



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

NEWSPAPER

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S E R I A L A C C S F C T I O N
M O N I G I M R Y A L 36112

Hopeful portent for spot-TV turnabout in January sales pickup
Supreme Court refuses to stay mandated access for controversial advertising
Dayton cable policy conference dissects Rand view of interconnections
Wall Street wonder: The soaring fortunes in Teleprompter stock

**Viacom
gets
the
biggest
laughs
in the
business.**



Our collection of rib-tickling, audience-building situation comedies is unmatched by any other distributor of syndicated programming for television.

So get serious. When you're scheduling for fringe time—where situation comedies are a proven success—see Viacom first and select from the finest:

- Gomer Pyle-USMC**
- Hogan's Heroes**
- The Andy Griffith Show**
- Petticoat Junction**
- The Dick Van Dyke Show**
- I Love Lucy**

Block programming of good situation comedies is your best audience buildup for prime time. Call us collect for any of ours and we'll even laugh at the phone bill.

Viacom

Hail the Conquering Hero!

Rank among
all regularly scheduled
network series:

Gomer Pyle- USMC

Daytime

1970-71 No. 3
1969-70 No. 2

Prime Time

1968-69 No. 2
1967-68 No. 3
1966-67 No. 10
1965-66 No. 2
1964-65 No. 3



Praise Gomer Pyle as a Top Ten performer.

In all five prime-time
and two complete daytime seasons
on the network.

Cheer Gomer Pyle as a time period winner.

Against all 20 competing
network programs during these years.

Draft Gomer Pyle fast for syndication duty.

150 rollicking episodes
will make you a hero, too.

Source: NTI. Oct.-Apr. averages,
AA homes, 1964-1971. Audience estimates are subject
to qualifications available on request.

Another
great sitcom
from
Viacom

NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA, DALLAS.

wcvb-tv

abc BOSTON

AIR DATE
MARCH 19*

REPRESENTED NATIONALLY BY

hrp

*Pursuant to FCC Order, January 21, 1972.

There are mixed assessments of the situation, but the dominant view is now that an upturn in spot television is finally under way and shows solid signs of continuing—even into the second quarter. See . . .

Break in the cloud over spot TV . . . 17

According to the Federal Trade Commission, the four leading cereal manufacturers have developed an anticompetitive hold on their industry, partly through deceptive advertising. It will ask for trade-restraint order. See . . .

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There's reason for pessimism at FCC, following Supreme Court refusal last week to stay appeals-court ruling that broadcasters cannot arbitrarily deny the sale of time for the discussion of public issues. See . . .

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National Cable Television Association, which is losing its general counsel and still looking for a government-relations director, is also without a president but may be about to get one—perhaps John Gwin. See . . .

Almost an NCTA president . . . 22

Over 400 of those who will help shape cable TV's future gather at a conference in Dayton, Ohio, to hear and discuss a massive Rand Corp. study, assessing the prospects for an advanced regional system there. See . . .

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President Nixon's proposed 1973 federal budget earmarks \$32.8 million for the FCC—\$1.5 million more than the agency is expected to spend in fiscal 1972, but reportedly much less than it asked for. See . . .

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The Community Coalition for Media Change, which petitioned the FCC to deny renewal for eight San Francisco stations, now asks for open hearings on alleged wrongdoings of all Bay Area broadcasters. See . . .

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The subject is CPB funding but the focus may be as wide as public broadcasting when hearings open this week before the House Communications Subcommittee. CPB's John Macy and OTP's Clay T. Whitehead top witness list. See . . .

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Ray Hubbard, vice president for programming and production at Post-Newsweek Stations Inc., is an unusual man who has come up with some unusual local programming—and made it work, critically and commercially. See . . .

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Broadcasting

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**CONGRESSIONAL
CONVERSATION**

**WTEV
Public Affairs
Series**

Senator Edward W. Brooke, left, Republican of Massachusetts, and Senator Caliborne Pell, Democrat of Rhode Island, discuss current issues of interest during recent report to constituents.



Representative:
**THE
MEEKER
COMPANY, INC.**

WTEV

More than two years ago, as part of its basic public affairs program schedule, WTEV introduced CONGRESSIONAL CONVERSATION. The unique format of this program is designed to enable Senators and Representatives to report regularly on issues of immediate concern to their constituents in the Channel 6 tri-state coverage area. The programs are filmed in Washington and are telecast exclusively on WTEV.

WTEV
Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

Channel
6
abc

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
WTEV Providence, R. I./New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

Staying power

Radio not only has done well during recent period of sluggishness in advertising but also has "outperformed the market" over past decade, according to figures compiled by Radio Advertising Bureau. RAB estimates that during 1960-65 period radio's total annual billings increased by 28.5%, shade better than 27.8% growth estimated for all other measured media. For 1965-70 period radio's performance was far better—gain of 43.5% or half again better than 27.5% growth estimated for all other media. For 1971 radio's advance has been variously estimated; RAB thinks conservatively it will prove to be at least 5%—not only despite recession but also despite loss of cigarette advertising.

Local emphasis

Office of Telecommunications Policy will get help from House Republicans in its dispute with Corporation for Public Broadcasting over funding of public broadcasting. Representative Clarence J. Brown (R-Ohio) will introduce bill today (Monday) designed to strengthen role of CPB affiliates in relation to CPB, as advocated by OTP Director Clay T. Whitehead. CPB board would be reconstituted in manner to assure representation by region and size of station.

In addition, CPB function of providing stations with operating funds would be terminated and that job given to Department of Health, Education and Welfare, which now dispenses funds for ETV facilities. Brown bill would presumably be considered along with Democratic measures, which provide for more centralized control of public broadcasting operations, at House Communications Subcommittee hearing this week (see page 35).

Meaning of it

Enactment of political-spending bill two weeks ago will mean new set of FCC guidelines, if not rules, for broadcasters to follow. FCC staff, acting on that belief, is reviewing bill, looking for questions to be resolved, and finding them. One is: What constitutes "willful" failure to allow political candidate "reasonable access" to studio facilities (kind of action that could lead to revocation of license)? Another involves section on charges permitted for such use. It talks of "candidate for any public office." Does that include local

office? Bill was presumed to deal only with candidates for federal office.

Commission staffers have been brainstorming these and other puzzlers among themselves, expect to check with those on Capitol Hill who worked on measure to determine intent. But time is growing short, particularly if commission opts for rules. Bill is to become law 60 days after President signs it, as expected soon. And political season has already arrived.

One to watch

There may be larger headlines in future for Ken Clawson, *Washington Post* national correspondent who is joining Nixon administration as deputy to Herb Klein, director of communications (see page 42). New job puts Mr. Clawson in line as among possible successors to Mr. Klein assuming (1) President is re-elected and (2) Mr. Klein then decides to move on.

Clipping clipped

Practice networks say is widespread and troublesome is expected to get publicity from FCC this week. It's network clipping and involves affiliate's deleting portion of network feeds—in some cases program credits, in others commercials—and substituting local commercials. Letter notifying KSHO-TV Las Vegas it faces apparent liability of \$10,000—maximum fine—for alleged network clipping was circulating last week among commissioners for their approval.

Circulating with it, reportedly, is letter that is part of continuing investigation of alleged clipping at two or three Donrey stations. It says applications for renewal of KVOA-TV Tucson, now owned by Pulitzer, and its transfer to Donrey will be deferred until questions about clipping are resolved.

Add NAB election

Andrew Ockershausen, WMAL-Evening Star Stations, Washington, and Wendall Mayes, KNOW(AM) Austin, Tex., incumbent chairman and vice chairman, respectively, of radio board of National Association of Broadcasters will be candidates for re-election. (Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., fortnight ago announced he would seek second term as joint board chairman.) Messrs. Ockershausen and Mayes have served three of maximum of four consecutive years on the board. Election occurs in June.

Incumbents on television board, A.

Louis Read, WDSU-TV New Orleans, and Don Campbell, WMAR-TV Baltimore, complete their tenures this year and are ineligible to succeed themselves. Rules do not preclude their candidacy for joint-board chairmanship.

Public hearings

FCC is expected to drop bombshell this week or next when it sets for hearing renewal applications of eight television stations of Alabama Educational Television Commission. Issues include questions as to whether stations provided programing responsive to needs of blacks and discriminated against them in employment. Blacks constitute 30% of state's population. Commission action would come in response to two petitions for reconsideration of renewals given stations in July 1970. Both petitions were filed by Citizens Communications Center of Washington, one in behalf of local residents, other in behalf of Black Efforts for Soul in Television and National Association of Black Media Producers.

Commission last week instructed staff to draw hearing orders, reportedly on 5-to-0 vote. Broadcast Bureau had recommended denial of petitions, but commission attorneys expressed fear that appeals court, as it did in case of WLBT(TV) Jackson, Miss., would reverse commission if it denied local groups hearings. One commissioner not participating last week was Richard E. Wiley. As general counsel, he had made trip to Alabama last spring in vain effort to help two sides reconcile their differences.

Bird and ball

Football telecasts have become important business for Communications Satellite Corp. According to calculations just completed for 1971, football occupied 29% of all television-transmission time on satellites. Comsat fed 39 games to Hawaii, six to Puerto Rico, three to Alaska.

Looking around

Twentieth Century-Fox may expand its broadcast holdings. Movie company, planning new diversification moves, is considering purchase of radio properties, preferably FM and on West Coast. Fox now owns one TV—KSMP-TV Minneapolis-St. Paul. Also in futures portfolio: entry into cable television and additional moves to enlarge music-publishing sources.

It looks definite: cable rules this week

FCC's deadline for completing work on CATV rules package slipped again last week; deadline now is this week, with commission officials on Friday (Jan. 28) mentioning Thursday as target date.

However, adoption of package is now considered virtual certainty, in view of commission's 4-to-2 vote last week against seeking further comment on package before acting on it.

Commissioner Robert E. Lee, who proposed requesting further comment, was joined by Commissioner Richard E. Wiley. Commissioner Wiley is not known to share Commissioner Lee's expressed misgivings over package, and is expected to vote for it. Commissioner Lee is disturbed by compromise agreement that ended dispute among broadcasters, CATV operators and copyright owners and that has been included in package. He feels it takes away protection commission's original proposals would have provided UHF.

Commission virtually completed work on package on last Thursday, and staff was directed to finish preparing clean copy of report and order (175 pages) and rules (75 pages). That job is expected to be completed by today (Jan. 31). However, commission is scheduled to appear before Senate Communications Subcommittee for oversight hearing tomorrow, and holds its regular agenda meeting on Wednesday. So Thursday appears to be C-day.

Some sources at commission said that commission missed deadline as matter of convenience, that Chairman Burch did not want finished package available for Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, to fire at when commission appeared before him.

However, sources close to chairman said package would have been published last week if it had been ready. If anything, they said, commission would want as many items as possible to distract senators from commission's actions in AT&T rate inquiry, which have taken considerable heat.

Besides package, commission is expected to act on several collateral issues:

- Proposed rulemaking dealing with CATV carriage of sports events. There is split within staff as to whether cable systems should be subjected to same kind of sports-blackout restrictions as now apply to broadcasters.

- Proposed rulemaking aimed at de-

termining full implications of CATV for radio. One of compromise agreement's provisions is aimed at providing radio licensees some protection against importation of distant radio signals. But commission feels broad proceeding, one seeking comment on variety of questions, is necessary to establish adequate CATV policy with respect to radio.

- Order exempting educational broadcast licensees from rule prohibiting television broadcasters from owning CATV systems in same market as their stations.

In addition, two advisory committees are to be established—one, composed of government, industry and public-interest representatives, to aid commission in dealing with federal-state/local relationships, and one, made up of cable-industry experts to help it establish technical standards beyond those commission adopts in its package. Chairman Burch will serve as chairman of both, at least for initial period.

Mullins-CCC merger gets green light

FCC last week authorized merger of Mullins Broadcasting Co. into group broadcaster Combined Communications Corp., Phoenix. Deal includes Mullins's two television stations, KBTU (ch. 6) Denver and KARK-TV (ch. 4) Little Rock, Ark., and several Mullins communications-oriented businesses. And in same action, commission approved related spin-off of KARK-AM-FM Little Rock from Mullins principals to Ted L. Snider, stations' general manager.

Consideration in Mullins/CCC transaction was \$22.5 million, including \$13.1 million in cash and \$9.4 million in assumed liabilities. KARK-AM-FM and its

Never say die

WHDH Inc. laid groundwork Friday (Jan. 28) for another court effort to hang on to channel 5 Boston. It petitioned commission to revoke its order terminating WHDH-TV Boston's operation on that facility, and authorizing Boston Broadcasters Inc.'s WCVB-TV to begin operating on that facility, on March 19 (BROADCASTING, Jan. 24).

WHDH says order was "arbitrary, capricious, an abuse of the commission's discretion, and contrary to the public interest," in view of pleadings it has filed alleging wrongdoing on part of BBI and its principals.

WHDH said that if its petition is denied, it will seek judicial review.

associated Arkansas Radio Network went for \$1 million.

Not included in FCC's action was Mullins's spin-off of KBTR(AM) Denver to Mission Broadcasting Co. That \$1.5-million sale is being held up because of petitions to deny filed by licensee of KLAQ(AM) Lakewood, Colo., and umbrella group of Denver minorities, which protested sale on basis of Mission's all-news format in favor of country music (BROADCASTING, Oct. 25, Nov. 1, 1971). Mullins principals will continue to run station for time being.

CCC's sale application contained provision for compensation agreement with Denver Task Force for Community Broadcasting, black and chicano citizen organization, in connection with KBTU transfer. That agreement calls on CCC to meet certain demands in minority employment and children's programing practices, and for it to pay task force up to \$5,000 per year over three-year period for "advisory services." Commission withheld action on this part of application pending outcome of expedited rulemaking to determine whether such compensation should be allowed.

Combined Communications is publicly owned corporation headed by Carl Eller. It is licensee of KTAR-AM-FM Phoenix, KTAR-TV Mesa-Phoenix, KBLU-AM-TV Yuma, Ariz., and KOCO-TV Oklahoma City.

Commission vote on transfer was 4 to 1, with Commissioner Robert Bartley dissenting and Chairman Dean Burch not participating.

Schedule jockeying under way at networks

NBC-TV does not plan to seek renewal of this year's FCC waiver allowing it to present full 7:30-11 p.m. NYT schedule of programs on Sunday nights under prime-time access rule next fall. It plans to program Sundays 7:30-10:30 instead. ABC-TV may not seek another waiver to present its full 7:30-11 schedule Tuesday nights. Both favor 8 p.m. as start-time for network evening program under access rule, with exception of Sunday in NBC's case and possibly Tuesday in ABC's.

That was nub of news that emerged Friday (Jan. 28) from series of developments over preceding two weeks. First there had been published report that CBS-TV might unilaterally start prime programing at 7:30 next year, which CBS subsequently denied (BROADCASTING, Jan. 24). Apparently acting

on published speculation about CBS, ABC-TV President James E. Duffy wrote FCC Chairman Dean Burch on Jan. 21 that ABC intends to program 8-11 p.m. next year on assumption other networks have reached same decision. (Last Friday, however, ABC sources said they were still undecided whether to seek another Tuesday-night waiver.)

On learning of Duffy letter, NBC-TV President Don Durgin wrote Chairman Burch that NBC-TV planned to program 7:30-10:30 on Sundays in order to keep *Disney* program at 7:30 for all-family viewing but on other nights would start programing at 8—unless some other network decided to open at 7:30, in which case NBC would have to review its position.

Weighting the scales

First on-air manifestation of some NBC affiliates' concern over what they consider lack of "balance" in network news programing is under way. *WVJ-TV* Detroit is airing analyses by Dr. Fred E. Dohrs, professor of geography at that city's Wayne State University, with avowed aim of presenting "other side" in cases where he feels network news coverage has been superficial or biased.

Dr. Dohrs, who went on air for first time last week, is showcased in regular "Newswatch" segment of *WVJ-TV*'s 7 p.m. news, which follows network newscast. His initial broadcasts dealt with treatment of tensions in Egypt (he said network did not make Russia's influence on situation sufficiently clear) and with President's peace proposals (he said statements of critics were overplayed, and called Vietnamization basically sound policy).

Some affiliates' discontent with network news has been evident since last year's affiliates meeting, and there was talk then about devising ways to balance it at local level ("Closed Circuit," July 12, 1971).

Network spokesman said Friday (Jan. 28) that there would be no comment until officials are able to view program themselves.

Station officials said Dr. Dohrs, chairman of Wayne State's department of geography, is "world traveler" and expert in "geopolitics." They said his remarks will focus principally on foreign affairs, and will be directed as much to network's "sins of omission" as to overt bias.

Where went the 30's?

Advertising agencies reporting second-quarter 1972 availabilities scarce in network prime time (see page 17), may also find normal summer openings will have evaporated. According to sales memorandum circulated by NBC, there

will be about 1,270 30-second commercial units withdrawn from "regular" sale on all three networks in third quarter. Main reasons: 400 hundred such units fall to the Democratic National Convention coverage on all three networks, 300 will go for Republican Convention coverage, NBC will pre-empt 200 regular units with 10 night baseball games and ABC will do away with 370 units during its Summer Olympics coverage.

OTP in for Hill scrutiny

House Government Activities Subcommittee is busy gathering information to assess "efficiency and effectiveness" of Clay T. Whitehead's Office of Telecommunications Policy.

In Jan. 20 letter to OTP made public Friday (Jan. 28) subcommittee Chairman Jack Brooks (D-Tex.) asked for lists of office personnel; research contracts and consultants utilized, along with funds expended; funds available for fiscal 1972 and those requested for fiscal 1973; and copies of speeches and public statements OTP staffers have made about office operations.

And, in letters to FCC Chairman

Dean Burch and General Services Administration, Mr. Brooks asked for "supplementary material" on those agencies' activities pertinent to items requested from OTP—particularly items of "policy formulation" that "coincide or parallel" those of OTP, together with funds expended and personnel involved. He also asked for copies of speeches made by top agency officials about telecommunications policy since OTP was formed year and half ago.

Government Activities Subcommittee serves oversight function and has 12 agencies under its jurisdiction, including FCC and GSA.

No longer as such: NET

As a name, "National Educational Television" no longer exists. Public broadcasting's national programing from New York will henceforth be identified as product of "WNET/13"—New York's local public station, *WNET(TV)*.

Change is one of nomenclature rather than function, and was designed to reflect intent of 18-month-old merger of NET and *WNET* into Educational Broadcasting Corp. Other national production centers in public television are identified solely by call letters, as New York center will now be.

However, in ominous note, James Day, EBC president, said that if changes in national programing are made they will result from budget cuts that would have obtained whether there had been a name change or not. Public-television sources fear that budget cuts will not only lessen national programing output from New York, but may lead to cut in number of production centers from seven to three. If that happened, only New York, Washington and Los Angeles would remain as national centers, sources said.

Week's Headliners



Mr. Dolobowsky Mr. Zeltner

Bob Dolobowsky, president of Warren, Muller, Dolobowsky, New York, has acquired interests of former partners and agency co-founders, Lawrence Muller and Douglas J. Warren. Latter two will pursue activities outside of advertising field. Eight-year-old agency bills \$27 million—approximately \$22 million in broadcast. Agency name remains unchanged.

Herbert Zeltner, senior VP in charge of international division and corporate director, marketing services, Needham, Harper & Steers, New York, elected executive VP in charge of corporate planning. He joined NH&S in 1966 as senior VP and director of marketing services.

For other industry developments see "Fates & Fortunes," page 47

TVC-Kinney deal OK'd

Television Communications Corp. shareholders approved acquisition by Kinney Services Inc. of TVC's cable-TV business on Friday (Jan. 28). Merger is expected to take place Jan. 31. Under terms of acquisition, TVC shareholders of record at close of business on date of merger will receive .32 shares of Kinney common stock (Kinney closed on Jan. 27 at 36¼) for each share of TVC capital stock, valued at 12¼ on Jan. 27. Kinney will issue approximately 1,210,500 shares of common stock (not including escrow shares) for TVC's business. Based on Jan. 27 closing price of Kinney stock, value of transaction will be \$43.8 million. Alfred R. Stern, chairman and president of TVC, will become chief executive officer of Kinney's CATV operations upon finalization of merger.

M&H

SOUL SEARCHING

There's a lot of talk about it.
How many of us do it?

Soul searching is what happens when we try to figure out the ratings. Why are we No. 1 in our market, or as the case may be, sometimes No. 3 or 4?

Soul searching is the business of M & H, and we search out the heart, soul, affection and defection of audiences toward stations. *The audience knows why it likes your station and why it doesn't*, person by person, program by program. Since the viewers and listeners spend far more time with the stations than anyone in management, they are amazingly honest and articulate about what they like or dislike. Ratings only tell you how you make out with these audiences, not WHY.

We find out why through the use of the social scientist and in-home, in-person interviewing. But we do a lot more during the course of the year—we work for you. We make specific recommendations for change, monitoring you and your competitors on a regular basis. We make sure that constructive change occurs to get things going in the right direction—and keep it that way. We literally harass you into improving.

There is a lot more to it though, and it doesn't fit in an ad. Give us a call for a presentation, with absolutely no obligation on your part.

M&H**McHUGH AND HOFFMAN, INC.***Television & Advertising Consultants**430 N. Woodward Avenue
Birmingham, Mich. 48011**Area Code 313
644-9200*

Datebook

A calendar of important meetings and events in communications

This week

Feb. 1—Annual stockholders meeting, *Walt Disney Productions Inc.* Dorothy Chandler Pavilion, Music Center, Los Angeles.

Feb. 1—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Speaker, Dr. Peter T. Goldmark, former president, CBS Laboratories. Waldorf-Astoria, New York.

Feb. 1—Deadline for fourth annual *Robert F. Kennedy Journalism Awards*, honoring outstanding reporting on problems of poverty and discrimination in U.S. Contact: Journalism Awards Group, c/o Robert F. Kennedy Memorial, 1954 31st Street, N.W., Washington 20007.

Feb. 1—*House Communications Subcommittee* hearing on financing for Corporation for Public Broadcasting. 10 a.m., Room 2123, Rayburn building, Washington.

Feb. 1—*Senate Communications Subcommittee's* FCC overview hearing. 10 a.m., Room 1318, New Senate Office building, Washington.

Feb. 1-2—*Senate Constitutional Rights Subcommittee* hearing on application of First Amendment to broadcast and print journalism. 10 a.m., Room 1202, New Senate Office building, Washington.

Feb. 1, 3—*Senate Consumer Subcommittee* hearings on aspects of cigarette regulation. 9:30 a.m., Room 5110, New Senate Office building, Washington.

Feb. 2—Winter conference, *Michigan Association of Broadcasters*. Featured speakers: Mark Evans (VP for public affairs, Metromedia Inc.), chairman, task force on license renewals of the National Association of Broadcasters; Michigan Governor William G. Milliken, and State Senator Harry DeMaso (R-Battle Creek), chairman of state senate taxation committee. Olds Plaza hotel, Lansing.

Feb. 3—Music industry panel discussion on copyright legislation, "*Shall We Hang Together or Separately*," featuring Herman Finkelstein, general counsel, American Society of Composers, Authors and Publishers; Edward M. Cramer, president, Broadcast Music Inc.; Albert F. Ciancimino, counsel, SESAC; Salvatore T. Chiantia, president, National Music Publishers Association, and Henry Brief, executive director, Recording Industry Association of America. Alvin Deutsch, counsel of sponsoring American Guild of Authors and Composers, will moderate. 9 p.m., Princeton Club, 25 W. 43d Street, New York.

Feb. 3-4—Annual winter meeting, *Virginia Association of Broadcasters*. Featured will be Howard Hayes, WPIK(AM) and WXRJ(FM) Alexandria, Va.; John Summers, general counsel of National Association of Broadcasters, and Henry Howell, state lieutenant governor. Marriott Twin Bridges hotel, Arlington.

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. 4-5—Meeting, *Louisiana Association of CATV Operators*. Holiday inn, Lafayette.

Feb. 4-6—*Retail Advertising Conference*. Agenda covers all phases of advertising including radio and TV sessions on the best commercials of 1971. Further information from RAC, 32 West Randolph Street, Chicago 60601.

Feb. 5—First annual *Duluth radio sales seminar*, sponsored by broadcasters from Minnesota, Wisconsin and Michigan, to discuss common problems. Edgewater East motel, Duluth, Minn.

Feb. 6—Annual Golden Globe Awards, sponsored by *Hollywood Foreign Press Association*. International Ballroom, Beverly Hilton hotel, Beverly Hills.

Also in February

Feb. 7-8—Management conference, sponsored by *Radio Advertising Bureau*. Regency Hyatt House-O'Hare, Chicago.

Feb. 8—Deadline for filing comments on FCC's proposed rule amendment concerning inclusion of program identification patterns in visual TV transmissions (Doc. 19314).

Feb. 8—*Senate Constitutional Rights Subcommittee* continues hearing on application of First Amendment to broadcast and print journalism. 10 a.m., Room 1318, New Senate Office building, Washington.

Feb. 8-10—Winter convention, *South Carolina Broadcasters Association*. Featured speakers will be Herb Klein, White House director of com-

munications, and Walter Johnson, chief, Broadcast Bureau, FCC. I-95 Holiday inn, Florence.

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

Feb. 10—*Senate Consumer Subcommittee* hearing on aspects of cigarette regulation. 9:30 a.m., Room 5110, New Senate Office building, Washington.

Feb. 10—Annual meeting of stockholders of *Kinney Services Inc.* Americana hotel, New York, 2:30 p.m.

Feb. 10-11—Third annual *Abe Lincoln Awards* honoring broadcasters chosen nationally for outstanding community service. Awards are presented by Southern Baptist Radio and Television Commission. Speaker at awards dinner will be Elmer Lower, president of ABC News. Fort Worth club, Fort Worth.

Feb. 10-11—Management conference, sponsored by *Radio Advertising Bureau*. Hilton inn-airport, San Francisco.

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

Feb. 13-15—Annual convention, *Illinois-Indiana Cable Television Association*. St. Nicholas hotel, Springfield, Ill.

Feb. 14—*International Tape Association* seminar on "What's Happening and What Will Happen in the World of Tape Communications." Sheraton-Universal hotel, North Hollywood.

Feb. 14-15—Management conference, sponsored by *Radio Advertising Bureau*. Hilton inn, Dallas.

Feb. 15-16—Membership meeting, *Mid-America CATV Association*. Hilton inn, Tulsa, Okla.

Feb. 16-18—Faculty-industry seminar, sponsored by *International Radio and Television Society*. Subject will be "The Business of Broadcasting." Harrison House, Glen Cove, Long Island, N.Y.

Feb. 17—*Senate Constitutional Rights Subcommittee* continues hearing on application of First Amendment to broadcast and print journalism. 10 a.m., Room 318, Old Senate Office building, Washington.

Feb. 17-18—Management conference, sponsored by *Radio Advertising Bureau*. Cherry Hill inn, Cherry Hill, N.J.

Feb. 17-19—Winter meeting, *Colorado Broadcasters Association*. Cherry Creek inn, Denver.

Feb. 18-13th 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. 18-19—Second annual convention, *South Carolina Cable Television Association*. Thunderbird motor inn, Florence.

Feb. 22-23—Annual convention, *Alabama Cable Television Association*. Parliament House motor hotel, Birmingham.

Feb. 24—Joint luncheon meeting of *Federal Communications Bar Association* and *Association of Federal Communications Consulting Engineers*. Speaker: FCC Commissioner Charlotte T. Reid. Army-Navy Club, Washington.

Feb. 28-March 3—Seminar conducted by *Eastman Kodak's* motion picture and education markets division focusing on techniques of producing color film specifically for use in commercial, public and cable television. The "Videofilm Seminar" is designed for television management, cameramen and those dealing with film. Registration fee is \$150 and each seminar is restricted to 12 participants. Kodak's Marketing Education Center, Rochester, N.Y.

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

March 1—Deadline for the regional and international radio news awards made each year by *Radio-Television News Directors Association*. Awards will be made in four categories: Edward R. Murrow Radio Documentary Award; editorializing by radio; reporting of an on-the-spot news story by radio, and best series reports for an ongoing news story. Entries must be accompanied by a typewritten presentation and audiotape. Contact regional awards directors: Washington State University, western region; Iowa State

University, midwestern region; University of Georgia, southeastern region, and Pennsylvania State University, northeastern region.

March 1-3—Annual convention, *Florida CATV Association*. St. Petersburg Ramada Inn, St. Petersburg.

March 3-4—*Georgia Cable Television Association* annual convention. John Gwin, chairman of National Cable Television Association will be banquet speaker (March 3). Also on agenda as speakers: Don Elliott, WSB-TV Atlanta, and Robert W. Coll, associate in McKenna, Wilkinson & Kittner, Washington. Regency Hyatt House, Atlanta.

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

March 4-6—Spring meeting, *Texas Association of Broadcasters*. Houston Oaks hotel, Houston.

March 5-10—MICAB 1972 conference on international cable television and VIDCA 1972 international conference on video cassettes. Palais des Festivals, Cannes, France.

March 6-7—Ad hoc hearings by congressional black caucus on relationship of mass media and black community. Washington.

March 6-10—Second international study sessions for videocassette and video-disk programs and equipment (VIDCA '72). Besides reviewing industry's brief past 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-Neully, 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 7—Annual meeting and legislative dinner, *New York State Broadcasters Association*. Speaker will be Governor Nelson A. Rockefeller. Thruway Hyatt House, Albany.

March 8—Deadline for filing reply comments on FCC's proposed rule amendment concerning inclusion of program identification patterns in visual TV transmissions (Doc. 19314).

March 8-10—Convention, *Ohio Cable Television Association*. Speakers will include: Nicholas Johnson, FCC commissioner, and John Gwin, chairman, National Cable Television Association. Sheraton Columbus, Columbus.

March 9—32d Gold Medal Anniversary Banquet, sponsored by *International Radio and Television Society*. Recipient of Gold Medal will be Julian Goodman, president of NBC. Special IRTS citation to Dr. Frank Stanton, vice chairman of CBS. Waldorf-Astoria, New York.

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

March 10-12—Second annual conference, *Association of Direct Marketing Agencies*. Cascade wing and meeting center, Colonial Williamsburg complex, Va.

March 14—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Waldorf-Astoria, New York.

March 15—Annual dinner, *Radio and Television Correspondents Association*. Shoreham hotel, Washington. Joseph F. McCaffrey, outgoing president, will preside.

March 16—27th annual Western Advertising Art

Exposition and Awards Presentation Banquet, *Art Directors Club of Los Angeles*. Billmore hotel, Los Angeles.

March 16-18—Annual meeting, *American Association of Advertising Agencies*. Boca Raton hotel and club, Boca Raton, Fla.

March 20-24—Seminar conducted by *Eastman Kodak's* motion picture and education markets division focusing on techniques of producing color film specifically for use in commercial, public and cable television. The "Videofilm Seminar" is designed for television management, cameramen and those dealing with film. Registration fee is \$150 and each seminar is restricted to 12 participants. Kodak's Marketing Education Center, Rochester, N.Y.

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

March 21-24—*Senate Communications Subcommittee* hearings on surgeon general's report on TV violence. 10 a.m., Room 5110, New Senate Office building, Washington.

March 22—Annual awards dinner, *Writers Guild of America*, West. Beverly Hilton hotel, Beverly Hills, Calif.

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.

March 25—Spring meeting of board of directors, *Radio and Television News Directors Association*. Nassau, Bahamas.

April

April 1—Deadline for entries. 15th annual *American Bar Association "Gavel Awards"*. Program is open to any general circulation newspaper, magazine, book, radio or television station or network, and film producing firm in the U.S. Awards are made in recognition of outstanding contribution "to public understanding of the American legal and judicial systems." For further information contact: ABA, Committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

April 3-6—Spring conference, *American Marketing Association*. Hotel Americana, New York.

April 4—Newsmaker Luncheon, sponsored by *International Radio and Television Society*. Speaker, Miles W. Kirkpatrick, chairman, Federal Trade Commission. Waldorf-Astoria, New York.

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

April 9-12—Annual convention, *Advertising Marketing International Network*. Rio Rico inn, Nogales, Ariz.

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

April 14-15—Annual meeting, *American Academy of Advertising*. University of Oklahoma, Norman.

April 15-19—Convention, *Southern Cable Television Association*. Convention Center, Myrtle Beach, S.C.

April 16-21—Television workshop, *National Press Photographers Association*. University of Oklahoma, Norman.

April 17-21—Seminar conducted by *Eastman Kodak's* motion picture and education markets division focusing on techniques of producing color film specifically for use in commercial, public and cable television. The "Videofilm Seminar" is designed for television management, cameramen and those dealing with film. Registration fee is \$150 and each seminar is restricted to 12 participants. Kodak's Marketing Education Center, Rochester, N.Y.

April 18-19—Annual meeting, *Affiliated Advertising Agencies International*. Lucayan Beach hotel, Freeport, Grand Bahamas Island.

April 19-21—Region six conference, sponsored by *Institute of Electrical and Electronics Engineers*. Microelectronics systems and applications and general systems and applications will be treated. Hilton inn, San Diego.

April 19-25—*International Film, TV-Film and Documentary Market (MIFED)*, where feature, TV and documentary films are traded on a worldwide basis. Advanced bookings may be made before March 15. For information: MIFED, Largo Domodossola 1, 20145 Milan, Italy.

April 20-22—College faculty conference, sponsored by *International Radio and Television Society*. Hotel Commodore, New York.

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THE BUSINESS EFFICIENCY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office.

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Major meeting dates in 1972

Feb. 9-11—Ninth conference, *National Association of Television Program Executives*, Fairmont hotel, San Francisco.

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

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

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

May 14-17—Annual convention, *National Cable Television Association*. Conrad Hilton hotel, Chicago.

July 10-13—*Democratic national convention*. Miami Convention Center, Miami Beach.

Aug. 21-24—*Republican national convention*. San Diego Sports Arena, San Diego.

Oct. 29 - Nov. 1—Annual convention, *National Association of Educational Broadcasters*. Hilton International, Las Vegas.

Nov. 12-16—Annual seminar, sponsored by *Broadcasters Promotion Association*. Statler Hilton hotel, Boston.

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

**During the week
of April 2, 1972
—a week marking
the fourth anniversary
of the death of
Martin Luther King, Jr.—
one station in every
television market in
the United States
will be privileged
to telecast
Ely Landau's "KING:
a filmed record...
Montgomery to
Memphis."**



Screen Gems is proud to play a part in the work begun in 1955 by Martin Luther King, Jr. You, too, can play a vital role.

