



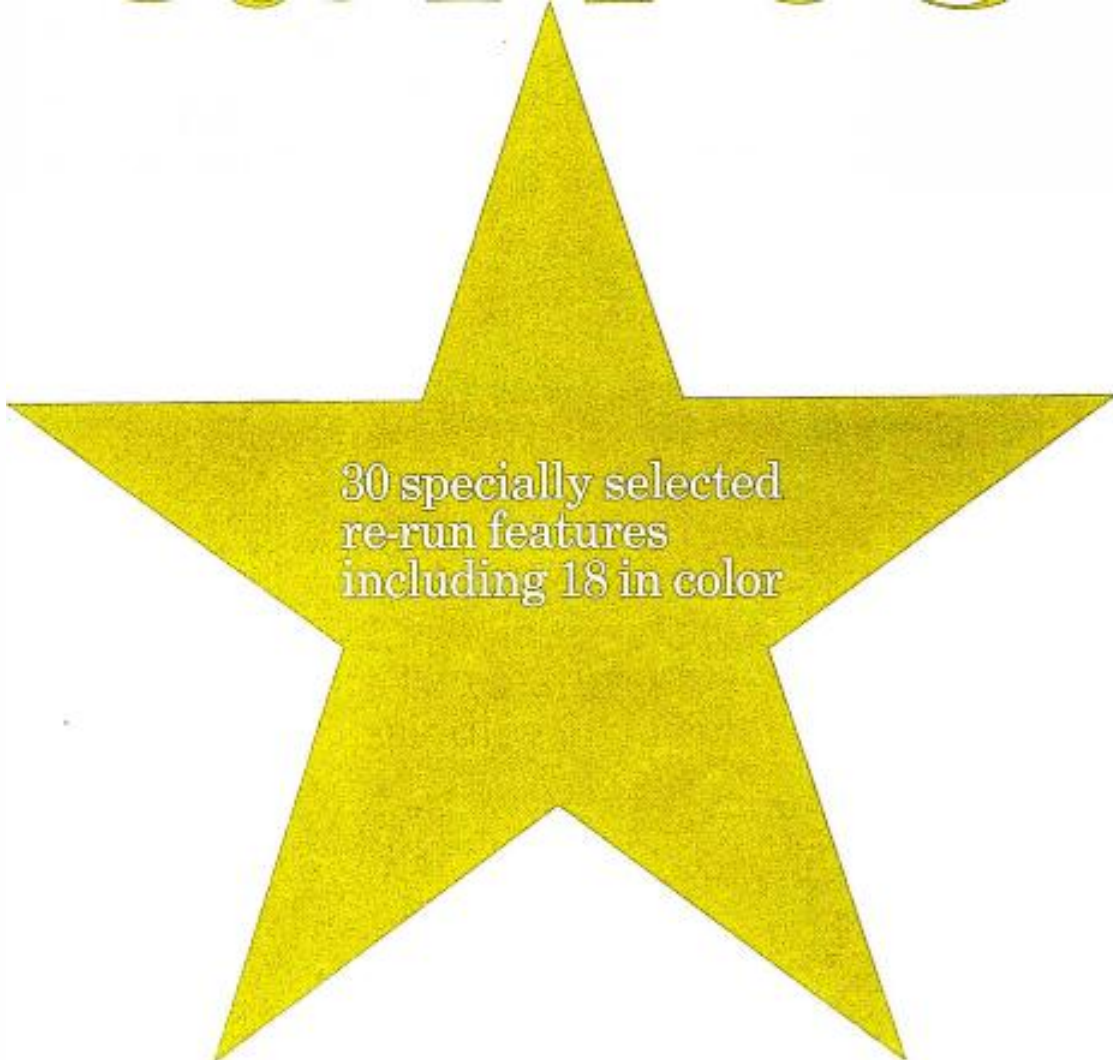
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NEWSPAPER

Reading of the ratings yields strong hint of parity among TV networks
Guarded good marks, pointed reproof for broadcast journalism in '70-'71
Up in the sky: Sloan commission looks ardently to cable's future
Down on the ground: FCC, OTP try to keep present from coming unglued

Starlite 5



30 specially selected
re-run features
including 18 in color

Warner Bros. Television

A Kinney Company

Burbank • New York • Chicago

The Amazing World of
KRESKIN



You won't believe what he can do.

In a seance-like setting, 20 members of the audience sit at five tables in groups of four. Kreskin—using the brainpower of the 20 people—makes the five tables tremble, rise off the floor and turn over.

Kreskin asks a guest to think of any program listed in an issue of TV Guide. Then he asks a member of the audience to hold the TV Guide and a pen behind his back and mark a point on any page in the magazine. The mark invariably appears on the listing for the program selected by Kreskin's guest.

A fencing expert thinks of a particular card while Kreskin holds his sword. The fencer then throws a full deck of cards into the air, and Kreskin spears the correct card with the sword.

Five paper bags are placed on a tray. Only Kreskin knows which one contains a \$100 bill. Two audience members come on the stage, pick two bags and burn them. Then each one takes another bag back to his seat in the audience. The remaining bag on the tray always contains the \$100 bill.

At every public performance Kreskin's paycheck is hidden somewhere within the place at which he is appearing. If he cannot find the check, he forfeits it. Kreskin has never forfeited a paycheck.

The amazing Kreskin is an established SRO drawing card in local markets cross country. He's a favorite on college campuses, averaging 200 appearances a year and a 96% record of requests for repeat performances. He has been a favorite repeat performer on the television shows of Mike Douglas, Johnny Carson, David Frost, Merv Griffin and Virginia Graham. And a favorite with women's clubs, men's groups, business conventions and nightclubs everywhere.

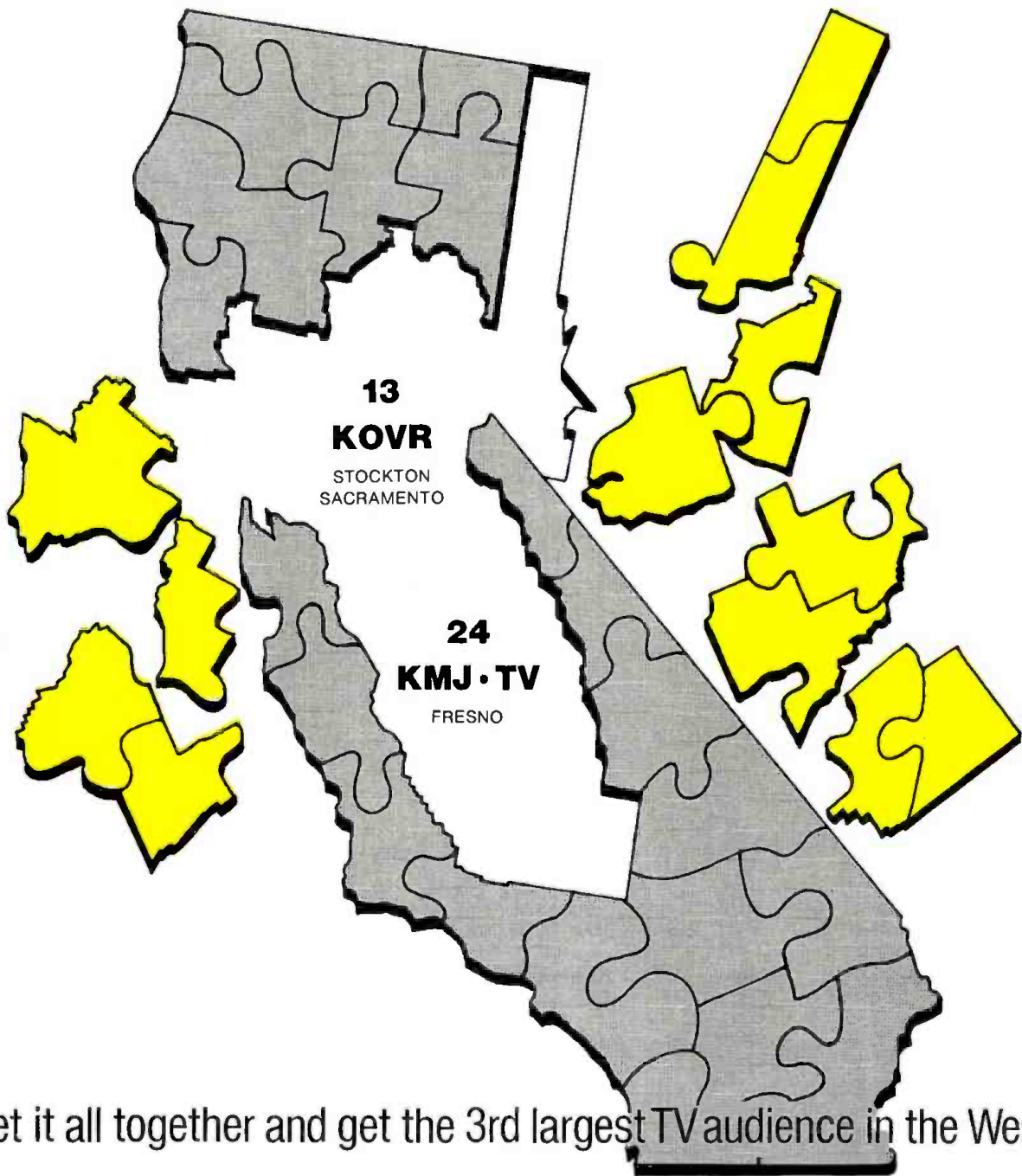
Now the personable 35-year-old Kreskin brings his incredible feats to television in a unique new series of half-hour virtuoso performances. Directly involving the studio audience and guests. And guaranteed to confound the viewing audience at home. Any person who can prove Kreskin uses confederates or secret assistance of any kind will receive a \$20,000 check.

On television "The Amazing World of Kreskin" is a fascinating spellbinding experience of the mind and emotions. Absolutely right for its time. And showcasing a remarkable personality who already has demonstrated, over and over again, his immense popular appeal.

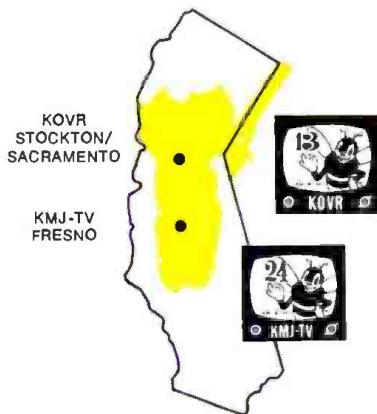
Start "The Amazing World of Kreskin" on your station in January. And start the year with a new prime-time hit!

Viacom Enterprises
A Division of Viacom International Inc.

WINFIELD, IOWA



Get it all together and get the 3rd largest TV audience in the West.



The picture of success—KOVR 13 Stockton/Sacramento and KMJ-TV 24 Fresno.

Put these two big channels together and you've got the nation's:

13th largest market in TV households.

12th largest market in total retail sales.

Make sure you're using McClatchy TV to cover these vital California areas thoroughly.

Source: ADI-ARB 1/71 800,900 households; Retail sales (1970) SRDS 7/71; Television Factbook 1971-72—counties in which the net weekly circulation is 5% or better.

McCLATCHY BROADCASTING

Represented Nationally by Katz TV West.

As national television networks take aim on the 'second season,' ABC-TV is taking aim on second place in the ratings race, and is claiming 'parity at last.' CBS-TV remains clearly in front in prime time. See . . .

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Broadcasting

Dec. 13, 1971; Vol. 81, No. 24

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

Subscription prices: *one year \$14, two years \$27, three years \$35. Add \$4 a year for Canada and \$6 a year for all other countries. Subscriber's occupation required. Regular issues \$1 a copy. BROADCASTING YEARBOOK published each January, \$14.50 a copy; CATV SOURCEBOOK annually, \$8.50 a copy.*

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STATE CHAMPS
'69, '70, '71

**This was
to be the
NEWS|WATCH
team photo**

For the third consecutive year, WIIC-TV Pittsburgh has won the Pennsylvania Associated Press Broadcasters Association award for the best news operation in the state.

So we thought a team photo would be nice.

But, uh . . . well, with that story at City Hall about to break, and the labor news boiling over, and the Governor's press conference, and one thing and another . . . we just couldn't get them all to sit down together in one place. Seems like they're always on the go. But then, that's how they won the awards in the first place. Congratulations, guys!

Wherever you are.

WIIC-TV 
CHANNEL ELEVEN • PITTSBURGH

 A Communications Service of
Cox Broadcasting Corporation

Turning off

Here's something else some people think may prove to be traceable to FCC: Fewer people are watching early-evening network TV news this year. Combined average rating of ABC's Smith-Reasoner, CBS's Cronkite and NBC's Chancellor newscasts for season to date is off about 6%, from 37.4 year ago to 35.1 now. That's actual loss of over 680,000 homes, but if there had not been increase of two million TV homes this year, current rating level would have meant loss of twice as many. CBS newscast is down 2.2 points but remains number one; NBC's is down 1.3 points but remains number two; ABC's is up 1.3 points but remains number three.

How blame this on FCC? Whether they are right remains to be seen, but some sources speculate prime-time access rule, returning 7:30-8 p.m. to stations for local programing most nights, is responsible. It widens gap between network news and network entertainment programing. It's conjectured that many viewers who formerly started their TV evenings by settling down to news have delayed their settling down or are tuning independent stations first in preference for their 7:30-8 programing to follow. Detailed analysis of local audience data may tell whether theory is valid.

Choosing the bait

CBS-TV network officials were in final stages late last week of developing commercial format for late-night movie presentations that will replace *Merv Griffin Show* Feb. 14 (story page 24). There was speculation, though not confirmed, that network would offer affiliates more time for local sale than the nine minutes and one station break they now get in *Griffin*, as inducement to clear CBS movies rather than program their own. Effort reportedly was being made to create format less cluttered than usual for late-night programs, whether talk or movies. Affiliates are expected to get details this week.

Which Broyhill bill?

Think legislation in Washington comes to pass by careful planning? Here's how broadcaster-drafted model bill on license renewals got introduced last week—to utter surprise of National Association of Broadcasters. NAB legislative-contact staffers gave copy of bill to Representative James T. Broyhill (R-N.C.) as courtesy as they did to other

members of House Commerce Committee. They hoped then to persuade Torbert Macdonald (D-Mass.), chairman of Communications Subcommittee, to put his name to bill. While NAB was still negotiating for sponsorship, Mr. Broyhill introduced NAB bill—along with one of his own that he has been sponsoring for couple of years (see page 46). His is modeled on bill introduced in 1969 in Senate by John O. Pastore (D-R.I.) and offers more protection than most observers think Congress is likely to give broadcasters.

Now problem will be to distinguish between Broyhill NAB-type bill (HR-12018) and Broyhill Pastore-type bill (HR-12000). P.S.: Mr. Macdonald turned NAB down. He's piqued by report that high NAB official, at Dallas regional meeting few weeks ago, implied association had Mr. McDonald in its hip pocket. Official claims he was quoted out of context.

Special status

Educational broadcasters may get break in FCC's package of proposed CATV rules (see page 42). On commission's agenda this week is order exempting ETV licensees from rule banning television broadcasters from ownership of CATV systems in same market. Issue will probably open up whole question of whether rule should not simply be repealed. However, that would presumably be tougher to handle, and Chairman Dean Burch is believed to be interested in swift action on ETV.

Among other considerations, commission approval of ETV exemption would help assure vote of Commissioner H. Rex Lee on entire CATV package. Commissioner Lee is prime mover in effort to exempt ETV from crossownership rule.

Sideline action

CBS, which has maintained generally hands-off posture toward ongoing cable negotiations, figured unknowingly in one of key deliberations last week. Question of ultimate disposition of its copyright suit against Teleprompter was raised in FCC meeting considering draft language to effect cable compromise (see page 42). One member asked whether compromise might not void result of CBS suit, should it ultimately win decision to be issued by Judge Constance Baker Motley (same judge, incidentally, who sentenced Teleprompter's Irving Kahn two weeks ago [BROADCASTING, Dec. 6]). Answer from Chairman Dean

Burch was that consideration wasn't germane, and, reportedly, that suit might be dropped.

Whatever else it might have been, remark was bad intelligence. CBS could not drop suit now if it wanted to (before judge issues her decision). Company, however, has made no secret of feeling that action on proposed compromise would in effect nullify decision should it win against Teleprompter, and feels broadcasters' negotiating position against cable would be far better in event of such a decision. Hence one reason for hope of some that FCC's rules would not precede Motley verdict.

New bugaboo

Latest worry to be thought up by consumer protectionists is whether people living close to television-station antenna farms can be harmed by radiation. And indeed federal Environmental Protection Agency is now investigating biological effects, if any, of radiation from all kinds of broadcast and communications stations. Word is EPA will check TV farms as possible concentrations of radiation.

Shows on ice

Feasibility of establishing public archive to house worthy television and radio programs—past, present and future—is under study at William S. Paley Foundation. Current explorations, described as "very preliminary," are aimed at answering such questions as how much inventory is available, where it is, how to store and retrieve it. Programs would have to be chosen under strict selective standards in view of space problems but would include works from all networks, commercial and noncommercial, and from stations as well. Miniaturization is also under study because of space question. Study is being directed by Arthur B. Tourtellot, CBS Inc. vice president and general executive. If archive gets go-ahead, it would be funded by foundation, set up by CBS Board Chairman William S. Paley.

Starting gun

FCC consultant, Dr. Barry Cole, has begun work on report and order that will incorporate new license-renewal procedures. Commission members last week plowed through proposals Dr. Cole and commission's Broadcast Bureau had drafted to overhaul present renewal procedures. While there was disagreement on number of items, package as whole stirred little controversy.

Very busy day for TV code board

TV code-review board of National Association of Broadcasters ordered special meeting for Jan. 6 in Washington to continue consideration of ABC proposal to cut back advertising in children's programming by about third (BROADCASTING, Dec. 6).

Move followed vigorous discussion at review-board meeting in Phoenix last week. Special meeting next month also is due to consider provisions dealing with "hosts" on children's programs who are being used to sell products, as well as question of premium advertising on children's shows.

ABC proposal calls for establishment of special children's time category in TV code applying to Saturday and Sunday (7 a.m.-2 p.m.) programs aimed at children. This would limit all non-program announcements to 11 minutes per hour (compared to present limit of 16 minutes). It would also put ceiling of no more than two program interruptions within any 30-minute program (code now permits two in prime time, four in other times).

Also in children's advertising area, TV review board reaffirmed policy banning use of comparative claims in toy advertising directed to children.

Review board rejected recommendation by Corinthian Broadcasting, seconded by Avco Broadcasting, to cut back nonprogram-time standards by 10%. And it took no action on proposal by Ward Quaal, president of WGN Continental Broadcasting, to ban sale of less than five minutes to political candidates. Code spokesman said feeling was that move smacks of censorship and should be imposed, if at all, by individual stations or through legislation.

TV subtitles?

First national drive to get television networks and stations to establish captioning systems for deaf viewers will be launched this week in Knoxville, Tenn. National Conference on Television for the Hearing Impaired, sponsored by branch of U.S. Office of Education through Southern Regional Media Center for the Deaf, is specifically aimed at getting networks to use vertical-interval signals as transmission pathway for captions that could be viewed on special equipment in home, without disturbing

Review board recommended three actions to TV board, for consideration at January 17-21 meeting of NAB boards in Florida: That where over-the-counter drug mentions any "ingredient" having to do with product's efficacy, that ingredient has to be identified with common name or description, effective Sept. 1, 1972. And, that condition be imposed in multiple-product advertising using less than 60 seconds that would require production integration so it would appear to viewer as single announcement.

Review board once again recommended acceptance of hemorrhoid advertising, with pre-clearance required from code authority on taste, documentation of claims, etc. Year ago, similar recommendation without pre-clearance provisions was turned down by TV board. At present code authority is required to pre-clear only one product, toy advertisements.

Review board rejected, however, appeals for permission to advertise such personal products as sanitary napkins, tampons, douches, foam contraceptives, vaginal wipes, deodorant suppositories, and male genital sprays.

It also reaffirmed ban on use of live models to picture undergarments.

It rejected request to permit advertising of off-track betting, asked by Harness Racing Association; a move contrary to action of radio-code board whose recommendation to permit off-track betting advertising on radio is subject to confirmation by radio board at meeting next month.

New fee schedule was also proposed, subject to TV board affirmation. This calls for membership fees that are 1½ times highest hourly rate, with minimum of \$450 yearly and maximum of \$1,950 yearly, effective April 1. This

other viewers' picture. ABC, which has devised such system, will show it at conference.

Idea has been talked around for past few years, but efforts to arouse interest in it have been confined principally to local and state levels. Principal counter-arguments have been that broadcasters have other uses for vertical interval, such as test signals, and have questioned whether number of persons requiring such service is sufficient to warrant its development and cost. Advocates counter by citing statistics indicating as many as 10 million people could use service.

would supersede previous fee hikes that were to have gone into effect Oct. 1 but that were postponed on account of federal wage-price freeze.

Snag in Newhouse buy

Newhouse Broadcasting Corp., faced with threat of Justice Department action, has delayed consummation of sale under which it would acquire remaining 50% of KOIN-AM-FM-TV Portland, Ore.

FCC in October had authorized takeover, for \$8.1 million, from members of Portland voting trust, despite objections of Justice's antitrust division (BROADCASTING, Oct. 4).

Justice, whose opposition was based on fact Newhouse already owned Portland's only two newspapers, has warned parties to sale it would take further action if they consummated sale.

As result, parties are pondering their next move. They have received from commission extension through Dec. 31 to complete sale. Deadline for that action would have run out Nov. 15.

Parties are said to be seeking resolution acceptable to them, and government. Decision against consummation apparently has not yet been made.

Newhouse is preparing opposition to late petition to deny sale, filed Nov. 2 by New Oregon Publishers Inc. Petition contends sale would give Newhouse unchallengeable dominance of news media in area.

Nathan David cries foul

Nathan David, Boston Broadcasters Inc. principal indicted under Massachusetts "Blue Sky Law," says he is victim of "selective" and, therefore, "unlawful" enforcement.

Mr. David, in motion to dismiss indictments, said he is first person ever prosecuted for violation of state's Sale of Securities Act since it was enacted 50 years ago.

He also charged that state attorney general, Robert Quinn, has chosen to prosecute him "to advance private interests of others unrelated" to state law. Attorney general's office had no comment on motion.

At time indictments were returned, last month, Mr. David issued statement claiming that they were results of efforts by Herald Traveler Corp. to "discredit" him in "final desperate attempt to prevent [BBI] from commencing operations on channel 5 in Boston" (BROADCASTING, Nov. 15).

FCC in January 1969 denied WHDH-

TV's renewal application and granted competing application of BBI. However, implementation of grant has been delayed more than two years as result of court appeals by WHDH-TV.

More recently, implementation was stalled as result of civil suit brought against Mr. David by Securities and Exchange Commission. Allegations in state and federal actions are based on same set of circumstances.

Moving right along: political-spending bill

Senate and House conferees late last week wrapped up agreement on media provisions of campaign-spending legislation, leaning heavily on version passed by House (BROADCASTING, Dec. 6).

Like House-passed bill, compromise plan contains no repeal of Section 315 of Communications Act (equal-time provision); limits federal-office-candidate spending to 10 cents per eligible voter (or \$50,000, whichever is more), only six cents of which could be spent on broadcast media. There are no such limitations on print media.

Plan covers TV, radio, CATV, newspapers, magazines and periodicals and billboards, but postage and telephones are expected to be added.

Broadcast media would be required to charge candidates their lowest unit rates, while print media could charge candidates no more than comparable rates. (House bill specified comparable rates for all media; Senate version called for lowest unit rates for all media.)

Retained in compromise bill is Senate provision empowering FCC to impose sanctions on broadcasters, including denial of license renewal, for failing to allow candidates "reasonable access" to time.

House provision that would force newspapers and magazines to make space available to all candidates if they made it available to one candidate was not included in plan.

Other provisions will be worked out at next conference meeting. Representative Wayne Hays (D-Ohio), chief negotiator for House on bill, said Friday (Dec. 10) he will attempt to have conference meeting this week. But, even if conferees finish work before recess this week, he said, he would not bring bill up in House until after recess—Jan. 18. Mr. Hays wants to avoid pocket veto, process by which President could veto bill merely by taking no action for 10 days after recess.

House Republican Leader Gerald Ford (Mich.) said: "I see no possibility of a veto and I certainly hope there won't be one."

House Speaker Carl Albert (D-Okla.) said he would consult with Senate leaders on completing measure before re-

cess this week, or delaying action until after Jan. 18. "I don't think it will make much difference by holding it over and doing it in January," Mr. Albert said.

Once conferees do finish bill, they will send conference report to both houses for vote. If passed, it would then go to President Nixon.

In related development, compromise version of tax-cut bill has passed both houses and now goes to President Nixon. Bill contains income-tax check-off plan to publicly finance presidential campaigns in general elections, but House-Senate conferees delayed effective date of plan until 1976 to avoid veto (BROADCASTING, Dec. 6).

Piled high at HEW

With deadline for fiscal 1972 requests now past, Department of Health, Education and Welfare will apparently have more than 150 applications for facilities grants on file from public broadcasters, according to officials at HEW and National Association of Educational Broadcasters.

HEW was still logging documents late last week, but best estimates are that new applications requests and previous backlog together will represent record \$50-\$60 million in pending requests for grants. Department has \$9 million of its original \$13-million facilities appropriation remaining to distribute.

Of estimated 150-plus applications, 70 are new ones. Of that number, many

were reportedly submitted principally to make government "aware of need," not in expectation that they might be granted anytime in near future.

Backlog underscores need for funding legislation before end of this fiscal year, NAEB executive vice president said Friday (Dec. 10). Without it, he said, millions of dollars lost in fiscal 1973 would mean that "many stations may have to face the question of simple survival."

Bid to lift blackout fails

WCKT(TV) Miami failed to obtain court injunction Dec. 10, on eve of Miami Dolphins-Baltimore Colts game, that would have prohibited use of NBC coverage feed from Baltimore for closed-circuit showing of event in Miami.

National Football League arranged for feed because of increased complaints of Dolphins fans faced with blackout of area—caused by conflict posed by college game being played in Miami that same day.

Legally, professional football TV coverage is prohibited under 75-mile radius blackout rule when college game is being played, unless waiver is granted.

NFL arranged for closed-circuit telecast using Sports Action Inc., New York, as promoter and set admission charge of \$6 per person with proceeds slated to go to local charitable organization.

Week's Headliners



Mr. Beckman

Alfred R. Beckman, VP in charge of Washington office, ABC, retires effective January 1972. He joined ABC in 1943 as assistant sales service manager. Subsequently Mr. Beckman served as director of operations for sales and station traffic, director of station clearance and regional manager of the network station-relations department. In 1954 he was named director of station relations, ABC-TV, and in 1957 he was named VP of ABC. He joined Washington of-

ice in 1960. A successor will be named shortly.

Bill Leonard, VP, CBS News, New York, named senior VP, director of public affairs broadcasts, responsible for all documentaries and political coverage, children's and religious news. Gordon Manning, also CBS News VP, named senior VP, director of news, supervising all regularly scheduled news broadcasts, including urgent special reports, special events and newsfilm syndication. Sanford Socolow, producer of CBS News with Walter Cronkite, named VP, deputy director of news, and executive editor of CBS News. Bill Small, head of CBS News's Washington bureau, named VP, CBS News, Washington. Emerson Stone, CBS director of radio news, named VP, CBS News, radio. Marshall B. Davidson, director of operations, CBS News, named VP. Vice presidencies are all newly created positions.

For other industry developments see "Fates & Fortunes," page 58

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FRESNO, CALIFORNIA

Datebook

Ⓢ A calendar of important meetings and events in communications

This week

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

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

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

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

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

Dec. 16—School of Business Administration, University of Southern California, reception and luncheon in honor of CBS-TV president Robert D. Wood, TRW Inc. vice chairman of board Simon Ramo, Atlantic Richfield Co. chairman of board Robert O. Anderson. Ambassador hotel, Los Angeles.

Also in December

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

Dec. 29—"Communications Technology and its Effects on People" seminar. Focus of discussion will be current developments and those likely to be implemented within the next five years, among them cable TV. Featured speakers will include: Peter C. Goldmark, former head of CBS Laboratories; George F. Mansur, deputy director, Office of Telecommunications Policy, and Edward S. Mason, chairman. Sloan Commission on Cable Communications. Bellevue-Stratford hotel, Philadelphia.

January 1972

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

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

Jan. 10—*George Foster Peabody Radio and Television Awards* deadline for entries. Medallions will be awarded for news, entertainment, educational and youth programs, as well as for public service and promotion of international understanding. Stations, networks, individuals and citizen groups may nominate 1971 programs and activities. Entries should be submitted to the Henry W. Grady School of Journalism, University of Georgia, Athens 30601.

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

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

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

Jan. 20-21—Board of directors meeting, *Institute of Broadcasting Financial Management*. Plaza International hotel, Tucson, Ariz.

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

Jan. 23-26—Conference for Journalists on China, sponsored by the *Washington Journalism Center*. Conference will examine changes going on in China's relationships with the U.S. and rest of the world and explore internal developments within the country and will place President Nixon's upcoming visit to China in perspective. The *Washington Journalism Center*, 2401 Virginia Avenue, N.W., Washington 20037.

Jan. 25-27—Annual Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Principal speaker will be Clay T. Whitehead, di-

rector of the Office of Telecommunications Policy, University of Georgia campus, Athens.

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

February 1972

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

Feb. 8—Deadline for filing comments in FCC proceeding regarding proposed rule amendment concerning inclusion of program identification patterns in visual TV transmissions (Doc. 19314). Replies due March 8.

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

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

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

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

March 1972

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

March 3-4—*Georgia Cable Television Association* convention. Regency Hyatt House, Atlanta.

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

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

March 21—*International Broadcasting Awards*, dinner honoring "best" radio and television commercials. Century Plaza hotel, Los Angeles.

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

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

Major meeting dates in 1972

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

April 6-9, 1972—*National Association of FM Broadcasters* annual convention. Palmer House, Chicago.

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

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

Nov. 15-18, 1972—*Sigma Delta Chi* national convention. Statler Hilton, Dallas.

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

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OpenMike

Bullish on documentaries

EDITOR: In reference to Nov. 29's "Local TV Journalism's Quest for Excellence," we must challenge the quote from the news director who said: "Because documentaries have notoriously small audiences . . ." This is like saying all nondocumentaries are rating hits.

A well-conceived subject that is both timely and interesting and meets the test of relating to the audience, if adequately promoted and publicized, will achieve an audience justifying the time, effort and cost to the station and sponsor.

Admittedly, there are some subjects that leave everyone cold, but let's put the blame for poor audience values where it belongs—back in the newsroom. As an agency representing clients who have strongly supported local and regional documentary buys, we feel that the industry, with some notable exceptions, is seriously backing away from what it does best—news or news-feature oriented programing on the local level. And as an agency which conducts numerous coincidentals, one only has to look at the fast-building ratings for documentary-type programs on the educational network to see that the audience is continuing to support this type of programing.—*Cal Jones, Calvin Jones & Co., Houston.*

Sense of the Senate

EDITOR: The fact that a very sizable percentage of TV viewers spend most of their time watching local TV news [BROADCASTING, Nov. 29], rather than famous commentators, is very interesting to me, and a good point. I am sure this is true almost everywhere. Too, I believe an even higher percentage of North Dakota people get most of their TV news from local newscasters.—*Senator Milton R. Young (R-N.D.), Washington.*



Staking a claim

EDITOR: Your Nov. 29 issue reported that representatives of broadcasters, cable operators and "copyright licensees" met in New Orleans to discuss and negotiate details of the regulatory compromise [on cable television] which had been agreed to earlier in November. The attorneys mentioned in the article represent only a number of motion picture companies. I should like to emphasize that there was no one present who represented Broadcast Music Inc. and the many thousands of writers and publishers affiliated with BMI. A meaningful agreement requires that BMI and all performing rights organizations be included in any negotiations.—*Milton Adler, general attorney, BMI, New York.*

(Mr. Adler is correct; no representatives of the various music performing rights societies attended the New Orleans meeting, nor have they been directly involved in earlier cable negotiations. The music licensing situation has, however, been called to the attention of the National Cable TV Association by BMI, SESAC and the American Society of Composers, Authors and Publishers [ASCAP]. NCTA has informed them that it is aware of the issue and intends to participate in negotiations "when the time is ripe.")

Errant digit

EDITOR: Cypress's recent \$8.5 million term-loan agreement was covered very nicely in the Nov. 22 issue. However, I want to be on record to correct the loan period, which was for a seven-year term rather than the 17-year period reported in the article.—*Jerry B. Greene, vice president-finance, Cypress Communications Corp., Los Angeles.*

Parallel development

EDITOR: I thought you might be interested. This full page ad [below] ran in the *Tulsa World* Oct. 31.—*George R. Kravis, president, KRAV(FM) Tulsa.*

(Mr. Kravis's submission was prompted by the similarity to BROADCASTING's editorial cartoon Nov. 29, captioned "He's having a little trouble adjusting to our new 'less talk, more music' policy.")

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Slow pay . . . an agency's point of view

There seems to be a prevailing attitude among station people that agencies benefit from slow payment and, therefore, are not doing everything possible to expedite payment of their bills. Unfortunately, when stations discuss this problem, they group all agencies under the one heading of slow payers. Like all generalizations this is inaccurate and unfair to those doing a good job. In spite of what some may think, the major agencies do not delay payment of station invoices for the purpose of using the cash elsewhere. Agencies strive to make timely payments to stations because they have obligations to their clients to clear payments, and adjust client billing as quickly as possible. When this is not done, budget control for clients which have heavy spot volume can be lost very quickly. Moreover, when agencies can pay stations faster, smaller staffs are required because the same piece of paper is handled fewer times and the aging of payables and constant follow-up on past due bills is reduced or eliminated. The possible saving in staff costs far outweighs any other benefits that might accrue through slow pay.

A survey of 197 stations by the Institute of Broadcasting Financial Management (BROADCASTING, Aug. 16) indicated that 75% showed an increase in delinquent receivables "31 days and older" for the period ending Dec. 31, 1970 vs. Dec. 31, 1969. I do not believe that one month after the month of advertising is a reasonable time period for putting an unpaid invoice in the delinquent classification. To do so assumes that all stations issue invoices on the last day of the month of advertising and agencies receive them within a few days thereafter. Our experience has shown that while some invoices are received within the first four to ten days of the month, a very high percentage are received between the 15th and 20th of the month. Some station bills are received by us as late as the 27th of the month following the month of advertising. Considering that it takes an agency more than 10 to 15 days to process many of today's complicated spot-TV invoices for payment, station delay in issuing billing is an important point that station management must not lose sight of when pointing a finger at slow-pay agencies.

We find that past-due station receivables fall generally into two categories:

1. Items in the full amount of the invoice.
2. Deductions resulting from partial

payment of invoices by the agency.

While an agency's delay in payment of the total amount of an invoice might appear to be the most serious problem because it represents the bulk of the money, in practice, when this type of receivable is questioned it can often be quickly resolved either by payment in full or an adjustment after review of the schedule with the media buyer and/or station salesman.

A much greater accounts receivable problem is caused by partial payments due to deductions. We spend a lot of time and manpower to advise a station why we are making a deduction. A copy of the invoice from which we are making the deduction, together with a deduction notice form fully explaining the deduction, is attached to our check. This allows station personnel to apply the cash in an orderly manner and fully understand our reason for partial payment. The form requests a reply within 30 days if it objects to the deduction.

Our experience has shown that deductions from bills often are ignored by stations for long periods of time. Many stations seem to be temporarily satisfied from a collection standpoint; they have received the major portion of their cash. This is dangerous. Six, 12 or 18 months later, those same stations may attempt to collect the unpaid amount and find that all parties originally involved in the buy have been assigned to other accounts. (This is likely to be true on both the station and agency sides.) It is then difficult, if not impossible, to reconstruct the facts. These problems never get better with age. If a station does not agree with a deduction made from one of its bills, it should contact the agency as quickly as possible, preferably within 10 to 30 days, and resolve the difference while all the facts are still readily available.

A deduction is sometimes made by the agency because of lack of contract

modification or insufficient or outdated information in the agency's accounting department. When a station replies to a deduction notification and can attach a contract revision it will almost always be paid without delay if the revision, after review with the buyer, is determined to be correct.

Unresolved differences between ordered schedule and the station bill should never be permitted to get into the 90-day-past-due category. Before this point is reached, it is the obligation of the management of the agency's accounting department to pursue and clear the invoices with the help of the media department and the station. We believe that there should be no reason why resolution of routine problem invoices should take more than 45 to 60 days from receipt of the invoice. No matter how thoroughly the invoice is checked for time, day, date, product or rotation, an invoice should not spend more than 20 to 30 days in the accounting area. If we then allow another 30 days for buyer resolution of problems, it still should not take more than a maximum of 60 days to clear an invoice for payment. And these are the exceptional bills, not the rule, and the percentage of invoices in this category should be negligible. However, it does require sustained effort on behalf of both the accounting and media departments.

Spot television billing has been a can of worms for a long time. Tight money and other recent events have caused us to focus more attention on this problem than heretofore—and, happily, steps have been taken which will eliminate some of the sore spots. Some time in the future, perhaps, the computer will solve the entire problem for us. But in the meantime, much can be done on both the agency and station side by establishing better lines of communication between the financial people on both sides.



John W. Harrison joined the staff of Ogilvy & Mather in September 1966 in the post of controller. He was elected a vice president and assistant treasurer in January 1966. Mr. Harrison was named to his present position, treasurer, in December 1969. He has his BA from Pace College, New York. After service in the Navy, Mr. Harrison worked for the Internal Revenue Service, then for Autocar Sales & Service Co., New York, and in 1954 he joined the New York agency of David J. Mahoney Inc. as assistant treasurer.

3 LEADERS

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Source: ARB Television Market Report, October 1971. Nielsen Station Index, October 1971*



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Jeannie**
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December 3, 1971

Representative Robert W. Kastenmeier, Chairman
Subcommittee on Patents, Trademarks & Copyrights
House of Representatives
Room 2232 Rayburn Building
Washington, D.C.

Dear Representative Kastenmeier:

Since the FCC is bound and determined to devise some system whereby distant signal can be made compatible to our present system of television, I came up with a proposal to help solve the problem which was published in the November 29th issue of Broadcasting Magazine, pp 28 and 29.

First, I want to say that I don't think there is a solution that is going to be satisfactory, from a standpoint of administrating both the broadcaster's and the producer's product as there is in the current arrangement. Overlapping markets by way of distant signal can cause nothing but havoc in the conduct of both businesses and this distant signal miscalculation will, I predict, keep the courts busy in the immediate future.

