, Arizona 85705
(602) 792-2108
LUKE O. HODGES
(214) 351-3820

SPOT YOUR FIRM'S NAME HERE

To Be Seen by 120,000* Readers—
among them, the decision making sta-
tion owners and managers, chief engi-
neers and technicians—applicants for
am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS

AM-FM-TV
103 S. Market St.
Lee's Summit, Mo.
Phone Kansas City, Laclède 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE

SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

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

Summary of broadcasting

Compiled by FCC, March 1, 1971

	Licensed	On Air STA*	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,314 ¹	2	16	4,332 ¹	58	4,390 ¹
Commercial FM	2,179	0	32	2,211	125	2,336
Commercial TV-VHF	497	2	12	511 ²	13	524 ²
Commercial TV-UHF	167	0	18	185 ²	96	281 ^{2†}
Total commercial TV	664	2	30	696	109	805
Educational FM	436	0	12	448	47	495
Educational TV-VHF	78	0	8	86	4	90
Educational TV-UHF	102	0	9	111	16	127
Total educational TV	180	0	17	197	20	217

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Indicates four educational stations on nonreserved channels.

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

■ **WGEM-TV Quincy, Ill.** — Broadcast Bureau granted license covering utilization of former licensed main trans. as aux. trans. at main trans. location. Action April 8.

■ **WBFF(TV) Baltimore** — Broadcast Bureau granted CP to install aux. trans. at main trans. location. Action Feb. 8.

■ **WNEM-TV Bay City, Mich.** — Broadcast Bureau granted license covering utilization of presently licensed alt. main trans. as aux. trans. Action April 8.

■ **KORN-TV Mitchell, S.D.** — Broadcast Bureau granted CP to install aux. trans. at main trans. location. Action April 8.

■ **KELO-TV Sioux Falls, S.D.** — Broadcast Bureau granted license covering utilization of previously authorized trans. and ant. as aux. trans. and ant. at 4.4 miles southeast of Sioux Falls. Action April 1.

Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Covles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, ordered that any party wishing to do so may file pleading responsive to subject pleadings on or before April 15 (Docs. 19168-70). Action April 8.

Initial decision

■ Hearing Examiner Forest L. McClennig proposed in initial decision grant of applications of Wometco Enterprises Inc., Miami, for renewal of license of WTVJ(TV) Miami and subsidiary Wometco Skyway Broadcasting Co. for renewal of license of WLOS-TV Asheville, N.C. (Docs. 18185-6). Ann. April 8.

Call letter application

■ **KRAQ(TV), Grayson Television Co., Sacramento, Calif.** — Requests KXVT(TV).

Network affiliations

ABC

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

■ **WNYS-TV Syracuse, N.Y.** — W.R.G. Baker Television Corp. Contract amended Sept 25, 1970, replaces one dated Oct. 11, 1968; effective Oct. 11, 1970, to Oct. 11, 1971. First call right. Programs delivered to station. Network rate, \$795; compensation paid at 30% prime time.

CBS

■ **Formula:** Same as ABC.

■ **KVIQ-TV Eureka, Calif.** — California Northwest Broadcasting Co. Contract dated Feb. 19, effective Jan. 9, 1971, to Aug. 3, 1971. Programs delivered to station. Network rate, \$225; compensation paid at 30% prime time.

■ **WTVM(TV) Columbus, Ga.** — Martin Theatres of Georgia Inc. Contract dated Feb. 24, effective Sept 13, 1970, to Aug. 31, 1971. Programs delivered to station. Network rate, \$850; compensation paid at 30% prime time.

■ **WTWV(TV) Evansville, Ind.** — Evansville Television Inc. Contract dated Feb. 19, effective Jan. 21,

1971, to Aug. 31, 1971. Programs delivered to station. Network rate, \$950; compensation paid at 30% prime time.

■ **WBLG-TV Lexington, Ky.** — WBLG-TV Inc. Contract dated Feb. 22, effective Dec. 31, 1970, to Aug. 31, 1971. Programs delivered to station. Network rate, \$400; compensation paid at 30% prime time.

New AM stations

Final action

■ **Bismarck, N.D. - Ada, Minn.** — FCC granted approved agreement by KBMR Radio Inc., Bismarck, and Henry G. Tweten, Ada, for approval of KBMR's proposed change in facilities and dismissal of Mr. Tweten's application. Action April 8.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, set certain procedural dates; ordered hearing to convene on June 17 (Docs. 18856, 18858). Action April 5.

■ Hearing Examiner Millard F. French in Williamsburg, Va. (Virginia Broadcasters et al.), AM proceeding, scheduled hearing conference for April 15 (Docs. 17605-6, 18375). Action April 8.

■ Chief Hearing Examiner Arthur A. Gladstone in Stirling and Freehold, both New Jersey (K & M Broadcasters Inc. and Molly Pitcher Broadcasting Co. Inc.), AM proceeding, continued hearing from May 24 to June 7 (Docs. 18292, 18593). Action April 5.

■ Hearing Examiner Isadore A. Honig in Humboldt, Tenn. (Communications Associates Inc.), AM proceeding, scheduled further prehearing conference for June 9 and hearing for July 13 (Doc. 18987). Action April 6.

■ Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma (Creek County Broadcasting Co. et al.), AM proceeding, on petition of Broadcast Bureau, extended to April 13 time to file responses to March 25 supplement to November petition by T. M. Raburn Jr. (tr/as Creek County Broadcasting Co.) for dismissal of his application (Docs. 13341-2, 13344). Action April 6.

■ Hearing Examiner Ernest Nash in Broadway-Timberville and Charlottesville, both Virginia (Massanutten Broadcasting Co. and Charlottesville-Albermarle Broadcasters Inc.), AM proceeding, granted petition by Massanutten for leave to amend its application to bring its financial data up to date; scheduled further prehearing conference for April 14 (Docs. 18903-4). Action April 8.

■ Hearing Examiner Chester F. Naumowicz Jr. in Flora, Ill. (Virginia Broadcasting Corp.), AM proceeding, granted request of applicant and reopened record; identified proffered exhibits as Virginia Broadcasting Corp. exhibit 1A and stipulation No. 1, and received them into evidence; closed record (Doc. 19025). Action April 8.

■ Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc. et al.), AM and FM proceeding, scheduled further prehearing conference for April 14 (Docs. 19122-5). Action April 8.

■ Hearing Examiner Chester F. Naumowicz Jr. in Livingston and Pikesville, both Tennessee (Sound Inc. of Livingston, Tenn., and Pikesville Broadcasting Co.), AM proceeding, granted request of Sound Inc. of Livingston, Tenn., and dismissed its application without prejudice; dismissed motion of Pikesville Broadcasting Co. as moot and ordered that Pikesville Broadcasting Co. shall file affidavit as to whether Sound dismissal was product of any agreement between parties (Docs. 19145-6). Action April 6.

■ Hearing Examiner Basil P. Cooper in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.), AM proceeding, granted petition by Clanton Broadcasting Corp. in part, and dismissed its application with prejudice (Docs. 18782-3). Action April 1.

tion Broadcasting Corp. in part, and dismissed its application with prejudice (Docs. 18782-3). Action April 1.

Other actions

■ Review board in Alexander City, Ala., AM proceeding, denied petition by Broadcast Bureau seeking air hazard issue against Martin Lake Broadcasting Co., applicant for new AM at Alexander City (Docs. 18782-3). Action April 6.

■ Review board in Brush, Colorado Springs and Boulder, all Colorado, AM proceeding, granted motion by Pettit Broadcasting Co. for extension of time to April 21 to file responsive pleadings to petition to enlarge issues filed on March 25 by Brocade Broadcasting Co. (Docs. 19157-9). Action April 5.

■ Review board in Warsaw, N.Y., granted application of John B. Weeks for AM CP to operate D on 1140 khz with 1 kw-DA at Warsaw. Mutually exclusive applications of What The Bible Says Inc. for Henrietta, and Oxbow Broadcasting Corp. for Geneseo, both New York, were denied. (Doc. 17571-3). Ann. April 7.

■ Review board in Chattanooga, AM proceeding, denied petition by Jay Sadow, licensee of WRIP Chattanooga, to enlarge issues to inquire into qualifications of Rock City Broadcasting Inc. (Docs. 18901-2). Action April 12.

Call letter actions

■ **Big Country Radio Inc., Fairbanks, Alaska** — Granted K1AK.

■ **Wabash Radio Inc., Wabash, Ind.** — Granted WAYT.

Existing AM stations

Final actions

■ **WCMP Pine City, Minn.** — Complaints and Compliance Division Chief William E. Ray informed WCMP Broadcasting Co., licensee, that although remarks broadcast by Gerald Robbin, licensee's president and general manager, concerning incumbent sheriff's handling of budget, were not presented in form of station editorial, they were made four days before recent election and "fairness dictates that special care should have been taken to insure that a reasonable opportunity was afforded." (Continued on page 62)

REK-O-KUT
S-320
TONE ARM

THE STANDARD
OF COMPARISON

PRICE
\$49.95

REK-O-KUT COMPANY, INC.
1568 NORTH SIERRA VISTA, FRESNO,
CALIF. 93703 • Phone: (209) 251-4213
A Subsidiary of CCA
CCA ELECTRONICS CORP.
716 JERSEY AVE., GLOUCESTER CITY,
N. J. 08030 • Phone: (609) 456-1716

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum.