During the week of April 2, 1972—a week marking the fourth anniversary of his death—one station in every television market in the United States will have the unique opportunity to show Ely Landau's "KING: A Filmed Record . . . Montgomery to Memphis," an outstanding motion picture that was shown only once before—on a single night two years ago—in some 700 theatres across the country.

One hundred percent of the license fees to be paid by television stations for the right to telecast this film will go to the Martin Luther King, Jr. Special Fund. It represents a rare opportunity for stations to serve their communities in two very important ways: (1) by making a financial contribution to an organization whose sole purpose is to aid in the struggle against illiteracy, poverty, racism and social injustice, and (2) by bringing Dr. King's message of non-violent change and racial understanding into focus for millions of Americans—particularly the young.

For details on how your station can participate in this unusual event, contact Screen Gems.

Here are comments from critics across the nation:

AKRON BEACON JOURNAL
Larry Bloom

"The film drains the emotions completely . . . capturing the hope, the happiness and the despair."

ATLANTA JOURNAL *Terry Kay*

"The documentary prepared by Ely Landau is a stunning accomplishment . . . it is electrifying."

BALTIMORE NEWS-AMERICAN
Anne Childress

"I would urge everybody to go to 'King: A Filmed Record' tonight."

BOSTON HERALD TRAVELER
Alta Mahoney

" . . . an extraordinary film. The impact of this three hour film produced by Ely Landau, is indescribable."

BUFFALO COURIER EXPRESS
Bob Sokolsky

" . . . a stirring venture into cinematic documentary. Seldom has anything ever been brought to audiences in a more meaningful manner."

CARLOTTE OBSERVER*J. Reddy*

Full of pathos and insight... a movie to be remembered."

CHICAGO TODAY

Mary Knoblauch
If you missed 'KING: A Filmed Record... Montgomery to Memphis,' well, I feel sorry for you. You really missed something. It was a night Chicagoans will never forget."

CINCINNATI ENQUIRER*George Palmer*

A great documentary film. It is triumphant."

CLEVELAND PRESS*Tony Mastroianni*

A magnificent record of the man. It is also an amazing chronicle of a period in American history."

COLUMBUS EVENING DISPATCH*James T. McCafferty*

Overwhelming."

DENVER POST*Glenn Giffin*

... no one can morally afford not to see it. If this is the only film you see this year, your money could not be better spent."

DETROIT FREE PRESS*Susan Stark*

... should be required viewing for every citizen of this country over the age of ten... a work of stupendous impact."

DULUTH HERALD AND NEWS TRIBUNE*Jack Tyllia*

It was inspiring."

EAST WAYNE NEWS-SENTINEL*Margorie Barnhart*

Emotion-packed, staggering in its honesty, this must be one of the greatest documentaries of our turbulent times."

MARY POST-TRIBUNE*Mary Ann Curtis*

... exciting... awe-inspiring."

INDIANAPOLIS NEWS*Reggy Jackson*

... chilling and stunning... a wonderful testament to a tremendous man."

JACKSONVILLE FLORIDA TIMES UNION*Steven H. Scheuer*

Stunning... the kind of program TV could and should have produced and telecast... an extraordinary document of our times."

LOS ANGELES TIMES*Charles Champlin*

... a piece of history of immense power."

LOS ANGELES**HERALD-EXAMINER***Winfred Blevins*

"... superb."

MACON TELEGRAPH*Ben Griffith*

"... an extraordinarily powerful documentary movie."

MIAMI NEWS*Herb Kelly*

"A brilliant documentary."

NEW HAVEN JOURNAL-COURIER*Andrew L. Houlding*

"Excellent."

NEW ORLEANS STATES-ITEM*James A. Perry*

"We hope those who put it together will find a way to show it again in the future."

NEW YORK TIMES*Ellen Holly*

"... stunning... bursts with vitality."

NEW YORK TIMES*Roger Greenspun*

"... it is a most solemnly, beautiful film."

NEW YORK DAILY NEWS*Ann Guarino*

"... a powerful and moving tribute. Everyone should see the film."

CUE*William Wolf*

"... the most gripping, meaningful and shattering moviegoing experience available."

NEWARK STAR-LEDGER*Frances Taylor*

"A king-sized documentary on a giant."

OAKLAND TRIBUNE*Robert Taylor*

"Never have I been as affected by anything on the screen."

PHILADELPHIA BULLETIN*Ernest Schier*

"Every American should be enabled to see what is perhaps the most important American film documentary ever made."

PROVIDENCE JOURNAL*Edwin Safford*

"A remarkable movie... charged with emotion."

SAN FRANCISCO EXAMINER*Stanley Eichlebaum*

"... probably the most moving film that I've ever seen."

SEATTLE DAILY TIMES*John Voorhees*

"The film should actually be required viewing."

TULSA TRIBUNE*Bill Donaldson*

"A harrowing, exhausting, sobering film."

WASHINGTON POST*Robert E. L. Baker*

"... an eloquent film... fierce, violent, tender, hopeful, and should be graded 'R' for Required."

WASHINGTON DAILY NEWS*Milton Berliner*

"A searing experience."

BOB CONSIDINE

(Syndicated Column)

"Consider it a must."

CHRISTIAN SCIENCE MONITOR*Louise Sweeney*

"A powerful experience."

EBONY

"Too compelling to be forgotten."

HARPER'S BAZAAR*Geri Trotta*

"Magnificent."

SATURDAY REVIEW*Cleveland Amory*

"Don't miss it."

SEVENTEEN MAGAZINE

"It is an extraordinary and shattering movie."

"KING: A Filmed Record... Montgomery to Memphis" was produced by Ely Landau ("The Pawnbroker," "Long Days Journey Into Night," "A Face of War") and donated by him to the Martin Luther King, Jr. Foundation.

Included in the film are special appearances by such stars as Harry Belafonte, Ruby Dee, Charlton Heston, James Earl Jones, Burt Lancaster, Paul Newman, Anthony Quinn, Clarence Williams III and Joanne Woodward. Directors Joseph L. Mankiewicz and Sidney Lumet contributed their services in the shooting of these special segments.

The Martin Luther King, Jr. Special Fund is a tax-deductible, nonprofit, philanthropic foundation, incorporated under the laws of the State of New York. The Fund makes grants to local and national organizations working against poverty, illiteracy and social injustice through non-violent means.

Trustees of the Special Fund include, among others, Dr. Arthur S. Fleming, president of The National Council of Churches of Christ in the U.S.A.; Dr. John C. Bennett, president of The Union Theological Seminary; Senator Edward Kennedy; Howard Stern, chairman of the board of the Dreyfus Fund; Harry Belafonte; and Mrs. Martin Luther King, Jr.

The film is three hours in length and must be shown in its entirety, although it may be shown in two or three segments.

Screen Gems 

We told KOA AM/FM we could outsell any other rep.

They just asked us to prove it.

Effective December 20, 1971, Avco Radio Sales assumed representation of the General Electric Broadcasting stations in Denver, Colorado: KOA AM (50,000 W at 850 KC) and KOA FM (100,000 W, V & H at 103.5 MC) – “Great Radio For The Great West.”

Also represented by Avco Radio Sales:

EASTERN

WWDC AM/FM, Washington, D.C.
WDAS AM/FM, Philadelphia
WYSL/WPhD (FM), Buffalo
WRFM STEREO-105, New York
WJAS AM/FM, Pittsburgh

CENTRAL

WLW, Cincinnati
WRTH, serving St. Louis
KMBZ/KMBR (FM), Kansas City
KSTP AM/FM, Minneapolis-St. Paul

SOUTHERN

WFUN, Miami
WDAE AM/FM, Tampa-St. Petersburg
WBJW, Orlando
WSIX AM/FM, Nashville

SOUTHWESTERN

KYOK, Houston
WRR, Dallas
WOAI, San Antonio

ROCKY MOUNTAIN

KOB AM/FM, Albuquerque
KTUF/KNIX (FM), Phoenix

WESTERN

KYA/KOIT (FM), San Francisco
X-TRA/KOST (FM), Los Angeles
KIRO AM/FM, Seattle
KPOK AM/FM, Portland
KARM AM/FM, Fresno
KUZZ/KZIN (FM), Bakersfield
KGU, Honolulu



AVCO RADIO TELEVISION SALES, INC.

The advertising message as a mirror

Every client ultimately gets the kind of advertising he deserves because the advertising agency is a service function. It is not truly autonomous. It is not truly independent. Its product is a combination of highly personal inputs and sooner or later it clearly mirrors its client—for good, bad, or indifferent results.

Levi Strauss & Co.'s advertising reflects Levi's. Levi's considers that its only truly important product is people, and on that premise one can begin to comprehend how a 120-year-old company has been, and can predictably be, successful in such a volatile business as fashion.

The development of Levi's advertising is a disciplined procedure, on the theory that creativity flourishes best where all possible facts, opinions and materials are carefully collected and put into writing. There is heavy emphasis on putting everything into writing. It defuses potential and emotional claims of misunderstanding and promotes more in-depth thinking because of the implied personal and corporate commitment.

Everyone suffers when an inadequately briefed copywriter or art director is compelled to more precisely define the problem himself, in order to come up with a solution. All too frequently the results are good solutions to the wrong problems. Every Levi's campaign must have a written advertising strategy that faithfully reflects the company's marketing plan.

At the agency, this further translates down into a creative strategy and a media strategy. Perhaps, surprisingly, the greatest and clearest communication needs are not primarily to the consumer but internally—at the agency, at the client and between the two.

Levi's advertising looks the way it does because of an unfortunately rare philosophy: "We strive for excellence, knowing that to aim so high we must also run the risk of failures." To implement this philosophy considerable end responsibility is vested in Levi's advertising people and at the agency the organization is stripped clean of committees or other homogenizing affectations.

We very much want Levi's to be considered a highly contemporary company supplying all kinds of pants needs. To

create this kind of credibility we are certain that good works far and away exceed good words; Levi's creates excellent Levi's advertising. So the way in which we present Levi's products is every bit as important as the content (the medium-is-the-message type of thing).

In portraying fashion there is nothing comparable to the sound, motion and color of television. Within the constraints of a 30-second time frame we are pretty well forced to select only one, or at most, two sales points. We are in animation at present because of the control it affords us in presenting an array of styles, colors and fabrics, and because of the considerable flexibility it affords us. In all creative efforts, our thrust is to faithfully reflect Levi's honesty and deep-down pride in its products, and to this we try to add a dash of humor and enough entertainment value to rise above the incredible clutter.

Radio is a highly cost-efficient medium to reach young people. Creatively, the competition for attention is rough, so we decided to get the competition to work for us, i.e., we approached currently popular musical groups to do our spots. We began with a then little-known group, Jefferson Airplane, which rose to national prominence during our first schedule. In time, however, a lack of control has forced us to take over much more of the creative process. We are guided in radio, as in other media, by a strong feeling that we must be creative rather than just espouse it. Nobody is more alert to phoniness, or pan-

dering than the young and we are grateful for such a critical audience.

The toughest job we have is to be original in what must be the oldest form of formal communication. I suppose if there was one big turnaround it was when we concluded that almost nobody wears airbrushed pants. In fact, in one case, original blue Levi's, the raunchier looking the pants the more highly prized they are. In print we hopefully are talking the language of our consumers. The Levi's for women and the black consumer-magazine campaign is completely candid-setting photography over the theme "have you ever had a bad time in Levi's?" In addressing the so-called "alternate culture" we use fun visual stuff. To the Western market "working cowboy" we stress Levi's originality and its legitimate part in Western heritage.

In trying to determine just how Levi's advertising measures up, day-after-recall scores on Levi's TV spots run no less than 200% above acceptable levels for other kinds of national products. Our radio research ranks us alongside Coca-Cola in preference.

The real secret to Levi's advertising, in my opinion, is not a box score of victories versus defeats, because these are temporal things. The key is the human relationship that encourages us to be proud of what we are doing, proud to do our best, proud to reach out and—most importantly—realistic enough to view failures as an inevitable by-product of a leadership position. After all is said and done we really only have each other.



John E. Johnson was born, raised and educated in Canada. He graduated in 1957 in business administration at the University of Western Ontario, entered a marketing training program at Lever Brothers Ltd. and spent seven years in marketing management handling such brands as Dove, Lifebuoy, Lux, Handy Andy. In his eighth year at Lever Bros. he headed the promotion department covering all 40 Lever consumer brands. In 1965 he assumed the Levi Strauss & Co. account management at Honig-Cooper & Harrington, including all Levi's divisions nationally. Currently he is group account supervisor and senior vice president.

25 20 15 10 5

Weather is something special to everyone.

WGN Radio and WGN Television are proud to announce another first. Our own Radar Weather System. It's firsts like this that have made WGN a household word in Chicago.



WGN is Chicago

Radio 720

Television 9

Break in the cloud over spot-TV sales

The portents are mixed, but early-January activity gives hope for bullish turn in broadcast advertising

"We see the first break in New York in spot television in months. Some large agency buying pools have become active and we are strong in our non-New York offices."

"There is no big influx in spot-TV orders. We had good action in January. But availabilities requests for February have been slow."

Somewhere between these statements of two leading station representatives lies the current status of the spot-television business, in the doldrums for most of the last two years. But the dominant view—or hope—is that an upturn has finally occurred and shows promise of continuing.

Several TV rep executives—and an even larger proportion of individual broadcasters canvassed informally—reported last week that signs of recovery are indeed discernible. Despite a slow start in 1972, avails requests by advertisers—and, more important, orders—are on the rise. January was a good month for many reps and the first-quarter already on the books looks solid—although hardly a runaway.

By any measurement, spot-TV business has been down these past two years. After a banner year in 1969, national and regional spot billings dropped in 1970 (by 1.5%, according to official FCC calculations) and in 1971 the performance was dismal (estimates of the decline vary from 3% to 8%).

Thus was the recent history of spot as it staggered into 1972. But by mid-January there was a sign of a breakthrough, as station reps reported advertiser-agency requests for availabilities had begun to shoot up ("Closed Circuit," Jan. 17).

Last week the reps, although not unanimous, appeared in general agreement that 1972 was off to a good start. Several reported activity spurts in "the last week or 10 days," and more reps assayed business to be on the move upward than downward.

Others, still tasting the sour milk of

early 1971—when a seemingly sure-fire January boomlet sputtered and died—appeared cautious. Although one with a major-market list described spot at his company as "steadily accelerating in sales month-by-month with January a couple of points ahead of our projections and activity better than anticipated for February and March," another, equally as strong in its station list, said "no such thing."

Still another major TV rep saw a "slight upturn" in New York buying—"things are beginning to move but the action is not yet what we had expected. It [the recovery] has not arrived."

The tenor of reports from individual broadcasters and group operations was generally bullish but mixed. One station-group executive said sales for the past 10 days have been brisk, promising not only a good January but also—based on sales to date—a good first quarter. But another said "we are behind 10% this quarter. General Foods, which we had expected to come in heavily in spot, has been a disappointment."

Individual broadcasters canvassed in-

formally by BROADCASTING tended, almost to a man, to report sales strong in January and to anticipate a strong first quarter.

A rep that handles stations in medium-sized markets estimated that his company's spot activity was up 15% in volume in first-quarter 1972 compared with that registered during the comparable period last year.

Some reps projecting boosts this quarter were hesitant to describe the movement as a trend, however. "The second quarter will tell the tale," said one.

A rep with a limited station list (but in major markets) said business in the first quarter was up "substantially—it could be 10% over last year's period, maybe even more."

In an economic view of the industry's advertising prospects in general (BROADCASTING, Dec. 27, 1971/Jan. 3, 1972), experts estimated a spot comeback of 5% in 1972. That is about the same range as estimates for the decrease in spot-TV billings in 1971. The medium's high was in 1969 and 1970, when spot TV billed about \$1.1 billion.

Agencies, too, feel blush of a break-through

A BROADCASTING sampling of major spot-TV buying advertising agencies last week turned up a consensus that business is likely to advance this year. They differed, however, as to when the real break will come. Most report "slightly more activity" in the first quarter—Doyle Dane Bernbach, for example, said it was "extremely" busy for "a number of marketing reasons" within the agency. By far the most likely period for a spot pick up, said the agency buyers, is the second quarter. They said prime time on the networks is virtually sold out and that latecomers would have to shop elsewhere—in spot.

One agency official noted that network "cost efficiencies" were on the rise and that clients were looking more

favorably to spot. Another pinpointed the network "tight" period as April-June. Still another said spot would break through in the fourth quarter, when network pricing will be a serious factor for advertisers and spot and network inventories "will have been tapped out" by political-campaign activity, coverage of the political conventions, elections and other special events. "Spot," he said, "will start to climb."

Compton, Benton & Bowles and Dancer - Fitzgerald - Sample, among others, said that the first quarter was active and perhaps a little heavier than a year ago. Not one agency, including spot-heavy Ted Bates & Co. and Young & Rubicam, reported cutbacks in clients' spot spending.

Getting it both FTC ways

Cereal makers also charged with false advertising in proposed restraint-of-trade complaint

The Federal Trade Commission last week began its long-discussed campaign to break up economic oligopolies by moving against the dry-cereal industry, saying that the four leading manufacturers in that area have developed a highly concentrated, noncompetitive market structure and that they have utilized, among other things, false and misleading advertising to maintain that position.

The commission announced its intention to file a complaint, in part asking that some of their cereal business be sold off, against these firms: Kellogg Co., Battle Creek, Mich.; General Mills, Inc., Minneapolis; General Foods Corp., White Plains, N.Y., and Quaker Oats Co., Chicago. Taken together, these companies account for 91% of total sales in the ready-to-eat-cereal market.

In mid-1970, the FTC announced it was investigating concentration in the cereal industry. Last year, it said it was conducting a broad study of concentration in a number of other industries, naming automobiles, steel, drugs, and energy equipment.

In the proposed complaint, the trade commission said that all or some of the companies had appealed particularly to children through false advertising that the cereals helped improve physical strength, help weight reduction, and through the use of athletes as endorsers, improve physical performance.

At a news briefing on Jan. 24, FTC officials said that the allegations of advertising misrepresentations had been coordinated with the agency's Bureau of Consumer Protection. It is this FTC office that normally polices false and deceptive advertising.

Other elements of the monopoly charge alleged that the companies maintained their monopoly positions through proliferation of brands and trademarks promotion (more than 150 items were mentioned), artificial differentiation of products, restrictive retail shelf-space controls and acquisition of competitors. The complaint is based on Section 5 of the Federal Trade Commission Act, that bars unfair methods of competition.

Also named in the prospective complaint but not as respondents were two smaller ready-to-eat-cereal makers: Nabisco Inc., New York, and Ralston Purina Co., St. Louis. They had followed the same practices, or acquiesced in them, the FTC said.

The trade agency said Kellogg had \$300 million in dry-cereal sales in 1969



Alan S. Ward, director of the Federal Trade Commission's Bureau of Competition (l), calculated that cereal prices would drop as much as 25% if the FTC's antimonopoly action against four major breakfast cereal manufacturers is successful. He's shown here with FTC attorney Harry A. Garfield II (r) at a news conference in Washington Jan. 24 announcing the FTC's move.

(45% of the market), and that it spent \$36 million on advertising for those products in that year. General Mills, it said, had \$141 million in sales in 1970 (21%), and spent \$19 million in advertising; General Foods in 1970, \$92 million (16%) and \$9 million; Quaker Oats in 1970, \$56 million (9%) and \$9 million; Nabisco in 1969, \$26 million (35%) and \$3 million; Ralston Purina in 1969, \$20 million (3.5%) and \$4 million.

These six, the FTC said, represent 98% of the total \$650-million market in dry-cereal sales.

The FTC vote was 3-to-2, with FTC Chairman Miles W. Kirkpatrick, and Commissioners Paul Rand Dixon and Mary Gardiner Jones in favor, and Commissioners Everette MacIntyre and David S. Dennison Jr. opposed. Commissioner MacIntyre said he felt the complaint is likely to produce "much litigation and little reform." He also felt the FTC should move immediately on the false-advertising charges and stop them at once. Commissioner Dennison said he felt the action was premature and should await the outcome of the agency's other investigations of concentrated industries so that they can all be evaluated to determine which industry to move against.

The cereal companies must inform the FTC within 10 days of their wish to negotiate a consent order. If they desire negotiation, they technically have 30 days thereafter to confer with the FTC lawyers. Generally the FTC grants extensions during this period until an

agreement is reached, or until it becomes apparent that no agreement is in sight. At that time, it issues the formal complaint and assigns the case to a hearing examiner for a full-scale hearing.

The FTC's move was hailed by consumer crusader Ralph Nader and by Senator Fred R. Harris (D-Okla.), who is the author of a "concentrated industries" bill (S. 2614). Both noted that if the FTC is successful in the cereal industry, the same action could be taken against other concentrated industries.

Spokesmen for the food makers were, of course, unhappy. Norman Bristol, vice president-general counsel of Kellogg, protested that the FTC "seeks to tinker" with the cereal industry and that this can only be detrimental to the industry, the economy and the consumer.

James P. McFarland, chairman of General Mills, said he was "distressed and puzzled" by the FTC action, since the dry-cereal business is not a key economic industry.

A General Foods spokesman said that the company is confident that its practices have been "proper and good" for the consumer. A Quaker Oats spokesman termed the FTC move "academic" since that firm accounts for only 9% of the total ready-to-eat cereal market.

Expenditures in TV and radio for dry-cereal advertising in 1971 were, according to the Television Bureau of Advertising and Radio Advertising Bureau: Television (first nine months only)—Kellogg, \$22,835,500, of which \$7.4 million was spot; General Mills, \$13,523,900, of which \$6.1 million was spot; General Foods, \$12,150,300, of which \$4 million was spot; Quaker Oats, \$4,495,400, of which \$3 million was spot.

Radio (first nine months only)—General Mills, \$245,000; Quaker Oats, \$21,800. Kellogg and General Foods did not use radio in 1971.

FTC official says new penalty works

"Corrective advertising" is proving to be a productive advertising tool as well as an effective remedy for consumer deception, according to Robert Pitofsky, director of the Bureau of Consumer Protection, Federal Trade Commission.

Moreover, he said last week, the FTC is increasingly turning to "corrective advertising" as a means of "setting the records straight." Asking advertisers to admit and correct false advertising claims publicly is not synonymous with asking them to commit hari-kari, he said. Many advertisers required to devote 25% of future ads to correcting

deceptive past claims and stating FTC disapproval to the ads as well, he noted, have experienced favorable public reaction.

Mr. Pitofsky, who made his remarks before a meeting of the New York State Bar Association in New York last week, said that past procedures had not been so effective.

"Cease and desist" orders against advertisers have proved inadequate, he said. Citing the FTC's case against Geritol ads, which claimed the product was a cure for tiredness, Mr. Pitofsky said that although the FTC's case was proved and the ads stopped, the order did not affect Geritol's market share.

"Corrective advertising," he said, "restores the competitive situation to where it was before the violation."

Counterad support from John Dingell

Representative John D. Dingell (D-Mich.) said last week he has written the FCC and the Federal Trade Commission in support of proposals to bring advertising under provisions of the fairness doctrine.

In a letter to FTC Chairman Miles W. Kirkpatrick, Mr. Dingell, chairman of the Small Business Subcommittee on Activities of Regulatory Agencies, praised the FTC for recommending to the FCC that broadcast access be given to counteradvertising that rebuts claims made in advertising containing controversial messages. He said the FTC's recommendation "is precisely one instance of what my subcommittee had in mind when it recommended, in the recently issued report on advertising and small business, that the various agencies adopt high-level communications on a regular basis and share expertise in order to solve common problems" (BROADCASTING, Sept. 13, 1971).

In his letter to FCC Chairman Dean Burch, Mr. Dingell noted that Mr. Burch had acknowledged, in testimony before the subcommittee last June, that it is the licensee's duty to protect the public from false and misleading advertising (BROADCASTING, June 14, 1971, et seq.). Mr. Dingell said he thought that duty included not only refusing such advertising but also telling "the complete story" of advertising it does accept.

Mr. Dingell said he strongly endorses the FTC's recommendations, and urged the FCC to require licensees to "grant at least a limited amount of free time to permit rebuttal to paid advertisements which affect matters of vital public interest" and "sell, at the going rate, air time to anyone who wishes to rebut an advertisement previously aired."

Appeals court fairness edict stands

Supreme court refuses to stay advertising access; FCC promises immediate implementation of decision

The air during this election year may be filled with broadcast announcements by groups and individuals whose views never before extended beyond the range of their voices.

For the Supreme Court on Monday (Jan. 24) refused to stay a decision of the U.S. Court of Appeals, handed down last August, prohibiting broadcasters from enforcing bans on the sale of time for the discussion of public issues (BROADCASTING, Aug. 9, 1971).

And the FCC on the same day notified the appeals court it would move "speedily" to implement the decision.

The commission and the Department of Justice, in a joint brief three weeks ago, requested the stay. At the same time they asked the high court to review the lower court's decision (BROADCASTING, Jan. 10). That request is still pending.

And it appeared unlikely that argument could be heard in the case before the court adjourns in June—assuming the court grants the petition for review. And some commission attorneys regarded the denial of the petition for stay as grounds for pessimism on that score.

The request for stay was filed with Chief Justice Warren E. Burger, as presiding judge of the District of Columbia circuit. But he referred the matter to the full court, which considered it during its regular Friday conference.

The appeals court decision at issue had overruled the commission denial of pleadings by the Business Executives Move for Peace and the Democratic National Committee. BEM had sought to buy time on WTOP(AM) Washington for spots concerning the war in Indochina. DNC had sought a declaratory ruling that broadcasters may not, as a general policy, refuse to sell time to responsible entities, such as the DNC, for comment on public issues. The commission's position was that, in view of the fairness-doctrine requirement that broadcasters inform the public on controversial issues of public importance, licensees need not also sell time to individuals or parties.

In its decision, adopted by a 2-to-1 vote, the court directed the commission to establish guidelines governing broadcasters' acceptance of editorial advertisements. The government, in requesting a stay of the decision, noted that the commission is conducting a broad-ranging inquiry into fairness-doctrine questions, including the matter of access.

The FCC's promise of prompt implementation of the BEM-DNC decision

was made in a pleading in a case now pending before the appeals court that involves the same kind of question. The Communications Workers of America is seeking summary reversal of the commission's order upholding CBS- and NBC-owned stations in their refusal to sell the union time for spots dealing with its contract dispute with the Bell system.

The commission, in opposing the request, said that "the direction of the court . . . to develop reasonable guidelines will be carried out as 'speedily' as possible now that the Supreme Court has denied the petition for stay." The commission has asked the appeals court to remand the CWA case so that it might be considered in light of the final Supreme Court disposition of the BEM-DNC case (BROADCASTING, Jan. 10).

Three-front attack on clutter needed—Murphy

A plea for broadcasters, advertisers and agencies to work together to reduce the amount of commercial time in TV programming has been made by John T. Murphy, president of Avco Broadcasting Corp., Cincinnati. Speaking before the Broadcast Advertising Club of Chicago, Jan. 18, Mr. Murphy said that "we cannot continue to provide irritation for the viewer and dilution for the sponsor without bringing disaster upon all of us.

"Self-immolation is exactly what we, as broadcasters, are practicing. And advertisers and agencies are helping to light the match."

In emphasizing the seriousness of the situation Mr. Murphy said: "When our business and our jobs depend on the power of television to communicate to the public, we'd better forget the greed and consider the future." While addressing himself primarily to broadcasters, he reminded everyone that "the very nature of this free, competitive society makes it almost impossible for broadcasters alone to correct this problem."

He reminded the advertiser that "if we continue to dilute the impact of his [the advertiser's] message by overcommercialization and clutter, we can render impotent the greatest instrument of communication the world has ever known."

Turning to the broadcasters, Mr. Murphy warned: "There is no doubt that if we don't clean up the commercial clutter on the tube, somebody else is going to do it for us."

AFTRA after those who cut payments

\$2.5-million loss claimed for actors in commercials

A crackdown on employers using "strategems and subterfuges" to avoid making full payments to its members was announced last week by the American Federation of Television and Radio Artists.

AFTRA officials said its members were being shortchanged at least \$2.5-million a year for work in broadcasting alone. They estimated underpayments for work in TV commercials at a minimum of \$500,000 a year and for radio work at \$2 million a year. In addition, they said, an audit of only 10% of the recording companies indicated payments to the AFTRA pension and welfare fund are about \$350,000 short.

AFTRA said it had "substantial reason to believe" that "major advertising agencies, producers and others" were among signatories to the AFTRA commercial codes who were "causing and spreading a cancerous condition throughout AFTRA" by violating the codes' payment, use and reuse/replay provisions. Officials declined to name any companies or individuals.

The crackdown was announced Tuesday (Jan. 25) as top executives of the 29,000-member AFL-CIO union convened in New York for a series of meetings to explore what Sanford (Bud) Wolff, national executive secretary, called "new administrative watch-dog

procedures to deal with this growing, urgent problem."

AFTRA said its national board has adopted one of the strongest policy resolutions ever articulated by the union to describe the "strategems and subterfuges" used in shortchanging its members and to outline countermeasures to halt them.

Ploys used to deprive members of full payment, the resolution said, include deliberate failure to accurately inform the performer and AFTRA of the use and reuse of his commercials; coercing performers to make "demo" or nonair commercials by implying that to do so will insure their participation in the final commercials and that refusal to do so will exclude them from further work; using "demos" for broadcast purposes without permission and without payment of proper fees, and employment and payment of performers through service agencies, with the result that the actual producer often fails to remain responsible for payments and compliance with other provisions of the commercial codes.

Penmakers bring in their newest on TV

Bic Pen and Scripto are using television in their introductions of new pen products. Bic has set a \$1.5-million budget to introduce a new "pocket pen"; Scripto is backing its introduction of a new fiber-tip pen with spot and network television.

Most of Bic's budget is allocated to network television. Its agency is N. W. Ayer & Son, New York, though its network placement is being handled by

Clifford A. Botway, New York. Commercials will be in prime time and in daytime periods to reach students. Bic's introductory advertising will begin on network in late March or early April and will run for six weeks, followed by a heavy back-to-school program starting in mid-August.

Scripto, introducing its "19-cents-or" fiber-tip pen, is spending approximately \$350,000 in a spot-TV campaign covering 32 markets. This campaign starts Feb. 21 (following a six-week test in Fort Worth-Dallas), designed to obtain 100 gross ratings points weekly for four weeks. (Regions and markets vary but all campaigns will be ended by July 16). From April 30 through May 21, Scripto's introduction will include a network-TV "blitz" using some 10 different shows. Agency for Scripto is Cargill, Wilson & Acree, Atlanta.

Jeep's first TV buy: A Compton trade-out

American Motors Jeep division's first move into television is an early 1972 entry in the half-hour barter sweepstakes, *American Adventure*. The advertiser-syndication show, handled by Compton Advertising for the Jeep division, has cleared 104 stations for various starts this month. The series, exploring the American outdoors, was first offered to stations last summer ("Closed Circuit," Aug. 16, 1971).

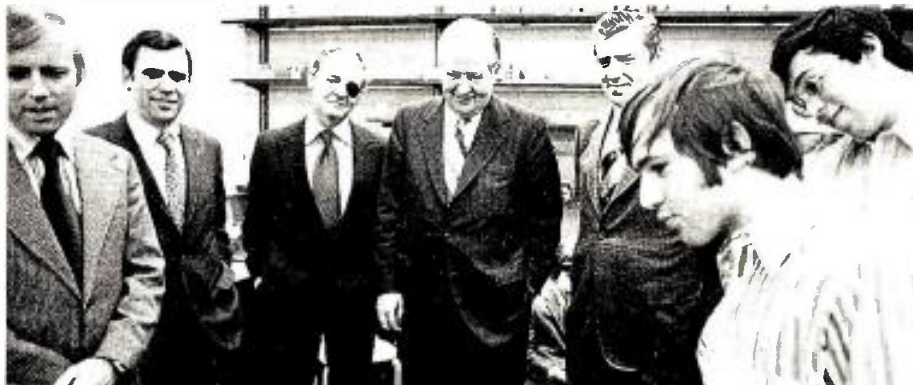
The show is sold on the basis of 13 originals and 13 repeats. Jeep uses one-third of the available commercial time; the station sells two-thirds locally. Of the stations signed, according to Compton, 28% are CBS affiliates, 32% ABC and 37% NBC, and the remaining 3% are independent stations.

Kemper strikes out in suit against ABC

The Supreme Court has finally laid to rest an antitrust suit the Kemper Insurance Group brought against ABC nine years ago. The high court left standing a decision of the U.S. Court of Appeals decision rejecting the complaint.

The dispute grew out of Kemper's withdrawal from a 26-week sponsorship of an evening news program on the network in November 1962, after only a few programs had been broadcast. ABC sued Kemper for breach of contract; Kemper replied with its antitrust suit, claiming that the sponsorship agreement constituted a tie-in in violation of the Sherman Act.

The New York State Supreme Court in September 1963 awarded ABC \$265,047.21 in its breach-of-contract suit against Kemper.



General Foods and Teletape Productions Inc. have been working with high-school youngsters interested in pursuing a broadcasting career. The companies are cooperating jointly through the Broadcasting Explorer Post (affiliated with the Boy Scouts and sponsored by General Foods). The two firms are offering equipment, facilities and their expertise. At the post in White Plains, N.Y., General Foods headquarters, the young people gain experience first-hand in creating and producing tapes and films. Here two of the Explorers view one of their commercials with the professionals looking on (l-r): Ridge Blackwell, director of broadcast programming for GF; H. A. LeBeau, administrative assistant to GF President Arthur Larkin; Joseph Culligan, president of Teletape; Mr. Larkin, and Jack Owens, Teletape director of marketing.



The tall one **VOLUME 17**

30 motion pictures
24 in color

5 never seen on tv before
25 first-run off-network
from Warner Bros. Television

Almost an NCTA president

Next month may see recommendation for post; Gwin and FCC's Schildhouse in the running

The National Cable Television Association, which has been without a president since last August—and which learned last week of the resignation of its general counsel, Gary L. Christensen—is on the verge of getting a new boss.

The NCTA board, meeting in Washington last week, was told by its presidential selection committee that it would have a nominee next month, and asked the board be ready to meet to ratify the choice.

