

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

New force to contend with in CATV policy: White House solidly in the act
Much more talk, some more action concerning children's television
Stanton won't give in, Staggers won't give up in subpoena showdown
TVB, ARB square off in new escalation of the great ratings war

47401 JRNLS E8399NAB<NOV/71
INDIANA U JRNLSM RDNG RM
220 ERNIE U PYLE HL
BLAIR TV IN IN 47401

The Land of Beer & Money!

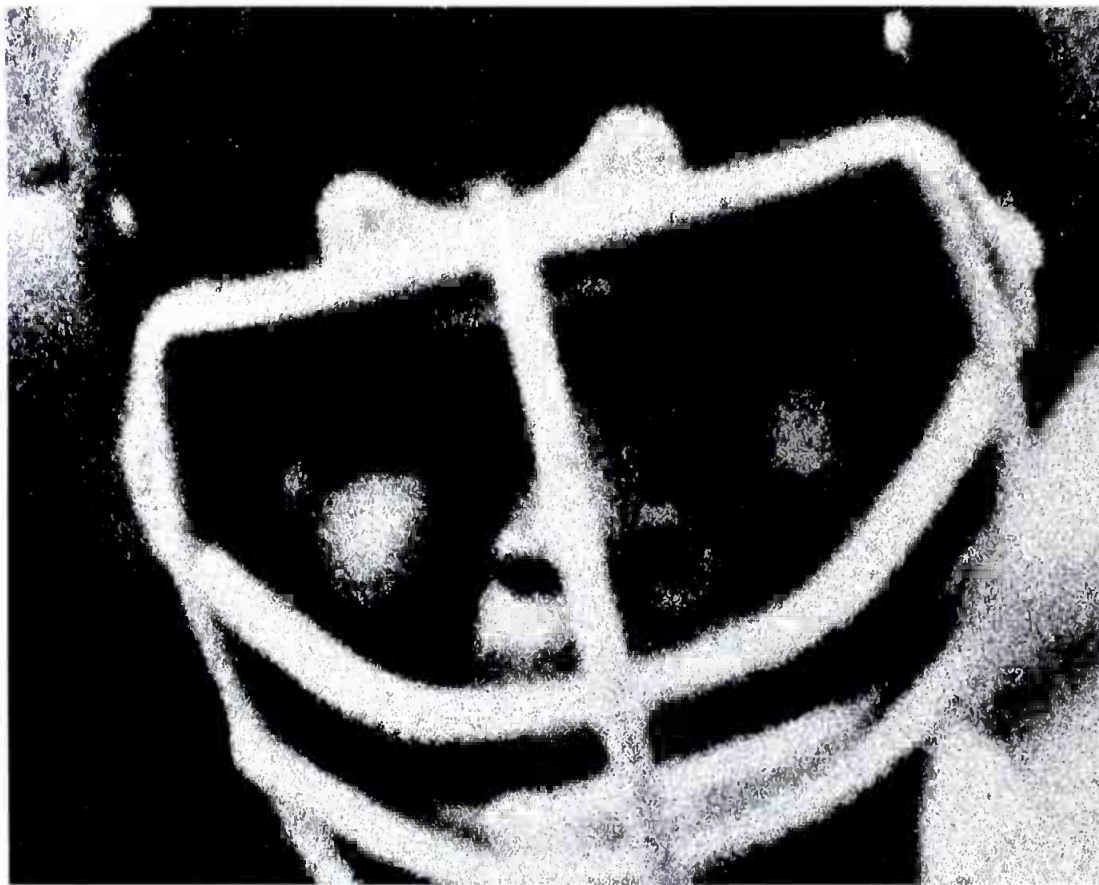
A dairy market . . . yes . . . a beer market THE BEST. Reason . . . good stable industry up and down the Fox River Valley — and with this beer appetite, our folks have a champagne pocketbook — check your data on this \$2 Billion Income Market.



WBAY/Green Bay

 BLAIR TELEVISION

Beauty is in the eye of the beholder



In the Southwest, there's only one game, pro football. It's a Sunday afternoon way of life and it's beautiful.

What this means is, if you want to reach people (men and women) in the Southwest during the summer and fall, think pro football. For example, last year KDFW-TV and CBS Sunday NFL football had an *80% share with a *37 rating and delivered *555,000

persons per average quarter hour.

Do this, check the numbers, then contact your H-R representative and ask for availabilities on NETWORK PRE-SEASON PACKAGE, DALLAS COWBOY PRE-SEASON PACKAGE and NFL REGULAR SEASON PACKAGE. Chances are that from where you sit, football is more than just a game, it's business.

*November, 1970 ARB Television Audience Estimates, Program Audience Total Survey Area.

KDFW-TV



DALLAS-FORT WORTH

The Dallas Times Herald Station

Ves R. Box, President

Presented Nationally by





P17X30B2

We've got your lens!

Broadcast or CCTV, manual or motor, 1" or 1 1/4" plumbicon or 1", 2/3" vidicon—Canon's almost sure to have just the size and performance you need, plus extra features you can't afford to pass up.

There are good reasons why the big names use Canon lenses when they build their cameras—and it's not just price or range. It's also to get the optimum in clear, sharp images for any TV need.

Check our new pride, for example: Canon TV Zoom Lens P17X30B2. Even with a zoom ratio of 17X, the relative aperture at maximum focal length is F2.5 (440-500mm). At 30-440mm it's an impressive F2.2.

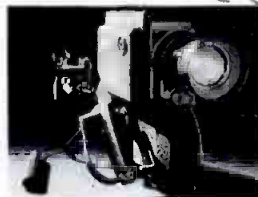
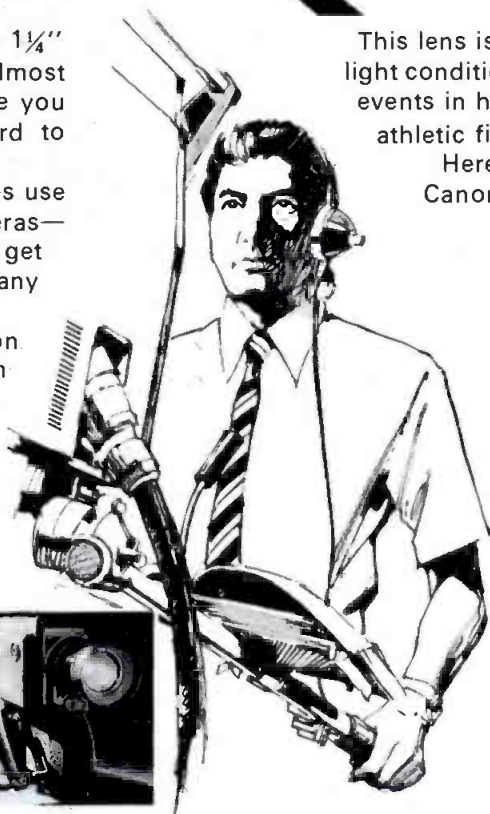
This lens is most suitable for telecasting in dim light conditions, providing ideal pictures for field events in huge open areas like race tracks and athletic fields.

Here are a few examples of the whole Canon line.

	Manual	Servorized/Motorized
1 1/4" plumbicon	P17X30B2 P10X20	P10X20B4
1" plumbicon	PV10X16 PV10X15B	
1" vidicon	V10X15 V6X16 V5X20 V4X25	V10X15R(DC) V6X16R(AC/DC) V4X25R (AC/DC, EE)
2/3" vidicon	J10X13 J6X13 J5X15 J4X12	

For 1" vidicon cameras, try the Canon fixed focal length lenses; they range from 100mm to 13mm.

Professional 16mm movie photography takes on a new simultaneous sound recording dimension with the Canon Sound Scoopic 200 (200 ft. film magazine).



Sound Scoopic 200

CANON U.S.A., INC.: 64-10 Queens Blvd., Woodside, New York 11377, U.S.A. (Phone) 212-478-5600
 CANON OPTICS & BUSINESS MACHINES CO., INC.: 3113 Wilshire Blvd., Los Angeles, California 90005, U.S.A.
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Canon

**Housewives who can view
PGW represented
TV stations
will spend \$12 million on
cookies and crackers
this week.**

**Do you sell
cookies or crackers?**

**You can sell more
with spot TV**

...and we can show you how
...market by market

PETERS GRIFFIN WOODWARD INC.

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.

About to plunge?

Will RCA's next venture be major invasion of CATV? That decision will be made on basis of full-scale study now under way, and informed observers are predicting it will be affirmative because company has all necessary qualifications and assets. It's in forefront of electronics hardware, owns substantial software (Random House, RCA Victor records, sets and cassettes), is bellwether in research and development, and knows television operations (NBC). Its ownership of NBC presumably would keep it out of cable ownership which FCC denies to networks.

Full field study of CATV has been going on for months, directed by Chase Morse Jr., executive vice president for financial planning. In immediate charge is Robert Dunlop, who recently joined company from IBM which, after long deliberation, decided cable was not in its orbit. Earlier studies by RCA engineering-products specialists in Camden, N.J., manufacturing headquarters, projected 100-channel cable and equipment market, including local-origination equipment, running into hundreds of millions along with software. Notion is that at this early stage of development there would be no disposition for government to interfere antitrustwise.

Dead end

Biggest, oldest, most sweeping radio-TV music lawsuit on record has been dismissed. It's so-called "Schwartz suit," filed in 1953 by songwriter Arthur Schwartz and 32 other members of American Society of Composers, Authors and Publishers under name of Songwriters of America. They charged broadcasters with conspiracy to keep off air all music but that of Broadcast Music Inc., and asked for divestiture of BMI from its broadcast ownership, dissolution of National Association of Broadcasters and \$150 million in damages (BROADCASTING, Nov. 16, 1953).

Broadcasting leaders contended suit was baseless and never gave it any chance of success, but over years it was subject of pretrial conferences and testimony and intermittent efforts at settlement. In one of last known settlement attempts, compromise price was down to about \$450,000 (BROADCASTING, July 20, 1964). In end plaintiffs had to settle for dismissal with prejudice and no damages at all. Similar but lesser suits by songwriter Gloria Parker against various broadcasting and music interests were quietly dismissed some

time ago for lack of prosecution, and 1954 "Life Music" case by songwriter Barney Young for \$7.5 million and BMI dissolution may go same route.

NAB realignment

Reassignment from within, rather than selection of outsider, is likely course in finding successor to Paul Haney as executive vice president, public relations, of National Association of Broadcasters. Mr. Haney will end six-month tenure on Aug. 15, to return to Texas for personal family reasons (page 28).

NAB President Vincent T. Wasilewski is concerned about maintaining momentum, leaving little time to indoctrinate newcomer. New alignment might vest over-all public-relations responsibility in Executive Vice President Grover C. Cobb; reassign station relations from Mr. Cobb to Vice President William Carlisle and shift Vice President James H. Hulbert from assistant to the president to position in public relations under Mr. Cobb. And it would save one top salary at time belt tightening is needed.

Busy, busy

FCC will work at forced draft to finish far-reaching CATV rulemaking before Congress recesses in August, and thus make good on promise to Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee. Beginning at once FCC will spend three days each week on CATV until package is tied into form for special Senate preview that Senator Pastore requested.

Cost cutter

Some station reps are using superlatives to describe initial reaction of advertising agencies to standard-month broadcast-billing-system for spot TV. System, designed to save paper work (one agency says it's cutting volume in spot billing by as much as 50%), treats final Sunday of each month as end of month for billing purposes, went into effect "officially" last March 28. One rep said agency reaction is "sensational." Another said major agency—which has used system since last Jan. 1—estimates it will have reduced cost of its spot-paper processing by 15% in first half of 1971.

New billing calendar was also supposed to help speed up advertisers' spot payments, particularly by reducing discrepancies. Reps are cautious in assessing this area, though they tend to believe system "has generally helped."

One after another

Another hot potato involving CBS News is expected to be handled by FCC soon, possibly this week—news operation's role in aborted invasion of Haiti by Haitian exiles five years ago. And as in case of last hot potato cooked up by CBS—*The Selling of the Pentagon*—handling is expected to be gingerly. Commission, in response to report by House Investigations Subcommittee sharply critical of CBS's actions in connection with *Project Nassau*, which was never telecast, asked network for comment ("Closed Circuit," March 8). Subcommittee concluded that network staged scenes of invasion preparations that it could film and encouraged exiles to undertake illegal invasion.

Commission staff has completed draft of letter to Representative Harley O. Staggers (D-W. Va), chairman of subcommittee and its parent Commerce Committee. And while contents are being kept under wraps, commission is expected to conclude there is no appropriate action it could take (indeed, commission is proceeding with renewals of CBS licenses) but to raise critical eyebrow about manner in which CBS exercises control over employes. Response would come at time when Representative Staggers is locked in battle with CBS over question of *Selling* outtakes (see page 25).

Second year

Colgate - Palmolive will underwrite another 52 weeks of its showcase barter show—*Dinah's Place* which has been on NBC-TV, Mon.-Fri., 10-10:30 a.m., since Aug. 3, 1970. C-P packages show, places it through Norman, Craig & Kummel, New York, and retains commercial positions in exchange for program. NBC sells off show's remaining commercials to other advertisers.

Diverse sources

Public-broadcasting advocates are elated at conclusions of new study on financing of noncommercial, educational TV and radio stations. Soon-to-be-announced report shows that almost \$6 million in facilities grants from federal treasury generated more than \$17 million from public, foundations and nonfederal government sources. That 75-25 ratio of private to federal funding is reverse of widely-held belief that federal grants provide 75% of total monies raised for this purpose.

Sudden shift in cable attitude

Broadcaster-CATV-copyright gathering set

Representatives of broadcasters, cable-TV operators and copyright owners will meet in Washington July 9 for what is billed as exploratory talks to see if some compromises can be reached among three components of TV distribution.

Meeting was initiated earlier last week by David H. Horowitz, vice president and general counsel of Columbia Pictures, who is chairman of Committee of Copyright Owners, and agreed to Friday (June 25) by Vincent T. Wasilewski, president of National Association of Broadcasters, and Alfred R. Stern, Television Communications Corp., New York, who is chairman of copyright committee of National Cable TV Association.

Projected meeting follows indications of readiness to negotiate on CATV issue by broadcasters at meeting last week of NAB board (see page 27).

Agreement to meet also comes two weeks after cable-TV copyright com-

mittee and copyright owners signed understanding on issues dividing them (BROADCASTING, June 21). Among provisions were compulsory license for all CATV systems, right of cable systems to carry programs from at least three network, three independent and one noncommercial stations, and special arrangement in top-50 markets whereby cable-TV systems would protect exclusivity provisions of program supplier contracts with TV stations.

That joint announcement was made one day before FCC commissioners appeared before Senator John O. Pastore (D-R.I.) and his Communications subcommittee, at which FCC Chairman Dean Burch announced tentative plans for CATV regulation (BROADCASTING, June 21). These look to having cable systems provide carriage of all local TV stations, plus prospective chance to carry at least two additional distant TV stations in top-100 markets.

Renewals dominate NAB board meeting

Joint board of National Association of Broadcasters instructed its staff to try hard to expunge eight-day notice item that is part of commission license-renewal proposals—or at least attempt to “ameliorate” it, according to Willard E. Walbridge, Capital Cities Broadcasting Corp., who presided at his last meeting as chairman of NAB Friday (June 25).

Although Mr. Walbridge did not specify what he meant by that term, other sources indicated that NAB's fall-back position on this issue might be to accept requirement that such announcements be made every 30 or 60 days.

On companion license-renewal policy issue, joint board called on FCC to clarify policy on renewals, by court action if necessary. It called on commission to take “all appropriate measures” to foster stability and to reduce harassment of broadcasters. Board also authorized NAB staff to take judicial action if necessary in effort to establish such policy.

In special resolution, NAB board backed Dr. Frank Stanton of CBS in his refusal to provide House Commerce Subcommittee material relating to network's *Selling of the Pentagon* documentary. Board said it was supporting Dr. Stanton “in his efforts to establish once and for all that electronic journal-

ism is covered by the same First Amendment guarantee enjoyed by the print media.”

Second resolution on First Amendment rights was in support of *New York Times* and other newspapers involved in current government suits relating to publication of Pentagon Vietnam war documents. That resolution contained careful exception about means by which documents became available.

To counter what seemed to be growing acceptance of direct satellite-to-home UHF broadcasting service at international World Space Communications Conference in Geneva, NAB board authorized message to U.S. delegation expressing opposition to idea, as contrary to local-service philosophy of U.S. broadcasting.

Harris: news credibility holding up quite well

Charges that news media are “too liberal” or “too conservative” or “too full of violence” have not gained majority acceptance among TV viewers or newspaper readers, according to latest findings of pollster Louis Harris & Associates Inc., New York.

Among criticisms of TV and printed news, heaviest negative vote from sample of 1,619 households was registered against “too-full-of-violence” issue: 42%

held that television and newspapers are guilty of too much attention to violence.

To other questions, 37% of poll respondents said TV news is “too easy on protestors”; 30% said it is “too full of sex”; 18% said it is “too liberal”; 17% said it is “too easy on the establishment”; 12% said it is “too conservative” and 8% said it is “too hard on protestors.”

Harris noted that reactions to these charges of bias “do not vary greatly between newspapers and television news.” Firm said survey reveals “healthy public skepticism” in that most Americans (61%) report they can recall specific cases of bias in news presentations.

The poll was taken prior to controversy surrounding newspaper publication of classified Pentagon documents.

Phase II for Little study

Group of communications firms, including some broadcasters and cable-TV owners, agreed last Thursday (June 24) that pilot broadband cable system should be established to determine viability of special services. Decision was made at meeting of underwriters of study by Arthur D. Little Co., Cambridge, Mass. (“Closed Circuit,” June 21), and would be aimed at putting up cable system with at least 10,000 subscribers.

Nader-Knauer finale for Dingell hearings

Self-regulation in advertising has poor track record and at best can only supplement government action. That was key point made Friday (June 25) by consumer-advocate Ralph Nader at last day of House Small Business subcommittee hearings under Chairman John D. Dingell (D-Mich.) that began three weeks ago (BROADCASTING, June 14).

Beyond FTC's requirement that advertisers back up their claims (BROADCASTING, June 14), he said, advertisers should be compelled to point out prior deceptions and complaint process before regulatory agencies should be improved.

“Any self-regulatory effort, even the relatively detailed one proposed for the National Advertising Review Board, must have as a pre-condition to its impact the finely structured governmental authority to police the marketplace,” Mr. Nader maintained.

Mrs. Virginia H. Knauer, President's consumer advisor, questioned whether one public member out of five on proposed NARB board would be fair rep-

resentation; noted plan does not cover ad problems at local level, and pointed out plan does not give media opportunity to review ads and make own judgments. Standards ad industry will use to evaluate ads are unclear, she added.

Some prime-time relief

FCC has issued blanket waivers of its prime-time access rule for half-hour network newscasts starting at 7 p.m.—but only if stations devote previous hour to locally originated news and/or public-affairs programming.

Commission said Friday (June 25) it had stated such waivers would be appropriate when it adopted access rule (which limits to three hours each evening amount of prime-time network programming stations in top-50 markets may present) in May 1970 (BROADCASTING, May 11, 1970). But, commission said, it had been requested to announce that such waivers would be granted without individual licensees having to file specific requests. Accordingly, commission announced, licensees must notify Chief of FCC Broadcast Bureau by Sept. 15 if they plan to operate under this waiver. Waiver is effective through Sept. 30, 1972.

In separate action, commission granted NBC waiver of prime time rule to permit showing of Orange Bowl football game Jan. 1, 1972, and Bing Crosby golf tournament, Jan 14, 1972.

FCC asks for comments on women's employment

FCC has asked for comment on proposal that it include women within scope of present requirement that broadcasters adopt affirmative action programs to assure equal-employment opportunities.

Commission, in announcement on Friday (June 25), said it was acting in response to petition by National Organization for Women (NOW), which argued that women have been subjected to job discrimination throughout broadcast industry.

Commission rule adopted last year adds new section to application forms requiring broadcasters with five or more employees to report on programs assuring equal employment and promotion opportunities to Negroes, Orientals, American Indians and Spanish-surnamed Americans.

Commission last week said it had not included sex discrimination because of determination at that time to "focus [its] major efforts in requiring development of equal employment opportunity programs" on ethnic groups, in view of limited resources "and the national crisis which exists with regard to the problems of racial harmony."

NOW had asked that commission in-

clude women in scope of requirement without issuing rulemaking. But commission said it felt it should receive comments on proposal to develop information concerning need for it and its possible effect on licensees.

Commission also proposed that it include in rules provisions of section requiring statement of affirmative action program, to make them more easily available to public. Comments are due by Aug. 9, replies by Aug. 19.

Minorities: look to CATV

CATV was held out to minority groups over weekend as "last best hope for significant minority involvement in our communications revolution."

FCC Commissioner Nicholas Johnson, who offered that description of cable TV, and Geoffrey M. Nathanson, president of Optical Systems Corp., both urged minority groups to seek access to CATV—through ownership, if possible, if not, by leasing channels.

Both spoke at workshop on minority-group business opportunities in CATV co-sponsored by Department of Commerce's Office of Minority Business Enterprises, National Business League and National Council for Opportunity and Cooperative Assistance Fund.

Commissioner Johnson and Mr. Nathanson said that minority groups have been virtually shut out of ownership of radio and television but that CATV still remains open as means of communication available to them.

Commissioner Johnson cited two reasons cable is "fundamental" to healthy development of minority culture in contemporary America—it offers better start toward "improved racial communication and understanding our society sorely needs," and "it is the quickest way of ending white captivity of minority media. . . ."

Mr. Nathanson urged listeners to seek CATV major market franchises. "Go openly, as a minority controlled company," he said. "You've got more political muscle than you probably realize."

New faces at OTP

Henry Goldberg, formerly with Covington and Burling law firm, Washington, has been named counsel in Office of Telecommunications Policy's general counsel's office. Mr. Goldberg had been with Covington and Burling since 1966. OTP has also announced appointment to general counsel's office of Stephen Doyle, special assistant to OTP Director Clay T. (Tom) Whitehead.

Week's Headliners



Mr. Read



Mr. Ockershausen



Mr. Chapin



Mr. Beindorf

Richard W. Chapin, president of Stuart Enterprises Inc., Lincoln, Neb., unanimously elected chairman of joint boards of National Association of Broadcasters. Others elected at board meetings in Washington last week: **A. Louis Read**, WDSU-TV New Orleans, chairman, and **Donald P. Campbell**, WMAR-TV Baltimore, vice chairman, of TV board; **Andrew M. Ockershausen**, Evening Star Stations, Washington, chairman, and **Wendell Mayes Jr.**, KNOW(AM) Austin, Tex., vice chairman, of radio board. (See story page 28).

Ray L. Beindorf, VP, general manager, KNXT(TV) Los Angeles, named executive VP, CBS Television Stations Division, effective July 6. Position has been vacant since October 1967 when **Robert**

D. Wood, now CBS-TV president, moved up to become division president. Mr. Beindorf joined CBS in Hollywood in 1951 as member of guest relations department. Later he held sales positions at KNXT and CBS-TV Stations National Sales in Chicago and New York, and was appointed KNXT's general sales manager in 1960.

Russell K. Shaffer, executive VP and chief operating officer, Richard K. Manoff Inc., New York, elected president. He succeeds **Hanno Fuchs**, who leaves agency after six months as president and creative director. Mr. Shaffer has named two VP's, **John Enmerling** and **Gerald Severson**, copy chief and executive art director, respectively, to assume Mr. Fuch's creative responsibilities.

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

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and capacity!

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- 'Mono Ultimate' 10 Fader Mono
Dual Channel
- 'Stereo Ultimate' 10 Fader Stereo
- 'Ultimate III' 10 Fader AM FM
Simultaneous
- 'Top 40' 10 Channel Mono
Automatic-No Faders

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Datebook

A calendar of important meetings and events in communications

■Indicates first or revised listing.

June

June 26-29—First International Television Exhibition of Programs for Young People, sponsored by *New Hampshire Network*. New England Center for Continuing Education, Durham, N.H.

June 27-30—Annual Consumer Electronics Show, sponsored by *Electronic Industries Association*. Includes marketing, video and audio conferences. McCormick Place, Chicago.

June 27-30—Summer convention, *Idaho State Broadcasters Association*. Sun Valley.

■June 27-30—Summer meeting, *National Association of Farm Broadcasters*. Executive inn, Louisville, Ky.

June 27-July 1—Conference on educational communications, sponsored by *Canadian Scientific Film Association, Educational Television and Radio Association of Canada, Educational Media Association of Canada*. Macdonald hotel, Edmonton, Alberta.

June 28—Regional conference and workshops, *Radio Television News Directors Association*, sponsored by KDA-AM-TV Denver.

■June 28-completion—Hearing on cable TV, before *Canadian Radio-Television Commission*. Grand Salon, Skyline hotel, Ottawa, Canada.

June 29-July 1—Summer convention, *Maryland-D.C.-Delaware Broadcasters Association*. Cavalier hotel, Virginia Beach, Va.

June 30—Financial seminar, sponsored by the *National Cable Television Association*. Various speakers will discuss financing and the impact of CATV expansion on existing communications systems, including broadcasting, newspapers and telephone companies. Seminar originally was scheduled for June 23. Sonesta hotel, Washington.

July

July 1-7—94th annual meeting, *American Bar Association*. First part of meeting will be held in New York City; second portion will be held in London from July 14 to 20. Among topics to be discussed is communications. Guest speakers will include Miles Kirkpatrick, chairman, Federal Trade Commission; Robert W. Sarnoff, chairman, RCA, and Clay T. Whitehead, director, Office of Telecommunications Policy. New York Hilton (first meeting); Grosvenor House hotel, London (second half.)

July 2—New deadline for comments in FCC's inquiry into children's TV programs (Doc. 19142).

July 2—New deadline for comments in two FCC proceedings: formulation of rules and policies relating to renewal of broadcast licenses (Doc. 19153); formulation of policies relating to broadcast renewal applicant (Doc. 19154).

July 7-11—National convention, *American Federation of Television and Radio Artists*. Hilton inn, Dallas.

July 8-10—Meeting of *Colorado Association of Broadcasters*. Wildwood inn, Snow Mass, Aspen.

June 9-11—Meeting, board of directors, *American Women in Radio and Television*. Netherland Hilton hotel, Cincinnati.

July 10—Regional conference and workshops, *Radio Television News Directors Association*, sponsored by AP, New York. AP building.

July 11-13—Meeting, *South Carolina Broadcasters Association*. Ocean Forest hotel, Myrtle Beach.

July 12—New deadline for reply comments on application for, and FCC's rulemaking proceeding concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (extended at request of GTE Communications and MCI Lockheed, from June 9) (Doc. 16495).

■July 13—Annual stockholders meeting, *Taft Broadcasting Co.* Kings Island, Kings Mills, Ohio.

July 15-16—Annual general membership meeting, *California Broadcasters Association*. Del Monte Hyatt House, Monterey.

July 16—Board meeting, *Institute of Broadcasting Financial Management*. WGN Continental Broadcasting Co., Chicago.

July 19-20—Meeting, *New York State Broadcasters Association*. Otesage hotel, Cooperstown.

July 22—Meeting on CATV and Community Development, sponsored by Morehead State University's *Appalachian Community Television Project*. Natural Bridge state park, Stanton, Ky.

July 22-24—Meeting of *Wisconsin Association of Broadcasters*. Abbey resort, Lake Geneva.

August

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

Aug. 2—New deadline for reply comments in two FCC proceedings: formulation of rules and policies relating to renewal of broadcast licenses (Doc. 19153); formulation of policies relating to broadcast renewal applicants (Doc. 19154). Previous deadline was June 3.

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

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

Aug. 20-21—Meeting of *Arkansas Broadcasters*

Major convention dates in '71

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

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

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

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

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

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

Association. Arlington hotel, Hot Springs.

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

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

September

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

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

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

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

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

October

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

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

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

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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Phone: 312-381-3220

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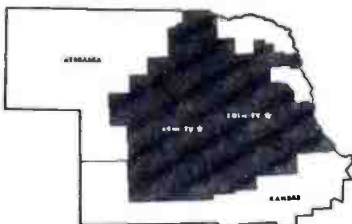
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- Check retail sales.
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*Source: ARB Feb./March, 1971



The Turkey Stations

RADIO
WRZD KALAMAZOO BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS KALAMAZOO
WWAM/WWTV-FM CADILLAC
TELEVISION
WAZO-TV GRAND RAPIDS KALAMAZOO
WWTV CADILLAC TRAVERSE CITY
WWDP-TV SABLE STE MARIE
ROH-TV LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.
RMEG-TV SIOUX CITY, IOWA

KOLN-TV / KGIN-TV

LINCOLN, NEBRASKA
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Avery-Knodel, Inc. Exclusive National Representative

**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

Georgia-Pacific nails down the purchaser

How do you effectively communicate a billion-dollar corporation like Georgia-Pacific—with international resources in timber and gypsum, over 30 operating divisions with thousands of distinct products, many different distribution channels and a deceptively slim ad budget?

Previously, we had employed a combination of print and the NBC package of the *Today* and *Tonight* shows, as much for the merchandising value of the stars as for the audience selection and reach. Heavy use of point of purchase linked to *Today-Tonight* stars provided the merchandising hook. But after three years of excellent results with this merchandising-advertising package, we were in the market for a dramatic new vehicle.

A more sophisticated marketing approach compounded the challenge. Research had shown a definite color-and-species preference for hardwood paneling in various sections of the country. Complicating the situation was the desire to integrate corporate commercials to convey the natural-resources message of the company.

Since we now needed the flexibility to customize commercials on a regional and market-by-market basis, we decided to investigate syndicated TV specials.

G-P decided to go shopping for a special that would attract the audience most likely to buy our products. The target audience was the home-owning, family-oriented 35-50 age group with a \$10,000-plus income.

After a discussion with numerous TV special-production houses, it was decided to develop three hour-long specials featuring the King Family. Each show would center on a great American historical city with outdoor vistas prominently used as colorful backdrops for the King clan entertainment. The King Family's theme, "There is beauty all around when there's love at home," would project the best of American ideals. Past performances of the family indicated they would attract G-P's target audience.

The first show, *The King Family in Washington*, aired in March and featured 25 members of the family with a wide variety of American music. Washington's most famous landmarks and national monuments provided spectacular backgrounds. The May show in San Francisco presented 37 members of the King Family in sequences ranging from

Fisherman's Wharf to Victoria park and from Chinatown to a cable-car turnaround. Atlanta, Ga., will be the setting of the third special now in production.

Each special, reaching an estimated 8-million households, was timed to coincide with sales-promotion periods for the various product divisions. Commercials covering paper, paneling and charcoal products were interspersed with corporate messages in each market area. Bob Clarke, member of and spokesman for the King Family, recorded the corporate spots on G-P forest lands.

Working with the media department of the McCann-Erickson agency, each special was scheduled to cover 124 key marketing areas throughout the country. Additional spot commercials were programmed around the specials to flesh out a year-long promotional package for G-P distributors.

Once the TV program had been decided upon, the next problem was to develop a promotion to capitalize on the theme of the special—something to harmonize with our American tradition and heritage.

Since we were presenting a look at great American cities of historical significance in the development of our country, it seemed a natural to adopt a promotional theme, "the great American look." This is best exemplified in the design of several new hardwood paneling to complement this promotion. This meant American consumers in any part of the country could choose a wall paneling to conform to their personal "great American look" in home furnishings.

As the American-look theme flowed from the TV buy, a year-long advertising and promotion campaign was es-

tablished. Full-page color ads were scheduled in leading building and remodeling magazines as well as national consumer publications.

A ListFax phone number in each ad encouraged the reader to call and obtain the name of his local building-material dealer participating in the program.

To date, the first two shows have proved highly successful. But perhaps Georgia-Pacific tends to use a slightly different yardstick in measuring the impact of our advertising and promotional efforts. We are interested in audience ratings on broadcast and readership scores on print ads. But the final measurement is the number of dealers who participate in our program even before the special aired and the amount of products they purchase in anticipation of the customer reaction to be generated by the advertising promotion.

Approximately 3,000 dealers participated in both the spring and summer promotions. Paneling sales are running approximately 27 percent ahead of a comparable period last year. During one four-week period just prior to broadcast, more than 1.5-million panels were ordered from our mills. Station acceptance has been excellent with show placements now covering over 150 markets.

"The great American look" package has been enthusiastically received by our dealers. The King Family specials have rated well and we look forward to a highly successful year.

Producing, distributing and publicizing your own specials in 124 markets is not necessarily the easiest path to marketing eminence but when you can generate specific results in individual markets, then the labors are worth while.



Harold C. Ellicott is assistant to the vice president-public relations and advertising, Georgia-Pacific Corp., Portland, Ore. A graduate of the University of Oregon in business administration, he joined Georgia-Pacific in 1956 after serving as manager of the Hawaii state fair and in PR and advertising assignments with M & M Wood Working Co. and Willamette National Lumber Co. After nine years as manager of advertising and PR for Georgia-Pacific he was named to his present post in 1966.



Now watch! KWWL-TV, Cedar Rapids- Waterloo, Iowa, has appointed Blair Television.

