



Sept. 20, 1971

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

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New contract reveals Paley, too, may be heading for CBS exit
Special report (Part I): The struggle over access to radio-TV
Attica: Daring, tragic assignment for broadcast journalism
Burch works up to a 'cautious optimism' about children's TV

MORNINGSIDE COLLEGE
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NEWSPAPER
(22)

The "WCCO-TV package." Available all year round. To everybody.

Every schedule you buy with us comes with a "package" of iron-clad guarantees.

All nonpre-emptible, and available all year 'round. To everybody.

Once you've made your buy, the rate will not change. You have contract rate protection up to 52 weeks. That includes per spot protection, applicable even to renewals.

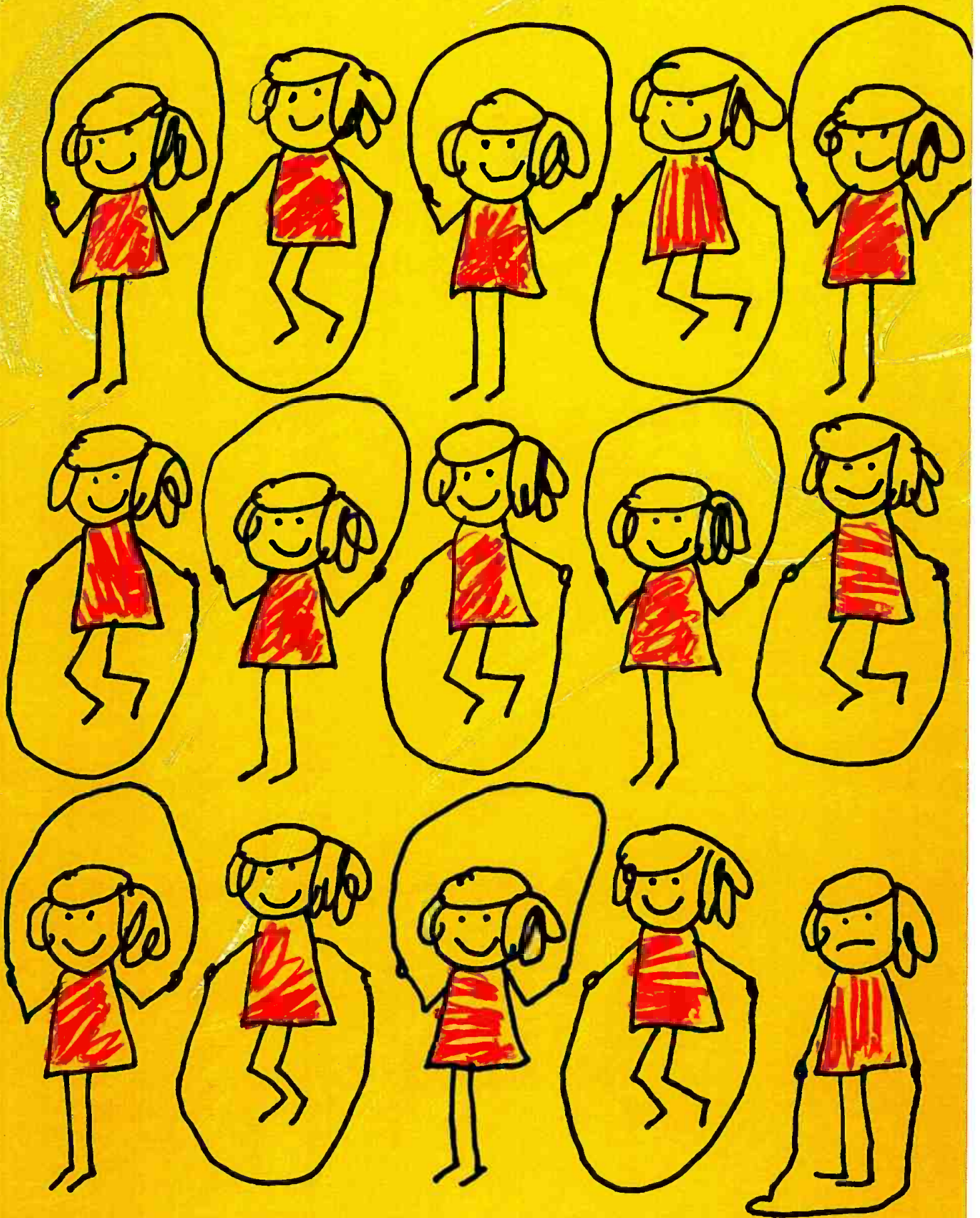
Your spot will not be lost in "clutter." In all of our local programming we guarantee no more than 3 commercials per break.

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But don't buy us on our promises. Check our performance. Then call Peters, Griffin, Woodward or the WCCO-TV sales staff.

WCCO TELEVISION **4**
We're with you.
Minneapolis St. Paul





This fall the Post-Newsweek Stations—WTOP-TV Washington, D.C., WPLG-TV Miami, and WJXT-TV Jacksonville, will offer a totally new approach to children's programming. For one thing, we will not interrupt program content within locally originated children's shows. For another, all children's programs will

be clearly labeled for one of three specific age groups, pre-schoolers, grade school and teenagers.

But perhaps the most dramatic change in Post-Newsweek's programming for children comes in the type of shows offered. Each week children can now see a fascinating new collage of sights and sounds that will

educate and stimulate as well as entertain. It all adds up to children's television being different this fall.

Post-Newsweek Stations
WTOP-TV Washington, D.C.
WJXT-TV Jacksonville, Florida
WPLG-TV Miami, Florida

Without Commercial Interruption The Post-Newsweek Stations Present TV Programs For Children.



BARKER'S BITE IS BACK

ON **4**

When Eddie Barker, dean of Southwest Newsmen and past president of RTNDA, goes after newsmakers in the public eye, his bite stings! It has gained him an uncommon reputation in Texas.

Now Barker's back to anchor the 6:00 and 10:00 P.M. news and viewers are delighted . . . but the mavericks of Texas don't exactly cotton to Barker's biting barbs. (After having been No. 1 newsmen in the market, over a long period of years, Barker has confined appearances the past year to commentary and editorials.)

What makes it even better is the new format which brings the daily telecasts directly from the news department—In4mation Central—where all the action congregates. (We spent a half million turning it into a studio.) And the flexible format encourages dialogue between Barker and his reporting specialists . . . who really liven things with their opinions, too!

Call your HR Representative today and see how you can get a bite of Barker's News 4 Now. It has a real Texas flavor!

Presented Nationally by



DALLAS-FORT WORTH/THE DALLAS TIMES HERALD STATION/VES R. BOX PRESIDENT

KDFW-TV **4**

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BROADCASTING Senior Correspondent Leonard Zeidenberg (r) talks with representatives of San Francisco's Chinese Media Committee, while on nationwide assignment to cover the major broadcasting story of the moment—the struggle over access. The first installment of his special report on the subject begins on page 28.

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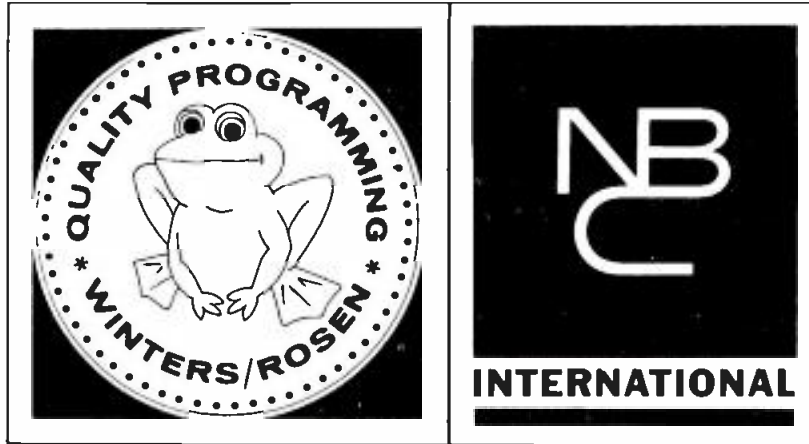
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A NEW ASSOCIATION



Head hunt

Search for qualified black for appointment to FCC has been broadened to include independents as well as Republicans and Democrats. There are still indications that two appointments may be simultaneously announced—one to succeed Robert Wells, if he quits by Nov. 1, as expected, other to succeed Robert T. Bartley, Texas Democrat, whose term runs out next June 30.

Reportedly gaining support as Wells successor is Richard Wiley, FCC's general counsel, endorsed by both Mr. Wells and Chairman Dean Burch. New black under consideration as Bartley successor is Willie E. Smith, president of Russell Business College, Winston-Salem, N.C. Other blacks mentioned earlier are also on White House list ("Closed Circuit," Sept. 6, 13).

Behind scenes

While United Church of Christ and public-interest lawyers occupy foreground with community groups seeking larger access to broadcast medium (see page 32), Justice Department's Community Relations Service is playing active but low-profile role. Most recently, service's representatives were said to have been active in New York, Cleveland and San Francisco. Groups are said to have mixed feelings about Justice Department's role. On one hand, they welcome assistance; but on other, they are uneasy about being subject of reports that CRS staffers file with Washington routinely. CRS, headed by Ben Holman, former newsman for CBS and NBC, normally does not get involved in actual negotiations with stations or in petitions to deny license renewals.

Going price going down

WQXR-AM-FM New York, classical music combination owned by *New York Times*, is still without buyer, although bidding has become more intensive as price has descended into bargain area. *Times* originally wanted \$10 million for pair, now reportedly will accept \$6 million cash, \$7 million on terms.

Others' job

FCC Chairman Dean Burch will try to persuade Congress this week that if governmental action is required to curb advertising of over-the-counter drugs, responsibility belongs to Federal Trade Commission, not to FCC. Mr. Burch, who is to testify Wednesday before

Senate Monopoly Subcommittee investigating nonprescription drug usage and effects, is expected to say FCC lacks expertise in drug advertising and has no authority over nonbroadcast media.

Beyond that, Mr. Burch reportedly will say that if drug advertising, as class, is to be curtailed or banned, such action can be taken only by Congress. He will cite passage of federal law prohibiting broadcast advertising of cigarettes as precedent.

Yes, but

NBC is expected to win battle but lose war in fairness matter now pending before FCC. Commission is expected to hold fast to benchmark opinion that three commercials NBC-TV carried on Standard Oil of New Jersey's drilling operations in Alaska raise fairness issue (BROADCASTING, July 5, July 26). But there is now majority that is persuaded that, contrary to view expressed in original order in case, NBC has provided balanced programming on issue involved—construction of Alaska pipeline. Majority was assured last week when FCC Chairman Dean Burch swung to position taken by Commissioners Robert T. Bartley and Robert Wells. Chairman is said to have written strong separate opinion expressing reason for backing NBC.

But network probably helped own case more when *Today* show, on Wednesday (day of FCC's regular meeting) devoted eight minutes to discussion by two spokesmen for antipipeline interests. Program reportedly persuaded some commissioners to switch votes in favor of NBC.

Getting together

Foremost in speculation about CBS choice of ITT executive Charles Ireland as new president—is that merger of CBS with ITT might be in prospect. Answer is no. Not only has ITT had enough of trying to acquire major broadcasting companies—because of aborted effort to take on ABC four years back—but consent decree prohibits its absorbing any company with major (more than 15%) share of field. CBS would so qualify through TV network, recording operations alone.

Reverse possibility could work, however—with CBS acquiring properties ITT is required to spin-off under government order. Avis-Rent-a-Car is most frequently cited possibility. RCA, of course, has Hertz car-rental subsidiary.

Settlement

Reports persist that NBC-TV and American Society of Composers, Authors and Publishers have come to terms on new ASCAP TV-music license. For nearly 18 months NBC-TV has been insisting on form of license never before issued; instead of conventional blanket license, giving it right to use as much or little music as it wishes, NBC wanted license to only approximately 2,200 specific compositions out of ASCAP's catalogue of more than million (BROADCASTING, April 6, 1970). ASCAP was equally insistent it could not be required to issue such license—and so incensed it included NBC with CBS in counterclaims seeking to put them virtually out of TV business by revoking their O&O licenses while at same time limiting their network programming to news and public affairs (BROADCASTING, June 1, 1970, et seq).

In compromise, NBC reportedly has dropped demand for limited license and ASCAP has dropped royalty rate it was demanding to point NBC regards as livable. Presumably ASCAP will also drop counterclaims against NBC. It won't be official until agreement is translated into court order and signed by judge, but when that happens CBS-TV will be only network left scrapping with ASCAP for unconventional form of music license (also see story page 30).

Repeat performance?

FCC watchers with long memories wonder whether history will repeat itself in commission's hiring of Alan Pearce, former British broadcaster, as member of new staff on children's programming ("Closed Circuit," Sept. 13; see also page 28, this issue). They remember another one-time British broadcaster, Charles Siepmann, as key figure in preparation of commission's "Blue Book" issue in 1946 as agency's first large scale foray into area of program surveillance.

Mr. Pearce served with Britain's commercial Independent Television Authority before going to Indiana university to take PhD (which brought him to commission's attention). Mr. Siepmann was program director of non-commercial British Broadcasting Corp. before taking assignment with FCC. Later he joined New York university as professor of communications, continued to defend British system of broadcast operation as superior to that found in U.S.

Without taking the seriousness out of the news, we took the stiffness out of the newscaster.

Historically, the minute the TV cameras switched on, the newscaster stopped being a person. He became an automaton that reported the most moving events without so much as a change of expression.

Well, we of the ABC Owned Television Stations feel there's something better for a newscaster to be than a human tickertape: A human being.

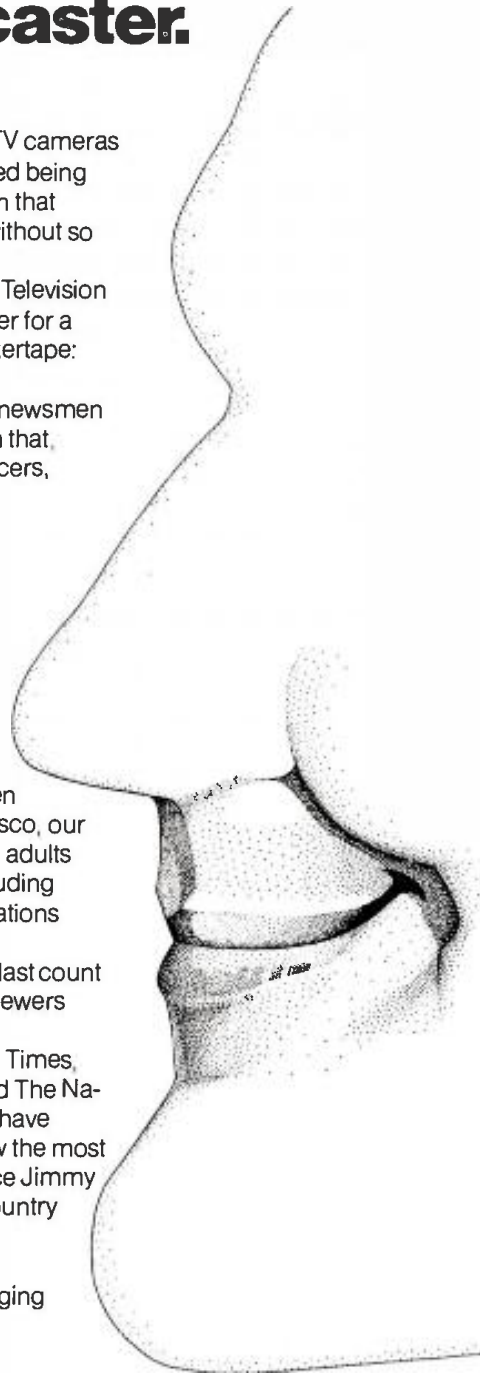
So we rounded up the best newsmen in the business and instructed them that, instead of acting like cliché announcers, they simply be themselves.

The result is now history. A newscast that's not only accurate and authoritative, but also warm and human.

And it's passed the most important test in the industry: viewers love it. In New York and Chicago, for instance, our Eye-witness News (both early and late) is first in homes, total adults and men and women 18 to 49.* In San Francisco, our late news delivers more homes and adults 18 to 49 than anyone else.* And including Los Angeles and Detroit, our five stations together have added more than 700,000 adults since May 1970.* At last count there were more than 3½ million viewers choosing us for news.*

What's more, The New York Times, The Chicago Tribune, TV Guide and The National Observer, to name just a few, have run stories about us. And we're now the most imitated thing on the TV screen since Jimmy Cagney. Stations throughout the country have tried to duplicate our format.

Our "friendly newscast": It makes you feel that a person is bringing you the news, not a TV set.



ABC Owned Television Stations

WABC-TV. NEW YORK: WXYZ-TV. DETROIT: WLS-TV. CHICAGO: KGO-TV. SAN FRANCISCO: KABC-TV. LOS ANGELES.

Did KODE-TV and Radio save lives?



When a giant tornado ripped through the city of Joplin, Missouri on the night of May 5, 1971, community sirens failed to sound a warning until one minute before the twister touched down. One precious life was lost — the toll could have been higher, much higher. Fortunately, KODE-TV and Radio had aired the first weather bureau

warnings 33 minutes before. Eight thousand telephones were knocked out. More than 100 homes were ravaged. Neighborhoods devastated. Stores and businesses torn open. Sight-seers jammed the streets, obstructing emergency vehicles. KODE-TV and Radio were able to stay on the air. They broadcasted urgent

appeals to discourage disruptive onlooking. Film of the disaster was aired within minutes after the tornado struck. Newsroom telephones were deluged. Victims and CD workers were directed to centers for food and shelter. KODE-TV and Radio urged their audiences to leave telephones open for emergency use. They kept

up the pace throughout the long night. Factual, rumor-killing reports timed every 25 minutes aided CD emergency procedures. We are proud of our people here at KODE-TV and Radio. We commend them for their tireless work in a time of crisis. This time their involvement and quick action doubtlessly saved human lives.



James S. Gilmore, Jr., president

GILMORE BROADCASTING CORPORATION

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Evansville

WREX-TV
Rockford

KODE-TV
Joplin

WSVA-TV
Harrisonburg

KODE-AM
Joplin

WSVA-AM
Harrisonburg

WSVA-FM
Harrisonburg

This week:

Sept. 20-22—National Religious Broadcasters Southwestern convention. Executive Inn, Dallas.

Sept. 21—Sales clinic, sponsored by Radio Advertising Bureau. Sheraton-Peabody hotel, Memphis.

Sept. 21—Fall meeting, radio code board of National Association of Broadcasters. Brown Palace hotel, Denver.

Sept. 22—Sales clinic, sponsored by Radio Advertising Bureau. Holiday Inn of Atlanta (airport), Atlanta.

Sept. 22-25—Workshop for film librarians and educators, sponsored by National Film Board, Educational Film Library Association and Film Library Information Council. Registration is \$40. Further information is available through Educational Film Library Association, 17 West 60th Street, New York 10023. Workshop will take place at Montreal headquarters of NFB.

Sept. 23—Sales clinic, sponsored by Radio Advertising Bureau. Hilton Inn West, Orlando, Fla.

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. Inn Towne hotel, Mankato.

Sept. 24—Oral argument before U.S. Court of Appeals for the District of Columbia in suit brought by CBS and Democratic National Committee seeking reversal of FCC's order of Sept. 23, 1970, denying reconsideration of fairness ruling of Aug. 14, 1970, in which commission ruled that CBS must afford Republican National Committee time to respond to address by DNC Chairman Lawrence O'Brien carried over network.

Sept. 24-26—Fall meeting, Florida Association of Broadcasters. Port Royal inn, Hilton Heal Island, S.C.

Sept. 24-26—East central area conference, American Women in Radio and Television. Ambassador West, Chicago.

Also in September

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

Sept. 26-28—Annual meeting, New York State Cable Television Association. Holiday Inn, Rochester.

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

Sept. 28—Luncheon meeting, Pittsburgh Radio and Television Club. Press club, Pittsburgh. Roy Danish, director of Television Information Office (TIO), will speak.

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

Sept. 28-29—Fall meeting, Ohio Association of Broadcasters. Neil House, Columbus.

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

Sept. 30—"Wavemaker" luncheon, National Broadcasters Club, Washington. Guest will be Daniel Manelli, acting chief counsel of House Investigations Subcommittee.

Sept. 30-Oct. 1—National Religious Broadcasters Eastern convention. Carvel Inn, Yonkers, N.Y.

October

Oct. 1—New deadline for filing reply comments with FCC in response to petition by Action for Children's Television (ACT) concerning children's TV programs (Doc. 19142). Previous deadline was Aug. 2.

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

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

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

Oct. 4—Sales clinic, sponsored by Radio Advertising Bureau. Sheraton Ritz, Minneapolis.

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

Oct. 5—Deadline for filing statements in FCC proceeding looking toward rulemaking that would require stations to make FCC form 324 (annual financial report of networks and licenses) available to the public.

Oct. 6—Newsmaker luncheon, sponsored by International Radio and Television Society. Speaker will be Dr. Clay T. Whitehead, Director of Office of Telecommunications Policy. Waldorf-Astoria, New York.

Oct. 6—Sales clinic, sponsored by Radio Advertising Bureau. Sheraton O'Hare motor hotel, Chicago.

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

Oct. 7—Sales clinic, sponsored by Radio Advertising Bureau. Carousel Inn, Cincinnati.

Oct. 7-9—Annual fall meeting, Missouri Broadcasters Association. Stouffer's Riverfront inn, St. Louis.

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

Oct. 7-9—Management seminar, Association for Professional Broadcasting Education. National Association of Broadcasters headquarters, Washington.

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

Oct. 8—Sales clinic, sponsored by Radio Advertising Bureau. Sheraton motor inn, Greensboro, N.C.

Oct. 8-9—Annual meeting, North Dakota Broadcasters Association. Town House motor hotel, Fargo.

Oct. 9—Fall convention, Connecticut Broadcasters Association, U.S. Submarine Base, Groton.

Oct. 9-11—Annual convention, National Association of Farm Broadcasters, Muehlbach hotel, Kansas City, Mo.

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

Oct. 11—Sales clinic, sponsored by Radio Advertising Bureau. Seattle Hyatt House, Seattle.

Oct. 11—Deadline for filing comments in FCC's inquiry into fairness doctrine, phase regarding "access to the broadcast media as a result of carriage of product commercials."

Oct. 11-12—National Religious Broadcasters Midwest convention. O'Hareport hotel, Chicago.

Oct. 12—Sales clinic, sponsored by Radio Advertising Bureau. San Francisco Hilton inn, San Francisco.

Oct. 13—"Wavemaker" luncheon, National Broadcasters Club, Washington. Guest will be William H. Brown III, chairman of Equal Employment Opportunities Commission.

Major meeting dates in '71 and '72

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. 9-11—Annual convention, National Association of Farm Broadcasters. Muehlbach hotel, Kansas City, Mo.

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.

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

May 3-7, 1972—Annual convention, American Women in Radio and Television. Stardust hotel, Las Vegas.

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OTP hopes to talk cable with Pastore next month

President Nixon's cabinet-level committee should be winding up its study of long-range CATV policy by middle of next month. That is just of letter received Friday (Sept. 17) by Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) from Clay T. Whitehead, director of Office of Telecommunications Policy, which is coordinating effort. Original target date for completion of study had been Oct. 1.

Mr. Whitehead wrote senator that shortly after Oct. 15, committee "would anticipate being able to advise you of the administration's position." OTP is shooting for same deadline in submitting to Pastore unit its individual comments on FCC's proposed CATV plan.

Alianza countercharged with misrepresentation

KOB-TV Albuquerque, N.M., last week charged chicano organization that has petitioned FCC to deny station's license with misrepresentation.

In formal opposition to petition to deny filed last month by Alianza Federal de Pueblos Libres (BROADCASTING, Aug. 23), Hubbard Broadcasting, KOB-TV licensee, said petitioners have misled FCC as to nature of its organization, its financial situation and length of time it has been in existence. In petition to deny, Hubbard said, Alianza estimated its membership to be about 30,000 and claimed it was largest chicano anti-defamation group in state of New Mexico. However, licensee continued, in interview with Albuquerque newspaper William Higgs (individual petitioner in this case) had stated "we [Alianza] don't have much money. We get about enough in donations to meet the bills. That's about all." Thus, if Mr. Higg's statement was true, Hubbard contended, Alianza's membership could not be as large as it has estimated, since group charges monthly dues to all members of \$1—giving it yearly income of about \$360,000.

Also, Hubbard said, Alianza has misrepresented information concerning its identity to commission. Group's articles of incorporation with state, it said, indicate that Alianza has only been in existence for little over year. But in its petition, Hubbard said, Alianza had claimed to be eight years old. Articles of incorporation also state that Alianza's sole purpose is to aid Mexican-Ameri-

cans in regaining public lands which it claims were taken from them by federal government at close of war with Mexico in nineteenth century. Articles say nothing about fighting against "discrimination," which Alianza cited as one of its occupations in arguing party-of-interest issue in its petition. "It would seem mandatory, Hubbard said, that petitioners "should be subjected to the same standards of candor as expected of a licensee."

Alianza has also filed renewal challenges against Albuquerque stations KGGM-TV and noncommercial KNME-TV.

FCC upheld by court on telephone-cable rule

FCC rules aimed at preventing telephone companies from dominating CATV field have been upheld by U.S. Court of Appeals in New Orleans.

Court, in unanimous opinion, held that commission has authority to bar telephone companies from providing channel service in their areas to affiliated CATV companies.

Commission adopted rules last year in wake of complaints from independent CATV companies that carriers were favoring their affiliated CATV systems in furnishing CATV service. Some independents said they were being required to lease channel service rather than being permitted to rent pole space for their lines.

Commission expressed concern over possibility that carriers, through their control of utility poles or conduits, could deny or delay entry into CATV business of unaffiliated company, and thereby eliminate competition.

Besides barring telephone companies from providing new service to affiliated companies in their areas, rules require

Relief for KOOL-TV

Valley of the Sun Broadcasting Co. announced Friday (Sept. 17) that it will withdraw its competing application for channel 10 in Phoenix, presently occupied by KOOL-TV.

Statement by Del E. Webb and Arnold Dahlberg, chairman and president of Valley of the Sun, cited "adverse publicity" as principal reason for decision. Competing application had generated many responding statements of support for incumbent licensee from prominent figures, including Senator Barry Goldwater (R-Ariz.).

carriers to discontinue existing service by March 16, 1974.

Court said that "public convenience and necessity" standard of Communications Act "is sufficiently broad to permit the commission to issue these rules."

Court also said that commission not only may consider anticompetitive potential of activities falling within its jurisdiction, "in some instances it is obliged to consider them." Court did not express view on whether rules would enhance competition in broadband cable market, saying, "It is well established law that it is not for the court to decide the wisdom of an agency's policies."

Appeal was brought by National Cable Television Association, U.S. Independent Telephone Association, California Community Television Association, Lincoln Telephone and Telegraph Company and United Telephone System Companies.

Laurels for Stanton's stand

Frank Stanton, CBS president, will be given Paul White Memorial Award by Radio Television New Directors Association during its annual convention, Sept. 28 - Oct. 2, it was announced late last week. At same time it became known that Julian Goodman, NBC president, who had earlier been announced as featured speaker at RTNDA convention banquet, Oct. 1, when Dr. Stanton's award will be presented, had withdrawn from program. NBC spokesman said Mr. Goodman thought "it should be Dr. Stanton's day in the sun."

Choice of Dr. Stanton—who received same award in 1957—was said to have been in recognition of his refusal to give House Investigations Subcommittee outtakes of *The Selling of the Pentagon*. In refusing he risked citation for contempt of Congress.

RTNDA convention will be held at Statler-Hilton hotel, Boston.

David now alone in SEC case

Boston Broadcasters Inc. principal, Nathan David, has been left as only defendant in civil suit which Securities and Exchange Commission had brought against him and five others.

Chief Judge Anthony Julian of U.S. District Court in Boston on Friday (Sept. 17) entered orders enjoining five other defendants from further alleged violations of Securities Act of 1933.

Defendants had consented to entry of decrees without admitting or denying truth of allegations. They were accused

of violating registration provision and, in one case, antifraud provision of Securities Act in connection with sale of Synergistics Inc.

Mr. David is accused of violating registration and antifraud provisions. Hearing on SEC's request for preliminary injunction against Mr. David is scheduled in Judge Julian's court on Oct. 12 (see page 52).

Music-license group eager to get together

Eight members of 11-man radio All Industry Music License Committee wired Elliott M. Sanger, chairman, on Sept. 15 asking for meeting soon in light of expiration in February 1972 of radio music contract with American Society of Composers, Authors and Publishers. Group said meeting should consider questionnaire, budget, negotiating committee, counsel and other business, asking that distribution of questionnaire and solicitation of funds (approved at June meeting of committee) be postponed until after meeting.

Committee sources in New York Friday (Sept. 17) said both questionnaire and fund solicitation had been delivered to mailing service and probably already had been posted.

Mr. Sanger is retired general manager of WQXR-AM-FM New York.

Harsha to pursue Jessel flap

Representative William H. Harsha (R-Ohio) said Friday (Sept. 17) he is not pleased with FCC's decision on his complaint about July 30 *Today* show incident involving comedian George Jessel (see page 30).

According to spokesman, congressman will this week discuss possibilities for further investigative action with Representative Harley O. Staggers (D-W. Va.), chairman of House Investigations Subcommittee and parent Commerce Committee.

Kahn's paycheck: \$200,000

Proxy statement distributed by Teleprompter Corp., New York, along with notice of its annual meeting on Oct. 7, lists Irving B. Kahn, board chairman, as having received highest aggregate remuneration—\$200,000—of all company officers in 1970.

Hubert J. Schaffly, senior vice president in 1970 and now president, received \$145,000 last year, and Leonard Tow, vice president, administration, and Robert H. Symons, vice president, CATV division, each received total compensation of \$70,000.

Shareholders will be asked at upcoming meeting to approve acquisition by Teleprompter of Muzak Inc. pursuant to previously announced agreement;

Week's Headliners



Mr. Stulberg

Mr. Shaker

Gordon Stulberg, president of Cinema Center Films, theatrical motion-picture division of CBS Inc., elected president of 20th Century-Fox Film Corp., succeeding Dennis C. Stanfill, who has been elected chairman and chief executive. Succeeding Mr. Stulberg at Cinema Center Films is Milton Goldstein, who has been senior VP of company since November 1969.

Theodore F. Shaker, independent consultant to Ted Bates & Co., New York, and former group VP of ABC, named president of American Research Bureau, succeeding Dr. Peter Langhoff (see page 52).

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

elect 12 directors and vote on employee share-purchase plan and executive incentive compensation plan.

Collins finances suffer

Collins Radio Co., Dallas, reported net loss of \$46.6 million for fiscal year after making provision for losses expected from customer and company programs. For year ended July 30, 1970, Collins had net income of \$432,000 (15 cents share). Collins also reported backlog of \$260 million worth of orders, compared with \$291 million year ago at same date. Earlier Collins announced investment by North American Rockwell Corp. of \$35 million, in return for 350,000 shares of new Collins convertible preferred stock and warrants (BROADCASTING, Sept. 6).

It's Cowles, not Times Co.

FCC has informed New York Times Co. that conditions placed on grant of transfer of Cowles Communications-owned WREC-TV to Times Co. apply to Cowles.

This came at same time Cowles announced it was discontinuing publication of *Look* magazine. Move leaves Cowles as primarily broadcast operator.

Commission was responding to request by Times for clarification of con-

ditions. Commission said stipulations were relevant to license-renewal applications of Cowles-owned WESH-TV Daytona Beach-Orlando, Fla., and KRNT-AM-TV Des Moines, Iowa, which themselves are pending outcome of several proceedings involving magazine-subscription activities of Cowles and some of its subsidiaries. FCC added it might also "consider further Cowles' participation" on Times board.

Cowles and Times were said last week to be near closing on sale.

'Sesame' went around corner

Joan Ganz Cooney, creator of *Sesame Street*, says she offered children's programming proposal to CBS and NBC three years before her present, acclaimed program went on noncommercial television, but was turned down.

Mrs. Cooney, president of Children's Television Workshop, made comment late last week in clarifying statement by FCC Chairman Dean Burch—who, in speech to International Radio and Television Society, chided networks for rejecting *Sesame Street* (see page 28).

In 1966, Mrs. Cooney said, she conducted study for Carnegie Corp., from which evolved programming proposal unsuccessfully offered to two networks.

NBC officials confirmed that offer had been made but said there was no room in their schedule for one-hour program five days per week. At CBS-TV, however, programming vice president Fred Silverman—who was then in charge of daytime programs—said if any such proposal was submitted to CBS, it never reached him.

Leo Fitzpatrick dead

Funeral services were held Saturday (Sept. 18) in Grosse Point Woods, Mich., for broadcast pioneer Leo J. Fitzpatrick, 77, who died Sept. 15 in Detroit hospital. Mr. Fitzpatrick, reporter on *Kansas City Star*, was named general manager of WDAF(AM) Kansas City when newspaper founded radio station in 1923. He was appointed in same year as member of Federal Radio Commission, predecessor of present FCC. He moved to Detroit in 1925 as manager of WJR(AM) there, becoming part owner of Detroit station as well as of WGAR(AM) Cleveland. During this period, Mr. Fitzpatrick was instrumental in putting Rev. Charles E. Coughlin on air; Father Coughlin's radio messages made him national figure and more and more controversial as he opposed New Deal and engaged in antisemitic speeches. Mr. Fitzpatrick disposed of both radio holdings in 1946, becoming owner of WGR(AM) Buffalo, N.Y., which he subsequently sold. Survivors include wife, Patricia, one daughter and one son.

Hail for Howell

EDITOR: Regarding Rex Howell's letter to Jeremiah Milbank Jr. in the Sept. 6 issue: This is one of those rare times when I've read something and thought, "Gee, I wish I'd said that."—*Donald C. Keyes, president and general manager, WNYN-AM-FM Canton, Ohio.*

(Mr. Howell, president of KREX-AM-FM-TV Grand Junction, Colo., asked to contribute to the Republican party, responded with a heated recitation of ways in which the government was besieging him as a broadcaster.)

Siding with 'Sesame'

EDITOR: Many of us in public broadcasting read with interest the story indicating that the BBC had "turned down" *Sesame Street* for showing in England [BROADCASTING, Sept. 13]. The BBC children's program chief said she was worried by the "attempt to change children's behavior, which sounded like indoctrination and a dangerous extension of the use of television".

Isn't this a "bit much," old bean? As for its being "vulgar" and educationally "old-fashioned," that too seems a little exaggerated. Its severest critics here rarely accuse it of being old-fashioned.

Could it be that the queen's sour grapes are showing? Could the colonies really have scooped the commonwealth with a new and imaginative way to entertain and educate our youngsters?

It may not be England's fish 'n chips, but most parents here think it's our cup of tea.—*Sheldon P. Siegel, executive vice president, and general manager, WLVT-TV Allentown, Pa.*

Up to date in Anchorage

EDITOR: Thought you might be interested in how far-reaching the recent radio promotion trend is, whereby a "personality" performs a disk jockey



Morning-man Stevens

shift. Here at KHAR-AM-FM Anchorage, U.S. Senator Ted Stevens was our "Man of the Morning" from 6 to 8:30 a.m. Aug. 30.—*Patricia Harpel, president, Sourdough Broadcasters Inc., Anchorage.*

(BROADCASTING reported in its Aug. 30 and Sept. 13 issues the on-air stunts of presidential communications director Herbert Klein on KGO(AM) San Francisco and, on Wednesday and Thursday this week, on WOR(AM) New York.)