The FCC is advocating a system whereby the audience of small market stations, who can least afford it, is being siphoned off and included with the audience of larger market stations who do not need it. Ironically, one of the reasons for the creation of the FCC was to keep stations from encroaching on each other's signals.

The United States Government encouraged its citizens to invest in a broadcasting license. And now, the same government is creating a situation involving unequal treatment under the law that is going to utterly destroy the industry it created.

In regard to my proposed solution, it is merely an attempt to do something that makes some sense in a framework involving the use of distant signal. I doubt whether anyone can come up with recommendations that will overcome the serious inequities involved with the proposed compromise. My suggestion was to introduce a bill in Congress enabling stations being carried on cable to be paid a percentage out of cable's subscription in order to provide the stations a reasonable return. This, in turn, would give the stations something with which to take care of the producers in the use of the producer's product,

and a return to the station for the use of its facilities in distributing that product. The cable people will tell you that a broadcaster is receiving ample remuneration in the form of additional coverage. However, it goes without saying that if the producer's product and the broadcaster's equipment can generate an additional income, (in the form of cable subscription), then they are entitled to a just return for the use of their products and services.

If you will compare the potential margins of profit of a proposed cable company with those of a proposed television station in a given market, you will readily see an unfair competitive situation. The cable company receives its product gratis from the television station and can sell it, in the form of advertising, while also receiving a subscription return. Compare this with the potential margin telecasters must work with and you will see the glaring proof of what we broadcasters are trying to say.

Again, as I have said in the past, the cause of this whole horrible situation came about when the Supreme Court overruled the lower court's decision in the Fortnightly case. Prior to this event, the FCC had started to handle the cable situation in a proper manner, i.e., the San Diego hearing. Then along came the Fortnightly case which distorted thinking. Believe me, that decision was a mistake and if the Supreme Court today were given an opportunity to make that decision over again, in the light of the additional information they now have and what is about to develop, I'm sure they would make a distinction between incidental extension of the antenna (to improve a signal), and commercial extension of the antenna.

The thing that gripes the broadcasters most is that the cable compromise was railroaded through without even waiting for final decision in the CBS Teleprompter case and the fact that the NAB never attempted to introduce a bill in Congress that would supercede the Fortnightly case.

The broadcasters must, without delay, submit an appropriate bill to Congress.

Sincerely,

NEW MEXICO BROADCASTING COMPANY

Bruce Hebenstreet
Bruce Hebenstreet
President

The rhetoric and reality of network parity

Nighttime, daytime, any time, television competition isn't what it used to be; here's what it is now.

The television networks are heading for the "second season" of the 1971-72 year with CBS-TV comfortably out in front in the prime-time ratings but with ABC-TV riding a surge that has it proclaiming "parity at last."

Is this parity real or illusory—or, as one NBC official called it, "rhetoric"?

ABC-TV President James E. Duffy, who made the claim at a meeting with the ABC-TV affiliates board two weeks ago, supported it with figures showing "less than one rating point difference between the three networks" in average prime-time network-program ratings for the four weeks ended Nov. 14. The score on that basis was 19.9 for CBS, 19.1 for ABC, 19.0 for NBC.

On the theory that four weeks do not make a season, CBS and NBC officials insist on a longer look. On a season-to-date basis (Sept. 13 through Nov. 28), for instance, Arnold Becker, assistant director of research for the CBS/Broadcast Group, puts the averages at 20.1 for CBS, 18.8 for NBC and 18.3 for ABC, giving CBS a lead of 7% over NBC and 10% over ABC.

ABC's claim for parity in daytime, also made at the affiliates board meeting, would seem better grounded, although CBS and NBC dispute that one too. Here, CBS has clearly lost its dominant hold, although not—at least not yet—its number-one position, and both ABC and NBC have shown clear gains, to the point where less than a percentage point separates the three even on a season-to-date basis (see page 18).

If ABC has not attained full, seasonal parity in prime time, however, it has in fact made substantial progress in that direction, and nobody denies it. At this point a year ago it was 2.3 rating points behind CBS and two full points behind NBC—and NBC's seasonal averages haven't dropped all that much this year, amounting in fact to about two-tenths of a point. So ABC's approach to second place has been achieved on its own merit, not by de-

fault. ABC's Marvin Antonowsky, vice president in charge of research services, points out that ABC this year has tended to dominate Tuesday, Friday and Sunday nights and is generally second on Mondays, Thursdays and Saturdays. How it got that way, however, goes back a few years.

In 1968, ABC points out, the basic features of the current Sunday schedule—*The FBI* and *Sunday Movie*—were already in place and doing well. The big addition that fall was *Mod Squad* as the opener for Tuesday nights, to which were added, in the fall of 1969, *Movie of the Week* and *Marcus Welby* to form what is currently one of the most formidable line-ups in television (although both CBS and NBC hasten to point out that the last half-hour of *Welby*, thanks to vagaries under the FCC's prime-time access rule, plays against no network opposition).

ABC also moved to shore up Friday nights in the fall of 1969 by bringing in *Brady Bunch* to open the evening, and then, the following January, moved *Love, American Style* to the end of the Friday-night schedule, establishing the pillars, fore and aft, for what eventually became an all-evening comedy block. That was accomplished through the introduction of *Partridge Family* in the fall of 1970, two moves in January 1971—introduction of *Odd Couple* and expansion of *Love, American Style* back to its original one-hour length—and the shifting, last September, of *Room 222* into Friday night.

Thus, as Mr. Antonowsky puts it, "Sunday has been strong for us for three years, Tuesday came into its own last year, and Friday as a comedy block came into focus a couple of years ago and really matured with the changes last January."

In addition, *Alias Smith and Jones* was added to the Thursday schedule last January, followed this fall by *Longstreet* and *Owen Marshall*, both getting shares a little above 30. ABC also fig-

ures that Monday nights started to turn around last year with the introduction of *NFL Football*—up this year 15% in ratings, 23% in share—with movies moving in at the end of the football season, and that Saturday "is starting to build" with this season's new *Movie of the Weekend* "doing pretty well," although one of the other Saturday-night entries, *Bobby Sherman*, turned in a cancellation performance and the other, *Persuaders*, is getting a new spot.

"Basically, we're set up so that we can picture a viewer sitting through an entire evening," says Mr. Antonowsky. On Wednesday and Friday the fare will be basically comedy; on Monday, "non-fiction" and drama; Tuesday, Thursday and Sunday, drama, and Saturday mystery-drama and supernatural.

Mr. Antonowsky concedes that the FCC's prime-time access rule gave ABC "marginal" assistance, helping a little with station clearances. These on the average have gone from last year's 186 stations (160 live and 26 delayed) for 96.8% coverage of the U.S., to this year's 194 stations (172 live, 22 delayed) for 98.2% coverage. "But if we had parity with the other networks in clearances," he maintains, "our ratings would be about five percent higher."

Both NBC and CBS officials think ABC is under-estimating the help the prime-time access rule has given it. CBS's Arnold Becker notes that ABC introduced seven new shows last fall, of which four are being cancelled, and wondered what the success/failure ratio might have been if there had been no access rule and ABC had been faced with the task of "choosing five additional shows that they didn't consider as good as those seven."

At NBC, William Rubens, vice president for audience measurement, figures his network has been to a big extent the victim of block-buster movies in the early weeks of the CBS and ABC schedules, but he sees evidence that the situation is turning around. "Before the



If any of the 1971-72 television season's shows can be classified as "super hits," these are they. None are new this year—a circumstance not unlikely in the super-hit business wherein familiarity more often breeds contentment than contempt.

Each of the networks has one: NBC-TV's *Flip Wilson Show*, CBS-TV's *All in the Family* and ABC-TV's *Marcus Welby*. The reasons why each is as good as it is are detailed in this week's analysis of the network season.

season started," he says, "we said the competition was going to front-load movies, but it kept going on longer than we expected."

Disney, he said, bore the brunt of CBS's Sunday-night movie scheduling, getting shares between 27 and 31 while movies such as "Guess Who's Coming to Dinner," "To Sir with Love" and "Sand Pebbles" were getting shares ranging from 38 to 44. But he figures CBS "finally ran out of big ones," with three of the last four getting shares of under 30 and two under 25, while Disney's have gone from 32 to 35 to 37 to 39. *Bonanza* also suffered at first but more recently has gone from 31 to 34 to 36 and in the latest national Nielsen was tied for 10th place.

CBS's *Cade's County* also "looked good when it was backed by big movies," but it, too, has tailed off, he says, with shares in the low to mid-20's.

From Mr. Ruben's point of view, Friday for NBC "looked a disaster at first," because "our movies didn't seem to be going any place except maybe into the ground." The NBC Friday movie shares the first four weeks were 29, 28, 25, 20, but since then have been 30, 35, 35, and 27.

"I don't have an explanation for the

turn-around," he says. "It's strange to us. We avoid front-loading, but we certainly didn't pick the first four because they were weak."

He counts Monday as satisfactory with *Laugh-In* followed by a movie, and says Wednesday "has worked very well," with *Mystery Movie* proving to be "the number-one new show of the season," preceded by the veteran *Adam 12* and followed by the new *Night Gallery*, probably NBC's second most successful new entry in the program ranks and number one in its time period most of the season.

Flip Wilson, NBC's top-rated show, has continued to get shares in the 45-50 range on Thursdays, but *Nichols*, following it in the line-up, was "typically" getting about 28—"satisfactory by some standards but not for NBC," which thought it was losing too much of the lead-in given it by *Flip* and not giving the *Dean Martin Show* the lead-in it deserved. So the veteran and proven *Ironside* was moved back to its old 9 p.m. Thursday spot and *Nichols* was switched to Tuesday.

Tuesday was a disappointment to NBC, failing to capitalize on *Ironside*—which Mr. Rubens says ran neck and neck with ABC's *Mod Squad* during the first part of the season, and against the

rest of ABC's strong line-up to boot. In trying to compete with ABC, Mr. Rubens says, "we put a strong show at 7:30 and CBS put a strong show later, and between CBS and ABC, our *Sarge* got hooked." So did *The Funny Side* at the end of NBC's Tuesday schedule; that program, like *Sarge*, is going off the air in January.

On Saturdays, he says, "we came up against a huge hit" on CBS—"there's no other way to describe *All in the Family*." But NBC also felt "we just couldn't let it go unopposed" and brought in *Partners* against it. "But *Partners* just never had a chance to get sampled," and it and *The Good Life*, which follows is immediately will also be leaving the air in January, replaced by Jack Webb's *Emergency*, a counter-programming of action drama against comedy.

On Friday nights, NBC's new *The D.A.* has been performing well enough to remain in the schedule, with shares around 28 to 20, "but NBC is so high on *Sanford & Son* we felt we had to get it on the air this season," so *The D.A.* goes out to make room.

At CBS, Mr. Becker says part of his network's success this season can be tracked to Sunday night, particularly the introduction of movies at 7:30. He

concedes the movies have slipped in ratings in recent weeks and are not apt to be overwhelming, but says they have brought CBS's Sunday-night average from a clear third place last year to a near-second this year, so that "we're going to be ahead of the game."

Another factor, he feels, is CBS's "tremendous success on Saturday night," thanks in no small part to *All in the Family*. "A lot of people now would like to get a handle on the credit," he says, "but if it hadn't been for [CBS-TV president] Bob Wood's faith, that program would never have got on the air."

Mr. Becker isn't inclined to give *Family* "too much credit" for the entire Saturday-night situation, however, contending that the rest of the evening's schedule has appeal of its own.

A third element in CBS's number-one position, in his opinion, was moving *Hawaii FiveO* from Wednesday night to Tuesday night on the theory that it would help the night and would especially help the new *Cannon* program, which was to follow it. The upshot, he says, is that CBS is now second to ABC on Tuesdays—"you can't win 'em all."

Actually, CBS's seasonal averages show that its success is based not on capturing several nights of weeks but rather on staying out of third place. In Mr. Becker's calculations of the season to date, CBS takes Saturday and Monday but is in second place all other nights except Sunday, when it is in third by one share point.

Mr. Becker cites schedule changes as "useful" in that they can "help you pick up points in games that we play." And because CBS still thinks of NBC as its main competition and he believes NBC thinks of CBS the same way he feels the counter-programming between these two can create situations in which "ABC sometimes comes out ahead."

"But what really counts," he says "is the programming," and he cites the performance of CBS's new shows this year as a strong factor in the network's position. Of eight new shows, five had shares of 30 or better, one (*Cade's County*) is in the "marginal" area between 25 and 30, and two (*Chicago Teddy Bears* and *Bearcats!*) were rated failures with shares of 22 each and were cancelled.

By contrast, NBC had, by his calculation, two new shows with over 30 shares, two that were in the 25-30 range (one of which, *The D.A.*, was cancelled) and four in the under-25 bracket, while ABC had two over 30, one close to 30 and four under 25.

These NBC and ABC success/failure scores were not, in his opinion, "horrible" performances but, rather, pretty close to the norm for new programs. But CBS's score, in his view, was ex-

ceptional, accounting for much of the current season's strength.

There is another measure of parity, called money, and the only available information suggests that ABC has not quite achieved it by that yardstick (although with improved ratings it obviously will raise rates to the extent the government's price commission will permit). Estimates compiled by Broad-

cast Advertisers Reports for the Television Bureau of Advertising indicate that during September and October, which include approximately six weeks of the current season, ABC's network-TV revenues came to \$93.2 million as against \$113 million for CBS and \$107.9 million for NBC—based on data available before the wage/price freeze went into effect.

The high drama of network daytime

CBS, reigning champion of the dollar-profitable weekday schedule, faces toughest challenge in 13 years

Although CBS is virtually unchallenged as the ratings leader in nighttime, the picture in daytime, where CBS also leads, is as different as day from night.

To begin with, costs of programming are much lower in daytime than in nighttime TV, and the profitability thus potentially higher. For this reason alone, network rivalry in this area is traditionally intense, although not so frequently subject to public view.

This year, particularly, the developments in daytime programming are dramatic. It is the first time in 13 years that CBS has been threatened seriously. It continues in the leadership position, but both NBC and ABC are nipping at its heels; in the season to date, CBS is but three-tenths of a percentage point ahead of NBC, and but two-thirds of a percentage point in front of ABC. Average ratings for network programming in the daytime periods (Monday-Friday, 10 a.m.-4:30 p.m. EST) this season stand at CBS 7.6, NBC 7.3 and ABC 7.0, giving CBS an edge of 4% above NBC and 9% over ABC. In the similar period of 1970, CBS's lead was more impressive: 8.4 vs. NBC's 6.9 and ABC's 5.9.

It is necessary to go back 13 years to find an NBC daytime performance comparable to this year's—and only twice within that period has NBC showed up as well. In the 1958-59 season, CBS and NBC were in a tie—a 7.7 rating for each—while ABC was a poor third, just starting on its historic "Operation Daybreak" (in which ABC began the so-called scatter plan in daytime, with advertisers buying participations). ABC's rating then: 3.6.

NBC again broke through in daytime in the 1961-62 season: CBS 7.6, NBC 7.1 and ABC 4.1.

In the intervening years, daytime television on the weekdays belonged to CBS. It was at perhaps the crest of its leadership in the 1965-66 season. CBS then had a 4.5 percentage-point advantage over NBC (CBS 10.6, NBC 6.1 and ABC 4.7).

CBS officials place the "big turn" in

daytime in the 1962-63 season with the catchy power of the *Password* game in the lineup. In that season, CBS came up with a three-percentage-point lead over NBC—CBS 9.2, NBC 6.2 and ABC 3.9. From then on it was CBS by a comfortable margin, season after season.

ABC's daytime performance has followed the upward curve. While—as CBS officials readily concede—CBS had perhaps nowhere to go but down, ABC could experiment in its scheduling, and hopefully only go up. It did, but not immediately.

After a steady climb, ABC's breakthrough occurred in the 1969-70 season (CBS 9.2, NBC 7.1 and ABC 7.0) with the network gaining ground with its game show scheduling of such vehicles as *Let's Make a Deal*. Although ABC failed to hold that showing in the 1970-71 season (CBS 8.9, NBC 7.6 and ABC 6.4), it is now performing at its best daytime level in history.

ABC authorities say that network has been building for what might appear to be at least near-parity in weekday programming. They cite *Let's Make a Deal* as having "started things up" with *General Hospital* and *One Life to Live* giving additional impetus to the movement.

From ABC's point of view, the crucial change in daytime audiences occurred in 1969 when audience shares foretold a "big difference." The real improvement and change in daytime, they say, started in the third quarter of 1971. That followed a repositioning of two daytime staples—ironically *Password*, CBS's 1962-63-vintage powerhouse, and *Love, American Style*. The former series was punched into a new spot in the schedule last spring; *Love* followed in the summer (the series is still strong in ABC's nighttime lineup).

Although ABC executives speak guardedly of daytime audiences now on a level with those of CBS and NBC, the two challenged networks demur. ABC, they note, is nowhere near parity in daytime, although the improvement

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bad electronic edit



control track out of phase



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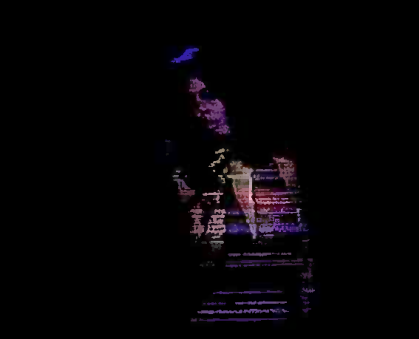
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non-synchronous switches



60 cycle drum error



low-band color played in hi-band

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December 27-January 3

is admittedly impressive. For one thing, they contend, ABC does not program during the same hours as do NBC and CBS, and ABC carries one hour less than the other two networks in the daytime period. Moreover, they claim the hours that ABC does not program are those with least audience potential.

(CBS and NBC start the schedule—excluding *Today* on NBC and *Captain Kangaroo* on CBS—at 10 a.m., take a hiatus for a half-hour at 1 p.m., return at 1:30 and program through to 4:30 p.m. ABC starts at 11:30 a.m., does not pause at 1 p.m. but continues through to 4:30.)

ABC counters that not only are daytime clearances holding this season, they are actually showing improvement. In numbers, ABC is clearing an average 153 stations live (88.2% coverage) and an average 26 outlets delayed basis (4.4% coverage) for a total 179 stations representing a 92.6% coverage. Last season, clearances were 149 stations live (87.7% coverage), 27 on delays (4.4%) for a total 176 stations representing a 92.1% coverage.

NBC authorities state flatly that their network is in its "strongest daytime position in 10 years—since late 1961." They note how the margin has narrowed between NBC and CBS since last fall; assert NBC has invested money and time in daytime serials, while CBS's "are wearing thin" (the researchers at NBC point to a general lowering of share levels of CBS drama serials in 1971 vs. 1970). ABC's assessment agrees, and also emphasizes the drop in appeal of CBS's soaps, intimating a possible loss in "quality control."

CBS, while not denying the declines in its soaps, refuses to accept the implication that the drama serial may be curtailed. (CBS has eight soaps compared with NBC's five and ABC's three). Four of CBS's shows are Procter & Gamble vehicles: *As the World Turns*, *Search for Tomorrow*, *Guiding Light* and *Edge of Night*. CBS authorities say you can be sure P&G as well as CBS programmers are working on plans to strengthen their respective properties.

CBS officials contend the drama serial not only is still well up in share (although off from prior years) at the network but continues as the most "flexible" among daytime entries. If a game show starts to plummet, they say, there's not much that can be done to "change" the format. With soaps, a fall-off in viewer interest can be countered by extensive changes in storyline and/or characters; a role can be written in or out of a script almost at will. CBS cites just such a turnaround accomplished with *Love is a Many-Splendored Thing*. Fred Silverman, then

in charge of daytime programming at CBS (and now in charge of the whole ball game), effected a series of changes until "only the title and the music were recognizable." The surgery worked.

For years, CBS has been conscious of the adage that change for the sake of change, when the network is on top, entails needless risk. But the numbers have changed now and CBS must contend with the altered picture. "Everybody is ashamed of daytime," one CBS

executive admits. Changes will be made. The first quick snip comes Dec. 20 when *My Three Sons* replaces *The Beverly Hillbillies* in the 10:30-11 a.m. period. *Hillbillies* is one of three shows rated lowest on the CBS daytime schedule—the others are the seemingly tireless *Lucy* and *Gomer Pyle* (the latter, at least, considered by CBS officials as a candidate for cancellation.) Snips two, three and onward may be expected to follow in rapid succession.



Irwin Segelstein (r), CBS-TV vice president for program administration, makes a gesture and a point during last week's panel discussion on the network season. His colleagues for the occasion, if not before and after: Edwin P. Vane (l), ABC-TV vice president for nighttime programming, and Lawrence White, NBC-TV vice president for programs, East Coast.

Three negative views of the prime-time rule

The single, most dominant factor in shaping the character of the 1971-72 television season has been the FCC's prime-time access rule, according to program executives of the three national television networks.

Appearing during an *Advertising Age* workshop in Washington last Thursday (Dec. 9), the network programmers said the FCC ruling has dictated decisions such as which programs would return to the air, which would be dropped and which new ones would be broadcast.

Lawrence White, NBC-TV vice president for programs, East Coast, said that "the loss of prime time [three and a half hours a week] by the networks has reduced the ability of networks to present diversified programming—something we have been under pressure to do." He added that the rule is "damaging to network programming, more than we are willing to say."

Irwin Segelstein, vice president for program administration, CBS-TV, said that "most station owners I know are opposed [to the rule] . . . mostly for economic reasons as well as lack of expertise to program that time [the three and a half hours weekly allotted to lo-

cally-originated prime-time programs]."

Mr. Segelstein added: "All of us [on the panel] thought that it would in the long run be against the networks' best interest and the public interest as well. It seems to be working out that way."

Edwin P. Vane, vice president for nighttime programming, ABC-TV, cited as evidence that the prime-time access rule is not working the fact that "the top five shows [in local periods] are network reruns." He added that there has been little noticeable lead-in enhancement for the network shows that follow local time segments.

Mr. Vane said he believes the coming year will be the test period for the access rule. Mr. White agreed, stating that the prime-time rule has "created more problems than it has solved, at least so far. This experiment is not yet ready to be voted on," he said, adding that it will be at least a year before it is reconsidered.

All agreed that in the current season's first half, the networks made mistakes with shows featuring Hollywood stars. The consensus was that the networks tried to let the names of the performers carry their vehicles, instead of supporting them with creative writing and well-conceived situations.



Merv goes out like a lamb for a lion

CBS-TV and Merv Griffin have retraced their steps to the summer of 1969 when the network's affiliated stations were carrying feature films in the post-11:30 p.m. time slot on weekdays and the personality host was starring in a daily syndicated variety series.

Giving official affirmation to long-standing reports, CBS-TV announced last Monday (Dec. 6) that *The Merv Griffin Show* will end its network run on Feb. 11 and be replaced on Feb. 14 by feature films on the network. The following day Metromedia Producers Corp. announced that it will produce and syndicate a new, interview-variety program featuring Mr. Griffin.

CBS-TV said it has acquired a large number of feature films from Metro-Goldwyn-Mayer and added that negotiations are being conducted with other major film companies. Running time on each film will be about two hours.

CBS-TV launched *Merv Griffin* in August 1969, saying at the time that the dwindling supply of major feature films dictated a change to a strong, personality-variety show to compete with *Tonight* with Johnny Carson on NBC-TV. Mr. Griffin never provided stiff competition for *Tonight* in the rating race.

His departure leaves the Carson program and the *Dick Cavett Show* on ABC-TV in late-night, network variety.

Metromedia reported that *The Merv Griffin Show* will be taped in Hollywood and be made available for local programming on a five-a-week basis in both

90-minute and 60-minute formats. Frank Reel, MPC president, noted that all shows will be newly produced.

Taping will begin shortly after Mr. Griffin's final network broadcast. A separate sales staff is being established, headed by Pierre Weis, vice president, special projects, MPC.

Mr. Griffin was quoted as saying that his program will begin on three Metromedia-owned TV stations—WNEW-TV New York, KTTV(TV) Los Angeles and WTTG(TV) Washington—on March 13 in the 8:30-10 p.m. period, which is now occupied by *The David Frost Show*. A spokesman for Metromedia said he could not confirm this report but other company sources indicated the Griffin show would begin on those stations on March 13 or March 20.

David Henderson, president of Group W Productions, which produces the daily 90-minute Frost series, issued a statement on Thursday (Dec. 9) stressing that the Frost program will continue irrespective of Metromedia's decision. He noted that the three Metromedia stations may elect to continue the Frost show in another time period, but said even if they drop it, he is confident another station in each market will pick up the series. (The Frost series is syndicated to 88 markets.)

Group W also said it is considering the release to syndication of 260 of the old 90-minute *Merv Griffin* programs, which Group W produced before Mr. Griffin went to CBS.

Little warm in here?

The cable system operated by Shadix Radio Inc. in the small Ohio town of Beverly has only 300 subscribers, and all of them apparently managed to miss an unscheduled skin show on their time-and-weather channel. Sometime after 12:30 a.m. Nov. 29—when few viewers would be watching the late movie, let alone the time and weather—somebody broke in and taped two photographs of nude women to dials showing the time and temperature. The

camera, obeying the usual mechanical imperative, obligingly scanned back and forth from one picture to the other until nearly 8 a.m., when the prank was discovered and reported to the police.

Ray Mitchell, manager of the system, said the authorities have so far been unable to determine who was responsible.

Whoever it was, however, his plan was at least partially foiled by the elements. The camera got unusually cold that evening, and for a portion of the night its horizontal control flipped out.

CBS Radio schedule grows by 10 shows

Most are four minutes long and CBS News will produce the majority of them

CBS Radio last week announced that it will add 10 new programs to its schedule during the week of Jan. 3. Six programs will debut as Monday-through-Friday entries, one will be heard Monday through Saturday, and three will be weekend programs.

The new five-a-week series, one in the morning, four in the afternoon, one in the evening and all four minutes long, are *Newsmaker*, *Today's Woman*, *The Buyer's Scene*, *Dateline: America*, *Today in Business*, and *Campaign '72*. The new Monday-through-Saturday series is *Sports World Roundup*, and it will be heard in the early morning. The weekend programs are *What's New at the Movies* on Saturday mornings and *Letters to CBS* and *CBS Views the Press*, both aired Saturday and Sunday evenings.

All of the new programs except *Sports World Roundup* and *What's New at the Movies* will be produced for CBS Radio by CBS News under the supervision of Van Gordon Sauter, executive producer.

On *Newsmaker*, weekdays at 9:25-9:29 a.m. EST, CBS News correspondent Douglas Edwards will profile an individual who has made an impact some place in the world during the preceding 24 hours. Designed for the young homemaker, *Today's Woman* will be anchored by CBS News reporter Sylvia Chase and heard from 12:06 to 12:10 p.m. EST weekdays. CBS News reporter Christopher Glenn will anchor *The Buyer's Scene*, 12:25 to 12:29 p.m. EST Monday through Friday with information on "how the consumer can more effectively utilize his money." Weekdays at 2:25-2:29 p.m. EST, *Dateline: America* will take a day-to-day look at communities where something unusual is occurring, is about to occur, or has recently occurred. *Today in Business*, Monday through Friday at 5:25-5:29 p.m. EST, will feature CBS News correspondent Gary Shepard in reports on the major business activities of the day in terms comprehensible to the layman. *Campaign '72*, heard Monday through Friday at 7:30-7:34 p.m. EST, will be a daily report on the political scene as the nation heads toward the November elections.

The new program to be heard Monday through Saturday from 6:30 to 6:59 a.m. EST, will be *Sports World Roundup*, featuring CBS sportscaster

Win Elliot and Andy Musser. The program will offer a wrap-up of the previous day's sports events at home and abroad.

The Saturday-only program, *What's New at the Movies*, aired at 9:25-9:29 a.m. EST with Lee Jordan as host, will review one or two movies that have opened during the week.

The programs to be heard on Saturdays and Sundays are *Letters to CBS* and *CBS Views the Press*, to be broadcast at 5:25-5:29 p.m. and 8:06-8:10 p.m. EST, respectively. *Letters* is a program designed to give CBS Radio listeners a chance to comment on the current scene, CBS radio and CBS itself, and to ask questions about anything they heard on the network—including CBS-TV. *CBS Views the Press* is "a report on reporting," and will cover all aspects of journalism.

The network is also planning a "week-end special," said to be a new concept in radio networking, slated for Saturday and Sunday, Feb. 5 and 6, and titled *The Twenty-First Century*. CBS News correspondent Walter Cronkite will anchor the show, which will fill the weekend time periods usually devoted to feature programming. The special is composed of 30 different programs varying in length from four to 10 minutes and totaling over two hours of air time and will feature authorities from a broad spectrum of disciplines, each with his prediction on what might be expected in the next century.

A good week for CBS in the ratings races

Thanksgiving-week Fast Nielsen ratings had CBS in a firm lead and 11 of the network's shows in the top-20 list. For the week ended Nov. 28, CBS had 21.0, NBC 18.4 and ABC 18.0. In nights of the week, CBS took Monday, Wednesday, Friday and Saturday; NBC won Thursday and Sunday, and ABC had Tuesday.

CBS's *All in the Family*, *Friday Night Movie* and *Gunsmoke* were in the first three spots in the top 20, followed by ABC's *Marcus Welby* and NBC's *Walt Disney*. CBS's *Funny Face* and *Here's Lucy* were tied for sixth, then NBC's *Ironsides* (shown on Thursday that week), CBS's *Hawaii Five-O*, with NBC's *Flip Wilson* and *Bonanza* in a tie for 10th position.

Wolper into TV cassettes

Pioneer TV documentary-maker David Wolper is making his first move into the cassette-TV field. His Hollywood-based Wolper Productions, in a three-way partnership with Trimedia Educational Services Inc., Los Angeles, and movie producer Harry Caltzman, is pro-

ducing a series of 70 individual hour educational programs for the cassette-TV medium.

Entitled "The Encyclopedia of the 20th Century in Sight and Sound," the series of programming is designed for use by educational institutions and libraries.

The Wolper organization will be responsible for the production of the programming. Trimedia, involved in the development of educational concepts, will act as technical adviser.

Hill to revisit sports blackouts

Hearings planned on Ervin changes for sell-outs; Super Bowl challenge stopped

Legislation that would ban TV blackouts of professional sports contests when the games are sold out at the stadium is on tap for hearings next year by the Senate Judiciary Subcommittee on Antitrust and Monopoly Legislation. A subcommittee spokesman said last week that no dates have yet been set for the hearings. He added that Senator Sam J. Ervin (D-N.C.), rather than Subcommittee Chairman Philip Hart (D-Mich.), would probably preside over the hearings. Senator Ervin held a series of hearings this past summer on basketball mergers.

Focus of the hearings will be on S. 1521, introduced by Senator William Proxmire (D-Wis.) earlier this year (BROADCASTING, April 12). Although aimed at professional football, the bill also covers other sports—baseball, basketball and hockey among them. It would amend federal law by requiring that those who hold TV rights to away games of their home teams be required to televise the sold-out home games.

The present antitrust exemption for the four sports permits teams to pool their TV rights and sell them to networks as a package. It also permits local teams to black out home games in a 75-mile radius. The Proxmire amendment to the law would remove the antitrust exemption when home games are sold out.

Senator Proxmire has said that the present blackout practice is unfair because local stadiums are usually built with public funds, and yet taxpayers can neither buy a ticket nor see the game on television. The amendment would not be unfair to ticket holders, Senator Proxmire has maintained, because home-game television coverage would be permitted only if the game was sold out.

The sports black-out question also

Dear

George Anderson
Ted Arnold
George Babick
Earl Baker
David Baltimore
Terry Baltimore
Jack Berkman
Marshall Berkman
Jim Blake
Ed Boghosian
Doug Bradham
Bill Branch
Jack Brennan
Dan Calibraro
Tom Cookerly
Maurice Corken
Ken Croes
Bob Crohan
Jerry Danziger
Sandy Davey
Jack Dix
Jim Dowdle
Joe Drilling
Gordon Faulkner
Jean Gannett
Conrad Gentry
Barry Geoghegan
James Golden
George Gould
Tom Griscom
Carl Hallberg
Jack Harris
Jack Hauser
Dave Herman
Joe Hladky
Stanley E. Hubbard
Stanley S. Hubbard
Ward Huey
Bill Hughes
Bob Innes
John Keenan
Chuck Kennedy
Jim Kontoleon
Jack Kussart
Bill La Dow
Dave Lane
Ed Lasko

(over)

erupted last week on another front:

In New Orleans a federal judge threw out a suit that had been brought by a local businessman challenging the TV blackout of Super Bowl VI to be held by the National Football League in the local Tulane stadium Jan. 16.

Motel owner John Campo charged that the blackout violated the Sherman Anti-Trust Act and that his business would suffer.

However, Judge James Comiskey said he didn't believe that any damage Mr. Campo might suffer would be grounds for an injunction under the antitrust act.

Fine-arts funding from Standard Oil

A \$300,000 grant for a series of 20 one-hour programs on music and dance was announced by National Educational Television last week. The award is from Standard Oil of New Jersey and its principal U.S. affiliate, Humble Oil & Refining Co. The funding will be matched by NET.

James Day, president of the Educational Broadcasting Corp., of which NET is a division, said the series, to be produced by NET under the title *Vibrations*, would be the first of its kind on American television. He said it is designed to show the universality and relevance of the widest possible variety of music and dance and will present composers, conductors, choreographers, instrumentalists, dancers, singers and other performing artists from around the world.

The series is scheduled to be seen on the 213 member stations of the Public Broadcasting Service on Wednesdays at 9-10 p.m. EST, beginning Feb. 16.

Robert Sherman, a concert critic for the *New York Times* and program director of its WQXR-AM-FM New York, will be host on the series. Artists to be presented include composer-conductor Leon Kirchner rehearsing with pianist Peter Serkin, and Mime Marcel Marceau, pianist-humorist Victor Borge, young rock pianist Jobraith, dance-choreographer Lar Lubovich and jazz drummer Gene Krupa. Curtis W. Davis, NET's director of cultural-affairs programming, will be the executive producer and Kirk Browning, who is presently director of the NET Opera Theater, will be the director.

The grant was the major one of three received by NET last week. The others were a \$55,000 award from Ciba-Geigy Corp. for co-production by NET and the BBC of a 90-minute science special, *The Restless Earth*, to be presented early next year, and \$10,000 from the Irwin-Sweeney-Miller Foundation for promotion of the *Black Journal* series.

Mom and dad, and the kids

NBC-TV's latest for children will attempt to bring parents into the act

NBC-TV's new half-hour children's-program service to affiliated stations will begin on Feb. 14 under the title *Watch Your Child/The Me Too Show*. The Monday-through-Friday presentation is designed for viewing by both preschool children and their parents. The duality of the title was explained at a news conference in New York last week by George A. Heinemann, NBC-TV vice president for children's programming. He said *Watch Your Child* applies to parents, who will observe the child learning through play, while the *Me Too* is aimed at the child, who will be asked to become active participants in the program by performing certain activities.

The program will include appearances by four preschool teachers specializing in the areas of art, music, physical education and kindergarten subjects. There will be specifically created films, animation, slides, tapes and electronic effects to portray various life experiences. A puppet family has been designed for the show by puppeteer Paul Ritts.

NBC affiliated stations will receive the program by a special feed over the network lines when they are not in service. Acceptance and scheduling of the series will be determined by the stations.

The series will not be offered for network sale, but two, two-minute positions will be provided for local commercials or public-service announcements, one near the beginning and one near the end of each program. Affiliates carrying the series will pay a program-service charge to help defray the production costs, with the fee based on the station's rate card.

An NBC spokesman said that production for the first 20 weeks of the series is budgeted at more than \$1 million and that the network expects to produce and distribute the program at a loss.

More from Mann

Approval has been given for the production of 18 more half-hour *Stand Up and Cheer* television programs, to add to the 16 programs in the series already completed and being distributed and shown in syndication across the country. Approval came from Campbell-Ewald Co., Detroit, agency for Chevrolet Motor division of General Motors Corp., De-

troit, which sponsors the syndicated series (BROADCASTING, Nov. 15). Total number of shows now firm for the season is 34 original half-hours, with an option for five more original half-hours. There will be 13 or 18 reruns, depending on whether or not the option pick-up is made for the five extra original *Stand Up and Cheer* shows. *Stand Up and Cheer* is a co-production of Co-burt Products and Johnny Mann Productions.

Five-part Nile special to be shown on NBC-TV

NBC-TV has purchased and will telecast a six-part dramatization of the search for the source of the Nile river on five evenings in January and February.

The network said last week that the Mobil Corp., through Doyle Dane Bernbach, New York, will be a major sponsor of the six one-hour programs, produced by the British Broadcasting Corporation in association with Time Life Films, New York. Other sponsors are being sought.

Originally carried on BBC-2 this past fall in six one-hour episodes, the series, *The Search for the Nile*, will be presented on NBC-TV in one two-hour segment and four one-hour segments as follows: Jan. 25 (7:30-9:30 p.m.) and Feb. 1, Feb. 15, Feb. 22 and Feb. 29 (7:30-8:30 p.m.)

The BBC team that produced the series is reported to have traveled thousands of miles over a five-month period to reconstruct on film the expeditions of five Englishmen and one American (journalist Henry Stanley). Scripts were based in part on the actual writings of individuals involved in the explorations.

Residual effects of writers

Television writers so far this year have earned some \$518,000 more in residuals for the first 10 months through October than they did during the corresponding 10 months in 1970.

According to a report issued by the Writers Guild of America/West, residual income for writers from films released to television for the 10 months in 1971 decreased 2.09%, but residuals for writers from TV programs increased a substantial 10.79%. Through October of this year, writers earned a total of \$5,489,532 in residuals from television while they garnered an additional \$810,646 from films-to-TV.

By comparison, during the first 10 months in 1970 they earned \$4,955,126 from television and \$827,992 from films-to-TV.

ProgramNotes

Brisk sales ■ Warner Bros. Television's "Starlite 5," a selected group of 30 re-run motion pictures, has been sold in 12 markets, including six of the top-10 markets. The feature films, never shown on network TV and not seen on local television since August 1970, have been bought in New York, Los Angeles, Chicago, Philadelphia, Boston, Pittsburgh, Indianapolis, Minneapolis, Sacramento, Calif., Honolulu, San Diego and Fresno, Calif. Included among the 30 features in the package are "Big Jim McClain," "The Sea Chase," and Alfred Hitchcock's "Dial M for Murder" and "Strangers on a Train."