A strong assist from agriculture and industry (refrigeration, farm machinery, canning and more), plus one of the highest worker productivity rates in the world, has helped the Cedar Rapids-Waterloo market attain one of the nation's highest standards of living. Per capita income exceeds the U. S. average! Home ownership is booming.

Serving this on-the-move area is Black Hawk Broadcasting's flagship station, KWWL-TV, Channel 7. With an impressive share of audience in prime time (up 13% 1971 vs. 1970)*, and throughout the day, KWWL-TV is one of NBC television's most important affiliates.

Now KWWL-TV has appointed John Blair & Company, America's leading television station representative. If you'd like to know about KWWL-TV, and the rich heartland of northeast Iowa, call your Blair man.**

**And, don't forget KWWL Television's sister station, KAUS-TV, serving Rochester (Minn.)—Mason City (Ia.)—Austin (Minn.). KAUS-TV has appointed Blair television too!

*1970 Statistical Profile of Iowa, Iowa Development Commission

**ARB Feb/Mar. Subject to survey limitations. Details on request.



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KSTP-TV/Minneapolis—
St. Paul
WHNB-TV/Hartford
WBAL-TV/Baltimore
WCKT/Miami
KGW-TV/Portland, Ore.
KTAR-TV/Phoenix
WDAU-TV/Wilkes-Barre—
Scranton
WDBJ-TV/Roanoke
WCSH-TV/Portland, Me.
WABI-TV/Bangor
KBLU-TV/Yuma, Ariz.



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RN to ST

EDITOR: This is just a note of congratulations to both Larry [Taishoff] and you as you assume your new responsibilities. Larry will find it a real challenge to follow in your footsteps, but knowing you as I do, I am certain that you have taught him exceedingly well. Of course, we were delighted to learn of your decision to remain active, and we look forward to many more years of your valuable contributions to the broadcasting industry.—Richard Nixon, *The White House, Washington.*

(The President's letter was in response to the announcement that Sol Taishoff became chairman and editor of BROADCASTING magazine on June 15, and that his son, Lawrence B. Taishoff, was succeeding him as president and publisher [BROADCASTING, June 14].)

Radio '71 earns praise

EDITOR: Congratulations on Don West's superb article on Radio '71 [BROADCASTING, June 21]. I'd like to remind some of the skeptics I have been boring for so many years that "I told you so." Fine article.—Ole G. Morby, *Westport, Conn.*

EDITOR: After reading your special report on Radio '71, may I take this opportunity to thank you for a well-done job. As director of the radio division of the communications department here, I find articles like yours valuable to show communications students the value and impact that radio has.

Too often, radio is put far behind television and film in significance and impact in the communication area. As your article brings out, radio is more exciting than television, in that radio is adapting more readily to the public's needs and not programming for the mass audience (if there really is one) as television does.

Keep up the good work.—Martin M. Goldberg, *New York Institute of Technology, Old Westbury, Long Island.*

Their own medicine, etc.

EDITOR: Regarding your special report on radio. It is interesting to note that some of the leading radio and television consultants have themselves become station owners. Gene Chenault of Drake-Chenault already owns KYNQ-AM-FM in Fresno, Calif. BGW Associates, led by Richard Geismar and Fred Walker, has just acquired WELI(AM) New Haven, Conn. Jerry Graham and I have acquired a construction permit for

WIOM(AM) Pittsfield, Mass., and are in the process of building that station.—Bernard Ruttenberg, *Graham, Ruttenberg Inc., New York.*

Apathy breeds disrepute

EDITOR: I say amen to the letter of Phil Spencer (BROADCASTING, June 14) regarding the political broadcast bill. It is unfortunate that the National Association of Broadcasters is composed of tired old men who depend upon the old-hat strategy of "if we don't do anything, maybe it will go away." It's no wonder that broadcasting is in such disrepute in the Congress.

We need more Phil Spencers and Jerry Lees on that NAB board. It's just unfortunate that the younger, active men are usually too busy with their stations to take part in NAB planning and strategy. That leaves, for the most part, the semiretired "pioneers" speaking for us.—William E. Sullivan, *president, WAHT(AM) Lebanon, Pa.*

Registering a point

EDITOR: In your story on the secondary offering registration by Sonderling Broadcasting Corp. [BROADCASTING, May 3], you state: "Price will relate to market trends at time of sale, with a \$30 $\frac{3}{4}$ per-share maximum." This figure was based on the May 10 closing price of Sonderling shares on the American Stock Exchange and was used purely for the purpose of estimating the registration fee that is required to be paid to the Securities & Exchange Commission. Actually, the stock can be sold at any price, although the fee payment to SEC will have to be adjusted when that takes place.—Jerold Levine, *treasurer, Sonderling Broadcasting Corp., New York.*

For the records

EDITOR: I must express concern at the growing number of record firms seeking annual fees from stations before the stations can receive new records. To pay each of these companies annually for what amounts to nothing more than the privilege of keeping them in business by airing their releases is totally uncalled for—despite postal rate hikes, the major excuse for such fees. I hope other stations will make it known that this trend is not in the best interest of either industry.—Jerald D. Larsen, *operations manager, KDTH(AM) Dubuque, Iowa.*



Now watch! KAUS-TV, Rochester (Minn.)- Mason City (Ia.)-Austin (Minn.), has appointed Blair Television.

The fertile valleys of southern Minnesota and northern Iowa comprise one of the nation's most productive agricultural sectors. Moreover, pioneering medical research institutions, major packaging facilities, important meat packing and distribution centers, and more, add diversity and depth to the area's impressive economic picture.

The market's 3 principle metropolitan areas are served by Minnesota-Iowa Television's powerful ABC affiliate, KAUS-TV Channel 6 — #1 in prime time with a 39% share. (An 18% increase over a comparable 1970 period—and it's still growing!)*

Now KAUS-TV has appointed John Blair & Company, America's leading television station representative. If you'd like to know more about this prosperous Minnesota-Iowa market, and KAUS-TV, call your Blair man.**

**And, don't forget KAUS Television's sister station, KW WL-TV, Cedar Rapids-Waterloo, Iowa. KW WL-TV has appointed Blair Television, too!

*ARB Feb/Mar 1971. ARB Feb/Mar 1970. Subject to survey limitations. Details on request.



BLAIR TELEVISION
A Division of John Blair & Company

The White House: CATV scene stealer

Nixon names top-level group for cable policy; where the FCC and Congress now stand is uncertain

The announcement, though expected, had the impact and prestige of having been made by President Nixon himself: He had established "a special administration committee to develop a comprehensive policy with regard to cable television."

But it offered no clue to the question that had been raised by broadcasters and cable operators since word of administration plans to formulate basic policy in the CATV field first began circulating several weeks ago ("Closed Circuit," June 7).

Was the administration planning to override the FCC on cable policy? Broadcasters, who feel the commission's proposals on cable are too liberal (they would open the major markets to distant signals and assure even small-market viewers of a choice of programming), hoped that it was. They recalled the report that President Nixon had expressed concern about cable TV's possible adverse impact on television (BROADCASTING, March 22). CATV spokesmen expressed confidence the commission would not be pre-empted.

Administration sources said the formation of the committee had "nothing to do with the FCC," that it would be free to proceed with its deliberations. They also said that the committee will require "three to six months to complete its work"—but there is no fixed deadline. Commission Chairman Dean Burch said the chairman of the special committee, Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, had told him the commission was not expected to "slow down." Mr. Burch also said he would brief the committee on the commission's proposals for CATV.

The commission has committed itself to completing its deliberations and reporting its conclusions to the Senate Commerce Committee before Congress recesses, on Aug. 6 (BROADCASTING, June 21).

And Chairman Burch, who reported

on his conversation with Mr. Whitehead during a Senate appropriations subcommittee hearing on the commission's budget request for fiscal 1972, said the agency will proceed "post haste." Senator John O. Pastore (D-R.I.), who is chairman of the Senate Commerce Committee's communications subcommittee and who extracted the commission's promise to consult with the full committee before acting, is also chairman of the appropriations subcommittee. He is said to be reserv-



President Nixon was much involved with the broadcasting industry last week, in matters of both substance and ceremony. First, he announced formation of a high-level committee to write policy about cable television, and presumably to encourage its growth without stunting that of on-air broadcasting. Then he received the joint boards of the National Association of Broadcasters at the White House, and told them America's was the best broadcasting system in the world. The President is pictured as he received a copy of "The Cavalcade of Broadcasting" from NAB President Vincent T. Wasilewski.

ing judgment on the possible effects of the White House committee.

Chairman Burch indicated that his discussion with Mr. Whitehead did not remove all doubts that the commission would have a clear path. Mr. Burch said he was told that the commission, the Congress and the special committee would each be free to discharge their responsibilities. But, he said, "I don't know if there will be any conflict" among them.

Mr. Whitehead himself has indicated that the administration will eventually propose legislation. In closed-door testimony before a House Appropriations Subcommittee that was released on June 18 he said that, "ultimately," Congress must make the "fundamental decision" on CATV policy. OTP feels that the many problems pertaining to cable "do not fit existing regulatory molds" (BROADCASTING, June 21).

However, OTP officials say that proposed legislation is "not a foregone conclusion" but rather a live possibility; in any case, they add, it would be a decision for the full committee.

OTP officials, in attempting to distinguish the special committee's responsibilities from those of the commission, speak of the committee's concern with "the long-term structure" of CATV policy, with problems likely to be encountered "not next year but in the next decade." They talk of developing "cohesive national policy" that would obviate the need for dealing with CATV problems "every year."

The committee, they say, will not be concerned with such matters of great concern to the commission as importation of signals from overlapping markets or the number of distant signals a CATV system in a particular market should be free to carry.

They add that the committee will be concerned with such "broad questions" as whether cable should be regulated as a common carrier in the next five years, the kinds of services it should provide,

and, "What are the social and economic implications of cable?"

Although the commission does not often talk of the "social and economic implications" of cable, there would appear to be a possible overlap of interest between it and the committee on the uses to which cable might be put. That is one of the questions with which the commission is now grappling.

The identifications of the committee members indicate the types of interests they will bring to their committee assignment. As disclosed two weeks ago (BROADCASTING, June 21), the members include three cabinet members and three White House aides, along with Mr. Whitehead.

The cabinet members are Elliott L. Richardson, secretary of Health, Education & Welfare; George Romney, secretary of Housing & Urban Development, and Maurice H. Stans, secretary of Commerce.

The White House aides are Robert H. Finch, one of two counsellors to the President, who has broad responsibilities in the area of domestic policy; Leonard Garment, a special consultant to the President, whose concerns include minority-group affairs and the arts, and Herbert G. Klein, director of communications for the executive branch.

All are said to be interested in "the visionary" aspects of cable, in its potential for distributing information on health and education, for instance, and in the impact it could have on sociological patterns. However, OTP officials say the committee members have no "preconceived views," that the only thing they are agreed on at this point is that there is to be no "serious, precipitous harm" done to broadcasting.

The President's announcement said that an OTP review of broadcasting and cable TV policies that has been underway for several months will serve as the focal point for deliberations.

The committee met with Mr. Whitehead for its first meeting on Wednesday morning at the OTP offices. It did not discuss any substantive matters. Rather, Mr. Whitehead outlined the CATV studies OTP has been doing, and discussed with the committee the manner in which it might proceed. The committee also set up a "working group," which will consist of representatives of each of the members.

One matter agreed on was that the committee will solicit the views of the affected industries, though a procedural question to be resolved is whether the committee or its working group will hear the industry representatives.

OTP officials said they realized there was a danger of duplicating the educational process the FCC recently completed in its deliberations on cable. But

they assume the industry representatives would submit views on the "long-term issues"—not the kind of "bread-and-butter" matters in which most of those who filed views with the commission were interested.

The date of the next meeting of the committee has not been set.

The President's announcement appeared carefully balanced to allay concerns of both broadcasters and CATV operators. It said that "Coaxial cable provides a means for the distribution of television programming and for the development of new communications services as well," and added:

"The President recognizes that television, which has rapidly become an enormously important nationwide news and entertainment medium, has a pro-

Nixon's team: new platoon in CATV policymaking



Whitehead



Richardson



Romney



Stans



Finch



Klein



Garment

found impact on the social fabric of the nation. He wishes to avoid in the field of television that instability which technological change has caused in some of our heavily regulated industries.

"A number of complex issues must be resolved if cable TV is to grow in an orderly way and without serious disruption of existing television service. The President has asked the committee to develop forward-looking policy proposals that will permit the full potential of cable TV to be realized and enhance the television service available to the American public."

The statement enjoys the unusual distinction of being welcomed both by the National Association of Broadcasters and the National Cable Television Association, organizations that rarely agree on governmental initiatives dealing with cable policy.

NAB President Vincent Wasilewski found it particularly "heartening that the White House recognizes the importance of developing cable television in a way that will not disrupt and will maintain the stability of free broadcasting service to the public."

NCTA President Donald Taverner expressed pleasure that the administration is undertaking a comprehensive policy study of cable television and said "the President's action in establishing this high-level committee underscores the critical importance to the American public of the development of cable TV."

Mr. Taverner, for one, appeared to see no conflict shaping up between the commission and the committee. The committee's deliberations over "long-

range issues," he said, will not delay resolution of the commission's "immediate policy concerns." Indeed, he sees the commission's announced intention to conclude its work later this summer as assuring the President's committee "the opportunity to draw on real experience in assessing cable's potential and place in America's telecommunications scheme."

A spokesman for the Association of Maximum Service Telecasters, which has taken as hard a line on CATV policy as any group in broadcasting, called the President's appointment of a special committee "an interesting development" that AMST will follow carefully. Lester Lindow, AMST executive director, also made it clear that AMST, which has made extensive studies in connection with commission CATV rulemakings, would seek to appear before the presidential committee.

'Round it goes about children's shows

Critics and broadcasters confront one another at ABC-TV workshop, but hard answers are few

The thorny issue of improving and expanding quality children's programs on television without prohibitive costs was dissected and debated last week by broadcasters, advertisers, agency people and producers.

There was universal agreement that television must shed its action-filled cartoon syndrome of yesteryear. But industry officials at the two-day children's program workshop, sponsored in New York last Wednesday and Thursday (June 23-24) by ABC-TV, were less forceful in meeting the challenge of critics who contended there aren't enough high-caliber children's shows on the TV screens.

There was no absence of skeptics in the audience of more than 400. Representatives of the academic community and of various citizen organizations doused cold water on broadcasters' claims that they are making significant strides in fashioning meaningful, involved programing for next season. In essence, they maintained the industry has taken only a short step toward the goal and, moreover, should overhaul its commercial advertising structure in the children's area.

In his keynote speech James E. Duffy, ABC-TV president, cited four areas of concern for deliberation: (1) program content, production and scheduling; (2) commercial content, production and scheduling; (3) audience measurement, and (4) regulatory agency activities.

In the program-content area, he singled out the issue of violence in children's programs as an overriding topic for exploration. Mr. Duffy also urged participants to discuss ways in which the television industry might expand its sources of program supply by discovering and supporting new talent and new approaches.

He also raised the question of advertisers' attitudes toward the proposed clustering of commercials in children's programs. He pointed to these possible areas of investigation: the number of commercial breaks to be scheduled; efforts to improve the quality of commercials; the alternatives to commercial programing for children, and the impact on quality of programs without commercials.

Mr. Duffy asked the participants to examine "the feasibility of doing away

with ratings on a weekly basis for Saturday-morning programs, instituting perhaps full-industry studies aimed at determining children's motivations and attitudes." He suggested that consideration be made of audience measurement of noncommercial broadcasting, so that these programs could be judged on the same basis as commercial ones.

"On regulatory agencies," Mr. Duffy said, "I would hope that everything from government control to self-regulation standards and practices be ventured and voiced; that we meet the views and criticism of everyone from the FCC to the burgeoning civic groups head-on and—whether violently agreeing with them or violently disagreeing with them—discuss them; that there is no issue we cannot at least try to come to grips with as a collective and responsible body."

Mr. Duffy emphasized that ABC-TV in no way would control or guide the discussions, adding that the network "is simply the sponsor of the event" and was there "to listen, to speak, to question, to learn."

On a subject that was to recur throughout the two-day meeting, Mr. Duffy made his position abundantly clear: He is a firm believer in commercial sponsorship of children's programing.

Chuck Jones, executive producer of ABC-TV's new *Curiosity Shop* series for children, offered suggestions for upgrading the quality of these productions. One significant recommendation was that writers' pay be raised.

"The buyer should demand that at least 10% of any show budget be spent on story and the producer should see that it is so spent," he said. "I know that on some Saturday-morning shows costing in the nature of \$60,000, less than \$1,000 often is allocated to story."

The problems and opportunities in producing quality children's TV programing at the local level were outlined by Jack Harris, president and general manager of KPRC-TV Houston. He cited as an example KPRC-TV's *Sundown's Treehouse* program, which went on the air last year after a year of study and planning, involving consultation with professionals in education, child psy-



At the opening session of the workshop in New York: (front row, l-r) Mr. Harris, Mr. Duffy and Mrs. Sarson; (second row) Mr. Johnson, Dr. Bronfenbrenner, Mr. Pierce and Mr. Bruren.

WCCO-TV used a color processor to win the battle for news ratings.

"With six stations fighting for the same audience, you learn to move pretty fast," says Sherman Headley who is General Manager of the Minneapolis-St. Paul television station.

"And when we got our own color processor in 1965, we really opened up. Now we process over 1,500,000 feet of color film a year—and that's almost exclusively for color news, sports, and public affairs.

"Our film units have contributed tremendously to the range of our news coverage. A happy result of this has

been the number of awards we've received—just recently for our third documentary filmed entirely in Vietnam.

"But the best award is audience recognition. Our news programs have about 50% share of TV viewers, and that's the kind of recognition we're after.

"As you can see, we keep our machine pretty busy. But the ME-4 Process is so simple, especially in combination with Kodak's packaged chemicals, that all our cameramen know how to run the machine. So if you come across anyone who's not yet sold on the ME-4 Process, have him talk to us."

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chology, drama, music and art by one of the station's staffers.

He described the program as one that telecasts children's experiences and adventures, and their reactions. Projects include a trip through the city, to a cow ranch, a Mexican bakery and an antique toy museum. He said he considers the series a success in terms of acceptance by children, parents and educators though it is not sponsored and was not offered for sponsorship. He added that the station is planning to develop a second children's program.

But Mr. Harris cautioned that a quality children's program is neither inexpensive nor easy to produce. It is not certain that a local station can succeed in producing even one locally oriented show for children, he said.

"Ask or demand that we go to five a week and I'm afraid we'll have to turn back the clock to *Popeye* or *Looney Tunes*," he warned.

Dr. Urie Bronfenbrenner, professor of human development and family studies and child psychology at Cornell University, called upon television to use its resources to "bring children and adults back in each other's lives."

To accomplish this interaction, he said, "what is called for is the development of an entirely new kind of television programming . . . which involves family members in activities with each other in games, conversations and joint creativity."

He cited as an example a "do-it-yourself soap opera," in which family members are invited to improvise their own sequel to a broadcast episode, or plays in which parts are taken not only by the professional in the studio but by father, son, daughter and neighbor sitting in front of the set in the living room.

Dr. Bronfenbrenner also suggested that television, instead of depicting life with children as "either a slapstick comedy or flight of fancy," might focus on problems and solutions as they occur in everyday life.

Mrs. Evelyn Sarson, president, Action for Children's Television, emphasized that the organization she heads is pursuing a vigorous effort to alter the course of programming and commercials aimed at children only because she considers the medium to be so effective, particularly in influencing youngsters in the 2-to-11 age bracket.

Despite the professed plans of the TV industry, she continued, "the present situation is not healthy and I see very little change in children's programming in the new network schedules."

On the advertising side, she attacked the policy of stations in "carrying 16 minutes of commercials in Saturday-morning children's shows, while carrying about only half of that amount in

adult shows." Mrs. Sarson also made the point that television stations persist in the practice of using the host on children's programs to recommend products to the viewers.

She repeated an earlier ACT recommendation that 14 hours a week be devoted to quality children's shows and that commercials be prohibited within the body of the programs. In reply to a question from the audience, she suggested that programs be "sponsored" by advertisers who would receive a credit at the end.

Another critical salvo was aimed at the television industry by Warren Braren, executive director of the National Citizens Committee for Broadcasting, who contended that TV "rarely has sought to make a meaningful positive contribution to the well-being of children." On the contrary, he said, "broadcasters are 'selling children' as part of the television market."

Mr. Braren also downgraded the 1971-72 programming efforts of the three TV networks, insisting that the vast majority of new shows are cartoons or are not substantially different from shows that have been presented in prior years. He added that the industry has given no indication it has any plans to reduce the number of commercials and the number of commercial interruptions within children's programs.

Frederick S. Pierce, vice president in charge of planning and assistant to the president of ABC-TV, who was chairman of the workshop, reported on the closed roundtable discussions held Wednesday afternoon. He said more than 270 comments were made but network officials had not had an opportunity to evaluate them.

He told the workshop that over the next few weeks, a complete report on these sessions would be made to the workshop participants.

Senator Edward M. Kennedy (D-Mass.), who was to have spoken at the workshop on Wednesday but remained in Washington for a cloture vote on draft legislation, sent a telegram the next day. He commended ABC-TV for its leadership in sponsoring the workshop and called on the TV industry to improve the quality and balance of children's programming.

James Day, president of the Educational Broadcasting Corp., repeated a position that he has previously taken, calling for commercials to be "bunched" at the beginning and the end of children series on stations and networks. He also voiced the view that if broadcasters produced better children's programs today, today's children in the years to come would demand better adult programming.

James N. Harvey, president and creative director, Harvey and Carlson Inc.,

New York advertising agency, expressed the opinion that children's programming is "reasonably good, but it can—and must be constantly improved." He stressed that the accent should be not on developing "fewer good shows that appeal to fewer children, but more good shows that appeal to more children."

Mr. Harvey reported that research conducted over the past five years for one of his agency's clients in the toy field, Milton Bradley Co., revealed that most people and most parents "see nothing wrong with addressing commercials to children" and TV commercials "do not manipulate children into buying things they do not need or want."

Another brainchild from workshop

Joan Cooney's organization readies 'Electric Company' reading program for fall

Children's Television Workshop, producer of *Sesame Street*, last week in New York unveiled its second experiment in educational television. A new half-hour series, *The Electric Company*, will help teach basic reading skills to second-, third- and fourth-grade children, seven to 10 years in age. Mrs. Joan Ganz Cooney, CTW's president, said the series was in preparation for over a year and a half. She said the workshop took up the project in response to a request of the Nixon administration that designated the 1970's as the "right to read" decade with universal literacy as a major national goal.

Underwriters of *The Electric Company*—budgeted at \$7 million for its first season—include the Office of Education of the Department of Health, Education and Welfare, the Ford Foundation, Carnegie Corp. and the Corporation for Public Broadcasting.

The reading program will broadcast 130 segments for 26 weeks over more than 200 Public Broadcasting System stations beginning Oct. 25 (a Monday). Mrs. Cooney said that some communities not served by noncommercial stations may see the programs on commercial outlets.

The Electric Company title refers to the repertory company of seven players who are hosts on the series. They will combine short, varied segments using music, color, animated cartoons and electronic effects to reach young audiences. A rock-music group, "Short Circus," will also be featured. Members of the repertory company include comedian Bill Cosby and actress Rita Moreno and also Jim Boyd, Lee Chamberlin, Morgan Freeman, Judy Graub-

bart and Skip Hinnant. The group's characterizations will include Julia Grownup, a TV chef; Easy Reader, who must read everything in sight, and J. Arthur Crank.

Mrs. Cooney said the "bullseye" of the target audience is the child in the lower half of the second grade in reading achievement. She said the program may also be useful to older children and perhaps even to some teenagers and adults. "In addition," she said, "we will be watching carefully to determine the effect of the program on children younger than the target group." She said she hoped that many "graduates" of *Sesame Street* would not only continue to watch the series but also extend their viewing habits to include *Electric Company*. Mrs. Cooney pointed out that the program is designed to supplement classroom reading instruction. The majority of ETV stations will carry the show twice daily—during school hours and in late afternoon.

Samuel Gibbon, producer of *Electric Company*, who also headed the CTW task force that developed the series, said the problems of creating the new series were "even more difficult than we faced in making *Sesame Street*. He explained the series would concentrate on just one narrow, crucial aspect of learning and must do so with humor and freshness through 130 programs, as contrasted to *Sesame Street* which has a wide range of subject matter to choose from—from

letters and numbers to interpersonal relationships and problem solving.

The curriculum for the series was developed with the aid of more than 100 consultants and advisors. Five test programs on closed-circuit TV this summer will be evaluated. A separate independent study of the teaching effect of the series is to be conducted during and after the broadcast season. CTW also plans to distribute to teachers an advance guide to program content and may consider a magazine for children based on the series.

Frankfurt, Mattel plan alliance for young

Frankfurt Communications Inc. has been formed in New York by Stephen O. Frankfurt, former president of Young & Rubicam, and by Mattel Inc., Hawthorne, Calif., one of the country's largest toy and game advertisers, to specialize in developing communications to young people and families through youth-oriented products and services.

Mr. Frankfurt and Mrs. Ruth Handler, president of Mattel, made the joint announcement last Tuesday (June 22)—he at his offices in the Time-Life building in New York, she in California. Mrs. Handler iterated her firm's commitment early last year "to establish meaningful communication with young people, to find areas of common interest to both old and young, and to stimulate the dialogue between generations."

Mr. Frankfurt said he would not be specifically involved with Mattel's advertising, but will work with Mattel's agencies, Carson/Roherts and Leo Burnett Co.

The new company, with Mr. Frankfurt as president and chief executive officer, is expected to supply certain creative marketing services to the largest toy maker in the U.S., including television and radio programming, new-product evaluation and a marketing liaison between Mattel and its subsidiaries. The California firm formed Radnitz/Mattel Productions to make movies for family viewing and has acquired a tape and cassette manufacturer and the Ringling Bros. and Barnum & Bailey circus.

"I have always had a more-than-ordinary interest in how we talk to children and how we sell things to families," Mr. Frankfurt said, adding he has been critical of commercials on television. He also pointed out that he is on the board of advisers of the Children's Television Workshop, producer of *Sesame Street*.

Action for Children's Television has complained to the Federal Trade Com-

mission against commercials for Mattel's Hot Wheels racing car and track sets and Dancerina doll (BROADCASTING, June 7).

Mr. Frankfurt said he would be working closely with Mattel's agencies and looking carefully at all communications, especially TV commercials.

Durgin sees specials cut by prime-time rule

NBC-TV and its five owned stations will do better financially during the 1971-72 season because of the new prime-time rule, according to Don Durgin, network president. He made the prediction during the network's annual press tour in Hollywood Monday (June 21). Exactly how much better, he wouldn't say. But Mr. Durgin stated that the one area that would suffer the most as a result of the cutback would be the number of specials used by NBC.

He reasoned that because the amount of time the networks have to work with has been reduced, the maneuverability necessary to pre-empt a program for a special was lost. Mr. Durgin anticipated at least two more seasons before the prime-time rule would be reversed, if that was to be the case. He commented that if the ruling was designed to reduce the profits of the networks, or conversely increase the earnings of smaller producers, the NBC experience for 71-72 would not live up to the FCC's expectations.

During a question-and-answer session, the NBC-TV president said he supported the *New York Times* in its dispute over the printing of allegedly classified documents detailing American involvement in Southeast Asia. He supported the stand taken by CBS over *The Selling of the Pentagon* as well, adding that he could detect no concerted campaign on the part of the administration to discredit network news. "The complaints," he said, "get louder as the election gets closer."

NAB-ASCAP accord on O&O payments

NBC and the American Society of Composers, Authors and Publishers settled their differences over NBC's payments for eight years' use of ASCAP music on its owned TV stations last week.

NBC agreed to pay an additional \$125,000 in settlement of all claims for the period from Jan. 1, 1962, through Dec. 31, 1969. And at the same time, NBC accepted for its owned TV stations the same ASCAP music license negotiated for independently owned TV stations by the all-industry TV station



Morgan Freeman and Rita Moreno in a sequence about a hip-talking character who is obsessed with the printed word whether it be matchbook, clothing label or a dollar bill.

music-license committee (BROADCASTING, Aug. 26, 1968, et seq.). Effective Jan. 1, 1970.

It was estimated unofficially that NBC's ASCAP payments for its owned stations for 1970 would be about \$1.25 million. There was no indication as to how much it previously had paid of their settlement.

Network-owned TV stations were not members of the all-industry committee. They negotiated a separate agreement with ASCAP in the mid-1960's, to extend through 1969. They and ASCAP were never able to agree on contract language, however, and although they made payments in line with the negotiated agreement, the contract term expired without contracts having been signed. Hence the differences over whether they overpaid or underpaid. ABC and ASCAP reached a settlement several months ago. Similar CBS-ASCAP talks are said to be pending.

'Unsell' apparently will be on the air

The first commercials for "Help Unsell the War," public-service advertising campaign, are expected to run next week, according to a spokesman of the project.

Charles Finch Jr., associate director of "Unsell," said last Wednesday (June 23) that 186 radio, 25 television stations and 84 print media have agreed to carry "Unsell" material (BROADCASTING, June 7 et seq.). "The catalogues will be mailed out today," he said, "and we expect that ads will begin to run during the first week in July."

Among the 25 TV stations which he said have agreed to run the commercials are KAIL-TV Fresno, Calif.; KMEG-TV Sioux City, Iowa; KAIT-TV Jonesboro, Ark.; WPGH-TV Pittsburgh; KTWO-TV Casper, Wyo.; KVDO-TV Salem, Ore.; WWLP-TV Springfield, Mass.; WVUE-TV New Orleans; KCIT-TV Kansas City, Mo., and KIMA-TV Yakima, Wash.

Beckwith picks up Pathe

Beckwith Presentations Inc., New York, has acquired worldwide rights to Pathe film library, including theatrical newsreels and more than 1,000 vintage entertainment shorts, and plans to produce TV programs from the material.

Aaron Beckwith, president, says the entertainment transcription library consists of films featuring singers, vocal groups and other performers; all films run from two to four minutes in length. More than 175 personalities are presented, including Burl Ives, Peggy Lee, Ellington and Bonnie Baker. Mr. Beckwith plans to produce from this footage various entertainment specials with a nostalgia motif, including some focusing on black artists.

Chicanos' question: What about us?

Mexican-Americans charge ABC with slighting them; lesser grievances are aired against other networks

A Mexican-American citizen group based in Los Angeles has charged ABC with not responding to demands that it stop airing programs considered demeaning to the Spanish community. The group, Justicia, met Monday (June 21) in Los Angeles with Elton Rule, president of ABC, and other representatives of the television network and KABC-TV, the network-owned station there. KABC-TV is one of two TV stations in Los Angeles that Justicia has said it will challenge at renewal time later this year. Kcor(tv), a Chris-Craft station, is the other.

Paul Macias, vice president of Justicia, said the programs considered degrading to Chicanos included *The Smith Family*, *Dan August*, *Alias Smith and Jones* and *Lancelot Link, Secret Chimp*.

"These shows portray Mexicans as overly meek, consider us recent transplants from Mexico, cast us as hat-in-hand types, give us mascot roles and generally find us the target of a white hero," Mr. Macias said. "These characterizations are untrue and demeaning."

The Justicia vice president also claimed that the "Frito Bandito" commercial was still being shown on some ABC network affiliated stations.

Justicia is seeking contractual guarantees from ABC in five areas: 1) that shows considered demeaning to Chicanos be dropped from the air; 2) that the Frito Bandito commercial be removed from the broadcast schedule; 3) that Justicia be permitted to monitor all scripts which include Spanish-speaking groups and to screen completed programs to insure against demeaning portrayals of Chicanos; 4) that KABC-TV hire a man approved by the Chicanos as its community-relations director; and, 5) that the network set aside \$10 million in program development funds for shows that feature Chicanos in significant roles in order to restore an image of dignity.

"The \$10 million is compensatory funds," Mr. Macias said, "for demeaning Chicanos and keeping them out of the industry for so long."

I. Martin Pompadur, vice president of ABC, said the meeting with Justicia was constructive, although nothing was settled. Both sides expressed their points of view and another meeting was scheduled for July 6 in Los Angeles.

Mr. Andrade said that the next target of his organization would be NBC-TV because of what he called its poor program content. He said the group's

complaints were not aimed at KNBC-TV, the NBC-owned station there. He said the station employed the most Mexican-Americans and the programs they had direct control over were the least demeaning.

"Bob Howard [vice president and general manager of KNBC-TV] has really put forth the effort," Mr. Andrade said. "He's done a lot of things on his own and kept many demeaning programs off the air."

Jack Petry, director of program practices, NBC, West Coast, said his dialogue with Justicia has been good. The group has come to him with some complaints and he has tried to satisfy them. He added that, in his opinion, NBC is doing quite a bit to aid the Justicia cause.

With CBS, Mr. Andrade said, "our demands will center on the use of the Frito Bandito commercial by some of their affiliates, and their bad employment record. We would also like to see their local station, KNXT-TV, cover the Chicano community a little better."

He conceded that there was marked improvement at CBS since Justicia began working with the network's program practices division. Tom Downer, CBS program practices director, said the group had already monitored programs at the network but has no veto power over either shows or commercials.