NCTA board members were told by Edward Allen, Western Communications Inc. (*San Francisco Chronicle* [KRON-FM-TV]), vice chairman of the selection committee, that only two names are in final consideration for the \$60,000 a year post. Originally there were three, but last week, Bruce E. Lovett, Washington vice president of American Television and Communications Inc. and a former general counsel of the NCTA, withdrew his name from consideration. Others who have been mentioned prominently for the NCTA presidency are John P. Gwin, a vice president of Cox Cable Communications Inc., who is the present chairman of the association, and Sol Schildhouse, chief of the FCC's Cable TV Bureau.

Mr. Christensen is joining the Washington law firm of Hogan and Hartson next week. He has agreed, however, to continue to help the association until it gets a new general counsel.

Another vacancy on the NCTA staff

that may be filled soon is that of director of government relations. Mr. Lovett, who is chairman of the legislative selection committee, told the board that his committee had narrowed the list of candidates.

The government-relations post has been vacant since the resignation last summer of Herbert A. Jolovitz.

Named to a vacancy on the board, that occurred when Robert McGinty, Atlantic City, N.J., resigned because of ill health, was Barry Zorthian, Time Inc. Mr. Zorthian will serve until the new board elections at the NCTA convention in Chicago May 14-17.

The board also discussed a revision of its composition, voted into effect by the membership earlier this month. This envisages election of nine directors by district, with the remaining 16 continuing to be elected at large.

And, continuing consideration that began last December, the NCTA board again discussed goals and policies for the association that relate to such subjects as access channels, public relations, and other legal, legislative and engineering matters. These views, an amalgamation of members' and staff input, are being assembled as guidelines for the new president when he is chosen.

NCTA has been without a president since Donald V. Taverner resigned last December to become president of the Washington Educational Television Association (WETA-FM-TV Washington).



Mr. Gwin

Mr. Schildhouse



Mr. Lovett

Mr. Christensen

These four men figured one way or another in the NCTA's presidential-search process last week—a process presumably within a month of resolution. John Gwin, the chairman and acting chief executive, was one of two candidates to whom the search had been narrowed; Sol Schildhouse, chief of the FCC's Cable Bureau, figured as the other; Bruce Lovett, American TV & Communications, withdrew from the race, and Gary Christensen, a dark-horse candidate, resigned as NCTA's general counsel to join a Washington communications law firm.

Carter Publications selling CATV interests

Columbia Cable Systems, Westport, Conn., and Carter Publications have entered an agreement in principle for Columbia to acquire Carter's CATV systems in Jonesboro, Ark., and Gainesville, Tex., for \$1.8 million in cash and long-term notes. The systems serve 5,600 subscribers.

Carter also owns WBAP-AM-FM-TV Fort Worth and the Fort Worth *Star Telegram*. Its Gainesville cable system is within the market served by its WRAP-TV and is therefore subject to divestiture under the FCC's rule requiring the break-up by August 1973 of cross-ownerships of commonly located tele-

vision stations and CATV's. Acquisition of Carter's two cable systems will give Columbia 70,000 subscribers.

The transaction is expected to be completed before Feb. 1 and is subject to FCC approval of certain microwave transfers and approved by the boards of directors of both companies.

Ladybird expands in CATV

The wife of former President Lyndon B. Johnson has purchased Winter Garden CATV, operator of cable-television systems at Carizzo Springs and Crystal City, both Texas.

A warranty deed bearing Claudia A. Johnson's name as assignee was filed with the Dimmit (Tex.) county clerk earlier this month. The deed called for

the acquisition of 5.38 acres of land associated with the Winter Garden purchase. Price, however, was not disclosed. The seller is I. E. Shahan of Las Cruces, N.M., who also operates a CATV system there. The Texas systems have about 2,500 subscribers.

Mrs. Johnson owns 52.9% of the stock of Texas Broadcasting Corp., licensee of KTBC-AM-FM-TV Austin, and has an interest in KTWX-AM-TV Waco, KTBX(TV) Bryan, KNAL(AM) Victoria, all Texas, and KXII(TV) Ardmore, Okla., and KLFY-TV Lafayette, La. The remaining stock in Texas Broadcasting is predominantly owned by other members of the Johnson family, who also have a 50% interest in Capital Cable Co., operator of a cable system at Austin.

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CHICAGO: Jim McMullin; **DETROIT:** Dave Winston

LOS ANGELES: Jim Johnson; **SAN FRANCISCO:** Ed Boyd



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Search for tomorrow in Dayton

Rand cable study of city, and conference there, look at chance and prospect of regional CATV

"We're being asked to solve social problems that aren't really ours to solve," mused a cable operator. "We're technocrats and entrepreneurs: Our job is marshalling the resources and political support to build a system and make it go. We are not the saviors of the world."

"Cable is clearly not a panacea," said Lloyd Morrisett, president of the Markle Foundation. "It's a distribution system, and the system is only as good as what you put on it."

In those two comments, and many more like them, may be heard an invitation to get into the business of "making television," as a leading experimenter with public access puts it—an acknowledgment that the hardware of cable television provides one kind of opportunity to the entrepreneur, an entirely different one to the programmer, and yet another to local government. Over 400 of those who will help shape cable's future gathered last week in Dayton, Ohio, to bring those perspectives a step closer to practical reconciliation.

The occasion was a two-day conference on urban cable communications, coincident with the release of a massive Rand Corp. study on the possible configuration of cable in Dayton. The conference and the report, which presented the concept of an interconnected network of six systems for metropolitan Dayton, were billed as sources of ideas and insights for policy makers across the country. In some ways, the Dayton experience is not that transferable; for example, there's an unusual degree of strain between the core city and suburban areas. But it might as well have been, for all the detailed scrutiny of universal issues that took place at the conference.

The complete report (funded by the Kettering and Ford Foundations) was not even made available to most participants until halfway through the first day, and probably no more than a handful read a significant portion of it. But its perspectives, as presented in discussion and a summary report, were the conference's point of departure. In outline, the basic points were as follows:

■ An areawide system would provide sufficient economies of scale to permit the installation and successful operation of an "advanced" cable system, with residential subscriber costs of about \$6 per month. "In contrast," said Leland L. Johnson, director of the Rand study, "if each city attempts to construct a separate advanced cable system confined to its own boundaries, only Day-

ton and Kettering [the largest suburban city] are promising candidates."

■ An interconnected system would allow different groups in the area to communicate with one another. Separate cable systems might accentuate those barriers and, as one participant put it, "build an electronic wall around the center city."

■ The interconnected system could be owned by a single entity or divided among the several districts. There was no firm conclusion reached here; strong pros and cons were given for each system of ownership. However, the report said, "control over access channels is at least as important as ownership." The study says that questions of ownership and control should be separated.

■ The basic advanced system envisioned as the best combination of economic viability and response to social needs provided for about 40 video channels from the six headends, plus two-way capacity providing for two or three channels. Subscribers would have a switch that would permit them to select from two sets of 10 cable channels each. A smaller number of special-interest users would have access to perhaps an additional 20 channels for such uses as instruction and professional services.

■ Special pay channels for movies, sports and cultural events would generate revenues that would permit reduction of the base monthly fee.

■ Rising income, the increase in color penetration and the inclusion of pay channels would be key contributors to a system penetration rate that should

reach 40%. Over the long-term, new services could be expected to increase that figure.

Based upon the predicted penetration of 40%, Rand analyzed four possible ways to cover the entire region—a separate system for each of 13 incorporated cities; a single system for those areas, served by the six interconnected headends; a single system, expanded to include unincorporated areas; a system expanding the metropolitan coverage to include outlying rural areas in a five-county region.

The separate-system proposal was considered unworkable for 11 of the 13 cities because their size and population density were too low to be offset by family income. The five-county system was said to be dependent upon interconnection equipment that has not been fully developed.

The interconnected system was judged to be most economical because it would permit sharing of fixed costs. Extending it to include unincorporated areas could eventually prove even more economical, Rand said.

In comparing different possible patterns of ownership, the report had this to say: "Conventional private ownership would be simplest insofar as it is the form in which the industry has evolved to date, and our financial projections suggest that the system would be attractive to private cable operators. Government ownership or at least some government financing would be advantageous in possibly reducing the cost of capital for funding such a large enterprise. Nonprofit ownership would be difficult to organize. But if successful, it would provide a valuable yardstick against which to judge performance of cable systems under contrasting ownership patterns elsewhere in the country."

Although no single authority exists



At opening session in Dayton, Leland L. Johnson (l), study director for Rand Corp. report, outlined it for delegates to conference. At closing session, panel of experts discussed franchising (l-r): Roland Homet, Washington attorney representing Illinois Commerce Commission; Bonnie Macaulay, head of Miami Valley (Ohio) Council of Governments; panel moderator Stuart Sucherman, Ford Foundation; Al Sinder, president of Dayton Communications Corp; Ted Ledbetter, Washington communications consultant; Alfred Stern, president, Television Communications Corp.

that could franchise a regional system, the report said, the council of governments can coordinate cable franchises "and may, in fact, be able to draft a common franchise that can be adopted by its member municipalities."

Several particulars of the report were questioned by delegates. Recurrent criticisms were that the 40% penetration figure wasn't as attractive as the report made it sound, and certainly not a sufficient goal for large-scale cable systems throughout the country; that the report tended to overstate social benefits to the core city and to understate economic disadvantages to that city; that it paid insufficient attention to the software that might be used on the system; and that it placed too much emphasis on the still-developing technology of two-way communication.

In its totality, however, the report was generally seen in a positive light. For one thing, it is the first completed, comprehensive study of the practical possibilities and problems in a specific major market.

The report has immediate practical impact in Dayton, where decisions on franchising have been postponed until completion of the study. Several major firms are eyeing the Dayton franchise: Teleprompter Corp., the nation's largest; Cypress Communications Corp.; American Television and Communications Corp.; Continental Cablevision Inc.; Television Communications Corp.; and Montgomery County Cable Corp. of Dayton. Cypress has already established its own local affiliate and conducted studies of the market. Others are expected to do the same.

But the Rand report now sets the stage for an area-wide argument over how the system will be organized and who will control what. The concept of a regional system has apparently won important support, but the issue of control remains wide open. James McGee, the mayor of Dayton, says that city has to control who will get the regional franchise, since it is not only the largest city in the area but also the one with the most acute minority problem.

As planned, the report became a take-off point for wide-ranging discussion of the most important cable issues. The most obvious product was a focus on the differences of perspective between those whose principal interest is entrepreneurial and those who are concerned with the possibilities of widened program choice and information.

The presentations comprised panel discussions directed to the full conference and small-group discussions, but all were relatively informal and subjects spilled from one into the other. The conference was not intended to culminate in "conclusions" and never did, but

some comments, thoughts and impressions recurred:

▪ "Owner-operator types want to get on with it and get the systems built," said a group leader, Joseph Coates of the National Science Foundation, summarizing his impressions; "citizens want to pause and take a longer look to be sure their needs are being met."

▪ Some black delegates focused on the need for minority ownership of cable systems, but the wider sentiment was that ownership would be dominated by existing private entrepreneurs, probably in some kind of cooperation with nonprofit local groups.

▪ Separation of ownership of cable systems from control of channels was widely perceived as imperative. Theodora Sklover, director of New York's Open Channel, an experiment in unlimited public access (BROADCASTING, Sept. 27, 1971), said past experience has been "that whoever owns a system controls it. We want to prove that that isn't necessary . . . What you must have in a community if you believe in public participation is mandated access in the franchise and an organization that is actively promoting the use of public access channels."

▪ The cable system's ability to provide information was seen as, if anything, even more central to its future than its programming possibilities. "About 90% of what the welfare department does is provide information," commented Charles Tate of Washington's Urban Institute, "but it takes all day to do it." That information could come over the

cable channel immediately, he noted.

▪ Some municipal officials who attended the conference appeared to cling to the belief that cable would be an economic gold mine for their cities, according to some experienced observers. "For all the high purposes expressed here," one commented wryly, "I sense the specter of filthy lucre in the background." Responded a cable operator: "If they did come here with that idea, they'll lose it after reading the Rand report," which projects relatively low rates of return for the new term.

▪ Whatever the duration of the franchise period, municipal governments and citizens should not expect to challenge the existing franchise at its termination. The end of the franchise period should be seen as a time for "renegotiation" of franchise requirements, as Theodore Ledbetter, Washington communications consultant, put it, and through the franchise period cities should be "measuring performance against promise," in Mr. Morrisett's words.

Conference participants included representatives of Teleprompter, Cypress, TVC, Continental and other major system owners: Children's Television Workshop; the Urban Institute and its new Cable Television Information Center; Ford, Markle and Kettering Foundations; Mitre Corp. and Vicom Inc., each of which demonstrated experimental two-way communications services; cities from Boston to Los Angeles; and groups such as Open Channel and New York's Alternate Media Center, among many others.

Stanton taken to task on compromise

Baruch attacks his old boss's stance on cable agreement; Teleprompter's Bresnan calls position 'self-serving'

Dr. Frank Stanton, vice chairman of CBS, has come under fire from one of his former executives for his call for congressional review of the cable-television compromise between broadcasters CATV interests, and copyright owners (BROADCASTING, Jan. 10).

Ralph M. Baruch, president and chief executive officer of Viacom International Inc., the CATV and syndication company spun off from CBS last year, took issue with his former boss in a speech at a CATV seminar conducted by a Wall Street firm.

Dr. Stanton's entry into the broadcasters' cable dispute meanwhile was criticized even more sharply by William J. Bresnan, vice president of Teleprompter Corp., in another speech. He found Dr. Stanton's position "hard to credit as anything but self-serving."

Mr. Baruch disputed the charge by

Dr. Stanton, "a long-respected spokesman for the broadcasting industry," that the compromise grants extraordinary privileges to CATV, setting in motion a continuing build-up in the economic base for the cable industry that will erode the position of over-the-air broadcasting.

Mr. Baruch said:

"I could not disagree with him more. The CATV industry applies for franchises as broadcast stations apply for licenses. The investment in CATV facilities in most cases is considerably more substantial than that required for a broadcast facility. In addition, the broadcaster obtains a license to cover a very substantial population area and is, in fact, subsidized by the people using the people's spectrum.

"The broadcasters have firmly established themselves economically and

politically. Any agreement such as the compromise agreement which allows another industry to compete for audiences and advertising dollars against such firmly-established and formidable competition certainly cannot be charged with [conveying] extraordinary privileges.

"What I believe some of the broadcasters are concerned about, and possibly rightly so, is the emergence of a new competitive force. It is in the interest of established broadcasters to limit competition, but CATV makes many new channels and services available to the public.

"The so-called compromise provides a controlled incentive to the cable industry to invest in these new communications channels. What Dr. Stanton is suggesting is maintaining the status quo. This can never be. The Sloan Commission [on CATV] clearly states that it does not believe that popular programs will be siphoned off the networks to go to cable. I agree. I believe that it is possible for cable TV and over-the-air TV to live together.

"It would appear that it is the broadcaster, not cable, who has been provided protection by the compromise. Sports programs, for example, have clearly been protected by these proposed rules. The FCC has stated that these rules will be designed so that no sports programs are removed from over-the-air television by a CATV bid.

"The cable industry is not asking for a subsidy, as has been alleged. Our industry has, in principle, agreed to the compromise, making concessions to arrive at just that: a compromise. The agreement is a meaningful effort to expand the communication capabilities of this country in an orderly fashion, with a minimum of disruption to established interests."

Mr. Baruch's answer to Dr. Stanton was contained in an over-all appraisal of CATV at a Jan. 20 seminar conducted by Tucker, Anthony & R. L. Day, New York brokerage firm. He said that over the past five years, Viacom and its predecessor unit at CBS had increased subscribers by 500%, as against an industry average of 287%, and that the company intends to "continue to grow vigorously." He also quoted a Wall Street source as reporting that Viacom's capital structure would permit it to add \$40 million to \$50 million in debt for expansions and acquisitions.

Teleprompter's Mr. Bresnan, meanwhile, told the Alabama Association of Broadcasters, also on Jan. 20, that the time has come to drop the attitude that TV broadcasters and cable operators are on a collision course.

"We have more in common than your signals," he said. "It seems more

fruitful to explore our mutual interests than endlessly rehash the differences we have—or believe we have."

Among the common interests he cited were the business of communication; opposition to over-regulation by government; assorted broadcaster problems that will later become CATV problems, such as First Amendment limitations, the fairness doctrine and limits on political spending, and pressures from sources common to both industries, such as minority groups, labor problems and the economic uncertainties of Phase II.

Of Dr. Stanton's criticism of the CATV compromise agreement, Mr. Bresnan said it was "hard to understand why CBS waited two months to declare it was out of step with the compromise accepted by most of the rest of the broadcast and CATV industries.

"The conclusion almost has to be, as National Cable Television Association's John Gwin said, that the letter was written more for shock value than for

logical and constructive purpose.

"This seems, somehow, beneath the dignity of Dr. Stanton. But it epitomizes the startling ambivalence we have encountered over and over again among broadcasters . . .

"It's particularly interesting that CBS was one of the largest cable-TV operators in the U.S. and, in fact, the largest in the western hemisphere, before the FCC ruled that networks could not own CATV systems. Now, all of a sudden, it seems that a good thing has turned into a bad thing."

Mr. Bresnan said the CATV industry was happy now that the National Association of Broadcasters had repudiated a 1969 compromise worked out by the NAB and NCTA staffs. He added: "If pressures such as Dr. Stanton's letter sabotage [the current compromise], some day the cable-TV industry may look back with pleasure upon that 'failure,' and consider it a narrow escape, as we now do the aborting of the 1969 NAB-NCTA agreements."

Only a bit more for fiscal '73

Nixon slates FCC for \$1.5 million over current budget; a large part of that would go to spectrum management

To the extent that those who deal with the FCC now have a vested interest in its being run as inexpensively as possible, the fiscal-year 1973 budget sent by President Nixon to Congress last week contains some good news. The proposed \$246.3-billion federal budget—\$25.5 billion in the red—contains \$32.8 million for the FCC, about \$1.5 million more than the commission is expected to spend in fiscal 1972, which ends June 30.

The increase would permit the commission to add some 90 new employees. But the increase is understood to be considerably less than the commission, concerned about growing backlogs of work and new responsibilities in various areas, had requested. And it appears to pose little threat of an increase in filing, license and application-grant fees. The commission in July 1970 adopted a fee schedule designed to make its operations self-sustaining. In its first year, the schedule produced \$16 million, some \$9 million less than was appropriated for the agency in fiscal 1972 (BROADCASTING, Aug. 30, 1971). However, commission officials expected the total to increase when the schedule was fully in effect.

The proposed FCC appropriation, as broken down in the President's budget, allocates \$6,793,000 to the Broadcast Bureau, some \$375,000 more than it is receiving in the current year. The Cable

Television Bureau, whose burden is expected to increase after the commission adopts rules designed to encourage CATV development, would receive \$1,114,000 under the new budget, \$235,000 more than is earmarked for it in fiscal 1972. And the Common Carrier Bureau, whose resources the commission has said were too meager to permit an investigation of AT&T rate's structure to continue, would be allocated \$3,408,000, or \$125,000 more than in the current fiscal year.

The sharpest increase in the commission's budget, as true last year, is for research and planning in communications technology. The budget includes \$4,539,000 for that activity, \$830,000 more than in fiscal 1972. Most of the money will be used in connection with the establishment of a regional spectrum-management center, in Chicago. The costs for that project should level off this year, barring any new programs.

For noncommercial broadcasting President Nixon is seeking \$45 million for the Corporation for Public Broadcasting, \$10 million more than it is receiving in fiscal 1972 (BROADCASTING, Jan. 17). Of the total, \$5 million would have to be matched by nonfederal funds. He is also asking \$13 million for aid to states planning to build or expand educational television or radio stations.

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on his promise of last year to offer legislation providing for "an improved financing arrangement" for CPB, a promise taken to refer to long-term financing. The Office of Telecommunications Policy, which has the responsibility for drafting the necessary legislation, and CPB were unable last year to reach agreement on the proper approach. And OTP feels it would be virtually impossible to obtain congressional action on a CPB money bill in the current session, which will be crowded with must bills from the White House and foreshortened by the political campaigns.

Other budget proposals affecting broadcasting, include:

- \$3 million for the Office of Telecommunications Policy, which is the President's adviser on telecommunications policy and which is increasingly active in making policy recommendations to the FCC. The total would be \$400,000 more than the amount authorized for OTP in the current fiscal year, but does not provide for additional personnel. The President, in addition, is asking \$7 million for the Commerce Department's Office of Telecommunications, which provides OTP with analysis, research and engineering services; it is receiving \$5,110,000 in the current fiscal year.

- \$27,073,000 for the Federal Trade

Commission, an increase of some \$2 million. The increase would provide for 90 new permanent positions to strengthen the agencies' efforts in maintaining competition and in consumer-protection activities.

- \$181,713,000 for the U.S. Information Agency, almost \$3 million more than the agency received in fiscal 1972. A large part of the increase—\$2,292,000—would strengthen the broadcast service, which is expected to spend \$44,148,000 by the end of the fiscal year.

Changing Hands

Announced

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

- WOMC(FM) Detroit: Sold by Sparks Broadcasting Co. to Metromedia Inc. for \$1.5 million (see facing page).

- KBBO(AM) Burbank, Calif.: Sold by George E. Cameron Jr. Communications Inc. (estate of George E. Cameron Jr.) to Burbank Broadcasting Co. for \$2.2 million. Principals in Burbank Broadcasting are E. H. Bookasta, realtor/developer; Dr. Manuel De J. Castillo, surgeon; Joe A. Gonsalves, state

assemblyman; Jack P. Gonsalves, founding director of United Dairyman's Association; Neil and Sam Visser, partners in Visser Bros. Dairies; Anthony and Kathleen Coldeway, owners of a chain of auto speedways; Robert L. Goe Sr., president of Economic and Environmental Development Corp.; Michael A. Colicigno, legislative advocate; Chet Dowling, TV writer-producer; Peter Prestininzi, lumber and business executive; Edith S. C. Mitchell, vice president, Honduras Inc. KBBO operates 1500 khz with 10 kw day and 1 kw night.

- KBBB(AM) Borger, Tex.: Sold by Charles S. Small to Orville M. and Gary Rippey for \$183,125. Orville Rippey is a physician in Stillwater, Okla. Gary, his son, was formerly with KFH(AM) Wichita, Kan., and will be general manager of KBBB. The station operates daytime on 1600 khz with 5 kw. Broker: Hamilton-Landis & Associates.

- WPDE-AM-FM Paris, Ky.: Sold by J. M. Alverson Jr. and others to Adlai Ferguson for \$150,000. Mr. Ferguson owns WPRS(AM) Paris, Ill. WPDE operates on 1440 khz with 1 kw day. WPDE-FM is on 96.7 mhz with 3 kw and an antenna 105 feet above average terrain. Broker: Hamilton-Landis & Associates.

- Wzow-FM Utica, N.Y.: Sold by Phi-Hidelity Inc. to Lawrence A. and Janet B. Horwin for \$73,000. Mr. Horwin is currently a salesman for Sonderling Broadcasting's WWRL(AM) New York. He plans to continue there. Wzow-FM is on 107.3 mhz with 3.6 kw and an antenna height of minus 165 feet. Broker: Chapman Associates.

Approved

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

- KOOL-AM-FM-TV Phoenix: 19.4% sold by Anne Kerney to licensee, KOOL Radio-TV Inc., for \$572-970; 7.66% sold by Gene Autry to Tom Chauncey for \$484,200. Messrs. Autry and Chauncey are both stockholders in the KOOL stations. After the transaction, Mr. Chauncey will hold 47.78% of the stock, and Mr. Autry, 46.07%. Mrs. Kerney is relinquishing all her stock ownership. Frank Beer holds the other 6.15%. KOOL-TV, a CBS-TV affiliate, operates on ch. 10 with 316 kw visual. KOOL(AM) is fulltime on 960 khz with 5 kw. KOOL-FM is on 94.5 mhz with 100 kw and an antenna 1,620 feet above average terrain.

- KEMO-TV San Francisco: Sold by U.S. Communications Corp. to Leon A. Crosby for assumption of liabilities estimated at \$294,460. The station has



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been off the air since March 1971 for financial reasons. Mr. Crosby intends to return it to operation with a format geared to foreign-language-speaking and black people. Mr. Crosby formerly had an interest in KMPX(FM) San Francisco and KPPC(FM) San Francisco and KPPC(FM) Pasadena, Calif. KEMO-TV is an independent on ch. 20 with 1,700 kw visual.

■ **KXLS(FM) Oklahoma City:** Sold by Dawson Communications Inc. to Kenneth R. Greenwood, W. Clarke Swanson Jr., Gerock H. Swanson and others for \$187,500. Sellers also own KMOD-(AM) Tulsa, Okla. Buyers own KRMQ-AM-FM Tulsa; KLEO(AM) Wichita, Kan.; KQEO(AM) Albuquerque, N.M.; KBAT-(AM) San Antonio, Tex., and WBYU-(FM) New Orleans. KXLS operates on 92.5 mhz with 37 kw and an antenna 97 feet above average terrain.

■ **KHUZ(AM) Borger, Tex.:** Sold by Gene Allen and others to Larry H. Hickerson and William Lee Anderson for \$100,000. Principals of selling firm own KLIB(AM) Liberal, Kan. Mr. Hickerson was formerly general manager of KDBG-(AM) Waco, Tex., and Mr. Anderson is program director at that station. KHUZ is on 1490 khz with 250 w fulltime.

\$1.5 million brings an FM to Metromedia

Metromedia Inc. has moved to further align its radio holdings by agreeing to acquire WOMC(FM) Detroit from Sparks Broadcasting Co., in a \$1.5-million cash transaction. The buy is subject to FCC approval.

The group owner last fall contracted to sell its WHK(AM)-WMMS(FM) Cleveland in a \$3.5-million sale to Malrite Broadcasting Co., an agreement that is pending FCC approval (BROADCASTING, Dec. 6, 1971).

John W. Kluge is the president and chairman of Metromedia, a publicly owned corporation that owns WNEW-AM-FM-TV New York; WASH(FM)-WTTG-(TV) Washington; KSAN(FM) San Francisco; WIP(AM)-WMMR(FM) Philadelphia; KLAC(AM)-KMET(FM)-KTTV(TV) Los Angeles; KMBC(TV) Kansas City, Mo.; WCBM(AM) Baltimore, and KNEW-(AM) Oakland. The company has also pending before FCC the purchase of WXIX-TV Cincinnati (Newport, Ky.) from U.S. Communications Corp., and WTCN-TV Minneapolis from Chris-Craft Industries.

Garnet G. Sparks is president of Sparks Broadcasting. WOMC is on 104.3 mhz with 20 kw horizontal and 18 kw vertical and an antenna 330 feet above terrain. It programs separately from Sparks's AM, WEXL Royal Oak, Mich.

Wholesale attack in San Francisco

Hearing is sought at FCC for all area stations on minority problems

The San Francisco Bay Area Community Coalition for Media Change—which since last November has petitioned the FCC to deny license renewals to eight area stations—last week asked the commission to conduct an “open hearing” into alleged wrongdoings of the area's stations in general. The specific charge: that all Bay Area licensees have failed to adequately serve the substantial minority population there.

In a letter to the commission, CCMC said that a 15-month study it conducted on the operation of all Bay Area stations has uncovered practices that it considers racist and exclusionary. In a nine-point listing of grievances, it charged:

(1) That Bay Area stations do not serve the needs of minorities and have “insulated themselves from the [minority] communities' criticism and requests (that have now been escalated to demands).”

(2) That the stations have “lied” to

the FCC and to minorities about their training programs, in which the participants “are often paid to do nothing but be a minority statistic.”

(3) That in San Francisco, with a minority population of 35%, and in Oakland, with a minority population of 55%, no blacks, chicanos or Asians hold news-anchorman positions.

(4) That no station has proposed to train or promote minority employees to “responsible management-level positions.”

(5) That minorities receive only 2% of the total compensation paid out by area broadcasters, although they make up 25% of the work force.

(6) That “blacklisting” is common among stations when minorities “complain of injustices.”

(7) That the training program “skills bank” established by area stations (which has been given a \$20,000 grant by the Office of Economic Opportunity to train minority group members for broadcast positions) “is a farce and a front . . . resurrected from a completely dormant state only because of license-renewal pressures.”

(8) That the stations have done nothing in the line of responding to CCMC requests and suggestions for improving this situation.

(9) That the stations have failed to

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adequately ascertain needs of the community and that in most cases "community representatives have had to seek out the broadcaster."

The CCMC action last week was in line with past assertions it has made in filing various challenges to individual station renewals in the Bay Area. On several occasions, it has stated that while it is singling out the station in question for particular alleged injustices to the minority communities, such allegations are applicable to all the area's broadcast outlets.

The CCMC request called on the commission to look into "the function and operation" of all area broadcast stations "and their responsibilities to the communities that they have promised to serve." The FCC, it said, "cannot right all the societal wrongs and injustices of the many past years, but today it can look at itself and its responsibilities and its power and begin to undo some of the injustices of the present as are being perpetrated in the media."

Religious broadcasters go after the young

It was more a family gathering than a convention and, as in all families, the young commanded most of the attention at last week's 29th annual convention of the National Religious Broadcasters in Washington. While it had its share of executive meetings and technical sessions, the convention's chief interest was people—"Communicating Christ to Every Creature" was its theme—and if there was some doubt as to how best achieve this goal, many felt the answer lay in youth-oriented broadcast programming. Four seminars and workshops were devoted to that subject.

Last year the religious broadcasters set up a "bank" of radio programs on which disk jockeys discuss religion with youthful callers (BROADCASTING, Feb. 1, 1971). The concept now has progressed to embrace the *Scott Ross Show*, a two-hour syndicated radio program carried on 50 stations. The program blends pop music with "easy rap." Funded by the Christian Broadcasting Network, the program is offered free of charge to stations. The Ross show is also expanding into television, and Mr. Ross expects to open a religious-oriented record firm.

Other successful children's religious programs include: *At Times Like These*, *Treehouse Club* and the *Children's Bible Hour*—the latter broadcast over more than 500 stations.

Appearing during the three and one-half day convention were several high-ranking broadcast officials, among them Herbert G. Klein, director of communications for the White House, and

Richard Wiley, newest of the FCC commissioners (see below). Both exhorted the religious broadcasters to provide the faith and strength to rediscover the good in our society.

While the convention was preoccupied with "communication" and not "regulation," a panel of representatives from the FCC's Broadcast Bureau discussed the implications of recently adopted regulations. And in its closing session, the association praised the efforts of the National Association of Broadcasters to amend the Communications Act in order to "re-establish order in renewal procedure and hearings."

With Wiley on their side

For the religious broadcasters attending their annual convention in Washington last week, FCC Commissioner Richard E. Wiley's luncheon address, on Tuesday, was clearly a major event. The FCC's former general counsel, in his first speech as a commissioner, expressed concern about the "tragedy of moral decay" he sees in America, acknowledged the need to solve the nation's "myriad problems," and called on his listeners to contribute "to a religious rebirth in this country."

The speech elicited an emotional response. His listeners interrupted him on several occasions with table-thumping and applause. At one point a woman broke into tears. And at the conclusion, the commissioner received a standing ovation.

Throughout his speech, Commissioner Wiley noted that concern over "moral decay" does not give anyone license in attempting to eliminate it. "This is not a call . . . for a curtailment of our constitutional rights—thankfully, this is a land in which freedoms are indelibly imbedded in our national fabric," he said. "Nor is it an invitation to censorship or repression—fortunately, such measures have been universally regarded in this country as repugnant."

And in urging his listeners to use their broadcast facilities to aid in a religious rebirth, he cautioned them to follow an ecumenical approach. "If your evangelistic fervor extends only to those who meet a certain acceptable profile, established not by God but by your own mortal judgment," he said, "the apostolic grapes that you reap ultimately will be bitter and unproductive."

He also indicated that such a narrow approach might cause the religious broadcasters problems not only with the Almighty but with the FCC: "To hoard a frequency for the expression of only one view, regardless of its significance, is clearly violative of the fairness doctrine."

Seven NAB-type bills are now in the House

Six license-renewal bills nearly identical to legislation supported by the National Association of Broadcasters were introduced by House Democrats last Monday (Jan. 24).

The bills are: H.R. 12541, sponsored by Virginia Representatives Watkins Abbitt and W. C. (Dan) Daniel; H.R. 12552 by James Kee (W. Va.); H.R. 12557 by Thomas Morgan (Pa.); H.R. 12564 by Teno Roncalio (Wyo.); H.R. 12567 by Robert Sikes (Fla.), and H.R. 12581 by Gus Yatron (Pa.).

Representative James T. Broyhill (R-N.C.) was the first to introduce the NAB bill in the House (BROADCASTING, Dec. 13, 1971). The measure (H.R. 12018) provides that, in a renewal hearing, the incumbent licensee will be granted renewal if it shows it has made a "good-faith effort" to serve the community and "has not demonstrated a callous disregard for law or the commission's regulations." Failure to make such a showing would be weighed against the incumbent in the hearing. The bill would also extend the license-renewal period from three years to five.

The bill has been introduced in the Senate—without the five-year renewal provision—by Senator Frank Moss (D-Utah) (BROADCASTING, Dec. 20, 1971).

Mutual accuses ABC of radio monopoly

The continuing feud between Mutual and ABC over the latter's four-network radio system entered another round last week, when MBS charged its competitor with attempting to "gobble up" the nation's radio-network affiliations.

Mutual, which has opposed ABC's four-network operation since its inception several years ago, complained to the FCC that ABC now has more than half of the radio affiliations in the country. ABC's movement in the direction of a "monopoly," particularly in the area of network news, it said, "raises the very serious question" of whether ABC is "operating properly under the antitrust laws."