All other classifications 35¢ per word—\$4.00 minimum. Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. No charge for blind box number. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

Experienced sales manager, who will personally solicit new accounts, and service and who can effectively direct the sales effort of sales staff. Salary, bonus, benefits. Send resume, photo and references. Box C-246, BROADCASTING.

Minnesota network fulltime station needs selling manager. AM station located city under 10,000 prosperous rural area. Good salary plus share profits for take-charge manager with proven sales record. Send resume to Box D-84, BROADCASTING.

Illinois daytime radio station in good location wants a #2 man. This man is some one that is ready for responsibility. This person must be able to manage people, sell and have a first-phone. This position is above average, good pay and override on station's gross. Send resume to Box D-151, BROADCASTING.

Family type Canadian. TV—AM-FM operation, in med. size market seeking several executives who are mature, with know how in all areas of TV & radio who understand the profit motive but also appreciate and understand it's integrity that counts . . . following positions open: Asst. General manager TV & radio, Asst. sales manager TV, Asst. sales manager radio, Asst. manager radio, trouble shooter for complete chain. Apply Box D-196, BROADCASTING.

Sales

Join our sales staff. We're enthusiastic, ambitious, and successful. Requires successful track record or will consider training experienced announcer who wants to move up to sales. Midwest city under 40,000. Resume, photo. Box C-11, BROADCASTING.

Salesman-announcer. Young single station, small market, southern Virginia. Corporation managed by majority owner. Experienced, productive salesman-announcer can be second largest stockholder with no cash down and guaranteed return. Salary, commission and expenses. Box C-347, BROADCASTING.

Immediate opening, AM-FM in top 40 market. Send resume, Box D-15, BROADCASTING.

Texas coast #1 FM needs hard working, growth-minded salesman. Must have experience, high personal standards, drive to outsell everyone, ethically, in competitive 13 station market. Resume, photo. Box D-172, BROADCASTING.

Salesman: If you're a top producer yet legitimately dissatisfied with your station, market or management—we have a top list backed by top facilities—AM/FM stereo, pleasant living in medium size southeast market. Excellent first year potential. Your efforts are always backed with top promotion. Send resume to Box D-204, BROADCASTING.

Combo sales—announcer. Prefer 2 to 5 years experience announcing or sales. 315-363-6050. Mrs. Warren.

Radio rep salesmen. Young, aggressive, research minded, for new radio rep firm. Must have agency, rep, or local radio experience. Write Better Music Radio Reps, Inc., 45 East 51st Street, N.Y.C. 10022.

Announcers

Opportunity for MOR station morning personality in pleasant 100,000 college market. Must be experienced. Box D-24, BROADCASTING.

Immediate permanent opening in southeastern New York. Experience essential. Salary open. Equal opportunity employer. Box D-164, BROADCASTING.

New building. New equipment needs new MOR experienced disc jockey. WPAZ, Potstow, Pa., The Great Scott headquarters station. Write Box D-171, BROADCASTING.

Mature DJ who understands bright MOR operation. Quality personality station in important Florida market. All details first letter with tape and resume. Box D-174, BROADCASTING.

First phone . . . growing Florida group . . . needs seasoned relaxed, easy-going pro for AM or PM drive . . . must create mature audience sound . . . top pay, benefits, combo chief/announcer preferable . . . greatest living area . . . tape, resume, snapshot, Box D-184, BROADCASTING.

Announcers continued

Professional needed for morning drive shift on southeast gulf coast full time modern country station. Must have happy mature approach. Strong production necessary. Send tape and resume to program director. Box D-185, BROADCASTING.

We are looking for a creative production/personality combination for outstanding Michigan MOR station. Ability to produce award winning spots and audience grabbing air-shift essential. Pros only. Excellent salary, benefits and working conditions. Tape and resume to . . . Box D-186, BROADCASTING.

WNVY, Pensacola, Florida is looking for a strong announcer. 24 hour modern country with contemporary announcer approach. Send tape, resume and salary requirements to Mike Wingfield, Box 8098, Zip 32505.

Combo sales—announcer. Prefer 2 to 5 years experience announcing or sales. 315-363-6050. Mrs. Warren.

Technical

Chief engineer needed who knows AM directional, FM stereo, microwave for established AM, new FM. Send resume to Box B-46, BROADCASTING.

Class IV station in Missouri with excellent facilities and high standards is looking for the same in a chief engineer. Excellent pay. Outstanding opportunity. Reply to Box D-9, BROADCASTING.

Chief engineer—asst. general manager . . . need experienced chief engineer ready to assume administrative responsibilities concerned with overall operation. Must be responsible, take-charge kind of guy. 1kw non-directional daytimer with all new studios and equipment including new transmitter. Christian staff and programming. Midwest major market, top pay, permanent job, good working conditions and hours. Immediate opening. Box D-160, BROADCASTING.

Wanted—engineer to live in comfortable 2 bdrm. air/cond. apt. at transmitter site. Ability to perform light daily maint. required. Box D-181, BROADCASTING.

Don needs help. KDTH, Dubuque, Iowa is looking for an experienced studio and transmitter maintenance technician for combination AM, FM-Stereo and RCC. We need an engineer who wants to do engineering. Write or call, Don Abitz, KDTH, Dubuque, Iowa, 319-588-5700.

Have early opening for experienced reliable chief engineer at established successful 5kw daytimer with finest facilities and equipment. Top pay and added benefits for man who can maintain transmitter and studio equipment and handle a moderate easy paced board shift. Family man preferred for this permanent position in a rural trade center where family living is pleasant. References checked, so prima donnas, drifters and trouble-makers need not apply. Others send photo, personal details, references and employment resumes to Al Clar, KWYR, Winner, S.D. 57580. Also opening for announcer-first class with interest in engineering.

Chief engineer, WJPS, Evansville, Indiana needed immediately. Experience in proofs, maintenance, rule and reg necessity. Top money, benefits. Call 812-425-2221.

News

Sportsman . . . to fill number two spot in combined radio-TV department in a top midwestern operation. Must have good on-air capability and be able to shoot and edit film. Send tape and resume to Box D-193, BROADCASTING.

Major Ohio market has excellent opportunity for an experienced newsmen, or one with potential, in a heavy news operation. Call Paul Burke 513-224-1137.

Programing, Production, Others

Continuity director handle all commercial copy and production writing for midwest medium market network affiliate. Excellent benefits including pension plan after 3 years. 6,000 to 6,500 annual starting salary. Send resume and sample copy. Box D-141, BROADCASTING.

Programing, Production,

Others continued

Wanted: Experienced copy-writer/production for WGSA-WIOV, Lancaster County, Pennsylvania. Must have good voice. EOE. Write for preliminary copy-writer test to WGSA, Ephrata, Pa. 17522.

Situations Wanted Management

Dynamic, hard-hitting, profit-minded, result-oriented, complete-charge station manager seeks challenging, rewarding situation. Box D-59, BROADCASTING.

Manager/engineer. Sixteen years in management, sales, production, programming, news, all formats. Resume tells it all. Box D-124, BROADCASTING.

Don't waste our time if all you are after is a street salesman with a title. I am a general manager, a sales manager, and a good personal salesman, in that order. Box D-126, BROADCASTING.

General or general sales manager. Outstanding record of professional competence—all areas. Creative, ethical, hard-nosed. Major market. \$30,000 plus. Box D-198, BROADCASTING.

Sales

Experienced, self starter, ambitious, 26. Available May. Prefer medium market in Ohio or Cape Cod. Box D-70, BROADCASTING.

Seasoned sales representative open to offer! Experienced in FM, UHF, VHF! Presently AM sales manager. Box D-129, BROADCASTING.

Announcers

Don't pass up this chance. MOR-play-by-play, phone talk 100, bright, alive, 28, married, 3rd. Write Box C-363, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box D-8, BROADCASTING.

First phone ten year pro. Married, contemporary, country, employed . . . \$175 weekly . . . less if moving expense considered. Call (518) 561-1684. Box D-13, BROADCASTING.

DJ—copy—production, experienced, third, college, good voice . . . Box D-50, BROADCASTING.

Michigan . . . surrounding area, disc jockey, copy, production, 1-313-881-9348. Box D-51, BROADCASTING.

Experienced beginner. Twenty-one, mature, undratable. Announcing, news, production. Box D-63, BROADCASTING.

Female DJ, versatile, dependable, with 3rd endorsement, good commercials and news, will relocate. Box D-71, BROADCASTING.

First phone, college grad with over 2 years in rock, MOR, country. Some TV experience. Excellent production, writing, and news. Married, 27, will travel anywhere. Box D-113, BROADCASTING.

Available immediately, recent graduate Don Martin School of Radio & TV. Have 1st phone, can run tight board, handle any format, news, sports, etc. Like sales & promo's. Mature and willing. Go anywhere for situation with potential. Call collect 213-657-5886 or write Box D-127, BROADCASTING.

MOR—Top 40 jock with warmth and humor ready for MOR. Box D-145, BROADCASTING.

Big voiced air personality, desires medium or large Western market. 9 years experience, some play-by-play, B.A. degree, 1st phone, military complete, married, excellent references, prefer BMOR format, pro wages only, tape & resume on request. Available June 18. Box D-150, BROADCASTING.

Black and where it's at, 1st phone, some college, presently working, prefer mid-Atlantic area. Will consider others. Pop & R&B. Box D-157, BROADCASTING.

Disc jockey—newscaster—salesman—dependable—experienced—creative—tight board—third endorsed—authoritative news—aggressive salesman—will locate anywhere in U.S. Box D-158, BROADCASTING.