"What offends Chicanos is changing constantly," Mr. Downer said, "and that's why it's valuable to meet with Justicia. They definitely perform a useful service as far as we're concerned." Justicia requested that where a Mexican part was called for, CBS hire a Mexican actor, Mr. Downer said.

FCC shuts the door on 'Selling' case

In letter to Stagers, Burch says CBS met its fairness obligations

So far as the FCC is concerned, the controversy over CBS's *The Selling of the Pentagon* is closed. The commission, in a letter to Representative Harley O. Stagers (D-W. Va.), chairman of the House Investigations Subcommittee and of its parent Commerce Committee, last week held that it "cannot conclude" that CBS violated the fair-

ness doctrine in connection with the program.

The letter, sent over Chairman Dean Burch's signature, was a follow-up to one sent earlier, in which the commission said any attempt to determine the truth or falsity of *Selling* would be inconsistent with the First Amendment and would involve it "deeply and improperly in the journalistic function of broadcasters" (BROADCASTING, May 3).

The commission's letters were in response to a complaint from Mr. Staggers, whose subcommittee is conducting its own investigation of CBS's role in the production of *Selling* and is engaged in a confrontation with CBS President Frank Stanton on the subcommittee's demand for outtakes from *Selling* (see facing page).

The commission, in discussing the fairness issue, cited a report by CBS on how it dealt with the fairness issue raised by the documentary that dealt with the Pentagon's public-relations program. CBS mentioned eight programs, including *Selling*, in which proponents of the Pentagon's public-relations activities expressed their views. It also noted that an invitation to Assistant Secretary of Defense Daniel Henkin to appear on *Face the Nation* remains outstanding.

"On the basis of the showing made in the CBS letter," the commission said, "the network appears to have afforded reasonable opportunity for the presentation of significant contrasting views on the issues involved in the program."

In another footnote to the commission's involvement in the *Selling* controversy, Chairman Burch was reported angered over published reports that, in the commission's deliberations over how to deal with allegations of distortion, he had prepared a letter much more critical of CBS than the one finally approved and that Commissioner Thomas J. Houser was the commissioner who turned the tide against it.

The letter is said to have contained much if not all of the language that finally was published. But commission officials last week confirmed that it also contained language to the effect that CBS was guilty of "sheer hubris—overweening pride and even arrogance that simply will not allow of the possibility that error may have occurred, and that leads to the knee-jerk response of closing ranks against the critics, of 'we can refute all charges.'" The chairman was exercised over the manner in which CBS edited and rearranged some remarks of Mr. Henkin's in the documentary—the heart of the controversy in which Representative Staggers is engaged with CBS. The Burch draft is also said to have held that CBS accused the Pentagon "of a massive effort to propagandize the public regarding the war in

Southeast Asia and the 'image' of the Defense Department over-all."

Commissioner Houser asked for additional time to consider the letter, which indicated to the chairman he lacked a majority for his draft. However, commission officials state it was doubtful any commissioner would have agreed to include the tough language and that the chairman willingly acceded to its removal. "To his credit," one official said, the chairman was more interested in a unanimous vote on the issue. Others saw the draft submitted by the chairman as simply part of the customary evolutionary process that attends commission decisions on difficult questions. The letter went through a number of drafts before it was adopted.

Chairman Burch's attitude on what the government's role should be in policing broadcast news was also indicated in closed-door testimony given May 6 to House Appropriations subcommittee, and made public last week.

Representatives Burt L. Talcott (R-Calif.) and Robert N. Giaimo (D-Conn.) were questioning him on the issue of alleged news slanting in broadcasting and the fact that the three networks provide the news programs most Americans watch. How does the government, Representative Giaimo asked, make certain "there is fairness in what these three censors [the networks] are doing to 100 million or more American people...?"

Assuming the worst, Chairman Burch said, that the handful of network officials "are deciding what it is we will see," the question that arises is whether that problem is so great that the government's intervention would be helpful, "or be more of a problem than we presently have.

"I am sort of inclined," the chairman said, "toward the latter point of view, myself."

Chairman Burch saw one effective control—competition among the networks. "Unless you can assume that the three of them work in concert, there is the effect of competition in the presentation of news, because nobody wants to be scooped..."

Ellsberg unearthed for CBS News reports

CBS became a player of sorts in another freedom-of-the-press issue last week. As President Frank Stanton was in Washington's Madison Hotel preparing his defiance of a House subcommittee's subpoena (see facing page), correspondent Walter Cronkite of CBS News was interviewing one of the key—and until last Wednesday night most shadowy—figures in the Vietnam history



Dr. Ellsberg on CBS News

disclosures that began with the *New York Times* and went on to encompass an important segment of the nation's press.

The result, first, was an eight-minute segment on the *CBS Evening News* and, later (10:30 p.m.) a 30-minute special report entitled *A Conversation with Daniel Ellsberg*. Both had been filmed earlier that day at an undisclosed location: Dr. Ellsberg, the MIT research associate generally conceded—but not by his own admission—to have made the Vietnam history available to the *Times*, had gone into seclusion soon after the first stories broke on June 13. It was not known how CBS News made contact with Dr. Ellsberg. It is known that Dr. Ellsberg was at one time an associate of the RAND Corp., the California-based "think tank" of which Dr. Stanton was once chairman, and of which he remains a trustee.

Most of Dr. Ellsberg's answers to Mr. Cronkite's questions dealt with the effect the Vietnam disclosures might have on American foreign policy, and on the rightness or wrongness of one individual's deciding what was or was not to be kept secret. Mr. Ellsberg, on the latter point, agreed it was a moral question, and asserted his belief that the *Times* and others struck the right position when they "went ahead at their jeopardy" in deciding to publish. In the closing minutes of the interview Mr. Ellsberg cited the adage that "The truth shall make you free," and voiced his feeling that the truth (about Vietnam decision-making) "was now out of the safes" and that there was no way to get it back.

CBS estimates its *CBS Evening News* segment with Dr. Ellsberg reached 11 million viewers, and that 10 million saw the later *Conversation*. (Both also were broadcast in the CBS Radio Network.) The combined daily circulation of the *New York Times*, the *Washington Post*, the *Boston Globe* and the *Chicago Sun Times*—the papers in which various segments of the Vietnam history disclosures had been printed before *Conversation* was aired—is 2,384,432.

Stanton stands his ground

Refuses Staggers's demand for 'Pentagon' outtakes; contempt action may be next step

CBS President Frank Stanton last week made good his promise not to provide the House Investigations Subcommittee with outtakes from *The Selling of the Pentagon* documentary.

That decision may lead to a contempt-of-Congress citation against CBS and a resulting court battle over broadcast journalism's right to freedom of the press.

Dr. Stanton testified before the subcommittee last Thursday (June 24) in answer to a subpoena, which also called for CBS to produce unused parts of filmed or taped sequences of the program that, after editing, got on the air (BROADCASTING, May 31).

A subcommittee statement, attached to Chairman Harley O. Staggers's (D-W. Va.) opening remarks, summed up the principal disagreement between the subcommittee and Dr. Stanton. It said: "The issue here today is not the First Amendment. It is the willful deception of the public." The subcommittee pointed out that it has sworn testimony that CBS, "by electronic manipulation altered the words of at least two speakers" on the program.

"Clearly this raises important issues concerning the adequacy of the laws governing broadcasting," said Chairman Staggers in his opening statement. He contended the public has a right to be forewarned about the techniques of "distortion, misrepresentation and propaganda."

Dr. Stanton, in his opening statement, cited his "duty to uphold the freedom of the broadcast press against congressional abridgement" and contended that the subcommittee's legislative purpose in demanding the outtakes has no constitutional basis. "Based on the advice of our counsel and our own conviction that a fundamental principle of a free society is at stake, I must respectfully decline, as president of CBS, to produce the materials covered by subpoena. . . ." he said.

"We are going to take under serious

consideration the matter of your refusal to produce the records and materials we have requested," warned the chairman. "In my opinion," he said, "you are now in contempt."

Daniel Manelli, the subcommittee's acting general counsel, pointed out to Dr. Stanton that CBS had previously provided the subcommittee with program outtakes. He cited the subcommittee's investigation of CBS's uncompleted documentary on an aborted invasion of Haiti, *Project Nassau*, as one example.

That did not involve surveillance of CBS's editing procedures, countered Dr. Stanton. He said CBS weighs the focus of the investigation in providing such material. However, he added that the "accumulation of experience in the past puts me in a different position to make a decision" now and "candidly, I am not sure we would have provided that material today."

Dr. Stanton emphasized throughout the four-hour hearing that the controversy was a First Amendment issue.

"We need those outtakes to see what we should do," snapped Chairman Staggers. "The First Amendment has nothing to do with it."

Representative Richard G. Shoup claimed that the credibility gap of news reporting is suffering and said the subcommittee is trying to help close it. "CBS is deliberately refusing to accept the thrust of this hearing—deceit, deception and dishonesty," he said.

Dr. Stanton's staunch refusal to accept the subcommittee's viewpoints obviously rankled the chairman. "You're just a figurehead," he burst out. "You've been put up to this." At another point he contended that television is the most powerful of the media and it "can control this country if this is allowed to go on. I blame your organization."

And so it went. Dr. Stanton repeatedly said he thought *Selling* was edited fairly, but refused to provide outtakes as proof because of the "chilling" effect such action would have on press freedom. The subcommittee kept insisting that the public's right to be protected against deception is the issue at stake.

At the conclusion of the hearing, Chairman Staggers gave Dr. Stanton one last chance. "I am again directing you to comply," he said.

"I respectfully decline," replied Dr. Stanton.

After the hearing, Mr. Manelli told BROADCASTING that it was likely the sub-



Entering the arena ■ CBS President Stanton, seconded by General Counsel Robert Evans (partly hidden) and Washington counsel Lloyd N. Cutler of Wilmer, Cutler & Pickering, arrive for Thursday's hearing before the House Communications Subcommittee.

Before the bell ■ Dr. Stanton and subcommittee chairman, Harley Staggers, shake hands before coming out fighting at last week's showdown. The decision isn't yet in.



committee would meet this week to vote on recommending to the parent Commerce Committee that CBS be cited for contempt of Congress. If that happens, the full committee would have to vote on a motion to be sent to the House floor asking the House to issue the citation. If the House approved the motion, the Justice Department would take the case to court.

Staggers to Stanton:

"You're just a figurehead. You've been put up to this. . . . I blame your organization."

Newsman who used epithet reinstated by arbitrator

Newscaster Lee Murphy, fired last December by WINS(AM) New York, was reinstated after arbitration and was back on the air June 18. Mr. Murphy was discharged by the Group W all-news station after he broadcast a news item quoting former Soviet Premier Nikita S. Khrushchev as calling President Richard M. Nixon "a son of a bitch."

In dismissing Mr. Murphy, WINS management claimed that in broadcasting the epithet he had seriously violated company policy and basic broadcasting tenets. The newscast containing the Khrushchev slur was aired last Dec. 13. The next day Mr. Murphy and News Editor Jerry Nadel, who had approved the item, were suspended. On Dec. 29 both were discharged. Mr. Murphy took the case to his union, the American Federation of Television and Radio Artists, which took it to arbitration.

The union lawyers claimed that the phrase had been contained in the Khrushchev memoirs printed by *Life* magazine, and use of it was a legitimate news judgment and Mr. Murphy should not be penalized.

The attorneys also pointed out that

Mr. Murphy in an earlier broadcast had used the same expression in a news item quoting California Governor Ronald Reagan in an attack on a political foe, and this was not brought to the attention of the WINS management.

Thomas A. Knowlton, a senior arbitrator for the America Arbitration Association, ordered Mr. Murphy reinstated with full back pay and no loss of seniority. A request for damages, however, was denied.

Mr. Nadel, a WINS spokesman said, accepted another position rather than seek reinstatement.

NPR pioneers live Hill coverage

Although House ban is off, some committees balk, Stagers's among them

More than six months after the formal admission of television and radio to House committee rooms, National Public Radio has become the first broadcast organization to provide live coverage on that side of Capitol Hill.

NPR is covering a series of hearings before the House Subcommittee on Foreign Operations and Government In-

formation, dealing with questions of government classification procedure. The subcommittee's investigation was prompted by the dispute that presently surrounds publication of classified Pentagon material in the *New York Times* and other major newspapers.

The hearings, and NPR's coverage, began last Wednesday (June 23) and will continue through June 30.

Although NPR is the first to provide live coverage, since the House ban was officially lifted last January, there have been numerous filmed and taped reports during that time. However, not all committees have opened their doors to broadcast journalists.

Under the legislative reorganization act, which was signed into law last year and became effective with the convening of the 92d Congress, television and radio are given a general authorization to cover committee hearings. However, specific approval must come from individual committees—and several have been more than leisurely in giving their approval.

Among that group is the House Commerce Committee, which regulates television and radio. According to House sources, Chairman Harley O. Stagers (D-W. Va.) has withheld approval until he can meet with his subcommittee chairmen to discuss the subject.

The University of Chicago urban journalism fellowship program

The University of Chicago's Urban Journalism Fellowship Program offers an intensive, six-month period of study for journalists who specialize, or wish to specialize, in the coverage of urban affairs. It is designed to improve the newsman's skills in analyzing, interpreting and reporting the causes and cures of urban problems. The 10 Fellows selected annually audit courses, attend special seminars and engage in individual research projects. The program is administered by the University's Center for Policy Study.

Men and women from the print and broadcast media who apply must be from 23 to 35 years of age, hold a full-time news media position and be able to arrange for a six-month leave of absence.

Full University tuition costs are paid for each Fellow. A weekly stipend of \$200 is provided to cover living expenses.

Applications for the program running from January 3 through June 10 of 1972 must be received by August 30. For complete details and an application form, write to:

Paul Gapp, Coordinator
Urban Journalism Fellowship Program
The University of Chicago
5801 South Ellis, Room 501
Chicago, Illinois 60637

NAB board meeting runs the gamut

Renewal procedures draw sharp concern, while CATV becomes 'fact of life' for broadcasters

An easing of attitude toward CATV regulation, concern over the new uncertainties in license renewals and slight rumblings of dissidence among the radio members highlighted the four-day meeting last week in Washington of the TV and radio boards of the National Association of Broadcasters.

On cable TV, signs of accommodation were evident through a full morning devoted to that subject by the TV board. One member said he was "encouraged" at the new attitude toward cable. Another said the consensus was to find "a workable solution" to cable TV.

Although no specific positions were enunciated at the TV board meeting, there was, according to reports, a sense of the meeting: that broadcasters will have to accept some importation of distant signals, perhaps a formula of three networks and three independents in the top 50 markets, three and two in the next 50, and three and one in the remaining markets.

But if a mood of compromise was evident on cable regulation, no such feeling was expressed when talk turned, at the TV-board meeting and at the next day's radio-board meeting, to the threats licensees now face at renewal time. The consensus was that strong efforts must be made to head off some of the more radical changes in renewal procedures that have been proposed by the FCC and to obtain legislative correction of the recent appellate-court reversal of the FCC's policy favoring incumbents who perform adequately.

One element in the FCC's rulemaking drew particular attention: the proposed requirement that every station broadcast, at eight-day intervals, announcements inviting public complaint.

Victor C. Diehm, president of the Mutual Broadcasting System, who is a member of the radio board, exemplified the irate feeling of most broadcasters. He urged that a special committee of broadcasters be organized to battle the FCC proposals and also, in light of the appeals court decision striking down the FCC policy statement on renewals (BROADCASTING, June 21), to seek congressional legislation that would provide protection for responsible licensees

against what most broadcasters call irresponsible challenges at renewal time.

Noting that broadcasters, and the NAB, have organized to battle against the FCC's one-to-a-customer philosophy, including possibly divestiture for newspaper owners, Mr. Diehm recommended a similar approach to the renewal question, including possibly a \$100,000 war chest and the hiring of outside counsel to aid in the fight.

No specific action was taken on Mr. Diehm's recommendation, but a decision was expected to be made at the joint board meeting Friday (June 25).

The third major issue discussed during the board meetings last week which also saw the election of officers of each board and of a joint chairman (see page 28) involved pending political spending bills. Here board members felt they were on the side of the angels, namely President Nixon, who told them at a reception he held at the White House for them Wednesday (see page 31), that he favored an over-all spending limit, but no barriers to how the money is spent.

The radio board meeting was enlivened by Philip Spencer, WCSS(AM) Am-

sterdam, N.Y., who recommended that the NAB support the establishment of a Radio Information Office, similar to the Television Information Office, that would act to promote radio usage (BROADCASTING, June 21). Although there was support for Mr. Spencer's resolution, there was also some opposition. A committee was named to study the feasibility of the idea, with instructions to report back at the January board meeting. Members of that committee are Wendell Mayes Jr. KNOW(AM) Austin, Tex., the newly elected vice chairman of the radio board; J. Kenneth Marston, WDXI(AM) Jackson, Tenn., and Frank A. Balch, WJOY-AM-FM Burlington, Vt.

The Spencer proposal is felt to be an expression of unrest among radio broadcasters at the purported dominance of NAB by television. Some radio broadcasters have occasionally talked of forming their own organization. This is opposed strenuously by many broadcasters as well as the NAB establishment as potentially damaging to the mission of NAB to represent all of broadcasting.



The President was host to the 44-member joint board of directors of the National Association of Broadcasters at a White House reception last week (see page 31). Here he greets Dale G. Moore, president of a station group with holdings in Montana and Idaho. Next in line is Hamilton Shea, executive vice president of Gilmore Broadcasting Corp. Standing with the President is Herbert G. Klein, director of communications for the Nixon administration.

'Youth' movement at NAB boards

Chapin top chairman; Ockershausen, Read head separate boards

The new chairman of the National Association of Broadcasters suffered a kidney-stone attack before last week's board meetings began. He flew home from Washington and missed his inaugural.

It was just about the first NAB event Richard W. Chapin has missed in the past decade. At the age of 48 he still qualifies as one of the young Turks who are out to invigorate the trade association. Mr. Chapin, who is also president of Stuart Enterprises, a station-group owner based in Lincoln, Neb., looks the part. His hair is styled; his clothes are mod. Windows in Brooks Bros. shatter as he passes.

Evidence of a second-generation take-over in NAB leadership was accentuated with the election of Andrew M. Ockershausen, of the Evening Star Stations, Washington, as chairman of the radio board. Mr. Ockershausen is 42. The chairmanship of the television board passed to A. Louis Read, WDSU-TV New Orleans. He is 57.

The NAB chairman has had an 18-year career in broadcasting, beginning in 1953 when he joined KFOR(AM) in his home town of Lincoln, Neb., as an account executive. Before that he was a Chamber of Commerce official in Nebraska and in Iowa.

Within a year, Mr. Chapin was named general sales manager of KFOR-AM-TV (later sold). And a year after that, he was named general manager of both stations.

In 1958 he was elected a vice president of Stuart Investment Co. (now Stuart Enterprises) and successively became executive vice president and, in 1970, president.

Stuart Enterprises, which also owned KRG1(AM) Grand Island, Neb., when Mr. Chapin began his business climb, acquired during his tenure KMNS(AM) Sioux City, and KOEL(AM) Oelwein, both Iowa; KSAL(AM) Salina, Kan., and WMAY(AM) Springfield, Ill. In addition to broadcasting ownership, Stuart Enterprises also owns Imperial Outdoor Advertising, with plants in Lincoln, Omaha and Sioux City; two weekly newspapers (*Wahpeton* [N.D.] *Farmer-Globe* and *Breckenridge* [Minn.] *Valley Alert*), an insurance business and various real-estate holdings.

Mr. Chapin's career at NAB also has been one of involvement and rise. He served four two-year terms as one of

the 29 members of the radio board, the last two years as chairman. During his association activities he served as vice chairman and member of the NAB's Future of Broadcasting Committee and as chairman of the Nebraska code-membership committee.

He is married to the former Jacqueline Beech. The couple has two children, Debora, 19, and Richard, 16. He was named "Advertising Man of the Year" in Lincoln last year.

Mr. Chapin succeeds Willard E. Walbridge, executive vice president for corporate affairs, Capital Cities Broadcasting Corp.

As expected, the television board elected Mr. Read, who is president and general manager of WDSU-TV New Orleans, as chairman and Donald P. Campbell, vice president and general manager of WMAR-TV Baltimore, as vice chairman.

Mr. Read entered upon his broadcasting career in 1938 as commercial manager of WWL(AM) in New Orleans, his birthplace. After service in the Navy during World War II and a stint in advertising, he returned to broadcasting in 1948 as general manager of WABB(AM) Mobile, Ala., but after a year joined WDSU-AM-TV as commercial manager. He became chief executive of the stations (including WDSU-FM) in 1965.

He is immediate past vice chairman of the NAB's television board, chairman of the NAB's Television Information Committee (whose members make up the board of the Television Information Office), and chairman of the executive committee and a member of the board of the Radio Advertising Bureau.

Mr. Read succeeds Hamilton Shea, Gilmore Broadcasting Co. Mr. Shea is chairman of the association's Future of Broadcasting Committee.

Mr. Campbell, also 57, started out in 1938 as an announcer on WEST(AM) Easton, Pa., his native city. Over the next 33 years, he worked for the NBC Blue network (now ABC), Mutual Broadcasting System, Edward Petry & Co., Storer Television Sales Inc., became assistant to the general manager, WMAR-TV in 1957. He became vice president and general manager in 1964.

Mr. Campbell is serving his second term as a member of the TV board. He has been a board member of the CBS Affiliates Advisory Committee and a member of the board of Broadcast Skills Bank.

At the radio board Mr. Ockershausen was unopposed for the chairmanship. He had been vice chairman.

A three-candidate race for the vice chairmanship was won by Wendell Mayes Jr., KNOW(AM) Austin, Tex., who defeated John F. Hurlbut, WVMC(AM) Mt. Carmel, Ill., and Allan Page,

KGWA(AM) Enid, Okla., for the post.

Mr. Ockershausen was the only candidate for the radio board chairmanship. Ben A. Laird, WDUZ-AM-FM Green Bay, Wis., who until the week before the board meetings in Washington had said he was thinking of running, failed to have his name place in nomination.

A 42-year-old native of Washington, Mr. Ockershausen has spent his entire broadcasting career at the Evening Star stations, which is affiliated in ownership with the *Washington Evening Star*. He joined WMAL(AM) as a page at age 20 and progressed steadily upward. Earlier this year, he was named secretary-treasurer and assistant general manager and a director of all the Evening Star stations. In addition to the Washington stations, the Evening Star owns WLVA-AM-TV Lynchburg, Va., and WCIV-TV Charleston, S.C.

His NAB activity includes a two-year stint on the Radio Code board, 1966-68. In 1969 he was elected to his first term on the radio board; last year he was chosen vice chairman.

Mr. Mayes, 47, president of the Austin station, has interests, through the estate of his father, broadcast pioneer Wendell Mayes Sr., in KVIC(AM) Victoria, KXOL(AM) Fort Worth, KCRS(AM) Midland, KSNY(AM) Snyder and KBWD(AM) Brownwood, all Texas.

He is a former president of the Texas Association of Broadcasters, and a member of communications advisory committees at the University of Texas and at Texas Tech, his alma mater.

He became active in NAB affairs only in the past four years, serving his second two-year term on the radio board and having been a member of the by-laws committee and a special committee on revising districts for radio board elections.

Paul Haney makes surprise, quick exit

Quits NAB post after just six months; Bednerick leaves too

Paul Haney, who joined the National Association of Broadcasters as executive vice president for public relations only last February, resigned last week for what were termed "personal reasons." No immediate successor is in view.

Mr. Haney was chosen as the first public-relations chief holding one of the three executive vice presidencies created following the June 1970 reorganization of the association. He was chosen early this year by a special NAB committee, reportedly from a portfolio

of more than 40 applications (BROADCASTING, Jan. 11).

Mr. Haney, who gained public notice as the voice of Mission Control at the Houston Manned Flight Center during the early Apollo flights, came to the NAB from public-relations work for the Houston Astros as well as the Astrodome there, in addition to freelance work for Britain's Independent Television Network on the later Apollo flights.

The Haney resignation, which came as a complete surprise, was announced by Vincent T. Wasilewski, president of NAB, who termed the departure "a

keen personal loss." He leaves Aug. 15.

Mr. Haney's resignation was not the only one at the NAB last week. Jon C. Bednerik, a member of the association's government-relations department, is leaving June 30. He is joining the National Society of Public Accountants, Washington, as legislative director.

And, two veteran employes of NAB are retiring the end of this month: Florence Mitchell, secretary to Dr. Harold Niven, vice president for planning and development, and Adeline Macloskie, on the staff of Everett C. Revercomb, secretary-treasurer of the association.

Higher price tag for code

NAB's TV board approves rate increase, allows independents 12 ad minutes an hour

The television board of the National Association of Broadcasters approved a hike in fees for TV code members, and at the same time approved a recommendation that independent TV stations who are code subscribers be permitted to run up to 12 minutes of commercials and nonprogram interruptions every hour in prime time effective Sept. 1.

The TV board turned down, however, an additional recommendation that code stations be permitted to accept advertising for hemorrhoidal preparations.

The two approvals were virtually unanimous, but the rejection was decided by a closely divided board. The actions were taken at the TV board meeting last week in Washington (see page 27). All three of the suggestions came from the TV code-review board that met in Washington last month (BROADCASTING, May 31).

The increase in dues—to seven times the highest published 30-second spot rate, effective Oct. 1 this year—is expected to bring \$625,000 yearly to the Code Authority. It will, it is said, permit the NAB's Code Authority to expand its activities, hire new personnel and perform additional functions that its executives feel are being overlooked at the present time.

The Code Authority's current budget, \$480,000, is based on a schedule that calls for the highest hourly rate plus 15%, with a minimum of \$350 and a maximum of \$1,400 for any subscriber.

The new dues structure also contains a floor and ceiling—a minimum of \$500 and a maximum the first year of \$2,000; the second year, \$2,200.

In recommending the change in permissible interruptions to programs, the review board made two points: The operating cost of independent TV stations is very much higher than for net-

work affiliates, since the former have to buy and pay for programs to fill their entire day's programing; the latter's direct program costs are less, since in prime hours their networks supply the material. Also, independent TV stations use from 10 minutes to 16 minutes every hour for commercials or other interruptions, according to a survey by a review board subcommittee, and by easing the maximums for them they will be more amenable to joining the Code and maintaining Code levels. At present only six independent TV stations are member of the Code. Current maximum for prime time is 10 minutes per prime-time hour; but on Oct. 1, this is being cut back to nine and a half minutes.

The recommendation by the review board that hemorrhoidal advertising be considered acceptable was turned down by an eight to six vote. The review board made its recommendation on the basis of a presentation of TV advertising for Preparation H at the Washington meeting that seemed to a majority of the review group to be acceptable according to current standards.

Two for CBS Radio

CBS Radio announced two new station affiliations last week. WRNG(AM) North Atlanta, Ga., owned by the Ring Radio Co., broadcasts with 25 kw on 680 khz. The station was affiliated with the ABC American Information Network since October 1970.

Also, WTVR(AM) Richmond, Va., an ABC American Entertainment Network affiliate since 1956, switches to a CBS affiliation effective Sept. 5. It is owned and operated by Roy H. Park Broadcasting of Virginia Inc. and operates full time with 5 kw on 1380 khz. ABC is replacing the former affiliate with WEET(AM) there in July.

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Maurice
Corken, *vice pres. & gen. manager*

"Serve is the key word in our motto. It challenges us to provide the best in entertainment, news and public service that our many years experience can provide."



Ted
Arnold, *vice president, sales*

"First we must serve, then may we sell" has been our motto for years. We urge the staff to serve family, community and client to the best of his ability."



George
Koplow, *TV program director*

"We're judged by program quality. When Cork, Ted and I plan schedules, 90 years' experience in this market is working to insure public acceptance."

WHBF

CBS for the No. 2 market in
Illinois-Iowa (Rock Island,
Davenport, Bettendorf, Moline)

CBS opts for Boston 'professional'

Network will leave channel 5 for 7
if WHDH-TV at last loses license

A realignment in network affiliations in Boston appears assured should the Boston Herald-Traveler Corp. be required to turn its channel-5 WHDH-TV over to Boston Broadcasters Inc. ("Closed Circuit," June 21).

CBS-TV said last week it will switch its affiliation to WNAC-TV (channel 7), an RKO General station and currently an ABC-TV affiliate, "in the event that the present CBS-TV network affiliate's operation of station WHDH-TV in Boston is to be discontinued."

CBS' statement—by Carl S. Ward, CBS-TV vice president and director, affiliate relations—also said the change in affiliation "would be consistent" with CBS-TV's "history of association with broadcast groups which have significant professional broadcast experience." (CBS said WNAC-TV has been under the same ownership since 1948).

ABC-TV said that in any event it intends to "continue to have a strong affiliation" in Boston, and Boston Broadcasters Inc., in a filing with the FCC, indicated it would take over the ABC-TV affiliate. ABC probably would sign on the new owners of channel 5. The other commercial VHF in Boston is Group W's WBZ-TV (channel 4) and that is an NBC-TV affiliate. CBS's contract with WHDH-TV, which runs till Nov. 27, 1972, would expire upon change of station licensee. ABC's contract with WNAC-TV reportedly expired recently, with the affiliation continuing on a day-to-day basis since then.

And BBI last week stepped up its efforts to persuade the FCC to bring an end to the 14-year tenancy of Boston Herald-Traveler on channel 5. BBI asked the commission to specify Sept. 12 as the date for vacating the channel and turning it over to BBI. It had earlier requested termination on Sept. 26.

BBI explained that when it petitioned the FCC for the Sept. 26 termination date last month (BROADCASTING, May 24), it was under the impression that CBS was not going to start its fall schedule before that date. And, it said, it had no indication that CBS was contemplating a shift in affiliation at the time.

BBI contended that failure by the FCC to specify Sept. 12 as WHDH's termination date "could result in leaving Boston without ABC network programming and WHDH-TV without any network service."

Further, BBI urged the commission to deny a WHDH pleading several weeks

ago that WHDH's April 21 request for further proceedings on the issue of alleged wrongdoing by a BBI principal be consolidated with BBI's request for a termination date. WHDH's contention in this petition that its April 21 pleading and BBI's May 18 request involve the same parties and the same issues and should therefore be considered together, BBI said, is based on "an erroneous factual predicate."

Legally, BBI contended, the end became "automatic" two weeks ago, when the Supreme Court denied WHDH's petition for review of the case (BROADCASTING, June 21).

San Antonio group pushes for reforms

One of the more extensive
lists of demands made
by Mexican-American group

San Antonio, Tex., has become the latest city where a citizen group has made demands on broadcast stations that are coming up shortly for license renewal by the FCC.

The Bilingual Bicultural Coalition on Mass Media, composed of more than 40 Mexican-American groups, is seeking commitments by the city's radio and television stations that in some cases go beyond those that have been sought in other cities.

The coalition seeks more than programming and employment and job-training programs designed to meet the needs of Mexican Americans—and the list of demands regarding these matters is extensive. It is also asking stations to agree to submit complaints about allegedly deceptive advertising, as well as ads and programming said to be offensive to Mexican Americans, to an arbitration committee, and make a donation to the coalition if it is found to have been negligent in carrying the commercials or programming.

Another demand calls on the stations to work with each other or other businesses in establishing child-care centers for children of their employes and to establish plans for paid maternity or pregnancy leaves.

The coalition established contact with the stations at a meeting two weeks ago, and last week dispatched teams of three or four members to discuss its demands with each of the stations.

Victor Soto, a college student who is

the coalition's chairman, said that the negotiations will determine whether the coalition will file petitions to deny the stations' license-renewal applications. Mr. Soto said the coalition was instructed in tactics and all regulations by members of citizens groups that negotiated with stations in Atlanta and Denver, and by Domingo Nick Reyes, of Washington, executive director of the National Mexican-American Anti-Defamation Committee.

The Texas licenses are due for renewal on Aug. 1. The deadline for filing protests is July 1.

Thus far, one station has reached agreement with the coalition—KENS-TV. It will file with the commission a statement of policy based on negotiations with the group. In it the station accedes to the coalition's demands.

An encouraging word from the President

At White House reception Nixon tells NAB board he admires broadcasting

President Nixon said last week the American broadcasting system was the best in the world.

He made the statement during informal remarks to the directors of the National Association of Broadcasters at a special reception in the White House on Wednesday, June 23. It was the first such White House recognition of an NAB board ("Closed Circuit," June 21).

The 44 board members, plus top executives of the association, heard the President say that he believes in our "competitive" system of broadcasting. He noted that the vice president had been critical of the broadcast establishment. The president, however, said he thought in general it was doing a good job. He even had a few good words to say about the networks, particularly their coverage of the wedding of his daughter Tricia.

The warmth of the reception and the President's words elevated the spirits of the otherwise bedeviled broadcasters. "Maybe now we're being accepted and recognized," one said. The same thought was expressed by others.

After greeting the broadcasters in a receiving line (see picture, page 26), the President observed that, hearing all the communities represented by the guests, he was reminded of the campaign trips.

Continuing the campaign theme, Mr. Nixon remarked that he felt all media, even billboards, were important in elec-

tion campaigning. Referring to the pending campaign-spending bills in Congress (see page 39), he said candidates should be allowed to allocate their media spending as they chose, subject to an over-all limit.