NET's fairness questioned

EDITOR: On Monday, Aug. 30, there was broadcast over a number of stations a National Educational Television-produced program which amounted to a eulogy for George Jackson, a Black Panther and one of six who were killed in a recent prison uprising. No effort was made to present a balanced picture, as was evident to any fair-minded viewer. (See *The New York Times* review of the program the day it was broadcast.) There was no concern for the three guards who were killed, their widows and children, nor was there any inquiry into the background of the other two prisoners whose throats were slashed because they supposedly refused to join the uprising.

I wrote to James Day, president of NET, asking him if they intended to present a story of the other five who lost their lives. Not unexpectedly, I received no response. I might add, incidentally, that a copy was sent to the secretary of the FCC.

This kind of programing leads to a number of questions, among them the following: Does the concept of fairness (call it whatever technical term you will) apply to "educational" broadcasters? It would be very interesting to see an analysis of programing disseminated over the educational systems.

Furthermore, there has been discussion for many years of the effect of alleged violence on the television screen on youth and crime. I suggest it is time for inquiry to determine if the NET program did not in some way contribute to the uprising at Attica prison which as of this writing has already witnessed the death of one guard. The similarity of the rhetoric between those in the NET program and those at the Attica prison are indeed striking.

It is very easy to be critical of commercial television. Perhaps it is time we took a look at our educational television networks.—*Edward M. Cramer, president, Broadcast Music Inc., New York.*

(Mr. Day was en route to Europe when Mr. Cramer's letter arrived and therefore was unavailable for comment.)

Delta is an air line run by professionals. Like Pete Sherman, Passenger Service Agent. The man in the red coat who knows all the answers and can speed you from curbside to your Delta flight. Always on hand when you need a hand.



Delta is ready when you are!

The female image in ads: time for a change?

I am an executive vice president of the Marschalk Co., I am a woman and 100% pro the women's liberation movement. And I also am guilty of having created advertising that discriminates against women.

How did that happen? Was I so driven by an urgency to sell goods or a desire to make a buck that I just didn't care at all? No. Honestly.

I just didn't know any better.

But now that is all changed. Now I do know better. As we say in the movement, my consciousness has been raised. What is more, I took a vow at a meeting of the National Organization of Women. I swore that I would never do it again—that I would never demean women in an advertisement.

This may sound a little naive, but I am absolutely convinced that therein lies the problem. People who create advertising that denigrates women just don't know any better. It is as simple as that.

And now that I feel this way. I don't get quite so mad when I see a dumb bunny giving her husband indigestion with poached oysters. I just get sad. Discriminating against women is part of our culture. It goes back to the Bible. It even goes back to my mother:

"Don't play with train sets. That's for boys."

"Don't win the tennis match. He won't like that. Besides tennis gives girls muscles. He won't like that, either."

"Don't read so much, you'll need glasses and men never make passes at blah, blah, blah, blah."

What kind of a mother did I have?

The same kind you had. A motherly mother. After all, she was only trying to help me get what she believed every woman wants and needs more than anything. A man.

Of course, I can't blame everything on my mother, but somewhere, someplace, some authority convinced me that "lady doctors are not as smart as men doctors." (A very hard piece of nonsense to live down.) And where did I get the idea that school teachers are generally old maids? And that old maids are ridiculous?

Why, why, why is it amusing to see an old man with a young woman. And pathetic to see an old woman with a young man?

Why is an oversexed man a Don Juan (sounds romantic, doesn't it)? And an oversexed woman a nymphomaniac?

The point is we don't stop to think about what's discriminating to women because a long time ago, in the cradle, all of us were taught, carefully taught, to discriminate against women.

Do you, for example, know why *Cosmopolitan* magazine is discriminating against women? It's easy to see why *Playboy* is a no-no. But *Cosmopolitan*. Ah, *Cosmopolitan* is trickier, slickier. Under the guise of giving women a brand and wonderful new freedom, *Cosmopolitan* is only making a bad situation worse. Think about it. Keep thinking.

Anyhow, since this is supposed to be an article against advertising discrimination to women, let's get to it. We all know that advertising reflects the culture and that there is something wrong with the culture. But it's also true that advertising helps shape and mold it. So for goodness sake, let's heavy up on the right kind of shaping and molding.

Let me pass along some obvious but meaningful insights that have helped me avoid damaging advertising:

If the commercial calls for showing a housewife—please, let's not make her an idiot. If we're selling shiny floor polish, does she have to lie on the floor and kiss her reflection?

If we're selling clean wash, honestly, is that anything to brag about? Does any self-respecting intelligent woman

want to have the cleanest wash in town? Does she have to covet her neighbor's wash?

If we're selling to women, why does she always have to be a housewife? These days there are 30-million women working. These 30-million women are not auxiliary workers. They are an integral part of the permanent work force. In other words, instead of always showing a housewife in the kitchen, why not a working woman behind the desk? She needs soap and floor polish, too.

If we're selling to children, why must the boy always be the one who races cars and rockets to the moon? Why not, for once, the little girl? What is she, a cripple?

And, oh, yes. Do you think we can ever stop using women as sex objects? Personally, I've always thought it was a cheap cop-out to use the female body when it is not at all relevant to the product. What's that half-naked girl doing with that men's hair-grooming product, anyhow?

In this kind of here-today, gone-tomorrow, pressure business it is not easy to produce advertising that does not demean women. It is not easy to start questioning the rules and guidelines that we've always taken for gospel truth and standard operating procedure. It is not easy to unlearn what we have learned.

But that's exactly what I'm doing now. If I can do it, you can do it.



Francine Wexler Wilvers is executive vice president and creative director of the Marschalk Co., New York, where she is responsible for the creative output on several Coca-Cola brands and Heublein products. She has also handled special assignments for the Interpublic Group of Companies, was a copy supervisor at Doyle Dane Bernbach, and a copywriter at Grey Advertising and at Foote, Cone & Belding. Mrs. Wilvers is married and the mother of two daughters.



Ward's in a position to make things happen.

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

WFAA-TV DALLAS-FORT WORTH

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

Paley opens door for CBS exit

Board chairman's contract calls for retirement
March 31, 1973, coincident with Stanton departure

The Columbia Broadcasting System may lose not one but both of its guiding lights 18 months from now. A search by BROADCASTING of Securities and Exchange Commission files last week revealed a new contract for William S. Paley, chairman of the board, which calls for his retirement as a "senior executive" of the company on March 31, 1973—the same date on which Frank Stanton, CBS president, is scheduled to retire. Mr. Paley, who has not heretofore had a contract with CBS, executed the new pact on May 12.

Both the Paley and Stanton contracts—identical almost to the letter¹—call for their continuation as consultants to CBS for an additional 14 years, until Dec. 31, 1987. Mr. Paley, who will be 70 years old on Sept. 28, would then be 86. Dr. Stanton, who became 63 last March 20, would be 79.

The Paley contract came to light one week after news that CBS had chosen Charles Thomas Ireland Jr., a senior vice president of International Telephone & Telegraph Corp., to become its president on Oct. 1 this year. Dr. Stanton will become vice chairman on that date, remaining as the company's

chief operating officer ("At Deadline," Sept. 13).

No announcement has been made of the role to which Mr. Ireland would succeed upon Dr. Stanton's retirement, although it is presumed to be the chief operating officership. The news that Mr. Paley also is prepared—at least on paper—to step aside at the same time opens a broad new area of conjecture. The most obvious: Were Mr. Ireland to become chairman and chief executive officer, there almost certainly would be an immediate corporate vacancy for president.

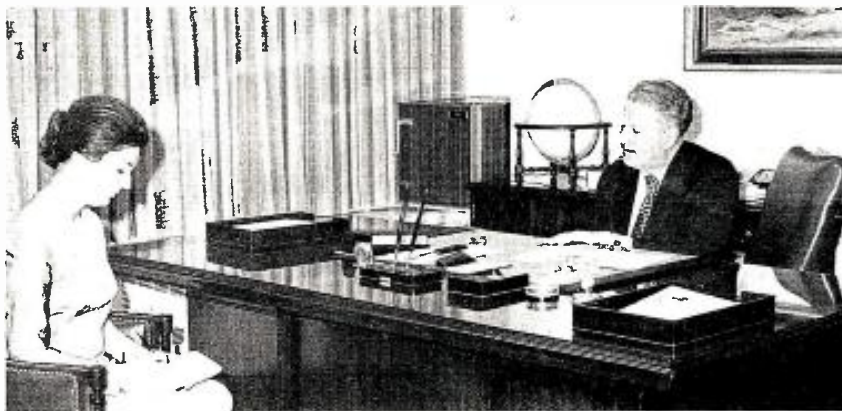
The first question, of course, is whether either or both Mr. Paley or Dr. Stanton will actually depart the scene on their due dates. It is virtually certain that Dr. Stanton will, as he has insisted to associates for several years. It is far less certain that Mr. Paley will. He was scheduled to retire at age 65 in 1966, only to reverse his field 24 hours before the board of directors was to install Dr. Stanton as his successor as chief executive officer. Why he has now asked for a consultancy contract remains a mystery that he declined to clarify for BROADCASTING last week.

There is, of course, the possibility that it means what it says, but few who know the chairman are willing to accept so simple an explanation.

Among those most curious to know will be Mr. Ireland who, while no stranger to the pressure-cooker of exalted executive suites, may not yet be aware of what lies in store for him at CBS. The chairman, acknowledged by one security analyst last week as "one of the great men in American business in this century," did not get that way by catering readily to the ideas of others. The same observer noted that "any man who takes that job and is realistic knows he cannot be his own man—it's Paley's company and he's going to run it the way he wants to." (It is known that three other candidates—one who had gone to the handshake stage—came to that conclusion before backing off.) Still another who has seen the chairman at close range observed that "anyone who can survive with Mr. Paley for the requisite amount of time to be considered for the job [as his successor] will by that time have lost the essential quality he needs to do the job."

Chick Ireland may be the man to defy both the odds and the prognostications. He has survived before, not only in corporate but in real warfare—he was one of two in his Marine battalion to survive four landings in 15 months of South Pacific campaigns during World War II—including Iwo Jima and Saipan. He has also been hardened by executive service under such captains of industry as Charles Young, Allen P. Kirby Sr. (whose picture adorns his ITT office) and Harold Geneen.

In less dramatic terms, but in perhaps more pertinent ones to his present eminence, he has also survived one of the most intense screenings ever given a broadcast industry executive. Heidrick & Struggles, the Chicago management consultant firm which was com-



The heir apparent to Mr. Paley's chair as chief executive officer of the CBS organization was still at work in his ITT offices last Wednesday. Charles T. Ireland Jr. is shown here as he dictated to secretary Ann Richards, who will accompany him to a 35th floor executive suite at CBS headquarters Oct. 1.

missioned by CBS to find its man, left few stones unturned or dossiers unopened in researching Mr. Ireland's background before an initial approach was made (by H&S executive Jerry Roach). As Mr. Ireland told BROADCASTING last week, "the job they did on me far exceeded anything the CIA did in clearing me for my ITT work [because of the company's many governmental contracts]." The search was so thorough that the decision to offer the job—insofar as his professional credentials were concerned—was made almost sight unseen. That is, by the time Mr. Paley and Dr. Stanton decided to make the approach, the principal thing left to be decided was whether they liked each other, whether there might be a rapport among them strong enough to support the strains of corporate relationships.

It took just over a month to find out. The first meeting—between Mr. Ireland and Dr. Stanton while Mr. Paley was in Europe, was on Aug. 3. The offer of the presidency, made at dinner with Mr. Paley, came Sept. 8. The board acted on the matter Sept. 10, and it was announced that day.

Mr. Ireland's time now is spent principally in disengaging from his many ITT associations, as well as in learning as much as he can about CBS before going on board Friday, Oct. 1. He was the guest of honor last Thursday evening (Sept. 16) at a reception for as many CBS officers as could be brought together on the East Coast.

The question foremost among those at that gathering and at CBS in general was what effect the new boss will have on a company which has made its living and its forte the worlds of show business and communications, and which has been headed by two leaders who both shaped the company in their

¹ Dr. Stanton's present contract calls for him to serve as a senior executive only until Dec. 31 this year, but provision has been made—although not yet executed—for extension to March 31, 1973. Both Mr. Paley and Dr. Stanton are to receive a salary of \$200,000 per year until the retirement dates, when they revert to consultative status at, roughly, \$100,000 a year, subject to cost of living adjustments which cannot bring the total to more than \$200,000 a year nor drop it below \$100,000. They also are to receive office space, secretarial assistance, transportation and other facilities and services similar to those received during their full-time employment. Each also has a noncompetition clause during the consultative period, subject to waiver by CBS. Both contracts would continue in effect should CBS be sold to or merged with another company in the future.



Although William S. Paley may relinquish the CBS chairmanship 18 months from now—as his contract so stipulates—he's not likely to leave the elegant suite from which he now commands CBS's billion-dollar operations. His option to remain in the corner office is the one distinction between his contract and Frank Stanton's, the latter's calling for similar space in a building nearby.

images—however disparate each might have been from the other. Beneath the obvious amiability of the occasion was the fact that many there had been passed over for consideration to head the company to which they had devoted years of their professional careers—and, CBS being what it is—a company held in especial affection by its employees. It is, of course, a company that has become big business along the way, although its internal workings have seemed more of a family than a conglomerate nature. Mr. Ireland is not only a new man brought in at the top; he represents a new kind of business thinking, one that may at first appeal more to investors than to communications traditionalists.

Whatever other qualities they may find in him, a habit for hard work will be prominent among them. Mr. Ireland typically works well into the night at his ITT desk, often until 10, and, aside from two hours of tennis (doubles) on Saturday and again on Sunday, spends the weekends in his library at home (of "bastard Georgian" design) on 10 acres in Chappaqua, N.Y. He and Mrs. Ireland, Dorothy, entertain quietly on weekend evenings. The younger two Ireland children, Claire, 14, and Anne, 17, live at home, as does, presently, a German exchange student. Their two sons are Alan, 24, a student at Cornell, and Stephen, 27, who is employed as a psychologist for IBM.

Mr. Ireland stays in shape not only with tennis but by a two-mile walk to the Chappaqua railroad station each

morning. He allows himself the luxury of taking a company car home at night.

His new colleagues also will find that he puts people before things in his corporate order of priorities: "I find it's better to fit the system to the team than the team to the system," he says, and that "the figures follow the people—I consider my job to be the management of people."

What does he think of CBS? Right now he doesn't know much about it, really—but then, he didn't know that much about railroads, at one time, or casualty insurance or car rentals or hotels, and yet managed to preside over \$4 billion (or \$6 billion, if you count insurance premiums) a year in various businesses at ITT. His present impression of the company he's getting into: "It's a service business with a large social purpose."

They'll find at CBS, too, that Mr. Ireland intends "to be president of all the company, not just a piece of it"—an answer to suggestions that he might operate primarily "upstairs," leaving the line work to the troops. He will delegate, of course, but he does intend to learn what he needs to of the operations which make up the CBS whole.

What he'll earn for his presidential performance won't be disclosed before next year's proxy statement, but Mr. Ireland does not resist the "ballpark" suggestion that his base will be about \$175,000, with additional compensation that will bring the total to over \$250,000 a year. He was making about \$185,000, in all, at ITT.

Television spot funds balloon

Advertisers near the \$390 million mark in second-quarter placements

Advertisers spent \$382.8 million in spot television during the second quarter of 1971, an increase of almost \$100 million over the first quarter figures (BROADCASTING, June 21), according to an announcement today (Sept. 20) by the Television Bureau of Advertising. Figures are from Broadcast Advertisers Reports, based on monitoring 259 TV stations in 75 markets.

The largest allocation was to nighttime television, amounting to \$126.1 million, a 33% share of all investments, compared to 31.1% of total revenues in nighttime in the same quarter a year ago.

Appearing in the top 100 for the first time since TVB began compiling statistics in 1955 was General Tire & Rubber Co., which spent \$1.1 million in spot TV during the second quarter of the year.

The leading spot TV advertiser categories were food and food products, \$83.8 million; toiletries and toilet goods, \$38.9 million; automotive, \$32.9 million; confectionery and soft drinks, \$31.8 million, and soaps, cleansers and polishes, \$30.2 million.

Estimated expenditures of top-100 national and regional spot television advertisers

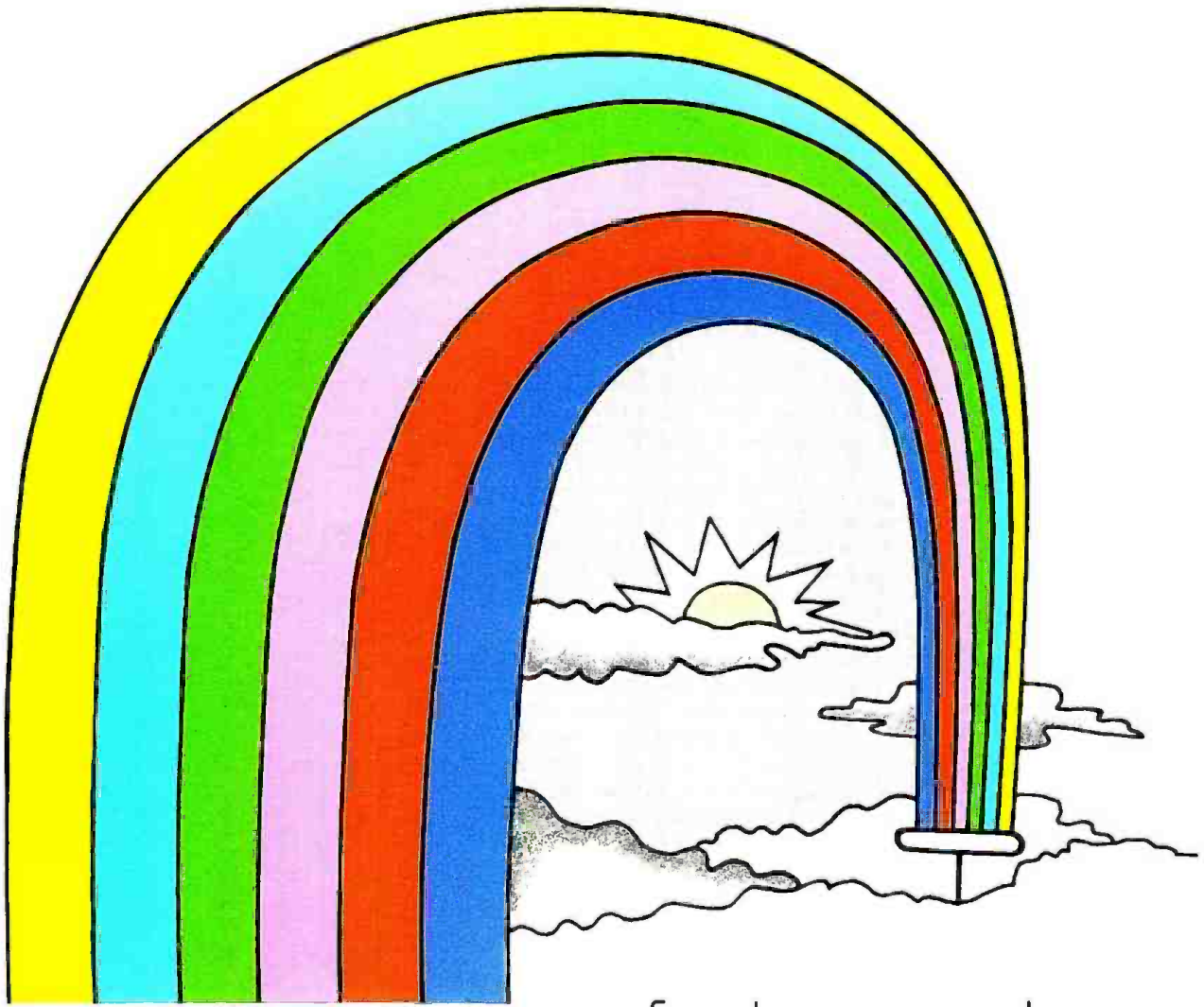
Company	Expenditure
1. Procter & Gamble	\$15,310,500
2. General Foods	14,629,700
3. Colgate-Palmolive	11,837,600
4. American Home Products	9,638,700

5. General Motors	7,820,200	53. Ralston Purina	1,602,500
6. Bristol-Myers	7,401,600	54. Morton-Norwich Products	1,588,300
7. Lever Brothers	6,771,000	55. Union Carbide	1,587,200
8. Coca-Cola	5,636,200	56. Avon Products	1,559,200
9. William Wrigley Jr.	5,528,100	57. Standard Oil of Indiana	1,528,400
10. Shell Oil	5,209,700	58. Rothmans of Pall Mall Canada	1,524,500
11. PepsiCo	5,015,800	59. Scott Paper	1,497,000
12. General Mills	4,804,800	60. Mattel	1,442,000
13. Warner-Lambert Pharmaceutical	4,622,900	61. Imperial Products	1,439,500
14. Kraftco	4,554,200	62. Deluxe Topper	1,435,600
15. Alberto-Culver	3,871,200	63. Squibb	1,414,000
16. Kellogg	3,800,800	64. Atlantic Richfield	1,394,300
17. International Tel. & Tel.	3,751,800	65. Campbell Soup	1,371,500
18. Ford Motor	3,449,600	66. Greyhound	1,358,800
19. Seven-Up	3,441,100	67. Carter-Wallace	1,354,400
20. Toyota Motor Distributors	3,265,900	68. Standard Oil of Ohio	1,342,500
21. Anheuser-Busch	3,099,800	69. Beatrice Foods	1,289,300
22. Sterling Drug	2,974,700	70. Union Oil of Calif.	1,287,000
23. Quaker Oats	2,854,000	71. General Electric	1,282,800
24. Royal Crown Cola	2,671,600	72. American Cyanamid	1,231,400
25. Carnation	2,644,000	73. Nestle	1,227,500
26. Jos. Schlitz Brewing	2,608,600	74. Papst Brewing	1,219,900
27. Gillette	2,453,200	75. Hanes	1,219,000
28. UAL	2,426,600	76. Eastman Kodak	1,216,000
29. Miles Laboratories	2,413,000	77. Borden	1,197,800
30. Triangle Publications	2,283,900	78. Green Giant	1,197,600
31. Johnson & Johnson	2,273,000	79. Philip Morris	1,190,600
32. Chrysler	2,196,200	80. F. & M. Schaefer	1,178,100
33. American Can	2,179,400	81. Sperry Rand	1,171,800
34. Noxell	2,124,800	82. American Tel. & Tel.	1,145,600
35. Norton Simon	2,015,200	83. Clorox	1,139,400
36. H. J. Heinz	1,991,300	84. General Tire & Rubber	1,119,800
37. Westinghouse Electric	1,978,800	85. Schering-Plough	1,115,200
38. Standard Oil of New Jersey	1,900,300	86. Dow Chemical	1,114,100
39. American Airlines	1,893,900	87. Doctor Pepper	1,111,400
40. Heublein	1,849,500	88. Sun Oil	1,093,500
41. Mobil Oil	1,830,300	89. S.C.M.	1,085,200
42. Ronco Tele-Products	1,827,100	90. Rheingold	1,082,900
43. Standard Brands	1,785,700	91. William Underwood	1,053,800
44. E. & J. Gallo Winery	1,762,600	92. C. Schmidt & Sons	1,038,000
45. Volkswagenwerk	1,723,700	93. Pennwalt	1,029,800
46. C.P.C. International	1,687,000	94. Nabisco	1,003,700
47. S. C. Johnson & Son	1,677,000	95. Consolidated Foods	978,400
48. Eastern Air Lines	1,675,500	96. Datsun Auto Dealers	978,100
49. Standard Oil of Calif.	1,674,000	97. Pan American World Airways	957,000
50. Mennen	1,669,200	98. Swift	950,200
51. Chesebrough Ponds	1,621,000	99. Trans World Airlines	944,300
52. American Express	1,604,300	100. Interstate Brands	934,500

Spending by product category

	Second quarter 1971	January-June 1971		Second quarter 1971	January-June 1971
Agriculture and farming	\$ 2,054,400	\$ 3,218,700	Communications and public utilities	28,600	43,800
Apparel, footwear and accessories	8,598,300	16,917,500	Engineering and professional services	2,092,900	2,680,100
Apparel fabrics and finishes	688,200	1,233,800	Financial	766,500	855,100
Footwear	1,291,500	3,533,000	Drugs and remedies	20,885,200	48,162,800
Hosiery	3,378,400	6,041,400	Cold, cough and sinus remedies	2,717,100	12,637,800
Ready-to-wear	1,209,500	1,592,100	Digestive aids and antacids	2,960,100	5,452,300
Underwear, foundations and bras	1,360,300	3,123,200	Headache remedies and sedatives	7,486,200	15,093,000
Misc. apparel, accessories and notions	670,400	1,394,000	Laxatives	430,200	649,800
Automotive	32,890,100	55,574,600	Medical equipment and supplies	1,239,700	1,961,100
Passenger cars	24,698,000	44,475,100	Skin products and liniments	2,255,900	4,245,400
Tires and tubes	3,385,700	4,139,700	Vitamins	911,300	3,053,400
Trucks and mobile homes	1,977,300	3,570,100	Misc. drugs and remedies	2,864,700	5,070,000
Misc. auto accessories and equipment	2,829,100	3,389,700	Food and food products	83,825,700	149,413,300
Beer and wine	24,459,700	38,813,400	Appetizers, snacks and nuts	2,547,500	4,117,800
Beer and ale	20,537,100	32,923,500	Bakery goods	9,721,400	18,384,300
Wine	3,922,600	5,889,900	Cereals	9,217,700	14,587,400
Building materials, equipment and fixtures	3,673,800	5,619,800	Coffee, tea and cocoa	13,730,700	23,419,000
Building materials	548,100	1,217,600	Condiments	3,442,800	6,393,600
Equipment fixtures and systems	1,204,400	2,290,500	Dairy products	8,816,000	14,788,800
Protective coating and finishes	1,921,300	2,111,700	Desserts and dessert ingredients	2,699,800	4,319,800
Confectionery and soft drinks	31,830,400	54,159,800	Flour and baking mixes	900,800	1,901,100
Confectionery	9,628,300	21,031,900	Fruit and vegetable juices	2,105,100	3,354,400
Soft drinks	22,202,100	33,127,900	Fruits and vegetables	4,686,100	7,377,400
Consumer services	2,888,000	3,579,000	Health and dietary foods	199,500	1,220,700

Continues on page 21



Now you can transmit colors which are as true as the rainbow. Because the new CBS Laboratories Automatic Color Corrector* balances colors just as nature does . . . automatically. It automatically adjusts remote feeds from any place in the country so the color is uniform. Automatically corrects the variations that occur when there's a shift from one camera to another or from one setting to another. And it synchronizes color when you change from film to tape. The Automatic Color Corrector is the beautiful way to boost viewer ratings and increase advertising dollars.

*CBS awarded Emmy for engineering achievement

for true and
beautiful color
you only need the
CBS laboratories
color corrector

CBS LABORATORIES

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

How to build a better fish trap.

Twenty years ago, when offshore oil rigs began to dot the Gulf Coast, deep-sea anglers were sure their fishing days were over.

But an odd thing happened.

Instead of frightening away the fish, these structures actually began to attract bigger and better marine life.

At first small fish began to feed on the plant life, plankton and barnacles that attach themselves to the cross beams of these rigs. These smaller fish attracted larger fish to the sites.

In fact, as more and more oil rigs were built, a dozen species of fish showed up in the Gulf that had never been spotted before.

As the oil industry grew, so did successful fishing. Today sports fishing is a huge attraction along the Gulf Coast. And commercial fishing there has grown to over 38% of the nation's total catch.

The fishermen are delighted and so are we. Because we've learned, as we go about our

business of making good products and a fair profit, that there's added satisfaction in doing something more for people. Or fish.

Humble is doing more.

HUMBLE
Oil & Refining Company

	Second quarter 1971	January-June 1971		Second quarter 1971	January-June 1971
Infants' foods	361,400	647,600	Radios, television sets and musical instruments	3,906,900	11,343,200
Meat, poultry and fish	5,230,600	10,174,400	Musical instruments	84,400	202,400
Pasta products and dinners	1,490,400	4,233,100	Recorders and tape recordings	2,850,300	6,696,400
Prepared dinners and dishes	4,184,600	8,346,700	Radios, TV sets, phonographs and recorders	883,300	4,286,200
Salad dressings and mayonnaise	2,998,400	4,316,600	Misc. components and supplies	88,900	158,200
Shortening and oil	3,977,000	8,254,000	Smoking materials	1,410,500	2,459,200
Soups	479,400	1,966,400	Cigarettes	—	—
Sugars, syrups and jellies	871,200	1,726,500	Cigars and tobacco	1,276,400	2,321,900
Misc. food and food products	6,165,300	9,883,700	Misc. smoking materials and accessories	134,100	137,300
Gasoline, lubricants and other fuels	19,627,800	29,779,100	Soaps, cleansers and polishes	30,232,600	53,603,300
Horticulture	3,070,300	3,420,700	Cleansers and polishes	12,319,300	22,206,300
Household equipment and supplies	26,720,600	44,028,300	Laundry preparations	4,708,700	8,796,600
Deodorizers and air fresheners	565,200	989,800	Soaps and detergents	13,204,600	22,600,400
Disinfectants	1,450,300	2,976,000	Sporting goods and toys	8,038,600	14,249,600
Food wraps and foils	4,131,400	6,436,700	Games, toys and hobbycraft	7,165,400	12,617,400
Household paper products	6,710,400	12,795,800	Sporting goods	873,200	1,632,200
Insecticides	2,257,700	2,261,700	Toiletries and toilet goods	38,869,800	70,313,500
Major appliances	6,050,100	8,271,600	Cosmetics and beauty aids	5,151,200	10,434,900
Small appliances and equipment	1,953,200	2,629,900	Dental supplies and mouthwashes	6,722,300	13,298,800
Misc. accessories and supplies	3,602,300	7,666,800	Depilatories and deodorants	3,189,300	5,661,000
Household furnishings	2,795,300	5,343,300	Feminine hygiene products	1,628,900	2,681,000
Floor covering	926,600	1,183,200	Hair products	12,795,700	22,869,400
Furniture	1,355,800	2,470,200	Men's shaving equipment	2,185,400	3,880,100
Household fabrics and finishes	54,100	728,300	Men's toiletries	2,664,000	3,469,400
Misc. household furnishings	458,800	961,600	Toilet soaps	2,410,800	4,232,100
Insurance	4,030,300	7,689,100	Women's shaving equipment	159,900	159,900
Jewelry, optical goods and cameras	2,635,900	3,267,600	Misc. toiletries and toilet goods	1,962,300	3,626,900
Cameras and photographic supplies	2,110,200	2,629,300	Travel, hotels and resorts	13,715,600	22,057,600
Jewelry, watches and optical goods	525,700	638,300	Airlines	11,959,500	19,487,300
Office equipment, stationary and writing supplies	538,900	960,600	Buses	749,800	1,221,000
Pets and pet supplies	9,120,700	16,831,300	Car rental	1,006,300	1,348,100
Publishing and media	4,119,200	8,949,600	Steamships	—	1,200
			Miscellaneous	2,263,100	3,886,900
			Total	\$382,181,700	\$673,641,800

Advertising of, for and by advertising

JWT's Seymour urges an in-house promotional campaign to bolster Madison Avenue's image

Dan Seymour, president of the J. Walter Thompson Co., the world's largest advertising agency, is calling for a massive, major campaign to educate the American public about advertising.

Mr. Seymour, in a keynote address to the Magazine Publishers Association meeting in New York last week during "Magazine Week," stated clearly that he was recommending an action program in face of advertising critics in Washington and among the general public. He noted that "advertising has been described as the last stronghold of true free enterprise. Why then should we not conduct ourselves accordingly in trying to describe and maintain this freedom?"

Mr. Seymour suggested that radio and television join with magazines and other media in the campaign. He said he hoped that it could happen that no evening would pass without a commercial emphasizing "some positive phase of the advertising business" and that every issue of a magazine would contain at least one "fresh, striking, imaginative" ad putting forth this educational or informative facet.

Also asked to join this crusade were agencies. "Let each of the 5,700 American advertising agencies get up and publish or broadcast its own statement of beliefs about advertising in whatever style it prefers, with whatever arguments it likes," Mr. Seymour said.

Mr. Seymour said that this campaign would be apart from the voluntary advertising effort to clean up the industry: "I would like to endorse as strongly as possible the idea and practice of self-regulation, combining the resources of the National Advertising Review Board and the Better Business Bureau." He continued: "We are now all committed to this massive effort to try to clean up our own business, the bad spots, the cheap, unethical and fraudulent sectors of the advertising business." And, "we hope this effort will purge the bad guys forever, but we know only too well that eternal vigilance is the price of no crab grass."

A substantial portion of his speech was devoted to a running commentary on attacks against advertising and on consumerism. He said the advertising community welcomed "true consumerism" but that it did not believe in "a political approach to consumer problems." He said "we do not believe any major American industry is in a massive conspiracy to defraud people. In fact, we know such charges are ridiculous, and it is our duty to say so."

For openers, Mr. Seymour said his speech was made "just before the full weight of the Federal Trade Commission is dumped on us. The Food and Drug Administration is waiting in the wings for their turn. The FCC is always thinking up some exciting little

surprises for us." He said "there are dozens of antibusiness and antiadvertising bills waiting for congressional hearings. And we all know that all around Washington there are any number of strange birds waiting for this pride of lions to walk away from the kill."

Mr. Seymour said, however, that the problem was not simply politics but that "serious people" also were concerned about the ad business. Among examples, he pointed to the new generation which "simply does not accept the advertising business, especially its claims for products supposedly equal in value to other products. They don't accept it because we've never told them why they should."

Mr. Seymour said that, simply put, the propositions regarding advertising are that capital is needed to create jobs for the future (as well as for the here and now) and that business is where capital comes from. And, he said, "advertising is the motivating part of business. Advertising is the dynamic part of the distribution system which spark-plugs all the rest."

Among the antiadvertising critics coming under Mr. Seymour's attention was consumerism's crusader, Ralph Nader. Of the Nader approach, Mr. Seymour said that at first the pattern of thought was something to which one became adjusted and "we learned to live with; we said that it was a good thing: it kept us on the ball: it was a help to the American purchaser. "But the Naderist attacks now go far beyond consumer benefits and consumer protection. Recently, they have had less to do with the housewife and more to do with Sunday-afternoon TV shows and Monday-morning headlines."

Corrective Profile bread ads aired

ITT Continental to spend 25% of budget as result of FTC consent agreement

The handsome woman faces the screen and says, "Hi. I'm Julia Meade, for Profile Bread. And like all mothers, I'm concerned about nutrition and balanced meals. So I'd like to clear up any misunderstandings you may have about Profile Bread from its advertising or even its name."

Thus started last week—in the first group of Profile Bread markets—a new commercial for the ITT Continental Baking Co. bread product, the first "corrective ads" under a settlement agreement between an advertiser and the Federal Trade Commission. The pact was effected last July.

A spokesman for the agency, Ted Bates & Co., New York, said the ads began Monday (Sept. 13) in the first group of Profile markets, and on a staggered schedule would cover all other markets "tied to the ability of each bakery to support the promotion." Eventually some 103 markets will be covered, representing 70% of the product's distribution.

Under agreement with FTC, the baker is placing the corrective advertising "in each and every market" used by Profile, according to the Bates agency. The spokesman said the advertising would continue over a 12-month period, "concluding in late August 1972."

The Julia Meade filmed commercial is a one-minute message and shows two youngsters eating in a typical household scene. Miss Meade continues, "Does Profile have fewer calories than other breads? No, Profile has about the same per ounce as other breads. To be exact, Profile has seven fewer calories per slice. That's because it's sliced thinner."

"But eating Profile will not cause you to lose weight. A reduction of seven calories is insignificant. It's total calories and balanced nutrition that count. And Profile can help you achieve a balanced meal, because it provides protein and B vitamins as well as other nutrients."