The complaint grew out of an ABC affiliation situation in Minot, N.D. ABC has been affiliated with KHRT(AM), a daytimer there, on the American Information Radio network. It wished to switch to KCBJ(AM) there, a fulltimer, under the American Contemporary network. It notified KHRT of termination in light of an FCC ruling restricting ABC radio affiliations to one station in markets with four AM outlets, such as Minot. KHRT asked the FCC for a waiver in order to retain its ABC affilia-

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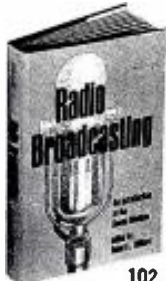
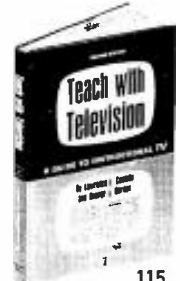
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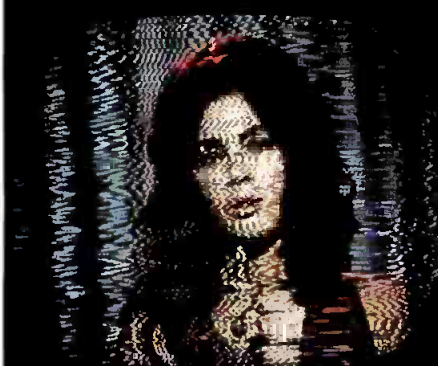
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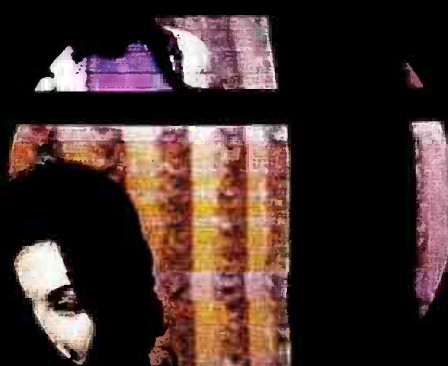
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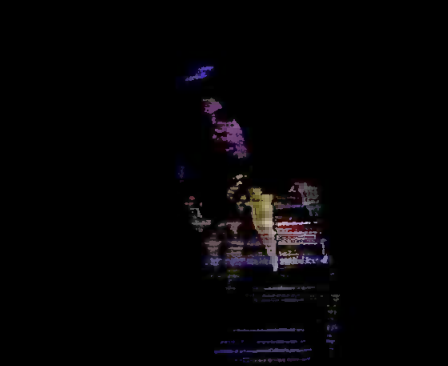
unstable
capstan



non-synchronous
switches



60 cycle drum
error



low-band color
played in hi-band

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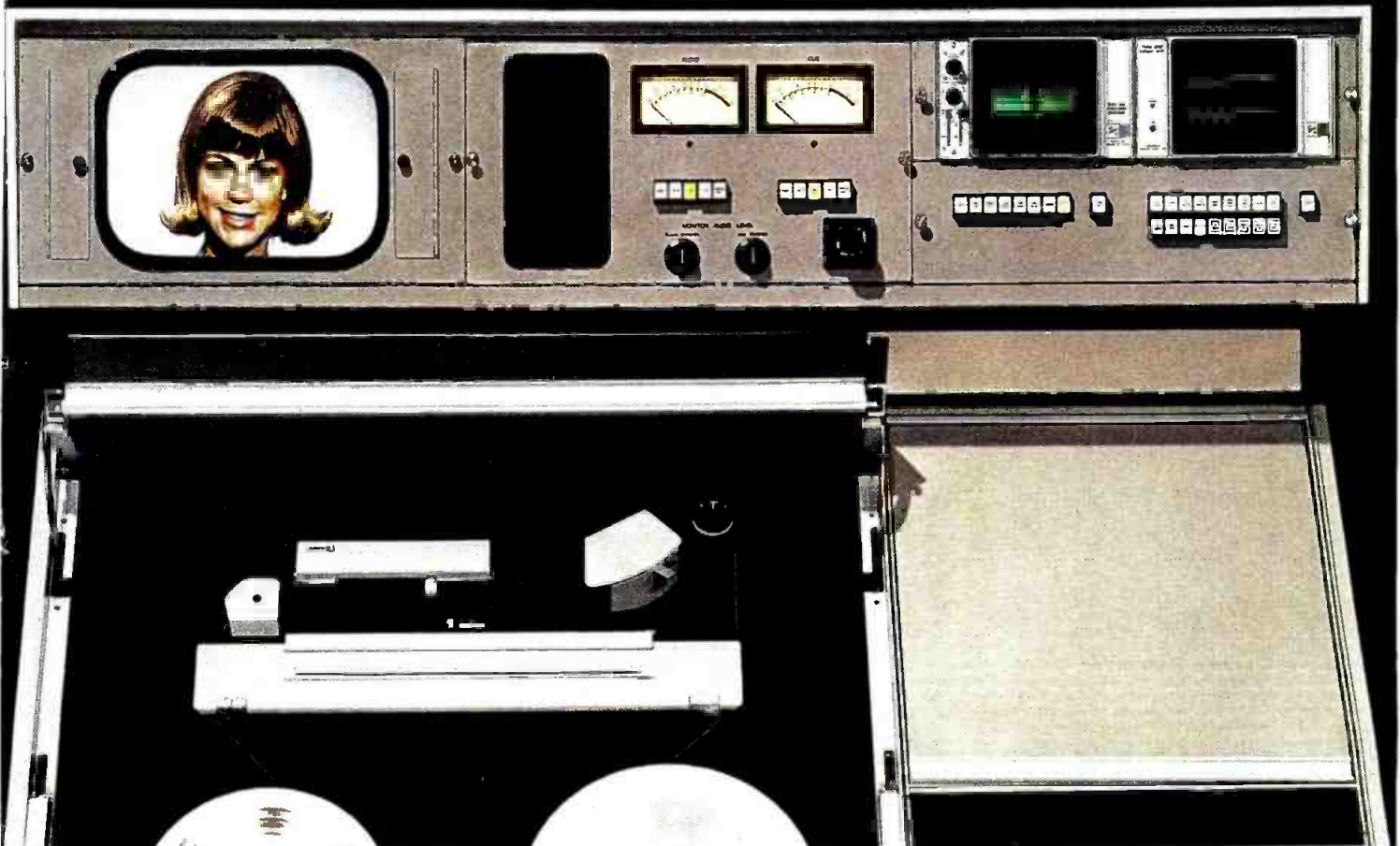
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The monitor picture shown below is an unretouched photo taken directly from a color monitor; shown here on a standard AVR-1. A color monitor is available as an option.

AVR-1
the third generation recorder



tion. MBS, which is affiliated with KLPM(AM) Minot, opposed the KHRT request in its pleading last week.

Through its anticompetitive practices, MBS charged, ABC is now in an economic position to make "financial gestures" to present and potential affiliates "until such time as the other radio networks wither and die, leaving the field only one network, ABC."

FCC-prompted sales earn tax breaks for two

Multimedia owners that sell properties to comply with divestitures forced by the FCC will get tax breaks. That was indicated last week when the FCC granted tax certificates to two television-station licensees that sold co-located cable systems ahead of the deadline set by the commission for the break-up of such crossownerships.

The FCC rule will end all common ownerships of co-located TV stations and cable systems by August 1973.

The commission said that the sales of cable systems by WFLA-TV Tampa, Fla., and WIS-TV Columbia, S.C., were "necessary or appropriate" in order to bring the companies in compliance with the crossownership rule. The commission applied a section of its rules which states that if the commission determines that the divestiture of a property is necessary or appropriate for compliance with a new policy or change in existing policies, the taxpayer may treat the sale as an involuntary conversion of that property.

In the case of WFLA-TV, licensee Media General Inc. had requested a tax certificate in connection with the sale of a Lakeland, Fla., cable system to Teleprompter Corp. Cosmos Cablevision Corp., a subsidiary of the WIS-TV licensee, asked for the same relief for its sale of four systems at Florence, Darlington, Sumter and Marion, all South Carolina.

Two bombs damage WBZ(AM) mobile unit

A WBZ(AM) Boston mobile unit was bombed near the station studio the night of Jan. 22, causing extensive damage but no injuries, according to spokesmen for the Group W station.

Telephone callers claiming to be representatives of the Weathermen, militant activists, later claimed responsibility for the incident, in which two pipe bombs were used.

The blast occurred at 8:20 p.m. Although it did not physically put the station off the air, operations were suspended from 10:30 p.m. Jan. 22 to 5 a.m. Jan. 23 "as a precautionary measure."

Macdonald moves on CPB money

Hearing will examine his and Tiernan's bills, both providing fund to be set up in Treasury

Permanent funding for the Corporation for Public Broadcasting last week officially became a top-priority item for the House Communications Subcommittee as Chairman Torbert H. Macdonald (D-Mass.) announced a hearing on the problem beginning tomorrow (Feb. 1).

The hearing will focus on two long-range CPB funding bills—H.R. 11807, sponsored by Mr. Macdonald, and H.R. 7443, introduced by subcommittee member Robert O. Tiernan (D-R.I.).

Mr. Macdonald said the hearing would attempt to "raise the issues above the level of personal conflicts and petty controversies in an effort to adopt the best long-term funding program possible." Principal witnesses, he said, will include CPB President John Macy Jr. and Clay T. Whitehead, director of the Office of Telecommunications Policy.

The Macdonald funding bill, which was introduced last November (BROADCASTING, Nov. 22), would establish a Public Broadcasting Fund in the Treasury, from which money would be drawn over the next five fiscal years. The money would go directly to CPB, which would have to distribute at least 30% of it to public broadcasting stations. The distribution formula would be determined by CPB in consultation with stations.

Under the bill, the fund would provide CPB with \$35 million in 1973, \$40 million in 1974 and \$50 million in each of the next three years. In addition, an amount equal to half of all nonfederal contributions to public broadcasting would be provided. The combined federal total could not exceed \$65 million in 1973, \$90 million in 1974, \$120 million in 1975, \$140 million in 1976 and \$160 million in 1977.

The Tiernan bill, introduced last spring (BROADCASTING, April 12, 1971), takes a similar approach. Money would go into a Public Broadcasting Fund in the Treasury through a two-for-one matching program and the funds would be dispensed by CPB.

The bill would authorize, beginning in fiscal 1973, federal appropriations to the fund equal to twice the amounts over \$50 million that are raised by nonfederal sources. Federal funds could not exceed \$60 million in 1973, \$80 million in 1974, \$100 million in 1975, \$120 million in 1976 and \$140 million in 1977.

Mr. Macdonald, the primary sponsor of legislation that created CPB in 1967, last week re-emphasized his concern

that public broadcasting should be "insulated from government interference or federal control over programing."

The hearing is expected to continue beyond Feb. 1, although further sessions have not yet been scheduled.

CPB board tackles funding issues

Stations will get more, while ceiling is set on funds to pay salaries

The board of directors of the Corporation for Public Broadcasting has reaffirmed CPB's intention to channel whatever increased federal money it may receive into support for local stations and educational development ("Closed Circuit," Jan. 17).

Meeting in Washington two weekends ago, the board formally thanked President Nixon for proposing an increase of \$10 million in the corporation's present \$35-million federal support (BROADCASTING, Jan. 24). And in a statement sent to public stations, the board said that CPB's top priority is raising the level of general support to stations to 30% of all CPB funds.

The board, meeting just 10 days before public broadcasting's confrontation with Congress (see this page), also acted to defuse an issue that is sure to receive substantial attention on Capitol Hill—public broadcast salaries. The board ruled that CPB grant funds may no longer be used to pay salaries higher than \$36,000, without its approval.

The controversy arose when it was revealed that Sander Vanocur, now a public television newsmen, is being paid \$85,000 by the National Public Affairs Center for Television (BROADCASTING, Nov. 15, 1971). Other salary disclosures, including the \$75,000 paid to Bill Moyers and \$65,000 to Robert MacNeil, fueled the controversy over whether public television is seeking head-on competition with the commercial networks.

And, in response to widening charges of overcentralization and lack of balanced programing in public broadcasting, the board directed CPB's staff to examine the organizational structure and decision-making processes in public broadcasting—possibly with an eye to amendments in the Public Broadcasting Act that would bestow greater explicit



Some of the daily meetings of the boards of the National Association of Broadcasters at Marco Island, Fla., Jan. 17-21 ran four to six hours, but there were social events to help lighten the schedule. One was a poolside reception Jan. 18 given by D. D. Palmer, whose Palmer Broadcasting Co. owns WNOG-AM-FM Naples, Fla., the nearest sizable community to the NAB meeting place, as well as WOC-AM-FM-TV Davenport and WHO-AM-FM-TV Des Moines, both Iowa. Shown here, with the Palmer stations' call letters sculpted in ice atop the buffet table, are (l to r): Vincent T. Wasilewski, NAB president; Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., NAB chairman; Mr. Palmer; A. Louis Read, WDSU-TV New Orleans, and Andrew M. Ockershausen, Evening Star Stations, Washington, chairmen, respectively, of the TV and radio boards of the NAB.

authority on "those organizations bearing the responsibility for public broadcasting decisions." The reasoning, a CPB spokesman said, was that the corporation is frequently perceived as a centralized controller and blamed for actions over which it has no real control.

Elsewhere, the National Association of Educational Broadcasters adopted a four-point platform for "strengthened federal support" of public broadcasting. It called for: \$75 million in fiscal 1973 from a Public Broadcasting Fund to be created in the Treasury; \$35 million for facilities funding; a minimum of 30% of CPB's money for support of local stations, with that amount "to increase year by year"; and a new grant program, beginning at \$30 million, specifically for support of instructional broadcasting activities.

Forsling leaves Viacom over cable differences

Richard A. Forsling has resigned as chairman and member of the board of Viacom International Inc. and as president of its communications division.

The surprise move was announced last week by Ralph M. Baruch, president and chief executive officer, who attributed it to "a difference of views on how the company would move forward in CATV." He said the parting was "friendly, with no rancor."

As president of the communications

division, Mr. Forsling had headed the CATV activities of Viacom, created last year in a spinoff of CBS's cable and program-syndication interests. He had also been closely identified with CATV activities at CBS, where he was executive vice president of the television-services division.

Mr. Baruch said that for the time being, Viacom's CATV management would report directly to him. He also noted that James M. Leahy, vice president for finance and administration, had been elected senior vice president and, in addition to continuing as Viacom's chief financial officer, will be responsible for CATV acquisition and development activities.

Wiley's name goes to Senate again

President Nixon last week resubmitted to the Senate the nomination of Richard E. Wiley to be a member of the FCC. Mr. Wiley, who was first nominated in the closing weeks of the first session of the 92d Congress, has been serving as a commissioner since Jan. 4, after receiving an interim appointment from the President (BROADCASTING, Jan. 10).

Mr. Wiley was named to succeed Commissioner Robert Wells, who resigned and whose term runs until June 30, 1977.

The Senate Commerce Committee is not expected to hold a hearing on the Wiley nomination until the White House

names a black to succeed Commissioner Robert T. Bartley, who is due to retire at the end of his term—June 30. In clearing the Wiley nomination with Senator John O. Pastore (D-R.I.), chairman of the Commerce Committee's Communications Subcommittee, the White House promised to name a black to the next commission vacancy (BROADCASTING, Oct. 25, 1971).

Rule on renewal: action speaks louder

A buffer is needed to protect broadcasters from harassment, he says

Elton H. Rule, in his first major address since his elevation to president and chief operating officer of American Broadcasting Companies, spoke to the opening luncheon session of a two-day mid-winter meeting of the California Broadcasters Association in Palm Springs Jan. 27, but his sights were on Washington. The thrust of his talk was the struggle over broadcast access and the need for broadcasters to have a "buffer against the winds of planned harassment that blow from so many directions." Mr. Rule's suggested buffer: that a responsible performance should protect a station from challenges to renewal of its license.

"Let it be known," he said, "that we welcome ideas, but not harassment." Detailing case histories of how ABC and its owned stations have turned conflicts in community relations into cooperative and productive dialogue with dissident groups, Mr. Rule said that the time has come to remind viewers and legislators "that we would much rather get on with the work of planning the future and spend less time coping with unfounded accusation designed to intimidate." He called on legislators to free broadcasters "of the need to build fortifications against irrational, irresponsible attack."

The responsibility of broadcasters to hold broadcast licenses can be determined by their performance within communities they serve, he pointed out. "We do not believe that minimum standards, expressed in percentages, can be legislated," Mr. Rule told his audience. "Minimum standards are a force for mediocrity and conformity."

Instead, Mr. Rule asked that broadcasters who have demonstrated "good faith through actions and accomplishments" be granted the right to stay in business. "The standard of performance," he said, "should be performance itself and performance should guarantee continuation."

Court stirs up renewal stew again

Cases affected by comparative-hearing decision weren't dealt with properly, FCC is told

The U.S. Court of Appeals in Washington, which last June held that the FCC's policy statement on comparative hearings involving renewal applicants violated the law, last week ruled that the commission erred in one application of that decision. The court said the commission's action in amending nine affected hearing orders did not satisfy the directive that such cases be "re-designated" for hearing. The effect will be to permit the parties involved to amend their applications.

And now pending before the court is a petition contending that the commission failed in an even more substantive way to carry out the court's order. It asks the court either to make clear that it intended the commission to institute a rulemaking to determine the factors to be considered in the licensing process, including the factors set forth in the court's opinion, or to order the commission to institute such a proceeding.

The FCC policy statement involved was issued in January 1970 and was designed to ease broadcaster fears touched off by the commission's decision, a year earlier, to deny the renewal application of WHDH-TV Boston and grant the competing application for channel 5 of Boston Broadcasters Inc. The policy statement held that if a license-renewal applicant who was under challenge could demonstrate that he had provided "substantial service," the hearing would be terminated and his license renewed.

The court said last June that this violated the rights of challengers to a full hearing. And it directed the commission to "re-designate all comparative hearings to which the policy statement was deemed applicable to reflect this court's judgment" (BROADCASTING, June 14, 1971). In response, the commission on Aug. 20, 1971, amended the hearing orders in the nine affected cases, deleting all references to the statement.

One effect of the commission's action was to deny all applicants the right to amend their applications that they would have had if the cases had been redesignated for hearing.

And that was the problem that led Hampton Roads Television Corp., a new applicant for the Norfolk, Va., channel 3 now occupied by WTAR-TV, to ask the appeals court to compel commission compliance with the court mandate. Hampton Roads had sought to add to its application two principals who would presumably strengthen it—a former WTAR-TV director of news and public affairs and a local black attorney.

The commission, in denying Hampton Roads' petition that it consider its Aug. 20 order as one of redesignation, said "the particular manner of complying with the court's judgment" is within its discretion. It also said Hampton Roads had had ample opportunity to amend its application.

The court, noting that the effect of the commission's order was to deny Hampton Roads, "and other parties similarly situated," the right to amend their applications, directed the commission to "comply with the mandate of this court forthwith by redesignating the Hampton Roads case for hearing." That order is expected by next week and commission officials believe it will apply to all hearings, giving parties involved up to 30 days to amend their applications.

The pending petition alleging that the commission has failed to carry out the court's June mandate was filed by the Citizens Communications Center and Black Efforts for Soul in Television, two of the plaintiffs in the suit that led to the court's decision invalidating the policy statement (Hampton Roads was also a plaintiff). They had petitioned the commission, a few days before it adopted its policy statement, to issue a rulemaking to determine the criteria to be applied in all comparative hearings. The commission dismissed the petition.

And the court, the CCC-BEST pleading noted, held that the commission erred not only in adopting the policy statement but in refusing to institute rulemaking proceedings.

The commission has initiated a further notice of inquiry it said was in response to the court's order. The inquiry seeks aid in defining the term "superior performance." The court said a licensee who provide such service is entitled to "a plus of major significance."

But the CCC-BEST pleading points out that the court suggested criteria for consideration in a comparative hearing—among them, the extent to which a license reinvests profits in his station and diversification of media ownership. And these are either ignored or dealt with evasively in the further notice of inquiry, the petition states.

When the court invalidated the policy statement, the petition says, "it declared illegal a policy that effectively bars competing applications and ordered the commission to conduct a review of its policies so as to assure competition and stability in broadcasting. The commission has failed to comply with this mandate."

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7 Eaton stations now on the line

Cleveland stations added to FCC hearing, outcome of which may affect group

Multiple-owner Richard Eaton's FCC problems are continuing to mount. Before last week's meeting of the commission, he was involved in proceedings in which five of his 16 broadcast authorizations were at stake. After the meeting, the number was seven.

The commission, by a vote of 6-to-0 designated for hearing Friendly Broadcasting Co.'s applications for renewal of licenses of WJMO(AM) and WLYT(FM), both Cleveland Heights, Ohio. Friendly is a subsidiary of the Eaton-owned United Broadcasting Co.

Eight issues were listed in the hearing order. Included were questions as to whether the licensee violated the equal-time law or the fairness doctrine in the sale of time to political candidates; failed to file time-brokerage contracts, as required by commission rules, or to exercise adequate control over WJMO programs during time sold to brokers for resale; rigged a contest, or made misrepresentations regarding WJMO's news staff, news and public affairs programming in its renewal application.

The commission said its hearing order is also to be considered a notice of apparent liability: if the hearing record does not warrant denial of the renewal applications, a determination will be made as to whether Friendly should be fined. However, the commission said the notice of apparent liability is routine in such cases and is designed to afford it the fullest possible flexibility.

The commission's decision in the case could have a bearing on the outcome of the proceeding in which the fate of the five Eaton authorizations now under challenge are being decided. One in-

volves the renewal applications of WOOK(AM) and WFAN-TV, both Washington, which were set for hearing on a variety of issues; United, in addition, faces a competing application for WOOK's frequency. The other is a revocation and renewal proceeding involving WMUR-TV Manchester, N.H.; WMET-TV Baltimore, and KECC-TV El Centro, Calif., on issues that include a determination of the circumstances surrounding payments Mr. Eaton is said to have made to an ABC representative to obtain a network affiliation.

The commission said that even if United is found worthy of renewal in the Washington hearing and entitled to continue operating the stations involved in the other proceeding, the necessary authorizations will be withheld until the Cleveland matter is resolved.

Laser Link, Chromalloy form pay-TV concern

A joint pay-TV venture of Laser Link and Chromalloy American Corp. was demonstrated in New York Thursday (Jan. 27). The new Theatrevision system will operate under a newly formed company, Telepremiere International. Dore Schary, former vice president and executive in charge of production at both Metro-Goldwyn-Mayer and RKO Pictures Corp., is president and chief executive officer of Telepremiere. The system is designed for either cable or broadcast, it was said.

In cable operations, a basic \$15 subscription fee would entitle the viewer to an "electronic ticket-taker box," which is said to be capable of being installed by the subscriber, as well as a multiple ticket program for the week's presentations. Subscribers would be billed only for tickets used. Programs transmitted on VHF and UHF stations would be scrambled in the encoding process and unscrambled on home television sets by inserting the decoding electronic tickets keyed to the enter-

tainment or program being broadcast. Laser Link will submit the over-air Theatrevision system to the FCC shortly, to validate that it performs in accordance with FCC specifications. In operating with cable-TV systems Telepremiere would lease access to channels from the individual cable operators.

Another look sought at cable crossownership

The licensee of WHNB(TV) (ch. 30) New Britain, Conn., has petitioned the FCC to reconsider its ruling barring crossownership of CATV systems and TV stations in the same market. Connecticut Television Inc. called the rule, which was enacted in July 1970, a "traditional" regulation of a "new communications medium."

CTI said it is premature to adopt "such sweeping regulatory prohibitions" before cable's role in communications has been clearly defined, and before it is established what effects the rule would have on diversity of media ownership.

The licensee said that even if the commission would not totally dispose of the rule, UHF licensees should be exempted from it "in view of the substantial contribution that CATV revenues might make to assuring the continued viability of UHF stations . . ."

Dixie Network hit by fire

Fire, apparently caused by lightning, destroyed the offices of the Dixie Network in Jackson, Tenn., during the early morning hours of Jan. 21. The fire destroyed the entire office building where the broadcast firm had its headquarters and where its WDXI(AM) had its studios.

Estimate of damages was given as more than \$175,000 by J. Kenneth Marston, executive vice president of the group, who said that all the records of the company's eight radio stations were destroyed. No air time was lost by WDXI, however. It resumed broadcast that morning from the transmitter site.

Dixie Network stations are: WDXI, WENK(AM) Union City, WDXE-AM-FM Lawrenceburg, WTPR-AM-FM Paris, and WDXN(AM) Clarksville, all Tennessee, and WCMA(AM) Corinth, Miss.

Filmways peddling Cascade

Filmways Inc., Beverly Hills, Calif., has reached an agreement in principle, for a price not yet disclosed, to sell its Cascade Broadcasting Inc. subsidiary to a group of businessmen in Washington state: Cascade owns and operates KJMA-TV Yakima, Wash.; KEPR-TV Pasco, Wash., and KLEW-TV Lewiston, Idaho. Agreement is subject to the completion of documents and FCC approval.

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The lean early years of live concert radio

The 40 or 50 refugees from the bitter Long Island night huddled together in the small lobby of the recording studio waiting for admittance to the inner sanctum. But the musicians who were to perform that night, Burton and Cunico, were late and this week's radio concert would be too. The owner of the studio, Bill Stahl, paced around the control booth nervously. "After 15 concerts, I suppose I should have expected it. We've had groups that were late before, but never one that didn't show up at all," he said.

WLIR(FM) Garden City, N.Y., has been broadcasting these live concerts from the Ultra-Sonic recording studio since fall. It is one of the growing number of stations that have adopted a policy of live concert offerings (BROADCASTING, Jan. 10), but one of the few that schedule them regularly. (KSAN[FM] San Francisco is another.) John Rieger, the station's president and general manager, was much less concerned about the mix-up and chatted calmly while confusion reigned around him. He has been a broadcaster for a long time and has owned WLIR since 1959. He's seen it all, and very little can upset him at this late date.

Contingency plans flew back and forth across the control booth: Should we cancel it outright? Maybe run a tape of a previous concert? Happily, at around nine, Burton and Cunico walked in, much to everyone's relief, and after a few words the concert was on.

The audience had been sent home but there were still enough people around to make do. The mix-up between the station and the group over what time the concert was to begin had cost them the 75 people who usually show up for the concerts every Tuesday, and the 30 or so people in the studio now would just have to do.

Preparations for the concert had been going on since 6 o'clock—testing the phone lines between the studio and the station, levels, miking and separation. Permanent phone lines, capable of handling sound levels up to 1,500 cycles with clarity, had been installed at the beginning of the series and needed to be maintained only with a regular fee. Because the station and the studio are only two blocks apart in Hempstead, the lines are kept open all the time. If the studio were farther away, the station could have kept the line open on broadcast nights to keep over-



Burton (r) and Cunico making live music for the WLIR(FM) audience.

head and operational costs at a minimum.

Burton and Cunico did not require much preparation. They are a two-man group using acoustic guitars requiring only two vocal mikes and two mikes on the guitars. For larger, electric bands much more time is needed and preparation begins early in the afternoon, around 2.

At 9:15, the station switched over to the remote two blocks away and the announcer quickly ran through the introductions. A small interview followed: the group is from Australia, has been in the States for years, lives in Los Angeles. This is its first trip to New York, it has an album on Paramount called *Strive, Seek, Find*, it's their first album, their music was influenced by Crosby, Stills and Nash. The interview over, the concert began.

Burton and Cunico do their own songs. They are personal for the most part, about fantasy, and girls, and places they've been. Vocal harmonies and counterpoint guitar characterize their music and captivate the small audience, who reward them with healthy applause after each song. A slight echo is added to the mix in the control booth and the sound that goes out over the air is lush and full.

The concerts run without a seven-second delay, but there have been few problems so far with inappropriate things being said over the air. The atmosphere is informal, the audience on the floor all around, the musicians talking and tuning up between songs, which lends a cozy, relaxed air to the broad-

casts. But the professionalism that surrounds and supports these concerts keeps things from getting too lax.

The unique thing about the series is the cooperation between the studio and the station. From the beginning of the project it has been a joint effort. Mr. Stahl and Mr. Reiger have known each other for 10 years and have finally found something they could do together. Now—with the process down to a routine and the bugs worked out—they hope to make the venture viable. Next week, for the first time, a local sponsor, Impulse Music, a Jackson Heights, New York, musical instruments dealer, will be picking up the tab.

CBS quadruplex system gains industry support

CBS's stereo/quadruplex (SQ) compatible disk system received a boost in its battle for industry acceptance last week when Electrical & Musical Industries Inc. (EMI) signed a licensing agreement to use the system in all its future four-channel records.

EMI owns 70% of Capitol Records, which plans to release its first four-channel recordings in the spring.

EMI and its worldwide affiliates join Columbia, Ampex, CBS/Sony, and Vanguard in accepting the SQ matrix system, which is in competition with Japanese Victor Corp.'s discrete disk system. In the equipment field, Lafayette, Radio Electronics and Sherwood Electronics Laboratories have signed agreements with CBS to market SQ playback equipment.

Tests were run last week in Canada at CHFI-FM Ottawa with a discrete quadruplex broadcast system pioneered by the Quadracast firm. Quadracast president, Tom Lott, was also in Canada last week to make presentations to the Canadian Radio Television Commission in an attempt to gain approval for the discrete system there.

K101-FM San Francisco, the station that tested the discrete broadcast system prior to the submission of reports to the FCC on the competing systems, will run another special quad broadcast on Feb. 11.

ASCAP courts beginners

The American Society of Composers, Authors and Publishers has been known for most of its lifetime as a music-licensing organization that was ex-

tremely exclusive about whom it would allow to become members. Last week, ASCAP began offering a special membership to songwriters who have never even had a song published. In order to encourage young songwriters "in their professional aspiration and growth," ASCAP has created the new category of associate member. The only prerequisite for becoming an associate member is that a writer have a work copyrighted. No dues will be required for the new membership.

Radio-record interplay

Sonic Arts Corp., San Francisco, which has interests in both the record and radio production businesses, has created and is distributing a radio show designed as a showcase for new performing artists, new songwriters and new record producers. The show, *Soundingboard*, is being offered free of charge on a weekly basis to any radio station in the U.S. that guarantees its presentation on air. According to John Stone, moderator/

producer of the show, the objectives of the free distribution plan are not only to give new talent a chance to be heard, but also "to bridge an ever-widening gap between the record industry and radio by providing representatives of both industries a platform to air their views." A nightly version of the show is planned for the Los Angeles market. The weekly program offered in free syndication is three hours and has the capability of being segmented into half-hour units.

Programming

Nixon jaunt, Olympics draw satellite time

More than 160 hours of satellite time have been ordered by TV networks around the world for the Winter Olympics that begin at Sapporo, Japan, this week.

NBC already has ordered 38 hours of satellite time, and the Canadian Broadcasting Corp., 19 hours from the Communications Satellite Corp. for the 10-day affair.

Other orders, as of Jan. 27: European Broadcasting Union, 56 hours; German TV networks, 10 hours; Intervision, the USSR-led interconnection of eastern European TV networks, 38 hours.

The new Intelsat 4 satellite, that was launched Jan. 22 and which is now in position over the Pacific, will be used for the Olympic games transmissions, as well as for TV coverage of President Nixon's visit to China Feb. 21-28. The new satellite is capable of carrying 5,000-6,000 voice circuits or 12 TV channels, and also will be used for White House communications by the President and his party.

A portable earth station, using a 24-foot antenna, was flown to Peking last Friday (Jan. 28). It was built and is owned by Hughes Aircraft Co., on lease to Western Union International which will operate it in conjunction with Chinese telecommunications personnel.

As of the beginning of the year, there were 52 earth stations in 39 countries (utilizing 63 antennas) in operation throughout the world.

Syndicated 'Nanny'

The release to syndication of *Nanny and the Professor*, which ran on ABC-TV for three seasons, was announced last week by 20th Century-Fox Television. The series is being made available for immediate showing on an unlimited basis, according to Alan Silver-



Beginning this week a number of documentary programs produced by Westinghouse Broadcasting Co.'s Urban American Unit will be carried by non-commercial WNET(TV) New York. The first program, The Suburban Wall, a study of the racial situation in suburbia, will be telecast Feb. 1 at 8:30 p.m. and repeated Feb. 2 at 10:30 p.m. The arrangement was announced last week by Jay Iselin (l), vice president and general manager of WNET, and Marvin Shapiro (r), executive vice president of Group W and president of the station group.

bach, vice president in charge of syndicated sales. There are 54 half-hour episodes. Initial sales have been made to WPIX(TV) New York; KPTV(TV) Portland, Ore.; KCOP(TV) Los Angeles and KTVU(TV) San Francisco.

From three, now one

Telecontrol Associates, a Chicago holding company, has acquired three videotape production companies and has merged them into a single operation under the name National Teleproduction Inc., Chicago. The newly formed company was created out of National Teleproductions Corp., Indianapolis; the National Video Tape Center, Boston, and Video Images International Inc., Chicago. Executive offices, production and post-production facilities and mobile units will have headquarters in Chicago. The prices paid for the acquired companies were not divulged.

Action's in imports on British television

U.S. television programs shown in Great Britain contain twice as many incidents of violence as British TV productions.

That is one of the findings of a massive BBC study as described by *The New York Times* in a report from London dated last Wednesday (Jan. 26), in advance of official publication of the study's findings.

Unlike the U.S. surgeon general's report on TV violence (BROADCASTING, Jan. 17), the BBC study does not go into the effects of TV violence on viewer behavior, according to the *Times*. It reportedly does say that TV violence "did not seem to be an important issue" with most families surveyed, and that "it was the fearful, the nonaggressive and the introverted who tended to express greater concern" about TV violence.

The *Times* account, published Thursday, said the study found that guns were the most common weapon on American-made shows while fists were more frequently used on British programs.

Almost half of the British incidents of violence were said to occur in news and current-affairs programs, a category rarely included in British purchases from the U.S.

Joke is on Paulsen: Section 315

Comedian Pat Paulsen has been told that he cannot appear on two upcoming NBC-TV specials because he is an announced presidential candidate. Indicating Section 315 as the reason, the NBC-owned television stations also have refused to air a segment of the syndicated *The Mouse Factory* series on which Mr. Paulsen appears as host. Mr. Paulsen,

who ran a mock campaign during the last presidential race in 1968 and received several hundred write-in votes on Election Day, filed as a candidate in the Republican primary in New Hampshire in early January.

At the time of his filing, Mr. Paulsen said that he was not going to be running a humorous campaign. "I'm serious about it. I think I have a chance to make it now," he was quoted in news media as saying.

Mr. Paulsen has completed his assignment for *Mouse Factory* and been paid for the work. He appeared as one of the rotating hosts of the half-hour weekly series carried by the NBC-owned stations and produced by Walt Disney Productions. Disney appealed NBC's contentions to the FCC, but was turned down.

Mr. Paulsen had been engaged for but has not performed on two NBC-TV specials that go into production in the near future: *The Harlem Globetrotters* and *A Special London Bridge*. In both instances, Mr. Paulsen was told he can-

not appear because he is a candidate, thus losing the engagement and performer's fee.

Daniel M. Sklar of the Los Angeles law firm of Sklar, Kornblum & Cohen, said a filing will be made asking for review of the Paulsen case by the FCC.