Announcers continued

Flexible and progressive situation wanted, by young professional, 1½ years at major market suburban F.M. 2½ years college, third phone. Box D-159, BROADCASTING.

MOR, first, experience in major market. Will relocate. Write Box D-163, BROADCASTING, or call (714) 479-9826 after 5.

Soul jock, 3rd endorsed, worked WTLC, Indiana, WWRL, N.Y. Box D-165, BROADCASTING.

Anybody can cue a record—I can do more. Young pro, experienced, first phone, copy, production. Box D-166, BROADCASTING.

Compare everyone else's claims with my facts: At 22, seven years all radio formats, TV booth, free lance voice-over. Bachelor's in radio-TV. 1st phone. Will do MOR, easy listening, booth, for thoughtful management at clean, equipped facility in culturally-oriented community for not less than 12M. Box D-167, BROADCASTING.

College grad., broadcast major, third endorsed, seeks first job in commercial radio. Personality to suit format; follow orders. Tight board. Into oldies, and thoroughly know rock, MOR. Box D-173, BROADCASTING.

Sincere warm announcer, family man. Want to settle. Box D-176, BROADCASTING.

C/W jock prefers southeast. Third endorsed. 1½ years experience. Basic electronics training. Age 24. Married with family. Box D-177, BROADCASTING.

Graduate—college and broadcast school. Third endorsed. 1 live MOR & top 40. Writing ability; hard worker. Box D-179, BROADCASTING.

Now, needing first time on any station. Announcer, 3rd class, endorsed, broadcasting school grad. Anywhere, however, prefer central Indiana area. Box D-187, BROADCASTING.

Another wanting to advance with professional organization. Experienced in small to medium metro market, announcer with heavy voice, production, copy, traffic, sales, have college, family and best references. Available in south June. C&W or MOR format. Box D-188, BROADCASTING.

San Bernardino, Riverside, Orange, Los Angeles counties . . . first phone, experienced country, contemporary, MOR. Box D-191, BROADCASTING.

Young adult personality with six years contemporary music experience. Good voice, production and news. Available now! Box D-203, BROADCASTING.

Young married man with college. Radio experience, 3rd ticket, and W.W.R.L. Styled personality, seeks position on soul station. Marvin Cushion, 511 Station Rd., Bellport, N.Y. 11713.

1st class ticket announcer needs break. Some experience. Marv Patton, 2217 E. 2nd, Spokane, Washington 99202.

Modern country PD, operations manager, announcer. Dedicated, pro delivery, good news. First phone, 8 years experience all phases, good references, age 30. Bill Brink, 916 South Cole, Boise, Idaho. (208) 375-9376.

Heavy production & editing, tight board. University graduate, broadcast major. 2½ years announcing MOR, classical, jazz & blues. 3rd endorsed, draft exempt, 23 years old & engaged. Tape available. Elliott Fox, 202 W. Mulberry, Normal, Illinois 61761. 309-452-6926.

Give me a chance. I'll give you my best. Broadcast school graduate needs first job. 21 July 8th, stable, draft exempt, 3rd endorsed, tight board. Wants position MOR. Prefer East Coast, but will relocate anywhere for opportunity. Write or phone collect for resume, tape and photo. Darrell Clark, 6314 Cheri Lynne, Dayton, Ohio 45415. (513) 890-4352.

Young announcer wants a break in radio, 3rd endorsed, run tight board. Can do top 40, MOR and R&B. Contact Anthony Jenkins 215-476-1429.

Let me present rock creativity. Have 3rd phone, degree and experience in college studio. Will go anywhere. Call (212) EV 5-5790.

Announcer, DJ, Black, mature, 3rd class some exp., radio graduate. Nate Johnson, 55 Omega Pl., Pittsburgh, Pa. 15206.

First phone—ambitious, hard worker—3 years experience—solid announcing—play-by-play sales—prefer southeastern Wis. Phone 414-387-3895.

First phone endorsed. Young, ready to go. Was working part time, need full time to settle down. Rick Schirtzinger, 411 Neal Ave., Dayton, Ohio 45405.

Announcers continued

Four years in college radio, looking for first commercial job. Jack of all trades: announcing, news, copy writing, selling. Have third; willing to work eight days a week. Resume and tape by request. T. Pollack, 53 N. Washington St., Tarrytown, N.Y. 10591.

Dynamite first phone soul jock. 9 years experience. Will relocate. Darryl Eversole, 5819 Bowcraft #1 Los Angeles, 90016. Phone 213-731-7690.

First phone, four years experience: News, jock, production engineer. 21, draft exempt. Seeks summer replacement or permanent position as production engineer or jock. Jim Pastrick, 12 Marycrest Lane, Buffalo, N.Y. 14224/825-2734.

Technical

First phone experienced all phases wants assistant or chief in New England. Married. Employer knows ad. Box D-3, BROADCASTING.

First phone. Radio, television transmitter experience. Go anywhere. Competent, reliable. Box D-190, BROADCASTING.

1st, tech school, married. Experienced other broadcast areas. Carolina area, June. 1716 Home, Harrisville, S.C.

Experienced 1st phone to 50 KW. Good audio. Resume available. Ken MacGregor, 106 Cowan Drive, Mason, Ohio 45040.

News

Experienced married newsmen New England position as director of newsmen. Employer knows ad. Box D-2, BROADCASTING.

Well educated recent college graduate currently morning man/sales desires news position with aggressive midwest station, for immediate employment. Best references. Box D-98, BROADCASTING.

Newsmen/announcer with 7 years experience in non-commercial FM, 4 years news. Desires position with commercial station. Third ticket. Expect to graduate from college in May with B.A. in political science. Will go anywhere. Box D-108, BROADCASTING.

Radio-TV newsmen/news director. 16 years broadcast experience. Prefer southeast/southwest. Write Box D-109, BROADCASTING.

Want in-depth news? Broadcast journalism instructor, midwestern university, seeks media job (news and/or management). Must be station committed to news. Experience: military journalism, educational radio and TV, third phone. Education: 50 hours above masters. Young and aggressive, married, minimum salary: \$9,000. Box D-146, BROADCASTING.

Ready to move out of small market station. One year experience in sports and news. Increased sports dept. three fold. PBP football and baseball. Prefer midwest, listen to any offer. Available June or August. Third endorsed. Box D-155, BROADCASTING.

News director looking for challenge. Let me take your pretty good news department and make it a great news department. Radio or TV. My competitors know my credentials. Let me show them to you. Top 30 markets only. Box D-175, BROADCASTING.

Newsman available July 1. College degree, draft exempt, play-by-play experience. Sales experience with major equipment manufacturer. Relocate anywhere. Box D-195, BROADCASTING.

Programing, Production, Others

Versatile. Six years top 40 jock, five as AM-FM stereo chief, two as successful medium market PD. Currently employed, but looking for growth opportunity. Prefer combination CE/programming position, New England. Pleasant atmosphere, money important. Excellent references. College. Will consider straight CE or programming position. Resume and tape on request. Not cheap but well worth the money. Box D-87, BROADCASTING.

Mature family man, 42, dependable, disciplined. Not a fuddy-duddy. Only hang-up is honesty. Many years successful business and 4 years small market announcing, production, copywriting, traffic and sales. Seeks challenge as PD country or good music station. Prefer personal interview. Box D-169, BROADCASTING.

Experienced personality communicates with sincerity, intelligence, good voice, creativeness and happiness. Good on production interviews and call-in shows. Married, B.S. degree, first phone. Box D-178, BROADCASTING.

1st phone 5 years. B.A. degree in radio/journalism. Want PD job in June. Howie Thayer, Box 373, LaMoille, Ill. (815) 638-2083.

Programing, Production,

Others continued

Program-production director, announcer. Veteran pro with proven successful modern MOR—adult format. P.O. Box 733, Palm City, Florida.

See Technical. 1st, Hartsville.

TELEVISION

Help Wanted Management

Wanted CATV system manager. For position in system management, programing and promotion for fast-growing system in the Midwest. Salary commensurate with experience. Send resume and salary requirements to: Box D-161, BROADCASTING.

Sales

Sales/station manager wanted to travel and do sales and sales service for America's leading children's live and syndicated television program. Adding one east coast and one west coast sales service manager immediately. Salary plus incentive and expenses paid. Please send resume and indicate availability. Box D-170, BROADCASTING.

Announcers

TV announcer—young, aggressive, experienced in all phases on-camera work. Good opportunity to locate in southwest. Send resume to Box 3002, Tulsa, Okla. 74101.

Technical

Transmitter and/or studio engineer who can perform maintenance trouble shooting and complete repairs on any one of the following: UHF (water cooled) TV transmitter, microwave systems, or color studio equipment. First class license required. Call 304-485-4588 or write C. E. Hunter, Chief Engineer, WTAP TV, Parkersburg, W. Va. Include references, experience, and salary requirements in first letter.

News

KCMT-TV, Alexandria, Minn. will entertain inquiries for television news director, thoroughly experienced in filming, writing, with good judgment and air ability. Send resume, tape/film and salary needs to Glenn Flint, KCMT-TV, 720 Hawthorne, Alexandria, Mn. 56308.

Two strong personalities. For imaginative new news shows in top 70 market. Host/journalist, 30 or older, well-informed, aggressive, inquisitive, tenacious interviewer, experienced newsmen. Weatherman must add brightness, humor, premium on versatility. Send resume, VTR, if available to T. Torinus/WLUK-TV/Green Bay, Wis.