"How does my family feel about Profile? Well, my children love Profile sandwiches. My husband likes Profile toast—and I prefer Profile to any other bread. At our house, delicious taste makes Profile a family affair."

In the settlement, Continental agreed to devote 25% of its Profile ad budget for one year to ads designed to offset previous Profile advertising (BROADCASTING, July 5). FTC had charged the baking company (ITT division) with



Delicious taste makes Profile a family affair.

making false weight-reduction claims in the TV commercials and other advertising (BROADCASTING, March 22). The move, FTC said, was a "landmark decision," the first time any company had agreed to a corrective advertising provision of a consent order.

Code board revives hemorrhoid issue

A campaign to reopen the hemorrhoid product advertising issue is under way under the sponsorship of the National Association of Broadcasters' TV code review board, which last week started a mail poll on whether or not such advertising should be accepted for TV broadcast.

The move was ordered by Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman of the code review board, with a postcard survey form mailed to all 404 TV code subscribers asking for a "yes" or "no" to be returned by Sept. 30. Returns will be used as a basis for again considering hemorrhoid advertising on TV at the Dec. 9-10 meeting of the review board in Phoenix.

Earlier this year, the review board recommended that such advertising, properly reviewed by the code authority staff, be made acceptable for TV advertising (previously it had been banned). But last June, the TV board of directors of NAB voted against it.

At present, it is widely known, a number of TV stations are carrying the hemorrhoid advertising, most of them noncode subscribers. Many code subscribers objected to the TV board's action, with H. Ray McGuire, WALA-TV Mobile, Ala., leading the opposition (BROADCASTING, July 26).

National Airlines picks media mix

With total budget up 20%, it buys spot TV, radio in its principal cities

National Airlines will back with almost \$2 million a new spot-TV barrage as part of a \$9.5-million national ad effort that also includes magazines, newspapers and radio.

The campaign will be launched on Oct. 4. The airline will use TV extensively in seven key markets (New York, Miami, Tampa, Fla., New Orleans, Houston, Los Angeles and San Francisco).

Radio will be used in 20 markets, by adding Boston, Philadelphia, Washington, Baltimore, Norfolk, Va., all the major cities in Florida and a number in California. Radio will share with magazines in an expenditure of about \$2.9 million. The commercial length in radio is one-minute.

According to National officials, the over-all budget represents an increase of 20% from last year's. (The airline ad budget is for the fiscal year, June 30 through July 1). Though broadcast gets a substantial share, the biggest chunk—about \$3.8 million—will be in newspapers.

For the campaign, every jet in National's fleet will carry a girl's name boldly emblazoned on the fuselage. Names used will represent the 60 most popular names among the carriers' female employees. Commercials will feature a stewardess who introduces herself and asks the viewer or listener to "fly me." The "personalized approach" in the ads also urge people to call the company by its "first name, National."

National will use 30-second TV commercials mostly for the first month in a selected schedule (and some 60's) and then unleash 10-second station ID's as supplementary, according to F. William Free & Co., New York, the airline's agency. An official with the agency also said last week that buying was still progressing and a firm spot schedule had not yet been set.

Conventions 1972: NBC is covered

NBC-TV was the first to score with an advertiser underwriting of its coverage of the 1972 national political conventions, Gulf Oil, through Young & Rubicam, will sponsor all the coverage as it did in 1968.

NBC said that it would follow the pattern set in previous conventions of gavel-to-gavel coverage.

CBS-TV and ABC-TV said they were

WSOC TELEVISION CHARLOTTE



A rainy day. A home team defeat. A dangerous intersection. Bad news for the Carolinas. Bad news for us.

Because people hold us responsible.

How did we get in such a fix? Why is it when it rains they blame our weatherman, not some other station's?

We asked for it.

We built our news format around some solid facts. A survey that showed what people wanted and needed. Hard news, light news, sports, and then we added some extras. Editorials by a Pulitzer Prize winning cartoonist. Actionline for direct response to viewer problems.

We thought we were capturing Charlotte.

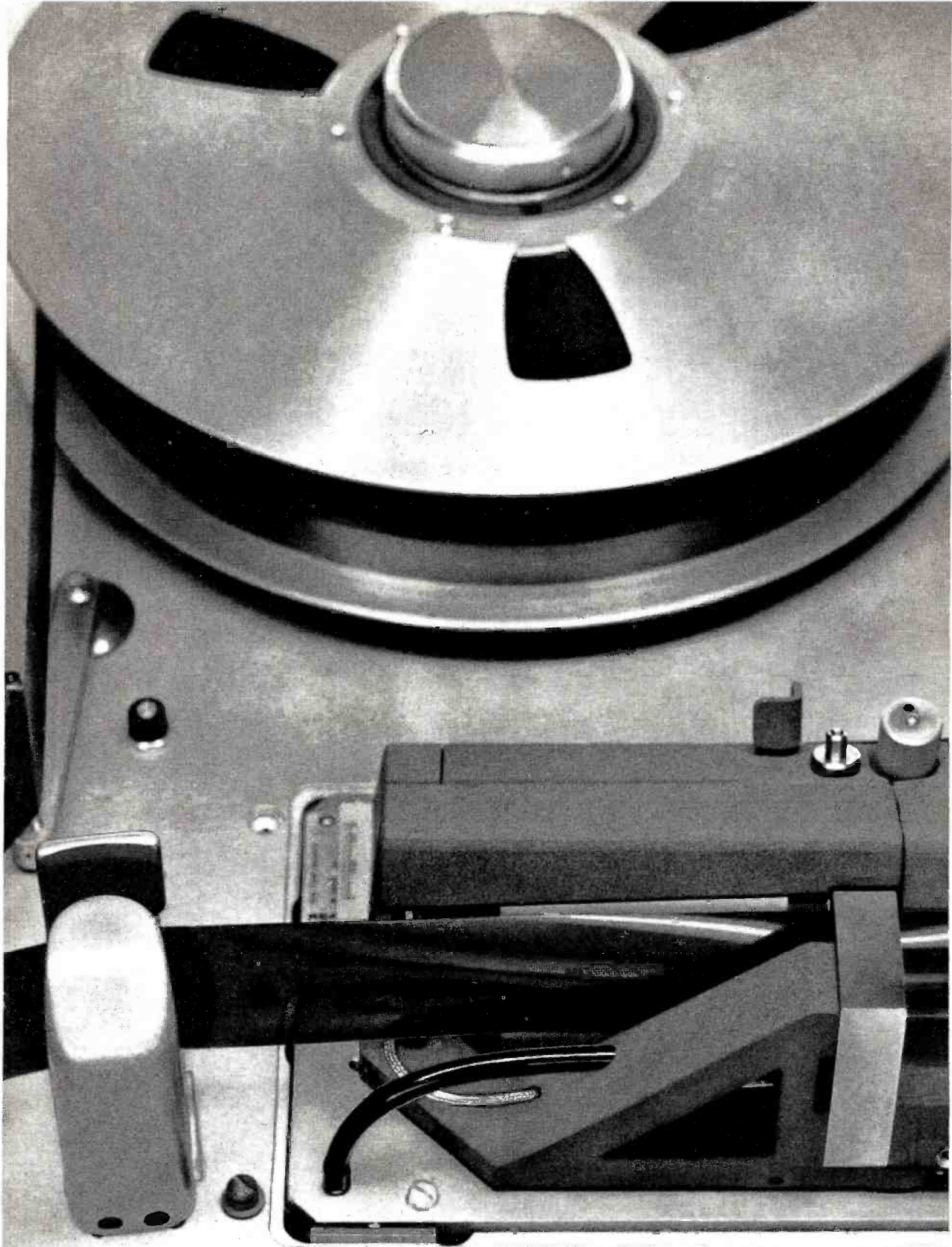
It turned out 3½ million people captured us.



WE'RE HELD RESPONSIBLE!

COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WIIC-TV, Pittsburgh.





RCA proudly announces the failure of its new headwheel at KENI-TV, Alaska.

At 3001 hours. We almost can't believe it ourselves.

When we introduced our new, long-life headwheel, we guaranteed it for 200 hours.

Reports back from the field indicate a general life average of more than 500 hours.

Some 35 users are already members of our 1000-hour club—and that used to be an incredible life for any headwheel.

And then there's that little beauty at KENI in Anchorage, Alaska that recorded beautifully right up to 3001 hours. We reworked it more than a year ago using Alfecon II—our new headwheel material.

What's it all mean? Well, our customers are pleased because they don't have to pay for new headwheels so often.

And there are fewer 11th hour decisions about whether to go into a taping session with a wheel that's nearing the end of its average life.

The new headwheel comes with all RCA VTR's, and, of course, the world's first Cartridge Video Machine, our TCR-100.

RCA is in business to help you get your job done more easily, and with more profit.

Our new headwheel is doing it.

The RCA logo, consisting of the letters 'RCA' in a bold, stylized, sans-serif font.

not yet ready to discuss sponsorship. ABC News spokesmen said, however, that "we will do approximately what we did in 1968, when we innovated the 90-minute film and tape program in prime time presenting the day's proceedings in edited form. And, once again, we'll go live when it is appropriate."

The Democratic convention comes first, opening on July 9 in Miami Beach. The Republican convention is scheduled to start Aug. 21 in San Diego.

The one-night stand and Lincoln-Mercury

Lincoln-Mercury's 1972 model-introduction season opened last Thursday (Sept. 16) with what is believed to be one of the biggest one-night purchases of network-TV participations in prime time ("Closed Circuit," Aug. 30). The effort, placed by its agency, Kenyon & Eckhardt, cost the Ford Motor Division more than \$700,000. And this figure does not include production of commercials, including some used only for that night and which thus cannot be amortized over the year. (These special segments cost a minimum of \$50,000.)

The automaker estimated it used almost 15 minutes of commercial time for its various model cars including Comet, Marquis, Montego and the Continental Mark IV; bought its commercial positions so as to block any competitor from appearing on any prime-time show that night (though one other auto company—Chevrolet—was already there, via its sponsorship in *Nichols* on NBC-TV), and carried through its "cat" (Cougar) theme with the description of announcement day as "the day of the cat."

Purchased were thirty 30-second spots and nine billboards with Lincoln-Mercury sponsoring commercials during eight of nine and a half hours of prime time (*Alias Smith & Jones*, *Longstreet*



Lincoln-Mercury, in producing several demonstration commercials for its new models, blindfolded professional chauffeurs and gave them a ride in a Mercury Marquis. They were asked to compare the ride, according to "smoothness, steadiness and quiet," with a \$34,000 "European limousine"—the testing certified by the Nationwide Consumer Testing Institute. The commercial contains several chauffeur testimonials, asserting that "36 out of 50 chauffeurs [used] rated Mercury's ride superior."

and *Owen Marshall* on ABC; *Flip Wilson* and *Dean Martin* on NBC, *The Bearcats* on CBS, and the movie on CBS).

According to Lincoln-Mercury officials, 50% of its ad budget for the fourth quarter will be in TV and 35% in magazines. The advertiser has a total of 35 minutes purchased in *Monday-Night Football* and two minutes weekly on *Wide World of Sports* in addition to spots on *FBI*, all on ABC. W. Paul Tippet, the division's advertising manager, said he expected Lincoln-Mercury's ad budget to be increased in 1972 because of high sales projections.

ReAppointments

- WKHM(AM) Jackson, Mich.: Pro Time Sales Inc., New York.
- WIBM(AM) Jackson, Mich.: Alan Torbet Associates Inc., New York.

BAR reports: television-network sales as of Aug. 29

CBS \$367,587,700 (37%); NBC \$342,002,800 (35%); ABC \$271,782,200 (28%)*

Day parts	Total minutes week ended Aug. 29	Total dollars week ended Aug. 29	1971 total minutes	1971 total dollars	1970 total dollars
Monday-Friday					
Sign-on-10 a.m.	67	\$ 393,700	2,541	\$ 14,743,200	\$ 16,196,500
Monday-Friday					
10 a.m.-6 p.m.	911	5,424,500	30,629	205,091,300	249,058,800
Saturday-Sunday					
Sign-on-6 p.m.	282	2,063,200	9,316	91,915,600	110,369,500
Monday-Saturday					
6 p.m.-7:30 p.m.	86	1,070,300	3,107	46,241,500	58,190,700
Sunday					
6 p.m.-7:30 p.m.	12	166,800	532	13,535,100	21,075,100
Monday-Sunday					
7:30 p.m.-11 p.m.	434	13,056,300	15,012	566,604,500	690,097,400
Monday-Sunday					
11 p.m.-Sign-off	129	1,278,400	4,324	43,241,500	53,134,300
Total	1,921	\$23,453,200	65,461	\$981,372,700	\$1,198,122,300

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

Tailoring the show to the viewers

FC&B sets out to discover what people want to watch in documentaries

If an advertising agency has clients that may have an overriding interest to sponsor a television documentary, wouldn't it be wise for the agency to touch base with the public and find out just what topics interest them most? Foote, Cone & Belding thinks so. And to do just that, FC&B has authorized a "monthly information service," which in the agency's words can provide "the account, creative and media groups with an efficient vehicle for obtaining information necessary for advertising planning."

The first such research, conducted late in July, was put in report form in August and made public last week. Interviewing was conducted in more than 300 areas over the country with actual fieldwork supervised by the Gallup Organization. The computer runs and analysis were performed by FC&B's research department.

The report bears the ponderous title of "Priorities on Selected Subjects Dealing with Technological Advancement." Involved were personal in-home interviews with adults 18 and over, with a minimum of 1,500 interviews completed, divided about equally between men and women. FCB research said results obtained would appear as a fairly accurate estimate of the "attitudes/behavior of the entire U.S. population."

The study sought to probe a few, limited areas of national needs "to shed a little more light on people's present priorities." To eliminate social and political overtones, people were asked about TV documentary programs that they would be interested in watching, with each of the programs focusing on areas of interest that have been in the news lately. Choices included health, transportation, childhood illnesses, life improved by space discoveries, and protection and security.

The report found that nearly 40% of adult Americans were more concerned with "discoveries permitting a longer and healthier life" than, for example, "discoveries from space exploration that would provide new ways of life." Ranking second were "new scientific methods that will provide greater personal protection and security" (27% of adult Americans); and tied for third and fourth (at 14%) were "medical discoveries affecting childhood illnesses" and "space discoveries," while registering least concern was "more efficient transportation systems" (5%).

GREG GARRISON PRODUCTIONS
PRESENTS

THE GOLDDIGGERS

★ SPONSORED BY CHEVROLET IN THE TOP 50 MARKETS ★



NOW AVAILABLE

NOW AVAILABLE

28 HOUR SHOWS 1968-69-70

10 Shows Starring
Joey Heatherton
Paul Lynde
Frank Sinatra, Jr.



9 Shows Starring
Lou Rawls
Paul Lynde
Gail Martin



9 Shows Starring
Marty Feldman
&
Charles Nelson Reilly

PLUS

22 BRAND NEW HALF HOUR SHOWS

Eddie Albert
Ernest Borgnine
Ruth Buzzi
Sabastian Cabot
Godfrey Cambridge
Vikki Carr
Mike Connors
Bob Crane
James Darren

John Forsythe
George Maharis
Doug McClure
Don Meredith

★ HOSTS ★
Roger Miller

Martin Milner
Bob Newhart
Fess Parker
Lou Rawls with

Charles Nelson Reilly
and
Larry Storch
every week
and hosts of Hollywood
celebrities



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Burbank, California 91505
(213) 849-2471

NBC-TV Films
30 Rockefeller Plaza
New York City, New York
(212) Circle 7-8300

PREMIERE TUESDAY, SEPT. 14th, 10:30 PM ON CBS OWNED AND OPERATED STATIONS

Qualified applause from Chairman Burch

FCC chief is cautiously pleased with efforts in children's programming, but expects more

FCC Chairman Dean Burch was back before the International Radio and Television Society in New York last week, giving the progress report on children's programming he had promised last year. And where a year ago, he noted, he had expressed disappointment over television's plans for children, this year he was able to give "a prognosis of cautious optimism."

The speech, devoted entirely to the subject of children's programming, served to re-emphasize the chairman's interest in the subject. And while he sought to avoid threats of government action, he made it clear that the eye of the government as well as of the public are on the

efforts broadcasters make in that area.

He announced that the commission has decided to "institutionalize" its concern with children's programming by establishing a permanent unit in the Broadcast Bureau. It will be staffed by Elizabeth Roberts, whose background includes service with National Public Radio and the White House Conference on Children, and Alan Pearce, who recently received a doctorate at Indiana University and who had been with Britain's Independent Television Authority ("Closed Circuit," Sept. 13). Dr. Pearce will devote most of his first year at the commission to the economics of children's programming.

"I want to stress," the chairman added, "that this represents just the beginning of a standing commitment."

Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, who had urged the commission to establish such a unit, issued a statement last week praising the commission's action. He called it "extremely encouraging" but said it would not change his plans to hold hearings on children's television.

Chairman Burch noted that the first reports ordered by the surgeon general's advisory committee on the impact of television on child development are being filed (BROADCASTING, Sept. 13)



It has become traditional that the first fall luncheon of the International Radio and Television Society in New York attracts the biggest turnout of broadcast brass of any event of the year—in deference to the also traditional appearance of the FCC chairman. Last Tuesday's luncheon, addressed by Dean Burch, was no exception. Most of those at the four tiers of head tables were presidents or chairmen of their firms. In order (l-r) were:

First tier: John B. Poor, RKO General; James C. Richdale Jr., Corinthian Broadcasting; John W. Kluge, Metromedia; Robert D. Wood, CBS-TV; Thomas S. Murphy, Capital Cities; Elton H. Rule, ABC; Joan Ganz Cooney, Children's Television Workshop; Clair R. McCollough, Steinman Stations; FCC Commissioner Robert E. Lee; Julian Goodman, NBC; Frank Stanton, CBS; FCC Chairman Burch; Max E. Buck, NBC, president of the society; Walter D. Scott, NBC;

Leonard H. Goldenson, ABC; FCC Commissioner Robert T. Bartley; Ward L. Quaal, WGN Continental; John A. Schneider, CBS/Broadcast Group; Marianne Campbell, Avco, president, American Women in Radio and Television; Donald H. McGannon, Westinghouse Broadcasting; Simon B. Siegel, ABC; Don Durgin, NBC-TV; Sam Cook Digges, CBS Radio; James E. Duffy, ABC-TV; John T. Murphy, Avco; James E. Conley, Meredith stations.

Second tier: Fred Thrower, WPX(TV) New York; Richard S. Stakes, Washington Evening Star stations; Irving B. Kahn, Teleprompter; Martin L. Nierman, Pety Co., president, Station Representatives Association; Larry H. Israel, Post-Newsweek Stations; Norman E. (Pete) Cash, Television Bureau of Advertising; Maurice Webster, CBS Radio; Sol Taishoff, BROADCASTING magazine; Edward P. Shurick, H-R Television; Richard W. Chapin, Stuart Stations, chairman,

and said that although it is too early to draw conclusions, "they do tend to confirm our instinctive wisdom." He said television is "a forceful" aspect of a child's environment.

He also disclosed that the FCC and the Federal Trade Commission have initiated a formal liaison agreement under which the two agencies hope to "devise an affirmative regulatory policy that will not undermine the commercial base of our broadcasting system but will protect a uniquely impressionable audience." It is understood that the working arrangement will not be confined to advertising aimed at children.

The chairman mentioned the agreement in citing one of his reasons for stating his optimism about children's programing in the new season is "cautious." He said there is "no room for debate" on the question of the content of commercials aimed at children. "We must crack down hard on the hard-sell that shades off into downright deception and, if anything, err on the side of toughness."

He said the question of the number and frequency of commercials on children's programs is "essentially" a decision for the broadcaster. But he also

suggested that the NAB's code as to permissible "commercial minutes" on Saturday morning should be tightened. The code limits nonbroadcast matter to 16 minutes in nonprime time, to 10 minutes in prime time.

The four or five hours on Saturday morning, the chairman said, are peculiarly the children's time. Adjusting the code accordingly, he said, "would earn you lots of brownie points from grateful parents—and kids, too." He noted that one of the surgeon general's research teams found that, among sixth and 10th graders, 90% were "turned off" by commercials generally—and more than half gave them low ratings as to creditability."

In discussing the basis for his optimism over the prospects for the new season, he ticked off these "favorable indicators":

- Each of the networks has launched a new season, "with a significant number of better ideas in children's programing."

- Multiple owners and independents have beefed up their schedules generally, and are slotting more programs in late afternoon. He also said multiple owners are planning to network their

"flagship children's programs" and, in many cases, are cutting back on commercial time. Broadcasters have been sending him a "deluge" of their plans for the new season.

- The National Association of Broadcaster's new Toy Advertising Code, "teeth and all," is impressive. "It promises to put real limits on super hard-sell commercialism . . ."

He was able to restrain his enthusiasm about the new season because of a number of factors: The networks' "own caution" (some new programs are set for only "short seasons"), the networks' determination to buck heads on Saturday morning with their hottest properties and to slot other new programs in fringe time, and the readiness on the part of broadcasters to leave weekday afternoons as the "preserve of syndicated re-runs, and whatever cartoons are left over from Saturday morning."

He credits the change for the better that he sees in children's programing to a change in the climate of opinion. "Where children's television is concerned," he said, "the machinist's wife from Dayton—Mrs. Middle America in the flesh—has joined the ranks of



National Association of Broadcasters; John W. Macy Jr., Corporation for Public Broadcasting; Richard A. R. Pinkham, Ted Bates & Co.; Vincent T. Wasilewski, NAB; Sol J. Paul, Television/Radio Age; A. Louis Read, WDSU-AM-FM-TV New Orleans; Miles David, Radio Advertising Bureau; Charles F. Dolan, Sterling Communications; Lawrence H. Rogers II, Taft Broadcasting; Barry Zorthian, Time-Life Broadcast.

Third tier: Lester W. Lindow, Association of Maximum Service Telecasters; Richard A. O'Leary, ABC-Owned Television Stations; Frank Shakespeare, United States Information Agency; E. William Henry (former FCC chairman), Management Television Systems; Donald A. Pels, LIN Broadcasting; Arthur A. Watson, NBC Radio; Harold L. Krelstein, Plough Broadcasting; Thomas J. McDermott, N. W. Ayer; Theodore H. Walworth Jr., NBC Television

Stations; Harold L. Neal Jr., ABC-Owned Radio Stations; Mary L. McKenna, Metromedia; Jack R. Howard, Scripps-Howard Broadcasting; Howard S. Meighan, Catalyst Group; D. Thomas Miller, CBS Television Stations; Roy Danish, Television Information Office; John Cannon, National Academy of Television Arts and Sciences.

Fourth tier: Albert Warren, Television Digest; Jack N. Berkman, Rust Craft Broadcasting; Donald R. Quayle, National Public Radio; William O'Shaughnessy, New York Market Radio Broadcasters Association; Egmont Sonderling, Sonderling Broadcasting; W. Russell Barry, CBS-Owned AM Stations; Victor C. Diehm, Mutual; Robert E. Klose, New York State Broadcasters Association; John Gwin, chairman, National Cable Television Association; Hartford N. Gunn Jr., National Educational Television, and Giraud Chester, Goodson-Todman Productions.

the disaffected." They are "fed to the teeth with past performance and [are] not about to settle for mere cosmetics."

And in discussing the nongovernmental influence on public opinion he cited Action for Children's Television, whose petition for rulemaking led to the commission's pending inquiry into children's programming; and Joan Ganz Cooney and her Children's Television Workshop.

"The good ladies of ACT have gone to the core issue," he said. "They are asking, in effect, whether a commercially based broadcasting system is capable of serving up quality programming for an audience so sensitive and malleable as children. Or, by contrast, is there some sense in which 'commercialism' and good educational vibrations are fundamentally inconsistent."

Chairman Burch also chided the networks for what he said was their rejection of the *Sesame Street* idea, and said the use of that show as a standard "for measuring the networks' own efforts" is a classic irony. The network "no" to *Sesame Street*, he added, "must rank along side the decision to go ahead with the Edsel!"

He also said *Sesame Street* and another noncommercial children's program, *Misterogers' Neighborhood*, demonstrate that "quality programming can be fun, that entertainment and instruction are not mutually exclusive, and that given sufficient rein, the television medium can and should take itself with utmost seriousness as an influence on child development."

Those same networks were busy last week themselves over children's programming.

NBC-TV announced that it has set Feb. 14, 1972, as the starting date for its new half-hour, Monday-through-Friday children's program feed to affiliates. The network disclosed in late June that it planned to offer the series to affiliates by means of a special feed, with acceptance and scheduling to be determined by stations (BROADCASTING, Aug. 2). The series will not be available for network sale, but two two-minute positions will be available for local commercials or public service announcements. Stations will pay NBC-TV a program service charge. The educational-entertainment program will be directed to children ages 3 to 6.

Over at ABC-TV, Michael Eisner, vice president, daytime programs for the network, announced that a new series of five-minute informational programs for children will include contemporary music and rhymes in addition to multiplication tables, data, places and facts. He said these films will be repeated frequently on Saturday and Sunday mornings during children's blocs and will be shown at least five times



Burch at IRTS: an encore on a more favorable note

each weekend as the final segments of regularly scheduled programs.

The series has the working title of *Multiplication Is*. The creator and producer is LaRoche, McCaffrey & McCall, New York, and the Bank Street College of Education is consulting on the project. Mr. Eisner said ABC-TV already has ordered seven new *Multiplication Is* episodes from the agency.

An example of the *Multiplication Is* format—a segment in which the number "3" was explored in animation to the accompaniment of contemporary music—was incorporated in the Sept. 2 prime-time preview of ABC-TV's new Saturday-morning *Curiosity Shop* series (BROADCASTING, Sept. 6).

Not directed at the children themselves, but at their parents, CBS's Mike Wallace will dedicate an entire week of *Wallace at Large* programs to children's television on CBS Radio this week. The series begins today (Sept. 20) and includes interviews with CBS producer Norman Wallace, author of "Television's Child;" John O'Conner of the *New York Times*; Evelyn Sarson, Action for Children's Television; Scott Ward of the Marketing Science Institute, and Roy Danish, Television Information Office.

Burch: FCC won't touch Jessel incident

FCC Chairman Dean Burch last week said that a complaint from Representative William R. Harsha (D.-Ohio) concerning an incident on NBC-TV's *Today* show does not raise issues that call for commission action on fairness grounds.

In a letter to Mr. Harsha, the chairman said he shares Mr. Harsha's concern that broadcasting remain "an open media for expression" but stated that there appears to be no basis for FCC intervention in this particular matter.

The incident occurred during an July 30 interview of entertainer George Jessel by NBC News correspondent Edwin Newman. Mr. Newman terminated the

interview after Mr. Jessel made repeated references to the *New York Times* and *Washington Post* as *Pravda*. Mr. Harsha's complaint to the commission, reportedly was encouraged by House Investigations Subcommittee Chairman Harley O. Staggers ("Closed Circuit," Aug. 9). Mr. Harsha referred to the NBC incident as "tacit censorship."

Noting that NBC supported Mr. Newman's action, contending Mr. Jessel's comments "appeared to be verging into possible libelous areas," Mr. Burch said in his letter that a licensee has the responsibility under the Communications Act to make "reasonable judgements as to the programming presented over his facilities."

Name-calling marks ASCAP court hearing

And judge puts off decision on motion to dismiss CBS suit

CBS-TV was charged with acting in bad faith and the American Society of Composers, Authors and Publishers with being anticompetitive in exchanges between their lawyers in a court hearing last week.

The hearing was on a motion filed by four ASCAP members seeking summary dismissal of a suit brought by CBS asking that ASCAP—and also Broadcast Music Inc.—be required to issue a new form of music license under which CBS-TV would pay the music-licensing organizations on a per-use basis, with payments for only the music it actually uses. All TV networks and most other broadcasters traditionally have paid a percentage of their total time sales without regard to how much or how little music they actually used.

Simon H. Rifkind, appearing for the four ASCAP members—and also for ASCAP itself, which he said was now supporting their motion—contended CBS acted in bad faith because its suit accuses ASCAP of price-fixing, conspiracy and operating an illegal pool but does not ask the court to stop any of these alleged practices or to break up ASCAP. CBS's charges are "sham" and "false," he said, and its suit should be dismissed "for the same reason that a \$3 bill is rejected in trade."

Mr. Rifkind claimed that what CBS wants is to set a per-use rate that would be a ceiling for music licensed through ASCAP but then use its position as "probably the largest buyer of music in the world" to try to get even lower rates in direct negotiations with the writers and publishers whose music it wants to use. He estimated that a per-

use cost to CBS might average about \$190 but did not explain how the estimate was derived.

Alan J. Hruska of the New York law firm of Cravath, Swaine & Moore, counsel to CBS, contended that ASCAP is a price-fixing organization "by definition" and that its present licensing system is anticompetitive because it "destroys" competition between ASCAP members in selling rights to their works. With a per-use system and the members free to negotiate individually, he argued, members would be free to charge more than the so-called ceiling.

Judge Morris E. Lasker, however, presiding over the hearing in U.S. Southern District Court in New York, wondered whether it was realistic to think that CBS would pay individual writers and publishers more than it would cost to get their music through ASCAP. Mr. Hruska insisted that copyright owners of music that is in great demand or otherwise needed for TV would be free to rescind ASCAP's authorization to license their works and could demand whatever they thought their music was actually worth.

He said ASCAP's licensing of one to two million compositions gives it "great leverage" in negotiations. In the per-use system CBS envisions, he asserted, program producers and packagers, not CBS, would do most of the individual negotiating with music owners.

Judge Lasker reserved decision on the motion. Legal sources suggested dismissal of such a case without trial would be unusual. Judge Lasker himself noted that if he needed additional information to decide the case he could not grant the motion to dismiss, "no matter how meritorious" it might otherwise be.

Mr. Rifkind's appearance confirmed that his firm—Paul, Weiss, Goldberg, Rifkind, Wharton & Garrison—has replaced Sullivan & Cromwell as ASCAP counsel. Former Ambassador Arthur Dean of the Sullivan firm has represented ASCAP in major actions in recent years, but before that, Mr. Rifkind and his firm were ASCAP counsel.

RNC goes to court over FCC fairness decision

The Republican National Committee last week took its side of the fairness dispute over the Indochina war to court. In a notice of appeal filed with the U.S. Court of Appeals for the District of Columbia, the RNC sought to overturn an FCC ruling last month denying the party's request for time to respond to the ABC-TV program, *Indochina: Another View*, and that the network provide the FCC with any logs and documents that would indicate the time used by ABC-TV for discussion of various viewpoints on the Indochina

issue between Feb. 8 and April 8, 1971 (BROADCASTING, Aug. 23).

The RNC had argued before the commission that the ABC program in question, which presented an interview with six spokesmen of the Democratic National Committee, reflected "partisan views" which called for a response. *Vietnam: Another View* was intended as an attempt by ABC to balance its programming in light of several presidential addresses on the Vietnam war. It was broadcast at the urging of the DNC.

In its action last month, the commission also denied a request from the DNC for time on all three networks to respond to several appearances by President Nixon. The DNC has not said whether litigation will continue.

ProgramNotes

The Martians return ■ The Mercury Theater's 1938 productions of *War of the Worlds* is being offered to radio stations again this year as a Halloween promotion. Longines Symphonette Society, Larchmont, N.Y., has assigned broadcast distribution rights to E. C. Cotter Associates, Northridge, Calif.

'Mr. Wizard' goes north ■ NBC-TV's *Mr. Wizard* science series for young viewers has been bought by the Canadian Broadcasting Corp. for telecasting on the 70 stations of the English-speaking network. The series is shown Saturdays (12 noon-12:30 p.m.).

Did Pastore get million's worth?

The Senate Commerce Committee announced last week that it will hold a hearing Sept. 28 to get a progress report from the surgeon general on his study of TV violence and children.

Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, will preside at the session.

The committee will also hear from FCC Chairman Dean Burch and Federal Trade Commission Chairman Miles W. Kirkpatrick on the activities of their agencies in the area of children's TV. The FCC has set up a permanent office to deal exclusively with the problem (see page 28).

The report by Surgeon General Jesse L. Steinfeld will concern the work of his Scientific Advisory Committee on Television and Social Behavior, which is conducting a study to determine whether crime and violence on TV affect the behavior of the viewing public, particularly children. The final report, budgeted at \$1 million, is due by the end of the year. The committee was created in 1969 at the request of Senator Pastore.

Dr. Steinfeld will be accompanied by the advisory committee's vice chairman, Eli Rubenstein.

The Commerce Committee session will be held in Room 5110, of the New Senate Office Building at 10:30 a.m.



They had their eyes on the money (in the person of Cox Broadcasting Co. President J. Leonard Reinsch) at the conclusion of the rich 10th annual World Series of Golf, at Firestone Country Club, Akron, Ohio, Sept. 11-12. Seated (l-r): Mr. Reinsch, who had just handed Charles Coody, Masters champion, the \$50,000 first money, and Warren Orlick, Professional Golf Association director. Standing (l-r): Thomas Murray, senior vice president Equitable Life Assurance Society; Scotty Brubaker, vice president for advertising and public relations for Firestone, and Bill Ray, Fireman's Fund. Other sponsors for 22 commercial minutes during the two-day event were Texaco, Continental Insurance, Magnavox, Anheuser-Busch (Michelob) and Tally Industries. Over-all prize money for the four participating champions was \$77,500, with gate-receipts from gallery of 8,000 going to Akron charities. Cox Broadcasting conducts the event in association with the PGA, and has a contract with NBC-TV for coverage. Twenty-two minutes were sold for a gross take of approximately \$600,000.

The struggle over broadcast access

It's the name of the game for radio-TV in the 70's; first in a series on the contest and the contestants

In many places they are called coalitions. In Albuquerque, N.M., there is an Alianza. In some cities they are, simply, committees. But the aims of the members are the same: to gain access to the broadcasting media, to help set the agenda for American broadcasting.

The groups are rich in the diversity of America: blacks from the inner city, chicanos and Latinos from the barrios of the Southwest and West, Chinese from San Francisco's Chinatown, groomed WASP housewives from the suburbs and big cities.

All are angry and frustrated. Broadcasting is so pervasive it has become a personal thing to them; they would feel they had a claim on it even if they had never heard that the airwaves belong to the public. And they all *have* heard that. Broadcasting, they seem to feel, is letting them down; it is not serving *their* interests, reflecting *their* needs, expressing *their* points of view.

Stating the case that broadly is, of course, unfair. To a vast majority of the public, broadcasting provides a useful and enjoyable service, as the polls and ratings indicate. And broadcasters—under government as well as public pressure—are increasingly searching out the needs and interests of their communities.

But to a growing number of groups across the country, it is clear, broadcasting is too important to be left to the broadcasters. The groups are determined to make their impact. In the process, they are presenting broadcasters with tough new problems, not the least of which is how to accommodate the demands while serving the mass audience, which is the broadcaster's principal business, and to maintain control over his program service, which is his responsibility as a licensee.

Then, too, there are the gaping holes the courts are opening in the line that broadcasters, with the support of the FCC, have maintained against public intrusion in their decision-making processes. The holes are widened more and more and oftener and oftener by such decisions as the one the U.S. Court of Appeals in Washington recently reached in a case brought by the Business Executives' Move for Vietnam

Peace. The court held that members of the public have a First Amendment right of access to the air.

The pressures are already generating what FCC Chairman Dean Burch has called "profound changes" in the business of broadcasting. And the pressures in turn generate more pressures.

Across the country the complaints are eerily the same. In New Haven, Conn., Margaret Leslie, speaking for blacks, says of television news: "On some shows about housing conditions, a station would do two minutes. They must do more—in a documentary. They should show what it is that prevents the people from fighting back, why their spirit has been destroyed."