Herbert G. Klein, the President's director of communications, performed the introductions. Also present at the gathering were Clay T. Whitehead, director of the Office of Telecommunications Policy, and Alvin Snyder, Mr. Klein's radio-TV deputy.

At one point during the reception, in the Blue Room, Leslie H. Arries, of WBen-TV Buffalo, N.Y., a TV board member, had the President autograph a 1955 picture showing the then Vice President Nixon inaugurating a local program on WTTG(TV) Washington, then owned by the Dumont Broadcasting Corp. Mr. Arries was general manager of the station at the time.

Vincent T. Wasilewski, president of NAB, presented the President with a leather-bound copy of "Cavalcade of Broadcasting," a book published by the NAB last year in honor of broadcasting's 50th birthday. Also present were the three NAB executive vice presidents: Grover C. Cobb, station relations; Paul B. Comstock, government relations, and Paul Haney, public relations.

Each broadcaster was given a pair of gold cufflinks bearing the President's seal and a gold pin with the same imprint to take to his wife. Earlier in the day the wives of board members had been conducted on a special tour of the White House.

What new name for CBS? (It just might be CBS)

The Columbia Broadcasting System Inc. may change its name. The authority for that statement is Frank Stanton, president of the Columbia Broadcasting System Inc.

In a memo circulated to CBS executives last week, Dr. Stanton said that in view of the company's diversification into a variety of fields, Lippincott & Margulies, design experts, had been retained to make a study of CBS's current communications practices and come up with recommendations for "a new corporate nomenclature system." The idea, he said, was to make sure that the company's various activities are accurately defined and properly expressed to their various audiences.

"This new program may result in a new name for the corporation," Dr. Stanton's memo said.

And what new name might be chosen? No one would guess officially though some executives suggested—not entirely in jest—that since RCA

changed its name from Radio Corp. of America to RCA on the recommendation of Lippincott & Margulies, "maybe CBS will become CBS."

L&M is expected to take several weeks, if not months, in developing proposals. It cannot eliminate the "Columbia" connotation altogether, however, without undoing a change made on its recommendation as recently as March 15, when CBS Direct Marketing Services became Columbia House.

Lamar finds no friends at the Supreme Court

Lamar Life Broadcasting Co. has lost a bid to the U.S. Supreme Court for review of an FCC decision terminating Lamar's operation of WLBT(TV) Jackson, Miss.

Lamar, which lost its license to operate WLBT as a result of an appeals court order, had been appealing a commission action authorizing operation of the station by nonprofit organization pending a decision on a new licensee. Lamar is one of five applicants for the license.

The high court last week refused to review and thus left standing an appeals court decision upholding the commission's action in the case. The nonprofit organization involved, Communications Improvement Inc., has been operating the station since June 14 (BROADCASTING, June 14).

Lamar lost its license two years ago as the result of complaints by the United Church of Christ and local blacks that it discriminated against its large Negro audience in programming. However, Lamar had contended that it was entitled to continue operating the station until a new licensee was chosen. It had been the licensee since 1953.

FCC strictures prompt Liberty to quit CATV

Liberty Corp., Greenville, S.C., has sold its 80% interest in Cox-Cosmos, cable-television operation in Charlotte, N.C., to Charlotte Cablevision Co. for more than \$1 million. Cox-Cosmos will now operate under the name of Cable Television Co.

A Liberty spokesman said the sale was consistent with the corporation's planned divestiture of its cable-TV properties, mainly as a result of an FCC ruling that prevents broadcasters from owning cable-TV systems in areas in which they operate TV stations. Another Liberty subsidiary, Cosmos Broadcasting Corp., owns and operates WIS-TV Columbia, S.C. Liberty sold its cable-TV facility in South Carolina a year ago.

The Great TV Movie Contest

Sure, you know who played the title role in *Madame Curie*.

But do you remember who played her husband?

If you do, you're either (a) over 35, (b) a late show addict, or (c) married to a late show addict.

In any case, you've got a good chance to win a nifty prize in MGM-TV's Great TV Movie Contest.

Answer the 20 questions based on the more than 1200 movies in the MGM Library of Great Films. If you get them all right, you'll win a copy of "Films in America 1929-1969" (published by Golden Press), inscribed with a testimonial to your movie expertise.

Of course, if you're involved in the programming of movies for television, most of the questions should be easy for you. (The more you know about available films, the better equipped you are to program effectively.)

But be careful. They're not all as easy as they look.

If the official contest form is missing from this copy, write us or call an MGM-TV Sales Office, and we'll get one to you.

Answers must be printed or typed. Answers written in longhand and misspelled answers will be counted as wrong answers. Decisions of the judges will be final.

Mail your entry to The Great TV Movie Contest, P.O. Box 1200, Blair, Nebraska 68009. All entries must be postmarked not later than August 5, 1971, and be received by August 12, 1971. Winners will be notified by mail.

Entries become the property of MGM-TV. This contest is subject to all federal, state and local regulations. And is void where prohibited by law.

Oh, and one more thing:

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The MGM-TV Official Movie Contest Entry Form.



1. What is the name of the place these three people are searching for?

A: _____

2. In what MGM film do James Mason, John Gielgud, and Edmond O'Brien gang up to kill Louis Calhern?

A: _____

3. Who plays the Marquess of Frinton, the first owner of *The Yellow Rolls-Royce* (MGM 1965)?

- Ingrid Bergman
- Rex Harrison
- George C. Scott

4. A hilarious MGM film concerns the invention of an amazing elasti-glass windshield by one of the screen's great comics. In the film, what is his occupation?

- Brush salesman
- Photographer
- Cab driver



5. Blackie Norton, Duke Bradley, and Flint Mitchell are characters played by this great MGM star. Who is he?

A: _____

6. Sean Connery and Van Johnson star in MGM's 1958 adventure drama, *Action of the Tiger*. The title is a quotation from Shakespeare's:

- Richard III*
- Henry V*
- Macbeth*

7. *The Magnificent Yankee* (1951) is about what famous American?

- Mark Twain
- Oliver Wendell Holmes, Jr.
- Lou Gehrig

8. Margarita Carmen Cansino is the original name of:

- Anne Bancroft
- Rita Gam
- Rita Hayworth

9. Emlyn Williams appears in an MGM film about one of the most celebrated trials in history. Whom does he play?

- Emile Zola
- William Jennings Bryan
- Cardinal Wolsey

10. Who played the original *Young Dr. Kildare* (MGM 1938)?

- Lionel Barrymore
- Lew Ayres
- Ralph Bellamy



11. In this important MGM film, Glenn Ford plays a school teacher. What nickname do the kids give him?

A: _____

12. What Oscar-winning MGM movie drew the largest single television audience of any film ever shown on TV?

A: _____

13. *The Outrage* (MGM 1964), starring Paul Newman, Laurence Harvey, Claire Bloom, and Edward G. Robinson, is based on:

- Rashomon*
- The Seven Samurai*
- Hiroshima*

14. What famous theatrical family accounts for all three leads in MGM's 1932 classic about the Russian Imperial Court?

A: _____



15. A film legend. Here she is playing:

- Anna Christie
- Susan Lennox
- Mata Hari



16. What movie is this scene from?

A: _____

17. What is the title of the 1956 MGM film biography that tells the story of a singer's successful fight against alcoholism?

A: _____

18. Which of these MGM films is *not* based on a book by Shirley Jackson?

- Julie* (1956)
- Lizzie* (1957)
- The Haunting* (1964)

19. In 1932 Clark Gable made *Red Dust*. Years later, he starred in the remake, which is titled:

- Across the Wide Missouri* (MGM 1951)
- Mogambo* (MGM 1953)
- Betrayed* (MGM 1954)



20. Who plays the title role in this heart-warming 1943 MGM film?

- Mickey Rooney
- Elizabeth Taylor
- The Horse*

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Anyone is eligible to enter except employees of MGM, Hecht, Vidmer Advertising, D.L. Blair, an independent judging organization, and their families. Correctly spelled answers must be printed or typed on the official entry form, only one entry per contestant. All entries must be postmarked not later than August 5, 1971, and be received by August 12, 1971.

Mail to The Great TV Movie Contest, P.O. Box 1200, Blair, Nebraska 68009

Ch. 12 Jacksonville finally finds a home

1950's ex parte case ends as grant is made to consolidated applicants

The long-disputed struggle for occupancy of Jacksonville, Fla., channel 12 apparently came to an end last week when the FCC's review board approved an arrangement between the four competing applicants for the channel, calling for the four to consolidate into one company.

The action by the board last Monday (June 21) signifies the culmination of one of the six ex-parte cases that rocked the commission during the 1950's. The dust raised by another such case, that of WHDH-TV Boston, has yet to settle.

In approving the agreement between Florida-Georgia Television Co., The New Horizons Telecasting Co., Florida Gateway Television Co. and Community First Corp., the board awarded the channel to Channel 12 of Jacksonville Inc., the surviving company in the merger of the four applicants. The applicants had submitted their agreement to the commission nearly a year ago (BROADCASTING, June 29, 1970).

Channel 12 has since 1957 been occupied by WFGA-TV. Until 1969 the station was operated by Florida-Georgia, which is 45.5% owned by group-broadcaster Wometco Enterprises. It has been operated under interim authority by Channel 12 of Jacksonville for the past two years, pending a final decision on the competing applicants' settlement agreement.

The agreement provides for the reimbursement of Florida-Georgia for its assets in WFGA-TV—reported to be in excess of \$2 million. Each of the four applicants will have equal interest in the station and the applicants' respective companies will be dissolved.

Barring an appeal, the review board's decision laid to rest one of the longest and most controversial cases in the FCC's history. It started in 1956 when the commission granted a construction permit for Channel 12 Jacksonville to Florida-Georgia, the victor in a comparative hearing with two other firms. The company proceeded to build WFGA-TV and put it on the air in 1957.

But in 1960, the proceeding was reopened following revelations by a congressional committee that ex parte influences (off-the-record contacts) had been brought to bear by applicants for channel 12 on the late FCC Commissioner Richard Mack.

WFGA-TV was reviewed with five

other cases by the commission (one of which is the still on-going WHDH-TV case) and a ruling was handed down in 1963—in which Florida-Georgia was cleared of ex parte charges: one of the other applicants, Jacksonville Broadcasting Corp., was disqualified on the ex parte issue, and the third, City of Jacksonville, was eliminated on comparative grounds. Florida-Georgia's license for WFGA-TV was reaffirmed.

But shortly thereafter, the U.S. Court of Appeals for the District of Columbia remanded the case back to the commission and threw out the grant to Florida-Georgia. The commission then invited new applicants for channel 12 and consequently received bids from Florida-Georgia and the three other companies now making up Channel 12 of Jacksonville. All four applicants asked for permanent authority for the channel and Florida Gateway and Community First requested interim operation. Florida-Georgia, meanwhile, continued to operate WFGA-TV.

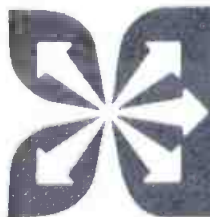
The commission, in 1967, designated the four applications for comparative hearing, rejected the interim authority bids from Florida Gateway and Community First and permitted Florida-Georgia to continue to operate WFGA-TV on an interim basis, pending the outcome of the hearing.

But once again, the court stepped into the proceeding, overruling the interim grant to Florida-Georgia and directing the commission to either establish a new interim operator not involved in the comparative hearing or to let the station go dark until the channel is awarded.

Following the court directive, the four applicants pulled together and proposed to operate WFGA-TV under a joint venture: the commission granted interim authority under this plan in March 1969, and this venture later resulted in the merger and formation of Channel 12 of Jacksonville.

Channel 12 of Jacksonville's application for the channel had been opposed by the FCC's Broadcast Bureau and a Florida theater owner. They charged that Channel 12 of Jacksonville is not financially qualified to be a licensee. The theater owner, Antwin Theaters Inc., also raised antitrust issues against Wometco (which also owns theaters in Florida), arguing that Wometco had used the film purchasing power of WFGA-TV in a conspiracy to deny Antwin access to first-run films.

But in its decision last week, the review board ruled that Channel 12 has adequately refuted the allegations in supplemental pleadings, adding that "very substantial public-interest considerations have been advanced [by Channel 12] in support of their proposed settlement agreement." It noted that the principals of Channel 12 are



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paying the fair market price for Florida-Georgia's assets in WFGA-TV and that each of the four applicants are paying a proportionate amount for their equal interest in Channel 12.

The board said that approval of the settlement agreement is in order because it "would not only terminate a long-pending proceeding, but would expedite the inauguration of regularly licensed service on channel 12."

Changing Hands

Announced:

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

▪ **KMAK(AM)** Fresno, Calif.: Sold by ASI Communications Inc. (formerly Atlantic States Industries) to John F. McCarthy and others for aggregate sum of about \$800,000. Group broadcaster ASI, a publicly owned company, owns KFAC-AM-FM Los Angeles; WERE-AM-FM Cleveland; WRYT(AM) Boston, and KLYD-TV Bakersfield and KROY(AM) Sacramento, both California. Mr. McCarthy, a veteran broadcaster, was most recently associated with group-owner Capital Cities Broadcasting Co. as advertising director of its subsidiary, Fairchild Publications. KMAK is on 1340 khz with 1 kw day and 250 w night.

▪ **KTTS-AM-FM** Springfield, Mo.: Sold by Radio 14 Inc. to F. F. (Mike) Lynch and Michael Oatman for \$350,000. Radio 14 is a wholly owned subsidiary of Independent Broadcasting Co., which owns KTTS-TV Springfield. Independent Broadcasting is controlled by the J. H. G. Cooper family and others. Buyers have an interest in KFDD(AM) Wichita, Kan. KTTS(AM) is on 1400 khz full time with 1 kw day and 250 w night. KTTS-FM operates on 94.7 mhz with 10 kw and an antenna 660 ft. above average terrain. Broker: Chapman Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 50).

▪ **WALL-AM-FM** Middletown, N.Y.: Sold by Straus Broadcasting Group to James F. O'Grady and others for \$600,000 plus \$300,000 covenant not to compete for seven years in WALL stations' service area. R. Peter Straus is president of Straus group, which also owns WMCA(AM) New York and WGVA(AM) Geneva, N.Y. Straus is selling WTLB(AM) Utica-Rome, N.Y., to a group of Utica businessmen for \$500,000. Mr. O'Grady is the majority stockholder in the purchasing group (with 60.3%). There are eight other stockholders, in-

cluding Robert A. Dreyer, a long-time broadcast attorney. Mr. O'Grady has announced his resignation as president of RKO Radio Representatives to devote his full efforts to WALL stations. WALL(AM) is on 1340 khz with 1 kw day, 250 w night. WALL-FM operates on 92.7 mhz, 3 kw, with an antenna 190 feet above average terrain.

▪ **KBNO(FM)** Houston: Sold by Culligan Communications Corp. to Zantanon Communications Corp. for \$460,000. Matthew J. Culligan is president and principal owner of Culligan Communications, which has requested FCC approval for the sale of WHIM-AM-FM Providence, R.I. (its only other broadcast interests), to John E. Franks and others for \$450,000. Mr. Culligan was a former head of Mutual and NBC Radio. Zantanon Communications is controlled by 17 stockholders, including James Duncan, president of a Houston music-publishing firm. KBNO is on 93.7 mhz with 25 kw and an antenna 560 feet above average terrain.

▪ **WGGG(AM)** Gainesville, Fla.: Sold by Robert Brown to Victor Knight for \$525,000. Mr. Brown owns WORD(AM) Spartanburg, S.C. Mr. Knight is president of Quality Broadcasting Corp., licensee of WDBF(AM) Delray Beach, Fla. WGGG is on 1230 khz with 1 kw day and 250 w night.

▪ **WKQW(AM)** Spring Valley, N.Y.: Sold by Arthur L. Winn Jr. and others to George S. Stayner, William A. Littauer, Zeldia K. Mendelson and others for \$225,000. Mr. Stayner, a physician, has a medical practice at Nanuet, N.Y. Mr. Littauer is a newsman with NBC-owned WRC-AM-FM-TV Washington. Miss Mendelson owns a dog-breeding business at Nanuet. WKQW, which has been silent since August 1970, is authorized to operate daytime on 1300 khz with 500 w directional.

▪ **WXTA(FM)** Greencastle, Ind.: Sold by Charles R. Banks to Leon Buck for \$145,000. Mr. Buck was formerly co-owner of WEZJ(AM) Williamsburg, Ky., and owner of KDXI(AM) Mansfield, La. He is currently director of Elkins Institute, Nashville, a technical school. WXTA operates on 94.3 mhz with 3 kw and an antenna 160 ft. above average terrain.

FCC denies renewals to two Oklahoma AM's

A three-year battle by an Oklahoma father and son to hold on to the radio stations they operate in that state ended unsuccessfully when the FCC last week denied license renewals for KWLG(AM) Wagoner and KVIN(AM) Vinita. The commission also rejected the son's bid

25

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for a new FM facility also in Vinita.

The commission ordered KWLG, owned by Lum A. Humphries, and KVIN, owned by his son, Gene, to terminate operation within six months, or as soon as a new broadcast service in those communities is established, whichever comes first. The action last week reaffirmed a 1969 initial decision by FCC Hearing Examiner David Kraushaar which proposed denial for all three applications.

The proceeding involved a number of alleged rule violations, including an-

tenna-lighting violations; unauthorized presunrise operation at KWLG; disproportionate billings of political candidates; inadequate sponsorship identification of political announcements, and numerous logging violations.

But the real issue in the case of both stations, the commission said, was a history of alleged misrepresentations made by the Humphries in connection with the day-to-day operation of KWLG. Investigation disclosed that KWLG was "for all practical purposes . . . under the control of Gene Humphries." The

elder Mr. Humphries had contended that he took an active part in the supervision and review of the station's operation.

"Gene Humphries," the commission said, "not only undertook to operate KWLG but, what is far more significant, he engaged in a series of actions designed to conceal from the commission his father's failure to exercise effective control over the station." The fact that no violations occurred at KVIN, it continued, is "outweighed by the adverse factors of record."

No Pastore for protection now

Stung once, he tells FCC it must find own relief from court decision opening renewals to challengers

Senator John O. Pastore (D-R.I.) laid it out on the public record last week: He is not going to take the lead in seeking legislation that would override an appeals-court decision and afford broadcasters protection at license-renewal time. The FCC, he said, must take the initiative.

"I had my day," said the senator, whose legislative proposal in the last Congress to afford broadcasters such protection led to charges by citizen groups that he was a racist. "I'm not going through that again."

The senator, who is chairman of the Senate Communications Subcommittee, made the comment while wearing a second hat, as chairman of a Senate Appropriations Committee subcommittee, during a hearing on the administration's budget request for the FCC.

Commission Chairman Dean Burch had been discussing the decision of the U.S. Court of Appeals in Washington declaring illegal the commission policy statement on comparative hearings involving renewal applicants (BROADCASTING, June 14). The statement, which the commission adopted after the Pastore bill had come under sharp attack, held that the commission would dismiss competing applications if the incumbent proved he was providing "substantial service."

Chairman Burch said the chief hearing examiner had told him more money and personnel would be needed to handle the increased hearing load the decision would require. He said the commission might have to seek a supplemental appropriation.

He also said that the commission might seek legislation "if the court means what it says." He said the decision "revitalizes" the concern the commission had felt—before adopting its policy statement—about the role of multimedia owners in broadcasting. The

Pastore bill and the policy statement were designed to calm the fears raised by the commission's Jan. 23, 1969, decision denying renewal of license to WHDH-TV Boston and granting the competing application of Boston Broadcasters Inc., principally on grounds of diversification of ownership of media and integration of management and ownership.

But Senator Pastore said that, in response to queries he had received, he has said that it is up to the commission to "take the initiative," to decide whether to appeal the court's decision or to make recommendations for legislation.

Chairman Burch said the commission would get back to him "shortly." It is expected to consider a number of possible courses of action this week—a leading one being that it will ask the court for a rehearing of the case and, if that is denied, appeal to the Supreme Court.

A request for legislation is also being considered, however, as is the option of simply living with the decision and letting policy develop on the basis of individual cases. Another possibility, presumably, would be to transform the pending inquiry seeking a definition of "substantial" service into one seeking a definition of "superior" performance—the standard the court said the commission should use in determining whether an incumbent under challenge deserves an advantage because of his record.

The Senate hearing was held as the House Appropriations Committee was releasing a report recommending an appropriation of \$31,454,000 for the commission—the full \$29,990,000 requested by the administration plus funds needed to finance a pay raise authorized by Congress. The commission's present appropriation for fiscal

year 1971 was \$26,201,000. In making what is believed to be an unprecedented recommendation that the commission be given the full amount sought, the House committee noted that the commission's new fee schedule is expected to recover the total operating costs.

Chairman Burch, while "delighted" with the recommendation, privately expressed dismay over the House committee's report. The committee noted that last year it had held there was a need "to develop sound and effective policies regarding violence and obscenity on television, and to develop the full potential of this medium to enhance the quality of American life."

The House committee's report said the commission had advised the committee during the hearing on its budget request that no progress had been made in that area, and added: "The commission is again admonished to look into this sensitive but very important matter and the committee will hope for a more favorable report when the next budget is reviewed."

The question of violence on television, particularly as it relates to children, was raised in the Senate hearing also by Senator Charles Percy (R-Ill.), and Chairman Burch made it clear he had no ready answers—and had no immediate hopes of finding any. He noted that the surgeon general's study on the impact of televised violence on children, undertaken at the request of Senator Pastore two years ago, is due to be completed in September. But he said he has "reason to believe" the report will not be as definitive as he had hoped. He said there is "a lack of clear knowledge."

Chairman Burch sketched three possible courses of action in the event that televised violence is determined to have an adverse impact on children: 1.

Broadcasters could act voluntarily to reduce the amount of violence on television. (He noted in his prepared testimony that this had been thrust of his own effort "in repeated conferences and communications with industry leaders.") 2. The commission could invoke the Communications Act's public interests standard, as it did in applying the fairness doctrine to cigarette commercials, and adopt regulations. Or 3, Congress could provide guidance.

"But once you start talking about the commission setting standards," he said, "you have a buzzsaw by the tail." However, he also said that the commission has started "gearing" itself to deal with the problems involved—that "in the next few months" it would pick a staff whose initial job, he said later, would be to analyze the surgeon general's report. In other matters covered at the hearing, Chairman Burch:

▪ Promised to ask the commission to review its decision last year providing for land-mobile radio sharing of UHF channels (BROADCASTING, May 18, 1970), with a view toward meeting a request of Senator Gordon Allott (R-Colo.). Senator Allott, as he has in past commission budget hearings, asked why the commission could not provide for land-mobile sharing of channels 16, 17 and 18 in Denver, where they are not assigned. The commission decision applies only to the 10 largest cities in the country; and Chairman Burch did not offer much hope the commission, which had refused to go along with his recommendation that the sharing principle be applied to the 25 largest cities, would reconsider its decision.

▪ Cited the need to beef up the commission's complaints and compliance division to handle a soaring case load. He said that the number of complaints, comments and inquiries received by the commission has jumped from 12,000 in 1962, when the division was established, to 60,000 last year but that staff levels have remained essentially frozen.

▪ Noted the commission's intention to conduct an over-all review of the agency's organizational structure. The last such review was made 10 years ago, and the many developments in communications since then, the chairman said, make it essential that a review be undertaken in fiscal 1972.

The search begins for new NCTA chief

The National Cable Television Association last week appointed a presidential selection committee to begin the search for a successor to the departing Donald V. Taverner.

Serving on the committee are NCTA

national chairman Ralph Demgen, Willmar Video, Willmar, Minn.; Edward M. Allen, Western Communications Inc., Walnut Creek, Calif.; Polly Dunn, Columbus TV Cable Corp., Columbus, Miss.; William Karnes, National Transvideo Inc., Dallas; James Klungness, Badger CATV, Iron Mountain, Mich.; Robert H. Symons, Teleprompter Corp., New York, and Robert Weary, Junction City Television Inc., Junction City, Kan. The national chairman elected at next month's NCTA convention will serve as an ex officio member.

Mr. Demgen said the committee will have an organizational meeting at the convention to elect a committee chairman and secretary, and to formulate plans for evaluating candidates.

Mr. Taverner, present president of NCTA, resigned earlier this month amid controversy over the renewal of his contract (BROADCASTING, June 14).

The wrinkles still in FCC's cable forms

It's back to work on them at the commission following OMB meeting

A proposed FCC questionnaire designed to provide the commission with detailed information annually on CATV systems (BROADCASTING, May 31) was back on FCC drawing boards last week after commission staffers discussed it with representatives of the CATV industry and the public, before officials of the Office of Management and Budget.

The session, part of the procedure followed by OMB in clearing government questionnaires and forms for distribution, revealed CATV industry unhappiness with, among other things, the commission definition of a "separate" CATV system. And citizen groups were concerned about the lack of questions dealing with children's programming.

The form defines a system as a separate operation that requires the filing of a separate form if it serves "a separate and distinct community or municipal entity" even if it is part of a system that extends into several communities and is served by a single headend.

CATV industry representatives, including attorney Charles Helein and Amos B. Hostetter, of Continental Cablevision Inc., argued that the definition would require cable operators to repeat some information for as many communities as a single system serves. They urged a broader definition that would permit a cable-system owner to provide data once, in a single form, for a system serving related communities.

Jerold Jacobs of the commission's

Cable Television Bureau said the purpose of the definition was to enable the commission to trace the growth of individual systems. However, he indicated the staff would have another go at the problem and that it "might be able to work this out."

Albert Kramer, of the Citizens Communications Center, and Lynn Nadeau, of Action for Children's Television, did not fare so well in urging that a question dealing with children's programming—originally a part of the draft questionnaire—be restored. It is "essential" that CATV systems report on the children's programming they originate, Mr. Kramer said.

However, Mr. Jacobs pointed out that the commission is conducting an inquiry into children's programming in broadcasting that among other things, is aimed at developing a definition of children's programming. As a result, he said, a question on the CATV form regarding children's programming would be "premature."

A second questionnaire was also under discussion—one that would provide the commission annually with data on CATV systems' finances. The CATV industry spokesmen said it should be modified to elicit information on amortization of intangible assets and on interest expense.

The commission staff will revise the forms, which have evolved out of a notice of proposed rulemaking issued in December 1968, in light of last week's discussion, and resubmit them to OMB. The parties who attended the session may also file comments.

Ultimately, the Office of Management and Budget will decide what changes it will suggest that the FCC make before adopting the forms.

Back-up from FCC's general counsel

Wiley contends advertising on radio-TV is endangered by media discrimination

Broadcasters who see themselves the victims of discrimination were given some support for that point of view last week by FCC General Counsel Richard Wiley.

He cited the law excluding cigarette advertising from broadcasting while permitting print and other nonbroadcast media to carry unprecedented amounts of such advertising; the political-spending bill that would have contained limits only on broadcast expenditures that President Nixon "wisely" vetoed last year; and, now, efforts to extend the fairness doctrine "beyond all logic and necessity to require free time to reply

to arguments about controversial issues which someone finds implicit in a product commercial."

"How much discrimination—compared to the treatment accorded the nonregulated print media—can this industry be expected to assume?" Mr. Wiley asked, in an appearance last week before the Georgia Association of Broadcasters, at Jekyll Island.

Mr. Wiley appeared particularly concerned about the fairness-doctrine complaints alleging that controversial issues are "implicit" in a product commercial. He sees—as the commission itself appears to—"the future of commercial broadcasting . . . irrevocably intertwined with the eventual outcome" of two court cases involving such complaints.

One of the complaints was filed by Friends of the Earth against commercials for gasoline and automobiles; the other, by two University of California law-school students against the commercials for Chevron F-310 gasoline. Both, Mr. Wiley noted, were premised on the commission's decision applying the fairness doctrine to cigarette commercials, even though the commission had held that the cigarette ruling was "unique."

The commission rejected both efforts to extend it, holding that the commercials involved did not raise controversial issues of public importance. And Mr.

Wiley said he "strongly" agrees with the commission assertion, in the Chevron F-310 case, that requiring answers to commercials on the ground they raise controversial issues "might eventually drive most commercials from the air." (BROADCASTING, Aug. 10, 1970).

"If a product can be advertised on radio and television only when accompanied by a countering message on some supposedly relevant public issue," Mr. Wiley said, "businessmen who use a mass communications medium to sell their goods and services will find another outlet for their advertising dollar—and presumably an unregulated one."

CBS, Viacom defend spinoff

They say objectors raise issues that FCC has already resolved

CBS and Viacom International Inc. last week struck back at three minority stockholders in a Viacom-controlled CATV system who are seeking to halt CBS's spinoff of its cable and syndication businesses into Viacom. The two companies told the FCC there is "no basis" for consideration of the stockholders' request that the commission rescind its June 3 order authorizing the spinoff and initiate a "full investigation" of CBS's conduct.

Filing separately, both companies asked the commission to deny the petition of Louis Benedetti, Frank Verucci Jr. and Marino L. Iacopi, submitted three weeks ago (BROADCASTING, June 14). Messrs. Benedetti, Verucci and Iacopi, who have minor holdings in a San Francisco cable operation that was part of the CBS/Viacom package, have vigorously opposed the spinoff since its inception last year. Earlier this month they secured a stay from the U.S. Court of Appeals for the Ninth Circuit in San Francisco of the FCC grant of the spinoff. CBS has called the stay "moot" since the issuance of Viacom stock to CBS stockholders had already taken place (BROADCASTING, June 7).

The petition filed by the stockholders with the FCC dealt, essentially, with a series of maneuvers by CBS on June 3, the date of the commission's action, and June 4, the day the action was officially announced to the public. CBS, the stockholders charged, must have received preferential treatment in learning of the action on June 3. They noted CBS completed the spinoff immediately after the FCC decision, and before the stockholders could request a judicial

stay—which they obtained the following day.

CBS said last week that the stockholders' pleading should be dismissed. The petition "cites no reasons for concluding that the Viacom spinoff did not comply with the commission's rules," said CBS, but merely repeats arguments that were "fully dealt with" in the June 3 decision.

In its reply, Viacom said several of the "unsworn" charges of the stockholders are "directly contrary" to "sworn" allegations made by their attorney, Harold Farrow, in his presentation before the San Francisco court.

Viacom noted the stockholders charged that CBS "harassed and badgered" the FCC into delaying the announcement of its June 3 action until the spinoff could be completed. This allegation, Viacom contended, was out of line with Mr. Farrow's testimony.

Mr. Farrow, Viacom said, has testified that on June 3 he was told by FCC General Counsel Richard Wiley that the CBS/Viacom decision was to be released that day. Mr. Farrow said he then telephoned Commissioner Robert Bartley, who was acting as chairman in Dean Burch's absence, and argued that the release of the order on June 3 would "deprive the FCC and the court of reviewing the question of a stay." Commissioner Bartley, Mr. Farrow stated, "indicated he understood the problem" and said he would speak to Mr. Wiley. Mr. Wiley called him again later in the day, Mr. Farrow said, and told him release of the order would be held up until the next day.

In their application, Viacom said, "the petitioners' attempt to point the blame at CBS" for the delay in release of the order, while Mr. Farrow "claims that it was his action" that caused the delay.

Media notes:

On ABC's team ■ WCBM (AM) Baltimore will become an affiliate of ABC Radio's American Entertainment Network effective Aug. 19, it was announced last week. WCBM, owned by Metromedia Inc., operates full time with 10 kw daytime and 5 kw nighttime at 680 khz.

Searching ■ Syracuse University's new S. I. Newhouse School of Public Communications seeks a dean and has named a 11-member committee to find one. Among the committee members are Gerald Adler, president of NBC Enterprises; Roger Tatarian, editor and vice president of United Press International, and James H. Richter, publisher of the *Buffalo* (N.Y.) *Evening News*, owner of WBEN-AM-FM-TV. The committee is expected to make recommendations to the university's November 1971 board of trustees' meeting. The school officially came into being June 4.



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create too many problems relative to broadcasters who may wish to offer free time to congressional candidates. . . ." Senator Cannon said. He pointed out that a broadcaster could select candidates in certain areas over those in other areas for receiving free time. And, he added, the provision that candidates must be given maximum flexibility in choosing program formats is "ambiguous, vague, and uncertain in such degree as to cast doubt upon its intent and its value."

Senator James B. Allen (D-Ala.) noted that the bill places no limit on expenditures for such items as mass mailings, telephones, postage and production expenses for broadcasts. He recommended that 10 cents per eligible voter be the over-all limit set "for all expenditures not limited by the broadcast and nonbroadcast media advertising limitations," pointing out that "it would be in the field of nonmedia expenditures that irregularities, or corrupt practices or abuses, if any, might be more likely to occur." He said he planned to offer an amendment providing such a limit.

In a related development, Democratic National Chairman Lawrence F. O'Brien has urged Congress to pass legislation this year to permit public financing of the 1972 presidential campaign.

In a letter last week to Democratic senators, Mr. O'Brien said that "enactment of a simple dollar check-off system similar to that proposed in 1966, limited to presidential campaigns, and a limited tax credit for small contributors for all federal elections, would be most timely and appropriate."