Programing, Production, Others

Media research analyst—intimate knowledge of local market TV audience data required. Please send resume with salary requirements. Box D-206, BROADCASTING.

Traffic manager or assistant. Capital city network affiliate station needs person to handle traffic department. Experience necessary. Good salary and company benefits. Call program manager. Area code 217—528-0465.

Television

Situations Wanted Management

Operations manager—15 years professional experience in all phases of TV. Strong in programing/production. Proven administrative leadership. Box C-279, BROADCASTING.

Production manager, experienced in total station operation. Good background in commercial work and sports. MA degree, all experience in a top five market. Top references. Box D-168, BROADCASTING.

Announcers

Experienced announcer personable, good on camera appearance with major market background. Box D-148, BROADCASTING.

Technical

Switcher, first, studio-operations, transmitter, B.A. anywhere. 315—478-8896. Box D-97, BROADCASTING.

Experienced engineering supervisor of studio operations and maintenance, desires position at quality operation with future management opportunity. Prefer southeast, Virginia to Texas, but will consider every position with potential. Box D-102, BROADCASTING.

Instructions continued

"1971 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348-R, San Francisco 94126.

Zero to first phone in 5 weeks. R.E.I.'s classes begin April 19, May 24 and June 28, tuition \$395. Room \$15-\$20 per week, call or write R.E.I. We try harder. We are number two.

R.E.I., 1336 Main St., Sarasota, Fla. 33577. Call "the Pope" (813) 955-6922.

R.E.I., 3123 Gillham Rd., Kansas City, Mo., 64109. Call Joe (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Va. 22401. Call Ray (703) 373-1441.

R.E.I., 625 E. Colorado St., Glendale, Cal., 91205. Call Stan (213) 244-6777.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

Why pay more? American Institute of Radio offers you a 1st phone license in 3-5 weeks, with new classes starting every third Monday. Tuition—\$333. Complete daily course. Write or call for class schedule. 2622 Old Lebanon Rd., Nashville, Tenn. 37214, 615-889-0469 or 889-2480.

F.C.C. type exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd and 1st phone exams. 3rd class \$7.00, 2nd class \$12.00, 1st class \$16.00. Broadcast endorsement \$5.00, complete package \$25.00. Due to demand, allow 3 weeks for mailing. Research Company, Box 22141, Tampa, Florida 33622.

F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st class in 6 weeks. Established 1943. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606.

See our display ad under instruction on this page. Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO 2-3281.

Radio

Help Wanted

Management

Full time station in small Florida market looking for sales oriented manager. Minority ownership with management contract and option to buy rest available.

Box D-189, BROADCASTING

Florida G.M.

Experienced General Manager or Sales Manager needed for G.M. position with top-rated full-timer in Florida market of 350,000. Salary \$30,000 to \$35,000 plus incentive for young, aggressive, motivated executive. All replies confidential. Send resume to

Box D-200, BROADCASTING

Sales

NEW YORK

Leading New York City radio station needs hard-hitting, young salesman. First year earnings approximately \$30,000. Candidates considered from small and medium size markets. Send resume to

Box D-201, BROADCASTING

Confidential

Sales continued

SALESMEN FULL OR PART TIME

Sell customized production commercials to sponsors in your area.

Box D-202, BROADCASTING

Situations Wanted

Management

General Manager of WJAX AM/FM Jacksonville, Florida

Seeks new opportunity in major market.

Contact Jack Strickland, WJAX Radio
Box 1740, Jacksonville, Florida

If you are a station owner or group owner and looking for a highly qualified general manager, I can prove with FACTS that I am the one you are looking for. Highly successful in sales, programming, public service . . . outstanding knowledge of agencies and representatives and well acquainted with leaders in our industry. My interest depends upon: ownership policies, condition of station and location. Might consider media department of agency or a station in a foreign country, depending on location. I am no floater. One position for 25 years. Many character references. I do not come cheap, but I am not unreasonable. It is not compulsory that I make a move but believe it beneficial to all concerned. Personal interview possible at your expense . . . please give all facts in first letter. Write

Box D-205, BROADCASTING

Announcers

Guaranteed UNIQUE

Have created something SPECIAL; Something DIFFERENT; YES DIFFERENT! Warm, Sincere Communicator. Quality Voice. Must be good music or easy listening with wave makers! Much research. Shows strong potential. A Professional with a quality product.

Box C-337, BROADCASTING

10 YRS. IN MUSIC BIZ

Experienced in all phases of music industry. Young, creative pro wants settle in radio. Not a drifter. Trained announcer with 3rd wants to work, \$ secondary.

Call Ian Moss (213) 888-1043

TELEVISION

Help Wanted

Management

CONSULTANT

Executive "search" is an expanding, exciting field and our nationally known firm can offer an excellent opportunity to a mature television or radio executive interested in our Broadcast Division. Position involves considerable contact with top corporate officers both in soliciting new clients and in "searching" for qualified executives. Liberal commission arrangement enables earnings between \$35,000 to \$50,000 per year. Limited travel and choice of either New York or Chicago base. Send resume to

Box D-199, BROADCASTING

TELEVISION

Help Wanted Announcers

TV ANNOUNCER

Are you ready to make the right move? WLWD, Avco Broadcasting Corporation in Dayton, Ohio is seeking an experienced well rounded announcer, capable of performing various assignments on a top-notch announcing staff. If you have at least two years experience in television and enjoy a demanding position, send video tape and resume to:

Don Prijatel, 4950 Avco Drive
Dayton, Ohio 45401

An Equal Opportunity Employer M/F

Instruction

F.C.C. 1st PHONE in five weeks

F inest Instructors

• With years of practical experience

I ntensive Methods

• Visual aids & Films

R easonable Costs

• One charge to successful completion

S elected Accommodations

• Student rates at best Hollywood Hotels

T op Results

• All of our students earn their firsts

(Approved for Veteran training)
(Low interest Bank financing available)

LEARN

at the Nation's oldest
and most respected

School of Broadcast Training

DON MARTIN SCHOOL OF RADIO & TV
(established 1937)

NEXT INTENSIVE THEORY CLASS
starts

June 21, 1971

for additional information call or write
DON MARTIN SCHOOL OF RADIO & TV
1653 No. Cherokee, Hollywood, Cal.
HO 2-3281

Miscellaneous

WHERE — is the proper programing?
— the sound that sells?
— the right format?

20+ yrs. know-how! Guaranteed results!
For consulting info, write:

Box D-182, BROADCASTING

Miscellaneous

continued

BUDGET JINGLES

For retail advertisers. Like an extra sales tool to lock up direct retail advertisers? We produce the finest quality custom jingles at half the price. Plus . . . they're COMMISSIONABLE to stations or agencies.

Carry our 7-minute demo tape with you on sales call . . . and watch your billing soar!

Send for demo tape NOW!

Sound Advertising Productions
2714 Fairmount, Dallas, Texas 75201
(214) 747-2945

Employment Services

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Wanted To Buy Stations

Experienced broadcaster of many years wishes to buy small market radio station. Will move, settle and operate. Replies confidential. No brokers, please.

Box D-107, BROADCASTING

We have a buyer for your . . .

AM station

FM station

TV station

Weekly newspaper

Media Broker Department
Polin-Turchan Realty
970 Foothill Boulevard
San Luis Obispo, California

FOR SALE Stations

STATIONS FOR SALE

1. UPPER MIDWEST. Exclusive. Full time. \$150,000. Terms possible.
2. SOUTHWEST. Profitable AM-FM. Includes real estate. \$325,000. Terms. Negotiable.
3. CALIFORNIA. High power regional fulltimer. \$600,000. Terms.
4. PACIFIC NORTHWEST. Daytime. Exclusive. \$15,000 down.

Jack L. Stoll
and ASSOCIATES

6430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213-484-7279

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

FOR SALE

Maryland AM Station
Good Frequency
Unlimited License
No Brokers
Box D-197, BROADCASTING

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20006
1801 Ave. of the Stars 1725 Eye St., N.W.
Century City, Suite 501 Suite 714
213/277-1567 202/223-1553

TELEVISION

In Operation in North Louisiana

\$100,000 down will handle and owner will finance balance on good terms.
Write:

Box C-328, BROADCASTING

West	small	profitable	50M	Nego	Penn.	small	FM	50M	15M
N.Y.	single	fulltime	550M	29%	Texas	small	daytime	48M	29%
Ala.	medium	profitable	120M	28%	East	medium	fulltime	625M	35%
Mass.	metro	daytime	525M	29%	N.C.	medium	fulltime	225M	29%
South	metro	fulltime	325M	CASH	Midwest	suburban	daytime	200M	50M



CHAPMAN ASSOCIATES
media brokerage service®

ATLANTA • CHICAGO • DALLAS • DETROIT • NEW YORK • SAN DIEGO
Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

(Continued from page 57)

forded to a spokesman for the opposing viewpoint to respond before the election took place." Ann. April 13.

■ WRMA Montgomery, Ala.—FCC granted application by WRMA Broadcasting Inc. to change WRMA to unlimited time. Action April 8.

■ WJIZ Albany, Ga.—FCC granted request by James S. Rivers Inc., licensee, for waiver of rules (stations at spacings below minimum separation) and its application to change trans. site and facilities. Action April 8.

■ WRNG North Atlanta—FCC denied Charles Smithgall, licensee and former licensee of WGGG Gainesville, Ga., tax certificate. Action April 8.