Several weeks later and 3,000 miles away, in San Francisco, Loni Ding, a member of the Chinese Media Committee, complains about the way television stations cover Chinatown. "The real thing is how people really live their lives," she says. "Television is not covering that. They come running in here and say, 'Tell me now, quick, what do you think.'" Then, putting herself in the position of the interviewee in the impromptu minidrama, she responds, in the way a resident of Chinatown probably would: "'Who are you? You never asked me a thing before. I don't know you. You don't even speak my language.'"

There is also the matter of image. In Columbus, Ohio, Tony Rocciano, the plain-spoken coordinator of a group of blacks that has filed petitions to deny the license renewals of eight stations (Taft Broadcasting's WTVN-AM-TV and WBUK-FM, the Wolfe family's WBNS-AM-FM-TV and Great Trails Broadcasting's WCOL-AM-FM) makes much of that point. Too many of the blacks on the air in Columbus are to Mr. Rocciano "oreos" (like the cookie, black on the outside, white inside) or "Toms." There is a need for "beautiful black brothers" with whom the young black children can identify.

Diane Watson, of the National Organization for Women, has a similar concern. Miss Watson, who serves on the media committee of NOW's San Francisco chapter, was sitting in a restaurant operated by a company she

serves as personnel director, discussing television. "I feel I'm being derogated by television," she says, "by the news, entertainment and public-affairs shows. By the commercials too. Women are patronized as stupid. No grown woman goes into a paroxysm of delight over a clean floor."

Now hear Rogelio Flores, 30-year-old chairman of a coalition of chicanos in San Jose, Calif. The accent is different, but the rhetoric is familiar. "There are elements of the white community who have no other idea of the Mexican than being a bean-eating, tortilla-bending, slow, lazy individual," says Mr. Flores. It is an idea he thinks television ought to correct.

The kind of access that most groups are seeking involves several things—not including direct control over any part of a station's operation. In that sense the movement is conservative; it seeks to effect change within the system controlled by the broadcaster.

But the groups do want broadcasters to share with them their decision-making power—principally over programming and employment. A proposed policy statement that the Community Coalition for Media Change has submitted to the San Francisco area stations, for instance, would require them to program in a way that reflects "the distinctive desires, tastes, needs, interests and cultures" of the various ethnic groups of the area. Not only that, the coalition said, such broadly reflective programming ought to cover all 14 categories of shows that the FCC cited in a 1960 policy statement as being generally needed to round out a complete service.

And, as indicated in the agreements and policy statements broadcasters in numerous cities have signed, after negotiation with community groups, access involves, principally, news coverage of minority communities, special in-depth programs dealing with problems of particular concern to them (poverty, economic development, for instance) and with special interests (their culture), and the broadcast of their public-service announcements.

In terms of employment, community groups seek jobs for their members in all categories, but particularly as news-



Rocciano

The groups engaged in the controversy over access reflect the diversity in America. Their representatives include Tony Rocciano of a Columbus, Ohio, coalition, who monitors area stations with an elaborate electronic rig; Reies Lopez Tijerina of a chicano group in ...

Tijerina



Wilcher



Rivera ▲

Watson ▼



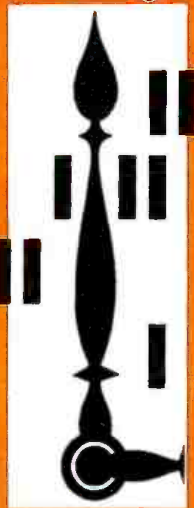
Ding



... Albuquerque (noted for his 1967 courthouse raid); Marcus Garvey Wilcher and Ray Rivera of a Bay Area coalition; Diane Watson of the San Francisco chapter of National Organization for Women, and Loni Ding of the Chinese Media Committee, also in San Francisco.

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men (preferably as on-camera reporters and anchormen), in the public-affairs department and in other, high-level jobs. Often the demand is for proportional representation; if the city's population is, say, 35% chicano, 35% of the station's employes should be chicano. And many of the groups even ask that one or two of their number be elected to boards of directors of the stations.

The groups have a larger aim than simply finding work for their people. They want to place their representatives in positions where they can make their presences—and the groups' purposes—felt. As one Latino put it: "We want to influence the trip."

These desires have been known to station management, of course. Executives at stations where license renewals have been challenged—in Columbus and Albuquerque, for instance—can tick off lists of blacks and Spanish-surnamed employes. The movement, however, stays ahead of the system; its demands get more specific. "We want an equitable representation of black people," says Tony Rocciano, "and black people as we know them. No house niggers. We want folks who have paid their dues." At times, then the minority member who does get on the tube must overcome suspicions that he has been co-opted by the establishment.

Ray Rivera, a member of the San Francisco coalition and a leader in La Raza, one of the coalition's elements, makes it clear that the active recruiting of minority employes by San Francisco stations falls short of his aims. "They recruit from Stanford," he says. "They get some nice, young cat from Stanford. We want someone from the barrio."

Mr. Rivera hopes to supply the talent he says the stations need. He directs Mission Media Arts, a community-developed nonprofit organization that trains barrio youngsters in film making and television production. The coalition is negotiating with the five television stations in the Bay area and with 15 radio stations whose licenses are due for renewal Dec. 1.

Is it impossible for a white reporter to report, say, on developments in the inner city with the professionalism that goes with sensitivity and perception? Can only a black—and a home-grown one, at that—do the job properly? And what of the likelihood that the black's background would impair his ability to do an objective job? These are fair questions. But some blacks and chicanos and Chinese and Latinos seem to feel they have seen too many straight-nosed, blue-eyed reporters talking into a camera about a world that bears little relationship to their own.

The groups have more than rhetoric at their disposal to advance their cause,

of course. And the nonchalance with which some discuss the use of a petition to deny—in the event a particular station proves "unreasonable" in negotiations—would have been difficult to imagine five years ago. Petitions to deny more than 50 license renewals have been filed with the FCC since January 1970, most alleging inadequate program and employment practices.

But denial of a station's license renewal is usually not a group's aim. The filing of a petition is often used as a bargaining ploy, sometimes simply to make a station pay attention. And it can be effective. In Columbus, the coalition members appear to have little hope the commission will deny the license-renewal applications of the stations named in the petitions. But some feel that the pressures they have brought

Reies Lopez Tijerina in Albuquerque:

"In a way I can't blame them [the white owners]. Maybe I would do the same thing if I were in power and the blacks and the Indians or other races were trying to relay a message I knew would destroy or undermine my empire. But still it's my responsibility and it's our constitutional obligation to protest, to speak out, to try to break this cycle, this barrier, this conspiracy."

have had results—that stations in the city are presenting programs of particular interest to blacks. (For their part, the stations have filed extensive responses to the coalition petitions, detailing their contacts with the black community and the programming they promised to serve it.)

Even the threat of a petition to deny can be persuasive, since the burden of preparing a defense—in time and money—is very heavy. Although scores of settlements between groups and stations have been reached in recent years—sometimes, in bunches, as in Atlanta, and in some cities in Texas—only one license-renewal application has undergone a hearing in the few years the movement for access has been underway. The uniqueness of that case may not prevail forever, for the movement shows no sign of abating. Practically

every group extant seems to be monitoring stations, in preparation for the filing of petitions. NOW chapters in New York and Washington as well as San Francisco are in the final stages of a monitoring project. The Columbus Broadcasting Coalition, even while awaiting commission rulings on petitions it filed against the 1970 renewal applications of the eight stations, is said to be monitoring every station in town in preparation for 1973.

The controversy over access has reached this point in less than a decade. The movement began in the early 1960's, with the WLBT(TV) Jackson, Miss., case, which resulted, in 1966, in a court decision establishing the right of citizens to participate in a station's license-renewal proceeding, and in 1969 in a court decision stripping the station of its license because of its failure, in effect, to afford Jackson-area blacks access to the medium. The United Church of Christ, which played a major role in that case, has since helped spread the gospel of WLBT throughout the land, along with the technical expertise needed to implement it (see page 36).

Since those early days of pioneering by the United Church of Christ, other experts have appeared in the movement, and local groups are learning whom to call for help. William Wright, of the Washington-based Black Efforts for Soul in Television, heard about the formation of Mr. Rocciano's Columbus group and offered assistance. Mr. Wright, in turn, recruited Albert Kramer, of the Citizens Communications Center, Washington, for help in preparing the petitions to deny.

"He stayed up three days and three nights doing the work," Tony Rocciano recalls. "Fantastic." Mr. Kramer was also active in San Francisco, briefing the local lawyers who had been recruited to help the coalition there. Where Mr. Kramer doesn't go, there are others. When the president of a coalition of minority groups in Albuquerque was looking for technical assistance in his dealings with local stations, he was told of Jane Goodman, an aide to the Rev. Dr. Everett C. Parker, director of the Office of Communication of the United Church of Christ. Miss Goodman hustled right out to Albuquerque.

Although there is no "conspiracy" among the coalitions and committees, as the National Association of Broadcasters once charged, there is an informal network over which information and assistance are exchanged. Groups keep in touch by telephone and mail, with the national experts on the subject

History of the broadcast access movement is on pages 36 and 37; text continues on page 38

The pool of experts on access

A specialty pioneered by Dr. Parker has attracted young and eager lawyers

It was in Jackson, Miss., in the early 1960's that it started, the struggle over access. Blacks in the area, particularly at Tougaloo College, felt WLBT(TV) and WJTV(TV) were ignoring their interests, presenting only a one-sided, anti-Negro version of the civil-rights controversy and insulting individual members of the black audience.

Other blacks might have let the stations go unchallenged. But the college was associated with the United Church of Christ, which provides some of its funds. And there was a congregation of the United Church on the college campus. The blacks asked the church's Office of Communication in New York for help and got it. "We were aware of the need for a dramatic action to inform the South it was part of the United States, and that the Communications Act applies to it," a church official has since remarked.

The Office of Communication, headed by the Rev. Dr. Everett C. Parker, provided assistance in monitoring the stations, and in April 1964 petitioned the FCC to deny the stations' license-renewal applications (BROADCASTING, April 20, 1964).

The commission denied the petitions, and granted WJTV(TV) and its affiliated station, WSLI(AM), full three-year renewals, on the ground that the licensee, Capitol Broadcasting Co., was taking steps to meet the complaints. WLBT, however, was given a one-year renewal, and Lamar Life Broadcasting Co. was warned to stop its "discriminatory programming patterns" and to abide by the fairness doctrine.

But the decision did not satisfy the United Church of Christ, and it began a historic court fight that led eventually to two strong opinions by the U.S. Court of Appeals in Washington (both written by the present chief justice of the United States, Warren E. Burger), that by 1969 left WLBT stripped of its license and established a new pattern in the relationship between broadcast licensees and the members of their public.

The case did more than establish the right of the public to participate in a station's license-renewal hearing. It did even more than encourage minority groups around the country to assert themselves in broadcast matters at a time when unrest was growing and blacks were becoming more activist. It provided practical lessons in how pressure could be brought, in how the

broadcast establishment could be challenged.

Dr. Parker began making the church's new-found expertise available to any groups requesting it. (He also received funding from the Ford Foundation: last week he received a third grant, of \$100,000, for a total of \$360,000.) Douglas O'Connor, Office of Communication's field director, and Jane Goodman, a strawberry blonde who works part-time for Dr. Parker (she spends the rest of her time in Washington with the United Presbyterian Church's division of mass media), were dispatched to groups that were beginning to form and were requesting aid in dealing with local stations. The groups were tutored in the mysteries of monitoring and the rudiments of FCC procedure. Earle K. Moore, a New York attorney who represented the church in the WLBT case, provided the legal aid. The church has helped some 100 groups over the past two years; it is currently working with groups in eleven communities.

The next major development occurred in 1969. A number of black groups that were aided by the church had filed a petition to deny the license-renewal application of KTAL-TV Texarkana, Tex., because of alleged failure to serve Negro viewer needs. But in June of that year, the groups and the station reached an agreement under which the petition was withdrawn in return for the station's promise to insure equal services to all viewers (BROADCASTING, June 16, 1969). Many of the points simply stated that the station would provide the kind of service any station would be expected to provide routinely.

But there were new elements, too. The station promised to hire two full-time black reporters who were to appear on camera, to make regular announcements that all area stations must consult with all substantial community groups on the area's tastes and needs, and to refrain from pre-empting network programs of particular interest to any substantial group without advance consultation with that group.

For first time, a station had agreed to share some of its sovereignty with the community.

A side issue that is still generating a legal dispute grew out of a second agreement, one under which the station would reimburse the church some \$15,000 for its expenses in helping the blacks. The commission refused to approve the

agreement, and the church has appealed that decision to the courts. The commission itself has expressed concern about such agreements, and intends to conduct an inquiry into the practice (BROADCASTING, Aug. 30).

Meanwhile, the movement was reaching for its next plateau, in Atlanta. Two separate groups of blacks—the local chapter of the National Association for the Advancement of Colored People, headed by Lonnie King, and a coalition of groups headed by the Rev. Joseph Boone, were holding talks with the stations, expressing concern about service.

The two groups joined forces early in 1970, and called on the United Church of Christ for help. They also had heard of Albert Kramer, then recently established in Washington as the Citizens Communications Service, and called him too. He went south, as did Jane Goodman and Earle Moore, and they found that Atlanta blacks were determined to deal with every station in the city, all 28. So Mr. Kramer requested, and obtained from the FCC, an additional 30 days to negotiate with the stations.

In time, statements of policy acceptable to the groups were obtained from 24 stations, and petitions to deny were filed against four (two petitions were later withdrawn when the stations issued acceptable statements). The policy statements dealt generally with programming and employment practices, and with proposals for determining and serving Atlanta's black community.

The effort was massive and required considerable preparation. Local blacks were divided into negotiating teams. Local attorneys were recruited and briefed by Mr. Kramer and assigned to do the necessary research; in addition, each attorney worked with a negotiating team. Nor did the negotiations end there. Mock negotiating sessions were held to—in the words of Joy Thompson, then a member of Mr. King's staff but now associated with the Urban League—"give the negotiators a feel for what they would run into in dealing with that strange animal called station manager."

The techniques developed and refined in Atlanta have been used elsewhere. Mr. King as well as Miss Thompson have been sharing their experience with groups in a number of cities—San Francisco, Dallas, San Antonio and Nashville, among them.

Mr. Kramer, whose public-interest law firm is supported by the Stern Fund (a \$50,000 grant) and the DJB Foundation (a \$30,000 grant) as well as by \$3,500 in royalties from the sale of FCC Commissioner Nicholas Johnson's book "How to Talk Back to Your Television

Set", has applied the lessons learned in Atlanta in other cities—Denver, Detroit, Mobile, Ala., San Francisco, among them. He was also one of the attorneys representing the Business Executives Move for Vietnam Peace, in the case in which the U.S. Court of Appeals held that members of the public have a First Amendment right of access to the airwaves. (Last week CCC moved into new offices, on N Street, that afford a view of the new National Association of Broadcasters building. "Now we look at the NAB when we want inspiration," Mr. Kramer says.)

Early this year, Mr. Kramer demonstrated that the license-renewal application was not the only pressure point community groups could use in seeking access. Petitions to deny the major Triangle Publications Inc.-Capital Cities Broadcasting Co. station transfers were withdrawn in return for an agreement with Capcities that included a unique local-program project. Groups in each of the cities where Capcities was buying television stations—New Haven, Conn., Philadelphia and Fresno, Calif.—were assured a voice in the production of \$1 million of local programming over the next three years.

Another public-interest law firm that has become active in the controversy over access is the Washington-based Stern Community Law Firm, directed by Tracy Westen, a former aide to Nicholas Johnson. The firm, which operates on a \$100,000 grant from the Philip M. Stern Family Fund (which is separate from the Stern Fund), is particularly interested in cases that

could be used to expand the right of access asserted in the BEM case. It has also represented groups in opposing licensee format changes, and, along with Mr. Kramer and the National Citizens Committee for Broadcasting has petitioned the FCC to initiate a rulemaking aimed at permitting the public to inspect the financial reports broadcasters file with the FCC (BROADCASTING, July 26). Mr. Westen is also appealing a commission decision rejecting the request he filed in behalf of a community group in Albuquerque—the Alianza Federal de Pueblos Libres—seeking permission to inspect the financial reports of three

commercial television stations there.

And earlier this month, there emerged a new offspring of the Stern fund that could play a significant role in the access story. It is the Stern Concern, based in Los Angeles, and its function is to bring together the research and informational resources available in Washington with the creative talents in Los Angeles, with the aim being the creation and dissemination of information designed to "hasten the pace of social change." The new agency could become active in creating spots and other programming material community groups might try to place on radio or television.



Bringing cable's access possibilities home to religious and public-service groups last week were two pioneers in the field. Dr. Everett C. Parker (l), head of the Office of Communication of the United Church of Christ, and Earle K. Moore, the office's attorney and counsel, flank (l to r) Clay T. (Tom) Whitehead, director, Office of Telecommunications Policy, Washington, and Theodore Ledbetter, president, Urban Communications Group, Washington.



Among the field workers who are taking the expertise for access to local groups is Jane Goodman, assistant to Dr. Parker and the United Church of Christ campaign.



A gladiator in the access arena is Albert Kramer, director of the Citizens Communications Center, Washington. Among his conquests: a \$1 million commitment for minority programming from Capcities.



And from the staff of Nicholas Johnson, Tracy Westen joined the access struggle. He is interested in expanding the public's First Amendment right to the airwaves.

acting as occasional conduits. They read the business press. (A stack of BROADCASTING copies is kept on a shelf in Mr. Rocciano's living room amid the elaborate electronic gear he maintains to monitor and tape the Columbus stations.) They circulate proposed policy statements among themselves, which is why so many statements read alike. (The agreement signed in Dallas-Fort Worth, assuring minority-group members there of some 60 jobs at five radio and television stations over the next three years, is tacked to a wall at Interracial House, Berkeley, Calif., with the notation, "This is a good one." Interracial House is co-directed by Marcus Garvey Wilcher, co-chairman of the Bay Area Community Coalition for Media Change.)

In all of the publicity the movement has received, one aspect that has attracted little attention is the local talent upon which the groups are able to draw, much of which is of the system born and bred. In San Francisco, Scott Conley is an attorney with the firm of Sedgewick Detert Moran & Arnold, which occupies wood-paneled, richly carpeted offices in the downtown business section. He appears to be in his mid-40's, clean-shaven, well-barbered, neatly tailored. Stating the obvious, he says, "I am establishment." He is also one of about 10 attorneys who have volunteered through the San Francisco Lawyers Committee for Urban Affairs to work with the coalition in its negotiations with the Bay area stations. Marcus Wilcher, with a note of pride, says that the other lawyers are also "establishment," also "over 30."

Why did Mr. Conley volunteer? "I don't like the alternatives that we're facing," he says. "Unless there is an effort on the part of the so-called establishment—that includes its counsel—to assist in resolving the problems in an amicable way, the problems are going to be resolved in a violent way." The lawyers working through the committee for urban affairs, he says, "do not intend to let that happen."

Occasionally, there are experienced hands available. Rev. George C. Conklin Jr., who lives in the Bay area, had served for 10 years as, first, associate director and, then, director of communications for the Northern California Council of Churches. About a year ago, a group of students working under his supervision produced a booklet, "Countdown—September 1971," named for the date on which the California stations were due to file their renewal applications. The booklet was designed to aid residents of the state in participating in the stations license-renewal proceedings. Shortly after it

appeared, Mr. Conklin and Neil Morse, a recent Stanford graduate who was one of the principal authors, were invited to an early organizational meeting of the Community Coalition for Media Change, to offer counsel. Mr. Conklin has stayed on with the coalition helping it organize into a multi-ethnic organization and to deal with the Bay area broadcasters.

But Mr. Morse, who is a conscientious objector serving alternate time with the Northern California Council of Churches, peeled off several months ago to help Mrs. Sally Williams establish the Committee for Children's Television, a San Francisco version of the Boston-originated Action for Children's Television. He had seen Mrs. Williams on a television program in her role as area resource chairman for ACT, and later suggested the formation of a local committee. "I thought there were things we could do," he says now. They are co-chairmen of the committee, which recently filed a report with the FCC critical of the local children's programming output of the Bay area stations (BROADCASTING, Sept. 13).

And the committee, one of whose aims is to "promote good quality, locally produced children's programming that reflects the rich cultural diversity of the San Francisco Bay area," draws on the professional resources of that area for an advisory board that could work with stations in producing such programming. It includes psychologists, educators, child guidance counselors.

One point that emerges in talks with the groups contending with broadcasters is that the movement for access reflects a kind of unity in diversity; it might even be considered, in a sense, bourgeois.

It has, of course, developed at a time of social unrest and out of a readiness on the part of people to question values, to challenge establishments, and to assert rights. But among the groups, there seems to be not a determination to break away from society, but, in their own (sometimes ungentle) way

Tony Rocciano in Columbus:

"People kept saying, 'Use the courts. The courts are your friends.' Then some of us discovered the FCC. There are rulings and things. So we're about it. We're trying to exhaust every means possible before the next step, whatever that is."

to open the door they feel has long been closed to them; to gain respect for their cultures and to assert their own identities. They are unwilling to be submerged in an American melting pot or confined to an ethnic ghetto.

In discussing the question of access, they indicate they want to do more than talk to themselves. They say they want to contribute out of their own background and heritage to the rest of society. Max Carmona, a tall, strapping 53-year-old retired justice of the peace in Albuquerque, is a case in point.

Long active in Mexican-American affairs, Mr. Carmona lives in a modest house on a dirt road near the Santa Fe railroad tracks. The living room, where he greets visitors, is dominated by a color television set, which always seems to be on. Until he resigned early this month to run for local political office, he headed the Coalition for the Enforcement of Equality in Television and Radio, which filed the petitions to deny the license-renewal applications of KGGM-TV and KDEF(AM) (BROADCASTING, Sept. 6). In describing the coalition's aims to a visitor he mentioned that he appears regularly on one of two Spanish-language radio stations in Albuquerque. With two such stations, he was asked, what more do the Spanish-speaking people of Albuquerque need?

He answered with a question of his own: "How many hours would you, an Anglo, spend listening to those stations?"

Marcus Wilcher, an articulate black, complains that all Americans have been taught to think "in terms of Anglo-Saxon superiority." That is changing for the blacks. "We didn't want to learn about African culture. But we have now learned about our culture, and we're saying, 'Hey, man, our culture is beautiful and genuine.' Why in the world would I want to be white when I see what the white man is doing to our world."

In Columbus, Ann Walker, a black woman who is a member of the Columbus Broadcasting Coalition, and who is a producer for the Avco station in Columbus (which was not hit with petitions to deny) and serves as a director of community services for all Avco stations, offers a similar view. In the past, she says to a white interviewer, "we had to play the game your way, and it didn't work. It didn't mean we were not part of the main stream. We are part of the main stream." But the media, she adds, must recognize "they can no longer set the standards for how blacks are going to be portrayed. Black people woke up and realized they were fighting a losing battle trying to play the game your way. We had nothing to be ashamed of—nothing to hide. It was an

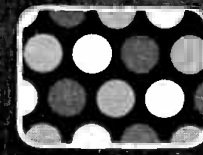


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open acknowledgment of pride in oneself and one's heritage."

The explanation was offered in a general rap session in Tony Rocciano's living room. Other members of the coalition were present, and the talk had been laced with references to white "racism," to the increasing "repressiveness" of American society. At one point, the visitor observed to his host: "You don't seem to have too much confidence in the system, and yet you're using it." (The petitions to deny, in which the coalition was joined by six other groups, accused the eight stations involved of failing to ascertain adequately the needs of blacks in the community, particularly members of "militant" organizations, of failing to provide enough black programming and of discriminating against blacks in their employment practices [BROADCASTING, Sept. 7, 1970].)

"We don't have any choice," he said. "People kept saying, 'Use the courts. The courts are your friends.' Then some of us discovered the FCC. There are rulings and things. So we're about it. We're trying to exhaust every means possible before the next step, whatever that is." He suggested later the "next step" might be an attempt to inform the public that products advertised on the Columbus stations involved in the petitions to deny are marketed by "racists."

In San Francisco, members of the Chinese Media Committee—a member of the community coalition—have a similar complaint. Programs of interest to the Chinese, they say, should be of interest to the whites. Loni Ding says: "We're saying to the industry, 'Open up a little. You might find some interesting things coming in from the whole world out here that you are not concerned with now—except for riots and the Chinese New Year.'"

(But the Chinese also have rather specialized needs, and they seem to be enjoying considerable success in having them met. KTVU[TV], at the time the federal census was being taken, broadcast Cantonese-language announcements aimed at overcoming a natural suspicion of strangers among non-English-speaking Chinese, and explaining the importance of cooperating with the census taker. KPX-TV is preparing to present 65 half-hours of English-language instruction for the Cantonese-speaking Chinese; the shows are being produced by Mrs. Ding. KRON-TV has agreed to present a series of half-hour programs on Chinese history to be produced in cooperation with the media committee. In addition, KGO-TV indicates it will make its facilities available for a series of programs—again in Cantonese—designed to educate the newly arrived Chinese in the simple me-

Margaret Leslie in New Haven:

"On some shows about housing conditions, a station would do two minutes. That's not fair. They must do more—in a documentary. They should show what it is that prevents the people from fighting back, why their spirit has been destroyed."

chanics of getting along in their new environment.)

Occasionally, an existing organization will turn to the petition to deny for help in advancing a particular cause. The Albuquerque-based Alianza Federal de Pueblos Libres was organized for the purpose of recovering vast Spanish land grants throughout the Southwest that it says were guaranteed the inhabitants of Mexican origin under the 1848 treaty ending the Mexican war.

Now it claims the Albuquerque stations are ignoring the land-grant issue, which it says is of interest to the 3,000 member families, or some 30,000 individuals it claims (to the amusement of local station personnel, who estimate the Alianza's strength in the hundreds). It also says the stations discriminate against the Mexican-Americans in their programming, ignoring matters of interest to them, and that their failure to air matters of concern to the Mexican-American community produced the climate in which the riots that wracked the city in June occurred.

The Alianza has filed petitions to deny the renewal applications of two commercial stations—KGGM-TV and KOB-TV—and the local educational outlet, KNME-TV, which was accused of favoring the local educational establishment in the dispute in which it is engaged with the Alianza over the value of education given chicano children (BROADCASTING, Aug. 23).

The third commercial station in the city, KOAT-TV, was not challenged because, according to William L. Higgs, local adviser to the Alianza, it "has just begun" to offer the kind of programming the Alianza had requested. But Max Sklower, the station manager, says: "We've always tried to make the station available to anyone who wants access—except for those advocating force and violence. I've never had a complaint—never."

Officials of KOB-TV and KGGM-TV

deny the charges filed against them, and say their stations cover the Alianza's activities to the extent they are newsworthy. Charles T. Jones Jr., vice president of the New Mexico Broadcasting Co., licensee of KGGM-AM-TV and general manager of the radio station, provides one station executive's perspective:

"The Alianza would have you believe that Mexican-Americans are interested only in the land-grant question. The Mexican-Americans who work for this station aren't remotely interested in that question. I've talked to them. The Alianza would have you believe that the Mexican-Americans are not interested in job opportunities, housing problems, welfare, food costs, the Vietnam war, the economy and the one thousand other things this company deals with in the course of its public-affairs programming. This is obviously ridiculous. The Mexican-Americans are as interested in these things as other Americans."

The Alianza's founder and first president was Reies Lopez Tijerina, who is the closest approximation of a Robin Hood on display in the Southwest, or anywhere else in the country. He gained nationwide notoriety four years ago as a result of the "courthouse raid" in rural Tierra Amarilla—a shootout that occurred when the local sheriff tried to block a meeting of the Alianza. Mr. Tijerina has yet to be convicted of charges stemming from that episode, but he was imprisoned for two years after a subsequent incident in which he was said to have assaulted U.S. forest rangers.

Mr. Tijerina was paroled in July, and the conditions of his parole prevent his holding office in the Alianza. But he still lives in an apartment in the rambling, one-time meat-storage plant that serves as the Alianza headquarters and social center, in the "valley," the Mexican-American section of town, and he does not cut himself off from matters that interest the Alianza.

He is in his early 40's, slim and intense, with light skin and gray eyes, and a considerable gift for oratory. Representatives of two of the stations challenged by the Alianza pay Mr. Tijerina's talent tribute in what, perhaps unintentionally, is a left-handed way. The manager of one station agreed that Mr. Tijerina is impressive, "like Castro." And a newsmen at another outlet said Tijerina "had a gift for gab; he's like Hitler, the way he can hold your attention in a foreign language."

Speaking of the petitions the Alianza has filed against the three stations, Mr. Tijerina, like some blacks, said he sees "blood"—that is, race—as the barrier the chicanos must overcome if they are to present their message to the public.

"In a way, I can't blame them," he says of the white owners of the local media. "Maybe I would do the same thing if I were in power and the blacks and the Indians or other races were trying to relay a message I knew would destroy or undermine my own empire. But still it's my responsibility and it's our constitutional obligation to protest, to speak out, to try to break this cycle, this barrier, this conspiracy."

But he appears to be ambivalent about the petitions. He disassociated himself from them, noting that he had been in prison until about a month before they were filed. He did not know whether the Alianza would have petitioned if he had been on hand, but he did think it would be "a good starting point" for the Alianza to discuss its problems with the stations.

Mr. Higgs, a 1958 graduate of Harvard law school who serves as the Alianza's full-time adviser, is himself of considerable interest to Albuquerque. The *Albuquerque Journal* did a three-part series on him two years ago, relating his background as a native of Greenville, Miss., who had been convicted in Jackson, Miss., in the early 1960's of a morals charge (which he says was trumped up) and disbarred, and had fled north, to Washington.

Mr. Higgs, a tall, strapping blond who goes about in an open-neck shirt, slacks and sandals, confirms the essentials of the story, including the report that he left the state and didn't return to face trial because he was in fear of his life. He had been active in civil-rights work in Jackson. James Meredith, who broke the color barrier at Ol' Miss, was a client.

Mr. Higgs's emergence as a figure in the access story in a sense brings it full circle. In Jackson, Miss., he had worked with the Rev. L. T. Smith who, in an unsuccessful campaign for the Democratic nomination for Congress in 1962, sought—without success—to buy time on WLBT(TV) Jackson. Mr. Higgs filed some of the early complaints against the station with the commission, and Mr. Smith was one of the complainants in the suit later brought by the United Church of Christ that broke open the access controversy.

Mr. Higgs, who says he prepared the petitions to deny the licenses of the Albuquerque stations after discussing the matter with the Alianza's executive committee, sees a similarity between the Jackson and Albuquerque cases. "The tube has failed the Anglos and the chicanos abysmally," he says. "What happens here will affect the country just as in Jackson, Miss. You have to go all out to do the damage these stations did in keeping the message off the air." This last was a reference to the allegations that the Albuquerque

Loni Ding in San Francisco:

"The real thing is how people really live their lives. Television is not covering that. They come running in here and say, 'Tell me now, quick, what do you think?' [To which her fellow Chinese might respond] 'Who are you? You never asked me a thing before. I don't know you. You don't even speak my language.'"

riots were an expression of resentment against the silence on Mexican-American affairs.

At this point in time, the movement for access by community groups is moving in different ways. Margaret Leslie, in New Haven, for instance, is a member of the advisory committee being set up under the unprecedented agreement Capital Cities Broadcasting reached with community representatives in the three cities in which it

purchased television stations from Triangle Publications (WNHC-TV New Haven, WFIL-TV Philadelphia and KFRE-TV Fresno, Calif.). Committees in each of the cities will have a considerable voice in how Capcities spends \$1 million over the next three years on programming designed to meet minority needs (BROADCASTING, Jan. 11).

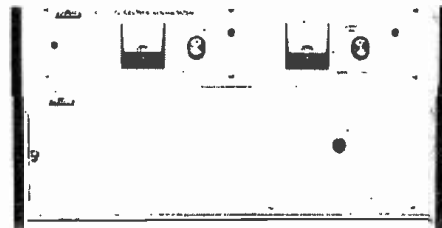
Loni Ding and the Chinese Media Committee, in San Francisco, are working closely with stations there in preparing programs of interest to the Chinese community. In Dallas-Fort Worth, San Antonio, Tex., and other cities citizen groups are negotiating agreements that will give them larger roles in decision-making at local stations.

But there come times when the excitement wears off. In Atlanta, where some 24 stations in April 1970 adopted agreements with black groups on the kind of service they would provide, one of the workers who participated in the effort is less than satisfied with the results.

Joy Thompson, on the staff of the Urban League in Atlanta, said recently that the service "is back to normal—it's white." She conceded that some progress had been made, depending on how it is measured. "But the stations did not follow through."

She said she and others who worked

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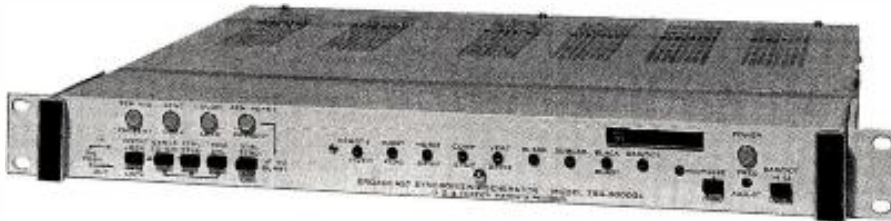
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on the station project in 1970 have not had the time to "dog" the stations which, she said, is what is required. But, she added, "I hope we can get back into the broadcasting matter prior to the next renewal."

(Part I of BROADCASTING's special report on "The Struggle Over Access" was written by Senior Correspondent Leonard Zeidenberg. Part II will appear next week.)

Whitehead on access: cable as common carrier

The high-level administration committee that is preparing recommendations for President Nixon on long-range CATV policy appears to be moving toward a proposal that CATV be regulated as some form of common carrier. The aim would be to assure public access to the new medium without the controversy and government regulation the question of access currently entails in broadcasting.

Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy and chairman of the special committee, indicated as much in his speech at the cable television seminar sponsored in New York last week by the United Church of Christ's Office of Communication (see page 53).

He said cable television's real importance lies "not in the innovative new services, but rather in the rare opportunity to structure a basic reform in our public policy approach to mass communications."

And while he did not use the term common carrier, that, or something like it, was the kind of system he appeared to have in mind. He said an effort should be made to avoid the mistakes that are "all too apparent in current television regulations"—specifically, "the creation of either a private or public power to control content in the new medium."

He said "the stultifying trend of implicit censorship and bureaucratic fairness" can be removed and the cost of access to the people "significantly reduced."

The creation of an industry which is economically dependent on commercial sponsors should also be avoided, he said. He said this could be done by permitting both advertisers and viewers to make effective demands in the marketplace for programming—"by allowing in addition to advertiser-supported programming, pay-by-channel and pay-by-program subscription both at the programming end and the viewing end." He said that "the public-interest program has to be economically self-sufficient."

He said the present procedures for providing a public access to the airwaves are "awkward, expensive, uncertain," and lead to "lengthy license challenges or fairness-doctrine cases—which by their very nature make adversaries of the licensee and the challenger."

Mr. Whitehead's speech appeared to confirm reports that the administration committee—composed of three cabinet officers and three top White House assistants—has been considering proposing some form of common-carrier regulation for cable television. However, one question apparently not resolved is whether or to what degree rates would be regulated. As a result, a new phrase, "public carrier," has been heard in connection with the type of system the committee is considering.

Mr. Whitehead has in the past expressed concern over the manner in which government regulates programming to assure fairness. In a speech in December, he said the dangers to free speech that he saw in such regulation might be eliminated if a way could be found to assure the public access to the media (BROADCASTING, Dec. 21, 1970). With the administration committee scheduled to submit its recommendations to President Nixon by Oct. 1, it appears that he is persuaded that CATV is the way to assure that access to the public.

Broadcast Journalism

A daring, inside story at Attica

Broadcast newsmen, at request of rebel inmates, cover and participate in negotiations during siege

Television and radio news played a rare but taut and risky role in the prison uprising that cost the lives of at least 42 men at the Attica (N.Y.) Correctional Facility early last week, with a handful of broadcast newsmen sharing much of the four-day tension inside the prison.