Mr. O'Brien also supported the provisions of S. 382 that provide for full disclosure and reporting and endorsed recommendations of the Senate Commerce Committee that would limit presidential campaign broadcast expenditures to five

cents per eligible voter. "To increase this, or support the [Rules Committee's] amendment that would make this five cents limitation interchangeable with the five cents limit on print media would provide no effective expenditure limitation," he contended.

Over on the House side, there was some evidence among congressmen testifying before a House Elections Subcommittee on the Hays-Abbitt measure (H.R. 8284) that some were thinking in terms of nondiscriminatory spending limits for all media.

Representative Wayne L. Hays (D-Ohio), chairman of the parent House Administration Committee and co-sponsor with Elections Subcommittee Chairman Watkins M. Abbitt of H.R. 8284, said the bill is realistic even though it contains strict limits on spending. The bill, introduced last month (BROADCASTING, May 17), limits contributions or expenditures by or for a House candidate to \$30,000 per primary, primary runoff or general election. The limit for Senate or "at-large" House candidates is six cents per person in their states, or \$30,000, whichever is greater. Presidential candidates and their running mates could spend and receive up to six cents per person in the U.S. for primary and national convention expenses; the same limit is imposed on nominees for president and vice president in the general election. There is no restriction as to how the funds are to be spent.

Representative Frank E. Evans (D-Colo.) noted there are many similarities between the Hays-Abbitt measure and his own bill, H.R. 8036. However, he suggested that some of the provisions of his proposal—principally those dealing with campaign-spending limits—would be a better approach.

Mr. Evans' bill would limit spending by a House or Senate candidate to 12

cents per person in the congressional district or state. Added to that figure would be another amount—the "media cost unit" multiplied by 30. The media cost unit is the highest cost of either (1) 30 seconds of prime time on a TV station in the district or state, or (2) 60 seconds of prime radio time or (3) one column inch of the best newspaper advertising space. A candidate could spend no more than 60% of the total amount in the general election, and no more than 40% of it in a primary. In the case of a run-off campaign, a candidate could spend an additional 20% of the over-all figure, still leaving 60% for the general election.

A candidate could spend these funds any way he chose; however, he would have to report, to the clerk of the House or the secretary of the Senate, all his contributions and all expenditures over \$50 for TV and radio time, newspaper and magazine advertising, gross wages paid, telephone, postage, billboards, agency fees, direct mail and printed campaign materials. No limit is placed on contributions. The bill does not cover presidential elections. However, Mr. Evans told the subcommittee that his spending-limit formula could also be applied to presidential candidates.

Representative Charles E. Bennett (D-Fla.) recommended his own proposal (H.R. 1213) that would limit House or Senate candidates' spending to five cents per person in their district or state, and limit presidential candidates' to one-half cent per person in all the states. It also places ceilings on contributions and provides for full disclosure of campaign finances.

Mr. Bennett also endorsed his companion bill, H.R. 4086, as a means of equalizing candidates' use of broadcast media. Federal-office and gubernatorial candidates would receive specified amounts of free prime time on each TV and radio station in the general election, and would be prohibited from buying it. However, all other candidates could purchase time and all candidates could buy time for primary campaigns. Political-time could not be used in less than 5-minute segments and prepared material (video tape or film) would have to be followed by an uncontrolled live situation, such as a press conference or a news interview.

Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) contended: "At present it is my considered opinion that the cost of broadcast time is the chief reason why the availability of money to a candidate has replaced personal ability as the major criterion in the selection of that candidate."

He said he continues to believe that the legislation drafted by his subcom-

1971 television-network sales as of May 23*:

CBS \$238,910,400 (37%); NBC \$224,015,600 (35%); ABC \$177,237,000 (28%)

Day parts	Total minutes week ended May 23	Total dollars week ended May 23	1971 total minutes	1971 total dollars
Monday-Friday Sign-on-10 a.m.	74	\$ 448,300	1,492	\$ 8,657,800
Monday-Friday 10 a.m.-6 p.m.	1,000	6,249,200	17,673	127,031,300
Saturday-Sunday Sign-on-6 p.m.	274	2,647,000	5,816	66,412,700
Monday-Saturday 6 p.m.-7:30 p.m.	92	1,246,900	1,826	29,845,700
Sunday 6 p.m.-7:30 p.m.	12	237,600	360	10,849,100
Monday-Sunday 7:30 p.m.-11 p.m.	445	15,642,200	8,865	371,775,700
Monday-Sunday 11 p.m.-Sign-off	138	1,351,900	2,465	25,590,700
Total	2,035	\$27,823,100	38,497	\$640,163,000

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

mittee last year, and subsequently vetoed by the President, is the remedy to skyrocketing campaign costs.

Mr. Macdonald reintroduced that bill last month, along with a separate proposal designed to meet President Nixon's objections to last year's bill—principally that it discriminated against the broadcast media.

However, at Communications Subcommittee hearings earlier this month some broadcasters complained that Mr. Macdonald's legislative answer to the vetoed bill still discriminates against

broadcasters (BROADCASTING, June 14, 21). The measure (H.R. 8628) permits federal-office candidates to spend 10 cents per voter on all media. However it specifies that no more than half that amount may be spent on TV and radio advertising.

Representatives John B. Anderson (R-Ill.) and Morris K. Udall (D-Ariz.) urged the Elections Subcommittee to consider the three concepts embodied in their bill. That proposal (H.R. 5087), which has over 80 co-sponsors, places one over-all limit on five expense

items (TV and radio time, magazine and newspaper advertising, billboards, telephones and postage), limits individual contributions and provides for full disclosure of campaign financing.

"While we do not pretend to claim that this legislation will entirely 'solve' the problems," they said, "we do think it can command the kind of broad consensus to assure passage of legislation in this difficult area."

Mr. Abbitt said last week that his subcommittee's hearings will continue even after the July 4th recess.

TVB still unhappy with audience surveys

ARB draws particular fire in Cash letter, despite further talks and diary innovations

The fire that broadcasters have lit under the American Research Bureau was the object of renewed activity last week. The Television Bureau of Advertising tried to fan it, and ARB tried to put it out.

■ In a letter to all TV stations, Norman E. Cash, president of TVB, recalled earlier efforts to get both ARB and A. C. Nielsen Co. to bring their local-market TV-audience measurements more into line with "truth" (BROADCASTING, May 17), and said "we remain as dissatisfied as we were before." He made clear that TVB considers ARB viewing levels to be farther from the "truth" than Nielsen's are.

■ ARB announced its 1971-72 TV survey plans, which contained features obviously intended as quid pro quo to salve its broadcaster critics. These included a tentative plan to introduce a "time-formatted" diary, which ARB clearly expects to produce higher viewing-level figures than its current open-end diary does.

ARB also said it would conduct a May sweep again next year, but that it would build some "defense" into the reports—by showing the comparable ratings and homes-using television data from the preceding November and February-March measurements alongside those for May, for the benefit of broadcasters who contend there should be no May sweeps because agencies misuse the lower homes-using-television figures that are characteristic in Spring rather than in colder periods.

Product-usage ratings will be dropped entirely from the ARB 1971-72 reports. So will market-tonnage estimates.

Other changes: ADI (Area of Dominant Influence) people-rating columns will be reduced in number in the program section and completely replaced in the spot buying guide section by "addi-

tional, more frequently used total-survey-area data"; data in the program section will be shown on a single page instead of two; in the day-part summary, "new day-parts have been developed which better suit programing blocks," and day-part averages of network programing only "will be provided to facilitate analysis of network performance by market."

The first reaction among critics of ARB was that nothing much had changed. "They're playing games," said one, who contended that previous tests have shown that "time-formatted" diaries raise ratings by about one point. Critics also said they had been advised by ARB that although product-usage and tonnage data would be dropped from the reports, the questions would be retained in the diaries for reports to agencies. It is the presence of the questions that is protested, on grounds that they discourage diary-keepers and contribute to low viewing-level figures.

TVB officials had no comment on the changes, announced Thursday (June 24), but it was learned that they had been advised of ARB's plans before the new TVB letter was mailed two days earlier.

In that letter, to nonmembers as well as members of TVB, President Cash recalled that TVB had asked ARB and Nielsen to "do whatever they felt needed doing to bring their respective service measures of local television more in line with the truth as established by meters and collaborated (sic) by telephone coincidental measures (CONTAM) and (2) tell us their schedule for making these changes."

The reference to CONTAM was to the committee on nationwide television audience measurement and its studies establishing, according to CONTAM, that Nielsen's meter-based network rat-

ing service shows viewing levels virtually identical to those in a "properly executed" telephone coincidental study, regarded as an acceptable standard of "truth" (BROADCASTING, June 21). ARB's and Nielsen's diary-based local-market services tend to produce lower audience figures than the meters—more substantially so in ARB's case, according to its critics.

In the month since TVB asked ARB and Nielsen what they were going to do, Mr. Cash said, "three things have happened:

"1. Details of the CONTAM study were made available and they show how well telephone coincidental measures support meter measures of TV's audiences.

"2. We met with both Nielsen and ARB to learn their plans.

"3. We remain as dissatisfied as we were before."

Mr. Cash told the stations that TVB feels obligated to tell them that "we do not feel the rating services reflect the local audiences we believe are being delivered. This is particularly true in regard to ARB.

"This is TVB's conclusion and is based upon our meetings with both services. We wish we could be more positive and are continuing to meet with both services. But we thought you should know what your bureau has learned at this time."

In its announcement of 1971-72 plans, ARB said it has "considerable experimental evidence" that a "time-formatted" diary—one with the quarter-hour time periods printed on it—"induces fuller reporting of audience viewing by respondents." A "controlled experiment" is currently being conducted "to reevaluate the time-formatted diary" and a go/no-go decision to introduce it or to retain the present open-end diary

will be made about July 10, ARB said. "If the decision does implement the 'TF' diary," the announcement continued, "10% of the diaries in the October survey will be in the old form. This will provide a means for directly comparing the two diary techniques. At the time the first October survey report is mailed, ARB will issue calibration factors based on the 10% sample which will indicate the difference in audience levels effected by the new diary technique."

ARB said its 1971-72 plans were presented earlier last week to its TV advisory council, which includes both broadcaster and agency representatives, and were "well received." It was "generally felt," ARB said, "that the new service would be more acceptable to both the agencies and the broadcasters. The same reaction has been received from other clients who have simultaneously been exposed to the planned modifications."

Schick blades to FC&B

Foote, Cone & Belding, New York has been awarded the \$2.5-million Schick safety razor and blade account by the Schick Safety Razor Co., a division of Warner-Lambert, Morris Plains, N.J. It had been handled by Needham, Harper & Steers, Chicago.

Blair joins nonclutter club

Rep favors reduction of commercials in prime time

Blair Television proposed last week that TV stations cut back their commercial inventory in nonprime-time positions, effective Sept. 1, as a means of protecting the pricing of the 7:30-8 p.m. period that is to be filled by local outlets in the fall.

Blair suggested that stations sell advertising on the basis of 12 minutes per hour in nonprime time instead of the allowed 16 minutes, and maintain current levels of 9½ minutes in prime periods. The station-representative firm said it had made a study of the actual use of commercials in nonprime time on network-affiliate stations in three major markets during their best commercial week in 1970, and pointed out that all of the 16 minutes were not actually filled.

Under Blair's proposal, it was said, the reduction in nonprime positions and the addition of the 7:30-8 p.m. time to stations would mean "about an even

switch in commercial minutes." It was stressed that stations would be acquiring additional prime time when sets in use are high and would be surrendering nonprime time when sets in use are much lower.

Blair also observed that under present conditions many daytime and late-night spot advertisers might want to shift into the prime-time area that is being expanded in the fall, especially if the oversupply results in lower pricing. By cutting down on the nonprime supply this tendency may be decelerated, it was indicated.

Blair has notified its stations that its concept "may entail higher rates, but we think television is worth more than we've been able to get for it thus far in 1971." And Blair said an obvious criticism of its plan is that if one station in a market takes a unilateral cut-back action, it could have unfavorable economic results. But it added that responsible, individual broadcasters have to make a start. "If enough stations feel that this would be a wise direction to pursue," the firm stated, "Blair Television then would put together a promotion campaign, which we would handle on a national basis to call attention to the move."

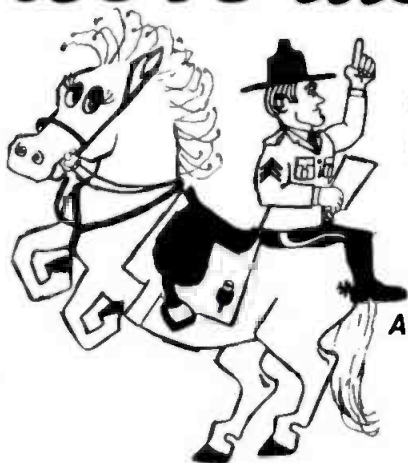
RAB dangles bait before industry

Use radio and we'll help you pay the costs of learning to understand it as a "viable medium for telling your story in human terms." Miles David, president of the Radio Advertising Bureau, made this proposal in Chicago last week. He said the bureau would share the costs of before-and-after research on a radio campaign by at least one major industrial advertiser in 1971.

"We're challenging at least one company in this room to really find out what radio can do," he told a session during the Association of Industrial Advertisers' annual convention. Advertisers taking RAB up on its offer would accept the following groundrules, he said: The advertisers must be new to radio with the budget newly appropriated; the campaign must be national or multimarket regional (must be more than a localized situation); the campaign must have sufficient depth and duration to achieve documental goals (RAB's marketing department would pass judgment and would serve as consultant) and RAB would provide half the costs of the before-and-after measurements in up to three markets (depending on the campaign's scope).

Mr. David noted that 13 years ago RAB had challenged department stores

**we're the mounties
of the
broadcast
business.**



AND WE ALWAYS GET YOUR MAN!

Why blow days and weeks of your valuable time hunting personnel. As a "search organization", we scour the country for qualified candidates. We evaluate 'em, dicker, negotiate, and persuade, if necessary. You get a choice of top people. Fill executive and other key positions fast—with men who last. Call Ron Curtis collect (312) 337-5318.

Nationwide Broadcast Personnel, Inc.

645 NORTH MICHIGAN AVENUE • CHICAGO, ILLINOIS 60611
MANAGEMENT RECRUITERS SINCE 1964

"to find out how to use radio and [we] offered to help pay for research for a participating store. Today most of the nation's major retailers have moved into radio. Perhaps we can stimulate a movement which has already begun among the nation's industrial advertisers."

Johnson on ads, Johnson on programs

FCC Commissioner Nicholas Johnson was busy last week offering proposals for tightening regulations on commercials and denouncing the networks for keeping their viewers "stupid."

The proposals on commercials were made in a letter to Representative John Dingell (D-Mich.), as a supplement to testimony he gave the previous week before the congressman's Small Business Subcommittee. The subcommittee is holding hearings on advertising self-regulation (BROADCASTING, June 21).

The commissioner, who said he would discuss the proposals with his FCC colleagues, suggested that commercials be limited to eight minutes an hour and that all commercials be bunched as near the hour and half hour as possible. The National Association of Broadcasters code now permits 10 minutes of nonprogram matter per hour in prime time; the total will be cut back to 9½ minutes on Oct. 1.

Commissioner Johnson also suggested that stations be prohibited from carrying more commercials in programs

"significantly viewed by children" than in those intended for adults (he said Saturday morning children's shows contain twice as many commercials as do programs shown in the evening) and that advertising in children's shows be "institutional" rather than "product" in nature.

Commissioner Johnson's criticism of network programming was voiced in Aspen, Colo., at the International Design Conference, conducted by the California Institute of the Arts. He said that "getting 100 million people to watch westerns, soap operas and other prime-time junk is a political achievement that ranks with the Roman circus," and added: "The networks want to keep you stupid so that you'll watch more of their programs. They are trying to get you to turn yourself off and turn them on."

A revision of Pulse policy

Pulse Inc., New York, reported last week it has changed a 30-year policy and now will accept subscriptions after issuance of reports. The audience-research firm said such factors as changes in ownership, management or programming can affect a decision to subscribe after the survey year.

Stations subscribing after a report has been published will have to sign for a full year (as do other subscribers). For the one report ordered after publication, there will be a 40% surcharge.

FocusOnFinance®

Employment agency, cable firm to unite

Snelling and Snelling Inc., the world's largest employment service, and multiple-CATV owner Comcast Corp., have agreed in principle to merge.

Under the agreement, Comcast President Ralph J. Roberts will become board chairman of Snelling & Snelling, the surviving corporation. Robert O. Snelling Sr., present chairman, will become vice chairman.

Comcast's American Cable System division owns cable operations with about 16,000 subscribers. The company also holds franchises for a major portion of Philadelphia and Upper Darby, and the nearby suburban communities of Abington and Cheltenham, all Pennsylvania.

In addition, Comcast's Storecast Corp. of America supplies marketing services in 11 major markets to packaged-good manufacturers selling to re-

tail outlets. Storecast also operates two large Muzak franchises.

Viacom stockholders to meet

Viacom International Inc., New York, cable-television operator and TV-film distributor spin off from CBS Inc., will have its first annual stockholders meeting on Aug. 19 in New York. Company officials report that holders of order forms for fractional interests in Viacom stock must execute buy instructions for a full share before July 2 in order to vote such shares at the meeting.

Loss of Alka-Seltzer hurts DDB finances

Doyle Dane Bernbach, New York, advertising agency, reported its billings and gross income were down 3.2% and 2.4%, respectively, for the six months ended April 30. Net profit for the same period dropped 10.4% to \$1,758,000,

MONEY SAVING POLLUTION ABATEMENT SYSTEM FOR EKTACHROME PROCESSING



TV-PAC is a completely automatic, closed-loop pollution abatement system, incorporating silver recovery, fixer recovery and purification for re-use, ozone bleach regeneration and chemical destruction of photochemical wastes. To find out how profitable TV-PAC would be for your operation, please fill in your production figures on the coupon below and return as soon as possible. Or, call collect.

PROFIT RECOVERY SYSTEMS
Division of CPAC
Box 25, Leicester, N.Y. 14481
(716) 382-3223

TVpac

PROFIT RECOVERY SYSTEMS
Box 25, Leicester, N.Y. 14481

_____ FT/YR Black & White Film
_____ FT/YR Ektachrome Film

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

ZIP _____

compared with \$1,963,000 for the fiscal half-year of 1970. Much of the decline, an agency spokesman said, was due to the loss of the Alka-Seltzer account.

The board of directors declared a 24-cents-per-share dividend for the current calendar quarter on its common stock, payable July 15 to holders of record June 30.

For the six months ended April 30:

	1971		1970	
Earnings per share	\$	0.78	\$	0.92
Net profit		1,758,000		1,963,000
Billings		131,735,000		136,042,000
Shares outstanding		1,929,255		1,920,573

The public gets a share

Clinton E. Frank Inc., Chicago-headquartered advertising agency with offices in New York, Los Angeles, San Francisco, Dallas, Richmond, Fort Lauderdale and Cincinnati, has announced it plans to go public. An initial stock offering of 245,000 shares, now held by 63 stockholders, will be the subject of an underwriting managed by William Blair & Co. Registration documents filed with the Securities & Exchange Commission indicated that Frank had

1970 billings of \$69,120,000, income before taxes of \$1,104,994 and profit of \$543,994. Among principal salaries shown in the prospectus: Clinton E. Frank, chairman of the executive committee, \$100,208; Donald Tennant, chairman of the board, \$80,000, and Philip E. Bash, president, \$85,000.

Company reports:

Ampex Corp., Redwood City, Calif., broadcast-equipment manufacturer, reported a loss of over \$12 million for its fiscal year ended May 2. The loss

The Broadcasting stock index

A weekly summary of market activity in the shares of 108 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing June 23	Closing June 16	Net change In week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting										
ABC	ABC	N	44	44½	— ½	48	25	7,089	\$305,678	
ASI Communications	ASIC	O	3¾	3¾	—	4½	2½	1,789	6,476	
Capital Cities	CCB	N	45½	46½	— ½	48½	29	6,236	288,415	
CBS	CBS	N	45¾	44¾	+ ¾	47½	30½	27,086	1,185,013	
Cox	COX	N	27¾	28½	— 1½	31	17¾	5,802	154,449	
Gross Telecasting	GGG	A	12	12¼	— ¼	16	10½	800	11,296	
Metromedia	MET	N	26¾	26½	+ ¾	28¼	17¾	5,756	135,266	
Mooney	MOON	O	4½	5	— ½	5¼	4	250	1,438	
Pacific & Southern	PSOU	O	14½	16½	— 2	17½	12½	1,636	27,812	
Rahall Communications	RAHL	O	8¾	8¾	— ¼	29	8¾	847	8,258	
Reeves Telecom	RBT	A	2¾	2¾	—	3¾	2¼	2,292	6,303	
Scrpps-Howard	SCRP	O	20	21¼	— 1¼	25	18	2,589	56,311	
Sonderling	SDB	A	27¼	28½	— ¾	34	24¼	997	29,531	
Starr	SBG	M	13¾	14	— ¼	15¾	8¾	461	6,915	
Taft	TFB	N	39	40½	— 1½	44¾	23¾	3,712	149,408	
								Total	67,342	\$2,372,569

Broadcasting with other major interests

Avco	AV	N	12¾	13¾	— ¼	18	12½	11,470	\$177,785	
Bartell Media	BMC	A	5	5½	— ½	8	4¾	2,254	12,961	
Boston Herald-Traveler	BHLD	O	20	—	—	28	23¼	577	15,002	
Chris-Craft	CCN	N	7	7¾	— ¾	9¾	7¾	3,901	31,676	
Combined Communications	CCOM	O	19½	20	— ½	20	10½	2,048	30,208	
Cowles Communications	CWL	N	10½	11¼	— ¾	12¾	8	3,969	47,628	
Fuqua	FOA	N	23½	23½	+ ¾	26½	13¼	6,569	313,473	
Gannett	GCI	N	46½	48½	— 2	52	32¾	7,115	155,160	
General Tire	GY	N	24¼	25½	— 1¼	26	21½	18,713	446,866	
Gray Communications	O	O	6	6¼	— ¼	8	6	475	3,206	
ISC Industries	ISC	A	5¾	5¾	—	8	5½	1,959	11,989	
Lamb Communications	O	O	2½	2½	—	2¾	2½	475	1,245	
Lee Enterprises	LNT	A	25¼	26½	— 1¼	27½	18¾	1,957	48,436	
Liberty Corp.	LC	N	19¾	19¾	—	23¾	17½	6,774	138,252	
LIN	LINB	O	12¾	13¾	— 1¼	14¾	6¼	2,294	30,671	
Meredith Corp.	MDP	N	25½	26½	— 1	29¾	19¾	2,754	73,670	
Outlet Co	OTU	N	17¼	17¾	— ½	22	14¼	1,333	24,156	
Post Corp.	POST	O	13¾	13¾	—	14¼	9¼	734	16,559	
Ridder Publications	RIDD	O	21¼	22¼	— 1	27¾	18	8,287	169,884	
Rollins	ROL	N	42	43	— 1	43½	25½	8,057	323,086	
Rust Craft	RUS	A	39¾	42¾	— 3½	48¾	28¾	1,159	48,968	
Schering-Plough	SLO	N	79¾	80½	— 1½	84½	60½	25,174	1,966,593	
Storer	SBK	N	29½	32	— 2½	33¼	19	4,223	129,857	
Time Inc.	TL	N	48¾	53¾	— 5¼	62¾	40¾	7,257	384,621	
Trans-National Comm.	O	O	¾	1	— ¼	1¼	¾	1,000	750	
Turner Communications	O	O	2½	2¾	— ¼	4	2	1,328	4,648	
Wometco	WOM	N	18¾	19¾	— 1	23¾	17¾	5,809	122,685	
								Total	137,645	\$4,730,035

CATV

American Electronic Labs.	AELBA	O	7½	8	— ½	10	3	1,636	13,497	
American TV & Comm.	AMTV	O	23	24½	— 1½	26½	17¾	2,042	45,435	
Burnup & Sims	BSIM	O	21¾	22¾	— 1½	37¾	20½	1,481	55,538	
Cablecom-General	CCG	A	14½	15¼	— 1½	17¾	12¼	2,485	36,654	
Cable Information Systems	O	O	2¾	3¼	— ½	4¾	2½	955	3,343	
Citizens Financial Corp.	CPN	A	12¾	13¼	— ½	13¾	12¼	1,406	28,120	
Columbla Cable	CCAB	O	13½	15¼	— 1¼	15½	9¾	900	14,175	
Communications Properties	COMU	O	9¾	10¾	— ¾	10¾	7¼	1,800	14,850	
Cox Cable Communications	COXC	A	18¾	19½	— ¾	25¾	19½	3,551	72,796	
Cypress Communications	CYPR	O	9¼	10¼	— ½	10¼	7	2,384	20,550	
Entron	ENT	A	3¾	4¾	— ½	7¼	3¼	1,320	6,442	
General Instrument Corp.	GRL	N	25	28½	— 3½	29¾	16½	6,375	160,969	
Sterling Communications	STER	O	4¾	5	— ¾	6¾	3½	1,100	5,907	
Tele-Communications	TCOM	O	18¼	18¾	— ¾	20¼	12	2,704	44,616	
Teleprompter	TP	A	81¼	84¼	— 3	88½	56½	3,136	253,232	
Television Communications	TVCM	O	10	10¾	— ½	10¾	7	2,901	27,869	
Viacom	VIA	N	14¾	15½	— 1½	21	14¾	3,760	66,251	
Vikoa	VIK	A	7¾	7¾	—	14¼	7	2,316	18,806	
								Total	42,252	\$889,050

Chromalloy American Corp., New York-based diversified corporation with interests in the Laser Link Corp., a cable-TV transmission systems manufacturer, reported an increase in sales and revenues and a decrease in earnings for the year ended Dec. 31, 1970:

	1970	1969
Earnings per share	\$ 1.50	\$ 1.95
Net revenues	371,697,798	357,562,831
Net income	13,676,290	357,609,32

Financial notes:

Pacific and Southern Broadcasting Co., New York, has filed a statement

with the Securities and Exchange Commission seeking registration of 330,000 shares of common stock. Of these, 220,000 shares will be sold directly by the company as a new issue; 110,000 remaining shares are outstanding and will be offered by the respective shareholders. The company said proceeds from the sale will be applied toward retiring a \$3-million outstanding bank debt incurred in financing radio-station acquisitions. Estimated offering price per share is \$17.25 with an estimated value of \$5.5 million.

Ex-change	Closing June 23	Closing June 16	Net change in week	1971		Approx. shares out (000)	Total market capitalization (000)		
				High	Low				
N	12 3/8	11 1/8	+ 1	17 3/8	10 1/4	6,335	\$80,778		
N	112 1/2	113 1/4	- 1 1/8	128 3/8	77	12,785	1,575,751		
A	6 3/4	6 3/4	—	11 1/8	6 3/4	1,754	14,242		
O	1	1	—	1 1/8	1	666	833		
N	27 1/8	28 1/4	- 1 1/8	31	19	14,964	418,992		
N	34 1/8	36	- 1 1/8	39 3/8	28 1/4	11,230	429,559		
N	25 1/8	26	- 3/8	30	21 3/8	8,165	217,352		
N	19 1/2	20 3/4	- 1 1/4	26 3/8	15 1/2	5,886	130,964		
O	2 3/4	2 3/4	—	3 3/8	2 1/4	589	1,396		
N	24	26 3/8	- 2 3/8	28 1/2	15 3/4	4,977	122,534		
O	1 1/8	1 1/8	—	2	1	2,183	2,729		
N	16	16 1/2	- 1/2	19	15 1/4	63,785	1,084,345		
N	9 3/8	10 3/4	- 3/8	15 3/8	8 3/8	8,562	108,052		
O	2 3/8	2 1/2	+ 1/8	3 3/8	2 1/2	2,414	6,325		
A	7 3/8	7 1/2	- 1/8	8 3/4	6 3/4	2,200	13,750		
Total						146,495	\$4,207,602		
N	21 3/8	21 3/8	—	24 3/4	16	2,584	\$45,866		
N	70 1/4	74 3/8	- 4 3/8	84 1/2	49 3/8	10,000	732,500		
A	9 3/8	10 3/4	- 1 1/8	17 3/8	8 3/4	1,102	13,775		
O	24 1/4	23 3/8	- 3/8	26 1/2	21	1,918	42,676		
O	9 3/4	11 1/4	- 1 1/2	16 3/8	8 3/4	1,664	27,240		
N	12	12	—	12 1/4	7 3/8	2,196	23,058		
O	13 3/8	14 1/4	- 3/8	14 1/4	9 3/4	1,207	15,691		
O	12	13	- 1	16 1/2	10 1/4	585	8,483		
O	9 1/2	10	- 1/2	18 1/4	2 3/8	504	4,914		
A	2	2	—	4	2	1,407	4,221		
A	5 1/8	5 1/4	- 1/8	8 1/2	5 1/8	557	3,275		
O	45 3/4	45 1/2	+ 1/4	49 3/4	39 1/4	5,299	257,528		
O	33	35 3/8	- 2 3/8	36	24	1,096	35,346		
A	4	4 1/8	- 1/8	6 1/4	3 3/4	742	2,783		
N	55 1/2	56	- 1/2	60	34 1/2	2,721	149,982		
O	3 1/4	1 3/4	- 1	3 3/4	3 1/4	535	1,739		
A	18 3/4	20 1/4	- 1 1/2	25 3/8	15 1/4	1,575	28,648		
Total						35,692	\$1,397,725		
N	17 3/8	19 3/8	- 2	21	8	5,163	\$100,679		
N	17 1/4	17 3/8	- 3/8	25 3/8	16 1/2	10,874	198,451		
O	3 3/8	4 1/2	- 5/8	4 3/4	2 1/4	897	2,915		
N	15	15 3/8	- 3/8	20 3/8	14	2,968	49,328		
A	5 1/8	5 1/2	- 3/8	7 1/4	3 3/8	2,406	15,038		
N	25	27 1/2	- 2 1/2	29	15 1/8	1,259	34,937		
N	59 3/4	60 1/4	- 1	62 3/8	57 3/8	90,813	21,773,325		
N	58 1/2	58 1/2	—	69 3/8	54 3/8	6,333	394,989		
N	49	50 1/2	- 1 1/2	51	37 3/8	17,278	848,695		
N	115 3/4	116 3/8	- 1 3/8	118 3/8	95 3/8	56,099	6,437,360		
N	83 3/4	85 3/8	- 1 3/8	89 3/4	51 1/2	13,345	1,094,290		
N	36 3/4	39 3/8	- 3 1/8	40 3/4	26	74,437	2,837,538		
A	5	5	—	6 3/8	2 3/4	3,458	10,374		
O	8 1/2	8 3/8	- 3/8	13 3/8	9 3/8	14,040	135,065		
N	88 3/8	92 3/4	- 4 3/8	94 3/8	65 3/8	41,431	3,702,688		
N	53 1/2	54	- 1/2	54 3/8	36 3/8	19,021	898,742		
Total						359,822	\$27,647,751		
Grand total						789,248	\$41,244,732		
108.72				111.28				- 2.56	

Shares outstanding and capitalization as of May 19. Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

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Billings	131,735,000	136,042,000
Shares outstanding	1,929,255	1,920,573

The public gets a share

Clinton E. Frank Inc., Chicago-headquartered advertising agency with offices in New York, Los Angeles, San Francisco, Dallas, Richmond, Fort Lauderdale and Cincinnati, has announced it plans to go public. An initial stock offering of 245,000 shares, now held by 63 stockholders, will be the subject of an underwriting managed by William Blair & Co. Registration documents filed with the Securities & Exchange Commission indicated that Frank has

The Broadcasting stock index

A weekly summary of market activity in the shares of 108 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing June 23	Closing June 16	Net change in week
Broadcasting					
ABC	ABC	N	44	44½	— ½
ASI Communications	ASIC	O	37½	37½	—
Capital Cities	CCB	N	45½	46½	— 5/8
CBS	CBS	N	45¾	44¾	+ 7/8
Cox	COX	N	27¾	28½	— 1½
Gross Telecasting	GGG	A	12	12¼	— ¼
Metromedia	MET	N	26¾	26½	+ 3/4
Mooney	MOON	O	4½	5	— ½
Pacific & Southern	PSOU	O	14½	16½	— 2
Rahall Communications	RAHL	O	8¾	8½	— ¼
Reeves Telecom	RBT	A	2¾	2¾	—
Scripps-Howard	SCRIP	O	20	21¼	— 1¼
Sonderling	SDB	A	27¼	28½	— 7/8
Starr	SBG	M	13¾	14	— ¼
Taft	TFB	N	39	40½	— 1½

Broadcasting with other major interests

Avco	AV	N	127½	137½	— ¼
Bartell Media	BMC	A	5	5½	— 7/8
Boston Herald-Traveler	BHLD	O	20	—	—
Chris-Craft	CCN	N	7	7½	— 7/8
Combined Communications	CCOM	O	19½	20	— ½
Cowles Communications	CWL	N	10½	11¼	— 3/4
Fuqua	FQA	N	23½	23½	+ 3/8
Gannett	GCI	N	46½	48½	— 2
General Tire	GY	N	24¼	25½	— 1¼
Gray Communications		O	6	6¼	— ¼
ISC Industries	ISC	A	5½	5½	—
Lamb Communications		O	2½	2½	—
Lee Enterprises	LNT	A	25¼	26½	— 1¼
Liberty Corp.	LC	N	19¾	19¾	—
LIN	LINB	O	12½	13½	— 1¾
Meredith Corp.	MDP	N	25½	26½	— 1
Outlet Co.	OTU	N	17¼	17¾	— 7/8
Post Corp.	POST	O	13¾	13¾	—
Ridder Publications	RIDD	O	21¼	22¼	— 1
Rollins	ROL	N	42	43	— 1
Rust Craft	RUS	A	39¾	42½	— 3½
Schering-Plough	PLC	N	79¾	80½	— 1½
Storer	SBK	N	29½	32	— 2½
Time Inc.	TL	N	48½	53½	— 5¾
Trans-National Comm.		O	¾	1	— ¼
Turner Communications		O	2½	2¾	— ¼
Wometco	WOM	N	18½	19½	— 1

CATV

American Electronic Labs.	AELBA	O	7½	8	— ½
American TV & Comm.	AMTV	O	23	24½	— 1½
Burnup & Sims	BSIM	O	21¾	22½	— 1½
Cablecom-General	CCG	A	14½	15¼	— 1½
Cable Information Systems		O	2¾	3¼	— ½
Citizens Financial Corp.	CPN	A	12¾	13¼	— ½
Columbia Cable	CCAB	O	13½	15¼	— 1¾
Communications Properties	COMU	O	9½	10¾	— ¾
Cox Cable Communications	COXC	A	18¾	19½	— ¾
Cypress Communications	CYPR	O	9¾	10¼	— ½
Entron	ENT	A	3½	4½	— ½
General Instrument Corp.	GRL	N	25	28½	— 3½
Sterling Communications	STER	O	4¾	5	— ¾
Tele-Communications	TCOM	O	18¼	18½	— ¾
Teleprompter	TP	A	81¼	84¼	— 3
Television Communications	TVCM	O	10	10½	— 5/8
Viacom	VIA	N	14¾	15½	— 1½
Vikoa	VIK	A	7¾	7¾	—

was anticipated by the company and approximated the company estimate issued in mid-April. The losses were not expected to continue and 1972 was predicted to be a profitable year by Chairman William E. Roberts. Sales for the year were down less than 10% from fiscal 1970.