Turnabout ■ Movie and TV star Efreim Zimbalist Jr. of ABC-TV's *The FBI* series, may soon be in a regular series on radio. Mr. Zimbalist, in collaboration with Hollywood producer Harry O'Connor, has performed in three pilot five-minute episodes (of a projected 130) dramatizing acts of greatness. The series is budgeted at \$100,000, and will be offered for sponsorship in the top 100 or 150 markets to a national advertiser or several major advertisers.

Prime time and daytime ■ Repeat episodes of CBS-TV series *My Three Sons* will be broadcast on the network as a weekday, daytime feature beginning Monday, Dec. 20 (10:30-11 a.m. EST), replacing *The Beverly Hillbillies*, which will have its last broadcast Friday, Dec. 17. Prime-time broadcasts of *Sons*, in its 12th season, will move to a new time slot beginning in January (Thursdays, 8:30-9 p.m. EST).

Around the world for children ■ NBC News's *Chronolog* series on Dec. 24 will be devoted to a "mini-festival" of children's TV programs from abroad. It will include selections from the Soviet Union, Red China, West Germany, Japan, Denmark, Spain, England, Sweden, Switzerland, Finland and Belgium. A panel of children will view the program in the studio and discuss the segments with anchorman Garrick Utley.

Not so horrible ■ MCA TV has assembled 77 Universal "horror" features into a package and reports initial sales in 48 markets. Titled *77 Horror Greats*, the package includes "Frankenstein," "Dracula," "The Invisible Man" and "Murders in the Rue Morgue." Station purchasers include WGN-TV Chicago, KTLA(TV) Los Angeles, WJW-TV Cleveland and WDCA-TV Washington.

No-charge drug spot ■ WCBS-FM New York is offering copies of a taped drug-abuse announcement free to interested stations. One-minute spot features Max Yasgur, on whose farm in White Lake, N. Y., the 1969 Woodstock music festi-

val took place. Mr. Yasgur implores—against a background of rock music and some sounds from the festival itself—"please put drugs down. I've seen what they can do."

Big expansion ■ Hanna-Barbera Productions, North Hollywood, Calif., is building an 8,600 square-foot addition next to its main headquarters building. The expanded facility is to provide additional production and warehouse space. Construction of this facility will bring total area occupied by Hanna-Barbera to 48,600 square feet on two-and-one-half acres of ground.

Stone Age and transistors ■ NBC-TV will carry *Man is my Name*, a study of primitive tribesmen and their initial reactions to such relatively modern products as cameras, canned food and transistor radios on Jan. 4 (8:30-9:30 p.m. EST). The program was filmed at a village said to be still at the Stone-Age level of development in a remote region of West Irian (Indonesian New Guinea). The show launches NBC-TV's "multispecial night" of varied individual programs to be presented each Tuesday.

There she is—for three more years ■ NBC-TV and Miss America pageant have signed a reported three-year agreement, assuring the telecast of the event on the network through 1974. Don Durgin, NBC-TV president, said last week that in its six previous years on NBC-TV the pageant had been carried under one-year agreements. The selection of Miss America was telecast for the first time in 1954 and had its initial color transmission in 1966, the first year it was presented on NBC-TV.

More 'Hee Haw' ■ Production of an additional 13 hour episodes of the syndicated *Hee Haw* series began in Nashville the week of Dec. 6. The first 13 episodes, in what is scheduled to be a 26-week schedule of programs, were completed by October (BROADCASTING, Nov. 22). According to Youngstreet Program Services Inc., Beverly Hills, Calif.-based producer and distributor of the show, as many as 197 stations throughout the country are now clearing time for *Hee Haw*, which went into syndication on a first-run basis Sept. 18 after 51 previous episodes had been produced for CBS-TV.

Top-40 package ■ A new tape program service featuring stereo contemporary top-40 music is being offered. Fun Music Radio includes current hit singles, selections from top selling albums and oldies. The service also highlights Christmas music in season and a year-end review of the year's top hits. The total package includes intros for news, weather, sports and community announcements. Fun Music Radio is at 8408 E. Indianola Avenue, Scottsdale, Ariz. 85251.

...and

Ken Logowitz
Erv Lyke
Jim Magnuson
Dave Maxwell
Bruce Mayer
John McDaniels
Ernest McFarland
Jack McGrew
George Milner
Jack Moffitt
Jim Moroney
John Nagle
Bud Nelson
Andy Ockershausen
Syd Oliver
Herman Pease
Dan Pecaro
Ward Quall
Odin Ramsland
John Reynolds
Bob Rice
Lou Rocke
Owen Saddler
Bill Sawyers
Jim Schiavone
Doc Schoen
Bill Schwartz
John Serrao
Mike Shapiro
Dave Shurtleff
Dody Sinclair
Mark Smith
Ron Stack
Dick Stakes
Chase Taylor
Bill Thorson
Dick Trapp
Howard Trickey
Don Tykeson
Scott Vaughn
Mike Volpe
George Wallace
Irving Waugh
Fred Weber
Norm White
Bob Wilson
Dick Wylie

(over)

Muted applause for broadcast journalism

duPont-Columbia survey praises radio-TV news for its coverage under 'siege,' but chides it for not seeking out new areas

It was another year of crisis—a year when, “at the moment of their greatest acknowledged influence, broadcasters were threatened on three points, regulatory, economic and technological.”

That was the year 1970-71 in TV-radio journalism as reviewed last week in the third annual Alfred I. duPont-Columbia University “Survey of Broadcast Journalism,” subtitled “A State of Siege” and published in conjunction with the presentation of the duPont-Columbia awards announced two weeks ago (BROADCASTING, Nov. 29).

The seven survey and awards jurors, headed by Elie Abel, dean of the Co-

lumbia University Graduate school of Journalism, found “a sizable number of oases” in Newton Minow’s “vast wasteland” of broadcasting, but not enough.

Among its recommendations: That the FCC reconsider its curtailment of primetime programming by networks; that the “best journalistic presentations of commercial broadcasting” be regularly made available for rebroadcast by public broadcasting to “remedy the waste” inherent in commercial broadcasting’s failure to repeat them, and that Congress free public broadcasting from short-term pressures by providing

long-term financing through a dedicated tax, which “could be a small annual levy on receiving sets, a modest excise tax on new sets, a tax on commercial broadcasting, or a combination of the three.”

The survey was critical of both commercial and noncommercial performances in many instances, but it lacked the scathing tone that marked the initial report on the 1968-69 season.

“If the 1970-71 season was an important year for broadcast journalism,” the survey’s review asserted, “it was more for a series of events caused by this growing influence than for anything seen on television or heard on radio. Broadcasters did not, as they had in the past, stake out new areas of the news or appropriate old ones to be thenceforward uniquely their own.

“The big stories they did superbly well—space, state occasions, disasters, disorders were all represented in the events of the year . . . but their scope and impact seemed less . . .

“If influence was up, the amount of prime time devoted by the networks to news and public affairs was unquestionably going down. The news ratings remained substantially the same as the previous year’s, but were lower than they had been five years ago.”

Considering broadcasting’s influence and the amount of time people spent with TV, the survey continued: “Whatever broadcasters did, good or bad, had to be important. It was this realization, and the excitement and frustration it caused to many individuals and groups, which produced the principal events of the broadcast year. The quality of the programs appeared secondary.

“This did not mean that there weren’t many examples of journalistic excellence, nor that news operations, local and network, did not continue to function with conscientiousness and distinction. But the mood of expansiveness, the excitement of handling unfamiliar and difficult assignments brilliantly, characteristic of other seasons, was lacking.

“The recession which hit broadcasting no doubt played its part. So did the multiple attacks from the administra-

A star system for newscasters?

Britain’s William Haley decries what he sees as superficiality in newsmen

A distinguished British journalist said last week that the selection of television newsmen for their looks and voices was debasing the presentation of news.

The criticism came from Sir William Haley, one-time director general of the British Broadcasting Corp. He spoke at the delivery of the third annual duPont-Columbia awards in journalism in New York (see above).

“In my view,” said Sir William, “nothing has been more harmful to the process of informing the people than the personalizing of news.” When newscasters and commentators are picked for their appearance “what should be incidental has become primary,” he said.

“There are countries in which a handful of journalists on television have become pooh-bah pundits,” Sir William asserted. “They pontificate about matters they cannot possibly know in depth. The result is a vast blanket of superficiality smothering the most complex and profound issues.”

Sir William also spoke of the need



Sir William Haley

for journalists of all media to extract from government the truth about government affairs. “If government of the people is to be by the people and for the people,” he said, “then the people must know all that is going on.” It is the journalist’s duty, he said, to make government justify every exception to that doctrine.

Journalists should not be susceptible to “the flattery of ‘sharing responsibility with government’” or to their own “patriotic censorship,” said Sir William. “There is nothing more unpatriotic than to tell a nation half the truth.”

tion, from special-interest groups, from government agencies, from competitors."

Though "overshadowed by television," radio was found in "many instances" to still have "first claim on the attention of the community, if not the nation," with special strength in the field of editorials and commentary, where "invisibility seemed to promote greater frankness and courage."

In local television, the survey reported that the 1969-70 trend toward "good-news" or "happy-talk" newcasts appeared to have leveled off. Moreover, the report continued, "the finest local achievements of the year concerned themselves with the poor, the old, the aberrant, the criminal, the addicted and the dispossessed."

The 182-page survey includes a chapter on CBS's *The Selling of the Pentagon* and the controversy surrounding the program, and while it has high praise for the broadcast and CBS's refusal to retreat under fire, it also has some sharp words for the network.

"Perhaps the most devastating commentary on the whole matter, and the most damaging to the network's credibility," the survey asserts, "came not from Stagers, or Agnew, or Hebert, or Laird, or any other outside critic. If they had been called upon to suggest a punishment suitable to an intractable television news writer, producer or president, they would have been hard put to think of a better one. For a variety of reasons, none of them associated with the *Pentagon* hassle, the network decided that the *CBS News Hour*, the last regular weekly news and public-affairs program in prime time [on which *Pentagon* had appeared], would not return to the air . . . It was a self-inflicted wound."

Another chapter is devoted to public television and particularly its *Banks and the Poor* program, which brought pressures from throughout the financial community as well as in Congress and led many noncommercial stations to cancel or delay the broadcast. The survey says the events "raised a painful suspicion that, while commercial television's top echelon—supposedly with nothing but profits in mind—fought for the editorial independence of its news and public-affairs division against the highest powers in the land, its counterpart in public television seemed to wilt before any outside disapproval was registered and continued to retreat in the face of an anticipated threat only weakly realized. It would appear that, however timid and reticent the commercial networks had shown themselves in the past, they were, at the moment, more hospitable to controversy than their noncommercial brethren."

The survey also cites "the short, un-

happy life" of *The Nader Report* series on consumer issues as suggesting "administrative timidity and tinkering" within the public-TV system.

As for the suggestion by John Macy, head of the Corporation for Public Broadcasting, that public television takes over some of the public-interest responsibilities of commercial broadcasting, the survey concludes:

"Considering the condition of public television in the season under observation, it seemed questionable that its levees were yet strong enough to hold the rechanneled public-interest programming its leader suggested, even if the commercial networks were reckless or foolhardy enough to give up those responsibilities and accomplishments in news and public affairs which were their main protection against total irrelevance."

The survey recognizes that the general economic recession, on top of the loss of cigarette advertising, has hurt broadcasters and their news operations. But it also finds it strange that news staffs have been curtailed as much as in some instances, "since newscasting had established itself as one of broadcasting's biggest revenue producers."

It also suggests that in prosperous times networks should—and should have, but apparently didn't—set aside some sort of reserve fund that would permit them to continue their news operations at full strength in times of recession, and should also be willing to divert money from their "fabulously successful" owned-and-operated stations to help maintain their public-affairs schedules in lean times.

The survey says it polled the top-100 television advertisers and received substantive answers from 50. Of these, "32 had used news and public-affairs programming during 1970-71, 18 had not, seven had increased their budgets for news and public affairs in the year, three had decreased theirs and six planned an increase in the coming year. The percentage of their budgets devoted to news and public affairs ranged from less than one percent to 100%, the great majority being 10% or under."

Bic Pen Corp. was quoted as reporting it put 20% of its annual budget on news and public affairs as "part of the 'balance' we require to talk to our customers." H. J. Heinz Co. said it rarely used such programming because it needed to reach a women's audience, but Revlon, which also has a female market, said "we find it an excellent vehicle to reach our kind of audience." Pillsbury considered news "an outstanding medium" but thought "most public-affairs programming is somewhat less than professional and has not found the key to finding and retaining the interest of the populace."

AT&T and Prudential, once big

... plus

the members of
their staffs at

KCRG-TV	Cedar Rapids
KDAL-TV	Duluth-Superior
KERO-TV	Bakersfield
KEZI-TV	Eugene, Oregon
KFDM-TV	Beaumont
KGUN-TV	Tucson
KJEO-TV	Fresno
KLAS-TV	Las Vegas
KMTV	Omaha
KOB-TV	Albuquerque
KPRC-TV	Houston
KSAT-TV	San Antonio
KSTP-TV	Minneapolis
KTLA	Los Angeles
KTVK-TV	Phoenix
KWGN-TV	Denver
WAND-TV	Decatur-Springfield
WBRE-TV	Wilkes-Barre
WCBD-TV	Charleston
WDBO-TV	Orlando
WFAA-TV	Dallas-Ft. Worth
WGN-TV	Chicago
WHBF-TV	Quad Cities
WHYN-TV	Springfield, Mass.
WJAR-TV	Providence
WJKS-TV	Jacksonville
WMAL-TV	Washington, D.C.
WRAU-TV	Peoria
WROC-TV	Rochester
WSM-TV	Nashville
WSTV-TV	Wheeling-Steubenville
WTOG-TV	St. Petersburg
WUAB-TV	Cleveland
WUTV	Buffalo

(over)

news and public-affairs users, had switched to entertainment forms in search of bigger audiences, but Ford suggested that "the editorial compatibility of news and public-affairs programs with fact-oriented advertising campaigns could lead us to increased use of such shows."

Polaroid, which used newscasts on two commercial networks and had made grants to public television, planned to increase its news and public-affairs budget by 10%. ITT Continental Baking was shown as spending 15% to 17% of its network dollars on news and 8% to 10% of its spot dollars on local news. General Foods was rated not only two among the nation's television advertisers but also "the highest on the list to give substantial support not only to news but to documentary programing, particularly local."

Though it looked as though the void left by cigarette advertisers would be filled within a year, the survey continues, bigger problems emerged: "The question, 'Are cigarettes good for the American people,' has been replaced by 'is advertising good for the American people?', a question far more worrisome to the broadcasters. The events of the year indicated that the elimination of cigarettes might be only the first of a long series of advertising departures, both arbitrary and voluntary, from the public airwaves."

"However," the survey continues in leading into a chapter on CATV, "the most insidious threat to over-the-air broadcasting was not the growing conflict between advertising and late 20th-century American reality, nor the deteriorating economic situation, nor government intrusion, although all represented important hazards. It was the appearance in the middle distance of an alternative communications technology—cable television . . . eventually, if it continued to expand, cable could not fail to affect [broadcasting's] programing as well [as its audiences] including news and public affairs."

"The loss of such programing would be tragic, though hardly inevitable. There was the possibility, although cable's performance today did little to confirm it, that the future of electronic journalism need not depend solely on the maintenance of the over-the-air status quo. To the sanguine, cable promised, if its full development were achieved, equivalent, and perhaps superior, accommodation to news and public-affairs programing."

In its summation, the jury says it "does not count itself among those who denounce the whole of commercial broadcasting. Nor do the jurors view situation comedies, variety shows and old movies as unmitigated evils. Escapism has its place. Programs which are

regarded as time-wasters by some may not be so regarded by others.

"The root problem springs from the system, which evolved almost by accident, a system in which broadcasters are selling audience-mass to advertisers. This too often leaves out important minorities who want something more—educated citizens who seek mature treatment of the issues of the day, tasteful handling of the arts and sciences, quality music and drama; or minority-group citizens who want to see a reflection of their way of life and recognition of their problems.

"The central challenge is that of finding ways to give television viewers such options. These jurors are far from confident that CATV will automatically solve the problems. More channels will not necessarily mean better channels.

"The answer, if it is to be found, lies largely in two areas: (1) recognizing and applauding the best on commercial broadcasting and encouraging more broadcasters to lead, rather than trail, public taste; (2) vastly strengthening our undernourished and timid system of public and instructional television (whose programs will automatically find their way onto CATV channels.)

The survey, edited by Marvin Barrett, director of the duPont-Columbia survey and awards, is published by Grosset & Dunlap at \$1.95 in paperback and \$6.95 in hard cover. It was based on a year's research supervised by the Columbia University Graduate School of Journalism and the board of seven jurors. For this year's volume, information was submitted by 65 correspondents across the nation, 600 members of national organizations, including the League of Women Voters and the YWCA, and more than 300 network and individual station news and public-affairs departments.

Jurors, in addition to Chairman Abel, were Richard T. Baker, Columbia professor of journalism; Edward W. Barrett, director of the Communications Institute, Academy for Educational Development; Dorothy I. Height, president of the National Council of Negro

Women; John Houseman, director of the drama division of the Juilliard School at Lincoln Center; Sig Mickelson, vice president of Encyclopaedia Britannica Educational Corp., and Michael Novak, associate professor of philosophy and religious studies at the State University of New York.

Making life easier for Ohio newsmen

Ohio state capital news correspondents are finding their work a bit more enjoyable these days with the opening of a news conference room in the basement of the 115-year-old capitol in Columbus.

The 25-by-30-foot news center has 17 camera positions with electrical power and outlets for connection to a central sound system. In addition, more than 20 outlets for hookup of tape equipment to the sound system are provided.

Available-light filming is possible anywhere in the room as a result of incandescent color fluorescent lamps which illuminate it for proper color balance. Colortran quartz movie lights shine on the speakers platform.

Access to the center is granted to all elected officials and cabinet officers. Prior news conferences were held in the governor's cabinet room, dominated by "large, old-fashioned tungsten spotlights."

An added feature of the center is a bank of tape recorders and telephones by which taped reports can be fed to radio stations in Ohio and elsewhere.

Governor John J. Gilligan's press secretary, Robert Tenenbaum, said that he believes the news center will make everyone's job easier. "The correspondents who are normally stationed in the capital now don't have to haul equipment all over the downtown area to get the information they need."

Mr. Tenenbaum said the idea was primarily that of James J. Dunn, the governor's associate director of communications. Mr. Dunn served as media man for the late Senator Robert F. Kennedy during his 1968 presidential campaign.



Governor John Gilligan speaks in the new Ohio capitol news-conference room, and radio reports are fed to more than 180 stations in Ohio and surrounding areas from the control area of the new press accommodations.

Democrats seek right to reply

They ask court to rule that outs get time whenever the President makes a broadcast

If the Democrats win the White House in November 1972, and then find the networks automatically giving the Republicans time to reply whenever the Democratic President goes on the air, the Democratic National Committee will have no one to blame but itself.

The party's general counsel, Joseph A. Califano Jr., urged a three-judge panel of the U.S. Court of Appeals in Washington last week to issue a ruling conferring an automatic right of reply on the party out of power.

The fairness doctrine, under which broadcasters are allowed discretion in determining how conflicting points of view are to be balanced, is inadequate when the President is involved, he said. "You can't equate [presidential] speeches and hour-long interviews with one or two minutes on news programs or a casual conversation on a late-night show."

Although the requested ruling would benefit the Republicans in the event of a Democratic victory in November, the DNC, currently facing a \$9-million deficit even before the presidential campaign gets under way, is concerned with free access this year, to counter the television appearances of President Nixon. The equal-time law does not come into play until the parties have nominated their presidential candidates.

The DNC is appealing an FCC order denying its complaints, filed last spring and summer against ABC, CBS and NBC as a result of three presidential network appearances—a 20-minute speech on the Indochina war that the networks carried, a 48-minute interview with Barbara Walters that was spliced into the two-hour NBC *Today* show and a one-hour interview with Howard K. Smith on ABC.

Only ABC offered the Democrats time for reply to the speech on Indochina—and that resulted in a complaint by the Republican National Committee when ABC subsequently denied its request for time to respond to the Democrats. The RNC's appeal of the commission order upholding ABC also was involved in last week's court argument.

Mr. Califano, who said the commission's denial of the DNC complaints was expected—it was "as automatic as the dog salivating after the master rings the bell"—said he was urging the "carving out of a fourth corollary" to the fairness doctrine. He noted that the commission now affords an automatic right of reply to persons who have been

attacked, to spokesmen for political candidates who are denounced or whose opponents are supported in station editorials, and to political parties when the opposition is given time.

The impact of a presidential address is great, Mr. Califano said, and the public is "entitled to a coherent presentation by the major party out of power" when the President uses radio or television.

Throughout his argument, Mr. Califano leaned heavily on the appeals-court decision last month overturning a commission order holding that an appearance by DNC Chairman Lawrence F. O'Brien obligated CBS to make time available to the RNC (BROADCASTING, Nov. 22). CBS had presented Mr. O'Brien to balance the network appearances of the President.

The court, Mr. Califano noted, said, "But if the words and views of the President become a monolithic force, if they constitute not just the most powerful voice in the land but the only voice, then the delicate mechanism through which an enlightened public opinion is distilled, far from being strengthened, is thrown dangerously off balance."

James J. Freeman, counsel for the RNC, sought to draw a distinction between the CBS case, in which the court sharply reprimanded the commission for giving the President's party "two bites of the apple," and the appeal from the commission order involving ABC. He said the RNC is not concerned with having its spokesman presented on the network but, rather, with having the network present someone who would respond to issues he said the Democrats had raised that had not been discussed by the President.

The public, he said, must be informed as to the RNC's position. Furthermore, he said, the President appears on radio and television in his constitutional role as chief of state and commander in chief—not as a party spokesman. Mr. Freeman also said that the corollary being urged by Mr. Califano would have the effect of "forcing the President off the air."

Joseph Marino, counsel for the FCC, saw both parties as seeking, in effect, equal or comparable time. But Congress, he said, has provided guidance in matters of news coverage—and, he indicated, it was negative. He referred to the 1959 legislation exempting news broadcasts from the requirements of the

... plus

the people at their corporate headquarters:

A. H. Belo Corporation
Evening Star Broadcasting
Forward Communications
Guy Gannett Broadcasting
Golden West Broadcasting
Houston Post Company
Hubbard Broadcasting
Hughes Tool Company
Lin Broadcasting
May Broadcasting
The Outlet Company
Retlaw Broadcasting
Rust-Craft Broadcasting
Time-Life Broadcasting
United Artists Broadcasting
WGN Continental Broadcasting

(over)

equal-time law. In enacting that amendment, Mr. Marino said, Congress adopted the fairness doctrine, adding language to the Communications Act asserting that broadcasters must be fair in dealing with controversial issues of public importance.

He recalled that even political candidates have been denied equal time. In 1964, the commission, in an action narrowly upheld by the appeals court in Washington, rejected a demand for equal time filed in behalf of the Republican presidential candidate, Senator Barry Goldwater (R-Ariz.), as the result of a foreign-policy speech by President Johnson carried by the networks. The RNC chairman at the time was the present chairman of the FCC, Dean Burch.

Proposed Senate bill seeks fuller disclosure

Legislation to provide essential information about government to Congress, the press and the public was introduced last Tuesday (Dec. 7) by Senator Edmund Muskie (D-Me.).

The Trust in Government Act (S. 2965) would create an independent seven-member Disclosure Board to supervise the government's classification system and determine what executive documents can be released.

The board would have the power to subpoena documents, regulate classification and investigate charges of over-classification from the public. The board's decisions, and any presidential

modifications of them, would be subject to review by the courts.

In a Senate speech, Senator Muskie said that. "with the growth of the security classification system, of normal bureaucratic maneuvering, and of formal use of executive privilege, the executive branch can hide from Congress, the press, and the public information that is absolutely crucial for responsible decision-making." The best example of the problem, he said, is the Pentagon Papers case in which "material that is essentially historical was denied to the public on national security grounds."

JournalismNotes

Niven memorial ■ A Paul Kendall Niven Jr. memorial fund, in honor of the late TV-radio newscaster and commentator, has been established by Bowdoin College, Brunswick, Me., Mr. Niven's alma mater. The fund's accumulated income, composed of contributions, will be awarded once every four years to the broadcast news commentator considered to have done "the most outstanding job of interpreting and presenting the news to the public." Mr. Niven, who was associated with CBS and National Educational Television, died in January 1970 in a fire in his Washington home.

China talk ■ The Washington Journalism Center, Washington, is sponsoring a Conference for Journalists on China. Purpose of the meeting is to examine the changes going on in Red China's relationships with the U.S. and the rest

of the world and to explore internal developments within Red China itself. Against this backdrop, the conference will seek to place President Nixon's upcoming Red China visit into perspective. Participants in the conference will be limited to 25 journalists. Conference fee is \$275. Address: 2401 Virginia Avenue, N.W., 20037.

JFK and Vietnam ■ NBC News has decided to expand its special program on President John F. Kennedy and the Vietnam War from a one-hour program to two one-hour shows under the umbrella title of *An NBC News White Paper: Vietnam Hindsight*. Part one, *How It Began*, will be shown on Dec. 21 (8:30-9:30 p.m. NYT) and part two, *Death of Diem* on Dec. 22 (10-11 p.m.).

RFK awards deadline set

The deadline for the fourth annual Robert F. Kennedy Journalism Awards has been announced as Feb. 1, 1972. The awards honor outstanding reporting on problems of poverty and discrimination in the U.S. Entries should be for work in the U.S. during 1971 in newspapers, magazines, television and radio. A single article or broadcast or series of articles or broadcasts may be submitted. In the case of television, film or tape is preferred to script. Awards will be presented at a luncheon in Washington, April 18, 1972.

Entries should be submitted to Journalism Awards Group, c/o The Robert F. Kennedy Memorial, 1054 31st Street, N.W., Washington 20007.

BroadcastAdvertising®

Phase II increases won by ABC

The Price Commission last week allowed one national television network to increase prices for air time.

In keeping with a general trend at the commission of allowing most "reasonable" price increase requests, ABC-TV was permitted to return to pre-wage/price-freeze levels for certain 30- and 60-second commercial positions. However, the network was reluctant to identify either the programs for which the price increases are allowed, or the prices themselves.

ABC-TV said: "The price board has announced that it has granted the ABC-TV network increases in the prices of certain 30- and 60-second commercial announcements. The price board decision relates to contracts in force prior to Aug. 16 (the beginning of Phase I of the wage/price freeze) for commercials

scheduled to run after Nov. 15 (the beginning of Phase II). In effect, it permits ABC to maintain the price levels previously established in those specific contracts."

An NBC spokesman indicated that his network's situation was substantially identical to ABC's, although the commission said approval was not needed since the network's selling practices were in accord with Phase II policy.

In both instances, prices will be retroactive to Nov. 15, the date that Phase I ended. In no case has the Price Commission allowed retroactive price increases to be applied to Phase I. By Dec. 7, 683 requests for increases from 529 firms had been received, 104 approved and two denied.

The other national network, CBS, is "seriously considering making a request for price increases of the commission," but no decision had yet been made by Dec. 8, according to a CBS spokesman.

ABC's commercial plan draws Johnson's praise

FCC Commissioner Nicholas Johnson, who seldom finds a broadcaster to cheer, found one last week—James E. Duffy, president of ABC-TV—and let the world know about it.

He released a letter he sent to the network executive congratulating him on his plan to recommend that commercial time in children's weekend television programming be reduced by about one-third (BROADCASTING, Dec. 6). The recommendation was offered last week as an amendment to time standards of the National Association of Broadcasters television code.

"Whatever you may end up doing, whether this is a wise proposal or enough, the fact that you have made it is a heartening sign indeed," Mr. Johnson wrote. "For starters, you have made a tremendous number of friends among

A year ago,
we promised you
a new Petry.

Thanks to you,
we've been able
to deliver it!

Best Wishes for '72
from

*your entire new
Petry team.*

(over)

parents—and Washington officials—which is itself kind of novel and newsworthy in these days for the broadcasting industry. More important, you've positioned yourself so that you are now participating in change—instead of simply waiting for it to happen to you.”

The commissioner's closing had a ring familiar to broadcasters: “I trust that the long-range impact upon the industry's interests from their following your leadership will prove to be much more favorable than the present posture of intransigence and obstructionism.”

O&M, BBDO both get Cyanamid business

LaRoche, McCaffrey & McCall lost some \$6.7 million of American Cyanamid business last week.

Bulk of the budget went to Ogilvy & Mather, which picked up \$4.5 million worth of network-TV billings for Formica floor-shine product. The Wayne, N.J.-based manufacturer sent the remaining \$2.2-million worth of billings for Pine Sol to BBDO, which already holds a considerable amount of the advertiser's Breck hair-care products. Pine Sol, a liquid disinfectant and cleaner, advertises almost exclusively in broadcast.

BBDO had some more good news last week. The General Electric Lamp Business Division, New York, assigned its photo lamps (formerly with Grey Advertising) and Christmas lamps (with Foster & Davies, Cleveland) to the agency. Advertising plans have not been defined yet but the products have used both radio and TV in the past.

Frito-Lay drums up children's sports show

Frito-Lay Inc., Dallas, through Foote, Cone & Belding, New York, is offering stations a five-minute weekday children's TV show, entitled *Sportsclub*, as an advertising trade-out.

GRS Films International, Hollywood-based firm, said in New York last week that the advertiser has lined up 80 TV stations with 40 of the top-50 markets represented and is shooting for 150 to 200 cities for 80% coverage of the country.

The advertiser is asking for a Monday-Friday, across-the-board placement generally in the 4-7:30 p.m. area “within or adjacent to” regularly scheduled children's programming. According to GRS Films, the show, which features a 12-year-old participant in a sport with a superstar of the particular sport as a guide and “teacher,” is designed to be “educational” as well as entertainment.

Frito-Lay has set Jan. 3 as the starting date for the strip, with the offer of 13



“The Selling of the President,” Joe McGinniss's best-selling laceration of Richard Nixon and his television advertising, is about to become a Broadway musical—and some of its principal angels are, of all people, practitioners of television advertising. At a luncheon of the Philadelphia Television and Radio Advertising Club—where the producers, lyricist and composer walked through a “try-out production audition” to encourage TRAC members to invest in the show—Alan Kalish (r) was among those drawing for free tickets to the show's Philadelphia tryout in February; John Flaxman (l)—who, along with Kalish & Rice Vice President Franklin Roberts is producing the show—holds the entry box. The producers plan to start rehearsals next month; their show is scheduled to open in New York in March.

weeks of repeats. There would also be an option for 26 additional weeks on the basis of 13 weeks of new programs and 13 weeks of repeats.

The advertiser retains one 60-second commercial and a billboard; the station sells other commercial adjacencies.

Packaged sales training

Ralph Stachon, president of Ralph Stachon & Associates, Memphis-based broadcast production and sales-service firm, has introduced a comprehensive broadcast sales training and radio orientation course.

Designed as a refresher course for experienced sales representatives, as well as a primer for neophyte salesmen, the material covers such topics as the history of radio, the radio station, the FCC, sales and related activities, promotion and broadcast terminology.

The course kit comes with master text, sectionized lessons, cassettes, playback unit and examinations, which are sent back to Stachon for evaluation. In all, the kit is designed to ready new sales representatives in four to six weeks.

An in-house ‘raider’ for ad agencies?

Ralph Nader proposed last week that advertising agencies create full-time positions for “corporate crusaders” whose job would be to elevate the purposes of advertising.

The persons filling these slots would be charged with finding “nonmarket-induced needs and making them market induced needs,” in keeping with an advertising agency's basic responsibilities which are, according to Mr. Nader: recognizing the enormous effect advertising has on people's minds; recognizing the power generated by this effect; exercising responsibility in using the “public airwaves” and the responsibility of “just being a citizen.”

Mr. Nader appeared at a media workshop arranged by *Advertising Age* in Washington.

In a panel session following the address, Mr. Nader was supported by FCC Commissioner Nicholas Johnson and Carl Ally, president of the agency bearing his name.

Mr. Johnson called Mr. Nader a “religious leader.”

Opposing Mr. Nader's views were Leonard H. Lavin, president of Alberto-Culver Co., and Irving Scher, of the law firm of Weil, Gotshal & Manges.

Mr. Lavin said that Mr. Nader doesn't really understand advertising.

“This is still a country of opportunity,” Mr. Lavin said, and it operates on the capitalist system. “If you do away with advertising, you do away with that system,” he added.

Mr. Scher said he found it interesting that Mr. Nader used the “same techniques he decry to you. He appealed to your emotions, and tried to recruit you to his side.”

Line-up for Angels radio

KMPC(AM) Los Angeles has announced full sponsorships of its play-by-play broadcasts of California Angels baseball games for the 1972 season. Four participating advertisers last season renewed for next season. They are: Standard Oil Co. of California through BBDO, San Francisco, back for the 11th season; Continental Air Lines Inc., through Needham, Harper & Steers, Los Angeles, back for a sixth year; Nissan Motor Corp. on behalf of Datsun cars, through Parker Advertising Inc., Palos Verdes Peninsula, Calif., a second-year advertiser, and Anheuser-Busch Inc., on behalf of Budweiser beer through D'Arcy Advertising Co., as well as Busch Bavarian beer through Gardner Advertising, St. Louis. Anheuser-Busch is a sponsor for the eighth year. Angels broadcasts will be fed by KMPC over a still-to-be-determined number of sta-

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tions making up a regional network. There were 20 stations besides KMPG in the 1971 network.

Clyne Maxon ties-in with another agency

"Good faith" was the main binding agent responsible for a new affiliation between Clyne Maxon Inc. and Chalk, Nissen Hanft Inc., both New York, according to Howard Chalk, one of three managing directors in the agency bearing their names. In business terms, the transaction between the \$30-million Maxon operation and CNH, billing over \$6 million, took place Dec 3 with a "token exchange of equity."

Each agency will maintain its individual identity, Mr. Chalk said, working in tandem or separately, depending on the situation. He said the relationship could possibly form a basis for future merger talks. CNH will move its offices to Maxon's headquarters at 245 Park Avenue.

Clyne Maxon reported broadcast billings of \$17.4 million this year with all but \$1 million being placed in television. CNH places from 10-15% of its billing in broadcast.

House agency arrives on Checkerboard Square

A projected \$30 million in network-TV billings for fiscal year Oct. 1971-Oct. 1972 will be delivered by Ralston-Purina Inc.'s new house agency, Checkerboard Advertising Co. Total media budget is expected to reach between \$45 and \$50 million.

The St. Louis-based food manufacturer formed the agency as "agency of record" and co-ordinator of network-TV buys to work in association with Ralston's four independent agencies—Gardner Advertising and D'Arcy-McManus-Intermarco, both St. Louis; Wells, Rich, Greene, New York, and Doyle Dane Bernbach, Los Angeles—which will do the negotiating and programming.

The new operation will be headed by William M. Claggett, vice president-director of communications and new products at Ralston.

P&S's new rep division

Group station owner Pacific and Southern Broadcasting, New York, said Thursday (Dec. 9) it has formed a radio representation division, Radio 1 Representatives. The new rep will have its offices in New York. Details are to be announced at the end of this year. Lou Faust, a P&S vice president, will be president of the new rep firm. Radio stations in the group: WWDJ(AM) Hackensack, N.J.; KIMN(AM) Denver; KYXI-

Christmas cheer

Cunningham & Walsh is among the first advertising agencies to report on plans for payment of 1971 holiday bonuses to employees. C&W's chairman, Carl W. Nichols, said the agency will pay its regular Christmas bonus to all employees effective Dec. 10. He said that despite difficulties faced by "all companies" during 1971, the agency's profits were such that the board "was pleased to financially recognize the hard work and team spirit exhibited by its employees throughout the year."

(AM) Oregon City-Portland, Ore.; KKDJ-(FM) Los Angeles; WQXI-AM-FM Atlanta, and WSAI-AM-FM Cincinnati. TV outlets are WQXI-TV Atlanta and KHON-TV Honolulu and its satellites.

H&R Block moves to Della Femina

H & R Block Inc. is gearing its annual television campaign to appeal to the young taxpayer. The Kansas City, Mo.-based income-tax preparation company is taking the creative end of its network and spot-TV campaign out of the hands of its house agency, B.W.A. Advertising, and giving it to Della Femina, Travisano & Partners, New York.

B.W.A. has been responsible for the long-running spots featuring John Cameron Swayze as spokesman. The house agency, which will continue to place the commercials, felt the untapped youth market could better be served by a more youth-oriented campaign.

Della Femina has created a series of nine 30- and 60-second spots scheduled to appear in early January and run through income-tax time in mid-April. Each spot features a nonprofessional trying to prepare a tax form. Theme of the spots: "Don't let an amateur do H & R Block's job."

New middleman

Media Specialists Inc., an independent media-buying service, officially opened its doors last week in New York with about \$2-million worth of business, according to Joyce Peters, president of the new firm. Miss Peters was formerly a vice president and media director of Media Communication Inc. Accounts include two New York advertising agencies, Geer-Dubois and H. Sanford Co. Offices are at 45 East 51st Street.

Seven more to RKO FM reps

RKO Radio Representatives' FM sales division has added seven stations to its representation list, which now totals 20, and is five short of the 25 set as its goal under a "limited list concept."

The stations (WLIF Baltimore, WWEL Chicago, WVEZ Cincinnati, WEZW Milwaukee, WBYU New Orleans, KRMG-FM Tulsa, Okla., and KCFM St. Louis) all program what the rep firm calls "beautiful music", the format adopted by RKO-owned FM's. The RKO outlets form the nucleus for the rep's sales efforts (particularly in New York, Boston, Memphis, Los Angeles and San Francisco). The music format emphasizes standards, pop and rock (reorchestrated and with a focus on strings) and limits commercial interruptions to approximately every 10 minutes—six commercial periods in one-hour programming.

Also Advertising

More professional ■ PRO Time Sales, New York, has established The John Struckell Memorial Internship program (named after the late John Struckell, who was manager of WFPG-AM-FM Atlantic City). Under the program, client station sales staffers are eligible to spend two weeks at the rep's office in New York for "premanagement" sales training, particularly in the area of national business.

Music men ■ Gold Star Recording Studios, Hollywood, has formed Gold Star Productions to assist agencies in the creation and production of radio and television commercials. Specializing in the musical side of commercials, the firm will also serve as an independent creative company to write and produce narration tracks and sound tracks for sales films. The new firm is headed by Ed Hansen, director of creative services. Gold Star Recording Studios is at 6252 Santa Monica Boulevard, Hollywood 90038.