■ WFDR Manchester, Ga.—Broadcast Bureau granted mod. of license covering change of studio location to 82 Southwest Main Street. Manchester; and operate by remote control. Action March 26.

■ WXCL Peoria, Ill.—Broadcast Bureau granted license covering alt.-main trans. Action April 9.

■ WSAC Fort Knox, Ky.—Broadcast Bureau granted CP to increased tower height; condition. Action April 8.

■ WIID Garden City, Mich.—FCC denied request by Robert G. Wright for issuance of tax certificate under Internal Revenue Code to principals of WTAK Inc. (former licensee of WTAK, now WIID). Action April 8.

■ WUFN(FM) Albion and WUNN Mason, both Michigan—Broadcast Bureau granted mod. of license covering change in corporate name to Family Life Broadcasting System; WUFN(FM) Albion, Mich. Granted mod. of CP to change name of permittee to Family Life Broadcasting System. Action March 11.

■ KOJM Havre, Mont.—Broadcast Bureau granted CP to change ant.-trans. location to approximately 2 miles north-northeast of Havre. Action April 1.

■ WHEC Rochester, N.Y.—Broadcast Bureau granted CP to specify additional MEQV's on N directional pattern. Action March 30.

Actions on motions

■ Chief, Broadcast Bureau, granted request by Radio Morris, licensee of WRMI Morris, Ill., and extended through May 13 time to file comments and through May 24 time to file reply comments in amendment of FM table of assignments (West Allis, Berlin, Hartford, Neenah-Menasha, Shawano, Watertown and Waupun, all Wisconsin, and Escanaba, Mich., et al.) (Doc. 19161). Action April 8.

■ Hearing Examiner Ernest Nash in Greensburg, Pa. (WHJB Inc. [WHJB]), AM proceeding, granted request by Broadcast Bureau and extended to April 26 time to file proposed findings of fact and conclusions of law and to May 5 time to file reply findings (Doc. 18868). Action April 5.

Other action

■ Review board in Indianapolis, AM proceeding, granted motion by Star Stations of Indiana Inc. to add program issue in hearing on license renewal applications of Star AM and FM stations to Indianapolis, Omaha, and Vancouver, Wash. (Docs. 19122-5). Action April 5.

Fines

■ WKYX Paducah, Ky.—FCC notified Kicks of Kentucky Inc., licensee, that it has incurred apparent liability for forfeiture of \$1,000 for failure to observe provisions of station license by not reducing daytime power at sunset.

■ WKSP Kingstree, S.C.—FCC notified Williamsburg County Broadcasting Inc., licensee, that it has incurred apparent liability for forfeiture of \$500 for violation of law prohibiting broadcast of lottery information. Action April 8.

Call letter application

■ WHCQ, Capital Broadcasting Co., Spartanburg, S.C.—Requests WKDY.

Designated for hearing

■ KOKC Guthrie, Okla.—FCC set for hearing application by Austin Oil Co., licensee, to change operation on 1490 khz from 100 w-U, to 250 w. 500 w-SL and change trans. site. Action April 8.

■ KVLB Cleveland, Tex.—FCC set for hearing application of Stephen Van Sadler for renewal of license for KVLB for violation of terms of authorization. Forfeiture of \$2,000 for repeated violation of terms of license will not be imposed if license renewal is denied. Action April 8.

New FM stations

Final action

■ Corvallis, Ore.—KLOO Inc. Broadcast bureau granted 106.1 mhz. 27.7 kw. Ant. height above average terrain minus 87 ft. P.O. address: 1221 South 15th Street, Corvallis, Ore. 97330. Estimated

construction cost \$22,780; first-year operating cost \$3,000; revenue \$8,000. Principals: Robert L. Houglum, president (25%); Gertrude Kaufman, vice president (75%) et al. Mr. Houglum and Mrs. Kaufman have interest in KLOO(AM) Corvallis clothing stores. Action April 8.

Actions on motions

- Hearing Examiner Frederick W. Denniston in Corpus Christi, Tex. (The Big Chief), FM proceeding, postponed certain procedural dates and postponed hearing to June 21 (Doc. 19089). Action April 6.
- Hearing Examiner Isadore A. Honig in Live Oak, Fla. (WNER Radio Inc. and Live Oak Broadcasting Co.), FM proceeding, ordered that WNER Radio exhibit identified and received in evidence on Dec. 22, 1970, as WNER Radio Exhibit 4 is renumbered WNER Radio Exhibit 4-A (Docs. 18975-6). Action April 5.
- Hearing Examiner Forest L. McClenning in Sarasota, Fla. (Christian Fellowship Mission Inc. and Trend Broadcasting Inc.), FM proceeding, scheduled further prehearing conference for April 29 (Docs. 18971-2). Action March 19.
- Hearing Examiner Ernest Nash in Dayton, Tenn. (Erwin O'Conner Broadcasting Co. and Norman A. Thomas), FM proceeding, denied petition by Erwin O'Conner for leave to amend his application (Docs. 18547-8). Action April 8.

Other actions

- Review board in Anderson, Ind., FM proceeding, granted request by Eastern Broadcasting Corp. for extension of time to April 6 to file responsive pleadings to petitions to enlarge issues, filed by Broadcasting Inc. of Anderson on March 15, and Broadcast Bureau on March 17 (Docs. 19018-9). Action April 5.
- Review board in Virginia Beach, Va., FM proceeding, granted petition by Virginia Seashore Broadcasting Corp. for extension of time to April 9 in which to file responsive pleadings to Broadcast Bureau's appeal from examiner's adverse ruling (Docs. 19095-7). Action April 5.

Rulemaking petitions

- WTAL(AM) Tallahassee, Fla.—Requests rulemaking to assign FM ch. 253 to Gainesville, Fla. Ann. April 13.
- Clinton, Miss.—Mississippi College. Requests amendment of rules to assign FM ch. 228A to Clinton. Ann. April 13.

Call letter applications

- Peach Broadcasting Co., Louisville, Ga.—Requests WPEH-FM.
- Memphis Community TV Association, Memphis—Requests WKNO-FM.
- Vanderbilt Student Communications, Nashville—Requests WRVU(FM).
- William Marsh Rice University, Houston—Requests KTRU(FM).
- Riverview Baptist Christian Schools, Pasco, Wash.—Requests KOLU(FM).

Call letter actions

- KAMO Inc., Rogers, Ark.—Granted KAMO-FM.
- Francis Kegel, Riviera Beach, Fla.—Granted WGMW(FM).
- Coffee County Broadcasters Inc., Douglas, Ga.—Granted WOKA-FM.
- Loyola University of Chicago, Chicago—Granted WLVC-FM.
- Edward Piszczek and Jerome Westerfield, Des Plaines, Ill.—Granted WYEN(FM).
- Buddy Tucker Evangelistic Association, Cedar Rapids, Iowa—Granted KTOF(FM).
- Douglas E. Eddy, Forest City, Iowa—Granted KWHC(FM).
- Triangle Broadcasting Co., Drew, Miss.—Granted WDRU(FM).

Designated for hearing

- Lake Havasu City, Ariz.—FCC set for hearing applications of Lee R. Shoblom and Charles D. Langerveld for new FM on 95.9 mhz in Lake Havasu City. Action April 8.
- Ardmore, Okla.—FCC designated for hearing applications of Douglas C. Dillard and Ar buckle Broadcasters Inc. for new FM on 95.7 mhz at Ardmore. Action April 8.

Existing FM stations

Final actions

- KNJO(FM) Thousand Oaks, Calif.—Broadcast Bureau granted license for aux. trans. and ant.;

ERP 2.55 kw; ant. height, minus 64 ft. Action April 9.

■ WXTA(FM) Greencastle, Ind.—Broadcast Bureau granted mod. of license to change studio and remote control location to 0.5 mile west of Eel River on Clinton Falls Road, Greencastle. Action April 9.

■ WBOW Terre Haute, Ind.—Broadcast Bureau granted license to use former main trans. for aux. purposes only. Action April 9.

■ WDCS(FM) Portland, Me.—Broadcast Bureau granted CP to change trans. and studio location to Blackstrap Road, Falmouth township, Me.; install trans. and ant.; ERP 30 kw; ant. height 500 ft.; make changes in ant. system. Action April 8.

■ WRBS(FM) Baltimore—Broadcast Bureau granted CP to change trans. and studio location, 3600 Georgetown Road, Arbutus, Md.; install ant.; make changes in ant. system; ERP 50 kw; ant. height 260 ft.; conditions. Action April 9.

■ WBMD-FM Catonsville, Md.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 2901 Moravia Street, Baltimore; install new trans.; install new ant.; make changes in ant. system; ERP 50 kw; ant. height 245 ft.; conditions. Action April 9.

■ WRCR(FM) Amherst, Mass.—Broadcast Bureau granted CP to make changes in transmitting equipment. Action April 5.

■ WCVA-FM Gloucester, Mass.—Broadcast Bureau granted CP to change ERP to 3 kw; remote control permitted. Action April 5.

■ WGGL-FM Houghton, Mich.—Broadcast Bureau granted license covering changes; studio location redesignated as College Avenue. Action April 9.

■ WDCX(FM) Buffalo, N.Y.—Broadcast Bureau granted CP to install new trans. Action April 5.

■ WSLN(FM) Delaware, Ohio—Broadcast Bureau granted CP to change trans. and studio location to third floor, south wing, Slocum Hall, east campus, Ohio Wesleyan University, South Sandusky Street, Delaware, Ohio; delete remote control operation; make changes in ant. system. Action Feb. 8.