For the year ended May 2:

	1971	1970
Earned per share (loss)	\$ (\$1.10)	\$ 1.04
Revenues	29,862,000	313,582,000
Net income (loss)	(12,005,000)	11,265,000

Note: Income for 1970 has been restated from the previously reported \$12,237,000.

Chromalloy American Corp., New York-based diversified corporation with interests in the Laser Link Corp., a cable-TV transmission systems manufacturer, reported an increase in sales and revenues and a decrease in earnings for the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 1.50	\$ 1.95
Net revenues	371,697,798	357,562,831
Net income	13,676,290	357,609,32

Financial notes:

■ Pacific and Southern Broadcasting Co., New York, has filed a statement

with the Securities and Exchange Commission seeking registration of 330,000 shares of common stock. Of these, 220,000 shares will be sold directly by the company as a new issue; 110,000 remaining shares are outstanding and will be offered by the respective shareholders. The company said proceeds from the sale will be applied toward retiring a \$3-million outstanding bank debt incurred in financing radio-station acquisitions. Estimated offering price per share is \$17.25 with an estimated value of \$5.5 million.

	Stock symbol	Ex-change	Closing June 23	Closing June 16	Net change in week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)
Programming									
Columbia Pictures	CPS	N	12 1/8	11 1/8	+ 1	17 3/8	10 1/4	6,335	\$80,778
Disney	DIS	N	112 1/8	113 1/4	- 1 1/8	128 1/8	77	12,785	1,575,751
Filmways	FWY	A	6 3/4	6 3/4	—	11 1/8	6 3/4	1,754	14,242
Four Star International		O	1	1	—	1 1/8	1	666	833
Gulf & Western	GW	N	27 1/8	28 1/4	- 1 1/8	31	19	14,964	418,992
Kinney National	KNS	N	34 1/8	36	- 1 1/8	39 3/8	28 1/4	11,230	429,559
MCA	MCA	N	25 1/8	26	- 3/8	30	21 3/8	8,165	217,352
MGM	MGM	N	19 1/2	20 3/4	- 1 1/4	26 1/8	15 1/2	5,886	130,964
Music Makers	MUSC	O	2 3/4	2 3/4	—	3 3/8	2 1/4	589	1,396
National General	NGC	N	24	26 3/8	- 2 3/8	28 1/2	15 3/4	4,977	122,534
Tele-Tape Productions		O	1 1/8	1 1/8	—	2	1	2,183	2,729
Transamerica	TA	N	16	16 1/2	- 1/2	19	15 1/4	63,785	1,084,345
20th Century Fox	TF	N	9 1/8	10 1/4	- 3/8	15 1/8	8 3/8	8,562	108,052
Walter Reade Organization	WALT	O	2 3/8	2 1/2	+ 3/8	3 3/8	2 1/2	2,414	6,325
Wrather Corp.	WCO	A	7 3/8	7 1/2	- 1/8	8 3/4	6 1/4	2,200	13,750
Total								146,495	\$4,207,602
Service									
John Blair	BJ	N	21 3/8	21 3/8	—	24 3/4	16	2,584	\$45,866
ComSat	CQ	N	70 1/4	74 1/8	- 4 3/8	84 1/2	49 1/8	10,000	732,500
Creative Management	CMA	A	9 3/8	10 3/4	- 1 1/8	17 3/4	8 3/4	1,102	13,775
Doyle Dane Bernbach	DOYL	O	24 1/4	23 3/8	- 3/8	26 1/2	21	1,918	42,676
Elkins Institute	ELKN	O	9 3/4	11 1/4	- 1 1/2	16 3/8	8 3/4	1,664	27,240
Foote Cone & Belding	FCB	N	12	12	—	12 1/4	7 3/8	2,196	23,058
Grey Advertising	GREY	O	13 3/8	14 1/4	- 3/8	14 1/4	9 1/4	1,207	15,691
LaRoche, McCaffrey & McCall		O	12	13	- 1	16 1/2	10 1/4	585	8,483
Marketing Resources & Applications		O	9 1/2	10	- 1/2	18 1/4	2 7/8	504	4,914
Movielab	MOV	A	2	2	—	4	2	1,407	4,221
MPO Videotronics	MPO	A	5 1/8	5 1/4	- 1/8	8 1/2	5 1/8	557	3,275
Nielsen	NIELA	O	45 3/4	45 1/2	+ 1/4	49 3/4	39 1/4	5,299	257,528
Ogilvy & Mather	OGIL	O	33	35 7/8	- 2 7/8	36	24	1,096	35,346
PKL Co.	PKL	A	4	4 1/8	- 1/8	6 1/4	3 3/4	742	2,783
J. Walter Thompson	JWT	N	55 1/2	56	- 1/2	60	34 1/2	2,721	149,982
Transmedia International		O	3 1/4	1 3/4	- 1	3 3/4	3/4	535	1,739
Wells, Rich, Greene	WRG	A	18 3/4	20 1/4	- 1 1/2	25 1/8	15 1/4	1,575	28,648
Total								35,692	\$1,397,725
Manufacturing									
Admiral	ADL	N	17 3/8	19 3/8	- 2	21	8	5,163	\$100,679
Ampex	APX	N	17 1/4	17 3/8	- 3/8	25 3/8	16 1/2	10,874	198,451
CCA Electronics	CCAE	O	3 7/8	4 1/2	- 5/8	4 3/4	2 1/4	897	2,915
Collins Radio	CRI	N	15	15 7/8	- 7/8	20 7/8	14	2,968	49,328
Computer Equipment	CEC	A	5 1/8	5 1/2	- 3/8	7 1/4	3 3/8	2,406	15,038
Conrac	CAX	N	25	27 1/2	- 2 1/2	29	15 1/8	1,259	34,937
General Electric	GE	N	59 1/4	60 1/4	- 1	62 7/8	57 3/8	90,813	21,773,325
Harris-Intertype	HI	N	58 1/2	58 1/2	—	69 3/8	54 3/8	6,333	394,989
Magnavox	MAG	N	49	50 1/2	- 1/2	51	37 3/8	17,278	848,695
3M	MMM	N	115 1/4	116 5/8	- 1 1/8	118 3/4	95 1/8	56,099	6,437,360
Motorola	MOT	N	83 3/4	85 3/8	- 1 5/8	89 3/4	51 1/2	13,345	1,094,290
RCA	RCA	N	36 3/4	39 3/8	- 3 1/8	40 3/4	26	74,437	2,837,538
Reeves Industries	RSC	A	5	5	—	6 3/8	2 3/4	3,458	10,374
Telemation	TIMT	O	8 1/2	8 7/8	- 3/8	13 3/4	9 1/8	14,040	135,065
Westinghouse	WX	N	88 1/8	92 3/4	- 4 5/8	94 5/8	65 3/8	41,431	3,702,688
Zenith	ZE	N	53 1/2	54	- 1/2	54 7/8	36 3/8	19,021	898,742
Total								359,822	\$27,647,751
Grand total								789,248	\$41,244,732
Standard & Poor Industrial Average			108.72	111.28	- 2.56				

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

Shares outstanding and capitalization as of May 19.
Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.

Broadcast advertising

Francis J. Van Bortel, executive VP and director of marketing planning, McCann-Erickson, New York, elected to McCann-Erickson board.

Stephen B. Brown, **Peter H. Parsons** and **Charles Lehmann**, account executives, Compton Advertising, New York, elected VP's.

Peter A. Lund, general sales manager, WIND(AM) Chicago, appointed general sales manager, WMCA(AM) New York. He is succeeded by **Roy Lindau**, sales manager, KFWB(AM) Los Angeles. WIND and KFWB are Westinghouse Broadcasting-owned stations.

John M. DeHaven, national sales manager, Susquehanna Broadcasting Co., York, Pa., named area VP in charge of New York operations. Susquehanna owns and operates WSBA-AM-FM-TV York and WARM(AM) Scranton, all Pennsylvania; WHLO(AM) Akron, Ohio; WICE(AM) Providence, R.I., and WGBB(AM) Freeport, N.Y. and WQBA(AM) Miami.

Mary Wells Lawrence, board chairman and president, Wells, Rich, Greene, New York, named Advertising Woman of Year in 1971 by American Advertising Federation.

Aaron M. Cohen, manager of participating program sales, NBC-TV, New York, appointed manager of daytime sales. He succeeds **Robert McFadyen**, who retires after 32 years at network.

James B. Phillips, director, artist relations, CBS-TV, West Coast, joins Los Angeles office of Campbell-Ewald as director, West Coast TV programming.

Richard C. Wright, former VP for advertising and merchandising, Carling Brewing Co., Cleveland, forms consulting and representation service, Richard C. Wright Advertising Services there.

Media

Barry Gordon, director, negotiations-business affairs, Capitol Records Inc., Hollywood, joins ABC-TV there as West Coast director, business affairs. He succeeds **Al Rabin**, appointed director of ABC daytime serial *General Hospital*.

James Smith, director of special projects, ABC Owned FM Group, New York, appointed director of administrative operations, and **Vincent Lupiano**, director of program review, appointed director of program review and

special projects for ABC FM group. **Jack Cochran**, general manager, WCBI(AM) Columbus, Miss., elected president, Mississippi Broadcasters Association. **Eddie Fritts**, president and general manager, WNLA-AM-FM Indianola, elected VP; **Fannie Mae Cothren**, manager, WXTN(AM) Lexington, secretary-treasurer, and **Bob McRaney Sr.**, owner, WROB(AM) West Point and WAMY(AM) Amory, executive secretary.

Jack B. Prince, VP and station manager, WTAR-AM-FM Norfolk, elected president, Virginia Association of Broadcasters. **Stella Maloney**, president and general manager, WMEV-AM-FM Marion, elected first VP; **Lyle Motley**, president and general manager, WMNA-AM-FM Gretna, secretary-treasurer.

George R. Oliviere, general manager, WAYK(AM) Lehigh Acres, Fla., named VP of station's licensee, Broadcast Management.



Mr. Faust

Louis Faust, president, WKNR Inc., licensee of WKNR-AM-FM Dearborn, Mich., and 1150 Corp., licensee of KHS(AM) Los Angeles, resigns due to management differences. Mr. Faust was named president in January 1970 after five years with Capital Cities Broadcasting Co., last two as general manager of WPAT-AM-FM Paterson, N.J.

Gene Creasy, operations manager, WCAO-AM-FM Baltimore, named VP and general manager, WWOC(AM) Portsmouth, Va. **Dave Samuels**, station manager, WAUG-AM-FM Augusta, Ga., appointed assistant manager and director of community relations, wwoc.

Programing



Mr. Reinstein

Harvey R. Reinstein, VP, Eastern sales, Four Star Entertainment, named to VP, national sales, newly created position. **Arthur L. Zanel**, VP and manager of TV-radio production, J. Walter Thompson, Chicago, named president of Arthur Meriweather, program-production firm, Downers Grove, Ill.

R. Jerry Rhoads, program director, Teleprompter of Florida CATV, West Palm Beach, appointed regional manager for programming for Southeast, based in Atlanta, and serving Florida, Georgia, South Carolina, Alabama, Mississippi, and Louisiana.

Jack Watson, associate producer, Paramount Television, Hollywood, appointed director, daytime and live programming development.

Tony Masucci, director of operations, Lewron Television, program producer, New York, appointed general manager.

William E. Fagan, director of broadcast services, Midwest Program on Airborne Television Services, Lafayette, Ind., appointed manager of educational TV sales, Learning Corp. of America, program provider for educational TV, New York.

Mike Engel, director of programming and promotions, WBKO(TV) Bowling Green, Ky., appointed manager of station relations for Century Broadcast Communications, station's licensee.

News

Marc Howard, press secretary to Howard Samuels, unsuccessful New York gubernatorial candidate, rejoins WPXI-TV New York, as political editor.

Sherman Jackson, with NBC News, New York, joins WNBC-TV there as news announcer.

Ed Husman, assistant manager and news director, KODI(AM) Cody, Wyo., elected president, Wyoming Associated Press Broadcasters Association.

Harold Steele, with Voice of America, Washington, joins WMAL-AM-FM there as newsman.

Lawton Wilkerson, program director, WBEE(AM) Harvey, Ill., joins WMAQ-AM-FM Chicago, as public-affairs director.

James Hinton, with news department, KHOW(AM) Denver, joins KBTR(AM) there as director of news.

Dave Godwin, with news staff, KLAC(AM) Los Angeles, appointed managing editor. He succeeds **Sam Hall**, who joins WNEW-AM-FM New York as newscaster.

Les Coleman, student at Jacksonville State University and former announcer, WUNI(AM) Mobile, Ala., rejoins station as news director.

John M. Cooper, director of newscast syndication, CBS News, New York, re-

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| <input type="checkbox"/> Columbus, Ohio | <input type="checkbox"/> Lancaster | <input type="checkbox"/> Richmond | <input type="checkbox"/> Wilkes Barre-Scranton |
| <input type="checkbox"/> Corpus Christi | <input type="checkbox"/> Lansing | <input type="checkbox"/> Roanoke | <input type="checkbox"/> Wilmington, Del. |
| <input type="checkbox"/> Dallas-Ft. Worth | <input type="checkbox"/> Las Vegas | <input type="checkbox"/> Rochester, N.Y. | <input type="checkbox"/> Worcester |
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| <input type="checkbox"/> Dayton | <input type="checkbox"/> Lincoln | <input type="checkbox"/> Sacramento | <input type="checkbox"/> Youngstown-Warren |
| <input type="checkbox"/> Denver | <input type="checkbox"/> Little Rock | <input type="checkbox"/> Saginaw | |

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tires. Mr. Cooper joined CBS News in 1956, after broadcast journalism career which began in 1938 as news editor for WCSH(AM) Portland, Me.

Paul Gregory, with news staff, KGMS(AM) Sacramento, joins news staff KRAK(AM) Sacramento.

Promotion

David Perry, with PR staff, Bozell & Jacobs, Phoenix, appointed firm's director of PR.

Lane Epstein, promotion director, WIRL-TV Peoria, Ill., joins WXIX-TV Newport (Cincinnati), Ohio, as assistant promotion manager.

Jack Sampson, director, advertising, promotion and press information, KGO-TV San Francisco, joins KCBS-AM-FM there as director, information services.

A. Christine Dall, script writer, WHDH-TV Boston, joins WRKO(AM) there as promotion manager.

Tom Cramer, newscaster, KBTR(AM) Denver, appointed community-service director.

Equipment & engineering

Gilbert E. Ormson, with Wire and Cable Department, General Electric, appointed manager for business development, General Electric Cablevision Corp., group owner of CATV, Schenectady, N.Y.

International

J. Ernst Siegenthalier, general manager, Grey International Partners S.A., Brussels, named VP of Grey Advertising, New York. Brussels office is coordinating office for Grey and its eight European subsidiaries.

Allied fields

Edward I. Barz, VP, Foote, Cone & Belding, New York, named president, Radio and Television Research Council for 1971-72 term. Council membership composed of 125 research executives from all segments of advertising field.

Deaths

Franklyn MacCormack, 60, Chicago radio personality, died June 12 at Loretto hospital, there, from heart attack. Mr. MacCormack became nationally known in thirties when he introduced poetry readings on Wayne King orchestra's network broadcast. For past 12 years he had been host of WGN(AM) Chicago's *All Night Showcase* for Meister Brau Brewing Co. His wife, Barbara, and one son survive.

William D. Wagner, 65, retired VP for Palmer Broadcasting Co., died after illness of several weeks in Tuscon, Ariz. Mr. Wagner joined Palmer in 1933 as auditor and in 1963 was elected VP of firm. Mr. Wagner is survived by his wife, Elizabeth, one daughter and one son.

Harold H. Friedman, 52, treasurer of Pennsylvania Public Television Network Commission and VP of Chatham Communications, died June 21 in Pittsburgh of heart attack. His wife, former Marie Torre, KDKA-TV Pittsburgh newscaster, and two children survive.

ForTheRecord

As compiled by BROADCASTING, June 15 through June 22 and based on filings, authorizations and other FCC actions.

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

New TV stations

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Greens-

burg, Pa. (Western Broadcasting Corp. and Warman Communications Inc.), TV proceeding, ordered exhibits to be exchanged on June 29, and hearing to be held on July 20; and put parties on notice that no additional continuances will be granted (Docs. 18938-9). Action June 16.

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co. et al.), TV proceeding, granted petition of Golden Orange Broadcasting Co. for leave to amend its application by submission of information relative to applicant corporation. (Docs. 18295, 18297, 18300). Action June 10.

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. and Hampton Roads Television Corp.), TV proceeding, granted petition by Hampton Roads Television Corp. for leave to amend its application with respect to ascertainment of community needs (Docs. 18791-2). Action June 9.

Other actions

■ Review board in Los Angeles, TV proceeding,

in response to motion by Community Television of South California, enlarged comparative and share-time issues in proceeding involving mutually exclusive applications of Los Angeles Unified School District and Viewer Sponsored Television Foundation for new noncommercial educational TV at Los Angeles, to include determination whether school district is prohibited by California law from producing, financing, and/or telecasting community educational programs with state funds, and if so, what effect this will have on School District's programming; and whether it has reasonable assurance of the availability of other funds (Docs. 19100-1). Action June 15.

■ Review board in Orlando, Fla., TV proceeding, scheduled oral argument for July 13 to consider initial decision, exceptions, and briefs in ch. 9 proceeding (Docs. 11083, 17339, 17341-2, 17344). Action June 19.

Other action

■ FCC amended UHF ch. assignments in Coolidge, Ariz., Chico, Calif., Rochester, N.Y., and Portland, Me. (Doc. 18980); Concord and Pittsburgh, both California (Doc. 18984); and State College, Pa. (Doc. 19091). Action June 16.

Existing TV stations

Actions on motions

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE-TV] and Eastern Idaho Television Corp.), TV proceeding, Rescheduled the further hearing from June 28 to July 13, and ordered that the names of witnesses desired for cross-examination are to be exchanged informally among counsel no later than July 2 (Docs. 18401-2).

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, granted motion by WTAR-Radio-TV Corp. for leave to amend its application with regard to ascertainment of community needs; by separate action granted request of WTAR Radio-TV Corp. to reply to opposition for leave to amend its application (Docs. 18791-2). Action June 9.

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV], Hampton

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IE T

Roads Television Corp.), TV proceeding, granted motion by WTAR-TV to strike further interrogatories of Hampton Roads to WTAR Radio-TV Corp. (Docs. 18791-2). Action June 10.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, granted petition by Community Broadcasting of Boston Inc. for leave to amend its application with respect to ascertainment of community needs and interests (Docs. 18759-61). Action June 10.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Co. [WFAN-TV], et al.), TV proceeding, granted joint petition by United Broadcasting Co. and United Television Company, Inc. for leave to amend their applications to reflect election of Morton Silverman as vice-president and assistant secretary of both corporations (Docs. 18559, 18561-3). Action June 10.

■ Chief, Office of Opinions and Review in Montgomery, Ala. (Cosmos Broadcasting Corp. [WSFA-TV], TV proceeding, granted motion by WTVY Inc., Martin Theatres of Georgia Inc. and Gala Broadcasting Co., and extended to June 16 time to reply to opposition to their petition for reconsideration and request for waiver (Doc. 16984). Action June 9.

Other action

■ Review board in Charleston, S.C., TV proceeding, extended time to file exceptions to initial decision in proceeding involving applications of four Charleston VHF licensees to move their transmitter sites to single 2,000 ft. tower and for other facilities changes, through July 7 (Docs. 18569-72). Action June 15.

New AM stations

Final action

■ Waseca, Minn.—FCC remanded to review board petition by The Waseca-Owatonna Broadcasting Co. to amend its application for CP for new AM to operate on 1170 khz, 1 kw, D only, at Waseca, for whatever action it may consider appropriate (Doc. 18078). Action June 16.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Norristown, Pa. (WNAR Inc.), AM proceeding, granted further petition by applicant for leave to amend application to reflect additions in the survey of community problems and needs (Doc. 14952). Action June 9.

■ Hearing Examiner Basil P. Cooper in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.), AM proceeding, granted supplemented petition of Community Broadcasting Co. of Hartsville and petition by Eastern Carolina Broadcasters Inc. for leave to amend their applications to reflect the results of recent community surveys in respective communities served and on motion of Eastern continued evidentiary hearing to June 30 (Docs. 18198-9, Action June 9).

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstall, Circleville Broadcasting Co.), AM proceeding, granted motion by Circleville Broadcasting, and ordered that George E. Worstall make records concerning amendment of community survey needs portion of his application available to Circleville and Broadcast Bureau on June 16 (Docs. 18856, 18858). Action June 15.

■ Hearing Examiner Lenore G. Ehrig in West Branch, Mich. (Ogemaw Broadcasting Co.), AM proceeding, granted petition by applicant for leave to amend its application with respect to its efforts and plans to ascertain and meet community needs of West Branch and its environs, to specify a new studio location and to update information concerning other business interests of Dean Manley, one of Ogemaw's principals; and further scheduled a prehearing conference for June 18 (Doc. 18835). Action June 10.

■ Chief Hearing Examiner Arthur A. Gladstone in Stirling and Freehold, both New Jersey (K & M Broadcasters Inc. and Molly Pitcher Broadcasting Co.), AM proceeding, on request by Molly Pitcher, dismissed with prejudice its application; closed record; and reinstated in full force and effect initial decision looking toward grant of application of K & M Broadcasters (Docs. 18292, 18593). Action June 15.

■ Hearing Examiner Isadore A. Honig in East St. Louis, Ill. (East St. Louis Broadcasting Co. and Metro-East Broadcasting Inc.), AM proceeding, on examiner's own motion, ordered that hearing after remand, scheduled for June 17, is postponed without date pending Commission action on the motion for final decision filed by East St. Louis Broadcasting Co. on June 8 (Docs. 17256-7), Action June 14.

■ Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, extended certain procedural dates; continued hearing from July 20 to Aug. 10, all on

request of applicant (Doc. 18852). Action June 11.

■ Hearing Examiner Isadore A. Honig in Jeanette, Pa. (Central Westmoreland Broadcasting Co.), AM proceeding, on request by WHJB Inc., extended date for filing replies to proposed findings of fact and conclusions from June 16 to June 30 (Doc. 19042). Action June 16.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Community Radio System and Morris' Inc.), AM proceeding, on examiner's own motion scheduled further hearing for June 25 (Docs. 17722, 18395). Action June 10.

■ Hearing Examiner Jay A. Kyle in Owensboro and Hawesville, both Kentucky (Edward G. Atsinger III, et al.), AM proceeding, on request Hancock County Broadcasters rescheduled hearing for Aug. 3 and set procedural date (Docs. 19068-70). Action June 10.

■ Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt, et al.), AM proceeding, granted petition by Welk Inc. for leave to amend its application with regard to ascertainment of community needs; by separate action granted petition by WUVA for leave to amend its application to reflect a change in its officers and directors; and by separate action granted petition by WUVA for leave to amend its application with regard to ascertainment of community needs (Docs. 18585-7). Action June 9.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N.C. (Seaboard Broadcasting Corp.), AM proceeding, granted petition by Seaboard Broadcasting Corp. for leave to amend its application (Doc. 18814). Action June 10.

■ Hearing Examiner Ernest Nash in Mt. Pleasant and Chariton, both Iowa (Pleasant Broadcasting Co., et al.), AM proceeding, by separate actions, granted petition by BCST Co. of Iowa for leave to amend its application to reflect changes required by death of William B. Hoaglin, the employment of Virginia A. Sheets by Pleasant Broadcasting; and concerning community ascertainment problem; and scheduled conference for June 18 (Doc. 18594-6). Action June 10.

■ Hearing Examiner Ernest Nash in Broadway and Timberville, both Charlottesville, Va. (Massanutten Broadcasting Co. and Charlottesville-Albermarle Broadcasters Inc.), AM proceeding, granted petition by applicants, to extent that agreement of parties is approved and application of Charlottesville-Albermarle will be dismissed upon final action granting application of Massanutten; and denied petition in all other respects; and by separate action, granted petition by Massanutten for leave to amend financial portion of its application (Docs. 18903-4). Action June 15.

■ Chief, Office of Opinions and Review in Costa Mesa and Newport Beach, both California (Charles W. Jobbins, et al.), AM proceeding, granted motion by Hughes Tool Co., and extended to July 6, time to file application for review from review board memorandum opinion and order granting petition to enlarge issues, re-open the record and remand for further hearing released May 26 (Docs. 15752, 15754-6, 15758-9, 15762, 15764-6). Action June 11.

Existing AM stations

Applications

■ KONE Reno—Seeks CP to change ant. and trans. location to approximately 2.3 miles north-northeast of center of city, near Sutro Street and Ring Road. Ann. May 26.

■ WCVP Murphy, N.C.—Seeks CP to change ant., trans. and main studio location to 0.2 mile south of Hawshaw Road and 2 miles southeast of city; increase ant. height. Ann. June 1.

Final actions

■ KLAK Lakewood, Colo.—Broadcast Bureau granted CP to replace aux. trans. Action June 11.

■ WMOX Meridian, Miss.—Broadcast Bureau granted CP to install new trans. for alt. main night and aux. daytime. Action June 11.

■ WWRL New York—FCC set aside grant to Sonderling Broadcasting Corp. of short-term license renewal for WWRL, to expire on June 1; renewal application placed in deferred status pending final review and consideration of technical aspects of station's operation. Action June 16.

■ KVLE Vernal, Utah—Broadcast Bureau granted licenses covering changes in main trans. and operation of aux. trans. at 930 khz according to permit; delete remote control. Action June 15.

■ KSEM Moses Lake, Wash.—Broadcast Bureau granted license covering aux. trans. Action June 15.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Roswell, N.M. (Reginaldo Espinoza [KRDD]) continued

date for start of evidentiary hearing from July 12 to date to be announced at conclusion of prehearing conference to be convened on Aug. 6 (Doc. 19208). Action June 10.

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstall and Circleville Broadcasting Co.), AM proceeding, set certain procedural dates and scheduled hearing on financial and engineering issues for Aug. 16, and hearing on remaining issues for June 17 (Docs. 18856, 18858). Action June 10.

■ Chief Hearing Examiner Arthur A. Gladstone in Huntsville, Ala., and Warner Robins, Ga. (Garrett Broadcasting Service [WEUP] and WRBN Inc. [WRBN]), AM proceeding, designated Hearing Examiner Ernest Nash to serve as presiding officer; scheduled prehearing conference for July 28 and hearing on Aug. 25 (Docs. 19258-9). Action June 11.

■ Hearing Examiner Isadore A. Honig in Ashtabula, Ohio (Radio Enterprises of Ohio Inc. [WREO]), granted motion by applicant for production of documents, and ordered that Local Retail Store Employee's Union Local 880 of Cleveland shall produce copies of available documents specified, with these documents to be made so available to counsel for Radio Enterprises and to Bureau counsel in Washington, by mailing them by June 29 (Doc. 19207). Action June 11.

■ Hearing Examiner Isadore A. Honig in Ashtabula, Ohio (Radio Enterprises of Ohio Inc.) for renewal of license of WREO, directed Broadcast Bureau to request from the National Labor Relations Board all available documents and records of that agency concerning investigation and disposition of complaint filed by the Retail Store Employees Union against Hill's Department Store insofar as it involves charge of exertion of economic pressures against certain radio stations to persuade them to cancel union's advertising; and by separate action, set certain procedural dates, and postponed hearing scheduled for July 12, to Aug. 3, in Ashtabula, at 10 a.m. at location to be specified by further notice (Doc. 19207). Action June 14.

■ Hearing Examiner Isadore A. Honig in Ashtabula, Ohio (Radio Enterprises of Ohio Inc.)

(Continued on page 57)



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Radio Help Wanted

Management

Station manager. East. Must be dynamic. Minimum 3 years successful on-the-street radio time selling with monthly billing figures to prove progress. Practical knowledge of FCC rules, programing, engineering. Beautiful opportunity for right person. E.O.E. Send resume, references and current picture. Box F-73, BROADCASTING.

Sales oriented general manager for midwest daytimer in excellent college market with outstanding growth potential. Proven sales record necessary as this position requires GM to be on street about 75% of time. Excellent working conditions and fringe benefits. Base salary plus percentage of station sales. Send complete resume. Box F-95, BROADCASTING.

Excellent opportunity for reliable sales-minded general manager for solid suburban AM-FM station in northeast. Must be experienced. Send salary requirements and complete resume to Box F-236, BROADCASTING.

Station manager—with emphasis on sales. Growth opportunity in Southeast. Top 50 market. Box F-243, BROADCASTING.

Experienced, selling manager for Christian AM & FM in suburban major market. Excellent future. Send resume and salary requirements to Box F-246, BROADCASTING. An equal opportunity employer.

Management ability with sales experience for new small town AM, approximately 200,000 within 0.5 mil contour—air ability not required. Promotion from station manager to general manager likely when P&L is in black. With luck we will be programing regularly two months before Christmas. WGLX, Box #161, Galion, Ohio 44833.

Station manager who sincerely enjoys selling and has ability to motivate others. Must be willing to execute ownership policies. This is an excellent opportunity for an aggressive, dedicated, hard working broadcaster. Station is a fulltimer with an outstanding news, sports and music image. Beautiful midwest market with a major college. We are an expanding group and appreciate good management talent. If you have a successful track record that can be verified let's get acquainted. Call Charlie Powers, 618-942-2181, days; 618-993-5151 after 7:30 P.M. Equal opportunity employer M/F.

Sales

Experienced creative salesman for daytime radio station in Southern California. Salary, commission and benefits. Box F-148, BROADCASTING.

Radio sales for Baltimore with track record. Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box F-163, BROADCASTING.

Advanced sales training provided experienced radio man with drive. College or equivalent business experience. Prefer businessman type 25 or over. Start at modest guarantee and leap forward as you apply what you learn. Midwest city under 50,000. Resume, photo. Box F-220, BROADCASTING.

Head sales department of major midwest market AM-FM combination. Need excellent "idea" man who knows how to create the "gimmick" that will sell. Must have good track record and must be willing to start with very nominal salary plus incredibly attractive percentage arrangement. Very small guarantee but fantastic income possibility for right man. Box F-260, BROADCASTING.

Sales manager with proven track record. Must be outstanding personal salesman. Station is fulltime with excellent area profile in medium midwest market. You must be pleasantly aggressive and desire station management. Send resume to Box F-287, BROADCASTING. Equal opportunity employer M/F.

Announcer-salesman. Georgia fulltime station looking for man or woman experienced in both. 4 hour board shift daily, remainder of time on sales. \$125 weekly guarantee. Position open in July. Box F-292, BROADCASTING.

Sales continued

Experienced franchise salesman. Strong qualified to present advertising package to selected auto dealers who have responded to our direct mail program. Extensive travel. Two sales per month pays over \$43,000 per year. Unlimited territory. No franchise fee needed, but small investment pays greater returns. Straight commissions only—but generous! Dombrosky/Peck Coalition, Inc. (301) 771-4444 call collect for Tom Dombrosky.