The big test ■ Television Testing Co., New York, formed four years ago to test finished TV commercials and TV-program pilots via cable-TV systems, is expanding into the area of evaluating advertising concepts. The new service will test the effectiveness of visual presentations in finished or unfinished form. The firm is a joint venture of Audits & Surveys Inc., New York, and Teleprompter Corp., New York, and makes use of Teleprompter's CATV systems in 12 communities.

Funny firm ■ Jack S. Margolis, a former disk jockey, and comedy writer for *Laugh-In*, has formed Bristle, Cone, Pine & Associates, a Hollywood-based advertising agency and radio-commercial production house. The new firm will specialize in the production of humorous radio commercials. Bristle, Cone, Pine & Associates is located at 9278 Warbler Way.

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Hands off for healthy cable growth—Sloan

The outlook for CATV expansion is good, says special commission, but 'de-regulation' is essential; broadcaster protection unnecessary

A glowing prognosis for cable television, and a set of proposals for "de-regulation" to foster its growth, were made public last week by a special commission of the Alfred P. Sloan Foundation.

The blue-ribbon, 16-member panel, assembled in June of last year by the foundation, looked ahead 10 or 15 years and concluded, as have so many others, that cable "seems to promise a communications revolution." But it added that, although some regulation is desirable, excessive government control might erase the medium's promise; so, "wherever it has proved possible," the commission said, "we have recommended de-regulation . . . in many important aspects of cable-television's governance."

In some cases, that de-regulation would be a sweeping change from present public policy. For example, the commission saw no basis for regulations designed to insulate over-the-air television from the effects of cable. Although it

concluded that conventional TV stations can adjust to cable's growth, the commission saw no reason for regulations that would insure their survival.

"[I]f over-the-air television is to fall victim, in some degree or another, to technological change, it is in no different position from any other enterprise in which investments have been made, and possesses no greater right than other industries to protection from technological change," the commission said. ". . . We have sought to maximize the service to the public that can be provided by television as a whole. If, in that process of maximization, the existing structure of over-the-air television is undermined, we believe that the public interest must still remain paramount."

The commission also recommended the elimination of all restrictions on carriage of advertising by cable systems; endorsed subscription television as a "highly desirable" corollary of cable;

and called for the abandonment of restrictions on cable's use of distant signals, subject only to payment by cable operators of appropriate fees to copyright holders.

If the government does not restrict cable's growth, the commission predicted, 40% to 60% of all American homes may be wired for 20- or 40-channel reception by the end of the decade.

In offering its proposals, the Sloan Commission found itself consciously at odds in several particulars with the FCC's letter of intent and with the modifications worked out by the contesting parties in compromise discussions with the Office of Telecommunications Policy (although the report contained no detailed comparisons).

"When we saw the recent proposals of the FCC and OTP," Stephen White, a foundation vice president, said last week, "it dawned on us that the government was speaking only for the broadcast interests and the cable interests and not for the public. This report tries to speak for the public."

Apparently, it also had something positive to say to the cable industry. John Gwin, chairman of the National Cable Television Association, commented in a statement:

"Even on first reading it is clear that the commission has a realistic grasp on both the current state of CATV technology and its development as the cornerstone of a national television system of abundance. . . . The report seems realistic, creative and to the point. . . ."

Hubert J. Schlafly, president of Teleprompter Corp., said the report "is not all beer and skittles for cable-TV operators, but it is one that the CATV industry in general and Teleprompter Corp. in particular can accept with enthusiasm and encouragement . . . and the timing is fortuitous since it stresses the public interest in the growth of cable communications at a time when we are on the threshold of major new CATV rules and legislative action."

But if the Sloan report is to have an impact on the federal government's deliberations over cable policy, it is likely to be more at the legislative than the regulatory level. The 256-page study, "On the Cable: The Television of

Sloan report draws fast fire

The American Civil Liberties Union criticized the Sloan Commission's report on cable communications last week (see this page) for rejecting the development of cable TV on a common-carrier basis.

Aryeh Neier, ACLU executive director, said: "The effect of extensive programming by cable operators will stifle development of diverse programming by independent producers and restrict open access to the public."

ACLU also took issue with Sloan Report recommendations that the fairness-doctrine and equal-time requirements for political issues be waived for cable programs and that cable operators be "authorized to censor and cut off the cable any statement deemed by the operator (or engineer) to be a personal attack."

ACLU also deplored what it interpreted as a Sloan proposal that UHF television be discontinued. The civil liberties organization said that since a large proportion of the nation's com-

munities now have choices of programs on four or fewer stations, the suggestion of the Sloan commission is "difficult to understand."

The Sloan commission did not reply formally, but ACLU's criticism was raised during a question-and-answer period following release of the report at a news conference in New York. To the central complaint regarding common-carrier status for CATV operations, several persons who served on the commission said the feasibility of this approach had been studied but was rejected at this point in the development of cable. They said they did not believe that investors would be willing to underwrite the laying of cable if they had no control over the use of the channels in the formative years. But they said common-carrier status may be the way cable should go if it achieves maximum penetration.

The commission members did not feel that the cable operator's control over personal-attack statements would constitute censorship. They said they were for full access to the medium, so long as no illegality was committed.

ers' complaint, he said OTC is honoring its word to the parties. He said the commission work is still in its early stages and that the parties would be consulted as the work progressed. OTP and Mr. Burch, he said, are committed to making sure that the rules are a faithful reflection of the compromise agreement. "It's the prerogative of any party to pull out of the agreement" if it is not faithfully reflected, he said. "That's the built-in check." However, he indicated the parties would not be allowed to examine those portions of the draft not involved in the compromise.

The draft rules prepared by the cable bureau are being subjected to careful scrutiny to assure conformance with the compromise. Besides consulting with the parties on the draft, Mr. Scalia and a member of his staff reviewed it with key commission officials on Wednesday morning. Later, the commissioners' legal and engineering assistants checked it over in considerable detail.

The commissioners themselves began their review Thursday and continued it Friday. Much time, reportedly, was given over to Commissioner Robert E. Lee for an elaboration of a nine-page memorandum circulated among the commissioners that raised a number of questions critical of the compromise. Chairman Burch is said to have labeled it "pro-broadcasting."

However, while he declined to discuss the memorandum following the meeting, Commissioner Lee said he felt "better" about the compromise than he had previously. He was not as concerned as he had been that it would be harmful to UHF and noted the commission indicated a readiness to adopt some of the suggested proposals.

The commission has scheduled a special session on the CATV package for Friday, which would probably be the last meeting on it before the holidays. Besides the rules, the commission must produce a report and order to accompany it, as well as a number of collateral notices of rulemaking. One is aimed at providing radio stations additional protection against CATV, Representatives of the Rocky Mountain Broadcasters Association, who visited the commissioners last week, stressed the need for that kind of protection, as well as for additional protection for small-market television.

Owensboro CATV takes fight with city to FCC

An Owensboro, Ky., cable-TV operator has asked the FCC to investigate what it alleges to be "vindictive . . . unlawful and shocking" actions by the local government against the system.

Top Vision Cable Co. last week asked the commission to look into what it said

was an attempt by the Owensboro mayor, the city's board of commissioners and other local officials to take away the system's nonexclusive cable franchise, in collusion with the licensee of WVJS(AM)-WSTO(FM) Owensboro, vying for a second franchise there.

The complaint specifically asks the FCC to examine the city government's dealings with Top Vision; the events that motivated the city's public-utilities commission to grant WVJS-WSTO access to pole attachments before bids for a second cable franchise were invited, and the part the stations played in bringing about the "forced forfeiture" of Top Vision's franchise.

The cable company, which has held its franchise for six years, last month was denied an extension of time to complete its system by the city commission.

The company said that the city has refused to negotiate a new gross-receipts tax after the local government pleaded no contest to a Top Vision suit against it asking that the 26% tax called for in the franchise agreement be declared unconstitutional. The system won a subsequent local court suit against the city which severed the 26% tax from the rest of the franchise agreement. Owensboro is currently appealing that decision.

Top Vision is controlled by multiple-CATV owner Communications Properties Inc., Austin, Tex.

NCTA may change selection of board

The board of directors of the National Cable Television Association, meeting last week in Hollywood, Fla., approved new, more open procedures for nominating and electing board members.

The procedures, which now go to the full membership for final approval, would create three classes of directors: nine "group A" directors, representing geographical districts and chosen by system members within those districts; 17 "group B" or at-large directors, chosen by the full membership at its annual meeting; and two "group C" or associate-member directors, chosen by that group. The realignment would enlarge the board from 25 to 27.

Previously, nominees to the board have been chosen by a committee and ratified by the full membership at its meeting. The new procedures would eliminate that committee and leave nominations, as well as elections to all members of a district (group A), the full membership (B) or associate members (C). A permanent elections committee would be established to organize and supervise the mechanics of election.

Chairman, vice chairman, secretary and treasurer would continue to be filled by board vote. Only group A and B members would be eligible.



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and broadcast properties in the Midwest, will produce an after-tax gain of 20 cents a share, which will be treated as an extraordinary item. Gill Industries is the licensee of KNTV(TV) San Jose.

Changing Hands

Announced

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

▪ **WGEE-FM** Indianapolis: Sold by Rollins Inc. to Mid-America Radio Inc. for \$500,000. Rollins retains **WGEE(AM)** there. Burnell L. Small is president and major owner of Mid-America, which is the licensee of **WIRE(AM)** Indianapolis. Other Mid-America stations include **WKAN(AM)** Kankakee, **WIRL-AM-TV** Peoria and **WQUA(AM)** Moline, all Illinois, and **KIOA(AM)** Des Moines, Iowa. **WGEE-FM** operates on 103.3 mhz with 64 kw and an antenna 120 feet above average terrain. Broker: Hamilton-Landis & Associates.

▪ **WVLN(AM)-WSEI(FM)** Olney, Ill.: Sold by Illinois Broadcasting Co. to Donald G. Jones and others for \$245,000. Merrill Lindsay is president of selling firm, which is the licensee of **WSOY-AM-FM** Decatur, Ill., and **WLAP-AM-FM**

Lexington, Ky. Mr. Jones and associates own **WTIM-AM-FM** Taylorsville, **WTAX(AM)** Springfield, and **WZOE(AM)** Princeton, all Illinois, and **WCTW-AM-FM** New Castle, Ind. **WVLN(AM)** is on 740 khz with 250 w day. **WSEI(FM)** operates on 92.9 mhz with 50 kw and an antenna 290 feet above average terrain. Broker: John F. Meagher, Falls Church, Va.

▪ **KVFC(AM)** Cortez, Colo.: Sold by Jack W. Hawkins to Richard F. Hamilton Sr. and Jr. for \$232,750. Mr. Hamilton Sr. is president of Consolidated Manufacturing Co. Mr. Hamilton Jr. is an employe of **KWHK(AM)** Hutchinson, Kan. **KVFC** operates full time on 740 khz with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 60).

▪ **KTOW(AM)** Sand Springs, Okla.: Sold by Charles R. Powell to Jim Halsey, Hank Thompson, Roy Clark and Mack Sanders for \$400,000. Mr. Halsey is the personal manager of several country-and-western performers. He also has interests in real estate and a record-production company. Messrs. Thompson and Clark are performers and recording

artists. They also have real-estate interests. Mr. Sanders has interests in **KFRM(AM)** Salina, Kan.; **KOOO(AM)** and a CP for a new FM, both Omaha, and **KBIL(AM)** Liberty, Mo. He also has an interest in the applicant for a new AM at Shenandoah, Iowa. Mr. Sanders also works as a concert promoter. **KTOW** operates full time on 1340 khz with 500 w day and 250 w night.

▪ **WXTC(FM)** Annapolis, Md.: Sold by Morris H. Blum to Family Stations Inc. for \$350,000 plus one-half of FCC fees. Mr. Blum owns **WANN(AM)** Annapolis. Principals of Family Stations are Scott L. Smith, Peter Sluis and Harold Camping, its president, and others. The non-profit California corporation operates religious stations **KEAR(AM)** San Francisco, **KEBR(FM)** Sacramento and **KECR(FM)** El Cajon, all California, and **WKDN(FM)** Camden and **WFME(FM)** Newark, both New Jersey. Family Stations proposes to turn **WXTC** into a religious facility. **RKO** General Inc. has offered to donate its **WHCT(TV)** Hartford, Conn., to the group. That transfer is pending FCC approval and has been contested by a local citizen organization. **WXTC** operates on 107.9 mhz with 20 kw and an antenna 205 feet above average terrain.

▪ **Wsww-AM-FM** Platteville, Wis.: 85% sold by Mrs. John F. Monroe, Margaret M. Zunick, John F. Monroe Jr. and the estate of Mary F. Schmitz to Robert J. Bodden Jr. for \$234,425. Mr. Bodden presently owns 15% of the **wsww** licensee and is acquiring the remaining stock interest. He is the stations' general manager. **Wsww(AM)** operates on 1590 kwz with 1 kw day and 500 w night. **Wsww-FM** is on 99.3 mhz with 3 kw and an antenna 235 feet above average terrain.

▪ **KHAI(AM)** Honolulu: Sold by L. Dickson Griffith to Fox Broadcasting Co. for \$130,000. Principals of Fox are Robert H. Thomas, Stan Himeno and others. Mr. Griffith continues to own **KHOB(AM)-KLDG-FM** Hobbs, N.M. Mr. Thomas was formerly with **KVH-TV** Honolulu as salesman. Mr. Himeno owns a local auto dealership. **KHAI** is on 1090 khz with 5 kw.

▪ **WLYK-FM** Milford, Ohio: Sold by Francis J. Stratman, Frank Finn, Ann Reinke and George Walso to Ted Hepburn, Andrew J. Lehr, James Callahan and David H. Scheider for \$100,000. Mr. Hepburn is a vice president of R. C. Crisler & Co., Cincinnati-based media broker. Mr. Lehr owns a retail meat business in Milford. Mr. Callahan owns two Ohio restaurants. **WLYK-FM** operates on 107.7 mhz with 3 kw and an antenna 300 feet above average terrain.

▪ **WSNL-TV** Patchogue, N.Y.: Sold by William and Hannah Granik to David H. Polinger, Robert A. Rosen and others for \$45,000. Station is not com-



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Abundance," comes as the FCC is completing work on the final version of its cable rules, which are expected to be made final within the next several weeks. Additionally, the President's high-level administration on long-term cable policy is on the verge of completing and sending to the President its recommendations, probably next month. Both sets of deliberations are much too far advanced to be affected significantly by a new report.

However, it is to the longer term that the Sloan report addresses itself. Although the commission declined to speculate as far ahead as the year 2000—thereby omitting from its report some of the zingy but problematical forecasts sometimes associated with cable—it looked, by its own reckoning, at least a decade into the future, which qualifies as long-term by the current standards of federal policymaking.

Some of the commission's conclusions and recommendations:

▪ **Access to programing:** Permit unlimited distant-signal importation, subject to payment of fees to copyright holders. Permit carriage of network programs without payment of copyright fees, but bar advertising in such cases. Place severe legal limits on exclusivity, somewhat longer limits for first-run programs. Continue to require carriage of local stations (in this case, without copyright liability). Require carriage of the local public-television station—or, in the absence of one, require a public station's signal be imported.

▪ **Pay television:** Open up the marketplace. Programs could be paid for by advertising, per-program payment, or subscription to a channel, such as an all-news or all-cultural service. Enact legislation that would preserve certain major sports events for conventional television, and would free other events for competition between pay TV and conventional TV.

▪ **News and opinion:** The promise of cable is in the diversity of news services it can provide. The danger is that network news would be "the first to suffer" if cable fragmented the audience and reduced network revenues. One proposed solution: all-news channels and channels given over to news and public-affairs programs in the evening, might be supported by viewer subscriptions and by advertising. It was also recommended that the equal-time and fairness restrictions not apply to cable television because of the abundance of channels.

▪ **Ownership and control:** Prohibit network ownership of cable systems. Limit the number of subscribers that may be served nationally by a single company. Permit local commercial stations and newspapers to seek franchises as long as the system would not reach more than 10% of area households, and

provided that all newspaper and television franchise holders in an area reach no more than 40% of all homes on their systems. Permit public-television stations to operate franchises without market restrictions. In neighborhoods with "special social or ethnic problems and needs," give preference to "community nonprofit and profit-making institutions."

▪ **Common-carrier operation:** Forge separation of ownership and programing at least during cable's growth period.

▪ **Separation of regulatory powers:** Enact legislation resolving the copyright issue and acknowledging the federal government's obligation to protect the public if cable's growth threatens to deprive "any significant sector of the public" of broadcast service. Set minimum requirements at the federal level for channel uses, technical standards, channel capacity in new systems, access and ownership. Establish at the state level a special agency—not the public utilities commission—to regulate cable by establishing franchise areas and by setting standards above federal minimums in special cases. Permit cities to set still higher standards if they desire, make their own channel allocations, establish appeal and adjudicatory mechanisms, and establish franchise boundaries when the area to be served is wholly within the city.

Fundamental to these recommendations was the commission's stated goal of encouraging a "television of abundance," more like the printed press in its diversity than like conventional television. Barring restrictive government action, the commission said, cable television should in the next decade be able to carry mass entertainment, provided by conventional television and leased channels, with advertiser support; special-interest programs, supported by subscription or advertising or a combination of the two: news and opinion, supported by subscription and advertising; channels for public access, commercial uses and government services.

NCTA Chairman Gwin specified only one important area of disagreement between his industry's position and that of the Sloan Commission. "The commission's treatment of the copyright and exclusivity questions," Mr. Gwin said, "seems to propose the 'retransmission consent' concept earlier tried and abandoned by the FCC."

An earlier draft of the commission report, obtained last week, differs from the final product more in language and organization than in basic ideas. The draft, dated July 31, is less detailed and has less to say about such proposals as the creation of state cable agencies, but the conclusions are similar in both documents.

The Sloan Commission was estab-

lished in June of 1970 to make a comprehensive, \$500,000 study. It received formal encouragement from President Nixon, who, in a letter to Nils Y. Wessell, president of the foundation, expressed his hope that the commission "will be able to illuminate the tremendous potentialities" of broadband communications as they "are made available on a large scale" (BROADCASTING, June 15, 1970).

Chairman of the commission was Edward S. Mason, dean emeritus of Harvard University's graduate school of public administration. The other members were Ivan Allen Jr., former mayor of Atlanta; John F. Collins, former mayor of Boston; Dr. Lloyd C. Elam, president of Mcharry Medical College; Kermit Gordon, president of the Brookings Institution; William Gorham, president of the Urban Institute; Morton L. Janklow, New York attorney; Carl Kayser, director of the Institute for Advanced Study; Edward H. Levi, president of the University of Chicago; Emanuel R. Piore, vice president and chief scientist, IBM; Henry S. Rowen, president of the Rand Corp.; Frederick Seitz, president, Rockefeller University; Franklin A. Thomas, president, Bedford-Stuyvesant Restoration Corp.; Patricia M. Wald, Washington attorney; Jerome B. Wiesner, president of the Massachusetts Institute of Technology, and James Q. Wilson, professor of government, Harvard University.

Little to begin second cable study

It's to follow a first predicting profitability in nonbroadcast services

Arthur D. Little Inc., international consulting firm, is conferring with clients in New York Dec. 15 to determine the next step in its study of the economic viability of special CATV services. The first phase, with a budget of \$450,000, began early last year and was sponsored by 36 firms. The company is said to have 12 sponsors for phase two of a projected three-step project.

The phase-one study was concluded early this month. Although its findings are confidential to the firms that put up \$12,500 each to underwrite the study, the fact that the next step is under consideration points to the conclusion that profitability was found to be a definite possibility for extra cable TV services, particularly pay TV, audio channels for music and news, shopping, and retrieval.

These were picked for the near future among a plethora of prospective services that encompass such fields as meter reading, fire and theft surveil-

lance, educational presentations for the general public as well as to professional groups, and electronic mail delivery.

Among the companies sponsoring the first portion of the ADL study were CBS, Time Inc., Times-Mirror Co., Storer Broadcasting, American Television & Communications Inc., Television Communications Inc., Zenith, Magnavox, Bank of America and Bell of Canada.

An indication of the ADL findings was given by John P. Thompson, ADL project director for the broadband communications network (BCN) study whose ultimate aim initially was the establishment of a national hookup of

wire systems to provide these extra services.

Mr. Thompson, speaking last month at a financial seminar in Montreal, suggested a number of demonstration projects either by a single "third party" firm, or by a number of independent CATV's. As a start he suggested a cable system that would, in addition to its principal function of providing broadcast TV programs to its subscribers, also provide an audio service that would offer 60 separate programs, a retrieval system using alphanumeric readout on the home TV screen for advertising merchandise and providing up-dated news, a pay TV channel for the showing

of feature movies, and a local shopping service that would enable the home viewer to order at home.

He saw these extra services adding about \$20 monthly to the subscriber fees and estimated that a 20,000-customer system should gross about \$7.25 million yearly, with \$3 million coming from advertising. Operating costs, including acquisition of programs, should come to about \$1.5 million yearly, he said, and the capital investment for equipment at the headend and the customer's receiver would be about \$5.7 million. This could generate a cash flow in the neighborhood of \$6 million annually, he noted.

Epilogue to cable truce: discontent

Broadcast spokesmen complain they're not being given chance to help translate compromise into finished rules

The FCC and the Office of Telecommunications Policy last week were taking what appeared to be extraordinary precautions to keep intact the compromise agreement that was thought to have ended the controversy over the commission's proposed CATV rules. But there were clear signs that the efforts might be too little, if not yet to late.

Broadcast-industry representatives were complaining bitterly over what they considered the failure of Clay T. (Tom) Whitehead, director of OTP, who engineered the agreement, to keep his part of the bargain.

The complaint was that the parties to the agreement—the National Association of Broadcasters, the Association of Maximum Service Telecasters, the National Cable Television Association, and the copyright owners—were not being informed of, and allowed to participate in, the commission's work of translating the compromise into finished rules. Some broadcasters also felt that blame should be given FCC Chairman Dean Burch, since he endorsed the agreement.

But OTP officials denied that any part of the compromise agreement was not being kept, and rejected the complaint as unwarranted. A member of Mr. Burch's staff said he knew of no commitment to consult with the parties, as far as the commission was concerned.

The feeling in the broadcast camp was said to be so intense that some members of the NAB radio and TV boards wanted those panels to meet for the purpose of declaring the agreement breached. Those boards had approved the agreement by a vote of 27-0-3.

AMST officials were also incensed. But there was no indication that either

group was prepared as yet to renounce the agreement. Vincent T. Wasilewski, NAB president; Jack Harris, KPRC-TV Houston, AMST president, and A. Louis Read, WDSU-TV New Orleans, who is an AMST board member as well as chairman of the NAB TV board, are said to favor its implementation. All three participated in the talks leading to the agreement.

For its part, the NCTA shows no sign of wavering in its support of the compromise. NCTA Chairman John Gwin, following a board meeting in Hollywood, Fla., last week, said: "Some of us are unhappy about the compromise, but we feel it's one way to get CATV moving. We'll stick by our word. There's no possibility of a policy change, if the rules reflect the agreement."

Representatives of each of the parties have seen those portions of the commission staff's draft of the rules that apply to the compromise agreement, which add program-exclusivity and anti-leapfrogging provisions, deal with the importation of distant radio signals, and commit the parties to support copyright legislation. The portions were made available last week, but for inspection on the premises only, by Antonin Scalia, OTP general counsel, who transmitted the parties' comments to the commission.

This kind of participation by private parties in a commission proceeding is highly unusual, as is the compromise itself. But the broadcast-industry representatives felt it was far from adequate. And Paul Comstock, NAB vice president for government relations, indicated he felt the circumstances under which he was invited were less than auspicious. He had telephoned OTP for a copy of the draft rules, which the

commission had made available to OTP, after he heard that a member of the cable industry had obtained one.

Adding to the broadcasters' concern was the report brought back by Mr. Comstock and Michael Horne, counsel for AMST, that the portions of the draft rules they had seen were, in Mr. Comstock's words, "weighted in favor of CATV." They also noted that a report and order, which would accompany the rules and elaborate on them, is not yet prepared, nor is there a draft of proposed copyright legislation. The legislation is expected to be drafted in Congress. NAB and AMST officials cite the letters their organizations wrote to Mr. Whitehead as proof that their acceptance of the compromise was based on the understanding all parties would have complete access to the commission's work as it progresses. AMST said its acceptance "necessarily assumes that all the above parties will work with and cooperate with the FCC and your office in preparing the final documents." NAB said it would "appreciate the opportunity of consulting with the draftsmen as their work progresses."

NAB's letter also made another point that is now in contention. It spoke of the drafting being done by "unbiased persons." And broadcasters said it was made clear that was intended to rule out the participation of Sol Schildhouse, FCC Cable TV Bureau chief, in the preparation of the rules. Mr. Schildhouse is playing a key role in the drafting process.

An OTP spokesman said he was "positive" Mr. Whitehead never shared such an understanding. OTP, he said, could not make such a commitment regarding the personnel of another agency.

As for the balance of the broadcast-

pleted; construction permit is being assigned. Sellers are principals of Granik Broadcasting Co., which held a CP for ch. 50 in Washington, until the permit was placed in receivership. Bids have been made to purchase that permit (BROADCASTING, Nov. 29). Messrs. Polinger and Rosen are officers of Bell Television, parent company of Comtel Inc., the unfranchised CATV operator in New York. Mr. Rosen also has several real-estate investments. WSNL-TV is authorized to operate on channel 67 with 276 kw visual and 55.2 kw aural.

Cable TV:

▪ Des Moines Cable Television Inc., Des Moines, Iowa, has announced its purchase of True Vue Inc., owner and operator of a CATV system at Creston, Iowa. Mr. and Mrs. J. Howard Brown were formerly the majority stockholders of True Vue. Mr. Brown will continue in his capacity of president and general manager of the system. James M. Hoak Jr. is president of Des Moines Cable, which, through its Hawkeye Cablevision subsidiary, holds a franchise for Urbandale, Iowa, cooperatively with multiple-CATV owner Cox Cable Communications (Cox is not involved in this transaction). The Creston system has about 44 miles of plant and serves 1,700 subscribers.

▪ Vikoa Inc., Hoboken, N.J., reports it has completed the acquisition of Pulaski (Va.) Cable Co. Inc. from Booth American Co. The system has 1,400 subscribers. Vikoa, a manufacturer of cable-system equipment, owns and operates 10 systems with approximately 50,000 subscribers.

Cox Cable joins in St. Louis venture

Cox Cable Communications Inc., Atlanta, last week announced the formation of a joint venture with Melhar Corp. to build and operate a cable system in St. Louis, the nation's 11th largest market.

Cox Cable will manage and develop the system, and eventually plans to acquire 51% interest in it. Melhar already holds the St. Louis franchise.

Under present plans, construction will begin next year, after the FCC adopts its pending cable rules. The total system would be 800 miles long when completed.

Financial consideration involved in formation of the joint venture was not disclosed.

Cox Cable, a subsidiary of Cox Broadcasting Corp., is the nation's second largest operator of cable systems, with a total of more than 235,000 subscribers.

Eaton wants out of television

Pressured by FCC hearings and collapsed finances, he'll sell all six of his TV's

Group broadcaster Richard Eaton last week told the FCC that he will sell all of his six television stations. His announcement was made a month after the commission issued a hearing order for three of the TV stations in connection with the alleged acceptance by an ABC-TV employe, Carmine Patti, of a bribe from Mr. Eaton to procure affiliations with the network (BROADCASTING, Nov. 8).

The stations that would be affected are WFAN-TV (ch. 14) Washington; WMET(TV) (ch. 24) Baltimore; WMUR-TV (ch. 9) Manchester, N.H.; KECC-TV (ch. 9) El Centro, Calif.; KIKU-TV (ch. 13) Honolulu, and WJMY-TV (ch. 20) Detroit, which is not yet on the air. The stations are licensed to Mr. Eaton's United Broadcasting Co. or to subsidiaries.

Mr. Eaton's intention to sell was stated in a petition, filed by United Broadcasting, for reconsideration of last month's hearing order. The order called

for a revocation proceeding against WMUR and hearings on the renewal of WMET and issuance of an initial license to cover a construction permit for KECC.

Two of Mr. Eaton's stations, WMET and WJMY, have previously been earmarked for sale, but the transfers are still pending FCC approval. WJMY would go to WJMY-TV Inc. for \$233,952. When that sale was contracted last year, the price was fixed at \$413,823, but that sum was reduced to the present level after the FCC questioned the buyer's financial qualifications. WMET is scheduled to be sold to the Christian Broadcasting Network Inc. for \$125,000. The original price for that station was \$750,000, but Mr. Eaton negotiated a lower sum after Christian threatened to terminate its contract following the WMET hearing order last month.

The company told the FCC that "United is simply not in a position to afford another very expensive and time-consuming hearing." It asserted that an earlier case—involving the renewals of WFAN-TV and WOOK(AM) Washington on deceptive advertising charges—has cost it more than \$225,000 thus far.

The pleading last week requested that the commission stay its hearing order for WMET, WMUR and KECC for four months so that assignment applications for the four yet-unsold stations may be

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filed, and so that testimony from Mr. Patti will become available.

That testimony is expected to come "in the near future" when Mr. Patti appears before a New York court to answer charges in connection with a civil suit in which ABC is seeking to recover compensation the network paid to United under the WMET, WMUR and KECC affiliation agreements. Mr. Patti, who is a co-defendant in the suit, was retained by Mr. Eaton as a "consultant" at the time that the payments were actually made.

Mr. Patti's anticipated testimony weighs heavily in this proceeding, the United petition said last week, because Mr. Patti has already stated in a court brief that there was no wrongdoing on

his part and that any actions taken by ABC in regard to the Eaton stations "were fully directed and authorized by ABC, its officers and employees." Mr. Patti declined to testify in the FCC's investigation of the matter, United said, and his forthcoming court appearance "will corroborate Mr. Eaton's testimony as to the character of the payments made [by Mr. Eaton] to Mr. Patti."

But of more dire consequence, United indicated, are the ramifications of the hearing order upon the company's future viability. In order to document this fact, United literally laid its financial cards on the table. It disclosed the depths to which its faltering television operations have plunged.

As of last Oct. 31, United reported,

WFAN-TV had incurred an operating loss of \$135,694 through 1971. WMET, in the same period lost \$72,354; WMUR, \$64,504; KECC, \$58,949, and KIKU, \$89,524. In addition, United continued, unamortized and unrecovered investments from television operations through Dec. 31, 1970, amounted to \$992,780, \$639,898 of which resulted from the construction and maintenance of WJMY. In total, the firm's unamortized investments and TV operating losses at this moment are \$4 million. The unfavorable TV returns have offset the gains generated by United's radio stations, the company said. The firm's net loss from all broadcasting operations in 1970 was \$75,124, and its 1971 loss, as of Oct. 30, was \$30,614.

NAB gets its bill into the House

Broyhill introduces association's renewal measure; Frey and Collins also put forth similar proposals

Representative James T. Broyhill (R-N.C.) has introduced the proposed license-renewal legislation completed earlier this month by a special task force of the National Association of Broadcasters (BROADCASTING, Dec. 6).

Mr. Broyhill, a member of the House Commerce Committee, introduced the measure on Dec. 2, the same day he re-introduced—with 37 co-sponsors—the renewal bill he offered last January.

Meanwhile, at the request of broadcasters in their districts, two members of the Communications Subcommittee—Republicans James M. Collins (Tex.) and Louis Frey Jr. (Fla.)—have introduced bills similar to the Broyhill-authored legislation. Spokesmen said the congressmen plan to talk to subcommittee Chairman Torbert H. Macdonald (D-Mass.) about holding hearings on the bills. And they are sending copies of the bills to broadcasters in their states, asking them to urge their congressmen to push for renewal legislation.

Mr. Broyhill has already urged Commerce Committee Chairman Harley O. Staggers (D-W.Va.) to hold hearings, but has not received a positive commitment. Mr. Staggers said last week that he still has not decided whether to hold hearings next year. And, Mr. Macdonald is said to be cool to the prospect of hearings. Communications items that are likely to dominate his subcommittee's agenda next year are funding for the Corporation for Public Broadcasting, closed-circuit TV, children's television and possibly cable television.

The provisions of the renewal bills vary somewhat, but they have the common goal of affording broadcasters some

degree of protection against competing applicants at renewal time.

Following is a summary of the principal license-renewal bills that have been offered in both Houses since the beginning of the 92d Congress:

■ H.R. 12000, reintroduced by James Broyhill (R-N.C.) and 37 co-sponsors on Dec. 2: This measure is identical to H.R. 539, which Mr. Broyhill introduced Jan. 22. It adds a provision to Section 309(a) of the Communications Act stating that the FCC, "in acting upon any application for renewal of license . . . may not consider the appli-

A near crisis

A long-standing fear that the 29-member radio board of National Association of Broadcasters could outvote the 15-member TV board (see page 47) almost came to pass once. It was at the NAB board's June 1965 meeting at Buck Hills Falls, Pa., when the TV board on a 9-to-4 vote and with one abstention, agreed to accept the recommendation by a split Future of Broadcasting Committee that called for support for federal legislation that would bar CATV from entering any market where there were three TV stations and where anyone had announced he was applying for a vacant UHF channel.

The radio board, meeting next day, voted down the FOB resolution. The impasse was resolved the following day when the joint board authorized the FOB to notify the FCC of its views, without adding the imprimatur of the association.

cation of any other person for the facilities for which renewal is sought." It directs the commissions to grant renewals if it "finds that the public interest, convenience, and necessity would be served thereby." If the FCC determines, after a hearing, that grant of the application would not be in the public interest, "it may deny such application, and applications for construction permits by other parties may then be accepted. . . ."

■ H.R. 12018, introduced by Mr. Broyhill at the request of the NAB, on Dec. 2: Amends Section 307(d) of the Communications Act by striking the first two sentences and inserting a provision that "no license granted . . . shall be for a longer term than five years. . . ." Licenses could be issued for up to five-year periods and renewals could be granted for up to five-year terms if the FCC finds that the public interest would be served. In a renewal hearing, "an applicant for renewal who is legally, financially and technically qualified shall be awarded the grant if such applicant shows that its broadcast service during the preceding license period has reflected a good-faith effort to serve the needs and interests of its area as represented in its immediately preceding and pending license-renewal applications and if it has not demonstrated a callous disregard for law or the commission's regulations." If the applicant fails to make such a showing, it will be weighed against him in the hearing.

■ H.R. 12019, introduced by James M. Collins (R-Tex.) on Dec. 2, and H.R. 12119 by Louis Frey Jr. (R-Fla.) on Dec. 8: Both amend Section 307(d) by

substituting five years for three years as the length of license grants and renewals. An addition to Section 309(a) says that the FCC, in acting upon a license-renewal application, may not consider competing applications. If the FCC finds that the public interest would be served, it will grant the renewal application. If the commission determines after a hearing that the public interest would not be served by the grant, it can deny the application and accept applications for construction permits from other parties.

■ S. 2664, introduced by Senator John G. Tower (R-Tex.) on Oct. 6: Amends Section 308 by adding a provision that, when there are mutually exclusive applications for a station to serve the same community, the FCC must first determine "which, if any, of such applications should be denied on citizenship, character, financial, technical or other qualifications grounds." If two or more applicants are qualified, the FCC would hold a hearing "on the single comparative issue of which will provide the best program service to the area to be served. When one of the applicants in this hearing is applying for renewal, the FCC will use his past operating record as the best gauge of his future performance. New applicants would have to prove they could offer "substantially superior program service" than the incumbent before a station's license renewal could be denied.

There are separate bills in both houses that would amend the Communications Act to extend the present three-year renewal term to five years. The Senate bill is S. 663, introduced Feb. 8 by Senator Carl Curtis (R-Neb.). There are 10 similar bills in the House.

The Broyhill-authored measure and the Collins and Frey bills are similar to legislation introduced in 1969 by Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) that would have prohibited the FCC from considering competing applicants until it had found the incumbent licensee disqualified. The Pastore bill was superseded by the FCC's Jan. 17, 1970, policy statement on renewals that said the incumbent would be given preference in a comparative hearing if he could demonstrate he has provided "substantial" service without serious deficiencies. Six months ago that policy was held by the U.S. Court of Appeals to be in violation of the Communications Act provision assuring qualified applicants a full hearing (BROADCASTING, June 14). But the court also said that licensees should be judged on the basis of their past performance—that insubstantial performance should preclude a renewal grant while "superior performance should be a plus factor of major significance in renewal proceedings."

At NAB another self-analysis

Wasilewski, determined to stay on, proposes review of the organization

Vincent T. Wasilewski, president of the National Association of Broadcasters, last week told the executive committee of the organization that he wants to continue as president. His administration has been the subject of criticism.

At the same time, Mr. Wasilewski recommended that a committee be appointed to study the mission and structure of the association and to make recommendations to the board at its mid-year meeting next year. The NAB's executive committee took no action on either issue. As explained by Richard D. Chapin (Stuart Enterprises, Lincoln, Neb.), NAB chairman, the issue of Mr. Wasilewski's tenure is up to the joint board whose next meeting is scheduled in Marco Island, Fla., Jan. 17-21.

Mr. Chapin noted that under the association's bylaws the election of a president requires affirmative votes by 75% of the directors but that if the board takes no action, Mr. Wasilewski automatically continues as president.

There is speculation that some disgruntled directors may use this procedure to move for Mr. Wasilewski's retention and that this motion, if seconded and put to a vote, might fail to attract the support of three-quarters of the directors. In that case, it is believed, Mr. Wasilewski would be out of a job.

At attack on Mr. Wasilewski's leadership had been mounted last month by a group of radio board members, who initially called an informal meeting for Denver on Dec. 13. Early this month, however, the meeting in Denver was canceled when Andrew M. Ockershausen, (Evening Star Stations, Washington), chairman of the radio board, called a special meeting of that body to hear discussions on any subjects for Monday, Jan. 17, two days before the official radio board meeting.

The NAB board schedule calls for meetings Jan. 17, the joint boards to meet Jan. 18, the radio board on Jan. 19, the TV board on Jan. 20, and the joint boards again on Jan. 21.

At issue is a growing dissatisfaction with the number of problems facing broadcasters, particularly in the congressional and regulatory spheres.

Mr. Ockershausen told the executive committee last week that he had called the special meeting to permit radio members to "get things off their chests." He also noted that the special meeting, which could not, he stressed, take any official action, would save time at the regular formal radio board meeting that comes two days later.

Mr. Chapin reported that he had

asked A. Louis Read (WDSU-TV New Orleans), chairman of the TV board, to appoint an observer to sit at the special radio board meeting.

Mr. Chapin noted that he had sent a letter to all board members explaining his position on the movement to depose Mr. Wasilewski.