Two black cameramen from WGR-TV Buffalo and the news director and one-man news staff of WUFO(AM) Amherst, a black-oriented station in the Buffalo suburbs, were in effect members of an unofficial "observers committee" that tried for four days to prevent the bloodshed that finally came when 1,000 state troopers, deputies and guards stormed the inmates and retook the prison Monday morning (Aug. 13).

Two other WGR-TV staff men were

inside the prison—at the demand of the prisoners and filming developments in the increasingly tense confrontation—for much of the time preceding the Monday-morning attack, and several other broadcast newsmen rotated service inside the walls as members of a TV-radio news pool.

The TV networks had their own crews on the scene, throughout, generally working closely with the newsmen of their affiliated stations, NBC News with WGR-TV, CBS News with WBEN-TV, ABC News with WKBW-TV.

WGR-TV said that in addition to making its coverage available to all local stations and all networks, it fed material to the Canadian Broadcasting Corp. WBEN-TV said it fed BBC and UPITN

as well as CBS-TV.

NBC expanded its early-evening news to an hour on Monday, the day the uprising was put down, with the first half devoted to the Attica tragedy. The next morning its *Today* show spent an hour on the story, including an interview by Paul Cunningham with WGR-TV's Roland Barnes in WGR's studios, showing some of the Barnes films, and a panel discussion, moderated by Mr. Cunningham, with members of the observation team who had worked inside Attica.

A complete list of pool participants could not be obtained with certainty in the aftermath of exhaustion that was still evident in Buffalo newsrooms last week: for those who had been closest to the Attica coverage, the days and events

in many cases were beginning to run together, and their accounts sometimes conflicted in some details. But among those serving as pool representatives inside the beleaguered prison at one time

or another were CBS News cameraman Bert Miles, CBS News reporter Gary Shepard, WBEN-TV Buffalo cameraman Ray Swann, and Cliff Preisigki, a Buffalo freelancer working for CBS News.

The pool members were chosen by lot from day to day.

Either by persistence or luck, Terry Johnson, chief cameraman for WGR-TV, apparently was the first broadcast newsman to gain admittance to the prison. After the prisoners seized control in an uprising Thursday morning (Sept. 9), he and Stewart Dan, a reporter, had been dispatched to the scene by WGR-TV news director Sidney Hayman, and after filming outside events he was at the gates, insisting on admittance, when the prisoners sent word that they wanted a TV cameraman to show what was going on inside. Handy, cameraman Johnson got the call. He insisted he needed a reporter and additional equipment, and that got reporter Dan in.

Myron Yancey, news director of black-oriented WUFO, who explained later that he "had known some of the brothers" in Attica and that they, predominantly black, had wanted coverage by the black media, went in with the WGR-TV team. Tom Wicker of the *New York Times* and Bill Buyer of the *Buffalo Evening News* were admitted at the same time.

Under close escort by the prisoners' security force, the WGR-TV newsmen filmed scenes of guards and other spots that the prisoners wanted shown, were taken to where some 30 hostages were being held blindfolded and in prison clothes, and allowed to interview some of the hostages as well as two of the prisoners. They also filmed the first negotiating session, in which the prisoners' demands were read, and the response of prison authorities including the signing of a document granting the inmates administrative but not complete amnesty.

In all, Mr. Johnson said, he shot two magazines of film—all he had. The prisoners sent out for more, but it did not arrive in time for further shooting before the group had to leave for the night.

While the TV team was at work, WUFO's Mr. Yancey, a 26-year-old black who said he is currently the daytime station's entire news department, was sitting in on the negotiating session, talking with inmates and, in his words, "browsing around."

After that session broke up early Thursday evening, Messrs. Johnson and Dan were able to get back to Buffalo in time to get a short segment of Attica film into WGR-TV's 11 p.m. news, followed by a half-hour special with 25 minutes of their inside-Attica coverage at 11:30 p.m. They pool-fed the WGR-TV film to all three networks and local stations.

Mr. Yancey, meanwhile, played a one-hour tape of the Thursday negotiation session on WUFO the next day (Friday) and was also back in the prison



Pooling resources. Members of the TV-radio news pool who made news by covering it witnessed the above panorama during the weekend uprising at Attica prison. When prisoners seized control of the facility Thursday morning a steady stream of security guards poured in (top left). Newsmen were allowed to cover the initial negotiations (top right) between inmates and prison authorities, which broke down when Russell Oswald, state correction commissioner (lower left), refused to meet the prisoners' demands and ordered guards in to end the take-over and release the hostages (lower right). Below, a panel of the interested and involved met on the David Frost Show to examine the weekend past and reflect on repercussions. They included (l-r): Mr. Frost; Samuel Leibowitz, retired New York supreme court judge; Leo Zefferetti, head of the Correction Officers Benevolent Association; Daniel Zemann, New York City correction officer; Al Cruz, ex-Attica inmate; Mario Procaccino, former judge, and Clarence E. Jones, publisher, Amsterdam News.



on Friday, taping further developments. Much of his coverage went into his station's regular newscasts, five minutes scheduled twice an hour, but also presented another hour—including his coverage of the Monday assault—in last Tuesday's *Rap 71*, a one-hour talk show he conducts daily Monday through Friday.

When newsmen Johnson and Dan, both white, left the prison on Thursday night, WGR-TV sent two black cameramen, Roland Barnes, 22, and Jay Lemarche, 26, to replace them. WGR-TV officials credit Ted Albert, a producer for NBC in Chicago, with a big voice in helping to persuade prison officials to let the Barnes-Lemarche team in. Once in, Mr. Barnes stayed overnight and on—and later was credited with probably having spent more time with the prisoners than any other person.

Mr. Lemarche left the prison late Thursday night to take film back to the station but was back the next day with Mr. Dan and, with him, stayed in the negotiations from 11 a.m. to 11 p.m. Friday. At one point the prisoners refused to resume negotiations until Mr. Dan, who had been kept away by prison authorities, was allowed to join Mr. Lemarche at the session.

In addition to the half-hour special on Thursday night, WGR-TV carried a half-hour again on Monday at 11:30 p.m. The newsmen also fed live reports by two-way radio and telephone to WGR-AM, and their coverage provided inserts for regular newscasts on both radio and TV—and on all three TV networks.

Buffalo's other commercial stations had to rely for inside-the-walls coverage on WGR-TV—and later on a pool that prison authorities agreed to let in after all media put up a howl when the first few newsmen were admitted in response to the prisoners' demand for media coverage—but they also provided extensive coverage of their own of development outside the prison.

WBEN-TV also claimed some exclusive coverage from within—films made a few weeks ago when, according to news director Bernard Rotman, WBEN-TV was the only station that sent a film crew in response to an invitation to Buffalo-area media to inspect the Attica facilities. WBEN-TV had filmed a two-part series at that time, and that material formed the basis of the station's first major report on the uprising when it occurred on Thursday.

Their own aerial shots, ground shots, interviews with major figures entering or leaving were mixed in with the WGR-TV and pool coverage by both WBEN-TV and WKBN-TV.

WBEN-TV had a cameraman, Ray Swann, chosen by lot as a member of the first day's pool—but the pool group

that day was not allowed to get beyond the outside wall of the compound where the prisoners had taken control. The next day, Friday, the pool was luckier, and Bert Miles of CBS News, the TV representative that day, got shots of the negotiations and interviews with hostages "and a lot of other great stuff," according to WBEN-TV's Mr. Rotman.

Mr. Rotman said the combination of WBEN-TV's own coverage, WGR-TV's and the pool enabled his station to keep up to date with bulletins and extensive regular-newscast inserts throughout the period. By coincidence, WBEN-TV's 6 p.m. newscast was scheduled to be—and was—lengthened to an hour last Monday with the start of the new fall season, which permitted even fuller coverage including live interviews that night and in follow-up reports later in the week. *Contact*, a one-hour morning call-in program, presented one of the first mediators in the Attica uprising last Tuesday and was allowed to run an extra 30 minutes. Another public figure close to the tragedy, but with another point of view, was featured the next day.

WKBW-TV also had its own crews on the scene at Attica, expanded its normal newscasts and "pushed everything aside" for the riot coverage, according to Irv Weinstein, news director, and on Monday night presented a half-hour special that included interviews with two men who had been held hostage and discussions with a panel that included Jim McLaughlin, news director of WKBN-AM, and John Johnson of ABC Radio News.

CBS-TV presented a half-hour special, *The Tragedy at Attica*, at 11:30 p.m. EDT Monday with John Hart as anchorman and interviews conducted by correspondents Robert Schakne in Attica, David Culhane in New York and Bob Schieffer in Washington. CBS News also scheduled a special study, "After Attica," on its "60 Minutes" CBS-TV program yesterday (Sept. 19).

ABC-TV presented a special report, anchored by Harry Reasoner, from 10:47 p.m. (following the network's Monday-night movie) until 11, that included interviews and film clips from on-scene coverage with a report by correspondent David Snell.

David Frost presented a 90-minute live show on WNEW-TV New York Monday night, featuring discussions by a panel that ranged from a former New York supreme court judge and current state officials to a former Attica inmate, that was taped for later presentation on other stations as part of his nightly Group W syndicated series.

In New York, two Negro-oriented radio stations presented on-going reports plus specials. WLIB(AM) was fed

most of its coverage by WUFO and a reporter from the *Amsterdam News*, a black newspaper in New York, and presented special broadcasts on Saturday and Sunday. WWRL(AM) officials also reported they received hundreds of calls when they opened their telephone lines to the public for discussion on Monday. The station also presented a special broadcast Wednesday night.

Among the radio networks, CBS Radio had three newsmen at the scene and presented coverage in regular newscasts and 35 special one-minute reports during the crisis days.

NBC Radio had two newsmen filing reports from the scene, and ABC Radio received reports from a five-man ABC News team covering for both radio and television. Mutual coverage included interviews conducted by a former Leavenworth Federal Penitentiary prisoner as well as regular and special reports.

UPI Audio network, set up lines linking its Buffalo and New York bureaus and WKBW(AM) Buffalo, WHAM(AM) Rochester and WBTA(AM) Batavia, N.Y., and set up headquarters in a guard's house near the prison for its own and the three stations' reporters.

AP broadcast wires fed frequent reports from AP reporters on the scene.

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Is 'newsman's privilege' nonexistent?

Justice Department says so but adds that Congress should decide the issue

Does the so-called "newsman's privilege" to refuse to reveal before judicial bodies information given him in confidence fall within the protective confines of the First Amendment? The Department of Justice, which has in the past few years vehemently argued to the negative, last week asked the Supreme Court to affirm two lower court rulings that it does not. Further, the agency

said, it is a matter for Congress—not the courts—to decide whether immunity against court scrutiny in criminal cases should be extended to journalists.

The department's assertions came in a friend of the court brief filed with the Supreme Court last Monday (Sept. 13), in connection with two journalists' appeals of rulings that they must offer testimony in grand jury investigations

of matters which they witnessed in the course of their newsgathering duties.

One of the appellants is Paul Pappas, newsman at WTEV(TV) New Bedford, Mass., who had refused to disclose to a Massachusetts grand jury what he saw inside an alleged Black Panther headquarters during racial disturbances in New Bedford. Mr. Pappas was granted admittance to the building by the militant black organization provided that he not disclose what he witnessed inside unless a police raid occurred.

The other journalist involved is Paul M. Branzburg, a reporter with the *Louisville (Ky.) Courier-Journal*, who published interviews with alleged marijuana and hashish dealers and then refused to disclose the names of these individuals before a grand jury. The two cases will be heard before the Supreme Court later this fall along with a Justice Department appeal of a November 1970, San Francisco federal appeals court decision that *New York Times* reporter Earl Caldwell could not be compelled to enter a courtroom to testify about Panther activities. Justice filed the appeal last December.

The crux of Justice's argument last week, in a document filed by U.S. Solicitor General Erwin N. Griswold, was that "... despite the efforts of respected news reporters in affidavits carefully prepared for the Caldwell case, to suggest that failure to recognize [news-men's] claimed privilege as implicit in the First Amendment will result in the demise of a free press, the fact remains that the newsgathering process has functioned effectively in this country for almost two hundred years without benefit of the special protections sought in these cases." Classically and constitutionally, Justice claimed, the only individuals afforded such protections by federal legislation are the wives of defendants and their attorneys. Newsman's privilege in this area, Justice said, simply does not exist at present. While newsmen, as well as other citizens, may avoid personal incrimination in criminal activities by exercising rights insured by the Fifth Amendment, Justice said, "whether other privileges should exist is a matter to be decided by regular legislative means on the basis of normal debate and full consideration of competing values that regularly enter into legislation." If, after consideration, it is found that "circumstances justify recognition of a broader scope," Justice said, the determination should be made by Congress.

The department made note of the fact that throughout the course of history of American journalism, a great deal of information gathered by reporters has been obtained on a confidential basis. Indeed, it acknowledged, it is plausible that the sources of information would



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have never corresponded with the reporter had they not been assured of confidence. And despite the fact that such sources of information are faced with the possibility that their disclosures might some day be the object of a judicial investigation, Justice said, "the flow of confidential information to the media has increased significantly over the years."

But the agency also acknowledged

that the "area of potential clash" between the news media and law-enforcement officials is a narrow one—limited, largely, to cases in which reporters are witnesses to criminal activities. Nevertheless, it contended, recognition of court immunity in this area "cannot be adequately answered by such broad phrases [attributed to various segments of the news media] as 'the right to gather news'."

Newsmen are claiming, the department said, not only the right to gather news, but "the right to withhold news on the basis of promises that they, in their sole discretion, made to their informants. This is not so clearly desirable nor so clearly necessary to effective news reporting that the court should recognize the position of the news media as a matter of constitutional right."

TheMedia

Freeze guidelines firming up

First choose base period; then advertising prices for same program or same segment

The Cost of Living Council last week issued the first of what is expected to be a series of specific rulings on the application of the wage/price freeze to the communications industry.

Council guidelines issued on Sept. 13 indicate that broadcasters have two choices in selecting ceiling prices for programing during the freeze: Prices may be either those obtained for the same program during the base period, or for the same time segment (day and hour) during the base period.

Whichever option is selected, a broadcaster must be consistent in application. He must base his ceiling prices during the freeze on but one of the criteria.

Previous policy statements by the council also will have a bearing on the prices established by broadcasters for fall positions.

Seasonality is a key issue. It applies to most television operations and a few radio stations. CLC policy statements indicated that a business is seasonal if prices during the past three years have increased at a specific, identifiable point in time, such as "previously planned introduction of new models or new television programs" (BROADCASTING, Sept. 6).

Once seasonality is determined, a broadcaster has three choices of base periods upon which to base his freeze prices: the statutory base period (30 days prior to Aug. 15); the period from the introduction of the new product or service in fall, 1970 through Nov. 13 of that year, or the average price obtained for his product or service on May 25, 1970, the date of passage of the Economic Stabilization Act of 1970 under which President Nixon imposed the freeze.

The council also ruled at the same

time that seasonal businesses may adjust prices upward during the freeze if it can be demonstrated that such a practice has been in effect for the past three years. In other words, CLC recognizes the changing value of broadcast time as the ratings indicate changing audiences for the programs aired.

Again, whichever base period is selected by seasonal broadcasters, it must be consistently applied in setting prices.

Another key CLC ruling deals with new products and services. "Substantially different" from other products or

From the horse's mouth

Following is the text of the long-anticipated specific ruling from the Cost of Living Council detailing the effect of the wage/price freeze on broadcast advertising (issued Sept. 13):

"TV/radio advertising: Ceiling prices for television and radio advertising charges may be determined on the basis of (a) the rates charged for the same program shown during the base period, or (b) the rates charged for the same time segment (day and time) during the base period. However, each seller must calculate the ceiling price for all his programs on the same basis.

"Several earlier rulings made by the council may have important applications in the broadcasting industry. First, the seasonality ruling may be applicable in some situations. Second, established formulas that provide for adjustments to advertising rates based on audience ratings may continue to be used as in the base period. Third, ceiling prices for advertising rates on new programs are to be established per the council's ruling on new products and services."

resulting in substantially different outcomes when used are the criteria (BROADCASTING, Sept. 13).

If broadcasters consider some fall programing "new", then prices must be established by applying to the new programs the same percentage mark-up applied to new programs in whichever of the three base periods he selects. For example, if the *Flip Wilson Show* was offered in fall 1970 at a price 10% higher than a similar show in fall 1969, the broadcaster can then ask 10% more during the freeze than during the base period for a similar new show.

These and other difficult decisions

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Congress was no sooner back in session when broadcasters resumed their regular visits to the congressmen and senators. Last week on Sept. 13 and 14, a six-member delegation of the Illinois Broadcasters Association spent a whirlwind 48 hours meeting with and discussing broadcasting matters with their state delegation in Congress. Thrust of the discussion was that Congress, not the FCC or the courts, should establish broadcast policy, particularly in such currently touchy areas as license renewals, cable TV, political spending and the FCC's one-to-a-customer policy.

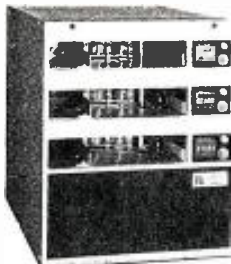
The group met privately with Illinois Representatives William L. Springer (R), ranking minority member of the House Commerce Committee, and Charlotte T. Reid (R), who becomes an FCC commissioner next month. It also visited Senator Adlai Stevenson 3d (D-Ill.), and had lunch with

Illinois-native FCC General Counsel (and commission aspirant) Richard E. Wiley.

On the second day of the IBA Washington visit, a breakfast meeting, pictured at left, took place. Among those present were (l to r): James G. Hanlon, vice president of WGN Continental Broadcasting Co., a past IBA president; Ralph Vinovich, aide to Representative Robert H. Michel (R-Ill.); A. F. Sorenson, WKRS(AM) Waukegan, and Illinois Representatives Harold R. Collier (R), Roman C. Pucinski (D) and Ralph N. Metcalfe (D).

Later that evening (pictured at right) at an IBA reception were (l to r): Hollis Seavey, National Association of Broadcasters; Mr. Sorenson; Representative Leslie C. Arends (R-Ill.), who is the minority whip in the House, and Howard H. Frederick, WIRL-TV Peoria, the current president of IBA.

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must be made by broadcasters themselves, and must be justifiable to the CLC through maintenance of complete records should CLC ask to see them.

Grover Cobb, National Association of Broadcasters executive vice president for station relations, feels that no material hardships will be worked on TV stations by the freeze. "Most (44 out of 45) prime-time television positions are environmentally different from what they were last year," he said. Therefore, they comply with CLC standards for new programs and can be priced up by the average mark-up realized last fall, he said.

Mr. Cobb feels that positions sold during this past summer for delivery during the fall season (within the freeze period) are unaffected by price limitations.

FCC Executive Director John M. Torbet has been acting as liaison between the communications industry and the council, relaying questions to CLC and answers to broadcasters. As part of this service, the FCC has set up a telephone answering service for those with communications-related questions. The FCC staff will provide answers when information is readily available; novel issues or matters of policy will be forwarded to the Cost of Living Council for reply. Telephone: (202) 632-7052, 632-7030.

Mr. Torbet said that the FCC is not interpreting the CLC guidelines, merely reporting their rulings to the industry. The intent of the answering service is to

provide a single point of inquiry for broadcasters and a source of concise, prompt and accurate answers.

Among the questions being asked of the FCC and CLC are: What constitutes in the eyes of CLC a new television program, and how does the council's ruling on what constitutes a transaction (BROADCASTING, Sept. 6) affect positions sold during this past summer for delivery this fall?

On the latter question, council rulings appear specific and limiting. Prices charged for time in the freeze period must be no higher than those charged for a substantial number (10%) of transactions in the base period.

A spokesman at the new FCC information center gave this example from the CLC rulings: A new broadcast advertising rate card became effective July 1, 1971. Up until Aug. 4, a substantial number of sales are made for the fall as the new rates. Can the broadcaster receive the higher rates for his fall programs? The council answered: The ceiling price in the base period is determined by the highest price received for products or services delivered in the base period.

Strict adherence by the council to this definition of transactions would limit the amount a broadcaster can charge for returning programs this fall. Increased costs of producing the program could not be reflected in pricing the returning program higher than what was charged for it in the base period.

Broadcasters can, however, receive

more money this fall for new programs, if they can prove to the council's satisfaction that such programs are indeed "substantially different" from others, as explained above.

The council was expected to have ready by last weekend further clarifications of questions related to new programming, and the ultimate question in most broadcasters' minds, advertising rates.

Jefferson-Pilot sued by bankrupt UHF licensee

The former licensee of WCTU(TV) (now WRET-TV, ch. 36) Charlotte, N.C., has instituted legal action against the owner of WBT(TV) (ch. 3) there, charging that the defendants, Jefferson-Pilot Corp. and its subsidiaries, were instrumental in causing the company to go out of business.

Jefferson Pilot, through its subsidiary Jefferson Standard Broadcasting Co. owns WBT(TV) and WBT-AM-FM, all Charlotte; WBIG(AM) Greensboro, N.C., and WWBT(TV) Richmond, Va. Another subsidiary, Jefferson Carolina Corp., has a CATV company in Charlotte. The parent Jefferson-Pilot also owns three insurance companies.

In the civil antitrust suit filed last week with U.S. District Court for the Western District of North Carolina, Charlotte Telecasters Inc. asked for damages exceeding by three times the financial loss incurred in the bankruptcy of its business enterprises, plus court costs. Television Presentations Inc., a now-inoperative Charlotte program-production house affiliated with CTI, is a co-plaintiff.

The suit charges that Jefferson-Pilot and its subsidiaries initiated a "conspiracy" against the plaintiffs with the intention and result of putting them out of business. Among the allegations were that the "conspiracy" exerted pressures—apparently upon the Charlotte municipal government—to prevent a co-venture between CTI and Carter Cable Television Inc., a Texas CATV operator, from obtaining a cable franchise in Charlotte; spearheaded a boycott of TPI product; brought pressures on various sources to cut off "all credit and other sources of capital;" influenced "one or more" of the national television networks to prevent WCTU(TV) from obtaining call right on certain refused network programs; pressured equipment servicing firms into intentionally supplying improper repairs to WCTU equipment or not servicing it at all, and caused a boycott by advertisers of WCTU.

Because of this "conspiracy," the plaintiffs charged, WCTU exhausted its funds, was placed in receivership and

was declared insolvent; the joint venture was unable to obtain a cable franchise, and TPI was forced out of the program-production business. WCTU was later sold to Turner Communications Corp.

A gadfly's guide to renewal protests

"How to Terrorize Your Local Broadcaster for Fun and Profit." That was the eye-popping banner headline on the sometime monthly, antiestablishment *San Francisco Bay Guardian* that was being sold in the Bay area last week.

The work of a research task force that included staff members and college students, the how-to manual covered half of the front page and all of the succeeding six pages of the 32-page newspaper. The lead article was written by a broadcaster, Lorenzo W. Milam, of Stever-supported KTAO(FM) Los Gatos, Calif.

Readers were told how to peruse a station's public file, how to compare performance against promise, how to file challenges with the FCC. They were also given rundowns on the service provided by all of the television stations and most of the major radio stations in the Bay area—26 in all.

Bruce Brugmann, editor and pub-

lisher of the *Guardian* and co-director of the research task force with Rick Siefert, of the University of California at Berkeley, said the issue was designed as a public service. He noted that California stations' licenses are due for renewal soon, on Dec. 1, and indicated he was afraid the public had not been fully informed. He said the required broadcast and published announcement are "itty bitty" so brief as to be "subliminal."

Besides alerting Bay area residents to the fact that California stations are facing renewal, the paper carried some stories it said the stations were suppressing, and jibed at some stations for what it considered toothless editorials. Mr. Brugmann said the *Guardian* has a normal press run of 25,000 copies, and usually sells them all.

Changing Hands

Announced:

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

- WQTC-AM-FM Two Rivers, Wis.: Sold by Jerry Collins to Edgar D. Crilly for \$210,000. Mr. Collins also own WLKE(AM) Waupun, Wis. Mr. Crilly owns WSJB(AM)-WSJM(FM) Jamestown,



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N.D. WQTC(AM) is a daytimer on 1590 khz with 1 kw. WQTC-FM operates on 102.3 mhz with 3 kw and an antenna 230 feet above average terrain. Broker: Hamilton-Landis & Associates.

■ WBLC(AM) Lenoir City, Tenn.: Sold by William R. Livesay to Irvin Parks Jr. and Raymond C. Stoddard for \$70,000, including 49% interest in the station acquired by the buyers earlier this year from Mr. Livesay. Mr. Livesay previously had an interest in WMMT-(AM) McMinnville, Tenn. Messrs. Parks and Stoddard are employees at WBLC. WBLC is a daytimer on 1360 khz with 1 kw. Broker: Chapman Associates.

Haven't we seen this movie before?

EBS trips over its own feet as another test falls flat on its face

A surprise test of the Emergency Broadcast System on Sept. 14 went awry virtually from the beginning, and FCC and White House communicators were trying to determine what went wrong.

The test, the first in a random series, was initiated by the White House Communications Agency and went over the

wires of United Press International to all TV and radio stations that are subscribers. The Associated Press, however, declined to pass on the test message, because, it said, the message became garbled. The test was not supposed to be aired; it was only for networks and their affiliates plus independent radio stations that hold EBS authorizations that permit them to remain on the air during an emergency.

Although UPI reported "widespread confusion" among broadcasters, neither the FCC nor the White House could identify any stations. The only confirmed action was that of ABC Radio which, acting according to prescribed procedures, cleared its lines for relay of the prescribed test message that was supposed to follow to its affiliates. None ever came, and after 34 minutes ABC Radio returned to normal operation. It had been scheduled to feed affiliates with two 15-minute news programs, with most affiliates taping the feed for later broadcast.

The test message, reportedly emanating from Andrews Air Force Base outside Washington, actually preceded the emergency action notification (EAN) message. Also contributing to the confusion in some quarters, it is reported, was the fact that the wrong authentication word was used.

Earlier this year, the emergency sys-

tem, which is geared to put the President on the air within five minutes in the event of nuclear attack or other grave international crisis, completely broke down when a teletype operator at the National Warning Center in Colorado transmitted an actual alarm, rather than the test that was scheduled, over both the UPI and the AP teletypewriter circuits. Broadcasters reacted in a number of ways, with most of them refusing to go into EBS operation because of the coincidence of the scheduled test and the actual EAN message (BROADCASTING, March 1). Since then the National Industry Advisory Committee of the FCC has been considering revisions of the EBS. A number of recommendations have been drafted, with the principal one assigning sole responsibility for activating EBS to the White House Communications Agency. The NIAC group also has recommended that both the UPI and AP be authorized to confirm EAN messages with the White House before transmitting them to their subscribers. These recommendations are being studied by the FCC and executive department aides, with the commission expected to issue a rulemaking within a week or two.

Texas challenger's motives questioned

Belo, Times-Herald, Carter say Civic's petitions are for its own gains

Three Texas licensees last week told the FCC that challenges filed last June against their stations' license renewals have no standing, are based on erroneous conclusions and should be summarily dismissed.

The companies—A. H. Belo Corp., the Times-Herald Printing Co. and Carter Publications Inc.—were answering petitions seeking renewal denials for Times-Herald's KDFW-TV, Belo's WFAA-AM-FM-TV and Carter's WBAP-FM-TV, all Dallas-Ft. Worth as well as Belo's KFDM-TV Beaumont, Tex., by Civic Telecasting Corp. (BROADCASTING, July 5). Civic had charged that the three licensees had conspired to prevent the entrance of CATV into the Dallas-Fort Worth area and eliminate UHF stations there. It also charged that Belo and Times-Herald had conspired to conceal information from the FCC which Belo considered relevant to its then-proposed acquisition of KFDM-TV.

In separate briefs, the companies last week countercharged that Civic is not a party of interest in the renewal proceedings, its sole interest in the matter being its status as a potential applicant for a

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television frequency in the Dallas-Fort Worth market.

(Three weeks ago Civic asked the commission to grant it a 60-day extension of time to file a competing application against one of the stations whose renewal it is contesting. Civic was the former permittee of KMEC-TV [ch. 33] Dallas, which was sold to Evans Broadcasting Corp. after going bankrupt, and is now dark.)

The licensees also claimed that Civic is attempting to plump up its allegations against them in light of its acknowledged interest in re-entering broadcasting in the market. If the Civic charges were as serious as its petition implies, they would have come to light when the stations were up for renewal in 1968, since most of the alleged incidents noted in the petition took place prior to that time, the three licensees said.

Times-Herald further contended that Civic's petition against KDFW-TV is directed at an inappropriate target, since the charges made by Civic against the station relate to its former licensee. Times-Herald acquired KDFW-TV's license after a merger with the Times-Mirror company of Los Angeles. Times-Herald is now a subsidiary of Times-Mirror. Prior to the merger, KDFW-TV was licensed to the *Dallas Times-Herald*, which was absorbed in that transaction.

The sole stockholders of Civic, James T. Maxwell and Carroll Maxwell Jr., have also filed a civil antitrust suit against Belo and Times-Mirror, asking damages in excess of \$3 million. The two brothers allege violations of the Sherman Antitrust Act.

The suit is now pending in a Dallas district court.

A trouble shooter for CATV attorneys

The Practicing Law Institute will hold its fourth annual seminar on CATV Nov. 18-19 at New York's Barbizon hotel.

The meeting is designed to acquaint attorneys representing cable operators and suppliers with trends and problems in the industry. It will cover financial, regulatory and franchise issues.

Chairman will be Harry R. Olsson Jr., general attorney, CBS; co-chairman will be Gary L. Christensen, general counsel of the National Cable Television Association. Other "faculty" members include Alfred R. Stern, president of Television Communications Corp., and chairman of NCTA's copyright committee; Richard Wiley, FCC general counsel; Robert H. Beisswenger, president of Jerrold Corp., and Monroe Rifkin, president of American Television & Communications Corp.

Canada to study grid-pattern transmitting

CRTC has proposal before it for chain of transmitters to serve as basis for network

How over-the-air broadcasting may compete with cable TV, assuming that CATV is the wave of the future, is possibly answered in a proposal that will be the major issue at a hearing being held by the Canadian Radio-Television Commission in Toronto on Sept. 21.

The proposal, for a chain of TV transmitters based on a geographic grid pattern instead of the common allocation by market, was submitted to the Canadian commission by a new organization, Global Communications Inc. Fundamental to the plan is the establishment of a third network (a second commercial network) in Canada.

Global's plan is for national TV coverage of the country by a series of transmitters placed not in urban markets, as stations are now positioned in Canada as well as the U.S., but in geographic sections that would provide service both to rural and to urban centers. This same proposal was considered, and rejected, by the FCC during the TV "freeze" that ran from 1948 to 1952.

Through such transmitters, Global says it can provide a purely national program service, with commercial advertising, from 5 p.m. to midnight daily.

During the day, the transmitters would be used to distribute educational TV programs to local cable systems, for carriage to schools. This service would be free, according to Al A. Bruner, one of the principals of Global. He noted that in Canada, cable systems are required to provide a channel for school use. And, he added, local service can be provided by CATV systems as well as by existing broadcast stations.

Global's applications are for transmitters near Ottawa, Paris, Bancroft, all VHF, and for Uxbridge, Windsor, Sarnia, and Maxville, all UHF. All are in Ontario. It is seeking channel 6 in Ottawa and Paris, 2 in Bancroft, 22 in Uxbridge, 26 in Windsor, 34 in Sarnia, and 36 in Maxville, and plans to use from 2.8 kw (in Ottawa) to 18 kw (in Windsor) for visual power. This group of transmitters, Mr. Bruner says, will provide TV coverage to 6.7 million Canadians. Subsequently, he says, Global plans to install other transmitters until there are transmitters serving all parts of the country.

Global Communications, capitalized at \$18 million, is 40% owned by Can-Plex Ltd., whose principal owner is Mr. Bruner, a 15-year veteran of Toronto TV and radio. Also owning or pledging shares in Global are McLean-Hunter Ltd., publisher of magazines with heavy

investments in Canadian TV stations and CATV, and Odeon Theatres Canadian Ltd., a subsidiary of the Rank Organization of England. It is planned to have the company go public.

Also on the agenda for the public CRTC hearings, to be held at the Inn on the Park ballroom in Toronto, are amendments to TV and radio regulations dealing with percentages of Canadian content that are required in Canadian broadcast programming. Over a year ago, the CRTC ruled that private broadcasters must present a minimum of 50% Canadian programming for the broadcast year that begins Oct. 1, and that this minimum becomes 60% for the 1972-73 season. For the government-owned and operated CBC, the 60% minimum is required this season.

Because there seemed to be widespread speculation that the Canadian minimums might be revised in the forthcoming hearings, the CRTC on Sept. 9 issued a special notice reminding witnesses that the Canadian commission is determined that no changes in these minimums are to be considered.

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First stirrings in renewal campaign

NAB task force gets ready to meet; the FCBA already has

The first formal meeting of the task force of broadcasters, organized to persuade Congress to legislate some sort of protection for licensees at renewal time, is scheduled for next week (Sept. 28) in Washington.

The task force, which is headed by Mark Evans, vice president for public affairs of Metromedia Inc., was established by the National Association of Broadcasters earlier this month (BROADCASTING, Sept. 6, 13). Its purpose is to plan strategy, including lobbying, public relations and possibly fund raising to battle for "more stability" in broadcast licenses.

Members of the task force will be meeting with executives of the NAB who will help in formulating plans; they will be Vincent T. Wasilewski, president; Paul A. Comstock and Roy Elson, government relations; James H. Hulbert, public relations; Grover Cobb, station relations, and John B. Summers, general counsel. Messrs. Comstock and

Summers also may present a preliminary report on plans for the establishment of a campaign fund-raising group outside of the NAB, but with its blessings, as discussed at the last meeting of the NAB executive committee ("Closed Circuit," Sept. 6). Their recommendations are due to be submitted to the executive committee at its next meeting, Oct. 6.

Meanwhile, communications lawyers scheduled a second meeting, to be held Sept. 30, to grapple with the chore of writing proposed legislation. The first meeting last week of the legislation committee of the Federal Communications Bar Association produced a consensus that any draft legislation must insure protection to licensees at renewal time but at the same time must not foreclose the legal rights of challengers.

There was also agreement among the eight of the 22 members of that committee who attended the 90-minute meeting that there is danger in writing legislation that would permit the FCC to choose a grantee on program considerations only. This would, it was felt, put the FCC into programing too strongly, a traditional broadcaster view.

Earlier, one Washington law firm had drafted a suggested bill that would have required the FCC to screen all competing applicants for character, financial and other qualifications before set-

ting for hearing those challengers with existing licensees at renewal time, with programing as the sole issue.

Strong leaning was also evident at the FCBA committee meeting that whatever legislation is proposed should be one that will draw backing from the FCC. Dean Burch, chairman of the commission, has already made it known that the FCC itself has no intention of asking Congress for legislation in this field.

Langhoff out at ARB; Theodore Shaker in

Surprise move seen as effort to relieve recent criticism of firm

Theodore F. Shaker, veteran broadcast executive, has been named president of the American Research Bureau, succeeding Dr. Peter Langhoff. The surprise move is being announced today (Sept. 20) by Control Data Corp., the ARB parent company.

Dr. Langhoff was not mentioned in the announcement but other sources said he was being offered a post in another division of CDC.

ARB has been under frequent and often heavy attack by broadcasters, especially in the past two years, on a variety of grounds including charges that its local-market reports seriously understate TV audiences, that it has been inclined to introduce methodological and other changes without adequately pretesting them and that management has been unresponsive to broadcasters' needs and wants.

The selection of Mr. Shaker for the top post was interpreted by observers as a move to ease some of these pressures.