Announcers

Major northeast 50,000 watts needs contemporary air personality. Also need qualified production director. Please send tape, resume, and checkable references. Box F-121, BROADCASTING.

Maryland station, first phone announcer, willing to work any shift, including some engineering. Will take beginner with good voice, and willing. Box F-161, BROADCASTING.

Virginia small market needs mature sounding, good voice, with first class license. Good coverage AM/FM, lots of activity; black programing, friendly, solid. Box F-172, BROADCASTING.

Maryland MOR has excellent position available for experienced announcer. Stable, mature person only. Send tape and resume. Box F-191, BROADCASTING.

We are knocking off the strict rock format and retaining the best of the contemporary music with modern MOR. To complete the package we need bright, communicative announcers who can project personal appeal to young adults as well as the 30 group. Also, if you can lead a program or news department to fit this format, reply promptly with complete information and tape. Station located in middle south university city. Box F-195, BROADCASTING.

Two soul jocks wanted for major market, must be a real swinger, experience, rush tape, resume, picture to Box F-232, BROADCASTING.

Looking for announcer with 3rd endorsed. Saturdays and Sundays. New York suburbs. Box F-276, BROADCASTING.

Morning man—personality, some PD experience helpful. Good salary, station, community. Prosperous central Penna. area. Send air check, complete resume . . . Box F-303, BROADCASTING.

KECK, modern C/W regional facility is looking for mature 1st phone personality. Must have good experience and the desire to live in Capital City of 170,000 and home of major University. Stability, excellent pay and working conditions, congenial staff, plus chance for advancement with major chain are what we offer. Rush tape and resume to Fred L. Scott, General Manager, KECK Radio, P.O. Box 6006, Lincoln, Nebraska 68506, an equal opportunity employer.

Tan your hide and improve your talents . . . "More Music" rocker needs jock. KHLO, Hilo, Hawaii.

Country deejay—first class ticket—experienced. Pay commensurate with qualifications. No drinkers. No collect calls. Send resume to general manager, KWBA, Baytown, Texas 77520.

First ticket dee jay. No maintenance. Late afternoon tour. Excellent salary. Experienced. For pop-contemporary 5000 watt station. Great area. Resume and tape immediately. Tim Burns, Program Director, WAHT, P.O. Box 15, Lebanon, Penna.

WPUT looking for good announcer with feeling for news or good newsmen with announcer's experience. Ideal living conditions, Brewster, New York. Fifty miles from New York City. Write or call Ken Stein, WPUT.

Staff promotion! 6—midnight shift at WVOJ will soon be open. Top notch facilities—excellent pay for permanent professional—first ticket—send tape to Post Office Box 37150, Jacksonville, Florida 32205.

Technical

Chief engineer for directional AM-FM stereo. Must be very experienced, know his business, be a willing worker and take pride in his work. Ours is a small, but fast growing market in the nicest climate in southern California. Excellent clean facilities. Start up to \$700 per month plus great fringe benefits. An equal opportunity station. Send resume, references, picture to Box F-245, BROADCASTING.

Fulltime AM-FM station in southeast looking for settled chief engineer. No announcing involved. Must be capable of complete maintenance. Small town with good schools, college, and mild climate. \$125 to \$150 weekly starting salary. Submit detailed application, with photo, to Box F-293, BROADCASTING.

Small market Maryland station: First phone man for transmitter watch. Box F-298, BROADCASTING.

Recording engineer. Chicago based studio, established firm. Send resume to Box F-304, BROADCASTING.

Chief engineer for three tower directional, 1000 watt full time. In process of installing new transmitter and console. Send resume to General Manager, KWBA, Baytown, Texas 77520.

Experience first phone engineer. WMIX AM-AM situated in beautiful Southern Illinois. Send resume, references, recent photo and salary requirements P.O. Box 946, Mt. Vernon, Illinois.

Chief engineer needed immediately AM/FM Indiana. 812-482-2131.

News

Help wanted: Female career girl with ability and desire to gather, write and voice local and regional news for station where emphasis is on total information. Salary open. WETT Radio, P.O. Box M, Ocean City, Maryland 21842.

Newsman experienced in gathering, writing and delivering, news with actualities in authoritative manner. Must be stable and professional to be important part of five man news team on top adult station in market. Air mail tape, complete resume, references, salary requirements to Fred Bradshaw, News Director, WDBO, Orlando, Florida.

WNBF-AM-FM Binghamton, N.Y. 13902 needs news director. Minimum 3 years broadcast news experience including one year news director experience.

Programing, Production, Others

Program director to work morning shift at MOR station within weekend commuting distance Washington, D.C. Experience necessary. Position entails air shift, copy writing and some administration. Send tape, photo, resume and salary requirements with response. Box F-239, BROADCASTING.

Continuity director—experienced. Must write copy that sells. Production knowledge essential. One person dept. 70% straight copywriting . . . 30% production and spec. writing. We believe continuity writers are as valuable as D.J.'s, can pay that way. Excellent fringe benefits. Bruce Bagg, Program Director, WTAX, Box 3166, Springfield, Illinois 62708.

Situations Wanted

Management

General manager major group AM-FM seeking major market position. Complete experience in all phases of AM-FM-TV. Excellent record of success with profit and service orientation. Highest industry and community references. Degree. Family. Early thirties. Imminent station sale dictates move in near future. Box F-171, BROADCASTING.

Manager, small or medium market. Over 10 years experience in all phases of broadcasting. Strong in sales and programing. Box F-187, BROADCASTING.

Experienced G.S.M. northern radio-TV young, family, honest, ethical, seeks working-invest arrangement Florida station to \$20,000, love radio—no floater. Box F-188, BROADCASTING.

Management continued

Pro broadcaster, general sales mgr., real producer wants G.S.M./investment deal, top references, hard worker, college, family, station must have potential. Box F-189, BROADCASTING.

Small-market specialist. First phone. Mid-thirties. Interested in ownership option. Box F-235, BROADCASTING.

Major market personality wants program director position. Successful background in contemporary top ten markets. Administrative experience, college, 1st-engineering. Box F-248, BROADCASTING. Phone 415-755-2102.

Aggressive 25 year old station manager has changed small market FM from a loser to a winner in six months. Heavy sales experience. Looking for permanent position in medium market. No job too tough. Salary open. Box F-268, BROADCASTING.

General manager, technical background AM/FM/TV + vital interest in sales + knowledgeable in all phases of operation—success. "It's a habit of mine." Southwest preferred. Box F-279, BROADCASTING.

General manager interested in relocating in Texas. Have owned and managed stations in major and medium markets in Texas and the United States. Sales oriented and knowledgeable about programming as well as FCC. 15 years of experience with proven track record. Would consider purchasing equity. Box F-280, BROADCASTING.

Broadcaster with engineering background (also some sales) desires management position. Background includes major market experience. Box F-285, BROADCASTING.

13 years radio professional . . . the last eight as manager, seeks a new challenge in a medium or major market in the south-east or mid-west area. Married—community minded. Box F-296, BROADCASTING.

Sales manager with growing family would like a better opportunity with growing station or group in the south eastern or mid-Atlantic states. Proven record . . . in radio . . . would accept a chance in television. Box F-297, BROADCASTING.

Ready for small market—8 yrs. broadcasting all phases—2 yrs. communications director for large religious organization. College—4 yrs. broadcasting major, business minor. 1st phone, family, self-starter—Jack Rabbito, 4 Forest Hills Lane, Boca Raton, Florida 33432.

Sales

Radio is a young man's business . . . but . . . is anyone farsighted enough to recognize the value of a 52 year old, presently employed, radio sales manager with 34 years experience in broadcasting? If so, contact Box F-255, BROADCASTING.

Announcers

Talented first phone rock jock. Good production, copywriting. Box E-191, BROADCASTING.

Candid Mike, swap shop, MOR. First, small market, Michigan, Florida, anywhere. 315-478-8896. Box F-1, BROADCASTING.

1st phone, beginner. Would like rocker, will travel. Box F-75, BROADCASTING.

Current top 50 market announcer looking for day shift with good station. First phone, family. Box F-97, BROADCASTING.

San Francisco Bay area only—top rated California rock jock, first phone, college degree, 30, references. Will consider other formats. Box F-98, BROADCASTING.

Michigan . . . surrounding area, dj, copy, production, experienced, 1-313-881-9348 or Box F-134, BROADCASTING.

Mature MOR announcer, 28, play-by-play, promotion-minded, eight year pro, first ticket, seeks sports and/or announcer position. Ready to move. Box F-193, BROADCASTING.

Mature MOR announcer looking for permanent position in east, to east central Penna. . . those offering good pay and security apply to Box F-204, BROADCASTING.

Part time disc jockey, two years experience, wants full time. Box F-211, BROADCASTING.

Combo man, mature announcer/newscaster with 1st phone, professionally trained in New York City, will relocate. Box F-231, BROADCASTING.

Now working 5 KW in medium market, up-tempo MOR. Seeking medium market young adult, personality, top 40 rocker, not screamer! Much top 40 experience, 3rd, young, smooth, adult voice, creative production, dedicated, will go anywhere for right job, can take orders well. Box F-234, BROADCASTING.

Announcers continued

1st phone. 4-years experience. Vet. 26. Light engineering. Above average voice. Employed Great Plains area. Desire \$150 weekly. Write Box F-242, BROADCASTING.

Will make radio live in your market . . . 3rd endorsed with first class, desire for uptempo, contemporary or progressive . . . 3 years experience, good habits, production understanding, tight board, dependable, love challenges, some sales, good news . . . will take direction. Box F-247, BROADCASTING.

Disc jockey, newscaster, announcer, salesman, experienced, dependable, creative, versatile, tight board and third endorsed. Box F-252, BROADCASTING.

Disc jockey—newscaster. Salesman. Dependable experienced. Tight board. Third-creative, versatile. Box F-256, BROADCASTING.

1st class FCC combo-man announcer—DJ—newscaster looking for a start—professionally trained for one year—available now. Box F-257, BROADCASTING.

1st phone, looking for first job. Will travel. Box F-264, BROADCASTING.

Experienced, dependable newscaster—disc jockey seeks position—authoritative, creative, versatile salesman. Third endorsed. Write Box F-266, BROADCASTING.

First phone. Desire air work. Two years experience. Box F-267, BROADCASTING.

Air personality! Professional . . . \$250.00 week minimum. Hurry, this sale price expires Sept. 31st 1971! Box F-271, BROADCASTING.

First ticket, 2 years, tight pro sound. MOR, C&W, or contemporary. Young and dynamic. Available now. Box F-274, BROADCASTING.

Long on experience, great voice, tight contemporary sound, p.d. looking for the right deal. Employed now but ready to move. Box F-275, BROADCASTING.

Experienced entertainer, needs start in broadcasting, sincere, dedicated, start at bottom, relocate, 3rd endorsed, 21, married. Box F-282, BROADCASTING.

D.J.—newscaster—announcer—experienced, dependable, energetic, third endorsed. Tight board. Rare oldie collection. East coast preferred. Box F-283, BROADCASTING.

Unique MOR/top 40 morning personality with first phone, B.S.E.E. degree, 2 years as program director in college radio, 3 years as comedy writer. Single, 23, dependable, knows when to shut up, and how to be genuinely funny. Box F-288, BROADCASTING.

Resonant sounding air personality desires medium or large market MOR station. Nine years radio and television experience, some play-by-play sports background, B.A. degree, first phone, military complete, married, tape and resume on request. Box F-295, BROADCASTING.

West coast—first phone, college degree, experienced personality/bright-idea man for rock, top 40, up-tempo MOR. A letter gets you an aircrack and resume. Box F-299, BROADCASTING.

#1 soul jock in top 10 market is ready to become programmer. (504) 822-1265. 1524 Owens #D N.O., La. 70122.

Rock jock, news, copywriting, production; 3rd endorsed; age 19, draft no sweat; 1 1/2 years experience; eager to learn, compete, entertain, communicate, and be an important part of the leader; will relocate. Aircrack and resume on request—call John Huber, Louisville, Ky. (502) 425-9489.

Midwestern market soul jock jazz, news or rock 3rd endorsed. Call Jim Richards (312) 277-5491.

Touch that dial—for Sheldon Green 212-FI 7-5149. Top 40, MOR or country. Can bring in those sales too. About one year's experience. Are you dialing?

Girl Friday. First class license. Skilled in copy, mike work, console operation. Will relocate. Call Placement Department, Brown Institute, Minneapolis 612-721-2481.

Experienced. Prefer Midwest or southwest. Richard Hoff, 202 North 11th, Eau Claire, Wisconsin.

Available immediately—small to medium market, 9 mos. experience, some play-by-play, married, 28. 606-743-4840.

1st phone, 1-year experience, announcing, production, copy, maintenance, draft exempt, married, child, looking for permanent work in Montana or nearby. Available July 1st. Jim Elgas, 307-733-2591 or 406-932-2305.

Announcers continued

Carolinas. Professional attitude, yet station small enough for additional training? 1st phone, adult, permanent, experienced, capable many areas. Detailed inquiries acknowledged. Michael Brown, 1716 Home, Hartsville, S.C.

Experienced rock jock, newsmen, announcer, first phone, best of references. Tight board, can work with any format. Not floater nor prima donna, but a hard worker and can prove it. If you want a star, keep reading. A worker you just found. Tape, resume or visit on request. Area code 813-466-2621.

1st phone, experienced. (714) 222-5334. Mike Sullivan, 3327 Freeman St., San Diego, Calif. 92106.

Ratings guaranteed, seven years experience. Seeking permanent location, contemporary preferred. Sonny Dodd, 204-14th St. N.W., Fort Payne, Ala. 35967 (205) 845-4158.

Experienced 1st phone, 27, married, 2 children, looking to settle—desire rock or MOR format in southwest, will consider other areas—presently employed, contact Jim Parry, 2228 Lucinda, Perry, Iowa 50220. 515-465-4389.

Young teacher-graduate student desires return to DJ work. Two years professional, four years college experience plus year as Army TV producer-director. Mature sound, enthusiastic, knows music, can communicate. Jeff Benton, 215-MU 8-1373 or 565-4378.

Personal interviews—southern states—ready now—6 years solid experience—college/R-TV-MP major—3rd—creative—hard working—(ask former employer)—excellent production/announcing—looking for permanent position—market size/salary secondary—want to use my talents and grow along with growing company—let's talk—(704) 636-4499.

Experienced Black personality, third, relocate anywhere. A. J., 1522 Woolsey, Berkeley, California. 94703.

Experienced first phone announcer, some engineering and selling, mature voice, dependable. Will relocate. Bill Hannen, Prior Lake, Minn. 55372, 612-447-2835.

First phone, experienced top 40 announcer, heavy voice, draft exempt, 513-891-6084, 4219 Myrtle Avenue, Cincinnati, Ohio 45236.

Situations Wanted Technical

Switcher, first, studio, transmitter, New York anywhere. 315-478-8896. Box F-240, BROADCASTING.

Experienced chief—audio is my specialty—proofs—desire one station as a challenging opportunity—will relocate. Box F-241, BROADCASTING.

1st phone, experienced, draft-free, willing to relocate, R. Stefan, 14 Arbor Drive, Norwalk, Conn. 06854.

News

Copywriter, resume and samples on request. 203-658-6196 or Box F-25, BROADCASTING.

Available immediately: Newsmen with heavy experience, big voice, lots of drive, unmatched dedication, college degree, and draft exempt status. Get yours today! Box F-110, BROADCASTING.

R-TV grad, Univ. Illinois, seeks PBP, sportscasting position. No commercial experience, but expert knowledge on all sports. Also top newsmen, investigative reporter. Draft fulfilled. Married, 25. Excellent references. Photo, resume available. I want sportscasting experience. Box F-197, BROADCASTING.

Newsmen, currently heads #1 staff at regional station, seeking investigative reporting position/documentary work. 30, married, family, 10 years in news. Box F-253, BROADCASTING.

Arizona—experienced—news and sports—family. Man—34—wants absolute dry climate—no humidity. 606-743-4949.

Conscientious Black newsmen seeking additional experience . . . ex-Marine, two years college, TV camera and console operation, third class ticket. Job references available. Jim Scott, P.O. Box 500, Waukegan, Illinois 60085.

Journalism grad, wants position with good station; single, draft exempt, major market radio experience, will relocate; (502) 458-2364; 2206 Heather, Louisville.

Sportscaster experience includes New York air exposure, leading harness track caller, can do basketball color, production writing ability. 914/794-8858.

Excellent reporter wants to be your outside man. Also willing to try talk show, news director, or learning TV. Tom Preston, 28 Hillside Ave., Huntington, N.Y. 11743. 516-271-2890.

Situations Wanted

News continued

UCLA grad., 21, newswriter for prominent L.A. radio station and TV, seeks news position. Alan Wald, 12517 Stagg St., No. Hollywood, Calif. 91605.

Programing, Production, Others

Consider a bright woman—24—major market experience—journ. degree—eager for production or reporting slot offering latitude and versatility—happens to be blind—an asset as I see it. Resume on request. Box F-27, BROADCASTING.

Successful major market announcer seeks position as program director for small or medium market station. Family; young. Box F-96, BROADCASTING.

Automation specialist. Gates—Schafer. 1st management—technical programing—production. Box F-107, BROADCASTING.

Attention all top 40 stations! Available now, successful, experienced, top rated P.D./M.D. with 1st phone, write now for details to Box F-150, BROADCASTING.

Production pro . . . all phases . . . \$15,000 minimum will wait for right position. Box F-272, BROADCASTING.

Need numbers? Let me guide your team to the top! 5 figures salary and contract puts me to work on MOR or rock. Box F-273, BROADCASTING.

Talk-show host, news, sports, music of all kinds, radio personality with over 20 yrs. experience. Employed in major-market, will move for living wage. Available now. Box F-291, BROADCASTING.

Television Help Wanted

Management

Advertising time sales manager for cable television northeast location . . . exciting and challenging opportunity. All replies confidential. Box F-300, BROADCASTING.

Sales

Young, aggressive person wanted by group-owned, northeast station. Top 50 markets; CBS affiliate; for the position of National Sales Manager. Send resume to Box F-201, BROADCASTING, stating background, salary requirement and work experience.

Exceptional opportunity for an experienced, productive salesman with a top TV station in the southeast. Salary, generous commission arrangement, active account list with excellent growth potential. Outstanding company benefits. An equal opportunity employer. If you think you qualify, send resume to Box F-230, BROADCASTING.

Experienced television account executive wanted. \$1000 per month to start . . . regional and local sales. Contact Bill Neary, WTVR TV 6, 3301 W. Broad St., Richmond, Va. 23230 or call 703-355-8611.

Announcers

Midwest major market needs experienced announcer—on-camera possibilities exist. First correspondence—resume and photo only. Write Box F-278, BROADCASTING.

News

Aggressive young news director wanted to build reputation for stepping on official toes to get the real news. Top 40 market, network affiliate. Send resume to Box F-70, BROADCASTING.

News director for medium-sized market in southeast. Must be experienced newswriter, editor and proven on-air man. Resume with VTR air check to Box F-140, BROADCASTING.

Meteorologist needed for on-air work in major market VHF television station with complete weather facilities. Only experienced on-air professionals will be considered. Send resume to Box F-251, BROADCASTING.

Technical

Experienced engineers familiar with Ampex and Norelco equipment. Midwest production house. Send resume to Box F-289, BROADCASTING.

First phone, experienced TV final control. Reliable mature. Permanent or temporary. Box F-294, BROADCASTING.

Technical continued

TelePrompter Corporation is selecting personnel for the following positions in both operating CATV systems and new systems beginning construction: Chief technician: Minimum of 7 years direct experience in CATV system test, maintenance, operation, layout, head-end work, customer service, management of personnel and vehicles, and construction practices. Radio-telephone license but not necessary. Construction manager: Minimum of 5 years experience in CATV system construction, customer service installations, plant rearrangements, strand mapping, pole line engineering, to supervise contractors during new plant construction, provide liaison with engineering, coordinating flow of materials, etc. Maintenance technician: Minimum of 4 years direct experience in CATV system test, maintenance, operation, head-end work, customer service and service installation. Join TelePrompter, the largest and most active CATV operator for the best opportunities! Send resume to Roger Wilson, TelePrompter Corporation, 50 West 44th Street, New York, New York 10036.

Production Company seeking an engineer experienced in the operation and maintenance of Norelco and Ampex equipment. Write or call Bill Taylor, 9809 Westpark, Houston, Texas 77042, (713) 785-0420.

Programing, Production, Others

Wanted: Idea man, program director, performer, producer—We want a versatile man with a good voice and camera presence who can do a soft shoe dance while he's thinking up the next local show for an Eastern suburban CATV system, which is married to a radio station and about to begin local programming. If you are the kind of guy who would like the challenge of creating and doing on a modest budget, of working like a dog for a modest salary, of getting in on the ground floor of what we think will be a new kind of communication, write to Box F-74, BROADCASTING.

Graphic arts department, midwest university, seeks designer for expanding instructional and public television color operation. Design and typography for TV graphics, scenery, and print. BA/BS required, experience preferred. Salary dependent upon experience. Box F-250, BROADCASTING.

Experienced staging and lighting man wanted for Public Television station in large midwest market. Duties will include set/lighting design, set construction, and studio supervision. Send resume and salary requirements to Box F-302, BROADCASTING.

New ABC-TV UHF Sept. airdate needs versatile, experienced staff including: first phone switcher, announcer-weatherman, production manager. Send resume, salary. Bob Nelson, WXLT-TV, Box 940, Sarasota, Fla. 33578.

Television Situations Wanted

Management

Program/operation manager. 12 years TV. Strong in programing, administrative leadership, film buying. Dedicated professional. College graduate, family, veteran. Box E-328, BROADCASTING.

Public affairs director desires to advance in management. Knows operations and cost control. Currently in medium market and would consider advancement in market size where there would be possibility for advancement within a corporation or chain. Box F-301, BROADCASTING.

Sales

12 years TV. Successful program/operations manager. Strong in programing, administrative leadership, film buying. Seeks new direction in sales. Box F-153, BROADCASTING.

Announcers

Children's show/two man team—personality/host and production man. Both young, experienced all phases. Box F-254, BROADCASTING.

10 yrs. experienced TV. 1st phone, college, maintenance VHF, UHF, CCTV. Send details to Box F-281, BROADCASTING.

Gospel DJ. Experienced in TV-radio dependable, creative. Jay Godwin, 1514 N.W. 82 St., Miami, Florida 33147. Phone 696-6386.

Does anyone still need a pro? Fifteen years experience news, weather, talk show, strong commercial man. Married, three children. Resume and VTR on request. Frank Starr, 5404 Sidney Road, Cincinnati, Ohio 45238. Phone (513) 922-0579.

Technical

First phone, heavy on maintenance, transmitter watch preferred. Box F-174, BROADCASTING.

Technical continued

1st phone (radar endor.) no commercial experience, microwave & VHF repair experience in military, will consider any offer. Box F-190, BROADCASTING.

Progressive chief engineer and operations manager, with major market experience, seeks new challenge. Well versed in AM, FM, VHF, UHF, Color and remotes. Box F-286, BROADCASTING.

News

Major market news anchorman with network and happy news format experience . . . shopping before contract renewal in the early fall. Box F-133, BROADCASTING.

Award-winning reporter (Los Angeles Press Club; American Political Science Association) . . . 32, MJ, w/news director-anchorman-production exp., seeks TV-news, field-reporting challenge. Single, will relocate. Box F-221, BROADCASTING.

Weatherman—major market professional with ten years broadcasting experience seeks relocation. Box F-233, BROADCASTING.

All-around TV newsman. Seeks reporter/news director position in any market. Have top three market experience in news/sports reporting, writing and producing. Family man will relocate anywhere. If you want a pro, write: Box F-263, BROADCASTING.

Professional meteorologist, excellent credentials, desires position in small or medium market VTR. Box F-270, BROADCASTING.

Programing, Production, Others

Hard-working BA in communications searching for challenging position in production. Trained extensively in writing, performing, set design, visual creation, audio, tape, editing, lighting—all types of programing—news, interviews, children's shows, commercials, documentaries, general entertainment. Inquire Box F-205, BROADCASTING.

Assistant promotion manager ready to move up. Over 8 years experience with P.R., research, audience and sales promotion. Will re-locate, available on short notice. Resume, excellent samples available. Box F-261, BROADCASTING, or 301-593-9549.

Commercials—industrial film producer production manager, asst. director (NYC experience) 2000 projects: Studios—locations experience includes budgeting, managing cast and crews, unions, equipment purchase/rental, editing will relocate to station, CATV, production company. College graduate. Box F-284, BROADCASTING.

Experienced filmmaker (Producer/Cinematographer/Editor) desires producer-director position. TV experience. Young and creative with exciting credits. UCLA, MFA. Will travel! Please write: William Hood—1333 Yale St. #1, Santa Monica, Calif. 90404.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Used FM antenna and transmission lines. State price, condition, and location first letter. S-K Electronics, 5210 Avenue F., Austin, Tex. 78751. 512-454-7014.

We need 2 Marti 30 B transmitters, Mobile or base; 1 Marti receiver. WTBQ, Warwick, N.Y.

Gates SA-40 console. Excellent condition. Call or airmail KOZE, Lewiston, Idaho.

For Sale Equipment

Helix-styroflex. Large stocks—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

For sale, extremely reasonable, 200 foot insulated, lighted Truscon tower now in use. Available August 1971. Box E-287, BROADCASTING.

Save 50% on a nearly new Schafer 332 logger recorder; will handle both AM & FM—also have an electronic research type 425 25KW Isolation Trans-former—Isolate your FM on an AM tower any reasonable offer—Frank Carman, KLBW-KWIC, Box 389, Salt Lake City, Utah 84110.

Gates Criterion 80 Stereo cart machine. Playback only. Factory fresh, factory carton. \$895. Box F-154, BROADCASTING.

Gates Solid Statesman FM limiters (m6631). Two available for stereo. 9 months old. \$1195 for both. Box F-155, BROADCASTING.

Ampex 350AG console. Nagra III. Concertone Series 90-Stereo. Details: Box F-258, BROADCASTING.

FOR SALE Equipment

continued

G.R. 916AL RF Bridge, excellent condition, \$500.00
RCA Video Sweep Generator, \$275.00. Hickok 6000
tube tester, \$25.00. Box F-259, BROADCASTING.

Radio station transmitters: Dallas-Fort Worth Regional
Airport extends the date for opening proposals for
50 KW and 5 KW AM transmitters from July 20,
1971, to September 20, 1971. Both transmitters are
in operating condition and are surplus due to re-
location of Stations WFAA/WBAP from the Airport
site. For particulars see our ad in this magazine,
dated May 17, 1971.

Two RCA TK-43 Color Cameras with TD-9BC pe-
destals, Varotal V zoom lens, 100 foot cables, Tek-
tronix/RCA monitors, \$15,000 each. Call 803-253-
6431.

Ampex model 600/601 users—noise, heat, and flutter
reduction kits available from VIF International,
Box 1555, Mtn. View, Calif. 94040. 408-739-9740.

Used Schafer 800 Automation System. 24 Sequence
Brain, 1 Stereo Spotter or 2 Carousels, Record Filter,
New Program Logger, 2 New Scullys 270-2 (14"), 1
Time Announcer, \$12,184.00. Financing available.
1 year guarantee. Call Broadcast Automation Asso-
ciates 305-563-0495 Collect.

Automation record/make up units, New 25 Hz filter/
generator with the following used Ampexes: AG
440 \$2300, AG-350 \$2000 (stereo) Mono AG-350
\$1700. Mono 351 \$1500. One year guarantee.
Broadcast Automation Associates, AC 305-563-0495.
Call collect.

Two reconditioned RCA 77DX microphones, \$135
each. 1 BK5 \$100. Three Ampex 351s \$850 each.
1 ATC playback Cart Machine \$200. One Scully
270-4 (unused) \$1600. 1 Fairchild Stereo Limiter
\$650. One HP FM monitor \$500. 1 used mono RS
Carousel with memory \$2100. All equipment guaran-
teed by Broadcast Automation Associates for 1
year. Call 305-563-0495. Collect.

Save up to 90% on video/instrumentation tape—
NASA and aerospace surplus. Used but reusable.
Degaussed by government. 2" x 3600', \$15, 10 for
\$125; 1" x 3600', \$10; 1" x 7200', \$15, 10 for
\$125; 1" x 9200', \$17.50, 10 for \$150; 1/2" x 9200',
\$15, 10 for \$125. Satisfaction guaranteed. General
Supply, Box 14628, Houston, Texas 77021. 713/
748-3350.

1 TR 3/4 television tape recorder reproducer with
ATC, 2 headwheel panels, \$12,500.00. Also miscel-
laneous component equipment; such as, video
mixer, color bar generator, cable connectors, Vector
scope Tektronix make offer! First Church of The
Nazarene, Detroit, Michigan. Area Code 313-837-
2782.

1 TK/41C color camera chain complete with Varitol
V-Zoom lens, extra tubes including cradle tripod
stand. In good working order, ready to operate.
\$11,000.00 or best offer. First Church Of The
Nazarene, Detroit, Michigan. Area code 313-837-
2782.

Grass Valley 1400-1 video switcher with effects and
chroma key, 2 years old. Available 10/1/71. \$10,000
firm. 305-822-8783.

Crown professional Model SX 724 4-track stereo
record-play solid state, 4-inputs. New \$995.00. First
check for \$450.00. Others returned. Also Crown
SP 724 play only, solid state. Same deal. \$250.00.
Box F-244, BROADCASTING.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Un-
conditionally guaranteed. Comedy catalog free.
Edmund Orrin, Mariposa, Calif. 95338.

1971 Tests-Answers . . . Original exam manual for
F.C.C. First and second class licenses. Plus—
"Self-Study Ability Test." Proven! \$9.95. Satisfaction
guaranteed. Command, Box 26348-R, San Francisco
94126.

Prizes! Prizes! Prizes! National brands for promo-
tions, contests, programming. No barter, or trade
better! For fantastic deal, write or phone:
Television & Radio Features, Inc., 166 E. Superior
St., Chicago, Illinois 60611, call collect 312-944-
3700.

Automation Tapes! Library sold outright or sub-
scribe: 90 new songs monthly. Formats: Contem-
porary, MOR, Country. Response Radio, Box 150,
Lafayette Hill, Pa. 19444.

"Free" catalog . . . everything for the deejay!
Comedy, books, airchecks, wild tracks, old radio
shows, and more! Write: Command, Box 26348,
San Francisco 94126.

BBC-produced live 13 week popular classics concert
series—under \$20.00 per show most markets. 301-
656-9609.

Miscellaneous continued

Gagorama #1 brightens program! 350 fresh,
funny one-liners, \$3.00. Richard Hanlon, 3736-A
North Pennsylvania, Indianapolis, Indiana 46205.

Character voices, straight voices, documentary nar-
ration—mature sounding, versatile voice for your
productions. Reasonable rates. Box F-249, BROAD-
CASTING.

Broadcasting: A special business with very special
people. Learn about its past. Special prices on old
shows (3.50 per half hour, 6.00 per hour) plus
biographical sketches of the programs and their
people. Questions of history researched. Free cata-
logue. For personal enjoyment. Broadcast History
Service, Box 242, Hooksett, N.H. 03106.

INSTRUCTIONS

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Earn a degree in electronics engineering while you
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security. Free brochure. Grantham School of Engi-
neering, 1505 N. Western, Hollywood, California
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TUTE*** in Texas. 2603 Inwood Road, Dallas,
Texas 75235. Phone 214-357-4001.

ELKINS*** in California, 160 South Van Ness, San
Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hart-
ford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver,
Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami
Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring,
N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue,
Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue,
New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street,
Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St.
Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cinci-
nati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma
City, Oklahoma 73105. Phone 405-524-1970

ELKINS* in Tennessee, 1362 Union Ave., Memphis,
Tennessee 38104. Phone 901-274-7120

ELKINS* in Tennessee, 2106-A 8th Avenue, South,
Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS* in Texas, 6801 Viscount Blvd., El Paso,
Texas 79925. Phone 915-778-9831.

ELKINS in Texas, 1705 West 7th Street, Fort Worth,
Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas
77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio,
Texas 78204. Phone 512-223-1848

ELKINS in Washington, 4011 Aurora Ave., North
Seattle, Washington 98103. Phone 206-634-1353.

ELKINS in Wisconsin, 611 N. Mayfair Road, Mil-
waukee, Wisconsin 53226. Phone 414-352-9445

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Instructions continued

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"Self-Study Ability Test." Proven! \$9.95. Satisfaction
guaranteed. Command, Box 26348-R, San Francisco
94126.

Zero to first phone in 5 weeks. R.E.I.'s class begins
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Expanding group operation seeking rock jock
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Career opportunity for area sales manager in International Department of radio and TV broadcast equipment division of Harris-Intertype Corporation. You'll be working out of our New York City offices with some OVERSEAS TRAVEL. You must have a strong technical knowledge of radio and TV transmitting equipment and fluency in Spanish.

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East	small	profitable	225M	29%	Texas	small	daytime	48M	29%
West	medium	fulltime	160M	29%	South	medium	profitable	120M	28%
N.E.	medium	AM + FM	265M	\$100M	N.Y.	medium	daytime	170M	nego
Midwest	sub.	FM	440M	nego	Midwest	metro	FM	150M	29%



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Major Market
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Good operator could double value in 2 to 3 years. \$1,500,000 plus \$250,000 non-compete principals only.