■ KCRF-FM Enid Okla.—Broadcast Bureau permitted remote control. Action March 30.

■ WPNA(FM) Philadelphia—Broadcast Bureau granted CP to change trans. location to Font Culp Street, Philadelphia; change studio location to site to be determined, Philadelphia; operate by remote control from proposed studio site; install new ant.; make changes in ant. system; ERP 8.3 kw; ant. height 550 ft.; remote control permitted. Action April 8.

■ KUAM-FM Agana, Guam—FCC denied Pacific Broadcasting Co. exemption from annual filing fee requirement of rules. Action April 8.

Action on motion

■ Hearing Examiner Lenore G. Ehrig in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN-FM] and Communico Media), FM proceeding, denied motion by WHCN Inc. to dismiss Communico application (Docs. 18805-6). Action April 8.

Fine

■ WHFS(FM) Bethesda, Md.—FCC notified High Fidelity Broadcasters Inc., licensee, that it has incurred apparent liability for forfeiture of \$500 for willful or repeated failure to observe provisions of rules and Communications Act by permitting unlicensed operator to be in charge of trans. Action April 8.

Call letter application

■ WXKL(FM), Recreation Broadcasting of Central Florida, Winter Haven, Fla.—Requests WHFL(FM).

Renewal of licenses, all stations

■ WHN(AM) New York—Broadcast Bureau granted renewal of license. Action April 5.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K72AD Alturas; K71AN Boonville; K73AM, K75BR and K77BU, all Boonville and Philco; K76AL Canby; K70EG Merced; K76CM Los Banos; K83BM Merced; K70AA Bishop and Big Pine; K76BG Greenville; K70CC, K73BY and K75BT, all Susanville and Herlong; K70AP and K72CQ, both Greenville; K70EO Coalinga (Relay Facility); K73BZ Exeter; K76CS Hanford; K79BU Porterville; K80CN Mariposa, Cathey's Valley and Hornitos; K82BM Coalinga and Huron; K78CF Susanville and Litchfield; K80CI Chester, Westwood, Greenville and Susanville; K70AQ, K74AT and K77AU, all Likely; K78BR, K80AD and K82AW, all Lone Pine; K70CJ and K74BI, both Trancas; K83BT Alturas; K72CH Salinas; K74CS San Ardo and Bradley; K77CD and K80CC, both Hollister; K83BJ Gonzales; K70BC, K76AJ and K80BE, all Twentynine Palms and Marine Corps base; K83BU Salinas; K78AN Yreka and Weed; K76BO and K82BC, both Gilroy and Morgan Hill; K71AB, K75AD and K79AA, all Blithe; K73AY Valley; K77BB Blithe and Palo Verde Valley; K70DF Running Springs, Redlands and Ontario; K74DG Upland, Ontario, Montclair and Chino; K75BK Victorville; K77BM Barstow; K80CH Big Bear Lake; K71AF Cedarville; K74BJ and K78BO, both Three Rivers; K71BC Woodlake and Lemoncove; K70EL Yreka; K11HS and K13EX, both Ridgeport; K10FS Rio Dell and Scotia; K08GR Willow Creek; K08FV Rio Dell; K11IQ Orleans, and K13FJ San Ardo, all California.

And: K13GS Carmel Valley Village; K071I Morro Bay; K071D Atascadero; K10FK San Luis Obispo; K10GR Solvang; K10GU Paso Robles; K02BZ Hayfork; K07GJ and K12EV, both Hoopa; K02FC and K04EZ, both Big Bend and Bush Bar; K12GY Sonora, Jamestown, Columbia and Curtis Creek; K12GO Coulterville and Greeley Hill; K08FL Santa Barbara; K04FL Lakeshore; K06FY Litchfield; K03CT Lewiston; K06ET Big Bend and Bush Bar; K06EX Lewiston; K06FF Lake City and Fort Bidwell; K131T Canby and Alturas; K131U Eagleville and Cedarville; K131V Tule Lake; K12ED June Lake, Fern Creek, Gull Lake and Silver Lake; K13GU Aromas; K13JS Big Sur; K04CM Seed; K06FR, K08GJ, K10GL and K12GV, all Laytonville; K131X Montague; K06DK, K08EE, K10EQ and K12DV, all Potter Valley; K06GP Yreka; K05DB and K11HI, both Covelo; K02FF Lakehead; K02FB Fall River Mills, Lookout Bieber and Little Valley; K05DY O'Brien; K05DZ Quincy; K08FZ Maxwell; K08FO Oroville; K13JG Weed and Abrams Lake; K06FA, K08FW, K10FZ and K13ID, all Hopland; K04EO and K13HU, both Callahan; K11GO and K13GL, both Fort Goff, Happy Camp and North Indian Creek; K08FX and K10GC, both Lake Isabella area; K12HL south shore of Lake Isabella; K06DP Poole Plant; K02EE Weaverly; K05CR Hayfork; K04DD and K05CF, both Weaverly; K07DN, K09DN, K11FE and K13DO, all Yosemite National Park, all California.

And: KB2XID mobile at various locations in United States; KA2XQF Cazenovia, N.Y.; KB2XHU various locations throughout United States; KE2XNY Marlton and Union Mills, both New Jersey; KB2XKE various places in United States; KS2XBR Chicago; and K02CN Dunsuir and Mt. Shasta; K13FC Castella; K05BR and K04BT, both North Dunsuir, South Dunsuir, Castella and Mt. Shasta, and K10EN Willow Creek, all California. Actions March 31.

Please send



Name _____ Position _____

Company _____

Business Address
 Home Address

City _____ State _____ Zip _____

SUBSCRIBER SERVICE

- 1 year \$14
- 2 years \$27
- 3 years \$35
- Canada Add \$4 Per Year
- Foreign Add \$6 Per Year
- 1971 Yearbook \$13.50
- 1971 CATV Sourcebook \$8.50
- Payment enclosed
- Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

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

Other action, all stations

■ FCC revised report on newspaper and broadcast joint interests as of Nov. 1, 1970. Ann. April 13.

Translator actions

■ K04DF Wildwood Military Base, Alaska — Broadcast Bureau granted CP to change from ch. 4 to ch. 3; make changes in ant. system of VHF translator and change call letters to K03DG. Action April 8.

■ KDZA Pueblo, Colo.—Broadcast Bureau granted CP to change ant.-trans. location to Honor Farm Road 0.45 mile west of Park Avenue, Pueblo; change studio location to 200 East Abriendo Avenue, Pueblo, and operate by remote control from studio location. Action April 8.

■ Prospect, Ore.—Oregon Broadcasting Co. — Broadcast Bureau granted CP for new VHF translator to serve Prospect on ch. 13 by rebroadcasting KOBIV(TV) Medford, Ore. Action April 1.

■ Sweetwater, Tex.—FCC granted application of Texas Key Broadcasters Inc., licensee of KTXS-TV Sweetwater, for CP for new 100-w UHF translator to serve San Angelo, Tex., by rebroadcasting KTXS-TV on ch. 55. Action April 8.

■ Hearing Examiner Millard F. French in Prescott, Ariz. (Prescott TV Booster Club Inc.), VHF translator proceeding, scheduled oral argument for April 14 (Docs. 18817-8). Action April 2.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KAYN(FM)

Tucson, Ariz., to July 15; KEZR(FM) Anaheim, Calif., to June 1; WFLQ(AM) Atlanta, to Sept. 30; WWTO(FM) Peoria, Ill., to July 15; KIKS(AM) Sulphur, La., to Oct. 1; WJTO-FM Bath, Me., to June 1; *KCCM-FM Moorhead, Minn., to Oct. 1; WLAU(AM) Laurel, Miss., to July 1; WCTF(TV) Cleveland, to Oct. 9; WNEL(AM) Caguas, Puerto Rico, to June 15; KSOO-FM Sioux Falls, S.D., to July 15; WBAP(AM) Fort Worth, to July 15. Actions April 9.

■ KEZR(FM) Anaheim, Calif.—Broadcast Bureau granted mod. of CP to change type ant.; granted request for SCA on 67 khz. Actions April 9.

■ WWTO(FM) Peoria, Ill. — Broadcast Bureau granted mod. of CP to change type trans., ant.; make changes in ant. system. Action April 9.

■ WRCR(FM) Rushville, Ind.—Broadcast Bureau granted mod. of CP to change studio location to 102 North Perkins; remote control permitted. Action April 5.

■ WDXR-TV Paducah, Ky. — Broadcast Bureau granted mod. of CP to extend completion date to Oct. 8. Action April 8.

■ WXLN(AM) Potomac-Cabin John, Md.—Broadcast Bureau granted mod. of CP to extend completion date to July 30. Action April 5.

■ *WVIA-TV Scranton, Pa.—Broadcast Bureau granted mod. of CP to make changes in transmitting equipment; granted mod. of CP to extend completion date to Dec. 9, 1972. Action April 8.

■ WRIP-TV Chattanooga — Broadcast Bureau granted mod. of CP to change ERP to vis. 234 kw, aur. 46.8 kw and change type trans.; granted mod. of CP to extend completion date to Oct. 8. Action April 8.

■ KVRL(TV) Houston—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 8. Action April 8.

■ KING Seattle—Broadcast Bureau granted mod. of CP to modify MEOV's. Action April 8.