NBC seeks to counter Miss Young's court victory

NBC attorneys will confer with trial counsel this week to explore legal remedies open to the network in its bid to counter a Los Angeles Superior Court decision awarding actress Loretta Young \$559,000 damages from the network. Miss Young, who throughout her years on American television swirled through doorways and down stairs in a dazzling array of then-current fashions, convinced a jury that the network fostered the impression on her foreign fans that she now was unfashionably dressed

and coiffed. The verdict was returned after a trial of nearly five weeks.

The suit, first filed in 1966, stemmed from the distribution in foreign markets of 232 episodes in the half-hour NBC series first known as *Letters to Loretta*, later as *The Loretta Young Show*, and which was presented by the network in 1953-61. Miss Young claimed that NBC violated a contract she signed in 1959 by releasing the openings and closings of her programs in foreign distribution. Her complaint charged that these spots in which she appeared as hostess were specifically prohibited from future presentation because she did not wish to be seen in outmoded clothing and hair styles. She asked payment of \$3,500 for each of the 232 segments shown in foreign markets and sought \$500,000 punitive damages.

NBC claimed that the openings and closings were of negligible value. The network also contended that it had oral contract for use of the introductions and closings of the programs with Miss Young's business agent and accountant.

Broadcast Journalism

Ervin readies cue for Schorr reprise

Hearing on freedom of press restarts Tuesday with focus on White House incident

The White House-ordered investigation of CBS newsman Daniel Schorr will be examined this week when the Senate Constitutional Rights Subcommittee resumes its hearing on the subject of freedom of the press ("Closed Circuit" Dec. 20, 1971).

The hearing, which began last October to explore the First Amendment's application to broadcast and print journalism (BROADCASTING, Oct. 4, 1971, et seq.), will continue Feb. 1, 2, 8 and 17, Subcommittee Chairman Sam J. Ervin (D-N.C.) said last week.

In making the announcement, Senator Ervin noted that the controversy surrounding the Federal Bureau of Investigation's check on Mr. Schorr "raises new fears and suspicions about the government's commitment to First Amendment principles."

The White House ordered the check on grounds it was considering Mr. Schorr for a government post. But none was ever offered to him, and the administration was accused of intimidating Mr. Schorr, who had been critical of

White House policies (BROADCASTING, Nov. 15, 1971).

Senator Ervin said "the White House has not yet satisfactorily explained this incident" and the subcommittee's requests for information have gone unanswered. White House aides involved—Charles Colson and Frederic Malek—have been invited to testify but have not responded, the senator added.

The subcommittee has booked Clay T. Whitehead, director of the White House Office of Telecommunications Policy, for the hearing. But, according to a subcommittee staffer, Mr. Whitehead is considered the head of a pro-

fessional agency and an administration official rather than a White House aide. Mr. Whitehead has been asked to discuss the administration's policy on public broadcasting and CATV's potential and possible impact of its development on First Amendment considerations.

Mr. Schorr is to be the lead-off witness on Feb. 1. Witnesses Feb. 2 will include Bill Monroe, NBC News; Mr. Whitehead, and Edith Efron, author of "The News Twisters." Those on Feb. 8 include Andrew Heiskell, board chairman of Time-Life Inc.; Chet Casselman of the Radio-Television News Directors Association, and Norman Lear, writer

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of CBS-TV's *All in the Family* series. Witnesses Feb. 17 include Dean Elie Abel of the Columbia University School of Journalism and Harvard professor James Wilson, who served on the Sloan Commission on Cable Communications.

Public television — journalist of record?

The broadcasting of vital news events, covered in all detail "exactly as a non-journalist might see them," is a function commercial television can't perform but that public television could and should do, Richard C. Wald, NBC News vice president, said last week. He was speaking at the 14th annual KMTV(TV) Omaha public-service awards dinner Jan. 24.

"Commercial television and radio cover a great many things," Mr. Wald said. "They bring news to far more people than any other medium—including millions who don't read newspapers. They stimulate, and too often they satisfy a huge appetite for word of how the world goes. But there is little completeness for those who want detail."

He said there was a need for the television recording of, say, a political convention "as a delegate in front-row center might see it."

He said that any such presentation—a complete audio-visual text of an event—would naturally be dull, but that liveliness was not its purpose. It was there for those who want to see "the whole business," for the serious student, and for those "who want to use it as a yardstick for the performance of the commercial networks that are serving a different journalistic purpose."

Mr. Wald suggested that a public broadcasting system show an event as it happens, record it on tape, and give the tape to the Library of Congress where it would be available to future scholars.

Mr. Wald also said that while the



You are there ■ *The Indiana Broadcasters Association has started a statewide audio news network to feed major Indiana stories to member stations. The IBA News Network, which makes its headquarters in the state house in Indianapolis, has more than 30 participating stations. Veteran Indiana newsman Bob Rutherford runs the network operation, which is an outgrowth of IBA's Legislative Wrap-up, offered during meetings of the general assembly since 1968. Cost for member stations ranges from \$30 to \$75, depending on market size. On the scene for a first-hand look at the system which started Jan. 3 are (l to r): Basil O'Hagen, WNDU-TV South Bend, IBA president; Dr. Otis R. Bowen, Indiana House speaker, and Phillip E. Gutman, president pro tem, Indiana Senate.*

Constitution states that Congress shall make no law abridging freedom of the press, laws are being made about the press. These, he said, are giving government the right to decide what is fair in journalism, what is even-handed and what is controversial.

"Let's make a bold step backward and give up federal control of television journalism," Mr. Wald said. "If the rascals do something wrong, bring them to justice. If they don't, keep your hands off."

McCloskey seeks time to counter Nixon

Representative Paul N. McCloskey Jr. (R-Calif.) has asked the three networks and their Boston affiliates for time to respond to President Nixon's Jan. 20 nationally televised State of the Union address.

In telegrams sent Jan. 21 to the networks and their affiliates, WNAC-TV (ABC), WHDH-TV (CBS) and WBZ-TV (NBC), Mr. McCloskey said the request for free time was being made under the equal-time provision of the Communications Act and under the fairness doctrine. He noted that he will be opposing President Nixon in the March 7 New Hampshire primary and will be on the ballot in other states, but said time on the Boston-area affiliates "will be sufficient at this time to respond to Mr. Nixon's comments."

The congressman said the State of the Union address "brought up some new issues . . . to which the licensees' news broadcasts have not been addressed specifically." And, he noted that a U.S. appeals court decision Nov. 15, 1971, stressed the importance of "a balanced presentation of opposing opinions" to presidential broadcasts (BROADCASTING, Nov. 22, 1971).

Another outsider inside

Washington Post national correspondent Ken W. Clawson has resigned to become the Nixon administration's deputy director of communications. He succeeds Jeb Magruder, who is now deputy director of Citizens Committee for Re-election of the President.

Mr. Clawson, 35, who will work under Communications Director Herbert G. Klein, broke the story that the White House directed the FBI to investigate the background of CBS newsman Daniel Schorr (BROADCASTING, Nov. 15, 1971).

Equipment&Engineering

FCC won't yield on encoded ads

Contends approval of IDC system would usurp licensee responsibility

International Digisonics Corp. suffered a setback when the FCC on Jan. 18 rejected a petition by IDC and the three TV networks for relaxation of the interim standards governing visual en-

coding of commercials. The commission said "the imposition of a direct requirement that broadcasters provide an admittedly nonbroadcast subsidiary service (IDC's visual encoding system) would constitute an unwarranted invasion of licensee responsibility."

IDC made its claim after CBS decided to refuse IDC-coded film commercials after Feb. 1 (BROADCASTING, Dec. 20, 1971). IDC had contended that "neither CBS nor any other broadcaster would appear to have the slightest basis for refusal to accept identified commercials" and that such a refusal would

go contrary to the public interest.

The commission set up its interim standards for visual encoding last Sept. 17. It allows stations to place coded patterns in certain portions of six lines at the top and bottom of a TV picture. Under proposed rulemaking, these standards would be broadened to give broadcasters a larger part of the picture for placing coded transmissions. The commission said in its latest notice that while it is declining to enlarge the interim standards at present, it recognizes that the licensee has no sure way of telling whether his coded transmissions

are meeting the standards, so it would "rely on his good-faith judgment to achieve compliance" for the time being. It said it would not hold licensees responsible for coded transmissions that do not comply until the outcome of the present rulemaking proceeding.

In an assertedly unrelated IDC development last week, that company's president, Glenn M. DeKraker, announced his resignation, effective immediately. He attributed the decision to an intolerable working relationship with the company's board.

Mr. DeKraker had been instrumental in developing the encoding technology while with Sangamo Electric Co., Springfield, Ill., whose joint venture with Jordon Ross, Chicago, became International Digisonics. Mr. DeKraker said he did not view the FCC's latest action as a setback for the company, but rather as a relief for broadcasters from enforcing interim standards pending an ultimate rule-making. His successor has not been named, nor are his future plans set.

It was a good year for color-set sales

The sale of color TV sets by distributors to retailers were up 28.2% for 1971 compared to 1970, the Electronic Industries Association reported last week.

Monochrome TV set sales were up 7.2% for the year, while total radio set sales were up 11.2% for the year.

December sales of color TV were the second highest ever, with 806,519 sold, a 40.2% increase of the same month in 1970. The highest month ever was September last year.

For the 12 months of 1971:

	1971	1970
Television		
Color	6,180,357	4,821,505
Monochrome	4,874,488	4,546,608
Total	11,054,845	9,368,113
Radio		
AM	4,927,347	4,798,996
FM	3,951,184	3,183,901
Auto	10,346,775	8,125,359
Total	19,225,306	16,108,256

RCA's Kreuzer sees boom in electronics

Barton Kreuzer, RCA executive vice president, consumer electronics, predicted last week that more than 370 billion television sets will be sold in the U.S. in the next quarter-century—doubling the figure for TV's first 25 years and representing nearly \$200 billion in future retail sales.

"Total sales of the consumer electronics industry may very well aggregate a half trillion dollars (\$500 billion) before the magic year 2000," he said. "The prospects of consumer electronics are overpowering. Everything that has happened in the past promises to be

dwarfed by comparison in the future."

Mr. Kreuzer said that the industry reached record sales of 14 million sets in 1971, and that by the end of the upcoming quarter-century the unit figures will be in excess of 17 million sets sold annually—"with well over two-thirds of the total being color sets."

Black-and-white TV retail sales, which amounted to more than half of the total TV sets sold in 1971, are expected to remain above the five-million set level annually throughout the next 25 years, Mr. Kreuzer said.

By the turn of the century, he added, annual radio sales should be around 45 million units—up 10 million from last year's figures. Phonographs will also continue strong contenders for the consumer's dollar, going up from the 1971 total of 7.6 million units to about 11 million a year in that same period. Fifteen million tape recorders and players will be sold annually by the year 2000, it is estimated.

Production of RCA color television picture tubes in the U.S. in 1971 achieved a new record high, up nearly 30 percent over the previous year. Peak demand was experienced in 1971 for the 25-inch (diagonal) color tube which amounted to more than 30 percent of the company's output.

Technical Topics

Antenna tower lights ■ Dielectric Communication Division of Sola Basic Industries, Raymond, Me., has developed a new line of "Strobe Guidance" warning beacons that have been approved by the Federal Aviation Agency. The new beacons operate in daylight hours at the specified 200,000 candela rating and at night at 1,000 candela, with automatic switching from one level to another.

New master ■ Shure Brothers Inc., Evanston, Ill., has introduced the M675 Broadcast Production Master, designed for use with the Shure M67 series of

microphone mixers. The M675 augments the four M67 microphone inputs with four line inputs, cuing and monitoring facilities, and self-contained battery supply to power both the M675 and M67. The M675 is priced at \$250.

New film chain ■ Marco Video Systems Inc., Philadelphia, has announced a new color film-chain system. The system includes three-tube color pick-up, multiplexer, 16mm projector and a 35mm slide projector. The system can accept opaque art work, overhead transparencies and small three-dimensional objects in a 7" x 9" horizontal field. It has the built-in capability to split screen and wipe between the motion-picture film and the 35mm slides. The complete system sells for \$8,770.

On the way ■ A new FM frequency/modulation monitor, the TBM-3700, and new series of consoles, the B-500 series, will be available from McMartin Industries, Omaha, next month. The monitor combines the FM frequency deviation and modulation percentage monitoring functions in a single, seven-inch rack mount unit; the two functions are independent of each other. The unit is priced at \$1,350. The new consoles—the B-501 for monaural and the B-502 for stereo—are available. All program circuitry is on plug-in cards. Both are designed to have enough flexibility to accommodate main control-room requirements for smaller station operations. Price of the B-501 is \$750; for the B-502, \$1,050.

Traveling light ■ Sanyo Electric Co., Compton, Calif., is introducing a new video-cassette recorder, the VTC-710, and video camera, the VC-730, which together weigh less than 15 pounds—about half the standard weight, according to Sanyo. The system operates from built-in rechargeable batteries and can be switched to AC power where available. It uses one-half inch tape and records for 20 minutes, with simultaneous audio and video recording. It is priced in the \$1,500 range.

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What lit the match under Teleprompter?

Stock price takes off; Kahn departure seen as main reason

On March 8, 1971, at its low point for the year, 52,600 shares of stock in Teleprompter Corp. traded on the American Stock Exchange, closing at 59¾. Last Wednesday (Jan. 26), 34,800 shares traded, closing at 123¾. Something obviously had happened in the meantime. What was it?

Wall Street observers see the answer—or a large part of it—in the resignation of Irving B. Kahn as Teleprompter chairman on Nov. 12, following his conviction on bribery, conspiracy and perjury charges (BROADCASTING, Oct. 25, 1971). In one move, they assert, the company lost its "stigma" and regained credibility with the investment public (although the company, too, was convicted of bribery and conspiracy in the same case). That, combined with anticipation of forthcoming FCC rules on cable, resulted in a renewed and favorable climate for Teleprompter stock. Many voiced the opinion that if the Kahn conviction had not occurred, Teleprompter would have reached \$100 per share long before it actually did on Dec. 8, 1971.

"Teleprompter is way out in front technologically," David Alger of Fred Alger & Co. said. "On top of that it has good, imaginative management that is not afraid to go out and hook on subscribers now. And they're doing it with good geographic dispersal."

Arnold Rimberg of Edward A. Viner

& Co. pointed out that throughout 1971—a period that, except for the last two months of the year, might be termed uneventful marketwise for Teleprompter—the company still managed to garner over 20 new franchises throughout the country—proof, in his view, that those persons responsible for awarding franchises recognized Teleprompter's leadership.

The company now has 112 CATV systems with approximately 620,000 subscribers, making it by far the largest operator in the country. It gained over 477,000 of those connections in the last two years, 100,000 last year alone. In a speech delivered last week before a Mitchell, Hutchins & Co. seminar in New York, Hubert J. Schlafly, Teleprompter president, said the company plans to build "over 7,000 miles of plant and turn on 25 new CATV systems" in 1972.

Not all analysts view Teleprompter so favorably. A spokesman for Merrill Lynch, Pierce, Fenner & Smith said that he felt many of the areas in which Teleprompter has franchises—specifically New York and Los Angeles—were "trouble areas" that would require a tremendous outlay of capital. "You can't just dig a hole in New York and set up a system as you do in Podunk, Iowa," he said. "When you do, it costs a lot of money. And I'm not sure Teleprompter will get it back."

(Teleprompter stock dropped to 123¾ last Wednesday, from 131½ the week before. The dip generally was credited to a piece by Paul Kagan in *Cablecast*, an industry newsletter, portions of which were reprinted in the Jan. 24 issue of *Barron's*. The Kagan article suggested that the current Teleprompter stock price, then about \$130,

was "hardly a likely prospect." The company's stock is now trading at about 60 times earnings, based on projected earnings of \$2.10 for 1971—a figure that is far above the financial industry norms.)

Teleprompter has made two announcements since November that also are regarded as contributors to its stock climb. One was that it had acquired Muzak Inc. (BROADCASTING, Jan. 10) and the second, that it would spend \$55 million to expand its cable-TV systems in the U.S. and to enter the European cable market (BROADCASTING, Jan. 17).

Jack Kent Cooke, Teleprompter director and largest single stockholder, contacted in Los Angeles about the future outlook for Teleprompter management, said that the company's board had set up an executive committee to find a new chairman. The committee, which will meet monthly, had its first meeting Jan. 11-12 in New York (following the company's annual meeting) and plans to meet in early February in Los Angeles. Mr. Cooke said that the committee was "working hard" at the task of finding the best man for the job soon. Mr. Cooke said he was pleased with the way Teleprompter's stock had risen but had no comment as to possible reasons for its climb.

Paradoxically, assuming the accuracy of the widely-held assumption that Mr. Kahn's departure is primarily responsible for the stock's recent success, he has become a primary beneficiary (financially, at least) of his leaving. On his exit day, Nov. 12, Teleprompter stock closed at 78¾. He held about 35,000 shares then, with nonqualified options on an additional 50,000 shares at \$59.50 and qualified options for another 14,900 shares at \$40.10. He has since picked up 10,000 of the latter shares, giving him a total of about 45,000—and, on paper, an appreciation in net worth of some \$2 million.

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Company Reports

■ Dun & Bradstreet Inc. reported record earnings and operating revenues for fiscal 1971. Group broadcaster Corinthian Broadcasting Corp. merged with D&B on May 27, 1971. Hamilton B. Mitchell, D&B president, said the company is well positioned to take advantage of the current strength in the

domestic economy and to continue its growth overseas.

For the year ended Dec. 31, 1971:

	1971	1970*
Earned per share	\$ 2.31	\$ 2.15
Revenues	356,405,000	334,551,000
Net income	29,537,000	27,434,000
Average shares outstanding	12,845,000	12,743,000

* Restated to include Corinthian Broadcasting Corp.

■ Group-owner Cox Broadcasting Corp., Atlanta, reported new highs in revenues and earnings last week. Cox said 1971 per-share earnings and revenues were up 7% and 2% respectively.

President J. Leonard Reinsch said all of Cox's operating divisions reported increased revenues with the exception of program production and distribution. TV revenues were at a par with 1970's level, and radio revenues rose 9%. Slight declines in pre-tax earnings in broadcasting were attributed to higher operating expenses (principally increased costs of news, additional public-service and other programming). Cox's radio and TV outlets accounted for 65% of consolidated revenues in 1971 and 1970.

The corporation owns 56.3% of Cox Cable Communications, whose operations, said Mr. Reinsch, contributed

higher earnings in 1971 (see below). For the year ended Dec. 31, 1971:

	1971	1970
Earned per share	\$ 1.40	\$ 1.32
Revenues	65,362,739	64,098,154
Net income	8,153,140	7,636,568
Share of net income of Cox Cable	719,361	677,486
Shares outstanding	5,805,000	5,802,000

■ Cox Cable Communications Atlanta-based cable-TV systems operator, reported revenues and operating income reached record levels in 1971—income increasing 27% and revenues 28%. The cable company is 56.3%-owned by Cox Broadcasting, which itself reported a record year for revenues and earnings.

But while income and revenues were high, an \$85,000 extraordinary loss on the sale of Cox's minority interest in a Charlotte, N.C., system held net income at \$1,277,728, or 36 cents a share.

Cox Cable, which serves subscribers in 32 wholly or partially, owned systems in 14 states, refinanced all bank debts through a \$25-million revolving credit during the year in order to strengthen the company's financial position. Proceeds from the loan, along with other funds from the company, will be used to supply around \$16 million for de-

veloping and constructing news systems over a two-year period.

For the year ended Dec. 31, 1971:

	1971	1970
Earned per share	\$.36	\$.34
Revenues	13,457,437	10,546,200
Net income	1,277,728	1,203,350
Shares outstanding	3,552,386	3,550,522

* Before extraordinary loss, income was \$1,362,728, or 38 cents per share, in 1971, a 27% increase. An extraordinary credit of \$129,000, or four cents a share, was gained in 1970.

■ CCA Electronics Corp., Gloucester City, N.J.-based equipment manufacturer and station owner, reported record revenues and income for the fiscal year ended Oct. 31, 1971:

	1971	1970
Revenues	\$5,431,629	\$3,888,314
Net income	305,621	158,156

Correction

A confusion in stock price data for ASI Communications and ASI International Communications (the former listed in BROADCASTING's Stock Index, the latter not), resulted in an incorrect price quotation in last week's (Jan. 24) issue. ASI Communications was shown at 18 cents, off 3.29 from the previous week. The stock actually continued to trade in the area of 3 3/4.

Broadcasting Stock Index

A weekly summary of market activity in the shares of 112 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Jan. 26	Closing Jan. 19	Net change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting										
ABC	ABC	N	54 1/2	55 1/4	- 1/4	55 1/4	25	7,095	\$375,113	
ASI Communications	ASIC	O	3 1/4	—	—	4 1/2	2 1/2	1,815	5,209	
Capital Cities	CCB	N	50 1/4	51 1/4	+ 1 1/2	40	17 1/2	6,236	299,328	
CBS	CBS	N	48 1/2	50	- 1	50	30 1/2	27,858	1,312,669	
Cox	COX	N	39 1/4	40	- 1/4	52 1/4	29	5,802	214,674	
Gross Telecasting	GGG	A	13 1/2	13 1/2	—	16	10 1/2	800	11,400	
LIN	LINB	O	17 1/4	16	+ 1 1/4	17 1/4	6 1/2	2,294	36,979	
Mooney	MOON	O	9 1/2	8 1/2	+ 1	9 1/4	4	250	2,218	
Pacific & Southern	PSOU	O	—*	11 1/4	—	17 1/2	8	1,930	20,014	
Rahall Communications	RAHL	O	13 1/4	12 1/2	+ 1 1/4	29	8 1/2	1,037	14,000	
Scripps-Howard	SCRIP	O	22	23 1/4	- 1 1/4	25	18	2,589	53,722	
Sonderling	SDB	A	24 1/2	25 1/2	- 1 1/2	34	17	997	25,792	
Starr	SBG	M	19	19 1/2	- 1/2	20 1/2	8 1/2	691	10,966	
Taft	TFB	N	45 1/2	44 1/4	+ 1/4	46	23 1/2	3,707	156,139	
								Total	63,101	\$2,538,223
Broadcasting with other major interests										
Avco	AV	N	18	17 1/2	+ 1/2	18 1/4	12 1/2	11,472	\$ 20,076	
Bartell Media	BMC	A	4 1/2	5 1/2	- 1/2	8	2 1/2	2,254	10,413	
Boston Herald-Traveler	BHLD	O	15	17	- 2	28	19	577	9,232	
Chris-Craft	CCN	N	6	6	—	9 1/2	5 1/4	3,974	23,844	
Combined Communications	CCOM	O	—*	—*	—	29 1/2	10 1/2	2,206	63,423	
Cowles Communications	CWL	N	10 1/4	11 1/2	- 1/4	13 1/2	8	3,969	41,159	
Dun & Bradstreet	DNB	N	64	64 1/4	- 1/4	67 1/2	52 1/2	12,838	831,261	
Fuqua	FOA	N	22	22 1/2	- 1/2	26 1/2	13 1/4	7,896	180,582	
Gable Industries	GBI	N	30 1/4	29	+ 1 1/4	30 1/4	9 1/2	1,872	49,608	
General Tire	GY	N	25 1/2	25 1/2	- 1/2	28 1/4	21 1/2	18,713	491,216	
ISC Industries	ISC	A	8 1/2	8 1/4	+ 1/4	9 1/2	4 1/2	1,646	11,720	
Kansas State Network Inc.	KSN	O	6 1/2	6 1/4	+ 1/4	6 3/4	5 1/2	1,621	11,136**	
Lamb Communications	L	O	3 1/4	3 1/4	+ 1/2	2 1/2	2	475	1,544†	
Lee Enterprises	LNT	A	18 1/2	19 1/4	- 1 1/2	20	16 1/2	2,936	54,316	
Liberty Corp.	LC	N	18 1/4	19 1/4	- 1/2	24	16 1/2	6,744	134,880	
Meredith Corp.	MDP	N	25 1/2	24 1/4	+ 1 1/2	29 1/2	19 1/2	2,772	67,221	
Metromedia	MET	N	29 1/4	30 1/2	- 1 1/2	30 1/2	17 1/2	5,764	161,392	
Multimedia Inc.	M	O	35 1/2	37 1/2	- 2	37 1/2	25	2,407	89,861	
Outlet Co.	OTU	N	16 1/2	16 1/2	+ 1/4	22	13 1/2	1,334	22,345	
Post Corp.	POST	O	22 1/2	23 1/4	- 1 1/4	23 1/4	9 1/4	909	21,134	
Publishers Broadcasting Corp.	PUBB	O	3 1/2	3 1/2	—	4 1/2	1 1/2	919	3,446	
Reeves Telecom	RBT	A	2 1/2	2 1/2	—	3 1/2	2	2,292	6,578	
Rollins	ROL	N	45 1/4	47 1/2	- 1 1/2	49 1/2	25 1/2	8,087	388,176	
Rust Craft	RUS	A	26 1/4	26 1/4	- 1/2	24 1/4	18 1/2	2,318	56,791	
Schering-Plough	SPL	N	85 1/4	87 1/2	- 2 1/2	89 1/2	60 1/2	25,174	2,209,019	
Storer	SBK	N	31 1/2	32 1/2	- 1/2	33 1/4	19	4,223	133,025	

(continues on page 46)

(continued from page 45)

	Stock symbol	Ex- change	Closing Jan. 26	Closing Jan. 19	Net change in week	High 1972	Low	Approx. shares out (000)	Total market capitali- zation (000)	
Time Inc.	TL	N	57	58 3/4	- 1/4	62 3/4	40 1/2	7,258	408,263	
Turner Communications		O	3 7/8	2 7/8	+ 1	4	2	1,328	3,147	
Washington Post Co.	WPO	A	25 1/2	24 3/4	+ 3/4	27 1/2	19 3/4	4,753	118,825*	
Wometco	WOM	N	18 3/4	21	+ 2 1/4	23 3/4	14 3/4	5,815	107,578	
								Total	175,108	\$6,257,149

CATV

Ameco	ACO	O	4 7/8	5	- 1/8	12 3/4	1 1/2	1,200	\$ 5,244	
American Electronic Labs	AELBA	O	7	7 1/4	- 1/4	10	3	1,668	11,459	
American TV & Communications	AMTV	O	33 3/8	38 1/2	- 4 3/8	38 1/2	19 1/2	2,434	78,180	
Burnup & Sims	BSIM	O	25 3/4	25	+ 1 3/4	37 3/4	20 1/2	3,061	74,995	
Cablecom-General	CCG	A	15 1/2	15 1/2	+ 1/2	17 3/4	9 3/4	2,485	38,518	
Cable Information Systems		O	3	3	-	4 3/4	1 3/4	955	2,626	
Citizens Financial Corp.	CPN	A	14 1/4	14 3/4	-	15 1/2	11	1,590	22,053	
Columbia Cable	CCAB	O	17 1/4	18 3/4	- 1	18 3/4	9 3/4	900	13,725	
Communications Properties	COMU	O	13 3/4	11 1/2	+ 1 1/2	13 3/4	7 3/4	1,906	22,148	
Cox Cable Communications	CXC	A	26 1/4	27	- 3/4	27	15 3/4	3,552	86,562	
Cypress Communications	CYPR	O	12	11 1/4	+ 3/4	12 1/2	7	2,384	29,800	
Entron	ENT	A	5 1/2	5 3/4	- 1/8	7 3/4	2 1/2	1,320	6,428	
General Instrument Corp.	GRL	N	22 3/4	23 3/4	- 1 1/4	29 3/4	13 1/2	6,371	136,977	
LVO Cable Inc.	LVOC	O	-*	11 1/2	-	11 1/2	7	1,466	17,592*	
Sterling Communications	STER	O	6 1/2	7 1/4	- 3/8	7 1/4	3 1/2	2,162	11,610	
Tele-Communications	TCOM	O	-*	27 3/4	-	27 3/4	12	2,856	70,315	
Teleprompter	TP	A	123 3/4	131 3/4	- 7 3/4	131 3/4	36 1/2	3,077	370,779	
Television Communications	TVCM	O	11 1/2	11 1/2	- 3/8	10 3/4	5 3/4	3,804	39,942	
Viacom	VIA	N	17 3/8	17 3/8	- 1/2	21	9 3/4	3,791	61,604	
Vikoa	VIK	A	10	10 1/2	- 1/2	14 1/4	4 3/4	2,344	20,791	
								Total	49,326	\$1,121,348

Programming

Columbia Pictures	CPS	N	11 3/4	11 1/2	+ 1/4	17 3/8	6 3/4	6,342	\$ 61,835	
Disney	DIS	N	147	150 3/4	- 3 3/8	150 3/8	77	13,111	1,769,985	
Filmways	FWY	A	7	7	-	11 1/2	4 3/4	1,756	12,064	
Four Star International		O	3/4	3/4	-	1 1/2	3/4	666	500	
Gulf & Western	GW	N	33 3/4	33 3/4	+ 1/2	33 1/2	19	15,549	454,808	
Kinney Services	KNS	N	35 3/8	36 3/8	- 1 1/2	39 3/8	25 1/2	12,716	445,060	
MCA	MCA	N	28 3/8	25 3/8	+ 2 1/4	30	17 3/4	8,165	212,290	
MGM	MGM	N	20 1/2	20 1/2	-	26 1/2	15 1/2	5,895	110,531	
Music Makers	MUSC	O	1 1/2	1 1/2	+ 1/4	3 3/4	1 1/2	534	598	
Tele-Tape Productions		O	1 1/2	2	- 1/2	2 1/2	1	2,190	3,548	
Transamerica	TA	N	18 3/4	20	- 1 1/4	20 1/2	14 3/4	63,841	1,181,059	
20th Century Fox	TF	N	14 3/4	14 3/4	-	15 3/4	7 3/4	8,562	111,306	
Walter Reade Organization	WALT	O	1 1/2	2	- 1/2	5 3/4	1 1/2	2,414	4,828	
Wrathor Corp.	WCO	A	11 3/4	10 3/4	+ 1/2	11 3/4	5 1/4	2,164	23,804	
								Total	143,905	\$5,392,216

Service

John Blair	BJ	N	17 3/8	18 3/8	- 3/4	24 3/4	13	2,597	\$ 45,110	
ComSat	CO	N	62 1/4	61 1/2	+ 3/4	84 1/2	49 1/2	10,000	630,000	
Creative Management	CMA	A	11	11 1/2	- 1/2	17 3/4	7 3/4	969	9,322	
Doyle Dane Bernbach	DOYL	O	25 3/8	25 3/8	- 3/8	26 1/2	20	1,934	48,350	
Elkins Institute	ELKN	O	4	4 3/4	- 1/4	16 3/4	3	1,664	6,440	
Foote, Cone & Belding	FCB	N	11 3/4	11 3/4	-	13 3/4	7 3/4	2,196	25,254	
Grey Advertising	GREY	O	14 3/4	15 1/4	- 3/4	16 3/4	9 3/4	1,209	19,489	
Interpublic Group	IPG	N	25 3/8	26	- 1/2	27 1/2	17 1/2	585	4,680	
LaRoche, McCaffrey & McCall		O	-*	-*	-	16 1/2	7 1/2	1,407	2,983	
Marketing Resources & Applications		O	-*	9 1/2	-	18 1/4	2 1/2	557	2,295	
Marvin Josephson Assocs.	MRVN	O	-*	9 3/4	-	12	5 3/4	505	5,050	
Movielab	MOV	A	2 3/4	2 1/2	+ 1/4	4	1 3/4	5,299	229,182	
MPO Videotronics	MPO	A	4 3/8	5 1/8	- 1/4	8 1/2	3 1/2	1,096	45,210	
Nielsen	NIELA	O	44 3/4	43 3/4	+ 1	49 3/4	38 3/4	778	5,252	
Ogilvy & Mather	OGIL	O	42 1/4	43 3/4	- 7/8	42 1/4	24	2,703	119,256	
PKL Co.	PKL	A	8	8 1/2	- 1/2	10 1/2	3 3/4	1,602	36,237	
J. Walter Thompson	JWT	N	40 3/4	40 3/4	+ 1/2	60	34 1/2	1,673	43,498	
Wells, Rich, Greene	WRG	N	24 3/4	24 3/4	+ 1/2	25 3/4	15 1/4	825	7,013	
								Total	38,134	\$1,784,821

Manufacturing

Admiral	ADL	N	19 3/4	18 1/2	+ 5/8	21	8	5,163	\$ 96,806	
Ampex	APX	N	11 1/4	10 1/2	+ 3/4	25 3/8	10 3/8	10,873	149,504	
CCA Electronics	CCAE	O	4	4 1/4	- 1/4	5 1/4	2 1/4	881	3,850	
Collins Radio	CRI	N	15 3/8	14 3/4	+ 1 1/8	20 3/8	9 3/4	2,968	44,134	
Computer Equipment	CEC	A	3 3/8	3 3/8	+ 1/4	7 1/4	2 1/2	2,394	7,781	
Conrac	CAX	N	31 3/8	34 3/4	- 2 3/8	35 1/2	15 3/4	1,259	35,252	
General Electric	GE	N	60 3/4	64	- 3 3/4	66 1/2	52 3/4	181,607	11,441,241	
Harris-Intertype	HI	N	54 1/2	54 1/4	+ 1/4	69 3/4	45	6,344	334,646	
Magnavox	MAG	N	45 3/8	46 3/8	- 1/2	55	37 3/8	17,283	797,092	
3M	MMM	N	130 3/4	131 3/4	- 7/8	133 1/2	95 3/4	56,251	7,488,133	
Motorola	MOT	N	85 1/2	87 3/4	- 2 1/4	89 3/4	51 1/2	13,370	1,116,395	
RCA	RCA	N	38 1/2	38	+ 1/2	40 3/4	26	74,437	2,865,825	
RSC Industries	RSC	A	4	3 1/4	+ 3/4	6 3/4	2 3/4	3,500	11,375	
Telemation	TIMT	O	-*	8 3/4	-	13 3/4	6	14,040	112,320*	
Westinghouse	WX	N	43 1/2	46	- 2 1/2	48 1/4	41 1/4	86,829	4,080,963	
Zenith	ZE	N	42 1/2	45 1/2	- 3 3/4	54 3/4	36 3/4	19,025	829,871	
								Total	496,224	\$29,415,191

Grand Total 966,323 \$46,514,214

Standard & Poor Industrial Average

113.30 114.78 - 1.46

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

Shares outstanding and capitalization as of Jan. 5.
Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.

* Prices not available.
** As of Jan. 26.