Mr. Shaker was one of a small handful of key executives at ABC for close to a decade. He joined in 1961, after 10 years in various management posts at CBS, as founder and president of ABC Television Spot Sales, later added the presidency of ABC-owned TV stations to that responsibility and from 1966 until he resigned in February 1970 was an ABC group vice president with additional responsibilities for ABC Films Inc. and ABC International. Since 1970 he has served as an independent consultant to Ted Bates, New York.

Broadcasters clarify stand on cable talks

The breakdown of negotiations among broadcasters, copyright owners, and cable TV owners and the Office of Tele-

Signals bump in Boston

Dr. Leo Beranek, president of Boston Broadcasters Inc., permittee of WCVB-TV, and his son Thomas were up early on Friday, Sept. 10, to watch the station's first proof-of-performance, equipment test in their home. The station's logo was flashed on the screen at 4:55 a.m. Less than 10 minutes later, however, the station was off the air after its signal met interference from the transmitter of WHDH-TV, which still occupies the channel. The transmitter was turned on at 5 a.m., according to WHDH-TV officials, in accordance with long-standing practice (BROADCASTING, Sept. 13).

Later, the two stations adjusted their schedules, and WCVB-TV completed its tests in time for BBI to apply to the FCC on Monday for a license to cover its CP. BBI also asked for authority to begin regular programing service "as soon as possible." Final resolution of the WHDH case, in which the commission in January 1969 denied WHDH-TV's renewal application and granted BBI's competing application, is being delayed as the commission awaits a court decision on its request for a remand. The commission wants to hold oral argument to determine what, if any, steps it should take in light of the civil suit the Securities and Exchange Commission has



brought against BBI principal, Nathan David.

In Boston last week, Federal Judge Anthony Julian postponed until Oct. 12 a hearing on a preliminary injunction the SEC is seeking to bar Mr. David and other defendants from allegedly violating the Securities Act of 1933 in connection with the sale of stock of Synergistics Inc. The order in effect denied Mr. David's motion for a postponement of hearing on the preliminary injunction and its consolidation with the argument on the merits of the case. The hearing on the preliminary injunction was postponed from Sept. 15 to permit Mr. David to file an amended motion to dismiss the SEC's action. The SEC's answer to that motion is due Sept. 30.

"the major thrust," while the programs having limited appeal could be "the minor thrust."

Ralph Lee Smith, senior research associate at the Center for Political Research Inc., and author of "The Wired Nation," offered a primer that could have been titled, "How to Fight the CATV Establishment." He suggested that civic groups could challenge the franchise of existing systems if the systems are not performing in the public interest; they could band together and

pressure cable operators to carry educational-public interest programming, and they could avail themselves of such national organizations as the Corporation for Public Broadcasting and the National Educational Association for communications expertise and promotional resources.

Presiding at the sessions were the Reverend Dr. Everett C. Parker, executive director of the Office of Communication and Nelson Price, assistant general secretary of the Division of Tele-

vision, Radio and Film Communication, the United Methodist Church. At the conclusion of the seminar, Dr. Parker suggested that all participants confer with their colleagues in their home cities with a view toward formulating guidelines and comment on a national communication policy. He indicated this material should be sent to each congressman and senator so that the views of the religious broadcast community could have an impact on congressional representatives.

	Stock symbol	Ex-change	Closing Sept. 15	Closing Sept. 8	Net change in week	High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
Programming									
Columbia Pictures	CPS	N	9%	10½	- ¾	17%	9½	6,342	\$63,420
Disney	DIS	N	112%	114%	- 2	128%	77	12,854	1,511,887
Filmways	FWY	A	6%	5%	+ ½	11%	5%	1,829	11,431
Four Star International	O		1½	1½	-	1%	1	666	1,166
Gulf & Western	GW	N	27	28½	- 1½	31	19	14,964	433,956
Kinney Services	KNS	N	32%	34%	- 2%	39%	28%	11,230	383,168
MCA	MCA	N	28%	26%	+ 2%	30	21%	8,165	198,001
MGM	MGM	N	23	24	- 1	26%	15½	5,886	119,898
Music Makers	MUSC	O	2½	2½	-	3%	2%	589	1,543
Tele-Tape Productions	O		2%	2%	+ ¼	2%	1	2,183	4,912
Transamerica	TA	N	18%	19%	- 1%	20½	15%	63,841	1,188,719
20th Century Fox	TF	N	10%	11%	- ½	15%	8%	8,562	84,507
Walter Reade Organization	WALT	O	2%	2½	- ¼	3%	1%	2,414	3,911
Wrather Corp.	WCO	A	7½	7%	- ¾	8%	6%	2,164	16,230
Total								148,666	\$4,203,165
Service									
John Blair	BJ	N	19%	19%	- ¾	24%	16	2,584	\$50,386
ComSat	CQ	N	64½	66%	- 2%	84%	49%	10,000	651,200
Creative Management	CMA	A	10	11%	- 1%	17%	7%	1,050	10,500
Doyle Dane Bernbach	DOYL	O	22%	20%	+ 2%	28½	21	1,929	38,098
Elkins Institute	ELKN	O	9½	9½	-	16%	8½	1,664	16,008
Foote, Cone & Belding	FCB	N	11%	12	- ¾	13%	7%	2,198	28,548
Grey Advertising	GREY	O	16%	16%	-	16%	9%	1,209	20,251
Marvin Josephson Assoc.	MRVN	O	7½	7%	- ¾	12	7%	902	7,442
LaRoche, McCaffrey & McCall	O		11%	-	-	16½	9	585	6,435
Marketing Resources & Applications	O		8	8½	- ½	18%	2%	504	4,914
Movielab	MOV	A	2%	2%	- ¼	4	1%	1,407	2,983
MPO Videotronics	MPO	O	5	5%	- ½	8½	5	557	3,130
Nielsen	NIELA	O	44%	42½	+ 2%	49%	39%	5,299	229,182
Ogilvy & Mather	OGIL	O	35%	35%	- ½	36	24	1,096	37,264
PKL Co.	PKL	A	6%	7%	- ½	9%	3%	742	6,678
J. Walter Thompson	JWT	N	42%	44½	- 2½	60	34½	2,721	1,143
Transmedia International	O		¼	½	+ ¼	¾	½	535	134
Wells, Rich, Greene	WRG	N	21½	21½	-	25%	15%	1,601	34,213
Total								36,581	\$1,148,511
Manufacturing									
Admiral	ADL	N	16%	18%	- 2	21	6	5,163	\$98,097
Ampex	APX	N	16%	17%	- 1%	25%	13%	10,873	171,250
CCA Electronics	CCAE	O	4%	4%	-	4%	2%	897	3,588
Collins Radio	CRI	N	14½	15%	- ¾	20%	11%	2,968	40,424
Computer Equipment	CEC	A	3%	3%	-	7%	3%	2,434	9,736
Conrac	CAX	N	23%	24%	- 1%	29	15%	1,259	29,423
General Electric	GE	N	63	64%	- 1%	65%	52%	181,626	11,215,406
Harris-Intertype	HI	N	58%	59%	- 1	69%	49%	6,333	378,397
Magnavox	MAG	N	51%	52%	- ½	55	37%	17,283	933,282
3M	MMM	N	120%	120%	- ¼	123%	95%	56,186	6,847,388
Motorola	MOT	N	85%	87%	- 2	89%	61½	13,370	1,166,532
RCA	RCA	N	32%	34%	- 1%	40%	26	74,437	2,679,732
Reeves Industries	RSC	A	3%	3%	- ¼	6%	2%	3,458	12,968
Telemation	TIMT	O	7%	9	- 1%	13%	8%	14,040	135,065
Westinghouse	WX	N	92%	95	- 2%	95½	65%	41,555	3,854,226
Zenith	ZE	N	50%	51%	- 1	54%	36%	19,022	977,160
Total								450,904	\$28,552,674
Grand Total								886,532	\$42,346,242
Standard & Poor Industrial Average			110.22	112.00	- 1.78				

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 Aug. 25.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

Broadcast Advertising

Dean H. Fritchen, corporate VP and director of marketing, Metromedia Inc., New York, joins The Advertising Council, there, as VP.

J. William Grimes, account executive, CBS Radio Spot Sales, New York, joins CBS-owned WCAU-AM-FM Philadelphia as director of sales.

Robert L. Rice, with WAVE(AM) Louisville, Ky., joins WAKY(AM) there as commercial manager.

Byron Mayo, president, Sea and Ski, personal products manufacturer, and former management supervisor with Foote, Cone & Belding, San Francisco, rejoins agency there as VP and management supervisor.

Tom Elvidge, radio-TV director and account executive, and **William J. McCann**, account executive and copy supervisor, Grant, Wright & Baker, Chicago, named VP's.

Judy West, account manager, M. H. Media Inc., New York, media-buying and program-syndication service, elected VP.

The Media



Thomas B. Cookerly, VP and managing director, WBTW-TV Charlotte, N.C., joins WMAL-TV Washington as station's manager. Mr. Cookerly also had served as VP and managing director of Jefferson Productions, division of Jefferson Standard Broadcasting, WBTW licensee.

Mr. Cookerly

productions, division of Jefferson Standard Broadcasting, WBTW licensee.

Robert M. Rice, CBS Inc. VP, finance and development, named senior VP (the company's second: Goddard Lieberman is the other). **Clive J. Davis** and **Harvey L. Schein**, presidents of CBS's records and Columbia groups, respectively, named directors of parent CBS Inc.

W. Robert McKinsey, director, Turner Communications Corp., group owner, Atlanta, joins KCBT-TV Lubbock, Tex., and its affiliated KSWs-TV Roswell, N.M., as station manager.

Warren D. Schaub, tax director, ABC, New York, appointed controller.

Henry R. Goldstein, VP, Century Cable Communications, La Jolla, Calif.,

elected president California Community Television Association. **Joseph W. Benes**, general manager, Cable TV, Santa Barbara, named VP; **William E. Schiller**, with Storer Cable TV, Thousand Oaks, elected VP-technical; **Wilnot W. Horton**, Theta Cable, Los Angeles, chosen secretary and **Keith Burcham**, VP and general manager, Coachella Valley TV, Palm Desert, elected treasurer.

Programming

Richard A. Harper, VP, Warner Bros.-Seven Arts, New York, elected VP for TV, Cannon Releasing Corp., film program distributor, New York. Mr. Harper will coordinate Cannon's newly formed division responsible for all TV activities.

Richard D. Lindheim, manager, program research, NBC-TV, Burbank, Calif., appointed director, program research, NBC. He will continue to headquarter on the West Coast.

Ron Preissman, director of *Clint Eastwood Special* for Wendell Niles Productions, Los Angeles, appointed executive assistant to senior VP, in charge of production, Paramount Television, Hollywood.

George Sefotis, director, budgets and forecasts, MGM, Culver City, Calif., rejoins movie studio as treasurer, MGM International Inc.

Broadcast Journalism

Bert Haney, news director, KTVH-TV Wichita, Kan., appointed to similar position, KFSA-TV Fort Smith, Ark.

Gary Greene, producer-director, KCOB-TV Los Angeles, appointed director of public affairs.

Ron Scott, assistant news director, WISN-TV Milwaukee, appointed anchorman for evening newscasts.

John Schubeck, on-air newsman and

No jokes, please

Vincent T. Wasilewski, president of the National Association of Broadcasters, was away from his desk for 48 hours two weeks ago for minor surgery; he had a benign growth removed from his lip. His only comment: "It only hurts when I smile."

theater critic, WABC-TV New York, appointed co-anchorman, KABC-TV Los Angeles. Both are ABC-owned stations.

Ken Woo, with weekend news staff, KNX(AM) Los Angeles, joins KFWB(AM) there as writer.

Noel Heckerson, with KLAC(AM) Los Angeles, joins news staff, WIP(AM) Philadelphia. Both are Metromedia-owned stations.

Equipment & Engineering

Frederick J. Haines, project engineer, cameras, International Video Corp., Sunnyvale, Calif., rejoins company as product manager, color TV cameras.

Frank J. Haney, general manager, engineering and development, Tele-Vue Systems Inc., Fairfax, Calif., named to VP for engineering and development, and **Frank Bias**, manager of transmission systems, appointed director of engineering.

International

John Hylton, general counsel, Canadian Radio-Television Commission, Ottawa, appointed managing director of operations, newly created position to coordinate licensing policy and secretariat, planning and development and technical branches of CRTC. **John E. M. Lawrence**, partner, Bourgeois, Doheny, Day & MacKenzie, Montreal law firm, succeeds Mr. Hylton as general counsel. **Peter McDonald**, president, Universal Education and Visual Arts, subsidiary of Music Corp. of America, New York, appointed director of CRTC's program branch. **Harold McKernin**, director of broadcast programs branch, CRTC, assumes special duties to extend service to Atlantic area broadcasters. **Germain Cadieux**, director of information services, Department of the Secretary of State, Ottawa, joins CRTC as assistant director of programs branch. **Ralph Hart**, consultant, CRTC, appointed manager for radio-TV development in planning and development branch.

Robin C. Armstrong, sales executive, All-Canada Radio and TV, Ltd., Toronto station representative, joins 20th Century-Fox Television Sales-Canada there as general manager.

Allied Fields

Robert R. Pauley, communications consultant and former president of ABC

communications Policy over CATV was the subject last week of a meeting between FCC Chairman Dean Burch and a group of broadcasters. The meeting took place at the FCC chairman's office in Washington.

OTP had been trying to effect a compromise among the various positions on CATV, but deliberations ceased when cable TV representatives made it clear that they would not bargain down from the position stated by the FCC in its notification to the Congress made

last month (BROADCASTING, Aug. 30).

According to some reports, Mr. Burch was under the mistaken impression that the OTP meetings had failed because of the intransigence of the broadcasters. Those meeting with Mr. Burch corrected this impression, and emphasized that broadcasters are ready and willing to meet and negotiate with anyone, anywhere, anytime.

Following the conversation about the cable TV, a general discussion ensued, it was reported, about various broadcast

matters, including license renewals and fairness.

Attending the meeting with Mr. Burch were Vincent T. Wasilewski, president of the National Association of Broadcasters; Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., chairman of the NAB; A. Louis Read, WDSU-TV New Orleans, chairman of the NAB television board, and Jack Harris, KPRC-TV Houston, who is president of the Association of Maximum Service Telecasters.

Will religious groups get a handle on cable?

New York seminar concludes the opportunities are there, but that the going will be rough

Religious broadcast officials and community-service organization leaders agreed last week that cable television offers them massive opportunities for contributions in the public interest, but they conceded that the roadblocks ahead for their participation are equally formidable.

Recurring throughout a seminar on cable television held in New York under the auspices of the Office of Communication of the United Church of Christ, and the Broadcasting and Film Commission of the National Council of Churches of Christ in the U.S.A., was a dual theme: (1) Religious and other public-service organizations must move in boldly to stake out a share in the burgeoning CATV field and (2) the problems of public policy in communications, access to the medium, financing, and suitable programing could prove to be obstacles to their full participation.

The seminar, held in cooperation with the American Jewish Committee and the National Catholic Office of Radio and Television, was attended by almost 70 officials, the majority of whom were affiliated with religious organizations.

An evening session was held on Monday (Sept. 13), at which Clay T. Whitehead, director of the Office of Telecommunications Policy, was the main speaker. It was followed on Tuesday by a full day of talks and discussion. Mr. Whitehead urged religious broadcasters and special-interest organizations to learn all they could about television and cable-television production techniques so that they could offer programing that would have impact. He noted that access to a medium is meaningless unless their offerings are watched and have a point to make.

He felt cable TV especially held out promise for participation by minority-interest groups but conceded there were

questions of ready accessibility to the medium and funds required to produce programing. Mr. Whitehead said there may be the possibility of federal grants from certain agencies that would enable religious and other organizations to produce programs for cable.

Mr. Whitehead drew some criticism from the audience—several seminar participants were perturbed that the views of a wider cross section of public-service groups, including their own, had not been included among the organizations OTP had solicited information from regarding the formulation of long-term cable policy.

Monroe Price, deputy director of the Sloan Commission on Cable Communications, explored the topic of "What Citizens should Expect from Cable TV," and replied: "perhaps not much different from what we get from our communications media generally." He added that perhaps there is a 20% likelihood of citizen participation in cable TV.

Mr. Price said he had spent some time this summer on a project (not for the Sloan Commission) analyzing the public-access channels begun on the two cable systems in New York. He reported they were under-utilized.

He further warned that the concept of public-access channels would fail to spread throughout the country since he considered the New York operations bellwether undertakings. He observed pointedly that religious organizations had not sought time on these channels.

Officials of religious broadcast organizations conceded they had been remiss in not taking advantage of the opportunity to appear on the public-access channels and said they would mount efforts within their groups to provide programing or appearances on these outlets.

Legal and regulatory considerations involved in cable TV were reviewed by

Earle K. Moore, attorney and council to the Office of Communication. He described the regulatory pattern developing in CATV as "confusing and uncertain," and predicted that Congress will not enact regulation in this sector by the end of this year. He also prophesied that the role of state governments in CATV will grow in the years ahead.

Theodore Ledbetter, president of the Urban Communications Group, Washington, forecast that blacks will be

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represented in cable-TV ownership when the medium develops in the top-100 markets and indicated that more than 10 such groups are prepared to assume ownership and operations of systems. He voiced the view that blacks have "the political clout" to become actively involved in cable ownership but conceded they lacked the financial resources.

In reply to a question from the audience, Mr. Ledbetter said: "I think church organizations with investment

portfolios might consider investing in a black-owned cable-TV system."

Robert Lewis Shayon, a professor at the Annenberg School of Communication and television editor of *Saturday Review*, touched off the most spirited discussion at the seminar when he warned that a steady diet of locally produced, narrow-interest, low-budget programming envisioned for cable television would fail to attract audiences. He proposed instead that religious groups, for example, pool their re-

sources and finance and produce top-flight programs that could be "networked" to a number of systems. This approach, he said, would create excitement and interest and bestow on religious programmers the stamp of professionalism.

A number of seminar participants objected, saying this route would defeat the objective of meeting the needs of specialized audiences they wanted to serve. Mr. Shayon replied that the blockbuster programs he suggested would be

The Broadcasting Stock Index

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

	Stock symbol	Ex-change	Closing Sept. 15	Closing Sept. 8	Net change in week	High	1971 Low	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting										
ABC	ABC	N	45½	45½	— ½	48	25	7,089	\$303,055	
ASI Communications	ASIC	O	3½	3½	— ¾	4½	2½	1,789	6,709	
Capital Cities	CCB	N	45½	47½	— 1½	48½	29	6,236	293,092	
CBS	CBS	N	45½	45½	— ¾	49½	30½	27,210	1,244,858	
Cox	COX	N	31¾	31¾	+ ½	33¾	17¾	5,802	173,306	
Gross Telecasting	GGG	A	14¾	14	+ ¾	16	10%	800	11,296	
LIN	LINB	O	14½	14½	— ¼	15½	6½	2,294	32,690	
Mooney	MOON	O	9½	8½	+ 1	8½	4	250	2,313	
Pacific & Southern	PSOU	O	11½	12½	— 1½	17½	12½	1,637	20,872	
Rahall Communications	RAHL	O	13	12	+ 1	29	8½	1,037	10,889	
Scripps-Howard	SCRH	O	23¾	22¾	+ 1	25	18	2,589	58,890	
Sonderling	SDB	A	25½	25½	— ¾	34	22	997	24,177	
Starr	SBG	M	19½	19	+ ½	20½	8½	496	9,672	
Taft	TFB	N	42½	41½	— ½	44½	23½	3,707	147,798	
								Total	61,833	\$2,339,622
Broadcasting with other major interests										
Avco	AV	N	17½	17½	— ¼	18	12½	11,475	\$176,371	
Bartell Media	BMC	A	4	4½	— ¼	8	3½	2,254	9,580	
Boston Herald-Traveler	BHLD	O	21	24	— 3	28	19	577	15,579	
Chris-Craft	CCN	N	6½	6½	— ¾	9½	5½	3,901	22,431	
Combined Communications	CCOM	O	21½	21½	— ¼	21½	10½	2,131	39,424	
Cowles Communications	CWL	N	12½	11½	— ½	12½	8	3,969	45,644	
Fuqua	FQA	N	22¾	23¾	— 1	26½	13½	6,700	162,475	
Gannett	GCI	N	58½	56½	+ 1¾	59	32¾	7,519	403,169	
General Tire	GY	N	26¾	27¾	— 1½	28½	21½	18,713	502,818	
Gray Communications		O	5½	5½	—	8	5½	475	2,670	
ISC Industries	ISC	A	5½	6	— ½	8	4½	1,959	11,499	
Lamb Communications		O	2½	2½	— ½	2½	2½	475	1,069	
Lee Enterprises	LNT	A	18½	18½	— ½	20	18½	1,957	54,052	
Liberty Corp.	LC	N	23	23½	— ¼	24	17½	6,744	151,740	
Meredith Corp.	MDP	N	24½	24	+ ¼	29½	19½	2,754	68,850	
Metromedia	MET	N	26½	27½	— 1½	30½	17½	5,756	163,298	
Multimedia Inc.		O	32¾	32¾	+ ½	34½	25	2,406	79,398	
Outlet Co	OTU	N	17½	17½	— ¾	22	14½	1,332	23,470	
Post Corp.	POST	O	16½	—	—	16	9½	734	10,643	
Publishers Broadcasting Corp.	PUBB	O	3½	3½	—	4½	1½	916	2,977	
Reeves Telecom	RBT	A	2½	2½	— ½	3½	2	2,292	5,730	
Ridder Publications	RPI	N	28	27	+ 1	28½	23½	8,236	213,065	
Rollins	ROL	N	38	38½	— ½	43½	25½	8,065	306,470	
Rust Craft	RUS	A	—	40½	—	48½	28½	1,159	47,519	
Schering-Plough	PLO	N	82½	82½	— ¼	87½	60½	25,174	2,089,442	
Storer	SBK	N	28¾	28½	+ ¼	33¾	19	4,223	124,030	
Time Inc.	TL	N	54½	54	+ ½	62¾	40½	7,257	377,364	
Trans-National Communications		O	¾	¾	—	1½	½	1,000	370	
Turner Communications		O	3½	3½	+ ½	4	2	1,328	4,143	
Wometco	WOM	N	20½	20	+ ½	23½	17½	6,037	120,740	
								Total	147,518	\$5,236,030
CATV										
American Electronic Labs.	AELBA	O	6¾	7½	— ¾	10	3	1,636	\$11,043	
American TV & Communications	AMTV	O	23	23	—	26½	17½	2,042	41,861	
Burnup & Sims	BSIM	O	26½	25½	+ 1	37½	20½	2,962	80,715	
Cablecom-General	CCG	A	13¾	14¾	— ¾	17½	11½	2,485	30,739	
Cable Information Systems		O	2¾	2½	+ ¼	4½	2½	955	2,626	
Citizens Financial Corp.	CPN	A	14½	15	— ½	15½	12½	1,590	21,863	
Columbia Cable	CCAB	O	11¾	11½	— ½	15½	9½	900	9,675	
Communications Properties	COMU	O	10½	10	+ ½	10½	7½	1,800	14,850	
Cox Cable Communications	COXC	A	20¾	21	— ½	25½	16½	3,552	62,586	
Cypress Communications	CYPR	O	9	6½	+ ½	10½	7	2,384	19,954	
Entron	ENT	A	3½	3½	— ¼	7½	3½	1,320	4,950	
General Instrument Corp.	GRL	N	21½	22½	— ¾	29½	16½	6,368	145,636	
Sterling Communications	STER	O	5¾	5¾	+ ¾	6¾	3½	1,100	6,182	
Tele-Communications	TCOM	O	22½	18½	+ 3½	20½	12	2,856	54,264	
Teleprompter	TP	A	90¾	91	— ¼	95	56½	3,077	255,391	
Television Communications	TVCM	O	9½	8½	+ 1½	10½	7	3,804	29,481	
Viacom	VIA	N	15	16½	— 1½	21	12½	3,760	59,220	
Vikoa	VIK	A	7¾	8½	— ½	14½	6	2,339	15,204	
								Total	44,930	\$866,240

Radio Network, New York, joins E. F. Hutton & Co., investment firm, as VP for corporate finance. Mr. Pauley will maintain offices at Hutton headquarters in New York, and at firm's regional Boston office.

Melvyn M. Muchnik, faculty member, University of Denver department of mass communications, joins Governors State University, Park Forest South, Ill., as university's director of communications.

Deaths

Senator Winston L. Prouty (R-Vt.), 65, died Sept. 17 in Boston of cancer. Senator Prouty, second ranking minority member of Commerce Committee, was instrumental in shaping some of the broadcast provisions of the political-spending bill that passed Senate last August (BROADCASTING, Aug. 9). He served in the Senate since 1959 and in

the House from 1951-59. He is survived by his wife, Jennette.



Mr. Kelley

Gaines Kelley, 68, retired general manager, WFBY-AM-TV Greensboro, N.C., died Sept. 15 at his home there of heart attack. He attained position through 1948 move to *Greensboro Daily News* and *Greensboro Daily Record*, at that time AM's licensees. Year later TV facility was added. He retired in 1966. Mr. Kelley served on the National Association of Broadcasters TV code board from 1959-61. Mr. Kelley is survived by his wife, Beulah, and one daughter.

Leonard Carlton, 60, VP and marketing director. Kenyon & Eckhardt, New York, died of coronary ailment on Sept. 8 in Massachusetts General hos-

pital, Boston. Mr. Carlton had been with K & E since 1953. From 1938 to 1941 he was radio editor of *New York Post*, and during World War II was with Office of War Information. He is survived by his wife, Natasha, one daughter and three sons.

Henry Frazier Reams, 74, former broadcaster and one-time representative from Ohio, died Sept. 15 in Oakland, Calif.



Mr. Reams

Mr. Reams founded WTOL(AM) Toledo, Ohio, in 1938, later FM affiliate, and in 1958 WTOL-TV. He served as president and treasurer until 1960. He was a member of Congress from 1951-55. Mr. Reams is survived by his wife, Crystal, one daughter and one son.

ForTheRecord®

As compiled by BROADCASTING, Sept. 7 through Sept. 14 and based on filings, authorizations and other FCC actions.

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

New TV stations

Final actions

- Jackson, Miss.—FCC denied application by Lamar Life Broadcasting Co. for review of Review Board memorandum opinion and order released July 7, in which character qualification issue was included against Civic Communications Corp. Docs. 18845-9). Action Sept. 8.
- Providence, R.I.—FCC modified CP of Channel 16 of Rhode Island Inc., permittee of ch. 16, Providence, to specify operation on ch. 64 (Doc. 19266). Action Sept. 8.
- Charlotte Amalie, Virgin Islands—FCC granted application by Virgin Islands Public Television System, for mod. of CP to change channel assignment of its noncommercial television broadcast station from reserved ch. 3 to reserved ch. 12. Action Sept. 8.

Actions on motions

- 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 to submit information relative to member of applicant corporation so as to maintain accuracy of application (Docs. 18295, 97-8, 18300). Action Sept. 9.
- Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, granted petition by Dixie National Broadcasting Corp. for leave to amend its application to reflect changes concerning officers, directors and stockholdings in Dixie National Life Insurance Co., and in holding company for life insurance company. Dixie National Corp., and to show changes which have been made in

composition of board of directors of life insurance company and of Dixie National Co. (Docs. 18845-9). Action Sept. 2.

- Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, dismissed motion by Lamar Life Broadcasting Co., Dixie National Broadcasting Corp., Jackson Television Inc. and Channel 3 Inc., to compel answers and production of documents (Docs. 18845-9). Action Sept. 2.

Other action

- Review board in Homewood, Ala., TV proceeding, granted petition by Chapman Radio and Television Co. for leave to amend its application, and motion by Birmingham Television Corp. for acceptance of late-filed exceptions and supporting brief in Homewood, Ala., TV proceeding involving four competing applications for TV ch. 21. Action Sept. 8.

Rulemaking petitions

- Montrose, Colo.—Woodland Broadcasting Co. Requests amendment of rules to assign TV ch. 8 to Grand Junction, Colo. Ann. Sept. 10.
- Ann Arbor, Mich.—Wolverine-Morningstar Broadcasting Inc. Requests amendment of TV table of assignments to assign ch. 29 to Ann Arbor; and to delete ch. 36 from Lansing, Mich., substituting ch. 63. Ann. Sept. 10.

Rulemaking action

- Los Angeles—FCC adopted assignment of ch. 68 as third reserved educational TV assignment at Los Angeles, in an amendment to TV table of assignments (Doc. 19265). Action Sept. 8.

Call letter actions

- Grand Valley State College, Grand Rapids, Mich.—Granted *WGVC(TV).
- South Texas Educational Board Council, Corpus Christi, Tex.—Granted WEKT(TV).

Existing TV stations

Final actions

- KBT(TV) Denver and KARK-TV Little Rock, Ark.—FCC denied request by Colorado Labor Council for 10-day extension to file petition to deny application for transfer of control of Mullins Broadcasting Co., licensee from executors of Mullins estate to Combined Communications Corp. Action Sept. 8.
- WATR-TV Waterbury, Conn.—FCC denied petition by WATR Inc., licensee, to intervene in pending show cause proceeding on revocation of six CP's held by Victor Muscat or entities controlled by him. Action Sept. 8.
- WIEW-TV Mount Vernon, Ill. FCC granted application of Soilcom Inc., permittee, for au-

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thority to make minor change in facilities by moving its trans. site closer to Mount Vernon. Action Sept. 8.

Action on motion

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX-TV]) and Forum Communications Inc., TV proceeding, set certain procedural dates; ordered hearing to resume on Sept. 27 (Docs. 18711-2). Action Aug. 27.

Other action

■ Review board in High Point, N.C., dismissed appeal by Southern Broadcasting Co. (WGHP-TV), High Point, from hearing examiner's decision, ordering hearing to proceed without redesignation (Docs. 18906-7). Action Aug. 30.

Rulemaking petition

■ KTXL-TV Sacramento, Calif.—Requests adoption of rule providing that occasional television networks must first offer their programs to independent TV stations in markets with stations having full-time affiliation with each of the three national television networks and one or more nonnetwork TV stations. Ann. Sept. 10.

Call letter action

■ WIMA-TV Lima, Ohio—Granted WLIO(TV).

New AM stations

Final action

■ Buffalo, Minn.—FCC gave notice that initial decision released July 16, proposing grant of application of Wright County Radio Inc. for CP for new AM to operate on 1360 khz, with 500 w-D, at Buffalo (Doc. 18843), and denial of mutually exclusively application of Wright County Broadcasting Co. (Doc. 18844), became effective Sept. 7, in keeping with rules. Ann. Sept. 10.

Actions on motions

■ Hearing Examiner Millard F. French in Franklin and Hackettstown, N.J. (Louis Vander Plate and Radio New Jersey), AM proceeding, on request by Broadcast Bureau, extended through Sept. 3, time to file proposed findings of fact and conclusions of law (Docs. 18251-2). Action Aug. 30.

■ Hearing Examiner Lenore G. Ehrig in Brush, Colorado Springs, and Boulder, all Colorado (Pettit Broadcasting Co., et al.), AM proceeding, denied petition by Pettit Broadcasting Co. filed May 24, to amend its application to 1010 khz at Brush, and likewise denied joint request for approval of agreement filed simultaneously by Pettit Broadcasting Co., A. V. Bamford, and Brocade Broadcasting Co. to dismiss Pettit application for 1190 khz (Docs. 19157-9). Action Sept. 7.

■ Hearing Examiner David I. Kraushaar in Eureka, Calif. (Phil D. Jackson, et al.), AM proceeding, rescheduled prehearing conference, presently scheduled for Sept. 23, to Thursday, Sept. 30, 9 a.m., due to conflict in examiner's schedule (Docs. 19294-6). Action Sept. 7.

■ Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma (Creek County Broadcasting Co., et al.), AM proceeding, ordered that parties may file by not later than Sept. 24, any pleadings, petitions, motions or briefs on pending petition by Creek County Broadcasting Co. to dismiss application filed Nov. 6, 1970, and related supplements and comments, and that parties may have four business days to reply to any pleading or other document filed in response by any other party; and that replies to oppositions will not be considered (Doc. 13341, 13342, 13344). Action Sept. 7.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, Ga. (Community Radio System and Morris's Inc.), AM proceeding, reopened record to change Morris's exhibit no. 18 to exhibit no. 19, and closed record (Docs. 17722 and 18395). Action Sept. 7.

■ Hearing Examiner Chester F. Naumowicz Jr. in Boynton Beach, Fla. (North American Broadcasting Co. and Boynton Beach Community Services Inc.), AM proceeding, ordered further hearing to reconvene on Nov. 18 (Docs. 18310, 18312). Action Aug. 26.

Call letter action

■ Iron County Broadcasting Co., Ironton, Mo.—Granted KPJA.

Existing AM stations

Final actions

■ KCUZ Clifton, Ariz.—Broadcast Bureau granted license covering changes; trans-studio location redesignated as No. 1 Ward's Canyon Drive. Action Sept. 8.

■ KTYM-AM-FM Inglewood, Calif.—FCC set license renewal oral argument for 9:30 a.m. on Nov. 11, in proceeding on applications by Trans America Broadcasting Corp. for renewal of licenses for stations (Doc. 18616). Action Sept. 8.

■ KFMG Des Moines, Iowa—Broadcast Bureau permitted remote control. Action Sept. 10.

■ WXLN Potomac-Cabin John, Maryland—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 1, 1972. Action Sept. 10.

■ WGRG Pittsfield, Mass.—Broadcast Bureau permitted remote control. Action Sept. 2.

■ KSEN Shelby, Mont.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location, 131 Main Street, Shelby, while using DA; conditions. Action Sept. 7.

■ KIHN Hugo, Okla.—Broadcast Bureau granted license covering use of former main trans. as alt-main trans. only. Action Sept. 3.

■ KNOR Norman, Okla.—Broadcast Bureau granted license covering changes; trans. studio location redesignated as 2020 Alameda Street, Norman. Action Sept. 10.

■ WBCU Union, S.C.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Sept. 3.

■ WCFV Clifton Forge, Va.—FCC denied request by Renee R. Winklemann for reconsideration of action denying application of Image Radio Inc. for renewal of license of WCFV (Doc. 17945). Action Sept. 8.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Jacksonville, N.C. (Seaboard Broadcasting Corp. [WLAS]), in absence of presiding examiner, granted petition by applicant and extended through Oct. 18, time to file proposed findings of fact and conclusions of law, and through Oct. 28, time to file replies (Doc. 18814). Action Sept. 3.

■ Hearing Examiner Jay A. Kyle in El Cajon, Calif. (Metro Communications Inc. [KDEO]), AM proceeding, granted motion by applicant to dismiss its application, and dismissed application with prejudice; cancelled hearing conference scheduled for Sept. 8; and terminated proceeding (Doc. 18879). Action Sept. 7.

■ Chief, Office of Opinions and Review in Gaithersburg, Md. (Nick J. Chaconas [WHMC]),

granted motion by Nick J. Chaconas and extended through Sept. 9, time to file reply to opposition of Broadcast Bureau (Doc. 18391). Action Sept. 3.

Fines

■ KIST Santa Barbara, Calif.—FCC ordered Western States Radio Inc., licensee, to forfeit \$1,000 for repeated violation of the terms of station's license, Communications Act and rules by allowing improperly licensed operator to be on duty and in charge of trans. apparatus. Action Sept. 8.

■ KAHU Waipahu, Hawaii—FCC notified Royal Hawaiian Radio Co., licensee, of apparent liability for forfeiture in amount of \$500 for violations of rules for not treating political candidates uniformly with regard to spot rates, and charging candidate more than commercial advertisers, in Nov. 1970 gubernatorial election. Action Sept. 8.