■ WRSJ-FM Bayamon, Puerto Rico—Broadcast Bureau granted mod. of CP to change trans. location to 3 Flamboyant Street, Garden Hills, Puerto Rico; make change in ant. system; ant. height 155 ft.; trans. may be operated by remote control; condition. Action April 5.

■ K04FD and K06AT, both Sheridan and Fort Mackenzie, Wyoming—Broadcast Bureau granted mod. of CP's to extend completion dates to Oct. 5. Action April 5.

Ownership changes

Actions

■ KMUZ(FM) Santa Barbara, Calif.—FCC granted assignment of license from Tri-Counties Communications Inc. to The Schuele Organization Inc. for \$106,500. Sellers: D. Keith Larkin, vice president, et al. Buyers: Carl L. and Dorothy L. Schuele, president and vice president, respectively (each 50%). Principals are co-owners of golf driving range, miniature course and pro shop. Mr. Schuele was former owner of Broadcast Time Sales, radio station representatives, until 1967, now owned by Adam Young. Action April 9.

■ KCRT(AM) Trinidad, Colo.—Broadcast Bureau granted assignment of license from Merlyn James Hedin to Trinidad KCRT Inc. for \$207,500. Seller: Merlyn Hedin, sole owner. Buyers: James P. Platt (50%), Marvel B. Peterson (25%), and Cecil N. and John C. Peterson (each 12.5%). Mr. Platt has interest in KBTO(AM) Eldorado, Kan.; Mrs. Peterson is housewife; Cecil Peterson is regional manager, Union Central Insurance Life Co.; John Peterson is law student at Washburn University, Topeka, Kan., and is state representative-elect in Kansas. Action April 8.

■ WOKS(AM) Columbus, Ga.—Broadcast Bureau granted transfer of control of WOKS Broadcasting Co. from Milton Hirsch and Marjorie S. Ray, executors of estate of Joseph S. Ray and B. K. Woodfin (jointly 100% before, none after), to Hertz Broadcasting Co. of Columbus Inc. (none before, 100% after). Consideration: \$596,872 (including \$50,000 covenant not to compete). Principal of Hertz Broadcasting: Louis O. Hertz (100%). Mr. Hertz has interests in WERD(AM) Atlanta, and Southside Sun Publishing Co., Decatur, Ga., and owns advertising agency and development company. Action April 5.

■ WFIS(AM) Fountain Inn, S.C.—Broadcast Bureau granted transfer of control of Fountain Inn-Simpsonville Enterprise Inc. from Leroy A. Hamilton (100% before, 50% after) to Ben Hill Davis Jr. (none before, 50% after). Consideration: \$34,000. Mr. Hamilton is president of licensee. Mr. Davis was sales representative for WFBC(AM) Greenville, S.C., and was formerly minority stockholder in that station. Action April 5.

CATV

Applications

■ Fort Smith, Ark.—Fort Smith TV Cable Inc. Seeks CP for new cable-relay studio to headend link station, 12,875-12,900 mhz. 1 w. Trans. loca-

tion: 314 South 17th Street, Fort Smith. To be used with system at Fort Smith. Ann. April 13.

■ Venice, Fla.—Storer Cable TV of Florida Inc. Seeks CP for new cable-relay studio to headend link station, 12,850-12,875 mhz. .01 w. Trans. location: Clark and Shangri-la Roads, Sarasota, Fla. To be used with system in Venice. Ann. April 13.

■ WDM-25 Lahaina, Maui, Hawaii—Seeks license to cover CP as mod., authorizing new relay station. Ann. April 13.

■ Port Huron, Mich.—Port Huron TV Cable Co. Seeks CP for new cable-relay studio to headend link station, 12,875-12,900 mhz. 1 w. Trans. location: 806 Huron Avenue, Port Huron. Ann. April 13.

■ WDY-78 Victoria, Tex.—Seeks license to cover CP as mod., which authorizes new relay station. Ann. April 13.

■ WHA-63 Victoria, Tex.—Seeks license to cover CP which authorizes new relay station. Ann. April 13.

Final actions

■ Gainesville, Fla.—FCC denied joint request by University City TV Cable Co., Gainesville CATV system operator, and Minshall Broadcasting Co., permittee of WCJB-TV Gainesville, for two-year waiver of CATV program-origination rule. Action March 24.

■ Miles City, Mont.—FCC ordered Micro-TV Inc., operator of system at Miles City, to comply within 30 days with program exclusivity requirement of rules to provide nonduplication protection for signals of KYSU-TV Miles City, as opposed to signals of KOOK-TV and KULR-TV, both Billings, Mont. Action April 8.

■ Jackson, Wellston, Coalton, Hamden and McArthur, all Ohio—FCC granted Jackson County Cable Service Inc. distant signals of stations WBNS-TV Columbus, Ohio, on systems at Jackson and Wellston, Ohio, and signals of WLWT(TV) and WXIX-TV, both Cincinnati, on CATV at Jackson, Wellston, Coalton, Hamden and McArthur, all Ohio. Action April 8.

■ Greenville, Tex.—FCC denied request by Greenville Cablevision Inc., operator of CATV at Greenville, for waiver of April 1 effective date of program origination rules. Action April 8.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Lewiston and Auburn, both Maine (Cable Vision Inc.), CATV proceeding, cancelled hearing presently scheduled for April 12 and held proceeding in abeyance (Doc. 19109). Action April 8.

■ Chief Hearing Examiner Arthur A. Gladstone in Warrensburg, Mo., CATV proceeding, due to absence of presiding officer (Charles J. Frederick) because of illness, postponed prehearing conference to April 19 (Docs. 19151-2). Action April 5.

■ Hearing Examiner Ernest Nash in Brookings, S.D., Kota Cable TV Co. (complainant) v. Minnesota Microwave Inc., Willmar, Minn. (defendant), granted joint motion by Kota Cable and Minnesota Microwave; ordered that Kota's complaint be dismissed with prejudice, and terminated proceeding subject to understanding proposed by chief, Common Carrier Bureau, that this will not foreclose any future commission action which may be taken regarding alleged violations of Communications Act (Doc. 19044). Action April 5.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through April 13. 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*.

■ Piedmont, Ala.—TV Cable of Alabama will increase its monthly rate \$1, from \$5. The firm will continue to charge no installation fees to customers with one outlet.

■ Bell, Calif.—Theta Cable of California, Los Angeles, a subsidiary of Teleprompter Corp. (multiple-CATV owner), New York, has applied for a franchise.

■ Ft. Dodge, Iowa—River Oaks Development Corp. has applied for a franchise.

■ Opelousas, La.—Opelousas Cable TV Services Inc. and Opelousas Satellite TV Co. have been granted nonexclusive franchises.

■ Taunton, Mass.—The Taunton Municipal Lighting Plant has applied for a franchise.

■ Troy, N.Y.—Capitol Cablevisions Systems Inc. has applied for a franchise.

The Focal Encyclopedia of Film and Television: Techniques

By Raymond Spottswoode, General Editor

This authoritative volume covers both British and American practice. More than 1600 entries in alphabetical order and cross-referenced are interspersed with short explanatory definitions of the thousand and one terms the reader will encounter in practice and in literature: 1000 illustrations were specially designed for this work. A survey of some 40,000 words—almost a compact book of its own—sums up the overall picture of both fields. 1124 pages, 6 3/4" x 9", 1000 illustrations, 10,000 index entries. \$37.50



105.

Broadcasting Book Division

1735 DeSales St., N.W.
Washington, D. C. 20036

ORDER FROM

Broadcasting Book Division

1735 DeSales St., N.W.
Washington, D. C. 20036

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

105. The Focal Encyclopedia of Film and Television: Techniques, \$37.50
 104. 1971 Broadcasting Yearbook, \$13.50

Name _____

Address _____

City _____ State _____ Zip _____

Within the recesses of Chicago's huge Merchandise Mart, surrounded by the plain windowless walls of his office at Quaker Oats Co., Victor Elting Jr. pursues a vision: to restore public confidence in advertising, through an all-industry plan for self-regulation.

"Right now," Mr. Elting admits, "we have our hands on a bear."

As vice president of marketing services for Quaker and national chairman of the American Advertising Federation, Mr. Elting's horizons span consumers, business and government. He is thoroughly familiar with the turbulent interplay of opinions and pressures which now demand action, not rhetoric.

"This is one of the times when being right, with high principles, is what is needed to provide an environment advertising is not [now] getting," he says. "We can always sound pure and holy and sanctimonious [and be] against sin—we are always safe on that," he continues, "but at this particular period public exposition of those principles is cruxed to the performance of the selfish vested-interest advertiser. The deed in the marketplace must begin to conform with the profession. The time for talk is over."

But when it comes to visions, Mr. Elting will not tilt with windmills. He must find practical solutions. So, last fall, he ventured what became known as the "Elting plan" to unify all elements of advertising and media within a single industry system of voluntary self-regulation.

Mr. Elting prefers to call it the AAF plan or all-industry plan. He covets no personal authorship in the concept. It is now going through some basic changes as a result of recent meetings of advertising representatives and the major media associations, under the auspices of the U.S. Commerce Department.

As now conceived, the all-advertising plan would consist of a National Advertising Review Board to set policy and a reorganized council of Better Business Bureaus to execute policy. Mr. Elting feels the nongovernment system will work if those in advertising want it to. More than that, he feels it must work because the alternative is control.