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Profitable major market radio station. \$400,000. Ideal owner-operator opportunity.

BOX F-277, BROADCASTING

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3. PACIFIC NORTHWEST. Full time. \$120,000. Terms.
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Jack L. Stoll
and ASSOCIATES

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P.O. Box 550
Los Angeles, California 90028
Area Code 213-464-7279

(Continued from page 51)

[WREO], on request by Union Local 880, postponed hearing from July 12 to Aug. 3 at 10 a.m. (Doc. 19207). Action June 15.

■ Hearing Examiner Jay A. Kyle in El Cajon, Calif. (Metro Communications Inc. [KDEO]). AM proceeding, scheduled prehearing conference for Aug. 16 (Doc. 18879). Action June 9.

■ Hearing Examiner Forest L. McClenning in Jackson, Mo., and Mattoon, Ill. (Jackson Missouri Broadcasting Co. and Mattoon Broadcasting Co. [WLBH]). AM proceeding, granted petitions by applicants for leave to amend their applications concerning community ascertainment problem (Docs. 18354-5). Action June 10.

■ Hearing Examiner Chester F. Naumowicz Jr. in Chattanooga, Tenn. (Jay Sadow [WRIP], Rock City Broadcasting Inc.), AM proceeding, granted petition by Jay Sadow for leave to amend community survey portion of his application (Docs. 18901-2). Action June 8.

Fine

■ KRIB, Mason City, Iowa, KXTR(FM) Independence and WMBH Joplin, both Missouri—FCC notified Mason City Broadcasting Corp., licensee of KRIB Mason City; Senthousand Broadcasting Association, licensee of KXTR(FM) Independence, and Joplin Broadcasting Inc., licensee of WMBH Joplin that they incurred apparent liability for forfeiture for willful or repeated violation of commission rules including failure to file renewal applications on time. Action June 16.

New FM stations

Applications

■ *Westport, Conn.—Board of Education, Town of Westport. Seeks 90.3 mhz, 10 w. Ant. height above average terrain 100 ft. P.O. address Jesup Road, Westport, 06880. Estimated construction cost \$8,685; first-year operating cost \$2,050; revenue none. Principals: Joan Schine, chairman, et al. Ann. June 7.

■ Lowell, Ind.—William Joseph Dunn. Seeks 107.1 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address Box 155, L, Lowell 46356. Estimated construction cost \$64,786; first-year operating cost \$48,000; revenue \$70,000. Principals: William Joseph Dunn, Mr. Dunn owns an insurance agency. Ann. June 10.

■ *Bridgewater, Mass.—Bridgewater State College. Seeks 91.5 mhz, .039 kw. Ant. height above average terrain 108 ft. P.O. address BSC, Room 101, Science Bldg., Bridgewater 02324. Estimated construction cost \$13,320; first-year operating cost none; revenue none. Principals: Dr. Adrian Rondileau, president, et al. Ann. May 13.

■ Exeter, N.H.—Coastal Broadcasting Co. Seeks 107.1 mhz, 3 kw. Ant. height above average terrain 58 ft. P.O. address 11 Downing Court, Exeter 03833. Estimated construction cost \$16,700; first-year operating cost \$16,150; revenue \$20,000. Principals: Frank B. Estes (79%), president-treasurer, et al. Mr. Estes is sole owner of WKXL(AM) Concord, N.H. and is applicant for WKXL-FM Concord. Ann. June 10.

■ Klamath Falls, Ore.—Klamath Temple. Seeks 92.5 mhz, 3 kw. Ant. height above average terrain —210 ft. P.O. address 1007 Pine Street, Klamath Falls 97601. Estimated construction cost \$20,025; first-year operating cost \$6,400; revenue \$4,800. Principals: Verl Sterns Jr., pastor and chairman, et al. Ann. June 10.

■ McMinnville, Ore.—Linfield College. Seeks 90.3 mhz, 12.5 kw. Ant. height above average terrain 95 ft. P.O. address Department of Communications, Melrose Hall, Linfield College 97128. Estimated construction cost \$24,000; first-year operating cost \$24,000; revenue none. Principals: Craig E. Singletary, chairman, et al. Ann. May 15.

■ Edinburg, Tex.—Cameo Broadcasters Inc. Seeks 104.1 mhz, 100 kw. Ant. height above average terrain 380 ft. P.O. address Los Cerritos Ranch, Linn, Tex. 78563. Estimated construction cost \$73,535; first-year operating cost \$72,000; revenue \$40,000. Principals: George R. Ramsower Jr., sole owner and president. Mr. Ramsower has 50% interest (with wife) in KTOD-FM Sinton, Tex. Ann. June 7.

■ Frederiksted, Saint Croix, Virgin Islands—Bahr and Arroyo Associates. Seeks 106.1 mhz, 5.78 kw. Ant. height above average terrain 830 ft. P.O. address Condominio Jardines Francia, Apt. 1404, Hato Rey, Puerto Rico 00917. Estimated construction cost \$15,963; first-year operating cost \$20,500; revenue \$25,000. Principals: Isaac J. Bahr (75%) and George M. Arroyo (25%). Messrs. Bahr and Arroyo have been employed at several broadcast stations in a number of supervisory capacities. Ann. June 7.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Bangor, Me. (Bangor Broadcasting Corp. and Penobscot Broadcasting Corp.), FM proceeding, granted petition by Penobscot Broadcasting Corp. for leave to amend its application to reflect recent community survey and granted petition of Bangor Broadcasting Corp. for leave to amend its application to reflect modification in its financial showing and results of recent community survey (Docs. 19165-6). Action June 8.

■ Hearing Examiner Basil P. Cooper in Albuquerque, N.M. (Zia Tele-Communications Inc. and Alvin L. Korngold), FM proceeding, granted petition by Zia Tele-Communications for leave to amend its applications to reflect results of recent community needs survey (Docs. 19178-9). Action June 8.

■ Hearing Examiner Frederick W. Denniston in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, granted petition by Voice of Dixie for leave to amend its application and received into evidence written statement of Daniel M. Brennan and identified statement as Voice of Dixie exhibit 18; granted petition by First Security and Exchange, received into evidence statement of Edward P. Ellis and identified the statement as First Security exhibit No. 9; closed record and set certain procedural dates (Docs. 18664, 18666). Action June 10.

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, granted petition by Broadcasting Inc. of Anderson for leave to amend its application with respect to ascertainment of community needs (Docs. 19018-9). Action June 10.

■ Hearing Examiner Jay A. Kyle in Mobile, Ala. (WABB Inc., et al.), FM proceeding, granted petition by Trio Broadcasters Inc. for leave to amend its application with respect to ascertainment of community needs (Docs. 19226-9). Action June 9.

■ Hearing Examiner Jay A. Kyle in Leisure City and Goulds, both Florida (Resort Broadcasting Co. and Fine Arts Broadcasting Co.), FM proceeding, granted motion by Resort Broadcasting Co. and corrected transcript of evidentiary hearing in certain respects (Docs. 18956, 58). Action June 9.

■ Hearing Examiner Jay A. Kyle in Leisure City and Goulds, both Florida (Resort Broadcasting Co. and Fine Arts Broadcasting Co.), FM proceeding, on examiner's own motion, scheduled further hearing for June 18 (Docs. 18956, 18958). Action June 15.

■ Hearing Examiner Herbert Sharfman in Salem, Ill. (Salem Broadcasting Co.), FM proceeding, set certain procedural dates; scheduled hearing for July 26 and formally reopened record (Doc. 18290). Action June 15.

■ Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison Radio Inc., et al.), AM proceeding, granted petition by Radio 900 Inc. for leave to amend its application with respect to ascertainment of community needs (Docs. 18636-8). Action June 9.

■ Hearing Examiner Jay A. Kyle in Gahanna, Ohio (Christian Voice of Central Ohio), FM proceeding, reopened record, granted petition by applicant for leave to amend its application to reflect its recent acquisition of capital stock of Venco Inc., corporation operating franchise food outlets in central Ohio area, and election of certain CVCO trustees as officers and directors of Venco Inc.; accepted amendment, and again closed record (Doc. 18308). Action June 10.

■ Hearing Examiner Forest L. McClenning in Sarasota, Fla. (Christian Fellowship Mission Inc.), FM proceeding, granted petition by applicant, for leave to amend its application concerning community ascertainment problem (Doc. 18971). Action June 10.

■ Hearing Examiner Ernest Nash in Wichita, Kan. (Jaco Inc.), FM proceeding, granted petition by applicant for leave to amend its application concerning community ascertainment problem; and by separate action, scheduled conference for June 18 (Doc. 18515). Action June 18.

■ Hearing Examiner Ernest Nash in Dayton, Tenn. (Erwin O'Connor Broadcasting Co. and Norman A. Thomas), FM proceeding, granted petition by Norman A. Thomas for leave to amend his application concerning community ascertainment problem; and by separate action, scheduled conference for June 18 (Docs. 18547-8). Action June 10.

■ Hearing Examiner James F. Tierney in Paoli, Ind. (King & King Broadcasters), FM proceeding, ordered record reopened, granted petition by applicant to amend application, accepted amendment, and closed record again (Doc. 18614). Action June 15.

Summary of broadcasting

Compiled by FCC, June 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,325 ¹	3	9	4,337 ¹	59	4,396 ¹
Commercial FM	2,204	1	37	2,242	116	2,358
Commercial TV-VHF	500	2	10	512 ²	14	526 ²
Commercial TV-UHF	170	0	13	183 ²	77	271 ^{2†}
Total commercial TV	670	2	23	695	91	797
Educational FM	452	0	16	458	55	513
Educational TV-VHF	79	0	6	85	5	90
Educational TV-UHF	101	0	12	113	12	125
Total educational TV	180	0	18	198	22	215

* 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.

Other actions

■ Review board in Leisure City, Fla., FM proceeding, denied petition by Resort Broadcasting Co., applicant for construction authority in comparative hearing for FM ch. 252, to enlarge issues by adding suburban community issue against Fine Arts Broadcasting Co., competing applicant (Docs. 18956, 18958). Action June 15.

■ Review board in Donaldsonville, La., FM proceeding, added financial qualification issue against Lafourche Valley Enterprises Inc., Donaldsonville, applicant for CP for new Class A FM (Docs. 19004-5). Action June 16.

Rulemaking petitions

■ Sullivan, Ill.—Charles R. Banks. Requests amendment of FM table of assignments to make available ch. 262A. Ann. June 18.

■ Schenectady, N.Y.—Union College. Requests amendment of FM table of assignments to add ch. 244A.

Existing FM stations

Final actions

■ WHSD(FM) Hinsdale, Ill.—Broadcast Bureau granted CP to install ant.; make changes in ant. system. Action June 15.

■ KFH-FM Wichita, Kan.—Broadcast Bureau granted CP to install new trans. Action June 15.

■ WENE Endicott, N.Y.—Broadcast Bureau granted CP to change MEOV's for its NDA radiation pattern. Action June 11.

■ KBOX-FM Dallas—Broadcast Bureau granted CP to install new aux. trans. at proposed main trans. location. Action June 15.

■ KEIR(FM) Dallas—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action June 15.

■ KBYU-FM Provo, Utah—Broadcast Bureau permitted remote control. Action June 11.

■ WPVR(FM) Roanoke, Va.—Broadcast Bureau granted request for SCA on sub-carrier of 67 khz. Action June 15.

■ WAJR-FM Morgantown, W. Va.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action June 15.

■ WKZN(FM) Kenosha, Wis.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action June 15.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, granted petitions by Eastern Broadcasting Corp. for leave to amend its application in certain financial respects and to reflect consummation of assignment of Station WHAP(AM) Hopewell, Va. from Eastern to Radio Hopewell Inc., and fact that Eastern terminated its proposed acquisition of WOHI(AM) and WRTS-FM, both East Liverpool, Ohio (Docs. 19018-9). Action June 9.

■ Hearing Examiner Forest L. McClenning in Wilmington, Ohio (5 KW Inc. and Clinton County Broadcasting Corp.), FM proceeding, set certain procedural dates, scheduled hearing to commence Sept. 27 (Docs 19218-9). Action June 11.

■ Chief, Office of Opinions and Review in San Francisco (Chronicle Broadcasting Co. [KRON-FM-TV]) granted motion by Chronicle Broadcasting Co., and extended to July 2, time to file reply brief to exceptions filed by the complainants, Albert Kihn and Blanche Streeter (Doc. 18500). Action June 11.

Rulemaking petitions

■ WGCR-FM Wellsboro, Pa.—Requests amendment of FM table of assignments to delete ch. 249A and add FM ch. 283. Ann. June 18.

■ WPJD(FM) Daisy, Tenn.—Requests institution of rulemaking procedure looking toward assignment of FM ch. 272A. Ann. June 18.

Call letter action

■ KXOA-FM, KXOA Inc., Sacramento, Calif.—Granted KXOA(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending aux.: KAKC-AM-FM Tulsa, Okla.; KBAB(AM) Indianola, Iowa; KCJB-AM-FM Minot, N.D.; KHAK-FM Cedar Rapids, Iowa; KICS-AM-FM Hastings, Neb.; KJPW(AM) and KYSD(FM) Waynesville, Mo.; KLIB(AM) Liberal and KLEY(AM) Wellington, both Kansas; KLTJ(AM) Macon, Mo.; KNDC(AM) Heetinger, N.D.; KPWD(FM) Plentywood, Mont.; KVLH(AM) Pauls Valley, Okla.; KWTO-AM-FM Springfield, Mo.; KYSS-AM-FM Missoula, Mont.; WCMY(AM) Ottawa, Ill.; WIL(AM) St. Louis; WKYX(AM) Paducah, Ky.; WTAC(AM) Flint, Mich.; WVVA(AM) Sauk Rapids, Minn.; WVCF(AM) Windermere and WWQS(FM) Orlando, both Florida. Action June 15.

Other actions, all services

■ FCC denied requests of NBC and ABC for reconsideration of commission ruling that certain sponsorship identification announcements must be logged as commercial time. Action June 16.

■ FCC, in response to joint petition by several broadcasters for additional time to file comments in Docs. 19153 (formulation of rules and policies relating to renewal of broadcast licenses) and 19154 (formulation of policies relating to broadcast renewal applicant, stemming from comparative hearing process), has extended time for filing comments and replies in both proceedings. Time for filing comments in Doc. 19153 was extended to Aug. 2, with date for reply comments extended to Oct. 1. In Doc. 19154, date for comments was extended to Sept. 2, with reply comments now due Oct. 4. Action June 16.

Translator actions

■ Delta Junction, Alaska—Midnight Sun Broadcasters, Inc. Broadcast Bureau granted CP for new VHF translator station to serve Delta Junction by rebroadcasting programs of KFAR-TV Fairbanks, Alaska. Action June 11.

■ K09FC Nenana, Alaska—Broadcast Bureau granted CP to change frequency from 186-192 mhz to 210-216 mhz; change type trans. and amplifier; increase TPO; and make changes in ant. system of VHF translator station (call letters changed to K13KS).

■ K05BE Baker and Lemhi Valley, both Idaho—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 10 for VHF translator station. Action June 10.

■ K10A Des Moines, Iowa—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action June 15.

■ K75B Libby, Mont.—Broadcast Bureau granted CP to change type of trans. and increase TPO for UHF translator station. Action June 11.

■ Santa Rosa Heights, N.M.—Hubbard Broadcasting Inc. Broadcast Bureau granted CP for new VHF translator station to serve Santa Rosa Heights, by rebroadcasting programs of KOB-TV Albuquerque, N.M. Action June 11.

■ North Bend, Ore.—Liberty Television Inc. Broadcast Bureau granted CP for new VHF translator station to serve North Bend, rebroadcasting programs of KEZI-TV Eugene, Ore. Action June 11.

■ KLB-736 Lubbock, Tex. Corbin Broadcasting Co.—Broadcast Bureau granted CP to change trans. location to 800 East Broadcast (750 feet south of East Broadway, 1 mile east of courthouse), Lubbock, and change ant. system of remote pick-up station. Action June 11.

■ K03AS Sevier county, Richfield, Elsinore and Sevier, Utah—Broadcast Bureau granted CP to change input ch. to via K75BW, San Pete county, Aurora and Juab county, all Utah; change type trans.; increase output power to 10 w; make changes in ant. system. Action June 11.

■ K06BQ Sevier county, Richfield, Elsinore and Sevier, all Utah—Broadcast Bureau granted CP to change input ch. to via K69AA Aurora and Juab county, both Utah; change type trans.; increase output power to 10 w; make changes in ant. system. Action June 11.

■ K07CQ Sevier county, Richfield, Elsinore and Sevier, all Utah—Broadcast Bureau granted CP to change input ch. to via K78BN San Pete county, Aurora and Rural Juab county, all Utah; change type trans.; increase output power to 10 w; make changes in ant. system. Action June 11.

Modification of CP's, all stations

■ WCUG Guthbert, Ga.—Seeks mod. of CP to change ant., trans. and main studio location to U.S. Highway 82, 2.8 miles west of center of city; change trans. to composite. Ann. June 8.

■ WRBS(FM) Baltimore—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system. Action June 15.

■ KPTL Carson City, Nev.—Seeks mod. of CP to change MEOV's. Ann. June 8.

■ WPVL Painesville, Ohio—Seeks mod. of CP to make changes in N ant. system. Ann. June 18.

Ownership changes

Actions

■ KKEP(AM) Estes Park, Colo.—Broadcast Bureau granted transfer of control of KKEO Radio Co. from Maurice J. and Julia W. DeVolt (100% before, none after) to Paul Moyers (none before, 100% after). Consideration \$97,104. Mr. Moyers is vice president and manager of KKEP, owns restaurant and is self-employed entertainer. Ann. June 14.

■ WERT-AM-FM Van Wert, Ohio—Broadcast Bureau granted assignment of license from Raymond L. Kandel to J. R. Livesay for \$250,000. Sellers: Raymond L. Kandel, et al. Mr. Kandel and associates own KYVA(AM) Gallup, N.M., and KTUC(AM)-KFMM-FM Tucson, Ariz. Buyer: J. R. Livesay. Mr. Livesay owns WLBH-AM-FM Mattoon and WHOW(AM) Clinton, both Illinois. Ann. May 18.

CATV

Applications

■ Pinole, Calif.—Contra Costa Cable Co. Seeks distant signal of KCSM-TV San Mateo, Calif. (San Francisco. ARB 7). Ann. June 17.

■ Macclenny, Fla.—Macclenny Cable TV Inc. Seeks distant signals of WSAV(TV) and WTOG-TV, both Savannah, Ga., and WESH-TV Daytona Beach-Orlando, Fla. (Jacksonville, Fla. ARB 75). Ann. June 17.

■ Galesburg and Monmouth, both Illinois—Northwest Illinois TV Cable Co. Seeks distant signals of WBBM-TV, WMAQ-TV and WLS-TV, all Chicago, and (for Ft. Monmouth only) WEEK-TV, WMBD-TV and WIRL-TV, all Peoria, Ill. (Moline and Peoria, both Illinois. ARB 62 and 98). Ann. June 17.

Final actions

■ Columbus, Ind.—FCC authorized Columbus Communications Corp. to carry distant signal of station WURD(TV) Indianapolis on its CATV at Columbus. Action June 16.

■ Owensboro, Ky.—FCC granted Top Vision Cable Co., operator of a CATV in Owensboro, 60-day extension to carry programming of number of distant stations from which it has obtained retransmission consent. Action June 16.

Rulemaking petition

■ Washington—National Cable Television Association Inc. Requests amendment of rules and regulations with respect to performance standards for television receivers designed for connection to cable television distribution systems. Ann. June 18.

Richard Eaton, president of a broadcast group that owns TV and radio stations from the White Mountains of New Hampshire to the beaches of Hawaii, still writes all the checks for his 350-employee enterprise. And once each week he visits one of the 16 stations owned by his United Broadcasting Co.

So close is he to his management that an FCC examiner once found the ownership-management balance of one of his stations "overly integrated." This finding came from one of his many bouts with the FCC that have, in some eyes, flawed his broadcast credentials. Many of these troubles involved technical violations, but others, like one in which he is currently involved, are more complicated. The latest problem relates to the charge that his WOOK(AM) Washington was used in a numbers racket. Friends of Mr. Eaton maintain in extenuation that his troubles stem largely from his employees who don't take governmental requirements seriously enough, particularly such things as log keeping, frequency-modulation measurements, and other meter-reading obligations.

This complex man, hampered since youth by a polio-crippled leg, has had two careers. His first was as a newspaper correspondent and publisher in Europe before 1940. His second has been as a broadcaster since 1947.

Taken to France when he was 7 by his physician father, who became a member of the staff of the American Hospital in Paris, Mr. Eaton grew up in that city, and attended French schools. He returned to the U.S. for his college education, graduating cum laude from Harvard University. On his return to Paris, he began a career as a foreign correspondent for such newspapers as *Journal des Debat* and *Figaro* in Paris, *National Belge* in Brussels, and the *Westminster Gazette* and the *Daily Mail* of London. It was while he was working for the *Daily Mail* in Moscow that he was picked up by the Soviet secret police and held incommunicado for two months before being released. To this day he doesn't know what the charges were, but he surmises they were related to the fact that he had delivered messages and money to Soviet citizens from their emigre relatives and friends in Paris.

At one point in his Moscow incarceration, he was marched into a cell that held a dozen prisoners—all condemned to death. He was sure he too had been chosen for the firing squad. Fortunately, his newspaper had by then received word of his whereabouts and he only spent a few days in this Russian death row before being released and deported.

After four years as a correspondent, Mr. Eaton decided to become a pub-

Richard Eaton: colorful past, colorful present

lisher. He founded a pictorial weekly, *L'Etoile*, named after the famous Paris landmark. Although this was an innovation for that time, circulation of the picture weekly never reached viable proportions. So he turned it into a

Week's Profile



Richard Eaton—president, United Broadcasting Co.; b. Dec. 8, 1899, Chicago; B.A. cum laude, Harvard University, 1920; reporter for various French, English and Belgian newspapers; founded weekly pictorial newspaper, L'Etoile, in Paris and acquired 26 small French newspapers; returned to U.S. in 1940 and established weekly Falls Church (Va.) Echo and Fairfax (Va.) Journal; diplomatic commentator, WINX(AM) and WOL(AM) both Washington, and Mutual Broadcasting; established WOOK(AM) Washington, 1947; in succeeding years acquired or built WFAN-FM-TV Washington; WJMO(AM)-WCUY-FM Cleveland; WSID(AM), WLPL-FM and WMET-TV, all Baltimore, WINX(AM) Rockville, Md.; WBNX(AM) New York; WFAB(AM) Miami; KVEZ-TV San Francisco; WMUR-TV Manchester, N.H.; KIKU-TV Honolulu, and KECC-TV Yuma-El Centro, Calif.; m. Marguerite Travers, 1927 (divorced); children: Pierre, Daniel, Michele, (Mrs.) Marguerite Hurt, Monique, Francoise, Richard Jr.; m. Elsa Hurtado 1964; children: Maud, Alma, Lucille.

supplement for other newspapers. This experience led him to begin acquiring provincial newspapers in France, and by 1940 he was the publisher of 26 newspapers as well as the owner of two printing plants.

In that year, Hitler's legions swept across the Maginot Line and France fell. Fleeing Paris with his family, Mr. Eaton went south to Spain and Portugal, catching the last oceanic trip west of the old S.S. Manhattan.

The Eatons settled in Washington—and with the publishing fever still in his bones, Mr. Eaton borrowed \$300 on the second-hand Dodge that he had bought for \$800, and founded two suburban newspapers in nearby Virginia.

Soon he was also doing foreign-news commentary on WINX(AM), then in Washington, and later he joined WOL(AM), also in Washington and at that time the Mutual Broadcasting System affiliate there. When Pearl Harbor stunned the nation, Mr. Eaton began reporting on that network, continuing this career throughout the war years.

He soon realized, however, that the future lay in broadcast ownership and in 1947 he received FCC authority to establish what is now WOOK(AM) Washington in the suburb of Silver Spring, Md. He says he intended to make it mostly a talk station, but his Negro printer (Mr. Eaton was publishing the Virginia newspapers) urged him to consider covering the expanding black population in Washington and he took that advice.

As he broadened his broadcast ownership, minorities became central to his program format. He claims he hired the first black disk jockey (in Washington) and the first black general manager (in Newport News on a station since sold). He feels that this format was early on, before it became chic in broadcast circles.

His thrust for ethnic programming took a peculiar turn in Hawaii, where he proposed to broadcast a substantial Japanese-language program on what is now KIKU-TV in Honolulu. His application to buy the channel-13 station was ordered to hearing by the commission on this issue—rather odd when almost 30% of the population of the islands is of Japanese descent. The transfer was granted.

And in some cases, he has carried his community-service ideas beyond racial concerns. In the Washington-Baltimore area, for example his radio and TV stations now carry consumer-education programs, under the title *Buyer Beware*, principally aided by the Federal Trade Commission's Bureau of Consumer Education. The video tape is then bicycled among other Eaton-owned TV and radio stations.

Collision of powers

The press—all of it—is now engaged in historic confrontations with the government over the government's right to control information and the press's right to report government affairs. The printed press is having its showdown in the courts over the exposure of secret Pentagon documents in the *New York Times* and, later, other papers. The broadcast press, in the person of Frank Stanton, met its challenge last week before a House subcommittee. The outcome of both proceedings will have lasting effects on journalism throughout the U.S.

The issue in the newspapers' publication of the Pentagon documents may be narrower than that in CBS's broadcast of its Pentagon documentary. The newspaper cases are based on the government's charge that the national security was compromised by the illegal release of classified material. The CBS case is based on a House subcommittee's meddling desire to investigate a television program that offended supporters of the Pentagon's public-relations machine but that in no way could be construed to have endangered security. The First Amendment is a presence in both situations, though the House subcommittee argues that broadcasting, as a licensed medium, is entitled to less constitutional protection than newspapers get.

The subcommittee is echoing an interpretation that has come into alarmingly widespread use in recent years. It is interesting to conjecture what would have happened if CBS, and not the *New York Times*, had been the first to break the story of the Pentagon's Vietnam reports. A broadcast service in that position would not only be in court, defending itself against government requests for injunctions. It would also be under investigation by the FCC and Congress.

If the weight of journalistic coverage went more heavily last week toward the government versus *New York Times* and other papers than toward Harley Staggers versus broadcast journalism, the interests of journalistic management deserved to be more evenly distributed. The principles at stake in the Stanton-Staggers case are at least as important as those in the newspapers-administration cases. Once again the universality of journalistic problems becomes apparent. In print or on the air, journalists must help one another in the preservation of the republic's fundamental rights.

Overboard

There are signs that the Nixon administration is out of sympathy with some of the more radical consumer-protection programs adopted by its appointees. As reported here a week ago, Herbert G. Klein, director of communications in the executive branch, has taken explicit exception to the latest Federal Trade Commission excess.

Mr. Klein, in a speech to the Public Relations Society of America, decried the FTC's new policy of requiring advertisers to furnish documentation of their advertising claims. Mr. Klein said the policy could discourage advertisers from advertising and could reduce the economic base of all news media. "I believe it's a move against a free press," he said.

Well, of course, he is right. As has been repeatedly reported in this publication, Robert Pitofsky, director of the FTC's Bureau of Consumer Protection, has moved into a position of power at the agency and is bent on drastic reforms of the whole advertising structure.

This is not to suggest, however, that consumerism can be rejected in all of its forms. There have been abuses in American business and American advertising, and the abuses

need correcting if business and advertising are to prosper as they should. Nor is the criticism of the new FTC policy intended to suggest that advertising claims should be immune to question or prosecution.

It is to suggest, however, that all advertising has been maligned if all advertisers are to be required to defend the truth of all of their advertising. The implication is that, absent that requirement, there is no truth in any ad. The law already gives the FTC all the power it needs to police deceptive advertising and puts the burden of proof where it belongs—on the prosecuting agency.

Everybody's in the act

The President's announcement of an intention to formulate an administration position on cable-television regulation introduces a new force into an already complicated array of forces. At the very least it probably will mean some delay in the adoption of a national regulatory plan.

It may be, as FCC Chairman Dean Burch told a Senate appropriations hearing, that the President's announcement will be no factor in the commission's prompt resolution of the extensive rulemaking it has been working on. It is difficult to believe, however, that congressional committees, which are divided in their attitudes toward cable and which have all but told the FCC to clear with them before making anything final, will endorse an FCC scheme now. It would be more in character for the Congress—or at least its members who are concerned about the impact of cable expansion on broadcast television—to wait for the promised administration plan before undertaking or encouraging action.

A wait for the administration plan could run on, if Mr. Nixon's announcement is an accurate reflection of his charges to the committee he named. In one sentence he is represented as recognizing that complex issues must be resolved "if cable TV is to grow in an orderly way and without serious disruption of existing television service." In the next he is said to have instructed the committee to come up with proposals that will "permit the full potential of cable TV to be realized." Arriving at a plan that will achieve those antithetical goals may take a while.

Whatever comes out of Mr. Nixon's committee, it is sure to precipitate legislative review and will perhaps require legislative action. More and more it looks as though the Congress will have to do the final job on CATV regulation.

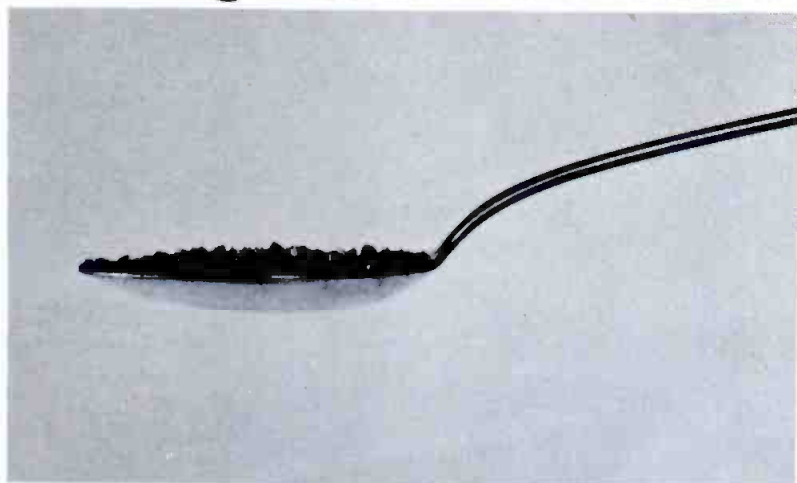


Drawn for BROADCASTING by Sidney Harris

"Until they settle the fairness-doctrine question, let's just tell them to buy it without telling them why."

THE STATION

We want you to use more KPRC-TV.



Courtesy: Maxlm Freeze-Dried Coffee

The Station is concentrated in Houston. It's real sales-power concentrated into result-packed spot announcements. And each spot has so much flavor that less than one sixty will seem like a whole campaign.

So sell more.

And get more of the market that made The Station, The Station.



NATIONAL REPRESENTATIVES
EDWARD PETRY & COMPANY

It puts the best signal out there because we put only the best in here.

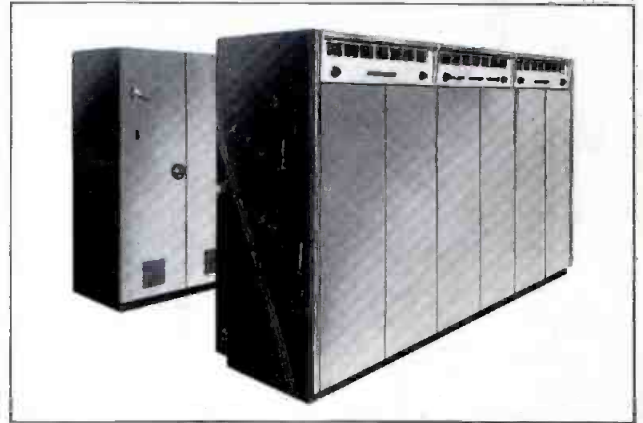
Introducing the most advanced VHF transmitter ever made. It's RCA's new 50kW TT-50FH. And it puts out the best color-television signal in the business.

Why? For one thing, the TT-50FH gives you solid state diode modulation at carrier frequency and our sideband shaping takes place at the output, so you get greater assurance of spectral purity than you do from any other transmitter.

Also, the TT-50FH has only two tuned visual amplifier stages, so it's easy to maintain. The fewer stages you have, the fewer adjustments you have to make, and there's less chance for trouble.

The design is reliability itself. The circuits are all solid state up to the IPA. There are only three tubes in each transmitter. Only two tube types. And the control logic is solid state. That's more solid state than any other transmitter.

If you're planning unattended operation, the TT-50FH is designed for it, with provisions for automatic logging and remote control. It's the only highband VHF transmitter specifically designed as a twin system, which fulfills the FCC's requirements for remote operation



with once-a-week inspection.

It all adds up to superior performance. The TT-50FH performance specs are 100 percent better than the previous generation transmitter.

We've been the leader in TV transmitters since television began. Now we have something new for you. The most advanced transmitter on the market. Ready for remote control. The most reliable design. The best performance. The best signal. All the best.

The TT-50FH. By RCA.

RCA