■ WRKL New City, N.Y.—FCC ordered Rockland Broadcasters, licensee, to forfeit \$500 for violation of rules by failing to maintain authorized ratio of ant. base currents. Action Sept. 8.

Call letter application

■ KWLN Ashland, Ore.—Requests KCMX.

Designated for hearing

■ KFNW Fargo, N.D.—FCC set for hearing application of Northwestern College to change frequency of station from 900 khz 1 kw-D to 1170 khz. Action Sept. 8.

Presunrise service authority

■ Broadcast Bureau, until further notice, granted following AM's PSA from 6 a.m. to sunrise time specified in instrument of authorization, with daytime ant. system and with power as shown: WMWM Wilmington, Ohio, 5.4 w. Action May 13. WKTZ Jacksonville, Fla. 100 w. Action May 27. WCRI Scottsboro, Ala. 100 w. Action June 2. KAGH Crossett, Ark. 71 w. Action June 10. WYPR Danville, Va. 250 w. Action June 16. KZEE Weatherford, Tex., 8 w. Action July 1. WAPR Avon Park, Fla., 500 w. Action July 8. KMRN Cameron, Mo., 500 w. Action July 13. WSWN Belle Glade, Fla., 52 w. Action July 19. KCIA Hobbs, N. Mex., 500 w. Action July 21. WXMT Merrill, Wis., 500 w. Action July 26. WKAJ Saratoga Spring, N.Y., 72 w. Action July 27. KBIF Fresno, Calif., 31 w., KFWJ Lake Havasu City, Ariz., 500 w. Action July 28. KGUY Palm Desert, Calif., 55 w. Action Aug. 6. WTRB Ripley, Tenn., 233 w. Action Aug. 13. WSLW White Sulphur Springs, W. Va., 500 w. Action Aug. 16. WTCL Warren, Ohio, 135 w. Action Aug. 17. KCAS Slaton, Tex., 16 w. Action Aug. 18. KPCC Quincy, Calif., 500 w. Action Aug. 26.

New FM stations

Actions on motions

■ Hearing Examiner Basil P. Cooper in Murphysboro, Ill. (Radio Station W.I.N.I. and Sunshine Broadcasting Corp.), FM proceeding, granted request by Radio Station W.I.N.I., set certain procedural dates; and ordered evidentiary hearing continued from Sept. 22 to Oct. 27; and by separate action, granted petition by Radio Station W.I.N.I. for leave to amend its application to reflect bank commitment in amount of \$20,000 to WINI partnership and acceptance of commitment by partnership (Docs. 19224-5). Action Sept. 3.

■ Hearing Examiner Basil P. Cooper in Donaldsonville, La. (Lafourche Valley Enterprises Inc.), FM proceeding, granted petition by applicant for leave to amend its application to update stock ownership in applicant, submit supplemental letters of credit to certain stockholders and reflect minor modification in equipment proposal; received into evidence Lafourche exhibits 8, 9, and 10 and closed record (Doc. 19004). Action Aug. 31.

■ Hearing Examiner Basil P. Cooper in Bangor, Me. (Bangor Broadcasting Corp. and Penobscot Broadcasting Corp.), FM proceeding, received into evidence Bangor exhibit no. 8, consistent with ruling of hearing examiner at close of evidentiary hearing on Sept. 1, and closed record (Docs. 19165-6). Action Sept. 8.

■ Hearing Examiner Frederick W. Denniston in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, reopened record; granted petition by Voice of Dixie Inc. for leave to amend its application to show revision of exhibit to indicate consummation of assignment of permit for WSLA-TV Selma, Ala., to Central Alabama Broadcasters Inc.; and closed record (Docs. 18664, 18666). Action Sept. 2.

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, on re-



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Summary of broadcasting

Compiled by FCC, Sept. 1, 1971

	Licensed	On air S7A*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,330 ¹	4	12	4,346 ¹	52	4,398 ¹
Commercial FM	2,232	1	37	2,270	111	2,381
Commercial TV-VHF	501	2	8	511 ²	15	526 ²
Commercial TV-UHF	171	0	15	186 ²	81	267 ^{2†}
Total commercial TV	672	2	23	697	86	793
Educational FM	458	0	6	464	63	527
Educational TV-VHF	82	0	5	87	4	91
Educational TV-UHF	106	0	9	115	16	131
Total educational TV	188	0	14	202	20	222

* 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.

quest of Broadcasting Inc. of Anderson, extended to Sept. 10, time to reply to Eastern Broadcasting Corp.'s response to Broadcasting's motion for production of documents (Docs. 19018-9). Action Sept. 8.

■ Hearing Examiner Charles J. Frederick in Lake Havasu City, Ariz. (Lee R. Shoblom and Charles D. Langerveld), FM proceeding, ordered that memorandum opinion and order released Aug. 30, is recalled, voided and held for nought and reopened record; and scheduled further hearing for Nov. 30 (Docs. 19196-7). Action Aug. 31.

■ Hearing Examiner Jay A. Kyle in Mobile, Ala. (WABB Inc., et al.), FM proceeding, granted petition by Hartzog Broadcasting Inc., and dismissed with prejudice its application; and ordered that applications of WABB Inc. and Trio Broadcasters Inc., be retained in hearing status (Docs. 19226, 19228-9). Action Aug. 27.

■ Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana and Louisville, Ky. (Harrison Radio Inc., et al.), FM proceeding, granted petition by Harrison Radio Inc., and dismissed with prejudice its application; and ordered applications of Lankford Broadcasting Co. and Radio 900 Inc., be retained in hearing status (Docs. 18636-8). Action Aug. 27.

■ Hearing Examiner James F. Tierney in Sun City, Ariz. (Alvin L. Korngold and Sun City Broadcasting Corp.), FM proceeding, set certain procedural dates and scheduled hearing for Jan. 11, 1972 (Docs. 19087-8). Action Sept. 2.

■ Chief, Office of Opinions and Review in Anderson, Ind. (Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, granted motion by Eastern Broadcasting Corp. and extended through Sept. 8, time to file opposition to application for review filed by Broadcasting Inc. of Anderson (Docs. 19018-9). Action Sept. 2.

Other actions

■ Review board in Anderson, Ind., dismissed petition by Eastern Broadcasting Corp. for enlargement of issues on comparative ascertainment efforts, in proceeding on its application for new FM in Anderson, and competing application of Broadcasting Inc. of Anderson for same channel (Docs. 19018-19). Action Sept. 10.

■ Review board in Bangor, Me., FM proceeding, granted petition by Bangor Broadcasting Corp.,

applicant for new FM in Bangor, for extension of time to Sept. 22, to file responsive pleadings to further motion by competing applicant Penobscot Broadcasting Corp. to enlarge issues in proceeding (Docs. 19165-6). Action Sept. 10.

■ Review board in Battle Creek, Mich., denied motion by WVOC Inc., applicant for new FM station in Battle Creek, for enlargement of issues against competing applicant, Michigan Broadcasting Co., by addition of issues inquiring into concentration of control, violation of commission's policy against "hypoing" and violation of prohibition against lotteries (Docs. 19272-3). Action Aug. 30.

Initial decision

■ Hearing Examiner Chester F. Naumowicz Jr. in Macon, Ga., proposed grant of application of Middle Georgia Broadcasting Co. for CP for new FM station in Macon (Doc. 18279). Ann. Sept. 13.

Call letter applications

■ *South Madison Community School Corp., Pendleton, Ind.—Requests WEEM(FM).

■ Leighton Enterprises Inc., Independence, Iowa—Requests KOUR-FM.

■ *Lafayette School Corp., Lafayette, Ind.—Requests WJJE(FM).

■ Louisiana Broadcasting Service, Oakdale, La.—Requests KCWR(FM).

■ *Wayne State College, Wayne, Neb.—Requests KWSC(FM).

Call letter action

■ Radio Jackson Inc., Jackson, Ohio—Granted WLMJ-FM.

Existing FM stations

Final actions

■ KCTC(FM) Sacramento, Calif.—Broadcast Bureau granted CP to install new ant.; change TPO; ERP 45 kw; ant. height 520 ft.; remote control from 310 10th Street, Sacramento. Action Sept. 9.

■ KPSE(FM) San Diego, Calif.—Broadcast Bureau granted CP to install new trans.; new ant.; change TPO; ERP 50 kw; ant. height 185 ft.; remote control sites as 3225 North Harbor Drive, San Diego. Action Sept. 9.

■ KVRH-FM Salida, Colo.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 1200 ft. Action Sept. 8.

■ WOLI(FM) Ottawa, Ill.—Broadcast Bureau granted CP to change studio location to; trans. site: 1.8 mile north and 1 mile west of Highway 23, 6 and 71, North of Ottawa. Action Sept. 10.

■ WCLR(FM) Skokie, Ill.—Broadcast Bureau granted license covering changes; ERP 6 kw; ant. height 1170 ft. Action Sept. 8.

■ WNAP(FM) Indianapolis, Ind.—Broadcast Bureau granted license covering alt.-main trans.; ERP 50 kw; ant. height 370 ft. Action Sept. 8.

■ KAPB-FM Marksville, La.—Broadcast Bureau granted license covering new FM; trans.-studio location: Chester and Edgar Streets, delete remote control; ERP 3 kw; ant. height 215 ft. Action Sept. 10.

■ WZND(FM) Zeeland, Mich.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 98 ft. Action Sept. 8.

■ KWIM(FM) Moorhead, Minn.—Broadcast Bureau granted CP to change trans.; conditions. Action Sept. 9.

■ KXLY-FM Spokane, Wash.—Broadcast Bureau granted CP to move ant. to new tower; ant. height 3000 ft. Action Sept. 9.

■ Broadcast Bureau granted requests for SCA's on sub-carrier frequency of 67 khz by following stations: KSPR-FM Springdale, Ark.; KUAM-FM Agana, Guam; WYEN(FM) Des Plaines, Ill.; WEKT(FM) Hammondsport, N.Y.; WRVR(FM) New York, and KOAX(FM) Dallas. Action Sept. 3.

Call letter applications

■ WMUM(FM) Palm Beach, Fla.—Requests WJNO-FM.

■ WSON-FM Henderson, Ky.—Requests WKDQ(FM).

■ WSET(FM) Nashville—Requests WAMB-FM.

Call letter actions

■ KFMX San Diego, Calif.—Granted KYXY(FM).

■ WEND-FM Ebsensburg, Pa.—Granted WIYQ(FM).

■ WMNT-FM Manati, Puerto Rico—Granted WMLD(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending aux.: KEPS(AM) Eagle Pass, Tex.; KLMS(AM) and KFMO(FM), both Lincoln, Nebraska; KLTR(AM) Blackwell, and KLOR-FM Ponca City, both Oklahoma; KONO(AM) and KITY(FM), both San Antonio, KROB(AM) Robstown, KSEL(AM) Lubbock, and KTER(AM) Terrell, all Texas; WAGO(AM) Oshkosh and WCWC(AM) Ripon, all Wisconsin; WENO(AM) Madison, Tenn.; WGSB(AM) Geneva, Ill.; WHWH(AM) Princeton, N.J.; WKVM-FM San Juan, Puerto Rico, and WTNJ(AM) Trenton, N.J. Action Sept. 10.

Other action, all services

■ Chief, Broadcast Bureau on request of Stern Community Law Firm, National Citizens Committee for Broadcasting and Citizens Communications Center, extended to Oct. 5, time to file replies to statements submitted in matter of public disclosure of FCC Form 324, "Annual Financial Report of Networks and Licensees of Broadcast Stations" and listing of broadcast expenses in specific programing categories. Action Sept. 10.

Translator actions

■ K12HJ Crystal Bay, Nev.—Broadcast Bureau granted CP to add amplifier to present trans. and increase output power of VHF translator to 5 w. Action Sept. 1.

■ Elko, Nev.—Elko Television District. Broadcast Bureau granted CP for new UHF translator to serve Elko, operating on ch. 72 by re-broadcasting programs of KTVN Reno. Action Sept. 3.

■ Glide, Ore.—South West Oregon Television Broadcasting Corp. Broadcast Bureau granted CP for new VHF translator to serve Glide, operating on ch. 13 by re-broadcasting programs of KPIC Roseburg, Ore. Action Sept. 3.

(continued on page 66)

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Broadcasting

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Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Radio Help Wanted

Management

16mm Film Laboratory Manager. Experienced all phases color-B/W operation to include complete knowledge of quality control procedures, processing, printing, and single and double system editing. Good salary and benefits. Please send complete resume and references. Washington, D.C. Needed immediately. Box G-276, BROADCASTING.

Sales manager for full-time black oriented station in major southern market. Opportunity for right man to grow with dynamic company. Send resume. Equal opportunity employer. Replies confidential. Box J-107, BROADCASTING.

AM sales manager, \$12,000 to \$14,000 to start. Want aggressive, creative administrator with at least 2 years sales management experience. New York State, Top 100 market, group operation. Box J-108, BROADCASTING.

Are you ready for the big move in your career? Susquehanna Broadcasting wants the man in the business who's ready to grow. A newly created position of Assistant National Sales Manager is available. The man who gets this job will work in New York City and occasionally travel to other buying centers. He must be young, intelligent and love this business. Must be creative, familiar with ratings, RAB and BRL information and know how to use it to sell. He will work for one of the fastest growing, most respected broadcast companies in America. Write to Jack DeHaven, Susquehanna Broadcasting, 509 Madison Avenue, New York, N.Y. and sell him. Include all details, plus salary requirements for the first year, (if you're the man who can do this job, the succeeding years will take care of themselves.)

New radio station seeks experienced radio traffic bookkeeping manager. Somerville, New Jersey. Call 526-1170/526-1171.

Sales

Advertising space sales. Leading national business publication has immediate opening, in Washington office, for young, aggressive self-starter to cover the south. Knowledge of broadcast business helpful, but not required. Draw plus commission. Send complete resume, including salary requirements to Box J-179, BROADCASTING.

Two radio salesmen wanted for No. 1 station in strong southwest radio market. Top salary, plus commissions and excellent fringe benefits. Send resumes to Hugh McEvoy, General Manager, KCLV, Box 1907, Clovis, New Mexico 88101.

Wanted: Aggressive sales manager, Radio Station WEAV, Plattsburgh, New York. Contact George F. Bissell, Sr. (518) 561-0960.

Experienced radio salesman to step up to TV. All local selling direct to clients in 47th market. Oldest UHF in nation. CBS affiliate. Send resume, selling record, and income requirements to Dave Berlin, WSBA-TV, York, Pa. 17405.

Equipment sales—CCA Electronics, the industries largest, independent manufacturer of AM and FM broadcast equipment, has immediate vacancies for several sales oriented personnel with knowledge of AM and FM broadcast equipment. These gentlemen will be trained in the CCA plan for management activities. A background in AM and/or FM station management or high level technical activity would be appropriate. Supply resume to Mr. Bernard Wise, President CCA Electronics Corporation, 716 Jersey Ave., Gloucester City, N.J. 08030.

Radio sales in southern California. Commission, draw, expenses. RAB station. Opportunity for growth with expanding company. All the good things plus an ocean view (sometimes) from our office windows—send resume to West Coast Media—Suite 1437, One City Boulevard West, Orange, California 92668. An equal opportunity employer.

Need three additional experienced radio salesmen with personal sales records for three stations in our group, one contemporary MOR, one top 40 and one C&W. One could become Sales Manager in three months. Top draws to five figures against 20%. Need immediately. Phone 205-539-5005 between 8:30 to 5:30.

Announcers

Wanted—announcer "with maintenance ability" & first phone for local directional AM station. A progressive operation in a pleasant east coast community. Box J-59, BROADCASTING.

Bright, clever personality with ability to captivate the housewife against stiff competition. Desire to move up in a growing company a must. Box J-86, BROADCASTING.

Experienced announcer for country western station in northeastern North Dakota. Good pay, paid insurance. Send tape, particulars and references. Box J-111, BROADCASTING.

Personality announcer for Florida East Coast MOR adult pop format. Split shift—mid-morning and late afternoon. Must be strong on news and spots. Deep voice preferred. Opportunity for advancement. \$12,000 year. No floaters. Equal opportunity employer. Send resume and tape to Box J-120, BROADCASTING.

Swingin soul jock for major midwest market. Must be tight, modern and have knowledge of music. Production capability a must. Send resume, picture and salary requirements to Box J-121, BROADCASTING.

Large market station going rock soon under new owners. Need full staff. Excellent pay. More for first phone. Box J-169, BROADCASTING.

Talk man—one of nation's leading all-talk-news stations in major market has opening for experienced talk-man—conservative. Some news. Top salary and potential. Send resume, air check and photo to Box J-174, BROADCASTING.

Morning man . . . Sterling Broadcasting needs highly professional morning man with first phone for KASH-Eugene, Ore. Contact Van Sias-KASH (503) 345-3357 or R. V. Loudon, Broadcast Manager, 975 John St. Seattle, Wn. (206) 624-2500.

Minimum one year experience. Middle-of-road, automated. Send resume, tape with news, commercials, K-HIT Radio, Denny Building, Walla Walla, Washington.

Suburban Northern Virginia stereo FM needs matured-off staff with a minimum five years experience and polished commercial delivery. Excellent working conditions and salary negotiable. Send tape and resume to John Morrissey c/o WEZR, 3909 Oak Street, Fairfax, Virginia 22030.

Florida fast growing East Coast adult MOR seeks exceptional personality who wants our delightful climate, plus way above average pay for our 50,000 pop market. (114,000 within 30 miles). If you don't think we can afford you, try us. Send detailed resume and tape with news, spots, record show to Hudson Millar, WIRA, Ft. Pierce, Florida. Equal opportunity employer.

Immediate opening—1st phone announcer—WMIC—AM-FM, Sandusky, Michigan.

As soon as we find the right man, we will expand to twenty-four hour operation. We are an exciting, growing Top-40 operation, fifteen miles out of Providence. If you are aggressive, intelligent, great on the air and have a first ticket . . . rush your tape, picture and complete resume to me: Richard Reese, Program Director, WSAR Radio, P.O. Box 927, Fall River, Massachusetts 02722. If you are from a minority group, we encourage you to apply. We judge only your on-the-air performance.

Morning man/program director—adult mature radio station needs man to do sign on show, help program big band/great standards format. Partial automation. Age no factor, professional outlook, pleasant sound, willingness to take direction and work a must. Send resume, non-returnable tape to manager, WSBR Radio, P.O. Box WSBR, Boca Raton, Florida 33432.

MOR announcers, one fulltime and several part-timers. Housewife, night add weekends for WGIR, Manchester, New Hampshire. Must have good music knowledge, creative production capability and solid experience. Please no novices. Send resume, non-returnable tape, minimum salary requirements to Program Coordinator, Knight Quality Stations, 400 Commonwealth Avenue, Boston, Massachusetts 02215. KQS is an equal opportunity employer that welcomes minority group applications.

Announcers continued

Nome, Alaska 10 KW. Need 1 experienced announcer and 1 newsman to replace volunteers finishing their yearly tour of duty in Alaska's newest educational radio venture. Men with ideals. Audience 95% English speaking Eskimos in 100 remote villages. All new Collins equipment. Non-salaried positions. Travel and all living expenses paid. Minimum of one year service. Must have voice, delivery, personality and great interest in helping others. Must have excellent working character references. Send "on air" tape (both news and DJ) resume, and photo. Contact Fr. Jim Poole, S.J., Box 101, Nome, Alaska 99762. Prefer 1st class license. 3rd class with broadcast endorsement required. All varieties of popular music format with educational spot-type fill. Broadcast 7 AM to 11 PM. One hour of religious programming a day. Station sponsored by Catholic Bishop of Northern Alaska.

Technical

First class transmitter and production engineer . . . no announcing . . . 5 KW dc. Immediate opening. Contact: Peter Dean, C. E.—WDEV—Waterbury, Vermont 05676 Tel. 802-244-7321.

News

Mature newscaster who can write full time—inside wide awake self starter. Indianapolis, Ind. No screamers. Box J-157, BROADCASTING.

Prominent public station which stresses news seeks broadcast journalists, capable of both outstanding news and air work. Send resume, audition tape and writing samples to, WOSU Radio, 2400 Olenangy River Road, Columbus, Ohio 43210.

Programing, Production, Others

Ten years experience in broadcasting to teach in school. Box J-17, BROADCASTING.

Situations Wanted Management

Successful general manager. 15 years broadcast experience, 34, budget minded, creative. Seeking medium or large market management. Skilled all phases. Box H-250, BROADCASTING.

Experienced salesman/broadcaster wants manager's job small-medium Florida market. Box H-357, BROADCASTING.

Business manager, strong take charge station background . . . seeking right move from agency back to broadcasting. Phone (201) 768-1253 or write Box J-77, BROADCASTING.

Dedicated 11 year professional broadcaster, Past 4 years in management with proven sales record. 29, married. Desire stock options. Box J-119, BROADCASTING.

Manager/sales manager. Seven years present station. Family. Employed Maryland. Box J-140, BROADCASTING.

Management/sales—underworked account executive and media planner w/major 4-A agency, National Package Goods Account; 1st phone; M.B.A.; sales/Mgt. experience; broadcasting in blood. 6 mo. performance contract ok. My guarantee to you. Age 30, Box J-168, BROADCASTING.

Last ad brought 14 responses, no-one would pay. Same ad: 30 year old sales manager want VP/GM or GSM. 18-25 depending location. 6 years present station. 7 station chain—16 plus last year, chain salesman of year, over \$100,000 billing myself out of total \$300,000 billed. 6 years ago station under 85,000. Now 300. I'll boast, my. My owner won't give me station to manage in chain, I'm too valuable here. Why leave? Unhappy—no co-op between GM/SM/PD/staff. I could stay and make 18 to 20 but my ulcer says go. Resume and references 4 star. Prefer Rhode Island, Conn. Mass.; East Coast, but if you'll pay and let me hire/fire/make decisions I'll come and make station profitable. If you can pay above write, I'll call and we'll have a hell of a Christmas business. Box J-176, BROADCASTING.

Read the rest, answer this. Five years experience major market. Husband/wife team who can do it all. No prima donna. You have the opportunity, we have the talent and ambition. Dan Rotundo, 2341 Palmour Dr. N.E. Apt. #10, Atlanta, Ga. 30305.

Situations Wanted

Sales

Creative experienced salesman unique production and programing background. 31, married, near degree bus. admin./marketing. Box J-55, BROADCASTING.

Salesman and DJ to sell during the day and do a night rock show or similar situation, but would like to work with contemporary or modern country format. I'm experienced and a proven producer in sales. Midwest or Western areas preferred, but all replies considered. Box J-135, BROADCASTING.

Help! Young experienced P.R. man looking for sales career. Will begin any level. East, mid-west preferred. Box J-151, BROADCASTING.

Announcers

Pro rock jock—first phone. \$200. Box J-44, BROADCASTING.

Combination "oldies" jock/sportscaster, third endorsed, responsible, dedicated. Box J-82 BROADCASTING.

Married, MA, vet, 5 yrs. DJ, strong prod., much live TV, all in good mkt.; excellent refs.; available Sept. 24. Box J-109, BROADCASTING.

An open letter to a program director: I am a DJ/news-caster, 29, strictly professional with over 6 years experience, currently employed. I have been exposed to all phases of the business DJ, news-caster, gathering and writing news, copywriting. My primary objective is to improve the sound of your operation. The station that hires me will get a college graduate, a polished temporary announcer with third ticket, and an individual totally dedicated to the business. My style and delivery will captivate your listeners and keep them interested. If you're interested let's get together. References and tape available. Box J-115, BROADCASTING.

First phone, 3 years experience, exceptional voice and diction, 28, interested in news. Northeast preferred. Box J-117, BROADCASTING.

Australian disc jockey, 28, 6 yrs. exp. Wants job in large D.A. Station. Box J-124, BROADCASTING.

Talented Black announcer/news/sales, college graduate, creative can do copy work; a real cooker. All formats tight board, third endorsed. Box J-125, BROADCASTING.

1st phone contemporary jock, news background, strong on production. 4 yrs. experience, master's degree. Box J-127, BROADCASTING.

Ambitious top 40 jock with wide programing experience, good numbers, terrific production, first phone. Top 100 markets \$200 a week. Box J-129, BROADCASTING.

Superwit . . . ready for majors . . . New England . . . pro . . . drive time . . . contemporary . . . MOR . . . production. Bright, clever, happy, entertaining . . . and stuff like that. Box J-132, BROADCASTING.

Fact: To have good business, you need good people. Six years of broadcasting experience ready to work for you. Box J-133, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box J-137, BROADCASTING.

Experienced announcer, looking for big move, married, employed. Box J-139, BROADCASTING.

Beginner disc jock announcer. Broadcast school. Third endorsed. Looking for experience in East Coast area. Box J-145, BROADCASTING.

Graduate top NYC broadcasting school—professionally trained—will locate anywhere in the U.S.—tight board—authoritative news—sales oriented—third endorsed. Box J-146, BROADCASTING.

1st phone . . . Black and experienced C and W . . . MOR . . . soul . . . copy writer . . . production . . . and operations mgr. Box J-147, BROADCASTING.

Intelligent professional jock looking for medium-large market slot. Seven years experience, married, active in community affairs. Will also consider P.D. in medium market. Military complete. Tape and resume from Box J-149, BROADCASTING.

Florida stations! Are you 2nd or 3rd in your market? Please write. I offer 5 years experience. Maturity with enthusiasm. Record of reliability. First phone. Box J-153, BROADCASTING.

I have: third endorsed, college diploma, broadcast school, thorough knowledge—contemporary and MOR, writing ability, dedication. I need: job at your station at your price. Box J-155, BROADCASTING.

Announcers continued

Creative, funny, dependable, B.S.E.E., first phone, 2 years program director in college radio, 3 years comedy writer, prefer small-medium market in midwest. Box J-156, BROADCASTING.

Have you heard the news today? The reporter/announcer can do the job for you in your community . . . and music too, versatile, dependable, 3rd endorsed, aircheck available. Will gladly relocate. 212 874-3668. Box J-166, BROADCASTING.

Attention: WABC, WLS, KHJ and all other stations in major markets. I am the man that you need. 10 years in top 40 radio, fantastic voice, excellent production, college, first phone and knowledge of music. I have the creativeness, experience, versatility and the desire to have a positive effect on your audience. Box J-170, BROADCASTING.

1st phone contemporary jock, news background, strong on production. 4 years experience, master's degree. Box J-172, BROADCASTING.

First ticket, 2 years, tight pro sound, MOR, C&W, or contemporary, young and dynamic. Box J-178, BROADCASTING.

18 years highest DJ—PD ratings. Country, contemporary, MOR. Leaving KFOX—Los Angeles, after 5 years along with G.M., P.D. and others after management change. Brad Melton, 12886 Fremont, Yucaipa, Calif. 92399. 714-797-7666.

Professional D.J.—music director. First phone; no maintenance. Experienced, stable, dedicated. Married and draft-exempt. Desire medium market top 40 station—south or midwest. Contact: Henry Kastell, P.O. Box 337, Cumberland, Maryland 21502 (301) 699-9312.

What you don't know about me might hurt. Save on pain. Get the facts. Joe Mizway. (216) 663-8571. 5968 Turney Road, Cleveland, Ohio 44125.

1st phone—one year experience. Eager, talented. Paul Krakus, 1-513-825-2430.

I want radio to be my life. 22, married, graduate from Los Angeles City college. 1 yr. college radio exp. 3rd phone. Familiar with top 40, MOR, progressive. I know cars and production, interviewing and play-by-play. Tape and resume and photo ready. Contact Bob Sky, (213) 344-2474, 5300 Newcastle Ave., Encino, Calif. 91316. Apt. 76.

1st phone combo man, some experience creative, will relocate, Ken Gladstone, 63 Wildwood Lane, Roslyn Heights, New York 11577, (212) 595-5169.

1st phone, 3 yrs. expr. C&W, 26, married, will relocate. Call 714-344-3738.

A big voice is meant for rock! The Ken Sebring Thing is meant for you! 2 years, married, 3rd ready for medium—large market. Now. 2915 Mayflower, Lynchburg, Va. 703-846-8763.

1st phone, radio experience "Rock" will consider TV technical, Air Force trained. Willing to relocate. Ed (714) 295-2229.

Progressive music jock. Wants break into business. Professionally trained. College. Knows progressive music. Relocate anywhere. Art Williamson, Jr. 1-703-588-0924. Norfolk, Virginia.

Experienced Boston announcer (contemporary) with proven professional ability seeks new challenge. John (617) 566-0642.

Needed! One job for an announcer with 6 months experience . . . anywhere. I'm single, professionally trained with a 1st, draft exempt and available now. Would also like to try selling. If interested call (209) 233-1430 or write Al Robbins, 924 W. Cambridge, Fresno, Calif. 93705.

Announcer—1st class, also interested in sales. Don Martin grad. some experience—call 1-714-833-8130 or write 17761 Manchester Ave., Santa Ana, California 92705.

1st phone jock-pro—5 years experience. Heavy production. Dig programing. Married. Reliable. Pull ratings in 40's. Command top salary. Ron Brown, Route 4, Jackson St., Waycross, Ga.

N.Y., N.J., Conn. Nostalgia Nuts! Sales oriented, adult DJ-copywriter, creative idea man, 3rd, 3 yrs. experience, pleasant voice, dependable, congenial, extensive musical knowledge. Seek Sat. and/or Sun. position with MOR operation near NYC home. Personality format only please. Contact Ernest Favaro, 212—TA 9-6717.

Desire top forty, third phone with endorsement, no military obligation, willing to relocate. (412) 381-2370.

Announcer, newscaster, DJ, broadcast school graduate, 3rd endorsed, single, draft exempt, above average beginner desires part-time weekend position, Phila. area, AM &/or FM, tape and resume on request, Byron Rader, 5661 Florence Avenue, Philadelphia, Pa. 19143, Phone (215) SA 6-3850.

Announcers

Continued

Experienced announcer, young, dependable, 3rd, draft exempt . . . Ed Coyle, 704 E. 20th St., Chester, Pa. 215 TR 6-7664.

Young pro with master's ready to talk turkey with major market contemporary or serious music station. Call after 4. 518-584-5623. Hurry—there's a line forming!

Michigan stations note: morning man and PD for top rated Baltimore suburban contemporary would like to move back to native mid-west. Third ticket. Write John Carlile, Box 829, Annapolis, Maryland.

Dependable professional announcer with experience. 24. 3rd, single, will relocate. Howard Kane, 15 Catherine St., Portland, Maine 04102, 207-772-7839.

Sex . . . thanks for your attention Michigan, North-east. DJ, copy, production. Experienced, 3rd, good voiced. 1-313-881-9348.

Midwest or southwest. 15 years experience medium-major markets MOR and rock. Immediately available. Rod Blodgett-Miller, 3828 29th Avenue South, Minneapolis, Minnesota 55406. Phone 1-612-724-0395.

Have announcer will travel—first phone—experienced —304-438-7039.

Sportscaster needed? Have 1st phone, 1 yr. experience as jock, and college degree. If you need a knowledgeable, yet inexperienced, sportscaster (play-by-play), a sports reporter, and a great sport, the word is that John Lauer is on Hiatus at 517 Skokie Blvd., Wilmette, Illinois (312) 251-7487.

Technical

Chief engineer, operations director, 20 years experience in all phases AM and FM. Desires to relocate with stable employer. Box J-81, BROADCASTING.

18 years experience, AM directional, FM, former chief, studio build etc. Want West Coast, Box J-143, BROADCASTING.

Engineer 1st phone looking for position in radio or TV station. Ten years experience in communications. Would prefer work in Albany or Kingston area, or will relocate. Gregory Crossman, South Street, P.O. Box 28, Windham, N.Y. 12496.

News

News director, 2½ years experience, New England market. Will relocate anywhere for stable position and good salary. Tape and resume. Box J-114, BROADCASTING.

Sportscaster, experience includes New York air exposure, leading harness track caller, can do basketball color, production, writing ability. Box J-163, BROADCASTING.

Top-notch news hawk for hire. Young, dynamic and aggressive. Box J-181, BROADCASTING.

News director . . . 13 years radio-tv seeks opportunity where news is KING. Call Bill Winchell, 815-398-7664 now!

I'm in good market (5 million metro) making decent money, but don't like the station. Looking for pleasant conditions and decent hours, anywhere. (313) 645-2665.

Experienced Boston newsman, who knows what's happening and how to report it, seeks new challenge. John (617) 566-0642.

New director . . . 13 years radio-tv seeks opportunity to mold your news operation into 1st class product. Available for interview at RTNDA, Boston 9/28-10/1. Call Bill Winchell, 815-398-7664 now!

Programing, Production, Others

I'm trapped in good paying but boring job in NYC radio. Need outlet for my creativity. Top production, writer, announcer, news director, first phone. Consider freelance but would really like creative station. Box J-112, BROADCASTING.

Program/music director. Modern country. Good references! Married. Box J-134, BROADCASTING.

Capable experienced announcer ready to move into P.D.'s chair. Knowledgeable in music, promotion, production and programing. Five years small and medium market experience. 25, married, stable. Box J-150, BROADCASTING.

Program director of Baltimore suburban contemporary, ready for move up. Have doubled our county ratings in two years. Third phone. Prefer midwest. Write John Carlile, Box 829, Annapolis, Maryland.

Television Help Wanted

Management

General manager midwest three station growth market. Must be experienced in national and local sales and tight TV operation. Salary plus percentage. Box J-128, BROADCASTING.

Sales

Chicago TV station retail salesman wanted. Excellent opportunity at WCIU-TV, Channel 26. Send resume to John Bibbs care station.

Oldest UHF station in nation looking for creative salesman experienced in selling TV direct to local accounts. CBS affiliate in 47th market. Send resume, selling record, and income requirements to Dave Berlin, WSBA-TV, York, Pa. 17405.

Announcers

Sports director for northeastern major market. Must do two sportscasts per day on markets number one rated news station. Please send resume and tape plus salary requirements to Box J-161, BROADCASTING.

Technical

Maintenance engineer, 1st phone, strong electronics background. Military electronics training acceptable. Recently expanded to color. Send resume and salary requirements to Box J-171, BROADCASTING.

Immediate opening for experienced UHF chief engineer. Apply KFPW-TV, Fort Smith, Arkansas.

An equal opportunity employer desires TV engineer. Good pay, benefits, opportunity. First phone preferred. Send resume, photo. WTPA-TV, Box 2775, Harrisburg, Pa. 17105. Attn: Baker.

News

Medium market station looking for young, professional news director to bring excitement, imagination and genuine originality to sound but staid news operation. No on-air talent, we want someone who can devote their entire time to developing an exciting product. Send resume to Box J-138, BROADCASTING.

Weatherman, A.M.S. Full time staff, annual salary, good conditions, Pacific N.W. Must provide VTR audition, we'll send tape. Write and include picture Box J-141, BROADCASTING.

Newsman with strong sports background to air local sports reports on top rated midwest TV station. Air check must accompany your resume. Box J-173, BROADCASTING.

Programing, Production, Others

Ohio broadcaster has opening for minority affairs coordinator, male or female. Requires ability to meet and report activities of local groups; to produce weekly television and radio features and programs. News background helpful; ability to write and deliver on the air professionally essentially. Immediate vacancy. Write Box J-97, BROADCASTING. Equal opportunity employer.

Exceptional film maker to shoot, edit and help write documentaries for a special demonstration grant in Arizona. Must be familiar with all types of film and related equipment and have interest in the welfare of peoples of different ethnic and socio-economic backgrounds. For more information write: C.A.B.S., P.O. Box 1963, Tucson, Arizona 85702.

Television Situations Wanted

Management

Production/operation manager-producer/director victim of economy. Good background in administration, station operation, commercial and remote production, sports. All experience in top 10 markets. MA degree, 31, family man, top references. 215-548-4112 or Box J-15, BROADCASTING.