New IBFM policy on barter set up

The Institute of Broadcast Financial Management has recommended a uniform policy for reporting trade or barter transactions to the FCC. The suggested guidelines were submitted to the commission last week, in response to a request in December from Alexander Korn, research chief of the FCC's Broadcast Bureau who was spurred in his action by an increased number of questions from broadcasters following a fine levied against a station last year for failing to report such income ("Closed Circuit," Jan. 24).

The IBFM recommendations will be

submitted to the commission and are expected to be accepted for use in 1972 Form 324 returns that are due by April 1, 1973.

The IBFM document was drawn up by a group headed by Gerald Carrus, Metromedia Radio Sales, New York. Essentially it describes how to account for trade outs and barter sale of time when reporting revenues, expenses and income to the FCC, including considerations to be used in determining value (type of merchandise or service received, relationship between station and supplier, etc.), as well as methods of identifying revenues and depreciation for categories (program material, property, rentals, etc.).

Debt clearance opens new vistas for Vikoa

Vikoa Inc., Hoboken, N.J.-based cable firm, has retired all its short-term debt, which had been as high as \$3 million last year.

Charles Hermanowski, president of the company, which owns and operates 14 CATV systems, said the elimination of the debt, for which interest at its peak reached \$250,000 per year, will permit management to move at a faster pace in developing the company's interests.

Vikoa is also a leading manufacturer and supplier for equipment used in the cable industry.

Fates & Fortunes[®]

Broadcast Advertising

Judith Raines, senior copywriter, and **John A. Edwards**, account director, both McCann-Erickson, New York, and **William J. Tausch**, creative director at M-E Detroit, elected VP's.

Bruce Nicolaysen, creative group head for Carson/Roberts division of Ogilvy & Mather, Los Angeles, appointed VP, co-creative director.

William L. Viands Jr., general sales manager, WIOD(AM) Miami, appointed director of sales planning and development, Cox Broadcasting Corp., station's licensee.

James J. O'Neal, former executive VP and board member, D'Arcy Advertising Co., New York office, named senior VP and manager of New York office, Campbell-Ewald.

Peter Lund, general sales manager, WMCA(AM) New York, named VP for sales, Generation II Radio, San Diego, licensee, KSDO(AM) there.

Marvin B. Shapiro, sales manager of WCBS-TV New York, appointed general sales manager. He succeeds **Gene Janowski**, who became director of sales (BROADCASTING, Jan. 17).

Bruce Bendinger, **Charles Blakemore**, **Bruce Coe**, **Don Marrs**, and **Alan Pake**, associate creative directors, Leo Burnett Co., Chicago, appointed creative directors.

Peter L. Romanov, regional manager-Northeast, Radio Advertising Bureau, New York, promoted to newly created position of director of regional sales.

Kenneth J. Costa, director of sales development, RAB, appointed director of member service. He succeeds **Edward A. Whitney Jr.**, who becomes RAB director of management services.



Mr. Dickenson

person's contribution to company and its clients. Winner of annual award is determined by board of PGW.

Michael J. Faherty, former general sales manager, WINS(AM) New York, joins Radio Advertising Representatives there in same capacity.

John E. Andes, former VP-account supervisor, William Esty & Co., New York, joins Kurtz Kambanis Symon, agency there, in same capacity.

Michael Brown, group head, Marketing Dynamics, New York, joins Kenyon & Eckhardt there as research account manager.

Robert L. Dickenson, with Los Angeles sales staff of Peters, Griffin, Woodward, New York-based TV station representative, has been awarded 1971 "Colonel of the Year" title, recognizing "greatest growth" in staff

Lois Bell, with media buying staff, BBDO, Boston, joins Hill, Holliday, Connors, Cosmopolos there as media buyer.

Richard M. Tuthill, former account executive, Grey Advertising, New York, joins Rumrill-Hoyt there in same capacity.

Jim Trahey, with sales staff, WQXI-TV Atlanta, appointed national sales manager.

K. L. Rice Jr., director of client services and executive committee member, Hofer, Dietrich & Brown, San Francisco, elected to board of advertising and PR firm.

Shirley Komoroff, former trade specialist, Department of Commerce, Philadelphia, joins N. W. Ayer & Son there as information specialist.

Robert Weiser, account executive, Cunningham & Walsh, New York, promoted to account supervisor.

Robert J. Culpepper Jr., director of advertising and PR, Stanley Furniture Co., Martinsville, Va., and **John P. Murphy**, advertising manager of Atlanta division,

dialasound

promotes

radio time sales

is a service for

radio time buyers

Kroger Co., store chain, join Cargill, Wilson & Acree, Atlanta, as account executives.

Frank W. Nesbitt, with Pearson Clarke & Sawyer, Lakeland, Fla., advertising and PR firm, appointed director of agency services.

Jess Mooney, with sales staff, WTOG-TV Savannah, Ga., appointed general sales manager.

Fred Mosimann, with sales staff, WMIX-AM-FM Mt. Vernon, Ill., appointed local and regional sales manager.

Robert J. La Chance, station manager, WPRO-FM Providence, R.I., joins WXTR-(AM) Pawtucket, R.I., as general sales manager.

Wallace L. Hutchinson, executive VP and partner in Broadcast Marketing Consultants, San Francisco, appointed general sales manager of KCBS(AM) there.

Edward L. Hearn, former VP and general manager, KIXI-AM-FM Seattle, forms his own Media Management Corp., advertising and consulting firm there.

Bob Finke, with sales staff, WMAL-TV Washington, appointed sales manager.

Clare Flietstra, with sales staff, WZZM-TV Grand Rapids, Mich., appointed local sales manager. **Edward Kunst**, also with station's sales staff, appointed to newly created position of regional sales manager.

Barrett W. McKee, retail advertising manager for *Los Angeles Herald Examiner*, joins KNXT(TV) Los Angeles, in similar position.

John Hare, national sales manager, KXYZ-AM-FM Houston, appointed sales manager.

Gary Lewis, VP, Robert E. Eastman Co., New York, appointed general sales manager, WMCA(AM) New York.

Frank J. Nachazel, manager, WLAV-FM Grand Rapids, Mich., appointed local sales manager, WLYV(AM) Fort Wayne, Ind.

Thurman Worthington, Jr., with WTAR-AM-FM-TV Norfolk-Newport News, Va., appointed manager of local FM sales.

Jerome F. Horwitz Jr., with sales staff, WTOP-AM-FM Washington, joins WMOD-(FM) there as sales manager.

Raymond A. Olech Jr., sales manager, WDBO-AM-FM Orlando, Fla., and **Robert L. Barager**, also with WDBO sales staff, have formed Olech/Barager Advertising. Offices are at 2211 Lee Road, Winter Park, Fla.

Salvatore J. Tripodo, product manager, Clairol Inc., New York, joins Schick Inc., Los Angeles, as product manager for all personal care appliances, excluding electric shavers. Mr. Tripodo will report to **Henry G. McWhinney**, direc-

tor of product management and advertising.

George A. Robbins, VP of Caldwell-VanRiper, Indianapolis advertising and PR firm, appointed director of advertising for Aero Mayflower Transit Co., international moving and storage firm there.

George A. Bailey, general merchandising manager, Lindy Pen Co., North Hollywood, Calif., appointed sales manager, KAYN(FM) Tucson, Ariz.

The Media



Mr. McCormick
(BROADCASTING, Jan. 24).

Michael McCormick, general manager, WOR-TV New York, joins WTMJ-AM-FM-TV Milwaukee as manager of radio and television. He succeeds **Phillip Laeser**, who retires after 43 years with stations

George E. Shannon, director of planning and administration for CBS-owned WCBS-TV New York, appointed director of financial analysis of CBS/Broadcast Group, effective Jan. 31. He succeeds **William J. Flynn**, retiring after 34-year tenure.

Steve Shepard, VP and general manager, KISN(AM) Vancouver, Wash., named president of station.

Leon G. Van Bellingham, VP, LaRue Media Brokers, New York, joins Cablecom-General, Denver, as VP for corporate development.

Jerome A. Frank, controller, Columbia Cable Systems, Westport, Conn.-based group CATV operator, named secretary-treasurer.

John Page Wham, Centralia, Ill., attorney, elected president of Mt. Vernon Radio and Television Co., licensee of WMIX-AM-FM Mt. Vernon, Ill. He succeeds late **John R. Mitchell**, founder of WMIX stations.

Myra A. Youmans, with WDLA(AM) Walton, N.Y., named secretary and director, Delaware County Broadcasting Corp., station's licensee.

Ron Kempff, sales manager, CBS Radio Spot Sales, Chicago, joins WHIO-AM-FM Dayton, Ohio, as station manager.

Charles Duke, acting general manager, WSIX-AM-FM-TV Nashville, appointed general manager. **E. L. Cartwright**, manager of sales, KOA-TV Denver, appointed station manager. All are General Electric Broadcasting stations.

Sol Robinson, manager, WLAD-AM-FM Danbury, Conn., retires after more than 21 years in that position. He continues as corporate VP and board member and

consultant to stations. He will also serve as part-time consultant to management in small and medium-sized radio markets.

G. Harold Weaver, chief engineer, Lake City Cablevision, Lake City, Fla., subsidiary of Cypress Communications Corp., Los Angeles, appointed manager of system.

Frank R. Barreca, general manager, noncommercial KUAT-TV Tucson, Ariz., and **Henry J. Cauthen**, general manager, South Carolina Educational Television Network, Columbia, S.C., elected to board of directors, Public Broadcasting Service, New York.

Erskine R. Faush, program director, WENN-AM-FM Birmingham, Ala., appointed assistant general manager.

Jack A. Carpenter, with sales department, KDXE(AM) North Little Rock, Ark., joins WKLM(AM) Wilmington, N.C., as station manager.

Richard A. Rudman, chief engineer and manager, KAYN(FM) Tucson, Ariz., appointed general manager.

Joe M. Thrope, general sales manager, KCMO(AM)-KFMU(FM) Kansas City, Mo., appointed general manager, WWFZ-(FM) Cincinnati.

Programing

Ted Bergmann, VP in charge of programing, Ted Bates & Co., New York, becomes partner in Herman Rush Associates, Hollywood-based program packaging company. Mr. Bergmann will head firm's New York office which has co-production arrangements with number of producers in both New York and Hollywood.

Vincente Ramos, Latin American sales director for Warner Bros. Television, joins National Telefilm Associates Inc., Beverly Hills, Calif., as VP-international sales

Bill Cook, VP and station manager of KIII(TV) Corpus Christi, Tex., joins Four Star Entertainment Corp., Beverly Hills, as Southern division sales manager, with headquarters in Corpus Christi.

Dale Juhlin, executive producer, WGN Continental Productions Co., Chicago., named head of firm's newly opened office for sale of video tape and film production. Offices are at 435 North Michigan Avenue, Suite 1929, Chicago. Telephone: (312) 329-9104.

Charles Keller, director of syndication, Capital Cities Television Productions (CCTP), New York, program production and syndication arm of Capital Cities Broadcasting, appointed general manager of CCTP.

Bertrand M. Fainberg, associate director of business affairs, Viacom International, New York, joins ABC-TV there as associate director of TV contracts. Also,

Sanford Feldman, sales administration attorney, NBC-TV New York, joins ABC-TV there as program attorney.

Richard A. Larson, manager, film production operations, NBC West Coast, Burbank, Calif., promoted to director, film program operations.

Harvey Plotnick, cost administrator, Hollywood Video Center, Hollywood, joins Trans-America Video Inc. there as production administrator.

Guyla Toth, office manager for Hanna-Barbera Productions, North Hollywood, appointed administrative assistant to studio general manager.

Sam Strangis, production manager for Paramount Television, Hollywood, appointed executive production manager.

Bob Cawley, manager of commercial film division, KPHO-TV Phoenix, leaves to form own production company, Bob Cawley Enterprises there.

Roger Zinszer, announcer and promotion coordinator, WHEN-TV Syracuse, N.Y., appointed production and commercial service manager.

Larry Melear, president, The Rolar Company, Athens, Ga.-based program packager, leaves to head own firm, Melear & Associates, Atlanta.

Ray Miller, with sales staff, WMIX-AM-FM Mt. Vernon, Ill., appointed to newly created position of operations manager. He will also continue with sales staff.

Promotion

Barbara Coleman, head of her own TV production firm, Washington, joins ACTION there as deputy director of public affairs, responsible for coordinating electronic and newspaper communications program for ACTION's international and domestic volunteer service programs. ACTION comprises Volunteers in Service to America, the Peace Corps, Foster Grandparents, Retired Senior Volunteer Program, Service Corps of Retired Executives and Active Corps of Executives.

Priscilla M. Toumey, senior press representative, CBS-TV Stations Division, New York, joins CBS-owned WCBS-TV there in same capacity.

Sid Perry, promotion manager, WLCY-TV Largo, Fla., appointed to additional duties as director of PR for parent Rahl Communications Corp.

Jack Harrison, operations manager, KDFW-TV Dallas-Fort Worth, appointed promotion manager. He succeeds **Sam Johnson**, who becomes station's creative director.

Vicki Doenges, promotion assistant, WHEN-TV Syracuse, N.Y., appointed promotion coordinator.

Bruce H. Shore, former corporate administrator of scientific information,

RCA, New York, joins Ohrbach & Benjamin agency there as director of PR.

Broadcast Journalism

Herb Humphries, news director, KABC-AM Los Angeles, named VP for news of Generation II Radio, San Diego, licensee of KSDO-AM there.

Bill Warrick, with news staff, WSNS-TV Chicago, appointed news director.

Peter F. Kaye, campaign manager for current mayor of San Diego, named first field correspondent for National Public Affairs Center for Television, Washington. In 1960, he was assistant press secretary for Richard M. Nixon, in latter's early unsuccessful campaign for Presidency.

Frank Elmquist, news writer, producer and assignment editor for KNXT-TV Los Angeles, joins KTTV-TV Los Angeles as assistant news director.

Paul Lockwood, with news staff, WBAL-TV Baltimore, appointed weekend anchorman. **Tom Davis**, on-air sports reporter, WBAL-AM, joins WBAL-TV in similar capacity.

Rick James, news producer, WCFL-TV Chicago, appointed assistant news director.

Larry Stewart, producer-director-writer for KNBC-TV Los Angeles, appointed supervising producer of station's documentary unit.

Larry Moore, general assignment reporter and weekend anchorman, KMBC-TV Kansas City, Mo., appointed weeknight anchorman.

Dale R. Ward, night editor and anchorman, WSPA-TV Spartanburg, S.C., joins WCBD-TV Charleston, S.C., as news director. **Dick Anderson**, with news staff, WCSC-AM Charleston, S.C., joins WCBD as newsman and anchorman.

Glenn A. Johnson, assignments editor, KGMS-AM Sacramento, Calif., appointed news director.

James E. Greenfield, sales manager and news director, WTWB-AM Auburndale, Fla., appointed director of news and public affairs, WHFL-FM Winter Haven, Fla.

Pamela Gentry, news writer for KABC-AM Los Angeles, appointed to dual posts of editorial associate and associate director of community relations.

Howard M. Schultzberg, evening news editor and anchorman, WAVA-AM-FM Arlington, Va., joins WDVR-FM Philadelphia as newsman.

Arnold A. Lewin, with noncommercial KWAT-AM Tucson, Ariz., joins KAYN-FM there as news director.

Larry Walton, with WMIX-AM-FM Mt. Vernon, Ill., appointed sports director of stations.

Maurice Andre de Farcy, with news staff, KTOK-AM Oklahoma City, joins KTKT-AM Tucson, Ariz., as news director.

Music

Gene Pfeiffer, chief engineer, WPM-AM-FM Patchogue, and WHRF-AM-FM Riverhead, both New York, appointed music director, producer and promoter for country music programming for WPAQ stations.

Thomas J. Sprtel, sales service director, KFIZ-AM-FM Fon du Lac, Wis., appointed music director.

Equipment & Engineering

Irving Goldstein, general attorney, European office of Communications Satellite Corp., Geneva, appointed director of that office.

John Keys, field project engineer, Sarkes Tarzian, Bloomington, Ind., appointed manager of sales systems engineering for firm's broadcast equipment division.

William A. Lasky, with contract administration and supervision of turnkey CATV system installation, C-COR Electronics, State College, Pa., appointed Western sales representative for CATV products.

Robert A. Ruffkahr, VP for marketing, Ampeg Co., Linden, N.J.-based manufacturer and distributor of sound equipment, joins Altec division of LTV Ling Altec, Anaheim, Calif., as sales manager, responsible for sales of sound equipment and other telecommunications equipment.

Lew Pifer, with KCKC-AM San Bernardino, Calif., joins WMIX-AM-FM Mt. Vernon, Ill., as chief engineer.

Paul S. Gonzalez, district representative, General Electric Co.'s housewares division, Bridgeport, Conn., appointed sales manager, specialty engineered products, Benjamin Electronic Sound Corp., Farmingdale, N.Y.

William A. Kraus, sales engineer, Transatron Electronic Corp., Wakefield, Mass., joins Phelps Dodge Communications Co., North Haven, Conn.-based equipment firm, as sales engineer.

Allied Fields

Alain J. Tessier, VP for agency and advertiser marketing, American Research Bureau (ARB), New York, named VP for TV sales. Announcement reflects restructuring of New York management staff along major-product management lines. Henceforth TV and radio will be handled separately in terms of sales management. Changes are consistent with similar organizational changes, also along product line, which have previous-

ly been made in Beltsville, Md., production facility. **William T. McClenaghan**, former VP for radio station sales, ARB, named VP for radio sales. **William N. Shafer**, VP for broadcaster marketing, named VP for national sales with responsibility of sales and service to all of ARB's sales offices. **Norman S. Hecht**, VP for market analysis, named VP for marketing. **Dwight M. Cosner**, manager of agency and advertiser radio sales, appointed manager of agency and advertiser sales.



Miss Campbell
vision.

Marianne Campbell, director of community affairs, Avco Broadcasting, Cincinnati, joins **Holzer Medical Center**, Gallipolis, Ohio, as VP of development. She is also president of American Women in Radio and Television.

Jack B. Lindquist, marketing director of Disneyland and Walt Disney World amusement parks, divisions of Walt Disney Productions, Burbank, Calif., named VP for marketing. **Jack Olsen**, director of merchandising for both parks, named VP for merchandising.

Gerald Denenberg, manager of administration of general book division, Holt, Rinehart & Winston, division of CBS/Education & Publishing Group, New

York, appointed management development executive for group.

William R. Wyatt, former A. C. Nielsen Co. VP, to head new office being set up by Statistical Research Inc., diversified research firm, in Crystal Lake, Ill., Chicago suburb, in expansion by SRI into Midwest. Address: 1675 Broadway, Crystal Lake 60014, telephone (815) 455-0525. SRI, based in Westfield, N.J., has conducted numerous studies for networks, broadcasting trade organizations, group station owners, advertisers and companies in financial, securities and transportation fields.

Jimmy Wallington, best-known as announcer and straight man for Eddie Cantor on NBC Radio in thirties, is convalescing following lung surgery at his home in Dolly Madison Towers, 2300 South 24th Road, Arlington, Va. 22206. Mr. Wallington has been with U.S. Information Agency's Voice of America for past six years as announcer-producer for English-language division.

Deaths

Charles S. (Cy) Young, 81, who retired in 1956 as assistant to the general managers, WBZ-AM-FM-TV Boston, died Jan. 19 in Peabody, Mass.

Paul R. Mangus, 75, retired transmitter engineer, WSBT-AM-FM-TV South Bend, Ind., died Jan. 18 at Ridgedale nursing home there after lengthy illness. Mr.

Mangus joined WSBT in 1924. He is survived by one daughter.

Gene Austin, 71, composer, best remembered for his recording of "My Blue Heaven," died Jan. 25 in Palm Springs, Calif., of lung cancer. Though he never learned to read music, he composed more than 100 tunes and was one of this country's original crooners during 1920's. His RCA-Victor records have sold more than 86 million copies. He is survived by his wife, Maxine, and two daughters by previous marriage.

George Mitchell, 66, veteran actor of stage, screen and TV, died Jan. 18 in Washington of heart attack. Mr. Mitchell began in TV in 1945 and had appeared in *Have Gun, Will Travel*, *Bonanza*, *Gunsmoke* and *The Virginian*. He is survived by his wife, Katharine, and three daughters.

Roy C. Benjamin, 41, TV director, WTIC-TV Hartford, Conn., died Dec. 25 in New Hartford car accident. He had been responsible for station's *What in the World* panel program and *Challenge*, public affairs show. He joined station's production staff in 1957. He is survived by his wife, Ann, and two sons.

Maybelle Smith, 46, jazz singer known as "Big Maybelle," died Jan. 25 at Cleveland Metropolitan General hospital. Included among her recordings were: "Candy," "96 Tear Drops" and "So Long." She also performed at 1958 Newport Jazz Festival.

ForTheRecord®

As compiled by Broadcasting, Jan. 19 through Jan. 25, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—direction antenna. ERP—effective radiated power.

khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations

Action on motion

■ Chief Hearing Examiner Arthur A. Gladstone in Norfolk, Va. (WTAR Radio-TV Corp. and Hampton Roads Television Corp.), TV proceeding, having under consideration the illness of presiding Examiner Kyle, cancelled hearing now scheduled for Feb. 1, in Norfolk and Feb. 8, in Washington, subject to further order of the presiding officer (Docs. 18791-2). Action Jan. 12.

Other action

■ Review board in Norfolk, Va., TV proceeding, denied appeal by Hampton Roads Television Corp. from Examiner Jay A. Kyle's ruling, released Sept. 28, 1971, granting motion by WTAR Radio-TV Corp. to strike amendment as being too late for submission. Proceeding involves applications of WTAR Radio-TV Corp. for renewal of license of WTAR-TV Norfolk, and Hampton Roads Television Corp. for new TV station to operate on same channel at Norfolk (Docs. 18791-2). Action Jan. 17.

Initial decision

■ Greensburg, Pa.—FCC announced that grant of application of Warman Communications Inc. for new TV to operate on ch. 40, at Greensburg, Pa., proposed in initial decision released Nov. 16, 1971, became effective Jan. 5, in accordance with rules (Doc. 18939). Action Jan. 5.

Rulemaking action

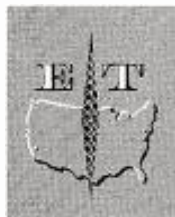
■ Parsons, Kan.—FCC authorized assignment of ch. *39 to Parsons, effective March 3. Action Jan. 19.

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Existing TV stations

Final actions

- FCC denied petition by George T. Hrennlich for further bill of particulars in proceeding involving his applications for license to cover CP for KFPW-TV Fort Smith, Ark., and for renewal of license of KAIT-TV Jonesboro, Ark. (Docs. 19291-2). Action Jan. 19.
- WSTA-TV Montgomery, Ala.—FCC dismissed request by WTVY Inc., Martin Theaters of Georgia Inc., and Eagle Broadcasting Co., for waiver of procedural rules in proceeding involving application of Cosmos Broadcasting Corp. for change of facilities of WSFA-TV ch. 12 Montgomery, Ala. Action Jan. 19.
- KBSA(TV) Guasti, Calif.—Broadcast Bureau granted mod. of permit to extend completion date to July 18. Action Jan. 18.
- FCC denied proposals for assignment of ch. 26 to New Haven, Conn., and terminated proceeding (Doc. 19047). Impart Systems Inc., permittee of WTVU(TV), not yet built on ch. 59, New Haven, had proposed channel exchange that would have assigned ch. 26, now unoccupied at New London, Conn., to New Haven and ch. 59 to New London. Group of New Haven residents had also proposed that ch. 26 be assigned to New Haven as additional channel and that ch. 69 be substituted at New London. Action Jan. 12.
- WHDH-TV Boston—FCC terminated authority for WHDH Inc., subsidiary of Boston Herald-Traveler Corp., to operate WHDH-TV ch. 5, and program test authority has been granted to Boston Broadcasters Inc. for operation of WCVB-TV on ch. 5, effective 3 a.m., March 19 (Docs. 15204, 15206). Action Jan. 21.

Actions on motions

- Chief, Office of Opinions and Review, in Manchester, N.H., TV proceeding (revocation of license of United Television Co. of New Hampshire for WMUR(TV) Manchester), granted motion by United Television Co. of New Hampshire Inc., United Television Co. of Eastern Maryland Inc. and KECC Television Corp. and extended through Jan. 17 time to file their reply to Broadcast Bureau's comments on petition for reconsideration to hold proceeding in abeyance and for other relief (Docs. 19336-8). Action Jan. 14.
- Chief, Office of Opinions and Review, in San Juan, Mayaguez and Ponce, all Puerto Rico (Tele-sanjuan, Inc. (WTSJ(TV)), WMGZ(TV)), WPSJ(TV)), TV proceeding, granted petition by applicant and extended through Jan. 18 time to file response to petition for partial reconsideration of designation order filed by Quality Telecasting Corp. (Docs. 19353-5). Action Jan. 13.
- Hearing Examiner Frederick W. Denniston in Dubuque, Iowa (Dubuque Communications Corp. (KDUB-TV)), TV proceeding, denied request of chief of Broadcast Bureau, and on the examiner's own motion scheduled further prehearing conference for Jan. 21 (Doc. 19339). Action Jan. 17.
- Hearing Examiner Millard F. French in Montgomery, Ala. (Cosmos Broadcasting Corp. (WSFA-TV)), TV proceeding, granted request of WTVY Inc. and Eagle Broadcasting Co. and extended certain procedural dates (Doc. 16984). Action Jan. 14.
- Hearing Examiner Ernest Nash in matter of revocation of license of United Television Co. of New Hampshire for WMUR(TV) Manchester, N.H., et al., ordered Broadcast Bureau's request for protective order, filed Jan. 5, dismissed as moot. Action Jan. 17. In separate action, scheduled hearing for May 16 (Docs. 19336-8). Action Jan. 18.

Other action

- Review board in Washington, TV-AM proceeding, modified issue to determine whether Washington Community Broadcasting Co. and its principal, Dr. Phillip C. Brooks, failed to keep application for new AM on 1340 khz up to date as required by rules, and if so, whether failure reflects adversely on applicant's comparative qualifications. Proceeding involves applications of United Television Company Inc. for renewal of license of WFAN-TV ch. 14, and for CP to make changes in WFAN-TV; of United Broadcasting Company Inc. for renewal of its WOOK(AM) (1340 khz), and application of Washington Community Broadcasting Co. for CP for new AM, all Washington (Docs. 18559, 18561-3). Action Jan. 18.

Rulemaking action

- FCC, in response to petition by Charles McDaniel and Jerry Leonard, proposed amendment of TV table of assignments by assigning ch. 69 to Fredericksburg, Va., as first commercial assignment to that city. Comments are due March 3; reply comments by March 14. Action Jan. 19.

Call letter application

- WWOM-TV New Orleans—Seeks WGNO-TV.

Call letter action

- *KCSD-TV Kansas City, Mo.—Granted *KCPT(TV).

New AM stations

Actions on motions

- Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, extended to March 6 time to exchange prepared engineering evidence and postponed hearing to March 16 (Docs. 18856, 18858). Action Jan. 14.
- Hearing Examiner Millard F. French in Blue Ridge and Clarksville, Ga. (Click Broadcasting Co. and R-J Co.), AM proceeding, granted joint motion by applicants and Habersham Broadcasting Co. and extended to Jan. 24 time to file proposed findings and to Feb. 7 time to file reply findings (Docs. 18526-7). Action Jan. 18.
- Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters et al.), AM proceeding, granted motion by KFAB Broadcasting Co. and extended to Jan. 31, time to file reply findings (Docs. 17605-6, 18375). Action Jan. 19.
- Hearing Examiner Ernest Nash in Fajardo, Puerto Rico, and Frederiksted, St. Croix, Virgin Islands (Fajardo Broadcasting Corp. and Carlos A. Lopez-Lay), AM proceeding, rescheduled prehearing conference for March 9 and postponed hearing scheduled for March 21 to date to be set at prehearing conference (Docs. 19386-7). Action Jan. 19.
- Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), AM and FM proceeding, reopened record; identified document enclosed with letter of Jan. 12 entitled "Summary Report of Campaign Contributions and Expenditures" as Star Stations exhibit No. 109A and received it into evidence; closed record (Docs. 19122-5). Action Jan. 13.
- Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), AM and FM proceeding, granted petition by Indianapolis Broadcasting Inc. for leave to amend application to modify financial proposal by substituting bank commitment letters to certain of its stockholders (Docs. 19122-25). Action Jan. 17.

Other actions

- Review board in Eureka, Calif., AM proceeding, added hearing issue on application of W. H. Hansen to determine if he has complied with FCC rules by keeping commission advised of changes and, if not, effect of such non-compliance on his qualifications to be licensee. In same action review board modified Issue I to determine if Mr. Hansen has sufficient funds, without reliance on revenues, to construct and operate proposed station for one year. Proceeding involves mutually exclusive application of Phil D. Jackson, Mr. Hansen and Carroll R. Hauser for authorization to construct AM at Eureka to replace deleted facilities of KDAN (Docs. 19294-6). Action Jan. 14.
- Review board in West Hazleton, Pa., AM proceeding, denied petition by Broadcasters 7 Inc., to delete suburban community issue. Action Jan. 2.
- Review board in Corpus Christi, Tex., and Brush, Colorado Springs and Boulder, all Colorado, AM proceeding, denied appeal by Pettit Broadcasting Co., Brocade Broadcasting Co. and A. V. Bamford, from Examiner Lenore Ehrig's interlocutory ruling denying joint request for approval of agreement for dismissal of Pettit's application for new AM at Brush and for waiver of rules to permit Pettit to dismiss its application for 1190 khz at Brush and amend it for 1010 khz without application being returned to processing line. Review board also denied joint request for certification of either entire proposal or agreement and waiver request to FCC. Proceeding involves applications of Mr. Bamford for new FM at Corpus Christi and AM at Colorado Springs; Pettit's application for AM at Brush, and Brocade's application for AM at Boulder (Docs. 19089, 19157-59). Action Jan. 14.
- Review board in Charlottesville, Va., AM proceeding, granted joint request by Charles W. Hurt, WELK Inc. and WUVA, competing applicants for new AM on 1400 khz at Charlottesville, Va., for extension of time to Feb. 23 to file exceptions to initial decision released Sept. 30, 1971, which proposed denial of each of three applications. Action Jan. 21.

Initial decisions

- Hearing Examiner Frederick W. Denniston in Las Cruces, N.M., proposed in initial decision denial of application of Marvin C. Hanz for CP for new daytime AM at Las Cruces, to operate on 1280 khz, with ERP 1 kw, directionalized (Doc. 18714). Action Jan. 13.
- Ponce, Puerto Rico—FCC announced that initial decision released Nov. 30, 1971, proposing grant of application of Zaba Radio Corp. for new AM

to be operated on 1490 khz, with 250 w-N and 1 kw-D unlimited time at Ponce, became effective Jan. 19, in accordance with rules (Doc. 18566). Action Jan. 24.

Call letter applications

- East St. Louis Broadcasting Co., East St. Louis, Ill.—Seeks WESL.
- Massanutten Broadcasting Co., Broadway-Timberville, Va.—Seeks WBTX.

Call letter action

- Wayne County Broadcasting Corp., Honesdale, Pa.—Granted WHPA.

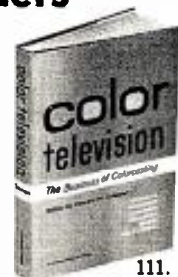
Existing AM stations

Final actions

- KREL Corona, Calif.—Broadcast Bureau granted license covering use of former main trans. as alt.-main-night trans. Action Jan. 17.
- KRDG Redding, Calif.—Broadcast Bureau granted CP to reinstate expired permit for changes. Action Jan. 17.
- KOAA Pueblo, Colo.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 2226 Television Lane, Pueblo. Action Jan. 17.
- WYFE Rockford, Ill.—Broadcast Bureau granted mod. of permit to extend completion date to July 28. Action Jan. 18.
- WSLM Salem, Ind.—Broadcast Bureau granted CP to install new aux. trans. Action Jan. 18.
- WAAC Terre Haute, Ind.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Jan. 18.
- WFKN Franklin, Ky.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Jan. 18.
- WBAL Baltimore—Broadcast Bureau granted CP to change MEOV's on nighttime directional ant. pattern. Action Jan. 17.
- WMAG Forest, Miss.—Broadcast Bureau granted mod. of permit to change ant. parameters. Action Jan. 18.
- KCCV Independence, Mo.—Broadcast Bureau granted license covering use of former main trans. as alt.-main trans.; trans. location redescribed as 28th and Appleton. Action Jan. 18.

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Summary of broadcasting

Compiled by FCC Jan. 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,335	3	17	4,355	56	4,411 ¹
Commercial FM	2,259	1	44	2,304 ²	112	2,416
Commercial TV-VHF	503	2	5	510 ³	17	527 ²
Commercial TV-UHF	179	0	10	189 ³	66	255 ³
Total commercial TV	782	2	15	699	83	782
Educational FM	470	1	8	479	76	555
Educational TV-VHF	85	4	2	89	2	91
Educational TV-UHF	110	0	7	117	14	131
Total educational TV	195	4	9	206	6	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.

■ WBRW Somerville, N.J.—Broadcast Bureau granted CP to install new aux. trans. Action Jan. 18.

■ KCPX Salt Lake City—Broadcast Bureau granted license covering use of former main trans. as aux. trans. Action Jan. 17.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Fayetteville, N.C., Newport News and Smithfield, both Virginia (Caoe Fear Broadcasting Co. [WFNC], et al.), AM proceeding, scheduled further prehearing conference for Feb. 7; set certain procedural dates; and postponed hearing to March 21 (Docs. 19375-7). Action Jan. 18.

■ Hearing Examiner Ernest Nash in Wharton, Tex. (Wharton Communications Inc.), renewal of license of KANI, scheduled hearing for Jan. 21 for purpose of identifying and receiving written exhibits (Doc. 19288). Action Jan. 18.

■ Hearing Examiner Chester F. Naumowicz Jr. in Jacksonville, Fla. (Belk Broadcasting Co. of Florida Inc.), renewal of license of WPDQ, ordered responses of Mrs. Emilie Aldridge (nee Fleming) to interrogatories identified as Broadcast Bureau exhibit No. 33; received exhibit in evidence; cancelled hearing scheduled for Jan. 24, and closed record; ordered filing of proposed findings of fact on Feb. 29, and any reply findings by March 14 (Doc. 19126). Action Jan. 18.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Juan, Puerto Rico (Radio San Juan Inc. [WRSJ]), AM proceeding, denied request of applicant for two-week extension to file proposed findings of fact (Doc. 17574). Action Jan. 14.