In his Dec. 3 letter, he said that at the recent Las Vegas regional meeting he had been approached by a number of radio directors who expressed dissatisfaction with "certain areas" of the association's operation. At the subsequent Dallas meeting, he said, he was confronted with the same issues plus unhappiness with the license-renewal proposal of the association which was considered by a number of broadcasters as not strong enough (BROADCASTING, Nov. 22).

Mr. Chapin commented in his letter that there had been an erroneous understanding that he was going to preside at the Denver meeting. He stressed that he had told the disgruntled directors that he would attend only if 15 or more attended and then only as an observer. "As chairman of the board," he wrote, "it was my obligation to be there and report the essence of the meeting, first to the executive committee and then to the entire board at the January board meeting."

Commenting that now that a special meeting of the radio board has been called, Mr. Chapin said he would be there. Mr. Ockershausen, as chairman of the radio board, will preside at the meeting.

"Only through the unified action of the combined boards," Mr. Chapin concluded, "can the NAB ever hope to reach its full potential as the national representative of the broadcast industry."

As to Mr. Wasilewski's suggestion that a special committee be named to study the structure of the NAB, Mr. Chapin commented that it was aimed principally at studying the composition and voting rights of the two boards. Although it has never happened, he noted, under the association's bylaws the 29 members of the radio board could, in theory, outvote the 15 members of the TV board. There might be a change, he said, that would authorize the radio board to make final decisions on radio matters, and the TV board on television issues. At present, he said, any NAB action must have the vote of the combined board.

Another element, Mr. Chapin said, is the possibility of a federation, a pro-

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posal that has been advanced from time to time as a better form of organization for the many different interests in the broadcasting business.

Mr. Chapin said he had asked the executive board members to think the Wasilewski idea over and to report their views at the next executive committee meeting, scheduled Jan. 6-7. If the executive committee agrees, Mr. Chapin said, he will appoint a committee. He also said there was sentiment for hiring outside consultants.

He also called reports of a proposed reorganization of personnel and responsibilities at the NAB decidedly premature. On matters of personnel and orga-

nization, he said, this was the board's prerogative since it had ordered the present organization early this year and no further personnel changes could be done without board direction. The new organization of NAB imposed three executive vice presidents as the top layer reporting to Mr. Wasilewski.

Other members of the NAB executive committee are Donald P. Campbell, (WMAR-TV Baltimore), vice chairman of the TV board; Wendell Mayes Jr. (KNOW[AM] Austin, Tex.), vice chairman of the radio board, and Willard E. Walbridge (Capital Cities Broadcasting Corp., Houston), immediate past chairman of the joint board.

RIO is near to realization

NAB executive committee accepts proposal for in-house counterpart to TIO

Radio broadcasters have been fuming ever since the Television Information Office's Roper studies showed that TV was first in the hearts of the public for news, believability, and the medium they most wanted to keep—while radio was No. 3, just above magazines. The latest Roper study was unveiled at the National Association of Broadcasters convention in Chicago last March (BROADCASTING, April 5).

This, coming on top of the loss of cigarette advertising which radio men blamed totally on TV, generated a move to establish a radio information office that would promote and defend radio just as TIO does for TV. Last week, the establishment of an RIO was close to accomplishment.

A three-man National Association of Broadcasters committee, named last June to investigate the feasibility of an RIO, reported that one should be organized—under the supervision of James H. Hulbert, executive vice president for public relations of the NAB.

Initially, the group recommended, the RIO should consist of a director and a secretary, with extra help from other members of the NAB public-relations department. Its primary mission would be to guard radio from being threatened by attacks on broadcasting principally aimed at television—such as, it was noted by one advocate, the prospective move by the Federal Trade Commission to impose limits on advertising directed at children (BROADCASTING, Dec. 6).

The recommendation was accepted by the executive committee of the NAB at its meeting in Washington last week. The three-man subcommittee was asked to submit its report to the board, meeting in Florida Jan. 17-21.

Members of the study group were Frank A. Balch, WJOY-AM-FM Burling-

ton, Vt., chairman; Wendell Mayes Jr., KNOW(AM) Austin, Tex., and J. Kenneth Marston, WDXI(AM) Jackson, Tenn. They were appointed at the June board meeting after a formal resolution was submitted calling for an RIO, by Philip Spencer, WCSS(AM) Amsterdam, N.Y. (BROADCASTING, June 21, 28).

Opting for an "in-house" office, explained by Mr. Balch, is a logical outgrowth of the present radio activities carried on by the public-relations department. It was also felt, he said, that in the interest of avoiding the proliferation of broadcast organizations, it would be best to make the contemplated RIO a function within the NAB, with some reallocation of funds to help in the initial period. There is an unspoken hope that someday RIO might be financed as well as TIO and be as active.

TIO is underwritten by a \$75,000 grant from NAB and an equal sum from each of the networks. The remainder of its \$650,000 annual budget comes from station groups and individual stations. It operates autonomously, with its own board of directors, and is headquartered in New York. RIO, it is felt, someday might reach this status.

Another post facto denial petition

Although the FCC deadline for filing petitions to deny California broadcast license renewals passed a month ago, some citizen groups in that state continue to pour over station records with an eye open for something they might have missed or, in the case of Marcus Garvey Wilcher and his Community Coalition for Media Change, something they did not have time to examine prior to the deadline.

Mr. Wilcher's organization last week

filed a challenge against the renewal of Golden West Broadcasting's KSFO (AM) San Francisco, charging that the station had slighted minority groups in its public-affairs programing, community-needs ascertainment procedures and employment practices. It was the second past-deadline petition to deny in San Francisco that Mr. Wilcher's name has been connected with, and the sixth since the current barrage being made on California broadcasters began on Nov. 1.

The KSFO petition claimed that the station's programing was devoid of any offering aimed specifically at minority-group problems. It contended that KSFO has failed to go into the ethnic communities of the Bay Area and seek out suggestions from residents, and further claimed that the station's contacts with its audience are almost exclusively "all white and all male." Additionally, the petitioners complained that KSFO employs only six minority-group members on a staff totaling 69, and that none of these have advanced to a managerial level.

NAB rallies forces for renewal bill

Executive committee pushes Broyhill measure; campaign urged for early hearings

The word was "go" last week to promote congressional legislation to give broadcasters some protection at license-renewal time.

The executive committee of the National Association of Broadcasters, at its meeting in Washington, voted to call for backing for the "Broyhill bill" and to ask broadcasters to press for hearings early next month when the second session of the 92d Congress begins.

The Broyhill bill is the NAB-proposed legislation which Representative James T. Broyhill (R-N.C.) introduced on Dec. 2 (see page 46).

This calls for a five-year license term and requires the FCC in a hearing to renew a license when the broadcaster shows that he has made a good-faith effort to implement his promises of previous and pending renewal applications. If the broadcaster has shown a "callous" disregard for law or FCC regulations, it calls for the commission to "weigh" this attitude against the license renewal applicant (BROADCASTING, Dec. 6).

NAB officials are working to persuade someone who ranks high in the Democratic leadership of the House or Senate to introduce the same bill, hope-

fully with a number of co-sponsors.

NAB President Vincent T. Wasilewski issued a statement late last week noting that H.R. 12018 "most nearly meets the criteria set up by the NAB task force." The nine-member task force was established last September to lead the fight for renewal legislation. Chairman of that group is Mark Evans, public-affairs vice president of Metromedia Inc., who is based in Washington.

Terming the need for hearings "essential," Mr. Wasilewski called on broadcasters to seek from their congressmen help in persuading the House Commerce Committee to hold hearings as soon as possible.

Noting that H.R. 12018 is only one of several bills that have been introduced relating to license renewals, the NAB president said: "Differing words and approaches can be resolved later—but hearings are essential."

Meanwhile, William Carlisle, NAB's vice president for television who is staff coordinator on the license-renewal legislation campaign, has begun organizing a massive membership drive to win friends and influence congressmen and senators in behalf of H.R. 12018. Late last week he was drafting a letter to 7,000 broadcast licensees asking their support and their cooperation in seeing their congressmen and senators. Through the renewal task force he was aiming to establish regional chairman to work with state associations as well as state chairman of the Future of Broadcasting Committee (which originally had been organized for the cable-TV threat). Mr. Carlisle said last week that he wants every congressman covered by a broadcaster from the congressman's district.

Mixed bag for NAB executive committee

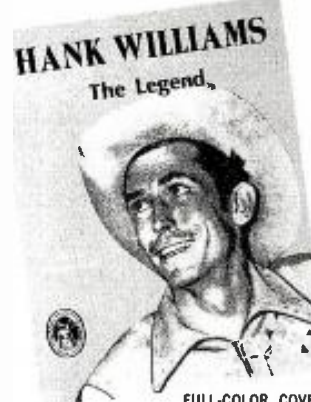
A move to establish a committee of the National Association of Broadcasters to write proposed revisions of the FCC's engineering standards that now apply to radio was authorized last week by the executive committee of the NAB.

The six-man NAB steering committee authorized George Bartlett, the association's vice president for engineering, to name the committee to study the provision of Section 73 of the FCC's rules and standards and to formulate a new package for submission to the FCC.

The move, it was said, has the acceptance of the FCC at the staff level, and is part of a drive to persuade the commission to "deregulate" radio, recommended last October by Clay T. Whitehead, director of the Office of Telecommunications Policy (BROADCASTING, Oct. 11).

Among other actions taken by the

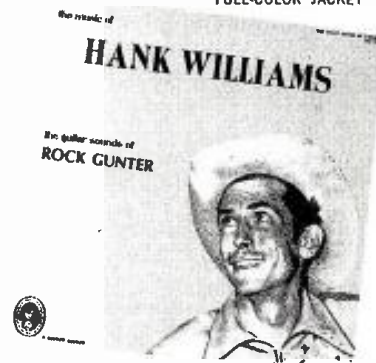
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NAB executive committee at its meeting in Washington last week:

▪ Named two new members to the CATV negotiating committee. They are Robert E. Krueger (KTVB-TV Boise, Idaho), president of the Rocky Mountain Broadcasters Association, and Robert E. Davis, KWIK(AM) Pocatello, Idaho. Their addition to the committee provides new clout for mountain states broadcasters who have been objecting to those provisions of the CATV compromise plan that do not make special allowance for small-market stations in

the western areas of the country (BROADCASTING, Nov. 29).

▪ Agreed to accept observers at board meetings from the Television Bureau of Advertising and the Radio Advertising Bureau on a formal, regular basis. At the last two NAB board meetings, there was a TVB representative present, but only on an ad hoc basis. There never has been an observer from RAB at an NAB board meeting. The converse has not been a problem, since prominent broadcasters, many of them NAB board members, are on the TVB and RAB boards.

▪ Authorized adding a specialized half day to the six regional fall conferences for the holding of a radio management workshop. This would be limited to 60 radio broadcasters and a fee would be charged. It would take place the afternoon of the day before the regular fall conference.

▪ Turned down a suggestion that NAB establish a WATS line for incoming calls so that members could call NAB headquarters without cost. It was felt that it would cost too much and that members might abuse the privilege.

A wide-ranging Whitehead in Hollywood

He fears fairness threat to press, defends TV, sees advertising and pay-TV in cable future

The specter of government moving into the regulation of magazines and newspapers was raised last week by Tom Whitehead, director of the Office of Telecommunication Policy. At a news conference in Beverly Hills, Calif., prior to a scheduled talk to a luncheon meeting of the Hollywood Radio and Television Society, Mr. Whitehead said that there now "seems to be a very strong sentiment in Washington to extend its tentacles," and he indicated that these "tentacles" may reach into print media. "The more you regulate," he said, "the more you have to regulate to keep the regulations working."

Mr. Whitehead said that the Communications Act was written to be a technical law, but that over the years it has come to be the basis for some "very pervasive" FCC regulations to govern program content. He said that the commission has shifted more and more from the rationale of technical regulations to rationales covering such things as the power of the media and the degree of monopoly control.

"These kinds of rationales," he said, "apply directly to print media. If things continue to drift as they have, some people in this country may succeed in getting the fairness doctrine applied to newspapers." Mr. Whitehead added that he considers it a "very dangerous interpretation" that the fairness doctrine is part of the First Amendment.

He said there are two ways the government can try to get the press to be what it thought it ought to be. One way—an approach, he stressed, that he did not favor—was for the government to regulate the press, tell it what is fair, what is objective reporting; tell it, too, the kinds of things it has to cover. Another approach is for the government

to set up the economics so that the press can be independent of government pressure.

"When you have that condition," Mr. Whitehead said, "when the press is an independent fourth estate, an establishment of its own, then you have the conditions that are conducive to a good, strong, give and take between the press and government."

The issue of the economic independence of the media was much on Mr. Whitehead's mind. He stressed it time and again, explaining during his news conference that "I'm one of those people who happens to believe that business, properly structured and given the right incentives does serve the public interest." Challenged on this point, he flatly declared: "I don't think television exploits the public." He said that the way commercial television is set up today "it is not economically feasible" to program for the minority audience. On the other hand, he said, "it's economically feasible and all the incentives are there" to program for the mass audience.

But his talk also focused on the future. Visualizing lots of channels and the low transmission costs of cable TV, he sees "exciting new opportunities" for television to reach new specialized audiences ("not just minority audiences of special ethnic or cultural interests") and to provide mass-appeal programming as well.

Where is the money going to come from to support this new mixed setup of mass-appeal and specialized programming? Mr. Whitehead wondered if a mixed economic system for the electronic media wouldn't provide the answer. "In a mixed system, funds would be provided by subscribers only if a different kind of programming is offered," he said.

"Specialized-interest programs could generate the subscriber revenues they need to be viable, but they won't replace mass-appeal programs on either cable or broadcast channels."

Mr. Whitehead assured his audience of mass-appeal programmers that "there always will be mass-appeal programs and advertisers willing to spend billions on them." Still, he wanted them to know that "the important thing is that a mixed system would provide more diversity in both mass-appeal and special-appeal programs."

During his news conference, Mr. Whitehead renewed in carefully phrased, politely stated terms, his criticisms of public broadcasting—mainly that there is too much centralization (BROADCASTING, Oct. 25). He said that there are signs that the Corporation for Public Broadcasting "is putting too many of its eggs in the national basket and that the local stations are just getting left the droppings." Mr. Whitehead indicated that "there ought to be a balance" and that "it probably ought to be more towards local programming."

He agreed with a reporter's supposition that public-broadcasting people "are being tempted by ratings." He also agreed that there is a "tendency for money to have some influence on programming, particularly Ford Foundation money." Qualifying his observations by saying he didn't want to get into the business of making charges against the Ford Foundation, and adding his belief that Ford Foundation people "are sincere and conscientious," Mr. Whitehead nevertheless said, "I think it's clear they exercise some kind of judgment over the kinds of programming they want to put on." He explained this in saying:

"Any organization, whoever it is, be it the Ford Foundation or any individual, who has lots of money and wants to spend that money for certain kinds of programing, it's kind of obvious that you'll see that kind of programing on

the air." Again, though, Mr. Whitehead emphasized that he was not saying that Ford Foundation people "use the power of funding the programs to go in and say, 'now, look, I wan't you to be favorable to this or that cause.'"

House Commerce: ins, out, in-betweens

Staggers, Macdonald, Van Deerlin will likely run again in '72; Springer is already out, and several remain undecided

With November 1972 just around the political corner, it is the season for much speculation as to who on the Hill will or will not seek re-election. Some already are announcing their intentions. Of immediate concern to broadcasting: Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, has announced that he plans to seek re-election next year. This came amid rumors that the 64-year-old congressman planned to retire or run for governor of his home state.

Mr. Staggers has served in the House since 1949. He has been on the Commerce Committee since 1951 and has served as its chairman since 1966.

Late last month William L. Springer (R-Ill.), ranking minority member on the committee announced that he would not seek a 12th term (BROADCASTING, Nov. 22).

Samuel L. Devine (R-Ohio) is next in line to succeed Mr. Springer as ranking minority member and ex-officio member of the five Commerce subcommittees.

Senior majority members of the Communications Subcommittee—Chairman Torbert H. Macdonald (D-Mass.) and Lionel Van Deerlin (D-Calif.)—are expected to run again.

But ranking Republican Hastings Keith (Mass.) said he will not make a decision on his re-election plans until next spring. He added that he would like to continue dealing with problems relating to fisheries, power supplies, communications and the environment either in or out of Congress. And, he said, he would consider a federal appointment in these areas if it were offered. In a recent redistricting plan, Mr. Keith lost seven districts, including his home town of West Bridgewater.

Clarence Brown (R-Ohio) could succeed Mr. Keith as ranking minority member of Communications if Mr. Keith decides not to run again.

On the Investigations Subcommittee, Ray Blanton (D-Tenn.), next under Mr. Staggers on the subcommittee majority, will either try again for his congressional seat or run for the Senate against Senator Howard Baker Jr. (R-Tenn.). The remaining member on the subcommittee majority, J. J. Pickle (D-

Tex.), will also run again next year.

On the minority side of Investigations, Mr. Springer is ranking Republican. The only other Republican on the subcommittee, Richard Shoup (Mont.), will seek re-election.

Cable channels: how to identify them?

The FCC last week collected feedback on two proposals that have been put forth as solutions to the channel "identity crisis" on CATV systems. Both drew mixed reviews.

The first proposal is the commission's own. It would require cable systems to identify locally originated programming by the name of the operator and channel, and would prohibit the use of four-letter call signs for CATV program-identification purposes (BROADCASTING, Oct. 25).

The second motion was advanced by WXTV(TV) Paterson, N. J., about the same time. It would, supposedly, eliminate the "discrimination" shown by CATV to UHF stations carried on cable systems by forcing cable operators to designate the original channels of all television stations they carry, and by standardizing detent-tuning devices on TV sets hooked up for cable reception (BROADCASTING, Oct. 25).

The National Cable Television Association, which has objected to the WXTV proposal, last week told the FCC that it generally supports the commission's rule-making. The proposed FCC rule, it said, "would formalize a growing recognition of the importance of CATV program origination." ABC and the Association of Maximum Service Telecasters also supported the FCC. On the other hand, National Trans-Video Co. said the anticipated benefits of such a rule would be outweighed by the problems it might create and it would again relegate cable to a "second-class citizen" form of federal regulation.

Trans-Video said the WXTV proposal embodies a theory that any CATV regulation that would benefit broadcasters should be passed, regardless of the burden it might place on cable.

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A boost for public interveners

Administrative Conference says agencies should foster citizen participation

The Administrative Conference of the United States last week took official notice of the rising tide of public-interest-group participation in federal-agency proceedings: It approved a recommendation calling on administrative agencies, like the FCC and Federal Trade Commission, to adopt procedures that would facilitate that participation, without at the same time "impairing" the performance of their duties.

However, the most controversial aspect of the recommendation as proposed—a section urging the agencies to experiment with methods of helping the groups to meet necessary expenses "in trial-type proceedings"—was stricken before final approval.

The conference, holding its sixth plenary session, in Washington, also postponed until its next meeting, in June, a proposed recommendation that agencies permit radio and television coverage of their proceedings, "subject to appropriate limitations and controls."

The recommendation on public participation, which was drafted by a committee headed by Max Paglin of the FCC, notes that Congress, the courts and the agencies themselves have broadened the standing accorded individuals and citizen organizations to participate in agency proceedings.

And, it says, "agency decision-making benefits from the additional perspectives provided by informed public participation." But at the same time, it said, the scope and manner of public participation that is "desirable" in agency proceedings has not been "delineated."

The FCC particularly has seen an increasing number of citizens' groups participating in its proceedings. Most are concerned with license-renewal and station-sale matters. But the public-interest law firms that represent the groups are also participating in rule-making and inquiry proceedings.

The recommendation adopted by the conference calls on agencies to take a number of steps to facilitate public participation in notice-and-comment rulemaking proceedings. And in on-the-record and adjudicative hearings, it says, "public participation should be freely allowed" where agency action "is likely to affect the interests asserted by the participants."

It says intervention should depend on a balancing of various factors, including the prospective intervener's interest, the agency of the representation

provided by existing parties, the ability of the prospective intervener to present relevant evidence and its effect on agency performance.

And, noting that "the cost of participation can render the opportunity to participate meaningless," the recommendation says agencies "have an obligation" to reduce that cost. It says agencies should bar the expense of transcripts and avoid, where possible, requirements for multiple copies of pleadings and should experiment with making their experts available to citizens' groups.

But, by a vote of 35-to-13, the conference refused to go along with the committee proposal that agencies be urged to experiment with means of helping groups meet their expenses. One method suggested was allowing attorney fees and costs to interveners "that have assisted the agency in the successful resolution (including settlement) of a proceeding." The 11-member council that directs the work of the conference had disapproved the provision by a vote of 6-to-1. A member of the council, Marion Harrison, a Washington attorney, said he objected to the provision on the ground that it went beyond facilitating participation to "encouraging" it. Other members of the conference expressed the view that if Congress were to make additional money available to the agencies, they should use it to strengthen their own staffs.

Another provision disapproved by the council, by a 4-to-2 vote, was accepted by the conference. It urges the agencies to take whatever steps "may be feasible" to inform the public about their proceedings. One suggestion was a monthly bulletin of scheduled proceedings "in which public-interest intervention may be appropriate."

The 83-member conference—about 60% of the members are drawn from government—is a permanent organization whose function is to recommend methods of improving agency procedures. Its recommendations are not binding. However, it routinely checks on whether they are being implemented.

MediaNotes

More for Mutual ■ Mutual Broadcasting System has signed seven new affiliates: KOZN-FM San Diego; WENZ(AM) Highland Springs, Va.; WCNW-AM-FM Fairfield, Ohio; WCAT(AM) Orange, Mass.; WMNA(AM) Gretna, Va., and WKBX(AM) Winston-Salem, N.C.

New consultant ■ Gladmon Enterprises has opened in Vienna, Va., and will handle communications consulting, political advertising, government marketing, adult education and fund raising. William T. Gladmon will head the operation at 1847 Hunter Mill Road.

Canada

Waters seeks to purchase Montreal radio-TV complex

One of the largest transactions in Canadian broadcasting history was set in motion formally on Dec. 1 when Allan Waters, president and major shareholder of CHUM Ltd., Toronto, filed application with the Canadian Radio Television Commission to purchase, for \$19,245,000, an 80% interest in Marconi's CFCF-AM-FM-TV and shortwave complex in Montreal. The package includes what is claimed to be North America's oldest operating radio station, and is highlighted by CFCF-TV's key position in the largely voluntary Canadian Television Network.

Mr. Waters, who advanced from office boy to president with a station he has made one of Canada's most profitable, promises heightened competition for CTV production in Montreal. The network to date has been programed primarily by CFTO-TV Toronto. Some observers see the Waters move into Montreal as a shot in the arm for English-language communication in that city. At the same time other observers question Mr. Waters's wisdom in investing heavily in Quebec at a time when that province has steadily threatened the use of the English language.

English-owned Marconi was ordered to divest itself of 80% of the CFCF operation under the Canadian ownership rules of the commission. As few other qualified buyers are in evidence, it is considered likely the application of Mr. Waters will receive approval by CRTC.

The addition of the CFCF holdings would make CHUM Ltd. one of the three largest broadcasting conglomerates in Canada, with broadcast holdings throughout the country, which include the cities of Toronto, Ottawa, Halifax, Sydney (Nova Scotia), Peterboro (Ontario) and Montreal.

Canada approves Toronto UHF

The Canadian Radio Television Commission has made public a Nov. 25 decision to approve an application for the country's first commercial UHF station, to begin broadcasting next year in Toronto. The successful applicant is headed by Phyllis Switzer. Shareholders include former Canadian Broadcasting Corporation producer Moses Znaimer and folksinger Sylvia Tyson. The station, whose call letters have yet to be assigned, is scheduled to begin operation next fall. The new commercial UHF station will broadcast on ch. 79 with 31 kw video and 3 kw audio.

Labor abandons ideas on salesmen's salaries

The Department of Labor has dropped a proposal that would have imposed a weekly salary test on "outside salesmen" (as opposed to a retail-store clerk, for instance), including those working for broadcast stations, in order to determine who would be exempted from wage-hour laws.

The Labor Department's move was announced Dec. 2 in the *Federal Register*. It also at that time reported it planned no action on broadcast proposals to exempt broadcast newsmen from present wage-hour regulations.

All outside salesmen at present are exempt from provisions of the wage-hour law. The Department of Labor proposal would have continued the exemption only in the limited category of outside salesmen who earn salaries of \$80 to \$85 a week.

Broadcasters opposed this move, which would have required work records to be kept and overtime paid to those making less than the minimum wage scale, on the ground that much of broadcast salesmen's working time is irregular, and that the minimum-wage levels would impose a hardship on small-market stations in the hiring of new and inexperienced salesmen. It also was noted that most experienced salesmen earn more than \$125 weekly.

Although the campaign to exempt broadcast newsmen from wage-hour laws failed, Ron W. Irion, director of broadcast management of the National Association of Broadcasters, said last week that he intended to press the question.

Broadcasters told the Labor Department that newsmen today are virtually professionals and most are paid well above the \$140 weekly wage that is the criteria for exempting professionals from wage-hour laws. Mr. Irion told a Labor Department hearing earlier this year that broadcast newsmen in 1969 averaged \$200 weekly, and in larger markets the annual salary for newsmen ranged from \$12,000 to \$15,000 (BROADCASTING, Feb. 15).

Equipment&Engineering

Who's to test satellite for Alaska?

That's question rival applicants raise after Comsat seeks permission to do it

To at least two applicants for authority to establish domestic communications-satellite service, the FCC notice last month had a slightly suspicious ring. The commission, it said, had received an informal application from the Communications Satellite Corp. to relocate its 16-foot portable earth station from Washington to Alaska to conduct tests of television reception "in remote geographical areas under severe environmental conditions."

Comsat had told the commission that tests would be made with the encouragement of the state government, which regards communications-satellite service as essential. It planned to ask the governing body of Intelsat for permission to use the Intelsat 4 satellite, due to be launched late next month, for the test. Intelsat routinely permits free use of its satellites for tests to advance the telecommunications-satellite art.

But MCI Lockheed and RCA Alaska Communications Inc. (whose application for a domestic system was filed with RCA Globcom) apparently saw something more than a simple desire to obtain technical data in the Comsat proposal. They wrote the commission urging it not to permit Comsat to use the tests as a means of gaining an advantage over other applicants for domestic-satellite authorization; there are eight proposals for such service now pending before the commission.

They said Comsat should be directed to inform the Intelsat governing board

—the Interim Communications Satellite Committee—that free use of the Intelsat space segment should be made available to parties other than Comsat. In addition, RCA Alascom filed an application for authorization to conduct its own communications-satellite tests in Alaska and suggested the establishment of a technical committee composed of government agencies and other domestic communications-satellite applicants to determine the technical problems that could be resolved by experiment.

These expressions of concern apparently had an effect. At the ICSC meeting, now under way in Washington, Comsat, which represents the U.S. in Intelsat, is seeking free access to the satellite for the Alaskan tests, but not

for itself. The FCC will determine later which party will conduct the tests, and under what conditions. The commission will meet with the interested parties in an effort to reach that determination.

ICSC is also scheduled to consider another proposal of Comsat's for experimental use of the Intelsat system, one that has not run into trouble. It involves a National Science Foundation project for transmitting meteorological data from an unattended earth station in Jamesburg, Calif., for relay to the Stanford Center for Radar Astronomy. Tests of the equipment are now being conducted, and the experiment is scheduled to start in January. Commercial use of the Antarctica station is in prospect if the experiment is successful.

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ETV's get more time on remote requirements

Noncommercial UHF broadcasters will have until April 30, 1974, to bring their ance with the standards adopted by the remote-control operations into compliance last March (BROADCASTING, March 22). The commission last week ruled that since educational UHF's would require more time to gather funds to meet the tightened regulations advanced in the March notice, an additional two-year grace period for these stations is in order. Commercial UHF's must comply by April 30, 1972.

Under the March order, all TV stations using remote control must inspect

their transmitting facilities five times a week, instead of the previous weekly inspection requirement. Several commercial U's had asked for either a waiver of this requirement or a five-year grace period; the commission denied those requests last week.

The commission also dismissed several petitions for reconsideration of standards it introduced for vertical interval test signals to be used in monitoring remote control broadcasts.

Sony gets exemption

Sony Corp. has been granted a waiver of the FCC rules on marketing and technical standards in connection with Sony's model VP-1000 videocassette

player. The action will permit the sale and distribution of the unit under the standards comparable to those currently proposed in an FCC rulemaking pertaining to restricted radiation devices. The commission determined that the unit meets the technical standards proposed under the current rulemaking for class I television devices. Under the waiver, the unit can operate on TV channels 3 and 4.

The grant stipulated that units marketed by Sony comply with the technical standards proposed in the current rulemaking (exclusive of type acceptance), and that such units continue to comply if and when the proposed rules are adopted.

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Teleprompter gain paces CATV stocks

Price passes 100 mark in brisk trading week; other issues up for year

Rapid trading in the shares of Teleprompter Corp. stock last week pushed the price past the 100 mark at midweek—a 17½ point jump from its previous week's standing on the BROADCASTING Stock Index (page 56). (And it advanced still another 7½ points on Thursday, Dec. 9.) Ironically, Wall Street's bullish position on the company presumably was precipitated by news that Irving Kahn had been sentenced to five years on charges of bribery, conspiracy and perjury in connection with the grant of a cable franchise in Johnstown, Pa. (a sentence subsequently stayed pending appeal), and his consequent removal from control of the company for whose fortunes he had been

most responsible. Teleprompter itself was found guilty of bribery charges in the same court proceeding.

A BROADCASTING analysis of the market performance for all CATV stocks on its index for 1971—comparing the prices for Jan. 7 with those for Dec. 8—put Teleprompter 28.4% ahead for the year (see box). This performance, while among the leaders in the field, was by no means the strongest. That title went to Burnup & Sims, Florida-based telephone-CATV equipment supplier, which during 1971 jumped 182.9% in market price (with two stock splits along the way). Four other CATV issues also bested Teleprompter in percentage, if not point, performance: Tele-Communications, up 47.2%; Sterling Communications, up 39.1%; American Electronic Labs, up 35.7%, and Cypress Communications, up 33.9%.

Of the 19 companies on the BROADCASTING index both in January and last week, 12 showed advances for the year, while seven lost ground. The principal loser was Ameco, off 72.1%.

MGM opts to buy Las Vegas hotel

Metro-Goldwyn-Mayer Inc., Culver City, Calif., last week was given approval by stockholders to purchase Las Vegas property from the film company's major stockholder, financier Kirk Kerkorian. Shareholders, at the company's annual meeting, voted overwhelmingly in favor of a controversial plan to acquire the nonoperative Bonanza Hotel in Las Vegas from Mr. Kerkorian for some \$5 million.

The purchase of the hotel is the first step by MGM in a previously announced plan to build a major hotel and casino in Las Vegas. Earlier in the week, a federal judge in New York denied a motion by an MGM stockholder to block a vote on the hotel purchase at the annual meeting. The proposal to approve the agreement between MGM and Mr. Kerkorian for purchase of T.L. Corp., holder of the assets of the closed Bonanza hotel, was the major issue at the three-hour, often commotional meeting. Mr. Kerkorian, who holds some 39% of MGM's stock, is the sole owner of T.L. Corp.

Columbia's top brass tighten belts too

Columbia Pictures Industries, which suffered a loss of \$28.8 million in the fiscal year ended last June, advised stockholders last week that its top management has "voluntarily agreed" to salary reductions until the company returns to a profit position.

Leo A. Jaffe, president of CPI, told shareholders at the annual meeting that two directors, Serge Semenenko and Donald S. Stralem, who "have special

CATV	Closing	Closing	Point	Percentage
	Jan. 7	Dec. 8	Change	Change
Ameco	7½	2½	- 5½	- 72.1%
American Electronic Labs.	3½	4¾	+ 1¼	+ 35.7
American TV & Communications	19¾	21¾	+ 2	+ 10.1
Burnup & Sims	8*	22½	+14½	+182.9
Cablecom-General	14½	13¼	- 1¾	- 9.4
Cable Information Systems	2½	2	- ½	- 20.0
Citizens Financial Corp.	12¾	12¼	- ½	- 3.9
Columbia Cable	10½	11¼	+ ¾	+ 7.1
Communications Properties	7¼	8¾	+ 1½	+ 22.5
Cox Cable Communications	21½	22	+ ½	+ 4.2
Cypress Communications	7	9¾	+ 2¾	+ 33.9
Entron	3½	2¾	- ¾	- 8.0
General Instrument Corp.	17¾	18¾	+ 1	+ 5.6
Sterling Communications	3½	4¾	+ 1¾	+ 39.1
Tele-Communications	13½	19¾	+ 6¾	+ 47.2
Teleprompter	78¾	100¾	+22¾	+ 28.4
Television Communications	8	9½	+ 1½	+ 18.8
Viacom	16¾	14¾	- 1¾	- 10.0
Vikoa	9	7¾	- 1½	- 12.6

* Jan. 7 Price adjusted to reflect stock splits.

deals with the company for their services" also have agreed to take reductions in their retainers.

Mr. Jaffe did not specify the amount of reductions in the salaries of the top executives. But those participating in the pay reduction, he said, are Abraham Schneider, chairman; Mr. Jaffe; Jerome S. Hyams, senior executive vice president; John H. Mitchell, president of the Screen Gems division, and Stanley Schneider, president of Columbia Pictures division.

Total remuneration for the fiscal year ended June 26 amounted to \$260,000 for Abraham Schneider; Mr. Jaffe, \$221,000; Mr. Hyams, \$208,000; and Stanley Schneider, \$161,200.

Mr. Jaffe reported that he expects a loss in the second quarter of fiscal 1972, ending Dec. 31, but did not mention a figure. In the first quarter of this fiscal year CPI showed a loss of \$1.1 million. He said he expected "better results" in the second half of fiscal 1972.

Company Reports

■ **Meredith Corp.**, publisher and station-group owner, reported an increase in revenues and earnings for the three months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.47	\$ 0.37
Revenues	38,158,829	34,171,389
Net earnings	1,299,552	1,017,852

■ **ASI Communications, Inc.**, New York-based broadcasting company, reported a net loss on a 12.9% increase in revenues for the nine-month period ended Sept. 30, compared with the same period last year.

For the nine months ended Sept. 30:

	1971	1970
Earned per share	\$ 0.22	\$ (0.06)
Revenues	7,369,153	6,183,683
Net income	428,436	(114,146)

■ **Filmways Inc.**, New York, reported a decline in gross revenues and an increased net loss for the fiscal year ended Aug. 31:

	1971	1970
Earned per share (loss)	\$ (1.25)	\$ (0.72)
Gross revenues	59,758,072	78,841,953
Net earnings (loss)	1,995,091	1,129,856

Insider trading in October

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for October (all common stock unless otherwise indicated):

■ **American Electronics Labs**—M. M. Rosen made initial purchase of 1,000 shares. J. H. Rieberman sold 700, leaving him 364.

■ **Ampey**—J. E. Brown made initial purchase of 100 shares. H. Wakelee liquidated his current holdings by selling all 100 shares in his possession.

■ **John Blair**—R. A. Hemm sold 1,000 shares, leaving him 19,000.

■ **Cablecom-General**—Wife of Director H. J. DeLynn liquidated her holdings by selling 600 shares. Mr. DeLynn has no current common stock interests.

■ **Capital Cities Broadcasting**—D. D. Burke sold total of 5,000 shares, leaving him 20,000. J. P. Dougherty also sold total of 5,000, leaving him 23,890. K. M. Johnson sold total of 11,200, leaving 16,000. T. S. Murphy sold 10,000, leaving 62,694. P. K. Orne sold 900, leaving 8,000.

■ **Chris-Craft Industries**—A. L. Hollender made initial purchase of 1,000 shares.

■ **Collins Radio**—D. Bateman Jr. made initial purchase of 500 shares. R. Anderson, through trust, made initial purchase of 1,000 shares. He holds no common shares personally. W. W. Booth made initial purchase of 200. W. F. Rockwell Jr. did same of 1,000 shares, as did R. C. Wilson, also 1,000.

■ **Columbia Pictures Industries**—Wife of D. S. Stralem bought 6,300 shares, giving her 52,858. Mr. Stralem holds 16,604 personally and 98,265 through trusts.

■ **Cox Broadcasting**—R. D. Rice sold 128 shares, leaving him 500 personally and 204 through family. L. A. Swanson, through joint tenancy, sold 100, leaving 270 in tenancy. He holds no personal common shares.

■ **Walt Disney Productions**—M. L. Bagnall sold 200 shares, leaving 420. N. Browning bought 500, giving him 1,156.

■ **Dun & Bradstreet**—G. E. Keefe sold 350 shares, leaving 2,600 personally and 410 through family. E. V. Rechstetter sold 500, leaving him 8,740 personally and 800 through trust.

■ **Filmways**—L. D. Nolan bought 850 shares, giving him 4,780. J. R. Schoemer bought 1,000, giving him 1,758. (Transactions implemented through company's stock bonus plan.)

■ **Foote Cone & Belding**—R. L. Edens Jr. bought from issuer 19,000 shares, giving him 19,000.

■ **Fuqua Industries**—J. A. Goese bought 5,000 shares and sold total of 6,100, giving him balance of 3,352 personally and 276 through wife as custodian. H. M. Nowlan Jr. sold 520, leaving him 510. Mr. Nowlan also sold \$5,000 worth of 7% convertible subordinate debentures, leaving him none of such stock at end of month.

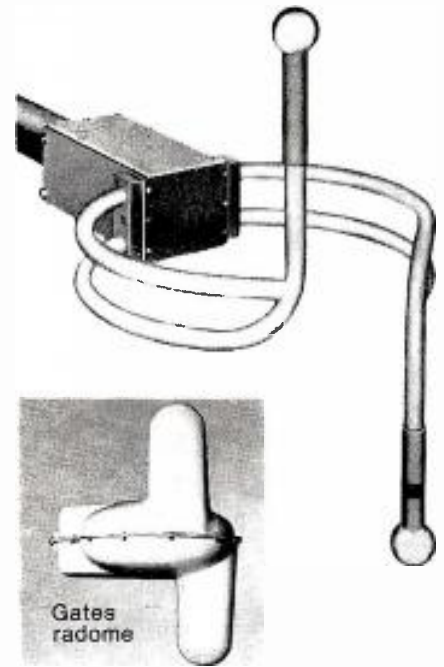
■ **Gable Industries**—A. G. DiFalco liquidated his common holdings by selling 578 shares.