Dedicated professional. Program/operations manager. 11 years large market TV. No drifter. Two employers—9 and 2 years. Strong in programing, administrative leadership, film buying, community involvement and service. Seeks medium to small station with goals, commitments and professional pride to benefit from my experience, knowledge and initiative. College graduate. Veteran, family. Box J-160, BROADCASTING.

Seeking CATV or UHF management. Wide background: ETV directing-producing O&O engineering, electronics instructor. Currently radio sales. Big 10 college grad. Box J-164, BROADCASTING.

Announcers

What do your boothmen do between ID's? Great booth announcer also great promotion director. Combo makes sense. Solid citizen. Box J-122, BROADCASTING.

God is good, life is good, people are good, I am good. Past two years as news anchorman, previous two with ad agency. Somebody better came along, so I'm out in the cold. I think I will surprise you. Write Gil Fryer, 632 Delaney St., Orlando, Florida. Yes, that is my real name.

Technical

Ass't chief or maint. supv. Available immediately. Just returned from successful overseas assignment with major broadcast contractor. 2 yr. college, tech. school grad, first phone, 8 yrs. broadcasting plus another seven in electronics. A definite asset to any company. Box J-62, BROADCASTING.

Two engineers, family men, wish to change situations for permanent positions. Heavy experience, color remote and studio VTR, cameras, video systems, entire plant design, construction and operation. Available now. Box J-118, BROADCASTING.

Director of Engineering: E.E. plus, 1st class FCC, Age 31, chief eng. last 6 yrs. in #1 and #3 markets. Presently eng. dir. in N.Y.C. specialist in TV, computers, automation, design of production TV. Fax. Box J-148, BROADCASTING.

Young engineer, willing to relocate and work hard. Maintenance/operation desired. Color experience. Call/write: Nolan Tobias, 1110 Tusca Rd., Beaver, Pa. 15009, 412-774-9006.

News

Cinematographer—twelve years experience TV-news, documentaries. Creative, award-winning photography. Can handle still, single or double system photography plus lighting. Have traveled extensively. Married, can relocate. Excellent references. Presently completing network documentary series. Box J-113, BROADCASTING.

I'm a young television anchorman, in a major southwest market, looking for a like job with a broadcast organization that feels as strongly about the responsibility of newscasting as I do. If you're such an organization, please contact me at Box J-123, BROADCASTING.

Wage-freeze now? In deep-freeze two years. Two professionals. Newscaster-reporter. Photographer. All inquiries considered. Box J-130, BROADCASTING.

4 years newspaper reporter-photographer and some TV stringing, looking for a TV news job as writer or reporter. Want fresh air where children can grow. I'm 23 years old with B.A. Box J-131, BROADCASTING.

Weatherman with major market background and ten years announcing experience wishes to relocate. All offers considered. Box J-136, BROADCASTING.

Newsman, 40, eleven years radio-television experience—16mm camera . . . write-air news . . . college-family. Sober-solvent. Write Box J-152, BROADCASTING.

Sportscaster with major league play-by-play and major market experience seeking new position. Radio/TV combination with PBP preferred but all offers considered. VTR's available upon request. Box J-167, BROADCASTING.

Creative news photographer. Documentaries. Commercials. Phone: 815-968-3314. Glen Brown, 1245 Ferguson, Rockford, Illinois.

Sports director. Radio or TV. Play-by-play experience. Call Tom: 414-421-5129.

All dig no dog . . . Turncoat radio newsman wants TV anchor or reporter position. B.S., young, aggressive, family. Phone 518-477-6218.

Programing, Production, Others

Television producer-director with outstanding local and network credits is seeking management opportunity. Seventeen years of television background and experience. Opportunity and growth potential are primary considerations. Box J-103, BROADCASTING.

Assistant promotion manager ready to move up. Over 8 years experience with pr, research, audience and sales promotion. Will relocate, available on short notice. Resume, excellent samples available. Box J-126, BROADCASTING.

Production supervisor want A.D. spot or reasonable facsimile. Crave commercials! CATV? 3 years heavy, progressive experience, solid all phases; live, studio/remote. Motivated, 25, 1-Y. BA in R-TV. Resume on request. Box J-144, BROADCASTING.

Programing, Production,

Others continued

CATV origination—small-medium M.S.O. Have ambition, ideas, local-major market experience in producing, directing, graphics, on camera too. Now administrating I.T.V. for school district. Young, family, B.S. degree. I want in. Box J-159, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

For Sale Equipment

Heliast-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

Two (2) RCA TK-43 Cameras complete with TD-9BC pedestal Varotal V zoom lens. 100 foot cables. Tektronix/RCA monitors, \$15,000.00 each. Call 803-253-6431.

Cartridges reconditioned and reloaded with Scotch 156. Like new at half the price: i.e., 40 seconds . . . 95¢, 70 seconds . . . 99¢, plus major parts. We pay return shipping and insurance. Also best prices anywhere on new Fidelipacs and all numbers of 3M audio and splicing tape. Your order is your charge account. Lauderdale Electronic Labs, 16 S.W. 13th Street, Ft. Lauderdale, Florida 305-525-0478.

Television Transmitter—Amplex UHF TA15-BT bought new and used for tests only. Modify to your channel and higher power or for standby. With color and in perfect condition. Newsvision Company, 1016 Broad St., Bridgeport, Conn. 06603 or call evenings 203-378-9242.

Used Raytheon nine channel control console model RC-11 with power supply. Good working condition. \$750 FOB Sonora, Calif. KVML Sonora.

For Sale—One General Electric twelve bay batwing antenna Model 4TY7OH1. 750 ft. 6 1/2 inch 75 ohms Copper Coax Line in good condition with hangers, guide and bullets. Contact Harvey Mason, VP-Engineering, WITN-TV, P.O. Box 468, Washington, North Carolina 27889.

Amplex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International, Box 1555, Mtn. View, Calif. 94040. 408-739-9740.

Stereo automation. Save money on 2 trade show systems. New guarantee. Call W. Rubin, (213) 776-6933 collect.

12 bay FM Collins 37M horizontally polarized antenna. Call 612-633-9667.

Eastman 285 projector—new condition. \$7,500. GE PE-250 4-Plumbicon studio camera chain complete, used, good condition. \$14,000. For information please call IEC (408) 739-4262.

For immediate sale—complete RCA TV transmitter and related equipment, including antenna—tuned to UHF channels 14-33. Like new condition. For information call L. Hoffman—312-735-2400 ext. 431.

Notice of sale of surplus radio tower and antenna items. Indiana University, Bloomington, Indiana, has for sale surplus 210 foot radio tower and antenna items. Offers will be accepted until October 15, 1971. Specifications may be obtained from the Director, Purchases & Stores, Purchasing Department, 1000 E. 17th St. Indiana University, Bloomington, Ind. 47401.

For Sale: Two 50KW AM transmitters available 60 to 90 days. One three years old, priced at \$55,000 and one one year old at \$65,000. Equipment manufactured by Gates Radio. For further information contact Robert Sidwell, 609-456-1716, CCA Electronics.

1 3/4" 50 OHM Gas Filled Line. Complete w/"N" connectors; equipped for pressurization Brand New, Phelps Dodge #STA 158-50 One length @ 1000 ft. one length @ 400 ft. \$1.60 per foot for all. Action Electric Sales 312-235-2830. Need Coax, bare copper, power cable?

For sale: ITA-AGC amplifier \$150.00, ITA-limiting amplifier \$150.00, Bauer limiting amplifier \$200.00, Gates-STA level \$140.00. All in excellent condition, phone 904-394-2177, Clermont, Florida.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Miscellaneous continued

Shoplifting is a crime! Easy-to-sell radio promotion on tape. Timely and profitable. Our rate—\$5.00 weekly. Call 703-342-2170 or write Hayden Huddleston Advertising Agency, Inc., 305 Shenandoah Building, Roanoke, Va. 24011.

Interested in Christian format for your station? We can help you! Call Dr. Crews, Christian Radio Consultant, 912-432-6436 or write Box 942, Albany, Ga. 31702.

"Free" Catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Bumper Stickers—fast service, fair prices. Write for information. Wisconsin Speed Press—241 North 35th Street, Milwaukee, Wis. 53208.

Deejay lines by top comedy writers. Monthly. 3 recent samples—\$5.00. Yearly (12 issues) \$25. Humor Originals, Box 86B, East Meadow, N.Y. 11554.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Granham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First class FCC license theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. ELKINS INSTITUTE*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-568-1110.

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4103 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-521-1426.

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 Viacont Blvd., El Paso, Texas 79925. Phone 915-778-9831.

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Washington, 4011 Aurora Ave., North Seattle, Washington 98103. Phone 206-634-1353.

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-778-1234.

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. ELKINS in Dallas*** — Atlanta*** — Chicago*** — Denver — Hartford — Houston** — Memphis* — Miami** — Minneapolis** — Nashville** — New Orleans*** — San Francisco** — Seattle — San Antonio** — Oklahoma City.

Instructions continued

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates Oct. 6—Jan. 5, April 12. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

Zero to first phone in 5 weeks. R.E.I.'s classes begin Oct. 11, Nov. 15, tuition \$395.00. Rooms \$15-\$20 per week, call toll free: 1-800-237-2251 for more information, or write: R.E.I., 1336 Main Street, Sarasota, Florida 33577. V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. Call Joe Shields (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

R.E.I., 625 E. Colorado St., Glendale, Calif. 91205. Call toll free, 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week, VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, \$7.00; 2nd class, \$12.00; 1st class, \$16.00; complete package, \$25.00. Research Company, 3206 Bailey Street, Sarasota, Florida 33580.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st class in 6 weeks. Established 1943. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606.

Why pay more? 1st phone in 5 weeks. Guaranteed results! Tuition \$250. Rooms \$9 weekly. Next class September 27th. Academy of Radio and Television, 1120 State Street, Bettendorf, Iowa 52722. 319-355-1165.

FCC license—taped instruction complete with FCC reprints elements I & II, only \$12.50. Spectra, Box 356, State College, Pa. 16801.

See our display ad under instruction on page 66 Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO 2-3281.

Radio

Help Wanted Management

VP/GENERAL MANAGER

\$30,000 plus sensational incentives and benefits. Must have experience, ability and temperament to build from the ground up by creating new format, staff and facilities. Expanding diversified ownership. Very large southern market. Tell us about your track record.

BOX J-162, BROADCASTING

Radio Help Wanted Sales

ADVERTISING SPACE SALES

Leading national business publication has immediate opening, in Washington office, for young, aggressive self-starter to cover the south. Knowledge of broadcast business helpful, but not required. Draw plus commission. Send complete resume, including salary requirements.

BOX J-180, BROADCASTING

RADIO

Help Wanted Sales continued

BROADCAST SALES POSITION

Telemation Inc., national broadcast sales operation, eastern region has an immediate opening in broadcast sales. Applicant must have good background in selling sophisticated equipment to independent and network broadcasters, and be thoroughly familiar with the eastern broadcast market. Contact:

Russ Ide, Manager, Broadcast Operations, Telemation, Inc., P.O. Box 15068, Salt Lake City, Utah 84115, or call (801) 487-5399, ext. 221

SALESMAN FOR IGM

East coast location. Responsibility for sales of audio automation equipment systems and syndicated programing. Earning potential \$25-40,000. Requires strong sales-to-management background. Send resume immediately to Irv Law, International Good Music, Inc., P.O. Box 943, Bellingham, Wa. 98225. Tel. (206) 733-4567

#####

Announcers

ONE HELL-RAISER . . .

To entertain, inform, stimulate, agitate, motivate, excite and/or console an 18 to 30 evening audience for this Florida AM leader. Heavy interest in music and current issues a must. 1st ticket preferred. If you're not dynamite with young citizens, their problems and desires, save the stamps. Minority applicants encouraged.

BOX J-106, BROADCASTING

MORNING STARS! ! !

Top 15 Market Modern MOR

Now conducting a nationwide search for a top-notch first-rate professional, who has it all put together, and is nothing short of sensational, warm and funny. If that's you, and if you're ready to move to a fabulous, mushrooming market, get your tape, resume, picture to us now!

BOX J-158, BROADCASTING

WEEKEND PERSONALITY

For major market Northeast 50,000 watt winner. Only strong personalities who can make the music sing will be considered for this high pay position. Inquire:

BOX J-177, BROADCASTING

Help Wanted

Technical

PROJECT ENGINEER

Audio Systems

for major network & station group.

Openings at our NYC engineering department for an audio engineer who has a minimum of 4 years broadcasting experience. Responsibilities encompass design and installation of radio studio facilities, switching and transmission systems, and magnetic recording facilities.

EE degree preferred; knowledge of RF systems and FCC procedures helpful!

Please forward resume and salary requirements to:

BOX J-175, BROADCASTING

An equal opportunity employer M/F

Television Help Wanted

Management

TRAFFIC MANAGER

Top 20 midwestern major TV station with network affiliation has an immediate opening for a Traffic Manager. Position offers good starting salary and fringe benefits plus growth potential. Please send complete resume in confidence to:

BOX J-165, BROADCASTING

An Equal Opportunity Employer

Sales

READY TO MOVE UP?

Major broadcast group has retained our consulting firm to find several dynamic, young, salesmen for their five television and seven radio stations. Openings created by internal promotion. Candidates should have sufficient experience, maturity and ability to assume a management position within 12 months. Salaries negotiable but more than present income. Mail confidential resume to

**Dr. White, Mgmt. Consultant
BOX J-84, BROADCASTING**

All replies acknowledged

Employment Services

527 Madison Ave., New York, N.Y. 10022



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Fla.	small	daytime	\$ 90M	29%	MW	small	AM+FM	\$446M	29%
SE	small	daytime	130M	29%	Texas	small	AM+FM	100M	cash
NE	small	FM	160M	29%	Ga.	medium	daytime	200M	cash
SW	medium	AM+FM	350M	nego	NE	metro	fulltime	300M	100M
NW	medium	profitable	97.5M	25M	Ill.	sub	FM	440M	nego



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Wanted To Buy Stations

WANTED TO BUY

... AM station in East ... New England to Florida ... in small or medium market ... all replies confidential ... reply to ...

BOX J-142, BROADCASTING

For Sale Stations Continued

STATIONS FOR SALE

1. MAJOR MARKET FM. High gross. Top ratings. \$650,000. Terms.
2. SOUTHWEST. Major market daytime. \$300,000. Terms.
3. WEST SOUTH CENTRAL. Well established fulltime. \$550,000. Terms.
4. SOUTHWEST. University town. AM-FM. \$325,000. Terms.

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and ASSOCIATES**

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BOX J-71, BROADCASTING

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

For sale yesterday by owner metro market 1 KW daytimer, power increase and full time possible. Other interest, and ill health make fast sale advisable. Only qualified buyers - properly priced to sell.

BOX J-102, BROADCASTING

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20006
1801 Ave. of the Stars 1725 Eye St., N.W.
Century City, Suite 501 Suite 714
213/277-1567 202/223-1553

News

WDRQ is the talk of Detroit

The nation's 1st independent FM all news and conversation station is looking for two very special people—a newsmen and a talk personality. Each must be able to relate and approach news in a humanizing manner.

Contact: **DON BARRETT**
WDRQ-FM
15933 W. 8 Mile Road
Detroit, Michigan
(313) 272-8000

Situations Wanted

Announcers

Broadcasting is my second love
My first is now a graduate student in Iowa. Marriage by long distance phone is out. Your top 40 or contemp MOR format and location in or near Iowa will help me keep it all together. In return I offer more than a little help for my friends. Tight combo tape, details rushed on request. College, 25, 3rd, endorsed.

BOX J-154, BROADCASTING

For Sale Stations continued

NEW MEXICO FULLTIMER

Relax in the sun country on a comfortable gross of \$100,000 and good cash flow. Valuable real estate suitable for development. Total price \$215,000 on excellent terms.

BOX J-116, BROADCASTING

KTAO—Los Gatos, Calif.

Superb S. Bay Area FM. 1800' antenna 1,500,000 1 mv. cvrg. Poor mgmt forces sale. \$75,000 down required. \$185,000 total. Superb facilities. 95.3 mhz. Hagglers need not apply.

Miscellaneous

HOW MANY MILLIONAIRES ARE THERE IN THE UNITED STATES?

... and how many NEW millionaires join the ranks every year? How did they acquire their wealth? The number and the reasons may astonish you! This amazing story is revealed in a valuable new booklet, "NEW ROADS TO WEALTH AND OPPORTUNITY." Even more exciting are the factual details about a specific business opportunity that is nothing short of a gold mine. Why? Because, as an associate of the organization providing the opportunity, you help others to succeed. For your free copy of "New Roads to Wealth and Opportunity," phone, wire, or write immediately to:



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(established 1937)

NEXT INTENSIVE THEORY CLASS starts

November 1, 1971

for additional information call or write

DON MARTIN SCHOOL OF RADIO & TV
1653 No. Cherokee, Hollywood, Cal.

HO 2-3281

(continued from page 60)

Modification of CP's, all stations

■ **KPAY-FM** Chico, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to March 6, 1972. Action Sept. 9.

■ ***KCRW(FM)** Santa Monica, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 15. Action Sept. 9.

■ **WRYZ-FM** Jupiter, Fla.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system; ERP 3 kw; ant. height 300 ft.; remote control permitted; condition. Action Sept. 3.

■ **WFCB-TV** Miami—Broadcast Bureau granted mod. of CP to extend completion date to March 7, 1972. Action Sept. 7.

■ **WPLO** Atlanta—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 17, 1972. Action Sept. 10.

■ **KIPA** Hilo, Hawaii—Broadcast Bureau granted mod. of CP to extend completion date to March 1, 1972. Action Sept. 3.

■ **WQWQ-FM** Muskegon, Mich.—Broadcast Bureau granted mod. of CP to extend completion date to March 1, 1972. Action Sept. 9.

■ **WPRM-FM** San Juan, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 27, 1972. Action Sept. 9.

■ **KWYR-FM** Winner, S.D.—Broadcast Bureau granted mod. of CP to change trans.; new ant.; TPO; ant. height 560 ft. Action Sept. 9.

■ **WQUT(FM)** Johnson City, Tenn.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 25. Action Sept. 9.

■ ***WPLN(FM)** Nashville—Broadcast Bureau granted mod. of CP to extend date of completion to Jan. 1, 1972. Action Sept. 9.

■ **WCFR-FM** Springfield, Vt.—Broadcast Bureau granted mod. of CP to change type trans.; specify dual polarization; change ant.; TPO; ERP 3 kw; ant. height 175 ft.; remote control. Action Sept. 9.

■ **WCVA** Culpeper, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 3. Action Sept. 9.

■ **KING** Seattle—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 19, 1972. Action Sept. 3.

Ownership changes

Applications

■ **KRBT(FM)** Woodland, Calif.—Seeks assignment of license from Tiger Broadcasting Corp. to KULA Broadcasting Corp. for \$94,000. Sellers: William B. Elliott, president, et al. Buyers: A. J. Krisik (51.05%), president; Theodore J. Wolf (29.02%), secretary; A. Judson Sturtevant Jr. (10%), vice president, and H. W. Dustin (9.93%), treasurer. Messrs. Krisik, Wolf, Sturtevant and Dustin have interests in KAGO(AM) Klamath Falls, Ore., and KFAQ(AM) San Francisco. Ann. Aug. 31.

■ **WLAK(AM)** Lakeland, Fla.—Seeks transfer of control from Roland B. Potter and Doris B. Potter (jointly 100% before, none after) to Hugh E. Holder (none before, 100% after). Consideration: \$360,000. Mr. Holder is president, director and sole stockholder of North Carolina Electronics Inc., licensee of WYNA(AM) Raleigh, N.C. Ann. Aug. 16.

■ **WMUM(FM)** Palm Beach, Fla.—Seeks assignment of license from Palm Beach Broadcasting Corp. to Walter-Weeks Broadcasting Inc. for \$250,000. Seller: Norman Knight, president and sole owner. Buyers: Robert M. Weeks (45%), president, James W. Walter (45%), vice president, secretary-treasurer, et al. Walter-Weeks Broadcasting Inc. is licensee of WJNO(AM) West Palm Beach, and WMFJ-AM-FM Daytona Beach, both Florida. Mr. Walter has smaller interests in WIS-AM-TV Columbia, S.C.; WFA-TV Montgomery, Ala., and WTOL-TV, Toledo, Ohio. Ann. Aug. 16.

■ **KWOS(AM)** Jefferson City, Mo.—Seeks assignment of license from Mid-America Television Co. to KWOS Inc. for \$390,000. Sellers: William A. Bates, president, et al. Buyers: William R. Natsch Jr., president; John J. Muessig Jr. (16%); Elizabeth J. Kote (16%), secretary-treasurer; Robert W. Kolb (16%), and William R. Griffin (12%). Mr. Natsch, Mr. Muessig, Miss Kote, and Mr. Kolb are employees of station as general manager, salesman-announcer, bookkeeper, and salesman, respectively. Mr. Griffin is safety director with MFA Insurance Companies, Columbia, Mo. Ann. Aug. 12.

■ **WSVB(FM)** Tamaqua, Pa.—Seeks assignment of license from Sky View Broadcasting Service to Floyd R. Zimmerman for \$40,500. Seller: James W. Reichard, sole owner. Buyer: Floyd R. Zimmerman.

merman. Mr. Zimmerman has interests in ice cream and dairy products manufacturing concern, and retail outlet. Ann. Aug. 16.

■ **KSOO-AM-FM** Sioux Falls, S.D.—Seeks assignment of license from KSOO-TV Inc. to KSOO Radio Inc. for \$394,035. Sellers: Gordon H. Ritz, chairman of board, et al. Buyers: Morton H. Henkin (55%), president; Harold W. Bangert (22½%), vice president; Thomas K. Barnstable (22½%), vice president. Mr. Henkin has interests (10%) in KSOO-AM-FM-TV and KCOO-TV Aberdeen, S.D., as do Messrs. Bangert and Barnstable (5% each). Ann. Aug. 16.

CATV

Applications

■ **Casa Grande, Coolidge, and Eloy, all Arizona**—American Cable Television Inc. KZAZ(TV) Nogales, Ariz.; KTLA(TV), KHJ-TV, KHTV(TV) and KCOP(TV), all Los Angeles. (Phoenix ARB 61). Ann. Sept. 9.

■ **Columbus and Bibb City, both Georgia**—Columbus Cablevision Inc. Seeks distant signal of WHAE(TV) Atlanta. (Columbus, Ga., ARB 81). Ann. Sept. 9.

■ **Columbus, Ind.**—Columbus Communications Corp. Seeks distant signals of WGN(TV) and WFLD(TV), both Chicago. (Indianapolis, ARB 18). Ann. Sept. 9.

■ **Essexville, Hampton township, and Bangor township, all Michigan**—Gerity Broadcasting Co. Seeks distant signals of WMSB(TV) Onondaga-East Lansing; WCMO(TV) Mount Pleasant; WTVS(TV), WKBT-TV and KXON(TV), all Detroit; WJMV(TV) Allen Park-Detroit, all Michigan, and CKLW-TV Windsor, Ontario. (Grand Rapids-Kalamazoo, Mich., ARB 38; Flint-Saginaw-Bay City, Mich., ARB 46). Ann. Sept. 9.

■ **Three Rivers, Mich.**—Williams County Broadcasting Systems. Seeks distant signals of WMSB(TV) East Lansing; and WTTV(TV), WGN(TV), and WFLD-TV, all Chicago. (Grand Rapids-Kalamazoo, Mich., ARB 38; and South Bend-Elkhart, Ind., ARB 94). Ann. Sept. 9.

■ **Fremont, Ohio**—Wolfe Broadcasting Co. Seeks distant signal of CKLW-TV Windsor, Ontario. (Toledo, Ohio, ARB 43). Ann. Sept. 9.

■ **Kutztown, Pa.**—Keystone Cable TV Inc. Seeks distant signals of WOR-TV and WPIX-TV, both New York. (Harrisburg-Lancaster-Lebanon-York, Pa., ARB 30). Ann. Sept. 9.

Final actions

■ **Longview, Marshall and Kilgore, all Texas**—FCC severed from hearing and remanded for processing as nonadjudicatory matters, petitions of Lone Star Television Service Inc., Longview, Cypress Valley Cable Television Service Inc., Marshall, and Kilgore Video Inc., Kilgore, for waiver of rules to permit them to carry distant signals on their systems, which are in Shreveport, La., TV market. Action Sept. 8.

■ **FCC**, in response to request from Time-Life Broadcast Inc. and Sterling Manhattan Cable Television Inc., asking for interpretive ruling that pay television cablecasting operations by Sterling are "affirmatively authorized", notified two companies by letter that it has pre-empted field of pay television cablecasting so local franchise terms are inoperative and no further affirmative authorization is required. Action Sept. 9.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Sept. 14. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ **Muncie, Ind.**—City council has received franchise applications from Cypress Communications Corp. (multiple-CATV owner), Los Angeles, and Sentinel Communications Inc., Chicago.

■ **Elizabeth, N.J.**—Telecommunications Inc. (multiple-CATV owner), Denver, has acquired CATV of Elizabeth Inc.

■ **Catskill, N.Y.**—Mid-Hudson Cablevision has begun construction.

■ **Tulsa, Okla.**—City commission awarded a franchise to Tulsa Cable Television.

■ **Nashville**—Four firms have applied to Metro council for a franchise: Mid-Tenn CATV Co., Mid-America Cable Corp., Nashville Cable Communications Inc. and Middle Tennessee CATV.

■ **Milwaukee**—Milcom Systems & Associates, Milwaukee, has applied to common council for a franchise.

Torbert Macdonald is not the archetypal backslapping politician. By Capitol Hill standards, in fact, the chairman of the House Subcommittee on Communications and Power is considered something of a loner. Although he is now serving his ninth term as representative of Massachusetts' seventh district, Mr. Macdonald has been and remains low-profile—a condition that has altered only slightly in the four years he has held the chairmanship.

But if his name is less than a household word, it is not because Representative Torbert H. Macdonald (D-Mass.) is either powerless or bland.

As subcommittee chairman, he has shaped a wide variety of communications legislation, from political spending to pay television to public broadcasting. It is not always the stuff of which headlines are made, but as anyone connected with communications will attest, it matters; it shapes the character of a major business and a pre-eminent communications medium.

And Mr. Macdonald's style in shaping that legislation is far from colorless; it is, in fact, an interesting study in contrast. As a lawyer by training and a pragmatic, centrist Democrat by inclination, he has shepherded bills through public hearings and executive sessions in what observers generally agree to be lucid, workmanlike fashion. As a crusty New Englander by heritage and temperament, on the other hand, he can exhibit a testiness that may erupt into wrath when witnesses or events displease him; the New England accent acquires a biting edge, the face tightens, and—most prominent of all—the freckled face passes through about seven shades of deep red. It is like watching a tomato ripen before your eyes.

There is no question, though, that the Massachusetts Democrat likes his job. When Samuel Friedel (D-Md.), then ranking majority member of the parent House Commerce Committee and chairman of the Subcommittee on Transportation and Aeronautics, was defeated last year, Mr. Macdonald became ranking committee Democrat and logical heir to the Friedel chairmanship. He declined it, despite the urgings of colleagues, including committee Chairman Harley O. Staggers (D-W. Va.)—and despite the fact that many considered it a step up.

Of the post he chose to keep, Mr. Macdonald says: "I wouldn't give it up for any position on any committee or subcommittee." He points out the increasing importance and potential of all forms of electronic communications, and seems to thrive on the fact that "nothing comes before the subcommittee that isn't controversial."

The fact that his subcommittee conducts such important business without

Quiet power on the House side of the Hill

attracting the attention granted, say, the Senate Communications Subcommittee, is not particularly pleasing to Torbert Macdonald. He jealously guards his subcommittee's turf and seeks to widen its impact. Earlier this year, for example, he successfully headed off a proposal to establish a Select Committee on Energy, which would have taken that subject out of the hands of Communications and Power. And although he

seems to defer to the Senate subcommittee on some matters, he does not see the House as a second-rate legislative body and is indignant when top administration officials appear at Senate hearings and send aides to his sessions.

Perhaps the most conspicuous of his legislative concerns in this field has been in the area of political spending. He personally presided last year over the remodeling of a Senate bill on the subject, which would have limited spending in the broadcast media alone; it was vetoed by President Nixon, but Mr. Macdonald reintroduced it this year with a new provision. The bill would now set a limit of 10 cents per eligible voter on all media spending, with the stipulation that no more than half that amount could be spent in broadcast. That bill will be taken up by the Commerce Committee this week and will be the basis for the final House bill to be considered in conference with the Senate's version.

Most broadcasters disagree with him on this point, but Mr. Macdonald feels limits on broadcast spending are essential to end the abuse of TV by candidates who use "blitz" tactics.

Another cause the congressman has taken up in recent months has been the quality of children's television. He has in the past urged the FCC to establish a special unit to deal with the problem. The commission last week decided to do just that (see page 28); but although he hailed the decision, Mr. Macdonald says he wants more than good intentions "before I am satisfied." He said he still plans to hold hearings on the full scope of children's TV.

Although he's openly proud of his subcommittee's work, Mr. Macdonald is reticent about his own impressive background. He is slow to reminisce about his athletic exploits at Harvard College, where he was captain of the football team and a member of the baseball and track teams. (He even had a brief tryout with a New York Yankees farm club, but decided on a Harvard Law degree instead.) Nor does he mention the Silver Star, Purple Heart and Presidential citation he earned when—like his close friend and college roommate, the late President John F. Kennedy—he was a PT boat commander in the Pacific during World War II.

There are echoes of his past, though, in the lively interest he still maintains in sports. His office softball team finished fifth out of 46 in the House league; he has also organized an ad hoc touch football team; and he follows closely the activities of New England's professional sports teams. For R&R, he tries to escape to a retreat in York Beach, Me., as often as possible. For a subcommittee chairman concerned with the volatile communications field, however, R&R can be elusive.

Week's Profile



Torbert Hart Macdonald—member, U.S. House of Representatives (D-Mass.); chairman, Subcommittee on Communications and Power of House Commerce Committee; b. June 6, 1917, Malden, Mass.; BA Harvard College, 1940; PT boat commander, 12th Squadron, U.S. Navy, Southwest Pacific, and recipient of Silver Star, Purple Heart and Presidential Citation, 1942-45; LLB Harvard Law School, 1946; assistant legal counsel for Motion Picture Association of America, New York, 1946-48; private law practice in Boston, 1948-51; counsel for New England office of National Labor Relations Board, 1951-54; elected to Congress, Nov. 2, 1954; named to House Commerce Committee, 1955; became assistant majority leader for New England that year; named chairman of House Communications Subcommittee, March 1967; m. Phyllis Brooks, May 1945; children—Torbert Hart Jr., 25; Laurie, 24; Brian, 18; Robin, 15.

Inflation

As disclosed a week ago on this publication's "Closed Circuit" page, the FCC has created a new substructure in its Broadcast Bureau to ride herd on children's television. As yet only two people have been hired, but Chairman Dean Burch said last week that their recruitment was "just a beginning." His remark will quickly be translated by the civil service as a command to start building a bureaucracy.

Perhaps Mr. Burch and his colleagues weren't listening when the tightening of the federal budget was announced as part of the Nixon economic plan. Obviously, however, Mr. Burch has been listening to that little band of Boston mothers who formed Action for Children's Television and started this whole escapade. The "good ladies," as Mr. Burch gallantly described them in the threatening speech he delivered to the International Radio and Television Society last week, have made a powerful convert. The "core issue," said Mr. Burch, is whether commercial television and television that is good for children can be compatible.

We would have more confidence in an impartial resolution of that "core issue" if Mr. Burch had not confirmed, in the same speech, that one of the FCC's two new employees has been assigned to investigate the "economics of children's programming." That can mean only one thing: The employee, an Englishman with a recent Ph.D. from Indiana university, is to judge whether broadcasters can afford to spend more money than they have been spending on children's fare.

Our confidence in the outcome of this enterprise is further eroded by Mr. Burch's castigation of the commercial networks for rejecting *Sesame Street* before it went on non-commercial television. If Mr. Burch wanted to tell the whole story, he ought to have mentioned that *Sesame Street*, deriving its support from foundations and the federal government, is budgeted at something like \$8 million a year. If that is Mr. Burch's concept of what one children's show on one network ought to cost, he is asking the three commercial networks to assume a burden that could only break them.

None of this is to suggest that commercial television has done as much as it was capable of doing to elevate the quality of programming targeted at the young. The special exertions undertaken by all three networks since the governmental heat was turned on are admissions of earlier inadequacies. It is to suggest, however, that the government must deal realistically with television's power to engage young attentions and simultaneously illuminate young minds and with the economic resources available for those purposes.

As the "core issue" is being handled at the FCC these days, fantasy is more the mode than reality. And besides, who gave the FCC authority to get into program regulation, whatever the target audience?

The virtues of moderation

The National Association of Broadcasters has set itself the mission of obtaining legislation to restore order to the license-renewal process. It has also begun outlining a program of political action to attain that end.

So far so good. The mission is of undeniable importance; nothing short of the survival of broadcasting is at stake. The mission can be accomplished only by a persuasive political campaign. The key questions to be decided are: What degree of license protection is it practical to seek, and how to go about the seeking?

There are those, we among them, who believe the whole substance of the Communications Act needs repair; the

broadcast sections of the law originated in 1927 when radio was still more toy than social force and before television was even a credible subject for science fiction. Still, it is unreasonable to expect that a major overhaul can be undertaken in the present Washington climate, which is inhospitable at best. Indeed if major legislation were introduced, it could as easily make matters worse as make them better in broadcast regulation.

The best that broadcasters can hope for the Congress to give them is a reasonable chance to run on their records against untested applicants for their facilities and to defend their incumbencies according to established rules. Those simple rights have been impaired if not destroyed by the accumulated decisions of the U.S. Court of Appeals. Only the Congress can reclaim from the courts its authority to establish the policies of broadcast regulation and delegate to the FCC the implementation of its acts.

That is where the NAB's political-action system will be tested. The action ought to take the form of straightforward explanation and persuasion, it seems to us. It ought not to be confused with politicking in the grubby sense or fund raising and distribution. The merits of the case are in themselves persuasive if only they are articulated well and communicated to legislators by broadcaster constituents who have common interests.

A good start has been made at the NAB. Whether it is the start of something big will depend upon the performance and persistence of the association's leadership.

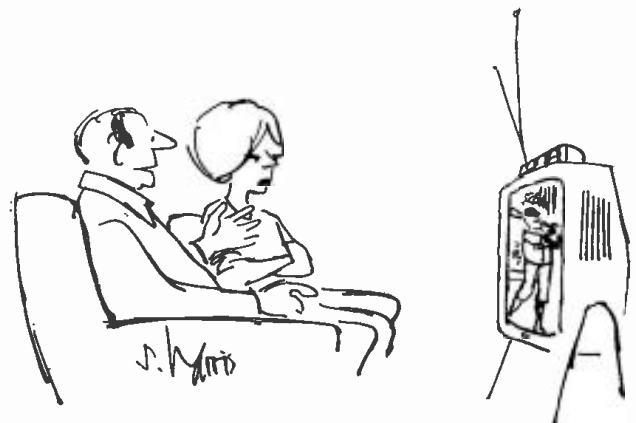
Nothing but the truth?

A month from now the Federal Trade Commission will hold hearings on advertising's basic role and influence in American life. It all sounds harmless enough, almost academic. Don't bet on it.

This is the same FTC that is now demanding that advertisers document the truth of their claims—whether the claims are challenged or not. It is the same FTC that now requires erring advertisers to devote 25% of future advertisements to confessions of guilt.

Knowing only its recent record and the antiadvertising biases of key members of the commission and its staff, we predict with confidence that the hearings next month will be so loaded with destructive criticism the defense of advertising will never catch up.

Wonder whether the FTC will require its favorite witnesses to document the truth of their claims.



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