Call letter application

■ WUWU Gainesville, Fla.—Seeks WAKA.

Call letter actions

- WERD Atlanta—Granted WXAP.
- KTOH Lihue, Kauai, Hawaii—Granted KIVM.
- WMIN St. Paul—Granted KEYE.
- WHEC Rochester, N.Y.—Granted WAXC.

New FM stations

Other actions

■ Review board in Rochester, N.Y., FM proceeding, granted motion by Monroe County Broadcasting Co., for extension of time to Jan. 26 to file responsive pleadings to petition by Auburn Publishing Co. to enlarge issues. Action Jan. 21.

■ Review Board in Williamson-Matewan, W. Va., FM proceeding, granted request by Harvit Broadcasting Corp. for extension of time to Feb. 3 to file oppositions to petition by Three States Broadcasting Co., to enlarge issues. Proceeding involves mutually exclusive applications of Harvit Broadcasting and Three States for new FM at Williamson and Matewan, W. Va., respectively (Docs. 18456-7). Action Jan. 21.

Actions on motions

■ Hearing Examiner James F. Tierney in Sun City, Ariz., and Albuquerque, N.M. (Alvin L. Korngold, et al.), FM proceeding, scheduled hearing for March 6, unless appropriate motion or request for further prehearing procedure is filed within twenty days (Docs. 19087-8, 19178-2). Action Jan. 13.

■ Hearing Examiner Lenore G. Ehrig in Indianapolis (Calojay Enterprises Inc. and Community Communications Corp.), FM proceeding, granted joint request of parties for continuance, and continued without date hearing presently scheduled for Feb. 24; continued prehearing conference

scheduled for Jan. 19 to Feb. 24, subject to any further order as result of settlement negotiations (Docs. 19373-4). Action Jan. 18.

■ Hearing Examiner Frederick W. Denniston in Lorain, Ohio (Lake Erie Broadcasting Co. and Lorain Community Broadcasting Co.), FM proceeding, set certain procedural dates and scheduled hearing for Feb. 22 (Docs. 19213-4). Action Jan. 19.

■ Hearing Examiner David I. Kraushaar in Picayune, Miss. (Tung Broadcasting Co. and Andres Calandria), FM proceeding, granted motions of Tung Broadcasting Co. for production of documents and directed Calandria and Griffin to make requested documents or copies available at suitable time and place prior to Feb. 8 at parties' convenience to counsel for Tung Broadcasting Co. for purpose requested (Docs. 19345-6). Action Jan. 20.

■ Hearing Examiner Forest L. McClenning in Wilmington, Ohio (5 KW Inc. and Clinton County Broadcasting Corp.), FM proceeding, denied petition by 5 KW Inc. for reconsideration and granted it permission to file appeal to order issued Nov. 30, 1971, granting Clinton County Broadcasting Corp.'s petition for leave to amend (Docs. 19218-9). Action Jan. 19.

■ Hearing Examiner Herbert Sharfman in Southern Pines, N.C. (William R. Gaston and The Sandhill Community Broadcasters Inc.), FM proceeding, certified to review board for its consideration along with motions to enlarge issues filed by Mr. Gaston and Sandhill, petition for leave to amend, etc., filed for Mr. Gaston on Dec. 6, 1971, and attendant pleadings; and petition for leave to amend application filed for Sandhill on Dec. 16, 1971, and attendant pleadings; rescheduled hearing to April 17 and ordered that the setting of other procedural dates will follow the firm scheduling of a hearing date (Docs. 19349-50). Action Jan. 17.

Initial decisions

■ Hearing Examiner Forest L. McClenning in Sarasota, Fla., proposed grant of application of Christian Fellowship Mission Inc. for new FM on ch. 288 (105.5 mhz) (Doc. 18971). Action Jan. 20.

■ Jeffersonville, Ind.—FCC announced that initial decision released Nov. 12, 1971, proposing grant of application of Charles N. Cutler and Warren Ventress (Wireless of Indiana) for new FM at Jeffersonville, to operate on class B frequency of 95.7 mhz with ERP of 50 kw and HAAT of 360 ft., became effective January 3, in accordance with rules (Doc. 18615). Action Jan. 5.

■ Hearing Examiner Ernest Nash in Dayton, Tenn., proposed in initial decision grant of application of Norman A. Thomas for new class A FM at Dayton, to operate on 104.9 mhz, ch. 285A, with ERP of 3 kw and HAAT of 198 ft. (Doc. 18547). Competing application of Erwin O'Conner Broadcasting Co. for same channel at Dayton, with ERP of 923 w and HAAT of 337 ft. was denied (Doc. 18548). Action Jan. 4.

Rulemaking action

■ Chief, Broadcast Bureau, on request of Odyssey Radio Inc., extended through Feb. 15 time to file reply comments in matter of amendment of FM table of assignments (Chico, Calif.) (Doc. 19330). Action Jan. 17.

Call letter applications

- Merced Community College District, Merced, Calif.—Seeks *KBDR(FM).
- Jaco Inc., Wichita, Kan.—Seeks KICT(FM).
- Airweb Inc., Hammond, La.—Seeks WFPF-FM.
- WPOW Inc., Albany, N.Y.—Seeks WGNA-(FM).

■ Central School District No. 4, Plainview, N.Y.—Seeks *WPOB(FM).

■ Central School District No. 2, Syosset, N.Y.—Seeks *WKWZ(FM).

■ Metropolitan Pittsburgh Public Broadcasting, Pittsburgh—Seeks *WQED-FM.

■ West Chester State College, West Chester, Pa.—Seeks *WCUX(FM).

Call letter actions

■ Illinois Wesleyan University, Bloomington, Ill.—Granted *WESM(FM).

■ Neosho County Broadcasting Inc., El Dorado, Kan.—Granted KOYY-FM.

■ Barkley Lake Broadcasting Co., Cadiz, Ky.—Granted WKDZ-FM.

■ The University of the South, Sewanee, Tenn.—Granted *WUTS(FM).

■ The University of Washington, Seattle—Granted *KCMU(FM).

Existing FM stations

Final actions

■ KOTN-FM Pine Bluff, Ark.—Broadcast Bureau granted license covering aux. trans. Action Jan. 18.

■ KVFM(FM) San Fernando, Calif.—Broadcast Bureau granted CP to install new ant.; ERP 3 kw; ant. height —72 ft. Action Jan. 18.

■ KIOI(FM) San Francisco—Broadcast Bureau granted CP to change ant.; ant. height 1,170 ft. Action Jan. 18.

■ WFLA-FM Tampa, Fla.—Broadcast Bureau granted CP to change ant. height to 930 ft. Action Jan. 18.

■ WJIZ(FM) Albany, Ga.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 470 ft. Action Jan. 18.

■ KKAI(FM) Kailua, Hawaii—Broadcast Bureau granted mod. of permit to change trans. and ant. Action Jan. 18.

■ KID-FM Idaho Falls, Idaho—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 1500 ft. Action Jan. 18.

■ WOKZ-FM Alton, Ill.—Broadcast Bureau granted license covering changes; ERP 28 kw; ant. height 490 ft. Action Jan. 18.

■ WGIL-FM Galesburg, Ill.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 350 ft. Action Jan. 18.

■ WBDG(FM) Indianapolis—Broadcast Bureau granted license covering changes; ERP 320 w horizontal, 290 w vertical; ant. height 105 ft.

■ WVAK-FM Paoli, Ind.—Broadcast Bureau granted mod. of permit to change trans. and ant. Action Jan. 18.

■ WGLM(FM) Richmond, Ind.—Broadcast Bureau granted CP to change trans.-studio location to Indiana Avenue, 1500 ft. west of Northwest 5th Street, Richmond; install new trans. and ant.; make changes in ant. system; ERP 50 kw; ant. height 400 ft. Action Jan. 17.

■ KCKN-FM Kansas City, Kan.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 460 ft.; granted license covering aux. trans.; ERP 54 kw; ant. height 160 ft. Action Jan. 18.

■ WOVO(FM) Glasgow, Ky.—Broadcast Bureau granted mod. of permit to change trans. and ant.; make changes in ant. system; ERP 1 kw; ant. height 480 ft.; remote control permitted. Action Jan. 18.

■ WFCR(FM) Amherst, Mass.—Broadcast Bureau granted mod. of permit to change trans. Action Jan. 18.

■ WUOM(FM) Ann Arbor, Mich.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Jan. 18.

■ WEMU(FM) Ypsilanti, Mich.—Broadcast Bureau granted CP to change trans. location to: Atop Pierce Hall, College Place and West Forest Avenue, Ypsilanti; install new trans.; change trans. equipment. Action Jan. 18.

■ KTCR-FM Minneapolis—Broadcast Bureau granted mod. of permit to make changes; ERP 50 kw. Action Jan. 18.

■ KWKI(FM) Kansas City, Mo.—Broadcast Bureau granted CP to change studio location and remote control to 1722 Main Street, Kansas City; install new trans. and ant.; ERP 70 kw; ant. height 290 ft. Action Jan. 18.

■ KADI(FM) St. Louis—Broadcast Bureau granted CP to change trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 200 ft.; remote control permitted; condition. Action Jan. 18.

■ KPTL-FM Carson City, Nev.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Jan. 18.

■ KGLR(FM) Reno—Broadcast Bureau granted

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request for SCA on sub-carrier frequency of 67 khz. Action Jan. 18.

■ WNNN(FM) Canton, N.J.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Jan. 18.

■ WHCU-FM Ithaca, N.Y.—Broadcast Bureau granted license covering changes; ERP 40 kw; ant. height 820 ft. Action Jan. 18.

■ WFUV(FM) New York—Broadcast Bureau granted CP to install new aux. ant.; ERP 1.70 kw; ant. height 187 ft. Action Jan. 18.

■ WCMF(FM) Rochester, N.Y.—Broadcast Bureau granted license covering changes; ERP 20 kw; ant. height 290 ft. Action Jan. 18.

■ KYTN(FM) Grand Forks, N.D.—Broadcast Bureau granted mod. of license covering change of studio location and remote control to 2½ miles south of Grand Forks. Action Jan. 18.

■ WDRK(FM) Greenville, Ohio—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Jan. 18.

■ WWIZ(FM) Mercer, Pa.—Broadcast Bureau granted requested waiver of rules to identify as Mercer-Sharon, Pa. Action Jan. 18.

■ WSBA-FM York, Pa.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Jan. 18.

■ WWOV-FM Woonsocket, R.I.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 195 ft. Action Jan. 18.

■ KBYU-FM Provo, Utah—Broadcast Bureau granted license covering changes; ERP 32 kw; ant. height 2,850 ft. Action Jan. 18.

■ WFOG(FM) Suffolk, Va.—Broadcast Bureau granted CP to change trans. location to 0.1 mile south of Twin Pines, Portsmouth, Va.; change trans.; change ant.; make changes in ant. system; ERP 50 kw; ant. height 480 ft.; remote control permitted; condition. Action Jan. 19.

Rulemaking action

■ FCC made following changes in FM table of assignments: Substituted ch. 284 for ch. 227 at Escanaba, Mich. Substituted ch. 272A for ch. 232A at Berlin, Wis. Assigned ch. 285A to Hartford, Wis. Assigned ch. 232A and ch. 261A in place of ch. 257A at Neenah-Menasha, Wis. Substituted ch. 257A for ch. 261A at Shawano, Wis. Substituted ch. 231 for ch. 284 at Watertown, Wis. Assigned ch. 257A to Waupun, Wis. Assignments will require channel switches for WNRN(FM) Neenah-Menasha, WTCH-FM Shawano and WTTN-FM Watertown. Assignments become effective Feb. 23. FCC denied request for reconsideration of earlier FCC denial of petition by Alfred C. Valdez and Lew Breyer and Associates, asking for assignment of ch. 285A at West Allis, Wis. FCC also denied request by Muncie Broadcasting Corp. for assignment of ch. 244A at Muncie, Ind., and request for assignment of ch. 272A at Coloma, Wis. (Doc. 19161). Actions Jan. 5.

Call letter actions

■ WWCQ-FM Waterbury, Conn.—Granted WIOF(FM).

■ KEYE(FM) St. Paul—Granted KEYE-FM.

■ WMAJ-FM State College, Pa.—Granted WXLR(FM).

■ KVGW(FM) Bellingham, Wash.—Granted KISM(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: KAIL(TV) Fresno, Calif.; KAWA Waco-Marlin, Tex.; KCPX-AM-FM-TV Salt Lake City; KFIG(FM) Fresno and KIDD Monterey, both California; KLCO-AM-FM Poteau, Okla.; KPDD Crescent City, KPPC-AM-FM Pasadena, and KREL Corona, all California; KXLS(FM) Oklahoma City. Actions Jan. 17.

Other actions, all services

■ Hearing Examiner Frederick W. Dennison in matter of petitions filed by Equal Employment Opportunity Commission, et al., scheduled further prehearing conference for Jan. 21 (Doc. 19143). Action Jan. 17.

■ FCC has extended time for filing reply comments to 20 days from date of release of commission's order in order to give interested parties opportunity to reply to issues raised in number of late-filed comments to Part III (access to broadcast media as result of carriage of product commercials) of notice of inquiry into fairness doctrine (Doc. 19260). Action Jan. 20.

■ Chief, Broadcast Bureau, extended to Jan. 26 date for submitting responses to commission's letter of Jan. 5 inviting parties to comment on aspects of fairness and deceptive advertising in proceeding on Chevron F-310 gasoline ads sponsored on TV by Standard Oil Co. of California. Action Jan. 19.

■ FCC denied petitions by International Digisronics Corp., CBS Inc., NBC Inc. and ABC Inc. for modification or suspension of interim standard for transmission by television stations of program identification patterns specified by public notice of Sept. 17, 1971. Identification patterns are used for automatic monitoring of TV programs and commercials. Action Jan. 18.

Translator actions

■ K73CD Flagstaff, Ariz.—Broadcast Bureau granted license covering new UHF translator. Action Jan. 17.

■ K71CF Flagstaff, Ariz.—Broadcast Bureau granted license covering new UHF translator. Action Jan. 17.

■ K09KH Watkins, McAllister, Ennis and rural area southeast of Ennis, all Montana—Broadcast Bureau granted license covering new VHF translator. Action Jan. 17.

■ W83AT Cherry Valley, N.Y.—Broadcast Bureau granted license covering new UHF translator. Action Jan. 17.

■ Sisseton, S.D.—Broadcast Bureau granted CP for new UHF translator to serve Sisseton, S.D., operating on ch. 76 by rebranding programs of KDSD-TV ch. 16 Aberdeen, S.D. Action Jan. 17.

■ FCC denied motion by West Michigan Telecasters Inc., licensee of WZZM-TV Grand Rapids, Mich., for stay of FCC memorandum opinion and order released Dec. 3, 1971, terminating operation of VHF translator W12AP serving Kalamazoo and Comstock, both Michigan. FCC also dismissed West Michigan's application for renewal of license, effective Feb. 7, cancelled translator's operating authority and deleted its call sign. Action Jan. 19.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: KWJB Globe, Ariz., to July 18; WGNU Granite City, Ill., to April 29; WIEW-TV ch. 13 Mt. Vernon, Ill., to July 19; KAJN Crowley, La., to May 15; WONH ch. 43 Syracuse, N.Y., to July 19; WTEA Pittsburgh to July 23; WVJP Caguas, Puerto Rico, to March 1; WKDA Nashville to May 7. Action Jan. 19.

Ownership changes

Application

■ WYFM(FM) Charlotte, N.C.—Seeks assignment of license from Charlotte Broadcasters Inc. to EZ Communications for \$200,000. Sellers: William A. Vaughn, president, et al. Buyers: Arthur C. Keilar (50%), James L. Draper Jr. (15.5%), et al. Mr. Keilar is president of WEZR(FM) Manassas, WEZS(FM) Richmond, both Virginia, and WEZB(FM) New Orleans. He is also major stockholder of WEEL(AM) Fairfax, Va. Mr. Draper is secretary-treasurer of above listed FM stations. Ann. Dec. 28.

Actions

■ WIBB(AM) Macon, Ga.—Broadcast Bureau granted transfer of control of Peach State Broadcasting Co. from Thomas H. Maxwell (165 shares before, none after) to WIBB Radio Inc. (none before, 165 shares after). Consideration: \$425,000. Principals: J. McCarthy Miller, Mr. Miller is sole owner of WIBB Radio Inc. He also has major interests in WCOA(AM) Pensacola, Fla., and Pensacola Omnivision CATV firm in Pensacola. He also has interests in WTRL(AM) in Bradenton, Fla., and WKIS(AM) Orlando, Fla. Action Dec. 22.

■ WCVL(AM) Crawfordsville, Ind.—Broadcast Bureau granted transfer of control from Cohen Realty Co. (50% before, none after) and John H. Sinclair Jr. (50% before, 100% after). Consideration: \$25,000. Principals: John H. Sinclair, Mr. Sinclair is 50% owner of Old Dominion Broadcasting Co., licensee of WANT Richmond, Va. He is also 50% owner of WCVL Inc., licensee of WCVL Crawfordsville. Action Dec. 30.

■ WAEF(FM) Cincinnati—Broadcast Bureau granted assignment of license from North Cincinnati Broadcasting Co. to Radio Cincinnati Inc. for \$300,000, plus \$90,000 covenant not to compete for ten years. Sellers: Alvin W. Fishman, president, et al. Buyers: Susquehanna Broadcasting Co. (90%), Louis J. Appell Jr. (5%) and Arthur W. Carlson (5%). Susquehanna owns WSBA-AM-FM-TV in York, Pa., WQBA(AM) Miami, WKIS(AM) Orlando, Fla. It has major interests in WHLO(AM) Akron, Ohio, WHLQ(FM) Canton, Ohio, WLQR(FM) Toledo, Ohio, and WARM(AM) Scranton, Pa., WICE(AM) Providence, R.I., and WGBB(AM) Freeport, Long Island, N.Y. It also owns 49% interest in CATV system in Columbia, Pa., and 50% interest in CATV system in Hanover, Pa. Mr. Appel is president and director of Susquehanna Broadcasting Co. Mr. Carlson is vice president in charge of radio. Action Dec. 28.

■ WRHI(AM) Rock Hill, S.C.—Broadcast Bureau

granted assignment of license from James S. Beaty Jr., Harper S. Gault and Southern National Bank of South Carolina, co-executors of estate of William C. Beaty dba as York County Broadcasting Co. to York County Broadcasting Inc. for \$91,278.61. Principals: James S. Beaty and Harper S. Gault, who own 33¼% each, have purchased remaining 33¼% from estate of William C. Beaty, giving each 50% ownership. James Beaty is station manager of WRHI(AM). Mr. Gault is commercial vice president of corporation. Action Dec. 28.

■ KLSN(FM) Seattle—Broadcasting Bureau granted assignment of license from Cortlandt T. and Muriel L. Clark, to Carl-Dek Inc. Buyers: Gordon B. Sherwood Jr. (27.5%), Edward R. Hoppel (27.5%), et al. Mr. Sherwood is president of Carl-Dek Inc. Mr. Hoppel is secretary of Carl-Dek Inc. Carl-Dek Inc. is licensee of KYAC(AM) Kirkland, Wash. Action Dec. 28.

CATV

Final actions

■ WAA-20 Delano, McFarland, Shafter and Wasco, all California—Cable Television Bureau granted transfer of control of permittee corporation from Cyril Andre, Walter Angeroth, et al. (all stockholders), to Cypress Communications Corp. through merger with Cypress Cable TV of Kern County Inc. Action Dec. 15, 1971.

■ WJX-20 Redding, Calif.—Cable Television Bureau granted CP for new CARS to bring signal KTXL-TV Sacramento, Calif. to CATV system in Redding, Calif. Action Dec. 29, 1971.

■ WJX-21 Redding, Calif.—Cable Television Bureau granted CP for new CARS to bring signals of KTVU(TV) Oakland, KGO-TV, KRON-TV, KPIX(TV) and KBHK-TV San Francisco, both California, to CATV system in Redding. Action Dec. 29, 1971.

■ FCC denied petition by Pittsfield-Dalton TV Cable, operator of 12-channel CATV systems at Pittsfield and Dalton, both Massachusetts, for waiver of program exclusivity rules. CATV operator has been ordered to provide exclusivity to WRGB Albany, N.Y. Action Jan. 19.

Actions on motions

■ Hearing Examiner David I. Kraushaar in Winchester, Ky. (Tele-Ception of Winchester Inc.), CATV proceeding, ordered respondent, Tele-Ception of Winchester Inc., to prepare its case in written form and provide copy of each proposed exhibit to other parties and presiding officer by Feb. 2, and ordered hearing to convene as scheduled for Feb. 7; ordered transcript of prehearing conference incorporated by reference (made part of record) for use as required during proceeding (Doc. 19358). Action Jan. 18.

■ Hearing Examiner Ernest Nash in Allentown and Bethlehem, both Pennsylvania (Service Electric Cable TV Inc.), CATV proceeding, rescheduled hearing for March 9 (Doc. 19321). Action Jan. 19.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Jan. 25. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Denver*—Multiple-CATV owner American Television & Communications Corp. has been awarded franchises in Maitland and Casselberry, both Florida.

■ *Fremont, Neb.*—LVO Co. of Omaha, multiple-CATV owner Community Tele-Communications Inc. and multiple-CATV owner Cypress Communications Corp. have applied for franchise.

■ *Covington, Ohio*—Valley Antenna Systems Inc. has applied to city council for franchise.

■ *Franklin, Ohio*—Rust Cable Communications of Steubenville has been awarded franchise.

■ *Tulsa, Okla.*—LVO Cable of Shreveport, subsidiary of multiple-CATV owner LVO Cable, has been awarded franchise by city council.

FCC financial figures for radio:

In the report for the year 1970 (BROADCASTING, Jan. 10):

On page 82, for Orlando, Fla., the 1970 total times sales to local advertisers should be \$1,985,941.

On page 77, for Burlington, Vt., a loss of \$4,834 should be shown in comparing 1970 national and regional time sales to corresponding 1969 figures.

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Deadline for copy: Must be received by Monday for publication next Monday.

Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum.

Situations Wanted 25¢ per word—\$2.00 minimum.

All other classifications 35¢ per word—\$4.00 minimum.

Add \$1.00 for Box Number and reply service (each ad), per issue.

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

Sales manager who will prove his sales ability can advance to general manager and possible all or part ownership prosperous Southwestern radio network affiliate. Box A-143. BROADCASTING.

About to buy three top market radio stations need General Manager with great track record. Equity possible. Send resume to Box A-244. BROADCASTING.

Colorado assistant manager with successful local sales record for medium market. Excellent area and climate. Equal opportunity employer. Resume. Box A-252. BROADCASTING.

Western medium market management opportunity. Must be a great local salesman and able to motivate others. Beautiful city with excellent climate. A take-charge guy will do well financially. Equal opportunity employer. Send resume to Box A-255. BROADCASTING.

Ownership without investment. Suburban N.E. group wants "selling manager". Person selected will be given stock. Box A-269. BROADCASTING.

My age and health indicate its time for this owner-manager to start easing out of my profitable FM station in southeast Florida's "greatest" coastal resort community. If you are under 45, of impeccable character and financial standing, want to work for half the net profit and buy stock options insuring eventual control, write to Box A-298. BROADCASTING.

Would like to manage a profitable, established, mid-west station in a town that's just the right size? You can and be paid \$300/wk if you're our choice. Plus fringes including a piece of the profit. You'll need experience in management and sales to qualify. Box A-313. BROADCASTING.

General manager for mid-western station in \$85 million sales market. Must have manager experience and be sales oriented. Man we want is now managing a station in the mid-west grossing \$100-\$250 thousand in sales. College education preferred but not necessary. Salary \$1,000+, company car and other fringes. Must be top producer who wants to move up. Equal opportunity employer. Box A-351. BROADCASTING.

U.P. Michigan (St. Ignace) station manager wanted immediately. Must have experience in sales and announcing 5000 watt station. Call 517-482-9895 and nights 517-484-0702 or write 1005 Bank of Lansing, Lansing, Michigan.

Sales

College town daytimer billing over \$200,000 needs additional salesman. Send complete resume, Box A-109. BROADCASTING.

Salesman proving unusual production can become sales manager and part owner successful Intermountain network radio affiliate. Box A-142. BROADCASTING.

Salesman-announcer, experienced, medium market with AM and FM. Emphasis sales. Guaranteed salary plus commission. Send information, snapshot and audition tape in strict confidence. Southeast. Box A-278. BROADCASTING.

Unusual opportunity for bright, energetic media representative in the Cleveland/Toledo area. Compensation is limited only by your ability to produce. Liberal guaranteed draw assures income while you're getting off the ground. If you are a self-starter, creative, can sell intangibles and want to make money, we would like to talk with you. Send resume to Ohio Outdoor Advertising Corporation, Box A-339. BROADCASTING.

Sales Continued

Ready to leave the 100th market or the 50th market and join the sales staff of a major Pittsburgh station? A major list, and unlimited opportunity plus benefits are waiting for the right person. Must be successful, with the billing records to prove it. We'll pay all moving expenses. Send resume and letter to Box A-342. BROADCASTING.

Wanted "super-aware" salesman. If you are a conscious begin, young, aggressive, plugged into today's music and movements, if your goal is management through sales and related programming you can move ahead as rapidly as you let yourself. Send resume and complete information to: Wm. R. Varecha, General Manager, CHOM-FM, 1310 Greene Avenue, Montreal 215. Quebec, Canada.

If you are an outstanding salesman and enjoy the challenge of creative selling, idea selling, and if you would like to live in beautiful Southern California, this may be your opportunity KEZY, Anaheim, 5kw, contemporary, No. 1 LR \$38.00, market population 1.5 million. Average salesmans income, draw plus commission, \$15,000 to \$16,000 per year. Life and hospitalization insurance plus profit sharing. If you're good, really good, we want you. Call Daniel P. Mitchell, Exec V.P. & G.M. (714) 776-1190.

F.M. rocker, KFIG, Fresno, California, with excellent ratings, great promotions, \$ list good draw, good chances for advancement in group owned stations, complete, new facility with 50,000 watts . . . if you are a professional salesman . . . under thirty two, send resume, earnings record, and picture to KFIG, Del Webb Center, Suite 825, Fresno, California . . . please, no stiff. KFIG is an equal opportunity employer.

We'll look till we find the right mature salesman eager to learn a new, powerful sales concept. Continuous sales training. Will guarantee what you are worth. Midwest background only. Furnish resume. No phone calls. Dale Low. KLSS/KSMN. Mason City, Iowa.

Aggressive pros in sales wanted now at number one station in Michigan market of 150,000. Only ambitious, experienced men should apply. Great opportunity with group broadcaster. Contact Wayne Blackmon. WIBM, Box 1450, Jackson, Michigan 49204.

Experienced salesman with proven record for med. mkt. Tremendous opportunity and top money for a man on the way up. Call (309) 346-2134. WSIV AM-FM, Pekin, Ill.

Three regional Sales manager(s) Community Club Awards (CCA). one of the broadcast industry's oldest, most respected, radio/television promotional companies is replacing two men, adding another. Full time, (Monday/Friday) travel in restricted, protected territory. Salary/travel ninety-day training period. Permanence, salary, bonus, incentives, thereafter. Unlimited earning potential, ambitious, creative, organized, experienced broadcast sales executive with ability to sell stations on concept: address, motivate and sell large audiences of club-women. Personality, good grooming a prerequisite. Our staff aware of this ad. Apply by written resume, pix, references. All references checked. CCA station-sales considered but not necessary with strong radio/TV sales-background. Territories: Mid-west; central-mid-west; south west. State preferences, employment immediate. John C. Gilmore, CCA, Inc., P.O. Box 151. Westport, Connecticut 06880.

Wanted, experienced radio sales, new regional FM stereo, 30 minutes from D.C., salary negotiable. Send resume to P.O. Box 547, Prince Frederick, Maryland 20678.

Announcers

Je Ne Sais Quoi—Well known Boston MOR seeks creative, experienced morning man presently tops in his market, but ready to move up. Our man is not a time/temp jock, but an imaginative, proven pro with the "je ne sais quoi." Rush tape, resume: Box A-217 BROADCASTING. An equal opportunity employer.

Announcers Continued

Top fifty market progressive MOR seeks dynamite jock for important air shift. Good pipes, top 40 background and aggressive, competitive spirit all assets. Long established station has top major market programming and management people and offers great fringe benefits too. Send complete resume with references that can be checked, air check (any format), and earnings history to program director. Box A-202 BROADCASTING

Iowa MOR station needs experienced announcer. No beginners. Send tape and resume to Box A-239. BROADCASTING.

Mature young announcer for 5,000 watt eastern full-timer. Must be able to read well and do creative production. Send resume and tape to Box A-292. BROADCASTING.

1st ticket announcer February 6th. Basso Profundo strong on production, news and initiative. Rocky Mountain West. Resume and short tape to Box A-302. BROADCASTING.

Opportunity for jock on the way up. #1 rated midwest medium market rocker seeking experienced announcer. \$550+ per month. No beginners. Send tape, resume, picture. Box A-312. BROADCASTING.

Mature announcer for top 40 afternoon drive in medium size Virginia market. No screamers. Must be able to follow instructions, handle some production and get along with others. Life and hospitalization insurance, paid vacation. No beginners. EOE. Send tape, resume and recent picture to Box A-325. BROADCASTING.

Immediate opening, 1st phone announcer group station with excellent fringe benefits. Resort area. Medium market. Tape, resume Howie Karl, WDBC, Escanaba, Mich. 49829 (906) 788-6144.

Portuguese language radio. Announcer. Experienced in broadcasting required. References. 40-hour week at \$150.00 Write to Radio Station WGCY, 270 Union Street, New Bedford, Massachusetts 02740.

Wanted: Top 40 rock personality, no time and temp. jock. Mature voice. Must have 1st. Send tape and resume to WJPS Box 3636, Evansville, Indiana.

WKMC openings for salesman-announcer and announcer-news-production. Town-country format. Send tape, resume, photo to Box 191. Roaring Springs, Pa. 16673.

Major market F.M. looking for a top progressive rock D.J. Must be a broadcaster and professional. Have knowledge of music and at least 2 years experience. Our station is not formatted. Salary open. Send tape and resume to: Bill Garcia, P.D., WNCR, 1375 Stouffer Bldg., Room 400, Cleveland, Ohio 44115.

We have no openings—but we've got our eyes open for good people who know us and what we do in case of future openings. Only experienced people who know our operation need apply. E.O.E. WOBM; Box 927. Tom River, New Jersey 08753.

Wanted: Experienced personality. Heavyweights only. Send tape, resume, and references to WQSN, P.O. Box 891, Charleston, South Carolina 29402. Equal opportunity employer.

10,000 watt metro New York AM station wants first phone afternoon drive-time personality, heavy on production. Also experienced full time salesman. Immediate openings. WRAN, Dover, New Jersey.

Morning personality needed complete with humor, production ability and desire to meet the public. MOR background OK for this opportunity with top contemporary in beautiful, growing medium market. Rush tape, resume, photo to Dick Bentz, WROV, Box 4005, Roanoke, Virginia 24015.

Radio Help Wanted

Announcers Continued

If you have a good voice, you can earn with us till you find your broadcasting position. Own hours. Telephone sales. 213-769-5964.

Technical

Chief engineer wanted for a modern central Indiana station. Experience in audio, directional and stereo required. Send complete resume to Box A-336, BROADCASTING.

First phone man for transmitter. WAMD Aberdeen, Maryland 21001.

Are you a young, eager, really interested technical type with a first class ticket? Like to work in a pleasant, sympathetic environment under a savvy boss? Lots of test equipment, good spacious lab. Maintenance only—no announcing—no dull routines. Expanding 5KW AM station and CATV system. Contact WCOJ, Coatesville Pa. 19320 (215) 384-2100.

Chief engineer: midwest. 5KW N/DA. 1KW D/N. Full responsibility. Excellent pay and benefits in this prosperous community. (812) 425-2221.

News

\$600.00 to start for newsman who can also handle board shift. Central midwest medium market Experienced men only send news and commercial tape, resume and photo. Box A-257, BROADCASTING.

Small Ohio market. Contemporary, not rock format. Community minded, with modern equipment. Needs news man-D.J. Must be news digger. Fringe benefits. Opening immediately available. Must be willing and capable of following established format. Send tape, resume and salary requirements. Box A-335, BROADCASTING.

Help wanted — news director. Minimum two years experience. Send resume, and 15 minute tape recording at 7.5. Leave out gimmicks and actualities. Position open immediately. WHBY Radio, 600 S. Lawe St., Appleton, Wisconsin.

Nome, Alaska 10 KW Experienced newsman to be News Director. Man with ideals. Must be single. Audience 95% English speaking Eskimos in 100 remote villages. All new Collins equipment. Non-salaried positions. Travel and all living expenses paid. Minimum of one year service. Must have voice, delivery, personality, and great interest in helping others. Must have excellent work character references. Send "on-air" tape, resume, and photo. Contact Fr. Jim Poole, S. J., Box 101, Nome, Alaska 99762. 3rd class license with broadcast endorsement required. All varieties of popular music format with educational spot-type fill. Broadcast 7 AM to 11 PM. One hour of religious programing a day. Station sponsored by Catholic Bishop of Northern Alaska.

Programing, Production, Others

PD. WEAM, Arlington, Va. (Washington, D.C. metro market). Send resume, references and current picture.

Nome, Alaska. Opening March 1st for creative copy writer to write educational spots. Must have experience in production. May be either man or woman, must be single. Please send portfolio of writing samples and if possible tape of spots actually produced. AM educational station. See "News" column for details.

Situations Wanted

Management

Renaissance man. Engineer, programmer, sales. Ready for management. Box M-119, BROADCASTING.

1st phone manager—proven success sales/programing pro—family. 29, no hurry. Box A-44, BROADCASTING.

Experienced, adult operations manager. First class license, first class programing, first class references. South. Box A-170, BROADCASTING.

Management Continued

Corporate or station management. A solid professional broadcaster. Heavy sales experience . . . small and large station, ind. and netw. Ten years as rep and AM sales mgr. in New York. Strong in programing, administration, FCC and finance. Currently Gen. Mgr. (over 3 years) . . . billings up 30% over last year. Will also consider good investment situation. Top references from all previous employers. Write Box A-242, BROADCASTING.