■ **General Electric**—A. E. Andres made initial purchase of 1,270 shares. L. W. Ballard sold 1,200 shares, leaving him 258 personally. 212 in savings plan and 200 through wife. A. M. Bueche bought 1,844, giving him 2,610. J. R. Charlier liquidated present common holdings by selling 196 shares. W. H. Denner sold 1,410, leaving him 10,972. S. C. Gault bought 1,456, giving him 1,604. H. P. Gough bought 1,424, giving him 5,312 personally. 1,020 through trusts. 240 as custodian and 92 in savings trust. R. W. Lewis sold 242, leaving 6,208. J. B. McKitterick, through wife, sold 400, leaving her 400. Mr. McKitterick owns 3,020 personally. 192 through savings plan. D. S. Moore purchased 1,500, giving him 1,704 personally and 208 through savings and security program. J. F. Welch Jr., through family, sold 200, leaving 198 in family's name. Mr. Welch holds 116 through savings plan; he owns no shares personally.

■ **Gulf & Western**—C. C. Bluhdorn bought 69,463 shares personally and 28,366 through corporation, giving him 469,463 shares personally and 501,259 through corporation.

■ **Klnney Services**—A. J. Frankel bought 120,150 shares personally. 23,069 through trusts. 1,334 through wife, and 14,044 as custodian, giving him 127,150 personally. 23,068 through trusts. 1,334 through wife and 14,044 as custodian. (Mr. Frankel is former officer and director.) W. V. Frankel purchased 232,464 and sold total of 60,000 shares, leaving him with personal balance of 232,864 shares. His family, through Mr. Frankel, made initial purchase of 10,400 shares and Mr. Frankel additionally purchased initially 51,368 for trusts. S. L. Lewis bought 5,682, giving him 13,182 personally and 3,000 through wife. P. Milstein made initial purchase of 79,772. M. Rosenthal sold 1,000 personally and 100 through trusts, leaving him 162,404 personally and 14,020 through trusts. He also holds 79,125 through wife and 200 through children. S. J. Ross, through trusts, bought 214, giving him 80,558 through trusts. 83,000 personally and 28,600 through wife. M. A. Sweig sold total of 89,000, leaving him 83,000 personally. He

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bought 430 shares through family and 22,728 through trusts, both of which signified initial purchases. A. J. Frankel disposed of his personal preferred stock (60,075 shares) as well as the 11,534 shares of such stock he held in trusts, 667 through wife and 7,022 as custodian. W. V. Frankel also disposed of his preferred holdings, which amounted to 116,232 shares personally, 111 through wife, 5,089 through daughter and 25,684 in trusts. S. L. Lewis sold 2,841 shares of series A preferred convertible stock, leaving him 5,000 such shares. P. Milstein disposed of his 39,886 shares of preferred series A stock. S. J. Ross did same with 107 such shares he held in trusts. M. A. Sweig disposed of his personal holdings of class A preferred stock, liquidating his 43,000 shares as well as 215 such shares held through family and 11,364 in trusts. (Mr. Sweig is former director.) All of preceding transactions, with exception of Mr. Rosenthal's sale of com-

mon stock, represented conversions or exchanges.

■ **Lamb Communications**—E. H. Lamb bought 200 shares of class A common stock, giving him 2,275 such shares personally and 2,101,407 through Lamb Enterprises (late report).

■ **Lee Enterprises**—A. Magnusson bought 200 shares, giving him 1,700 personally and 1,800 through wife. C. C. Waterman Jr., through wife, bought 100, giving her 850. Mr. Waterman has no personal holdings.

■ **LIN Broadcasting**—C. E. Unterberg, through Tower Co. trading account, purchased 4,495 shares and sold 2,311, giving account balance of 3,000. T. I. Unterberg reported that he owns 7,102 shares personally, 200 through family, 2,500 through partnership.

■ **Magnavox**—J. W. Schery sold total of 2,000 shares, leaving him 13,780.

■ **MCA Inc.**—Firm's stock investment plan purchased 2,306 and sold 82 shares, giving plan balance of 37,146.

■ **Motorola**—P. D. Lynch liquidated holdings by selling 800 shares. E. P. Vander Wicken bought 4,000, giving him 8,000.

■ **A. C. Nielsen**—G. E. Blechta sold 900 shares of class A common stock, leaving him 251.

■ **Pacific & Southern**—Fox Wells & Rogers, beneficial owner, sold 75,000 shares, leaving 434,823. H. Fox and J. G. Rogers, both indirect owners through Fox, Wells & Rogers, personally hold 5,573 and 300 shares, respectively.

■ **PKL Co.'s**—J. F. Shima liquidated his assets of class A common stock by selling all 1,500 shares of such stock in his possession.

■ **Post Corp.**—J. V. Loewi, through Loewi & Co. trading account, bought total of 4,487 shares and sold total of 2,637, leaving balance of 1,038 in

BroadcastingStockIndex

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

Stock symbol	Ex-change	Closing Dec. 8	Closing Dec. 1	Net change in week	High 1971	Low	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting									
ABC	N	51 $\frac{1}{8}$	51 $\frac{1}{8}$	+ $\frac{3}{4}$	51 $\frac{1}{8}$	25	7,095	\$362,696	
ASI Communications	O	3 $\frac{1}{8}$	2 $\frac{1}{8}$	+ $\frac{1}{2}$	4 $\frac{1}{8}$	2 $\frac{1}{8}$	1,815	4,755	
Capital Cities	N	46 $\frac{1}{4}$	45	+ 1 $\frac{1}{4}$	49 $\frac{1}{4}$	29	6,236	280,620	
CBS	N	45 $\frac{3}{4}$	45 $\frac{1}{4}$	+ $\frac{1}{2}$	49 $\frac{3}{4}$	30 $\frac{1}{4}$	27,858	1,260,575	
Cox	N	37	35	+ 2	37 $\frac{1}{4}$	17 $\frac{3}{4}$	5,802	203,070	
Gross Telecasting	A	11 $\frac{1}{8}$	11 $\frac{1}{8}$	+ $\frac{1}{2}$	16	10 $\frac{1}{2}$	800	9,096	
LIN	O	14 $\frac{3}{4}$	12 $\frac{3}{4}$	+ 1 $\frac{1}{4}$	15 $\frac{1}{2}$	6 $\frac{1}{4}$	2,294	29,249	
Mooney	O	7 $\frac{3}{8}$	7 $\frac{1}{2}$	- $\frac{1}{8}$	9 $\frac{1}{4}$	4	250	1,875	
Pacific & Southern	O	10 $\frac{1}{8}$	8	+ 2 $\frac{1}{8}$	17 $\frac{1}{2}$	8	1,930	15,440	
Rahall Communications	O	10 $\frac{1}{4}$	9 $\frac{1}{4}$	+ $\frac{1}{4}$	29	8 $\frac{3}{4}$	1,037	9,976	
Scripps-Howard	O	20	20 $\frac{1}{2}$	- $\frac{1}{2}$	25	18	2,589	53,075	
Sonderling	A	21 $\frac{1}{4}$	21 $\frac{1}{4}$	—	34	17	997	21,685	
Starr	M	15 $\frac{1}{8}$	16 $\frac{1}{4}$	- 1 $\frac{1}{8}$	20 $\frac{1}{2}$	8 $\frac{3}{8}$	691	11,229	
Taft	N	41 $\frac{1}{4}$	38 $\frac{1}{4}$	+ 3	44 $\frac{1}{4}$	23 $\frac{1}{4}$	3,707	141,793	
							Total	63,101	\$2,405,134

Broadcasting with other major interests

Avco	AV	N	15	14 $\frac{3}{8}$	+ $\frac{1}{8}$	18 $\frac{3}{4}$	12 $\frac{1}{2}$	11,476	\$164,910
Bartell Media	BMC	A	3 $\frac{1}{4}$	3 $\frac{1}{8}$	- $\frac{1}{8}$	8	2 $\frac{1}{4}$	2,254	7,596
Boston Herald-Traveler	BHLD	O	20	20	—	28	19	577	11,540
Chris-Craft	CCN	N	6	6 $\frac{1}{8}$	- $\frac{1}{8}$	9 $\frac{1}{8}$	5 $\frac{1}{4}$	3,901	26,710
Combined Communications	CCOM	O	22 $\frac{1}{4}$	21 $\frac{1}{4}$	+ 1	24 $\frac{1}{4}$	10 $\frac{1}{2}$	2,206	47,981
Cowles Communications	CWL	N	11 $\frac{1}{4}$	10 $\frac{1}{4}$	+ $\frac{1}{4}$	13 $\frac{1}{2}$	8	3,969	42,151
Dun & Bradstreet	DNB	N	63 $\frac{1}{4}$	61 $\frac{1}{4}$	+ 2	64 $\frac{1}{4}$	52 $\frac{1}{4}$	12,838	786,328
Fuqua	FQA	N	19 $\frac{1}{2}$	18 $\frac{1}{2}$	+ $\frac{1}{2}$	26 $\frac{1}{2}$	13 $\frac{1}{4}$	7,524	140,097
Gable Industries	GBI	N	21 $\frac{1}{2}$	20 $\frac{1}{2}$	+ 1	24 $\frac{1}{2}$	9 $\frac{1}{2}$	1,872	38,376
Gannett	GCI	N	56	54 $\frac{1}{2}$	+ 1 $\frac{1}{2}$	60	32 $\frac{1}{2}$	9,090	495,405
General Tire	GY	N	26	24 $\frac{3}{4}$	+ 1 $\frac{1}{4}$	28 $\frac{1}{4}$	21 $\frac{1}{4}$	18,713	456,036
Gray Communications	O	—*	—*	—	8	5 $\frac{1}{4}$	475	2,850*	
ISC Industries	ISC	A	6	6	—	8	4 $\frac{1}{4}$	1,646	9,876
Kansas State Network Inc.	KSN	O	6 $\frac{1}{2}$	6 $\frac{1}{4}$	- $\frac{1}{4}$	7 $\frac{1}{4}$	6 $\frac{1}{2}$	1,471	9,929
Lamb Communications	O	2 $\frac{3}{4}$	3	+ $\frac{1}{4}$	2 $\frac{1}{4}$	2	475	1,425	
Lee Enterprises	LNT	A	16 $\frac{1}{4}$	16 $\frac{1}{4}$	+ $\frac{1}{4}$	20	16 $\frac{1}{4}$	2,936	47,710
Liberty Corp.	LC	N	17	16 $\frac{1}{2}$	+ $\frac{1}{2}$	24	16 $\frac{1}{2}$	6,744	111,276
Meredith Corp.	MDP	N	24 $\frac{1}{4}$	22 $\frac{1}{4}$	+ 1 $\frac{1}{4}$	29 $\frac{1}{4}$	19 $\frac{1}{4}$	2,772	63,063
Metromedia	MET	N	27	27 $\frac{1}{4}$	- $\frac{3}{4}$	30 $\frac{3}{4}$	17 $\frac{3}{4}$	5,764	157,761
Multimedia Inc.	O	32 $\frac{1}{2}$	32	+ $\frac{1}{2}$	34 $\frac{1}{2}$	25	2,407	77,024	
Outlet Co.	OTU	N	15 $\frac{1}{4}$	14 $\frac{1}{2}$	+ $\frac{1}{4}$	22	13 $\frac{1}{2}$	1,334	19,343
Post Corp.	POST	O	18 $\frac{1}{4}$	16 $\frac{1}{2}$	+ 1 $\frac{1}{4}$	18 $\frac{1}{4}$	9 $\frac{1}{4}$	925	15,263
Publishers Broadcasting Corp.	PUBB	O	2 $\frac{1}{4}$	2 $\frac{1}{4}$	—	4 $\frac{1}{4}$	1 $\frac{1}{4}$	919	2,408
Reeves Telecom	RBT	A	2 $\frac{1}{4}$ †	2 $\frac{1}{4}$	- $\frac{1}{8}$	3 $\frac{1}{8}$	2	2,292	51,570
Roilins	ROL	N	45	43 $\frac{1}{4}$	+ 1 $\frac{3}{4}$	45 $\frac{1}{4}$	25 $\frac{1}{4}$	8,087	352,755
Rust Craft	RUS	A	23	20 $\frac{1}{4}$	+ 2 $\frac{1}{4}$	23	18 $\frac{1}{4}$	2,318	48,377
Schering-Plough	PLO	N	85 $\frac{1}{2}$	86 $\frac{1}{4}$	- $\frac{1}{4}$	87 $\frac{1}{4}$	60 $\frac{1}{4}$	25,174	2,171,258
Storer	SBK	N	25 $\frac{1}{4}$	25 $\frac{1}{4}$	+ $\frac{1}{2}$	33 $\frac{1}{4}$	19	4,223	106,631
Time Inc.	TL	N	52	50	+ 2	62 $\frac{1}{4}$	40 $\frac{1}{4}$	7,258	362,900
Trans-National Communications	O	$\frac{1}{4}$	$\frac{1}{4}$	+ $\frac{1}{4}$	1 $\frac{1}{4}$	$\frac{1}{4}$	1,000	120	
Turner Communications	O	2 $\frac{1}{4}$	2 $\frac{1}{4}$	- $\frac{1}{4}$	4	2	1,328	3,147	
Wometco	WOM	N	15 $\frac{1}{4}$	15 $\frac{1}{4}$	- $\frac{1}{4}$	23 $\frac{1}{4}$	14 $\frac{1}{4}$	6,037	92,789
							Total	148,405	\$5,924,605

CATV

Ameco	ACO	O	2 $\frac{1}{4}$	2 $\frac{1}{4}$	- $\frac{1}{4}$	12 $\frac{1}{4}$	1 $\frac{1}{2}$	1,200	\$ 2,700
American Electronic Labs	AELBA	O	4 $\frac{1}{4}$	4 $\frac{1}{2}$	+ $\frac{1}{4}$	10	3	1,668	7,506
American TV & Communications	AMTV	O	21 $\frac{1}{4}$	20 $\frac{1}{4}$	+ $\frac{1}{4}$	26 $\frac{1}{4}$	19 $\frac{1}{2}$	2,434	50,799
Burnup & Sims	BSIM	O	22 $\frac{1}{4}$	22 $\frac{1}{2}$	+ $\frac{1}{4}$	37 $\frac{1}{4}$	20 $\frac{1}{2}$	3,061	68,873
Cablecom-General	CCG	A	12 $\frac{1}{4}$	10 $\frac{3}{4}$	+ 2 $\frac{1}{2}$	17 $\frac{1}{4}$	9 $\frac{1}{4}$	2,485	26,714
Cable Information Systems	O	2	2	—	4 $\frac{1}{4}$	1 $\frac{1}{4}$	955	1,910	
Citizens Financial Corp.	CPN	A	12 $\frac{1}{4}$	11 $\frac{1}{4}$	+ 1	15 $\frac{1}{2}$	11	1,590	17,888
Columbia Cable	CCAB	O	11 $\frac{1}{4}$	11 $\frac{1}{4}$	—	15 $\frac{1}{2}$	9 $\frac{1}{4}$	900	10,125
Communications Properties	COMU	O	8 $\frac{1}{4}$	8 $\frac{1}{4}$	+ $\frac{1}{2}$	11 $\frac{1}{2}$	7 $\frac{1}{4}$	1,906	15,953
Cox Cable Communications	CXC	A	22	19 $\frac{1}{2}$	+ 2 $\frac{1}{2}$	25 $\frac{1}{4}$	15 $\frac{1}{4}$	3,552	69,264
Cypress Communications	CYPR	O	9 $\frac{3}{4}$	8	+ 1 $\frac{3}{4}$	10 $\frac{1}{4}$	7	2,384	19,072
Entron	ENT	A	2 $\frac{1}{4}$	2 $\frac{1}{4}$	+ $\frac{1}{4}$	7 $\frac{1}{4}$	2 $\frac{1}{2}$	1,320	3,458
General Instrument Corp.	GRL	N	18 $\frac{1}{4}$	17 $\frac{1}{2}$	+ 1 $\frac{1}{4}$	29 $\frac{1}{4}$	13 $\frac{1}{2}$	6,370	111,475
LVO Cable Inc.	LVOO	O	8 $\frac{1}{2}$	7 $\frac{1}{4}$	+ $\frac{3}{4}$	10 $\frac{1}{2}$	7	1,466	11,537
Sterling Communications	STER	O	4 $\frac{1}{4}$	3 $\frac{1}{4}$	+ 1 $\frac{1}{4}$	6 $\frac{1}{4}$	3 $\frac{1}{2}$	2,162	8,108
Tele-Communications	TCOM	O	19 $\frac{1}{4}$	16 $\frac{1}{4}$	+ 3 $\frac{1}{4}$	22 $\frac{1}{4}$	12	2,856	46,410

account. Mr. Loewi holds 600 shares personally.

■ RCA—C. M. Odorizzi sold 2,000 shares, leaving 37,118 personally and 380 through wife as custodian. M. B. Sereteian sold 35,000, leaving 1,432,103 personally, 4,000 through wife and 65,536 through trusts.

■ Walter Reade Organization—A. D. Emil, through corporation, sold \$100,000 worth of convertible subordinate debentures, leaving none either personally or through corporation. N. Schermerhorn liquidated holdings in same by selling \$3,000 worth (both are private transactions). Mr. Emil, through corporation, made initial purchase of 7½% convertible subordinate notes; Mr. Schermerhorn made initial purchase of \$3,000 worth of same.

■ Rollins Inc.—J. W. Rollins sold total of 12,600 shares, leaving him 652,910 personally, 6,394 as custodian and 3,150 through wife.

■ Schering-Plough—W. H. Conzen sold 1,200 shares, leaving him 5,810. B. R. Haltom sold 100, leaving 7,388.

■ Sonderling—E. Sonderling sold total of 4,200 shares, leaving him 195,550.

■ Storer—R. W. LeGrand sold 400 shares, leaving him 3,608. J. B. Storer sold 300, leaving him 22,250 personally and 600 through wife.

■ Television Communications—J. P. Smith sold 400 shares, leaving him 500.

■ J. Walter Thompson—T. G. Armstrong acquired 1,250 shares, giving him 1,250. H. J. Barnum acquired 4,000, giving him 6,000. R. R. Bartos added 100, giving him 300. P. E. Gilow acquired 340, giving him 3,500. (All of preceding were incentive awards.) C. W. Grace sold 250, leaving 100. W. E. Hammond sold 800, leaving him 1,000. C. F. Johnson sold 3,000, leaving 125 personally

and 55 through family. R. C. Karp liquidated his holdings by selling 750. T. E. Schulte III sold 300, leaving 800. L. M. Serille reported receipt of 600 shares as incentive award, giving him 850. A. D. Watson liquidated his holdings by selling 250.

■ Transamerica—R. S. Benjamin sold total of 5,000 shares, leaving him 218,482 personally, 22,704 through trusts, 592 through foundation and 40 through son.

■ Viacom International—R. Lightstone bought 100 shares, giving him 102. J. F. White also bought 100, to give him 102.

■ Westinghouse—D. C. Burnham sold 6,000 shares, leaving 17,404. D. S. McFeatters sold 500, leaving 2,000. C. F. Obermeyer purchased 1,250, giving him 1,263.

■ Zenith—H. Rohertson sold 500 shares, leaving him 26,523.

	Stock symbol	Ex-change	Closing Dec. 8	Closing Dec. 1	Net change in week	1971 High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
Teleprompter	TP	A	100½	83¼	+17½	100%	56½	3,077	256,160
Television Communications	TVCM	O	9½	8¾	+¾	10%	5%	3,804	33,285
Viacom	VIA	N	14¾	13¾	+¾	21	9%	3,791	52,581
Vikoa	VIK	A	7%	6	+1%	14%	4%	2,344	14,064
								Total	49,325
									\$827,882

Programing

Columbia Pictures	CPS	N	8	9	-1	17%	6%	6,342	\$ 57,078
Disney	DIS	N	127	116½	+10¾	128%	77	13,111	1,524,154
Filmways	FWY	A	7	4½	+2½	11%	4%	1,829	8,231
Four Star International	O		¾	¾	-½	1%	1	666	579
Gulf & Western	GW	N	26%	25	+1%	31	19	15,549	388,725
Kinney Services	KNS	N	29½	28¾	+1½	39%	25%	12,716	360,753
MCA	MCA	N	23	20%	+2%	30	17%	8,165	166,321
MGM	MGM	N	17	17%	-¾	26%	15½	5,895	102,396
Music Makers	MUSC	O	1½	1	+¾	3%	1%	534	534
Tele-Tape Productions	O		1½	1½	-	2%	1	2,190	3,285
Transamerica	TA	N	18½	18%	+½	20½	14%	63,841	1,172,759
20th Century Fox	TF	N	9%	9%	+½	15%	7%	8,562	78,085
Walter Reade Organization	WALT	O	1%	1%	-	5%	1%	2,414	4,514
Wrather Corp.	WCO	A	9	5%	+3%	8%	5%	2,164	12,703
								Total	143,978
									\$3,880,117

Service

John Blair	BJ	N	13	14%	-1¼	24%	13	2,597	\$ 37,007
ComSat	CQ	N	59¾	56¼	+3½	84½	49%	10,000	56,250
Creative Management	CMA	A	8¾	8%	-¾	17%	7%	969	8,111
Doyle Dane Bernbach	DOYL	O	21½	20¾	+¾	26½	20	1,934	401,311
Elkins Institute	ELKN	O	4	3	+1	16%	3	1,664	4,992
Foote, Cone & Belding	FCB	N	9%	9¾	+½	13%	7%	2,196	21,411
Grey Advertising	GREY	O	13½	13	+½	16%	9%	1,209	15,717
Interpublic Group	IPG	N	22½	19%	+3	27½	17%	1,673	31,988
Marvin Josephson Assoc.	MRVN	O	6%	6%	-	12	5%	825	8,869
LaRoche, McCaffrey & McCall	O		7½	10%	-3¼	16½	9	585	6,289
Marketing Resources & Applications	O		9	8½	+½	18%	2%	505	4,293
MovieLab	MOV	A	1%	2	-¾	4	1%	1,407	2,814
MPO Videotronics	MPO	A	3½	3%	-¾	8½	3½	557	2,016
Nielsen	NIELA	O	38½	38%	-¾	49%	38%	5,299	204,647
Ogilvy & Mather	OGIL	O	35%	33½	+2%	36%	24	1,096	36,716
PKL Co.	PKL	A	8%	6½	-1½	10%	3%	778	5,057
J. Walter Thompson	JWT	N	41¼	39½	-1¾	60	34½	2,703	106,769
Transmedia International	O		1/16	¼	-3/16	3%	½	535	134
Wells, Rich, Greene	WRG	N	19½	18%	+%	25%	15%	1,602	30,230
								Total	38,134
									\$984,621

Manufacturing

Admiral	ADL	N	15½	17%	-1¼	21	8	5,163	\$ 89,062
Ampex	APX	N	12	12	-	25%	10%	10,875	130,500
CCA Electronics	CCAE	O	4%	4	+¾	5%	2%	881	3,524
Collins Radio	CRI	N	14%	12	+2%	20%	9%	2,968	35,616
Computer Equipment	CEC	A	3%	3%	+¾	7%	2½	2,434	7,594
Conrac	CAX	N	21½	19%	+1¾	29	15%	1,259	24,865
General Electric	GE	N	61%	61%	+¾	65%	52%	181,626	11,100,981
Harris-Intertype	HI	N	50%	49½	+1	69%	45	6,344	314,028
Magnavox	MAG	N	43%	47	-3%	55	37%	17,283	812,301
3M	MMM	N	125%	124%	+1	126%	95%	56,186	7,009,204
Motorola	MOT	N	78	76%	+1¾	89%	51½	13,370	1,024,409
RCA	RCA	N	35	34%	+¾	40%	26	74,437	2,577,090
RSC Industries	RSC	A	2%	2%	-	6%	2%	3,500	9,170
Telemation	TIMT	O	6%	6%	-	13%	6	14,040	94,770
Westinghouse	WX	N	86	86½	-½	97%	65%	41,555	3,594,508
Zenith	ZE	N	38%	41%	-3½	54%	36%	19,025	791,821
								Total	450,946
									\$27,619,353

Grand Total 893,889 \$41,680,088

Standard & Poor Industrial Average

107.11 105.53 + 1.58

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 Dec. 1.
Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.

* Prices not available.
** Price as of Nov. 29.
† Price as of Dec. 9.

Broadcast Advertising

Carl O. Uren, advertising manager, Chevrolet Motor Division, General Motors Corp., Detroit, appointed director of national advertising. Appointment is part of major reorganization of firm's advertising, emphasizing greater specialization in division's marketing efforts. Other changes include: **H. J. Cordes**, assistant manager, appointed manager of passenger-car advertising. **T. Russell Chick**, former VP and account supervisor, Campbell-Ewald, Detroit, appointed manager of truck advertising. **Richard P. Loughman**, dealer management consultant in Atlantic Coast region, New York, appointed assistant advertising manager, succeeding **Otis H. DeRussy Jr.**, who becomes assistant zone manager at Houston. **Ronald Timmington**, administrator of advertising media, appointed assistant manager of department. **Robert V. Cleary Jr.**, administrator of advertising budgets, also appointed assistant department manager.

Walter Kaprielian, VP and creative director, Ketchum, MacLeod & Grove, New York, named senior VP.

Alan J. Glass, creative director, N. W. Ayer & Son, New York, elected VP.

Mary Ellen Campbell and **Joseph McNeil**, copy supervisors, and **Eben W. Keyes II**, account supervisor, all BBDO, New York, elected VP's.

Daniel A. Nichols, associate creative director, Needham, Harper & Steers, Chicago office, elected VP.

Charles (Bud) Meehan, national sales manager, WNEW-TV New York, named VP.

Lawrence P. Loiello, assistant treasurer, Ogilvy & Mather, New York, joins Peters, Griffin, Woodward there as VP of finance.

John Pincetich, with Peace Corps, Honolulu, joins Milici Advertising there, as VP and director of PR.

Cyril C. Penn, associate media director, McCann-Erickson, New York, joins Ross Roy of New York Inc. as media group head.

Phil Benblatt, research director, Edward Petry Co., New York, joins Tele-Rep there in same capacity.

Eula Casello, media supervisor, Ralph Jones Co., Cincinnati agency, resigns after 20 years with firm. No future plans were announced.

Arthur Wright, senior VP and director of commercial production, Cunningham & Walsh, New York, assumes addi-

tional responsibilities of manager of creative services.

Charles Gowl, copy group head, J. Walter Thompson Co., New York, joins Warwick & Legler there as creative supervisor.

Nella C. Manes and **Frederick M. Harris**, senior VP's, Ehrlich-Linkins & Associates, Washington, named executive VP's. Mrs. Manes is also treasurer of agency and Mr. Harris among founding principals.

Lita Asher, media director, Blaine-Thompson Co., New York, agency, joins Broadcast Buying Services there in same capacity.

Anita Nole, with sales staff, WWDJ (AM) Hackensack, N.J., joins Edwin Lewis Advertising, New York, as account supervisor and associate media director.

Jay Carter, merchandising director for KFOX (AM) Long Beach, Calif., appointed director of merchandising for KABC (AM) Los Angeles.

George Beudet, sales manager, KSHE (FM) Crestwood, Mo., joins KADI (FM) St. Louis as general sales manager.

Thomas W. Laughlin, VP and creative director, Leo Burnett, Chicago, joins Clinton E. Frank there as executive creative director.

The Media



Mr. Struthers

Harvey J. Struthers, 32-year veteran with CBS, named VP for management development, CBS/Broadcast Group. Appointment follows announcement that **Drew Brinckerhoff** had been named CBS corporate VP for manpower management and **James F. Sirmons** had been designated corporate VP for personnel and labor relations (BROADCASTING, Dec. 6). In new post Mr. Struthers returns to CBS/Broadcast Group from CBS Television Services division, where he has been VP, CATV international.

William C. Koplovitz, Jr., member of legal staff, National Association of Broadcasters, joins KOB-TV Medford, Ore., as station manager.

Ron R. Barkley, manager, PM, background music service, division of KOZN-FM San Diego, appointed general manager of station.

Frank Chappell, with KARD-TV Wichita, Kan., joins Kansas State Network there

Triple-threat realignment at Blair Television



Mr. Kennedy



Mr. Coveny



Mr. White

Blair Television's station division has realigned its sales organization in New York and Chicago by forming three new selling groups that will handle stations by network affiliation. Stations previously were assigned to "east/west" selling groups according to geographical location.

Three sales executives in New York have been named sales managers in charge of individual groups: **Neil Kennedy**, who joined Blair in 1968 as an account executive, heads the ABC

group; **Richard C. Coveny**, on the New York sales staff, manages the CBS group, and **John White**, head of the New York division/east sales team since 1969, manages the NBC group.

Jack Fritz, vice president and general manager for broadcasting, John Blair & Co., said the new alignment more closely matches the way major New York and Chicago agencies are now buying. In Chicago **A. Harry Smart** and **Leon Serruys** will share management responsibilities for the groups.

as assistant to president, newly created position.



Mr. Brown

Tyrone Brown, staff director, Senate Subcommittee on Intergovernmental Relations, joins Post-Newsweek Stations, Washington, as VP for legal affairs, formerly responsibility held by Daniel E.

Gold, now VP and general manager, WTOP-TV Washington (BROADCASTING, Oct. 25). Mr. Brown will also become board member and provide staff services for WTOP-AM-TV; WJXT(TV) Jacksonville, Fla.; WPLG(TV) Miami, and WCKY(AM) Cincinnati. Mr. Brown has been associated with Washington law firm of Covington & Burling and was previously law clerk to Chief Justice Earl Warren. In 1970 he was special investigator on President's Commission on Campus Unrest.

Kenneth Quaife, sales manager, KUDL(AM) Fairway, Kan., joins KVEG-AM-FM Las Vegas as general manager.

Joseph Centola, assistant controller, Cowles Communications, group owner, New York, appointed to additional responsibilities as assistant treasurer.

Programing

David Sacks, executive assistant to Frank Price, senior VP, Universal Television, New York, named assistant VP in charge of children's programing.

Robert K. Hagel, VP in charge of studio facilities for Columbia Pictures, Hollywood, appointed general manager and chief operating executive of newly formed corporation, Burbank Studios Inc., Burbank, Calif. New corporation will provide below-line personnel for theatrical and television production for both Columbia Pictures and Warner Bros. Pictures, and also will provide personnel for Columbia Pictures TV commercial production activities as well as offering rental facilities to other companies.

Irving Townsend, VP, CBS/Columbia Group, West Coast, Los Angeles, appointed to newly created post of consultant to Clive Davis, CBS/Records Group. Mr. Townsend will be based in Hollywood.

Arden D. Moser, with sales staff, National Telefilm Associates, Beverly Hills, Calif., joins Cable Network Television, program producer there, as Western sales manager. **Gary O. Langseth**, VP for marketing, Lear Jet Corp., Denver, joins Cable Network Television, as Eastern sales manager, working out of firm's Denver office. Personnel appointments

are concurrent with company's establishment of national sales offices in Los Angeles, Denver, Chicago and New York.

Barbra Shotel, talent coordinator, *Mike Douglas Show*, Philadelphia, appointed associate producer.

Tom Terito, producer-director, WDCA-TV Washington, joins WTOG(TV) St. Petersburg, Fla., as production manager.

Rebecca Eaton, with BBC Radio World Service, division of London-based, British Broadcasting Corp., joins noncommercial WGBH-FM Boston, as production director.

Bruce Lang, executive director of medical programs, Teletronics International, New York, elected VP, responsible for company's activities in video-cassette programs.

Broadcast Journalism

Peter Jennings, ABC News foreign correspondent based in Rome, appointed head of newly established bureau in Beirut, Lebanon.

Paul M. Steinle, Group W correspondent, Saigon, appointed to head newly established Hong Kong news bureau.

Aubrey Morris, news director, WSB(AM) Atlanta; **Ted Capener**, VP in charge of news, KSL-TV Salt Lake City; **Gary De-laune**, news director, KENS-TV San Antonio, Tex., and **Fred Hammond**, WWL(AM) New Orleans news director, appointed to newsletter committee of Associated Press Broadcasters Association. Committee, which will function for 1972 calendar year, will continue under chairmanship of **Dave Kelly**, news director of WWJ-TV Detroit.

Don Marsh, news director, WJZ-TV Baltimore, appointed to similar position with KTVI(TV) St. Louis.

Cal Rains, news director, WKIS(AM) Orlando, Fla., joins WRBL-TV Columbus, Ohio, as anchorman.

George Lord, former CBS News correspondent, Washington, joins WTMR(AM) Camden, N.J., as news director.

Mark Hyams, news editor and talk-show host, WLAC-AM-FM Nashville, appointed news director.

Joe Witte, with Geophysical Fluid Dynamics Laboratory, Princeton, N.J., joins KING-TV Seattle as on-air meteorologist.

Promotion

Charles Flowers, novelist and former newsman, joins Television Information Office, New York, as associate editor, reporting to Bert Briller, executive editor.

David H. Kenworthy, assistant promo-

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tion director, WLWI(TV) Indianapolis, appointed promotion director.

George F. Hoover, head of his own Hoover Communications, New York, PR firm, joins Westinghouse Broadcasting there as director of information services responsible for PR and press-related activities for Group W's stations.



Mr. Hoover

Equipment & engineering

Morley Kahn, director of marketing, Dynaco, broadcast-equipment manufacturer, Philadelphia, named VP and manager of U.S. operations, Dolby Laboratories, London-based broadcast equipment firm. He will be based in New York.

James N. Porter, manager of product development, information media group, Memorex Corp., Santa Clara, Calif., tape manufacturers, joins Cartridge Television, Palo Alto, Calif., cartridge tape manufacturer, as director of marketing planning.

Nugent S. Sharp, senior engineer responsible for radio broadcasting, TV and CATV, Jansky & Bailey, Washington-based engineering and research firm, has opened engineering consultant of-

fices to provide design and consulting services for management in communications. Address: 1500 Massachusetts Avenue, N.W., Washington.

Charles R. Buzzard, Midwest U.S. sales engineer for Central Dynamics Ltd., Montreal-based equipment manufacturer, joins Philips Broadcast Equipment Corp., Montvale, N. J.-based firm, as sales engineer for Midwest region.

Fred King, with WELI(AM) New Haven, Conn., appointed director of engineering.

Allied Fields

Joseph M. Gambatese, manager, news department, Chamber of Commerce of U.S., Washington, appointed communi-



Mr. Gambatese

cations general manager. **Charles R. Armentrout**, assistant manager of news department, succeeds Mr. Gambatese as department's manager. Prior to joining Chamber of Commerce, Mr. Gambatese was associate editor of *Nation's Business*, Washington, and communications consultant for General Electric, New York.

William Jay Wilson, executive VP, International Research Associates, Marmoroneck, N. Y., elected president of

communications general manager.

Charles R. Armentrout, assistant manager of news department, succeeds Mr. Gambatese as department's manager. Prior to joining Chamber of Commerce, Mr. Gambatese was associate

editor of *Nation's Business*, Washington, and communications consultant for General Electric, New York.

William Jay Wilson, executive VP, International Research Associates, Marmoroneck, N. Y., elected president of

Daniel Starch & Staff Inc., research firm there whose interests include C. E. Hooper Inc., broadcast audience measurement firm. Mr. Wilson succeeds Oscar B. Lubow, who resigned effective Nov. 30.

Art Sherman, executive news director, WHP-AM-FM-TV Harrisburg, Pa., joins staff of Pennsylvania Governor Milton Shapp, as special assistant to James McHale, state agriculture secretary.

Robert K. Avery, assistant general manager, WDFM(FM) State College, Pa., appointed assistant professor of telecommunications, University of Utah, Salt Lake City.

International

John C. Herklotz, head of Herklotz & Associates, Los Angeles financial consultancy, named general manager of Radio House, also Los Angeles, exclusive U. S. sales agent for XPRS(AM) Tijuana, Mexico. **Jess D. Miller**, formerly corporate secretary of KHS(AM) Los Angeles, appointed business manager of Radio House.

Deaths

Tucker Ashworth, 39, former TV director, CBS, died Dec. 2, in Bronxville, N. Y., after lengthy illness. Mr. Ashworth was associate director of CBS daytime serial, *Search for Tomorrow*, until illness forced retirement.

ForTheRecord®

As compiled by BROADCASTING, Nov. 30 through Dec. 7, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aural.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—direction antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary

communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. •—educational.

New TV stations

Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in Los Angeles, (Los Angeles Unified School District and Viewer Sponsored Television Foundation)

educational TV proceeding, extended to Dec. 27, time to file proposed findings (Docs. 19100-1). Action Nov. 29.

Other action

■ Review Board in New York, TV proceeding, granted motion by Forum Communications Inc. for extension of time to Dec. 17 to file oppositions to motion by WPIX Inc. to enlarge issues. Action Dec. 3.

Existing TV stations

Final actions

■ KIXE-TV Redding, Calif.—Broadcast Bureau granted license covering permit for changes. Action Dec. 1.

■ WAPA-TV San Juan, P.R.—Broadcast Bureau granted license covering permit for aux. ant. Action Nov. 30.

■ Port Arthur, Tex.—FCC removed mandatory stay imposed on Port Arthur Cablevision Inc., owner of CATV system scheduled to operate in Port Arthur, to permit proposed cable system to carry signals of four local television stations, KMBT (ch. 12) and KFDM-TV (ch. 6) both Beaumont, Tex., KJAC-TV (ch. 4) Port Arthur-Beaumont; and KPLC-TV (ch. 7) Lake Charles, La.; and signals of two distant television stations KHTV(TV) (ch. 39) and KUHT(TV) (ch. 8) both Houston. Action Dec. 1.

Actions on motions

■ Hearing Examiner Millard F. French in Montgomery, Ala. (Cosmos Broadcasting Corp. [WSFA-TV]), TV proceeding, set certain procedural dates; cancelled hearing scheduled for Dec. 2 and closed record (Doc. 16984). Action Nov. 30.

■ Chief Hearing Examiner Arthur A. Gladstone

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in San Juan, Mayaguez and Ponce, all Puerto Rico (Telesanjuan Inc. [VTSJ(TV), WMGZ(TV) and WPSJ(TV)]), TV proceeding, designated Hearing Examiner Arthur A. Gladstone to serve as presiding officer, scheduled prehearing conference for Jan. 10, 1972, in Washington, and hearing for Feb. 7, 1972, in San Juan (Docs. 18353-5).

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, dismissed as moot motion by Philip D. Marcella to quash notice of intent to take depositions (Docs. 18791-2). Action Nov. 26.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Co. Inc. [WFAN-TV]), TV proceeding, on examiner's own motion, set aside order released on Nov. 24 granting Washington Community Broadcasting Co. petition for leave to amend (Docs. 18559, 18561-3). Action Nov. 30.