It is difficult to get Mr. Elting to talk about much else these days, given the urgency of this problem. Subjects such as Quaker's \$28-million advertising billing, spent mostly in television for a broad range of cereal or other convenience foods, or Quaker's \$100,000 grant to support the noncommercial educational *Sesame Street* that competes with some of its own programs, pale in interest by comparison.

He will note with pride, however, that Quaker has been a marketing innovator over the years, pioneering in packaging, product development and

Victor Elting: advertising man with a mission

use of media. Quaker had significant success through early use of four-color print, radio and subsequently television, he recalls—although he emphatically attributes consumer trust to quality and service, not promises, however they might have been communicated.

But advertising's problem today is broader than fraud, deception or even good taste, Mr. Elting observes. "It is compounded with the clutter and the

Week's Profile



Victor Elting Jr.—vice president-marketing services, Quaker Oats Co., Chicago, and president, Adcom Inc., corporate agency there; b. Aug. 12, 1905, Winnetka, Ill.; BS economics, 1928, Princeton; bond salesman, 1928-30; joined Quaker Oats Co.'s Cedar Rapids, Iowa, plant in 1931, shifting to Chicago headquarters 1934; moved up through retail sales, new products and institutional sales to new products manager 1942, advertising department product manager 1948, director of advertising 1952, VP in charge of advertising 1953, VP-advertising and merchandising 1959, VP-advertising 1963 and VP-marketing services 1970; chairman, American Advertising Federation; director, cereal institute; m. Helen Stanley of Chicago May 7, 1932; three children, six grandchildren; hobbies—anything outdoors.

intrusiveness and the resulting boredom," he feels, and in part may reflect some of the disenchantment directed toward anything establishment.

Throughout culture or business, Mr. Elting notes, nearly anything successful is copied and re-copied. The result is a great deal of conformity and standardization.

"There are very few aspects where the people are asked to make choices today," Mr. Elting continues, "and given the option there is very little they can exercise that option about, including some cereal ads."

It is a problem that has attracted the attention of many consumer groups. They want commercials that provide hard information, not just glossy sales pitches. But in this case, solutions will have to come from individual firms, not from an all-industry plan.

Part of Quaker's response, he says, has been commercials that reflect the public hunger for information on which to base decisions. (An entertainment element is still necessary to win attention, he agrees, but it becomes a question of proper balance.)

Because of these hanging public attitudes, Mr. Elting says, it will take high public visibility to make the National Advertising Review Board system work. The unknown intra-industry methods such as the major association interchange committees have failed, he feels.

"This has got to be a high-profile thing and we would very much depend on media," he adds, "but it is too much to expect media or advertising agencies or any vested-interest group to take the leadership. This has to be done by companies that have the budgets and where the executives say yes or no."

It would not be a rigid code; that approach doesn't work, he says. He sees the first assignment of the board to be "the promulgation of a set of standards as distinct from codes."

Mr. Elting learned consumerism at the family dinner table as a youth. His father was a successful lawyer representing small businesses and groups like the Cuban pineapple growers. "He would have been very much in sync with these times," Mr. Elting observes.

After attending the socially prominent Hotchkiss School in Connecticut and Princeton University, Mr. Elting graduated from the latter in 1928 determined "to make a million and then get into something." But the crash and poor marks as a bond salesman stimulated Mr. Elting to try it the other way around and the something he got into was the Quaker Oats Co. He began at Quaker's Cedar Rapids, Iowa, plant in 1931, moving to Chicago in 1934. Climbing the organization ladder soon brought him into advertising, the area to which he has devoted his career.

No place to hide

In its issue of April 1, *Rolling Stone*, a lively organ of the counterculture, published an interesting profile of FCC Commissioner Nicholas Johnson. Not the least interesting part of it was the revelation that royalties from Mr. Johnson's book, "How to Talk Back to Your Television Set," have been going to the Citizens Communications Center of Washington, a law firm representing a growing list of challengers to broadcast licensees.

At the time the book came out, the publisher announced that all of the author's royalties would be given to unidentified organizations "devoted to improving the contribution of television to the quality of American life" (BROADCASTING, Feb. 9, 1970). Mr. Johnson's office, upon inquiry, insisted that he had scrupulously avoided any role in the choice of royalty recipients.

By superhuman suspension of the natural incredulity induced by Mr. Johnson's public utterances, we will concede that until publication of the April 1 *Rolling Stone* he may have been unaware of the beneficence he was conferring on the Citizens Communications Center. But now he knows. And there has been more than enough time for him to announce his disqualification to vote on all of the cases in which the center is participating.

Mr. Johnson's silence must be interpreted to mean that he intends to go right on contributing to an increasingly active litigant and go right on voting on adversary matters pitting that litigant against others who lack Mr. Johnson's approbation. If this is justice by Mr. Johnson's standards, he has waived all claims to his degree in law.

Mr. Johnson's sensitivities to legal niceties get duller the longer he serves on the FCC. As this publication editorialized in its issue of Feb. 24, 1969, the question of his fitness was raised in some of his early magazine articles identifying by name some of the broadcast owners that he called the "media barons." Having already denounced the characters and practices of licensees whose futures he would judge, Mr. Johnson had removed himself from the posture of impartiality that should be demanded of one in his position.

Again in an editorial March 30, 1970, BROADCASTING called attention to a precedent in an appellate court's chastisement of a chairman of the Federal Trade Commission for referring obliquely in public to a case before his agency. The point made then was that Mr. Johnson's far more explicit comments about a host of litigants before his agency made it all but inevitable that reversals could be obtained in cases in which his vote was decisive.

The latest display of Mr. Johnson's insensitivity raises the sharpest ethical question yet. It is sharp enough to create doubts about his standing as a member of the bar as well as that as a member of a regulatory commission.

One too many

It was probably inevitable that Harley O. Staggers would be propelled into an attempt to investigate CBS News's *The Selling of the Pentagon*. As chairman of the House Commerce Committee and its Investigations Subcommittee, the West Virginia Democrat has repeatedly been pushed into the same sort of enterprise. It is beginning to look as though CBS is central to the career planning of Mr. Staggers's staff, which must be presumed to have thrown in its subpoena of NBC and its Wolper documentary as a distraction.

This time, however, Mr. Staggers may have been pushed over the edge. CBS has vowed to resist complying with the

objectionable details of the subcommittee's subpoena and has attracted the overwhelming support of the whole craft of journalism, including its rival network-news organizations. If the subcommittee chooses to test its authority, a major First Amendment question may well be settled.

We have no doubt that a court test of the House's power to investigate a piece of television journalism would lead to an affirmation of television journalism's shelter under the freedom of the press. If that were to come to pass, Mr. Staggers would have performed an infinitely larger service than any on his record up to now.

The hounding of CBS News and its Pentagon program may be the catalyst that has been needed to consolidate all elements of the press, including newspapers, in a united defense of constitutional rights. When the influential James Reston of the *New York Times* writes, as he did last Wednesday, that print and broadcast journalists ought to stand together, Mr. Staggers has already had a salubrious effect.

Caught in the wringer

The FCC, it now appears, has chanced upon the perfect formula of bureaucratic aggrandizement. As outlined two weeks ago to a subcommittee of the House Appropriations Committee, it goes like this:

The FCC wants approval of a budget of \$29,990,000 for fiscal 1972, a \$3.8-million increase over its current budget. But, it hastens to add, its overhead—however enlarged—will cost the taxpayers nothing. The agency promises to earn its total keep from the collection of fees from the businesses it regulates.

What more could any career civil servant ask? The system can lead only to the perpetual enlargement of the system. More regulations will create more applications that will bring in more fees that will finance the hiring of more civil servants to create still more regulation. At the Civil Service Commission shrines will be erected to the geniuses who thought this thing up.

In appealing for the budget allocation, FCC Chairman Dean Burch told the appropriations subcommittee of heroic work the FCC had done in eliminating backlogs of pending applications. He touched less heavily on the pile of rule-makings the FCC had initiated on its own and in response to no external demand. If the staff time now devoted to such make-work were redirected to practical chores, the FCC could reduce its budget.



Drawn for BROADCASTING by Sid Hix
"D'ya mind cutting yourself a couple of times? The last 30 seconds of this 60 is for Band-Aids."

Ward's in a position to make things happen.



Ward's on location because he's always in the picture when something's happening in the Dallas-Ft. Worth area. If your schedule kicks off soon, and you need information regarding "the violent world" of Ward Huey, give him a call. He's WFAA-TV's General Sales Manager.

Construction site: The new \$15 million home of the Dallas Cowboys scheduled for completion this summer.

WFAA-TV DALLAS-FORT WORTH

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

How to build a better fish trap.

Air University Library

APR 22 1971

Maxwell AFB, Ala. 36111

Twenty years ago, when offshore oil rigs began to dot the Gulf Coast, deep-sea anglers were sure their fishing days were over.

But an odd thing happened.

Instead of frightening away the fish, these structures actually began to attract bigger and better marine life.

At first small fish began to feed on the plant life, plankton and barnacles that attach themselves to the cross beams of these rigs. These smaller fish attracted larger fish to the sites.

In fact, as more and more oil rigs were built, a dozen species of fish showed up in the Gulf that had never been spotted before.

As the oil industry grew, so did successful fishing. Today sports fishing is a huge attraction along the Gulf Coast. And commercial fishing there has grown to over 38% of the nation's total catch.

The fishermen are delighted and so are we. Because we've learned, as we go about our

business of making good products and a fair profit, that there's added satisfaction in doing something more for people. Or fish.

Humble is doing more.

HUMBLE
Oil & Refining Company