Red Ink? I've changed it to black for one FM owner already in 20 station metro market. Highly qualified station manager seeks larger station and market. Proven record includes sales, programing, management. Expert in ratings and profits. Eleven years AM/TV/FM. Dedicated professional. B.A., M.B.A. Excellent references. Ownership participation preferred. Top 30 markets only. Box A-273, BROADCASTING.

Program/operations director of top-rated AM/FM in 200,000 market looking for chance to move up and possibly break into TV. Young—can handle people and knows the business. A pro. Prefer mid-Atlantic states or midwest. Box A-290, BROADCASTING.

Young, successful FM pro seeking greater challenge, opportunity and solid future with growth oriented organization. Thoroughly experienced in all phases of management, programing and sales. Expert in profits and ratings. Proven record of consistent success in competitive medium market. Outstanding references. All inquiries strictly confidential. Box A-297, 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 A-306, BROADCASTING.

General manager professional, uniquely qualified in business/financial and engineering areas desires greater challenge than current operation will allow . . . family man, civic oriented will relocate. Box A-309, BROADCASTING.

Solid background includes: Management, sales, programing, administration. Forty, family. No problems. Finest references. Seeking final move. Box A-321, BROADCASTING.

Professional general manager seeks professional owner. Object: net profit not promises. Depth experience—all phases. Age: 36. Let's talk! Box A-327, BROADCASTING.

Manager-SM, Radio-TV, dedicated professional, desires challenge. Box A-331, BROADCASTING.

General Manager, successful MOR and progressive format. Nationally acclaimed and publicized sales promoter. Ratings specialist. Top administrator and financial planner. Secret formula: Knowledge + Action = Success. Box A-346, BROADCASTING.

Program director—top market personality—programmer desires return to programing—all formats—seek permanency. Box A-350, BROADCASTING.

Sales professional with managerial background. 19 years radio and TV experience. Desire small/medium markets as a selling manager. Ready to relocate. Phone (309) 663-1943.

Sales

Top producer since 1945. Tired of the city. I love the smaller market radio and am ready to go back. Box A-275, BROADCASTING.

Experienced and successful radio salesman with large AM/FM in top 20 market wants sales managers position in medium size market. Prefer group owned station which offers good future for hard worker. Eleven years experience all phases of broadcasting. Aggressive, ambitious, a dedicated broadcaster. Community involvement awards, major college degree, married family. Box A-308, BROADCASTING.

Announcers

DJ, light board, good news, commercials. 3rd phone. Box A-57, BROADCASTING.

No. 1 morning man in medium market (adult top 40) seeks slot in large medium or major. Voice style, production. 3rd. all pro. Box A-201, BROADCASTING.

Keen sense of humor and dependability are just two of my attributes. Now working in medium market (drive time slot, proven ratings) am ready for major market. 5 years experience in C&W. Box A-208, BROADCASTING.

Announcers Continued

Experienced graduate of N.Y. school—willing to relocate—light board—third—endorsed—seeks new, challenging position. Box A-261, BROADCASTING.

Attention: 5 years MOR 1 year rock, heavy production, 1st ticket jock looking for production or air shift. Write Box A-279, BROADCASTING.

Talented announcer, experienced with news, production, D.J., sales, etc. Desire D.J. position. Third endorsed, married, 26, veteran. Presently working Ohio area. Will relocate. Box A-281, BROADCASTING.

Experienced jock, 1½ years mature voice, dependable, third & married. Box A-282, BROADCASTING.

Family man, 26, seeking southeast MOR position as announcer. 3rd, \$140 weekly. 5 yrs. exper. Box A-284, BROADCASTING.

First phone—salesman announcer. Dependable mature adult. Seeking stable MOR station, to work towards management. Available for interview. Box A-288, BROADCASTING.

Experienced dj/newsman, first phone strong on MOR music and on-the-scene news. Available immediately. Please reply stating salary range. Box A-289, BROADCASTING.

Announcer—salesman! Prefer modern country format. Experienced professional. Box A-294, BROADCASTING.

Personable pro engineer—announcer seeks MOR station. East coast. Box A-300, BROADCASTING.

Experienced young—looking to relocate in northeast contemp medium market. Good voice, production, 2½ years experience, 3rd endorsed. Box A-305, BROADCASTING.

Black professional drive time jock heavy on production and copy writing, for tape and resume . . . Box A-315, BROADCASTING.

Experienced midwest 1st phone. DJ and newsman. Some sales. Box A-316, BROADCASTING.

Combo, experienced, soul jock pro available. Real swinger. Box A-317, BROADCASTING.

Personality, capable of handling a talk-entertainment-variety program. Strong on interviewing, ad lib and use of on-the-air telephone. Reply in confidence with resume, tape and salary requirements to Box A-333, BROADCASTING.

I've flushed and run, ripped and read, for over a year. Looking for solid chain, up tempo MOR or top 40 and/or play-by-play opportunity. First phone. 26, married. Will relocate. Box A-334, BROADCASTING.

Help! 3rd phone recently graduated from college with two degrees and no professional experience, seeking R&R or MOR gig to ward off financial privation. Box A-341, BROADCASTING.

Announcer, 3rd endorsed, 2 years exper., good head, good voice, 26, rabblestockongok/production, prefer part-time, MOR or contemporary FM and maybe rock, in D.C., Va. or Md. area. 332-1215; 1736 Q St., N.W., Wash., D.C. 20009.

Heavy 1st phone, versatile, relocate anywhere U.S. All formats radio is my profession. Mark Wald, (213) 390-3018, 12470 Culver Blvd., #1, L.A., Ca. 90066.

1st phone, trained on the air for one year desires position in announcing/news/sales prefer east coast FM progressive format will consider all leads. Contact Sam (213) 698-2878 send station letter head c/o 9525 Mina Whittier, Ca. 90605.

"Mr. Dynamite". 3rd endorsed. 2 years experience, DJ with board. Young, single, will relocate. Call (212) 375-7736 ask for Al. . . I'm ready to rock!

Third phone pro, desires East Coast contemporary one year guaranteed. Hire—Tom Ferrell. (213) 923-2369. 7836 Stewart & Gray, Apt. 11, Downey, Ca. 90241.

First phone, 2 years, tight pro sound, MOR C&W, or contemporary. Young and dynamic. 515-432-8835.

Country D.J. legendary background—from the old school. Choose own records and love to program clean country music, and run own board. You furnish engineer, I'll keep them listening. Personal interview only . . . no tapes. I'll come at own expense. P.O. Box 2834, Springfield, Illinois.

Situations Wanted

Announcers Continued

Small market? Ambitious married man, 7 yrs. industrial sales background needs start. Adaptable personable, 3rd endorsed. Any area. Call collect 201-763-7681.

Have talents, will travel. Recent college grad with some commercial experience will take position anywhere. very imaginative, strong speech background. Write Jeffrey Rollins, 9404 Adelphia Rd., Adelphi, Md.

TVR college grad, wants first job in either. Will relocate, 3rd, play-by-play, talk, any format. Mike Scott, 181 Parkside Ave., Syracuse, N.Y. 13207.

D.J./sports caster, third, 2 years, George Daney, 701 Colgate Ave., Perth Amboy, N.J. 08861.

Wanted—location in southern Wisconsin or northern Illinois. Hold 1st class, single, 25. Conscientious, ambitious and hard working. 4 years experience. Call day-time-414-642-5524 or at night-time, 414-642-3633.

1st phone pro desires southern Calif. contemporary scene. Backed by a one year guarantee, Bill Wade grad. Hire, Dean 213-781-5824, 15820 Vanowen, Van Nuys, Ca. 91406.

1st phone tape says it all. Prefer MOR or rock. I'll relocate anywhere to start. Excellent references. Danny Green, 532 N. Barbara, Azusa, Cal. 91702.

1st phone Bill Wade grad versatile knows formats news sales; prefers contemporary. North, south, east or west. I'll stay a year. Richard Utt (213) 377-2774, 2316 Palos Verdes Drive W. Palos Verdes Est., Ca. 90274.

Professionally trained announcer, 3rd endorsed, 2 years college plus advanced Columbia School of Broadcasting training. Authoritative news. Seeking DJ-news-sales combo. Any format. Have sales experience. P.O. Box 3123, Shawnee, Kansas 66216 or call (913) 631-7853.

Ohio-midwest. Young married first phone with some experience, MOR, uptempo-MOR. Minimum \$125. No nights. Randy Swingle, 614-596-5093, McArthur, Ohio 45651.

MOR man, brightest of personalities, ready to move. Call (201) 757-8214 or write Andy Lagin, 1133 West 7th Street D, Plainfield, N.J. 07063.

Technical

Experienced first phone engineer. Prefer Western or midwestern states but will consider other areas. Call 202-291-9140 after 6 or Box A-231, BROADCASTING.

First phone: desire little or no announcing. Experience with directional/automation. Want to learn maintenance under chief engineer, go anywhere. Box A-286, BROADCASTING.

Engineer 20 years exp directional systems, FM, stereo, TV. No announcing. Family man. Box A-314, BROADCASTING.

Studio and transmitter maintenance, first phone. Country—gospel station southern Appalachian region. Box A-318, BROADCASTING.

First phone, can announce, 10 years as chief, DA, FM, TV experience. Good references, stable employment record. Seeking position with challenge. Tape, references on request. Box A-322, BROADCASTING.

Chief engineer/announcer. Twenty years experience. Good maintenance, proofs, directionals. Western states preferred. Available immediately. Call George Webb 408-637-7189.

Experienced engineer 1st phone. Tucson, Ariz. area. George Donahue, C/O Byron London, 1520 N. Jefferson, Tucson, Ariz.

News

Reliable, dependable, hard working 1st phone newsman looking for good news operation . . . good digger heavy on local news . . . Viet vet. Box A-132, BROADCASTING.

Seeking play-by-play or sportscasting position. Eight years one station. Opportunity more important than money. No small markets. Box A-280, BROADCASTING.

Experienced journalism graduate (radio, TV, newspaper); seeks investigative-interpretive position; strong writing producing. Box A-283, BROADCASTING.

News Continued

3rd radio, TV New York experience. Draft free. Willing to relocate and settle. Single, responsible, enthusiastic. Box A-285, BROADCASTING.

Experienced sports director all play-by-play, news, dj, 3rd class, will relocate. Call collect (516) Ma 1-3583.

Need a 20-year experienced newsman, announcer, DJ, PD, etc. that WSM, CBS, & NBC authorities say is one of the very best in the nation? . . . Contact Neil Lovett, Double Springs, Ala. 35553. PH. 489-5080!

Experienced major market inside/outside newsman seeks similar position or upper medium market news directorship. Available immediately. 317-637-9082.

People oriented creative newsman. Recent broadcast school plus B.A. speech. 3rd phone, Nick Isenberg (303) 322-2356, 2890 Elm Street, Denver, Colorado 80207.

Lend professionalism to your sports coverage. Excellent play-by-play. Prefer sports director or assistant but will consider other phases. (806) 249-2959.

Programing, Production, Others

Former PD now consultant/air personality top fifty market wants PD or assistant slot or talk show. Thirteen year background. All phases. Resume/references on request. Thank you. Box A-291, BROADCASTING.

Prof. trained third will program your auto FM do AM spot. news write copy. Will relocate. Hire one man band hire Louie. Box A-320, BROADCASTING.

Black P.O. looking. Call R. J. 515-244-5008.

Major market music director seeks relocation as PD of progressive FM or AM. Seasoned pro with excellent references and credentials, leadership. 1st phone. Family man, 25. Box 157, Westmont, Ill. 60559.

Television

Help Wanted Management

Established 147-mile cable system in northeastern Illinois with 10,000 plus subscribers, fully computerized bookkeeping operation, doing local origination, has immediate opening for experienced cable manager with sales ability. Excellent starting salary, many fringe benefits. List age, education, references, detailed experience. Write Robert Hawkins, Kankakee TV Cable Co., 150 S. Dearborn, Kankakee, Ill. 60901.

Announcers

Announcer with good on-air presence, weather experience preferred, for successful southeastern VHF, CBS affiliate. Send tape, resume, salary requirements. Box A-328, BROADCASTING.

Technical

Maintenance supervisor for a top five major market all color television station located in midwest. Send resume to Box M-9, BROADCASTING.

Operation—maintenance engineer for medium market—NBC affiliate . . . Box A-207, BROADCASTING.

Engineer wanted to run large CATV local origination dept. In Northwest Ohio reply Box A-226, BROADCASTING.

Wanted: Technician for transmitter maintenance in UHF station with 18 years growth located in northwestern Pennsylvania. Experience desired but not a requirement. Box A-343, BROADCASTING.

News

TV newsman needed in expanding southeastern section TV station. Applicants must be news oriented. Radio experience acceptable in lieu of TV potential. Self-starters only. Send video tape or request for personal audition to Box A-236, BROADCASTING.

Newsman on air reporter interviewer for nightly hard news and features. Capable of self starting investigative work at eastern independent. Send resume plus film or VTR. Box A-337, BROADCASTING.

Programing, Production, Others

Production director for medium market—NBC affiliate . . . Box A-206, BROADCASTING.

We need a crazy director who lives to create. Tell us about yourself. Box A-211, BROADCASTING. Top 15 market; network affiliate; major group owned.

Copywriter. Girl Friday for commercial producer/directors. Fair for feasible, creative copy. Some clerical. Must type. Prefer shorthand. Major top 30 upper mid-west market. Send resume and sample of work. Box A-265, BROADCASTING.

Secretary-promotion assistant. To assume full secretarial duties and act as assistant to the promotion director of TV station located in western New York. Creative writing ability required. Radio-TV or ad agency experience preferred. An equal opportunity employer. Call Mrs. Freshwater (716) 876-0930.

Television

Situations Wanted Management

Here are the facts: 18 years hard working TV experience in 2 medium to major market stations. Up through the ranks. As operations-program manager achieved highest audience share of all 3 station markets. As general sales manager averaged 20 percent sales increases yearly. As general manager guided station to best audience share against heavy competition . . . unfortunately during 1971; one of industries worst years. Still increased profit. Present situation unsuitable. I can do a good job for the right broadcaster offering a future. Thank you for your reply to Box A-330-BROADCASTING.

Sales

Interested in opportunity in CATV. Ten years experience in TV & Radio . . . sales and management. Will consider any situation with potential advancement. Box A-277, BROADCASTING.

Announcers

Excellent TV/radio announcer/newsman/host/writer, mature (40), effective on-air salesman, seeks challenging position. Employed. Box A-243, BROADCASTING.

Wanna good kids show! And a guy who can do anything? Contact Box A-304, BROADCASTING.

Let's trade . . . my experience/your opportunity. Fifteen years—sports, play-by-play, news, weather, commercial announcing. Age: thirty-five, devoted to family/profession. Network/major market background. Excellent credentials/references. Box A-324, BROADCASTING.

Technical

Chief engineer, 21 years experience all phases. TV, FM, AM directional and microwave. Prefer southeast. Box A-200, BROADCASTING.

Attention Florida! Recent college grad seeks first TV position. Will accept any work. Experience at college television center and radio station. Have third endorsed. Draft deferred. Box A-344 BROADCASTING.

First phone - studio operations - four years experience - full character references. Box A-345, BROADCASTING.

First phone eighteen years, formerly NBC, TV, AM, FM, operations and maintenance. (216) 961-7771.

Industry recognized executive wishes to use his 16 years of experience in TV broadcasting and manufacturing to secure a position as director of engineering or a line position with an equipment manufacturer. Contact: Howard McClure, 2027 N. Wilmar Dr., Quincy, Illinois 62301 217-223-5921.

News

TV weatherman, AMS. Professional with interesting informative program seeks new opportunity. Box A-218, BROADCASTING.

Top anchor-reporter, now on Peabody Award news show in top ten market/heavy investigatory reporting/15 years experience/top references/ready for new challenge. Box A-179, BROADCASTING.

Television Situations Wanted

News Continued

Professional: Impressive look, sound, resume. Experienced all phases. 30, dedicated, educated. Seek TV anchor—reporter—administration position. Medium market. Minimum \$900, Box A-180, BROADCASTING.

Asst. news director—medium market. 8 years experience, 29, journalism grad, family. Looking for move up. Aggressive with full knowledge of TV news and administration. Interview a must. Box A-293, BROADCASTING.

TV news position sought by young Black newsman with experience in major market radio news. College grad, married, veteran. Have ability and interest to make smooth transition to television. Excellent work record. Will relocate in western states only. Box A-296, BROADCASTING.

Currently employed Black TV-radio newsman. College, first phone, seeking similar position with larger market station not in the south. Box A-303, BROADCASTING.

News woman seeks better television reporting/anchor position. Four years radio-television reporting experience. One year anchor. Box A-346, BROADCASTING.

Personal news coverage from Washington, D.C. Your own reporter to cover local news events from Washington. \$40.00 per story. Constance Lawn, Video News Bureau, Inc., 283 G. St. S.W., Washington, D.C. 20024. 202-628-0624.

Programming, Production, Others

Master of Religious Education degree with major in Mass Media Communications. B.S. degree in English, journalism, speech. 4 years experience in radio announcing/sales/copywriting. 4 years in church-related youth work. Author of several published dramas. Seeking creative TV challenge with salary we can both be proud of. Box A-276, BROADCASTING.

I want to take my degree and 6 years of top ten market production experience into a medium market news and documentary operation. Directing now, but experience includes film, art, scenic. writing and reporting. Box A-299, BROADCASTING.

Staff artist seeks permanent employment with "right" organization. 5+ years experience in television art production. Married, 26 years old. South preferred. Excellent references and samples available upon request. Box A-311, BROADCASTING.

Directing, studio production, filming, Commercial, CATV, ETV. Anywhere, Box A-332, BROADCASTING.

Producer-director-host with M.A. and 12 years experience desires position with ETV station. (208) 232-3908.

Experienced: Talented young man: B.A. degree in Television management and production, desire position as producer/director or cameraman. Can locate anywhere. (312) LU 5-2752.

Wanted To Buy Equipment

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Channel 12 antenna. Advise price and condition. KIVA-TV, Box 329, Farmington, New Mexico 87401.

Broadcast color film camera. Encoder. Optical colorplexer. Vectorscope. 3.58 Mc burst generator. 14" color picture monitor. Waveform monitor. Proposals send to: P.O. Box #387, Monterrey, N.L., Mexico.

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.

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.

For Sale Continued

1½"-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?

35 mm RCA Telecine motion picture projector, remote, sound, like new \$1895.00 16 mm JAN projector set up with TV chain shutter, has magnetic/optical. Good condition \$1195.00. JAN projector for preview purposes optical/mag \$895.00. Rebuilt, straight optical \$495.00. Brand new rewinds 16 or 35 mm \$37.00 pair. Griswald 16mm splicers brand new \$25.00. Harwald Hot Splicers Model B used \$99.50. Free list. SK Film Equipment Co., Inc., 254 Firdal Avenue, Coral Gables, Florida.

CoHu vertical interval switching system with Riker mix/mat amplifier. Parallel control of program buss. Very flexible for routing, VTR, etc. Box A-87, BROADCASTING.

RCA AVQ-10 Weather Radar system complete with Raydome, Heater, 400 cycle power supply, VJ-B monitors cabling and spare parts—excellent condition, ready to use. Priced at ¼ original cost. Some installation assistance included. Box A-338, BROADCASTING.

"Rust" DC remote control unit, model #R1-108, 10 metering positions, 10 two-directional functions plus fail-safe. \$250.00. Reply to WEAW, 2425 Main St., Evanston, Ill. 60202.

Ampex 300 parts: small lot of motors, tape heads, misc. 209/897-2757.

Ampex 3200 duplicator master, 3 slaves, Ampex 300 & 350 in consoles. Ampex FR1100. Best offer. Navigators, Colorado Springs, Colorado 80901. Attention: Ken Metzger (303) 835-0622, 634-2861.

RCA BTA-5F 5KW AM transmitter excellent condition. Hy-Power Electronics, Dallas, Texas (214) 272-5567.

Teletype equipment, rebuilds, ¼ manufacturer's list, all models, speeds. Telecom, Box 4117 Alexandria, Va. 22303.

Cartridge tape equipment—Reconditioned, guaranteed. Autodyne, Box 1004, Rockville, Maryland 20850 (301) 762-7626.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned modets available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

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.

On air talent, if you qualify, our national coverage makes your work personality available (via direct phone line) to 2,000 bcasting execs. Send tape to: Hollywood Audition Showcase, 6777 Hollywood Blvd., Hollywood, Calif. 90028.

"Forgotten Moments" can help find sponsor dollars that have forgotten radio since Christmas. Syndication feature telling human and surprising stories of yesterday's greats, near-greats, and never-were-greats. Post Christmas bonus: discount on orders before February first. Advance Media, Box 1703-s, 4250 Marine Dr., Chicago (312) 929-4160.

Bob Raleigh's Comedy Service, in our fourth year. More than Jokes. Box 684, Galax, Virginia 24333.

Baseball spring training interviews available beginning March 1st. A must for any sports minded station. Order now! Call Gene Romansky... 714-344-6385.

250 quality recorded dropins. One tape per market. Drive your competition nuts. Tape \$15.00. Funsound Unlimited, Box 9153, Kansas City, Kansas 66109.

Miscellaneous Continued

Q. If variety is the spice of life, what does that make us? **A.** The spiciest due-bill and trading firm in the world. International Promotional Consultants, Inc., 915 W. Sunrise Boulevard, Ft. Lauderdale, Florida, Phone (305) 764-6424.

Warm-up lines—Comedy for live pre-broadcast audiences. Special \$3.00—free broadcast comedy catalog on request. Show-Biz Comedy Service (Dept B) 1735 East 26 St., Brooklyn, N.Y. 11229.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. 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.

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 Aurora Ave., N.

Elkins in Milwaukee, 611 N. Mayfair Rd.

Elkins in Colorado Springs, 323 South Nevada Ave.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates April 12, June 28. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave. Huntington Beach, Calif. 92647.

Zero to first phone in 5 weeks. R.E.I.'s classes begin Feb. 7, Mar. 13 and April 17. Rooms \$15-20 per week, call toll free: 1-800-237-2251 for more information or write: R.E.I., 1336 Main Street, Sarasota, Florida 33577. V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441.

R.E.I., 625 E. Colorado St., Glendale, Calif. 91205. Call toll free, 1-800-237-2251.

INSTRUCTIONS

Continued

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, \$7.00; 2nd class \$12.00; 1st class, \$16.00; complete package, \$25.00. Research Company, 3206 Bailey Street, Sarasota, Florida 33560.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

How to get and keep a radio job. Only \$1 and stamped, addressed envelope. Rizzone, Box 545, Seneca, Pennsylvania 16346.

FCC 1st phone in 6 weeks. Money back guarantee. Cost \$370. Announcer/disc-jockey training classes start every month. Graduates Nationwide. National Institute of Communications, 11516 Oxnard St., North Hollywood, Calif. 91606. (213) 980-5212.

Radio Help Wanted Sales

Small city, good potential, needs pro Radio salesman looking for permanent position. Car, bonuses, First class preferred. Daytimer in prime midwest outdoor sports area. Clean air, no rat race. Send tape & full resume.

BOX A-307, BROADCASTING

SALESMEN FOR HIRE

Three salesmen needed for major broadcast group. East coast, midwest, and west coast locations. \$16,000 to \$22,000 to start depending on experience. Call 312/693-6173.

News

CONTEMPORARY COMMUNICATOR!

East Coast Major Market News and Information Station needs learned, light and listenable open forum host with head and voice to handle issue-oriented two-way talk. Must be able to entertain as well as inform. Golden opportunity with prestige employer. Rush detailed resume and tape.

BOX A-349, BROADCASTING

Applicants from all races desired.

Situation Wanted, Management

RADIO STATION MANAGER

needed for your NE property? I've over fifteen years "street" and top corporate experience, plus money to invest in ambitious organization. Let's explore personally if these basics match your goals. Please write

BOX A-319, BROADCASTING

Sales

Experienced radio salesman, managerial sales background, married, mature, dependable. Want to sell radio syndicated shows or services to stations in Florida, Georgia area. Top references. Not presently employed in any of above.

BOX A-287, BROADCASTING

News

NEWSMAN

Young, ambitious and aggressive digger with 5 years experience, presently in a 150,000 market. I am a college grad looking for a good company to grow with. If you can fill my requirements, I can fill yours. All replies will be answered.

BOX A-301, BROADCASTING

Programing, Production, Others

PROGRAM DIRECTOR . . . or something

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Wanted to Buy—Stations

continued

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BOX A-323, BROADCASTING

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- Class "C" FM. Middle west. Primary service area population over 2,000,000.
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- Very easy terms if bought together. No brokers.

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BOX A-197, BROADCASTING

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NE	Single	Fulltime	420M	29%	SE	Medium	Fulltime	250M	29%
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"I'd like a little less information and a lot more feeling," Arthur Barron, the documentary producer, has written in an essay on television film. "I think we know enough facts: what we don't know is how to feel, to identify with others. I think the goal of the filmmaker should be to help make us more feeling, more human. We should try more to be novelists and poets of film, rather than such damn good reporters."

Ray Hubbard didn't write that passage, or hang it on his wall, or cite it grandly in conversation. but it says something about the role he likes to play. As vice president of programing and production for Post-Newsweek Stations Inc., Mr. Hubbard has introduced an unusual amount of local, special programing that falls outside such strict categories as "news" and "public affairs" (which aren't part of his jurisdiction) and even "light entertainment" (which is). What he tries to offer—and, if critical reaction is a fair yardstick, does with some regularity—is what some in the business lump under the bone-chilling description, "quality programing" (the phrase was surely coined by a salesman); to Ray Hubbard, it would be more accurately and simply called good television.

"Anybody can sit behind a desk and say yes to the network TWX's," he says. "There are an awful lot of very successful lazy people in television. It's very possible, by bringing in the right syndicated programs, to run a number-one station, a station that's very successful commercially." That's not enough for him: "I want to program."

He has done it with both critical and commercial success. The list of Ray Hubbard's productions or procurements since he went to work for Larry Israel at Post-Newsweek would exhaust the space on this page. An illustrative sampling might include the following: He bought and showed for the first time on television an hour-long film, *Depression Diary*, based entirely on still photographs from the era, and made by a young couple from the University of Texas; bought film of mainland China (originally shown on French television), edited it, put new narration on it, and created a program of keen and immediate interest to everyone in Washington from the White House on down; bought an unusual production of Jack London's *To Build a Fire*, filmed in 70°-below temperatures, with narration taken from the author's writing. He personally produced such programs as the first telecast from Washington's Kennedy Center for the Performing Arts; *Hokkadam I*, a "participatory telecast" in which sounds were called into the station by viewers, fed into a computer, to create unusual alterations in

A TV programmer who would rather do it himself

the pictures on the screen; and *Christmas at Williamsburg*, featuring music from that historic Virginia city. Most of these programs are broadcast, with notable success, in prime time.

Whatever else it may be, the list is hardly "typical"; but then, neither is Ray Hubbard or the life he leads. He brings to the job a frank delight—the word is not at all excessive—in programing for television; over 20 years of experience, all of it in television pro-

Week's Profile



Ray Andrew Hubbard—vice president for programing and production, Post-Newsweek Stations Inc. (WTOP-AM-TV Washington; WPLG-TV Miami and WJXT-TV Jacksonville, both Florida; WCKY[AM] Cincinnati); b. Dec. 7, 1924, Walnut Park, Calif.; BA, California College of Arts and Crafts, 1946-49; MA, theater arts and broadcasting communication, Stanford University, 1951; art director, KPXX(TV) San Francisco, 1951-54, and production manager, 1954-56; assistant program manager, WBZ-TV Boston, 1956-58; program manager, KPXX(TV), 1958-65; national television program manager and executive producer-public affairs, Westinghouse Broadcasting Co., 1965-69; joined Post-Newsweek in present capacity, January 1969; producer of programs that have won most major national awards, including Emmy, Peabody and Dupont; m. Marion Cohen, 1950; children — Bruce (20), Gregory (18) and Steven (15); hobbies—bookbinding; pottery, collecting decorative objects (e.g. Tiffany lamps and candleholders in glass and bronze), making jewelry, raising championship dogs; owns vineyard in Northern California.

graming; and a range of interests that rivals the index of the "Whole Earth Catalog" (an introductory list would include bookbinding, architecture, and raising championship dogs—bouvier de Flandres). This is the man who last Christmas gave one of his sons 250 pounds of clay. A lot of young men, upon receiving such a gift, would arrange to have it dropped on the old man's head, but it was entirely natural and appropriate in a family that values pursuits such as pottery.

The local, special program is the most challenging of Mr. Hubbard's jobs, but, as professionals need not be reminded, far from his only one. He oversees the programing of all Post-Newsweek stations and has day-to-day managerial responsibility of program manager at WTOP-TV Washington.

"I work at the other stations in an advisory capacity," he explains. "There are problems like 'Should we buy *Lucy* in Jacksonville?' or 'If we do, where will we use it?' or 'How do we improve presentation of the weather?'"

"When you're programing a station yourself, it's very hard to be objective. It's the closest thing to your heart, and it's very hard to stand back even when necessary and say: 'Oh, God, why did I do a terrible thing like that?'"

"And TV oozes. Much of what you see isn't there because that's the way it was planned. It evolves over time." Part of his job at those stations is to be the detached, critical observer.

And does anyone stand in the background playing that role for Ray Hubbard, program manager, WTOP-TV Washington? The face goes wry: "Yeah. Israel. And don't think he doesn't. He looks at the station critically and in detail on a regular basis. In fact, the whole corporate staff watches the station like a hawk."

Based on his achievements to date, Mr. Hubbard is obviously doing something right. A native Californian whose entire career was spent under the corporate wing of Westinghouse Broadcasting Co. until he joined Post-Newsweek three years ago, Mr. Hubbard has produced programs that have won nearly every major award in television.

One of his goals of the moment is to devote a larger proportion of his time to personal, hands-on involvement in producing programs.

Unlike many in broadcasting, however, one of his goals is *not* that of becoming president of a broadcast company. He considers the idea, grimaces as if it would be a sad vindication of the Peter Principle, and says: "I don't have any desire to get involved in labor negotiations, politics, and all the rest of it. I'm where I want to be, doing what I want to be doing—programing."

Movement in the market

There are indications that spot-television activity is beginning to pick up. Individual broadcasters in private conversations are speaking with more of their old-time confidence about both the present and future conditions of business. Even station reps, an instinctively cautious breed—in this case perhaps also remembering that January 1971 started out like a fireball only to burn out overnight—report the long-awaited break seems to have started at last.

For a number of reasons, especially the surfeit of inventory created by the loss of cigarette advertising and compounded by the FCC's prime-time access rule, spot television's drought has lasted longer than those of the other national elements of broadcasting. Radio, of course, has been perking right along and showing gains despite the sluggish economy. Network TV was a disaster area for a while but regained its strength and is selling briskly. Spot TV, then, is overdue. The surge of new activity in the last couple of weeks, reported elsewhere in this issue, not only promises to make January a decent month but also, and more important, holds out hope for a strong first quarter.

Bad case, worse law

The concurring statement issued by FCC Chairman Dean Burch with the order taking Boston channel 5 from WHDH-TV and giving it to Boston Broadcasters was curiously in tune with the ambiguities that long ago turned this case into a regulatory nightmare.

As reported here a week ago, Mr. Burch called the decision "an unconscionable injustice" and said it was attained through "glaring error." Having reached those harsh appraisals, however, he voted to confirm. He said the appellate court had given him no other choice.

Mr. Burch is incontestably right on his first points and may be right on the last. The latest word—all 43 pages of it—from a court of appeals that had been repeatedly littered with consequences of the original channel-5 decision was about as clear as a court's word can get. Put an end to this case, it told the FCC, and let us hear no more about it.

Unhappily for many broadcasters, the end is not as simple as that. The precedent lingers as a mortal danger to any licensee that has multimedia holdings and diverse ownership and is attacked by a rival applicant lacking those characteristics. The injustice that Mr. Burch helplessly deplored threatens the most reputable broadcasters in the country.

WHDH-TV was originally exposed to comparative hearing against competitive applicants on charges that its grant had been tainted by ex parte contacts between its senior executive and the then chairman of the FCC, both of whom later died. Hearings proceeded over many years.

When the FCC finally came to a decision, in January 1969, it disregarded the ex parte issue. It voted to transfer the channel from the incumbent to the challenger solely on the grounds of diversity of local ownership and integration of ownership and management. With that, the FCC put up for grabs all licenses held by incumbents with similar structures and media ties.

In the array of freak decisions from the FCC, this one must rank at or near the top. The vote was 3-to-1. In the majority were Robert T. Bartley and Nicholas Johnson, whose biases against multimedia ownerships are matters of record, and James Wadsworth—who nearly two years later

and after departure from the commission admitted he had made his choice because of the ex parte angle, which was missing entirely from the official decision.

The lone dissenter was Robert E. Lee, who was still objecting a fortnight ago but, like Chairman Burch, feeling powerless to do anything but follow the court's order. H. Rex Lee was absent. Kenneth Cox abstained for having been chief of the Broadcast Bureau and therefore a participant in the case before his appointment to the commission. The then chairman, Rosel Hyde, abstained with the memorable explanation that in two earlier decisions in the case he had voted once for WHDH and once against it and that since his vote was indecisive on the third time around he had elected to stay out.

Almost at once multimedia applicants for license renewal began facing challenges for their facilities. Indeed, one law firm, Welch & Morgan, started specializing in the newly invigorated practice. Fearful that the precedent would remake the whole composition of the business, case by case, the FCC adopted a policy statement that attempted to undo the destructiveness of its WHDH ruling, without disavowing its first work. The policy was rejected by the court.

With subsequent appellate confirmations and the FCC's latest decision, the case is taken back to the status of that 3-to-1 abnormality of January 1969. Whatever the other issues may have been, WHDH stands to lose a valuable facility because of ownership structure that complies in all details with existing FCC rules. Hundreds of other broadcasters of similar composition are in the target zone.

If anything, Mr. Burch was moderate in his judgment.

Hark

The board of the National Association of Broadcasters has authorized expenditure of \$25,000 in Washington newspaper advertising to "brief" 435 members of the House and 100 members of the Senate on issues affecting broadcasters.

Why should the hard-earned dollars of harassed broadcasters be spent in a competitive advertising medium?

Answer? The fairness doctrine is at fault, as stretched, distorted, mangled, hacked, and invoked by the FCC and the courts. To use their own media, broadcasters would have to provide free access to anyone with different views.

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