Rulemaking actions

■ Chief Broadcast Bureau on request of International Digisonics Corp., extended through Feb. 8, 1972, time to file comments and through March 8, 1972, time to file reply comments in matter of amendment of rules concerning inclusion of program identification patterns in visual transmissions of television stations (Doc. 19314). Action Dec. 2.

■ San Francisco—FCC amended TV table of assignments by shifting reservation for noncommercial educational use from ch. *60 to ch. 32, in San Francisco (Doc. 19298). Action Dec. 1.

Network affiliations

CBS

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

■ WHCT(TV) Hartford, Conn. (WHCT-Channel 18, Division of RKO General Inc.) agreement dated Nov. 11 and effective Sept. 10 to August 31, 1972. Program delivered to station, network rate \$70; compensation paid at 30% prime time.

New AM stations

Final actions

■ Review Board in Inkster, Mich., AM proceeding granted a request by Broadcast Bureau for extension of time to Dec. 10 to file responsive pleadings to petition by Booth American Co. to enlarge issues on AM application of Bell Broadcasting Co. WCHB Inkster (Doc. 19328). Action Nov. 29.

■ Review Board in Greenwood, S.C., proceeding granted request by United Community Enterprises Inc., for extension of time to Dec. 10 to file exceptions to initial decision in Greenwood AM proceeding (Doc. 18503). Action Nov. 29.

Actions on motions

■ Deputy Chief, Broadcast Bureau on request of Richardson Broadcasting Co., licensee of KPAY and permittee of KPAY-FM Chico, Calif., extended through Jan. 4, 1972, time to file comments and through Jan. 18, 1972, time to file reply comments in table of assignments (Doc. 19330). Action Nov. 29.

■ Chief, Office of Opinions and Review in Elmhurst and Wheaton, both Illinois (DuPage County Broadcasting Inc. and Central DuPage County Broadcasting Co.), AM proceeding, granted petition by Central DuPage County Broadcasting Co. and extended through Dec. 10 time to file reply to exceptions and brief in support of exceptions filed by DuPage County Broadcasting Inc. (Docs. 16965-6). Action Nov. 29.

■ Hearing Examiner Basil P. Cooper in Eureka, Calif. (Phil D. Jackson et al.), AM proceeding, denied motion by W. H. Hansen for continuance of hearing (Docs. 19294-6).

■ Hearing Examiner Lenore G. Ehrig in Jacksonville, Ala. (Jacksonville Broadcasting Co. and University Broadcasting Co.), AM proceeding, granted request of Broadcast Bureau and extended to Dec. 3 time to file proposed findings of fact and conclusions of law and to Dec. 13 time to file replies (Docs. 18899-900). Action Nov. 22.

■ Hearing Examiner Lenore G. Ehrig in Greenfield, Mass. (Greenfield Broadcasting Corp.), AM proceeding, set certain procedural dates and postponed hearing to Feb. 15, 1972 (Doc. 19329). Action Nov. 23.

■ Hearing Examiner Millard F. French in Bay St. Louis, Miss. (Bay Broadcasting Corp.), AM proceeding, set certain procedural dates; cancelled

hearing scheduled for Nov. 30; and closed record (Doc. 18413). Action Nov. 29.

■ Hearing Examiner Millard F. French in Franklin and Hackettstown, both New Jersey (Louis Vander Plate and Radio New Jersey), AM proceeding, reopened record and scheduled hearing conference for Dec. 15 (Docs. 18251-2). Action Nov. 23.

■ Hearing Examiner Isadore A. Honig in Humboldt, Tenn. (Communications Associates Inc.), AM proceeding, granted petitions by applicant for leave to amend its application to satisfy air hazard issue; to show changes of ownership in applicant corporation; supplemental equipment proposal from supplier; projected annual expenses of operation; letter of credit from Merchants State Bank of Humboldt; correction of site coordinates; data concerning population and area to be served; and supplemental survey and programming information (Doc. 18987). Action Nov. 23.

■ Hearing Examiner David I. Kraushaar in Jackson, Ala. and Madison, Fla. (Vogel-Ellington Corp. [WHOD] et al.), AM proceeding, granted motion of Vogel-Ellington Corp. and Vogel-McCreery Corp. and corrected the transcript (Docs. 18897, 19299). Action Nov. 23.

■ Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma (Creek County Broadcasting Co., et al.), AM proceeding, ordered that action will be withheld on pending pleadings by applicants until Dec. 9 with directive to parties either to submit affidavits Broadcast Bureau asks for or to explain any refusal to do so in pleading form by no later than Dec. 9 (Docs. 13341-2, 13344). Action Nov. 29.

■ Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis, Omaha, Neb. and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), AM and FM proceeding, scheduled further conference for Nov. 24 (Docs. 19122-25). Action Nov. 23.

Existing AM stations

Final actions

■ KDAC Fort Bragg, Calif.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Dec. 1.

■ KSFE Needles, Calif.—FCC authorized until Dec. 31, 1972, request by James and Darwin Parr, licensee, for temporary authorization to operate with 1 kw-D power. Action Dec. 1.

Actions on motions

■ Chief Office of Opinions and Review in Denver (Action Radio Inc.), for renewal of license for KTLK, granted request by Broadcast Bureau and extended through Dec. 10 time to respond to petition for reconsideration of order designating case for hearing by Action Radio Inc. (Doc. 19274). Action Dec. 2.

■ Chief Office of Opinions and Review in Inkster, Mich. (Bell Broadcasting Co. [WCHB]), AM proceeding, granted petition by Broadcast Bureau and extended through Dec. 10 time to file comments relative to petition for reconsideration of commission's memorandum opinion and order by Booth American Co. (Doc. 19328). Action Dec. 2.

■ Chief Hearing Examiner Arthur A. Gladstone in Key West, Fla. (John M. Spottswood), for renewal of license for WKWF, having under consideration Broadcast Bureau's motion to compel answers to interrogatories propounded to John M. Spottswood, scheduled oral argument for Dec. 6 (Doc. 19290). Action Dec. 2.

New FM stations

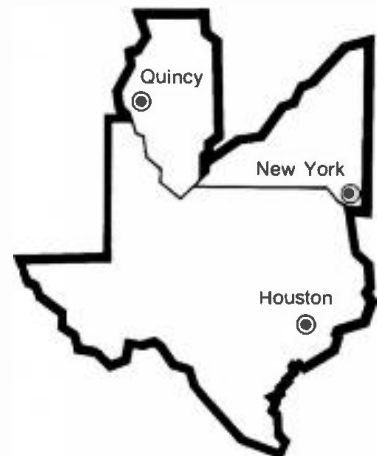
Applications

■ Talladega, Ala.—Jimmy E. Woodard. Seeks 92.7 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address 604 South Street, Talladega, Ala. 35160. Estimated construction cost \$1,795; first-year operating cost \$27,554.64; revenue \$36,000. Principals: Jimmy E. Woodard (100%). Mr. Woodard is president and general manager of Tallabama Broadcasting Co., licensee of WEYY(AM) Talladega, and he is 33 1/3% owner of WANL(AM) Lineville, Ala. Ann. Nov. 18.

■ Yuma, Ariz.—KVOY Radio Inc. Seeks 93.1 mhz, 30 kw. Ant. height above average terrain 74 ft. P.O. address 699 Avenue B, Yuma, Ariz. 85364. Estimated construction cost \$15,700; first-year operating cost \$20,500; revenue \$24,000. Principals: James M. Stowe, vice president, secretary, et al. Applicant is licensee of KVOY(AM) Yuma. Ann. Nov. 18.

■ Cambridge, Minn.—Isanti Broadcasting Co. Seeks 105.5 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address 1748 20th Ave. N.W., New Brighton, Minn. 55112. Estimated construction cost \$39,340.50; first-year operating cost \$40,335; revenue \$75,000. Principals: Jack I. Moore, president and general manager (80%), et al. Mr. Moore is president, general manager and 1/3 owner of Cole, Kolak & Moore Advertising Agency, Minneapolis, and he was formerly presi-

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Summary of broadcasting

Compiled by FCC Dec. 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,338	3	13	4,354	57	4,411
Commercial FM	2,254	1	44	2,299 ²	114	2,413
Commercial TV-VHF	503	2	5	510 ³	17	527
Commercial TV-UHF	176	0	13	189 ³	67	256 ³
Total commercial TV	679	2	18	699	84	773
Educational FM	472	1	15	478	78	556
Educational TV-VHF	85	3	3	88	3	91
Educational TV-UHF	110	0	7	117	14	131
Total educational TV	195	3	10	205	17	222

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes 15 educational stations.

³ Indicates four educational stations on nonreserved channels.

dent and 1/2 owner of Contemporary Radio Inc., licensee of WAYL-FM Minneapolis. Ann. Nov. 16.

■ Duluth, Minn.—Stero Broadcasting Co. Seeks 98.9 mhz. 100 kw. Ant. height above average terrain 432 ft. P.O. address Box 1109, Edinburg, Tex. 78539. Estimated construction cost \$388,976.90; first-year operating cost \$28,550; revenue \$30,000. Principals: Lewis M. Latto Jr., president (50%) and William H. Whitsitt, treasurer (50%). Mr. Latto is sole owner and president of Quality Radio Inc., licensee of WAKX(AM) Superior, Wis. Mr. Whitsitt is 50% owner of Whitsitt, Gessner & Co., accounting firm in Duluth. He also has 50% interest in Northland Transport Inc. and Gopher Transport Inc. over the road trucking firms in Superior. He is also sole owner of Marble Inc., financing company in Superior. Ann. Oct. 28.

■ Canyon, Tex.—West Texas State University. Seeks 91.1 mhz. 10 kw. Ant. height above average terrain 61 ft. P.O. address Dept. of Speech, Canyon, Tex. 79015. Estimated construction cost \$2,245; first-year operating cost \$500; revenue none. Principals: Dr. Jack H. Walker and Robert B. Sanders. Dr. Walker is head of department of speech West Texas State University. Mr. Sanders is director of radio at university. Ann. Oct. 21.

■ Kerrville, Tex.—Kerrville Broadcasting Co. Inc. Seeks 94.3 mhz. 3 kw. Ant. height above average terrain minus 55 ft. P.O. address 1616 W. Loop, S. Houston, Tex. Estimated construction cost \$54,309; first-year operating cost \$5,200; revenue \$18,000. Principals: John J. Jacquemine (33 1/3%), Jack D. Slack (33 1/3%) and Raymond O. Johnson (33 1/3%). Applicants own KERV(AM) Kerrville, Mr. Jacquemine and Mr. Johnson both have interests in KGEE(AM)-KGF(AM) Bakersfield, Calif. Ann. Nov. 15.

Final actions

■ Central City, Pa.—Broadcast Bureau granted Central Broadcasting Co. 101.7 mhz. 500 w. Ant. height above average terrain 650 ft. P.O. address Box 10, Greencastle, Pa. 17225. Estimated construction cost \$37,800; first-year operating cost \$43,264; revenue \$36,000. Principals: Benjamin F. Thomas (90%), et al. Mr. Thomas has 95% interest in Greencastle Broadcasting Co. WKSL(FM) Greencastle, Pa. He also has 3.6% interest in EZ Communications Inc. WEZR(FM) Manassas, Va. and formerly owned Professional Broadcasting Inc., WFMV-FM Richmond, Va. He also has interests in mobile homes sales and manufacturing. Ann. Nov. 24.

■ Weston, W. Va.—Broadcast Bureau granted Central West Virginia Service Corp. 102.3 mhz. 940 w. Ant. height above average terrain 490 ft. P.O. address Box 431 Weston, W. Va. 26452. Estimated construction cost \$20,508.30; first-year operating cost \$6,500; revenue \$3,600. Principals: Richard H. Ralston, president (49.6%), Ruth McKinnon Andrew, secretary treasurer (50%) and Freda Mae Ralston, vice president (4%). Mr. Ralston is owner and publisher of Buckhannon Record weekly newspaper in Buckhannon, W. Va. He also has interest in Central West Virginia Service Corp. WHAW(AM) Weston. Mrs. Andrew and Mrs. Ralston also have interests in Central. Ann. Nov. 8.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Bangor, Me. (Bangor Broadcasting Corp. and Penobscot Broadcasting Corp.), FM proceeding, granted motion by Penobscot and extended to Dec. 20 time to file proposed findings of fact and conclusions of law (Docs. 19165-6). Action Nov. 26.

■ Hearing Examiner Frederick W. Denniston in Corpus Christi, Tex. (A. V. Bamford), FM proceeding, reopened record; cancelled present procedural dates for filing of proposed findings and replies; granted petition by applicant for leave to amend its application to permit supplemental

showing under so-called community survey issue; and scheduled prehearing conference for Dec. 13 to establish date for further hearing (Doc. 19089). Action Nov. 29.

■ Hearing Examiner Charles J. Frederick in Virginia Beach, Va. (Payne of Virginia Inc. and Virginia Seashore Broadcasting Corp.), FM proceeding, formally granted petition by Payne of Virginia Inc. for leave to amend its financial showing (Docs. 19095-6). Action Nov. 30.

■ Chief Hearing Examiner Arthur A. Gladstone in Southern Pines, N.C. (William R. Gaston and Sandhill Community Broadcasters Inc.), FM proceeding, designated Hearing Examiner Herbert Sharfman to serve as presiding officer; scheduled prehearing conference for Jan. 17, 1972 and hearing for Feb. 14, 1972 (Docs. 19349-50). Action Nov. 30.

■ Hearing Examiner Jay A. Kyle in Mobile, Ala. (WABB Inc. and Trio Broadcasters Inc.), FM proceeding, granted petition by WABB Inc. and dismissed its application with prejudice; and retained in hearing status application of Trio Broadcasters Inc. (Docs. 19226, 19228). Action Nov. 26.

■ Hearing Examiner David I. Kraushaar in Picayune, Miss. (Tune Broadcasting Co. and Andres Calandria), FM proceeding, scheduled the prehearing conference for December 16 instead of Dec. 20 (Docs. 19345-6). Action Nov. 24.

■ Hearing Examiner David I. Kraushaar in Las Vegas (James B. Francis and Quality Broadcasting Corp.), FM proceeding, granted joint motion by applicants and corrected transcripts of hearing (Docs. 18437-8).

■ Hearing Examiner Forest L. McClenning in Wilmington, Ohio (5 KW Inc., Clinton County Broadcasting Corp.), FM proceeding, reopened record, incorporated by reference into record, Clinton County's amended financial proposal, and again closed record; and by separate action, granted motion by 5 KW Inc., and extended from Nov. 26 to Dec. 10, time to file proposed findings of fact and conclusions of law (Docs. 19218-9). Action Nov. 30.

■ Hearing Examiner Ernest Nash in Ardmore, Okla. (Douglas C. Dillard and Arbuckle Broadcasters Inc.), FM proceeding, on request by Douglas C. Dillard, extended to Jan. 5, 1972, time for filing memorandum of law with respect to pending motion for approval of agreement (Doc. 19198-3). Action Nov. 29.

■ Hearing Examiner Ernest Nash in Dayton, Tenn. (Erwin O'Conner Broadcasting Co. and Norman A. Thomas), FM proceeding, reopened record; received in evidence Thomas exhibits 14 and 15; and closed record (Docs. 18547-8). Action Dec. 2.

■ Hearing Examiner James F. Tierney in Tulsa, Okla. (American Christian College Inc.), FM proceeding, set certain procedural dates; and ordered hearing to convene on Jan. 25, 1972 (Doc. 19195). Action Nov. 30.

■ Hearing Examiner James F. Tierney in Harrison, Tenn. (Folkways Broadcasting Co. Inc. and Harrison Broadcasting Co.), FM proceeding, granted request by Broadcast Bureau and changed certain procedural dates (Docs. 18912-3). Action Nov. 22.

Other actions

■ Review board in Birmingham, Ala., FM proceeding, granted motion by Voice of Dixie Inc., for extension of time to Dec. 9, to file reply briefs to exceptions and briefs to the initial decision in Birmingham FM proceedings, by Board (Docs. 18664, 18666). Action Nov. 29.

■ Review Board in Norristown, Pa., AM proceeding, granted motion by WNAJ Inc., for extension of time to Dec. 17, to file reply exceptions to initial decision on its AM application. Action Dec. 2.

■ Review Board in Williamson-Matewan, W. Va., FM proceeding, denied supplemental petition by Harvit Broadcasting Corp. to enlarge issues against Three States Broadcasting Co. Action Nov. 3.

Existing FM stations

Final actions

■ KPLX(FM) San Jose, Calif.—Broadcast Bureau granted license covering aux. ant. and trans., using former main trans.; ERP 14.5 kw; ant. height 330 ft. Action Dec. 1.

■ KFLA-FM Scott City, Kan.—Broadcast Bureau granted CP to install new trans. and make changes in ant. system; ERP 100 kw; ant. height 360 ft. Action Nov. 30.

■ WBCN(FM) Boston—Broadcast Bureau granted license covering changes; ERP 19 kw; ant. height 740 ft. Action Nov. 30.

■ WFPG-FM Atlantic City, N.J.—Broadcast Bureau granted CP to install new ant. Action Nov. 30.

■ WMCN-FM Oneida, New York—Broadcast Bureau granted mod. of CP to change trans. location to Forrest Avenue, 2.5 miles south of Route 5 and 2.1 miles West of Route 46, near Oneida, N.Y.; change type trans. and ant.; make changes in ant. system; ERP 500 w.; ant. height 650 ft.; remote control permitted. Action Nov. 30.

■ WFLY(FM) Troy, New York—Broadcast Bureau granted mod. of license covering change in studio location to 1056 Broadway, Albany, New York. Action Nov. 30.

■ WLOR(FM) Toledo, Ohio—Broadcast Bureau granted CP to install new ant. Action Nov. 30.

■ WHBM(FM) Xenia, Ohio—Broadcast Bureau granted license covering changes; ERP 1 kw; ant. height 160 ft.; temporary studio and remote control location: 1937 June Drive. Action Nov. 30.

■ KJIB(FM) Portland, Ore.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 870 ft. Action Nov. 30.

■ WLBG-FM Laurens, S.C.—Broadcast Bureau granted CP to install new trans. and new ant.; ERP 5 kw; ant. height 450 ft. (horiz.) and 440 ft. (vert.). Action Nov. 30.

■ WKBL-FM Covington, Tenn.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 165 ft. Action Nov. 30.

■ *WFMQ-FM Lebanon, Tenn.—Broadcast Bureau granted license covering new FM; ERP 480 w; ant. height 86 ft. Action Nov. 30.

■ *WKNO-FM Memphis—Broadcast Bureau granted license covering FM; ERP 40 kw; ant. height 580 ft. Action Nov. 30.

■ KOAX(FM) Dallas—Broadcast Bureau granted request to identify as Dallas-Fort Worth. Action Nov. 29.

■ KYND(FM) Pasadena, Tex.—Broadcast Bureau granted request to identify as Pasadena-Houston, Tex. Action Nov. 29.

■ WOAY-FM Oak Hill, W. Va.—Broadcast Bureau granted license covering changes; ERP 25.5 kw; ant. height 650 ft. Action Nov. 30.

Action on motion

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Auburn Publishing Co., et al.), FM proceeding, granted request by Broadcast Bureau; reopened record; and scheduled hearing conference for Dec. 9 (Docs. 18674-6). Action Dec. 2.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KABC(AM) Los Angeles; KGO(AM) San Francisco; KLOS(FM) Los Angeles; KSFX(FM) San Francisco; KBLF(AM) Red Bluff; KFI(AM) Los Angeles; KHOT(AM) Madera; KIEV(AM) Glendale; KROP(AM) Brawley; KSMA-AM-FM Santa Maria; KTOM(AM) Salinas; KTRB-AM-FM Modesto; KUKI(AM) Ukiah; KBRG(FM) San Francisco; KHSJ-FM Hemet; KSOM-FM Ontario, all California. Action Dec. 1.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KFSG(FM) and KHOF(FM), both Los Angeles; KJAZ(FM) Alameda; KIFM(AM) Bakersfield; KITT(FM) San Diego; KNEU(FM) El Centro; KNJO(FM) Thousand Oaks; KOCM(FM) Newport Beach; KOZN-FM San Diego; KREP(FM) Santa Clara; KRUZ(FM) Santa Barbara; KYNO-FM Fresno; KYTE(FM) Livermore; *KJSC-FM Stockton; KCOP(TV) and KNBC-FM, both Los Angeles; KNTV-TV San Jose; KQEC(TV) San Francisco; KXTV(TV) Sacramento; *KLON(FM) Long Beach; KFWB(AM) Los Angeles, all California. Action Dec. 1.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KABL(AM) Oakland; KABL-FM San Francisco;

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■ Broadcast Bureau granted renewal of licenses for following stations and co-venting auxiliaries: KACE-AM-FM Riverside; KACY(AM) Port Hueneme; KATA(AM) Arcata; KATY(AM) San Luis Obispo; KAZA(AM) Gilroy; KBIG-AM-FM Avalon-Santa Catalina; KBLK(AM) Lakeport; KBON(AM) San Bernardino; KCHJ(AM) Delano; KCIN(AM) Victorville; KCKC(AM) San Bernardino; KCRA(AM) Sacramento; KCTV(AM) Salinas; KDAC(AM) Fort Bragg; KDB-AM-FM Santa Barbara; KDEO(AM) El Cajon; KDHI(AM) Twentynine Palms; KDIA(AM) Oakland; KEWQ(AM) Paradise; KFAC-AM-FM Los Angeles; KFAZ(AM) San Francisco; KFOX-AM-FM Long Beach; KFRE(AM) Fresno; KGB(AM) San Diego; KGBS-AM-FM Los Angeles; KGEK(AM) Bakersfield; KGEN(AM) Tulare; KGER(AM) Long Beach; KGMS(AM) Sacramento; KGRB(AM) West Covina; KGST(AM) Fresno; KHSL(AM) Chico; KHS(AM) Los Angeles; KIOT(AM) Barstow; KJOY(AM) Stockton; KKAR(AM) Pomona; KLAC(AM) Los Angeles; KLOC(AM) Ceres; KLOM-AM-FM Lompoc; KLYD-AM-FM Bakersfield; KMFB-AM-FM Mendocino; KMPC-AM-FM Los Angeles; KMPG-AM-FM Hollister; KNBA-AM-FM Vallejo; KNCR(AM) Fortuna; KNEW(AM) Oakland; KOGO-FM San Diego; KOMY(AM) Watsonville; KOWL(AM) South Lake Tahoe; KPSI(AM) Palm Springs; KRED(AM) Eureka; KRKC(AM) King City; KRSA-AM-FM Salinas; KSCO-AM-FM Santa Cruz; KSON(AM) San Diego; KSUE(AM) Susanville; KTHO-AM-FM South Lake Tahoe; KTIP(AM) Porterville; KTOB(AM) Petaluma; KVCV(AM) Redding; KWOW(AM) Pomona; KWXY-AM-FM Cathedral City; KXXR(AM) San Jose; KYA(AM) San Francisco; KARL-FM Carlsbad; KBBL(AM) Riverside; KBBY(AM) Ventura; KBCA(AM) Los Angeles; KBBK(AM) San Diego; KBOB(AM) West Covina; KBOS(AM) Tulare; KCBM(AM) Chico; KCTC(AM) Sacramento;

KDFM(AM) Walnut Creek; KEAR(AM) San Francisco; KEBR(AM) Sacramento; KEGR(AM) El Cajon; KFMB-FM San Diego; KFMR(AM) Fremont; KFYE(AM) Fresno; KGF(AM) Bakersfield; KHQ(AM) Sacramento; KJOI(AM) San Francisco; KJAX(AM) Stockton; KJOI(AM) Los Angeles; KJDJ(AM) Los Angeles; KKOP(AM) Redondo Beach; KLBO(AM) San Diego; KMAX(AM) Arcadia; KMET(AM) Los Angeles; KMPX(AM) San Francisco; KNAC(AM) Long Beach; KOIT(AM) San Francisco; KOLA(AM) San Bernardino; KOSO(AM) Patterson; KOST(AM) Los Angeles; KPAT-FM Berkeley; KPER(AM) Gilroy; KPFP(AM) Roseville; KPLX(AM) San Jose; KPMJ(AM) Oxnard; KPOL-FM Los Angeles; KPSA(AM) Los Angeles; KPSC(AM) Sacramento; KPSE(AM) San Diego; KQYN(AM) Twentynine Palms; KSAN(AM) San Francisco; KSEA(AM) San Diego; KSJO-FM San Jose; KSRF(AM) Santa Monica; KUDE-FM Ocean-side; KUTE(AM) Glendale; KWAV(AM) Monterey; KWIZ-FM Santa Ana; KXOA-FM and KZAP(AM) Sacramento; KZST(AM) Santa Rosa; KBAK-TV Bakersfield; KBHK-TV San Francisco; KBSC-TV Corona; KCOY-TV Santa Maria; KCRA-TV Sacramento; KCST(TV) San Diego; KERO-TV Bakersfield; KEYT(TV) Santa Barbara; KFMB-TV San Diego; KFSN-TV Fresno; KGSC-TV San Jose; KHSL-TV Chico; KIEM-TV Eureka; KJEO(TV) Fresno; KLOC-TV Modesto; KMEX-TV Los Angeles; KMIR-TV Palm Springs; KMST(TV) Monterey; KPLM-TV Palm Springs; KRCR-TV Redding; KTLA(TV) Los Angeles; KTLX(TV) Sacramento; *KALX(FM) Berkeley; *KANG(FM) Angwin; *KBP(KFM) Buena Park; *KCHO(FM) Chico; *KCMSA(FM) San Francisco; *KCPFR(FM) San Luis Obispo; *KCRW(FM) Santa Monica; *KCSB-FM Santa Barbara; *KDHS(FM) Modesto; *KDV(SFM) Davis; *KEDC-FM Northridge; *KEMR(FM) Loma Linda; *KERS(FM) Sacramento; *KFJC(FM) Los Altos; *KCSM(FM) San Mateo; *KHSC(FM) Arcata; *KLLU(FM) Riverside; *KPB(SFM) San Diego; *KPCS(FM) Pasadena; *KQED-FM San Francisco; *KSDS(FM) San Diego; *KSPC(FM) Claremont; *KU(CI) Irvin; *KUCR(FM) Riverside; *KUOP(FM) Stockton; *KUOR-FM Redlands; *KUSC(FM) Los Angeles; *KVHS(FM) Concord; *KXLU(FM) Los Angeles; *KZSU(FM) Stanford; *KCET(TV) Los Angeles; *KCSM-TV San Mateo; *KEET(TV) Eureka; *KIXE-TV Redding; KPBS-TV San Diego; *KQED(TV) San Francisco; *KTEH(TV) San Jose; *KVIE(TV) Sacramento, all California. Action Nov. 30.

■ Broadcast Bureau granted renewal of licenses to following translator stations and co-venting auxiliaries: K72DP Beaver Lake; K82AP Valentine; K70CS, K72BT, K74CC, all Columbus; K70DK Cambridge and Bartley; K70DP Gothenburg; K70FF Neligh; K72DQ O'Neill; K74CE Norfolk; K74CL O'Neill and Inman; K80BU Neligh, Tilden, Elgin and Elkhorn Valley, all Nebraska; K70EN Manhattan; K70FE Hays; K71BO Herington; K71BP Great Bend; K75CB Russell; K75CH Junction City; K18AA Salina, all Kansas; K77BK Norfolk; K77BO O'Neill and Inman; K83BF Neligh, Tilden, Elgin and Elkhorn Valley; K79CE, K71BL, both Norfolk; K71BE, K75BC, both Beatrice; K78CO Bairbury; K80CP Beatrice; K70EK Arkansas City; K04CV, K06BY, both Broken Bow; K13AW Wood Lake; K09BH, K13BH, both Ainsworth; K04EX, K12EX, both Atkinson; K13EB Bassett; K09IK Burwell, all Nebraska; K08AD, K11AJ, both Clay Center, both Kansas; K02CW, K13EY, both Creighton; K04ED Northern, Eastern, Southern and Western North Platte and Rural Area; K02CC, K091B, both Ord; K091S Valentine, all Nebraska; K06FP Waterville; K05CW Coffeyville; K10FH Independence, all Kansas; K091W Kilgore; K04CN McCook; K08GT Chadron; K12HQ Benkelman; K13KB McCook, all Nebraska; K04DW Independence; K04EJ Coffeyville; K07GF Topeka; K071L Lawrence; K08ED Marysville, all Kansas; K12AP Venango; K12GL Center; K08BE Crookston; K04EG Trenton; K06GM, K13CE, both Verdigris; K12GR Wauneta; K02CF Burwell; K091X Cody, all Nebraska. Action Dec. 2.

■ Broadcast Bureau granted renewal of licenses for following stations and co-venting auxiliaries: KBUD(AM) Athens; KJET-FM Beaumont, both Texas; KOAI(TV) Flagstaff, Ariz.; KRSN-AM-FM Los Alamos, N.M.; KRTR Thermopolis, Wyo.; KSPL-AM-FM Dibble, Tex.; KVLV-AM-FM Fallon, Nev.; KWRB-TV Riverton, Wyo.; KCBS-AM-FM San Francisco; KNX-AM-FM and KNXT(TV), both Los Angeles. Action Dec. 1.

Other actions, all services

■ FCC denied petition by Black Efforts for Soul in Television, Citizens Communications Center, William D. Wright, and Albert H. Kramer (petitioners), for reconsideration of order dismissing petition for rulemaking to establish standards to be applied in all comparative broadcast proceedings—including comparative proceedings for license renewals. Action Dec. 1.

Translator actions

■ Salinas, Calif.—FCC granted application by Monterey County Superintendent of Schools for

modification of CP to increase power of TV translator K56AA Salinas to 1 kw and for waiver of type acceptance requirements to add amplifier to its existing equipment. Action Dec. 1.

■ K12AK Crested Butte, Colo.—Broadcast Bureau granted mod. of license covering VHF translator to change primary TV station to KREX-TV (ch. 5) Grand Junction, Colo., via K02GH Jack's Cabin, Colo. Action Nov. 29.

■ K02DJ Doyleville, Colo.—Broadcast Bureau granted mod. of license covering VHF translator station to change primary TV station to KREX-TV (ch. 5) Grand Junction, Colo., via K11AT Gunnison, Colo. Action Nov. 29.

■ K02GH Jack's Cabin, Colo.—Broadcast Bureau granted mod. of license covering VHF translator station to change primary TV station to KREX-TV (ch. 5) Grand Junction, Colo., via K11AT Gunnison, Colo. Action Nov. 29.

■ Flintstone, Md.—FCC granted application by Flintstone Community Television Inc. for new 1-w VHF translator station to serve Flintstone, operating on output ch. 8, by rebroadcasting programming of WJAC-TV Johnstown, Pa. Action Dec. 1.

■ W12AP Kalamazoo and Comstock, both Michigan—FCC ordered West Michigan Telecasters Inc. (WZZM-TV Grand Rapids, Mich.) to terminate operation of translator by Feb. 7, 1972. Action Dec. 1.

■ W78AM Fajardo, P.R.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to May 30, 1972. Action Nov. 30.

Modification of CP's, all stations

■ WGVC(TV) Grand Rapids, Mich.—Broadcast Bureau granted mod. of CP to change ERP to vis. 537 kw; aural 107 kw; trans. location to Grand Valley State College Campus, Pierce Road and 48th Avenue, Allendale, Mich.; make changes in ant. structure; ant. height 860 ft.; condition. Action Nov. 30.

■ K24AA Newport, Neb.—Broadcast Bureau granted mod. of CP to make slight change in trans. location and to make changes in ant. system in UHF translator. Action Nov. 30.

Ownership changes

Actions

■ KNCR(AM) Fortuna, Calif.—Broadcast Bureau granted assignment of license from Dale A. Owens to FGK Inc. for \$135,000. Seller: Dale Owens, sole owner. Buyers: Frank G. King, president and chairman of board (90%) and H. George Hemmerle, secretary-treasurer (10%). Mr. King is presently retired. Mr. Hemmerle is western office manager of H. R. Representatives, television representative firm in San Francisco. Action Dec. 1.

■ KDES-AM-FM Palm Springs, Calif.—Broadcast Bureau granted assignment of license from KDES Inc. to Toullet Broadcasting Corp. for \$275,000. Sellers: Norman F. Lofthus, et al. Buyers: Joseph T. Toullet, president (45%), Rene (Irene) V. Toullet, treasurer (45%) and Joseph Victor Toullet (10%). Mr. J. L. Toullet is president and has 57% interest in Fred I. Toullet Co., manufacturers sales representative of electrical heating units. Mr. J. V. Toullet is salesman for KVOD(AM) Denver. Action Nov. 8.


■ WWCM(AM) Brazil, Ind.—Broadcast Bureau granted assignment of license from Albert S. Tedesco to Albert S. Tedesco and John F. Teiken for \$10,000. Transaction involves sale of 10% of Mr. Tedesco's stock interest in station to Mr. Teiken. Mr. Tedesco retains 90%. Action Oct. 26.

■ WLBC-TV Muncie, Ind.—Broadcast Bureau granted assignment of license from Tri-Cities Radio Corp. to Ball State University for \$125,000. Principals of buyer: Robert W. Faull, television station manager, et al. Action Oct. 29.


■ WXCT(FM) Annapolis, Md.—FCC granted assignment of license from Annapolis Broadcasting Corp. to Family Stations Inc. for \$350,000. Sellers: Morris H. Blum, et al. Buyers: Harold Camping, president, Scott L. Smith, vice president, and Peter Sluis, secretary (non-stock corporation). Mr. Camping has major interests in engineering, architectural, construction and finance firms in Oakland, Calif. Mr. Smith is sole owner of office building in Sacramento, Calif. Mr. Sluis is sole owner of Triumph Decisions Inc., economic forecasting consulting service in New York. Action Nov. 24.

■ WMRP-AM-FM Flint, Mich.—Broadcast Bureau granted assignment of license from Methodist Radio Parish Inc. to Heritage Broadcasting Co. for \$365,000. Sellers: Thurston S. Jenkins, et al. Buyers: John W. Nogaj, president (22.5%), Donald K. Mayle, vice president (22.5%), Bernard J. Norko, vice president (22.5%), William J. Bishop, treasurer (22.5%) and L. James Hicks, secretary (10%). Mr. Nogaj is vice president of Gateway Broadcasting Co. Inc., WXOX(AM) Bay City, Mich. He was also general sales manager of East-

(continued on page 68)



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All other classifications 35¢ per word—\$4.00 minimum.
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Display ads. Situations Wanted (personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate. Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO Help Wanted Management

Fairfield County, Connecticut AM and FM seeking experienced manager capable of talking full charge. Must know all FCC rules and regulations, be strong on sales and programming. Send complete resume, references, salary requirements, and when available for interview. Box M-13, BROADCASTING.

A major station in a major mid-western market seeks an experienced capable sales manager. The successful applicant for this position will be a man who can effectively organize and direct the station's sales effort. Income will range from 20M to 30M per year during the first 2 years with appropriate increases thereafter. Reply in confidence to Box M-56, BROADCASTING.

If you won't work without a driver, don't transmit. We need person with management potential knowledge in transmitter operation, first ticket, who is a self starter. Small midwest community, with lots of work. State full qualifications and references in first letter. Box M-84, BROADCASTING.

Assistant manager for Oklahoma daytimer. Need sales background. Eventually manager, ownership. Let me hear what you have to offer. Ed Livermore, Box 1370, Sapulpa, Okla.

Sales

Advertising space sales. New York office of national business publication plans to add young, aggressive sales-minded individual to solicit and service new accounts. Good future, depending on ability to work hard. No desk-bound, telephone-type should respond. Knowledge of broadcast business helpful, but not required. Send complete resume, including salary requirements to Box M-52, BROADCASTING.

Experience proven salesman seeking opportunity for new horizons in radio sales. Midwestern medium market, full time AM radio station. Opportunity is guaranteed at this currently very successful station. All replies will be kept in strict confidence. Send resume to Box M-93, BROADCASTING.

Salesman. Carrier minded. Established station. Salary, commission. Send resume, billing record. KFRO, Longview, Texas 75601.

Country Western station in heart of corn belt KKUZ, Burlington, Iowa needs sales pro. If you have been billing \$60,000 per year, or more, you can earn \$15,000 commissions per year plus additional up to \$5,000 per year bonuses. Contact Jim Smith, General Manager 319-754-7565.

Investigate this sales opportunity if you are mature and eager to learn a new, powerful sales concept. Furnish resume. No phone calls. Dale Low, KSMN/KLSS, Mason City, Iowa.

Am building new staff, and need salesman/announcer, and one announcer. Needed immediately. Salesman with announcing abilities for small Kentucky AM-FM C/W MOR operation. Make money with us. Send resume, tape and salary requirements to Rex Evans, WMTL, 53 Public Square, Leitchfield, Ky. 42754 (502) 259-3165.

Top pro's with proven record, a great future with growing group. We've made WYNE Appleton/Oshkosh No. 1 in rating and sales—promotions within and soon all new WYXK, Madison/Sun Prairie, Wisconsin necessitates us to start searching for salesman with management qualities and ownership potential. Target 7 AM 7 FM. Send complete resume now including photo and references to group manager. P.O. Box 92, Appleton, Wisconsin 54911.

Sec'y/buying asst. to media director. Midtown New York agency. Good company benefits. Job demands hustle but no rut. 9:30-5:30. Call 371-8040.

Sell the world. A hot promotional idea that hyps ratings and works wonders with local and national advertisers. Best of all, these station sponsored travel tours don't cost the sponsor a single penny. If you have experience selling broadcast or media promotion, or are a retired broadcast executive with experience in management, sales or promotion, this can be an excellent opportunity for extra income. Write or call for details. Media Travel Promotions, 14320 S. W. 74 Ave., Miami, Fla. 33158 (305) 233-0268.

Announcers

50,000 watt northeast contemporary is looking for a new idea for 9 to Noon. If you have it, send tape, resume and picture. No beginners, just a mature seasoned pro. All references will be checked. Box L-63, BROADCASTING.

Supertight East Coast top 40 needs 1st phone rock jock I'm tired of tapes from losers. I want a guy who can cook. Box M-1, BROADCASTING.

If you've got something to say, can entertain, aren't afraid to work, and like modern country, get tape and resume now to Box M-40, BROADCASTING.

Staff announcer—C/W format, modern country, good salary, fringe benefits. No collect calls. Send tape. KCIA, Box 149, Humble City, New Mexico 88240.

Announcers Continued

We have an opening for our fully-sponsored all-night shift on 100,000 watts. Need a mature contemporary or knowledgeable country person. Third phone, experience, versatility are requirements. Radio is part of expanding company—future is here, all we need is you. Send tape, resume details: Steve Pearce, KGRC, P.O. Box 1017, Hannibal, Missouri 63401.

Colorful Colorado resort area, college town. Top station needs first phone pro. Young adult format. K1IX, Fort Collins.

Need a pro—personality morning man. Good voice—light production for MOR. Complete resume, tape and salary requirements first letter. KODE, Joplin, Missouri 64801.

WAMS, Wilmington, Delaware is accepting applications for air personalities. Send non-returnable tape, photo and resume. No calls. Openings not immediate. Responsible people only. WAMS, Box 3677, Wilmington, Delaware, 19807.

Top 40, needs afternoon drive-music director experienced? WELK, Charlottesville, Va.

Modern adult contemporary station needs heavy production/mid day man. Big voice a must for large production load. Salary open. Send tape, resume and production samples to Robert Morgan, WORD Radio, P.O. Box 3257, Spartanburg, S.C. 29302. First ticket helpful. An equal opportunity employer.

Highly successful contemporary AM-FM needs man with 1st phone and good voice who can talk to his audience. Good benefits, salary for right man. Contact Mark Lee, WOTT, Watertown, New York 13601 (315) 782-8540.

3rd phone for 50,000 watt good music FM. 60 miles from New York City. Nights from 6 P.M. Send tape, resume and photo. WSPK-FM, P.O. Box 1703, Poughkeepsie, N.Y.

Immediate opening for experienced announcer at AM-FM station 90 miles from New York City. Write or phone S. Lubin, WVOS, Liberty, N.Y. An equal opportunity employer.

Soul jock for 50,000 watt southwest FM. Box 857, Texarkana 75501.

Technical

Experienced AM-FM engineer. Must be familiar with all phases of transmitting equipment. Please send resume with salary history in complete confidence for immediate opening in Boston market in small station. Box M-86, BROADCASTING.

AM station in Aberdeen, South Dakota seeks chief engineer—announcer with responsibility for equipment operation and maintenance. Station directional night-time, 1000 watts. Write General Manager, KSDN, Aberdeen, South Dakota 57401.

Chief engineer, build, maintain AM radio. East St. Louis, combination religious. Black preferred. Rev. Robert Wolf, 6720 Mary Ellen Place, St. Louis, Mo.

Two-way FM technician. Immediate openings (4) for technicians with second class FCC license plus one year maintenance experience in FM or closely related field. Rush resume or call today: General Communications Service Company, 1020 E. English, Wichita, Kansas 67211, (316) 262-2646.

Tired of the Rat Race? Use your technical training and experience in the field of medical electronics. If you are a young, self-starting family man, good with both gear and people, send complete resume to Biocoustics, 12316 Wilkins Avenue, Rockville, Maryland 20852.

News

Wanted: Hard working, first phone newsmen who knows how to dig and deliver. Great opportunity for young man willing to really get his feet wet. Call 703-368-3108 or send tape, resume and salary to Box L-196, BROADCASTING.

Mid-Atlantic AM seeks working news director who knows how to write, deliver, and lead small staff. Complete background, tape, resume, photo and salary first letter. Box M-98, BROADCASTING.

Heavy newsmen for all news operation. Writing, editing and pro delivery a must. Only experienced newsmen need apply. Send tapes and resume to Bob Ruark, WLAC, Nashville, Tenn. 37219. Phone 615-256-0181.

Newsmen for growing news staff at station interested in local news. Send tape and resume to Dick Gosselin, WLLH, 4 Broadway, Lowell, Mass. 01853.

Top night on-the-air newsmen needed now by the nation's oldest and most respected regional news network and is top rated flagship station. Texas State Network, serving 125 radio stations with potential audience of 15 million. Applicants must have extensive experience and authoritative delivery. This could be the last change you ever make if you have creative talent, can dig, write, and deliver a believable newscast. Send resume with photo, references, air check, and examples of writing style to: News Director, Texas State Network, Box 1317 Fort Worth, Texas 76101.

Programing, Production, Others

Wanted—person desirous of becoming P.O. of fast growing small metro market. C&W. Must be a leader and able to follow instructions. Send complete resume. Box M-90, BROADCASTING.

Situations Wanted Management

Red Ink? You've been sitting on one or more FM stations, or have neglected AM while TV was knee-deep in money. But now you can't afford money-losing radio properties. I can solve that problem. Highly qualified young station manager. Proven record includes sales, programing, and management in 20 station metro market. Expert in ratings and profits. Eleven years AM/TV/FM. Dedicated professional. Age 27, B.A., MBA, Top references. Seeking larger station and market. Box M-16, BROADCASTING.

One of best, all-around general managers in radio, interested in move with solid people. Equally at home in large or small market. Box M-88, BROADCASTING.

Experienced manager with solid sales background. Call Charles Doll, 301-761-0998.

Improve your profit picture thru total operational and sales analysis. 4 week in-station consulting basis. 205-536-4032 evenings.

Announcers

Young, dynamic D.J. Tight board authoritative news. Sales. Will relocate. Third endorsed. Box L-241, BROADCASTING.

Sports—medium market pro seeks move upward. Experience includes pro baseball, football, basketball PBP—two-way talk—radio-TV sportscasts. Special. Box L-269, BROADCASTING.

First phone, dependable, hardworking, much potential, improving but ambitious to learn, some experience, 24 yrs. old, veteran, married. Top 40, progressive rock. Box M-38, BROADCASTING.

First phone—pro seeking medium/major market contemp or rocker. Married/college grad/top references. Box M-47, BROADCASTING.

Disc jockey/news-caster, experienced, dependable, tight board, third endorsed, prefer Northeast. Box M-60, BROADCASTING.

1st phone, former station manager, program director, sales. Have worked all formats. Military completed, married. Will relocate. Box M-64, BROADCASTING.

First phone, Black DJ/announcer. Experience in top 40, MOR radio, and in television engineering and production. Prefer mid-west, mid-east or east. Will also consider recording studio. Box M-67, BROADCASTING.

Intelligent talent Black announcer/news/sales, college graduate, creative production minded also public relation background, broad musical knowledge a real jewel, neat package deal 3rd light board. Box M-71, BROADCASTING.

Experienced jock, will sell, professionally trained, tight board, mature and dependable, 3rd endorsed, looking for C/W spot. Box M-77, BROADCASTING.

Postal employee—3rd phone-wants week-end dee jay country-western in sunny Florida. Box M-90, BROADCASTING.

Reads well, prior experience, dial 315-RE6-1538 or write Box M-82, BROADCASTING.

1st phone, 1 year experience, college graduate wants rock and/or sports. Box M-83, BROADCASTING.

Wanted! A good rock steady station in Indiana-Ohio area for young (21) hard working jock and music director with first phone and good references. Great top 40 music background. Box M-85, BROADCASTING.

Find out about me without my boasting in an ad. 3 1/2 years—3rd endorsed awaits. Box M-95, BROADCASTING.

Third, some college, three years experience, theatre background. Box M-96, BROADCASTING.

Young announcer willing to relocate. Looking for fulltime opportunity. Good voice, some experience, and third ticket endorsed. Tape and resume available upon request. Box M-97, BROADCASTING.

DJs jockey, young, talented, good voice. Call Raymond David, 717-823-3606.

Hard working beginner—a resident broadcast school graduate with college radio experience—3rd, David Pringle, 609-877-6341, 8 Severs Avenue, Beverly, New Jersey 08010.

Competent announcer looking for a progressive—rock station. 313-663-3743. Robert Young.

Situations Wanted Announcers

Continued

Announcer, DJ, newscaster, college grad, writing skills. Recent broadcast training, previous experience ABC-TV research sales. Strong rock music programmer, 3rd endorsed. J. Cohen, 345 East 78 Street 5A, New York, N.Y. 10021.

Progressive California rock-jock with 1st and B.S. in Telecommunications looking to relocate. 918-587-4369.

Ohio region! Young married first phone with small and some medium market experience, seeks permanent position in small; small medium market. Ambitious, talented and reliable. Desires more than just an announcing position. Minimum \$125. Randy Swingle, 614-598-5093, McArthur, Ohio 45651.

D.J., news, College graduate, six years experience, 3rd endorsed. Available immediately. 921 Canterbury, Grosse Pointe, Michigan 48238. (313) 886-2871.

Dynamic duo, Pulse, ARB proven number one midday and afternoon drive time air men. Medium metro mod country market. Not broadcast school grads...learned the hard way. \$200 weekly min. First class and 3rd endorsed. Tapes, resumes, surveys available. Phone 304-343-5238. Write 1406 Lee Street, Charleston, W. Va. 25301. Johnny Kane.

How about a start! Mitchell Peck. 212-295-4104.

Dynamic, heavyweight DJ and/or PD with first seeks a happy home (any market) where a pro is wanted. 205-536-4032 evenings.

First phone DJ, beginner, limited experience. Sincere and dependable with creative ideas. Available immediately. Will relocate. Rick McClendon, 5230 Calderwood, Long Beach, California 90815. (213) 597-8307.

Country jock. First phone. Experience. 701-572-5981.

First class ticket—country, MOR, mood—prefer small town Calif. or Oregon. Age 36, available early February. Tom Bacome, 5145 Meyers St., Rocklin, Calif. 95677.

Help! DJ, 5 years experience, 1st phone, top-40, prefers south. Single, age 27, tapes and resume available. Dennis Calabro, 664 Sobor Ave., Franklin Square, N.Y. 11010. Telephone (516) 483-0794.

Announcer 23, with experience in MOR, R&R and Progressive format. Seeking steady job. 2 yrs. college, broadcast major. 3rd endorsed. Have resume, tape & photo. Will interview at own expense. Available after Dec. 20th. Dan Von Jenef, 1240 Burr Oak, Barrington, Ill. 60010

Experienced: Four years, mid-west, strong news, broadcast all formats, sports, remotes, Community minded individual. Draft exempt. Will relocate. Charles E. Early, 2912 Sherbrooke Road, Toledo, Ohio. Phone: 419-475-3361 or 419-242-5132.

Technical

Maintenance engineer—15 years experience—first phone—responsible. Box M-48. BROADCASTING.

F.C.C. 1st class licensed technician intensive electronics training (no. 1 in graduating class) available immediately. Box M-70. BROADCASTING.

1st class technician experienced transmitter or studio. Available now anywhere. Call (513) 398-2338.

News

Jerusalem based reporter/photographer seeks staff correspondent or stringer position with guarantee. Box M-81, BROADCASTING.

Fantastic, dynamic sportscaster and play-by-play man, recent coll. grad. looking for radio position, single, will relocate. Box M-82, BROADCASTING.

Young, aggressive newsmen with extensive production experience seeks position in medium or major market. Presently news editor with major radio network. Box M-66, BROADCASTING.

News director of AM-FM in medium three station market looking for permanent position. Family man with eight years news and sports play-by-play looking for stability. No drifter. Four years in present position. Need five figures. Box M-92, BROADCASTING.

Recent grad. of broadcasting school, seeking first job. News, commercials, production. Tight board, mature voice. Call anytime (203) 929-0821. Jeff Williams, 96 Waverly Road, Shelton, Connecticut 06484.

1st phone newsmen. Tape editor ABC Radio network news. N.Y.C. Business Master's degree. Jett Portnoy, 14 Eisenhower Dr., Yonkers, N.Y. 914-WO 1-8559.

Programing, Production, Others

Major market jock looking for a programing position. Salary open. Box L-262, BROADCASTING.

Thirty year old gen mgr available to program for profit, promote for immediate sales success. Prefer smaller market offering permanent residence and opportunity. Box M-89, BROADCASTING.

Black P.D. available (515) 243-6873. Ask for his majesty.

1st phone, 2 years experience seeks employment with progressive medium market station. Production oriented, will relocate. Call Barry 906-788-7790.

Programing Production, Others

Continued

Outstanding background, 4 years experience, 22, veteran, first phone, currently program director. Ron Jackson (614) 362-9005.

Hi I'm "Tony Michaels". Do you need a personality, witty copy or production man. Stable, married willing to travel. Knows music rock-MOR-progressive, for sound write Michael A. Neff, 4570 Florida St., San Diego, Calif. 92118.

TELEVISION

Help Wanted Management

Assistant commercial manager with administrative ability and good track record for VHF in good Southwest market. Box L-244, BROADCASTING.

Two professionals with radio and/or television general or sales management background to sell annual renewable service program to broadcast management. Will be at least 35+ to have necessary background. Considerable travel first year: no relocation for midwest or eastern applicants. First year potential \$36,000+ with continuing renewal income and equity option. Not a gimmick; proven, accepted sales development program being utilized by stations in 16 major groups including CBS, Hubbard, Corinthian. Letter or resume in confidence: Broadcast Marketing, 440 Davis Court, Suite 1710, San Francisco, Calif. 94111 or leave message, 415-982-0440.

Sales

National sales manager with sales development know-how and drive for Texas VHF. Box L-245, BROADCASTING.

Technical

CATV—Director of Engineering. To supervise operation of a two-way, 26 channel system in major television market. Salary in high teens or low 20's, depending on experience and capability. Reply to Box L-190, BROADCASTING.

Opportunity with Texas VHF for reliable, well qualified assistant Chief Engineer. Box L-243, BROADCASTING.

Experienced transmitter engineer, and trainee with first class license, needed by Texas Gulf Coast VHF. Box L-246, BROADCASTING.

Maintenance supervisor for a top five major market all color television station located in midwest. Send resume to Box M-9, BROADCASTING.

Chief engineer, VHF in midwest. Good technical knowledge and able to supervise men. Send resume to Box M-27, BROADCASTING.

Television broadcast engineer with transmitter and production experience and first class license. Position opened immediately in Springfield/Hartford area. Provide resume of experience to Box M-76, BROADCASTING.

Transmitter or studio engineer. Maintenance responsibility includes RCA-TTU-12 UHF transmitter, or TR70-VTR. Chief engineer, WTAP-TV, Parkersburg, W. Va.

News

Proven small market TV news director with 18mm and on-air experience wanted for slightly larger TV-radio operation. Heavy emphasis on local and regional news with state net. VTR and resume. Box M-89, BROADCASTING.

Group owned station in SE seeks anchorman, bright, ambitious, for late news strip. Some outside assignment work. Send resume. VTR to Box M-81, BROADCASTING.

Experienced newsmen who can operate 16mm, get all the facts, write and edit his story, will find a home in our operation. Salary above average for this size market. Job is open now. Send resume, references and photo to, Mr. Ralph Johnson, News Director, P.O. Box 957, Tyler, Texas.

Midwest... reporter with mature delivery... we need a "double threat man", who can field report, deliver on the air, shoot silent and sol... process and edit. Send complete resume including salary requirement, VTR or audio tape and recent picture to Box M-94, BROADCASTING.

Anchorman, experienced in writing, producing and broadcasting television news. Job also entails outside assignment work. Salary open. Send tape, picture and resume to News Director WSBT-TV South Bend, Indiana 46601.

Programing, Production, Others

On-air weatherman/both announcer wanted for top ten "V" network affiliate in Midwest. Box M-79, BROADCASTING.

Genius wanted. Washington, D.C.'s leading producer of local spot television is looking for a producer-director with heavy spot production experience. This person must match creative flair with comprehensive knowledge of all aspects of television from lighting to post-production. He or she must have a demonstrable ability to work on a tight schedule with clients and agencies and make it happen every time. We have the best equipment and personnel in the business and the person we select must be able to motivate and direct a team effort. This is a permanent position, our first opening in 4 1/2 years. Applications from all markets are encouraged, confidentiality strictly guaranteed. E.O.E. Give all details including work history, salary requirements, availability, and references in first letter which should be sent airmail special delivery to Dan O'Brien, Production Manager, WDCA-TV, 5202 River Road, Washington, D.C. 20016. No calls please.

TELEVISION

Situations Wanted Management

Production manager-young man with production and traffic background plus agency executive experience can make your production department a real sales tool. Box M-58, BROADCASTING.

Sales

Successful announcer seeks sales experience. Ultimate desire, management. Sales the best route. Will give extra effort for solid training and opportunity. Call Mike 1-313-694-5864.

Announcers

Experienced announcer, available immediately. Recent specialty, weather, but, am versatile. Box M-91, BROADCASTING.

Technical

Video tape engineer—familiar with Ampex VTR, Electronic editing and maintenance—production company located in New York. Box L-180, BROADCASTING.

Maintenance engineer—15 years experience—first phone—responsible. Box M-45, BROADCASTING.

Progressive chief engineer with major market experience seeks new challenge. Box M-85, BROADCASTING.

First class radio engineer now available for television. Prefer varied responsibilities in busy little station. Bob Rinaker, 312-323-2084.

News

Qualifications to anchor or news director. Imaginative, accurate, objective. Employed. All inquiries considered. Box M-3, BROADCASTING.

Solid state—local government reporter seeks new challenge. Box M-44, BROADCASTING.

Professional TV weatherman with informative and interesting program seeks relocation. Box M-57, BROADCASTING.

Exp. top-50 reporter/airman, 31, college grad, ex-Marine capt., seeks pos emphasizing organizing and leadership. Sincere; conscientious; dedicated. Box M-72, BROADCASTING.

Dedicated, hard-working newsmen looking for dedicated news operation. Network and wire service experience. B.A. in Pol. Sci., top references, 23. Top 50 markets, please. Box M-75, BROADCASTING.

Weathercaster—professional young and promotable. AMS member. Experienced in top 25 market. Current VTR available. Box M-78, BROADCASTING.

Newsmen looking for TV or CATV position in small market. Experience includes 2 of top 12 markets and 50,000 watt AM/3-station TV network. If you can use traffic or rep experience, wife also available. Art Blair, 4616 Lindell, St. Louis, Missouri 63108. 314-361-0195.

Programing, Production, Others

Offering twenty great years station, agency, PR experience to solid medium market station where all my talents are needed. Excellent on camera, as director-producer (nine years industrial and agency writing-producing) and behind typewriter (ten years broadcast news). Resume tells all. Young 46, M.A., married. Seek permanence. Box L-254, BROADCASTING.

Producer/production man, 24, B.A., single, draft exempt. Two years experience in all phases studio work plus scriptwriting, producing in medium market. Seeks producer-director or writing position. Will relocate. Box M-53, BROADCASTING.

A take charge, ambitious, young, single man seeks greater programing/production opportunity in a small market. One year experience as production-manager. Trainee in 4th major AM/FM-TV market. B.A. in R.T.V.-film. Box M-87, 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 Hurbide St., Laredo, Texas 76040.

Used black and white equipment in operating condition. Micro-waves, cameras, both studio and film chains, switchers, zoom lenses, etc. Send list of your surplus and sale price to Blodwin, 1819 South 2500 East, Salt Lake City, 801-466-1246.

FM transmitter in good operating condition with exciter. Prefer 1kw located in nearby state for on site inspection. Send details and price to Tom Churchill, KRFM, P.O. Box 10098, Phoenix, Ariz. 85016

Wanted: Nema Clarke phase monitor for 2 tower DA-1. Trans. unit for Rust 108-1C. D. Aiken, WKBR 603-669-1250.

For Sale Equipment

Hellax-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

For Sale Equipment

Continued

Television Transmitter—Ampex UHF TA15-BT bought new and used for tests only. Modify to your channel and higher power or for standby. With color and in perfect condition. Newsvision Company, 1016 Broad St., Bridgeport, Conn. 06603 or call evenings 203-378-9242.

1 1/2"-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?

Cartridge tape equipment—Reconditioned, guaranteed. Autodyne, Box 1004, Rockville, Maryland 20850 (301) 762-7626.

Transmission line—700 feet of Communication Products Co. 1 1/2" rigid coaxial line, 50 ohm impedance. Must be sold immediately. Make offer to Glenn D. Gillett, 6644 Holland Street, McLean, Va. 22101. 703-356-5544.

Excellent used Schafer Model 800 stereo automation system complete. 9 Ampex AG440 tape decks, two spotters, one backfill, one Criterion playback for ID's. Information, Box M-51, BROADCASTING.

Raytheon 1,000 transmitter with spare tubes and transformers \$1,200. Available January. KVMA, Magnolia, Arkansas 71753.

A.M. Broadcast Xmt Equipment RCA-BTA1R1 - Am-Xmt 1-KW-Mint Condrygold-NEMS Clarke 108E Phase-Mon. Like new - Gates Studio Console, as is. Write WNEU Radio, Wheeling, W. Va. 26003, or call 304-233-1470.

Microwave STL. RCA type TVM-1A with sound diplexer, excellent condition, two (2) complete receive/transmit systems available, \$2,000 each, Duane Weise, WOXI-TV, 1611 West Peachtree N.E. Atlanta, Georgia.

Ampex spare parts, technical support, updating kits, for discontinued professional audio models, available from VIF International, Box 1555, Mtn. View, Calif. 94040, (408) 739-9740.

FM bargains—used Gates FMA-5 bay antenna, FMA-8 and 300G-8 antennas, AEL Model 2202 Exciter, AEL Model 2203 Stereo Generator and Moseley Associates SCG-4T SCA Generator. Make offer. Glenn Webster, Webster Engineering Company, 1136 Gail Lane, Dundee, Illinois. Phone 428-5173.

Used 5 kilowatt transmitter and complete five tower phasing equipment priced very reasonable. Glenn Callison, Director of Engineering, The McLendon Corporation, Dallas, Texas. AC 214-747-9311.

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, programming. No barter, or trade. . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"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.

Ron Radio and others with personal success or failure stories at broadcasting schools wanted for academic study. Box M-68, BROADCASTING.

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 GI bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools. * Write or phone the location most convenient to you. Elkins Institute in Dallas: 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston, 3518 Travis.

Elkins in San Antonio, 503 S. Main.

Elkins in San Francisco, 160 S. Van Ness.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver, 420 S. Broadway.

Elkins in Miami, 1920 Purdy Ave.

Elkins in Atlanta, 51 Tenth St. at Spring, N.W.

Elkins in Chicago, 3443 N. Central.

Elkins in New Orleans, 2940 Canal.

INSTRUCTIONS Continued

Elkins in Minneapolis, 4103 E. Lake St.

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis, 1362 Union Ave.

Elkins in Nashville, 2106-A 8th Ave. S.

Elkins in El Paso, 6801 Viscount.

Elkins in Seattle, 4011 Aurors Ave., N.

Elkins in Milwaukee, 611 N. Mayfair Rd.

Elkins in Colorado Springs, 323 South Nevada Ave.

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RADIO

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BOX M-74, BROADCASTING

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OPPORTUNITY!

Radio Representative looking for outstanding salesman for N. Y. office, with potential to become Eastern Sales Manager. Solid N. Y. Rep experience an absolute requirement. Reply in strict confidence stating background earnings, etc. Our employees know of this ad.

BOX M-73, BROADCASTING

Situation Wanted, Management

FM/AM MANAGER

A successful builder. 15 years management experience, 10 in the difficult Florida market. Know FM/AM, sales, programming, engineering, gov't regs. My standards are high, yours must be also. Florida preferred. Please write in confidence.

BOX M-55, BROADCASTING

GENERAL MANAGER—Radio

Solid professional in early forties with a wealth of experience, outstanding credentials, and top references. Have successfully managed three primary facilities in major markets—two for leading group operators. Familiar with all operational phases of the business and extremely strong in local and national sales. Prefer east-coast major market property or developing chain with an equity program. I know how to generate profits—let me give you the facts.

BOX M-59, BROADCASTING

Radio Help Wanted

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We're Looking For An Innovator!

We are a leading producer of commercial broadcast equipment offering a unique opportunity for a talented individual experienced in creative utilization of broadcast automation systems. You will handle programming and demonstration for Gates Automation Systems; and support the field sales force by preparing bids and quotations for program automation equipment. We require a broad knowledge of radio station technical and programming operations and current major market automation experience. Salary is fully commensurate with background and responsibilities plus a full range of benefits including relocation expenses. For further information, send your resume, in confidence, to: OR CALL: Robert T. Fluent, Assistant Personnel Manager (217) 222-8200.



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WANTED TO BUY DR OPTION

Radio station in trouble. If you can't sell because of three year rule or because you would take considerable loss, experienced broadcaster will operate with option to buy at fair price. Midwest, upper midwest, east or south preferred.

BOX L-256, BROADCASTING

Single station owner wishes to expand. Will purchase full-time AM or AM/FM (markets 250,000 up) Eastern states only. All inquiries acknowledged and confidential.

BOX M-30, BROADCASTING

Aggressive young company (OTC) seeks to acquire several stations in midwest. Others considered. Replies kept absolutely confidential.

BOX M-63, BROADCASTING

For Sale Stations

continued

- TEXAS** Single station market. Rich county. Daytime AM/FM/MUZAK, \$150,000. Terms.
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Texas	small	AM & FM	100M	cash	Pa.	small	daytime	225M	29%
NE	med	AM & FM	235M	SOLD	SE	med	AM & FM	335M	29%
Fla.	med	daytime	210M	cash	MW	sub	FM	440M	Nego
MW	metro	FM	150M	29%	SW	metro	FM	94.5M	30M



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man Broadcasting Co., WTRX(AM) Flint, and program director of Fuqua Communications Inc., WTAC Flint. Mr. Mayle is executive vice president of Gateway Broadcasting Inc. He was general manager of Eastman Broadcasting Co. Inc. and assistant manager of Fuqua Communications Inc. Mr. Noroko is vice president of Burger King Restaurants of Grand Rapids, Mich. and Columbus, Ohio.. restaurant chain. Mr. Bishop is secretary of Burger King Restaurants, also in Grand Rapids and Columbus. Mr. Hicks is practicing attorney for Benton, Hicks, Beltz, Behm and Nickola. Flint.

■ **WHEC(AM)** Rochester, N.Y.—Broadcast Bureau granted assignment of license from WHEC Inc. to Sande Broadcasting Co. Inc. for \$1,150,000. Sellers: Richard K. Blackburn, secretary, et al. Buyers: John L. Nichols, president and treasurer (40%), Paul R. Dean, vice president (40%), John T. Sayre, vice-president and general manager (10%) and Peter N. Paris, secretary (10%). Mr. Nichols is vice president and 50% owner of Paul R. Dean & Co., municipal bond dealer in Rochester. Mr. Dean is president and 50% owner of Paul R. Dean & Co. Mr. Sayre is president and general manager of LIN, licensee of WBBF Rochester. Mr. Paris is executive vice president of Paris-Budlong-Esse Inc., general insurance agency in Rochester. Action Nov. 18.

■ **KROA(FM)** Aurora, Neb.—Broadcast Bureau granted assignment of license from Capitol Broadcasting Inc. to Midwest Broadcasting Inc. for \$39,200. Sellers: James E. Kamas, president, et al. Buyers: Herbert P. Roszhart Jr., president (25.6%), Maurice A. Kremer, vice president (25.6%) and Donald J. Larson (12.2%). Mr. Roszhart is manager of KROA(FM) Mr. Kremer is Nebraska State Senator. He is also president of Blue Valley Farms Inc., Aurora. Mr. Larson is employee and 1/3 owner of Aurora Medical Clinic, professional medical corporation in Aurora. Action Nov. 12.

CATV

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Winchester, Ky. (Tele-Ception of Winchester Inc.), CATV proceeding, designated Hearing Examiner David I. Kraushaar to serve as presiding officer. scheduled prehearing conference for Jan. 11, 1972, and hearing for Feb. 7, 1972 (Doc. 19358). Action Nov. 30.

■ Hearing Examiner Ernest Nash in Allentown and Bethlehem, both Pennsylvania (Service Electric Cable TV Inc.), CATV proceeding, rescheduled further prehearing conference for Dec. 2 (Doc. 19321). Action Nov. 29.

Other actions

■ **Mobile TV Cable Co. Inc.** (dba Teleprompter of Mobile)—Cable Television Bureau granted petition for rule waiver. filed Aug. 19, requesting carriage of *WYES(TV) New Orleans on cable systems at Daphne, Fairhope, Loxley, and Bay Minette, all Alabama, and in surrounding unincorporated areas of Baldwin county within 10 miles of city limits ow designated communities. Action Nov. 18.

■ **Mobile TV Cable Co. Inc.** (dba Teleprompter of Mobile)—Cable Television Bureau granted request dated Oct. 27, for amendment to prior authorization dated April 28, permitting carriage of *WYES(TV) New Orleans, and *WSRE(TV) Pensacola, Fla., in unincorporated areas of Mobile county within 10 miles of city limits of Mobile, Sarland, Prichard, and Chickasaw, all Alabama. Action Nov. 18.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Dec. 7. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ **Clinton, Ill.**—Central Cable Co. has been granted franchise by city council.

■ **Duncannon, Pa.**—Duncannon Area Cable Co. was granted non-exclusive franchise by borough council.

■ **Minocqua, Wis.**—Pinetree Communications Inc. board. Franchise states that town will receive 2% of gross revenues after first three-year period.

■ **Suisun City, Calif.**—Multiple-CATV owner Storer Cable TV Inc. has been awarded franchise by town council. The system will serve over 1,250 homes.

FCC Chairman Dean Burch leaned back in his chair at the center of the semi-circular table in the commission meeting room, locked his fingers together, leaned his chin on his knuckles, and gazed out over the heads of the commission staff members sitting below. For him, the talk at the commission meeting had begun to pall; his associates and the staff were hacking their way through territory he had already traveled and he was waiting for them to catch up. If they did not hurry, though, he would probably pick up a pencil and throw it down, hard, on the table, or sharply call a long-winded colleague who had wandered off the main track back to what he considered the central issue.

That is one image of the commission chairman—the impatient man who does not suffer fools lightly and in whom frustration can be seen, almost literally, rising like mercury in a thermometer to a low boiling point.

But there are other images. There is, for instance, the charmer. A few weeks ago, he was the dinner guest of Tom Whitehead, director of the Office of Telecommunications Policy, and OTP senior staff members, at an exclusive Washington club. The purpose of the dinner was both social and business—to make sure, as one OTP staffer put it later, “we understand each other.” As happens on such occasions, his smile washed away the dour look familiar in commission meetings; it made his eyes seem lighter and it smoothed out the creases in his Western face. And for three hours, with wit and a kind of manly sophistication, he dominated the gathering.

It was, as OTP staffers recalled, an impressive performance. “He plowed right into a strange group, and won it over,” one said. “He had everybody in stitches . . . He’s a hell of an attractive individual . . . very pleasant.”

The images are perhaps at the extremes of the Burch personality spectrum. There are others between them. As one associate said, “You have to know how to read Burch.”

The industries the FCC regulates have been having their own troubles in that regard—broadcasters, particularly. When word was leaked over two years ago that President Nixon was going to name Dean Burch chairman of the FCC, broadcasters were generally delighted. Mr. Burch had a reputation for toughness, true. But didn’t his whole background bespeak *conservatism*—years of association with Senator Barry Goldwater (R-Ariz.), that archtypical conservative, a term as chairman of the Republican National Committee, from which he was purged by liberal Republicans who regarded him as *too* conservative? And wasn’t a muscular conservative just what was needed to deal with

Impatient, charming, politically ambiguous Roy Dean Burch

Nicholas Johnson and, in those days, Kenneth Cox?

Well, yes and no. True, he was ready and willing to battle the liberal Democrats on the commission. And he did make it clear he had orthodox doubts about the wisdom of government intervention in business affairs. But he soon let it be known he did not regard a vote for broadcaster interests as necessarily a conservative vote—or a liberal one, for that matter. He feels it’s silly to talk about “how we’re going to let the free enterprise system work [in connection with the communications industry] when we don’t have a free enterprise system.”

Moreover, he never had any intention of becoming the darling of any part of the communications industry. “The only way to be acceptable to the broadcaster,” he says, “is to be unacceptable to cable operators and land-mobile interests. It’s foolish to think that you can be Good Old Dean to every part of this industry.”

Mr. Burch, who has kept the commis-

sion moving at a fast clip during his chairmanship, has dismayed broadcasters by his performance in the direction he gave the commission on CATV. He was also a disappointment to them in the leadership he exerted in persuading the commission to turn over some UHF spectrum space to land-mobile users.

It may also be significant that Mr. Burch has won over many of those who used to be his critics. Former Commissioner Kenneth Cox, who left the FCC on Sept. 1, 1970, says Mr. Burch turned out to be a pleasant surprise. “He is smart and fair,” Mr. Cox said recently, “a man who will fight for his views, but who is ready to lose an argument.” The stories Mr. Cox had read in the press about Mr. Burch had led him to expect something of a political Neanderthal.

Mr. Burch is recognizable as a conservative, perhaps, in his efforts, generally, to keep government out of broadcasters’ hair in fairness matters; he is particularly concerned about court actions extending the fairness doctrine to product advertising. He has also expressed sympathy for broadcasters in license-renewal matters—not, as he says, because of any concern over a particular station being “zapped,” but because of a conviction that if broadcasting becomes “so volatile and chancy” investment money dries up, “we’ve got a problem.”

But he has also been pressing broadcasters to upgrade their children’s programming, an issue he feels deeply about. He even persuaded the commission to issue a notice of proposed rulemaking and inquiry that could lay the groundwork for rules in that area. (However, he is “loathe” to adopt rules governing programming; if anything, he would seek to regulate commercials in the programming—their kind and number.)

Mr. Burch is not expected to serve out his term as commissioner, which runs until 1976. Few chairmen do serve much more than two years. But he says he has no plans for the future, other than that he wants to get into something that would be “exciting and worthwhile.”

This is generally taken to mean that he would like to serve in the Senate. But he is not commenting on that prospect. Arizona does not elect a senator again until 1974, and the senator whose term expires then is Barry Goldwater. Obviously, Mr. Burch’s plans would depend on the senator’s decision not to seek re-election.

Whatever his future, Mr. Burch’s record at the commission is illuminating. It reveals a man who, while a conservative, is not a captive of any ideology. His driving, straight-line concern is to get the job done. He has made some people unhappy, this man who does not try to please everyone. But in the process, he is leaving his mark on the medium.

Week's Profile



Roy Dean Burch—chairman, FCC; b. Dec. 30, 1927, Enid, Okla.; U.S. Army, 1946-1948; lieutenant colonel, judge advocate general’s corps reserve; J.D., University of Arizona, 1953; assistant to attorney general, Arizona, 1953-1955; legislative and administrative assistant to Senator Barry Goldwater, 1955-1959; Dunseath, Stubbs and Burch, Tucson, Ariz., 1959-1963 and 1965-1969; deputy director, Goldwater for President Committee, 1963-1964; chairman, Republican National Committee, 1964-65; joined commission Oct. 31, 1969; m. Patricia Meeks, July 7, 1961; children: Shelly, Dean A., Diane; hobbies, golf and tennis.

Federated future

Whenever there is undue government intrusion in broadcasting affairs, the trade association on the firing line takes the fire. For broadcasters, who have been subjected to overkill by all branches of government, the trade-association problem is immediate and acute.

Years before most members of the incumbent board of the National Association of Broadcasters reached voting age there were intermittent proposals for a federation of trade associations under the NAB policy banner. There has never been a time when NAB has not been under fire from one or more segments of its disparate membership.

Today's differences are easy to assess. How to reconcile them is the problem.

Radio-only members of the NAB board argue that the TV members are calling the shots—mainly to radio's detriment. They feel, with some justification, that they never should have lost cigarette advertising, but were forced out along with TV. They resent the activities of the Television Information Office, which derives a portion of its \$650,000 annual budget from NAB funds, to which they contribute. So they want a Radio Information Office of their own.

There are television members, on the other hand, who say the composition of the NAB boards weighs disproportionately in radio's favor. With 29 directors on the radio board and 15 on television, there is some arithmetical justification for that position.

A detached study of the NAB structure inevitably will weigh the desirability, if not the necessity, of a federation of specialized trade associations identified with broadcasting.

As a start, sincere advocates of reorganization—we among them—see merit in an equal but separate division of the radio and television membership with each financing its own activities and electing its own board. At the federation top, unencumbered by intramural management problems, would be a president with a small staff of legislative and regulatory experts, to be sustained by the separate associations, the networks, and other organized entities in broadcasting. The group at the top would work for the common good.

Under such a broad concept, broadcasters, their clients, suppliers and kindred pursuits would stand a far better chance of achieving the prestige and recognition they deserve as first-rank media of communications.

No end to it

It was, of course, in the interest of political expediency that the Democrats last week asked the U.S. Court of Appeals to declare the opposition party automatically entitled to time to reply to presidential appearances on radio or television. The Democrats face a 1972 election with a glut of candidates, a dearth of funds and an opponent in firm command of the vast resources of publicity available to any President.

But Democratic desperation would be a poor excuse for the court to try an end run around the U.S. Constitution. What the Democrats really want is legislation. They dispatched their courier to the wrong address.

Hopefully the court itself will suggest the Congress as the more appropriate recipient of this request, if it does anything beyond summarily rejecting it. That may not be the outcome to bet on heavily, however. This is the court that in recent years has forced the FCC to enlarge its powers far beyond the limits intended by the Congress.

The fundamental problem in this case is the expansionist

nature of the fairness doctrine itself. When the FCC first enunciated what seemed an innocuous statement at the time—to require broadcasters to afford reasonable opportunity for the presentation of conflicting views—it was starting an irreversible trend toward the substitution of government criteria for editorial discretion. When the principle was endorsed by law, in the amendment of the equal-time provision in 1959, the trend was accentuated.

Clay T. Whitehead, director of the Office of Telecommunications Policy, is on the right track when he suggests a reversal of the fairness-doctrine trend, but he would not go far enough. As he has most recently explained, in a speech to Arizona broadcasters (BROADCASTING, Dec. 6), he advocates a return to the original simplicity of the FCC's first enunciation. He fails, however, to suggest a way to prevent the same expansion of the doctrine and this time at the accelerated rate that would be taught by the first experience.

A more useful solution would be a return to the days when there was no fairness doctrine on the federal books. Unless that happens the doctrine will continue to expand until it crushes the whole broadcasting business.

A dependable guide

With the issuance last week of its third annual report, the Alfred I. duPont-Columbia University Survey of Broadcast Journalism acquires a level of professionalism entitling it to serious attention. The third report contains conclusions with which equally experienced observers will no doubt disagree. In the main it is realistic and restrained.

This project has come a long way since its first report was issued in November 1969. That effort was distinguished for its emotional judgment that broadcasters were "laying waste to their country" and was, accordingly, rejected by all broadcasters who respected themselves and their craft.

The second report, issued just a year ago, put things in much more rational perspective. It gave promise that under the then new administration of Elie Abel, former NBC correspondent, as dean of Columbia's graduate school of journalism and head of the duPont judges, the annual survey would provide an understanding but unbiased appraisal that broadcasting could look to for guidance. That promise is being realized, it became evident last week.



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By 1953, we'd outgrown our original Quonset studios and we moved into the largest broadcast facility in Houston.

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86,000 square feet, on three separate levels.

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